

CECONOMY

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INVITATION TO THE

**GENERAL MEETING  
OF CECONOMY AG**

ON WEDNESDAY, 17 FEBRUARY 2021

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# Information pursuant to Implementing Regulation (EU) 2018/1212 for the notification according to § 125 German Stock Corporation Act of CECONOMY AG

## Information for Ordinary Share DE0007257503

### A. Specification of the message

1. Virtual Annual General Meeting 2021 of CECONOMY AG
2. Convening of the Annual General Meeting

### B. Specification of the issuer

1. ISIN: DE0007257503
2. Name of issuer: CECONOMY AG

### C. Specification of the meeting

1. Date of the General Meeting: 17/02/2021
2. Time of the General Meeting: 10:00 a.m. CET (9:00 a.m. UTC)
3. Type of General Meeting: Virtual Annual General Meeting without the physical presence of the shareholders or their proxies
4. Location of the General Meeting: <https://www.ceconomy.de/general-meeting>  
Location of the General Meeting within the meaning of the German Stock Corporation Act:  
Congress Center Düsseldorf, CCD Süd,  
Stockumer Kirchstraße 61, 40474 Düsseldorf, Germany
5. Record Date: 27/01/2021, 00:00 CET (beginning of the 21st day prior to the General Meeting)
6. Website for the General Meeting (URL): <https://www.ceconomy.de/general-meeting>

## Information for Preference Share DE0007257537

### A. Specification of the message

1. Virtual Annual General Meeting 2021 of CECONOMY AG
2. Convening of the Annual General Meeting

### B. Specification of the issuer

1. ISIN: DE0007257537
2. Name of issuer: CECONOMY AG

### C. Specification of the meeting

1. Date of the General Meeting: 17/02/2021
2. Time of the General Meeting: 10:00 a.m. CET (9:00 a.m. UTC)
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# CECONOMY AG

## DÜSSELDORF

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GERMAN SECURITIES ID ORDINARY SHARE 725 750  
GERMAN SECURITIES ID PREFERENCE SHARE 725 753  
ISIN ORDINARY SHARE DE 000 725 750 3  
ISIN PREFERENCE SHARE DE 000 725 753 7

We hereby invite our shareholders to the  
**Annual General Meeting of CECONOMY AG**  
which will be held on **Wednesday, 17 February 2021,**  
at **10:00 a.m. CET.**

On the basis of Article 2 § 1 of the Act to Mitigate the Consequences of the COVID-19 Pandemic under Civil, Insolvency and Criminal Procedure Law of 27 March 2020 ("**COVID-19 Act**"), the Annual General Meeting will be held, in accordance with the resolution of the Management Board of 24 November 2020 and the approval of the Supervisory Board of 11 December 2020, as a

### **Virtual General Meeting**

without the physical presence of the shareholders and their proxies (for further details, please refer to the "Further information and instructions" section).

The entire General Meeting will be broadcast for duly registered shareholders or their proxies on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

in the access-protected shareholder portal both in audio and video.

The venue for the broadcast of the Annual General Meeting and, thus, the location of the General Meeting for the purposes of the German Stock Corporation Act is the Congress Center Düsseldorf, CCD South, Stockumer Kirchstraße 61, 40474 Düsseldorf.

The shareholders and their proxies (with the exception of the proxies nominated by the Company) have no right or opportunity to be present at the venue of the General Meeting.

# AGENDA

## **1. Presentation of the adopted annual financial statements and the approved consolidated financial statements for the 2019/20 financial year with the combined management report for CEECONOMY AG and the CEECONOMY Group, the non-financial report for the CEECONOMY Group and the report of the Supervisory Board**

The aforementioned documents, which also contain the explanatory report on the disclosures in accordance with §§ 289a (1) and 315a (1) of the German Commercial Code (in the version relevant for the management report for the 2019/20 financial year), are accessible from the date on which the General Meeting is convened via the CEECONOMY AG website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting). They will also be accessible at this Internet page during the entire General Meeting and will be explained by the Management Board or – with regard to the report of the Supervisory Board – by the Chairman of the Supervisory Board.

The Supervisory Board approved the annual financial statements and the consolidated financial statements prepared by the Management Board; the annual financial statements are thus adopted. In accordance with statutory provisions, no resolution is therefore intended with regard to this Agenda Item.

The annual financial statements of CEECONOMY AG as of 30 September 2020, prepared in accordance with the provisions of the German Commercial Code, show a balance sheet loss. Therefore, the Agenda does not provide for the adoption of a resolution by the General Meeting on the appropriation of any balance sheet profits.

## **2. Formal approval of the actions of the members of the Management Board for the 2019/20 financial year**

Management Board and Supervisory Board propose to formally approve the actions of the members of the Management Board officiating in the 2019/20 financial year for that period. It is intended to have the General Meeting vote on the formal approval of the actions of the members of the Management Board by way of individual approval.

## **3. Formal approval of the actions of the members of the Supervisory Board for the 2019/20 financial year**

Management Board and Supervisory Board propose to formally approve the actions of the members of the Supervisory Board officiating in the 2019/20 financial year for that period.

## **4. Election of the auditor and the Group auditor for the 2020/21 financial year and of the auditor for the review of the abbreviated financial statements and the interim management report for the first half of the 2020/21 financial year**

The Supervisory Board, upon recommendation by its Audit Committee, proposes that KPMG AG Wirtschaftsprüfungsgesellschaft, Berlin, be elected as auditor and Group auditor for the 2020/21 financial year and as auditor for the review of the abbreviated financial statements and the interim management report for the first half of the 2020/21 financial year.

In accordance with Article 16 (2) sub-para. 3 of the EU-Regulation on Statutory Audit (Regulation (EU) No 537/2014 of the European Parliament and of the Council of 16 April 2014), the Audit Committee has stated that its recommendation is free from improper influence by a third party and that no restriction of the choice of a particular auditor (Article 16 (6) of the EU-Regulation on Statutory Audit) has been imposed upon it.

## 5. Elections to the Supervisory Board

With effect from the reappointment of Dr. Bernhard Düttmann as member and Chairman of the Management Board on 17 October 2020, his previously suspended office as member of the Supervisory Board of CECONOMY AG was definitively terminated. The resulting vacancy in the Supervisory Board was filled by the court appointment of Ms Sabine Eckhardt as a member of the Supervisory Board on the side of the shareholder representatives on 26 October 2020. However, the appointment of Ms Sabine Eckhardt is limited until the close of the annual general meeting which resolves on the formal approval of the actions of the members of the Supervisory Board for the 2019/20 financial year. The terms of office of Mr Jürgen Fitschen, Chairman of the Supervisory Board, Ms Karin Dohm and Ms Claudia Plath as shareholder representatives on the Supervisory Board also end at the close of this General Meeting. Therefore, new elections have to be held. Ms Karin Dohm, Ms Sabine Eckhardt and Ms Claudia Plath are available for election for a further term of office. Mr Jürgen Fitschen is not available for a re-election.

Pursuant to §§ 96 (1) and (2), 101 (1) German Stock Corporation Act, §§ 1 (1), 7 (1) sent. 1 no. 3, (2) no. 3, (3) German Co-Determination Act and § 7 (1) of the Articles of Association of CECONOMY AG, the Supervisory Board is composed of ten members elected by the General Meeting and ten members elected by the employees, and of at least 30 percent women (i.e. at least six) and at least 30 percent men (i.e. at least six). Since an objection was lodged against comprehensive fulfilment pursuant to § 96 (2) sent. 3 German Stock Corporation Act, the minimum quota has to be fulfilled separately by both the shareholders' side and the employees' side. Therefore, of the ten shareholder seats on the Supervisory Board, at least three have to be occupied by women and at least three by men.

At the time of the publication of this invitation, the Supervisory Board comprises a total of ten women, six thereof on the shareholder representatives' side. Furthermore, the Supervisory Board comprises ten men, four thereof on the shareholder representatives' side. On the basis of separate fulfilment, the minimum quota requirement is thus fulfilled on the shareholder representatives' side and would also continue to be fulfilled after the elections, in any case.

The following election proposals are based on the resolution adopted by the Supervisory Board. The General Meeting is not bound by the election proposals.

The Supervisory Board proposes that the following persons be elected as members of the Supervisory Board:

- a) **Ms Karin Dohm,**  
Kronberg, Germany,  
Member of the Management Board of Hornbach Baumarkt AG, Bornheim/Pfalz, Germany,  
and of Hornbach Management AG, Annweiler am Trifels, Germany
- b) **Ms Sabine Eckhardt,**  
Munich, Germany,  
Chief Executive Officer Central Europe of Jones Lang LaSalle SE, Frankfurt, Germany
- c) **Ms Claudia Plath,**  
Hamburg, Germany,  
Member of the Management (Managing Director/Chief Financial Officer) of Verwaltung ECE  
Projektmanagement G.m.b.H., Hamburg, Germany (General Partner of ECE Projektmanagement  
G.m.b.H. & Co. KG, Hamburg, Germany)
- d) **Mr Thomas Dannenfeldt,**  
Sankt Augustin, Germany,  
Member of the Supervisory Board of Nokia Oyj, Espoo, Finland, and of the Advisory Board (*Beirat*)  
of axxessio GmbH, Bonn, Germany

The election is effective, in each case, as of the close of this General Meeting until the close of the General Meeting adopting a resolution on the formal approval of actions for the second financial year after the commencement of the term of office. The financial year in which the term of office commences is not included in this count.

The elections shall be conducted by way of separate ballots.

The election proposals of the Supervisory Board were submitted on the basis of the requirements of the German Corporate Governance Code ("**GGC**") and taking into account the objectives specified by the Supervisory Board with regard to its composition, and they are aimed at fulfilling the profile of skills and expertise developed by the Supervisory Board for the body as a whole.

The Supervisory Board has satisfied itself with regard to the proposed candidates that they are able to devote the expected amount of time required for the office.

Apart from the fact that Ms Karin Dohm, Ms Sabine Eckhardt and Ms Claudia Plath are already members of the Supervisory Board of CECONOMY AG, in the appraisal of the Supervisory Board there are, with regard to the proposed candidates, no personal or business relations between Ms Karin Dohm, Ms Sabine Eckhardt and Ms Claudia Plath and Mr Thomas Dannenfeldt, on the one hand, and CECONOMY AG, its group companies, the corporate bodies of CECONOMY AG or a shareholder holding a direct or indirect interest in CECONOMY AG with more than 10 percent of the voting shares, on the other hand which an objectively judging shareholder would consider decisive for his election decision.

It is intended that in the event of his election to the Supervisory Board, Mr Thomas Dannenfeldt will stand as candidate for the chairmanship of the Supervisory Board.

Curricula vitae of the proposed candidates, including information on memberships in other statutory supervisory boards and foreign supervisory bodies of business enterprises, as well as overviews of their key activities in addition to their Supervisory Board mandate, can be found below and on our Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).

### **Ms Karin Dohm**

resident in Kronberg, Germany

Member of the Management Board of Hornbach Baumarkt AG, Bornheim/Pfalz, Germany, and of Hornbach Management AG, Annweiler am Trifels, Germany,

#### **Personal data**

Date of birth: 2 June 1972

Place of birth: Bochum

#### **Education**

Studies in economics at the University of Münster, the University of Zaragoza, Spain, and at the Freie Universität Berlin (degree: Graduate in Economics (*Diplom-Volkswirtin*))

Appointment as tax consultant (2002) and auditor (2005)

#### **Professional career**

**Since January 2021** Member of the Management Board of Hornbach Baumarkt AG and Hornbach Management AG

**2020** Global Program Director, Deutsche Bank AG

**2016 – 2019** Global Head of Group Structuring, Government and Regulatory Affairs, Deutsche Bank AG

**2015** Chief Financial Officer Global Transaction, Banking, Deutsche Bank AG

**2011 – 2014** Chief Accounting Officer – Head of Group External Reporting, Deutsche Bank AG

**1997 – 2011** Partner and, before that, various other positions in the area of Financial Services at Deloitte, Germany and UK

#### **Memberships in other statutory supervisory boards:**

- Deutsche EuroShop AG, Hamburg, Member of the Supervisory Board

#### **Memberships in comparable domestic and foreign supervisory bodies of business enterprises:**

- none

#### **Overview of material activities in addition to the Supervisory Board mandate**

In addition to the Supervisory Board mandate currently exercised by Ms Karin Dohm, Ms Karin Dohm is also active as member of the Management Board of Hornbach Baumarkt AG, Bornheim/Pfalz, Germany, and Hornbach Management AG, Annweiler am Trifels, Germany.



### Ms Sabine Eckhardt

resident in Munich, Germany

Chief Executive Officer Central Europe of Jones Lang LaSalle SE, Frankfurt, Germany

#### Personal data

Date of birth: 9 May 1972

Place of birth: Bremen

#### Education

Studies in German philology, philosophy and medieval studies at LMU Munich (degree: Master of Arts)

#### Professional career

**Since April 2020** Chief Executive Officer Central Europe at Jones Lang LaSalle SE

**Since January 2020** Member of the Advisory Board Digital Business, Heinrich Bauer Verlag KG

**2017 – 2019** Member of the Executive Board of ProSiebenSat.1 Media SE, Unterföhring, responsible for sales and marketing

**2009 – 2016** Various management positions within ProSiebenSat.1 Media SE – including the marketing companies SevenOne Media GmbH and SevenOne AdFactory GmbH

**2004 – 2009** Chairwoman of the Managing Directors and Sales Director of Merchandising Media GmbH, a company of ProSiebenSat.1 Media SE

**1998 – 2004** Various marketing and distribution positions at Mattel GmbH, Digital Publishing AG and EM.TV AG

#### Memberships in other statutory supervisory boards:

- none

#### Memberships in comparable domestic and foreign supervisory bodies of business enterprises:

- Media4Planet GmbH, Hamburg, Germany, Chairwoman of the Advisory Board (*Beirat*)

#### Overview of material activities in addition to the Supervisory Board mandate

In addition to the Supervisory Board mandate currently held by Sabine Eckhardt, Sabine Eckhardt is also Chief Executive Officer of Central Europe of Jones Lang LaSalle SE, Frankfurt, Germany.

### Ms Claudia Plath

resident in Hamburg, Germany

Member of the Management Board (Managing Director/Chief Financial Officer) of Verwaltung ECE Projektmanagement G.m.b.H., Hamburg, Germany (General Partner of ECE Projektmanagement G.m.b.H. & Co. KG, Hamburg, Germany)

#### Personal data

Date of birth: 13 December 1971

Place of birth: Freital

#### Education

Studies in business administration at the Technical University Berlin (degree: Graduate in economics (*Diplom-Kauffrau*))

#### Professional career

**Since January 2013** Member of the Management (Managing Director/Chief Financial Officer) of Verwaltung ECE Projektmanagement G.m.b.H. (General Partner of ECE Projektmanagement G.m.b.H. & Co. KG)

**2010 – 2012** Senior Director Asset Management at ECE Projektmanagement G.m.b.H. & Co. KG

**2004 – 2010** Division management / Director Asset Management & Controlling at ECE Projektmanagement G.m.b.H. & Co. KG

**2001 – 2003** Group management Asset Controlling at ECE Projektmanagement G.m.b.H. & Co. KG

**1996 – 2001** Controller at ECE Projektmanagement G.m.b.H. & Co. KG

**Memberships in other statutory supervisory boards:**

- Deutsche EuroShop AG, Hamburg, Member of the Supervisory Board

**Memberships in comparable domestic and foreign supervisory bodies of business enterprises:**

- MEC METRO-ECE Centermanagement GmbH & Co. KG, Düsseldorf, Member of the Advisory Board (*Beirat*)

**Overview of material activities in addition to the Supervisory Board mandate**

In addition to the Supervisory Board mandate currently held by Claudia Plath, Claudia Plath is also a member of the Management (Managing Director/Chief Financial Officer) of Verwaltung ECE Projektmanagement G.m.b.H., Hamburg, Germany (General Partner of ECE Projektmanagement G.m.b.H. & Co. KG, Hamburg, Germany).

**Mr Thomas Dannenfeldt**

resident in Sankt Augustin, Germany

Member of the Supervisory Board of Nokia Oyj, Espoo, Finland, and of the Advisory Board (*Beirat*) of axxessio GmbH, Bonn, Germany

**Personal data**

Date of birth: 13 September 1966

Place of birth: Feuchtwangen

**Education**

Studies in business mathematics at the University of Trier (degree: Graduate business mathematician (*Diplom-Wirtschaftsmathematiker*))

**Professional career**

<b>Since May 2020</b>	Member of the Supervisory Board of Nokia Oyj and of the Advisory Board ( <i>Beirat</i> ) of axxessio GmbH
<b>2014 – 2018</b>	Chief Financial Officer, Member of the Management Board, Deutsche Telekom AG Member of the Supervisory Board of EE Ltd., T-Mobile US Inc. and Buy-In GmbH
<b>2010 – 2013</b>	Managing Director Finance, Telekom Deutschland GmbH
<b>2007 – 2009</b>	Division Director ( <i>Bereichsvorstand</i> ), Market & Quality Management, T-Home, Deutsche Telekom AG
<b>1996 – 2006</b>	Various management functions in sales, customer service and marketing within T-Mobile Deutschland and T-Mobile International
<b>1992 – 1995</b>	Various positions in the sales department of DeTeMobil GmbH

**Memberships in other statutory supervisory boards:**

- none

**Memberships in comparable domestic and foreign supervisory bodies of business enterprises:**

- Nokia Oyj, Espoo, Finland, Member of the Supervisory Board
- axxessio GmbH, Bonn, Member of the Advisory Board (*Beirat*)

**Overview of material activities in addition to the Supervisory Board mandate**

Mr Thomas Dannenfeldt acts as a Member of the Supervisory Board of Nokia Oyj, Espoo, Finland, and of the Advisory Board (*Beirat*) of axxessio GmbH, Bonn, Germany.

**6. Approval of the remuneration system for Management Board members**

In Accordance with the Act Implementing the Second Shareholders' Rights Directive (ARUG II), which came into force on 1 January 2020, § 87a of the German Stock Corporation Act now stipulates that the supervisory boards of listed companies must adopt a clear and comprehensible system for the remuneration of Management Board members. Pursuant to § 120a (1) German Stock Corporation Act, the general meeting of shareholders decides on its approval in the event of any material change and at least every four years. According to the transitional provision of § 26j (1) of the Introductory Act to the German Stock Corporation Act, the first resolution must be adopted at the general meeting following 31 December 2020.

The system for the remuneration of the members of the Management Board ("**remuneration system for the members of the Management Board**") describes the rules and aspects according to which the respective consideration for the activities to be performed by the members of the Management Board of CECONOMY AG is to be determined.

As provided for in the German Stock Corporation Act and the GCGC, the Supervisory Board of CECONOMY AG decides on the remuneration system for the members of the Management Board. At its meetings on 16 September and 7 October 2020, as well as by further resolutions outside a meeting of the Supervisory Board on 14 October 2020, the Supervisory Board determined the remuneration system for the members of the Management Board. The remuneration system for the members of the Management Board is described in the supplementary information on Agenda Item 6 and is available on the Internet at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).

The Supervisory Board proposes that the remuneration system for the members of the Management Board be approved.

**7. Adoption of a resolution on the reduction of the remuneration of the Supervisory Board as well as on the approval of the remuneration of the Supervisory Board (§ 113 (3) sent. 1 German Stock Corporation Act)**

**a) Resolution on the reduction of the remuneration of the Supervisory Board**

The remuneration of the Supervisory Board shall be reduced by amending the Articles of Association with effect from the registration of the amendment to the Articles of Association.

The Management Board and the Supervisory Board propose to amend § 13 (1) of the Articles of Association as follows:

"(1) The members of the Supervisory Board shall receive a fixed annual remuneration. This fixed remuneration shall amount to 80,000 euros for each member. From the beginning of the month following the registration of the amendment to this Article 13 (1) of the Articles of Association by resolution of the General Meeting of 17 February 2021, the fixed annual remuneration for the individual member shall be 70,000 euros; Article 13 (4) of the Articles of Association shall apply mutatis mutandis."

**b) Resolution on the approval of the remuneration of the Supervisory Board (§ 113 (3) sent. 1 German Stock Corporation Act)**

Pursuant to § 113 (3) German Stock Corporation Act, in case of listed companies, a resolution must be adopted on the remuneration of supervisory board members at least every four years, with the adoption of a resolution merely confirming the existing remuneration being permissible. The remuneration of the Supervisory Board is determined by § 13 of the Articles of Association and was determined solely as a fixed remuneration.

In its meeting on 11 December 2020, the Supervisory Board reviewed the remuneration system, discussed its findings with the Management Board and decided to reduce the remuneration of the Supervisory Board in the current financial year in view of the need for moderate remuneration in all areas of the Company, which will be done with the amendment to the Articles of Association mentioned under this agenda item lit. a).

Management Board and Supervisory Board consider the remuneration system and the remuneration set out in § 13 of the Articles of Association, in each case in the version following the registration of the amendment to the Articles of Association, to be appropriate and therefore propose that the remuneration provision for the Supervisory Board in § 13 of the Articles of Association in the version following the registration of the amendment to the Articles of Association be approved.

The wording of § 13 of the Articles of Association in the version as amended after registration of the amendment to the Articles of Association proposed under agenda item 7 as well as the disclosures pursuant to §§ 113 (3) sent. 3, 87a (1) sent. 2 German Stock Corporation Act – to the extent they are relevant to the Supervisory Board – are presented below; reference is made to this presentation.

## “§ 13 Remuneration of the Supervisory Board

- (1) The members of the Supervisory Board shall receive a fixed annual remuneration. This fixed remuneration shall amount to 80,000 euros for each member. From the beginning of the month following the registration of the amendment to this Article 13 (1) of the Articles of Association by resolution of the General Meeting of 17 February 2021, the fixed annual remuneration for the individual member shall be 70,000 euros; Article 13 (4) of the Articles of Association shall apply *mutatis mutandis*.
- (2) The Chairman of the Supervisory Board shall receive triple, his deputy and the chairmen of the committees shall each receive double and the other members of the committees shall each receive one and a half times of the amount stipulated in (1). This shall not apply with regard to the chairmanship and the membership in the committee pursuant to § 27 (3) German Co-Determination Act. The remuneration for a membership or the chairmanship in a committee shall only be paid if at least two meetings or other adoptions of resolutions of this committee have taken place in the respective financial year. If a member of the Supervisory Board holds several of the offices specified in sent. 1 at the same time, he shall receive only the remuneration for one office, in the case of different remunerations for the office with the highest remuneration.
- (3) The remuneration shall be payable at the end of the respective financial year.
- (4) Supervisory Board members who served on the Supervisory Board only for part of the financial year, shall receive one twelfth of the remuneration for each month of service or any part of such month. Supervisory Board members who leave the Board and are newly appointed within one month shall receive only one twelfth of the annual remuneration for that month. This is to apply accordingly with regard to memberships in a committee, the chairmanship or the deputy chairmanship in the Supervisory Board or the chairmanship in a committee.
- (5) The Company shall reimburse to the members of the Supervisory Board the expenses incurred from their holding of the office as well as any VAT payable on the remuneration and the reimbursement of expenses.”

The task of the Supervisory Board is to advise and monitor the Management Board, which manages the Company and conducts its business in its own responsibility. The members of the Supervisory Board are entitled to remuneration that is adequate with respect to the duties of the Supervisory Board members and the situation of the Company.

This is taken into account by the provision in the Articles of Association regarding the remuneration of the Supervisory Board members in the version following the registration of the amendment to the Articles of Association: § 13 of the Articles of Association provides for a fixed annual remuneration for each member of the Supervisory Board of 70,000 euros (from the month following the registration of the amendment to the Articles of Association) as well as triple of this amount for the Chairman of the Supervisory Board, double for each the Deputy Chairman of the Supervisory Board and the chairmen of the committees as well as one and a half times this amount for the other members of the committees. The corresponding application of § 13 (4) of the Articles of Association ensures that the previous higher (*pro rata temporis*) remuneration is only applied for the months commenced up to the registration of the amendment to the Articles of Association. After the registration, the lower (*pro rata temporis*) remuneration is calculated from the next month commenced.

In the view of Management Board and Supervisory Board, this fixed remuneration is suited to account for the monitoring function to be fulfilled – irrespective of the Company’s success – by the Supervisory Board. The amount of remuneration set forth in § 13 of the Articles of Association is appropriate – also in comparison with the supervisory board remuneration at other listed companies in Germany and especially after the reduction. This ensures that the Company will continue to be in a position to attract excellently qualified candidates for membership on the Company’s Supervisory Board; in this way, the remuneration of the Supervisory Board contributes sustainably to the promotion of the business strategy and the long-term positive development of the Company. The increase of the remuneration of the position as Chairman of the Supervisory Board, as Deputy Chairman of the Supervisory Board, as chairman of a committee or as member of a committee takes into account the increased responsibility and time expenditure required as a result of the additional functions.

The remuneration of the Supervisory Board members is reviewed regularly.

**8. Resolution on (i) an increase in the Company's share capital by way of a capital increase by a contribution in kind, excluding the statutory subscription right of the shareholders, (ii) the issuance of convertible bonds in return for contributions in kind, excluding the statutory subscription right of the shareholders, and creation of new Conditional Capital 2021/I and (iii) the associated amendments of the Articles of Association**

On December 14, 2020, the Company entered into an agreement with Convergenta Invest GmbH, having its registered office in Bad Wiessee, district of Miesbach (*Landkreis Miesbach*), Germany, registered in the commercial register at the local court of Munich (*Amtsgericht München*) under HR B 188629 ("**Convergenta**"), in which the parties agreed, subject to resolutions by the shareholders' meeting of the Company, among other things on the acquisition, transfer and contribution of the shares in Media-Saturn-Holding GmbH, having its registered office in Ingolstadt, Germany, registered in the commercial register of the local court of Ingolstadt (*Amtsgericht Ingolstadt*) under HR B 1123 ("**MSH**"), held by Convergenta by and to the Company ("**Agreement**").

MSH is a fully consolidated subsidiary of the Company indirectly held by the Company through its wholly owned subsidiary CECONOMY Retail GmbH, having its registered office in Düsseldorf, Germany, registered in the commercial register of the local court of Düsseldorf (*Amtsgericht Düsseldorf*) under HR B 44806 ("**CECONOMY Retail**"), in which the Company's operational business activities are concentrated.

The issued share capital of MSH amounts to DM 70,000,000.00 and is divided into 34 shares. The sole shareholders of MSH are the CECONOMY Retail, with a share of approximately 78.38% of the share capital and Convergenta with a share of approximately 21.62% of the share capital.

The Agreement provides that Convergenta will contribute all of the shares in MSH with serial numbers 16 to 27 held by it alone and a *pro rata* amount of the share capital of MSH of DM 15,134,680.00 as well as the partial right to the share in MSH with serial number 34 jointly held with CECONOMY Retail (in the sense of joint ownership according to section 18 of the German Limited Liability Companies Act (*GmbH-Gesetz – GmbHG*)) accruing to Convergenta and a *pro rata* amount of the share capital of MSH of DM 17.00, together making up approximately 21.62% of the share capital of MSH (together "**Contribution Shares**") to the Company in return for (i) the granting of 125,800,000 new no-par value ordinary bearer shares of the Company from a capital increase in return for contribution in kind, and (ii) the issuing of convertible bonds in return for contributions in kind by the Company to a total principle value of € 151,000,000.00 and (iii) a cash payment of € 130,000,000.00 to Convergenta (together "**Transaction**").

In light of the Company's additional payment liability, the contribution of the Contribution Shares in connection with the capital increase against contribution in kind and the issue of the convertible bonds will take place by way of a mixed contribution in kind. The subscription right of the Company's shareholders ("**Shareholders**") shall be excluded. Closing of the Transaction is subject to the adoption of a relevant resolution by the Company's shareholders' meeting.

The Management Board and Supervisory Board propose to adopt the following resolution:

- 1. Increase of the Company's share capital by way of a contribution in kind, excluding the statutory subscription right of the Shareholders**
  - a)** The Company's share capital of currently €918,845,410.90, divided into 356,743,118 no-par value ordinary bearer shares and 2,677,966 no-par value non-voting bearer preference shares representing, each such share with a notional value of approximately €2.56, will be increased by €321,602,593.27 to €1,240,448,004.17 by issuing 125,800,000 new no-par value ordinary bearer shares, each such share with a notional value of approximately €2.56 and full dividend entitlements as of October 1, 2020 ("**New Shares**"), in return for a contribution in kind ("**Capital Increase against Contribution in Kind**"). The New Shares will be issued at the lowest issue price. The equity investment value of the contribution in kind exceeding the issue price of the New Shares will be allocated to the capital reserves in accordance with section 272 (2) no. 4 of the German Commercial Code (*Handelsgesetzbuch – HGB*) to the extent permissible.
  - b)** The statutory subscription right of the Shareholders to the New Shares is excluded. The New Shares will be issued for the purpose of acquiring the Contribution Shares.

- c) The Management Board is authorized, with the consent of the Supervisory Board, to determine the additional details of implementation of the Capital Increase against Contribution in Kind.
- d) The resolution on the Capital Increase against Contribution in Kind will become invalid unless performance of the Capital Increase against Contribution in Kind is entered in the competent commercial register by the end of August 17, 2021. If this resolution is contested before the courts, the validity of this resolution will be extended by the duration of the relevant court proceedings.

**2. Issue of convertible bonds in return for contribution in kind excluding the statutory subscription right of the Shareholders**

- a) The Company will issue convertible bonds with a total nominal value of €151,000,000.00 divided into 1,510 bearer bonds ranking pari passu among themselves, each with a nominal value of €100,000.00 (**“Convertible Bonds”**) in return for a contribution in kind. The Convertible Bonds grant their holders conversion rights to initially a total of up to 27,859,778 new no-par value ordinary bearer shares of the Company, each such share with a notional value of approximately €2.56 (**“Convertible Shares”**), for the issuance of which the Conditional Capital 2021/I (as defined below) shall be created.
- b) The statutory subscription rights of the Shareholders to the Convertible Bonds are excluded. The Convertible Bonds will be issued for the purpose of acquiring the Contribution Shares.
- c) The Convertible Bonds will have the following material features:

- a. Nominal value and division

The total nominal value of the Convertible Bonds will be €151,000,000.00 (in words: Euro one hundred fifty-one million), divided into in 1,510 bearer bonds ranking pari passu among themselves, each with a nominal value of €100,000.00 (**“Principal Amount”**).

- b. Issue price and conversion premium

The issue price of the Convertible Bonds will correspond to their Principal Amount. The original conversion premium will amount to 30% above the reference price of €4.17, which corresponds to the volume-weighted average price over the last three months of the Company’s share in Xetra trading (Bloomberg) as at December 10, 2020.

- c. Status

The Convertible Bonds will constitute unsubordinated and unsecured obligations of the Company and will rank pari passu among themselves and with all other unsecured and unsubordinated obligations of the Company, save for such obligations as may be preferred by mandatory provisions of law.

- d. Interest

Interest of 0.05% p.a. will be payable on the Convertible Bonds.

- e. Term

The Convertible Bonds have a term of five (5) years from the Issue Date (as defined below), subject to early termination. The Convertible Bonds will be repaid at their Principal Amount.

- f. Conversion Right, Conversion Price and conversion ratio, exercising the conversion right

The Company grants each holder of Convertible Bonds the right (**“Conversion Right”**) to convert each Convertible Bond in full, but not in part, into Convertible Shares on any business day during the Exercise Period (as defined below).

The conversion price for each Convertible Share (**“Conversion Price”**) will be €5.42 for each Convertible Share, subject to an adjustment pursuant to the terms and conditions of the Convertible Bonds (**“Terms**

**and Conditions**”). The conversion ratio equals the Principal Amount of a Convertible Bond divided by the Conversion Price applying on the conversion date. Any remaining fractional amounts will be settled in cash.

The Conversion Right for the Convertible Bonds can be exercised by a holder of Convertible Bonds at any time from the 40th day after the date of their issue (“**Issue Date**”) until ten (10) days prior to their final maturity date (including both days) (“**Conversion Period**”), subject to certain exclusion periods or early termination.

**g.** Provision of Convertible Shares; dividends

The Convertible Shares to be granted upon exercise of the Conversion Right will originate from the Conditional Capital 2021/I after the conversion is performed. The Terms and Conditions can also provide for the provision of existing shares. The Convertible Shares will be entitled to dividends from the start of the fiscal year of the Company for which no resolution of the shareholders’ meeting on appropriation of profits has been adopted at the time they come into being due to the exercise of Conversion Rights and for all subsequent fiscal years of the Company.

**h.** Dilution protection

Notwithstanding section 9 (1) of the German Stock Corporation Act (*Aktiengesetz – AktG*) and section 199 (2) of the German Stock Corporation Act, the Conversion Price will be adjusted to preserve value in accordance with the detailed provisions of the Terms and Conditions if the Company increases the share capital up to the end of the Conversion Period granting subscription rights to its shareholder (rights issue) or issues or guarantees further securities with subscription, options or conversion rights and the holders of Convertible Bonds are not granted any subscription right to the extent that they would be entitled after exercising the Conversion Right. The same applies in the event of other capital-related measures or other similar measures, including dividend payments by the Company, that may lead to a dilution of the value of the issued shares in the Company (apart from the Capital Increase against Contributions in Kind proposed under clause 1 of this resolution).

**i.** Termination by holders of Convertible Bonds

Each holder of Convertible Bonds is entitled in certain cases defined in the Terms and Conditions to cancel all its claims under the Convertible Bonds by submitting a cancellation notice to the Company and to call them in and to request redemption at the Principal Amount.

**j.** Early redemption at the option of a holder of Convertible Bonds in the event of a change of control or merger

If the Company announces a change of control or merger, each holder of Convertible Bonds will be entitled at its option to request the Company to redeem at their Principal Amount individual Convertible Bonds or all of its Convertible Bonds for which the Conversion Right was not exercised and which were not called in for early repayment.

**d)** The Management Board is authorized to determine further features of the Convertible Bonds and further details of the Terms and Conditions as well as further details of the issuance of the Convertible Bonds with the consent of the Supervisory Board.

**3. Nature of contribution in kind and admission to subscription**

**a)** As the contribution in kind for the Capital Increase against Contribution in Kind and issuance of the Convertible Bonds, Convergenta is required to contribute the Contribution Shares, i.e., (i) the twelve (12) shares in MSH with serial numbers 16 to 27 and (ii) the partial right to the share in MSH with serial number 34 jointly held with CECONOMY Retail accruing to Convergenta with a *pro rata* share in the share capital of MSH of DM 17.00, together making up approximately 21.62% of the share capital of MSH, held by it to the Company (“**Contribution in Kind**”).

**b)** Convergenta will be exclusively admitted to subscribe to the New Shares and the Convertible Bonds.

#### 4. Additional cash payment obligation of the Company

In addition to the issue of the New Shares and Convertible Bonds, the Company is required to make a cash payment totaling €130,000,000.00, payable in two tranches, as consideration for contribution of the Contribution Shares to Convergenta. The Capital Increase against Contribution in Kind and the issuance of the Convertible Bonds will be made by way of a mixed Contribution in Kind in view of this additional payment obligation of the Company extending beyond the granting of the New Shares and Convertible Bonds.

#### 5. Creation of Conditional Capital 2021/I

- a) The Company's share capital will be conditionally increased by up to €89,476,079.21 by issuing up to 35,000,000 no-par value ordinary bearer shares of the Company, each such share with a notional value of approximately €2.56 ("**Conditional Capital 2021/I**"). The purpose of the Conditional Capital 2021/I is solely to grant shares to the holders of Convertible Bonds issued in accordance with this resolution. The New Shares may only be issued at a Conversion Price that meets the requirements of this resolution.
- b) The new shares from the Conditional Capital 2021/I will be issued to the holders of the Convertible Bonds in return for the Contribution in Kind. As the Contribution in Kind for the issuance of the Convertible Bonds and the Capital Increase against Contribution in Kind, Convergenta is required to contribute the Contribution Shares, i.e., the twelve (12) shares with serial numbers 16 to 27 held by it in MSH and the partial right to the share in MSH with serial number 34 jointly held with CECONOMY Retail accruing to Convergenta with a *pro rata* share in the share capital of MSH of DM 17.00, together making up approximately 21.62% of the share capital of MSH, to the Company. As consideration for the Contribution in Kind, the Company will grant Convergenta a mixed cash and non-cash contribution which according to this resolution consists of a cash payment of €130,000,000.00 alongside the issue of the New Shares and the issue of the Convertible Bonds.
- c) The conditional capital increase will only be performed to the extent that the holders of the Convertible Bonds make use of their Conversion Rights and only to the extent that existing shares or other forms of performance are not used for servicing. The New Shares will be entitled to dividends from the start of the fiscal year for which no resolution of the shareholders' meeting on appropriation of the net result has been adopted at the time they come into being due to the exercise of Conversion Rights.
- d) The Management Board is authorized to determine further details of the conditional capital increase and its performance with the consent of the Supervisory Board.

#### 6. Amendments to the Articles of Association

- a) Article 4 (1) and (2) of the Articles of Association of the Company ("**Articles of Association**") shall be revised as follows to reflect the Capital Increase against Contribution in Kind:

"(1) The Company's share capital amounts to 1,240,448,004.17 euros.

(2) The share capital is divided into 482,543,118 ordinary bearer shares and 2,677,966 non-voting preference shares."

- b) A new Article 4 (9) with the following wording will be inserted in the Articles of Association:

"(9) The Company's share capital has been conditionally increased by up to €89,476,079.21, divided into up to 35,000,000 ordinary bearer shares (Conditional Capital 2021/I). The purpose of the conditional capital increase is exclusively to grant shares to the holders of convertible bonds that are issued in return for contributions in kind pursuant to the resolution of the shareholders' meeting of February 17, 2021 under agenda item 8. The new shares may only be issued at a conversion price meeting the requirements of the resolution of the shareholders' meeting of February 17, 2021 under agenda item 8.

The new shares from the Conditional Capital 2021/I will be issued to the holders of the convertible bonds in return for contributions in kind (i) for the convertible bonds and (ii) for the capital increase of €321,602,593.27 resolved according to the resolution of the general meeting of February 17, 2021 under item 8. As the non-cash contribution, Convergenta Invest GmbH, having its registered office in Bad Wiessee, district of Miesbach (*Landkreis Miesbach*), Germany, registered in the commercial register of



the local court of Munich (*Amtsgericht München*) under registration number HR B 188629, has contributed the twelve (12) shares with serial numbers 16 to 27 held by it in Media-Saturn-Holding GmbH, having its registered office in Ingolstadt, Germany, registered in the commercial register of the local court of Ingolstadt (*Amtsgericht Ingolstadt*) under registration number HR B 1123 as well as the partial right to the share in Media-Saturn-Holding GmbH with serial number 34 jointly held with CEECONOMY Retail GmbH (in the sense of joint ownership according to section 18 German Limited Liability Companies Act (*GmbH-Gesetz – GmbHG*)) accruing to Convergenta Invest GmbH and a *pro rata* amount of the share capital of Media-Saturn-Holding GmbH of DM 17.00, to the Company. As consideration for this contribution in kind, the Company grants Convergenta Invest GmbH a mixed cash and non-cash contribution which according to the above resolution of the shareholders' meeting consists of a cash payment of €130,000,000 alongside the issue of new shares and the convertible bonds.

The conditional capital increase is only to be carried out to the extent that the holders of the convertible bonds make use of their conversion rights and only to the extent that existing shares or other forms of performance are not used for servicing. The new shares will be entitled to dividends from the start of the fiscal year for which no resolution of the shareholders' meeting on appropriation of the net result has been adopted at the time they are created by exercising conversion rights.

The Management Board is authorized, with the consent of the Supervisory Board, to determine the further details of the conditional capital increase and its performance."

#### **7. Authorization to amend the Articles of Association**

The Supervisory Board is authorized to amend the versions of Article 4 (1), (2) and (9) of the Articles of Association to reflect the relevant use of the Conditional Capital 2021/I and to perform all other associated amendments to the Articles of Association only affecting their wording. The same applies if the Conditional Capital 2021/I is not used by the end of the time limits for exercising Conversion Rights.

#### **8. Report of the management board**

The Management Board has provided a written report on the reasons for the exclusion of the subscription right on the New Shares and the Convertible Bonds pursuant to § 186 (4) sent. 2 and §§ 221 (4) sent. 2, 186 (4) sent. 2 of the German Stock German Corporation Act (*Aktiengesetz – AktG*). The report is published after the agenda of the Company's shareholders' meeting and will be available on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting) from the time of convocation of the general meeting.

#### **9. Appointment of the auditor for any final balance sheets required under the German Reorganization Act**

The Supervisory Board proposes the following on the recommendation of its Audit Committee:

KPMG AG Wirtschaftsprüfungsgesellschaft, Berlin, is appointed as the auditor of any final balance sheets of the Company required under the German Reorganization Act (*Umwandlungsgesetz – UmwG*) as a matter of precaution.

The Audit Committee stated in accordance with Article 16 (2) sub-para. 3 of the EU Regulation on Statutory Audit (Regulation (EU) No 537/2014 of the European Parliament and of the Council of 16 April 2014) that its recommendation is free from any influence by a third party and that no restriction as regards the appointment of a particular statutory auditor was placed on it (Article 16 (6) of the EU Audit Regulation on Statutory Audit).

## Supplementary information on Agenda Item 6

### Remuneration System for the Members of the Management Board of CECONOMY AG

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As a result of the German Act on the Implementation of the Second EU Shareholder Rights Directive (SRD II), which entered into force on 1 January 2020, it has been stipulated in Section 87a of the German Stock Corporation Act (*Aktiengesetz* – AktG) that the Supervisory Board of listed companies shall decide on a clear and comprehensible system for the remuneration of the members of the Management Board. Pursuant to Section 120a (1) of the German Stock Corporation Act (AktG) the General Meeting of Shareholders shall resolve upon its approval upon every material change and in any case at least every four years. Under transitional provision Section 26j (1) of the Introductory Act to the German Stock Corporation Act (*Einführungsgesetz zum Aktiengesetz* – EGAktG) the first-ever adoption of such a resolution must take place in the first General Meeting after 31 December 2020.

The Remuneration System for the Members of the Management Board set out below (“**Remuneration System**”) describes the rules and criteria according to which the respective consideration for the activities to be performed by the members of the Management Board of CECONOMY AG should be determined. The underlying objective of CECONOMY AG is to comply with the requirements of the German Stock Corporation Act (AktG) as well as, to the fullest extent possible, the recommendations of the German Corporate Governance Code (GCGC) regarding the Management Board’s remuneration. The GCGC of 16 December 2019, which entered into force on 20 March 2020, is the relevant version in this regard.

CECONOMY AG explains the degree of compliance actually achieved and any deviations from the recommendations of the GCGC in its Declaration of Conformity, which it makes permanently available on its website [www.ceconomy.de/en/](http://www.ceconomy.de/en/) under the menu headings “Company – Corporate Governance”.

As provided in the German Stock Corporation Act (AktG) and in the GCGC, the Supervisory Board of CECONOMY AG decides on the Remuneration System. The broad outlines of the Remuneration System most recently established by the Supervisory Board in its meetings on 16 September and 7 October 2020 as well as by further decisions, outside of Supervisory Board meetings, on 14 October 2020 as well as of the structure and scale of the Management Board’s remuneration are explained below.

#### **I. Contribution of the remuneration to the promotion of the business strategy and the long-term development of CECONOMY AG**

The new Remuneration System of CECONOMY AG is targeted at the promotion of the business strategy and the long-term development of the Company. This occurs in particular through the significantly strengthened link between the performance-related variable remuneration and both the development of the share price and also clearly determinable indicators, which are geared to the sustainable further development of the Company.

As part of its business strategy the Management Board has taken various initiatives, namely the strengthening of the omni-channel distribution activities, the expansion of the Services & Solutions business segment and profitability gains in the interest of a sustainable increase in value for the shareholders, based on, inter alia, an improved Category & Supply Chain Management business segment and cost reductions.

The short-term performance-related remuneration component (Short-Term Incentive – STI) provides incentives for the repeated boosting of the operational performance of the Company and the implementation of the initiatives to improve profitability. As a result of its ongoing nature the component is targeted at the promotion of the business strategy. The STI rewards the operational development of the Company on the basis of financial performance targets for the respective financial year. The performance targets in turn are based on the key performance indicators (KPIs) for CECONOMY AG, namely EBIT, sales growth and Net Working Capital (NWC).

The long-term performance-related remuneration component (Long-Term Incentive – LTI) rewards the development of the Company on the basis of quantitative financial and non-financial performance targets defined in each case for a four-year period. The LTI is strongly and predominantly aligned to the share price and accordingly provides incentives for a sustainable and long-term increase in the value of the Company, taking account of the interests of the Company’s shareholders and other stakeholders. The financial performance targets of the LTI are thus geared to the long-term development of the Company in particular. The non-financial targets are also intended to promote the sustainable and long-term development of the Company and to make it attractive to shareholders, who attach particular importance to this. In addition, linking the payment of the LTI to the holding obligation in respect of their own shares in CECONOMY AG ensures that the members of the Management Board have a long-term interest in increases in the Company’s value.

## II. Procedures for determining, implementing and reviewing the Remuneration System

The Supervisory Board decides on the Remuneration System and its determination and implementation after respective preparation by the Supervisory Board's Presidential Committee.

The Supervisory Board decided on this Remuneration System in autumn 2020 and is submitting it to the General Meeting of CECONOMY AG for approval for the first time in 2021. It will be resubmitted upon every material change to the Remuneration System and in any case at least every four years.

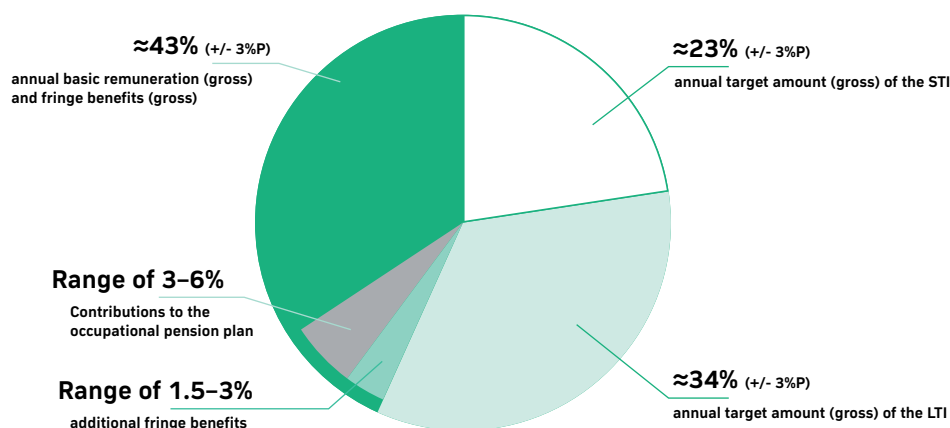
There are no apparent conflicts of interest on the part of the members of the Supervisory Board with regard to the Remuneration System. In particular the remuneration of the members of the Supervisory Board is determined independently of the Management Board's remuneration. Furthermore, the general rules apply to the handling of conflicts of interest. Conflicts of interest are avoided in the abstract through equal and independent representation on the committees concerned. Further specific measures to avoid conflicts of interest are not necessary.

The target total remuneration should be assessed such that as a rule the target amounts of the variable remuneration components exceed the fixed remuneration components (basic remuneration and fringe benefits) and such that within the variable remuneration components the proportion of the long-term variable remuneration components exceeds the proportion of the short-term variable remuneration components. As a rule the target total remuneration of an individual member of the Management Board should be apportioned as follows: around 43% to the annual basic remuneration and fringe benefits, around 34% to the annual target amount of the LTI and around 23% to the annual target amount of the STI (with the possibility of the Supervisory Board to vary the percentage weighting within the target total remuneration for the individual components by up to three percentage points in individual cases). The relative proportion of the contributions to the occupational pension plan should not exceed the range of 3–6% of the target total remuneration and for the additional fringe benefits 1.5–3% of the target total remuneration.

The relative proportion of the various remuneration components to the target total remuneration is represented graphically as follows:

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### Relative proportion of the various remuneration components to the target total remuneration



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The Supervisory Board has the possibility to take extraordinary developments into account to a reasonable extent, particularly when awarding variable remuneration components. In justified cases entitlements to the payment of variable remuneration may lapse (malus) or remuneration that has already been paid may be reclaimed (clawback).

A retroactive change in the target values or the comparison parameters for the variable remuneration (repricing) is excluded. If, however, it is necessary in the interests of the Company's long-term well-being, the Supervisory Board may temporarily deviate from this Remuneration System. A deviation may occur, however, only on the basis of a resolution by the Supervisory Board plenum specifying the reasons for the deviation and the duration of the deviation. A temporary deviation from all the components of this Remuneration System and in particular from the variable remuneration components is possible.

As part of the regular review of the Remuneration System by the Supervisory Board the latter also assesses the appropriateness and customariness of the specific total remuneration of the members of the Management Board. The assessment is made, on the one hand, by a horizontal comparison with the companies listed in the MDAX. CECONOMY AG has been listed in the SDAX, and no longer in the MDAX, since 2018. Due to the relatively high shareholdings of CECONOMY AG's anchor shareholders the Company does not have the requisite free float market capitalisation for the MDAX and its share does not have the necessary trading volume. Measured against the size criteria of sales, EBIT, employees and total market capitalisation, however, CECONOMY AG is comparable to the companies listed in the MDAX. When assessing the appropriateness, on the other hand, a vertical comparison is made with the senior executives and the workforce of CECONOMY in Germany as a whole. The Supervisory Board also takes account of the ratio between the Management Board's remuneration and the remuneration of the senior management and the workforce as a whole in terms of its development over time. To this end a vertical remuneration comparison is carried out annually, and has been since the financial year 2016/2017, in accordance with the delimitations established by the Supervisory Board between the relevant senior management and the relevant workforce as a whole.

<b>Ratio between the average total remuneration of all the members of the Management Board and the average ...</b>		
Financial year	... total remuneration of the senior management	... total remuneration of the relevant workforce
2016/2017	7	72
2017/2018	5	56
2018/2019	4	39
2019/2020	4	34

The results determined for the respective financial years are published in the remuneration report included in the annual report of CECONOMY AG.

If the Supervisory Board calls in external remuneration experts for the further development of the Remuneration System and the assessment of the appropriateness and customariness of the specific remuneration of the Management Board, it satisfies itself that they are independent before commissioning them. When developing the Remuneration System that is now before the General Meeting the Supervisory Board did not receive comprehensive advice from an external remuneration expert, but received factual and legal external support only on an ad hoc basis.

### III. Key changes compared to the previous remuneration system

The new Remuneration System is intended to apply to the two members of the Management Board in office with effect from the start of the financial year 2020/2021. In general the new Remuneration System differs from the Management Board system of remuneration formerly practised in the Company in four points in particular. Firstly, for the STI the personal targets with the – discretionary – determination of their achievement have been dropped. Secondly, for the LTI the parameter "Earnings Per Share" (EPS) has been dropped in favour of a stronger alignment to the share price. Thirdly, for the LTI uniformly applicable and quantitatively measurable non-financial targets have been added for all the members of the Management Board. Fourthly, the amount of an LTI payment is determined without the interposition of a technically laborious performance share plan. The Supervisory Board thereby aims to achieve greater transparency and reliability for all the stakeholders.

Other changes compared to the previous remuneration system occur through the implementation of the modified requirements of the German Stock Corporation Act (AktG) as a result of SRD II and through the implementation of the recommendations of the new GCGC that entered into force on 20 March 2020.

The new Remuneration System differs significantly from the Management Board service agreements that were current at the start of the financial year 2020/2021 because the service agreement of Dr. Bernhard Düttmann running until 16 October 2020 provided exclusively for a fixed salary without variable remuneration elements due to his particular appointment situation and the service agreement of Karin Sonnenmoser contained many temporary provisions due to the expected adjustments to the system of remuneration. The corresponding special provisions are explained in Section XII.

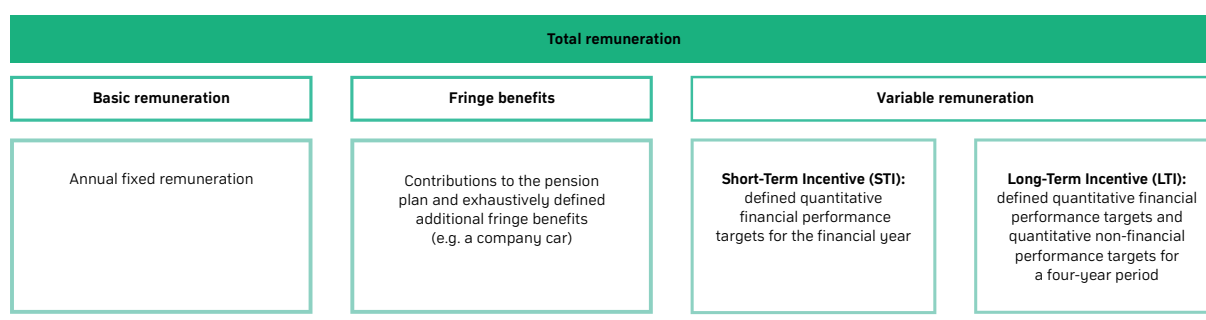
#### IV. Remuneration components from the financial year 2020/2021

The service agreements under the law of obligations that CECONOMY AG, represented by its Supervisory Board, concludes with the individual members of the Management Board are remuneration-related legal transactions. They exhaustively set out the remuneration components of the members of the Management Board.

##### 1. Overview of the remuneration components

The total remuneration of the members of the Management Board of CECONOMY AG for the activities to be performed by them in accordance with their service agreements consists of non-performance-related fixed remuneration components and performance-related variable remuneration components. The following chart gives an overview of the individual remuneration components:

**Chart of the remuneration components of the Management Board's remuneration**



##### 2. Non-performance-related fixed remuneration

The fixed non-performance-related remuneration consists of the annual basic remuneration, the occupational pension plan contributions and the additional fringe benefits.

###### a) Basic remuneration

The basic remuneration is agreed with the respective Management Board members as fixed remuneration and is paid in monthly instalments. If a member of the Management Board sits on the Management Board for only part of a financial year, his or her basic remuneration is paid on a *pro rata temporis* basis.

###### b) Occupational pension plan

The members of the Management Board receive occupational pension provision in the form of a defined contribution direct commitment.

The occupational pension plan is jointly financed by the respective member of the Management Board and the Company. The applicable apportionment is "5 + 10"; if the member of the Management Board contributes 5% of his or her defined assessment basis (basic remuneration and STI target amount), the Company pays double the amount of his or her contribution. In the event that a member of the Management Board leaves before the occurrence of an event giving rise to entitlement to benefits, his or her contributions are preserved with the balance that has accrued. The occupational pension plan is congruently reinsured by Hamburger Pensionsrückdeckungskasse VVaG (HPR). Interest is paid on the contributions in accordance with the Articles of Association of HPR in relation to profit participation, with a guarantee applying to the paid-in contributions.

The Company's contributions to the occupational pension plan are limited due to the defined apportionment and assessment basis for each individual member of the Management Board. In addition these contributions are capped at EUR 100,000 a year.

Furthermore the members of the Management Board have the option to convert future compensation components of their basic remuneration and variable remuneration into occupational pension rights with HPR under a tax-privileged deferred compensation scheme.

Pension schemes and early retirement schemes will not be agreed.

### c) Fringe benefits

Besides the basic remuneration and the contributions to the occupational pension plan, the Company grants only the following fringe benefits to the members of the Management Board:

- Accident insurance contributions
- Health and nursing care insurance subsidies
- Assumption of healthcare costs
- Provision of a Company car at the disposal of the respective members of the Management Board

The amount of these exhaustively defined fringe benefits is also collectively capped at EUR 50,000 a year.

### 3. Performance-related variable remuneration

The performance-related remuneration components are variable remuneration with a measurement of performance for the respective financial year, the so-called Short-Term Incentive (“STI”), and variable remuneration with a measurement of performance for multiple financial years, the so-called Long-Term Incentive (“LTI”). The components have various assessment bases and performance parameters according to the respective performance periods. The awarding of the STI and the LTI as well as the corresponding incentive effects of these variable performance-related remuneration components depend on financial – and for the LTI also non-financial – performance criteria. The variable remuneration amounts awarded to the members of the Management Board are predominantly share-based awards: the majority of the variable remuneration components are the long-term variable components, for which in turn the vast majority of the financial performance criteria are based on the key performance indicators “absolute total shareholder return” and “relative total shareholder return”. Through both key performance indicators the amount of any payment is linked to the further development of the ordinary share of CECONOMY AG.

#### a) STI

The short-term performance-related component is in each case granted for one financial year and paid after it has ended. If an engagement relationship starts or ends during a financial year, the STI is awarded and paid for the financial year on a *pro rata temporis* basis. The STI is calculated exclusively on the basis of financial performance criteria. These are based on the following key performance indicators according to the Company’s consolidated financial statements (adjusted for the effects of portfolio changes), which are used for the calculation with the respective weighting specified below:

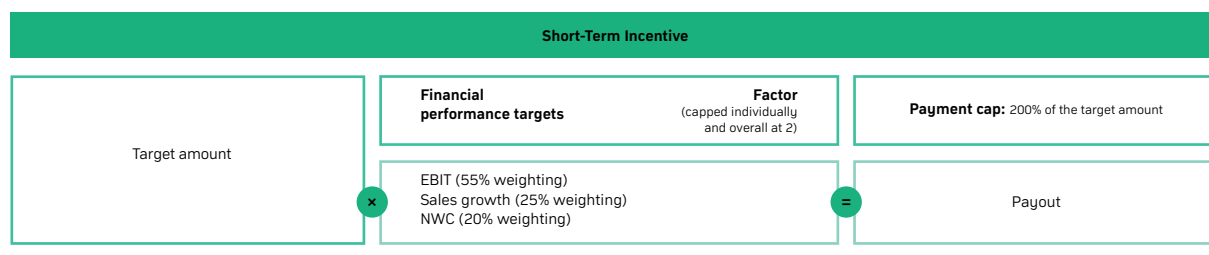
- Earnings Before Interest and Taxes (EBIT) on the basis of absolute EBIT values with a weighting factor of 0.55;
- currency-adjusted sales growth with a weighting factor of 0.25;
- Net Working Capital (NWC) on the basis of absolute NWC values (averages over four quarters) with a weighting factor of 0.2.

The Supervisory Board uniformly sets the performance targets for all the members of the Management Board on the basis of the business planning submitted to it by the Management Board before the start of the financial year for which the STI is being awarded. Factors (target achievement factors) are assigned to the extent to which the target is achieved for each key performance indicator. To this end the Supervisory Board determines, at its due discretion, the value for the lower threshold (entry barrier), the target value for the 100% achievement of the target, and the value for a 200% achievement of the target, where the level of the respective target achievement factor is capped. A retroactive change in the target values or the comparison parameters is excluded.

After the end of the financial year the extent to which the target has been achieved is measured for each key performance indicator on the basis of the respective target achievement factors. Intermediate values are determined by means of linear interpolation.

The overall target achievement factor is calculated from the individual measured target achievement factors on the basis of their weighting. The STI payout is arrived at by multiplying the overall target achievement factor by the STI target amount. The payout is limited to double the target amount (payment cap). Payment is made four months after the end of the financial year for which the STI in question was awarded, but not before the consolidated financial statements for the respective financial year have been approved by the Supervisory Board. If an engagement ends during the financial year, unpaid STI entitlements accruing in the period up to the termination of the service agreement are paid on a *pro rata temporis* basis in accordance with the originally agreed targets and on the original due date.

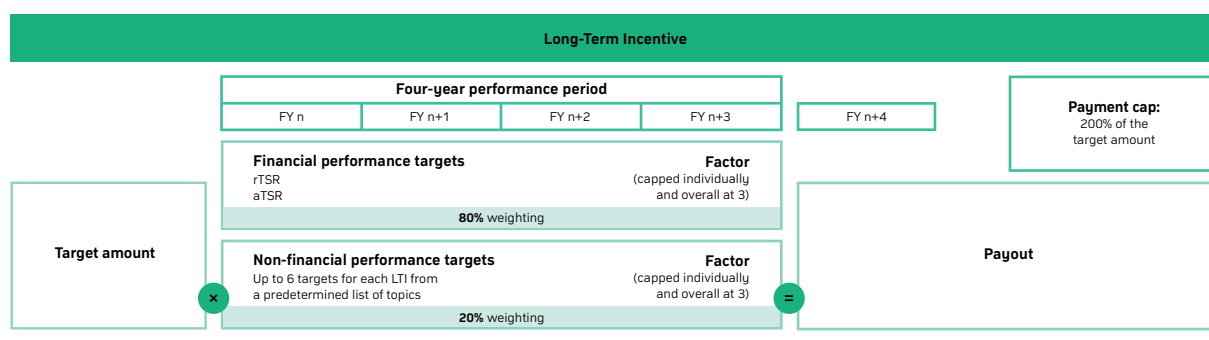
## Short-term performance-related remuneration



### b) LTI

The long-term performance-related component is awarded annually and paid out after the end of a four-year performance period totalling four financial years. If an engagement starts or ends during a financial year, the LTI is awarded and paid for the financial year on a *pro rata temporis* basis. The calculation includes financial performance targets with a weighting of 80% and non-financial performance targets with a weighting of 20%. The Supervisory Board also sets the LTI performance targets for all the members of the Management Board.

## Long-term performance-related remuneration



### aa) Financial performance targets for the LTI

The financial performance criteria, which are weighted overall at 80% and equally to one another, are the absolute development of the total shareholder return ("**aTSR**") and the relative development of the total shareholder return ("**rTSR**").

aTSR component: the aTSR target achievement factor is calculated from the change in the ordinary share closing price and the sum of the hypothetically reinvested dividends during the performance period in relation to the ordinary share opening price as a percentage.

rTSR component: the target achievement factor for the rTSR component is calculated on the basis of the relative development of the total shareholder return for the ordinary share of the Company during the performance period compared to the relevant benchmark indices, the MDAX and the STOXX Europe 600 Retail.

The relevant opening price of the ordinary share of the Company for the aTSR and rTSR components is calculated from the average XETRA closing prices over 40 successive trading days immediately after the start of the financial year for which the LTI is being awarded. The relevant closing price is determined four years later, also from the XETRA closing prices for the ordinary share of the Company over the period of 40 successive trading days immediately after the start of the financial year. The opening and closing values for the benchmark indices for the rTSR component are determined analogously.



## **bb) Non-financial performance targets for the LTI**

The non-financial performance criteria for the LTI weighted overall at 20% are based on up to six quantitative targets specifically formulated by the Supervisory Board from the following topics:

- Employee satisfaction
- Customer satisfaction
- Protection of the climate and the environment
- Employee development and qualification
- Diversity
- Corporate culture and compliance

Where the Supervisory Board does not establish a specific weighting the non-financial performance criteria are weighted equally in relation to one another.

## **cc) Calculation of the LTI payout**

The threshold values for the financial and non-financial LTI performance targets are set by the Supervisory Board, at its due discretion, at the end of the financial year preceding the year of their award. Factors (target achievement factors) are assigned to the extent to which the target is achieved for each key performance indicator. To this end the Supervisory Board determines the value for the lower threshold (entry barrier), the target value for the 100% achievement of the target, and the value for a 300% achievement of the target, where the level of the respective target achievement factor is capped. A retroactive change in the target values or the comparison parameters is excluded.

After the end of the respective performance period the target achievement factors are measured for the individual financial and non-financial performance targets. Intermediate values are determined by means of linear interpolation. The weighted mean of the target achievement factors for the financial and non-financial performance targets forms the respective overall target achievement factor. It is capped at 3 in each case.

From the resulting overall target achievement factors for the financial performance targets and the non-financial performance targets the overall target achievement factor for the LTI is determined on the basis of the established weighting of the performance targets to one another. The overall target achievement factor is capped at 3.

The target achievement factor determined overall for the LTI is multiplied by the LTI target amount, giving the amount to be paid. The payout is limited to a maximum of 200% of the agreed individual target amount (payment cap).

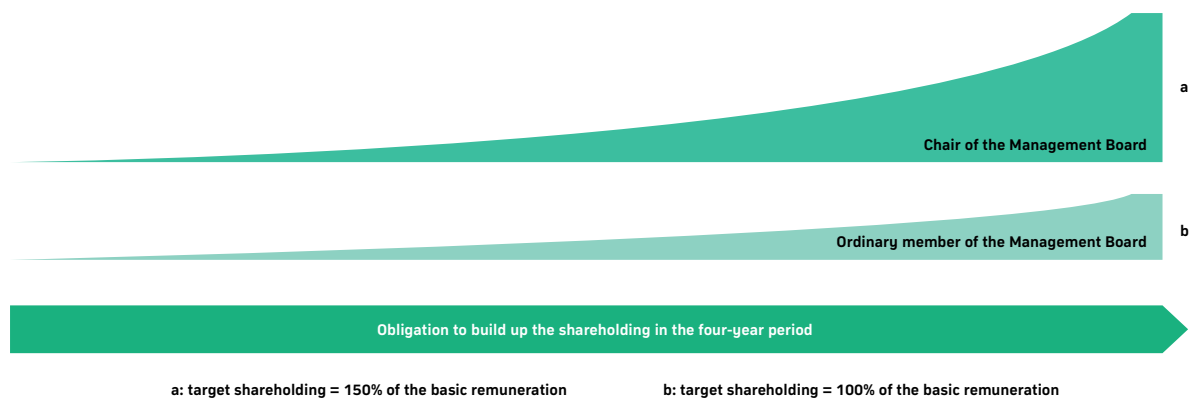
The remuneration amount determined for the LTI is paid two months after the end of the performance period for the LTI concerned. This is conditional upon the entitled member of the Management Board having proven the investment in ordinary shares of the Company that is required under the Company's Share Ownership Programme. If an engagement ends during the financial year, unpaid LTI entitlements accruing in the period up to the ending of the agreement are paid on a *pro rata temporis* basis in accordance with the originally agreed targets and on the original due date.

## **V. Share Ownership Programme**

Under the Share Ownership Programme of CECONOMY AG for members of the Management Board the members of the Management Board are obliged to acquire shares in the Company at a defined target participation rate and to retain them during their term of office on the Management Board. The target shareholding for the Chair of the Management Board is 150% and for the ordinary members of the Management Board it is 100% of their respective relevant gross basic remuneration at the end of the set-up phase. The relevant equivalent value must be spent overall as the purchase price for the shares acquired by the respective member of the Management Board. The set-up period covers a period of four years from the commencement of the Management Board service agreement.

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## Share Ownership Programme



The members of the Management Board are obliged to provide proof of the share portfolio currently held by them regularly and at the Company's request. An LTI payment requires the respective Management Board member to have the relevant target holding of shares in the Company. If the target shareholding is not proven or not fully proven, the Management Board member concerned will not receive any LTI payments.

### VI. Target total remuneration

The target total remuneration of the individual members of the Management Board is the sum of the annual basic remuneration agreed with the respective Management Board members in their service agreement, the fringe benefits, the expenses for the occupational pension plan, and the annual STI and LTI target amounts.

A planned rise in remuneration with increasing length of service is not provided for. This target total remuneration is reasonably proportionate to the duties and performance of the respective members of the Management Board as well as to the position of the Company. It thus meets the statutory requirements for the remuneration to be in line with customary practice.

In relation to the assessment of the customariness of the specific total remuneration of the members of the Management Board see the statements in Section II above.

### VII. Maximum remuneration

The Remuneration System contains upper limits in terms of both the overall amounts and the amounts of the individual remuneration components. The maximum remuneration of the individual members of the Management Board results from the sum of the annual basic remuneration agreed with the respective Management Board members in their service agreement, the maximum amounts for the fringe benefits and the pension plan and the respective caps for the variable remuneration components. For the Chair of the Management Board, the maximum remuneration is EUR 5,150,000 and for ordinary members of the Management Board EUR 2,650,000. The Supervisory Board points out that in its view these amounts do not constitute the appropriate remuneration, but merely ceilings for amounts upon the universally maximum exhaustion of the corresponding ranges.

### VIII. Malus and clawback of variable remuneration components

After payment of the performance-related variable remuneration components the respective Management Board member can freely dispose of the amounts in principle. If, however, during the performance period or a period of up to one year after the end of the respective performance period for an STI or an LTI a member of the Management Board breaches his or her statutory duties within the meaning of Section 93 of the German Stock Corporation Act (AktG) or there is a reason for revoking the appointment of the member of the Management Board within the meaning of Section 84 (3) first sentence of the German Stock Corporation Act (AktG), his or her entitlements to payment of the variable remuneration components will lapse (malus) or can be reclaimed by the Company after they have been paid (clawback).

## **IX. Offsetting of remuneration for secondary activities**

Where members of the Management Board hold a seat on a Supervisory Board within the Group and similar offices, the remuneration for these activities is offset against their Management Board remuneration.

If members of the Management Board perform a secondary activity outside the Group, for members of the Management Board appointed from the financial year 2020/2021 onwards it is contractually ensured that the Supervisory Board may decide, in accordance with recommendation G.16 of the GCGC, whether and to what extent the remuneration for the secondary activity at a non-Group entity is offset against their Management Board remuneration. By resolution of 20 November 2020 the Supervisory Board has determined that for the time being, no offsetting of any remuneration awarded for non-Group Supervisory Board mandates will take place.

## **X. Terms of the service agreements**

The term of the service agreements is always tied to the continued existence of the appointment of the respective member of the Management Board. The term is extended for the period for which the respective member of the Management Board is reappointed as a member of the Management Board. With regard to appointments and reappointments the Supervisory Board shall adhere to the limits laid down in Section 84 of the German Stock Corporation Act (AktG).

First-time appointments as a member of the Management Board shall normally be made for a period of no more than three years.

The service agreements shall not provide for any right to ordinary termination for either party to the agreement. Both the Company and the Management Board members have, however, the right to extraordinary termination for a compelling reason under Section 626 of the German Civil Code (*Bürgerliches Gesetzbuch* – BGB).

## **XI. Provisions on the termination of the term of office on the Management Board**

If a member of the Management Board leaves the Company at the end of his or her term of office under normal circumstances, entitlements acquired during the term of his or her service agreement will not be due for early payment. This shall apply equally if the service agreement of a member of the Management Board ends prematurely.

In each case of premature termination of the appointment of a member of the Management Board – regardless of whether this is, inter alia, by mutual agreement, due to the revocation of the appointment or due to his or her resignation – the service agreement will terminate automatically at the end of the period specified in Section 622 (2) of the German Civil Code (BGB) without the need for a separate notice of termination.

In the event of the premature termination of their term of office, members of the Management Board will receive compensation for the contractual claims that would have accrued during the remaining term of their service agreements, generally in the form of a one-off payment. This lump-sum settlement shall be limited to the maximum value of two years' remuneration in the amount of the sum of the basic remuneration and the target amount for the STI (severance pay cap). If the remaining term of the employment is less than two years at the time of the termination, the amount of the severance pay will be reduced on a *pro rata temporis* basis.

There is no right to severance pay or other payments in the event of the extraordinary termination of the service agreement by the Company for a compelling reason (Section 626 of the German Civil Code (BGB)). The right to severance pay or other payments is also excluded if members of the Management Board resign from office without having a compelling reason for this for his or her part.

Unpaid LTI entitlements of members of the Management Board shall lapse upon the termination of their agreement in the following cases:

- premature removal from office of a member of the Management Board for a compelling reason under Section 84 (3) of the German Stock Corporation Act (AktG);
- termination of the service agreement of a member of the Management Board by the Company for a compelling reason under Section 626 of the German Civil Code (BGB); as well as
- resignation from office of a member of the Management Board without having a compelling reason for this for his or her part.

In the event of the death of members of the Management Board during their period of active service, the basic remuneration for the month of their death and for a further six months will be paid to their survivors. If members of the Management Board are permanently unfit for work during the term of their service agreement, the Company will be entitled to terminate their agreement with six months' notice to the end of a quarter.

The service agreements do not contain any defined benefits for their premature termination due to a change of control.

## **XII. Special provisions for the employment of Dr. Düttmann and Ms. Sonnenmoser as members of the Management Board**

The currently existing service agreement of Karin Sonnenmoser differs in individual points from the above description of the Remuneration System, since not all of the temporary provisions laid down upon the first-time appointment of Karin Sonnenmoser as a member of the Management Board were able to anticipate the requirements of the amended German Stock Corporation Act (AktG) as a result of SRD II and the requirements of the GCGC in the version of 16 December 2019. To this end it would have been necessary to amend the relevant service agreement by deleting the previously customary provisions on a change of control, any subsequent special remuneration and the early payment of outstanding STI and LTI claims upon the termination of the appointment and of the service agreement by mutual consent as well as by incorporating a provision on the offsetting of the remuneration for a secondary activity outside the Group. Karin Sonnenmoser has not consented to the corresponding amendment of her current agreement.

The current service agreement of Dr. Bernhard Düttmann deviates from the remuneration system outlined above in that regulations on the participation in the occupational pension plan of CECONOMY AG are not agreed.

## **XIII. Transparency and documentation**

Immediately after a resolution has been adopted by the General Meeting to approve the Remuneration System, pursuant to Section 120a (2) of the German Stock Corporation Act (AktG) the resolution and the Remuneration System will be kept available to the public free of charge on the website of CECONOMY AG during the term of validity of the Remuneration System and in any case for ten years.

In addition, pursuant to Section 162 of the German Stock Corporation Act (AktG) the Management Board and the Supervisory Board will prepare a clear and comprehensible report ("**Remuneration Report**") every year on the remuneration awarded and owed over the past financial year to each individual present and former member of the Management Board and of the Supervisory Board of the Company and of companies in the same Group. The Remuneration Report must be audited by the statutory auditor. The General Meeting decides on the approval of the prepared and audited Remuneration Report, pursuant to Section 162 of the German Stock Corporation Act (AktG), for the preceding financial year. The first-ever adoption of the resolution must occur by the end of the first ordinary General Meeting starting from the second financial year after 31 December 2020, i.e. in the case of CECONOMY AG this is expected to be in February 2023 at the latest. The Company will make the Remuneration Report and the auditor's report publicly available free of charge on the website of CECONOMY AG for ten years from the General Meeting's resolution on its approval.

## Supplementary information on Agenda Item 8

### Written report of the Management Board of CECONOMY AG on Agenda Item 8 to the annual general meeting of CECONOMY AG on February 17, 2021 on the reasoning for complete exclusion of the statutory subscription right of the shareholders of CECONOMY AG pursuant to Section 186(4) sent. 2 German Stock Corporation Act and Sections 221(4) sent. 2, 186(4) sent. 2 German Stock Corporation Act

Below, the management board of CECONOMY AG (“**Company**”, and together with the Company’s consolidated subsidiaries, “**CECONOMY Group**”) renders its written report on the reasoning for the complete exclusion of the statutory subscription right of the Company’s shareholders (“**Shareholders**”) in the context of the resolution proposed to the Company’s general meeting (“**General Meeting**”) by the Company’s management board (“**Management Board**”) and by the Company’s supervisory board (“**Supervisory Board**”) under item 8 of the agenda for the annual general meeting of the Company on February 17, 2021, in accordance with Section 186(4) sentence 2 of the AktG (*Aktien-gesetz – “AktG”*) as well as Sections 221(4) sentence 2, 186(4) sentence 2 AktG (“**Exclusion of Subscription Rights**”). To this end, the discussion below commences with a description of the planned transaction with Convergenta Invest GmbH (“**Transaction**”) along with an explanation of and justification for the exchange ratio (see section I. below). This then directly leads into the Management Board’s report concerning the reasoning for the Exclusion of Subscription Rights (see section II. below).

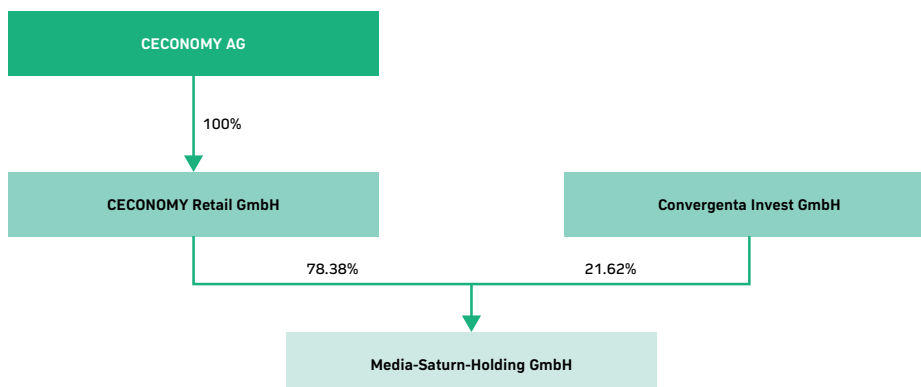
#### I.

##### 1. Overview

##### a) Corporate structure prior to the Transaction

The resolution proposed by the Management Board and Supervisory Board under agenda item 8 serves to effect, in the context of the planned Transaction, the Company’s acquisition of the minority stake held by Convergenta Invest GmbH (“**Convergenta**”, and together with the Company, “**Parties**”) in Media-Saturn-Holding GmbH (“**MSH**”). With the Transaction, the Parties aim to reorganize the shareholder base of MSH and to achieve, among other things, a stronger focus on the operating business and the realization of considerable synergies based on a simplified corporate structure and governance.

The current shareholder structure of MSH, as given prior to the Transaction, can be illustrated as follows:



In addition to a simplification of the company structure and related operative advantages as well as savings in administrative costs (expected to be around EUR 4 million annually), the transaction will make the Company's tax-loss carry-forwards, which amount to around EUR 1.2 billion each for corporate and trade tax, structurally usable. Based on current budget and medium-term planning, the transaction is expected to increase earnings per share from the first financial year onwards.

**b) Reorganization of the Company's corporate structure by the Transaction**

To implement the Transaction, the Parties concluded the following on December 14, 2020: (i) an agreement in principle concerning the Transaction ("**Agreement in Principle**" (*Grundsatzvereinbarung*)); (ii) a Share Purchase, Contribution and Transfer Agreement ("**Contribution Agreement**" (*Einbringungsvertrag*)); and (iii) a subscription agreement regarding EUR 151 million convertible bonds ("**Subscription Agreement**" (*Begebungsvertrag*) and together with the Agreement in Principle and the Contribution Agreement, "**Transaction Agreements**"). The Transaction Agreements provide that Convergenta will contribute the Contribution Shares (as defined below) to the Company as a contribution in kind in return for the granting of new ordinary shares, the issuance of convertible bonds and a cash payment in the amount of EUR 130 million.

Among other things, the consummation of the Transaction Agreements is subject to the adoption by the General Meeting of the resolution proposed under agenda item 8. Thus, alongside the already effected conclusion of the Transaction Agreements, the Management Board and Supervisory Board propose that the General Meeting specifically resolves as follows under agenda item 8 in the context of a uniform resolution:

- The Company's share capital of currently EUR 918,845,410.90, divided into 356,743,118 no-par value ordinary bearer shares (no-par value shares) of the Company ("**CECONOMY Ordinary Shares**") and 2,677,966 no-par value non-voting bearer preference shares (no-par value shares) ("**CECONOMY Preference Shares**", and together with the CECONOMY Ordinary Shares, "**CECONOMY Shares**"), each such share with a notional value in the share capital of approximately EUR 2.56, will be increased by EUR 321,602,593.27 to EUR 1,240,448,004.17 by issuing 125,800,000 new no-par value ordinary bearer shares (no par-value shares) of the Company, each such share with a notional value in the share capital of approximately EUR 2.56 and full dividend rights from October 1, 2020 ("**New Shares**"), in return for a contribution in kind ("**Capital Increase through Contributions in Kind**"). The New Shares will be issued at the lowest issue price. The difference between the issue price of the New Shares and any higher equity investment value of the non-cash contributions is to be allocated to the capital reserves in accordance with Section 272(2) no. 4 German Commercial Code (*Handelsgesetzbuch – HGB*), as far as possible.

The statutory subscription right of the Shareholders to the New Shares shall be excluded. The New Shares will be issued for the purpose of acquiring the Contribution Shares (as defined below).

- The Company will issue convertible bonds with an aggregate principal amount of EUR 151 million, divided into 1,510 bearer bonds ranking pari passu among themselves, each with a nominal value of EUR 100,000.00 ("**Convertible Bonds**"), in return for a contribution in kind. The Convertible Bonds grant their holders conversion rights to initially a total of up to 27,859,778 new no-par value ordinary bearer shares (no par-value shares) of the Company, each such share with a notional value in the share capital of approximately EUR 2.56 ("**Conversion Shares**"), for the issuance of which the Conditional Capital 2021/I (as defined below) is to be created. The initial conversion price will be EUR 5.42 for each Conversion Share.

The statutory subscription right of the Shareholders to the Convertible Bonds shall be excluded. The Convertible Bonds will be issued for the purpose of acquiring the Contribution Shares.

- As the substance of the contribution in kind for purposes of the Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds, Convergenta shall contribute to the Company the following shares in MSH as well as fractional rights to a share in MSH ("**Contribution in Kind**"):
  - Shares with serial numbers 16 to 27, i.e., a total of twelve shares, having a total nominal value of DM 15,134,680.00 ("**C/M Shares**"), which corresponds to approximately 21.62% of the share capital of MSH, and
  - Partial rights to the share with serial number 34 and having a nominal value of DM 50.00 ("**Ce/Co Share**") in an amount totaling DM 17.00 (this joint ownership to the Ce/Co Share held by Convergenta, together

with the C/M Shares, "**Contribution Shares**"), which is equivalent to a an interest of 34.00% in the Ce/Co Share.

- Exclusively Convergenta shall be admitted to subscribe for the New Shares and to take over the Convertible Bonds.
- In addition to the issue of the New Shares and Convertible Bonds, the Company is required to make a cash payment to Convergenta totaling EUR 130 million, payable in two tranches, as consideration for the Contribution Shares. The Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds will be made by way of a mixed Contribution in Kind in view of this additional payment obligation of the Company extending beyond the granting of the New Shares and Convertible Bonds.
- The Company's share capital will be conditionally increased by up to EUR 89,476,079.21 by issuing up to 35,000,000 new no-par value ordinary bearer shares (no par-value shares) of the Company, each such share with a notional value in the share capital of approximately EUR 2.56 ("**Conditional Capital 2021/I**"). The Conditional Capital 2021/I will serve exclusively to grant shares to the holders of the Convertible Bonds to be newly issued.

As consideration for the acquisition of the Contribution Shares, the Company shall

- issue to Convergenta 125.8 million New Shares that will be created as part of the proposed Capital Increase through Contributions in Kind, subject to the Exclusion of Subscription Rights ("**Stock Component**"),
- issue to Convergenta the Convertible Bonds with an aggregate principal amount and issue price of EUR 151 million (market value at the time the Transaction Agreements are concluded: EUR 160 million), which have a maturity of five years, a conversion premium of approximately 30%, an interest rate of 0.05% p.a., and an initial conversion price of EUR 5.42, initially convertible into up to approximately 27.9 million Conversion Shares, subject to the Exclusion of Subscription Rights, which will be backed by the Conditional Capital 2021/I that shall be created ("**Convertible Bond Component**"), and
- pay Convergenta a cash component in the total amount of EUR 130 million, payable in two tranches ("**Cash Component**", and together with the Stock Component and the Convertible Bond Component, "**Total Consideration**").

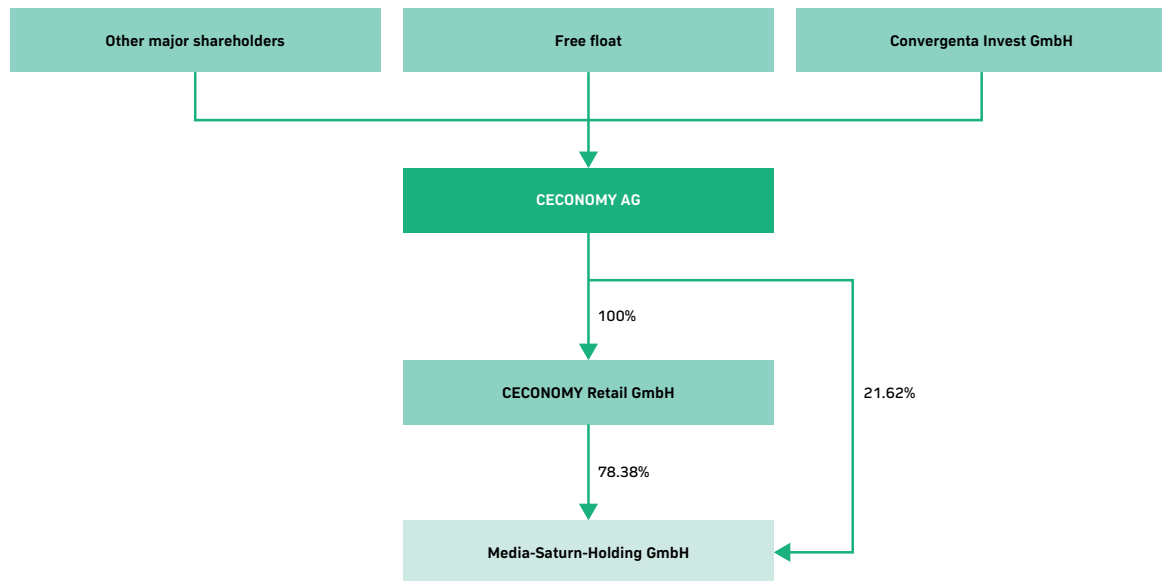
Taking as a basis the three-month, volume-weighted average price of the CECONOMY Ordinary Share on the basis of Bloomberg data ("**3M-VWAP**") for the period before December 14, 2020 (i.e., from the opening price on September 14, 2020, to the closing price on December 11, 2020), which equals approximately EUR 4.17, the consideration amounts to around EUR 815 million. The 3M-VWAP of EUR 4.17 also constitutes the reference price, on the basis of which the conversion premium of approximately 30% was calculated, thus resulting in the initial conversion price of EUR 5.42.

After the planned Transaction was announced through an ad hoc announcement by the Company after the close of trading on December 14, 2020, the price of the CECONOMY Ordinary Share (XETRA) rose from a closing price of EUR 4.096 on December 14, 2020, to a closing price of EUR 5.125 on the following day, December 15, 2020. This represents a price surge of approximately 25%. On the subsequent days, the price of the CECONOMY Ordinary Share continued to rise, recording an increase of around 40% at closing on Friday, December 18, 2020, as compared to the closing price of December 14, 2020, before the Transaction was announced.

### c) Corporate structure following the Transaction

It is intended that, based on the conclusion of the Transaction Agreements and of the adoption by the General Meeting of the resolution set out under agenda item 8, as well as the implementation of same, Convergenta will transfer to the Company the Contribution Shares such that the Company will (indirectly) increase its stake in MSH to a total of 100% and Convergenta, a minority shareholder thus far, will exit completely from MSH. In return, it is intended to make Convergenta a significant shareholder in the Company before the conversion right is exercised, with Convergenta holding a stake of approximately 25.93% of the Company's share capital. Convergenta aims to acquire a stake of up to 29.90% of the CECONOMY Ordinary Shares.

The corporate structure prevailing once the Transaction has been implemented can be illustrated as follows:



Effective for a period of six months after implementation of the Capital Increase through Contributions in Kind, but not beyond December 31, 2021, Convergenta has entered into an obligation to not acquire any additional CECONOMY Shares or to take any other measures that would result in a gaining of control within the meaning of the German Securities Acquisition and Takeover Act (*Wertpapiererwerbs- und Übernahmegesetz – "WpÜG"*). In addition, Convergenta has undertaken to sell not more than up to 4% of the issued CECONOMY Ordinary Shares until the expiry of six months after the implementation of the Capital Increase through Contributions in Kind, at the longest until December 31, 2021.

Under the resolution proposed under agenda item 8 to the General Meeting concerning the planned Transaction, the right of the shareholders to subscribe for the newly issued New Shares and Convertible Bonds shall be excluded. The reason for this Exclusion of Subscription Rights forms the subject matter of the present report from the Management Board in accordance with Section 186(4) sentence 2 AktG as well as Sections 221(4) sentence 2, 186(4) sentence 2 AktG.

## 2. Parties involved

### a) CECONOMY AG

#### aa) Registered office and registration with the commercial register

The Company is a listed German stock corporation (*Aktiengesellschaft – AG*) having its registered office in Düsseldorf, Germany. It is registered with the commercial register of the Düsseldorf local court (*Amtsgericht Düsseldorf*) under the number HR B 3947. The business address of the Company is Kaistrasse 3, 40221 Düsseldorf, Germany.

#### bb) Business purpose

The business purpose of the Company comprises:

- Trading businesses of all kinds related to the operation of retailing enterprises, mail order, wholesale trade and sales channels based on new electronic media;
- Manufacturing and development of products that may be the object of commerce and of services;
- Execution of real-estate transactions of all kinds including property development;
- Services, in particular in connection with trading, consumer goods and logistics as well as trade-related digital business models;
- Brokering of financial services for, through or by affiliates and subsidiaries;
- Asset management.



The Company may perform all and any acts and actions, and transact any businesses, which appear to be directly or indirectly suited to serving the Company's business purpose or are directly or indirectly related thereto. Any such business that requires specific governmental permits, licenses or approvals may not be transacted until after such permits, licenses or approvals have been granted. The Company may establish, form, acquire, manage or purchase equity interests, whether by minority shareholding or otherwise, in, or sell or dispose of, any such enterprises in Germany and abroad active in the business areas specified above.

The Company may confine its activities to one or some of the business areas specified above. The Company may also conduct its activities indirectly through subsidiaries, associated and joint venture companies, in whole or in part. In particular, it may leave its operations to dependent enterprises and/or hive them down to dependent enterprises, in whole or in part. It may also confine itself to the activities of a management holding and/or otherwise to the administration of its own assets.

**cc) Share capital**

The share capital of the Company currently registered with the commercial register amounts to EUR 918,845,410.90 and is divided into 356,743,118 CECONOMY Ordinary Shares and 2,677,966 CECONOMY Preference Shares. The CECONOMY Shares are admitted for trading on the regulated market (*regulierter Markt*) of the Dusseldorf Stock Exchange (*Börse Düsseldorf*) and on the regulated market (*regulierter Markt*) of the Frankfurt Stock Exchange (*Frankfurter Wertpapierbörse*) with simultaneous admission to the sub-segment of the regulated market (*regulierter Markt*) with additional post-admission obligations (Prime Standard) of the Frankfurt Stock Exchange (*Frankfurter Wertpapierbörse*); they are traded under ISIN DE0007257503 (CECONOMY Ordinary Shares) and ISIN DE0007257537 (CECONOMY Preference Shares).

**dd) Shareholder structure**

Based on the voting rights notifications pursuant to Sections 33 et seqq. German Securities Trading Act (*Wertpapierhandelsgesetz – "WpHG"*), which were transmitted to the Company by the date of the present report, the following Shareholders directly and/or indirectly hold 3.00% or more of the current total number of voting rights pursuant to Section 41 WpHG, which amounts to 359,421,084 (= total number of issued CECONOMY Shares):

Entity subject to the notification requirement	Reported number of voting rights (not including instruments)	In %
Franz Haniel & Cie. GmbH	81,015,280	22.54%
Meridian Stiftung	51,117,363	14.22%
freenet AG	32,633,555	9.08%
Prof. Otto Beisheim Stiftungen	23,615,334	6.57%
Giovanni Agnelli B.V.	18,496,794	5.15%
<b>Free float (below 3%)</b>	<b>152,542,758</b>	<b>42.44%</b>
<b>TOTAL</b>	<b>359,421,084</b>	<b>100.00%</b>

(Note: The percentages shown in the tables in this report have been rounded according to standard commercial practice. It is therefore possible that the percentages in the tables may not add up exactly to 100.00%.)

(Note: According to information available to the Management Board, Convergenta currently holds a small stake in the Company. However, no voting rights notifications pursuant to Sections 33 et seqq. WpHG have been transmitted by Convergenta to the Company in the past.)

Taking into account exclusively of the currently outstanding 356,743,118 CECONOMY Ordinary Shares, the Company's shareholder structure is as follows:

Entity subject to the notification requirement	Reported number of voting rights (not including instruments)	In %
Franz Haniel & Cie. GmbH	81,015,280	22.71%
Meridian Stiftung	51,117,363	14.33%
freenet AG	32,633,555	9.15%
Prof. Otto Beisheim Stiftungen	23,615,334	6.62%
Giovanni Agnelli B.V.	18,496,794	5.18%
<b>Free float (below 3%)</b>	<b>149,864,792</b>	<b>42.01%</b>
<b>TOTAL</b>	<b>356,743,118</b>	<b>100.00%</b>

**ee) Management Board and Supervisory Board**

The members of the Management Board are Dr. Bernhard Düttmann (Chief Executive Officer and Labour Director) and Ms. Karin Sonnenmoser (Chief Financial Officer).

The Supervisory Board, which is subject to joint co-determination by employees and shareholders, currently comprises the following 20 members: Mr. Jürgen Fitschen (Chairman of the Supervisory Board), Ms. Sylvia Woelke (Deputy Chair of the Supervisory Board), Mr. Wolfgang Baur, Mr. Kirsten Joachim Breuer, Ms. Karin Dohm, Ms. Daniela Eckardt, Ms. Sabine Eckhardt, Dr. Florian Funck, Mr. Ludwig Glosser, Ms. Julia Goldin, Ms. Jo Harlow, Mr. Rainer Kuschewski, Ms. Stefanie Nutzenberger, Ms. Claudia Plath, Mr. Jens Ploog, Ms. Birgit Popp, Dr. Fredy Raas, Mr. Jürgen Schulz, Ms. Regine Stachelhaus, and Mr. Christoph Vilanek.

**ff) Business activities**

The Company is a European platform for companies, concepts, and brands in the field of consumer electronics ("CE"). It brings together companies, concepts, formats, and brands from throughout the CE sector. In this context, the clear guiding objective is to cover the entire range of services as seamlessly as possible – from the initial inspiration of customers and the provision of product information to them, to the provision of buying advice for the actual purchase or order and the rendering of follow-on services like delivery or further support, to eventually establishing a trust-based relationship with customers – with this being achieved across all possible touch points: in the retail outlets, on the web, and in the mobile domain, as well as at the customer's home. In addition, the Company, acting through its investee companies, is continually developing innovations to improve and simplify the shopping experience; in partnership with other dealers and start-ups, it also pursues the goal of making the customer's life in the digital world as easy and pleasant as possible. In this way, the Company not only generates decisive added value for its customers – it also creates economic opportunities for the enterprise and its shareholders. In the process, the Company is operating in an increasingly challenging environment that is shaped by far-ranging market developments and customer trends.

The companies in the Company's portfolio have billions of consumer contacts each year and offer products, services and solutions that make living in the digital world as easy and enjoyable as possible. The business model is based on a clear allocation of responsibilities. As the central management holding company of the CECONOMY Group, the Company covers basic functions such as finance, accounting, controlling, legal and compliance. The operating business comprises several group companies, with the focus on the MediaMarktSaturn Retail Group ("MMSRG") with the MediaMarkt and Saturn brands. Thus, the key activities of the Company are bundled – indirectly via the fully-owned subsidiary CECONOMY Retail GmbH ("CECONOMY Retail") – within MSH, in its capacity as a fully consolidated subsidiary of the Company and as the holding company of MMSRG responsible for the latter's operative management.

In addition, the Company is the main shareholder of DTB Deutsche Technikberatung GmbH with a share of 80%. The Company is a partner for professional technical assistance at home. All services are also offered in all MediaMarkt and Saturn stores throughout Germany.

The Company also holds a minority interest of around 24% in Fnac Darty S.A. ("Fnac Darty"), the leading French retailer for consumer electronics and home appliances. In addition, the Company holds a stake, through MSH,

of 15% in PJSC "M.video" ("**M.video**"), Russia's market leader in consumer electronics, as well as a stake of 25% in PMG Retail Market Ltd. ("**PMG**"), a joint venture with the Greek Olympia Group Ltd. ("**Olympia Group**"). The Company is also invested in METRO AG ("**METRO**") with a stake of around 0.99% and in METRO PROPERTIES GmbH & Co. KG ("**MPKG**") with a stake of around 6.61%.

#### gg) Business performance and situation of the Company

The Company has coped very well with the extraordinary financial year and the challenges posed by the COVID-19 pandemic. Although most stores were closed for more than six weeks because of COVID-19, sales declined only slightly in the past financial year, thanks in particular to the outstanding strong online business and the fast recovery of brick-and-mortar sales since stores reopened. Ultimately, adjusted Group EBIT was significantly higher than the outlook updated in July 2020 as well as the market's expectations, and thus turned out better than expected at the beginning of the crisis.

In the first five months of financial year 2019/20, before the COVID-19 pandemic, sales and earnings developed solidly and in line with the initial expectations. The Black Friday campaign days in late November and early December 2019 were conducted successfully and profitably across all sales channels. The Company also made important operating progress, including in the digitalization and centralization of processes, the expansion of new services in the Services & Solutions business and in the improvement of cost efficiency.

Finally, the pandemic has not only confronted the Company with uncertainties, but also showed that the Company can react quickly to changed conditions. The COVID-19 pandemic was a catalyst for the online business. Accordingly, resources and sales activities were increasingly focused on the online channel. The strength of the omnichannel model was demonstrated successfully, which is reflected on the one hand in the high growth rates in the online business and on the other hand in the recovery of stationary business after the lockdown. Overall, the stationary business remains a fundamental component of CECONOMY's business model.

Besides the fast reaction to new conditions, there was also a focus on financial security. The Company launched large-scale cost and liquidity measures. In order to increase financial flexibility in an uncertain time, the existing syndicated loan was increased in May 2020 by an additional facility with the participation of the Kreditanstalt für Wiederaufbau ("**KfW**") and a banking syndicate (see below under Item I.2.a)ii) of the present report). One condition of the syndicated loan is that the Company suspends dividend payments for the duration of the credit facility. Furthermore, the Management Board took the decision to waive its own short-term performance-based remuneration for the past financial year 2019/20. Likewise, the short-term incentive for the second management level of the Company will be reduced for the past financial year.

The transformation of the Company is being vigorously pursued. This is based on the introduction of a harmonized group-wide organizational structure ("**Operating Model**"), establishing standardized management structures and centralised processes across all countries, announced in August 2020. Overall, CECONOMY's strategy is aligned to three elements: the creation of an efficient organizational structure, the establishment of a unique value proposition and an accelerated growth path through exploration of additional offers and services. All efforts center on a customer-focused business model for sustainable growth with the overriding, strategic goal of being the first choice.

#### hh) Corporate strategy opportunities

Opportunities for the Company's future success are increasingly arising with regard to the exploration of new and innovative business areas. Customer's requirements and behaviors are constantly changing as advances are made in digitalization and thus opening up new business areas in various sectors such as Smart Home, E-Sports, Healthcare and E-Mobility.

The Company sees potential in new business models that offer customers excellent added value, fit in with the Company's strategy and build on the operating processes' existing strengths. This includes the expansion of the service portfolio with concepts in the stores, online and in customers' homes. The exploration of such new, innovative business areas and services is actively promoted by observing the changes in customer needs, identifying new trends and developing innovative ideas. The Company is also continuously examining new concepts, strategic partnerships and acquisitions. New business areas can thus be occupied appropriately. As previously, CECONOMY intends to continue to encourage local and national market consolidation. The withdrawal of competitors would provide opportunities for further gains in market share. To this end, competitors are being analyzed

continuously. In contrast, pan-European market consolidation is no longer considered an opportunity, as the Company's strategic realignment initially shifts focus to implementing strategic initiatives at an operational level. Nonetheless, the Company is always reviewing any opportunities that arise. Furthermore, additional potential is seen in the repositioning of country organizations and subsidiaries that are operating in a difficult economic or highly competitive environment. In addition, a dialogue is maintained with relevant start-ups in order to gain insights into new business areas and develop innovative ideas.

The Company is very well known in the countries where the CECONOMY Group is represented. Leading positions have been achieved in many markets, which must be further consolidated and extended. Ongoing transformation and repositioning measures, including within the reorganization and efficiency program and the introduction of the Operating Model, are aimed at improving the market position, making processes and decision-making channels more efficient and increasing profitability. Further opportunities arise, for example, from the accelerated implementation of the business model transformation. This particularly relates to focus issues such as category management, supply chain, online and Services & Solutions. The experience gained from the COVID-19 pandemic will be used in a targeted way for the further expansion of necessary processes and structures, especially for the full implementation of an omnichannel sales model. The Company is enhancing the customer-centric business models in ongoing business transformation projects. The aim is to generate opportunities from a persuasive customer value proposition that places CECONOMY in a unique position both in B2C and B2B. For this purpose, focus groups are analyzed in order to focus strictly on customer needs.

Another potential benefit for the Company is that the organizational overhaul of the CECONOMY Group and MMSRG that will result from the planned Transaction promises to lower its applicable tax load ratio (see below under Item I.3.c) of the present report). All relevant options are being reviewed from an economic, legal and tax perspective.

The importance of sustainability as an issue is unchanged. Given current trends, the Company is also certain that its global importance will continue to grow. Customers, employees, investors, politicians and society have growing expectations, which the Company intends to fulfil. To this end, a holistic sustainability strategy is being developed and consistently implemented. As well as increasing the attractiveness of the brand, offering and private labels, sustainability is giving rise to a plethora of new business models for the Company, the potential of which is currently being analyzed, for example the possible use of circular economy business models. In addition, the Company is continuously reviewing further opportunities and initiatives in the field of sustainability. These include the creation of a more sustainable product mix and measures to reduce CO<sub>2</sub> emissions. These opportunities, like social engagement, can have a positive influence on the Company's reputation. This is expected to help to increase sales in the medium term. Moreover, the Company believes that a sharper focus on sustainability can have a positive influence on the share. The Company is to become more attractive to sustainability-oriented investors in particular and thus gain access to improved conditions.

ii) Revolving Credit Facilities Agreement with KfW

The Company, CECONOMY Retail, and Convergenta are parties, among other things, to a shareholders' agreement dated May 11, 2020 ("**Shareholders' Agreement**") which relates in particular to a loan agreement (as most recently amended and confirmed by the amendment agreement dated May 12, 2020) between the Company, KfW, and other financing banks on revolving credit lines up to an original total amount of EUR 2,680,000,000.00 with facilities in an amount of EUR 625,000,000.00 ("**Facility A**"), EUR 1,700,000,000.00 ("**Facility B**") and EUR 355,000,000.00 ("**Facility C**", and together with Facility A and Facility B, "**Facilities**"), whereby Facility A and Facility C are each to be provided by a syndicate of various banks and Facility B by KfW together with a banking syndicate ("**Revolving Credit Facilities Agreement**").

Facility A has a term up to January 30, 2024. Facility B has an initial term up to December 30, 2021, with the possibility of an extension for one year until December 30, 2022 with the consent of KfW and the relevant lenders, if certain conditions are met. Facility C has an initial term up to June 30, 2022, with the possibility of an extension for one year until June 30, 2023; if Facility B is extended, Facility C will be extended automatically, and otherwise under certain conditions with the consent of the lenders concerned in relation to their participation.

**b) CECONOMY Retail GmbH**

CECONOMY Retail, a company having its registered office in Dusseldorf, Germany, is an intermediate holding company of the CECONOMY Group and is registered with the commercial register of the Dusseldorf local court (*Amtsgericht Düsseldorf*) under the number HR B 44806. The business address of CECONOMY Retail is Kai-strasse 3, 40221 Dusseldorf, Germany.

The business purpose of CECONOMY Retail is to manage and promote trading companies and service providers that are specifically active in the following areas:

- Trading businesses of all kinds related to the operation of retailing enterprises, mail order, wholesale trade and sales channels based on new electronic media;
- Manufacturing and development of products that may be the object of commerce and of services;
- Execution of real-estate transactions of all kinds including property development;
- Services in the fields of food and beverage and tourism;
- Arrangement of financial services for, through or by affiliates and subsidiaries and the implementation of such services via such companies; and
- Asset management.

CECONOMY Retail is entitled to engage in any and all activities and dealings that appear to be directly or indirectly suited to serving the company's business purpose or that are directly or indirectly connected thereto. It also can become active in the aforementioned fields on its own. Dealings requiring special government permits may not be pursued until such permits have been duly issued. CECONOMY Retail may establish, acquire, manage or sell off enterprises in Germany and abroad insofar as they are active in the above-specified lines of business; it may also limit itself to becoming a capital investor or minority shareholder in such enterprises. It may bring enterprises in which it holds a stake under its centralized management, or it may limit itself to merely administering its shareholdings.

The share capital of CECONOMY Retail registered with the commercial register amounts to EUR 501,000,000.00 and is divided into four shares with different nominal values. All the shares in CECONOMY Retail are held by the Company.

**c) Convergenta Invest GmbH**

Convergenta is a German investment and holding company under the (indirect) ownership of Ms. Helga Kellerhals and Mr. Jürgen Kellerhals. Ms. Kellerhals and her late husband Mr. Erich Kellerhals, who died in 2017, were the founders of the very first MediaMarkt store. Mr. Jürgen Kellerhals is the son of Mr. Erich Kellerhals and Ms. Helga Kellerhals.

Convergenta has its registered office in Bad Wiessee and is registered with the commercial register of the local court (*Amtsgericht*) of Munich under the number HR B 188629. The business address of Convergenta is Wiesseer Strasse 130, 83707 Bad Wiessee, Germany.

The business purpose of Convergenta is to manage its own assets as well as to acquire investments in enterprises of all kinds.

The share capital of Convergenta registered with the commercial register amounts to EUR 1,025,000.00 and is divided into two shares. According to the most recent list of shareholders on file with the commercial register, these shares are held as follows:

- The share with serial number 1 having a nominal value of EUR 906,480.00, which corresponds to approximately 88.44% of Convergenta's share capital, is held by Convergenta Invest und Beteiligungs GmbH, which has its registered office in Salzburg, Republic of Austria, and is registered with the Register of Companies (*Firmenbuch*) of the Republic of Austria under the Register No. 249854h ("**CIB**"). The share capital of CIB registered with the Register of Companies (*Firmenbuch*) amounts to EUR 1,000,000.00. Of this, according to the Register of Companies (*Firmenbuch*), a capital contribution of EUR 550,000.00, i.e., approximately 55%, is attributable to Ms. Helga Kellerhals and a capital contribution of EUR 450,000.00, i.e., approximately 45%, is attributable to Mr. Jürgen Kellerhals.

- The share with serial number 2 having a nominal value of EUR 118,520.00, which corresponds to approximately 11.56% of Convergenta's share capital, is held by JKV European Investments S.A., which has its registered office in Luxembourg, Grand Duchy of Luxembourg, and which is registered with the Commercial Register & Register of Companies (*Registre de Commerce et des Sociétés*) of the Grand Duchy of Luxembourg under Register Number B83.500 ("**JKV**"). According to the *Registre des bénéficiaires effectifs* (Register of Beneficial Owners) of the Grand Duchy of Luxembourg, all shares of JKV are held by Mr. Jürgen Kellerhals.

**d) Media-Saturn-Holding GmbH**

MSH is a fully consolidated, indirect subsidiary of the Company and is also the holding company of MMSRG responsible for the latter's operative management. Convergenta and CECONOMY Retail, in its capacity as a fully owned subsidiary of the Company, are co-shareholders in MSH.

**aa) Registered office and registration with the commercial register**

MSH has its registered office in Ingolstadt, Germany, and is registered with the commercial register of the local court (*Amtsgericht*) of Ingolstadt under the number HR B 1123. The business address of MSH is Wankelstrasse 5, 85046 Ingolstadt, Germany.

**bb) Share capital and shareholder structure**

The share capital of MSH registered with the commercial register amounts to DM 70,000,000.00 (Deutschmarks) and is divided into 34 shares with various nominal values. The shares in MSH are held as follows:

- The shares with serial numbers 1 to 15 as well as 28 to 33, i.e., a total of 21 shares having an total nominal value of DM 54,865,270.00, are held by CECONOMY Retail. This corresponds to approximately 78.38% of the share capital of MSH.
- The shares with serial numbers 16 to 27, i.e., a total of twelve shares having an total nominal value of DM 15,134,680.00, i.e., the C/M Shares, are held by Convergenta. This corresponds to approximately 21.62% of the share capital of MSH.
- The share with serial number 34 with a nominal value of DM 50.00, i.e., the Ce/Co Share, is held jointly (in the sense of a joint ownership according to Section 18 of the German Limited Liability Companies Act (*GmbH-Gesetz – GmbHG*) by CECONOMY Retail and Convergenta, with the following applying:
  - CECONOMY Retail holds partial rights to the Ce/Co Share in the total amount of DM 33.00, which is equivalent to an interest of 66.00% in the Ce/Co Share.
  - Convergenta holds fractional rights to the Ce/Co Share in the total amount of DM 17.00, which is equivalent to an interest of 34.00% in the Ce/Co Share.

**cc) Business purpose**

The business purpose of MSH is to manage assets, to acquire investments in enterprises of all kinds, as well as to render operational management services, management services, and other services.

**dd) Corporate bodies**

The managing directors of MSH are Mr. Ferran Reverter Planet and Mr. Florian Wieser.

Besides the shareholders meeting, MSH also has an advisory board which advises the managing directors of MSH in carrying out their tasks and takes decisions on certain measures and transactions requiring prior consent. The advisory board of MSH currently consists of Dr. Bernhard Düttmann, Ms. Karin Sonnenmoser, Dr. Anna-Karina Bonacker, Mr. Erich Schuhmacher and Dr. Jörg Ritter.

### **3. Key benefits of the Transaction**

#### **a) Simplifying the corporate governance**

The planned Transaction will serve to simplify the corporate structure of the CECONOMY Group in that MSH will become a fully owned subsidiary of the Company. Convergenta, for its part, will become the Company's largest shareholder. This will obviate the need to coordinate with Convergenta at the level of MSH as the holding company of MMSRG responsible for the latter's operative management, and thus optimize and accelerate (decision-making) processes within the CECONOMY Group, among other things. This in turn will make it easier to steer MMSRG and to efficiently implement relevant projects and realize business opportunities, while also enabling the performance of effective and cost-oriented financial management. Ultimately, the Transaction is intended to allow the proper focus to be placed on the operating business as well as on the implementation of the initiated transformation and strategy.

#### **b) The Company as the central management holding company of the CECONOMY Group**

In addition to reducing the complexity entailed by the current structure while optimizing processes, the Transaction will also establish the Company as the central management holding company of the CECONOMY Group for the current shareholders as well as for Convergenta. The Transaction is intended to resolve the long-standing conflict between the Company and Convergenta while also bringing the court cases to a close that are still pending. To this end, all the pending legal disputes and proceedings between Convergenta on the one hand and the Company, CECONOMY Retail and MSH on the other, to the extent that they have not yet been finally and conclusively adjudicated by a court of law, or will not be so adjudicated in the near term, have already been terminated following conclusion of the Agreement in Principle.

By "rolling up" Convergenta's participation from the level of MSH up to the level of the Company ("**Roll-Up**"), Convergenta will be placed in the same position, going forward, as the existing shareholders; this will enable it to participate in the future growth of the CECONOMY Group just like all of the Company's other shareholders. After the implementation of the Capital Increase through Contributions in Kind, Convergenta would hold a stake of approximately 26.07% in the CECONOMY Ordinary Shares issued at that point and around 25.93% in the share capital of the Company; this stake could be further increased through the conversion of the Convertible Bonds and the issuance of the Conversion Shares to Convergenta. Convergenta aims to be a long-term shareholder of the Company with a stake of up to 29.90% in the CECONOMY Ordinary Shares to be issued in future. A portion of the stake that Convergenta will hold in the Company in the future in a volume of 21.9% of the total CECONOMY Ordinary Shares issued by the Company will be subject to a holding period (lock-up) of six months as of closing of the Transaction, but not beyond December 31, 2021.

#### **c) Significant value creation**

Once the Transaction has been closed, it is intended to implement structural measures such as the conclusion of a profit and loss transfer agreement and/or alternative measures serving tax consolidation purposes, which will create significant value by opening up and ensuring the ability to exploit tax losses from 2020/21 onwards. The bulk of this newly created value will stem from existing tax-loss carryforwards at the level of the Company, which total approximately EUR 1.2 billion for corporate income tax and EUR 1.2 billion for trade tax, respectively, and which will be available for exploitation under the new structure. Additional tax-related optimization potentials will arise from the deductibility of the Company's costs as well as from smaller cost-savings at the level of the holdings. Against this backdrop, the Company expects that the Transaction will have a positive effect on the earnings per CECONOMY Share, on a fully diluted basis, from year one. This will be due in large part to tax savings stemming from the utilization of loss carryforwards and structural optimizations, which will result in estimated annual tax savings of approximately EUR 50 million per annum over the next three years on average. The Management Board believes that these tax advantages in fact will increase even further in subsequent years, depending on how the earnings develop going forward. Altogether, the value that may be created from tax-loss carryforwards amounts to approximately EUR 360 million (without discounting).

Enabling and ensuring the long-term usability of existing tax-loss carryforwards are subject to the proviso of the existing loss carryforwards of the Company not dropping away, whether partially or as a whole, in the context of the intended Transaction or after it has been implemented. To cite an example, the loss carryforwards would drop away in their entirety in the event of what is known as a "detrimental acquisition of an ownership interest" in the Company within the meaning of Section 8c(1) sentence 1 of the German Corporate Income Tax Act (*Körper-*

*schaftssteuergesetz – KStG*). In the view of the Management Board, no such acquisition of an ownership interest has taken place. In addition, the Company has not been subjected to a tax audit for ten assessment periods. In this regard, it cannot be ruled out that the amount of the exploitable loss carryforwards may be reduced in the context of the tax audit. In the view of the Management Board, based on the current status of proceedings, there could be additional potential for loss carryforwards; altogether, the Management Board assesses the risk entailed by a tax audit to be low as far as the amount is concerned. Finally, there is the possibility that the spin-off of METRO retroactively could be qualified as not being tax-neutral, which would result in a significant amount of loss carryforwards dropping away. However, the Management Board takes the view that in this regard as well, the risk is low. Above and beyond the tax-related potential to create added value, the Company aims to achieve annual cost-savings at the level of the holdings of approximately EUR 4 million.

As a result, the Transaction not only holds out the prospect of potential value for the Company – it also promises to have a bullish effect on the future trend of the value and price of CECONOMY Shares that ultimately will benefit all shareholders.

**d) Financing the Transaction through a mix of New Shares, Convertible Bonds, and limited cash funds as a liquidity-saving, low-debt option**

Given that the consideration for the Transaction has been structured so as to consist predominantly of New Shares from the proposed Capital Increase through Contributions in Kind and the issuance of Convertible Bonds that optionally can be converted into Conversion Shares, in conjunction with a merely limited Cash Component in the total amount of EUR 130 million, this means that the liquidity of the Company will not be unduly encumbered and that its balance-sheet indebtedness will be kept within limits. This is in line with the Company's conservative financing strategy.

While the Exclusion of Subscription Rights associated with the Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds will lead to a proportional dilution for the existing Shareholders in terms of their ownership interest in the Company. At the same time, however, Convergenta's share in the periodical earnings of MSH, which is projected to be in excess of EUR 50 million annually in the coming three years, in future can be reported as part of the periodical earnings accruing to the shareholders, and, thus, will be an additional benefit besides the value-creation potential.

**e) The Transaction is supported by the CECONOMY Key Shareholders**

The Company has informed the Shareholders Haniel, Meridian Stiftung, freenet AG, and Prof. Otto Beisheim Stiftungen (jointly referred to as the **"CECONOMY Key Shareholders"**) of the Transaction, in each case individually and independently of one another; the CECONOMY Key Shareholders for their part have informed the Company – again, individually and independently of one another – that they support the Transaction and that they will exercise their voting rights accordingly at the annual general meeting.

**f) Investors have reacted positively to the Transaction's announcement**

The aforementioned benefits are corroborated by the positive reaction of investors to the public announcement of the planned Transaction. In the wake of the announcement of the planned Transaction by the ad hoc announcement of the Company after the close of trading on December 14, 2020, the price of the CECONOMY Ordinary Share (XETRA) rose from a closing price of EUR 4.096 on December 14, 2020, to a closing price of EUR 5.125 on the following day, December 15, 2020. This represents a price surge of approximately 25%. On the subsequent days, the price of the CECONOMY Ordinary Share continued to rise, recording an increase of around 40% at closing on Friday, December 18, 2020, as compared to the closing price of December 14, 2020, before the Transaction was announced.

**4. Description of the Transaction**

**a) Background of the Transaction**

The current structure of MMSRG forms the background of the Transaction.

The articles of association of MSH provide that, as a general rule, resolutions require more than 80% of the votes cast in order to be adopted by the shareholders meeting of MSH; this means that Convergenta, by virtue of



the Contribution Shares equaling approximately 21.62% of the share capital of MSH has a blocking minority with regard to certain resolution topics to be addressed by the shareholders meeting of MSH. In addition, an advisory board has been in place at MSH since 2012, which has decision-making power over a specified list of resolution topics and which currently consists of three members delegated by the Company and two members delegated by Convergenta. Due to these shareholder rights and this specific corporate governance, the Company and Convergenta are forced to a certain extent to coordinate with each other with respect to MSH and MMSRG. Besides dictating this need to coordinate, this structure in the past has led to recurring conflicts between the Company and Convergenta, which culminated in some 20 meanwhile ended court proceedings; these went in part all the way to the Federal Court of Justice (*Bundesgerichtshof – BGH*). Those few proceedings that are still ongoing have already been brought to a close or will be ended in close temporal proximity to the Transaction. Thus far, total costs of approximately EUR 8.1 million have been incurred by the Company and by CECONOMY Retail just in connection with terminated court proceedings.

The specific structure of the Company's (indirect) majority shareholding in MSH and the longstanding conflict between the Company and Convergenta, in its capacity as minority shareholder of MSH, hinders the realization of cost synergies that could be obtained by a more efficient steering of MMSRG, as well as the efficient implementation of relevant projects and business opportunities and of an effective and cost-oriented financial management system. Moreover, the current structure also hinders or prevents the realization of tax efficiencies and leads to excess administrative costs. All of these circumstances have been realized in the past, not least by analysts and investors, as a drag factor for the CECONOMY Group and for the Company's share price.

Against this background, the Transaction is intended to streamline the overall current structure, realize value-creation potentials, and to reorganize the shareholder base of MSH while bringing about a resolution to the many years of conflict between the Company and Convergenta.

#### **b) Structure of the Transaction**

Under the Transaction, the Contribution Shares shall be contributed to the Company by Convergenta by way of the Contribution in Kind in return for the Total Consideration being granted to Convergenta, which consists of the Stock Component, the Convertible Bond Component, and the Cash Component.

The following key steps are planned in order to implement the Transaction:

- Adoption of a resolution by the Management Board to conclude the Transaction Agreements and submission of the proposal to the General Meeting under agenda item 8; this has already been effected on December 14, 2020,
- Conclusion of the Transaction Agreements between the Company and Convergenta, which likewise was already done on December 14, 2020,
- Consent of the Supervisory Board to the Transaction and submission of the proposal to the General Meeting under agenda item 8; this was also done on December 14, 2020,
- Issuance of the relevant declarations with regard to Facility B of the Revolving Credit Facilities Agreement, which have been defined in the Transaction Agreements as conditions precedent,
- Resolution of the General Meeting as proposed under agenda item 8,
- Registration of the implementation of the Capital Increase through Contributions in Kind and of the Conditional Capital 2021/I with the commercial register.

Against this background, the currently remaining steps specifically required in order to consummate the Transaction are, in particular, the General Meeting's adoption of the resolution consenting to the proposal made by the Management Board and Supervisory Board under agenda item 8, and the registration of the implementation of the Capital Increase through Contributions in Kind and of the Conditional Capital 2021/I with the commercial register.

The closing of the Transaction will result in the Roll-Up of Convergenta's shareholding from the level of MSH up to the level of the Company resulting in the following structure:

- Once the contribution of the Contribution Shares to the Company has been implemented, the Company will hold approximately 21.62% of the share capital of MSH directly and at the same time will hold indirectly, via CECOMONY Retail, approximately 78.38% of the share capital of MSH, and thus a total of 100% of the share capital of MSH. Convergenta, which until now has been a minority shareholder of MSH, will, for its part, exit completely from MSH.
- In return, Convergenta will initially acquire a direct stake in the Company amounting to approximately 26.07% of the CECOMONY Ordinary Shares then issued, or approximately 25.93% of the Company's share capital.
- The conversion of the Convertible Bonds and the issuance of the Conversion Shares from the Conditional Capital 2021/I may potentially cause the stake held by Convergenta to increase to 29.90% of the CECOMONY Ordinary Shares issued at the relevant time ("**Convergenta's Target Shareholding**"), or approximately 29.74% of the Company's share capital.

As regards the New Shares resulting from the Capital Increase through Contributions in Kind and the Conversion Shares resulting from the conversion of the Convertible Bonds, Convergenta has assumed the following contractual obligations under the Agreement in Principle:

- Effective from December 14, 2020, i.e., the conclusion date of the Agreement in Principle, until six months after the day on which implementation of the Capital Increase through Contributions in Kind and implementation of Contingent Capital 2021/I are recorded in the commercial register ("**Closing Date**"), but not beyond December 31, 2021, Convergenta agrees to refrain from undertaking any sales, dispositions or other economically comparable actions or measures, but will remain entitled to freely dispose at any time up to 4% of the CECOMONY Shares then issued ("**Lock-up Agreement**"); and
- Effective for six months after the Closing Date, but not beyond December 31, 2021, Convergenta agrees not to acquire any CECOMONY Shares or take any other measures such as would result in a gaining of control within the meaning of Section 29 et seqq. WpÜG ("**Standstill Agreement**"). The acquisition of CECOMONY Shares in order to reach Convergenta's Target Shareholding will remain unaffected hereby.

### c) Shareholder structure of the Company following closing of the Transaction

#### aa) Shareholder structure after implementation of the Capital Increase through Contributions in Kind

Upon implementation of the Capital Increase through Contributions in Kind, the total number of CECOMONY Ordinary Shares will increase from 356,743,118 CECOMONY Ordinary Shares at present by 125,800,000 New Shares to 482,543,118 CECOMONY Ordinary Shares. Subsequently, the Company's shareholder structure would look as follows:

Shareholder/entity subject to the notification requirement	CECOMONY Ordinary Shares	In %
Convergenta	125,800,000	26.07%
Franz Haniel & Cie. GmbH	81,015,280	16.79%
Meridian Stiftung	51,117,363	10.59%
freenet AG	32,633,555	6.76%
Prof. Otto Beisheim Stiftungen	23,615,334	4.89%
Giovanni Agnelli B.V.	18,496,794	3.83%
<b>Free float (below 3%)</b>	<b>149,864,792</b>	<b>31.06%</b>
<b>TOTAL</b>	<b>482,543,118</b>	<b>100.00%</b>

Upon implementation of the Capital Increase through Contributions in Kind, the total number of CECONOMY Shares (= total share capital of the Company) will increase from 359,421,084 CECONOMY Shares at present by 125,800,000 New Shares to 485,221,084 CECONOMY Shares. On this basis, the Company's shareholder structure would look as follows:

Shareholder/entity subject to the notification requirement	CECONOMY Shares	In %
Convergenta	125,800,000	25.93%
Franz Haniel & Cie. GmbH	81,015,280	16.70%
Meridian Stiftung	51,117,363	10.53%
freenet AG	32,633,555	6.73%
Prof. Otto Beisheim Stiftungen	23,615,334	4.87%
Giovanni Agnelli B.V.	18,496,794	3.81%
<b>Free float (below 3%)</b>	<b>152,542,758</b>	<b>31.44%</b>
<b>TOTAL</b>	<b>485,221,084</b>	<b>100.00%</b>

**bb) Shareholder structure after conversion of Convertible Bonds by Convergenta until the Convergenta's Target Shareholding is reached**

If Convergenta converts Convertible Bonds and, therefore, Conversion Shares are issued up to a number sufficient to reach Convergenta's Target Shareholding, then the total number of CECONOMY Ordinary Shares following implementation of the Capital Increase through Contributions in Kind, namely 482,543,118 CECONOMY Ordinary Shares, may increase by 26,362,900 Conversion Shares to 508,906,018 CECONOMY Ordinary Shares. Assuming Convergenta's Target Shareholding is reached, the Company's shareholder structure would look as follows:

Shareholder/entity subject to the notification requirement	CECONOMY Ordinary Shares	In %
Convergenta	152,162,900	29.90%
Franz Haniel & Cie. GmbH	81,015,280	15.92%
Meridian Stiftung	51,117,363	10.04%
freenet AG	32,633,555	6.41%
Prof. Otto Beisheim Stiftungen	23,615,334	4.64%
Giovanni Agnelli B.V.	18,496,794	3.63%
<b>Free float (below 3%)</b>	<b>149,864,792</b>	<b>29.45%</b>
<b>TOTAL</b>	<b>508,906,018</b>	<b>100.00%</b>

Upon conversion of Convertible Bonds by Convergenta and the issuance of Conversion Shares to reach Convergenta's Target Shareholding, the total number of CECONOMY Shares (= total share capital of the Company) following implementation of the Capital Increase through Contributions in Kind, namely 485,221,084 CECONOMY Shares, may increase by 26,362,900 Conversion Shares to 511,583,984 CECONOMY Shares. On this basis, the Company's shareholder structure would look as follows:

Shareholder/entity subject to the notification requirement	CECONOMY Shares	In %
Convergenta	152,162,900	29.74%
Franz Haniel & Cie. GmbH	81,015,280	15.84%
Meridian Stiftung	51,117,363	9.99%
freenet AG	32,633,555	6.38%
Prof. Otto Beisheim Stiftungen	23,615,334	4.62%
Giovanni Agnelli B.V.	18,496,794	3.62%
<b>Free float (below 3%)</b>	<b>152,542,758</b>	<b>29.82%</b>
<b>TOTAL</b>	<b>511,583,984</b>	<b>100.00%</b>

**cc) Shareholder structure following complete conversion of the Convertible Bonds by Convergenta**

Upon complete conversion of the Convertible Bonds by Convergenta, the total number of CECONOMY Ordinary Shares following implementation of the Capital Increase through Contributions in Kind, namely 482,543,118 CECONOMY Ordinary Shares, would increase by initially 27,859,778 Conversion Shares to 510,402,896 CECONOMY Ordinary Shares. The Company's shareholder structure would then look as follows:

Shareholder/entity subject to the notification requirement	CECONOMY Ordinary Shares	In %
Convergenta	153,659,778	30.11%
Franz Haniel & Cie. GmbH	81,015,280	15.87%
Meridian Stiftung	51,117,363	10.02%
freenet AG	32,633,555	6.39%
Prof. Otto Beisheim Stiftungen	23,615,334	4.63%
Giovanni Agnelli B.V.	18,496,794	3.62%
<b>Free float (below 3%)</b>	<b>149,864,792</b>	<b>29.36%</b>
<b>TOTAL</b>	<b>510,402,896</b>	<b>100.00%</b>

Pursuant to the Standstill Agreement, a complete conversion of the Convertible Bonds which would result in Convergenta gaining of control over the Company within the meaning of the WpÜG is ruled out for a period of six months after the Closing Date, but not beyond December 31, 2021.

Upon complete conversion of the Convertible Bonds by Convergenta, the total number of CECONOMY Shares (= the total share capital of the Company) after implementation of the Capital Increase through Contributions in Kind, namely 485,221,084 CECONOMY Shares, would increase by initially 27,859,778 Conversion Shares to 513,080,862 CECONOMY Shares. On this basis, the Company's shareholder structure would look as follows:

Shareholder/entity subject to the notification requirement	CECONOMY Shares	In %
Convergenta	153,080,862	29.95%
Franz Haniel & Cie. GmbH	81,015,280	15.79%
Meridian Stiftung	51,117,363	9.96%
freenet AG	32,633,555	6.36%
Prof. Otto Beisheim Stiftungen	23,615,334	4.60%
Giovanni Agnelli B.V.	18,496,794	3.61%
<b>Free float (below 3%)</b>	<b>152,542,758</b>	<b>29.73%</b>
<b>TOTAL</b>	<b>513,080,862</b>	<b>100.00%</b>

**d) Follow-up restructuring**

Directly following the Transaction, a number of potential structural measures – the particulars of which currently are still under review – are to be implemented as part of a follow-up restructuring, such as the conclusion of a profit and loss transfer agreement and/or alternative measures serving tax consolidation purposes, in order to allow for and ensure the long-term ability to exploit existing tax-loss carryforwards of the Company. However, the Agreement in Principle between the Company and Convergenta stipulates that only non-binding preparations may be taken in respect of this follow-up restructuring prior to the consummation of the Transaction.

**e) Total Consideration**

**aa) Components of the consideration**

The Total Consideration of approximately EUR 815 million which shall be granted to Convergenta in return for acquisition of the Contribution Shares is divided into the following components:

- **Stock Component.** Convergenta shall receive 125,800,000 New Shares (eligible to participate in profits as of October 1, 2020) as a fixed consideration component having a total value of approximately EUR 524 million on the basis of the 3M-VWAP of the CECONOMY Ordinary Shares of approximately EUR 4.17 before December 14, 2020 (i.e., between the opening price on September 14, 2020, and the closing price on December 11, 2020), which New Shares are to be issued as part of the Capital Increase through Contributions in Kind and subject to the Exclusion of Subscription Rights. The New Shares are to be issued at the lowest issue price. The difference between the issue price of the New Shares and any higher equity investment value of the non-cash contributions is to be allocated to the capital reserves in accordance with Section 272(2) no. 4 German Commercial Code (*Handelsgesetzbuch – HGB*), as far as possible.
- **Convertible Bond Component.** Convergenta shall receive 1,510 Convertible Bonds with an aggregate principal amount of EUR 151,000,000.00 and a market value, at conclusion of the Transaction Agreements, of EUR 160 million, which are to be issued by the Company in return for the Contribution in Kind under Exclusion of Subscription Rights. The Convertible Bonds will grant their bearers conversion rights for an initial total of up to 27,859,778 Conversion Shares, for purposes of whose issuance the Conditional Capital 2021/I is to be created. The initial conversion price will be EUR 5.42 per Conversion Share. Taking the 3M-VWAP of EUR 4.17 as a reference price, this results in a conversion premium of around 30%. The Convertible Bonds will mature in five years as of their issuing date. The interest coupon amounts to 0.05% p.a. Convergenta will have no obligation to convert. Further details regarding the Convertible Bond Component are set out in the Terms and Conditions for the Convertible Bonds, which was made available for download on the Company's website, from the date the virtual annual general meeting of the Company was convened, namely as Schedule 1.1. to the Subscription Agreement on the "Investor Relations" page, section "General Meeting" ([www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)).
- **Cash Component.** Convergenta shall receive a Cash Component totaling EUR 130 million. The Capital Increase through Contributions in Kind and the issuance of Convertible Bonds are being made, with regard to this payment obligation of the Company above and beyond the granting of New Shares and Convertible Bonds, by way of a hybrid contribution in kind.

The Cash Component will fall due in the following two tranches:

- EUR 80 million when the Capital Increase through Contributions in Kind is implemented ("**Tranche 1**");
- EUR 50 million ("**Tranche 2**") when the Revolving Credit Facilities Agreement is ended, at least to the extent KfW is concerned, but in any case by no later than December 31, 2023. An exception will apply in the event of the complete or partial refinancing of at least 20% of the volume of the Revolving Credit Facilities Agreement (during, or upon expiry of, the term of the Revolving Credit Facilities Agreement): In this case, Tranche 2 will fall due one calendar year after the Revolving Credit Facilities Agreement is ended, at least to the extent KfW is concerned, but in any case by no later than December 31, 2023.

The Company's payment obligation for Tranche 1 will be non-interest-bearing. The Company's payment obligation for Tranche 2 will be non-interest-bearing in 2021. From January 1, 2022, until December 31, 2023, the Company's payment obligation for Tranche 2 will bear interest at 0.65% p.a. until it is satisfied, whereby any interest accrued will not fall due until the related principal amount is due for payment (end maturity). The right to claim statutory default interest in the relevant case remains unaffected. Convergenta's claim for payment of Tranche 2 will rank behind the external financing if and to the extent that this is required with regard to the Revolving Credit Facilities Agreement or if and insofar as KfW mandatorily requires a declaration to this effect. Convergenta will not receive any collateral with respect to Tranche 2.

**bb) Fairness Opinion issued by Société Générale Corporate & Investment Banking**

The Management Board has asked Société Générale Corporate & Investment Banking ("**SocGen**") to prepare a Fairness Opinion exclusively for the benefit of the Management Board and Supervisory Board as to whether the agreed Total Consideration is fair for the Company from a financial point of view. In the Fairness Opinion issued on December 11, 2020, SocGen concluded that, subject to the assumptions and constraints outlined in the Fairness Opinion, the Total Consideration was fair for the Company from a financial point of view effective as of the Fairness Opinion's issuance date, i.e. December 11, 2020.

**cc) Enterprise valuation by PwC**

In the context of preparing for and implementing the Transaction, the Management Board instructed PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft ("**PwC**") to perform a fundamental enterprise valuation of MSH and the Company in accordance with Standard IDW S1 of the *Institut der Wirtschaftsprüfer in Deutschland e.V.* (Institute of Public Auditors in Germany) in the version current as of 2008 ("**IDW S1**"), this being intended to ensure that the lowest issue price can be attained in connection with the Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds, and also to verify the adequacy of the issue price, including of the applied exchange ratio within the meaning of Section 255(2) sentence 1 AktG (see below under Item 5. of the present report). In its expert opinion, PwC is to determine the enterprise values of MSH and the Company from the viewpoint of the Company using the discounted cashflow ("**DCF**") method. The reference date for the valuation was defined as the date of the annual general meeting, i.e., February 17, 2021.

The Expert Opinion by PwC ("**Expert Opinion**") will be made available for download on the Company's website, from the date the virtual annual general meeting of the Company is convened, on the "Investor Relations" page, section "General Meeting" ([www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)). The Management Board has asked PwC to issue a declaration as per the reference date of February 17, 2021 – this being the date of the annual general meeting – regarding the (non-)occurrence of any essential changes between the date of the Expert Opinion and the valuation reference date, i.e., the date of the annual general meeting.

**dd) Verification of the Contribution in Kind by Mazars**

By decision dated December 7, 2020, the local court (*Amtsgericht*) of Düsseldorf, at the request of the Company dated December 1, 2020, appointed Ms. Susann Ihlau, Mazars GmbH & Co. KG Wirtschaftsprüfungsgesellschaft Steuerberatungsgesellschaft, with business address at Bennigsen-Platz 1, 40474 Düsseldorf, Germany ("**Mazars**"), to audit the Contribution in Kind associated with the Capital Increase through Contributions in Kind and the Convertible Bonds (including the Conditional Capital 2021/I created to service them).

**f) Transaction Agreements**

The Transaction Agreements concluded on December 14, 2020 between Convergenta and the Company, i.e., the Agreement in Principle, the Contribution Agreement, and the Subscription Agreement (including Terms and Conditions), will be made available for download on the Company's website, from the date the virtual annual general meeting of the Company is convened, on the "Investor Relations" page, section "General Meeting" ([www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)). In this respect, the following description is limited to a summary of the main contents of the Transaction Agreements based on the assessment of the Management Board.

**aa) Agreement in Principle**

**(1) Clause 1 (Transaction)**

Clause 1 sets out the provisions agreed between the Parties with respect to transferring the Contribution Shares from Convergenta to the Company in return for the Company's grant of the Total Consideration to Convergenta, whereby these provisions are specifically subject to the detailed provisions contained in the Agreement in Principle and to satisfaction of the conditions precedent set forth in clause 10.1 of the Agreement in Principle (or subject to the waiver of these conditions precedent, to the extent that they may permissibly be waived).

**(2) Clause 2 (Transaction Modules)**

Clause 2 governs the Transaction Modules, i.e., the key obligations incumbent upon the Parties in connection with the Capital Increase through Contributions in Kind, the issuance of the Convertible Bonds, the Contribution in Kind, the subscription and assumption of the New Shares and Convertible Bonds by Convergenta, the Cash Component, as well as the Contingent Capital 2021/I. Under this clause, the Management Board and the Supervisory Board agreed to present the proposed resolution to the annual general meeting under agenda item 8. Convergenta, for its part, agrees to subscribe for and take over the New Shares and to take over the Convertible Bonds, specifically subject to the detailed provisions set forth in the Agreement in Principle.

**(3) Clause 3 (Contribution Agreement)**

Clause 3 provides for the conclusion of the Contribution Agreement, specifically subject to the detailed provisions of the Contribution Agreement, and subject to satisfaction of the conditions precedent set forth in clause 10.1 of the Agreement in Principle (or subject to the waiver of these conditions precedent, to the extent that they may permissibly be waived). As a supplemental provision, the Company undertook to recognize the Contribution Shares at cost under German commercial law and at market value under German tax law. The difference between the lowest issue price of the New Shares and any higher equity investment value of the non-cash contributions is to be allocated to the capital reserves in accordance with Section 272(2) no. 4 German Commercial Code (*Handelsgesetzbuch – HGB*), as far as possible. No share premium is to be payable.

**(4) Clause 4 (Convertible Bonds)**

Clause 4 provides for the conclusion of the Subscription Agreement, specifically subject to the detailed provisions of the of the Contribution Agreement and to the satisfaction of the conditions precedent set forth in clause 10.1 of the Agreement in Principle (or subject to the waiver of these conditions precedent, to the extent that they may permissibly be waived).

**(5) Clause 5 (Valuation)**

Clause 5 provides for an enterprise valuation to be performed by PwC and an audit of the Contribution in Kind by Mazars.

**(6) Clause 6 (Obligations of the Parties)**

Clause 6 includes the following provisions regarding profit distribution at MSH for fiscal year 2019/2020, dilution protection, Convergenta's Target Shareholding, implementation measures, and follow-up restructuring:

– **Profit distribution:**

- At the Company's request, MSH is to make a *pro rata* profit payout for fiscal year 2019/2020 exclusively to CECONOMY Retail before the Closing Date, namely for the *pro rata* amount of the volume of EUR 60,000,000.00 as permissible under clause 2.2 of the Shareholders' Agreement; any excess profit portion is to be allocated to retained earnings;
- There is to be no assertion of claims for the payout of profit distributions by Convergenta until the Closing Date or until the right to rescind the Contribution Agreement has been effectively exercised;
- Convergenta is to assign these claims to the Company subject to the condition precedent of occurrence of the Closing Date, without receiving any compensation beyond the consideration stipulated in the Contribution Agreement;
- There is to be no payout of profit distributions to Convergenta by MSH before the Closing Date or until the right to rescind the Contribution Agreement has been effectively exercised; and
- The Company is to indemnify Convergenta from any effective liabilities for corporate income tax and trade tax, up to a maximum amount of EUR 300,000.00, to the extent that these are directly owed by Convergenta as a result of the profit-distribution resolution, the assignment of the profit-distribution claim, or the claim's collection or realization in some other manner, taking into account any tax-related counter-effects in connection with closing of the Transaction.

- **Dilution protection:** Effective from the date of conclusion of contract, i.e., December 14, 2020, to the Closing Date, the Company is under the obligation to not make use of the approved capital (*genehmigtes Kapital*) or the contingent capital and to not propose any further corporate actions to the General Meeting.

- **Convergenta's Target Shareholding:** Convergenta shall attain Convergenta's Target Shareholding by exercising the conversion right in the manner stipulated for the Convertible Bonds and by receiving Conversion Shares in addition to the New Shares created under the Capital Increase through Contributions in Kind.

- **Implementation measures:**

- The necessary preparatory and implementation measures are to be completed in a timely manner so as to ensure that the full documentation for convening the Annual General Meeting can be forwarded to the Federal Gazette (*Bundesanzeiger*) by no later than January 4, 2021; and
  - Initiation and conduct by the Company of one or more proceedings to obtain release for the entry of resolutions into the commercial register within the meaning of Section 246a AktG in the event of lawsuits challenging the resolution adopted by the General Meeting as proposed under agenda item 8.
- **Follow-up restructuring:** The Parties agree to move the integration of MSH forward without undue delay following the closing of the Transaction through appropriate structuring measures in order to allow for and ensure the long-term ability to exploit existing tax-loss carryforwards of the Company. Only non-binding preparatory measures may be taken in respect of this follow-up restructuring prior to the consummation of the Transaction.

**(7)** Clause 7 (Admission to the Stock Exchange)

Clause 7 governs the preparation of the investment prospectus so as to ensure that the New Shares and Conversion Shares will be admitted for trading on the regulated market of the Frankfurt Stock Exchange (*Frankfurter Wertpapierbörse*) as of the Closing Date, but no earlier than eight weeks after the ordinary general meeting. In addition, clause 7 provides for the Lock-up Agreement and Standstill Agreement of Convergenta (see the foregoing discussion under Item I.4.b) of the present report).

**(8)** Clause 8 (Cooperation)

Clause 8 regulates the good faith cooperation between the Parties with regard to implementing the Transaction as well as the Parties' obligation to provide regular updates on the current status of implementation of the Transaction.

**(9)** Clause 9 (General Settlement)

Clause 9 includes a general settlement of affairs, i.e.,:

- The Shareholders' Agreement is to be canceled (subject to consent from KfW) along with all other potentially existing agreements between the Company and/or the Company's affiliated enterprises (with the exception of MSH or its subsidiaries) on the one hand, and Convergenta and/or Convergenta's affiliated enterprises and their direct and indirect shareholders on the other hand, to the extent that such agreements relate to MSH or CECONOMY Retail (with or without the involvement of additional third parties), with this cancellation being subject to the occurrence of the Closing Date as a condition precedent;
- The ongoing legal disputes and proceedings between Convergenta on the one hand and the Company and CECONOMY Retail, on the other hand, which have not yet been finally and conclusively adjudicated, or that will be so adjudicated in the near term, are to be terminated as quickly as reasonably possible following the conclusion of the Agreement in Principle, whereby each lawsuit is to be withdrawn such that the Parties will bear their own legal costs while splitting the court costs (*Kostenaufhebung*);
- Convergenta is to pay a lump-sum reimbursement for costs incurred for those legal disputes and proceedings between Convergenta on the one hand and the Company and CECONOMY Retail, on the other, which have already been finally and conclusively adjudicated, in the total amount of EUR 200,000.00 and due for payment within ten calendar days after conclusion of the Agreement in Principle.

**(10)** Clause 10 (Closing)

Clause 10 governs the following conditions precedent as well as the Parties' right to rescind:

- **Conditions precedent:**

Clauses 1 to 4, parts of clause 6 as well as clause 9.1:



- Consent of the Supervisory Board to the Transaction (see on this point Item I.4.b) of the present report);
- Issuance of the relevant declarations with regard to Facility B of the Revolving Credit Facilities Agreement (see on this point Item I.4.b) of the present report);

Clauses 1, 2.2, 3, 4, parts of clause 6 as well as clause 9.1:

- Adoption of a resolution of approval by the Annual General Meeting under agenda item 8.
- **Right to rescind:** A right to rescind applies
  - if a resolution of approval under agenda item 8 has not been adopted by the General Meeting by March 17, 2021; or
  - if a lawsuit is brought challenging the adoption of the resolution of approval by the General Meeting under agenda item 8 and proceedings for the release for entry of resolutions into the commercial register pursuant to Section 246a AktG subsequently fail because the court issues an order denying the application.

In the event of a rescission, neither Party will enjoy any rights or claims against the other Party, except for any rights or claims that already existed prior to the rescission.

**(11) Clause 11 (Confidentiality)**

Clause 11 contains a confidentiality agreement as well as the arrangements made between the Parties regarding the ad hoc disclosure issued by the Company on December 14, 2020, and also regarding Investor-Relations communications and press communications in connection with the Transaction.

**(12) Clause 12 (Miscellaneous)**

Clause 12 makes conclusive provision for the following:

- Allocation of costs. (The costs of notarizing the Agreement in Principle and the other documentation for the Transaction's implementation are to be borne by the Company);
- Schedules;
- Notices;
- No third-party rights;
- No assignment;
- No set-off;
- Requirements regarding form (clause stipulating that all changes – including changes to the clause governing the requirements as to form – must be made in signed written form);
- Governing law (laws of the Federal Republic of Germany);
- Arbitration clause (according to the German Arbitration Institute (DIS)); and
- Severability clause.

**bb) Contribution Agreement**

**(1) Clause 1 (Contribution of C/M Shareholding)**

Clause 1 provides for Convergenta to assign to the Company all the Contribution Shares, along with all existing profit rights and profit-participation rights existing as of September 30, 2020 ("**Cut-Off Date**"), plus the entitlement to all profits not yet distributed as dividends by the Cut-Off Date, plus all subscription rights and other rights related to the Contribution Shares existing as of the Cut-Off Date, subject to the proviso that Convergenta is to contribute the Contribution Shares into the Company for purposes of their economic allocation towards the Capital Increase through Contributions in Kind on the one hand and the issuance of the Convertible Bonds and payment of the Cash Component on the other (Contribution in Kind), whereby (i), on the one hand, the portion of the Contribution Shares corresponding to the ratio between the agreed value of the Stock Component and the sum total of the agreed values of the Cash Component, Convertible Bonds, and Stock Component will be contributed towards the Capital Increase through Contributions in Kind; and (ii), on the other hand, the remaining portion

of the Contribution Shares will be contributed towards the issuance of Convertible Bonds and the payment of the Cash Component. In addition, clause 1 contains provisions on restricted transferability (*Vinkulierung*) as well as on the preemptive purchase right pursuant to the MSH Articles of Associations.

**(2) Clause 2 (Consideration for Non-cash Contribution)**

Clause 2 covers the Company's obligation to issue the New Shares along with the legal reservation applicable under stock corporation law as set out in Section 187 AktG, and the prohibition against setting off claims and asserting rights of retention.

**(3) Clause 3 (Issue of New Shares)**

Clause 3 sets forth the particulars of the Company's obligation to issue the New Shares as well as Convergenta's obligation to execute the subscription form for the New Shares. In addition, clause 3 encompasses a provision on dilution protection as well as on the implementation of the Capital Increase through Contributions in Kind.

**(4) Clause 4 (Consideration for Convertible Bonds Contribution)**

Clause 4 covers the Company's obligation to issue the Convertible Bonds and to pay the Cash Component in the wake of issuing the Convertible Bonds, along with the legal reservation applicable under stock corporation law pursuant to Section 187 AktG, and the prohibition against setting off claims and asserting rights of retention.

**(5) Clause 5 (Cash Component)**

Clause 5 governs the maturity of the two tranches of the Cash Component, the accrual of interest on Tranche 2, and the ranking of Convergenta's claims to payment.

**(6) Clause 6 (Issuance of the Convertible Bonds)**

Clause 6 sets forth the particulars of the Company's obligation with respect to the issuance of the Convertible Bonds, Convergenta's obligation to subscribe and take over the Convertible Bonds, and the obligation of the Company and Convergenta to conclude the Subscription Agreement. In addition, clause 6 contains a provision on the creation of the Contingent Capital 2021/I.

**(7) Clause 7 (Warranties)**

Clause 7 contains the following independent warranties to be issued by Convergenta pursuant to Section 311(1) German Civil Code (*Bürgerliches Gesetzbuch – BGB*):

- That Convergenta has unqualified ownership of the Contribution Shares;
- That the Contribution Shares have been issued in an effective manner; that contributions have been paid in full towards the Contribution Shares and that there are no repayments towards the Contribution Shares (including undisclosed repayments);
- That the Contribution Shares are free of third-party rights;
- That there are no restrictions of the right to dispose over the Contribution Shares; and
- That the Contribution Shares represent the entire stake of Convergenta in MSH or in enterprises that are dependent on MSH.

**(8) Clause 8 (Duties to Cooperate and Inform)**

As regards clause 8, reference is made to clause 8 of the Agreement in Principle.

**(9) Clause 9 (Closing Conditions)**

Clause 9 governs the following conditions precedent and the Parties' right to rescind:

- **Conditions precedent:**

Provisions set forth in clauses 1.1, 2.1, 3.1, 3.4, 4.1, 6.1, and in clause 6.3:

- Consent of the Supervisory Board to the Transaction (see on this point Item I.4.b) of the present report);
- Issuance of the relevant declarations with regard to Facility B of the Revolving Credit Facilities Agreement in line with the condition precedent of the Agreement in Principle (see on this point Item I.4.b) of the present report;
- Adoption of a resolution of approval by the General Meeting under agenda item 8; and
- Entry of the implementation of the Capital Increase through Contributions in Kind and of the Conditional Capital 2021/I in the commercial register.

- **Right to rescind:** As regards the Parties' right to rescind the Contribution Agreement, reference is made to clause 10 of the Agreement in Principle.

**(10)** Clause 10 (MSH Voting Rights)

Clause 10 irrevocably obligates Convergenta to not exercise any voting rights at the MSH meeting of shareholders during the period between the Closing Date and the date on which MSH's new list of shareholders is accepted into the commercial register. In addition, the provision includes an irrevocable proxy voting power to the benefit of the Company effective for this period.

**(11)** Clause 11 (Payments)

Clause 11 contains the bank account information of Convergenta as well as a provision regarding payment details.

**(12)** Clause 12 (Confidentiality, Press Release)

Clause 12 contains a confidentiality agreement between the Parties.

**(13)** Clause 13 (Miscellaneous)

As regards clause 13, reference is made to clause 12 of the Agreement in Principle.

**cc)** Subscription Agreement

**(1)** Clause 1 (Issue and Takeover of the Convertible Bonds)

Clause 1 sets forth the particulars regarding the issuance, securitization, assumption, and delivery of the Convertible Bonds as well as regarding the transfer of ownership of the global note for the Convertible Bonds.

**(2)** Clause 2 (Global Note for Settlement Shares)

Clause 2 sets forth the Company's obligation to execute the global note(s) for purposes of the Convertible Bonds' conversion into Conversion Shares.

**(3)** Clause 3 (Warranties)

Clause 3 contains the following independent warranties to be issued by the Company pursuant to Section 311(1) German Civil Code (BGB):

- That the Company is authorized to issue the Convertible Bonds, to conclude the Subscription Agreement, and to assume and fulfill the obligations arising therefrom;

- That the Company will procure all the acts required for the issuance of the Convertible Bonds and for the issuance and execution of the global note;
- That the conclusion of the Subscription Agreement will not constitute a contravention, breach, or non-fulfillment of a contract or of an agreement, nor a breach of the Company's articles of association or of other corporate-law agreements; that the Company will issue the Convertible Bonds and observe the provisions of the Subscription Agreement; and that the issuance of Convertible Bonds stipulated in the Subscription Agreement will be duly implemented; and
- That the Convertible Bonds will be issued in a legally effective manner and that the Company will enter into legally binding and enforceable obligations once it has signed and handed over the global note, subject to mandatory statutory regulations that may possibly restrict the effectiveness or enforceability of a given obligation.

**(4) Clause 4 (Repayment)**

Clause 4 governs the Company's obligation to repay the outstanding nominal value of the Convertible Bonds on the repayment date or, in the event of a premature repayment, on the corresponding repayment date.

**(5) Clause 5 (Closing Conditions)**

Clause 5 governs the following conditions precedent and the Parties' right to rescind:

- **Conditions precedent:**

The consummation of the Subscription Agreement is to be subject to the following conditions precedent:

- Consent of the Supervisory Board to the Transaction (see on this point Item I.4.b) of the present report);
  - Issuance of the relevant declarations with regard to Facility B of the Revolving Credit Facilities Agreement in line with the condition precedent of the Agreement in Principle (see on this point Item I.4.b) of the present report
  - Adoption of a resolution of approval by the annual general meeting under agenda item 8;
  - Entry of the implementation of the Capital Increase through Contributions in Kind and of the Contingent Capital 2021/I in the commercial register; and
  - Legal effectiveness of the transfer of the Contribution Shares to the Company subject to the provisions of the Contribution Agreement.
- **Right to rescind:** As regards the Parties' right to rescind the Contribution Agreement, reference is made to clause 10 of the Agreement in Principle.

**(6) Clause 6 (Confidentiality, Press Releases)**

Clause 6 contains a confidentiality agreement between the Parties.

**(7) Clause 7 (Miscellaneous)**

As regards clause 7, reference is made to clause 12 of the Agreement in Principle. In addition, clause 7 contains a provision governing the terminology used in the Subscription Agreement.

**5. Explanation and justification of the exchange ratio**

In the context of the Transaction, Convergenta is to contribute the Contribution Shares, which correspond to a stake of approximately 21.62% in the equity capital of MSH, to the Company. The Total Consideration agreed for the acquisition of the Contribution Shares consists of: (i) 125,800,000 New Shares, (ii) 1,510 Convertible Bonds having an aggregate principal amount of EUR151,000,000.00 and (iii) the Cash Component totaling

EUR 130,000,000.00. Convergenta aims to acquire a stake in the Company of up to 29.90% of the CECONOMY Ordinary Shares.

The planned exchange ratio is the result of negotiations between the Company and Convergenta concerning the Company's acquisition of the Contribution Shares and the key terms and conditions governing this acquisition. The specified amount of the Total Consideration is derived from a valuation of the Contribution Shares that was mutually accepted by the Parties under the Agreement in Principle concluded on December 14, 2020.

For purposes of determining the adequacy of the issue price and the exchange ratio for the Capital Increase through Contributions in Kind and for the issue of the Convertible Bonds, the Management Board appointed PwC, as an independent expert, to perform a fundamental valuation of MSH and the Company in accordance with Standard IDW S1 so as to ensure that the lowest issue price is attained in the context of the Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds, and also to verify the adequacy of the issue price, including the exchange ratio applied, within the meaning of Section 255(2) sentence 1 AktG, and to report its findings on the matter in the form of an expert opinion.

In line with its mandate, PwC not only examined whether the Contribution in Kind attains the lowest issue price for the New Shares of approximately EUR 2.56 per New Share and attains the issue price of the Convertible Bonds, but also whether the agreed exchange ratio between the value of the Contribution in Kind and the value of the Total Consideration to be rendered to Convergenta is adequate. The evaluation was based on the reference date of February 17, 2021, i.e., the date of the annual general meeting at which a resolution on the Capital Increase through Contributions in Kind and on the issuance of Convertible Bonds is to be adopted.

The conclusion reached in the Expert Opinion is that the exchange ratio, and thus also the issue price of the New Shares and the Convertible Bonds, is adequate. The Management Board has thoroughly reviewed the Expert Opinion and fully embraces the conclusions made therein with regard to the valuation methodology and the results, particularly when it comes to the valuation of the Company and MSH.

The discussion below begins by describing the valuation methodology selected by PwC in its Expert Opinion and then proceeds to present the results of the valuations of both the Company as well as of MSH. It then summarizes the findings of the Management Board as to the adequacy, based on the values calculated, of the issue price of the New Shares and the exchange ratio, and also of the Exclusion of Subscription Rights in connection with the Capital Increase through Contributions in Kind and the issuance of Convertible Bonds.

#### **a) Valuation methodology**

##### **aa) Requirements applicable to setting the exchange ratio pursuant to Section 255(2) AktG**

In line with the above-described structure of the Transaction, the Company plans to implement a Capital Increase Through Contribution in Kind pursuant to Sections 182 et seq. AktG under Exclusion of Subscription Rights. In addition, the Company also intends to issue Convertible Bonds under Exclusion of Subscription Rights. The resolution adopted by the General Meeting regarding the Capital Increase through Contributions in Kind may be challenged by the shareholders pursuant to Section 255(1) AktG. According to Section 255(2) AktG, permissible grounds for such a challenge are deemed given if the resolution regarding the Capital Increase by Contribution in Kind sets an issue price, or a minimum price for issuing shares, that is "inadequately low" (*unangemessen niedrig*). Thus the objective of Section 255(2) AktG is to protect the original shareholders from an inadequate dilution of their assets and their dividend entitlement in the wake of a Capital Increase through Contributions in Kind with Exclusion of Subscription Rights. Although Section 255(2) AktG has direct applicability only to capital increases by cash contributions, it is also applicable by analogy to capital increases through contributions in kind as well as to the issuance of convertible bonds excluding subscription rights.

Conversely, it can be derived from the aforementioned regulation that a shareholders' challenge to the resolution cannot be justified on the grounds of a supposedly incorrect valuation if the value of the contribution in kind corresponds to the value of the shares or convertible bonds issued in return as consideration, since this would not cause any inadequate dilution for the shareholders. Thus, the decisive point here is the exchange ratio, i.e., the balance between the performance to be rendered and its corresponding consideration or, in the present case, the value of the Contribution in Kind to be made by the in-kind contributor relative to the value of the Shares and Convertible Bonds, which the Company will issue in return. This means that if one is to determine the adequacy of the consideration, one must first arrive at a reasonable value for the share capital of MSH as of the key reference

date of February 17, 2021, i.e., the day on which the General Meeting is to adopt its resolution regarding the Capital Increase through Contributions in Kind and the issuance of Convertible Bonds.

The value calculation was performed by applying not only the principles for performing valuations in accordance with Standard IDW S1 – the valuation principles elaborated by the established legal precedents of the courts were also used; these latter principles were essentially developed in order to be able to determine an adequate settlement or compensation amount in connection with the conclusion of a domination and profit and loss transfer agreement pursuant to Sections 291 et seqq. AktG or in connection with a squeeze-out under stock corporation law pursuant to Sections 327a et seqq. AktG.

**bb) Principles and methods for performing business evaluations according to Standard IDW S1**

According to Standard IDW S1, the value of a company is determined by the benefit (*Nutzen*) which the company will be able to generate in future due to the success factors it can draw upon at the time of the valuation, including its ability to innovate as well as its products, market position, internal organization, workforce, and management. Based on the operative assumption that purely financial objectives are to be pursued, the company's value is derived from its capacity to generate a financial surplus for the company owners through the interplay of all the various factors which influence its ability to generate earnings.

According to Standard IDW S1, company values may be calculated using the discounted earnings value method (*Ertragswert-Verfahren*) or the discounted cashflow (DCF) method. Both valuation methods essentially are equivalent and – assuming the same financing parameters and, thus, the same net income streams received by the company owners – will lead to the same results. This is because they are based on the same concept of investment theory (calculation of net present value). In the case at hand, the valuation was performed using the DCF method.

In both valuation methods, the first step is to determine the cash value of the free cashflows derived from those assets that are essential for operations (operating assets). Any assets (including debts) that can be transferred individually without affecting the fundamental company purpose are to be treated as non-essential to operations (non-operating assets).

The cumulative cash values of the free cashflows derived from the operating assets and non-operating assets in principle will equal the company value.

Whereas the discounted earnings value method (*Ertragswert-Verfahren*) attributes the free cashflows identified directly to the equity capital contributor, the DCF method, in its commonly used "gross approach", follows a two-step approach. In step one, the total market value of the company is calculated as the cumulative cash value of all future free cashflows that are available to the contributors of equity capital and external capital. In step two, the market value of the external capital is deducted from the total market value so as to arrive at the market value of the equity capital.

Projecting the future free cashflows poses the central problem for any company valuation. The earnings power the company has demonstrated in the past serves as a general starting point for plausibility reviews. In the process, the valuation must consider only those free cashflows that result from measures already initiated or from a business concept that has been sufficiently specified and documented. If the earnings prospects are expected to change for reasons related to the enterprise itself and/or altered conditions in the market or in the competitive environment, then any identifiable differences are to be taken into account.

When calculating company values, the assumption generally should be that, subject to any applicable legal restrictions, all the free cashflows generated by a business concept which has been documented by the reference date will be paid out as dividends. When calculating the net income streams received by the company owners, any retained earnings are to be considered as well as the manner of their allocation/reinvestment.

To value a company, the future free cashflows as of the valuation reference date are to be discounted with an appropriate interest rate. This discount rate allows the relevant decision makers to compare the resulting figures to those that would result from an alternative course of action.

Given the relevance which personal income taxes have to the valuation, standardized tax profiles appropriate to the individual case need to be assumed in order to arrive at the company value. In the case of company

valuations performed in the context of a company sell-off or other corporate measure, it is sensible to use an indirect standardization. Here, the operative assumption is made that the personal income tax burden owed on the net income streams derived from the company to be valued corresponds to the personal income tax burden that would be owed on the returns from an alternative investment in a portfolio of stocks. In line with this assumption, the net income streams received by the shareholders are *not* reduced to reflect personal income tax but are discounted with a stock yield which, though also not adjusted for income tax effects, is still influenced by these effects. This allows the personal tax burden of the individual shareholder to be indirectly accounted for on the basis of the typical tax profiles of a large number of capital market investors (shareholders).

In case that a separate sell-off of all operating and non-operating assets would be more beneficial than continuing the company as a going concern, then the valuation should be based on the relevant liquidation values, unless this is impossible due to legal or objective constraints. A calculation of liquidation values was dispensed in the case at hand, since it can be safely assumed that the calculated DCF values will exceed the liquidation values.

The net value of tangible assets does not have any informative significance of its own in the context of a company valuation.

The above-described principles and methods are generally accepted cornerstones of the current theory and practice of company valuation and are recognized in the established legal precedents of the courts.

**cc) Allocation of synergies**

In the case of a capital increase through contribution in kind excluding subscription rights, the evaluation of the adequacy of the exchange ratio should also take into account the synergies and other economies of scope (*Verbundvorteile*) arising from the Transaction that add value to the company and that accrue to the benefit of the (original) shareholders in the wake of implementing the Capital Increase through Contributions in Kind. The same must also apply to the issuance of Convertible Bonds in return for Contribution in Kind under the Exclusion of Subscription Rights. While it is not accepted to take synergies into account when determining reasonable settlements in the context of structural measures under stock corporation law given that the “forced” disinvestment resulting from the measure effectively means that the minority shareholders have no interest in the real synergies arising from the measure’s implementation, the prevailing interests are configured quite differently in the case of the present Capital Increase through Contributions in Kind under Exclusion of Subscription Rights and the issuance of Convertible Bonds.

Unlike in the case of structural measures under stock corporation law, the rights and entitlements associated with the share are not directly limited by the Capital Increase through Contributions in Kind or the issuance of Convertible Bonds. The original shareholders, though they may suffer an overall dilution of their dividend entitlement and voting rights in the wake of the Capital Increase through Contributions in Kind under Exclusion of Subscription Rights and the exercise of conversion rights for the Convertible Bonds, still continue to hold a stake in the Company. Thus, even after the Transaction’s implementation and after the Capital Increase through Contributions in Kind and the exercise of conversion rights, the original shareholders will still participate in the real synergies in line with their *pro rata* stakes. Despite the resulting dilution of the voting rights, the Transaction could taken as a whole still prove to be economically advantageous to the original shareholders, given that they will be able to participate in the real synergies associated with the Transaction. Due to these synergies, the value of the shares held by the original shareholders will actually increase over its pre-Transaction level.

**b) MSH**

**aa) Valuation basis for deriving the company value of MSH**

The basis for the company valuation of MSH commissioned by the Management Board is the budget planning the Company has prepared for MSH as part of its regular planning process.

The company valuation commissioned in this case is a complete company value appraisal within the meaning of Standard IDW S1. In the opinion of the Management Board, the factors and interest rates to be applied all fall within the ranges required by the IDW.

The company value essentially consists of the value of the operating assets plus the value of the non-operating assets. According to the actual figures for the year 2019/20, MSH held liquid funds of EUR 1,341.3 million as of September 30, 2020. These liquid funds are required to run the ongoing business operations. Insofar as liquid funds are required for operations, they were counted towards the net working capital (NWC). MSH does not hold any substantial liquid funds at present that are not required for operations.

In order to determine the value of the operating assets, a forecast was made for a detailed planning phase (Phase I) and for a subsequent period (Phase II; so-called perpetual annuity phase). For Phase I, a period of three fiscal years from 2020/21 (budget) to 2022/23 (medium-term planning) was considered. The forecast prepared for MSH for this purpose is based on the Company's consolidated budget planning for the aforementioned fiscal years; first of all, its plausibility was checked on the basis of a historical analysis of fiscal years 2017/18 to 2019/20, which included a review of planning accuracy. To this end, any extraordinary components of past earnings (mainly restructuring expenses) were identified and converted into a normalized earnings figure (EBIT before restructuring expenses). The plausibility of the planning assumptions was further verified on the basis of the planning and with the aid of external industry data and market data.

The first step in valuing the operating assets is to derive future Earnings Before Interest and Taxes (EBIT). To derive a sustainable EBIT from 2023/24 onwards (Phase II), the numbers assumed for the last planning year were essentially modified so as to be able to carry forward a sustainable growth rate of 0.5%. In order to derive the reinvestment rate to be applied in Phase II in lieu of the depreciations, it was assumed that depreciations would correspond to the sustainable demand for investment.

The projected EBITs were then used to derive the discounted free cashflows. In the process, the EBITs were first reduced by corporate income taxes, under the assumption that the company would be debt-free (notional corporate income taxes). The corporate income taxes accruing during the planning period were determined under application of the effective tax rate derived from the budget planning. The effective tax payments which were included in the Company's budget planning were calculated at the level of the individual national companies while allowing for country-specific tax regulations and any existing loss carryforwards.

To determine income taxes during the perpetual annuity phase, the effective group tax rate of MSH was included in the calculation. Any tax loss carryforwards existing at the country level at the end of the detailed planning phase were deducted from the sustainable income tax liability in the form of a tax-savings annuity while allowing for the carryforwards' time-limited applicability under the relevant national laws.

Also, in order to derive the free cashflows allocable to the contributors of equity capital and external capital, non-cash earnings and expenses were eliminated on the basis of balance-sheet planning and replaced by corresponding revenues and expenses. For example, investment expenses were assumed instead of depreciations, while non-income changes to other assets and liabilities, such as net current assets, were taken into account.

Also considered in calculating the free cashflows were those portions of the annual earnings of the relevant companies that were attributable to the minority shareholders (essentially the managing directors of the retail outlets) during the relevant planning years.

The free cashflows were discounted using a weighted average cost of capital (WACC) derived from the costs of equity capital and external capital so as to arrive at the total value of the company as of the valuation date. It was assumed that annual earnings would be paid out in full as dividends during the detailed planned phase and during the perpetual annuity phase.

The value of the operating assets (market value of equity capital) was determined by subtracting the market value of interest-bearing external capital from the total value of the enterprise.

MSH's minority shareholdings in M.video (15%) and in PMG (25%) were subsequently allocated to the market value of the equity capital as extraordinary items.

On this basis, the total enterprise value (*Gesamtunternehmenswert*) of MSH was first determined as of September 30, 2020 (as a technical valuation date). Reliable financial statement data was available for MSH as of this reference date and also the planning covers the full extent of each fiscal year beginning on October 1 and ending on September 30. Therefore, all the relevant documentation was available as per the technical reference date of September 30, 2020.



The total enterprise value was reduced by net financial liabilities as of September 30, 2020, so as to arrive at the market value of the equity capital (equity value (*Marktwert des Eigenkapitals*)) of MSH as of the technical valuation date.

To arrive at the equity value of MSH as of February 17, 2021, the equity value of MSH as of September 30, 2020 was deemed to accrue interest until February 17, 2021 in line with the equity capital costs; this same ending value can also be derived using the Income Value method so long as the same assumptions are consistently maintained.

**bb) Setting the discounting rate**

**(1) Calculating the discount rate**

In order to value a company, one must discount its future free cashflows as of the valuation date by applying an appropriate interest rate. The costs of equity capital and external capital are first weighted in accordance with the capital shareholdings of the contributors of equity capital and external capital (weighted average cost of capital or WACC) and are then used as the discount rate. The WACC corresponds to the minimum interest rate which the object of the valuation must generate in order not to place the contributors of equity capital and external capital in a worse position than if they had invested in the next-best alternative.

To determine the rate of the weighted cost of capital, it is purposeful to break this down into component rates for equity capital and for external capital.

In addition, the possibility must also be considered that the free cashflows may grow after the end of the planning period; this must be reflected in the valuation process by including a growth discount in the discount rate (WACC).

**(2) Deriving the cost of equity capital**

The cost of equity capital is determined based on the (expected) yield of an alternative capital investment that is adequate in comparison to the object of the valuation.

In the process of calculating company values, the alternative yield should generally be assumed to equal the typically achievable yields from a bundle of company shares listed on the capital market (stock portfolio), and an adjustment should be made to reflect the risk profile of the object of the valuation. If the applicable personal income tax rates are indirectly derived from typical benchmark rates, then the free cashflows to be discounted should not be reduced by personal income taxes, nor should the discount rate be reduced by personal taxes before being applied.

When it comes to determining the yields of company shares, it is customary to differentiate between two components: The base rate of interest and the risk premium (the product of the beta factor and the market-risk premium).

If appropriate, an inflation differential and a country-risk premium should be factored in as well.

**(3) Base rate of interest**

As recommended by the IDW, the yield curve used for purposes of deriving the base rate of interest was calculated under consideration of the current interest rate level and the yield curve data published by Deutsche Bundesbank. The yield curve data used consisted of estimated values calculated based on the observed current yields of (quasi) risk-free coupon debentures, i.e., German Federal Bonds (*Bundesanleihen*), German Federal Medium-Term Bonds (*Bundesobligationen*), and German Federal Treasury Notes (*Bundesschatzanweisungen*).

The yield curve calculated depicts the correlation between interest rates and maturity terms that prevails for zero-coupon bonds without any credit-default risk. The use of zero-bond factors derived from the yield curve in accordance with the appropriate maturity terms ensures that an equivalent term structure will be maintained between the alternative investment and the free cashflows to be valued.

Based on the yield curve and under consideration of the term structure of the free cashflows to be evaluated, a uniform base rate of interest of  $-0.1\%$  before personal income taxes was deemed appropriate as of December 21,

2020. Given that a typical shareholder profile was indirectly assumed as a benchmark in the case at hand, it would be inappropriate to reduce the base rate of interest by a personal income tax rate.

#### (4) Risk surcharge

Entrepreneurial activity always entails risks and opportunities. It is therefore impossible to forecast future free cashflows with absolute certainty. As compensation for assuming this business risk (entrepreneurial risk), market investors demand risk surcharges (risk premiums) in addition to the base rate of interest.

Depending on how the alternative investment is defined, a number of different capital-market pricing models are available to quantify the risk surcharge for the company to be valued; these are based on the risk premium prevailing for a given market portfolio (market risk premium, "MRP") and allow an individual risk premium to be estimated for the company. Given that a typical shareholder profile was indirectly assumed, the "Capital Asset Pricing Model" ("CAPM") was selected.

When the CAPM is applied, the company's specific risk premium before personal taxes is calculated by multiplying the company's "beta factor" with the market premium before personal taxes. The beta factor serves to measure enterprise risk in relation to market risk. A beta factor greater than 1 means that the equity value of the company in question exhibits an above-average sensitivity to market fluctuations, while a beta factor of less than 1 means that the equity value will on average be relatively less sensitive to such fluctuations.

The market risk premium expected for the future can be estimated based on the historically observed difference between the yield of risky securities, e.g. on the basis of a stock index, and the yield of (quasi) risk-free capital market investments. Empirical studies of the German capital market show that, depending on the reference period selected, investments in stocks historically have obtained average yields from 4–7% higher than investments in (quasi) risk-free capital market investments. Taking due account of the currently applicable tax laws and of the assumptions made to arrive at typical tax profiles, a market risk premium before personal taxes of 7.5% was used for purposes of valuing MSH.

Given that MSH is not publicly listed, it is impossible to empirically determine individualized beta factors for the company. Beta factors of comparable, publicly listed companies had to be used instead. Thus, a first step was to derive an average, unlevered beta factor for a portfolio of comparable companies. For purposes of the present valuation, we used the capital market data supplied by the financial information provider S&P Capital IQ based in New York City, New York, USA.

The group of relevant comparable companies was selected and limited by looking for publicly listed companies that operate on the consumer electronics market. When it comes to selecting the group of comparable companies, it generally is sensible and meaningful to focus on companies in the same industry that offer similar products and/or services and that are subject to the same market structures as the object of the valuation (e.g. a similar competitive environment). The comparable companies which were selected are listed below:

- Best Buy Co. Inc., Richfield, Minnesota, USA
- Dixons Carphone plc, London, United Kingdom
- CECONOMY
- Fnac Darty
- M.video

Taking due account of the capital structure of these comparable companies as of their most recent balance sheet dates, an "unlevered beta factor" (the beta factor of a purely self-financed, i.e., debt-free company) ranging from 0.30 to 1.34 was calculated for each of them. This averages out to an unlevered beta factor of approximately 0.83, which was in turn applied for the valuation of MSH.

In the case at hand, the unlevered beta factor was adjusted based on the capital structure of MSH as of September 30, 2020 (known as "gearing" or "levering"). The adjustment of the beta factor serves to include in the calculation leasing liabilities as an interest-bearing financing component, since these leasing liabilities have increased due to the application of IFRS 16.

## **(5) Inflation differential**

Since the base rate of interest previously calculated had been derived from the yield curve structure for German government debentures, it still had to be adjusted at the level of MSH's national companies so as to reflect the inflation rates expected in the relevant countries; only then could the company-specific capital costs be determined. It should be noted that the earnings forecasts shown in the budgeting calculations and the free cashflows derived therefrom are nominal figures and, thus, reflect differing, country-specific expectations regarding inflation in each case. These inflation expectations generally do not match the ones prevailing in Germany.

For this reason, the base rate of interest used to derive the company-specific capital costs was adjusted by a weighted inflation differential. The inflation differential corresponds to the difference between inflation expectations in the home markets of the national companies, where foreign currencies are used, and inflation forecasts for the Eurozone. The purpose of factoring in the inflation differential is to also reflect currency risks from inflation-related depreciation or appreciation in the calculation, to the extent that they are not already reflected in the free cashflows. No inflation differential was applied for countries in the Eurozone.

The rate of inflation expected for each country in 2024 was used as a measure for long-term inflation expectations. In the process, the inflation expected for the Eurozone in 2024 was applied as a benchmark value. The relevant data were culled from information provided by the International Monetary Fund (IMF), based in Washington D.C., USA.

The end result was a weighted inflation differential of 0.25%, which was allocated to equity capital costs as a separate component.

## **(6) Country-specific risk premium**

When performing a company valuation, a surcharge can be added to the discount rate so as to allow for certain risks in countries where the company to be valued operates, to the extent that these risks can influence the future cashflows included in the calculation (e.g. economic, political and legal risks such as the danger of expropriation, strikes or even a sovereign debt default).

In principle, this also applies to the valuation of MSH. After all, MSH's national companies operating abroad earn a part of their earnings on markets that exhibit special risks relative to countries such as Germany.

Nevertheless, the use of a country-specific risk premium was waived in the case at hand. This decision was motivated by two primary considerations. One is that MSH operates to an overwhelming degree in countries (mainly in Western Europe) where reliable economic and political conditions prevail. The other is that the approach used for the MSH valuation is intended to present a consolidated group picture rather than a sum-of-the-parts picture (valuation of a multiplicity of individual companies).

When a company unit like the MSH Group is valued, systematic risks in principle are fully reflected in the discount rate with the aid of the CAPM and are thus accounted for. Non-systematic risks, on the other hand, do not flow into the valuation, since they can be mitigated or even avoided entirely through diversification. To determine the payment streams to be used for the MSH valuation, the earnings results of the individual national companies were aggregated while allowing for consolidation effects, so that diversification of individual country-specific risks could be assumed.

In this specific valuation case, moreover, the future free cashflows were stated at their expected value. Thus there was no reason to factor additional risk aspects into the discount rate by way of another surcharge.

## **(7) Growth discount**

Future growth of free cashflows results from the retention and reinvestment of earnings, and also organically from price effects, volume effects, and structural effects. During the detailed planning phase, these growth potentials are reflected in the company planning and thus also in the free cashflows. Given the assumption that earnings will be fully paid out as dividends, no growth in free cashflows was assumed for the perpetual annuity phase. Additional growth potentials will be considered for the perpetual annuity phase as part of the valuation by means of a growth discount in the discount rate.

As regards the opportunities for growth and potential market developments on the basis of the capital resources and company asset value of the MSH Group in place at the end of the detailed planning phase, 0.5% was considered a reasonable figure for annual growth in free cashflows and thus for a growth discount.

It is also to be taken into account that the sustainable growth rate refers to growth in earnings (instead of growth in turnover). In the case of (industry-specific) price inflation, the general assumption would be that cost increases could be fully passed onto the customers. Empirical studies have shown, however, that the ability to pass on such costs in reality is much lower. Given the intense competition and the rapid pace of technological progress, coupled with the price-sensitivity of customers, a growth discount of 0.5% appears reasonable for MSH.

**(8) External capital costs and derivation of the WACC**

The costs of external capital before taxes were first calculated at the level of the individual countries while allowing for a risk-free interest rate of -0.1% plus a risk-adjusted spread of 1.91% based on the ratings of BBB- and BB+ that were available for CECONOMY as of the valuation date. To this was added a potentially existing inflation differential between non-euro countries and euro countries. The resulting external capital costs for the individual countries were then weighted using the EBITDA planned for the year 2022/23 and thus derived an interest rate of 1.81%.

The tax deductibility of interest on external capital ("tax shield") is reflected in the costs of external capital after taxes. The tax-load ratio applied was the average nominal tax rate of the Company pursuant to the management report 2019/20, or 30.53%.

The capital structure reflected in the weighting of capital costs corresponds to the capital structure of MSH as of September 30, 2020.

**cc) Market value of MSH's equity capital (equity value) according to Standard IDW S1**

Based on the discounted free cashflows of MSH, the application of a constant discount rate and a sustainable growth rate of 0.5%, the total enterprise value of MSH, before extraordinary items, amounted to EUR 6,343.8 million as of September 30, 2020.

Pursuant to clause 6.1 of the Agreement in Principle, the Company holds a *pro rata* dividend entitlement to the maximum distributable amount of the MSH profits for fiscal year 2019/20 of EUR 60 million. Convergenta will assign its *pro rata* dividend entitlement to the Company. This was reflected by backing out the value of the entitlement from the total enterprise value of MSH as of September 30, 2020. The value of the Company increases accordingly (decrease in net financial liabilities).

MSH holds a 15% stake in M.video. The stake in M.video is stated on the MSH balance sheet at the exchange-quoted price without affecting earnings. The earnings derived from the stake in M.video are not contained in the valuation's underlying planning. Thus, MSH's ownership interest in M.video was stated as an extraordinary item whose value is based on the exchange-quoted price of the shares held by MSH as of December 21, 2020. A 3M-VWAP was used for this purpose. Using the RUB/EUR exchange rate as of December 21, 2020, namely 0.01110, the extraordinary item was valued at EUR 203.6 million.

MSH also holds a 25% stake in PMG. As in the case of M.video, the earnings from the joint venture are not reflected in the budget planning. The value of this shareholding is included as an extraordinary item in the amount of EUR 25.8 million, this being its book value as calculated using the equity method in accordance with IFRS.

The bottom-line result is an equity value of EUR 4,054.1 million as of September 30, 2020. Adding the equity capital costs as interest yields a value for MSH of EUR 4,210.8 million as of February 17, 2021.

Thus, the market value of the Contribution Shares will amount to EUR 910.4 million as of February 17, 2021.

**dd) Added value to the Company from acquisition of the Contribution Shares under consideration of synergies**

The Management Board expects the Transaction to produce substantial tax and operative synergies. Upon conclusion of the Transaction, it will become possible to offset holding costs at the level of the Company, as well as the Company's existing loss carryforwards, against the positive earnings of MSH and also, albeit to a minor extent, to

eliminate duplicate structures at the holding-companies level along with material costs directly associated with the pre-Transaction shareholder situation. In terms of quantifying the value added to the Company by the Transaction, the Management Board assumes a cash value for the minimum synergies of EUR 444 million, a figure based on very precisely quantified cost-savings potentials exhibiting a high probability of realization. Besides the cost-savings at the holdings level, which will amount to EUR 63 million after discounting, the Management Board assumes that the tax synergies will have a cash value of at least EUR 381 million.

Once the EUR 444.0 million cash value of the minimum synergies is factored in, this yields a value inflow to the Company from the Transaction of EUR 1,354.4 million.

The bulk of the value potential that already can be quantified today will result from the Company's tax loss carryforwards for corporate income tax and trade tax, which amount to a total of approximately EUR 2.4 billion (with corporate income tax and trade tax making up about one half each) and which would be unusable if the Transaction would not occur. The existing tax-loss carryforwards will be offsettable, provided the corresponding resolution is adopted by the General Meeting, against the future earnings (taxable income) of MSH, thereby reducing the tax burden. Given a consolidated tax rate of approximately 30.5% (15.8% corporate income tax and 14.7% trade tax), the future tax savings generated by offsetting future MSH earnings against the aforementioned tax-loss carryforwards are estimated at approximately EUR 360 million, this being in nominal terms before discounting effects are considered.

Besides these synergies due to the possibility to offset tax-loss carryforwards, tax benefits are also produced in that the Company's holding costs, too, could be offset against the future profits of MSH, namely in a sustainable fashion for as long as MSH earns profits. The tax benefits from offsetting the holding costs will be reduced by the holding-cost savings that will become possible following the Transaction.

Simply put, it appears that the Company's planned holding costs and holding cost savings would result in tax-offsettable holding costs of approximately EUR 27 million per annum, yielding annual tax savings of approximately EUR 8 million. Assuming the costs were to be offset against the future profits of MSH over a period of ten years, this would translate into a (nominal) tax benefit of approximately EUR 80 million before discounting effects are considered.

Aside from these purely tax-related synergies, the savings in holding costs of approximately EUR 4 million per annum would also result in corresponding improvements in the Company's (before-tax) earnings, namely ones with a cash value of approximately EUR 63 million. These savings would result, in the Management Board's opinion, from such factors as the leveraging of efficiencies at the management level, the elimination of congruent activities (elimination of duplicate functions), the further streamlining of holding structures, as well as the reduction of other, non-personnel-related costs, e.g. legal consulting costs for shareholder disputes and costs for meetings of shareholders and advisory board meetings.

In summary, the considerations presented above indicate that the EUR 444 million value which the Management Board determines for the minimum synergies could well be exceeded. In this context, it should be taken into account that other operative synergies resulting from the Transaction (which could result from the further streamlining of processes and decisional channels going forward) have yet to be quantified and could therefore not be factored into the valuation.

**ee) Plausibility check of the company value of MSH using multiples (summary)**

If the stock exchange multiples are applied, or the trading multiples of comparable companies, to MSH's projected EBIT (before restructuring expenses) for fiscal year 2021/22, the then result is, on the basis of the EBIT multiples, a range of EUR 5,190.6 million to EUR 6,303.1 million for the total enterprise value of MSH as of September 30, 2020. After deducting MSH's EUR 2,472.0 million in net financial liabilities as of September 30, 2020, and after accounting for the extraordinary items associated with the 15% stake in M.video of EUR 203.6 million and for the 25% stake in the joint venture in Greece of EUR 25.8 million, the market value for MSH's equity capital ranges between EUR 2,947.9 million to EUR 4,060.4 million.

This means that the calculated equity value of MSH as of September 30, 2020 in the amount of EUR 4,054.1 million lies within the upper reaches of the range indicated by the stock-exchange multiples. This would seem justified in view of MSH's strong market position relative to the competition and mirrors the above-average growth prospects that result from this positioning.

## c) The Company

### aa) Valuation basis for deriving the company value of the Company

The company valuation commissioned by the Company is based on the budget planning prepared by the Company as part of the regular planning process.

The company valuation commissioned in this case is a complete company value expert opinion (*Unternehmenswertgutachten*) within the meaning of Standard IDW S1. In the opinion of the Management Board, the factors and interest rates to be applied all fall within the ranges required by the IDW.

The valuation of the Company essentially follows the same approach used for the valuation of MSH (See Item I.5.b) of the present report). It should be noted that the valuation of the Company was essentially performed from a consolidated viewpoint and, furthermore, that extraordinary items for non-consolidated subsidiaries and affiliated companies were included.

The procedure followed to value the Company can be broken down into three key steps:

1. Derivation of free cashflows in order to calculate the total enterprise value (*Gesamtunternehmenswert*) before extraordinary items as of September 30, 2020.
2. Determination of the net financial liabilities in order to derive the equity value (*Eigenkapitalwert*) before extraordinary items.
3. Quantification of the extraordinary items that arise from the values of the subsidiaries and affiliated companies, to the extent that they are not included in the budget planning from a consolidated viewpoint, in order to arrive at the Company's equity value after inclusion of extraordinary items.

The Company's value as of September 30, 2020, that was derived through these steps was supplemented by interest accruing in the form of equity capital costs up to the valuation date of February 17, 2021, so as to arrive at the market value of the Company's equity capital (after inclusion of extraordinary items but before payout of the Transaction's Cash Component) as of February 17, 2021. Once the Cash Component is deducted, this yields the market value of the Company as of February 17, 2021.

The valuation of the Company essentially was modelled on the valuation of MSH, which is the main operationally active company of the CECONOMY Group. Thus, the starting point for valuing the Company was the EBITDA of MSH, which was reduced by the holding costs of the Company and of CECONOMY Retail. As in the case of the MSH valuation, the resulting EBIT was reduced by taxes, by changes in (tangible) fixed assets and in net working capital, as well as by the dividend entitlements of the non-controlling shareholders at the level of MSH, so as to arrive at the free cashflows to be discounted before extraordinary items. Thus, the free cashflows of the Company were arithmetically derived by taking the free cashflows of MSH and deducting the holding costs of the Company and of CECONOMY Retail.

The net financial liabilities ("**Net Debt**") consist of the Net Debt of MSH plus the net financial liabilities of the Company and of CECONOMY Retail. In addition, the intragroup receivables of MWFS Zwischenholding GmbH & Co. KG ("**MWFS**") Germany, were also allocated to the net debt, since this company does not engage in any operations but merely serves a financial linking function within the CECONOMY Group. The offsetting ledger item (liabilities towards affiliated companies) is also reflected in the net debt.

The extraordinary items consist of the values of the Company's non-consolidated subsidiaries and affiliated companies. Publicly listed companies were accounted for based on the 3M-VWAP for the last three months (reference date: December 21, 2020).

The Company's minority stake in MPKG and MSH's stake in PMG were stated at their IFRS book value as of September 30, 2020. The remaining subsidiaries and affiliated companies were included in the equity capital stated on the balance sheet as per IFRS as of September 30, 2020.

**bb) Determination of the discount rate (WACC)**

The weighted average costs of capital (WACC) used to discount the Company's calculated free cashflows before extraordinary items correspond to the same capital costs that were applied in the valuation of MSH. The Company's operating risk from a Group viewpoint is significantly influenced by MSH, which constitutes the most important company active on the market within the CECONOMY Group. Thus, there was no need to adjust these costs for purposes of valuing the Company. Additional information on how these costs were derived is provided in Item I.5.b)bb) of this report.

**cc) DCF value according to Standard IDW S1 before the Transaction**

Assuming a growth rate of 0.5% during the perpetual annuity phase, the discounting of the Company's free cashflows before extraordinary items using the WACC of 6.81% yields a total enterprise value before extraordinary items of EUR 5,851.2 million as of September 30, 2020. The next step is to deduct from this the net financial liabilities of the Company, so as to arrive at the corresponding value of the Company's equity capital.

The calculated net financial liabilities of EUR 3,097.6 million are composed of the following:

- The net financial liabilities of MSH, which amount to EUR 2,472.0 million. This includes pension provisions of EUR 43.5 million.
- The net financial liabilities of the Company, which essentially consist of financial debts (EUR 262 million), namely a promissory note bond of EUR 251 million, leasing liabilities of EUR 11 million, pension provisions (EUR 142 million) and positive bank balances (EUR 110 million). Total positive bank balances actually amount to EUR 132 million, but EUR 22 million of this is regarded as necessary for operations by the Management Board and, thus, forms part of the net working capital rather than net financial liabilities.
- The net financial liabilities of CECONOMY Retail, which consist of pension provisions (EUR 328.0 million) and positive bank balances (EUR 4 million). Also taken into account was the net indebtedness of CECONOMY Dreizehnte Gesellschaft für Vermögensverwaltung mbH (EUR 103 million). This entity does not engage in any operating activity. It merely carries financial liabilities towards affiliated companies on its books which increase the overall net financial liabilities of the Company. Given that it forms part of the consolidated group, the Company is not in danger of becoming insolvent. The offsetting ledger item (receivables from affiliated enterprises) likewise is reflected in net financial liabilities.
- MWFS, too, is an entity without any operating activity. It holds receivables against affiliated enterprises on its books which, proceeding from a consolidated viewpoint, have been allocated to the net financial liabilities of the Company. Here again, the corresponding offsetting ledger item is reflected in net financial liabilities.

Deducting the net financial liabilities from the total enterprise value before extraordinary items as of September 30, 2020, yields an equity value for the Company before extraordinary items of EUR 2,763.7 million as of September 30, 2020.

The extraordinary items amount to EUR 565.2 million. They include, in particular, the minority interest of around 24% in Fnac Darty at EUR 274.0 million, the ownership interest of 15% in M.video at EUR 203.6 million, as well as the shareholdings in METRO of EUR 29.3 million, in MPKG of EUR 35.0 million, and in PMG at EUR 25.8 million.

Thus, once the extraordinary items have been factored in, the equity value of the Company as of September 30, 2020, amounts to EUR 3,339.8 million. This value was increased by equity capital costs to reflect the interest accruing until February 17, 2021, thereby arriving at an equity value of EUR 3,469.0 million for the Company as of February 17, 2021.

Since MSH is fully consolidated by the Company, the above figure must subsequently be reduced by the market value of Convergenta's stake in MSH (21.62%).

Upon inclusion of the extraordinary items and deduction of the minority stakes, an equity value is obtained of EUR 2,558.6 million as of February 17, 2021.

**dd)** Comparative valuation using the stock exchange-quoted price

Based on the December 11, 2020, stock exchange-quoted price of the CECONOMY Ordinary Share of EUR 3.99 and the EUR 4.52 per-share price of the CECONOMY Preference Share, the stock exchange-quoted value of the Company as of December 11, 2020, amounts to EUR 1,435.4 million. In a further analysis, the 3M-VWAP for the period September 14, 2020, to December 11, 2020, was used to arrive at EUR 4.17 per CECONOMY Ordinary Share and EUR 4.51 per CECONOMY Preference Share. This valuation is based on the 3M-VWAP up to the last trading day before the public announcement of the Transaction. The reference date for the stock exchange-quoted price naturally must fall before the Transaction's announcement date, since the Transaction would from then on be reflected in the stock exchange-quoted price of the CECONOMY share. This procedure yields, *ceteris paribus*, a value for the Company of EUR 1,498.8 million. All in all, an overall range for the value of the Company results of EUR 1,435.4 to EUR 1,498.8 million, which on the whole lies below the Company value determined using the DCF method.

The reference date of December 11, 2020, was selected in order to ensure that the valuation would be based on a share price that is not influenced (or distorted) by the conclusion of the Agreement in Principle between the Company and Convergenta and also not by the ad hoc disclosure made by the Company on December 14, 2020, regarding the transaction and the subsequent fluctuations of the share price.

Informational asymmetries, in particular, may be a possible cause for the difference observed in this case between the value derived from the DCF method and the value derived from the stock-market capitalization approach. The term "informational asymmetry" refers to a situation in which the market has not yet considered certain information or is unable to fully or reliably evaluate information that has already been communicated. The planning underlying the Company's valuation contains positive effects from measures taken under the Operating Model intended to promote better efficiency and a sustainably improved cost situation at MSH. In addition to the strategic initiatives to boost turnover (e.g. expansion of the online business as well as the services and solutions business), earnings are to be improved as well. There is reason to assume that the capital market thus far has only partially priced in these measures since their communication in August 2020, and that it is instead waiting to see whether the measures can actually be implemented successfully despite the adverse macroeconomic impacts of the COVID-19 pandemic.

It cannot be ruled out, moreover, that investors are currently averse to buying the shares of brick-and-mortar retailers since they perceive the risk that the COVID-19 pandemic could force the closure of retail outlets, thereby exerting negative impacts on liquidity and the bottom line. In addition, the increasing shift towards the online channel and weaker demand for high-end services could also act as a drag on gross margins.

On the trading day after the Company released an ad hoc disclosure regarding the planned Transaction after the close of trading on December 14, 2020, the price of the CECONOMY Ordinary Share (as quoted on the XETRA exchange) rose by approximately 25%. In the days that followed, the CECONOMY Ordinary Share appreciated further so that, by the close of that week's trading, the price had surged by approximately 40% over the price before the Transaction's announcement.

On December 21, 2020, the Company's stock-market capitalization amounted to approximately EUR 2.0 billion, given that the CECONOMY Ordinary Share and the CECONOMY Preference Share had closed the day's trading at EUR 5.61 per share and EUR 5.80 per share, respectively. Although the difference between this stock-market capitalization and the company value calculated using the DCF method still amounts to EUR 0.5 billion, it was already markedly smaller than the difference that prevailed before the ad hoc disclosure on December 14, 2020. Evidently, the capital market is reacting positively to the increased cashflows and other benefits associated with the newly announced strategy and the planned Transaction.

**ee)** Plausibility check of the Company's value with the aid of multiples

If the stock-exchange multiples or trading multiples for comparable companies are applied to the Company's projected EBIT before restructuring expenses for fiscal year 2021/22, the result is, on the basis of the EBIT multiples, a range of EUR 4,885.2 million to EUR 5,932.2 million for the total enterprise value of the Company as of September 30, 2020. After deducting the Company's net financial liabilities as of September 30, 2020, namely EUR 3,097.6 million, and after reflecting extraordinary items, an equity value of the Company is obtained that ranges between EUR 1,487.3 million and EUR 2,534.4 million.



Thus, the calculated EUR 2.463,4 million equity value of the Company as of September 30, 2020 (EUR 3,339.8 million minus the EUR 876.5 million value of MSH's minority stake as of September 30, 2020) lies within the upper reaches of the range indicated by the stock-exchange multiples. This means that the multiple-based valuation tends to support the valuation performed for the Company as of September 30, 2020 using the DCF method.

#### **d) Valuation of the Convertible Bonds**

Given that the value of the Convertible Bonds must be taken into account when calculating the value inflows generated by the Contribution in Kind, the plausibility of the market value of EUR 160.0 million which the Parties agreed for the Convertible Bonds at the time of concluding the Transaction Agreements was verified using in-house valuation criteria. In accordance with the explanations provided under Item 5.c)dd), the valuation of the Convertible Bonds uses as its reference date the last trading day before the announcement of the Transaction. The reference date for this value naturally must lie before the Transaction's announcement date given that, from then on, the exchange-quoted price of the CECONOMY share will already have been priced in the Transaction.

The value of a convertible bond essentially consists of the sum of the value of the bond component and the value of the conversion option. In a calculation of capital value, the value of the bond component can be expressed as the cash value of the agreed interest and amortization payments, discounted by an interest rate that is appropriate to the prevailing risk and maturity term involved.

The risk-appropriate and maturity-term-appropriate discounting rate corresponds to the Company's applicable cost-rate for external capital for a corresponding maturity term. For purposes of the plausibility check, a risk-free interest rate of -0.82% was calculated on the basis of data published by Deutsche Bundesbank. In order to reflect the prevailing default risk properly, a risk surcharge (credit spread) based on the Company's credit rating was also applied.

Given its derivative character, the value of the Convertible Bonds' conversion option, which allows the Convertible Bonds to be converted into shares of the Company, must be determined with the aid of option-pricing models. There are essentially two, mutually compatible methods for valuing derivatives. These are the Duplication Principle on the one hand and Risk-Neutral Valuation on the other. The idea behind the Duplication Principle is to synthetically replicate the derivative to be valued using securities with known prices. The Duplication Principle is based on the seminal option-pricing theories developed by Black/Scholes (1973) and Cox/Ross/Rubinstein (1979).

Risk-Neutral Valuation is an approach derived by implication from the work of Black/Scholes (1973), and was first expressly described by Cox/Rubinstein (1976). The logical proof adduced for the analytic valuation formula demonstrates that the valuation of a derivative is free of all risk-preferences. In option-pricing theory, a distinction is drawn between analytic and numerical valuation methods. Analytic or "closed-form" solutions like the Black/Scholes formula deliver theoretically exact values, but are not usable for all types of derivatives. Where complex derivatives are involved, it is also customary to use numerical solution approaches such as the Binomial Model developed by Cox/Ross/Rubinstein (1979) or the Monte-Carlo Simulation formulated and analyzed for the valuation of derivatives by Boyle (1977).

In the case at hand, the conversion option contained in the Convertible Bonds features a dividend-protection mechanism, thus making it possible to determine its value in a theoretically exact manner using the Black/Scholes formula. The Black/Scholes formula was therefore applied to verify the plausibility of the value of the Convertible Bonds. The input parameters were the exchange-quoted price of the CECONOMY Ordinary Share current at the time the Transaction Agreements were concluded, the agreed initial conversion price of EUR 5.42 per Conversion Share, the term-appropriate, risk-free interest rate, and the volatility of the share's yield. The verification of the plausibility of the market value the Parties had calculated for the Convertible Bonds found that the market value of EUR 160.0 million used as of the conclusion date of the Transaction Agreements was justifiable and could thus continue to be applied as a basis.

#### **e) Evaluation of the adequacy of the issue price and of the adequacy of the exchange ratio**

##### **aa) The exchange ratio without consideration of synergy effects**

In order to assess the adequacy of the issue price and the exchange ratio, the calculated values of MSH and the Company were examined in relation to the number of CECONOMY Shares before and after the Transaction.

The starting point for the evaluation was the DCF-calculated equity value per CECONOMY Share which could be attributed to the original shareholders before the Transaction. Thus, the equity value attributable to the shareholders as of February 17, 2021, was determined to be EUR 2,558.6 million. The number of CECONOMY Shares before the Transaction corresponds to the total of CECONOMY Ordinary Shares and CECONOMY Preference Shares. This yields a DCF-calculated value per CECONOMY Share before the Transaction of EUR 7.12. No significant deviations between the value per CECONOMY Ordinary Share and the value per CECONOMY Preference Share arise in the process.

In addition, the Company's value on the stock market as of December 11, 2020, was derived using the 3M-VWAP of the CECONOMY Ordinary Shares and the CECONOMY Preference Shares. Since in this case the per-share value of the Company (EUR 4.17 for the CECONOMY Ordinary Shares) lies below the per-share value of the Company as calculated using the DCF method, it has no influence on the evaluation of the adequacy of the exchange ratio and, thus, of the issue price.

The total value of the New Shares of EUR 895.5 million, plus the market value of the Convertible Bonds of EUR 160.0 million – as derived using financial mathematical principles (at the conclusion of the Transaction Agreements) – plus the Cash Component of EUR 130 million yields a Total Consideration amounting to EUR 1,185.5 million. The market value of the Contribution Shares of EUR 910.4 million falls short of this value, meaning that the Transaction – if the synergies and other economies of scope (*Verbundvorteile*) are factored out – would lead to a dilution of the CECONOMY Shares.

**bb)** The exchange ratio taking account of synergies

The dilution that would occur as shown above from the viewpoint of the original shareholders would, however, also be offset by a value inflow resulting from the synergies and economies of scope associated with the acquisition of the Contribution Shares. It is generally accepted that such synergies and economies of scope (*Verbundvorteile*) may be considered when evaluating the adequacy of the exchange ratio for a capital increase through contribution in kind or issuance of Conversion Shares.

In order to be able to evaluate the adequacy of the exchange ratio, the value of the Company after the Transaction was determined. To this end, the value of the Company calculated via the DCF method, the value of the Contribution Shares, and the cash value of the minimum synergies created by the Transaction were all added up and the agreed Cash Component was subtracted. The EUR 444.0 million cash value of the minimum synergies consists – as explained in more detail under the foregoing Item I.5.b)dd) of this report – of discounted holding-cost savings in the amount of EUR 63.0 million and tax synergies of at least EUR 381.0 million. This yields a value for the Contribution Shares, including minimum synergies, of EUR 1,354.4 million. The post-Transaction company value calculated in this manner breaks down to EUR 7.37 per CECONOMY Share, which is more than the per-share value of the Company as calculated via the DCF method before the Transaction.

The value inflow attributable to the New Shares can be determined by taking the EUR 1,354.4 million value of the Contribution Shares, including minimum synergies, and deducting the EUR 160.0 million market value of the Convertible Bonds (as of the conclusion of the Transaction Agreements) as well as the Cash Component of EUR 130 million. This yields a value inflow for the New Shares in the amount of EUR 1,064.4 million. Compare this to the pre-Transaction value per CECONOMY Share of EUR 7.12, i.e., a total, pre-Transaction value for the 125.8 million New Shares of EUR 895.5 million. Thus, the value of the Contribution Shares, including the minimum synergies and minus the market value of the Convertible Bonds and the Cash Component, significantly exceeds the value of the New Shares issued in return as consideration.

As an alternative, the value inflow attributable to the New Shares was also determined by calculating the higher value of the Convertible Bonds, using option theory principles and basing the computation on the value per CECONOMY Share calculated via the DCF method before the Transaction (EUR 7.12), and by deducting the result. Also when calculated in this manner, the value inflow again significantly exceeds the value of the consideration.

The value inflow attributable to the Convertible Bonds can be determined by taking the EUR 1,354.4 million value of the Contribution Shares, including minimum synergies, and deducting the total value of the 125.8 million New Shares prior to the Transaction in the amount of EUR 895.5 million and the Cash Component of EUR 130 million. This yields a value inflow attributable to the Convertible Bonds in the amount of EUR 328.8 million. Compare this to the market value of EUR 160.0 million determined for the Convertible Bonds using financial mathematical methods (as of the conclusion of the Transaction Agreements). Thus, the value of the Contribution Shares, includ-

ing the minimum synergies and minus the market values of the New Shares before the Transaction and the Cash Component, also significantly exceeds the value of the Convertible Bonds issued in return as consideration. This applies also if the value of the Convertible Bonds is calculated using option pricing methods and on the basis of the value per CECONOMY Share calculated via the DCF method before the Transaction (EUR 7.12).

The value inflow attributable to the uniform Contribution in Kind for the New Shares and Convertible Bonds can be determined by taking the EUR 1,354.4 million value of the Contribution Shares, including minimum synergies, and deducting the Cash Component of EUR 130 million. This yields a (net) value inflow of EUR 1,224.4 million from the uniform Contribution in Kind. Compare this to (i) in the form of the New Shares, a DCF-calculated value per New Share before the Transaction in the amount of EUR 7.12, i.e., a total value of EUR 895.5 million for the 125.8 million New Shares and (ii) a market value for the Convertible Bonds, calculated using financial mathematical methods, of EUR 160.0 million (as at the conclusion of the Transaction Agreements), which adds up to a total of EUR 1,055.5 million. Thus, the value of the Contribution in Kind of the Contribution Shares, including the minimum synergies and minus the Cash Component, significantly exceeds the sum total of (i) the value of the New Shares issued in return as consideration and (ii) the value of the Convertible Bonds. This applies also if the value of the Convertible Bonds is calculated using option theory principles and on the basis of the value per CECONOMY Share calculated via the DCF method before the Transaction (EUR 7.12).

Based on the values of MSH and the Company calculated using the DCF method, a stake of 32.4% of the Company's share capital would be allocated to Convergenta, while 67.6% of the share capital would be allocated to the original shareholders. Since the exchange ratio agreed between the Parties falls below this exchange ratio, this means that the adequacy test is met. It follows that a value inflow of EUR 1,092.5 million would be sufficient to avoid dilution for the original shareholders on the basis of the agreed exchange ratio.

Given that the value inflow amounts to EUR 1,224.4 million, this means that the lowest issue price for the New Shares and Conversion Shares of approximately EUR 393.4 million is clearly attained.

It should be noted that this overall set of conclusions is not altered by the recently imposed Corona lock-down or by the resulting closure of MSH stores. When it comes to evaluating the adequacy of the exchange ratio on the basis of the relative enterprise values of MSH and the Company, it is ultimately of secondary importance whether the Management Board's forecast of future performance in the face of the COVID-19 pandemic ultimately turns out to deviate to one degree or another from actual performance results as seen in retrospect.

Since any such deviations were considered in the valuation of MSH as well as in the valuation of the Company for purposes of determining the exchange ratio, they do not change the overall conclusion regarding the adequacy of the exchange ratio. The conclusion ultimately depends on the relative valuation of the two companies involved in the Transaction and not on the absolute accuracy achieved in terms of the underlying planning. This holds all the more true in the time of unusual uncertainty due to the worldwide COVID-19 pandemic. Based on the Management Board's analysis, it is safe to assume that MSH and, with it, the Company, will weather the crisis successfully and emerge in a better position than some of their competitors.

#### **f) Summary**

In the view of the Management Board, the exchange ratio between the Contribution Shares and the Total Consideration to be granted to Convergenta in return is adequate. According to the exchange ratio agreed between the Parties, the full exercise of conversion rights would give Convergenta an arithmetic stake of up to 29.95% in the Company's share capital. Based on the values calculated for MSH and the Company using the DCF method, on the other hand, Convergenta's stake in the Company's share capital would amount to 32.4%, whereas 67.6% of the share capital would be allocated to the original shareholders. Since the agreed exchange ratio is the lower of the two, this means that it passes the adequacy test.

The adequacy of the exchange ratio is furthermore supported by the fact that the value inflow of EUR 1,354.4 million associated with the acquisition of the Contribution Shares, including the minimum synergies, exceeds the EUR 1,185.5 million value of the Total Consideration. This means, in the Management Board's opinion, that no dilution will be suffered by the shareholders.

The same result also follows if the Capital Increase through Contributions in Kind is examined entirely by itself, given that the value inflow of EUR 1,064.4 million attributable to the New Shares exceeds the New Shares' total value of EUR 895.5 million.

The same holds true, in the Management Board's opinion, for an isolated analysis of the Issuance of Convertible Bonds all by itself. The value of the Convertible Bonds which will apply at the time of the Annual General Meeting that is to decide on the issuance of Convertible Bonds was set at EUR 160.0 million, i.e., 106% of the nominal value, using financial calculation principles. Thus, the EUR 328.8 million value inflow from the acquisition of the Contribution Shares that is attributable to the Convertible Bonds exceeds the value of the Convertible Bonds issued in return as consideration.

The above-discussed interpretation of the Management Board is supported by the reactions of the stock markets to the Transaction's announcement. After the planned Transaction was announced through an ad hoc disclosure by the Company after the close of trading on December 14, 2020, the price of the CECONOMY Ordinary Share (as quoted on the XETRA exchange) rose from a closing price of EUR 4.096 on December 14, 2020, to a closing price of EUR 5.125 on the following day, December 15, 2020. This represents a price surge of approximately 25%. On the subsequent days, the price of the CECONOMY Ordinary Share continued to rise, recording an increase of around 40% at closing on Friday, December 18, 2020, as compared to the closing price of December 14, 2020, before the Transaction was announced. This shows that investors, too, share the Management Board's assessment of the Transaction's potential to create added value and to increase the value of the investment for all shareholders.

## II.

The Management Board hereby presents its report to the General Meeting, pursuant to Section 186(4) sentence 2 AktG and Sections 221(4) sentence 2, Section 186(4) sentence 2 AktG on the reasoning for the planned Exclusions of Subscription Rights in the context of the resolution proposed by the Management Board and Supervisory Board under agenda item 8 with respect to the Capital Increase through Contributions in Kind and the issuance of Convertible Bonds, in each case excluding the statutory subscription right of the shareholders. The Capital Increase through Contributions in Kind and the issuance of Convertible Bonds are components of a uniform Transaction and, thus, of a uniform resolution under agenda item 8. Accordingly, the present report begins by examining the two Exclusions of Subscription Rights jointly in the context of the Transaction (see Item 1. below). This is followed by reports focusing separately on the reasons for the Exclusion of Subscription Rights in connection with the Capital Increase through Contributions in Kind (see Item 2. below) and on the reason for the Exclusion of Subscription Rights in connection with the issuance of Convertible Bonds (see Item 3. below). The conclusions presented under Item I. will be applicable to all subsequent reports and will become integral components thereof.

### **1. Report regarding the Exclusions of Subscription Rights within the context of the uniform resolutions of the General Meeting under agenda item 8 pursuant to Section 186(4) sentence 2 AktG and Sections 221(4) sentence 2, 186(4) sentence 2 AktG**

It is proposed to the General Meeting that a resolution approving the Capital Increase through Contributions in Kind and the issuance of the Convertible Bonds be adopted.

In case of a capital increase, the shareholders principally have a statutory subscription right to the New Shares to be issued (Section 186(1) sentence 1 AktG). Nonetheless, the Management Board and the Supervisory Board propose to the General Meeting that the shareholders' statutory subscription rights be excluded in the resolution regarding the Capital Increase through Contributions in Kind in accordance with Section 186(3) AktG.

Pursuant to Section 221(4) sentence 2 and Section 186(4) sentence 2 AktG, the shareholders principally also have a statutory subscription right to the Convertible Bonds which are to be newly issued, given that these are backed by the New Shares of the Company. In this context as well, the Management Board and Supervisory Board propose to the General Meeting that the Shareholders' subscription rights be excluded in the resolution regarding issuance of the Convertible Bonds in accordance with Section 221(4) sentence 2 and Section 186(3) AktG.

Both the Capital Increase through Contributions in Kind as well as the issuance of Convertible Bonds serve the purposes of enabling the Company to acquire from Convergenta the Contribution Shares in that the New Shares from the Capital Increase through Contributions in Kind and the Convertible Bonds to be issued, along with a Cash Component, are to serve as consideration for the Contribution in Kind of the Contribution Shares. Thus, only

Convergenta is to be allowed to subscribe for the New Shares and the Convertible Bonds. The subscription right of the existing shareholders is to be excluded.

The following discussion will demonstrate that the planned Transaction is in the best interest of the Company (see Item a) below), that the resolutions to be adopted under the Exclusion of Subscription Rights are suitable and necessary in order to realize the Company's interests (see Item b) below), that the balance between the Company's interests and the detriments suffered by the shareholders is adequate (see Item c)), and, in particular, that the exchange ratio between the Total Consideration on the one side and the Contribution Shares on the other side is not inadequate to the detriment of the shareholders.

**a) The interest of the Company in implementing the Transaction**

The purpose of the resolution proposed under agenda item 8, namely the implementation of the above-described Transaction, is in the interest of the Company. For this to be deemed to be the case, it is already sufficient if the corporate officers participating in the adoption of the resolution can assume, based on their consideration of the matter, that the planned Transaction will benefit the Company and will, thus, ultimately benefit all of the shareholders. The Management Board is confident that this holds true, given the benefits of the Transactions already discussed under Item I.3 of this report.

**b) Suitability and necessity of the Exclusions of Subscription Rights**

The Management Board believes that the Exclusions of Subscription Rights in connection with the Capital Increase through Contribution in Kind and the Convertible Bonds are in both cases suitable and necessary to achieve the purpose which is in the Company's interest, namely the consummation of the Transaction. The Exclusions of Subscription Rights are suitable because the acquisition of the Contribution Shares in return for issuance of a specific number of New Shares and Convertible Bonds presupposes an Exclusion of Subscription Rights for both the shares as well as the bonds. If the New Shares and the Convertible Bonds were to be offered to the shareholders for subscription, they would no longer be available for issue to Convergenta as part of the Total Consideration for the Contribution Shares.

The Exclusions of Subscription Rights are also necessary in order to achieve this purpose. As part of its deliberations, the Management Board also considered the following possible alternatives to the planned Transaction, but rejected them as either impractical or less suitable:

**aa) Maintaining the status quo**

One possible alternative would be for the Company to not proceed with the Transaction and thereby maintain the current status quo. However, adhering to the present situation would not be conducive to the Company's interest in the Management Board's judgement, since the status quo would entail the following disadvantages and risks, in contrast to the aforementioned benefits of the Transaction:

- The complex corporate structure would be retained, meaning that important entrepreneurial decisions would continue to be taken at the level of the Company, while their implementation at the level of MSH would in part have to be coordinated with Convergenta;
- The realization of existing or future synergy potentials between the Company and MSH and other companies, as well as the entrepreneurial progress and positive evolution of the CECONOMY Group as a corporate group, would be hindered through the current structural inefficiencies of the CECONOMY Group and by new shareholder disputes that could potentially arise at the level of MSH;
- There would be no way to make use of the existing loss carryforwards of the Company;
- There would be no long-term resolution of the conflict between the Company and Convergenta;
- The efficient management and development of MSH would be subject to restrictions due to the escalation of existing and/or newly arising disagreements between the Company and Convergenta with respect to MSH;
- Not only would the ongoing legal disputes and proceedings drag on, but additional court actions could potentially be brought as well, all of which would entail litigation risks and reputational damage;

- Resources (time and expense) would be wasted at the level of both the Company as well as MSH;
- The negative assessments from analysts and investors would continue, as well as the negative press reports, along with the associated reputational damage;
- The Company would find it harder to smoothly and efficiently exercise its steering control over MMSRG due to the built-in conflicts of interest between the Company and Convergenta, particularly with respect to setting up an effective and cost-oriented financial management system and efficiently implementing relevant projects or transaction opportunities; and
- The Company would retain its *de facto* responsibility for 100% of the financing for MMSRG while only participating in approximately 80% of the earnings and business growth potential of MSH.

**bb) Acquisition of the Contribution Shares in return for cash consideration**

The Exclusion of Subscription Rights associated with the Capital Increase through Contribution in Kind and with the issue of Convertible Bonds, could be avoided if the consideration to be rendered by the Company were to consist entirely of a cash payment. However, this option is not viable for several reasons.

If the consideration were to be rendered in cash, this would require a financing volume that is currently neither feasible nor advisable from a business standpoint in view of the Company's financial position.

The option of obtaining interim financing via external capital was also rejected in view of the volume it would entail. Also, the Company would likely not have been able to obtain the required volume of external capital in the current market environment; in any case, the terms of such a credit facility would have been unacceptable in economic terms. Refinancing the borrowed external capital might well have proved impossible due to market-related risks, leaving the Company with a debt load that, depending on the volume of the cash consideration, it might well have found to be unacceptable.

There was also no readiness to accept such a transaction structure on the part of Convergenta. As a result, an acquisition of the Contribution Shares in return for payment of cash consideration is not an option.

**cc) Acquisition of the Contribution Shares in return for cash consideration while using the approved capital and the contingent capital**

A possible alternative to the planned Transaction would be to acquire the Contribution Shares while using the existing, approved and contingent capital. The Company could implement a cash capital increase by drawing on the existing approved capital and also issue convertible bonds which are backed by the existing contingent capital. The cash funds freed-up by the Company in this manner could be used to acquire the Contribution Shares. With the cash funds obtained in this fashion by Convergenta, Convergenta, for its part, could acquire the new shares and issued convertible bonds from the original shareholders, who would be ready to sell the new shares after subscribing the new shares as part of a cash capital increase or to sell the issued convertible bonds. In the case of this alternative Transaction structure, at least a part of the cash capital increase could be implemented through the grant of a subscription right to the shareholders.

However, this transaction structure entails the risk that the cash capital increase and the issue of convertible bonds might not generate a sufficient emission volume to make it possible to acquire the Contribution Shares. In addition, it is not possible to obviate legal concerns under stock corporation law with regard to a so-called "hidden contribution in kind" (*verdeckte Sacheinlage*) if Convergenta were to use the freed-up cash funds to acquire new shares from the original shareholders in the context of the cash capital increase. It is true that the cash funds from the cash capital increase would not flow back directly to the original shareholders as the parties making the contribution in kind, but rather indirectly via Convergenta as part of the purchase of new shares and convertible bonds. On the other hand, the fact remains that, even when a third party is involved, it is possible under certain circumstances for a hidden contribution in kind to be deemed given if the payment from the third party, i.e., Convergenta, indirectly benefits the parties making the contribution in kind, i.e., the original shareholders, in the same manner as would a direct payment from the Company.

Furthermore, this approach would have been advantageous to the original shareholders only if they had exercised their subscription right in order to avoid suffering a *pro rata* dilution. Given the emission volume involved, this would have entailed a substantial capital commitment on the part of the shareholders.

**dd) Hybrid in-kind/cash capital increase**

A conceivable alternative would have been to offer Convergenta consideration consisting of new shares, but to create it by way of a hybrid in-kind/cash capital increase rather than as a pure Capital Increase through Contribution in Kind. If the Transaction took this form, the Company would still create the new shares to be transferred to Convergenta by way of a Capital Increase through Contribution in Kind. However, it would be possible in this case to rule out a dilution of the shareholders' *pro rata* stake by concomitantly implementing a cash capital increase with subscription rights to the shareholders, the volume of which would ensure that the shareholders' *pro rata* stake ultimately would not be diluted once they exercised their subscription rights. To ensure that the shareholding ratios were preserved, such a concomitant cash capital increase would have to have a substantial volume, which would lead to an over-financing of the Company.

Such a hybrid in-kind/cash capital increase would have, however, failed to meet the approval of Convergenta, since Convergenta would have found it impossible to attain its target shareholding in the Company once the original shareholders had exercised their subscription rights. And even this approach would have preserved the shareholding ratios only to the extent that the remaining shareholders actually made use of their subscription right. But if certain shareholders were forced to waive the exercise of their subscription rights due to the large capital commitment required – particularly in view of the large volume required for the concomitant cash capital increase – then these shareholders would have suffered an even stronger *pro rata* dilution of their shareholdings than under the Transaction structure that was ultimately selected.

**ee) Acquisition of approximately 2% of the Contribution Shares**

The idea of acquiring a stake of approximately 2% of the Contribution Shares from Convergenta with the aim of surpassing the blocking minority threshold of 80% in line with the articles of associations of MSH was one that Convergenta was not willing to entertain. In addition, such an acquisition without additional structural measures would have failed to unlock the value-creation potential described earlier.

**ff) Merger of MSH and CECONOMY Retail**

A merger of MSH and CECONOMY Retail into the Company was also unacceptable to Convergenta, whose consent would have been required to adopt a resolution approving such a merger in the MSH meeting of shareholders. Moreover, assuming that the merger ratio would have equaled the exchange ratio applied in the case at hand, then a merger of MSH into the Company would have led to the same dilution in the shareholdings of outside shareholders as a Capital Increase through Contribution in Kind or the issuance of Convertible Bonds, meaning that the merger would have produced no additional benefits in this regard.

**gg) Conclusion of a control and/or profit transfer agreement between CECONOMY Retail and MSH**

Just like a merger of MSH and CECONOMY Retail, the idea of having CECONOMY Retail and MSH conclude a – domination and profit and loss transfer agreement would not have been feasible due to Convergenta's unwillingness to give its consent to the resolution of approval required from the MSH meeting of shareholders.

**c) Proportionality**

Lastly, an overall weighing of the Company's interests against the interests of the shareholders also confirms that the Exclusion of Subscription Rights is a proportional measure in the case at hand. This weighing of interests also specifically takes into account the effects of the Capital Increase through Contribution in Kind and the issuance of Convertible Bonds on the Company's shareholder structure and the adequacy of the exchange ratio.

**aa) Effects of the Capital Increase through Contribution in Kind and the issue of Convertible Bonds on the Company's shareholder structure**

As regards the change occurring in the shareholder structure as part of the planned Transaction, please see Item I.4.c) of the present report. Once the planned Transaction is consummated, Convergenta will become the single

largest shareholder in the Company. Thus, the Capital Increase through Contribution in Kind will necessarily lead to a dilution of the original shareholder's shareholding ratios (known as a "*pro rata* dilution"), namely down to a total of 73.93% of the CECONOMY Ordinary Shares and 74.07% of the Company's share capital upon implementation of the Capital Increase through Contribution in Kind, or down to 70.10% of the CECONOMY Ordinary Shares and 70.26% of the Company's share capital upon conversion of the Convertible Bonds by Convergenta in order to attain Convergenta's Target Shareholding.

For the original shareholders, the acquisition of more than 25% of the share capital of the Company by Convergenta means that Convergenta could be in a position to block important resolutions – particularly those concerning structural measures, which the General Meeting can only adopt with a qualified majority of three quarters of the share capital represented at the voting. However, this would not diminish the individual influence exerted on the Company by the original shareholders at General Meetings. At present, no shareholder holds a majority of the voting rights such as would give that shareholder a decisive voice at General Meetings. Thus, the dilution will not lead to any loss of decisive influence at General Meetings, which makes the dilution less of a burden for the original shareholders from a corporate-law standpoint. Furthermore, the original shareholders thus far have merely held a financial stake in the Company without exercising any significant entrepreneurial/managerial influence. This situation will not change in the wake of the dilution resulting from the Transaction.

In addition, the Company has already informed the CECONOMY Key Shareholders, individually and separately from one another, i.e., bilaterally, about the Transaction. On this basis, each of these CECONOMY Key Shareholders separately has advised the Company that they are in favor of the Transaction and, in particular, that they intend to exercise their voting rights accordingly at the General Meeting. Thus, the CECONOMY Key Shareholders, whose influence in the General Meeting will be significantly diminished by the *pro rata* dilution, accept the exclusion of their subscription rights and the *pro rata* dilution of their shareholdings which it entails.

**bb) Reasonableness of the exchange ratio and justification of the issue price**

The value inflow of EUR 1,354.4 million (including minimum synergies) associated with the acquisition of the Contribution Shares exceeds the EUR 1,185.5 million value of the Total Consideration, which consists of the EUR 895.5 million value of the New Shares as calculated using the DCF method, the EUR 160.0 million market value of the Convertible Bonds calculated using financial calculation methods (as of the conclusion of the Transaction Agreements), and the EUR 130 million Cash Component. No inadequate dilution will be suffered by the shareholders, in the Management Board's opinion (a view supported by the Expert Opinion of PwC and the Fairness Opinion of SocGen), since the value of the Contribution in Kind, including the associated minimum synergies, exceeds the value of the Total Consideration. Thus, the issue price of the New Shares and the Convertible Bonds is adequate as well.

Given the adequacy of the exchange ratio and the issue price of the New Shares and the Convertible Bonds, there will be no inadequate dilution to the detriment of the shareholders. For the shareholders, this means that their shares will not be impaired as a financial investment. On the contrary, the synergies associated with the Transaction will give them the possibility of seeing their shares appreciate thanks to the Transaction.

**cc) Overall balancing of interests**

When an overall balancing of the interests involved is performed, the interest of the Company in consummating the Transaction clearly outweighs the original shareholder's interest in avoiding a dilution. The *pro rata* dilution of voting rights associated with the Transaction does not weigh as heavily, given that none of the current shareholders would lose a decisive degree of influence on the enterprise due to the Transaction. In addition, the CECONOMY Key Shareholders agree to the Transaction and to the associated resolutions regarding the Exclusion of Subscription Rights. The remaining shareholders will not suffer any significant detriment through the dilution of their voting rights. A dilution in the economic sense will not occur, since the value of the Contribution Shares, including the synergies generated by the Transaction, exceeds the value of the Total Consideration granted to Convergenta as consideration in return.

Against this background, consummating the Transaction, which is in the Company's interest, is also of predominant importance. This means that the Exclusion of Subscription Rights, both for the Capital Increase through Contribution as well as for the issuance of Convertible Bonds, is justified in view of the Company's interest.



## **2. Report on Exclusion of Subscription Rights in the context of the Capital Increase through Contribution in Kind pursuant to Section 186(4) sentence 2 AktG**

Below, it will be shown that, even if the Capital Increase through Contribution in Kind is examined in isolation, the purpose of the planned Exclusion of Subscription Rights lies in the interest of the Company (see Item a) below); that the Exclusion of Subscription Rights is suitable and necessary for realizing the Company's interest (see b) below) and strikes an adequate balance with the detriments to be suffered by the shareholders (see Item c) below) and, in particular, that the exchange ratio between the New Shares and the Contribution Shares – and thus the issue price of the New Shares – is not inadequate to the detriment of the shareholders.

### **a) Interest of the Company in the Capital Increase through Contribution in Kind**

The purpose of the planned Exclusion of Subscription Rights as part of the Capital Increase through Contribution in Kind, namely the closing of the Transaction, is in the interest of the Company. The Management Board is convinced that the Capital Increase through Contribution in Kind will benefit the Company and, thus, will ultimately benefit all of the shareholders. This conclusion is supported by the series of advantages of implementing the Transaction that have already presented under Item II.1.a). Given that the Capital Increase through Contribution in Kind and the associated Stock Component are a fixed consideration component of the Total Consideration and, thus, form an integral part of the Transaction – one that would already give Convergenta a stake of approximately 26.07% in the CECONOMY Ordinary Shares then issued, or approximately 25.93% in the share capital of the Company – it follows that the Company would not be able to realize the benefits associated with the Transaction without implementing the Capital Increase through Contribution in Kind.

### **b) Suitability and necessity of the Exclusion of Subscription Rights**

The Management Board believes that the Exclusion of Subscription Rights is suitable and necessary in order to achieve the purpose which lies in the Company's interest, this being to implement the Transaction. The Exclusion of Subscription Rights is suitable because the ability to use the New Shares as part of the Total Consideration for the acquisition of the Contribution Shares is contingent upon an Exclusion of Subscription Rights. If the New Shares were to be offered to the shareholders for subscription, then they would no longer be available for issue to Convergenta as part of the consideration rendered in return for the Contribution Shares.

The Exclusion of Subscription Rights is also necessary in order to achieve this purpose. The Management Board has considered possible alternatives to the planned Transaction in its deliberations, but has rejected them as impractical or less suitable. In this respect, reference is made to the explanations provided under Item II.1.b) of the present report.

### **c) Proportionality of the Exclusion of Subscription Rights**

Lastly, the Exclusion of Subscription Rights in the present case is also proportional when the interest of the Company is weighed against the interest of the shareholders. This overall balancing of interests specifically takes into account the effects that the Capital Increase through Contribution in Kind would have on the Company's shareholder structure and the adequacy of the exchange ratio.

#### **aa) Effects of the Capital Increase through Contribution in Kind on the Company's shareholder structure**

Once the Capital Increase through Contribution in Kind and the issuance of the New Shares which are to be approved by resolution of the General Meeting are implemented, the shareholder structure will change. Convergenta will acquire a stake of approximately 26.07% of the CECONOMY Ordinary Shares then issued, or approximately 25.93% of the Company's share capital. This means the Capital Increase through Contribution in Kind necessarily will lead to a dilution of the original shareholder's shareholding ratios ("*pro rata* dilution"), namely down to a total of approximately 73.93% of the CECONOMY Ordinary Shares then issued, or approximately 74.07% of the Company's share capital. The CECONOMY Key Shareholders agree to this *pro rata* dilution, however, while the remaining shareholders are unable to exercise any significant influence within the Company as things stand today. The explanations provided under Item II.2.c)aa) of the present report apply by analogy.

**bb) Adequacy of the exchange ratio and justification of the issue price**

The value inflow attributable to the New Shares in the amount of EUR 1,064.4 million markedly exceeds the EUR 895.5 million value of the New Shares to be issued in the context of the Capital Increase through Contribution in Kind. Against this backdrop, the exchange ratio agreed between the Company and Convergenta with regard to the Capital Increase through Contribution in Kind and the issue price of the New Shares is adequate. There will be no dilution in the economic sense to the detriment of the shareholders.

**cc) Overall weighing of interests**

When all the interests are balanced, it is evident that the interest of the Company in implementing the Capital Increase through Contribution in Kind clearly outweighs the interest of the original shareholders in avoiding a dilution. As explained above, the CECONOMY Key Shareholders are willing to accept the Exclusion of Subscription Rights. The remaining shareholders will not suffer any significant impairment to their voting rights as result of the dilution. Nor will there be any dilution in the economic sense, given that the value inflow attributable to the New Shares exceeds the value of the New Shares as calculated using the DCF method. Against this backdrop, it follows that the implementation of the Capital Increase through Contribution in Kind, which serves the purpose of consummating the Transaction and, thus, lies within the Company's interest, is of predominant importance. Thus, the Exclusion of Subscription Rights in the context of the Capital Increase through Contribution in Kind is justifiable in view of the Company's interest.

**3. Report on the Exclusion of Subscription Rights in the context of the issuance of Convertible Bonds in accordance with Sections 221(4) sentence 2, 186(4) sentence 2 AktG**

The discussion below will show that the purpose of the planned Exclusion of Subscription Rights in the context of the issuance of Convertible Bonds is in the interest of the Company (see Item a) below), that the Exclusion of Subscription Rights is suitable and necessary for realizing the Company's interest (see Item b) below) and strikes a proportional balance with the detriments suffered by the shareholders (see Item c) below) and, in particular, that the exchange ratio – and thus the issue price of the Convertible Bonds – is not inadequate to the detriment of the shareholders.

**a) Interest of the Company in issuing the Convertible Bonds under Exclusion of Subscription Rights**

In the Management Board's opinion, the purpose pursued by the planned Exclusion of Subscription Rights, namely to consummate the Transaction, is in the interest of the Company. This view is supported by the series of benefits associated with consummating the Transaction that have already been presented under Item II.1.a). Given that the issue of the Convertible Bonds as the Convertible Bond Component, just like the Capital Increase through Contribution in Kind, forms part of the Total Consideration and is, thus, integral to the Transaction, it follows that the Company would be unable to realize the benefits associated with the Transaction without issuing the Convertible Bonds.

**b) Suitability and necessity of the Exclusion of Subscription Rights**

The Management Board believes that the Exclusion of Subscription Rights is suitable and necessary for achieving the purpose which is in the Company's interest, namely the closing of the Transaction. The Exclusion of Subscription Rights is suitable because acquiring the Contribution Shares in return for issuance of the Convertible Bonds is contingent upon the exclusion of the shareholders' subscription rights. If the Convertible Bonds were to be offered to the shareholders for subscription, they would no longer be available for issue to Convergenta as part of the consideration rendered in return for the Contribution Shares.

The Exclusion of Subscription Rights is also necessary for achieving this purpose. The Management Board has considered possible alternatives to the planned Transaction in its deliberations, but has rejected them as being impractical or less suitable. In this respect, reference is made to the explanations provided under Item II.1.b) of the present report.

**c) Proportionality of the Exclusion of Subscription Rights**

**aa) Effects of the issuance of Convertible Bonds on the Company's shareholder structure**

Once Convergenta converts the Convertible Bonds in order to reach Convergenta's Target Shareholding, Convergenta's stake in the Company will increase to 29.90% of the CECONOMY Ordinary Shares then issued, or to approximately 29.74% of the Company's share. The stake held by the remaining shareholders will decrease accordingly, if and insofar as Convergenta exercises its conversion rights for the Convertible Bonds. This will further strengthen Convergenta's position as a shareholder. However, once the Capital Increase through Contribution in Kind is implemented, Convergenta will already have a blocking minority of 25% when it comes to those resolutions of the General Meeting which can only be adopted with a majority of three quarters of the share capital represented at the voting (known as a "qualified majority ratio of capital"). Thus, converting the Convertible Bonds will increase Convergenta's influence to an only minor degree. In addition, the CECONOMY Key Shareholders are willing to accept the *pro rata* dilution resulting from the issue of Convertible Shares, while the remaining shareholders in any case are not in a position to significantly influence the Company as things stand today. In this respect, the explanations provided under Item II.2.c)aa) apply by analogy.

**bb) Adequacy of the exchange ratio and justification of the issue price**

When examined in isolation and without considering the Transaction's economic benefits, the theoretical market value of the Convertible bonds calculated by the Management Board (as of the conclusion of the Transaction Agreements) using recognized financial methods currently amounts to approximately EUR 160.0 million. This yields an isolated *ex-ante* valuation of the Convertible Bonds at 106% of par-value. The EUR 328.8 million value inflow (including minimum synergies) which is attributable to the Convertible Bonds as a result of the acquisition of the Contribution Shares clearly exceeds the value of the Convertible Bonds issued in return as consideration.

Against this backdrop, the Management Board believes that the exchange ratio agreed between the Company and Convergenta with respect to the issuance of the Convertible Bonds and the issue price of the Convertible Bonds is adequate. There will be no dilution in the economic sense to the detriment of the shareholders.

**cc) Overall weighing of interests**

An overall balancing of the interests involved reveals that the interest of the Company in the issuance of the Convertible Bonds clearly outweighs the original shareholder's interest in avoiding a dilution. The CECONOMY Key Shareholders are willing to accept the Exclusion of Subscription Rights in the context of the issuance of Convertible Bonds. The remaining shareholders in any case will not suffer any significant impairment of their current voting rights from the dilution. Nor will there be any dilution in the economic sense, given that the value inflow attributable to the Convertible Bonds as a result of acquiring the Contribution Shares exceeds the value of the Convertible Bonds.

## FURTHER DETAILS AND INFORMATION

### TOTAL NUMBER OF SHARES AND VOTING RIGHTS

At the time of the calling of the General Meeting, the capital stock of CECONOMY AG is divided into 359,421,084 no-par value shares. Of these, 356,743,118 are ordinary shares and 2,677,966 are preference shares.

Each ordinary share grants one vote, meaning that 356,743,118 voting rights exist for the 356,743,118 ordinary shares.

**Due to the cancellation of the dividend for the 2017/18, 2018/19 and 2019/20 financial years, the voting rights of the preference shares have been revived and the preference shareholders are also entitled to vote.**

Each preference share grants one vote, meaning that 2,677,966 voting rights exist for the 2,677,966 preference shares.

The total number of voting rights at the time of calling the General Meeting thus amounts to 359,421,084.

### GENERAL MEETING WITHOUT PHYSICAL PRESENCE OF SHAREHOLDERS AND THEIR PROXIES

The Management Board of the Company has decided, in accordance with Article 2 § 1 (1), (2) COVID-19 Act, to hold the 2021 Annual General Meeting of the Company as a virtual general meeting without the physical presence of the shareholders or their proxies (with the exception of the proxies nominated by the Company). The Supervisory Board of the Company has approved this resolution of the Management Board in accordance with Article 2 § 1 (1), (2) and (6) COVID-19 Act. Physical attendance of shareholders or their proxies (with the exception of the proxies nominated by the Company) is therefore excluded.

We therefore ask the shareholders and their proxies to take particular notice of the following information regarding registration for the virtual General Meeting, the exercise of voting rights and the other shareholder rights.

The holding of the 2021 Annual General Meeting as a virtual general meeting in accordance with the COVID-19 Act will lead, in particular, to the following modifications regarding the procedures of the General Meeting and the rights of the shareholders:

- The Annual General Meeting will be broadcast live in full (audio and video) for all shareholders duly registered for the General Meeting or their proxies via the shareholder portal on the Internet (see "AUDIO AND VIDEO BROADCAST OF THE VIRTUAL ANNUAL GENERAL MEETING").
- All duly registered shareholders or their proxies may exercise their voting rights by means of electronic absentee voting as well as by granting power of attorney to the proxies nominated by the Company (see "PROXY VOTING").
- Shareholders duly registered for the General Meeting or their proxies will be given the opportunity to ask questions by electronic communication (see "SHAREHOLDERS' RIGHT TO ASK QUESTIONS PURSUANT TO ARTICLE 2 § 1 (2) SENT. 1 NO. 3 COVID-19 ACT").
- Shareholders or their proxies who have exercised their voting rights may lodge an objection to resolutions of the General Meeting via the shareholder portal while the General Meeting is being held (see "OBJECTION TO RESOLUTIONS OF THE VIRTUAL GENERAL MEETING PURSUANT TO ARTICLE 2 § 1 (2) SENT. 1 NO. 4 COVID-19 ACT").

For duly registered shareholders or their proxies, the shareholder portal is open from **Wednesday, 27 January 2021** at the Internet address

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

and it is also available to them on the day of the General Meeting and for its full duration. There they can also exercise their voting rights by electronic absentee vote and issue powers of attorney and instructions to the proxies nominated by the Company on the day of the General Meeting until the end of the voting. In addition, they may lodge an objection to a resolution of the General Meeting there from the beginning to the end of the General Meeting. Shareholders or their proxies can find the necessary access data for the shareholder portal in the confirmation of registration, which will be sent to them after proper registration and provision of proper proof of share ownership.

With regard to the exercise of the right to ask questions, the Management Board of the Company has decided, with the consent of the Supervisory Board, that questions must be submitted by electronic communication no later than two days before the General Meeting (see "SHAREHOLDERS' RIGHT TO ASK QUESTIONS PURSUANT TO ARTICLE 2 § 1 (2) SENT. 1 NO. 3 COVID-19 ACT").

## **PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS**

**Due to the cancellation of the dividend for the 2017/18, 2018/19 and 2019/20 financial years, preference shareholders are also entitled to vote. Shareholders (holders of ordinary and preference shares) are entitled to participate in the General Meeting and to exercise their voting rights if they have registered for the General Meeting in advance.**

Pursuant to § 16 of the Articles of Association, only those shareholders who have registered with the Company in time and have provided proof of their entitlement are entitled to participate in the virtual General Meeting and to exercise the voting right.

Please note that the shareholders and their proxies (with the exception of the proxies nominated by the Company) have no right or opportunity to be present at the venue of the 2021 Annual General Meeting. Voting can only be carried out by shareholders or their proxies by means of electronic absentee vote or by authorising and instructing the proxies nominated by the Company (see "VOTING BY ELECTRONIC ABSENTEE VOTE").

The registration must be received by CECONOMY AG no later than **Wednesday, 10 February 2021, 24:00 CET**, in text form and in the German or English language, at

CECONOMY AG  
c/o Deutsche Bank AG  
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General Meetings  
Postfach 20 01 07  
60605 Frankfurt am Main

or by fax at: +49 (0)69 12012-86045  
or by e-mail at: [wp.hv@db-is.com](mailto:wp.hv@db-is.com)

Pursuant to § 16 (2) of the Company's Articles of Association, proof of entitlement to participate in the General Meeting and to exercise voting rights requires proof of share ownership in text form from the last intermediary pursuant to § 67c (3) German Stock Corporation Act (i.e. the institution which maintains securities accounts for the shareholder). The proof of share ownership must relate to the beginning of the 21st day prior to the General Meeting ("Record Date") – in this case **Wednesday, 27 January 2021, 00:00 CET** – and be received by CECONOMY AG no later than **Wednesday, 10 February 2021, 24:00 CET**, at

CECONOMY AG  
c/o Deutsche Bank AG  
Securities Production  
General Meetings  
Postfach 20 01 07  
60605 Frankfurt am Main

or by fax at: +49 (0)69 12012-86045  
or by e-mail at: wp.hv@db-is.com

In relation to the Company, only such person who has provided proof of eligibility will be regarded as a shareholder for the purposes of participation in the General Meeting and the exercising of voting rights.

The right to participate in the virtual General Meeting and the extent of the right to vote are determined based on the shareholder's share ownership on the Record Date. The Record Date does not constitute a restriction for dispositions in respect of shares; in particular, shares may be acquired and disposed of regardless of the Record Date. Even in the event of a complete or partial disposal of the shares after the Record Date, only the shareholding of the shareholder as of the Record Date is relevant with regard to participation and the extent of the voting rights, which means that disposals of shares occurring after the Record Date have no effect on the entitlement to participate and the extent of the voting rights. The same applies with regard to acquisitions of shares after the Record Date.

After receipt of the registration and proof of share ownership, the confirmation of registration for the virtual General Meeting will be sent to the shareholders entitled to participate or their proxies. The respective confirmation of registration contains, among other things, the necessary access data for the shareholder portal on the Company's website, via which the virtual General Meeting is broadcast and via which the voting right and other shareholder rights can be exercised. Together with the confirmation of registration, forms for the authorisation of third parties and the authorisation of proxies nominated by the Company will also be sent. In order to ensure that the confirmation of registration is received in good time, we kindly ask shareholders to ensure that the registration and proof are sent in good time, if necessary via their depository institutions (last intermediaries).

## **VIDEO AND AUDIO BROADCAST OF THE VIRTUAL GENERAL MEETING**

For all duly registered shareholders of the Company or their proxies, the entire General Meeting on 17 February 2021, starting at 10:00 a.m. CET, will be broadcast live (audio and video) on the shareholder portal, accessible via the access-protected shareholder portal on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

The access data required for access to the shareholder portal will be sent to the shareholders duly registered for the virtual General Meeting or their proxies together with the confirmation of registration.

## VOTING BY ELECTRONIC ABSENTEE VOTE

**Due to the cancellation of the dividend for the 2017/18, 2018/19 and 2019/20 financial years, preference shareholders are also entitled to vote. Therefore, the following explanations regarding voting by absentee vote apply to both holders of ordinary shares and holders of preference shares.**

Shareholders or their proxies can exercise their voting rights by means of a so-called absentee vote via electronic communication, or electronic absentee vote, via the access-protected shareholder portal.

In order to exercise the voting right by electronic absentee vote, a timely registration of the shareholder for the General Meeting and provision of proper proof of share ownership of the shareholder in accordance with the provisions described above (cf. "PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS") are required.

For the casting of electronic absentee votes or, respectively, for their revocation or changes thereto, from **Wednesday, 27 January 2021**, shareholders duly registered for the virtual General Meeting or their proxies can use the shareholder portal on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

Shareholders or their proxies can find the necessary access data for the shareholder portal in the confirmation of registration, which will be sent to them after timely registration and provision of proper proof of share ownership (see "PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS").

Voting by electronic absentee vote, including revocation or change of a vote cast via the shareholder portal, is possible until the end of the voting period, but at least until 11:30 a.m. CET. The end of the voting period will be set by the chairman of the General Meeting at a time after the end of the answering of questions, but not before 11:30 a.m. CET, and will be announced in the video and audio broadcast.

Further details on voting by electronic absentee vote will be sent out together with the confirmation of registration after proper registration for the virtual General Meeting. The relevant information can also be reviewed on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

If, in addition to electronic absentee votes, powers of attorney and instructions to the proxies nominated by the Company for the same shareholding are also received, the electronic absentee votes will always be considered to have priority; in such cases the proxies nominated by the Company will not make use of a power of attorney granted to them and will not represent the shares concerned.

## ELECTRONIC CONFIRMATION OF THE CASTING OF VOTES

Shareholders or their proxies who cast votes by electronic absentee vote will receive an electronic confirmation from the Company that their voting rights have been exercised electronically in accordance with the requirements of § 118 (1) sent. 3 to 5 German Stock Corporation Act in conjunction with Article 7 (1), Article 9 (5) subpara. 1 of Implementing Regulation (EU) 2018/1212. This confirmation will be made available to the shareholder or, in the case of proxy voting, to the proxy in the Company's shareholder portal directly after the electronic absentee vote has been cast.

If the vote is not cast by the shareholder himself/herself, but by an intermediary within the meaning of § 67 (4) German Stock Corporation Act by means of electronic absentee voting, the intermediary must promptly transmit the electronic confirmation of the electronic exercise of the voting right to the shareholder in accordance with § 118 (1) sent. 4 German Stock Corporation Act.

The Company reserves the right to use a third party to transmit the electronic confirmation of the casting of votes.

## PROOF OF VOTE COUNTING

Pursuant to § 129 (5) sent. 1 German Stock Corporation Act, shareholders or their proxies may request confirmation from the Company within one month of the General Meeting, i.e. until **Wednesday, 17 March 2021, 24:00 CET**, whether and how the votes cast have been counted. The request can be made in the shareholder portal after the end of the General Meeting until **Wednesday, 17 March 2021, 24:00 CET**. Alternatively, a form for the request is available on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting) and can also be requested from

CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or by fax at: +49 (0)211 5408-7005  
or by e-mail at: [hv2021@ceconomy.de](mailto:hv2021@ceconomy.de)

The completed form for requesting confirmation of the counting of votes can be sent until **Wednesday, 17 March 2021, 24:00 CET**, to

CECONOMY AG  
c/o HVBEST Event-Service GmbH  
Mainzer Straße 180  
66121 Saarbrücken

or

by fax to: +49 (0)681 9262929,  
by e-mail to: [ceconomy-hv2021@hvbest.de](mailto:ceconomy-hv2021@hvbest.de)

In each case, receipt by the Company will be relevant.

In this case, the Company or a third party commissioned by the Company to transmit the confirmation will provide the shareholder or his or her proxy with a confirmation in accordance with the requirements of § 129 (5) sent. 2 German Stock Corporation Act in conjunction with Article 7 (2) of Implementing Regulation (EU) 2018/1212 within the fifteen-day period pursuant to Article 9 (5) subpara. 2 of Implementing Regulation (EU) 2018/1212.

If the votes are not cast by the shareholder himself/herself, but by an intermediary within the meaning of § 67 (4) German Stock Corporation Act and such intermediary requests transmission of the aforementioned confirmation, the intermediary must promptly transmit this confirmation regarding the counting of the votes cast to the shareholder in accordance with § 129 (5) sent. 3 German Stock Corporation Act.



## PROXY VOTING

**Due to the cancellation of the dividend for the 2017/18, 2018/19 and 2019/20 financial years, preference shareholders are also entitled to vote. Therefore, the following explanations regarding proxy voting apply to both holders of ordinary shares and holders of preference shares.**

### **Authorisation of a third party**

Shareholders may also have their voting right exercised by a proxy – e.g. an intermediary, a shareholders' association, a proxy advisor or any other third party. Also in case of an authorisation of proxies, a timely registration of the shareholder for the General Meeting and a proper provision of the proof of share ownership of the shareholder in accordance with the provisions described above (cf. "PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS") are required. Proxies, too, can only exercise the voting right in the General Meeting by means of electronic absentee vote or by granting (sub-)powers of attorney, in particular to the proxies nominated by the Company. In order for a proxy to be able to follow the virtual General Meeting via the shareholder portal and to conduct an electronic absentee vote or grant (sub-)powers of attorney electronically via the shareholder portal, such proxy requires the shareholder's access data for the shareholder portal. If the proxy is granted at the same time as registration for the virtual General Meeting, the access data will be sent directly to the proxy. Otherwise, the shareholder is required to pass on the access data to the proxy.

The granting of the power of attorney, its revocation and the proof of authorisation vis-à-vis the Company must be made in text form, unless a power of attorney is granted in accordance with § 135 German Stock Corporation Act, or may alternatively be made via the shareholder portal on the Company's website.

Proxy forms will be sent to the shareholders together with the confirmation of registration for the virtual General Meeting and are available on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting). In addition, proxy forms may also be requested at the following address:

CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or by fax at: +49 (0)211 5408-7005  
or by e-mail at: [hv2021@ceconomy.de](mailto:hv2021@ceconomy.de)

If powers of attorney to exercise voting rights are issued in accordance with § 135 of the German Stock Corporation Act (granting of powers of attorney to intermediaries, shareholders' associations, proxy advisors or professional agents), the special statutory provisions of § 135 of the German Stock Corporation Act apply, which require, among other things, that the declaration of power of attorney be verifiably recorded by the proxy. In this respect, exceptions from the general text form requirement may therefore apply. We therefore ask shareholders in these cases to coordinate on the form of the power of attorney with the proxy.

### **Authorisation of the proxies nominated by the Company**

Shareholders may also authorise proxies nominated by the Company to exercise their voting rights. In this case, too, a timely registration of the shareholder for the General Meeting and a proper provision of the proof of share ownership of the shareholder in accordance with the provisions described above (cf. PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS) are required.

The proxies nominated by the Company will exercise the voting right only on the basis of express and unambiguous instructions. Therefore, the shareholders have to issue express and unambiguous instructions in respect of the items of the Agenda with regard to which they wish the voting right to be exercised. The proxies nominated by the Company are obliged to vote in accordance with the instructions given to them. In the event that individual ballots are conducted in respect of an item on the Agenda, an instruction must be issued in respect of each individual sub-item. To the extent that no express and unambiguous instruction was given, the proxies nominated by the Company will refrain from voting with regard to the respective subject matter of the ballot. The proxies nominated by the Company do not accept

any instructions to submit a request to address the General Meeting, to record objections to General Meeting resolutions or to ask questions or table motions. They are available only for the adoption of resolutions on such resolution proposals from the Management Board, the Supervisory Board or from shareholders which have been published together with this calling or subsequently pursuant to § 124 (1) or (3) German Stock Corporation Act.

The relevant forms will be sent to the shareholders together with the confirmation of registration for the virtual General Meeting and can also be requested from

CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or by fax at: +49 (0)211 5408-7005  
or by e-mail at: hv2021@ceconomy.de

or downloaded on the Internet at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting). Alternatively, the authorisation and its revocation can be made via the shareholder portal on the Company's website.

Access to the shareholder portal requires the access data sent together with the confirmation of registration (see "PARTICIPATION IN THE VIRTUAL GENERAL MEETING WITHOUT SHAREHOLDER PRESENCE AND EXERCISE OF VOTING RIGHTS"). More detailed information regarding the authorisation and the granting of instructions through the shareholder portal are available on the Internet at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).

#### **Submission of powers of attorney and instructions and proof of authorisation**

The power of attorney to the proxies nominated by the Company or to a third party can be granted or revoked

- until the **end of the voting period**, at least until 11:30 a.m. CET,

via the shareholder portal on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

This also serves as proof of the authorisation.

Alternatively, a power of attorney can be issued to the proxies nominated by the Company or to third parties in text form and proof of the authorisation can be submitted to the Company

- until **Friday, 12 February 2021, 12:00 CET**, at

CECONOMY AG  
c/o HVBEST Event-Service GmbH  
Mainzer Straße 180  
66121 Saarbrücken

or

- until **Tuesday, 16 February 2021, 12:00 CET**,

by fax to: +49 (0)681 9262929,  
by e-mail to: [ceconomy-hv2021@hvbester.de](mailto:ceconomy-hv2021@hvbester.de)

In each case, receipt by the Company will be relevant. Please note that in the event of an additional authorisation via the shareholder portal, any authorisation and instructions sent to the Company in text form will become invalid.

**RIGHTS OF SHAREHOLDERS  
PURSUANT TO §§ 122 (2), 126 (1), 127 GERMAN STOCK CORPORATION ACT  
AND ARTICLE 2 § 1 (2) COVID-19 ACT**

**Motions to supplement the Agenda pursuant to § 122 (2) German Stock Corporation Act**

Shareholders whose shares, in aggregate, represent 5 per cent of the capital stock or a proportionate amount of 500,000 euros – this is the equivalent of at least 195,583 no-par value shares –, may request that items be placed on the Agenda and published. Such request must be made in writing or in electronic form pursuant to § 126a German Civil Code (which means with a qualified electronic signature) to the Management Board of the Company and has to be received by the Company no later than **Sunday, 17 January 2021, 24:00 CET**. Such requests may solely be addressed to:

Vorstand der CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or in electronic form pursuant to § 126a German Civil Code by e-mail to: hv2021@ceconomy.de

Motions to supplement the Agenda that are addressed differently will not be considered.

Any new item for the Agenda has to be accompanied by a stating of reasons or a resolution proposal. Shareholders presenting such a motion shall furnish evidence that they have been holder(s) of such shares for not less than 90 days prior to the date of receipt of the request and that they will hold the shares until a decision on the motion by the Management Board. In calculating this minimum holding period, § 70 German Stock Corporation Act is to be observed. The motion is to be signed by all shareholders whose shares, in aggregate, represent the required quorum, or by their duly appointed representatives.

The publication and communication of motions to supplement the Agenda are made in the same way as the calling of the meeting.

**Shareholder motions pursuant to § 126 (1) German Stock Corporation Act (*mutatis mutandis*)**

The rights of shareholders to submit motions on items on the Agenda in accordance with § 126 (1) German Stock Corporation Act are excluded in accordance with the legal concept of the COVID-19 Act. Nevertheless, shareholders are given the opportunity, in analogous application of § 126 German Stock Corporation Act, to submit counter-motions to proposals of the Management Board and/or Supervisory Board on certain Agenda items prior to the General Meeting in accordance with the following explanations:

Motions pursuant to § 126 German Stock Corporation Act may be addressed solely to

CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or by fax to: +49 (0)211 5408-7005  
or by e-mail to: hv2021@ceconomy.de

Counter-motions that are addressed differently will not be considered.

Shareholder motions received no later than **Tuesday, 2 February 2021, 24:00 CET**, at the above contact details and in due form, in particular accompanied by a stating of reasons, will be made accessible on the following website without undue delay

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

including the name of the shareholder submitting the motion and the reasons therefor. Any responses from the management will also be made accessible on the above website.

The Company may refrain from publishing counter-motions and the reasons stated therefor if one of the exclusion requirements pursuant to § 126 (2) German Stock Corporation Act is met, e.g. if the counter-motion would result in a resolution of the General Meeting violating the law or the Articles of Association. The reasons stated for a counter-motion need not be made accessible if they exceed a total of 5,000 characters.

Shareholders are requested to provide proof of their status as shareholders already at the time of sending their counter-motions.

Counter-motions to be made accessible in accordance with § 126 German Stock Corporation Act (*mutatis mutandis*) will be treated in the virtual General Meeting as if they had been put for a vote verbally in the General Meeting, provided that the shareholder submitting the motion has duly registered for the General Meeting.

#### **Election nominations by shareholders pursuant to § 127 German Stock Corporation Act (*mutatis mutandis*)**

The rights of shareholders to submit nominations for the election of Supervisory Board members or auditors pursuant to § 127 of the German Stock Corporation Act are excluded in accordance with the legal concept of the COVID-19 Act. Nevertheless, shareholders are given the opportunity, in analogous application of § 127 German Stock Corporation Act, to submit nominations for the election of Supervisory Board members or auditors prior to the General Meeting in accordance with the following explanations:

Election nominations pursuant to § 127 German Stock Corporation Act may be addressed solely to

CECONOMY AG  
Group Corporate Legal  
Kaistraße 3  
40221 Düsseldorf

or by fax to: +49 (0)211 5408-7005  
or by e-mail to: hv2021@ceconomy.de

Election nominations that are addressed differently will not be considered.

Election nominations received no later than **Tuesday, 2 February 2021, 24:00 CET**, at the above contact details and in due form will be made accessible on the following website without undue delay

#### **[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

including the name of the shareholder submitting the nomination. Any responses from the management will also be made accessible on the above website.

The Company may refrain from publishing an election nomination if one of the exclusion requirements pursuant to § 127 sent. 1 German Stock Corporation Act in conjunction with § 126 (2) German Stock Corporation Act is met, e.g. if the election nomination would result in a resolution of the General Meeting violating the law or the Articles of Association. In addition, the Management Board is further not obliged to make an election nomination accessible, if the proposal does not contain the name, practised profession and place of residence of the proposed candidate and, in the event of a nomination of Supervisory Board members, does not contain information about their membership in other supervisory boards which are to be established pursuant to statutory law. Unlike counter-motions pursuant to § 126 German Stock Corporation Act, no reasons need to be stated for election nominations.

Shareholders are requested to provide proof of their status as shareholders already at the time of sending their election nominations.

Election nominations to be made accessible in accordance with § 127 German Stock Corporation Act (*mutatis mutandis*) will be treated in the virtual General Meeting as if they had been put for a vote, provided that the shareholder submitting the nomination has duly registered for the General Meeting.

### **Shareholders' right to ask questions pursuant to Article 2 § 1 (2) sent. 1 no. 3 COVID-19 Act**

Shareholders duly registered for the General Meeting or their proxies will be given the opportunity to ask questions via electronic communication in accordance with Article 2 § 1 (2) sent. 1 no. 3 and sent. 2 COVID-19 Act. There is no right to information within the meaning of § 131 German Stock Corporation Act. The Management Board has determined, with the consent of the Supervisory Board, that questions must be submitted no later than two days before the General Meeting, i.e. by **Sunday, 14 February 2021, 24:00 CET**, by electronic means of communication. Pursuant to Article 2 § 1 (2) sent. 2 COVID-19 Act, the Management Board decides, in its due and free discretion, which questions it answers and in which manner. Furthermore, the Management Board reserves the right to publish answers to questions in advance on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting) and in this case to refrain from answering them again during the virtual General Meeting.

In the context of answering questions, the Management Board reserves the right to state the names of the questioners, provided that the questioner has given his/her consent to being named.

Shareholders duly registered for the General Meeting or their proxies can submit their questions electronically via the shareholder portal, accessible via the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

Questions may be submitted via the shareholder portal from **Wednesday, 27 January 2021** to **Sunday, 14 February 2021, 24:00 CET**. Shareholders or their proxies can find the necessary access data for the shareholder portal in the confirmation of registration, which will be sent to them after timely registration and provision of proper proof of share ownership.

### **Objection to resolutions of the virtual General Meeting pursuant to Article 2 § 1 (2) sent. 1 no. 4 COVID-19 Act**

Shareholders who have exercised their voting rights (in person or by proxy) can declare only by means of electronic communication via the shareholder portal, accessible via the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**

an objection to resolutions of the General Meeting pursuant to § 245 no. 1 German Stock Corporation Act in conjunction with Article 2 § 1 (2) sent. 1 no. 4 COVID-19 Act. Objections may be raised on 17 February 2021 from the beginning of the General Meeting until its close by the chairman of the Meeting.

### **Further Explanations**

Additional explanations with respect to shareholder rights pursuant to §§ 122 (2), 126 (1), 127 German Stock Corporation Act and Article 2 § 1 (2) COVID-19 Act can be found on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).

## REFERENCE TO THE COMPANY'S WEBSITE

The information pursuant to § 124a German Stock Corporation Act with respect to the 2021 Annual General Meeting can be found on the Company's website at [www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).

## VOTING RESULTS

The voting results determined by the chairman of the Annual General Meeting will be published within the period required by law on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting).**

Düsseldorf, in January 2021

CECONOMY AG

THE MANAGEMENT BOARD

## INFORMATION REGARDING DATA PROTECTION

CECONOMY AG, Kaistraße 3, 40221 Düsseldorf, Germany, processes as controller personal data of the shareholders (e.g. last name and first name, address, e-mail address, telephone number, number of shares, type of shares, type of share possession and number of confirmation of registration) as well as personal data of the proxies, if applicable. The virtual General Meeting of CECONOMY AG is broadcast on the Internet via the shareholder portal for all duly registered shareholders of the Company or their proxies; shareholders are able to exercise their shareholder rights via the shareholder portal. For this, further personal data such as IP addresses are collected. The processing of personal data, which is carried out in compliance with the EU General Data Protection Regulation (GDPR) and the Federal Data Protection Act, is legally mandatory for the holding of the virtual General Meeting and the participation in the virtual General Meeting of CECONOMY AG, the exercise of the rights of the shareholders before and during the General Meeting and the fulfilment of the legal requirements associated with the (virtual) General Meeting. The legal basis for the processing is Article 6 (1) sent. 1 points c) and f) GDPR in conjunction with §§ 118 et seqq. German Stock Corporation Act and the COVID-19 Act, in particular Article 2 § 1 (2) COVID-19 Act. CECONOMY AG has a legitimate interest in the holding and orderly conduct of the virtual General Meeting. In order to process questions submitted and/or objections lodged during the virtual General Meeting to resolutions of the General Meeting, CECONOMY AG must process the name and address of the shareholder and the number of the confirmation of registration, in the case of proxies also their addresses.

CECONOMY AG uses external service providers (such as AGM service providers, IT service providers, etc.) for parts of the preparation and conduct of the General Meeting. The service providers commissioned by CECONOMY AG for the purpose of conducting the General Meeting process the personal data of the shareholders exclusively according to the instructions of CECONOMY AG and only to the extent this is necessary for the performance of the commissioned service. All employees of CECONOMY AG who require access to personal data in order to fulfil their tasks and the employees of the commissioned service providers who have access to and/or process the shareholders' personal data are obliged to treat such data confidentially. In addition, personal data of shareholders or proxies participating the General Meeting can be viewed by other shareholders and proxies within the framework of the applicable statutory provisions.

CECONOMY AG deletes the personal data of shareholders in accordance with applicable statutory regulations, in particular if the personal data is no longer necessary for the original purposes of collection or processing, the data is no longer required in connection with any administrative or court proceedings and there are no statutory retention obligations.

Subject to the applicable statutory requirements, shareholders have the right to obtain information about their processed personal data and to request the rectification or erasure of their personal data or the restriction of their processing. In addition, shareholders have the right to lodge a complaint with the supervisory authorities (North Rhine-Westphalia State Commissioner for Data Protection and Freedom of Information, post box 20 04 44, 40102 Düsseldorf, phone: 0211/38424-0, fax: 0211/38424-10, e-mail: poststelle@ldi.nrw.de).

Shareholders and proxies may reach the data protection officer of CECONOMY AG at

CECONOMY AG  
Data protection officer  
Kaistraße 3  
40221 Düsseldorf  
E-mail: [datenschutz@ceconomy.de](mailto:datenschutz@ceconomy.de)

## TECHNICAL INSTRUCTIONS REGARDING THE VIRTUAL GENERAL MEETING

Technical instructions for using the shareholder portal can be found on the Company's website at

**[www.ceconomy.de/general-meeting](http://www.ceconomy.de/general-meeting)**.

## **HOTLINE FOR THE ANNUAL GENERAL MEETING OF CECONOMY AG**

If you have any technical questions about the shareholder portal or about connecting to the virtual General Meeting, the employees of our AGM service provider will be happy to assist you before and during the General Meeting at the following telephone number:

**Phone: +49 (0)681 – 9262290**

The hotline for technical questions will be available from Wednesday, 27 January 2021, on workdays from Monday to Friday, in each case from 9:00 a.m. to 5:00 p.m. CET, and on the day of the General Meeting, 17 February 2021, from 9:00 a.m. CET.

If you have technical questions before the start of the virtual General Meeting, you can also contact our AGM service provider by e-mail at

**[ceconomy-hv2021@hvbest.de](mailto:ceconomy-hv2021@hvbest.de)**

For general questions regarding the virtual General Meeting, the hotline for the Annual General Meeting of CECONOMY AG will be available from Monday, 11 January 2021, at

**Phone: +49 (0)800 – 0008471**

on workdays from Monday to Friday between 10:00 a.m. and 4:00 p.m. CET.





**PUBLISHER**

CECONOMY AG  
Kaistraße 3  
40221 Düsseldorf

[www.ceconomy.de](http://www.ceconomy.de)