EMPOWERING CONSUMERS FOR THE SUSTAINABILITY TRANSITION

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How can we improve the customer experience? From the moment the customer think about buying a product to their long-term use and disposal?

by offering and providing better information!

about SUSTAINABLE PRODUCTS and SERVICES and so inspiring and guiding customers to act more sustainable
MediaMarktSaturn is the leading Consumer Electronics retailer in Europe.

Stores
>1 k

Employees
>50 k

Countries
13

Customer Contacts p.a.
>2.2bn

Sales
>21€bn
Customer Contacts p.a. >2.2bn

29 Million loyalty members

3.2 million repairs in FY 21/22 groupwide (+ 600,000 vs. FY 20/21)

WITH GREAT POWER, COMES GREAT RESPONSIBILITY.

Enabling a sustainable lifestyle

Use consciously

Conscious Shopping

Use

Shop

Recycle

Repair

Recycle
An ongoing experience: Sustainable products
Empowering consumers for the sustainability transition

Our approach for BetterWay products

Products can be BetterWay through one of different approaches

**Label-based: Sustainability certified via Type1 eco label**

Product is certified by an independent 3rd party in one or more stages of the product lifecycle (Manufacturing, Usage, End-of-Life)

**Energy-based: Sustainability criteria set by MMS for M&SDA**

Sustainability criteria for domestic appliance, checked by TÜV Rheinland, mostly based on energy efficiency

**Recycled content based: Products with >50% recycled content certified**

Only for product groups where material composition is the most important factor for product sustainability: keyboards, smartphone covers, backpacks...

It is important that the criteria, according to which a product is classified as sustainable, are transparent, objective, and comprehensible
An ongoing experience: Repair services
An ongoing experience:

Subscription models

You have used devices. We turn them into vouchers. With our Trade-In service.

LET’S GO!

You are looking for a new tech? We make it affordable with 0% financing. 0% rate up to 32 months.

LET’S GO!
Bringing in another value into our Circular Business: Refurbished products
COMMITMENT TO SUSTAINABILITY

MEDIAMARKTSATURN SETS ITSELF AMBITIOUS TARGETS
THANK YOU!