

Press release

CECONOMY embraces the strength of its retail brands and moves closer to its subsidiary MediaMarktSaturn with a new look

Düsseldorf, 17 December 2025 – At its 2024/25 Annual Press Conference, CECONOMY unveils its new corporate design. The MediaMarktSaturn parent company is adapting key design elements of its retail brands, thereby strengthening the visual unity of the group.

Specifically, the colour scheme is changing to the combination of black, white, and red established for the consumer brands. The "M" in CECONOMY will be based on the "M" of MediaMarktSaturn in the future, and the iconic brand swirl will also become an integral part of the design. Despite the visual convergence, CECONOMY will remain an independent brand.

The development of CECONOMY's branding took place in stages: Last year, the characteristic MediaMarktSaturn swirl was already integrated more strongly into communications, for example prominently on the cover of the Annual Report. As part of its reporting for the financial year 2024/25, CECONOMY is now implementing the updated corporate design developed with MetaDesign for the first time, for example in its Annual Report, the interior design of its Annual Press Conference, and its investor presentation.

The new corporate design will be gradually implemented in all CECONOMY communication channels and materials, as well as at the company headquarters in Düsseldorf. As part of the rebranding, the corporate websites of MediaMarktSaturn and CECONOMY are being merged and will be presented on a joint platform with a uniform design.



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About CECONOMY

CECONOMY AG simplifies life in the digital world. The company is a leader in consumer electronics in Europe with concepts and brands such as MediaMarkt, MediaWorld, and Saturn. The companies in the CECONOMY portfolio have billions of consumer contacts per year and offer products, services, and solutions that make life in the digital world as easy and enjoyable as possible. In this way, they create added value for customers and investors alike.

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