

# BAWAG P.S.K. AND MEDIAMARKTSATURN AUSTRIA AGREE TO STRATEGIC PARTNERSHIP IN RETAIL SEGMENT

- ▶ **BAWAG P.S.K. to serve as exclusive financing partner for MediaMarktSaturn Austria customers**
- ▶ **Partnership set to start on 1 January 2019**

**VIENNA, Austria – May 17, 2018** – MediaMarktSaturn Austria and BAWAG P.S.K. have agreed to an exclusive sales partnership: Retail customers will be able to take advantage of a wide range of financial services products from BAWAG P.S.K. at all 37 MediaMarkt and 15 Saturn locations and corresponding online-shops in Austria in the future. The collaboration will start on 1 January 2019 and is set for the long term.

**David O’Leary**, member of the Managing Board of BAWAG Group and responsible for retail banking: *“This strategic partnership complements our omni-channel strategy aimed at strengthening our presence in the consumer lending segment on the Austrian market and leveraging cross-selling potential. The collaboration with MediaMarktSaturn Austria combines our expertise in the area of innovative financial services products that can be concluded quickly with the variety of products offered by the leading Austrian retailer in consumer electronics.”*

**Martin Thomas**, CFO of MediaMarktSaturn Austria: *“Our target is to provide for usage of modern consumer electronics, in a simple manner and at a favorable price. That’s why we have the aspiration to offer our customers suitable individual products and complementary services, in every respect. The partnership with BAWAG P.S.K. meets our needs, among other things, because it will enable us to integrate a new range of services regarding financing and financial services in our portfolio.”*

## About BAWAG Group

BAWAG Group AG is the listed holding company of BAWAG P.S.K., which is headquartered in Vienna, Austria, with the main banking subsidiaries *easybank* and *start:bausparkasse* in Austria and *Südwestbank* in Germany. With more than 2.5 million customers, BAWAG P.S.K. is one of Austria’s largest banks operating under a well-recognized national brand and applies a low-risk, efficient, simple and transparent business model focused on Austria, Germany and developed markets. The Bank serves retail, small business and corporate customers offering comprehensive savings, payment, lending, leasing, investment, building society and insurance products and services through various online and offline channels. Delivering simple, transparent and best-in-class products and services that meet our customers’ needs is the consistent strategy across all business units.

## About MediaMarktSaturn Austria

MediaMarktSaturn Austria is the market leader in the domestic consumer electronics market. With the brands MediaMarkt and Saturn, the group stands for innovative technology, a wide variety of products, attractive prices and competent service. The comprehensive multi-channel concept links the stationary offering at 52 locations throughout Austria with the online offering and enables the customer to choose from a wide range of products anytime, anywhere. Since 2016, MediaMarktSaturn Austria has been offering its own mobile services under the Saturn Mobil and MediaMarkt Mobil brands.

The group has been active in Austria since 1990 and employs more than 2,800 people. Every year, apprentices start their training as electrical and electronics consultants with a focus on “Digital Sales” across markets throughout Austria. Furthermore, in summer 2018, the first apprentices will begin their new training as “e-commerce merchants” at MediaMarktSaturn Austria.

More information: <http://www.mediamarktsaturn.at>

Contact:

---

### **BAWAG Group AG**

Financial Community:

Jutta Wimmer (Head of Investor Relations)

Tel: +43 (0) 5 99 05-22474

IR-Hotline: +43 (0) 5 99 05-34444

E-Mail: [investor.relations@bawaggroup.com](mailto:investor.relations@bawaggroup.com)

Media:

Manfred Rapolter (Head of Communications, Press Officer)

Tel: +43 (0) 5 99 05-31210

E-Mail: [communications@bawaggroup.com](mailto:communications@bawaggroup.com)

### **MediaMarktSaturn Austria**

Sigrid Anna Kuhn (Head of Corporate Communications, Press Officer)

Tel: +43 (0) 1 69907-221

E-Mail: [presse@mediamarktsaturn.at](mailto:presse@mediamarktsaturn.at)

This text can also be downloaded from BAWAG Group’s website: <https://www.bawaggroup.com>