

PRESS RELEASE

Ströer intensifies focus on core business and successfully sells Vitalsana online pharmacy

- **Ströer to strengthen its focus on business along the marketing and sales funnel**
- **Vitalsana online pharmacy has posted impressive development as part of the Ströer Group**
- **Zur Rose Group to take over Vitalsana, continue successful marketing model and pursue advertising partnership with Ströer**

Cologne, 23 November 2017 Ströer is strengthening its focus on its core business along the marketing and sales funnel with branding, performance and dialogue products. Against this backdrop, the company is selling the Vitalsana online pharmacy to the Zur Rose Group, which owns the DocMorris brand.

Acquired by Ströer in October 2016, the Vitalsana online pharmacy has posted impressive development thanks to the direct access to high-reach media outlets, performance marketing channels and data-focused products provided by Ströer, making it possible to successfully sell the venture to the Zur Rose Group. Europe's largest mail-order pharmacy will continue Vitalsana's successful marketing model with Ströer as a key media partner.

“We have proved that our integrated products and services along the marketing and sales funnel have the potential to significantly advance strongly marketing-driven, digital business models like Vitalsana's while enhancing value. At the same time, we want to place a stronger focus on our core business areas in future and have seized this great opportunity to sell our retail venture under the Vitalsana brand profitably,” says Christian Schmalzl, Co-CEO of Ströer SE & Co.

KGaA. “Our strategic goal is to be the most client-centric media company – one that has an integrated portfolio of branding, performance and dialogue products.”

About Ströer

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. 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. Ströer also offers its customers comprehensive performance-based sales solutions with its own dialog marketing segment. In digital publishing, the Company publishes premium content across all digital channels, offering one of Germany’s widest reaching networks with its t-online.de and special interest sites.

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 8,000 employees at over 70 locations. In fiscal year 2016, Ströer generated revenue of EUR 1.12b. 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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