

PRESS RELEASE

Ströer successfully expands new dialog marketing segment

- **Ströer acquires DV-COM and D+S 360**
- **Annual contribution to revenue of around EUR 125m expected**

Cologne, 29 January 2018 Ströer has signed the purchase agreements for the full acquisition of DV-COM and D+S 360. Following the successful expansion of Ströer's product portfolio to include the dialog media segment, Ströer has thus reaffirmed the Company's strategic objective of making integrated offerings available along the marketing and sales funnel and the entire customer journey. Performance metrics such as cost per order (CPO) and customer acquisition costs (CAC) are quickly gaining importance as complements to conventional customer KPIs such as reach, share of voice and CPT. Strengthening its strongly performance-driven dialog media segment underscores Ströer's strategic aim to be Germany's most customer-centric media company. At the same time, this step also makes Ströer one of the leading providers of dialog marketing services in the German market.

The acquisitions of DV-COM and D+S 360 reinforce Ströer's new segment created last year, adding additional extensive and scalable customer communication services and the product portfolio for the performance of entire business processes. Ströer expects these acquisitions to produce a combined annual revenue contribution of around EUR 125m.

The sales and service products offered by DV-COM and D+S 360 encompass inbound and outbound, non-voice channels such as social media and chat, as well as products downstream of the sales process such as back office services and aftersales support. Prominent companies from the telecommunications, pharmaceutical, energy, finance and insurance sectors number among the customers of DV-COM and D+S 360 and bear a great similarity to the Ströer Group's existing customer portfolio.

“We are clearly focused on our strategic objective of being the most customer-centric media company with a vertically integrated portfolio of branding, performance and dialog products. The addition of the dialog marketing segment gives us the opportunity to talk to our customers about holistic performance-based solutions ranging from location or content-specific reach and interaction to the entire spectrum of dialog marketing and transactions,” explains Ströer’s co-CEO Christian Schmalzl.

“The acquisitions of DV-COM and D+S 360 are genuine landmark transactions for our young dialog media segment. Our strong and scalable dialog media platform provides Ströer’s customers with significant added value and allows us to generate further profitable and sustainable growth for our Company,” adds Udo Müller, founder and co-CEO of Ströer.

The transaction will be executed subject to approval by the German Federal Cartel Office and other customary closing conditions. The transaction is expected to be closed in the first quarter of 2018.

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.

Press contact

Marc Sausen
Ströer SE & Co. KGaA
Director Corporate Communications
Ströer-Allee 1 · 50999 Cologne
Phone: +49 2236 / 96 45-246
Fax: +49 2236 / 96 45-6246
Mail: presse@stroeer.de

Investor Relations

Christoph Lührke
Ströer SE & Co. KGaA
Head of Investor & Credit Relations
Ströer-Allee 1 · 50999 Cologne
Phone: +49 2236 / 96 45-356
Fax: +49 2236 / 96 45-6356
Mail: ir@stroeer.de

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