

MediaMarktSaturn Retail Group

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MediaMarktSaturn expands service portfolio

Europe's leading retailer for consumer electronics becomes an Authorized Apple Service Provider

» MediaMarktSaturn, Europe's leading retailer for consumer electronics, is taking the next important step towards even more customer service: as an "Authorized Apple service provider", the company will offer immediate iPhone repairs in its stores using original Apple parts. The new service is launched today in Germany. By the end of 2021, this service should also be available in the other twelve European countries where the company is represented.

"The consistent expansion of our services and solutions is a central element of our strategy", says Ferran Reverter, CEO of MediaMarktSaturn Retail Group.

"With our omnichannel approach, we want to offer our customers the best possible service across all channels - via app, online, and above all in our stores, at the heart of our business model. The authorization as an Apple Service Provider is another important step on our way to becoming a consistently customer-oriented company".

Since 2018, customers in MediaMarktSaturn stores have been able to have their smartphones repaired quickly and easily at the so-called "SmartBars". Thanks to the certification as an Authorized Apple service provider, original Apple parts are now used for immediate iPhone repairs. The advantage for customers: The manufacturer's warranty remains valid.

To ensure a smooth and rapid process, the SmartBars with their repair equipment are certified by Apple and the technicians on site are trained

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accordingly. This ensures short repair times, making a separate appointment not necessary.

MediaMarktSaturn is increasingly focusing on customer service and consulting. These include services such as device protection for smartphones, extended warranties for all available products as well as the introduction of an employee app that enables the store teams to provide their customers with even better and more individualized advice than before.

To further strengthen customer orientation, the company is making targeted investments in the skills of its people. With the title "Passion4Customer", MediaMarktSaturn is launching a corresponding training program throughout the company. "We do everything we can to be our customers' first choice," explains Reverter.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. With its portfolio of formats and brands, MediaMarktSaturn responds flexibly to the needs of different customer groups and countries. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. In fiscal year 2018/19, MediaMarktSaturn employs around 55,000 people and is majority-owned by CECONOMY AG.

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