

PRESS INFORMATION

NEW NAME ENSURES CLARITY IN EXTERNAL COMMUNICATION

Media-Saturn-Holding is now MediaMarktSaturn Retail Group

Ingolstadt, 27th February 2017: The Media-Saturn Group is to consistently align its companies' branding to the names of its sales companies. As a result, in the future Media-Saturn-Holding GmbH will officially appear as MediaMarktSaturn Retail Group.



“We’re doing this to make our strongest brands clear and self-explanatory to everyone. It’s directed at all our external target groups, especially existing and potential new employees, whom we intend to loyalize.” says Andrea Koepfer, Vice President Corporate Communications of the MediaMarktSaturn Retail Group. Koepfer is responsible for internal and external communications, sponsoring and brand management of the MediaMarktSaturn Retail Group.

By taking this step, Europe’s leading commerce company for consumer electronics and related services is responding to the fact that its communication is increasingly aimed at target groups outside retail, such as in the digital, sustainability and IT sectors. The new branding is intended to provide more clarity in all such areas. In addition, MediaMarktSaturn has refreshed and modernized its corporate design. The changeover will take place step by step by the end of this year and will be handled internally.

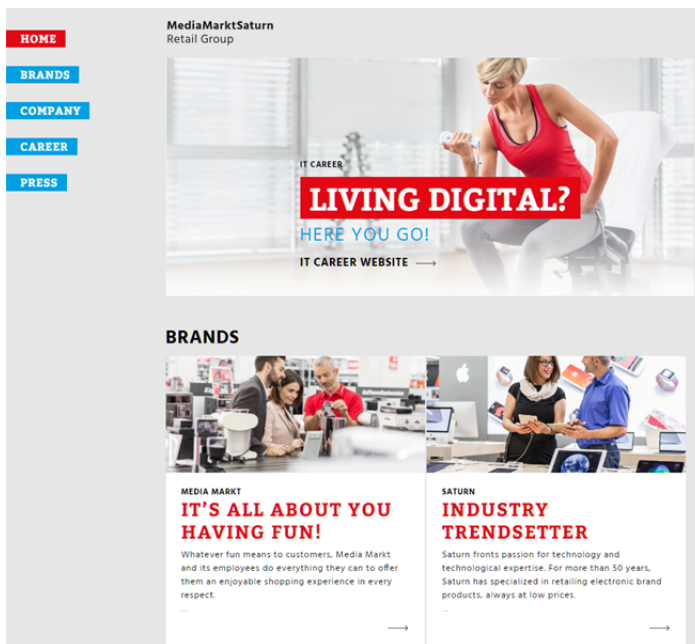
About MediaMarktSaturn

MediaMarktSaturn is Europe’s leading commerce company for consumer electronics and related services. The group of companies sees itself as a partner, daily companion and navigator in the fascinating yet increasingly complex digital world. MediaMarktSaturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from the Media Markt and Saturn brands, which comprehensively network their some 1,000 fixed-location stores with online sales platforms, the MediaMarktSaturn Retail Group operates online pure players such as redcoon and iBood as well as the digital entertainment platform JUKE. Moreover, its portfolio includes its own brands PEAQ, KOENIC, ISY and ok. A subsidiary of METRO AG, in 2015/16 the Media-Saturn Group and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. To find out more, please go to www.mediemarktsaturn.com.

MediaMarktSaturn Retail Group

Website www.mediamarktsaturn.com

Image: MediaMarktSaturn



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