

## Press release

### **GfK and Media-Saturn launch Key Account Data service for technical goods manufacturers**

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**Nuremberg, March 14, 2019 – GfK Point-of-Sales information at account level for MediaMarkt and Saturn will now be available to technical goods manufacturers following the signing of an agreement between MediaMarktSaturn and GfK. The data will be available in all 14 countries in which MediaMarktSaturn operates.**

The new service will allow manufacturers and suppliers to generate joint development and category planning programs in more detail and in a more efficient manner. In addition, it will facilitate greater clarity about growth opportunities, allowing a deeper understanding of the relationship between manufacturers and MediaMarktSaturn in Austria, Belgium, Germany, Greece, Hungary, Italy, Luxembourg, the Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and Turkey.

Frank Bussalb, Vice President International Procurement at MediaMarktSaturn, comments: "From MediaMarktSaturn we continue working on our transformation model, which aims to achieve greater proximity with the customer to better cover their needs and improve their shopping experience. Optimized assortment planning is an important component here. A consistent database is of elementary importance for both manufacturers and ourselves. "

GfK's President Northern, Central and Eastern Europe Michael Müller adds, "The greatest benefit of Key Account Data is the possibility for MediaMarktSaturn and its supplier partners to be able to use the same data in joint decision-making. Key Account Data will allow the use of a common information framework and will help to create the foundations for a much more effective category planning, co-create strategies and jointly capitalize the greatest opportunities for growth."

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