

# MediaMarktSaturn

## PRESS RELEASE

### MEDIAMARKTSATURN WINS RETA AWARD FOR PILOT PROJECT IN CATEGORY MANAGEMENT WITH STARTUP CB4

- Category management in 67 pilot stores in Spain successfully optimized by AI software
- Cooperation with startup CB4
- This is the fourth reta award for MediaMarktSaturn for its outstanding contributions to innovation

**Ingolstadt, 18.02.2020:** MediaMarktSaturn has successfully used artificial intelligence in a pilot project for the first time to optimize the category management of its stores. The joint project with AI start-up CB4 was a triumph and also wowed the jury of the EHI Retail Institute's reta retail technology awards europe. Following the successful trial at 67 Spanish MediaMarkt stores in Spain from April to September 2019, MediaMarktSaturn received its fourth reta award yesterday evening in Düsseldorf in the category Best Enterprise Solution.



*LR: Marc Callanan (CB4), Sonja Moosburger (MediaMarktSaturn N3XT), Dr. Christopher Bayer (MediaMarktSaturn N3XT), Zach Zigelbaum (CB4)*

Robots, augmented reality, cashierless payment, and now AI: this is MediaMarktSaturn's fourth reta for its outstanding innovative achievements in retail. Following the awards in 2017 for Saturn's mobile assistance robot Paul and 2018 for the Saturn augmented reality application 'HoloTour with Paula' in the category Best Customer Experience as well as the cashierless pilot store Saturn Express in

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Innsbruck, MediaMarktSaturn has received a retail award in the category Best Enterprise Solution for a category management system based on AI.

“Our collaboration with CB4 demonstrates yet again the innovative power of young startups. Together with the CB4 team, we’ve managed to make significant improvements in category management in the participating stores. We’re delighted by the results, and so we’re thrilled that they also won over the jury of the Retail Technology Award!” declared Sonja Moosburger, COO of the innovation unit MediaMarktSaturn N3XT. “Thanks to pilot projects like this, we’re already able to trial tomorrow’s technology for possible implementation. We’re therefore currently planning the rollout of CB4 at MediaMarktSaturn in selected countries.”

The app-based solution was developed in conjunction with the start-up CB4 and successfully tested in a pilot project in 67 Spanish Media Markt stores from April to September 2019. Employing artificial intelligence, it provides detailed analyses of stock levels. Every week, users receive five to ten concrete recommendations for action via an app which can be used to additionally optimize the respective product range.

CB4’s algorithm analyses customer demand patterns and correlates them to the sales of individual products in stores. It then identifies products with high local consumer demand and predicts their sales figures. If a store doesn’t reach the amount forecast, the software identifies the cause through machine learning and proposes concrete solutions. Based on the success of their implementation, the algorithm and its recommendations continuously optimize themselves.

## retail technology awards europe

Every year at the retail technology awards europe, prizes are awarded to twelve retail companies for their use of outstanding, state-of-the-art IT solutions in the categories Best Customer Experience, Best In-Store Solution, Best Enterprise Solution and Best Omnichannel Solution. This year, the awards were presented on 17 February in Düsseldorf during EuroShop2020, the world’s biggest trade show for the retail sector.

## About MediaMarktSaturn

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 approximately 1,000 bricks-and-mortar stores (including 430 in Germany) with online sales platforms, the Media-Saturn Group operates online pure players such as iBood. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. Majority-owned by CECONOMY AG, in 2018/19 MediaMarktSaturn and its approximately 55,000 employees generated total sales of about €21.5 billion.  
[www.mediamarktsaturn.com](http://www.mediamarktsaturn.com)

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