

PRESS RELEASE

NEW TRAINEESHIP LAUNCHED: MEDIAMARKTSATURN TO START TRAINING E-COMMERCE EXPERTS

The leading consumer electronics retailer company will be offering commercial qualifications specializing in e-commerce from September 2018.

Ingolstadt, 28.08.2017: Due to increasing digitization, the retail sector is changing rapidly. This places new demands not just on companies, but above all on their employees. Retail experts who are just as confident in bricks-and-mortar retail as they are in e-commerce are now more in demand than ever before. However, what has been missing so far is a clear occupational profile. But now this is all set to change, for from summer 2018, traineeships in e-commerce will be on offer for the very first time in Germany. Leading to the qualification of 'Kaufmann/-frau im E-Commerce', this training program has been set up by retail Association Handelsverband Deutschland (HDE) in conjunction with major retailers. MediaMarktSaturn Germany is one of the initiators and will begin training young people in e-commerce at its headquarters in Ingolstadt from September 2018.

"The success of MediaMarkt and Saturn largely depends on well-trained, highly motivated staff. Nurturing the development of young people is something we regard as an investment in the future. At the same time, we want to offer our junior employees long-term prospects and traineeships which are geared to the future," declared Birgit Popp, Head of Human Resources and Organizational Development at MediaMarktSaturn Germany. The company played an important role in the initiation and development of the new traineeship in e-commerce and is therefore one of the first companies nationwide to offer this apprenticeship from next year.

Exploring the exciting world of e-commerce step by step

In order to qualify for this new, three-year traineeship at MediaMarktSaturn Germany, applicants must have passed ten or twelve years of school. The company is looking for communicative, motivated team players with an interest in technical products and digital innovations. During their training, the budding commercial staff will successively learn about the different areas within the e-commerce companies of MediaMarkt and Saturn in Germany. Their duties will include collaboration on innovative online projects, supporting activities in social media and customer communication, and analysing marketing campaigns. "In addition to being very exciting and covering a wide range of areas, this new traineeship is extremely attractive and future-proof owing to the accelerating growth of online retail," explained Birgit Popp.

Applications are welcome immediately – and should of course be submitted digitally via the [MediaMarktSaturn Job Board](#).

MediaMarktSaturn

MediaMarktSaturn

MediaMarktSaturn 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 more than 1,000 fixed-location stores with online sales platforms, the Media-Saturn Group operates online pure players such as redcoon and iBood as well as the digital entertainment platform JUKE. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. A subsidiary of CEONOMY AG, in 2015/16 MediaMarktSaturn and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion.

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