

## PRESS RELEASE

### Ströer Media AG purchases leading gaming-marketer GAN

- GAN Ströer GmbH: New star in in-game advertising
- Consolidated portfolio reaches around 15 million users in Germany

Cologne, January 6, 2014                      As of now, Ströer has taken over 70% of the GAN group, the leading marketer of in-game advertising in Germany. Not only special marketer for gaming GAN Game Ad Net is part of the GAN group, but also games-marketing specialist NEODAU and technology provider GAN Technologies. The Cologne-based marketer Ströer thereby consequently expands its Online portfolio. Under the roof of Ströer Digital Group the GAN Ströer GmbH grows to a leading gaming marketer.

**"Purchasing the GAN group, we strategically expand our online portfolio. In-game advertising is an attractive future market. We widen our product bandwidth and expand its reach. Most importantly, we strengthen the relevance for our customers," says Udo Müller, CEO of Ströer Media AG. "Offering in-game advertising Ströer takes over a high potential and growing segment in digital advertising business."**

GAN Ströer GmbH reaches around 15 million internet users in Germany. In addition to 3.58 million unique users from the co-marketed games pages of GAN Game Ad Net and 6.21 million unique users\* (according to AGOF) from Ströer Digital, almost six million\*\* more users who are not yet covered by online researchers need to be added. In video advertising, GAN Ströer GmbH attains more than 50 million\*\* video views and reaches 6 million smartphone users per month. Additionally, the company profits from the markets in the "gamer nations" Poland and Turkey, where Ströer is the leader in online and out-of-home advertising.

Managed by the founders, Marlon Werkhausen und Daniel Siegmund, GAN provides companies with exclusive advertising products. Games publishers will be offered a sustainable revenue source combined with wide reach and publisher services. The variety of communication solutions reaches from in-game advertising via video advertising to in-game brand placements, where brands become part of the game.

**"For us, Ströer is the perfect fit for a strategic partnership: high market relevance, contacts to advertising companies, great company culture and the passion for innovative brand communication", say Marlon Werkhausen and Daniel Siegmund.**

Part of the new portfolio are for example leading publishers like Innogames ([www.die-staemme.de](http://www.die-staemme.de)), Upjers ([www.myfreefarm.de](http://www.myfreefarm.de)), Bigpoint ([www.farmerama.de](http://www.farmerama.de)), SpilGames ([www.jetztspielen.de](http://www.jetztspielen.de)), Webguidez ([www.gamona.de](http://www.gamona.de)), Computec ([pcgames.de](http://pcgames.de)), also Rovio Entertainment (Angry Birds Mobile) and Kaisergames ([spielaffe.de](http://spielaffe.de)).

\*source: AGOF internet facts 2013-10

\*\*source: own calculation

## **About Ströer**

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 560m for the full year 2012, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,200 employees at over 70 locations.

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

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