

Only on 21 and 22 June 2019

## “Tax Haven Germany!” MediaMarkt takes sales tax off prices for two whole days

Ingolstadt, 20.06.2019: Summer 2019 is getting off to a hot start at MediaMarkt! On 21 and 22 June 2019, MediaMarkt will be giving customers huge discounts by taking off the 19% sales tax normally charged. The VAT will simply be deducted from the price when paying. This promotion will run in all 275 MediaMarkt stores throughout Germany as well as in the [MediaMarkt online shop](#).



Whether you're on the lookout for a smartphone, smart speaker, refrigerator or food processor, if you want to catch a real bargain as summer gets underway, shopping at MediaMarkt will shortly be even more worthwhile than usual! True to the motto “Tax haven Germany – 19% VAT off!”, customers stand to save plenty of money, for when it's time to pay, they'll automatically be granted a discount on the price shown amounting to the VAT. No minimum purchase is required to qualify for this discount. The one thing to bear in mind is that the promotion only applies to products which are in stock in stores or immediately available online.

The promotion will start in the MediaMarkt online shop at 00:01 on Friday 21 June 2019 and end at midnight on Saturday 22 June 2019. In stores, MediaMarkt's Tax Haven promotion will apply on both days during regular opening hours.

Just a few items and services will be excluded from MediaMarkt's Tax Haven: third-party contracts, all download, content and gaming cards, gift tokens (cards and boxes), warranty extensions, delivery services, repair services, photographic services, food and drink, Tchibo Cafissimo products, IQOS and e-cigarettes including liquids and HEETS, and shipping charges.

The discount only applies to normal household quantities. This promotional offer can't be combined with any other promotions (with the exception of coupon and gift card redemptions).

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### **About MediaMarkt**

MediaMarkt, Germany's and Europe's number one consumer electronics retailer, was founded in 1979, and is nowadays managed as an independent retail brand under the auspices of the MediaMarktSaturn Retail Group. The company currently operates 275 stores in Germany and employs more than 15,000 people. All in all, the over 850 MediaMarkt stores in 13 countries throughout Europe have a total headcount of approximately 45,000. MediaMarkt consistently applies its brand core 'Pleasure' to its product range, pricing, customer advice and services. Its declared aim is to make MediaMarkt the most pleasurable place for consumer electronics – anytime and anywhere. In addition to a constantly up-to-date range of brand-name items at permanently low prices, its successful concept includes personal advice and a comprehensive portfolio of services. MediaMarkt has positioned itself as a successful multichannel provider and thus combines the advantages of physical and online retail under a trusted brand.

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