



PRESS RELEASE

Mall of Berlin: Saturn becomes MediaMarkt

Berlin, July 14th 2025

Numerous locations are being converted: as part of a strategic realignment in July 2025, the electronics retailer MediaMarkt will open on 2,000 m² of the former, optimized Saturn space in the Mall of Berlin.

Large European retail chain for consumer electronics such as computers, televisions, smartphones, household appliances, and more

Founded in 1979 and part of Ceconomy since 2017, the company has over 300 stores in Germany and around 1,000 in other European countries. Customers are offered a wide range of products, both from brand manufacturers and own brands such as OK., PEAQ, ISY, and KOENIC.



A new chapter for the Mall of Berlin

The Mall of Berlin is currently undergoing an extensive repositioning process: targeted investments, store consolidations, and new international brands are creating a completely new shopping experience. In order to create sufficiently large, contemporary spaces for new concepts, smaller units have been dismantled and spaces consolidated. The result: more space for strong brands—and more excitement for visitors.

Strong signal for retail in central Berlin

The rebranding to MediaMarkt and the associated modernization and optimization of space underscores the attractiveness of the Mall of Berlin as a retail location. It highlights the center's continued relevance in the Berlin market environment and at the same time marks the beginning of further exciting developments. Additional international brands are already in the planning stages – the Mall of Berlin's reorientation is thus clearly focused on the future and growth.

For more information, visit www.mallofberlin.de or follow the Mall of Berlin on TikTok (@mallofberlin) and Instagram (@mallofberlin_).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realization of great visions. The real estate specialists can now look back on a wealth of international experience, which already includes more than 1,000,000 m² of successfully marketed retail, office and residential space. Further information can be found at www.hghi.de.

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