

Corporate News

Contract of MediaMarktSaturn CEO Dr Karsten Wildberger to be extended by five years

- **Supervisory Board of mother company CECONOMY AG has appointed Dr Karsten Wildberger for five more years ahead of schedule**
- **Dr Karsten Wildberger has been Chief Executive Officer (CEO) of CECONOMY AG and MediaMarktSaturn since August 2021**
- **At the same time, Wildberger remains Labour Director at CECONOMY AG and Chairman of the Management Board (CEO) of Media-Saturn-Holding GmbH**

Ingolstadt, 14 July 2023

At its meeting today, the Supervisory Board of CECONOMY AG, the mother company of MediaMarktSaturn, extended ahead of schedule the Executive Board contract of Dr Karsten Wildberger and appointed him as Chairman of the Management Board for a further five years one year before the end of his current term of office. The ordinary reappointment is effective from 1 August 2023 and runs until 31 July 2028.

Wildberger has initiated a comprehensive corporate transformation aimed at consistently aligning the company with customer needs and introducing an efficiency-optimized management structure. Thanks to his strategic course setting, MediaMarktSaturn is on its way to becoming a growing omnichannel provider with a digital focus and profitable service business.

"Dr Karsten Wildberger has driven the transformation of MediaMarktSaturn extraordinarily successfully and with great commitment over the past two years in a very challenging environment for the industry and the company. Under his leadership, MediaMarktSaturn has consolidated its role as European market leader in consumer electronics retailing over the past two years," says Thomas Dannenfeldt, Chairman of the Supervisory Board of CECONOMY AG, on the reappointment. "In view of his impressive performance, Karsten Wildberger's contract extension is a logical decision to ensure MediaMarktSaturn's continued positive development and future success. We are pleased to be able to continue the excellent and very trusting cooperation with Karsten Wildberger. He is an



important guarantor for continuity and the further strategic development of the company."

Dr Karsten Wildberger holds a doctorate in physics and started his management career as a partner at the Boston Consulting Group. There he advised companies in various industries on strategy and digitalization. This was followed by various international management positions at T-Mobile, Vodafone and Telstra. At Telstra, an Australian telecommunications company with around 400 shops, he was the board member responsible for the entire retail and service organization, product development and digital transformation. From 2016 to 2021, Wildberger was a member of the Board of Management of E.ON SE, where he was in charge of Sales, the growth area "Decentralized Energy Infrastructure", Energy Procurement, Electromobility, Marketing, Digital Transformation and IT.

"I look forward to continuing to work together and am certain that we will lead MediaMarktSaturn into a successful future together through the consistent implementation of our corporate strategy, which focuses on the customer and the customer experience," says Dr Karsten Wildberger. "In the past two years we have already achieved a lot and I am proud of the commitment and achievements of our employees. Together we have laid the foundation for omnichannel excellence, further expanded the growth areas of Services & Solutions and the Marketplace business unit and introduced attractive store formats. But there is still a lot of work ahead of us. Together with the management team, we are developing MediaMarktSaturn into a customer-centric service platform that integrates sustainability into all aspects of our business and delivers excellent services and customer experiences."

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is now redefining this category: MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms, claiming market position 1 or 2 in eight European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 21.8 billion in fiscal year 2021/22, with online sales accounting for around a quarter of this figure. With 2.2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2022)



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