TRADING STATEMENT Q4/FY 2024/25

MEDIAMARKTSATURN CLOSES FY 2024/25 WITH STRONG GROWTH: SALES UP BY MORE THAN 5%, EBIT INCREASES BY NEARLY A QUARTER – CUSTOMER SATISFACTION REACHES RECORD HIGH – FULL-YEAR GUIDANCE FULLY ACHIEVED

Dusseldorf, 28 October 2025

- **Strong Sales Growth: CECONOMY, parent company of MediaMarktSaturn, achieved total sales growth +5.7%[1] year-on-year to €23.1 billion in FY 2024/25, with a strong Q4 sales increase of +7.0%[1]**
- **Continued Increase in Profitability: Adjusted EBIT[2] grew by around 25% to approximately €380 million in FY 2024/25 (previous year: €305 million), thus slightly exceeding the updated forecast of about €375 million; the fourth quarter was the eleventh consecutive quarter of profitability growth.**
- **Customer Satisfaction at All-Time High: Significant improvement in Net Promoter Score (NPS) to 61 demonstrates enhanced customer experience and loyalty**
- **Updated Outlook for FY 2024/25 Slightly Exceeded: Complete results to be published on December 17, 2025**
- **Future Growth on Track: CECONOMY remains well-positioned to achieve its growth ambitions for FY 2025/26**

Dr. Kai-Ulrich Deissner, CEO of CECONOMY AG:

"We are on the right track with our growth strategy. We have clearly increased our sales, even in a challenging market environment. We have now improved our profitability for eleven consecutive quarters, setting ourselves apart from the competition. All our growth areas and our retail core have developed positively. Above all, our customer focus is paying off. Our NPS has once again reached a record high. We are proud of this achievement! We are now carrying this momentum into the important months leading up to the end of the year. At the same time, we are setting the course for our future: Our partnership with JD.com is the logical next step to grow beyond our current targets. Together, we want to help shape the future of European retail – and our results show that we are very well positioned to do so.

None of this would be possible without our team. My sincere thanks go out to all colleagues who are driving our company forward with great passion for our customers."

[1] Preliminary and unaudited, adjusted for currency and portfolio change effects, pre-IAS 29.
[2] Preliminary and unaudited, excluding associates, adjusted for portfolio changes, pre-IAS 29 and excluding non-recurring effects.

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FY 2024/25 preliminary results

- **Total sales reached** €23.1 billion, representing a year-on-year increase of +5.7%[1] (+5.0% on a like-for-like basis). Sales in the fourth quarter grew by +7.0%[1] (+6.9% on a like-for-like basis). All regions contributed to sales growth both in the quarter and over the full financial year.

- **Preliminary adjusted EBIT[2]** for the financial year stands slightly above the updated guidance of around €375 million at c. €380 million.

- The fourth quarter of 2024/25 marks **the eleventh consecutive quarter** of year-on-year profitability growth.

- **Product categories**: Strong performance in computers and entertainment hardware in the fourth quarter.

- Significant improvement in the **Net Promoter Score (NPS) with an all-time high** score of 61.

Preliminary FY/Q4 sales development

FY	2023/24	Sales (€m) 2024/25	Sales adjusted for currency and portfolio change effects 2024/25	Like-for-like sales (local currency) 2024/25)
Group sales pre-IAS 29	**22,318**	**23,158**	**5.7%**	**5.0%**
IAS 29 effect	124	-86		
Reported Sales	**22,442**	**23,072**		
Q4				
Group sales pre-IAS 29	**5,210**	**5,397**	**7.0%**	**6.9%**
IAS 29 effect	**-4**	**+56**		
Reported Sales	**5,206**	**5,453**		

For a comprehensive overview on CECONOMY please refer to the General Investor Relations Presentation available on our website.

[1] Preliminary and unaudited, adjusted for currency and portfolio change effects, pre-IAS 29.
[2] Preliminary and unaudited, excluding associates, adjusted for portfolio changes, pre-IAS 29 and excluding non-recurring effects.

Appendix

Store network: Modernisation plan fully on track

As of 30 September 2025, we have modernised 75% of our core format stores and are fully on track to achieve our target of 90% by FY 2025/26. The following table reflects the strengthening of our omnichannel presence: the acquisition of locations in Switzerland and the successful shop-in-shop partnership in Italy.

	30/09/2024	Openings FY 2024/25	Closures FY 2024/25	30/09/2025
Germany	396	8	-1	403
Austria	55	1	0	56
Switzerland	25	20	0	45
Hungary	40	0	0	40
DACH	**516**	**29**	**-1**	**544**
Belgium	25	3	0	28
Italy	135	10	0	145
Luxembourg	2	0	0	2
Netherlands	55	0	-1	54
Spain	112	1	-2	111
Western/Southern Europe	**329**	**14**	**-3**	**340**
Poland	85	1	-5	81
Türkiye	100	3	-1	102
Eastern Europe	**185**	**4**	**-6**	**183**
CECONOMY	**1.030**	**47**	**-10**	**1.067**

Financial calendar

Q4/FY 2024/25 Results	Wednesday	17 December 2025
Q1 2025/26 Results	Wednesday	11 February 2026
Annual General Meeting	Wednesday	18 February 2026
Q2/H1 2025/26 Results	Wednesday	13 May 2026
Q3/9M 2025/26 Results	Thursday	30 July 2026
Q4/FY 2025/26 Trading Statement	Tuesday	27 October 2026
Q4/FY 2025/26 Results	Monday	14 December 2026

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