

## TRADING STATEMENT

### CECONOMY WITH SLIGHT INCREASE IN FX-ADJUSTED SALES IN FINANCIAL YEAR 2017/18 – SALES IN Q4 DECLINED

Dusseldorf, 25 October 2018

|                          | Sales (€ million) |               | Change       | Currency effects | Sales adjusted for<br>currency<br>and portfolio<br>change effects | Like-for-like sales<br>(local currency) |
|--------------------------|-------------------|---------------|--------------|------------------|---|---|
|                          | FY 2016/17        | FY 2017/18    |              |                  |   |   |
| <b>Total*</b>            | <b>21,605</b>     | <b>21,418</b> | <b>-0.9%</b> | <b>-1.1%</b>     | <b>0.2%</b>   | <b>-0.7%</b>                            |
| DACH                     | 12,662            | 12,410        | -2.0%        | -0.4%            | -1.6%   | -1.5%                                   |
| Western/Southern Europe* | 6,691             | 6,777         | 1.3%         | 0.0%             | 1.3%  | -0.5%                                   |
| Eastern Europe           | 1,699             | 1,689         | -0.6%        | -10.3%           | 9.7%  | 3.9%                                    |
| Others                   | 553               | 542           | -2.0%        | -4.4%            | 2.4%  | 3.3%                                    |

Note: All figures from continuing operations only, i.e. excluding the Russian MediaMarkt business; no further portfolio changes occurred.  
\* Sales figures for Italy for 2016/17 and 2017/18 were restated to present revenues related to extended warranties on a net basis.

|                          | Sales (€ million) |              | Change       | Currency effects | Sales adjusted for<br>currency<br>and portfolio<br>change effects | Like-for-like sales<br>(local currency) |
|--------------------------|-------------------|--------------|--------------|------------------|---|---|
|                          | Q4 2016/17        | Q4 2017/18   |              |                  |   |   |
| <b>Total*</b>            | <b>5,150</b>      | <b>4,953</b> | <b>-3.8%</b> | <b>-1.9%</b>     | <b>-1.9%</b>  | <b>-2.8%</b>                            |
| DACH                     | 2,968             | 2,843        | -4.2%        | -0.2%            | -4.0%   | -3.6%                                   |
| Western/Southern Europe* | 1,632             | 1,622        | -0.6%        | 0.0%             | -0.6%   | -2.4%                                   |
| Eastern Europe           | 409               | 362          | -11.6%       | -21.5%           | 9.9%  | 1.9%                                    |
| Others                   | 141               | 126          | -10.5%       | -7.0%            | -3.5%   | -2.3%                                   |

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#### FY 2017/18

- // **Fx-adjusted sales** grew slightly by +0.2%; reported sales decreased by -0.9% to €21.4bn
- // **Online sales** increased by +13% yoy, accounting now for 12.1% of total sales (previous year: 10.6%); pick-up rate slightly higher at 42% vs. 40% in the prior year
- // **Services & Solutions sales** grew by +10% yoy, accounting now for 6.9% of total sales (previous year: 6.2%)
- // **Selective store expansion** with 34 openings and 8 closures; average store size reduced by -3.0% to 2,724sqm since September 2017, mainly due to openings of small formats and store rightsizings

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// CECONOMY informed in its ad hoc announcement on 8 October 2018 that it expects for financial year 2017/18 an EBITDA of around €630m (comparative previous-year figure: €714m before special items) and an EBIT of around €400m (comparative previous-year figure: €494m before special items), both not taking into account the earnings contributions from the investment in Fnac Darty S.A. On the Group level, the change in net working capital (NWC) is likely to be better compared to the respective prior-year period.

## Q4 2017/18

// **Fx-adjusted sales** declined –1.9%; reported sales decreased by –3.8% to €5.0bn; sales faced a high comparison base and were negatively impacted particularly in Germany by the unusually hot weather in July and August

**\_DACH** (–4.0% fx-adj.): Positive momentum from promotional campaigns in September could not compensate for the overall decline in sales in Germany; Switzerland also recorded negative sales growth, while Hungary continued to grow double-digit

**\_Western/Southern Europe** (–0.6% fx-adj.): Sales developed particularly positive in Italy, while the business in the Netherlands and Belgium was below the prior-year period

**\_Eastern Europe** (+9.9% fx-adj.): Turkey again with double-digit sales growth also driven by inflation

**\_Others** (–3.5% fx-adj.): Declining sales at other smaller operating businesses and slightly lower sales in Sweden

// **Online** sales rose by +10% yoy, accounting for 12.2% of total sales (previous year: 10.6%); pick-up rate increased slightly to 43% vs. 42% in the prior-year period

// **Services & Solutions** sales grew slightly by +3% yoy, accounting for 8.0% of total sales (previous year: 7.5%); service “smart bars” already implemented in 922 stores (+101 vs. June 2018)

// **German MediaMarkt Club** continues solid growth in number of members, counting around 4.9m members in September (vs. 3.2m in September 2017 and vs. 4.5m in June 2018)

// **Selective store expansion** continued with reduced number of openings and a focus on small-scale formats; 5 stores were opened, while 2 stores were closed in the same period

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### Online and Services & Solutions

|                      | Sales (€ million) |            | Change (%) | in %<br>of total sales | Sales (€ million) |            | Change (%) | in %<br>of total sales |
|----------------------|-------------------|------------|------------|------------------------|-------------------|------------|------------|------------------------|
|                      | Q4 2016/17        | Q4 2017/18 |            |                        | FY 2016/17        | FY 2017/18 |            |                        |
| Online               | 547               | 604        | 10.4       | 12.2                   | 2,300             | 2,593      | 12.7       | 12.1                   |
| Services & Solutions | 386               | 396        | 2.6        | 8.0                    | 1,344             | 1,478      | 10.0       | 6.9                    |

### Store network as of 30 September 2018

|                          | 30/06/2018   | Openings<br>Q4 2017/18 | Closures<br>Q4 2017/18 | 30/09/2018   | 30/09/2017 | Openings<br>FY 2017/18 | Closures<br>FY 2017/18 | 30/09/2018   |
|--------------------------|--------------|------------------------|------------------------|--------------|------------|------------------------|------------------------|--------------|
| Germany                  | 432          | 1                      | -1                     | 432          | 429        | 5                      | -2                     | 432          |
| Austria                  | 52           | 0                      | 0                      | 52           | 50         | 2                      | 0                      | 52           |
| Switzerland              | 28           | 0                      | -1                     | 27           | 27         | 1                      | -1                     | 27           |
| Hungary                  | 24           | 0                      | 0                      | 24           | 24         | 0                      | 0                      | 24           |
| <b>DACH</b>              | <b>536</b>   | <b>1</b>               | <b>-2</b>              | <b>535</b>   | <b>530</b> | <b>8</b>               | <b>-3</b>              | <b>535</b>   |
| Belgium                  | 29           | 0                      | 0                      | 29           | 28         | 1                      | 0                      | 29           |
| Greece                   | 12           | 0                      | 0                      | 12           | 12         | 0                      | 0                      | 12           |
| Italy                    | 115          | 0                      | 0                      | 115          | 116        | 1                      | -2                     | 115          |
| Luxembourg               | 2            | 0                      | 0                      | 2            | 2          | 0                      | 0                      | 2            |
| Netherlands              | 49           | 0                      | 0                      | 49           | 49         | 0                      | 0                      | 49           |
| Portugal                 | 10           | 0                      | 0                      | 10           | 10         | 0                      | 0                      | 10           |
| Spain                    | 85           | 0                      | 0                      | 85           | 83         | 2                      | 0                      | 85           |
| <b>Western/S. Europe</b> | <b>302</b>   | <b>0</b>               | <b>0</b>               | <b>302</b>   | <b>300</b> | <b>4</b>               | <b>-2</b>              | <b>302</b>   |
| Poland                   | 86           | 0                      | 0                      | 86           | 86         | 3                      | -3                     | 86           |
| Turkey                   | 68           | 3                      | 0                      | 71           | 53         | 18                     | 0                      | 71           |
| <b>Eastern Europe</b>    | <b>154</b>   | <b>3</b>               | <b>0</b>               | <b>157</b>   | <b>139</b> | <b>21</b>              | <b>-3</b>              | <b>157</b>   |
| Sweden                   | 27           | 1                      | 0                      | 28           | 27         | 1                      | 0                      | 28           |
| <b>Others</b>            | <b>27</b>    | <b>1</b>               | <b>0</b>               | <b>28</b>    | <b>27</b>  | <b>1</b>               | <b>0</b>               | <b>28</b>    |
| <b>CECONOMY</b>          | <b>1,019</b> | <b>5</b>               | <b>-2</b>              | <b>1,022</b> | <b>996</b> | <b>34</b>              | <b>8</b>               | <b>1,022</b> |

### Financial calendar

|                                 |           |                  |
|---------------------------------|-----------|------------------|
| Q4/FY 2017/18 results           | Wednesday | 19 December 2018 |
| Q1 2018/19 results              | Friday    | 8 February 2019  |
| Annual General Meeting          | Wednesday | 13 February 2019 |
| Q2/H1 2018/19 results           | Tuesday   | 21 May 2019      |
| Q3/9M 2018/19 results           | Tuesday   | 13 August 2019   |
| Q4/FY 2018/19 trading statement | Thursday  | 24 October 2019  |
| Q4/FY 2018/19 results           | Tuesday   | 17 December 2019 |

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