

New payment option introduced in time for Christmas

SATURN Smartpay: Cashierless checkout launched at the world's biggest consumer electronics store in Hamburg

- Saturn introduces mobile payment as an additional payment option at its largest store
- Simply pick up, scan and pay for items
- Pilot project to run until late-February 2019

Ingolstadt, 05.12.2018: Lengthy queues at the checkout cost customers time and retailers money. Over the past 12 months alone, the European retail sector has suffered losses estimated at €34 billion (including €6.7 billion in Germany) because customers couldn't face the long wait at the checkout.* To shorten waiting times for its customers, Saturn has been trialling new mobile self-checkout services since the beginning of the year. And it's now introduced payment by smartphone throughout an entire German store for the first time using a system called SATURN Smartpay. Customers at the world's biggest consumer electronics store in the old town of Hamburg can now pick up, scan and immediately pay for nearly all items on display. This pilot project adding yet another service to Saturn's shopping experience has been scheduled to run until the end of February 2019.

Saturn has already successfully tested various cashierless payment options in Innsbruck and Munich and is now taking the next step with its new pilot project at its store on Mönckebergstrasse in Hamburg. This is the first time that the technology has been installed throughout an existing store. Apart from just a few exceptions, the more than 100,000 products in the biggest consumer electronics store in the world can be picked up and paid for. "The smartphone has become many people's remote control for life. Therefore, it's only logical that it will also be used to make payments in the future, especially with this development being accelerated by new mobile payment offerings

such as Google Pay and Apple Pay,” explained Martin Wild, Chief Innovation Officer of the MediaMarktSaturn Retail Group. “The very positive response from customers to our first pilot projects in Innsbruck and Munich has encouraged us to offer mobile self-checkout across a large floorspace for the first time. Our customers in Hamburg will thus benefit from an even better shopping experience and an additional innovative payment option when doing their Christmas shopping.”



Pay by smartphone in four easy steps

Scanning and paying for products with SATURN Smartpay is child’s play. Customers just open the app, choose and scan the items they want, pay with their smartphone, and have the security tags deactivated at the Smartpay express counter at the store’s exit. The Smartpay app can be downloaded onto Android and iOS devices in the respective

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app stores. Registration is quick and easy. Then the barcode or the electronic shelf label of the item desired can be scanned using a smartphone's camera or alternatively the digital price tag can be touched by an NFC-enabled smartphone to log the item. Once the shopping cart is full, customers can pay by credit card or PayPal, and from mid-December also by Google Pay. Apple Pay will also be integrated following its official launch in Germany. Having paid, customers receive their digital receipt by email. All they have to do now is have the security tags of their purchases deactivated at the Smartpay express counter before walking out of the store.

Another collaboration with MishiPay

As with the SATURN Express pilot project in Innsbruck, Saturn is again using software from the British start-up MishiPay for SATURN Smartpay in Hamburg. The company took part in the first batch of MediaMarktSaturn's Retailtech Hub accelerator. Mustafa Khanwala, CEO and co-founder of MishiPay, had this to say: "Following the joint opening of Europe's first cashierless consumer electronics store in Innsbruck at the start of the year, we're very excited to continue working with MediaMarktSaturn bringing MishiPay's scan, pay and leave technology to Saturn Hamburg - the largest consumer electronics store in Europe. As MishiPay continues to grow, this is the next step in our mission to bring the best of the online checkout experience to physical stores in order to make the shopping experience even more convenient for customers."

The SATURN Smartpay apps can be downloaded here:

- iOS: <https://itunes.apple.com/us/app/saturn-smartpay/id1418451162?ls=1&mt=8>
- Web App: <https://saturn.mishipay.com>
- Android: <https://play.google.com/store/apps/details?id=com.mishipaysaturn.smartpay>

* Source: Adyen Retail Report Europa



About Saturn

Saturn turns technology into an experience for its customers and shows them how modern tech can enhance their lives. Founded in 1961, Saturn is now an independent sales brand under the auspices of the MediaMarktSaturn Retail Group, Europe's number one consumer electronics retailer. In Germany, Saturn has 158 stores and employs around 9,000 people. Altogether, there are about 170 Saturn stores in three European countries. Saturn's spacious stores are known for their attractive locations, their wide range of brand-name products sold at value-for-money prices, and excellent service and advice. Saturn's brick-and-mortar business in Germany is closely integrated with its online shop www.saturn.de as well as mobile, app-based shopping. Under this multi-channel strategy, Saturn customers benefit from both the advantages of online shopping and the personal advice and services offered by local stores.

About MishiPay

MishiPay brings the best of the online checkout experience to physical stores, giving shoppers the ability to scan and pay for their shopping using their mobile phones. Founded in 2015, MishiPay has grown quickly and now serves its scan, pay, leave technology to some of the largest retailers in the world. Thanks to the skills of their technical team and their carefully curated list of partners, MishiPay are able to integrate quickly and cost-effectively into retailers' existing systems without the need for any additional hardware, making it possible for both shops and shoppers to benefit from the best of the online and offline worlds.

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