

Media Markt and Saturn launch new concept for mobile phone plans in Germany: Data sharing for multiple users on a single contract

- **Super Select: Innovative, flexible modular tariff with a single data bundle for multiple people and devices**
- **Media-Saturn takes leading role in tariff marketing and expands its growth**
- **Media-Saturn and Telefónica Deutschland step up their strategic partnership with new mobile plan**

Ingolstadt, 19.10.2015: Today, on October 19th, 2015, Media-Saturn is launching the marketing of a new data plan concept for Germany. It guarantees maximum flexibility and total cost control for customers along with the confidence afforded by the trusted brands Media Markt and Saturn. The innovative pay-monthly shared data plans are called Media Markt Super Select and Saturn Super Select – and they're especially attractive for families and other multi-person households. On these contracts, multiple users can access a shared data bundle of up to 11 GB from different phone numbers. In addition, services such as voice and text options, EU roaming and the music streaming service JUKE can be booked individually for each SIM card – with just a single contract and a single monthly invoice. By introducing this new tariff model, Media-Saturn is expanding its portfolio of phone plans within Telefónica's powerful network – and the two companies are expanding their very successful strategic partnership. The new rates are exclusively available from Media Markt and Saturn starting from €6.99 per month.

By consistently expanding its range of mobile phone tariffs, Media-Saturn is positioning itself even more strongly as a mobile services expert. "Super Select is ground-breaking on the German mobile phone plan market and comes at just the right time in response to the ever-growing demand for mobile data. It will enable us to target

additional customer groups and thus expand our growth in tariff marketing,” explained Wolfgang Kirsch, CEO of Media-Saturn Deutschland GmbH. “The new tariff model is also evidence that we are significantly stepping up our successful strategic partnership with Telefónica Germany, the number one on the German mobile market. As a highly flexible and dynamic company with the most powerful network and excellent service, Telefónica is the ideal partner. This partnership means we can meet our high standards of brand promise and customer satisfaction in our mobile phone plans, too.”

“With digitization on the rise, the demand for flexible tariffs with high-speed data for mobile surfing is increasing all the time. Being one of the leading digital telcos, the new shared data plans are a brand new tariff model. We’re enabling Germany’s top consumer electronics retailers Media Markt and Saturn to meet customers’ needs even more closely and to provide them with a consistently positive brand experience. Expanding our successful trading partnership will allow us to attract new customer segments and so strengthen our market position,” declared Markus Haas, COO of Telefónica Deutschland Holding AG.

Modular phone plan for more individuality and lower costs

Super Select is a flexible modular tariff which enables shared mobile phone contracts to be compiled. These contracts can be used individually by multiple people with multiple mobile devices. Thanks to this cooperation with Telefónica, Media Markt’s and Saturn’s mobile subscribers will be able to enjoy excellent network coverage throughout the Telefónica network with a bandwidth of up to 42 Mbit/s. Up to six SIM cards with their own numbers can be activated under a Super Select contract – and they can be used to access a shared high-speed data volume ranging from 0.55 GB to 11GB (S, M, L, XL or XXL). Moreover, additional services such as voice and text options, EU roaming and the digital streaming service JUKE can easily be booked for each SIM card via the Super Select website, the special app, by phone or directly in-store – including once the

contract is already up and running. By having just one bill for all mobile devices and family members or partners, Media-Saturn guarantees absolute transparency and cost control.

The Media-Saturn Group

With net revenues of €21 billion and around 65,000 members of staff in the 2013/14 business year, the Media-Saturn Group (a majority shareholding in which is owned by METRO AG) operates in 15 countries. Media Markt and Saturn, Germany's and Europe's number one consumer electronics retailers, are united under the auspices of Media-Saturn-Holding GmbH. The success of the two retail sales brands with currently more than 990 stores in 15 countries is based on a unique selection of low-priced brand-name products, expert advice, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each store manager is a shareholder in their own store and is thus responsible for the product mix, pricing, personnel and marketing. Media Markt and Saturn are managed independently and compete with each other. Both retail brands are currently being expanded internationally into multichannel retailers. The Media-Saturn Group was joined in July 2011 by online retailer redcoon, which operates in eight European countries, and in July 2012 by Russian online retailer 003.ru. For more information about the Media-Saturn Group, please visit www.media-saturn.com or sign up to our Twitter account [@MEDIA-SATURN_PR](https://twitter.com/MEDIA-SATURN_PR).

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