

## **PRESS RELEASE**

### **Upgrade of the marketing portfolio: Ströer takes over marketing of the onvista stock exchange platform**

*Cologne, October 20<sup>th</sup>, 2025* Ströer is expanding its premium digital portfolio to include one of Germany's stock exchange platforms with the widest reach: Starting in January 2026, Ströer will take over exclusive marketing of onvista.

Marketing will be carried out in close cooperation between Ströer Media Solutions and Ströer subsidiary businessAD. Ströer Media Solutions will be responsible for marketing via high-reach channels and attention-grabbing high-impact formats, while businessAD will contribute its many years of expertise in marketing financial and business environments.

With this combination, Ströer is bundling the power of high-reach channels with in-depth content expertise to give advertising companies even more targeted access to highly affluent financial target groups. The offering is complemented by the onvista app, which has been newly integrated into the marketing mix and will also be part of Ströer's marketing portfolio in the future.

**"By choosing Ströer, we are relying on a partner that offers ideal conditions for successful cooperation with its modern tech stack, established direct marketing network, and proven digital expertise. Together with Ströer and businessAD, we are confident that we will be able to further expand our high-quality advertising environments and ensure the long-term success of the marketing of onvista.de and the associated apps," says Christopher Glaser, Team Lead Sales onvista.**

**"With onvista, we are gaining one of Germany's most wide-reaching financial platforms for our premium portfolio and at the same time further expanding our leading position in digital marketing. By joining forces with businessAD, we are**

**creating an attractive and powerful environment for advertising customers to reach their target groups with precision," says Sven Drusenthal, SVP Publisher Acquisition & Development, Ströer Media Solutions.**

**"onvista is a beacon in the field of finance and investment. Together with Ströer, we are creating an attractive overall package for advertisers that combines both reach and premium environments at the highest level," adds Christian Fronhoff, Managing Director of businessAD.**

onvista is one of Germany's best-known stock market information platforms, which has developed from a pure information provider into a comprehensive investment companion since its inception. With a wide range of content and tools covering all phases of the investment journey, onvista has achieved high brand awareness and a loyal, finance-savvy user base. Its audience ranges from experienced traders to beginners, with a strong presence among both the affluent core target group aged 40+ and the fast-growing younger user groups between 20 and 40 years of age. onvista is a powerful partner for advertising customers: the platform offers access to a relevant, financially active target group in a high-quality, brand-safe environment.

## **About Ströer**

Ströer is a leading German media company and combines the business segments of outdoor advertising/out-of-home (OOH), digital media, and dialogue marketing, as well as offerings from the areas of e-commerce and data as a service (DaaS), with its "OOH plus" strategy: In its core "Out of Home" segment, the Ströer Group operates around 300,000 media carriers – from classic poster 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 media mix in relation to the contacts reached. With an attractive portfolio of leading German websites and a wide range of advertising formats, Ströer reaches over 50 million unique users per month in the digital sector. In addition, the company has established a strong position in the news sector with t-online and also offers a wide range of premium content for digital natives. In the area of dialogue marketing, Ströer offers innovative solution models for telephone, email, and chat, as well as direct sales.

The Ströer Group employs around 11,800 people at around 100 locations. In fiscal year 2024, Ströer generated revenue of EUR 2.05 billion. Ströer SE & Co. KGaA is listed on the MDAX of the German Stock Exchange.

The company has always integrated sustainable thinking and action into its own business and offers responsible, sustainable communication solutions.

Find out more about Ströer and its sustainability strategy at [stroeer.de](https://stroeer.de).

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