

MediaMarkt

SATURN

**EMPOWERING
CONSUMERS FOR THE
SUSTAINABILITY
TRANSITION**

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**EXPERIENCE
ELECTRONICS**

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

Countries
13

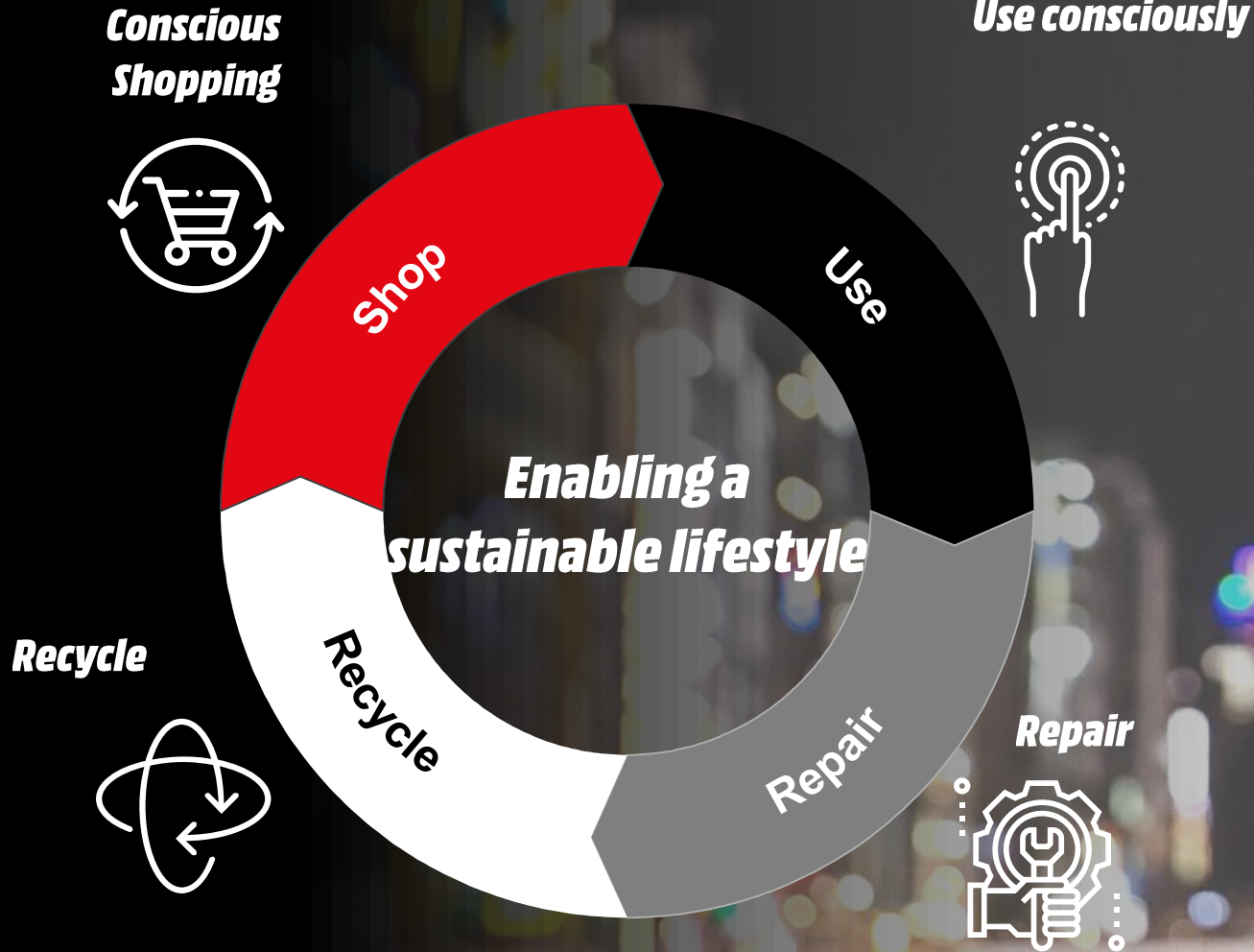
Employees
>50 k

Customer
Contacts p.a.
>2.2bn

Sales
>21€bn



WITH GREAT POWER, COMES GREAT RESPONSIBILITY.

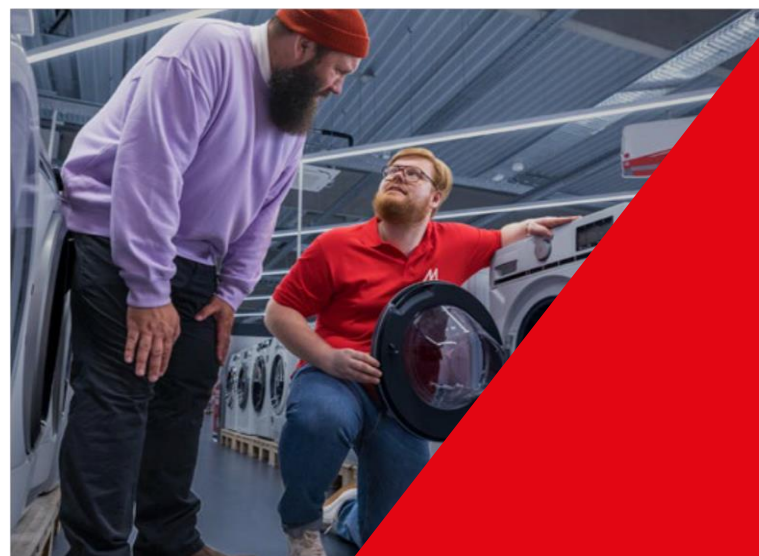


Customer
Contacts p.a.
>2.2bn

29
Million loyalty
members

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

An ongoing experience: Sustainable products



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



**Bringing in another value into
our Circular Business:**

Refurbished products



Pledge



THANK YOU!