

PRESS RELEASE

Ströer continues the vertical development of its digital “transaction services”

Cologne, 8 July 2016 Ströers division "Digital Media and Transaction Services" signed a contract for the purchase of a 51 percent majority holding in BHI Group, for the Ströer Vertical "Women & Lifestyle". The remaining 49 percent will be retained by the current owners, who will continue to lead the company. The BHI Group is a very successful medium-sized company that operates in the beauty and cosmetics sector. Its core market is Germany. In the 2015 financial year it achieved revenue of more than EUR 35 million with an EBITDA margin in the lower double-digit range. The parties have agreed to keep the purchase price confidential. The transaction is subject to approval from the Federal Cartel Office (Bundeskartellamt).

For Ströer the acquisition is a further important step on the path to establishing a vertically integrated digital media and transaction services in the area of “Women & Lifestyle”. The addition of online services and transaction models will allow Ströer to further diversify its revenue streams, which are currently primarily made up of advertising income, in the transaction business.

“The BHI Group fits well to our vertical “Women & Lifestyle”, both in terms of content and its dynamic growth. The company has an established business model, which has consistently proved its earning capacity over a number of years. With the dynamic growth plans of the BHI Group via digital sales channels, particularly e-commerce, we previously monetize unused advertising space, both in the OOH as well as in the digital domain,” explains Udo Müller, CEO of Ströer. “The expansion and integration of vertical value chains will ensure the sustainable, long-term success of the Ströer Group.”

**About Ströer**

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home segment. It has approximately 3,800 employees at over 70 locations. In fiscal year 2015, Ströer SE generated revenue of EUR 824m. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

For more information on the Company, please visit www.stroeer.com.

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