

MediaMarktSaturn Retail Group

» Corporate News: Store Formats // Ingolstadt, 21 July 2021

MediaMarktSaturn continues to roll out new store formats

The opening of two stores in the city centers of Rome and Turin marks the next step in the implementation of MediaMarktSaturn's new store formats: Europe's leading retailer for consumer electronics is introducing four consistent concepts at its approximately 1,000 stores underlining the importance of the brick-and-mortar presence as the core of its omnichannel strategy.

» For a long time, the credo in stationary retail was that more space and more products meant more customers and sales. With changing customer requirements, this no longer applies so easily. Customer experience, advice, convenience and service are more in demand today than ever before. MediaMarktSaturn responds to these developments with new consistent formats for its stores across Europe: the so-called **Core**, **Lighthouse**, **Smart** and **Xpress** formats. Precisely tailored to different target groups and considering the respective local requirements, the company offers here real customer experiences and presents everything related to the latest technology.

"With our new store formats, we are moving even closer to our customers, offering them whatever they want: the best product assortment, excellent services and outstanding customer advice – in an attractive city center location, conveniently around the corner or in a spectacular technology experience world," explains Guido Monferrini, Chief Commercial Officer MediaMarktSaturn Retail Group. "In doing so, we always link the stationary business with our online portfolio and ensure a consistent customer experience on all platforms."

The heart of the new store concepts is the **Core format**, which will be implemented in most of the approximately 1,000 stores across Europe. In these stores, MediaMarktSaturn offers the complete product and service portfolio to meet the customers' requirements for a broad assortment and the best advice.

According to the principle "We are where our customers are", the stores in **Smart format** serve as touch points in city centers. Customers also have access to the full product and service portfolio here: each Smart Store has a carefully selected assortment on site. In

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In addition, the full online portfolio can be accessed from here at any time, and products ordered online are available for pick-up in the store. The two most recent examples of the Smart format are the new openings in the city centers of Rome and Turin, which started business on 15 July. The first store of its kind was already opened in June 2020 in the pedestrian zone of Varese (Italy).

With the **Xpress format**, MediaMarktSaturn primarily addresses those customers who prefer simple, convenient shopping in the direct neighborhood. Here, the customer benefits from the availability of MediaMarkt or Saturn products and services at a trading partner or local shopping center “around the corner”. In Hungary in particular, the concept of the so-called one-stop shopping in cooperation with the Tesco supermarket group has already worked well.

The stores in the **Lighthouse format** are designed as experience centers where customers can embark on a discovery journey. This concept is intended to attract attention nationwide. Lighthouse stores present the latest technology trends on a large area and invite customers to experience innovations through regularly changing exhibitions. MediaMarktSaturn opened its first Lighthouse in July 2020 in Milan-Certosa in Italy. The store has developed very successfully since then. The next Lighthouse opening is expected for the end of 2021 in Rotterdam (Netherlands), with more to be built in other countries.

MediaMarktSaturn will adapt its existing stores step by step to one of the four new formats. New store openings will be specifically aligned with these future-oriented store concepts.

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

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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. MediaMarktSaturn employs around 53,000 people and is majority-owned by CECONOMY AG.

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