

## PRESS RELEASE

### MARTIN WILD APPOINTED CHIEF INNOVATION OFFICER (CINO) OF THE MEDIAMARKTSATURN RETAIL GROUP

“Checkout-free” pilot store Saturn Express implemented by Wild’s team to open in Innsbruck in March

Ingolstadt, 31.01.2018: Martin Wild (39), Chief Digital Officer of the MediaMarktSaturn Retail Group since 2014, has been appointed the group’s Chief Innovation Officer (CINO) with immediate effect. In this position, he’s responsible for the group-wide innovation strategy and its implementation. This also includes taking charge of piloting new business models and formats beyond digital innovation. The first project in his increased area of responsibility will be Saturn Express, a pilot store opening in Innsbruck in March. Martin Wild continues to report directly to MediaMarktSaturn CEO Pieter Haas.



“Martin has been instrumental in making us the innovation leader in European retail. Innovation involves far more than digital commerce. We want to be available wherever customers need us in the digital world: in store, on the net, on their smartphones, in virtual reality, and personally in customers’ homes. Exploring this in new formats and business models, too, is the job of the Chief Innovation Officer,” explained Pieter Haas, CEO of CECONOMY AG and the MediaMarktSaturn Retail Group.

# MediaMarktSaturn

“My team and I intend to harness the major trends for MediaMarktSaturn. Rather than the coming months, we’re focusing on the next few years. Trialling innovations quickly and directly with the customer enables us to learn quickly, giving us practical experience instead of just talking. In my new position, we’ll be able to make even more extensive use of this successful model,” said Martin Wild, commenting on his new role.

Martin Wild will continue to drive innovation with his team at MediaMarktSaturn’s innovation subsidiary N3XT. In addition to current projects such as virtual reality store Virtual Saturn and Paul the Robot, the pilot projects of the first batch of the Retailtech Hub, which is also run by Wild’s team, are currently getting underway. One key project is Saturn Express in Innsbruck, the group’s first “checkout-free” store, which is based on technology devised by Retailtech Hub startup Mishipay. Under this pilot project, from March customers will no longer have to queue at the checkout but 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 Saturn Express app, which lets customers scan and pay for products in the app. The payment process also deactivates the anti-shoplifting system for the product concerned.

## Martin Wild

Martin Wild has been Chief Innovation Officer (CINO) of the MediaMarktSaturn Retail Group since January 2018 after being the group’s Chief Digital Officer. One of the pioneers of digital retail, at the age of 18 he founded the online electronics store Home of Hardware (hoh.de) in 1997, selling it a decade later to Premiere (now Sky Germany) after growing it into one of Germany’s biggest consumer electronics online shops. He has been on the management of MediaMarktSaturn since 2011. As Vice President Multichannel, he handled the launch of saturn.de, his subsequent positions including CEO of redcoon. In his role as CINO, Martin Wild now heads the group-wide innovation strategy and its implementation. He was recently included in Handelsblatt’s list of the 100 smartest people in Germany. Whenever robots make deliveries, customers are escorted through Saturn by means of augmented reality, or the retail sector is shaken up by innovative start-ups and established retailers working together in the Retailtech Hub accelerator, Martin Wild and his team are usually responsible!

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

# MediaMarktSaturn

**Please address all enquiries to:**

**Christian Bölling**

Corporate Communications

**MediaMarktSaturn**

Retail Group

Tel. +49 (0)841 634 3320

[boelling@mediamarktsaturn.com](mailto:boelling@mediamarktsaturn.com)

[www.mediamarktsaturn.com](http://www.mediamarktsaturn.com)