

## PRESS RELEASE

### MEDIAMARKTSATURN TO CHANGE RETAIL IN 2018 WITH THESE INNOVATIONS

Pick-up stations, Pilot projects in car sales, marketplace concepts, and scan-and-pay app

**Ingolstadt, 19.12.2017:** In recent years, MediaMarktSaturn has become a pioneer regarding customer-focused retail concepts in consumer electronics. And the company also has big plans for 2018: “We’re committed to always providing our customers with the very latest consumer electronics shopping experience across Europe. We’re trialling a variety of formats and concepts and will swiftly roll them out if they’re successful,” said Wolfgang Kirsch who, as COO of the MediaMarktSaturn Retail Group, is responsible for the company’s business operations.



#### **Switzerland: 2,200 pick-up stations for greater customer convenience**

The possibility to collect products ordered online directly from the nearest store has proved to be one of the success factors of MediaMarktSaturn’s multichannel concept. Indeed, this option is already used by about one in two online customers of MediaMarkt and Saturn. For example, more and more stores across Europe now have special drive-in counters where customers can pick up their products ordered online. In Switzerland, MediaMarkt, which already has 27 stores, is taking the next logical step by setting up 2,200 pick-up stations throughout the country for its online shop. They’re located at Shell petrol stations, post offices, railway stations and DPD Pickup parcel shops. The project is currently being piloted and will gradually be rolled out starting in spring 2018.

# MediaMarktSaturn

## **Austria: Less queuing thanks to scan and pay**

With MediaMarktSaturn having combined the advantages of online and offline retail in a variety of ways in recent years, in 2018 the company will be trialling a cutting-edge concept for in-store payments at Saturn stores in Austria. Thanks to MishiPay, a startup from the MediaMarktSaturn innovation platform Retailtech Hub, customers will no longer have to queue at the checkout but instead can simply pick up a product, pay for it with their phone, and leave the store with it immediately. It's all made possible by the MishiPay app, which lets customers scan products and pay for them. The payment process deactivates the anti-shoplifting system for the product concerned. The pilot project is scheduled for spring 2018 in Austria.

## **Sweden: MediaMarkt teams up with new Swedish automotive manufacturer Uniti**

Whether Apple Car Play, Android Auto or high-end hi-fi systems, the importance of modern consumer electronics in cars is growing. Furthermore, this development will be boosted by trends like driverless vehicles. This is why MediaMarkt in Sweden is now offering cars online and in two of its stores, where customers can view the Uniti electric car set to go on sale in 2019. As well as receiving expert advice from Uniti reps, customers can also experience the car using a VR system in-store and sign up for one in advance. As soon as the car becomes available, customers can then convert pre-orders into sales contracts. The initial trial will continue until the end of February 2018.

## **Spain: Marketplace concept in the webshop**

MediaMarktSaturn has always offered its customers products and services from external partners, as long as they represent added value. In 2018, MediaMarkt will take the next step by trialling offering products from other retailers in its online shop in Spain. This collaboration will grant customers access to a much wider range of items under the familiar MediaMarkt brand. This will allow MediaMarkt to increase its product range without having to significantly expand its related logistics resources.

## **Across Europe: An innovation platform for retailers and startups**

Be it home assistance from Deutsche Technikberatung or same-day delivery by Tiramizoo, all sorts of disruptive concepts for tomorrow's retail sector are being developed by startups. What's more, many of these innovations are also suitable for non-consumer electronics retail. Therefore, in conjunction with the accelerator experts from the Plug and Play Tech Center, MediaMarktSaturn has expanded its accelerator into an open innovation platform for retailers and startups. Named the Retailtech Hub, it focuses on joint pilot projects between retail companies and startups. The first retail partner is the Schwarz Group fronting discount supermarkets Lidl and Kaufland. There are currently 10 startups on the programme – and in early 2018, their pilot projects will be trialled on the online, mobile and bricks-and-mortar channels of MediaMarktSaturn and the other participating retailers. Other startups can apply to take part in future batches on [www.retailtechhub.de](http://www.retailtechhub.de).

## **The MediaMarktSaturn Retail Group**

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 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. Majority-owned by CECONOMY AG,

# MediaMarktSaturn

in 2016/17 MediaMarktSaturn and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. [www.mediamarktsaturn.com](http://www.mediamarktsaturn.com)

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