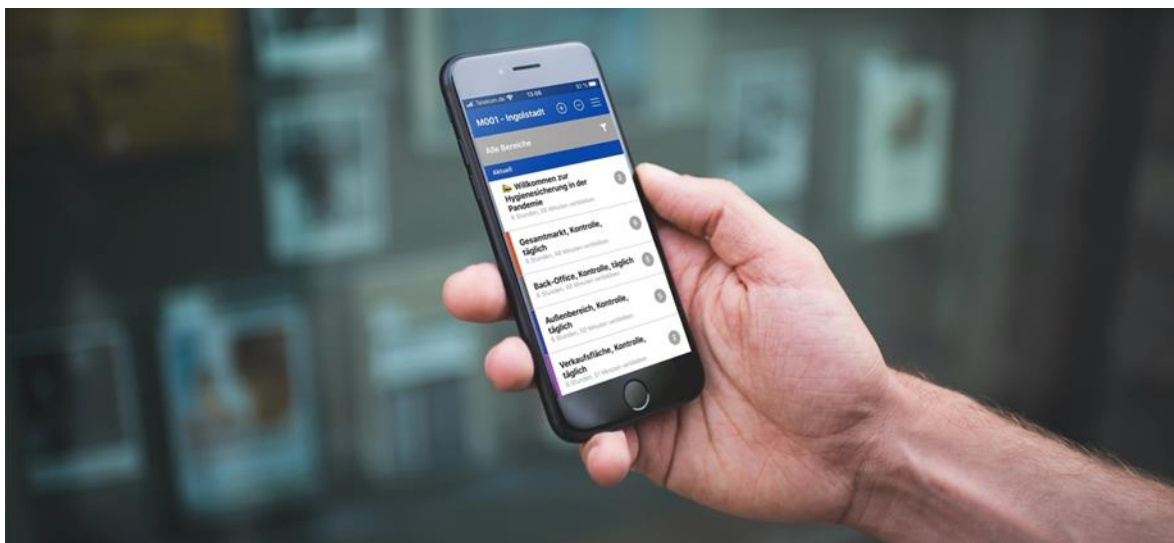


PRESS RELEASE

MEDIAMARKTSATURN GERMANY BECOMES THE FIRST RETAILER TO LAUNCH TÜV SÜD COVID-19 HYGIENE APP

- Ensuring hygiene standards for staff and customers

Ingolstadt/Munich, 19.05.2020: MediaMarktSaturn Germany is working together with product certification organization TÜV SÜD to introduce digital hygiene management in its approximately 430 consumer electronics stores throughout Germany with immediate effect. The digital solution is based on the TÜV SÜD Covid-19 Hygiene App, which enables each store to constantly monitor consistent compliance with the measures set out in MediaMarktSaturn's hygiene concept in real time. If necessary, in-store hygiene measures can be immediately adjusted if, say, access and distancing rules aren't being observed or disinfection measures need to be stepped up.



Experts from TÜV SÜD have helped develop the digital hygiene management system and are aiding the definition of the individual safety measures. The aim is to design the overall structure of the in-house checks used in MediaMarktSaturn Germany's Covid-19 safeguards so that the risk of infection is minimized. On the one hand, the system must comply with official and regional regulations, while on the other hand, in-store implementation needs to be practical and quick. "Above all, the flexibility to centrally import new pandemic rules into the digital system and to enable MediaMarkt and Saturn stores to implement them without delay is a huge advantage," says Dr Stefan Maisack, Director Business Development & Sales and responsible for the management of the project by TÜV SÜD Food Safety Institute GmbH. When the safety measures are relaxed, the monitoring frequency can be reduced. Conversely, the hygiene concept can also be intensified, for instance if infection rates rise or there is a new pandemic wave.

MediaMarktSaturn

Focusing on the effectiveness of hygiene assurance

“Coronavirus will remain an ongoing issue until there’s a vaccine. And that’s precisely why we at MediaMarktSaturn are obliged to treat hygiene safety carefully in order to protect our staff and customers as well as possible. There’s no doubt that we need to consistently observe the requirements in order to reduce the risk of infection. We’re determined to secure the long-term effectiveness of our hygiene concept. And we’re delighted to be the first retailer to launch a digital hygiene management system together with TÜV SÜD,” explains Florian Gietl, CEO MediaMarktSaturn Germany.

TÜV SÜD’s experience with digital hygiene management and eHACCP

Developing and testing hygiene concepts isn’t new territory for TÜV SÜD. Hygiene inspections, safety concepts, and staff and workplace hygiene all follow clear, specially developed hygiene standards and also refer to legal standards, including Regulation (EC) No. 852/2004, the LFGB Food and Feed Code, the LMHV Food Hygiene Regulations, and recognized DIN standards. TÜV SÜD Food Safety Institute GmbH in particular has many years of expertise in food and non-food companies.

“The TÜV SÜD Covid-19 Hygiene App is an ‘eHACCP’ – a system of internal self-monitoring for companies. It can be used to map the hygienically critical points throughout the shopping process – from the shopping trolley to the checkout and then leaving the store,” explains Thorsten Steinhübel, managing director of TÜV SÜD Food Safety Institute GmbH. The hygiene data is imported and maintained in an online platform called flowtify. Contactless data acquisition in MediaMarkt and Saturn stores is carried out using a mobile app on smartphones and tablets. Electronic reporting takes place in real time. In the event of deviations from the defined, expected hygiene standards, alerts are sent to the store’s hygiene managers. The system allows stores to be set up individually. The implementation of hygiene measures in each store can be tracked on a web dashboard. Data is protected by strict access management with security standards including password-protected access and data flow via secure data lines.

Responsible restart after the shutdown

Despite all the restrictions, the corona situation is also an opportunity to take a different approach to implementing hygiene and health safety. The opening phase after the lockdown is taking place very differently in the various shops, regions and sectors. It must also be borne in mind that restrictions may suddenly have to be reintroduced. This is all the more reason for everyone to take personal responsibility for using the right hygiene tools to protect against Covid-19.

About MediaMarktSaturn

The MediaMarktSaturn Retail Group is Europe’s leading commerce company for consumer electronics and related services. It sees itself as a partner, daily companion and navigator for consumers in an increasingly digitized world. MediaMarktSaturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from fronting the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 bricks-and-mortar stores (including 430 in Germany) with online sales platforms, the Media-Saturn Group operates online pure players such as iBood. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. Majority-owned by CECONOMY AG, in 2018/19 MediaMarktSaturn and its approximately 55,000 employees generated total sales of about €21.5 billion. <http://www.mediemarktsaturn.com>

Eva Simmelbauer

Corporate Communications

MediaMarktSaturn

MediaMarktSaturn

Germany

Tel. +49 (0)841 634 2442

simmelbauer@mediamarktsaturn.com

www.mediamarktsaturn.com