



## PRESS RELEASE

### Transfermarkt.de Awards Digital Marketing to Ströer

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Transfermarkt GmbH & Co. KG has entered into a partnership with Ströer, Germany's largest digital marketer, to market its digital offering for its onlineportal Transfermarkt.de. Ströer will act as the exclusive marketing partner for the German-language football database starting January 1, 2024. Transfermarkt reaches over 4 million unique users in Germany each month.

Transfermarkt provides football fans with comprehensive information on players, clubs and competitions. On top of this, Transfermarkt users make up one of the largest football communities in Germany, interactively exchanging information on current football events and rumours about transfers. The Transfermarkt market values are a unique selling point and are used and valued in the international media landscape as well as among managers, sports directors and coaches as a trend-setting and recognised evaluation criterion.

As a sports database and a vibrant community, Transfermarkt is the perfect addition to the Ströer sports portfolio – consisting of Sport1, TorAlarm, t-online Sport and other sports environments – in terms of content and reach. Transfermarkt's peaks in reach mainly occur during transfer periods during non-match periods and ensure consistently high sports reach in the Ströer Sport portfolio throughout the year.

As the cross-media reach market leader in digital sports marketing in Germany, Ströer is ideally positioned for the European Football Championship 2024 in Germany and all other upcoming major sporting events. The combination of digital marketing and out-of-home advertising (OOH + DOOH) enables Ströer to offer advertisers unique and highly relevant digital and convergent media solutions in the sports sector.

**“We're delighted to welcome Transfermarkt as a new partner in our portfolio. With our innovative and flexible solutions, we will contribute to further advancing the digital marketing of Transfermarkt,” says Christopher Kaiser, Co-CEO of Ströer Media**

**Solutions. "With Transfermarkt, we are expanding our market leadership in digital sports marketing even further. Anyone who wants to advertise in a sports context in Germany will hardly be able to avoid us. Especially with an upcoming major event like the European Football Championship, this is a compelling argument for advertising customers. With our extensive portfolio, we are able to reach and engage people in sports like no other marketer. This allows us to generate significant added value for our advertising customers."**

**"We are looking forward to our future collaboration with Ströer as the new digital marketer for Transfermarkt.de. Our range of soccer data, statistics and transfers fits in very well with Ströer's existing sports marketing portfolio. We have high hopes for the upcoming European Championship year with the tournament in Germany," says Matthias Seidel, founder and managing director of Transfermarkt. "Good marketing is always the basis for our growth. We want to build on our success in recent years and continue to drive our growth together."**

#### **About Transfermarkt**

With information on more than one million player profiles, 2,000 competitions and around two million match reports, Transfermarkt is the largest public soccer database in the world. Founded in 2000, the company is based on the principle of user-generated content and reaches over 60 million users worldwide every month with soccer news, statistics and forums. The Transfermarkt market values are a unique selling point and are used and valued in the international media landscape as well as among managers, sports directors and coaches as a trend-setting and recognized benchmark. Transfermarkt is also an indispensable resource in the business sector for clubs, consulting agencies, scouts and other professional players in soccer.

#### **About Ströer**

Ströer is a leading German media house and, with its "OOH plus" strategy, combines the business segments outdoor advertising/out-of-home (OOH), digital media and dialog marketing, as well as offerings from the areas of e-commerce and Data as a Service (DaaS): In its core "Out of Home" segment, the Ströer Group operates around 300,000 media carriers - from traditional billboard media and exclusive advertising rights at train stations to digital out-of-home media (DOOH). Outdoor advertising - especially DOOH - is one of the lowest-carbon media in the overall media mix in relation to the number of contacts reached. With an attractive portfolio of leading German websites and a broad selection of advertising formats, Ströer reaches more than 50 million unique users per month in the digital sector. The company has also built up a strong position in the news sector with t-online and also offers a wide range of premium content for digital natives. In the field of dialog marketing, Ströer offers innovative solution models for telephone, e-mail and chat as well as in direct sales.

The Ströer Group has around 10,000 employees at around 100 locations. In fiscal year 2022, Ströer generated revenue of EUR 1.77 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

The company has always integrated sustainable thinking and action into its own business and offers responsible, sustainable communication solutions. All campaigns of advertising customers are carried out in a climate-neutral form. The goal of the company is to be completely climate-neutral by 2025. Ströer offsets unavoidable CO2 emissions directly associated with advertising measures by supporting certified climate protection projects (<https://fpm.climatepartner.com/tracking/15477-2108-1001/de>).

More about Ströer and its sustainability strategy at [www.stroeer.de/en/](http://www.stroeer.de/en/).

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