

PRESS RELEASE

Ströer continues to sustainably expand its reach and quality offering in digital marketing

- **Quality wins publishers over: Ströer successfully extends its most important digital marketing mandates.**
- **Ströer significantly increases its digital reach in 2017 by around 7 million unique users per month to more than 52 million UUs.**
- **It significantly improves upon its top position in the AGOF marketing ranking in 2017 by gaining marketing mandates from companies like Bauer, Funke and Aufeminin.com.**

Cologne, 7 December 2017 Ströer maintains its strong position in the field of digital marketing and has successfully extended important, long-standing mandates: Ströer will continue to market the high-reach publishers Kicker (Olympia Verlag), Mediasports, gutefrage.net and Freenet in the future as well. All of these mandates are being extended for the new year – the marketing success and the quality of Ströer’s digital marketing has won the publishers over.

The Ströer media company has continued to sustainably improve on its top position in the AGOF marketing ranking and, in 2017, increased its digital reach by around 7 million to 52.43 million unique users in October. Alongside important extensions to marketing mandates, gaining new publishers such as Bauer, Funke and Aufeminin.com has boosted Ströer’s strong position in digital marketing.

“We have realised that our strategy is effective and are expecting this market consolidation to continue progressing. Due to our excellent access to customers and agencies as well as the quality of our marketing, we have been able to win over our publishers once again. We are looking forward to continuing to work well together,” says Tobias Conrad, Managing Director of Publisher Management at Ströer Digital. **“We have been able to achieve essential synergies not least due to**

the final consolidation of all marketers and the successive migration of our technologies. This has won the market over and promises our publishers the best possible monetisation of their reach.”

Ströer is also in an excellent position with regard to the 2018 Football World Championship due to factors such as extensions to the marketing mandates of kicker.de, spox.de, goal.com, sportal.de, freenet.de/sport and the existing placement units of the regional publishing houses of OMS and t-online.de/sport.

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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