

## TRADING STATEMENT Q4/FY 2021/22

**FY 2021/22: SALES ABOVE PREVIOUS YEAR, ADJUSTED EBIT IN THE UPPER RANGE OF THE GUIDANCE**

Düsseldorf, 26 October 2022

- Total sales in FY 2021/22 grew by +3.2%<sup>1</sup> on previous year to €21.8 bn and exceed FY guidance; robust development well supported by strong growth in Services & Solutions business.
- Q4 2021/22 sales rose by +3.6%<sup>1</sup> vs. previous year – strong increase of online sales.
- Adjusted EBIT<sup>2</sup> in FY 2021/22 of around €200 m in the upper range of the guidance; adjusted EBIT in Western/Southern Europe and Eastern Europe above previous year.

*“Our robust development at the end of financial year 2021/22 shows that our measures are taking effect. Despite the challenging market environment, we managed to grow sales compared to the previous year and achieved a result in the upper range of our current EBIT guidance. We are continuing to optimize our cost structures and focusing on improving profitability. Moreover, we will further strengthen our liquidity.*

*Our customers are our top priority. We are directing all our efforts towards further enhancing the shopping experience and customer satisfaction across all channels. We grew our Services & Solutions business by more than 20% year-on-year and almost doubled the inhouse share of our online business compared to pre-COVID levels.*

*With our Europe-wide ‘Let’s Go’ campaign, we are achieving high reach in 13 countries and look forward to delighting our customers with attractive product offerings and outstanding services, especially in the peak season around Black Friday and Christmas.”*

**Dr Karsten Wildberger, CEO CECONOMY AG.**

All figures published herein are preliminary and unaudited. Full financial disclosure of the results for the 2021/22 financial year will be published on 15 December 2022 at 07:00 CET.

<sup>1</sup>Total sales growth = Sales growth adjusted for currency effects, IAS 29 and portfolio changes

<sup>2</sup>Adjusted EBIT = EBIT before non-recurring effects, associates and portfolio changes

## TRADING STATEMENT Q4/FY 2021/22

## FY 2021/22 preliminary results

- **Sales** reached €21.8 bn, up by +3.2%<sup>1</sup> yoy (+3.5% on a like-for-like basis), driven by brick & mortar recovery and significant growth in the Services & Solutions business.
- **Regions:** DACH segment on previous year's level; majority of countries in Western/Southern Europe and Eastern Europe showing yoy sales growth.
- **Product categories:** High demand for white goods and telco products.
- **Online sales** at €5.3 bn, online sales share of 24.6% almost doubled compared to pre-pandemic levels; pick-up ratio of 37% equals almost 10 million picked up orders providing relevant cross- and upselling opportunities.
- **Services & Solutions sales** increased by +21.6% yoy to €1.3 bn, accounting for 6.2% of total sales.
- **Adjusted EBIT<sup>2</sup>** came in at around €200 m reaching the upper range of the FY guidance of €150 m to €210 m; Western/Southern Europe and Eastern Europe above previous year.
- **Net Promoter Score (NPS)** improved yoy by 5 points to 50.

## Q4 2021/22 preliminary results

- **Sales** increase of +3.6%<sup>1</sup> supported by intensified and focused new marketing campaigns despite challenging macroeconomic conditions (+4.1% on a like-for-like basis).
- **Regions:** Western/Southern Europe and Eastern Europe performed well; lower sales in DACH segment.
- **Online sales rose** strongly by +6.3% to €1.1 bn; pick-up ratio of around 40%.
- **Services & Solutions sales** up by +22.9%, amounting to 7.4% of total sales; high demand for mobile and Smartbar services; significant increase in online services.
- **Adjusted EBIT<sup>2</sup>** below previous year; positive impact of higher sales overcompensated by declining product margins.

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### APPENDIX

#### Preliminary sales development

	Sales (€m)		Change Q4 2021/22	Currency effects Q4 2021/22	Sales adjusted for currency and portfolio change effects		Like-for-like sales (local currency) Q4 2021/22
	Q4 2020/21	Q4 2021/22			Q4 2021/22	Q4 2021/22	
<b>Total</b>	<b>5,168</b>	<b>5,237</b>	<b>1.3%</b>	<b>-2.6%</b>	<b>3.6%</b>	<b>4.1%</b>	
DACH	2,924	2,821	-3.5%	0.0%	-3.6%	-2.3%	
Western/Southern Europe	1,664	1,740	4.6%	0.0%	4.6%	4.9%	
Eastern Europe	453	556	22.6%	-39.5%	59.0%	53.1%	
Others	127	120	-5.9%	-3.9%	-2.0%	-4.9%	

	Sales (€m)		Change FY 2021/22	Currency effects FY 2021/22	Sales adjusted for currency and portfolio change effects		Like-for-like sales (local currency) FY 2021/22
	FY 2020/21	FY 2021/22			FY 2021/22	FY 2021/22	
<b>Total</b>	<b>21,361</b>	<b>21,768</b>	<b>1.9%</b>	<b>-1.7%</b>	<b>3.2%</b>	<b>3.5%</b>	
DACH	12,003	12,046	0.4%	0.1%	0.2%	1.8%	
Western/Southern Europe	7,026	7,158	1.9%	0.0%	1.9%	0.8%	
Eastern Europe	1,781	2,054	15.3%	-27.4%	38.2%	35.6%	
Others	551	510	-7.4%	-2.1%	-5.3%	-6.3%	

#### Online and Services & Solutions

	Sales (€m)		Change Q4 2021/22	in % of total sales		Sales (€m)		Change FY 2021/22	in % of total sales	
	Q4 2020/21	Q4 2021/22		Q4 2021/22	Q4 2021/22	FY 2020/21	FY 2021/22		FY 2021/22	FY 2021/22
Online	1,060	1,127	6.3%	21.5%	6,932	5,346	-22.9%	24.6%		
Services & Solutions	318	390	22.9%	7.4%	1,102	1,340	21.6%	6.2%		

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### Store network

	30/06/2022	Openings Q4 2021/22	Closures Q4 2021/22	30/09/2022	30/09/2021	Openings FY 2021/22	Closures FY 2021/22	30/09/2022
Germany	402	0	-3	399	405	1	-7	399
Austria	52	0	0	52	52	0	0	52
Switzerland	25	0	0	25	25	0	0	25
Hungary	32	4	0	36	32	4	0	36
<b>DACH</b>	<b>511</b>	<b>4</b>	<b>-3</b>	<b>512</b>	<b>514</b>	<b>5</b>	<b>-7</b>	<b>512</b>
Belgium	23	0	0	23	24	0	-1	23
Italy	122	0	0	122	119	3	0	122
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	107	1	-1	107	106	2	-1	107
<b>Western/Southern Europe</b>	<b>313</b>	<b>1</b>	<b>-1</b>	<b>313</b>	<b>310</b>	<b>5</b>	<b>-2</b>	<b>313</b>
Poland	81	0	0	81	81	0	0	81
Turkey	89	0	0	89	85	5	-1	89
<b>Eastern Europe</b>	<b>170</b>	<b>0</b>	<b>0</b>	<b>170</b>	<b>166</b>	<b>5</b>	<b>-1</b>	<b>170</b>
Sweden	29	0	0	29	28	1	0	29
<b>Others</b>	<b>29</b>	<b>0</b>	<b>0</b>	<b>29</b>	<b>28</b>	<b>1</b>	<b>0</b>	<b>29</b>
<b>CECONOMY</b>	<b>1,023</b>	<b>5</b>	<b>-4</b>	<b>1,024</b>	<b>1,018</b>	<b>16</b>	<b>-10</b>	<b>1,024</b>

### Financial calendar

<b>Q4/FY 2021/22 results</b>	Thursday	15 December 2022
<b>Q1 2022/23 results</b>	Tuesday	14 February 2023
<b>Annual General Meeting</b>	Wednesday	22 February 2023
<b>Q2/H1 2022/23 results</b>	Monday	15 May 2023
<b>Q3/9M 2022/23 results</b>	Thursday	10 August 2023
<b>Q4/FY 2022/23 trading statement</b>	Thursday	26 October 2023
<b>Q4/FY 2022/23 results</b>	Monday	18 December 2023

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