## **Results** Presentation Q2/H1 2024/25

15 May 2025

**Tech Villade Bo** 

## Management update



**Dr. Kai-Ulrich Deissner** CEO

Previous role:

CFO of CECONOMY AG and MediaMarktSaturn since 2023



**Remko Rijnders** CFO

#### Previous role:

- / COO BeNeLux, Spain, Türkiye, Poland since 2023
- / CEO of MediaMarkt BeNeLux since 2020

## CECONOMY

# Business update Financial performance Outlook and summary

ASPIRAZIO

MOBILITY

## **Operating highlights: driving future performance through innovation**



PERSONALISED

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Successful roll-out of Experience Zones and Entrance Statements in Germany



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TY & Learning		rpoters, tablets &	Vastel & drogen	Softwars	Holdbelefooss & speakers

6<sup>th</sup> country onboarded (Belgium)

## Profitability continued to improve in Q2

/ 1.3% sales growth, with 0.8% LFL in a soft environment	+1.3%	+€4 m	+4 points
<ul> <li>9<sup>th</sup> quarter of profitable growth</li> <li>New all-time-high NPS with 61</li> </ul>	sales growth <sup>1</sup> vs. PY	adjusted EBIT <sup>1</sup> growth vs. PY	NPS increase vs. PY
/ Market share gain driven by online	€5.2 bn	€10 m	61

#### Outlook 2024/25 confirmed

<sup>1</sup>Sales adjusted for fx- and portfolio effects, pre-IAS 29. EBIT at current rate, additionally adjusted for non-recurring effects and excluding associates.

#### Q2 highlights: robust results driven by growth businesses

Omnichannel sales	Growth businesses	Countries
<ul> <li>/ B&amp;M sales<sup>1</sup> broadly flat</li> <li>/ Strong online sales with +7.4%<sup>1</sup> YoY</li> <li>/ Online share at 24.9%<sup>2</sup>, YoY improvement of +200bp</li> </ul>	<ul> <li>/ Services &amp; Solutions<sup>3</sup> income strongly increased</li> <li>/ Marketplace GMV up by c. 90%</li> <li>/ Retail Media income grew strongly</li> </ul>	<ul> <li>Good sales performance in Türkiye, Hungary and Spain, soft development in Germany</li> <li>Improving profitability in Spain, the Netherlands, Hungary, Austria and Switzerland</li> </ul>
Drefitability increases	Earnings per share	ECE concretion
Profitability increase	Lai minys per share	FCF generation
/ +€4 m EBIT improvement	/ Reported EPS at €0.23 in H1	/ -€171 m FCF in H1

<sup>1</sup>Sales adjusted for fx- and portfolio effects, pre-IAS 29. Online sales only include 1P sales. <sup>2</sup>Online share including Marketplace. <sup>3</sup>Up to 2023/24 defined as Operational Services & Solutions. See appendix page 41 for further information. <sup>4</sup>EBIT and EBIT margin at current rate, adjusted for portfolio changes, non-recurring effects and excluding associates.

#### **Progress report: all key pledges on track**

Business fields	KPI	FY 21/22	FY 22/23	FY 23/24	Target FY 25/26	Progress Q2 24/25
Retail Core	Loyalty members	34 m	39 m	43 m	50 m	•
Retail Core	Online share <sup>1</sup>	25%	23%	24%	c. 30%	
Retail Core	Modernisation rate	30%	50%	64%	> 90%	
Retail Core	Stock reach progress <sup>2</sup>	10.3 weeks	9.1 weeks (-11%)	9.3 weeks (-10%)	-10%	
Space-as-a- service	# Lighthouses	6	8	11	Up to 20	
Services & Solutions	Income in % of total sales <sup>3</sup>	4.5%	4.5%	5.1%	c. 5.5%	
Marketplace	GMV	€65 m	€137 m	€277 m	€750 m	
Private Label	Private Label share	2.3%	2.4%	2.7%	c. 5%	
Retail Media	Income	c. €5 m	€18 m	€48 m	c. €45 m	$\uparrow$

<sup>1</sup>Online share with third party sales. <sup>2</sup>Compared to FY 21/22. <sup>3</sup>Up to 2023/24 defined as Operational Services & Solutions. See appendix page 41 for further information. • Update since Q1

## Continued space monetisation through new Space-as-a-Service offer



#### **Entrance Statement**

- / Highly visible display for products and brands
- / Introduced in >50% of all German stores in Q2
- / Perfect for showcasing new products
- / Diversification of our revenue streams



#### **Experience Zone**

- Temporary showcase areas for product demonstration
- Standardised set-up or custom premium solutions
- / Appealing for both omnichannel and Marketplace partners

## Great progress with personalised omnichannel experience



#### Personalised service progresses well

- / Appointments via app now live in over 360 stores in Germany
- Mindset shift: "My customer, my responsibility"
- / Initial result: Mid-single digit increase in both conversion and attachment rate
- / Further expansion into more stores and countries planned

#### Data at work gains traction

- / Data leverage fuelled Q2 online sales growth
- / New "For-You-Page" for individualised assortment
- / Improved customer experience with price and availability alerts

## Deep dive Private Label: significant progress in Q2



#### On track to reach 5% sales share

- +15% Private Label sales growth in Q2
- / Strong brand building:
  - New Tim Raue gas grills under KOENIC available in May 2025
  - Exclusive audio collection with Robbie Williams under PEAQ to be launched in July 2025





#### Our growth businesses continue to drive our profitability



- / Increase in both gross profit and margin in Q2
- / Retail Core margin stable
- All growth businesses contributed to gross profit growth, especially Services & Solutions
- Growth businesses include:
  - Services & Solutions
  - Marketplace
  - Private Label
  - Retail Media

### Sustainability KPIs on track – BetterWay target reached ahead of plan



With 7,300 BetterWay products target reached ahead of plan

- International campaign with Jürgen Klopp underway in all countries
- Over 170 German stores actively offering returned products on Marketplace



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## Solid sales and EBIT growth in Q2



- Sales growth in Q2 driven by strong online business performance, B&M flat YoY
- Q2 impacted by negative calendar effect of -1%

- Adj. EBIT margin increased by 10bp in Q2 and 20bp in H1
- / 9th consecutive quarter of adj. EBIT growth

## Profitability further improved driven by Western/Southern Europe

Segments Q2 2024/25 development								
€m	DACH	Western/ Southern Europe	Eastern Europe	Others <sup>2</sup>	CECONOMY			
Sales (pre-IAS 29)	2,738	1,680	868	4	5,289			
Growth <sup>1</sup> (%)	-3.4 -0.1 +23.6		+6.3	+1.3				
Like-for-like (%)	-3.7 -0.1		+20.7	-	+0.8			
IAS 29	-43				-43			
Sales (post-IAS 29)			824		5,246			
Adj. EBIT <sup>1</sup>	-2	-7	9	10	10			
Adj. EBIT YoY change	+1	+10	-9	+2	+4			
Adj. EBIT margin <sup>1</sup> (%)	-0.1	-0.4	1.1	-	0.2			
Adj. EBIT margin YoY change (bp)	+0	+60	-140	-	+10			

#### DACH

- / Soft market development
- EBIT improvement driven by region-wide gross margin increase

#### Western/Southern Europe

- / Substantial increase in EBIT margin
- / EBIT increase in major countries: Spain, Italy and the Netherlands

#### Eastern Europe

/ Top-line and profit normalise as expected in Türkiye, continued soft development in Poland

#### Others

Pay-off from cost optimisation

## H1 EBIT progress bodes well for our FY guidance

Segments H1 2024/25 development								
€m	DACH	Western/ Southern Europe	Eastern Europe	Others <sup>2</sup>	CECONOMY			
Sales (pre-IAS 29)	6,800	4,098	1,936	10	12,844			
Growth <sup>1</sup> (%)	+2.0	+2.0 +4.3 +27.1			+5.9			
Like-for-like (%)	+1.5	+1.5 +2.9 +23.6		-	+4.7			
IAS 29		-28			-28			
Sales (post-IAS 29)			1,908		12,816			
Adj. EBIT <sup>1</sup>	167	69	35	19	289			
Adj. EBIT YoY change	+25	+25	-30	+16	+36			
Adj. EBIT margin <sup>1</sup> (%)	2.4	1.7	1.8	-	2.3			
Adj. EBIT margin YoY change (bp)	+30	+60	-200	-	+20			

#### DACH

EBIT improvement supported by strong cost control notably in Germany

#### Western/Southern Europe

/ Sales growth led EBIT improvement throughout the region

#### Eastern Europe

 Profitability normalising as expected in Türkiye. Restructuring measures continue in Poland.

#### Others

/ EBIT progress backed by cost control

## Services & Solutions well on track to reach mid-term goals



- Strong Q2 S&S performance ahead of group sales
- / Our portfolio performed well overall, particularly warranties and financing
- / +70bp increase in services attach rate
  in Q2

## Strong online sales growth due to improved customer experience



- Significant increase in online market share
- / Performance driven by higher conversion rate and basket size
- / Online sales share including Marketplace up 200bp YoY to 24.9% in Q2, up 210bp YoY to 27.1% in H1

## EBIT improvement fueled by gross margin uplift in Q2



- Strong gross margin improvement in Q2 thanks to growth businesses, particularly Services & Solutions
- Gross profit increase in line with sales in H1

- Cost programmes successfully offset inflation in Q2, keeping costs roughly stable. OPEX ratio impacted by soft sales.
- / Positive progress in both absolute cost and OPEX ratio in H1

## Q2 net profit development impacted by tax income in PY

Q2 development								
€m	2023/24	2024/25	Change					
Adjusted EBIT	5	10	+4					
Non-recurring items	39	4	-35					
EBIT reported	44	14	-30					
Net financial result	-26	-47	-21					
Earnings before taxes	19	-33	-52					
Income taxes	66	-4	-70					
Profit or loss for the period	85	-38	-123					
Non-controlling interests	0	0	0					
Net profit group share	84	-38	-122					
Reported EPS undiluted (€)	0.17	-0.08	-0.25					
Net profit group share adjusted	93	-33	-126					
EPS adjusted undiluted (€) <sup>1</sup>	0.19	-0.07	-0.26					

#### Non-recurring items

- / Decline mainly driven by lower Fnac profit share and fire damage in the Netherlands:
  - At equity results (€26 m, -€17 m YoY)
  - Fire damage in the Netherlands (-€9 m)
  - Efficiency measures (-€6 m)

#### Net financial result

/ PY positively impacted by Metro properties and Metro AG dividend (€15 m)

#### Tax

Decline driven by higher activation of DTA (deferred tax assets) in PY

Note: From continuing operations and based on reported figures. Average number of shares 485,221,084 since Q3 2021/22. <sup>1</sup>Underlying tax rate and EPS adjusted for impairment in Poland and at equity result, pre-IAS 29. See Appendix for more details.

## H1 operating improvement balanced out by prior year tax benefits

H1 development								
€m	2023/24	2024/25	Change					
Adjusted EBIT	253	289	+36					
Non-recurring items	10	-46	-56					
EBIT reported	263	243	-20					
Net financial result	-66	-104	-38					
Earnings before taxes	197	138	-59					
Income taxes	36	-28	-64					
Profit or loss for the period	233	110	-123					
Non-controlling interests	2	0	-2					
Net profit group share	231	110	-121					
Reported EPS undiluted (€)	0.48	0.23	-0.25					
Net profit group share adjusted	261	158	-102					
EPS adjusted undiluted (€) <sup>1</sup>	0.54	0.33	-0.21					

#### Non-recurring items

- / Decline mainly driven by lower Fnac profit share and impairment in Poland
  - At equity results (€19 m, -€24 m yoy)
  - Impairment in Poland (-€32 m)
  - Efficiency measures (-€8 m)

#### Net financial result

/ PY positively impacted by Metro properties and Metro AG dividend (€15 m)

#### Tax

- <sup>′</sup> Higher activation of DTA in prior year
- Tax rate rate of 20.4% reported
- / Underlying tax rate of 15.9%<sup>1</sup>

Note: From continuing operations and based on reported figures. Average number of shares 485,221,084 since Q3 2021/22. <sup>1</sup>Underlying tax rate and EPS adjusted for impairment in Poland and at equity result, pre-IAS 29. See Appendix for more details.

## FCF impacted by soft sales development



#### NWC

Impacted by soft sales development and Easter shift

#### Tax

/ Cash inflow due to tax repayment

#### Other operating cash flow

- / Adjustment for our equity stake in Fnac
- / Cash out for restructuring

#### Lease repayments

/ Continued optimisation



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#### 2024/25 sales and EBIT outlook confirmed

#### // Moderate increase in fx- and portfolio-adjusted sales

/ All segments are expected to contribute to sales growth

#### // Clear increase in adjusted EBIT

/ Improvement in adjusted EBIT driven by DACH and Western/Southern Europe

The outlook is adjusted for portfolio changes and does not take into account the earnings effects from companies accounted for using the equity method. Accounting effects of the application of IAS 29 in Türkiye as a hyperinflationary economy are also not taken into account either. It excludes non-recurring effects, particularly in connection with the simplification and digitalisation of central structures and processes or changes to the legal environment.

#### New product innovations to boost product categories



- / IT category still going strong thanks to AI-enabled products
- / Gaming on the rise: strong pre-order for Nintendo Switch 2
- / Emerging new categories: smart glasses with potential for mainstream adoption



## Summary of Q2 and H1 results

01

Robust performance in a volatile market

02

We gained market share

03

Our sizeable growth businesses keep expanding

04

We progress in leveraging data to improve customer experience

05

Our focus remains on cost, liquidity and profitability

06

We confirm our growth outlook for FY 2024/25

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#### **Questions & Answers**



**Dr. Kai-Ulrich Deissner** CEO



**Remko Rijnders** CFO

## Financial calendar 2024/25



#### We would be delighted to answer your questions

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"Gift moments that last forever"

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## Appendix

### **Reported to adjusted EBIT bridge**



- At equity investment in H1 includes -€7 m for Fnac Darty post dilution (Q1)
- Others in Q2 includes -€9 m for fire damage in NL (temporary effect)

### Reported to adjusted gross margin and OPEX ratio



- IAS 29 effect:
- Negative impact on reported gross margin
- Almost neutral in OPEX ratio as OPEX and sales are both adjusted
- Other includes mainly impairments for Poland

## Reported net working capital

	Q2 2023/24			Q2 2024/25		
€m	31/12/2023	31/03/2024	Change	31/12/2024	31/03/2025	Change
Inventories	3,549	3,108	-441	3,694	3,299	-395
Trade receivables and similar claims	557	522	-35	697	577	-120
Receivables due from suppliers	1,618	1,245	-373	1,902	1,165	-737
Trade liabilities and similar liabilities	-7,691	-5,451	2,241	-8,302	-5,537	2,765
Net working capital	-1,967	-576	1,391	-2,009	-495	1,514

## Reported net working capital

	H1 2023/24			H1 2024/25		
€m	30/09/2023	31/03/2024	Change	30/09/2024	31/03/2025	Change
Inventories	2,918	3,108	190	3,114	3,299	185
Trade receivables and similar claims	490	522	32	560	577	17
Receivables due from suppliers	1,207	1,245	37	1,292	1,165	-127
Trade liabilities and similar liabilities	-5,320	-5,451	-131	-5,824	-5,537	287
Net working capital	-705	-576	129	-857	-495	362

## Application of IAS 29, hyperinflation accounting

		2023/24		2024/25			
€m	Reported sales	IAS 29 effect	Sales pre-IAS 29	Reported sales	IAS 29 effect	Sales pre-IAS 29	
Q1	6,984	-19	7,003	7,570	+15	7,555	
Q2	5,334	+45	5,289	5,246	-43	5,289	
H1	12,318	+26	12,292	12,816	-28	12,844	

	2024/25							
Sales growth	Like-for- like growth	Growth from expansion	Fx-and portfolio adjusted	Portfolio effect	Fx-effect	Growth in € pre-IAS 29	IAS 29	Reported growth in €
Q1	7.8%	1.7%	9.5%	0%	-1.6%	7.9%	+0.5%	8.4%
Q2	0.8%	0.6%	1.3%	0%	-1.3%	0.0%	-1.6%	-1.6%
H1	4.7%	1.2%	5.9%	0%	-1.4%	4.5%	-0.5%	4.0%

thereof 0.4%p. in Q2 and 0.3%p. in H1 from acquisitions (melectronics and Gravis)

## Q2/H1 2024/25 hyperinflation accounting



- Negative impact from IAS 29 accounting on Sales in Q2 and H1 2024/25
- Switching KPIs analysis to pre-IAS 29 more appropriate and closer to the underlying operating performance

### From reported to adjusted net profit – Q2

	Reported			Incl. adjustments			Comment
€m	2023/24	2024/25	Change	2023/24	2024/25	Change	Comment
Reported EBIT	44	14	-30	44	14	-31	
Impairments				0	3	+3	Poland
Adjustment: IAS 29				-4	0	+4	Türkiye
Adjustment: At-Equity (Fnac Darty S.A.)				0	0	0	
EBIT for EPS calculation	44	14	-31	44	17	-27	
Net financial Result	-26	-47	-21	-23	-49	-25	
Earnings before Taxes (EBT)	19	-33	-52	21	-32	-53	
Income Taxes	66	-4	-70	73	-1	-74	
Net profit/loss for the period	85	-38	-122	94	-33	-127	
o/w non-controlling interests	0	0	0	0	0	0	
o/w net profit group share	84	-38	-122.0	93	-33	-126	
EPS in €	0.17	-0.08	-0.25	0.19	-0.07	-0.26	

/ Financial result and tax rate adjusted for IAS 29, impairments in Poland and at-equity result for Fnac

/ Number of shares: 485,221,054 ordinary shares

#### From reported to adjusted net profit — H1

	Reported		Incl. adjustments				Comment
€m	2023/24	2024/25	Change	2023/24	2024/25	Change	Comment
Reported EBIT	263	243	-20	263	243	-20	
Impairments				0	32	+32	Poland
Adjustment: IAS 29				21	8	-14	Türkiye
Adjustment: At-Equity (Fnac Darty S.A.)				0	7	+7	dilution impact
EBIT for EPS calculation	263	243	-20	288	289	+2	
Net financial Result	-66	-104	-38	-65	-106	-41	
Earnings before Taxes (EBT)	197	138	-58	223	184	-39	
Income Taxes	36	-28	-64	40	-25	-65	
Net profit/loss for the period	233	110	-123	263	158	-105	
o/w non-controlling interests	2	0	-2	2	0	-2	
o/w net profit group share	231	110	-121	261	158	-102	
EPS in €	0.48	0.23	-0.25	0.54	0.33	-0.21	

/ Financial result and tax rate adjusted for IAS 29, impairments in Poland and at-equity result for Fnac

- 15.9% expected underlying tax rate for the full year
- Number of shares: 485,221,054 ordinary shares

#### Store network

Stores (#)	31/12/2024	Openings	Closures	31/03/2025
Germany	401	0	0	401
Austria	56	0	0	56
Switzerland	44	0	0	44
Hungary	40	0	0	40
DACH	541	0	0	541
Belgium	26	1	0	27
Italy	139	0	0	139
Luxembourg	2	0	0	2
Netherlands	55	0	1	54
Spain	111	0	0	111
Western/Southern Europe	333	1	1	333
Poland	86	0	2	84
Türkiye	101	1	0	102
Eastern Europe	187	1	2	186
CECONOMY	1,061	2	3	1,060

## **Updated reporting of Services & Solutions KPI**

Services & Solutions sales <sup>1</sup> in €m							
Financial period	Q1	Q2	Q3	Q4	FY		
2021/22	281	256	246	277	1,061		
2022/23	310	260	238	295	1,104		
2023/24	310	288	289	325	1,211		

- From Q1 2024/25 our Services & Solutions definition only includes
   Operational Services & Solutions, in line with our Key Pledge 2025/26 shown at Capital Markets Day 2023
- Services & Solutions now consists of:
  - Insurance and warranties
  - Telecom and digital products
  - Advice, installation and repair services
  - Consumer financing
  - Sustainability services and others
- / Steady growth thanks to strategic focus and expanding service offering

## Our commitment to sustainability is reflected in our ratings

Rating agency	Scale	Results for FY 22/23	Results for FY 23/24	Trend
MSCI 🛞	CCCBBBBBBAAAAALaggard $Average$ Leader	Α	ΑΑ	-
	Severe         High         Med.         Low         Negl.           40+         30-40         20-30         10-20         0-10	15.8	13.3	
<b>CDP</b>	D-         D         C-         C         B-         B         A-         A           Disclosure         Awareness         Management         Leadership	В	Α-	
ISS ESG⊳	D- D D+ C- C C+ B- B B+ A- A A+	С	С	
ecovadis	0-24         25-44         45-64         65-84         85-100           Insufficient         Partial         Good         Advanced         Outstanding	50	50	•

## CECONOMY

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