

## PRESS RELEASE

### **One brand: Ströer now included as ONE marketer in the digital facts by AGOF**

Cologne, January 12, 2017 Three online marketers, Ströer Digital, InteractiveMedia and OMS, will be included for the first time as the common brand “Ströer Digital” in *digital facts 2016-10*, a market media study published by AGOF. Ströer standardized the product portfolio of InteractiveMedia, OMS and Ströer Digital in time for the dmexco conference back in September, and unveiled the first range of overarching products being offered jointly across all three marketers. Since then, there has been one contact person, one product range and one price list across the entire portfolio. The common market approach is now also reflected in *digital facts*.

**“Over the past few months we have taken three separate companies, InteractiveMedia, OMS and Ströer Digital, and forged one single online marketer, developing products and services across our entire portfolio geared towards quality, viewability and innovation,”** said Christopher Kaiser, CEO of Ströer Digital Group. **“We want to establish a consistent market presence and facilitate access to customers across the entire portfolio. The consolidation into a single brand in the AGOF publication underlines our joint market position and also Ströer’s relevance as a marketing company.”**

Ströer offers customers a wide range of formats for online, mobile, video and multi-screen advertising using a common technology base. New, scalable products covering the entire digital buying process – from branding and storytelling to performance and dialog – were launched at the start of the year: These included the Homepage Roadblock and the First Contact Products communications solutions, which activate the potential of portfolios, coverage and technology across Ströer’s complete range.

The portfolio is showcased on a single website, [stroeer.de](http://stroeer.de), meaning there is only one name and one brand for quality advertising solutions: Ströer.

**About Ströer**

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated premium communications solutions. 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.

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 4,400 employees at over 70 locations. In fiscal year 2015, Ströer SE generated revenue of EUR 824m. 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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