

PRESS RELEASE

Ströer X acquires AMEVIDA SE and continues its growth strategy

Leipzig, 29.9.2025 Ströer X, Germany's leading business process outsourcing (BPO) provider, is acquiring Gelsenkirchen-based AMEVIDA SE. Ströer X is thus consistently pursuing its growth strategy, significantly expanding its service portfolio in the sales area and securing the majority of all jobs for more than 2,000 sales experts at various locations in Germany.

With the successful acquisition, the AMEVIDA team can now be seamlessly integrated into the Ströer X Group – the operational takeover will take place on October 1, 2025. **“The employees and management team at AMEVIDA are crucial to the success of any integration,” says Uwe Lamnek, CEO of Ströer X. “Their expertise and experience ensure continuity for our customers and lay the foundation for a successful future together. We warmly welcome the AMEVIDA team and look forward to working with them.”**

The integration will strengthen Ströer X's presence in the industry and expand its capacities in dialogue marketing, customer service, digital transformation, and sales, thanks to the expertise of more than 2,000 additional outbound specialists. Existing customer relationships will be continued and expanded on a sustainable basis

“We are convinced that this solution creates sustainable, substantial prospects for customers, employees, and creditors. It represents Ströer X's commitment to offering quality and stability in a challenging market environment,” Lamnek continued.

The acquisition of AMEVIDA demonstrates how Ströer X successfully combines growth, stability, employee orientation, and the expansion of necessary competencies.

About Ströer

Ströer is a leading German media house and is focusing on the strength of the OOH business with its “OOH+” strategy, supported by the ‘Digital & Dialog Media’ and ‘DaaS & E-Commerce’ segments. Ströer’s media portfolio offers options for intelligently linking effective communication measures in the digital and public areas. The company has around 11,850 employees 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 Deutsche Börse.

More information on the company can be found at www.stroeer.de/en/.

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