

**Expansion of pure play activities continues:
Media-Saturn acquires majority stake in Europe's
biggest live shopping platform iBOOD.com**

Ingolstadt, 16.04.2015: The Media-Saturn Group, Europe's number one consumer electronics retailer, has acquired a majority shareholding in Dutch live shopping platform iBOOD.com. The company will now be run under the auspices of Media-Saturn's Electronics Online Group (EOG). Confidentiality has been agreed between the two parties regarding the purchase price.

The arrival of Media-Saturn means that Silver Ocean B.V., the operator of iBOOD.com, now has a new majority shareholder. Jöran Prinssen and Dennis Sanders, the two founders of iBOOD.com, continue to hold shares in the company and will remain on hand as managing partners.

"With its innovative business model, iBOOD.com superbly complements our current online pure play activities. The acquisition underlines that Media-Saturn is pursuing an aggressive growth strategy in the pure play segment, too. Just like redcoon and other planned product group specific online pure players, iBOOD.com will face up to the competition for new customer segments for the Media-Saturn Group. We're delighted that via this special channel, we will be able to add consumers who are active in live shopping to our target group portfolio," declared Martin Sinner, who is in charge of EOG's business operations. Media-Saturn is bringing together all existing and future online pure play activities within EOG in order to accelerate the group's growth in e-commerce and to further expand its role as the leading omni-channel consumer electronics provider in Europe.

“We have ambitious growth plans for iBOOD.com. With Media-Saturn joining us, we now have a strong partner at our side who will drive the continued growth of our live shopping platform,” stated iBOOD.com founder Jöran Prinssen. Based in Amsterdam, iBOOD.com has been operating since 2005 and evolved into Europe’s largest live shopping platform. Every day at midnight, iBOOD.com offers time-limited promotions for electronics products as well as items from the Health & Beauty and Home & Living ranges. These special offers are only valid while stocks last – and are limited to no more than 24 hours. iBOOD.com currently has 48 employees. The iBOOD.com community already comprises 1.4 million members in eight European countries. In 2014, the company generated sales of approximately €36.4 million.

The Media-Saturn Group

With net revenues of €21 billion and around 65,000 members of staff in the 2013/14 business year, the Media-Saturn Group (a majority shareholding in which is owned by METRO AG) operates in 15 countries. Media Markt and Saturn, Germany’s and Europe’s number one consumer electronics retailers, are united under the auspices of Media-Saturn-Holding GmbH. The success of the two retail sales brands with currently more than 990 stores in 15 countries is based on a unique selection of low-priced brand-name products, expert advice, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each store manager is a shareholder in their own store and is thus responsible for the product mix, pricing, personnel and marketing. Media Markt and Saturn are managed independently and compete with each other. Both retail brands are currently being expanded internationally into multi-channel retailers. The Media-Saturn Group was joined in July 2011 by online retailer redcoon, which operates in ten European countries, and in July 2012 by Russian online retailer 003.ru. For more information about the Media-Saturn Group, please visit www.media-saturn.com.

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