

Media-Saturn launches Europe's first consumer electronics retail accelerator with SPACELAB

- **Europe's largest consumer electronics retailer is investing in startups along the entire value chain – from logistics apps to innovative gadgets**
- **In addition to the financial investment, founders can utilize the network of Media-Saturn and its partners and ignite their company's next stage of development with a 20-week program involving coaching and mentoring**
- **SPACELAB partners include Ernst & Young, Serviceplan, Barkawi Management Consultants and PAYBACK**

Munich, 26.08.2015: With SPACELAB, Media-Saturn is launching Europe's first accelerator intended exclusively for startups in the consumer electronics retail sector. SPACELAB invests in startups and at the same time provides the founders with the opportunity to further develop their products or services with regard to strategy, marketing, sales, infrastructure and others over a period of 20 weeks.

Within the framework of SPACELAB, experts from Media-Saturn's management, as well as SPACELAB partners from industry and consulting, provide support in workshops and by means of mentoring. "We know that there are countless hungry founders with great ideas out there in the world of consumer electronics retail," explains Martin Sinner, himself the founder of idealo, who manages the Electronics Online Group (EOG) and SPACELAB at Media-Saturn. "SPACELAB is like a new type of business school for young entrepreneurs where we help founders ignite their company's next stage of development. Instead of this taking place in the lecture hall, it simply takes place in 'real life' at SPACELAB."

Prerequisites for participating in the SPACELAB accelerator are a minimum viable product or business model, a complete founding team

and relevance for the consumer electronics retail market. Within the framework of the program, founders can take advantage of expert advice and help from Media-Saturn's entire network – from financials & planning (Ernst & Young), marketing strategy (Serviceplan) and supply chain management (Barkawi Management Consultants) through to know-how related to listing in the retail trade (Media-Saturn) and customer loyalty (PAYBACK). "We believe that the founders know very well which set of screws needs to be adjusted next to make the company even more successful," explains Sinner. "Here with us, you receive the best possible tools for doing this, as well as one of the strongest possible international partner with Media-Saturn." The first SPACELAB batch will start in the middle of November 2015. Applications for this program can be submitted until the middle of October. Further information is available at www.ms-spacelab.com. This is also where you can apply to participate in the program.

Information on SPACELAB partner companies is available at www.ms-spacelab.com/partner. Mentors are featured at www.ms-spacelab.com/mentors.

About the Media-Saturn Group

With net revenues of €21 billion and around 65,000 members of staff in the 2013/14 business year, the Media-Saturn Group (a majority shareholding in which is owned by METRO AG) operates in 15 countries. Media Markt and Saturn, Germany's and Europe's number one consumer electronics retailers, are united under the auspices of Media-Saturn-Holding GmbH. The success of the two retail sales brands with currently 1,000 stores in 15 countries is based on a unique selection of low-priced brand-name products, expert advice, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each store manager is a shareholder in their own store and is thus responsible for the product mix, pricing, personnel and marketing. Media Markt and Saturn are managed independently and compete with each other. Both retail brands are currently being expanded internationally into multichannel retailers. The Media-Saturn Group was joined in July 2011 by online retailer redcoon, which operates in eight European countries, and in July 2012 by Russian online retailer 003.ru. For more information about the Media-Saturn Group, please visit www.media-saturn.com or sign up to our Twitter account [@MediaSaturn PR](https://twitter.com/MediaSaturn_PR).

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