

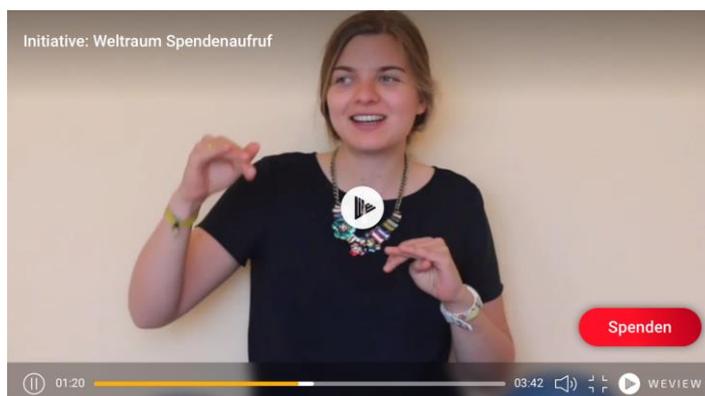
PRESS RELEASE

RETAILTECH HUB STARTUP 'WEVIEW' INVITES USERS TO 'GIVING TUESDAY'

On Tuesday, users can post video appeals on behalf of their favourite charities

Munich, 24.11.2017: On Giving Tuesday (November 28th, 2017), Munich-based startup 'weview' will be making its platform available for charity appeals. weview is a platform for video product reviews. But on Giving Tuesday, instead of evaluating products in their own video contributions, users will be invited to present their favourite charity in a short video and appeal for donations. To this end, the 'Buy' buttons in the user-generated videos will be replaced by a 'Donations' button linking each video to the website of the charity featured. This startup from MediaMarktSaturn's Retailtech Hub will be supporting its campaign with videos by celebrities such as footballer Toni Kroos, TV presenter Barbara Schöneberger (ambassador of children's charity Terre des Hommes), YouTuber Alexibexi, and game show host Kai Pflaume. Moreover, users can visit weview in Munich on Giving Tuesday and record a video there. Numerous NGOs, non-profit organizations and charities – including UNICEF, the WWF, the German Red Cross, children's charity Kindernothilfe, Terre des Hommes and Protestant charity Die Arche ('The Ark') – are partnering weview's campaign with calls to join their networks.

Giving Tuesday was launched in 2012 by New York cultural institution and community centre 92nd Street Y and the UN Foundation as a charitable contrast to the shopping events Black Friday and Cyber Monday. This year, more than 30,000 organizations will be taking part in the movement.



Said Leopold von Waldhausen, CEO of weview: "Everyone knows Black Friday. But what happens afterwards? Everything at weview revolves around products and consumerism all year round. It's very important to us to do something more socially minded, too. On Giving Tuesday, we'll therefore be using our interactive video technology to lend a voice to not only customers talking about products but also supporters of charitable organizations."

MediaMarktSaturn

The MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading commerce company for consumer electronics and related services. It sees itself as a partner, daily companion and navigator for consumers in an increasingly digitized world. MediaMarktSaturn and its portfolio of formats and brands flexibly respond to the needs of different customer groups and countries. Apart from fronting the MediaMarkt and Saturn brands, which comprehensively network their more than 1,000 fixed-location stores with online sales platforms, the Media-Saturn 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. Majority-owned by CECONOMY AG, in 2015/16 MediaMarktSaturn and its approximately 65,000 employees in 15 countries generated total sales of about €22 billion. www.mediamarktsaturn.com

weview

weview (www.weview.tv) is a video platform for product reviews founded in Munich in 2016. Reviewers can earn money with their product recommendations and receive test products. Viewers can find out about products and buy them directly in the video from one of 100,000 partner shops. It's similar to Yelp and TripAdvisor, except that the reviews take the form of videos. weview's intention is to help customers make purchasing decisions by means of visual testimonials. All the videos are made by genuine users and contain no advertising. www.weview.tv

The Retailtech Hub

The Retailtech Hub is an open platform for retail companies and startups founded by MediaMarktSaturn. It is aimed at tech startups along the entire value chain of the retail sector in consumer electronics and beyond, and is being carried out with accelerator experts from the Plug and Play Tech Center in Silicon Valley. The first retail partner on board is the Schwarz Group with Kaufland and Lidl, and others will follow. The focus is on the joint implementation of pilot projects. High-profile mentors from the network of MediaMarktSaturn and Plug and Play are on hand to provide guidance and hands-on assistance to founders. There is no obligation on founders to sign away a stake in their startups. After successfully completing the programme, startups can participate in Plug and Play's retail programme in Silicon Valley. For more information, visit: <http://retailtechhub.com/>

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