

# Press conference

PEAQ



# Agenda

PEAQ and the other house brands – A deliberate strategy

*Stefan De Prycker – CPO*

PEAQ IT : Powerful devices at fair prices – with 3 years guarantee

*Stefan De Prycker – CPO*

*Chris Taelman & Thomas Noël – Product Managers IT*

Product demonstrations and testings



# PEAQ and the other house brands

## A deliberate strategy

- Stefan Deprycker -



# Media Markt, a house of brands & innovations

- All brands
- All positions
- Big assortment
- First in innovations

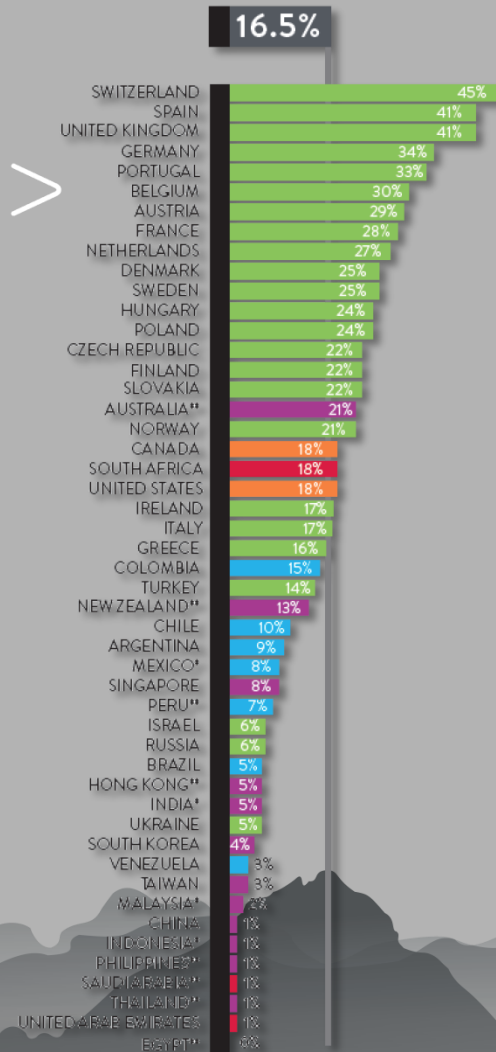


# A deliberate strategy

- Media Markt knows what the customers want
- Unused chances in the product portfolio of the A-brands
- Belgian customers are familiar with own brands



# Private-label development of all product categories



# A deliberate strategy

- Media Markt knows what the customers want
- Unused chances in the product portfolio of the industry brands
- Belgian customers are familiar with own brands
- Opportunity for 4 house brands



# 4 house brands

PEAQ



ISY

KOENIC

PEAQ







- Entry price
- Basic product range
- Brown & white goods

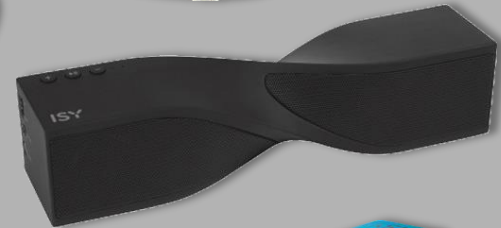




*hama*

# ISY

- Fair price, good quality
- Product range to the point
- All accessories





# KOENIC

- Top quality – competitive price
- Mid to high range positioning
- Small & major domestic





# PEAQ

- Top quality – competitive price
- A lot of attention for design
- Audio & IT



PEAQ



KOENIC

ok.



# Why enter the IT-market?

- Media Markt still believes in Personal Computing
- Innovation market for 2-in-1's
- Big brands in medium/high segment have disappeared (17% notebooks market share)



# PEAQ IT

Powerful devices at fair prices  
– with 3 years guarantee.

*- Chris Taelman & Thomas Noël  
Product managers IT*

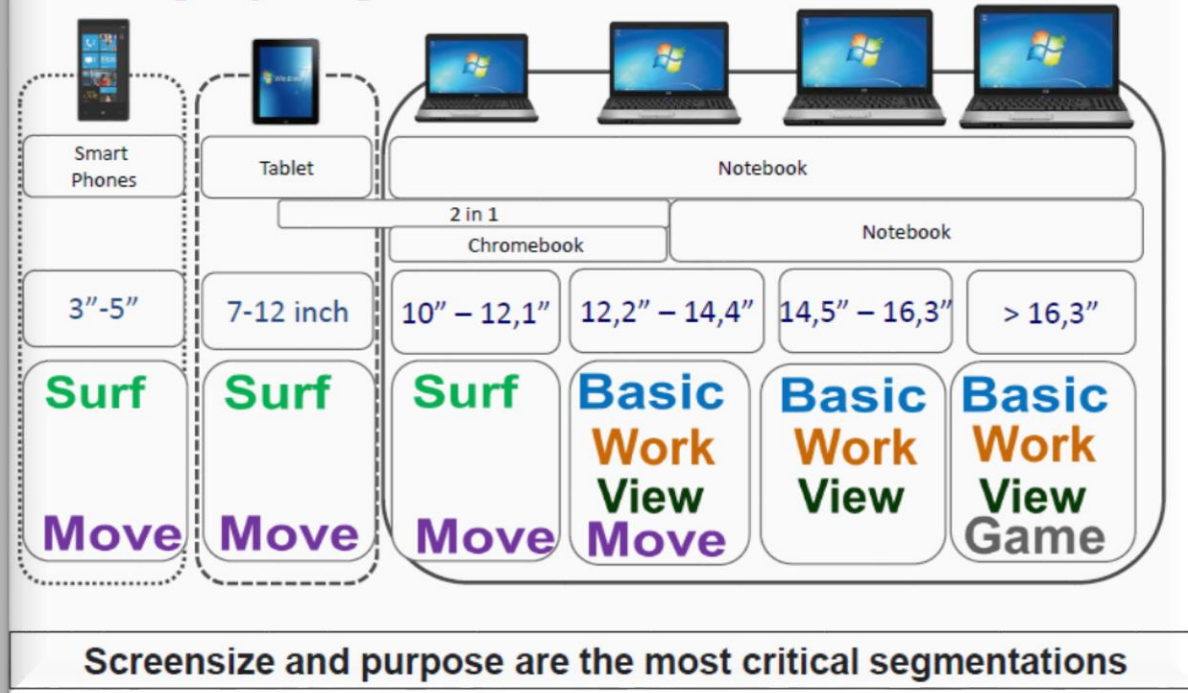


## Consumer Decision Tree



**Screen size and purpose are the most essential segmentations**

## Category segmentation



# What is PEAQ IT?


- Laptops and 2-in-1 tablets
- Build by the Lenovo group
- 3 years guarantee
- Full HD screen
- SSD in every model
- 3D Face Recognition Technology

Value  
For  
Money

3  
years  
guarantee

GOOD  
BETTER  
BEST

# Why Lenovo?

- Nr. 1 world wide
  - Fast time to market with new technologies
  - Guarantee of quality
  - Production capacity
  - R&D capacity
  - Chassis designed for PEAQ
- 

sept. 2015



## PNB C1008

8,9"

- Intel Z3735F QuadCore 1,83GHz
- 2GB RAM
- 32GB SSD
- 2 x battery

€ 279\*

sept. 2015



## PNB C1010

10,1"

- Intel Z3735F QuadCore 1,83GHz
- 2GB RAM
- 64GB SSD
- 2 x battery

€ 329\*

sept. 2015



## PNB C1011

11,6"

- Intel Z3735F QuadCore 1,83GHz
- 2GB RAM
- 64GB SSD

€ 279\*

26 august 2015



## PNB C1014

14"

- Intel N2940 QuadCore 1,83GHz
- 2GB RAM
- 32GB SSD
- +500HDD

€ 349\*

\* Prices subject to change

sept. 2015



PNB C1015

15,6"

- Intel Core i5-5200 (2,2GHz)
- 6GB RAM
- 500GB+8GB SSHD
- Intel HD Graphics

€ 699\*

sept. 2015



PNB P1017

17,3"

- Intel Core i5-5200 (2,2GHz)
- 8GB RAM
- 1TB+8GB SSHD
- Nvidia Geforce 940M 2GB dedic.

€ 799\*

sept. 2015



PNB P1117

17,3"

- Intel Core i7-5500U (2,4GHz)
- 12GB RAM
- 1TB+128GB SSD
- Nvidia Geforce 940M 2GB dedic.

€ 999\*

9 september 2015



PNB P1115

15,6"

- Intel Core i7-5500U (2,4 GHz)
- 12GB RAM
- 1TB+128GB SSD
- AMD Radeon R7 M360 (2GB dedic.)
- Intel RealSense 3D Technology

€ 999\*

\* Prices subject to change



# What's in for the future?

- Tablets
- Desktop
- Gaming pc's
- Colored laptop covers



AND NOW...  
*LET'S PEAQ!*

