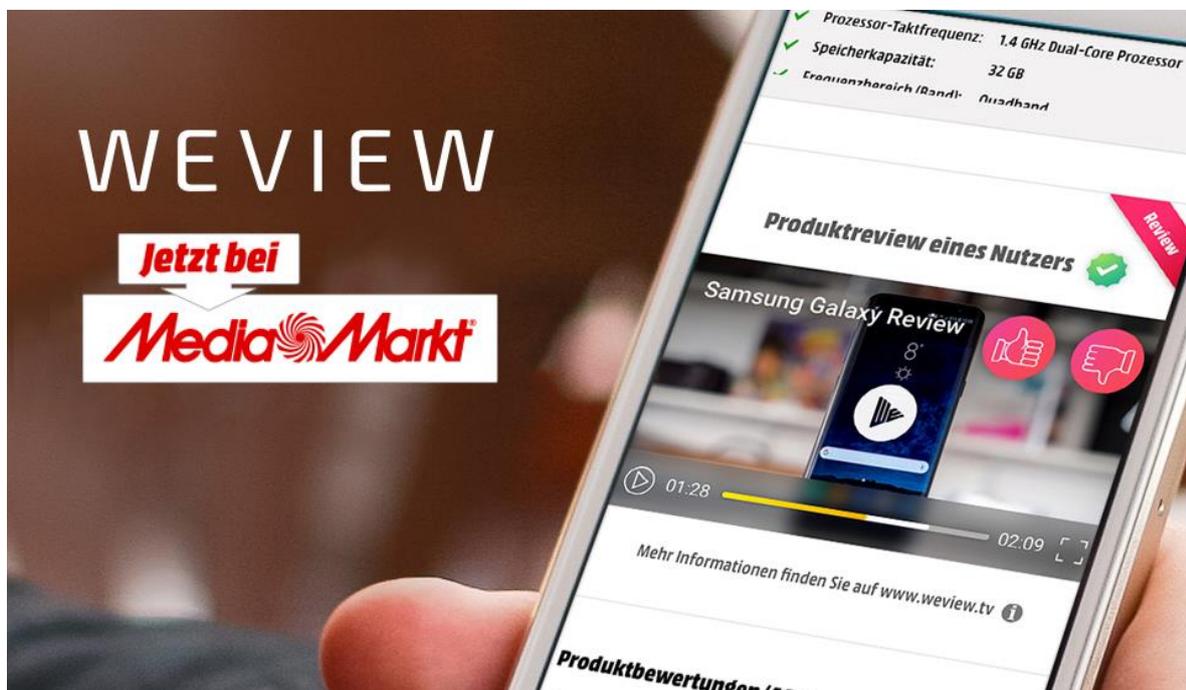


PRESS RELEASE

MEDIAMARKT.DE LAUNCHES PILOT PROJECT WITH WEVIEW: CUSTOMER REVIEWS AVAILABLE FOR THE FIRST TIME AS VIDEOS

- Successful integration from the Retailtech Hub's accelerator programme into MediaMarktSaturn's operating business
- Video reviews of selected top-selling products offer guidance through authentic customer testimonials

Ingolstadt, 28 March 2018 – MediaMarktSaturn is the first German retailer to integrate videos from video testimonial platform weview into one of its webshops: MediaMarkt.de. Munich-based startup weview is a participant of the Retailtech Hub's accelerator programme – and the pilot project has been developed and implemented in conjunction with the online team from MediaMarkt's online shop. Some 200 customer reviews of mainly top-selling items are currently available as videos. By explaining their experience with products, consumers' authentic ratings help other customers decide what to buy.



The pilot project will initially be trialled for a few weeks. Once this test phase has been assessed, a decision will be taken over whether to continue working with weview.

MediaMarktSaturn

Said Thorsten Marquardt, Managing Director of the Retailtech Hub: “Video testimonials are a new dimension in customer communication, especially for online shops. They give customers even better guidance and aid their purchasing decisions. This project is proof positive of the innovativeness we’re tapping by collaborating with startups at the Retailtech Hub.”

Peter Lüders, CEO of MediaMarkt Online, had this to say: “We want to offer our customers the best possible shopping experience in our online shop. Consumer reviews have an important part to play. By working with weview, we can provide our customers with even more information and impressions of our products. The videos from weview are authentic, informative and create trust. This will help to further enhance the customer experience.”

Jakob von Egidy, co-founder and CEO of weview GmbH, said: “We’re sure that user-generated content in the form of videos gives online retail platforms decisive added value over their competitors. Consumers are better informed if they can learn in detail about other customers’ experience of products presented in videos. After taking part in the Retailtech Hub, we’re delighted to have an opportunity to implement our service for the first time with a large retailer on MediaMarkt.de.”

A current example video on MediaMarkt.de can be seen [here](#).

About 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 bricks-and-mortar 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 CECONOMY AG, in 2016/17 MediaMarktSaturn and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. www.mediamarktsaturn.com

About weview

weview is a Munich-based video platform for product reviews which was founded in 2016 by Leopold von Waldthausen, Jakob von Egidy and Christoph Pröschel. weview intends to help customers make purchasing decisions by means of video testimonials. To this end, the company embeds videos in online shops and publishers. By watching them, customers can find out about products and obtain advice from other users. The company likens itself to Yelp or TripAdvisor in video form. The videos are made entirely by genuine users and completely free of advertising.

www.weview.tv

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