

Media Markt, Saturn Merge in Germany

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The Metro Group-controlled Media-Saturn merges Media Markt Management GmbH and Saturn Management GmbH in Germany in order to create a single entity, one with retroactive effect as from 31 October 2012.



Media Markt and Saturn stores will remain separately branded as such, but otherwise the two store chains share a management board within Media-Saturn Germany GmbH.

Speaking to the Frankfurter Allgemeine, Media Saturn CEO Horst Norberg says the move will "raise the profile" of the two retailers in the face of tightening competition from the likes of Amazon.

In the meantime legal disputes persist between Metro and Media Markt founder (and minority stakeholder) Erich Kellerhals and the rest of the board over control of the retailer.

"I would prefer if our owners would not argue publicly" Norberg remarks to the FA. "[But] it is not up to me to interfere in such matters."

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