

MediaMarktSaturn Retail Group

» Corporate News: Opening Lighthouse Rotterdam // Ingolstadt, November 19, 2021

MediaMarktSaturn opens Lighthouse in Rotterdam

Technology experience center presents the latest electronics highlights on 5,000 square meters for hands-on experience

» Discovering the entire range of the latest technology in a unique atmosphere - this is what all MediaMarkt customers can now experience at the new Lighthouse in Rotterdam. On around 5,000 square meters on two floors, MediaMarkt presents the best and most popular consumer electronics highlights in its completely redesigned "Tech Village Rotterdam". Rotterdam is the second Lighthouse of the MediaMarktSaturn Retail Group, Europe's leading retail company for consumer electronics, following the Tech Village in Milan.

"Our Lighthouse format is strengthening MediaMarktSaturn's brand values and image by combining discovery, passion and human touch to create a technology experience in a real 'House of Brands'," says Guido Monferrini, Chief Commercial Officer (CCO) of MediaMarktSaturn Retail Group. "With these extraordinary stores, we create a very special experience for our customers, who can discover, try out and compare the latest technology live in a relaxed atmosphere. Rotterdam showcases this in an impressive way."

In fact, customers can be inspired in this world of experience in the Lighthouse and get to touch and directly use technology trends once. The possibilities for discovery are versatile: 31 famous brands will be presenting their products and gadgets in their own shop-in-shops. There is also a barista bar, three separate experience areas with constantly changing themes, and a pick-up station where customers can pick up their orders around the clock, seven days a week.

"Customer behavior has changed rapidly. We identified four good reasons why customers go to a store: experience, convenience, proximity and human contact," explains Guido Monferrini. "We have responded to that with our four store formats - Lighthouse, Core, Smart and Xpress - in order to be present where the customer is and offer them a real omnichannel experience."

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Attractive shopping experience for every target group

As part of the implementation of this strategic initiative, all existing stores will be continuously aligned to one of the four formats, and new stores will open right away in a corresponding new format: In addition to the **Lighthouse** format (“Tech Village”), where customers can go on a journey of discovery for the latest technology trends, there are the **Core**, **Smart** and **Xpress** formats. These formats address the various customer needs, taking into account the respective local requirements.

The **Core** format focuses on the customer's requirement for the widest possible selection with the complete product and service portfolio, as well as comprehensive customer advice. This concept is at the heart of MediaMarktSaturn and is used at most of the approximately 1,000 stores across Europe.

The **Smart** format serves as a touchpoint, especially in city centers, in line with the motto “We are where our customers are”. Each Smart store has a carefully selected range of products and top customer advice on site. Customers can also take advantage of all services here and access the entire online range, including pick-up in the store.

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 products and services at a trading partner or local shopping center “around the corner”.

As different as the formats are - all stores offer one thing: competent consultation, an attractive product portfolio, useful service and instant access to the company's online offerings.

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

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