

PRESS RELEASE

Ströer to establish central, integrated publishing hub in Berlin

- **Focus on media and political capital Berlin for all publishing activities**
- **Pioneering standards in digital publishing and development of one of Germany's most state-of-the-art newsrooms for integrated, multimedia storytelling**

Cologne, 20 September 2016 Ströer is focusing its digital publishing activities on Berlin and is establishing a central, integrated publishing hub in Germany's political and media capital. The publishing hub will pool the production of digital content at a single location. In future, special interest content for sites such as giga.de, kino.de and erdbeerlounge.de will be produced in Berlin, as will general news stories from the worlds of politics, business and sport for t-online.de. Ströer's own web portals reach around 30 million unique users in Germany. All of the company's websites and publishing activities will benefit from being concentrated at a single location.

Measuring over 1,000 sq m, one of Germany's most state-of-the-art newsrooms with a focus on efficient and multimedia processes will be built in the new location in the months ahead. This development is a step in the digital multi-channel media company's successive realisation of its Publishing 3.0 vision: integrated, multimedia storytelling across all devices (desktop, mobile and tablets), channels (websites, apps and social media) and media (online and public video) that is tailored to current events, trends and user habits.

The t-online.de newsroom in Darmstadt is slated to close as a result of the decision in favour of Berlin. All other website management operations, such as product management, technical support and marketing, will remain in the Rhine-Main region.

Ströer is already one of the leading digital publishers in Germany. By setting up a central, integrated publishing hub, it will consistently play a role in shaping digital journalism in Germany.

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 4,100 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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