

## PRESS RELEASE

### BERLIN STARTUP STORE2BE MARKETS PROMOTIONAL SPACES AT MEDIAMARKT AND SATURN STORES

- store2be and MediaMarktSaturn to trial new approaches in live marketing
- Six-month pilot project with Retailtech Hub participant store2be at stores in Berlin and Hamburg
- Brands meet brand: Joint promotions planned by stores and space tenants

**Ingolstadt / Berlin, 08 June 2018 – During a pilot project with MediaMarktSaturn, Berlin startup store2be is to market promotional spaces in twelve MediaMarkt stores in the Berlin region as well as the Saturn store on Mönckebergstrasse in Hamburg. This offers brands in all sorts of sectors in the brand environment of MediaMarkt or Saturn an opportunity to showcase themselves. A total of about 40 different spaces from 3 to 165 square metres in size are available in the entrance area, the main aisle, the various departments and outdoors. Each space is shown in detail at [www.store2be.com/en](http://www.store2be.com/en) and can be directly booked.**

store2be is part of the innovation platform Retailtech Hub, which provides intensive support for collaborations in the form of pilot projects between startups and retail partners. The Berlin startup has already established itself as a leading marketer of promotion, pop-up and event spaces in Germany, Austria and Switzerland with about 3,500 locations in its portfolio. The pilot project with MediaMarktSaturn is set to last six months. In April, store2be defined the spaces available with the managers of the participating stores and added them to its booking system, where they can now be browsed by those interested.

Marlon Braumann, founder and CEO of store2be, said: “At store2be, we regard retail space as a marketing medium. Every retailer welcomes a specific target group in a particular frequency in their store every day. Previously, it was difficult or even impossible to book a space there as an advertiser without being listed by the retailer. Yet many spaces are also of interest to businesses from a completely different sector which are keen to address the same customer group. Given the target group of MediaMarkt and Saturn, I imagine this will appeal to companies e.g. from the automotive sector, sports, clothing or even men’s cosmetics.”

“store2be is a very strong team and we’re having a very successful time with them at the Retailtech Hub. The Retailtech Hub is a unique programme – an accelerator in which pilot projects are used to directly and quickly test the effectiveness of startup business models in retail in conjunction with MediaMarktSaturn, Lidl, Kaufland and Aachener Grund as well as other partners joining soon. We would like to thank the teams in the participating stores and look forward to many exciting promotions,” declared Thorsten Marquardt, Managing Director of the Retailtech Hub.

# MediaMarktSaturn



*store2be markets promotional space in the kitchen department of a MediaMarkt*

## 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 iBood as well as the music streaming service 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. [www.mediemarktsaturn.com](http://www.mediemarktsaturn.com)

## About store2be

Berlin-based company store2be is the leading marketer of promotion, pop-up and event spaces in Germany, Austria and Switzerland with about 3,500 locations in its portfolio. Founded in 2015, the company helps agencies and brands book the right live marketing locations in shopping centres, airports, train stations, public spaces and retail stores. store2be's Event Analytics is a Wi-Fi-based technology to measure performance metrics at live marketing events. By analysing reach, customer visits, interactions and dwell times, store2be is making live marketing measurable for the first time. For space owners, store2be has developed a software solution which enables the digital management and marketing of available promotional spaces. [www.store2be.com/en](http://www.store2be.com/en)

# MediaMarktSaturn

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