

## Press release

Experience technology more sustainably:  
MediaMarktSaturn tests pop-up store in Tübingen  
on the subject of sustainability

How do sustainability and technology products go together? MediaMarktSaturn is resolving this apparent contradiction and opening its first pop-up store in Tübingen's city center on May 2, 2024. The concept store combines the topics of marketplace, sustainable product range and refurbishment and brings them from the online world to the sales floor for the first time.



**Ingolstadt, May 02, 2024**

Europe's largest electronics retailer is setting an example with the opening of its first pop-up store in Germany dedicated to sustainability on May 2, 2024. In the centrally located boutique in the heart of Tübingen, customers will find a portfolio of particularly sustainable products, which the retailer identifies with its own BetterWay logo, refurbished electrical appliances and sustainable offers that can otherwise only be found on the online marketplace.

"In line with the 'Experience Electronics' strategy, our new pop-up store is the ideal opportunity to show customers live and in color what we offer in terms of sustainability. At the same time, we want to gain new experience of how we can integrate the online marketplace with its products and sellers into our stores", explains Hubert Kluske, COO MediaMarktSaturn Germany.

The new store concept is part of the omnichannel strategy that MediaMarkt-Saturn is pursuing on its way from a pure product seller to an integrated solution provider. The Marketplace plays an important strategic role in improving the company's profitability, concentrating its own core range on selected growth areas and offering customers an even more extensive product range at the same time. The pop-up store brings the previous online-only offering to the physical sales area and provides sellers with a new presentation platform.

### **Sustainable product range and lots of advice**

In the pop-up store, customers can find offers from various product groups such as smartphones/tablets/smartwatches and e-mobility. For better orientation, MediaMarktSaturn labels particularly sustainable products with its own BetterWay logo. The company adheres to the criteria of independent testing organizations such as the Blue Angel, EPEAT and TÜV Rheinland and has also defined its own criteria. So-called refurbished devices, which are professionally refurbished and reconditioned, can also be purchased.

MediaMarktSaturn's own purchase service also offers customers in the pop-up store the opportunity to simply exchange used electrical goods for gift cards. In cooperation with the provider Foxway, the devices are refurbished or repaired and any existing data is deleted. This means they can be resold and given a second life in the spirit of the circular economy.

The employees in the store are specially trained in sustainability and can also inform customers about opportunities to get involved in local sustainability projects on request.

### **Pioneering work in green Tübingen**

When it came to choosing a location for the store, the decision was quickly made in favor of the environmentally conscious, tech-savvy university city of Tübingen. Centrally located in the city center, the store is easy to reach even without a car - in keeping with the concept of sustainability. The sustainable approach is also stringently pursued in the store design: Everything from the previous store



infrastructure to the existing furniture in the store space used will be reused for the store.

The concept is also to be launched in other cities in Germany. Further information on the MediaMarktSaturn BetterWay initiative can be found [here](#).

### **About MediaMarktSaturn Germany**

With around 400 Media Markt and Saturn stores and almost 21,000 employees, MediaMarktSaturn Germany is the number one electronics retailer in Germany. As the founder of the consumer electronics category, the company is now redefining itself and its environment: the term "Experience Electronics" describes both its repositioning and the range of services it offers its customers. With the two strong brands MediaMarkt and Saturn, the company is focusing on the customer experience and personal advice. As a successful omnichannel provider, MediaMarktSaturn Germany closely integrates its brick-and-mortar stores with online stores and mobile shopping apps. Customers thus benefit from the advantages of online shopping as well as from personal advice and comprehensive services in the local stores. MediaMarktSaturn Germany is part of the MediaMarktSaturn Retail Group, which in turn is majority-owned by CECONOMY AG. More information at [www.mediamarktsaturn.com](http://www.mediamarktsaturn.com), [www.mediamarkt.de](http://www.mediamarkt.de) and [www.saturn.de](http://www.saturn.de) (data as at 30.09.2023)

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