**Preparation for reopening instead of standstill**

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Dreieich, February 19, 2021: Life continues to stand still in the retail sector. MHK shareholders are currently making it clear in social media that outward appearances are deceptive. Similar to the Ice Bucket Challenge, in which people on the Internet emptied a bucket of ice water over their heads for a good cause in 2014, the nominated MHK stores are providing a glimpse behind the scenes in their posts under the motto "#machwasdraus". Clearly stating that there is no standing still. Consultations take place by telephone and video chat, there are useful advices around the kitchen and with the reorganization of the exhibition the reopening of the studios is energetically prepared. These and many other contributions of the MHK shareholders can also be found collected under the hashtag #wirsindküche.

"Cutting-edge displays are a key criterion for success," emphasizes MHK expansion manager Markus Paul, who is also responsible for MHK's store design concept Initiative Zukunft. In addition, customers would expect a competent, service-oriented team. "Studios that fulfill these two points will master the crisis most easily and will be market winners in the coming years," Markus Paul is convinced. With a new 4-part seminar series, which illuminates the points relationship management, demand determination and control, conclusion question as well as complaint know how shall be broadened. With this offer the Dreieicher group continues to develop its training further program. Just at the beginning of the year, the seminars were converted at short notice to a digital offering and expanded to include seven current topics. In addition to the web seminars, MHK's planning software provider CARAT and, very recently, MHK's central regulator IHT also support users with an extensive collection of video tutorials that are available around the clock on the CARAT homepage or the MHK intranet.

"In that way we support our shareholders and their employees quickly and adequately with training measures and help to ensure that they are optimally prepared for the re-start," says Markus Paul.