

## PRESS RELEASE

### Neo Advertising expands content offering

- **t-online.de news are from now on part of the Neo Advertising's content offering**

Cologne, December 12, 2018

Customers of Neo Advertising GmbH, a subsidiary of the Ströer Group and one of the leading providers in the field of digital signage in public areas and at the POS, can now display news from Germany's largest news website t-online.de, also part of the Ströer Group, in their program. t-online.de is thus further expanding its reach in the field of digital out-of-home. Content from t-online.de is already running on all Ströer public video screens at train stations, S-Bahn and subway stations, airports and shopping centers. The news portal reaches around 47 million people via desktop, smartphones, tablets, social media and public video.

**"The t-online.de editorial team is the content supplier for editorial content on Ströer's digital out-of-home networks (DOOH). With DOOH, we have opened up a powerful and wide-reaching channel. By working together with Neo Advertising, we increase the immediate reach and at the same time further increase the visibility of the brand," says Marc Schmitz, CEO of Ströer Content Group.**

**"Whether sports news, business news or the latest news from the world of celebrities: the news on our DOOH screens ensure that attention is permanently maintained. We have followed this principle from the very beginning, for all our digital out-of-home networks. The integration of t-online.de content into Neo Advertising's CMS platform is only logical: "We are sharpening our own profile and leveraging further synergies within the Group," says Alexander Stotz, CEO of Ströer Media Deutschland GmbH.**

Since its market launch in 2016, Neo Advertising's ePoster has been one of the most successful products of the Neo Group. The ePoster is already being used by numerous larger customers such as L'Oréal or TEDi to increase sales or provide information. With the associated free and cloud-based CMS platform "Neolive", customers can quickly and easily design and schedule (advertising) content. With add-on functions such as the integration of editorial content from t-online.de, the program can be individually designed. The news is updated several times a day by t-online.de. The customer can decide which news categories he wants to embed in his program (e.g. only sports). Currently, "Neolive" is used to control almost 3,000 screens throughout Germany.

## About Neo Advertising

Since 2017, Neo Advertising has been part of the Ströer Group, one of the leading digital multi-channel media houses in Germany. The Hamburg-based company was founded in 2006 and, with over 75,000 displays worldwide, is one of the market leaders in the field of digital media for use in public areas and at the POS. Neo Advertising installs, operates, manages and markets digital signage systems worldwide with subsidiaries in five countries. Neo Advertising's customers include the global retail group Unilever and the cosmetics group L'Oréal. Managing Director of Neo Advertising is Sven C. Jacobi.

## t-online.de

t-online.de, a service of the Ströer Group, offers all the information users need in everyday life: precise news journalism, clever entertainment and helpful services on all channels. In short: news, innovation, emotion. t-online.de is already the portal with the widest reach in Germany today. The contents of t-online.de are published via all relevant devices - desktop, smartphones, tablets - all channels - websites, apps, social media, search engines - and media - online and public video. In this way, t-online.de reaches more than 47 million users per month throughout Germany.

## About Ströer

Ströer is a leading digital multi-channel media house and offers its customers complete solutions along the entire marketing and sales value chain. Ströer's goal is to be the most customer-centric media company. With the addition of dialogue marketing, Ströer can offer its customers complete solutions on a performance basis - from location- or content-based reach and interaction to the entire spectrum of dialogue marketing and transactions. In addition, the media house publishes premium content in digital publishing via all digital channels and offers with t-online.de and special-interest portals of one of the largest networks in Germany.

The Ströer Group markets and operates several thousand websites, primarily in German-speaking countries, and operates around 230,000 out-of-home advertising carriers. It employs around 13,000 people at more than 100 locations. In the 2017 fiscal year, Ströer generated Revenues of EUR 1.33 billion.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

### Press contact

Marc Sausen  
Ströer SE & Co. KGaA  
Director Corporate Communications  
Ströer-Allee 1 · D-50999 Cologne  
Phone: +49 (0)2236 / 96 45-246  
Email: [presse@stroeer.de](mailto:presse@stroeer.de)

### Investor Relations

Christoph Lührke  
Ströer SE & Co. KGaA  
Head of Investor & Credit Relations  
Ströer-Allee 1 · D-50999 Cologne  
Phone: +49 (0)2236 / 96 45-356  
Email: [ir@stroeer.de](mailto:ir@stroeer.de)

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