

## PRESS RELEASE

### **Ströer acquires the UAM Media Group, a pioneer and large provider of local and digital out-of-home products**

Cologne, 12 December 2017

Today, Ströer has acquired the majority in the UAM Media Group. The UAM Media Group, with its headquarters in Hamburg, is a large provider of local out-of-home products at the point of sale (POS) in Germany. With the acquisition, Ströer is extending its offering in the increasingly important market segment of digital out-of-home media and expanding its product portfolio in the market for local advertisers, which is key for Ströer.

The UAM Media Group markets a nationwide network of more than 10,000 digital screens, with moving images reaching out in particular to a young target audience, e.g., in movie theaters, universities and fitness centers and at the point of sale. With its strong focus on the commercialization of local and regional customers, the UAM Media Group's portfolio optimally complements and further strengthens Ströer's digital product portfolio. Ströer expects the acquisition to generate additional revenue of around EUR 40m per year. The parties have agreed not to disclose the purchase price.

**“We are very pleased to have acquired the UAM Media Group – a pioneer in local and digital out-of-home advertising. UAM’s product portfolio ideally complements our integrated offering along the marketing and sales funnel and along the entire customer journey – from the home, to road and rail through to the POS,” says Udo Müller, founder and Co-CEO of Ströer SE & Co. KGaA. “The acquisition firmly underpins our successful positioning as the most customer-centric media company.”**

With its digital roadside screens, Ströer already offers its local customers a very successful digital advertising solution. These roadside screens are placed at central interchanges in German cities, guaranteeing a high reach in the direct vicinity of local retailers and providing them with new, cross-media advertising opportunities.

## 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](http://www.stroeer.com).

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