

Europe's leading consumer electronics retailer with good traction

Profitable growth

- / Europe's largest consumer electronics retailer with leading positions in 9 of 11 markets
- / Strong diversification across business models, regions, and product categories
- Reinvented long term business model ("from retail to service platform") with a proven track record of growth and enhanced profitability
- / Focus on strategy-aligned investments (e.g., bolt-on-acquisitions)

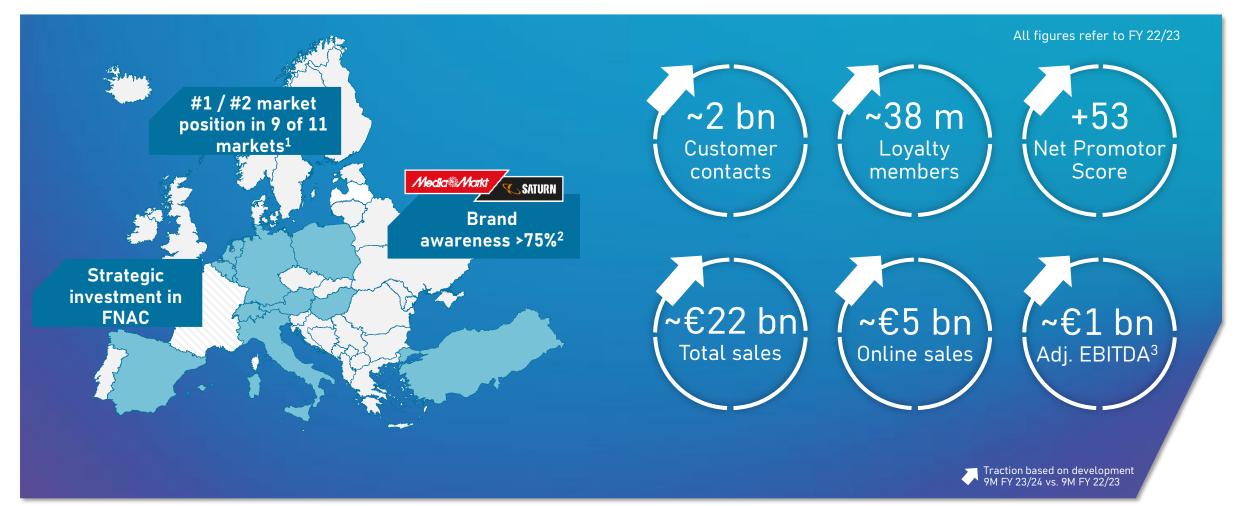
More than a retailer

- / Transforming our business model to a customer-centric omnichannel platform
- / Profitable growth businesses complementing retail core business are already substantial in size:
 - Services & Solutions
 - Retail Media
 - Marketplace
 - Private Label

Soundly financed

- / Proven commitment to solid BB rating and further improving credit metrics
- / Prudent financial policy and ample liquidity underpinned by a strong improvement of leverage ratio

Market leader in European consumer electronics



¹Company information based on publicly available information and estimations of competitors; ²Source: Externally conducted surveys conducted 07 – 09/2023; ³Adjusted for portfolio measures, earnings effects from companies accounted for using the equity method, and all non-recurring earnings effects

CECONOMY's transformation from a decentralised retailer to a customer-centric service platform

Since 2017, CECONOMY has...

- centralised its
 organisation and optimised
 processes and country
 portfolio
- established a prudent financial policy
- reorganised and simplified its shareholder structure
- reinvented long term business model to service platform
- accelerated transformation, with proven track record

	ic	19/9 / P	MM foundation in Munich by Leopold Stiefel, Erich Kellerhals, and Walter Gunz
	ndem	1990 / /	Acquisition of Saturn. Operation under the Media-Saturn-Holding umbrella
	pre-pandemic	2017 / 1	METRO GROUP demerger – CECONOMY officially becomes an independent company CECONOMY acquires 24.3% of Fnac Darty S.A. as strategic investment
		2018 / 0	CECONOMY increases its share capital by ~10% to strengthen its financial position
	mic	2020 / 5	CECONOMY responds to COVID-19 pandemic: Revolving Credit Facility with KfW Shareholder agreement with Convergenta ¹ ; introduction of harmonised group-wide organisational structure
	pandemic	2021 / 0	CECONOMY defines post pandemic financing structure with a new RCF and a corporate bond
			Acquisition of minority share in MediaMarktSaturn (21.62%) financed mainly by capital increase, while Convergenta becoming new anchor shareholder of CECONOMY AG ¹
	oost-pandemic	2023 /	Efficiency program for simplification and digitisation of central structures and processes Capital Markets Day – CECONOMY to become a customer–centric service platform "Lead or leave strategy" – Optimising footprint by selling the Sweden and Portugal businesses
	post	2024 / /	Accelerated transformation with recent update of guidance

MM foundation in Munich by Leonold Stiefel Frich Kellerhals and Walter Gunz

We operate in a constantly growing industry

Growth opportunities



Sustainability

Sustainable and energy-efficient products

CAGR in energy-efficient category segments¹



Al-powered consumer electronics

Al enhancing user experiences through innovative features



Some of the most evident applications of Al are in smart home, creativity and productivity



Affordable premium

More premium products in key categories

47%

of consumers prefer fewer but higher quality items¹



New product categories

Growth in new categories – health, mobility, virtual reality

+16%

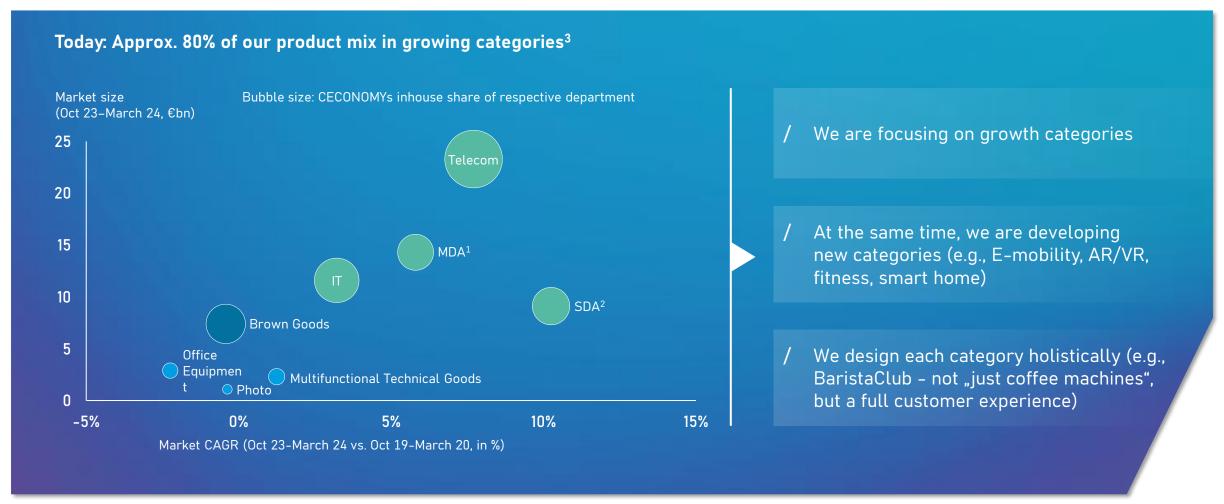


Adjacent service business

Services for higher convenience and "peace of mind"

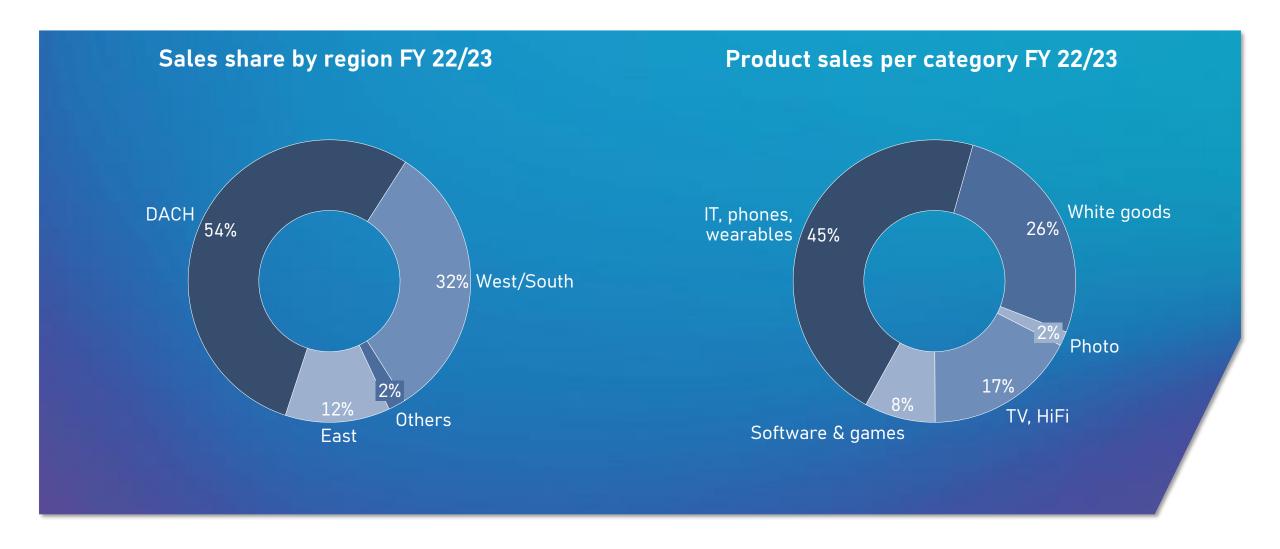
+10% CAGR^{2,3}

We are well positioned to gain further share as we are focusing on growth trends



• • CEC

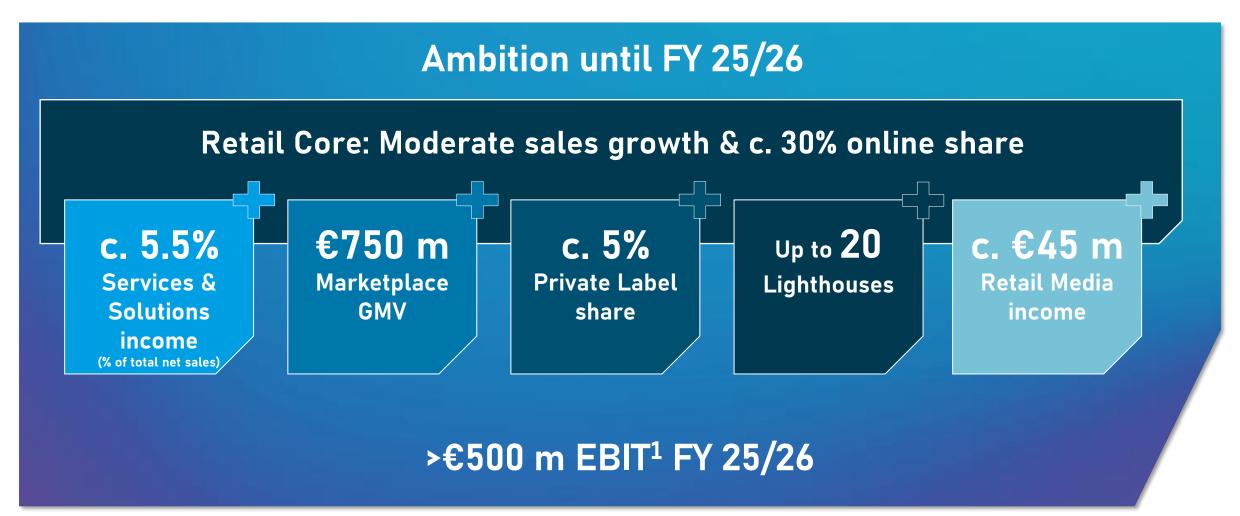
We are well-diversified in terms of both regional and product sales



We create Experience Electronics to enrich people's life – our omnichannel strategy shows visible progress



We transform and enhance our business model to strengthen financial performance



Our growth businesses are already substantial in size and further growing

Simplified illustration





We guide the customer through an increasingly complex world!

Convenient and seamless shopping experience



- / Pick-up in 30 min
- / Delivery in 90 min via Uber in Germany
- / >1,000 physical stores

Customer-centric assortment



- Core-portfolio of 7k
 SKU¹s per country
- / Expanded by 1.8m products via Marketplace²

Lifecycle services



- / Repair and Trade-in Service across all our stores
- / Financing and Insurance solutions

Sustainable products and solutions



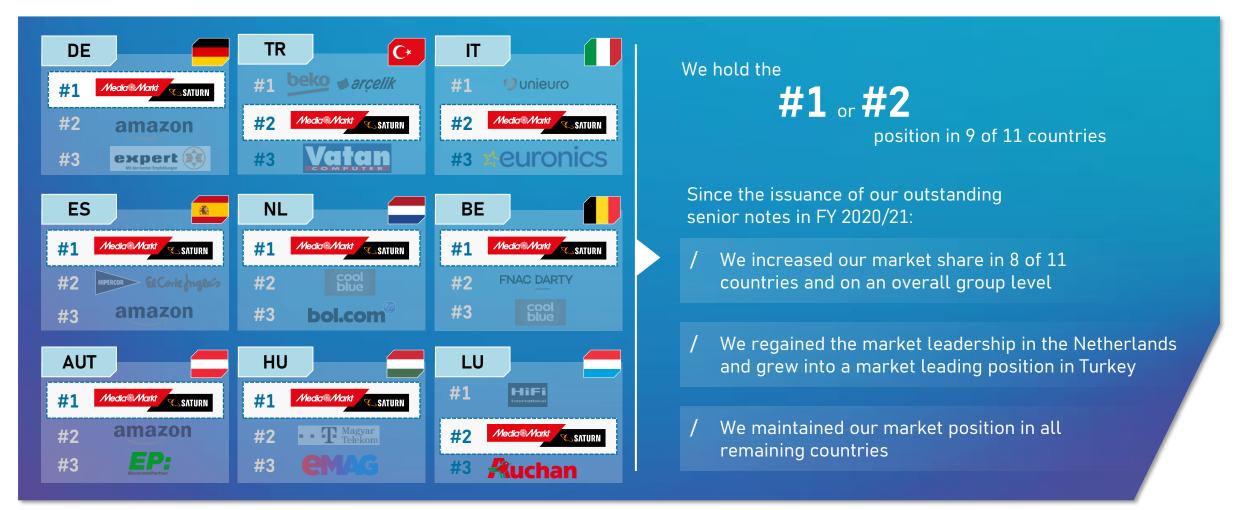
- / Own sustainable label "BetterWay"
- / Wide range of refurbished products

Strong and reliable partner to the industry

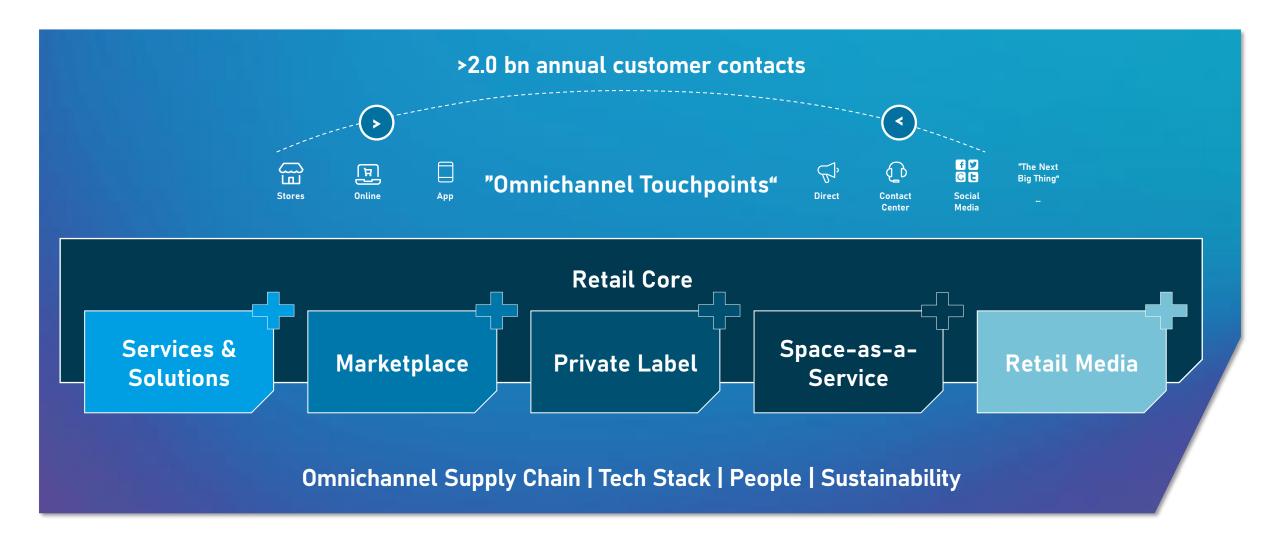


- Strong cooperations via our space-as-a-service concepts
- / Retail media to support our partners

We have an established leadership positions in key European markets



Moving from CE retail to a retail service platform with several business models

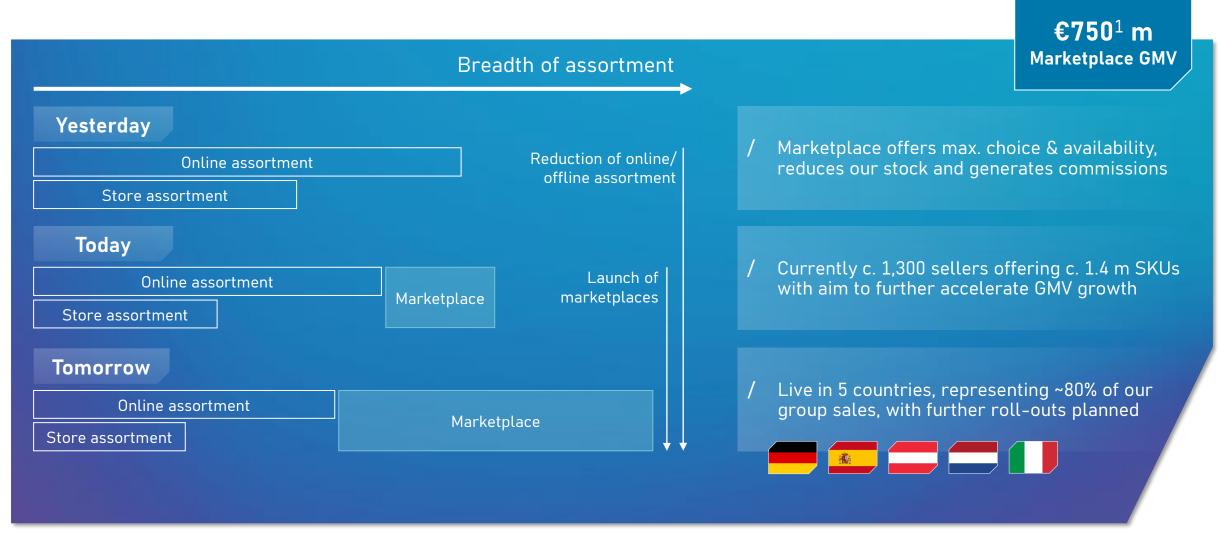


Our Services & Solutions portfolio consequently serves the most relevant customer needs and adapts accordingly

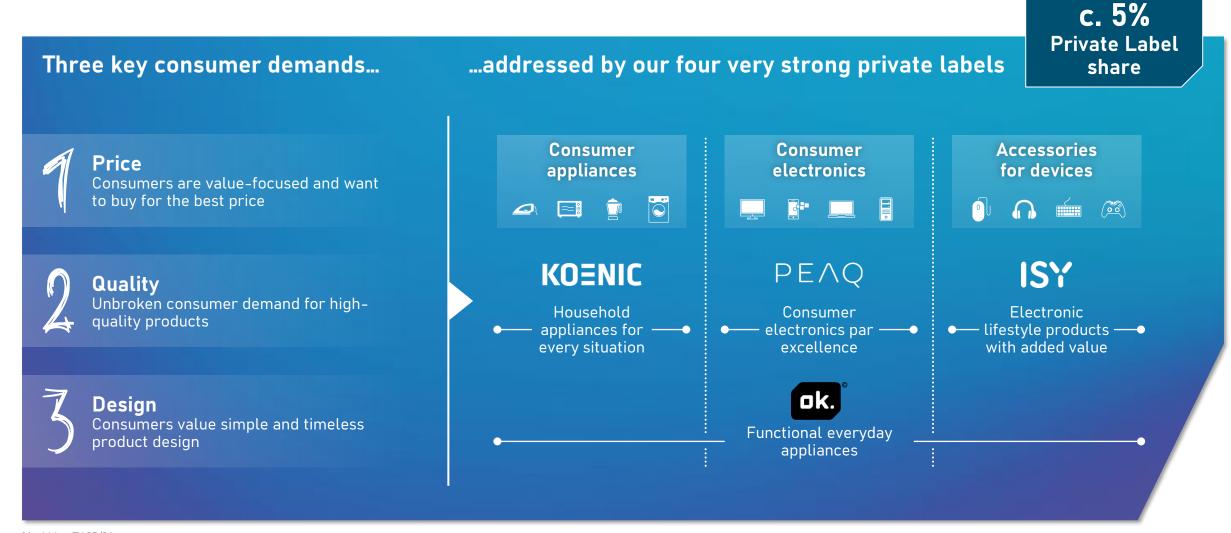
c. 5.5% S&S income 70% 73% 71% 80% Reality of Feel that we are heading for Cannot financially cover an Wish their life was more European Are uncomfortable about environmental disaster simple² emergency¹ their financial situation¹ customers unless we change quickly² Easy access & **Good conscious** Customer **Affordability Emergency support** needs worry-free usage consumption Advice & Consumer Insurance & installation warranties Refurbished Financing Our services (partner based) (partner based) Services & Solutions portfolio Telecom and Device as a Repair services Trade-in digital products Service

¹Source: Euromonitor Emergency: spontaneous invest/replacement >€ 200; 2Source: Ipsos

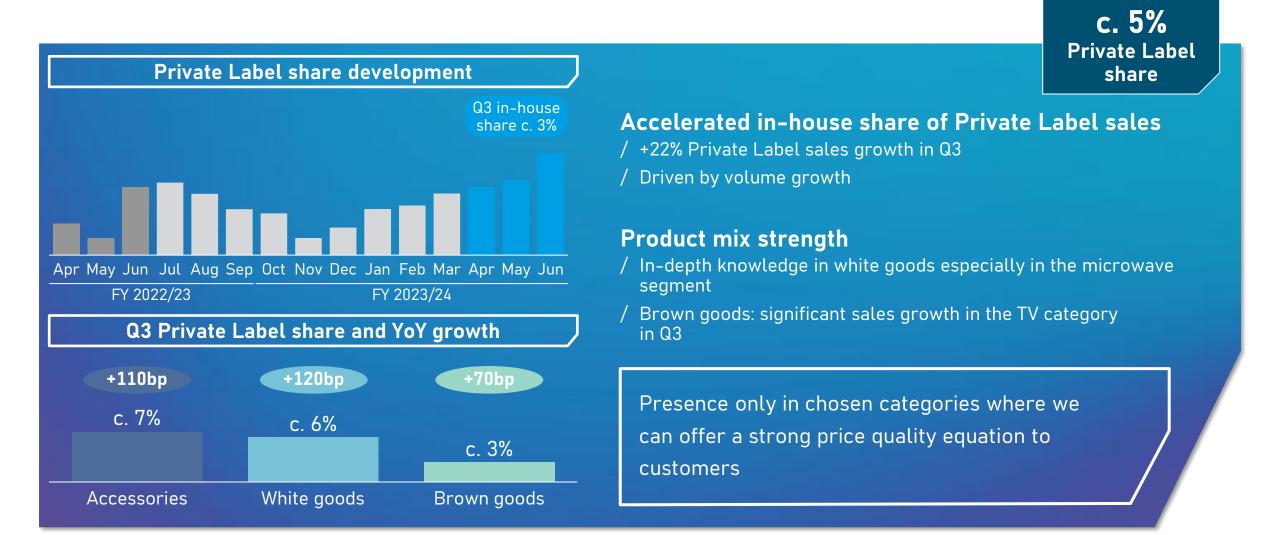
Marketplace is the key driver to enrich our assortment



Our margin accretive private labels are an important part of our assortment



Snapshot Private Label: Significant positive progress in Q3

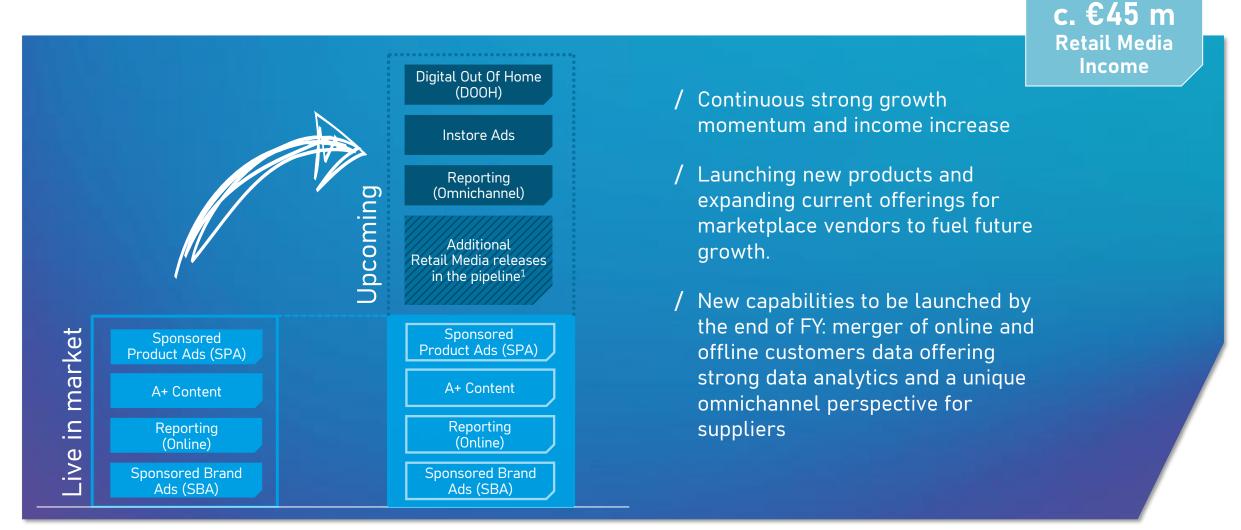




We provide an attractive Retail Media platform for our partners

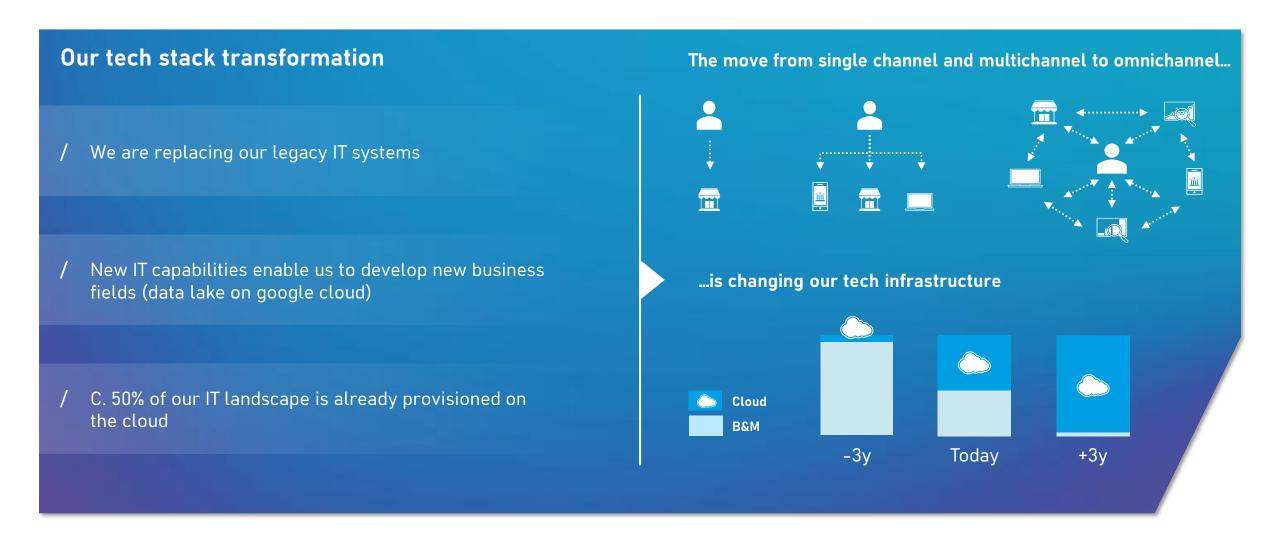


Deep dive Retail Media: our first party data analytics remained a substantial growth driver

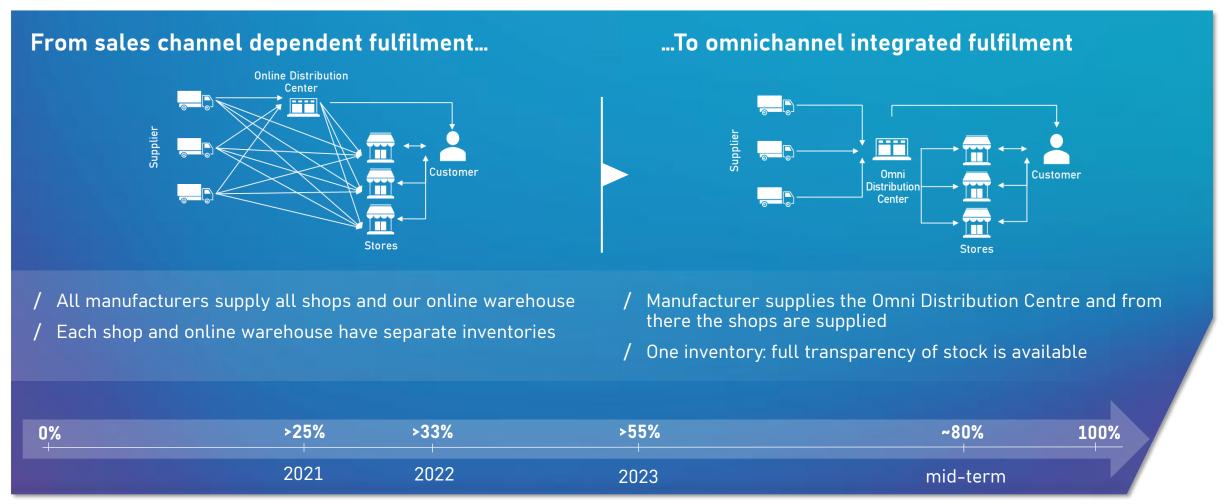


¹Further information about additional Retail Media products in the pipeline to be found in the appendix

We are transforming our tech infrastructure and will operate fully cloud based in three years



Next to our tech, we are also transforming our supply chain



Four store formats, all around experience zones, services, and the human touch

LIGHTHOUSE

Inspiration and

Experience

>4,000sqm



XPRESS

Proximity and

Convenience

c. 400-1,100sqm



CORE

Availability and

Advice

c. 1,200-3,500sqm



SMART

Omnichannel and

City center location

c. 70-500sqm



We target the complete overhaul of core store portfolio by FY 25/26

Refreshing our store portfolio How we measure success Smart Store portfolio **Xpress** 9 Lighthouse stores with significantly increased frequency development Lighthouse & profitability - 20 stores planned until FY 25/26 (#stores) Core FY 21/22 FY 22/23 FY 25/26 Successful operation of >10 Xpress stores in Hungary since 2016 – further expansion in other countries Core modernisation >90% rate Core refresh: optimised assortment & department flow -0.2%p. increasing space utilisation & service offerings

Location cost

development1

FY 21/22

FY 25/26

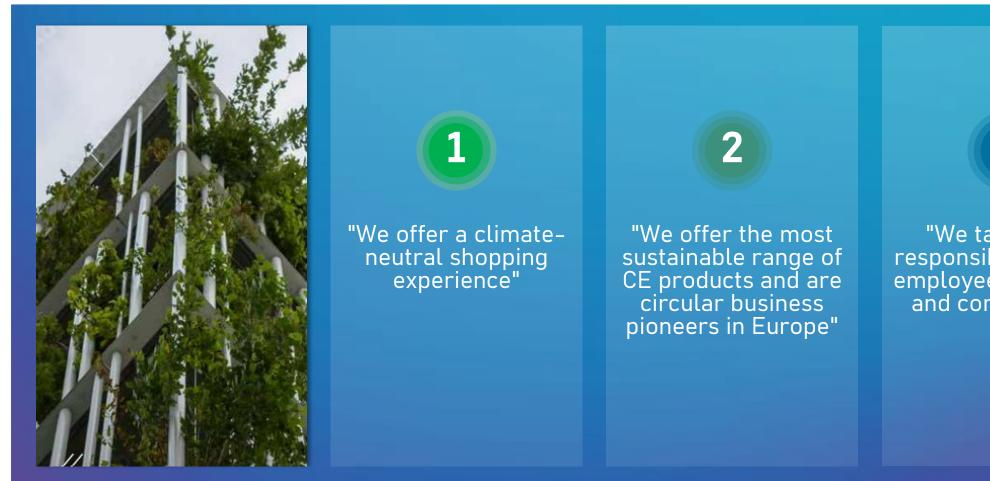
% of net sales

+10% by 25/26

Area productivity increased by 3% since 18/19 - target is

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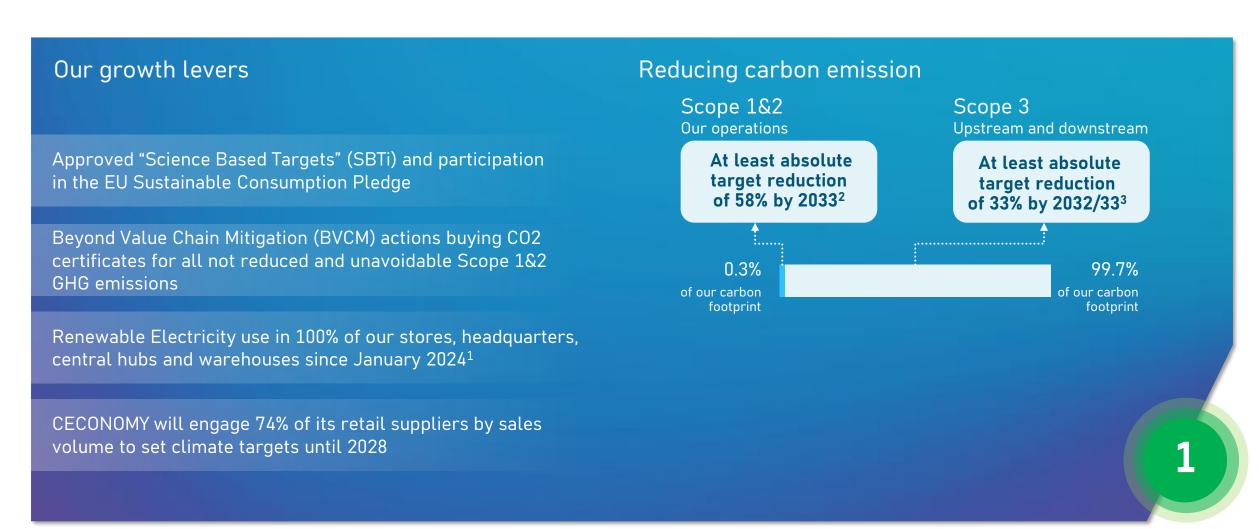
Sustainability is part of our DNA



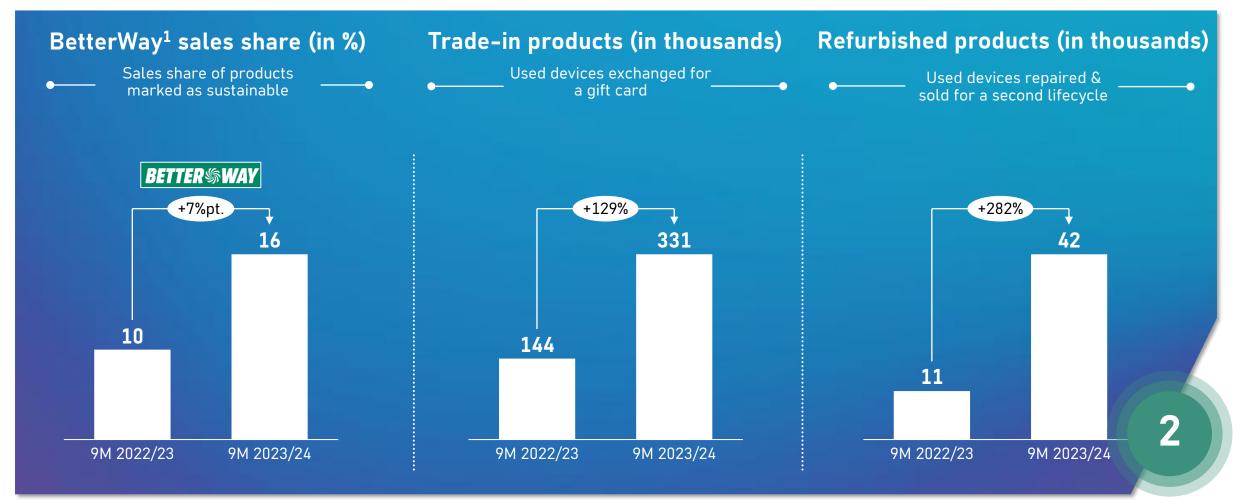
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"We take social responsibility for our employees, suppliers and communities"

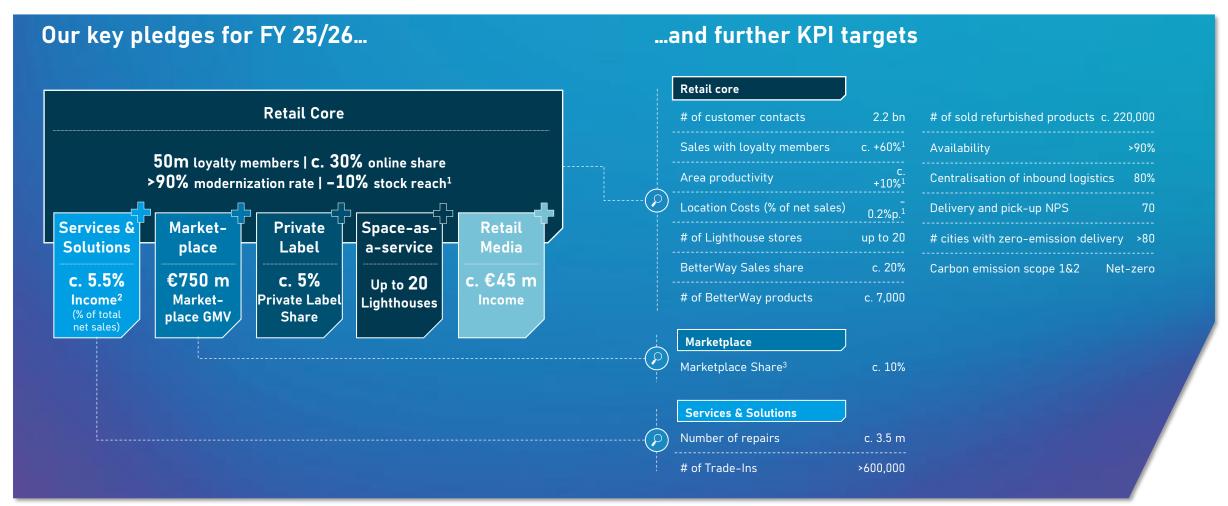
We have set ourselves ambitious sustainability targets



We consider sustainability a growing business opportunity



Our key pledges for FY25/26 – regularly communicated to capital markets



Snapshot Q3/9M: Key pledges – further progress in all business fields

Business fields	KPI	FY 2021/22	FY 2022/23	Target FY 2025/26	Progress Q3 23/24
Retail Core	Loyalty members	34 m	39 m	50 m	A
Retail Core	Online share	25%	23%	c. 30%	*
Retail Core	Modernization rate	30%	50%	> 90%	1
Retail Core	Stock reach progress	10.3 weeks	9.1 weeks (-11%)	-10%	1
Space-as-a-service	# Lighthouses	5	8	Up to 20	*
Services & Solutions	Income in % of total sales ¹	4.5%	4.5%	c. 5.5%	1
Marketplace	GMV	€65 m	€137 m	€750 m	1
Private Label	Private Label share	2.3%	2.4%	c. 5%	1
Retail Media	Income	c. €5 m	€18 m	c. €45 m	1

Ongoing strong sales momentum drove EBIT growth

Preliminary FY 23/24:
Sales €22.4bn, +5.3%¹
EBIT towards the higher end of the guidance €290-310m



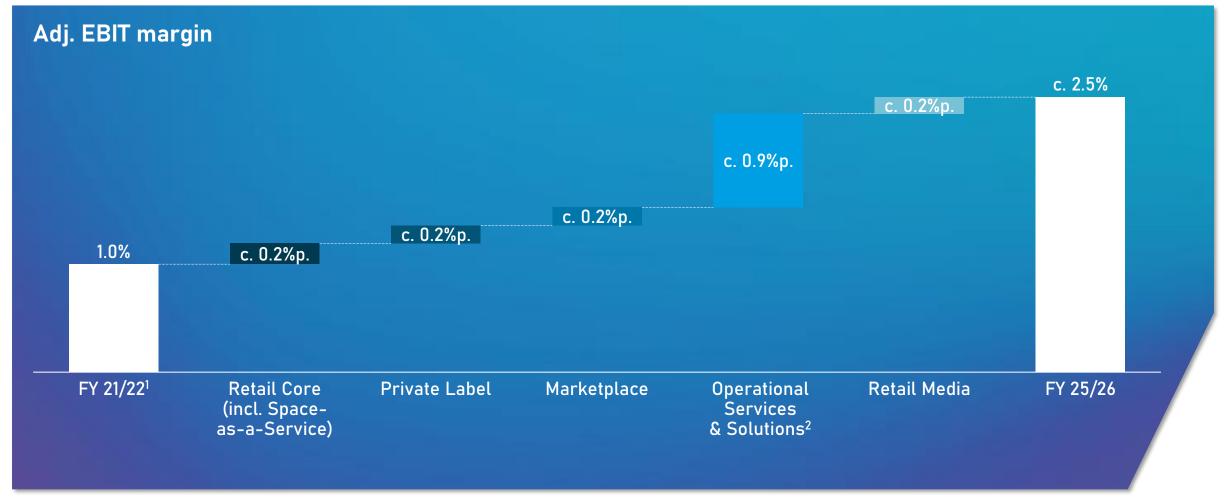
Our further growth plan: >€500 m EBIT and c. €200 m FCF in FY 25/26

Key financial figures	FY 21/22	FY 22/23	Growth plan FY 25/26	
Adjusted EBIT ¹	€208 m	€243 m	>€500 m	Delta growth plan vs. FY 21/22:
Gross margin¹	17.6%	17.9%	c. 20%	
Adjusted OPEX ratio ¹	17.7%	17.6%	c. 18%	of c. 150%
Net sales	€21.8 bn	€22.2 bn	Slightly above market growth	Free cash flow increase of
Cash investments	€254 m	€258 m	c. €300 m	c. €700 m
Free cash flow ²	-€533 m	€257 m	Steady growth to c. €200 m	

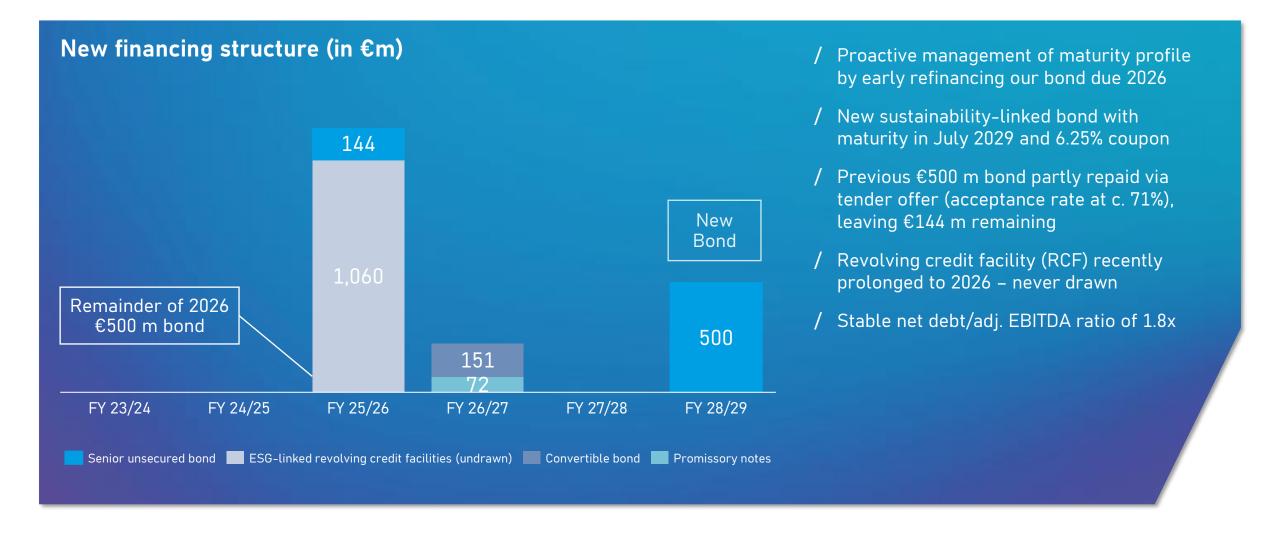
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Service businesses play biggest role in profitability increase

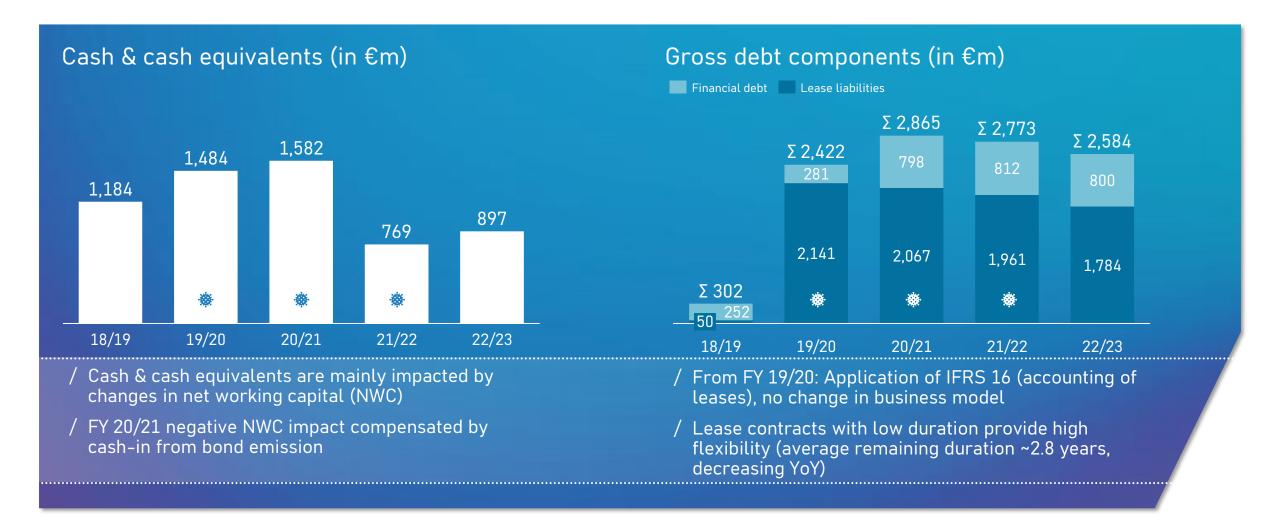
Simplified approximation



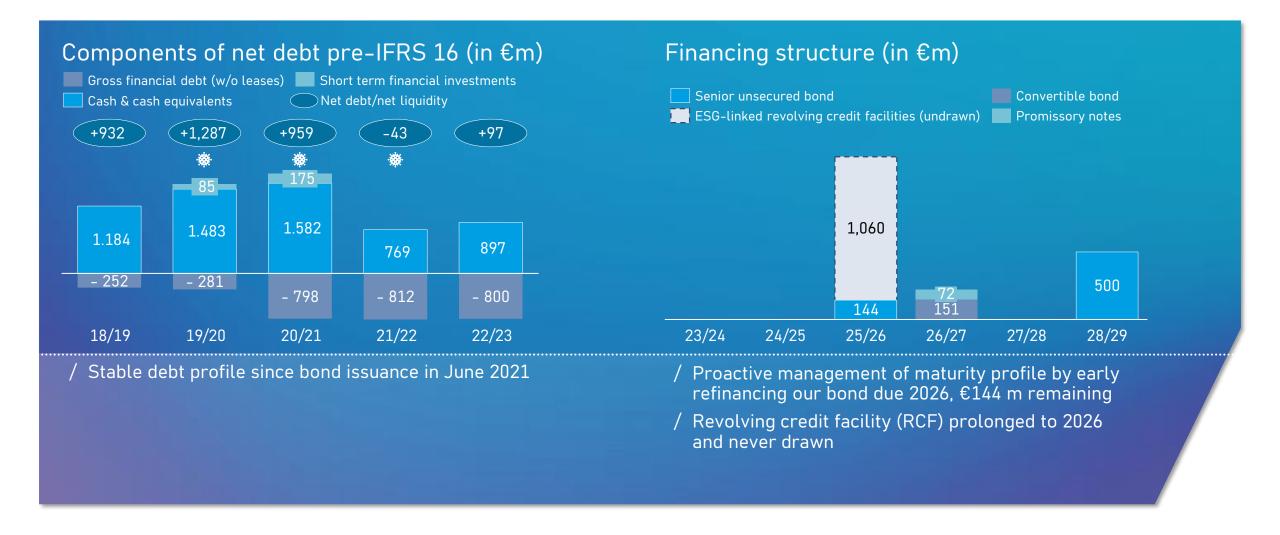
Maturity profile successfully extended by early refinancing of our corporate bond



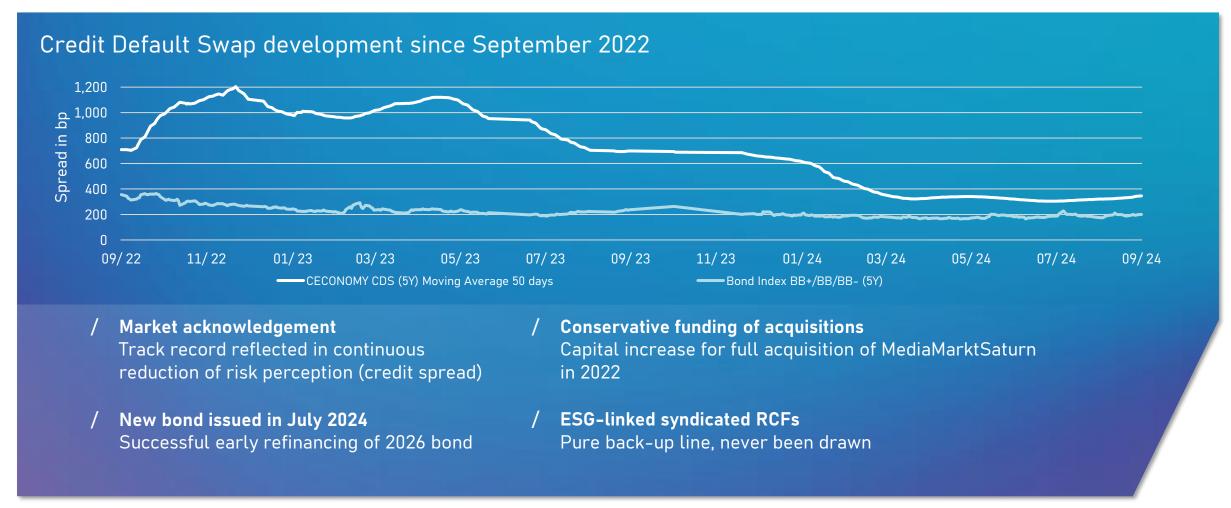
Since our bond emission in June 2021, CECONOMY has a low and stable financial debt on a lease adjusted basis



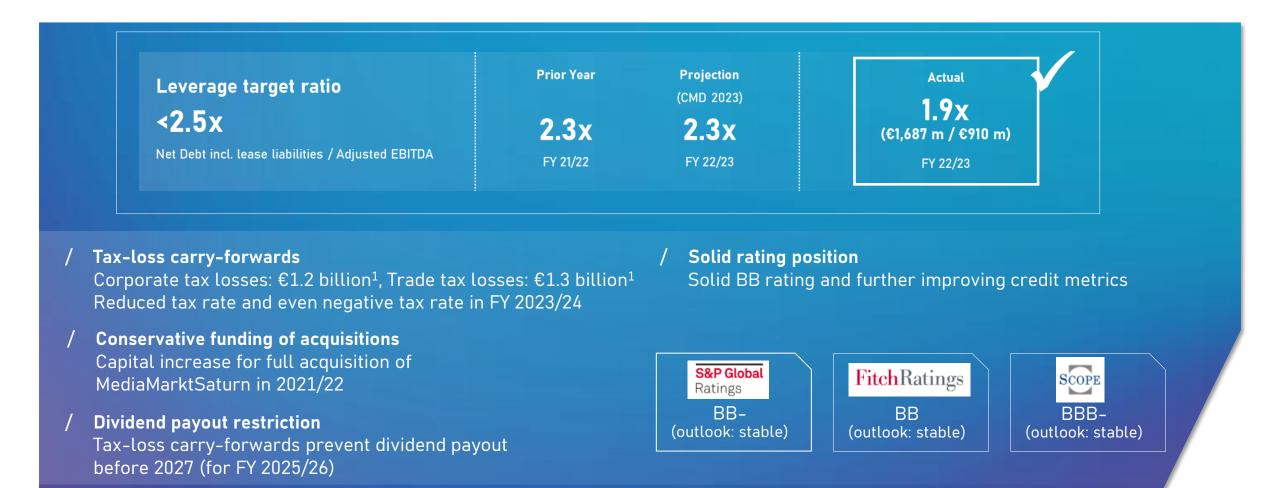
CECONOMY has no major debt repayment before 28/29

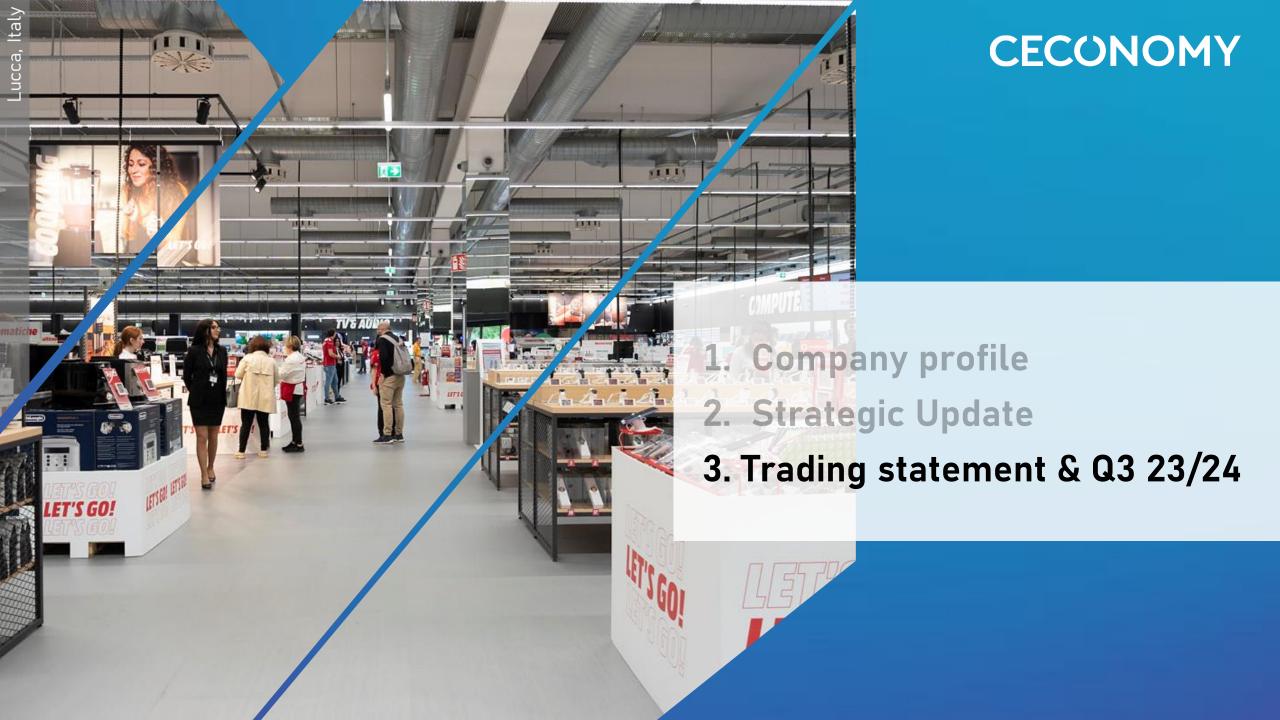


Strong improvement in credit spread since start of calendar year 2023



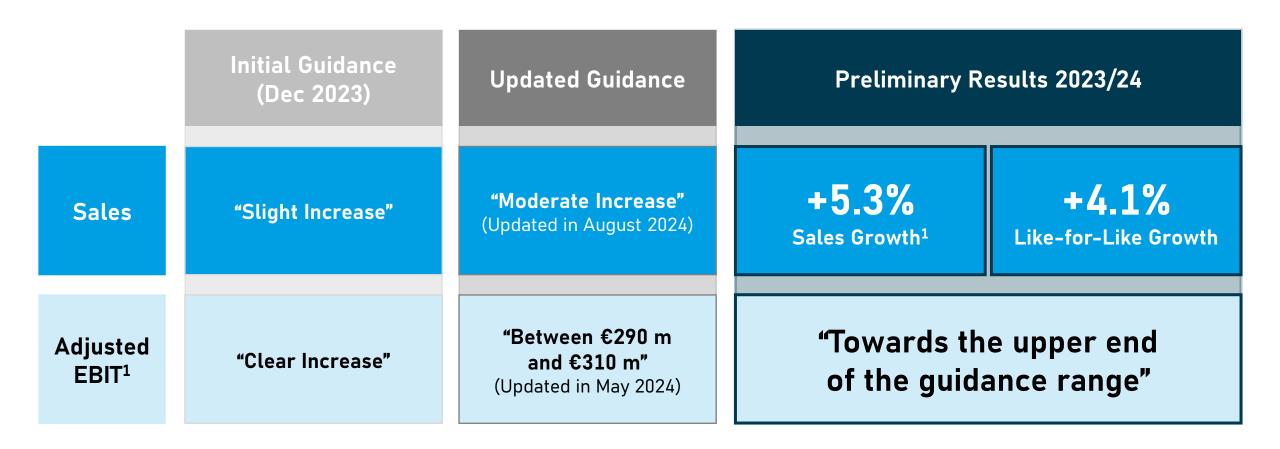
Prudent financial policy underpinned by much improved leverage ratio





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We delivered our guidance 2023/24



Dynamic momentum sustained in Q3

Preliminary FY 23/24: Sales €22.4bn, +5.3%¹ EBIT towards the higher end of the guidance €290-310m

- / 6.6% sales growth, fueled by strong 5.2% like-for-like
- Substantial Market share gains (Market slightly growing)
- Further uplift in profitability
- / NPS reached a new high of 61

+6.6%

sales growth¹ vs. PY

€4.9 bn

+€9 m

adjusted EBIT¹ growth vs. PY

-€51 m

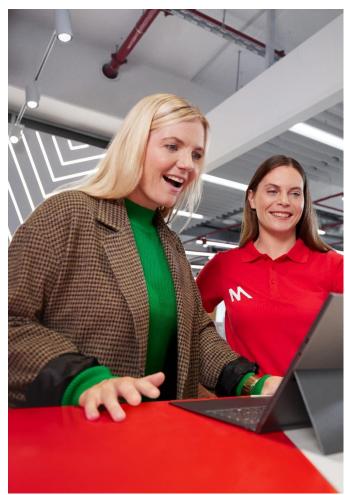
+6 points

NPS increase vs. PY

61

Sales outlook updated from slight to moderate increase Adjusted EBIT guidance confirmed

Our operating highlights in Q3



Continuing momentum

- B&M sales up +5.8%¹ YoY
- / Online sales up +9.7%¹ YoY
- / Online share at 22.2%², an improvement of +130bp YoY

Growth businesses

- / Operational S&S income share strongly increased
- / Marketplace: GMV more than doubled
- / Retail Media: income more than doubled

Countries

- / Strong sales performance in Spain, the Netherlands, Hungary, Austria and Türkiye
- / Improving profitability in Spain, Germany, Benelux and Switzerland

Profitability strengthened

- / +20bp increase in adjusted EBIT margin³
- / +€9 m EBIT improvement

Earnings per share up

/ EPS increase of +€0.05 YoY to -€0.33

FCF up in Q3 YoY

/ C. +€100 m FCF in Q3 YoY

Dynamic top line growth and profitability trend bolstered by both DACH and Western & Southern Europe

Segments Q3 2023/24 Western/ Eastern DACH Southern Others² **CECONOMY** Europe €m Europe 731 4.816 Sales (pre-IAS 29) 2,529 1,552 5 Growth¹ (%) +42.1% -5.2% +6.6% -0.1%+5.4% Like-for-like (%) -0.1% 2.3% 38.2% 5.2% **IAS 29** 102 102 833 4,918 Sales (post-IAS 29) Reported YoY change (%) -0.4%+3.6% +111.0% -95.3% +8.6% -51 Adj. EBIT¹ -44 -18 7 -1.7% -1.2% 0.6% -1.1% Adj. EBIT margin¹ (%) Adj. EBIT YoY change +7 -16 +12 +9 +6

Preliminary FY 23/24:
Sales €22.4bn, +5.3%¹
EBIT towards the higher end
of the guidance €290-310m

DACH

/ EBIT improvement throughout the region, notably Germany, driven by market share momentum and cost savings measures

Western & Southern Europe

- / Sales growth in all countries, except Italy, contributes to EBIT growth
- / Strong market share gain in the region

Eastern Europe

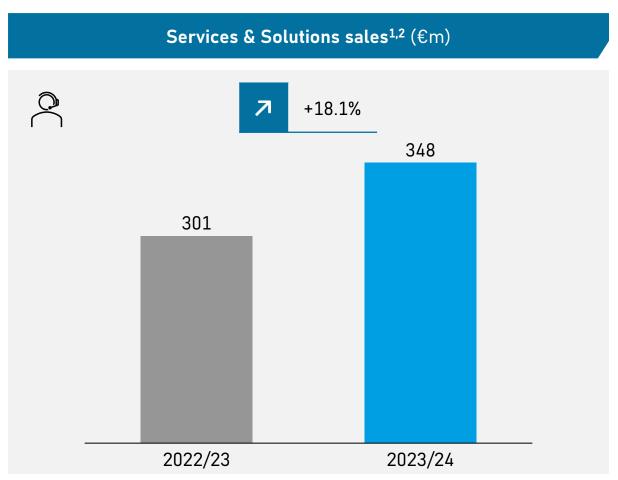
/ Sales and profit are moderating as anticipated, mirroring the market's deceleration

Others

/ Positive EBIT development supported by cost control in central units

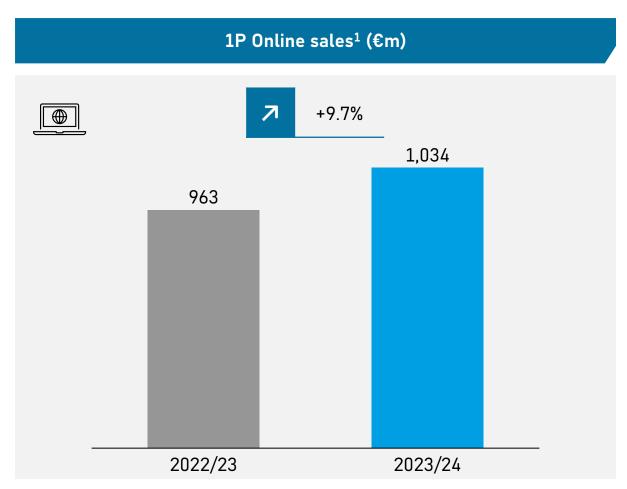
¹Sales adjusted for currency and portfolio change effects, pre-IAS 29. EBIT at current rate, additionally adjusted for non-recurring effects and excluding associates. Margin calculation based on reported sales pre-IAS 29 and adjusted EBIT; ²Including Consolidation.

Acceleration of Services & Solutions sales in Q3



- Boost in S&S sales in Q3 with +18%
- / Strong performance from operational Services & Solutions through:
 - GSM contracts
 - Warranties
- Strong development of Retail Media and Marketplace

Online sales soar again in Q3

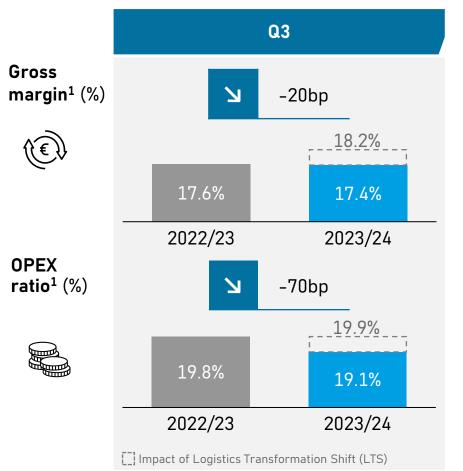


- Continued strong 1P online sales growth driven by all regions
- / Doubling of Marketplace GMV in Q3
- Marketplace currently live in five countries, with Italy opened in July
- Online share including Marketplace up 130bp YoY to 22.2%

¹Excluding portfolio effects (Sweden, Portugal), pre-IAS 29. Growth additionally adjusted for currency effects.

Adjusted EBIT expansion fueled by gross margin uplift and rigorous cost management

Preliminary FY 23/24: Sales €22.4bn, +5.3%1 EBIT towards the higher end of the guidance €290-310m





- Q3 gross margin down -20bp impacted by Logistics Transformation Shift (LTS)
- Shift of personnel expense into COGS for 80bp in Q3 due to the implementation of our logistic strategy (Germany)
- Gross margin up 60 bp excluding LTS driven by new growth businesses
- Q3 OPEX ratio declined -70bp to 19.1%, broadly flat excluding LTS impact
- Continuing efficiency measures offset inflationary effects



EPS up on improved EBIT performance

Adjusted EBIT to EPS		Q3	
€m	2022/23	2023/24	Change
Adjusted EBIT	-60	-51	+9
Non-recurring items	-63	-29	+34
EBIT reported	-123	-79	+43
Net financial result	-33	-53	-20
Earnings before taxes	-156	-133	+23
Income taxes	-30	-31	-1
Profit or loss for the period	-186	-164	+22
Non-controlling interests	0	-1	-1
Net profit group share	-186	-162	+24
Reported EPS undiluted (€)	-0.38	-0.33	+0.05
Net profit group share adjusted	-153	-151	+2
EPS adjusted undiluted (€)¹	-0.32	-0.31	+0.01

Adjusted EBIT

/ Improvement driven by increase in sales and gross profit

Non-recurring items

- / -€17 m profit share in Fnac Darty booked in Q3 vs. historically Q4
- / IAS 29 impacts

Net financial result

/ Higher interest in Türkiye and higher interest on lease liabilities

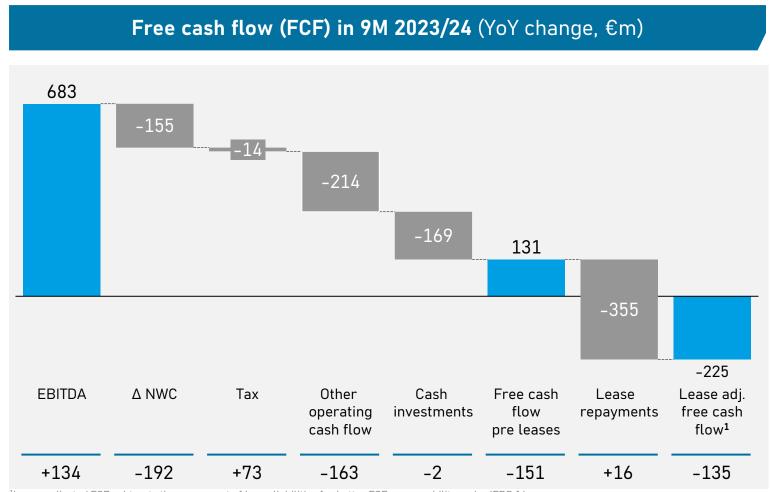
Tax

/ Tax expenses despite negative earnings due to expected negative tax rate for full year

Reported EPS undiluted

 Increase driven by operational improvement and lower non-recurring items

Q3 free cash flow increased by €100 m YoY



9M FCF only €135 m behind last year after €235m in H1

NWC

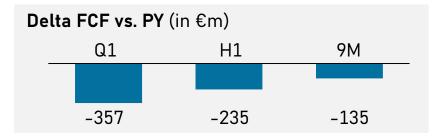
Further normalisation: better product availability to support sales growth

Tax

/ Reduced tax payment due to tax refund for prior years

Other operating cash flow

- Non-cash adjustments for at-equity result (-€30 m YoY), FX and IAS 29 (-€50 m YoY)
- / Cash-out for restructuring, wage increase and bonuses (-€65 m YoY)



¹Lease-adjusted FCF subtracts the repayment of lease liabilities for better FCF comparability under IFRS 16.

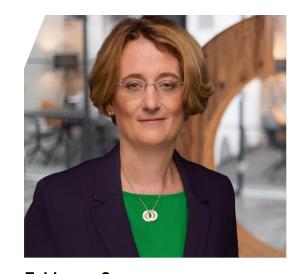
We would be delighted to answer your questions

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All numbers shown are as reported, unless otherwise stated. All amounts are stated in million euros (\in million) unless otherwise indicated. Amounts below $\in 0.5$ million are rounded and reported as 0. Rounding differences may occur.