



## 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



<sup>&</sup>lt;sup>1</sup>Company information based on publicly available information and estimations of competitors; <sup>2</sup>Source: Externally conducted surveys conducted 07 – 09/2023; <sup>3</sup>Adjusted 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



## We operate in a constantly growing industry

### Growth opportunities



### **Sustainability**

Sustainable and energy-efficient products

CAGR in energy-efficient category segments<sup>1</sup>



### 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 items<sup>1</sup>



### New product categories

Growth in new categories – health, mobility, virtual reality

+16%

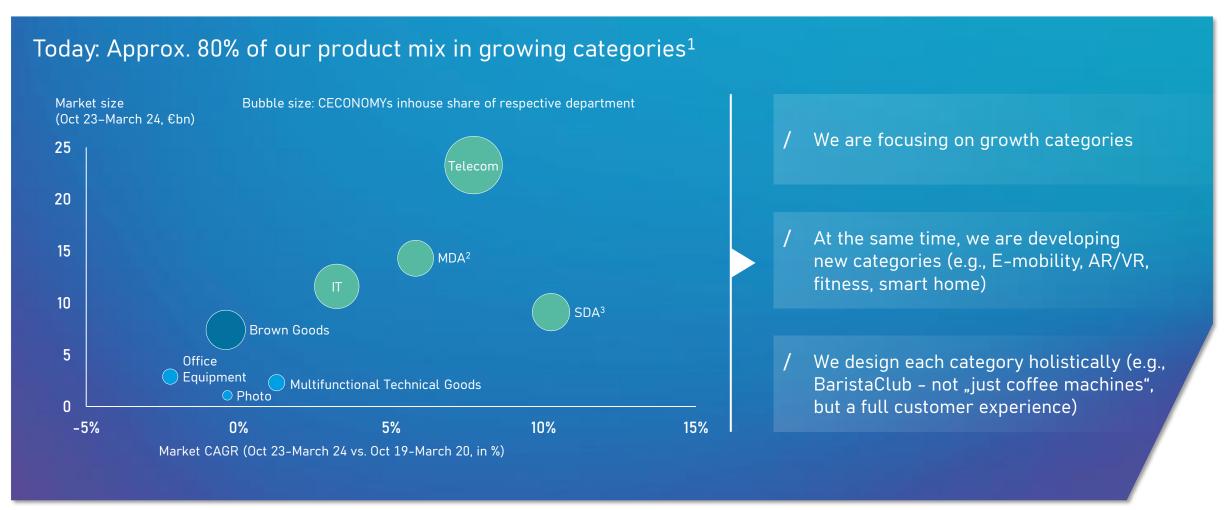


### Adjacent service business

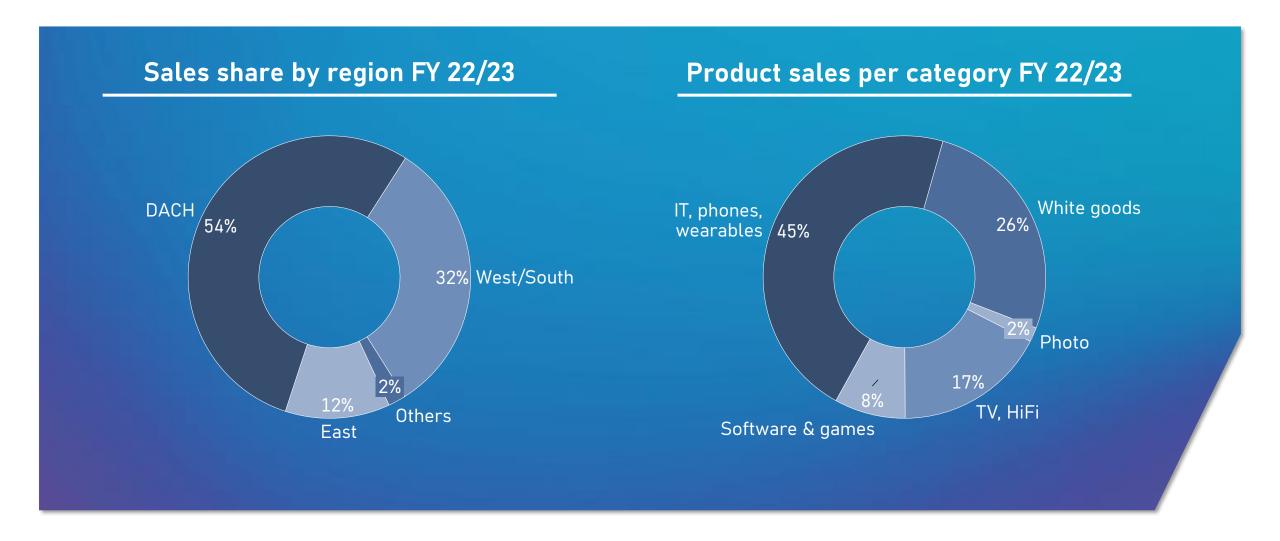
Services for higher convenience and "peace of mind"

+10% CAGR<sup>2,3</sup>

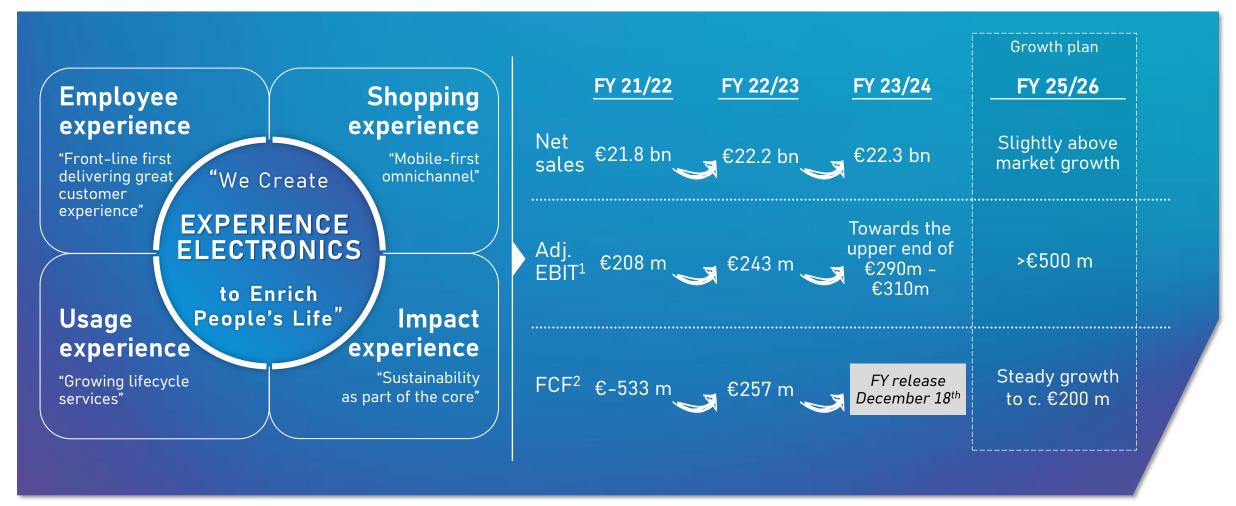
# We are well positioned to gain further share as we are focusing on growth trends



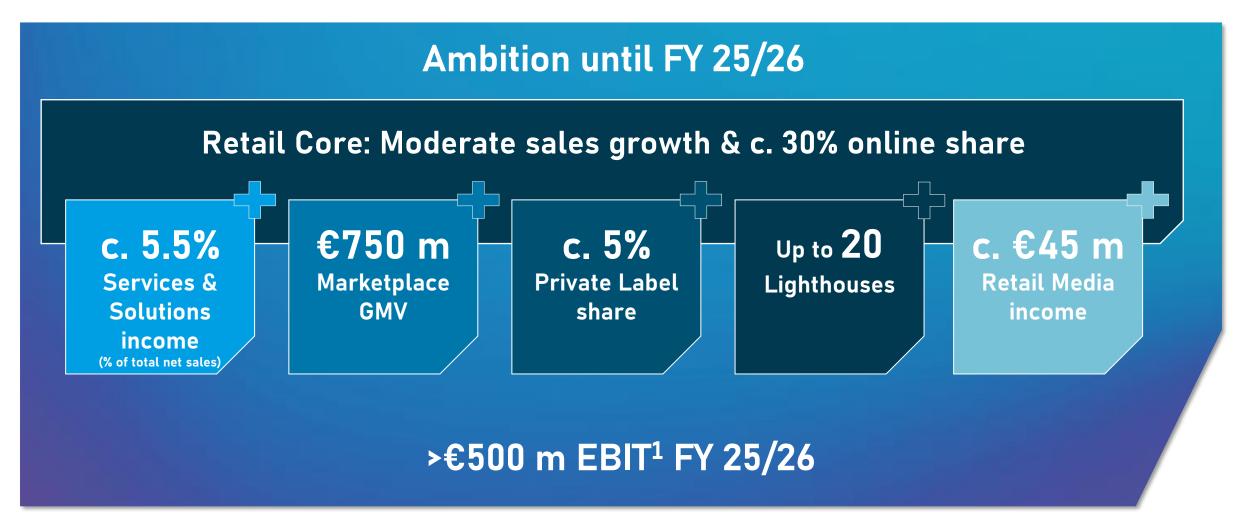
## We are well-diversified in terms of both regional and product sales



# 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

Simplified illustration

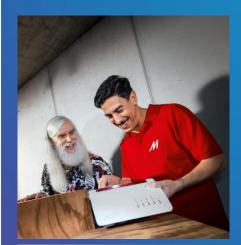




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## We guide the customer through an increasingly complex world!

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 Marketplace<sup>2</sup>

Lifecycle services



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

Sustainable products and solutions



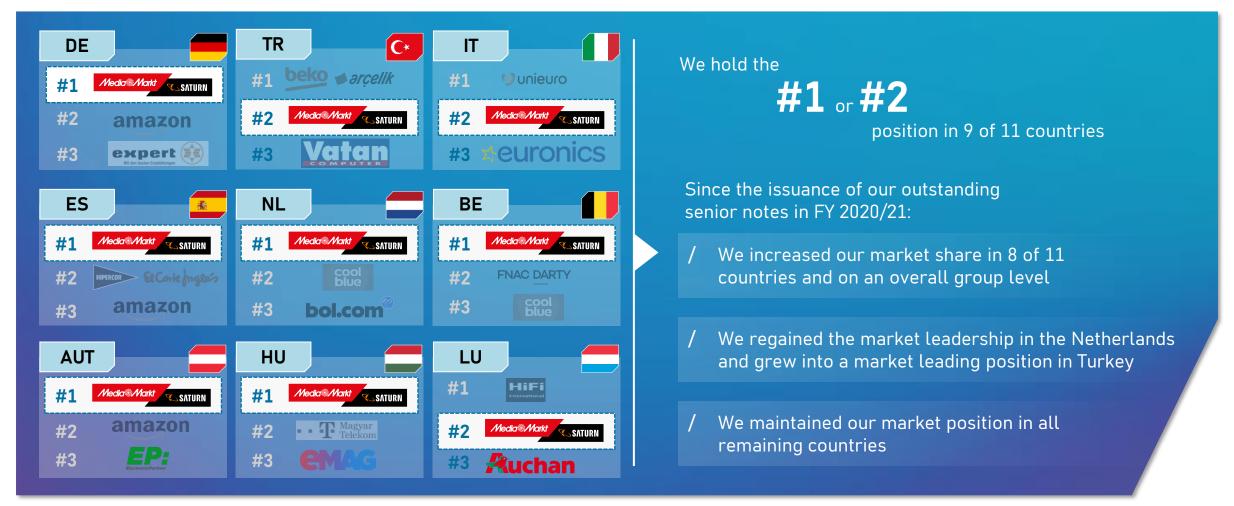
- / Own sustainable label "BetterWay"
- / Wide range of refurbished products

Strong and reliable partner to the industry

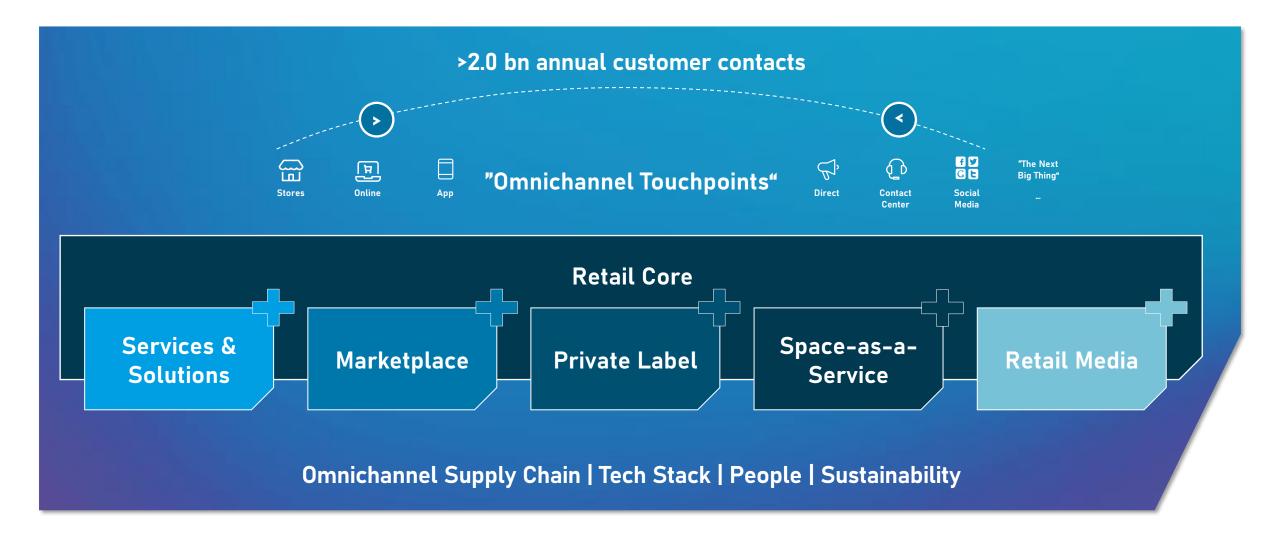


- / Strong cooperations via our space-as-a-service concepts
- / Retail media to support our partners

# We have an established leadership positions in key European markets



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



November 2024 | Consumer & Retail Conference

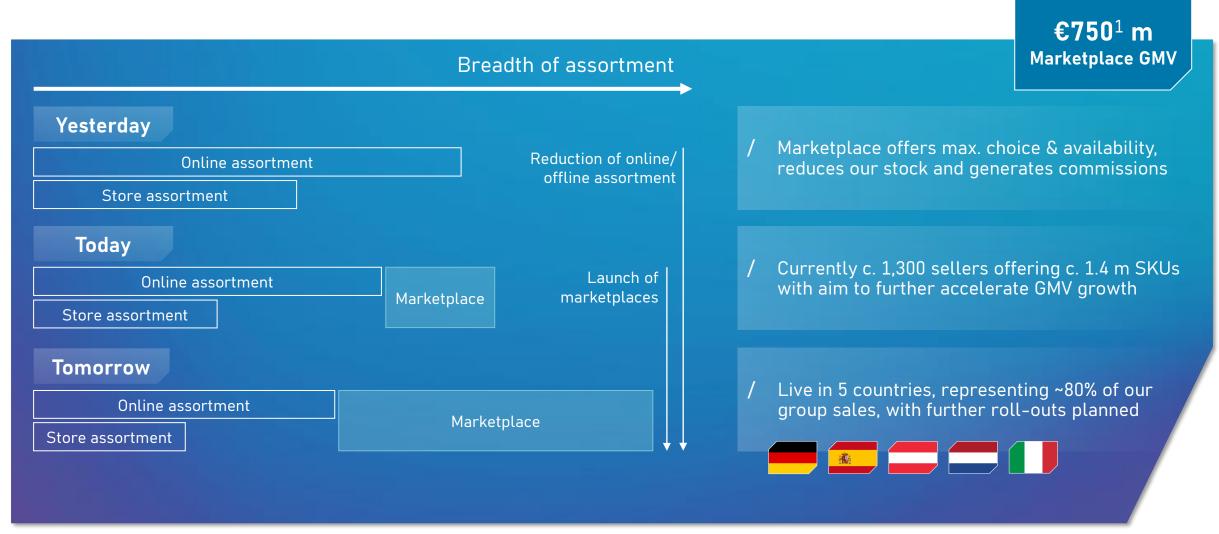


Our Services & Solutions portfolio consequently serves the most relevant customer needs and adapts accordingly

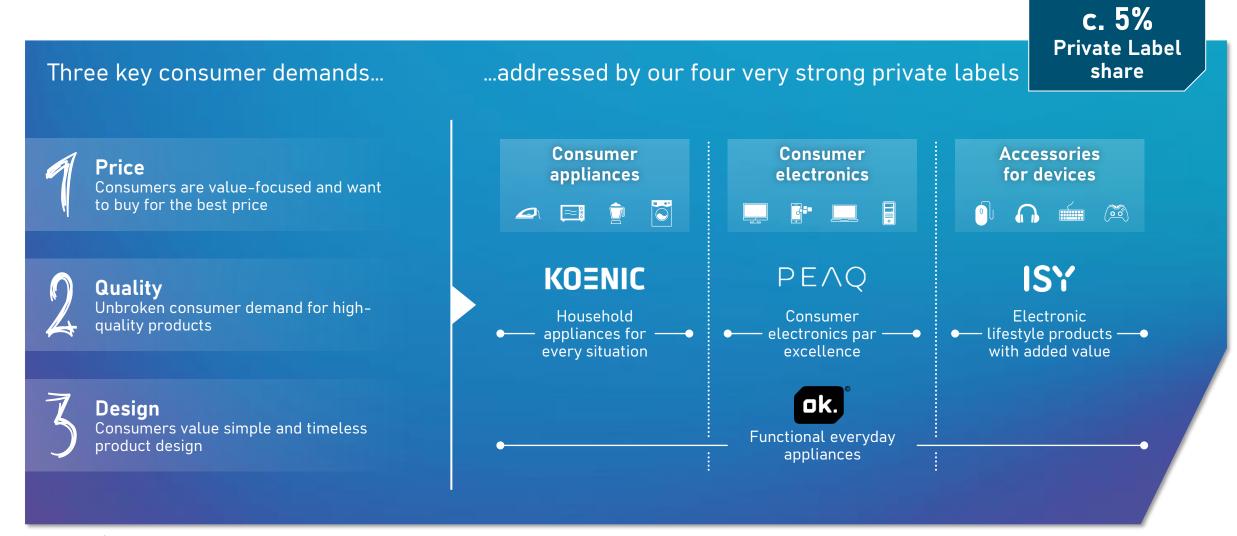
c. 5.5% S&S income 70% 73% 71% 80% Reality of Feel that we are heading for Cannot financially cover an Wish their life was more European Are uncomfortable about environmental disaster simple<sup>2</sup> emergency<sup>1</sup> their financial situation<sup>1</sup> customers unless we change quickly<sup>2</sup> 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

<sup>&</sup>lt;sup>1</sup>Source: Euromonitor Emergency: spontaneous invest/replacement >€ 200; 2Source: Ipsos

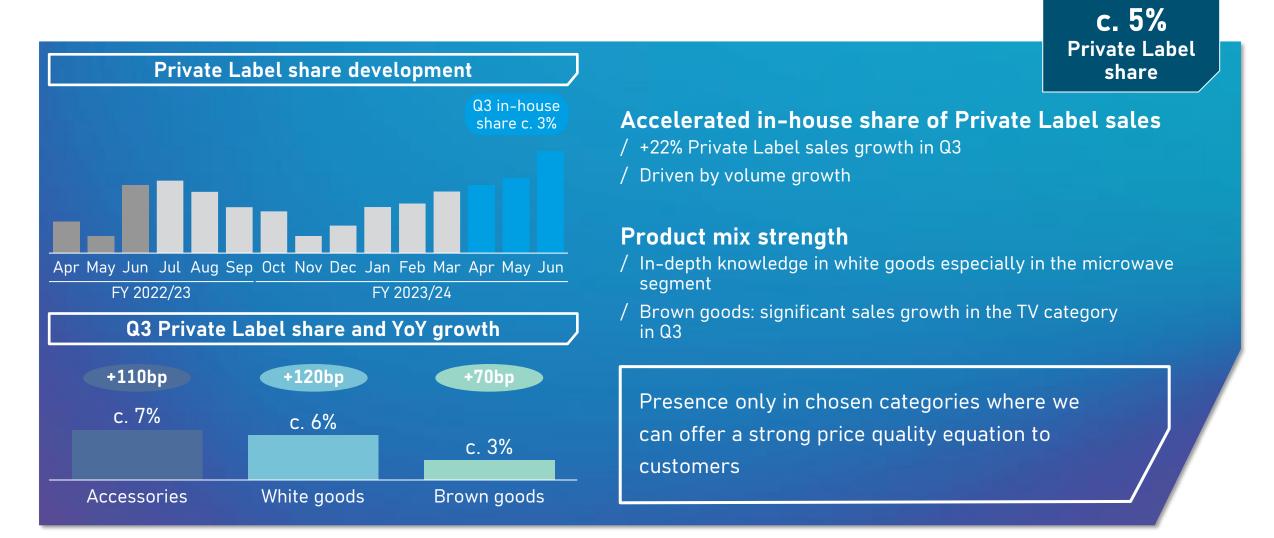
## Marketplace is the key driver to enrich our assortment



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



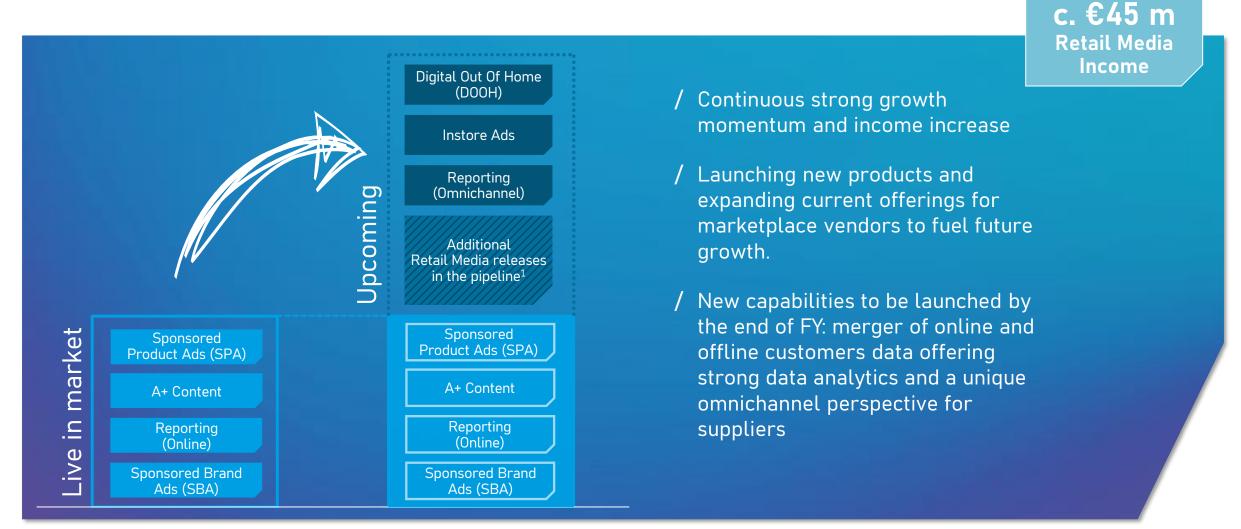
## Snapshot Private Label: Significant positive progress in Q3



# We provide an attractive Retail Media platform for our partners

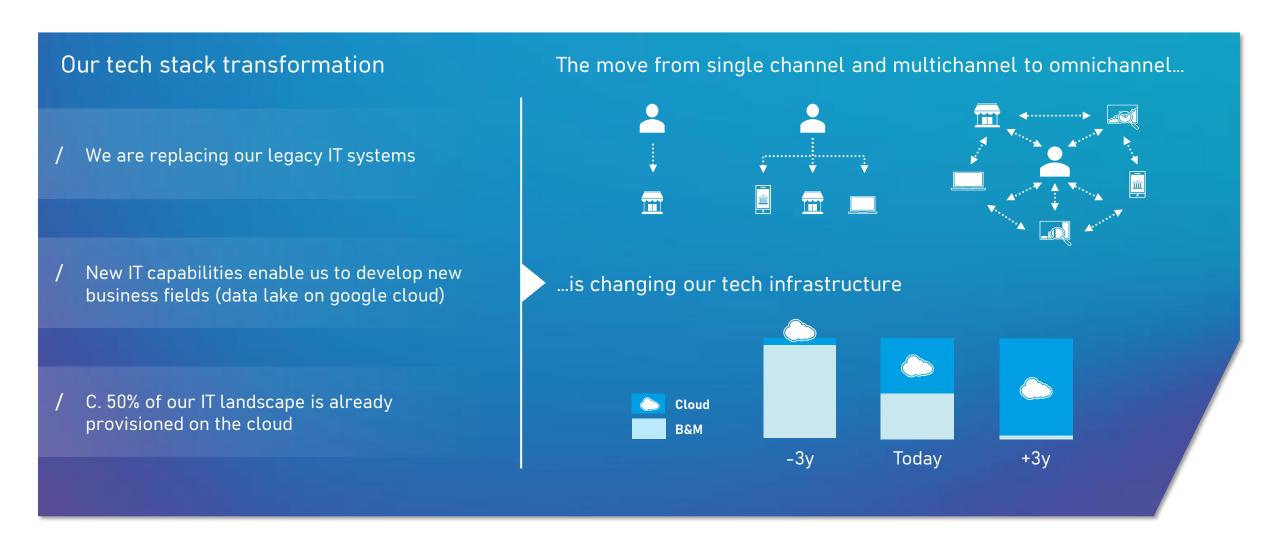


## Deep dive Retail Media: our first party data analytics remained a substantial growth driver

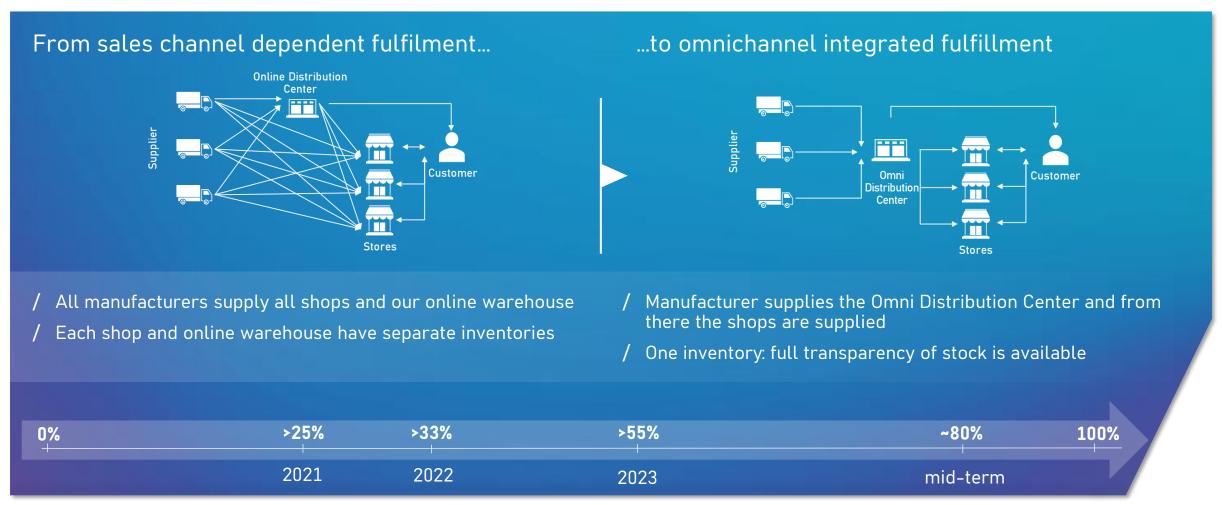


<sup>&</sup>lt;sup>1</sup>Further information about additional Retail Media products in the pipeline to be found in the appendix

# 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**

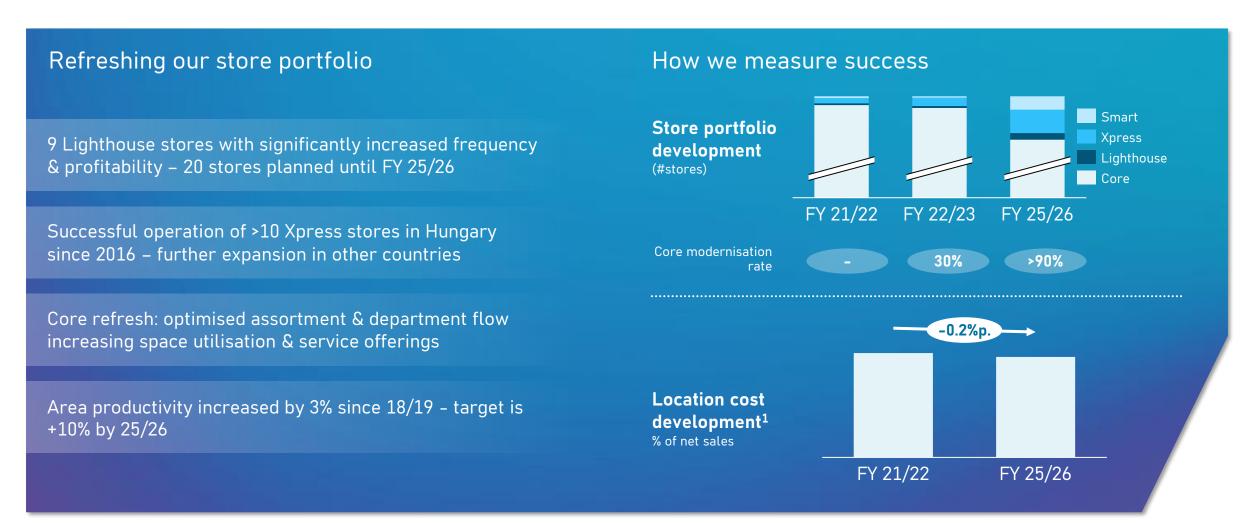
Omnichannel and

City center location

c. 70-500sqm

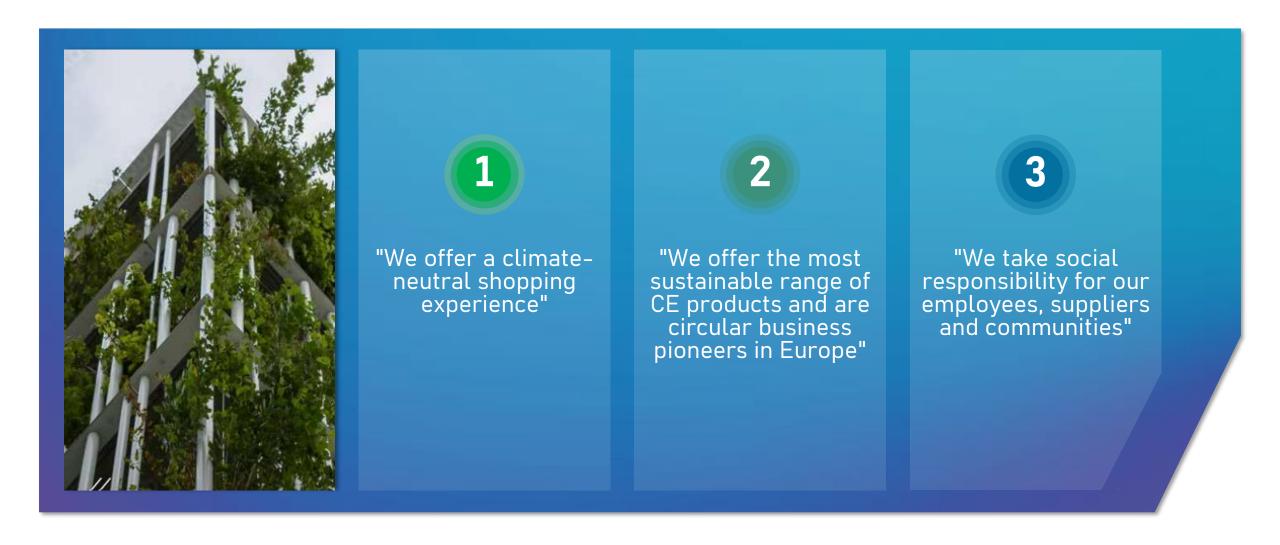


## We target the complete overhaul of core store portfolio by FY 25/26

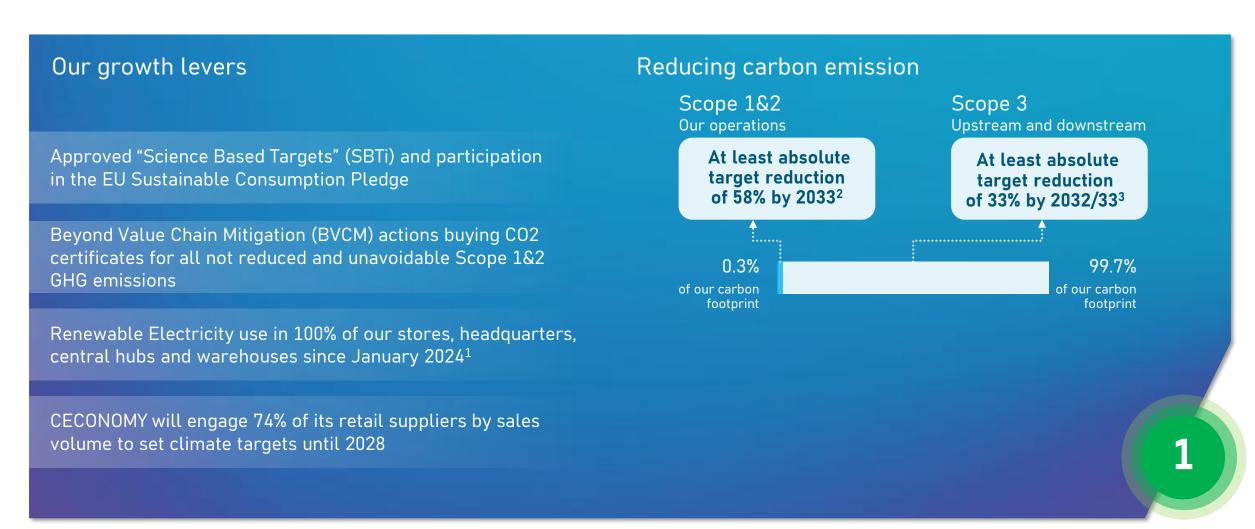


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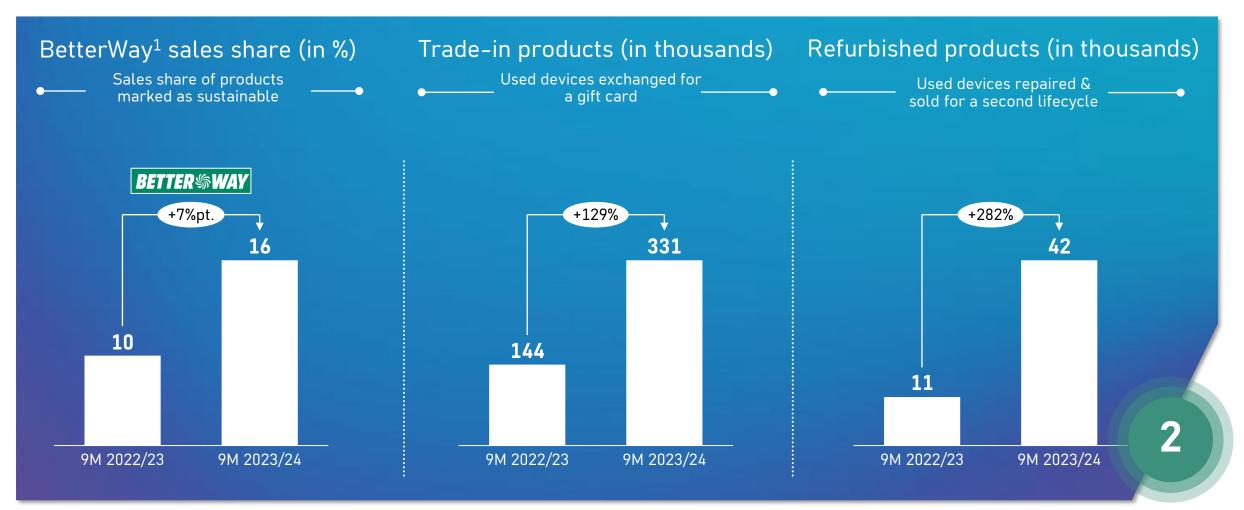
# Sustainability is part of our DNA



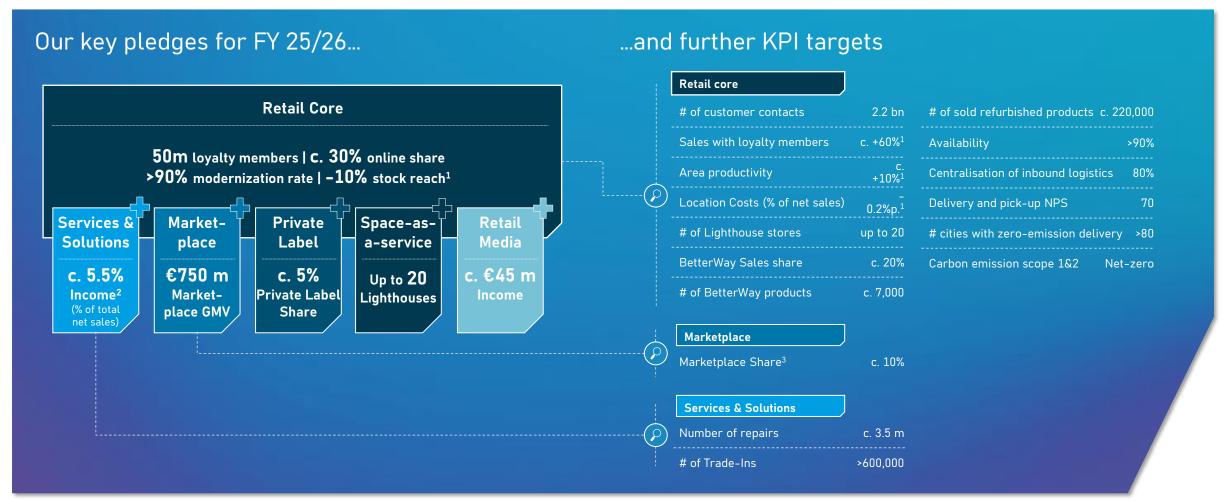
### We have set ourselves ambitious sustainability targets



## 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	<b>A</b>
Retail Core	Online share	25%	23%	c. 30%	<b>—</b>
Retail Core	Modernization rate	30%	50%	> 90%	1
Retail Core	Stock reach progress	10.3 weeks	9.1 weeks (-11%)	-10%	<b>1</b>
Space-as-a-service	# Lighthouses	5	8	Up to 20	<b>*</b>
Services & Solutions	Income in % of total sales <sup>1</sup>	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%	•
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

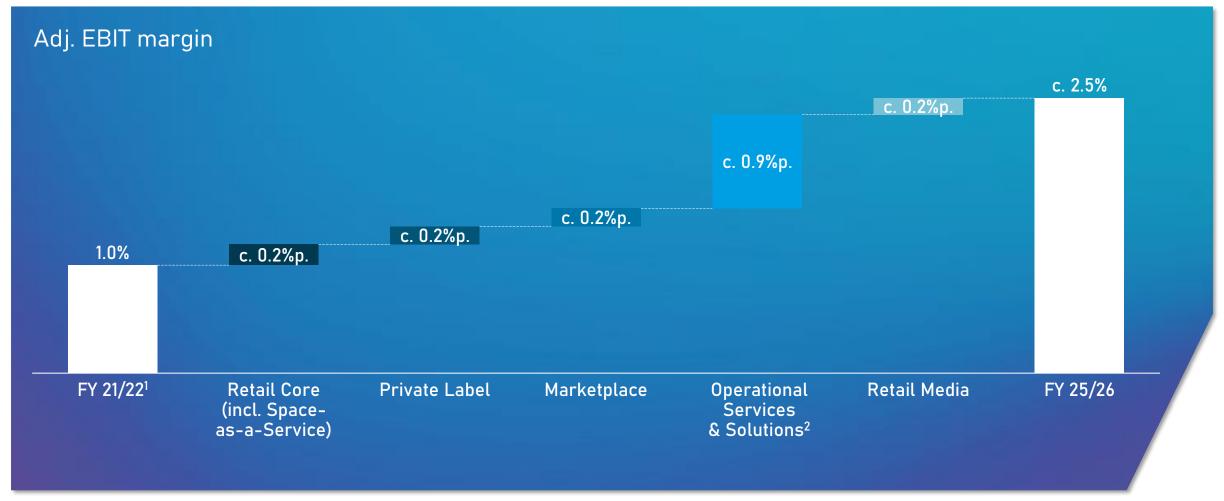


# Our further growth plan: >€500 m EBIT and c. €200 m FCF in FY 25/26

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

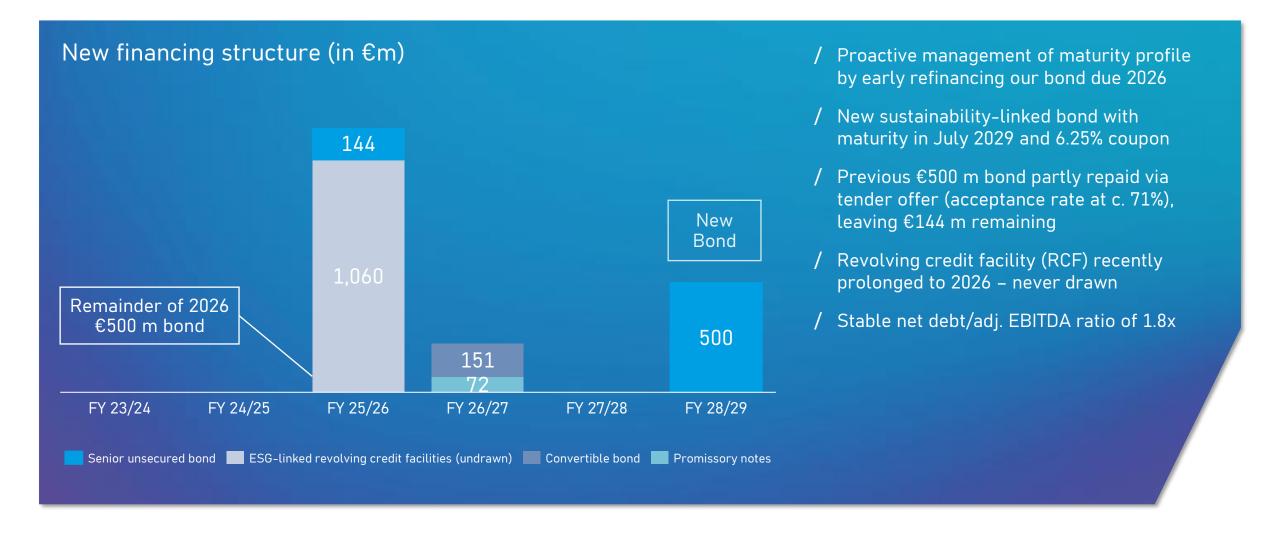
# Service businesses play biggest role in profitability increase

Simplified approximation

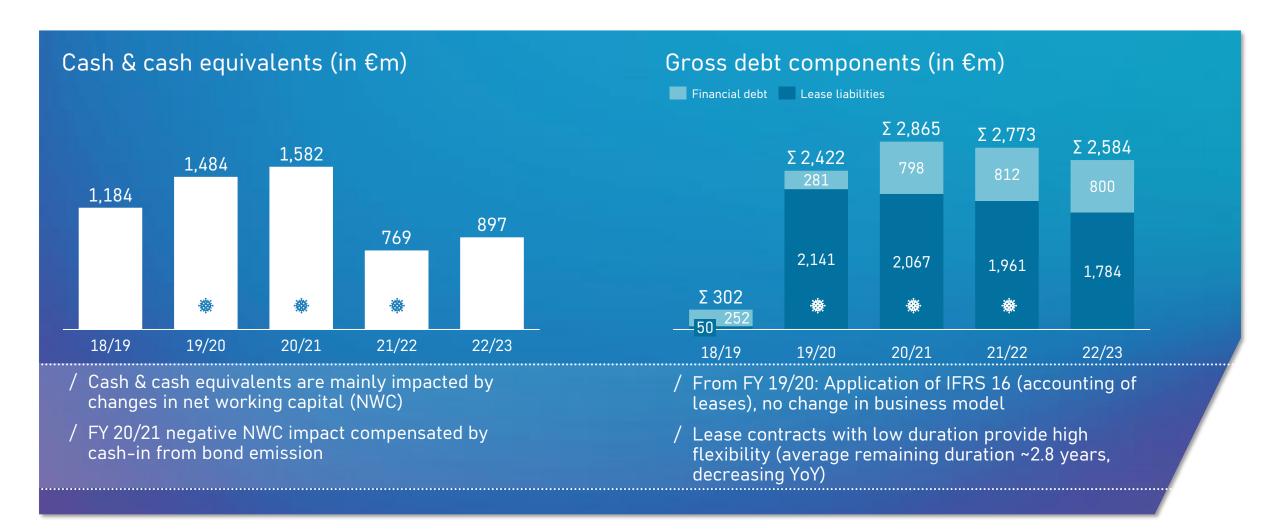




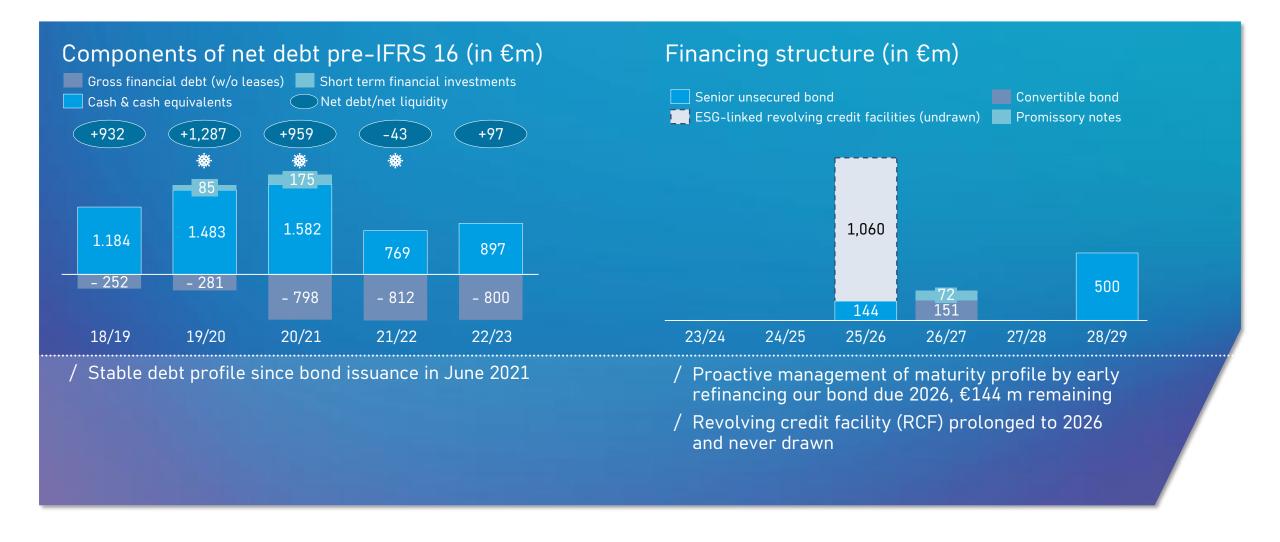
# Maturity profile successfully extended by early refinancing of our corporate bond



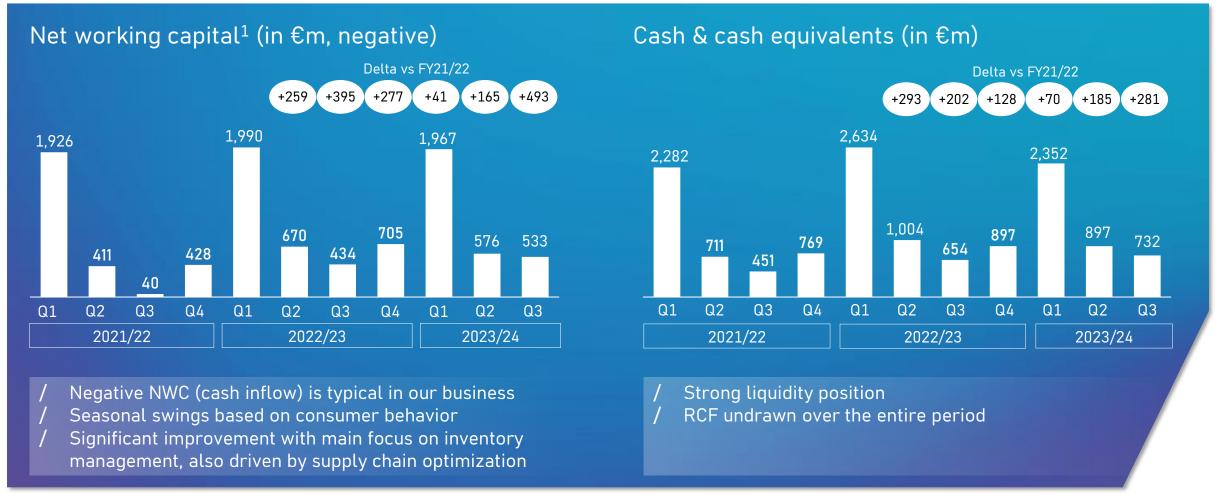
## Since our bond emission in June 2021, CECONOMY has a low and stable financial debt on a lease adjusted basis



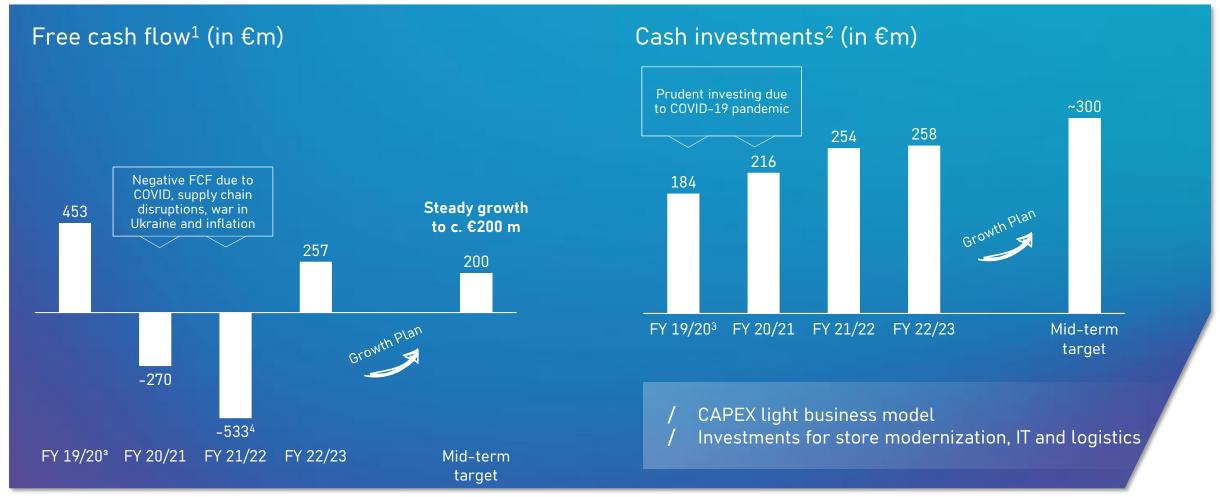
## CECONOMY has no major debt repayment before 28/29



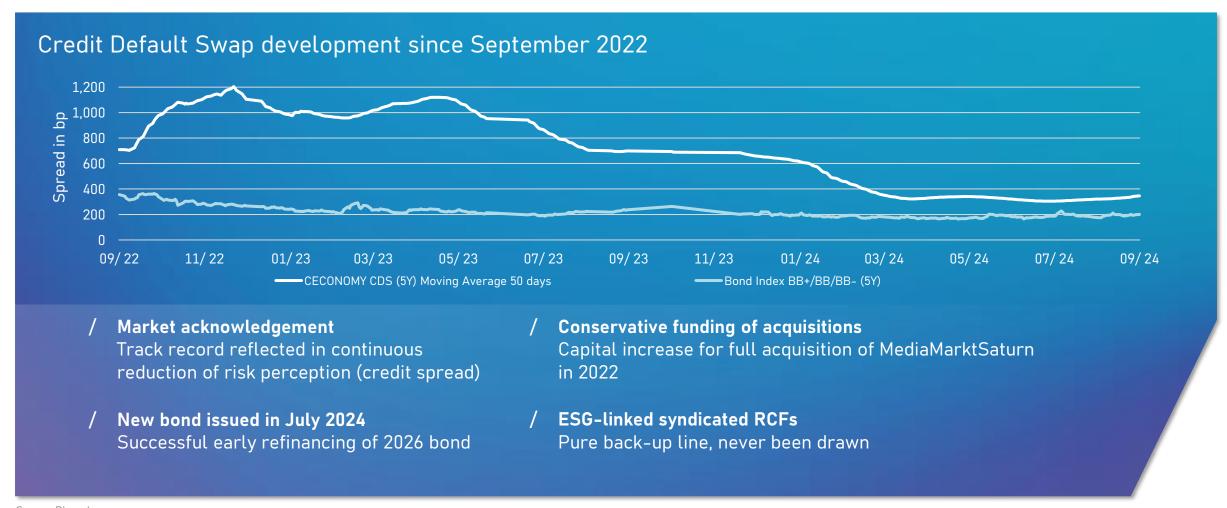
# Typical seasonal variation in NWC throughout the year — Cash management improved substantially



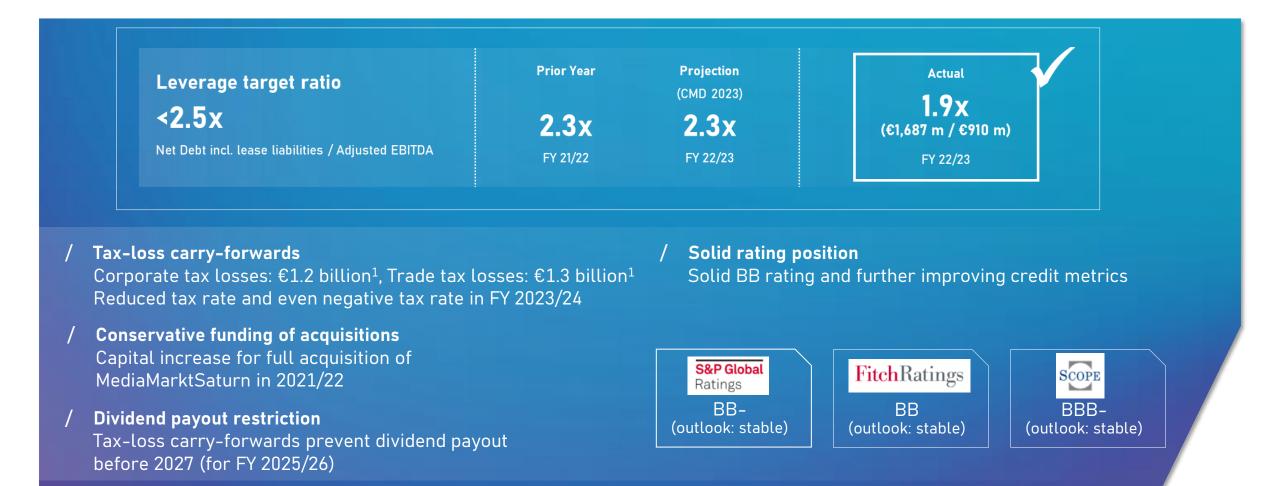
# Steady growth to achieve our FCF targets supported by capex light business model



## Strong improvement in credit spread since start of calendar year 2023



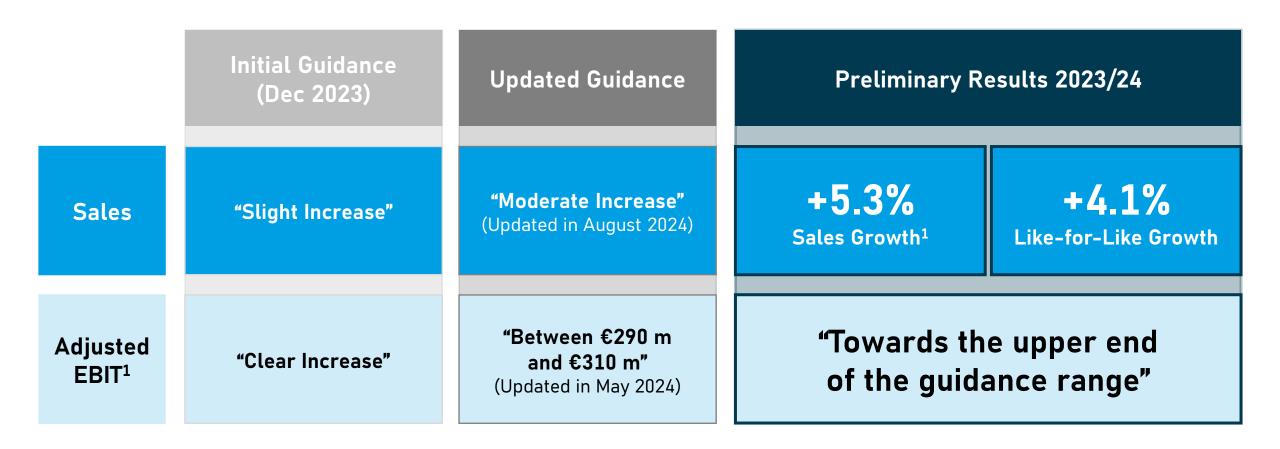
## Prudent financial policy underpinned by much improved leverage ratio





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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 growth<sup>1</sup> vs. PY

€4.9 bn

+€9 m

adjusted EBIT<sup>1</sup> growth vs. PY

-€51 m

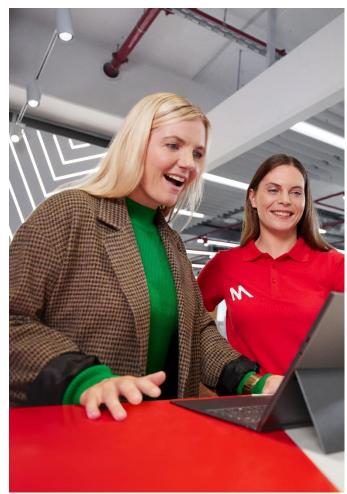
+6 points

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% YoY
- / Online sales up +9.7%¹ YoY
- / Online share at 22.2%<sup>2</sup>, 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 margin<sup>3</sup>
- / +€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							
€m	DACH	Western/ Southern Europe	Eastern Europe	Others <sup>2</sup>	CECONOMY		
Sales (pre-IAS 29)	2,529	1,552	731	5	4,816		
Growth <sup>1</sup> (%)	-0.1%	+5.4%	+42.1%	-5.2%	+6.6%		
Like-for-like (%)	-0.1%	2.3%	38.2%	-	5.2%		
IAS 29			102		102		
Sales (post-IAS 29)			833		4,918		
Reported YoY change (%)	-0.4%	+3.6%	+111.0%	-95.3%	+8.6%		
Adj. EBIT¹	-44	-18	4	7	-51		
Adj. EBIT margin <sup>1</sup> (%)	-1.7%	-1.2%	0.6%	-	-1.1%		
Adj. EBIT YoY change	+6	+7	-16	+12	+9		

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

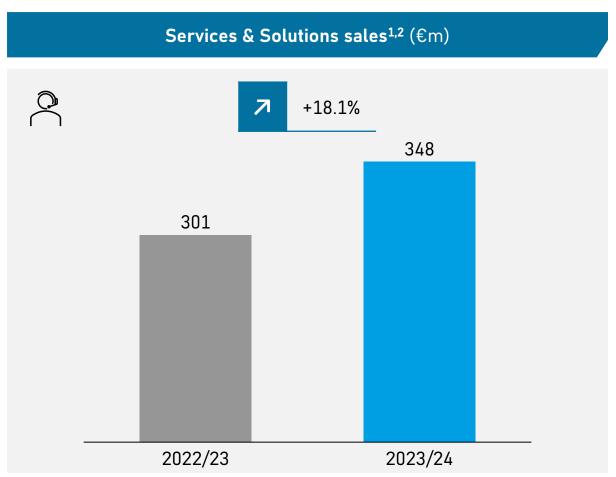
/ Sales and profit are moderating as anticipated, mirroring the market's deceleration

#### **Others**

 Positive EBIT development supported by cost control in central units

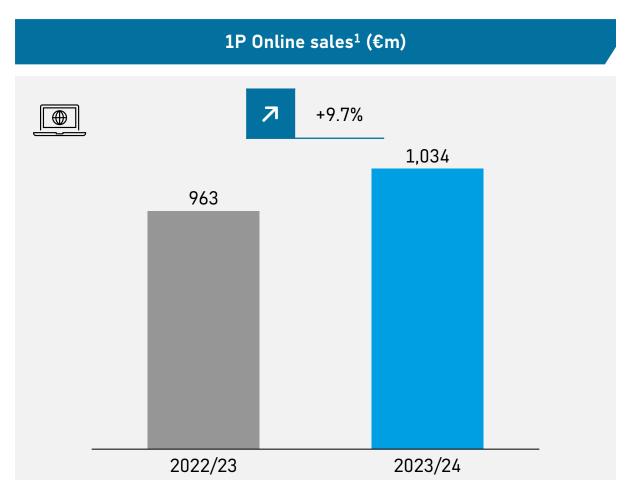
<sup>&</sup>lt;sup>1</sup>Sales adjusted for currency and portfolio change effects, pre-IAS 29. EBIT at current rate, additionally adjusted for non-recurring effects and excluding associates. Margin calculation based on reported sales pre-IAS 29 and adjusted EBIT; <sup>2</sup>Including Consolidation.

## 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

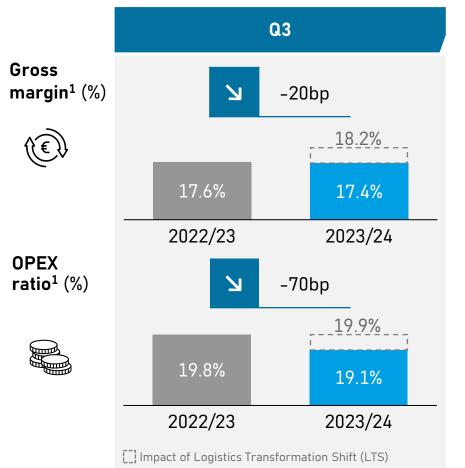


- Continued strong 1P online sales growth driven by all regions
- / Doubling of Marketplace GMV in Q3
- Marketplace currently live in five countries, with Italy opened in July
- Online share including Marketplace up 130bp YoY to 22.2%

### \_\_\_\_\_

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

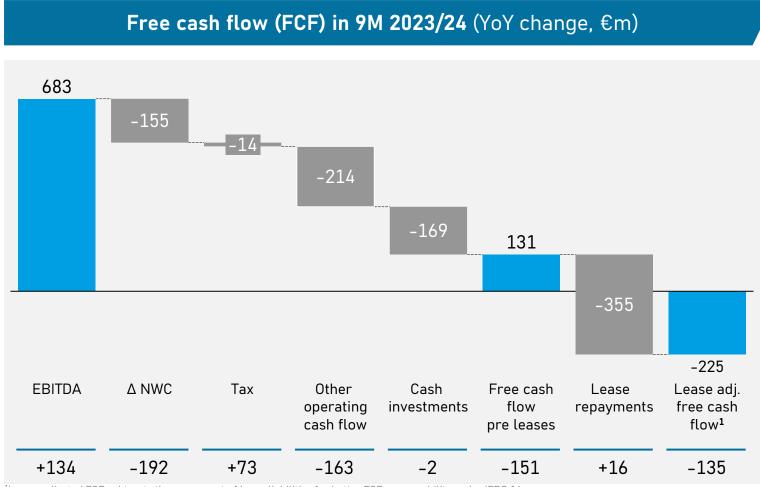
#### Tax

/ 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**

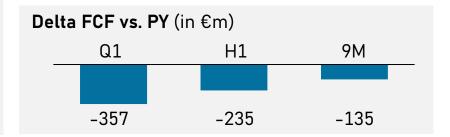
Further normalisation: better product availability to support sales growth

#### 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)



<sup>&</sup>lt;sup>1</sup>Lease–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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