

Results Presentation Q4/FY 2021/22

15 December 2022



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All numbers shown are as reported, unless otherwise stated. All amounts are stated in million euros (€ million) unless otherwise indicated. Amounts below €0.5 million are rounded and reported as 0. Rounding differences may occur.

In the document, the term "CECONOMY" will be used (for simplicity reasons) also in situations where the business of MediaMarktSaturn Retail Group is concerned.

- I. Review FY 2021/22
- II. Financial performance
- III. Moving forward

Agenda

We are moving forward

- 1 We delivered our guidance – Adj. EBIT of €197 m with earnings growth across all segments outside the DACH region
- 2 We are relevant – Sales growth of +3.2% demonstrates our leading role in Consumer Electronics with high relevance for customers
- 3 We pushed Services & Solutions – Strong growth in margin accretive S&S business helped mitigating inflationary pressure
- 4 We executed our strategy – Considerable progress in our strategy implementation, positioning us well to emerge stronger from the crisis

Upper end of updated guidance reached

FY 2021/22 Guidance	FY 2021/22 ACT
Sales: On PY level ¹	+3.2% ✓
Adj. EBIT ² : €150 m to €210 m	€197 m ✓

¹Adj. for currency and portfolio change effects, pre IAS 29. ²Excl. associates, adj. for portfolio changes, pre IAS 29 and excl. non-recurring effects.

Key developments in FY 2021/22



Financial performance

- / Sales growth driven by both volume and price (+3.2%)
- / Recovery of stationary business (+15.8%)
- / Pressure on goods margin (-0.6%p.) due to inflation and intense competition
- / Cost ratio stabilized (-0.1%p.)



Operational performance

- / Improved customer experience further: NPS increased by 5 points yoy.
- / All-time high in Services & Solutions (sales share of 7.4%)
- / Successful strengthening of our online capabilities: additional online functionalities, above 80% of online sales on new platform



Governance

- / Strategy refreshed with “experience electronics” as the leading principle
- / Convergenta transaction closed and governance structures simplified
- / Store ownership structure resolved, i.e. company ownership of stores

We initiated effective measures to counter inflationary pressure and to support our liquidity position

Cost management

- / “New Operating Model” completed (~ €180 m one-offs in total / annual savings of >€125 m)
- / Additional efficiency program with €60 m to €80 m of one-offs initiated (expected payback period < 2 y and meaningful savings already in FY 2022/23)

Margin and Services & Solutions

- / Improved online functionalities leading to better conversion
- / Further expansion of Services & Solutions including advanced SmartBar services, subscription models and retail media
- / Efficiency gain in advertising following optimized steering of ATL and BTL

Cash Flow and Net Working Capital

- / Earlier cash-in of back margin conditions
- / Streamlining of assortment by
 - Use of sizeable marketplaces
 - Leverage of strengthened logistics capabilities

We continue to successfully drive our transformation

Q4 PROOF POINTS

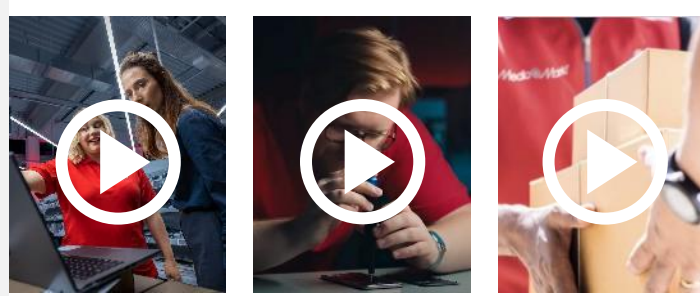
- ✓ Customer experience NPS improved to 52 (+5 yoy) in Q4 2021/22
- ✓ Services & Solutions Further growth of margin accretive Services & Solutions business (sales, attach rate and earnings contribution)
- ✓ Online business 3rd ([mediamarkt.de](https://www.mediamarkt.de)) and 6th ([saturn.de](https://www.saturn.de)) biggest online shop in Germany; Marketplace in Austria launched in October 2022
- ✓ Store landscape Store refresh ongoing with >270 remodeled stores per end of September 2022; new Lighthouse stores opened recently in Berlin, Madrid, Rome, Vienna
- ✓ ESG Customer offer to trade-in products rolled out to 6 countries. To reduce electronic waste, increase customer loyalty and stimulate sales

Our new brand and marketing campaign “Let’s Go!” (launch in 10/22) addresses our customers on multiple levels but under ONE 360°roof



Image & brand

- / New brand purpose and brand campaign with lead claim “Let’s go!”
- / Focus on customer experience and personal advice
- / Launch in all our European markets



“Reasons to Believe” – Services

- / Customer advice – professional personal advice in stores and online (live)
- / SmartBar – Comprehensive service portfolio in the stores
- / Click & Collect – Buy online and collect at local store (express pick-up in 30 minutes)

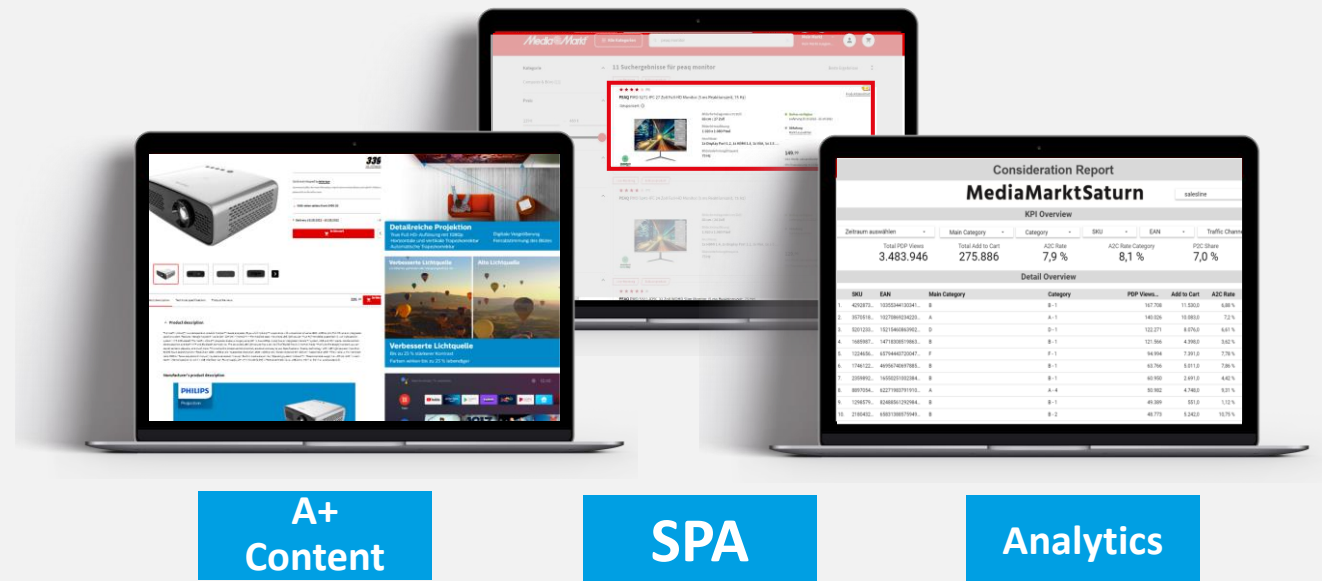


Products & offers

- / Seasonal and thematic advertising for offers and products
- / Recent Black Friday campaigns
- / Campaign to promote energy-saving household appliances
- / Special Service offers like free delivery and installation

MediaMarktSaturn boosts development of retail media activities to strengthen an integral part of omnichannel platform attractiveness

- / Highly attractive market opportunity – representing the fastest growing segment in advertising
- / Additional revenue streams – tap into marketing budgets of suppliers and marketplace sellers
- / Good foundation to build the business – leveraging our great customer reach with ~2bn annual customer contacts online and benefit from our established supplier relationships
- / Partner up – collaboration with Criteo



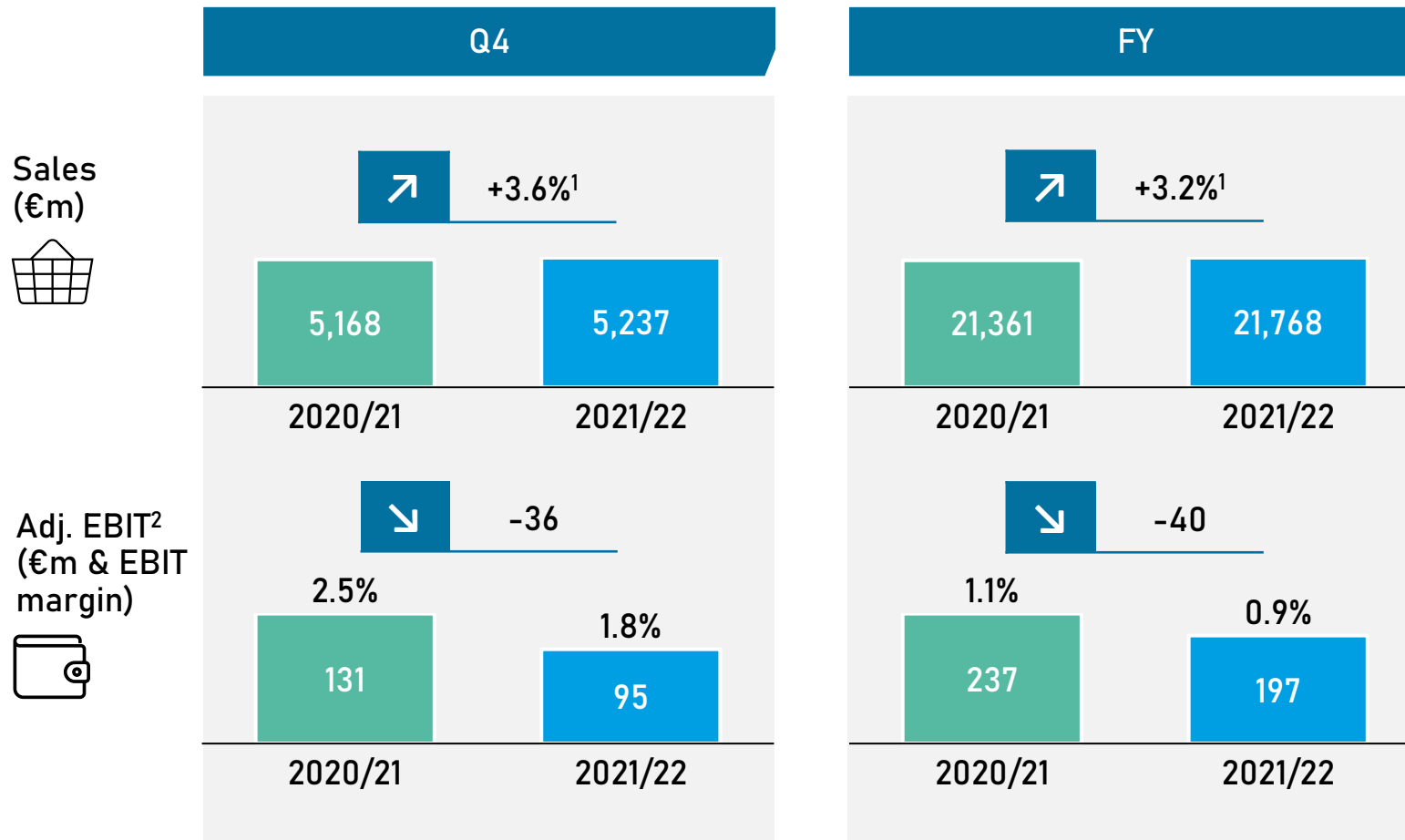
Current retail media products

Note: retail media refers for example to advertisements placed by brand manufacturers in retailers' web stores or apps, addressing customers directly at the point of sale.

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Strong sales uplift in Q4, while earnings suffered from sector-related headwinds



/ Positive sales development in Q4 2021/22, despite adverse environment, supported by elevated and focused marketing campaigns

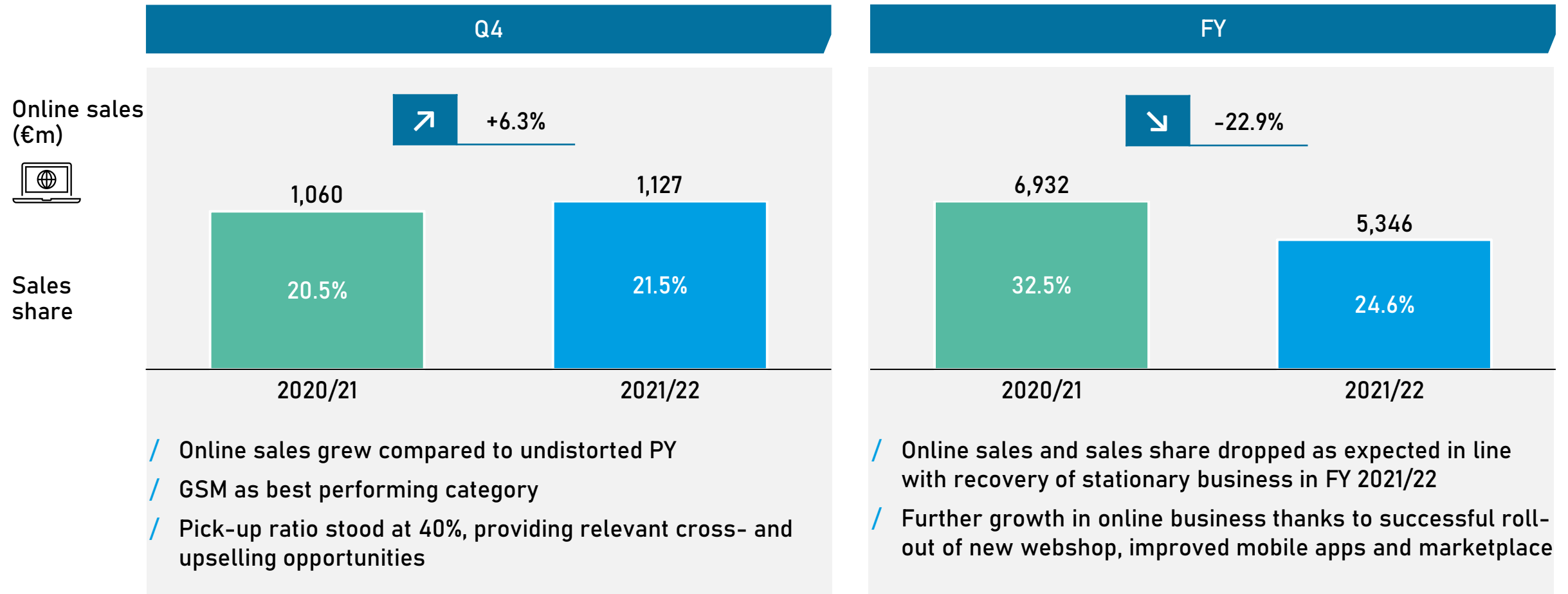
/ FY 2021/22 sales above PY, due to brick & mortar recovery and strong growth in Services & Solutions business

/ Drop in adjusted EBIT in Q4 2021/22 due to pressure on goods margin, which could not be fully compensated by strong development of Services & Solutions

/ Adjusted EBIT FY 2021/22 was impacted by an increased competitive intensity, high inflation rates, low consumer sentiment and the absence of COVID-19 subsidies

¹Adj. for currency and portfolio change effects, pre IAS 29. ²Excl. associates, adj. for portfolio changes, pre IAS 29 and excl. non-recurring effects.

Online sales in Q4 with positive development vs. comparable PY base; FY 2021/22 remains on elevated level

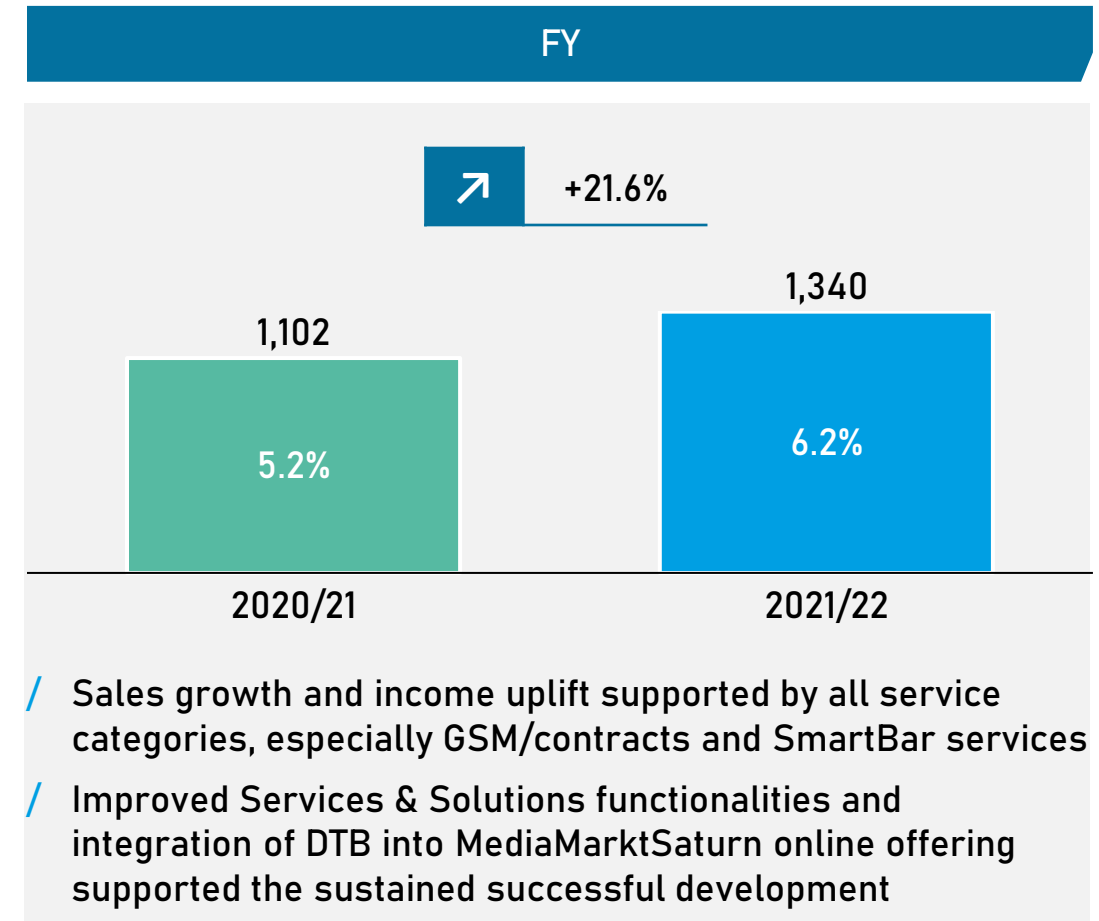
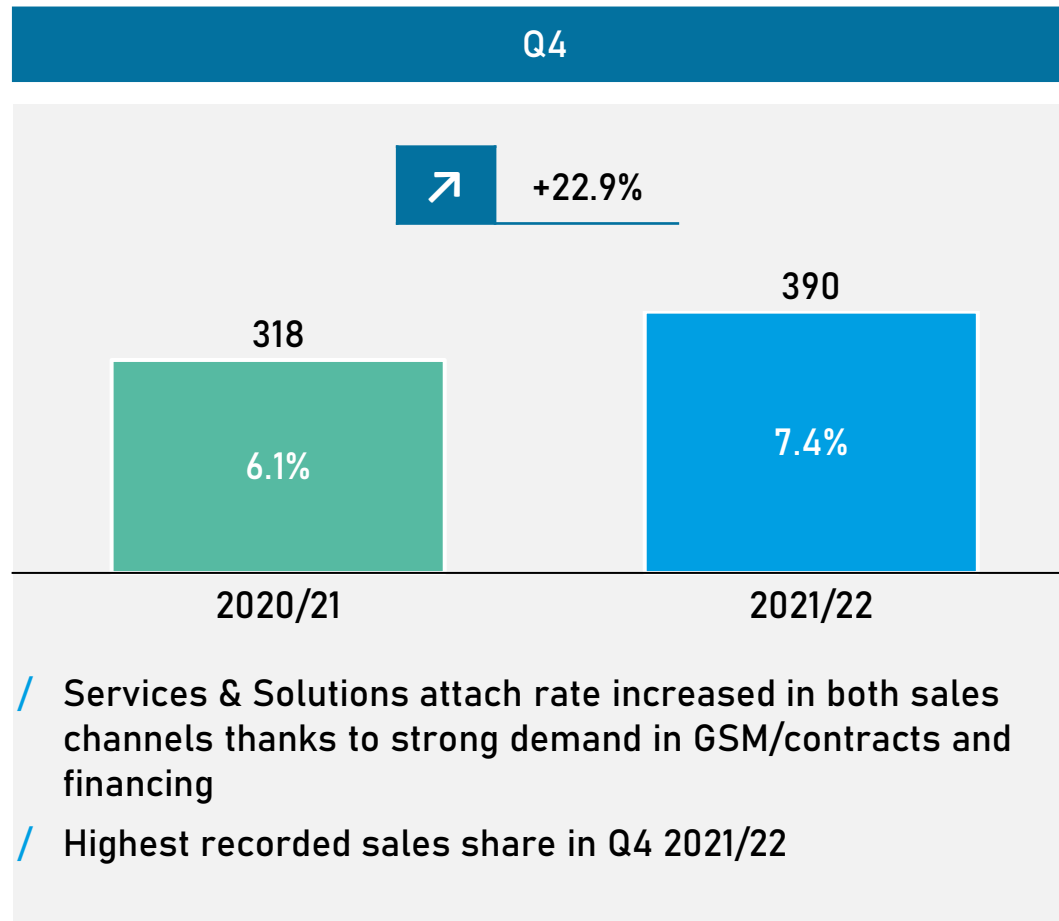


Strong double-digit sales and income growth in Services & Solutions business

Services & Solutions sales (€m)

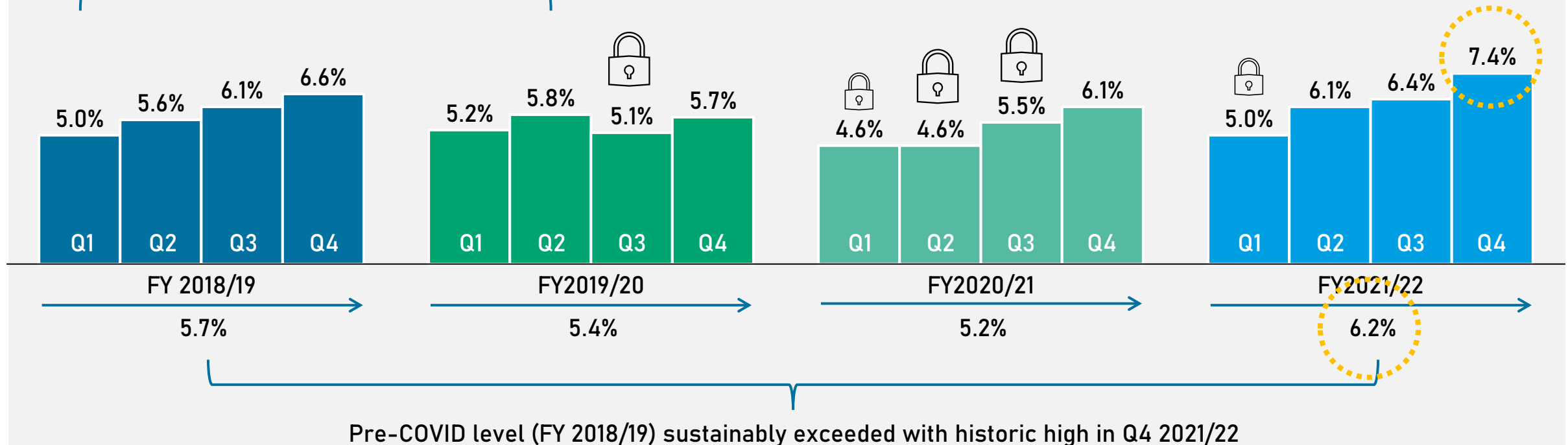
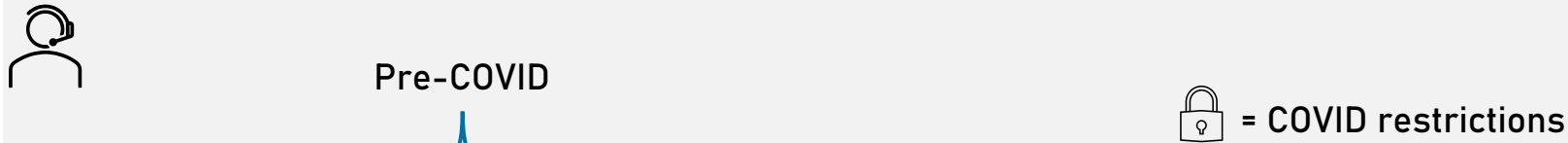


Sales share



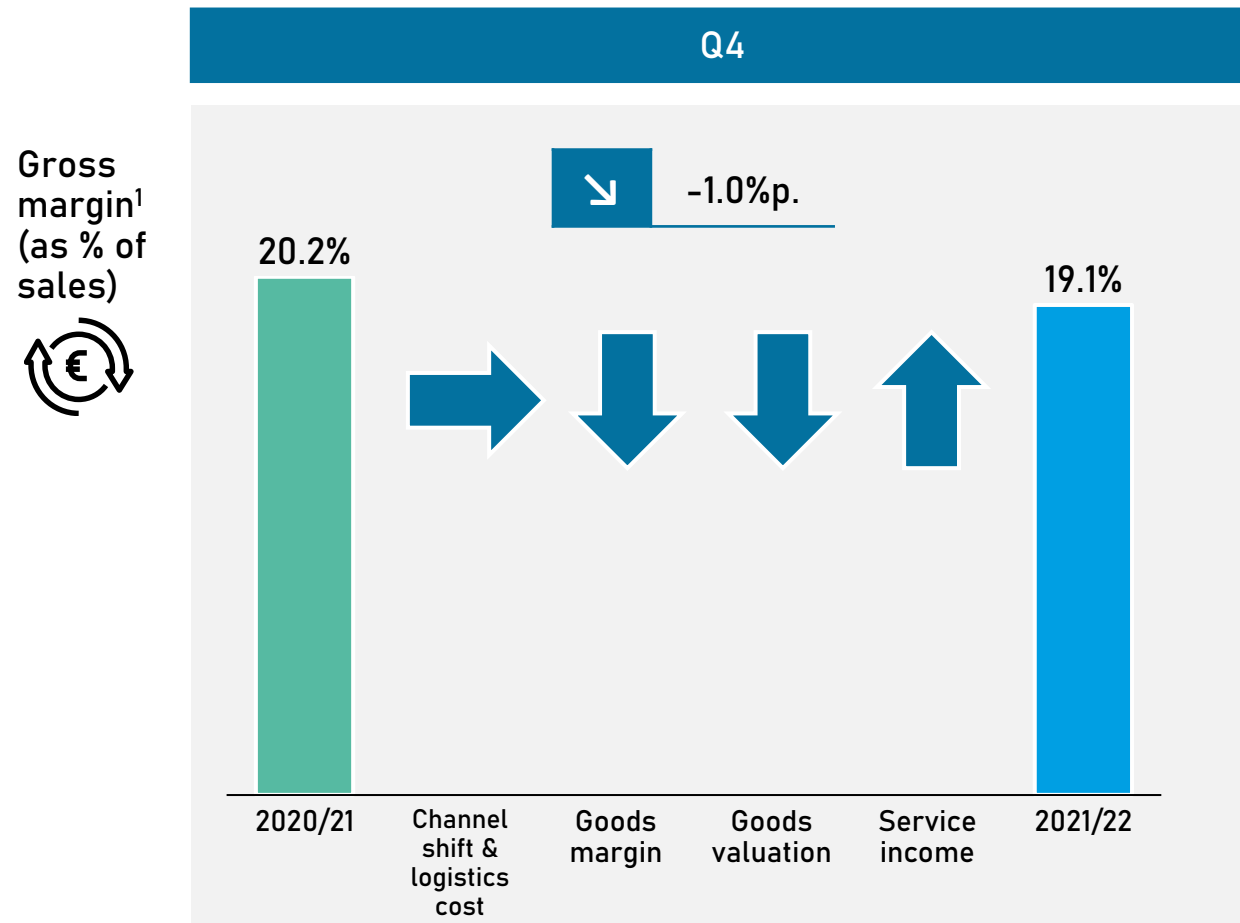
Services & Solutions sales share sustainably above pre-COVID level

Services & Solutions sales share



Note: Sales share in Q1 to Q4 2019/20 adjusted for a technical effect due to switch from agent to principal model for online sales of mobile phones and related contracts as a bundle in Germany in Q4 2019/20.

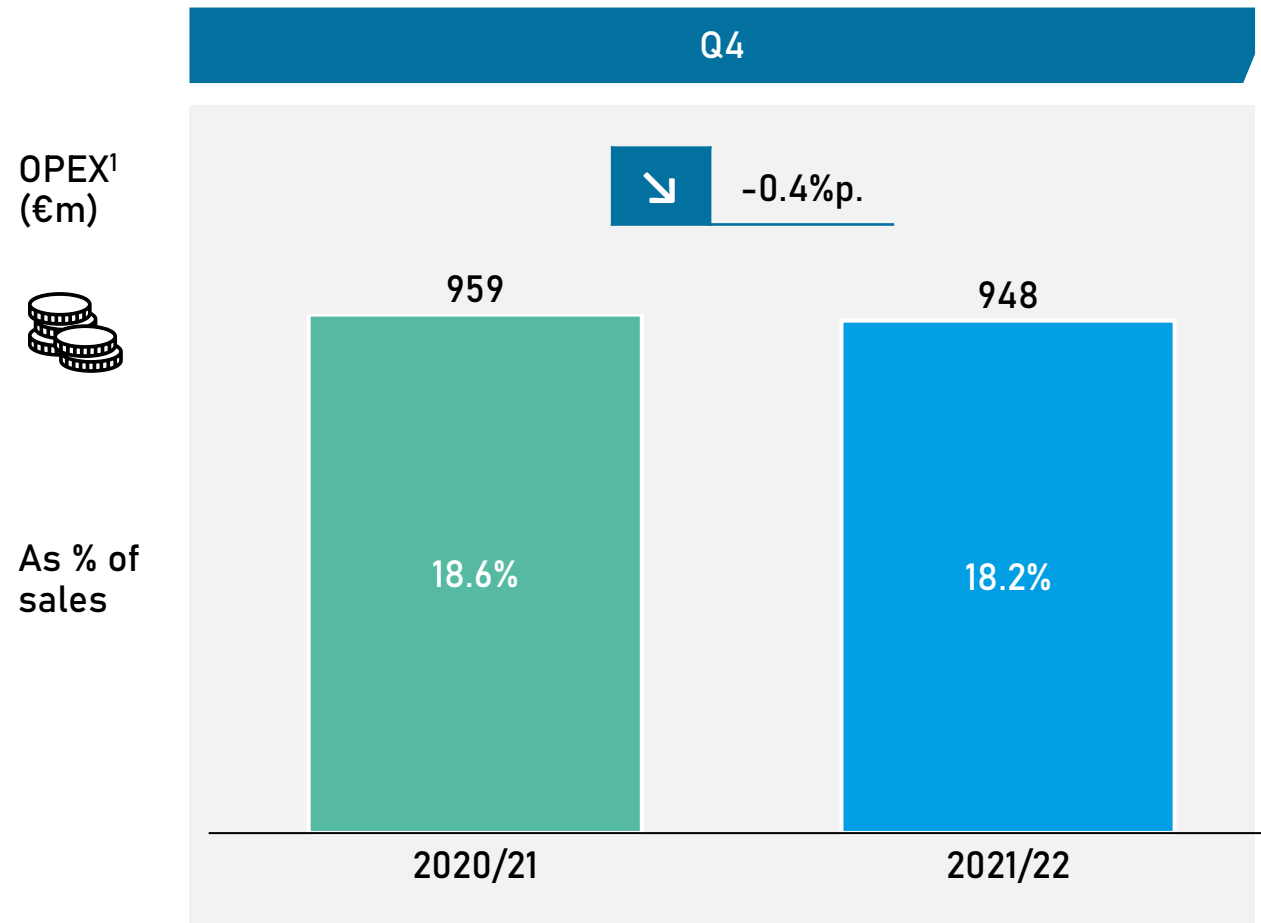
Inflation, consumer sentiment and intense competition weigh on gross margin development



- / Higher cost of goods sold, competitive environment and product mix weighed on goods margin
- / Negative contribution from goods valuation; stock ageing structure improved, but slightly less compared to previous year
- / Higher income from Services & Solutions business thanks to better attach rate in both sales channels and strong demand in GSM/contracts and financing

¹Excl. non-recurring effects, adj. for portfolio changes and pre IAS 29. On reported base, gross margin came in at 18.3%, negatively impacted by IAS 29 following a technical shift to other operating income.

OPEX in Q4 2021/22 benefitted from previous cost measures; further efficiency increases targeted to cope with inflationary pressures



- / OPEX ratio in Q4 slightly below PY level; OPEX increased in FY 2021/22 by c. €210 m, thereof c. €170 m from COVID-19 related subsidies and savings in PY
- / Notable inflationary pressures in the areas of personnel, energy and logistics, partially compensated by rent optimization
- / Past efficiency programs (e.g. New Operating Model) did reduce costs sustainably, but further cost measures are targeted to curb current inflation-related cost increases

¹Excl. non-recurring effects, adj. for portfolio changes and pre IAS 29.

Q4 2021/22 with positive development in Western/Southern Europe, while weak consumer sentiment weighed on DACH segment

Segments Q4 2021/22					
€m	DACH	Western/ Southern Europe	Eastern Europe	Others ⁴	CECONOMY
Sales	2,821	1,740	556	120	5,237
Growth in LC ¹ (%)	-3.6	4.6	59.0	-2.0	3.6
Reported yoy change (%)	-3.5	4.6	22.6	-5.9	1.3
Adj. EBIT ²	7	90	3	-6	95
Adj. EBIT margin ³ (%)	0.3	5.2	0.5	-	1.8
Adj. EBIT yoy change	-64	31	-7	4	-36

DACH

- / Sales and EBIT dropped, mainly due to sector-related headwinds and pressured product margin in Germany
- / EBIT in Austria and Hungary on PY level

Western & Eastern Europe

- / Sales and margin driven positive earnings momentum in the Netherlands
- / EBIT in Italy and Belgium also above PY level, other countries stable

Eastern Europe

- / Triple-digit sales growth and higher market share in Turkey
- / Positive sales development in Poland, only partially compensated negative effects in goods valuations

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³Margin calculation based on reported sales incl. IAS 29 and adj. EBIT. ⁴Segment Others includes CECONOMY AG holding, hence respective EBIT margin would not offer a reasonable comparison.

Lower EPS due to impairment of Fnac Darty stake, partly compensated by first-time recognition of tax benefits from Convergenta transaction

EBITDA to EPS	Q4		FY	
€m	2020/21	2021/22	2020/21	2021/22
EBITDA	299	240	948	866
EBIT reported	94	45	326	105
Net financial result	-34	-28	-31	-56
Earnings before taxes	60	17	296	49
Income taxes	-6	104	-53	81
Profit or loss for the period	55	121	243	130
Non-controlling interests	13	1	21	4
Net result	42	120	222	126
EPS undiluted (€)	0.12	0.25	0.62	0.31

Reported EBIT

- / Q4 below PY due to operational development and slightly higher non-recurring negative earnings effects
- / FY 2021/22 impacted by Fnac Darty impairment (€-56 m) while PY benefitted from an impairment reversal (€150 m)

Financial Result

- / Supported in PY by higher dividends from METRO Properties and M.video

Taxes

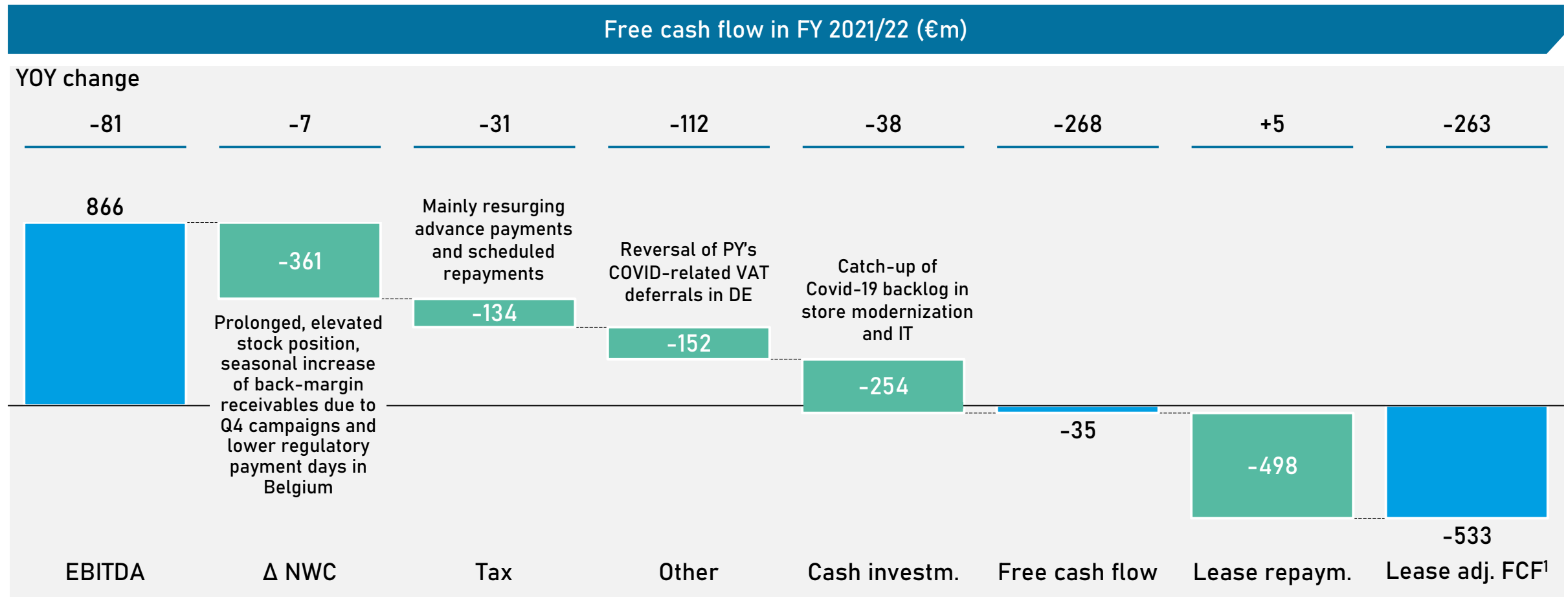
- / First-time recognition of tax benefits from Convergenta transaction through profit or loss (€195 m) supported EPS in Q4 and FY

Non-controlling interests

- / Reduced due to Convergenta transaction and repurchases of minority interests from store directors

Note: From continuing operations and based on reported figures. Average number of shares in Q4 (485,221,084) and FY (400,779,988).

FCF development in FY 2021/22 below PY due to non-recurring cash outflows and to 2023 deferred NWC trend reversal



¹Lease adjusted FCF subtracts the repayment of lease liabilities for better FCF comparability under IFRS 16.

Our prudent financial policy remains high priority to maintain healthy liquidity position

Cash position at end of FY

- / Cash and cash equivalents position stood at €800 m
- / Cash outflow from manageable NWC development
- / Scheduled one-time payments of a mid-triple-digit million euro amount not recurring next year (e.g., Convergenta transaction, repurchases of minorities, COVID-related tax deferrals)



Long-term financing secured ahead of rising interest rates

- / Access to liquidity with > €1 bn undrawn RCF, running until 2025/26 plus further extension options
- / No major debt maturities coming due until 2026
- / Fitch assigns first-time BB Rating with stable outlook to CECONOMY and CECONOMY bond

Working capital measures initiated, rebound of NWC position expected

- / Normalisation towards lower inventory levels driven by higher stock rotation and streamlining of assortment
- / Optimization of receivables position from earlier cash-in of back-margin conditions
- / Diversification of sourcing


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Short-term measures to mitigate inflationary pressure on P&L

INFLATIONARY PRESSURE	MITIGATING MEASURES IN FY 2022/23
Procurement & logistics costs <ul style="list-style-type: none">/ Slight increase in buying prices/ Anticipated rise in inbound & outbound logistics of low to mid double-digit m€ amount	Leverage scale & capacity (saving of low to mid double-digit m€ amount) <ul style="list-style-type: none">/ Negotiation of supplier conditions/ Streamlining of assortment/ Further ramp up of NDCs, higher last mile efficiency and stock turn increase
Personnel expenses <ul style="list-style-type: none">/ PEX up ~€35 m in FY 2021/22/ Increase of a high double-digit m€ amount expected for FY 2022/23	Efficiency gains (saving of low double-digit m€ amount) <ul style="list-style-type: none">/ Leaner HQs and more efficient organizational structures/ Further digitalization of processes/ Brand optimization in Germany
Energy & location costs <ul style="list-style-type: none">/ Energy cost up ~€20 m in FY 2021/22/ Increase of a mid double-digit m€ amount expected for FY 2022/23	Energy saving & location cost reduction (low double-digit m€ amount) <ul style="list-style-type: none">/ Reduced energy consumption in heating, cooling and product presentation/ Ongoing optimization of leased locations in terms of cost and surface

Outlook for FY 2022/23 – We are confident about the upcoming quarters: Guidance scenario 1 more likely from today's perspective

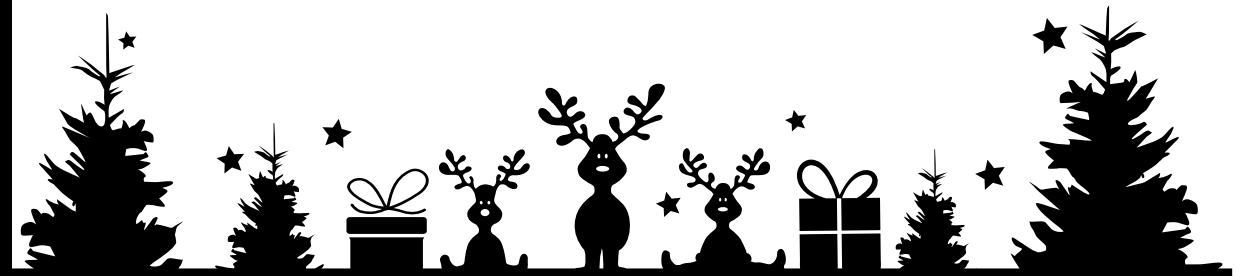
FY 2021/22	FY 2022/23 Guidance scenario 1	FY 2022/23 Guidance scenario 2
Sales €21,768 m	Slight increase ¹	Clear decrease ¹
Adj. EBIT ² €197 m	Clear increase	Clear decrease
Key assumptions 	No deterioration of current macroeconomic conditions (inflation, customer demand, availability of goods, no overall restrictions in the retail sector); relevant market for consumer electronics shrinks moderately at most.	Less favorable development of the overall economic environment; declining demand in the consumer electronics market, which is relevant for the country portfolio.

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Positive start into peak season with strong Black Period



- / Well working campaigns exceeded expectations offline and online already in the early Pre-Black-Friday trading
- / Black Friday demonstrates scaling power of MediaMarkt and Saturn
- / Customer demand above PY in October and November
- / Market remains to be very competitive with high promotional intensity



We are well positioned for sales and earnings growth in the mid- and long-term and will emerge stronger from the crisis than competition

/ Our actions to drive sales growth

- Leverage of market leading positions
- Improved customer experience across all channels
- Online growth - better functionalities and marketplace
- Differentiation through circular economy offering

/ Our actions to improve gross margin

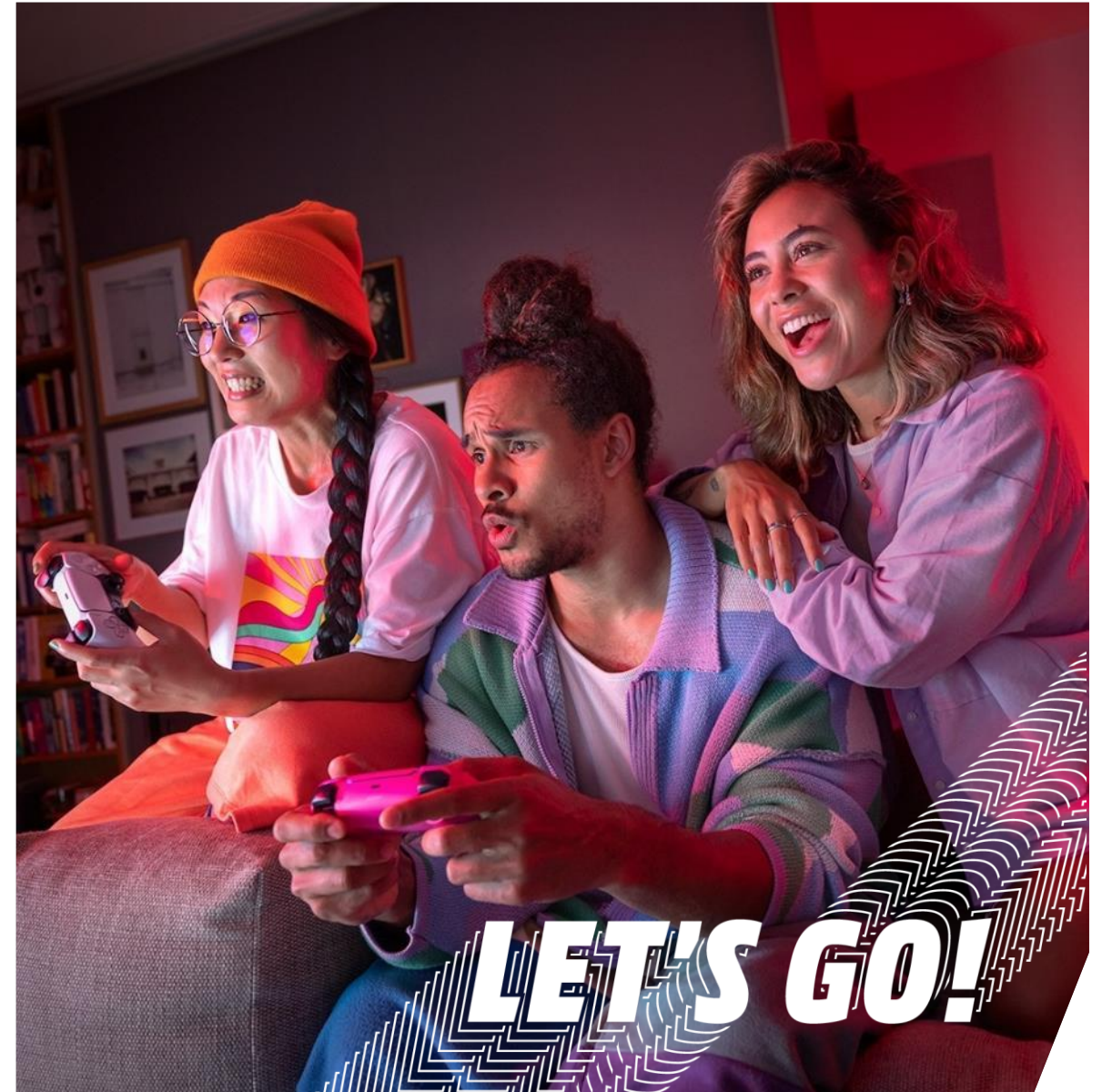
- Supplier negotiations and recovery of conditions lost during COVID
- Grow Services & Solutions, including retail media
- Improved product mix and growing new categories
- Optimized inventory management

/ Execute one-off programs, deliver lean organizational structures and implement liquidity measures



Summary

- 1 We are in control and we take actions to master the current challenges
- 2 We focus on customer experience and take advantage of our omnichannel capabilities
- 3 We continue to grow sales and to accelerate our Services & Solutions business
- 4 We put high focus on required measures towards cost, profitability, liquidity



Questions & Answers



Dr Karsten Wildberger



Florian Wieser

Financial calendar

<p>22nd German Corporate Conference (Frankfurt)</p> <p>18 January 2023</p> <p>→</p>	<p>Q1 2022/23 results</p> <p>14 February 2023</p> <p>→</p>	<p>Annual General Meeting</p> <p>22 February 2023</p> <p>→</p>	<p>Q2/H1 2022/23 results</p> <p>15 May 2023</p> <p>→</p>
<p>Q3/9M 2022/23 results</p> <p>10 August 2023</p> <p>→</p>	<p>Q4/12M 2022/23 Trading Statement</p> <p>26 October 2023</p> <p>→</p>	<p>Q4/12M 2022/23 results</p> <p>18 December 2023</p>	

Contact

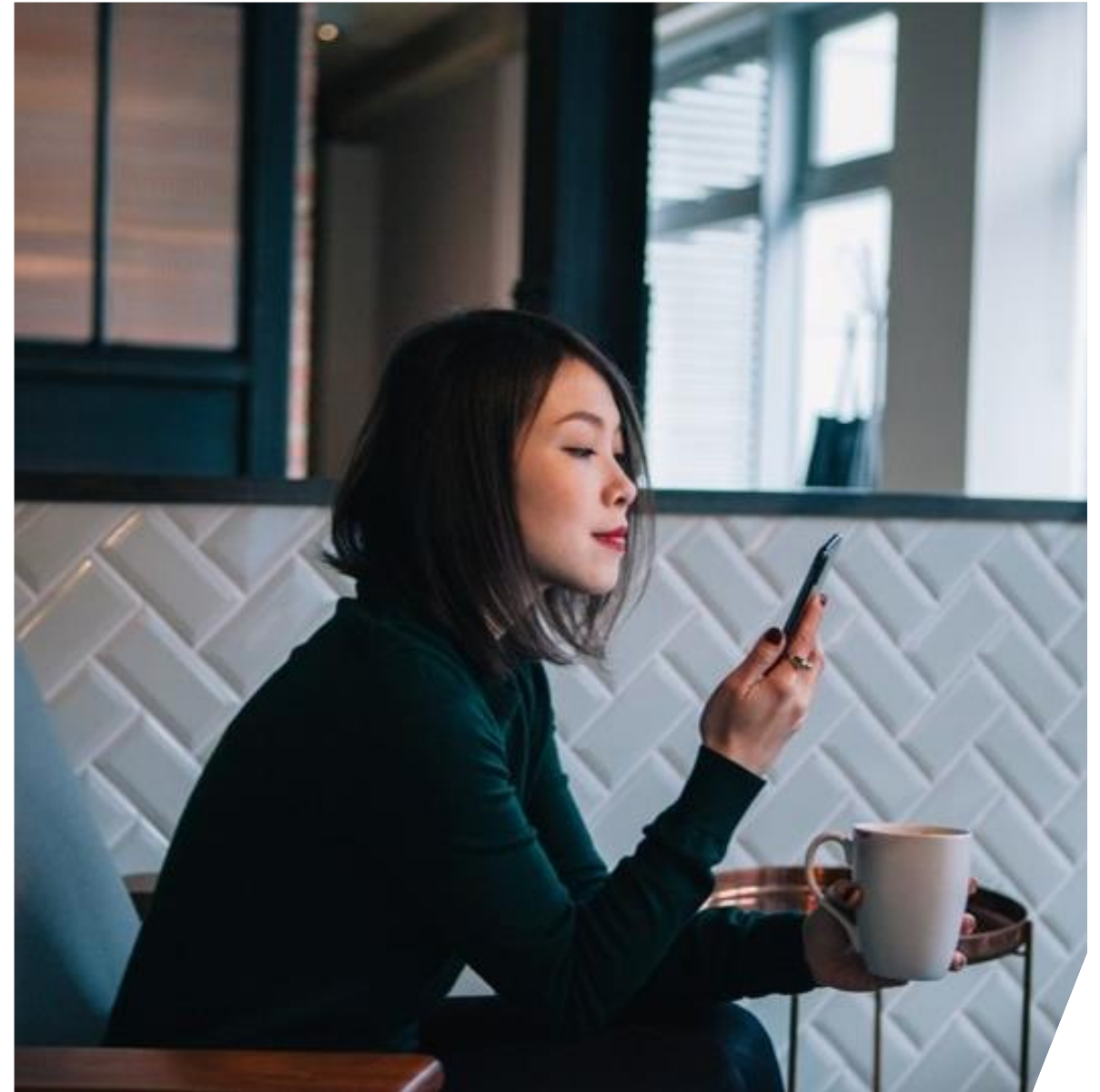
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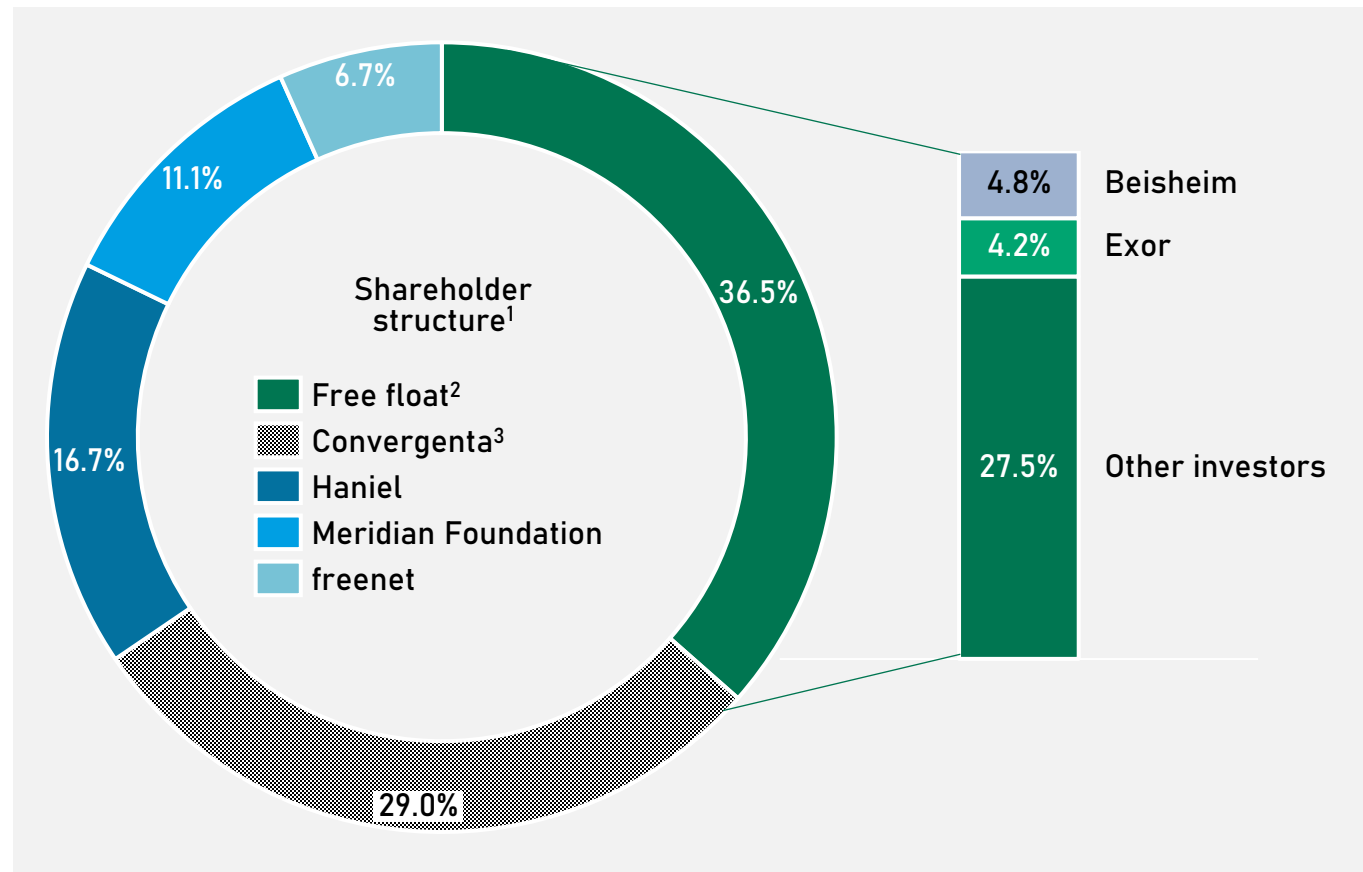
Email IR@ceconomy.de

<https://www.ceconomy.de/en/investor-relations/>



Appendix

Shareholder structure and number of shares after conversion of preference shares and Convergenta transaction



Original # of ordinary shares:	356,743,118
# of converted preference shares:	2,677,966
# of new ordinary shares:	125,800,000
Total # of ordinary shares:	485,221,084

¹Shareholder structure with 485,221,084 shares totalling from capital increase against contributions in kind (incl. ordinary and converted preference shares); based on voting rights notifications pursuant to sections 33 et. Sec WpHG (excl. instruments); as of 07/09/2022. ²Free float as defined by Deutsche Börse (German Stock Exchange). ³Convergenta can increase its shareholding further via conversion of new convertible bonds. This corresponds to Convergenta's intention of becoming a long-term anchor shareholder with a stake of up to 29.9% of ordinary shares.

Sales growth driven by Eastern and Western/Southern Europe, DACH segment suffered from sector-related headwinds in FY 2021/22

Segments	FY 2021/22				
€m	DACH	Western/ Southern Europe	Eastern Europe	Others ³	CECONOMY
Sales	12,046	7,158	2,054	510	21,768
Growth in LC ¹ (%)	0.2	1.9	38.2	-5.3	3.2
Reported yoy change (%)	0.4	1.9	15.3	-7.4	1.9
Adj. EBIT ²	77	116	31	-28	197
Adj. EBIT margin ³ (%)	0.6	1.6	1.5	-	0.9
Adj. EBIT yoy change	-107	49	8	8	-40

DACH

- / Sales on PY level, continuous growth in Hungary
- / Drop in earnings in Germany and Austria due to high competitive intensity and unfavourable product mix, and the absence of COVID-19 subsidies

Western & Eastern Europe

- / Heterogenous sales development
- / Earnings increase mainly contributed by the Netherlands and Italy

Eastern Europe

- / Continued high sales growth in Turkey

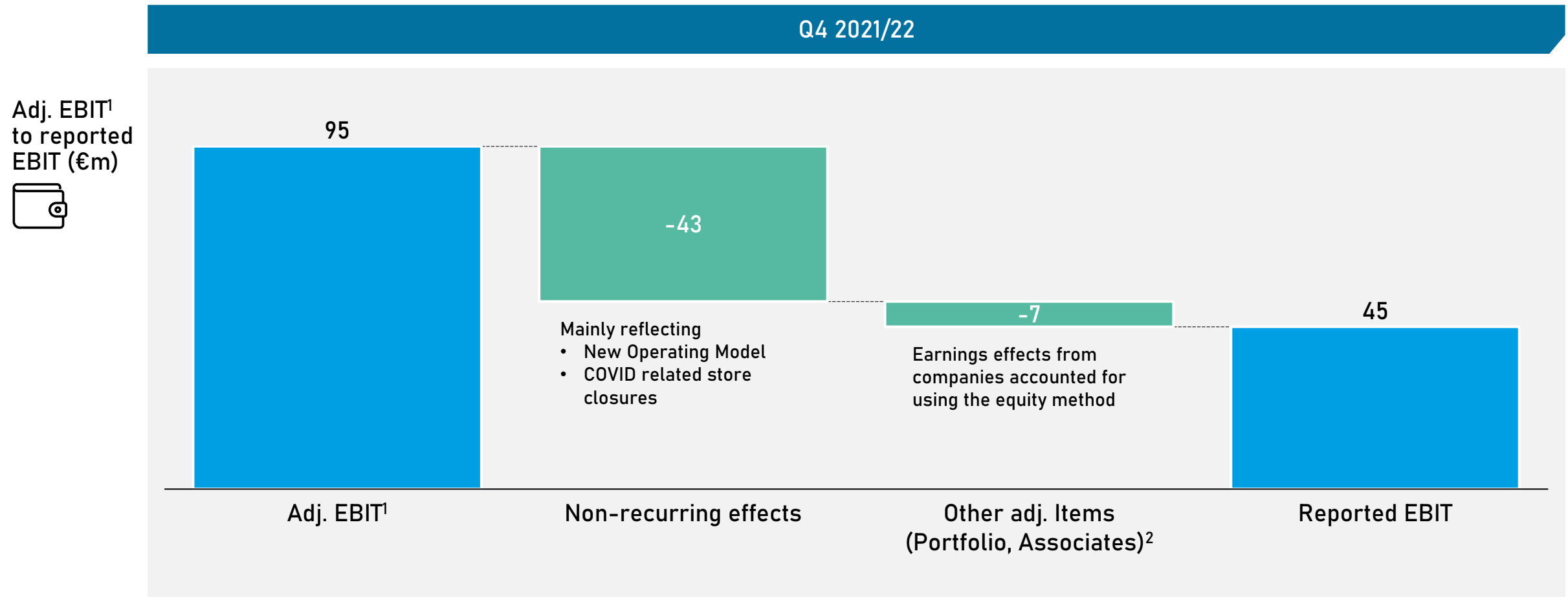
Others

- / Lower sales in Sweden overcompensated by declining group holding costs

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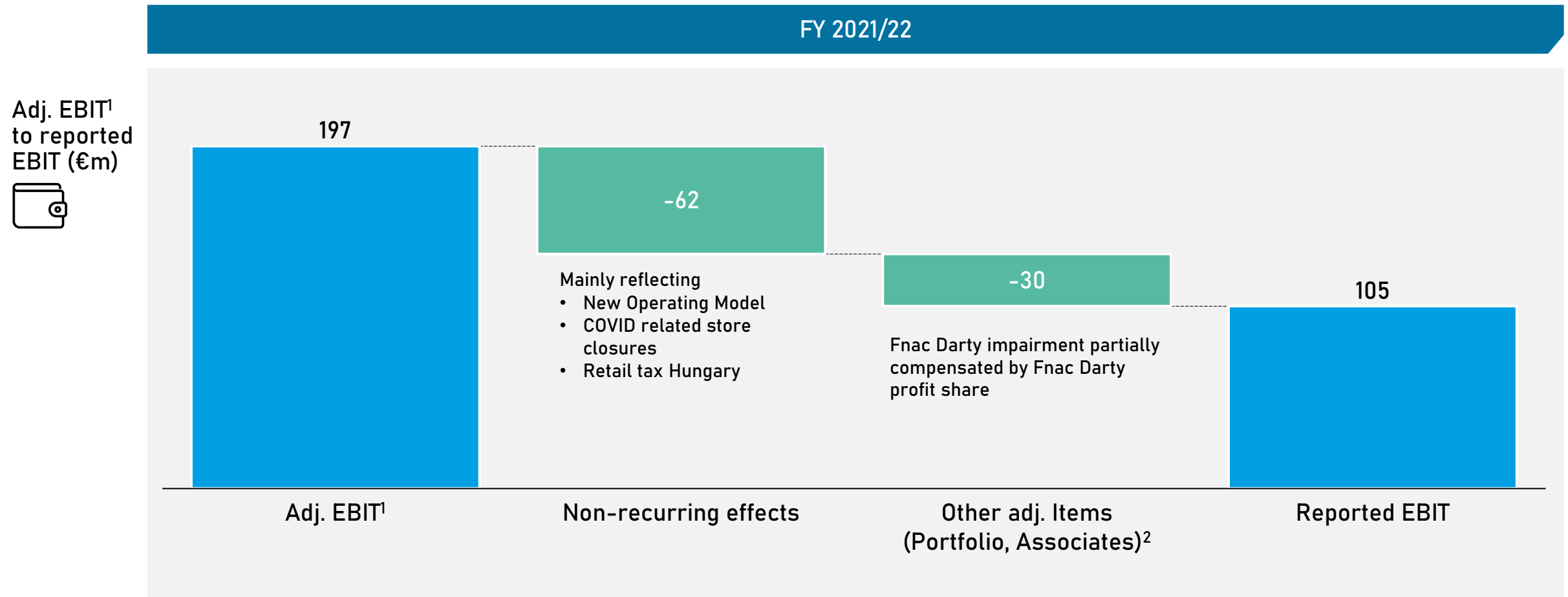
³Margin calculation based on reported sales incl. IAS 29 and adj. EBIT. ⁴Segment Others includes CECONOMY AG holding, hence respective EBIT margin would not offer a reasonable comparison.

Reported EBIT Q4 2021/22



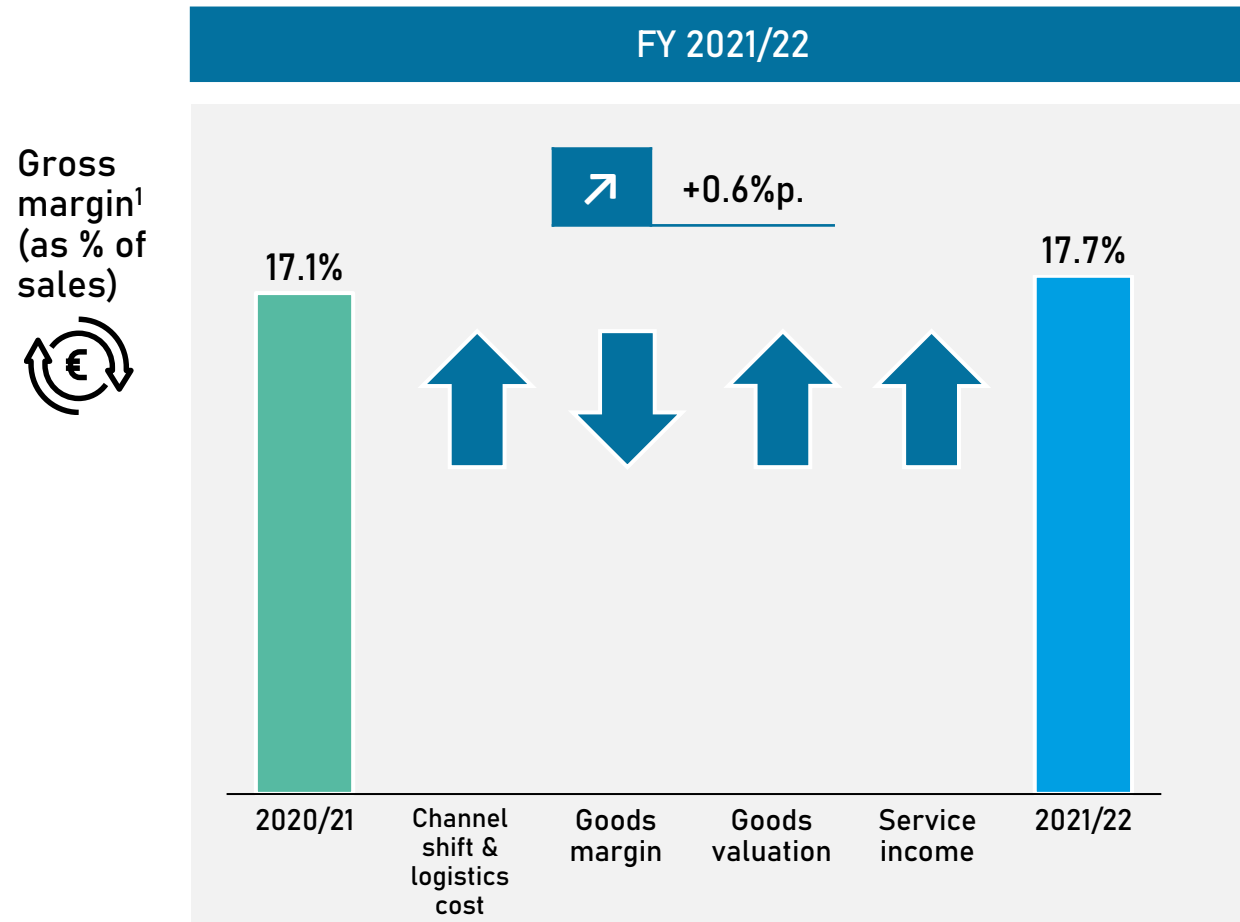
¹Excl. associates, adj. for portfolio changes, pre IAS 29 and excl. non-recurring effects. ²Portfolio, associates.

Reported EBIT FY 2021/22



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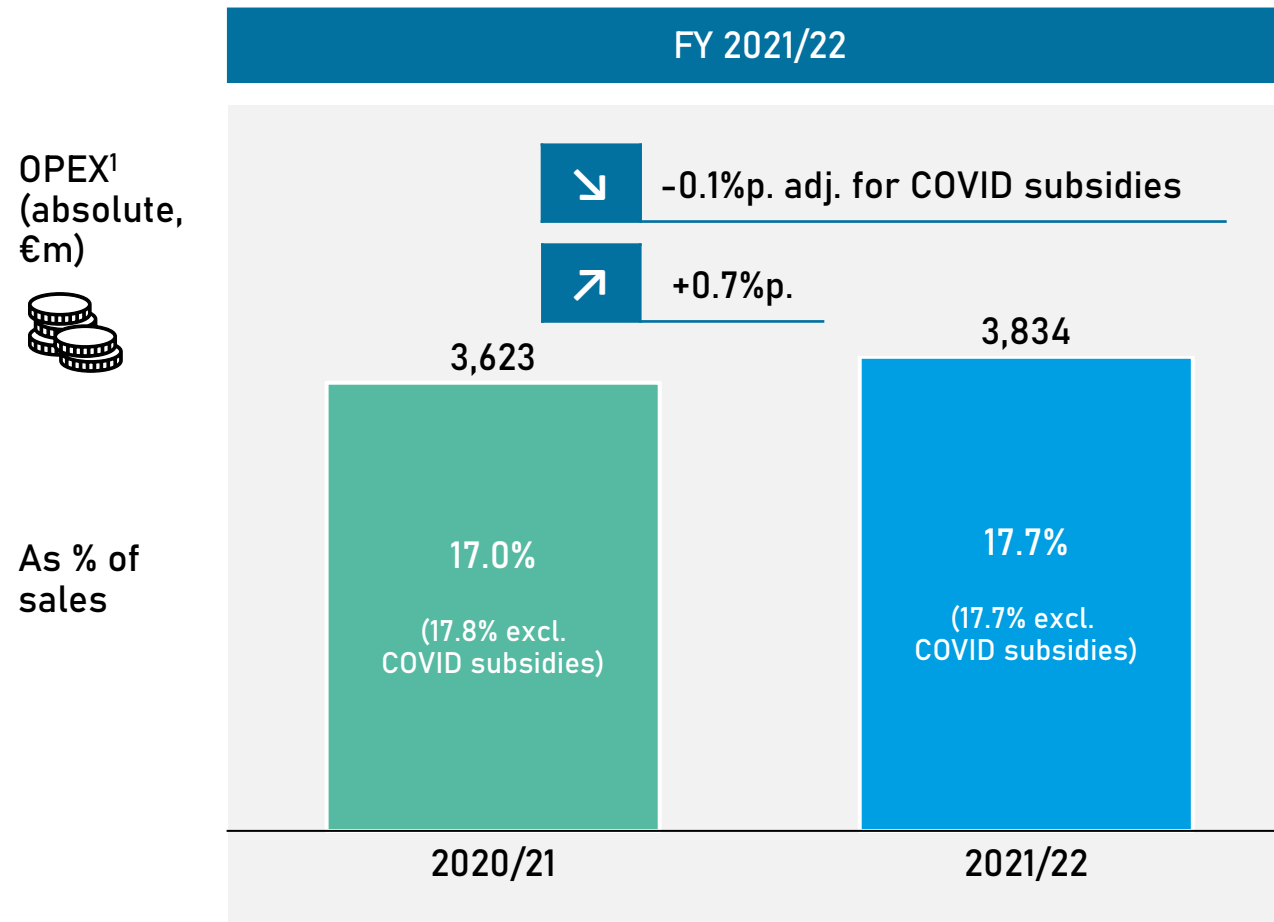
Gross margin development FY 2021/22



- / Recovery of stationary business benefitted development of channel shift & logistics cost
- / Higher cost of goods sold, competitive environment and product mix weighed on goods margin
- / Slightly positive contribution from goods valuation
- / Higher income from Services & Solutions business thanks to recovery of stationary business and operational improvements in online business

¹Excl. non-recurring effects, adj. for portfolio changes and pre IAS 29. On reported base, gross margin came in at 17.5%, negatively impacted by IAS 29 following a technical shift to other operating income.

OPEX development FY 2021/22



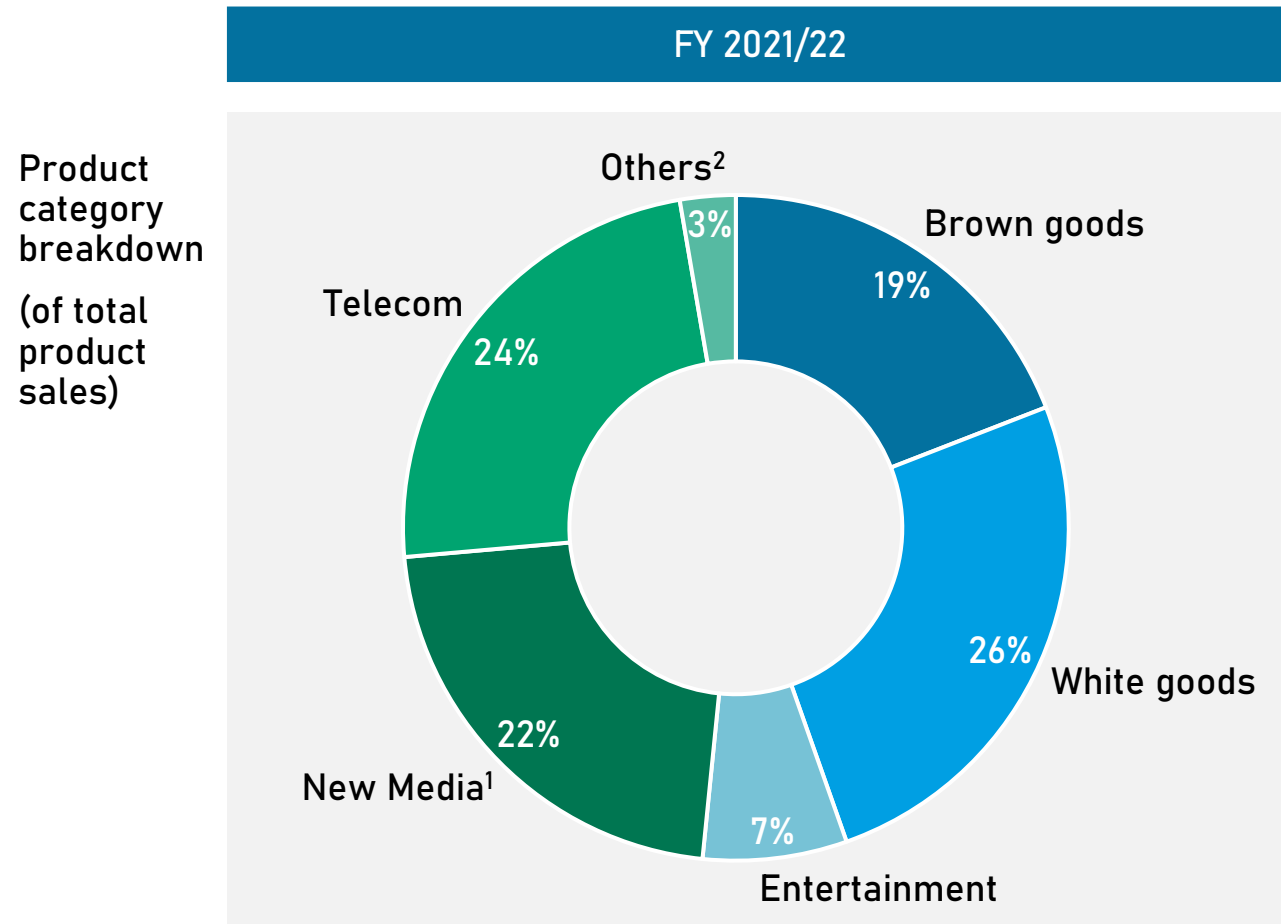
- / OPEX and OPEX ratio at PY level, when adjusted for COVID-19 subsidies in PY (c. €170 m) and CY (c. €7 m)
- / Operational cost savings (e.g. rent optimization) in CY partially compensated the high inflation-related increase of operative cost base (e.g. personnel, energy and logistics)
- / Ongoing focus on cost optimization which will be supported by additional efficiency program and further cost mitigation measures

¹Excl. non-recurring effects, adj. for portfolio changes and pre IAS 29.

Net Working Capital

FY 2021/22						
€m	30/09/2020	30/09/2021	Change	30/09/2021	30/09/2022	Change
Inventories	2,949	3,111	162	3,111	3,176	65
Trade receivables and similar claims	488	361	-127	361	440	78
Receivables due from suppliers	1,302	1,142	-160	1,142	1,296	154
Trade liabilities and similar liabilities	-5,996	-5,470	526	-5,470	-5,340	130
Net Working Capital	-1,256	-855	401	-855	-428	427

Product category breakdown FY 2021/22



- / White goods and Telecom recorded growth mainly driven by high demand for GSM and small domestic appliances
- / New Media category performed below prior year's level due to decrease in computer hardware and accessories
- / Brown goods category decreased, which is caused by the decline in demand for TV

¹Incl. computer hardware and accessories, office equipment, Smart Home, wearables. ²Incl. mainly photo.

Sales and store network

	Sales (€m)		Stores (#)			
	FY 2020/21	FY 2021/22	30/09/2021	Openings	Closures	30/09/2022
Germany	9,735	9,798	405	1	-7	399
Austria	1,279	1,217	52	0	0	52
Switzerland	591	591	25	0	0	25
Hungary	398	440	32	4	0	36
DACH	12,003	12,046	514	5	-7	512
Belgium	735	705	24	0	-1	23
Italy	2,430	2,477	119	3	0	122
Luxembourg	62	52	2	0	0	2
Netherlands	1,411	1,480	49	0	0	49
Portugal	155	140	10	0	0	10
Spain	2,232	2,304	106	2	-1	107
Western/Southern Europe	7,026	7,158	310	5	-2	313
Poland	942	951	81	0	0	81
Turkey	839	1,103	85	5	-1	89
Eastern Europe	1,781	2,054	166	5	-1	170
Sweden	547	506	28	1	0	29
Others	551	510	28	1	0	29
CECONOMY	21,361	21,768	1,018	16	-10	1,024



CECONOMY