

New store in Berlin-Moabit

MediaMarkt opens new consumer electronics store on 16 August in the Schultheiss Quarter

Ingolstadt, 14.08.2018: MediaMarkt's 17th store in the German capital – and its first in the district of Moabit. On Thursday this week (16 August), the newest MediaMarkt in Berlin will open at the new Schultheiss Center on Stromstrasse. The store will officially open at 9am sharp – and customers can look forward to a MediaMarkt of the latest generation with a wide range of products and a high level of service expertise. “We regard ourselves as a local supplier and intend to mainly appeal to customers from the neighbourhood,” explained managing director Marco Wegener. The opening of the new store will be celebrated under MediaMarkt's motto “It's all about you having fun” – not least because of the fantastic bargains lined up for the first day!

Customer focus takes priority at the new MediaMarkt in Moabit. With digital electronic products becoming increasingly important in everyday life, the store is presenting itself as the local stockist of smart lifestyle items. Including smartphones, fridges, TVs and robot vacuums, the range of products on display leaves nothing to be desired. The store is also conveniently located in the Schultheiss Quarter, which can easily be reached by both public transport and car. And there's ample parking at the new shopping mall.

State-of-the-art, customer-friendly

At MediaMarkt's Moabit store, customers will be greeted by an ultra-modern shopping atmosphere. The interior, furnishings and product displays are all state-of-the-art – and the same goes for the technical fittings, which include energy-saving daylight LED lighting, electronic shelf labels and free customer

Wi-Fi. A prime example of customer-friendliness is the entrance zone. The checkouts, information desk, customer service and the collection point for online orders have all been integrated into a single large counter. The sales floor is about 1,100 square metres in size but seems a lot larger, for the retail floorspace has a clear, well-thought-out layout thanks to the ingenious shop design. And in addition to the tens of thousands of items permanently in stock, given its integration with the MediaMarkt online shop, more than 350,000 different products can be ordered online and collected in-store free of charge, with home delivery available if preferred.

Wide range of services

The new consumer electronics store also plans to make an impact with expert advice and first-class services. They're delivered by a 19-strong team who can't wait to meet customers' wishes in full. Services range from the delivery, assembly, installation and start-up of appliances to warranty extension, flexible credit and Quick Start for mobile devices. Quick Start means that smartphones, tablets and laptops are set up by in-store technicians, relieving customers of this complicated, time-consuming process. Moreover, customers benefit from while-you-wait smartphone repairs at the store. "If your screen gets broken or your battery is ailing, our technicians can replace the faulty components in next to no time here in the store," explains Marco Wegener. Another new, useful service offered is technical assistance at home. This is very practical for those wanting to install complex systems at home such as multi-room audio or a home Wi-Fi network. Customers can also call out a proficient MediaMarkt engineer to repair their large domestic appliances.

Extra opening on Sunday 19 August

The new MediaMarkt provides Moabit with an attractive new shopping destination which will give a boost to retail as a whole in the surrounding district. The store has prepared loads of opening-day bargains for when it's

officially opened at 9am on 16 August. In addition, there'll be another opportunity to explore MediaMarkt in Moabit and go on a shopping spree when it opens on Sunday 19 August from 1 to 6pm. The new store's regular opening hours will then be 10 am to 8pm, Monday to Saturday.

About MediaMarkt

MediaMarkt, Germany's and Europe's number one consumer electronics retailer, was founded in 1979, and is nowadays managed as an independent retail brand under the auspices of the MediaMarktSaturn Retail Group. The company currently operates 274 stores in Germany and employs more than 15,000 people. All in all, the over 850 MediaMarkt stores in 14 countries throughout Europe have a total headcount of approximately 46,000. MediaMarkt consistently applies its brand core 'Pleasure' to its product range, pricing, customer advice and services. Its declared aim is to make MediaMarkt the most pleasurable place for consumer electronics – anytime and anywhere. In addition to a constantly up-to-date range of brand-name items at permanently low prices, its successful concept includes personal advice and a comprehensive portfolio of services. MediaMarkt has positioned itself as a successful multichannel provider and thus combines the advantages of physical and online retail under a trusted brand.

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