

PRESS RELEASE

Ströer streamlines digital portfolio: ONE platform concept

- **Ströer to market products across the entire digital portfolio**
- **Joint market entry for Ströer Digital, InteractiveMedia and OMS**

Cologne, 13 September 2016 Ströer has streamlined the corporate identity, products and technologies offered by InteractiveMedia, OMS and Ströer Digital and is set to unveil the first overarching products of all three marketing companies at the dmexco. This marks the successful launch of the multichannel media company's ONE platform concept, with a new portfolio of products synonymous with quality, viewability and innovation. The Homepage Roadblock and the First Contact products, for instance, represent communication solutions that activate the potential of portfolios, coverage and technology. Ströer has worked towards standardising products offering high viewability and providing a uniform targeting concept across the whole portfolio. The mobile inventory was also consolidated into a single portfolio, delivering tailored premium reach and opportunities to customise methods of approaching customers.

“We have succeeded in addressing the digital marketing market as one, by combining three marketing companies – InteractiveMedia, OMS and Ströer Digital – into a single marketing organisation,” says Christopher Kaiser, CEO of Ströer Digital Group. **“You will no longer find the names of each marketing company on the dmexco exhibitor list. As the German digital marketing company with the largest reach, our aim is to guarantee coordinated customer services. Part of this aim is introducing a new, standardised portfolio with overarching products synonymous with quality, viewability and innovation.”**

Another new development is the renaming of adscale as Ströer SSP. Ströer's supply-side platform maps display, video and mobile inventories and relevant special formats such as pop-under and mobile interstitial networks programmatically. The supply-side technology developed by Ströer is used for in-house editorial content such as T-Online, Giga.de or Kino.de and by external publishers.

The trend in digital out-of-home advertising (OOH) is moving towards programmatic reservation. Ströer continues to push on with automation in this segment. With the integration of the public video network with an ad server, the migration to Ayuda and the company's extensive targeting expertise, Ströer has laid the foundations for programmatic media trading in the world of digital out-of-home advertising. Advertising space on the 3,800 public video screens will be traded automatically from the first quarter of 2017. To achieve this, Ströer has developed a brand-new play-out system, implemented a new media system and developed an SSP interface on this basis.

“Over the past few weeks we have implemented the first digitalised OOH campaigns, which shows that we are long past any kind of testing phase,” says Christian von den Brincken, Managing Director of Business Development at Ströer. “Processes that used to be manual can now be automated and customised using new technology. Advertisers have to extend their TV and online campaigns into the OOH sector. This way, they can achieve a much higher return on investment.”

Christian von den Brincken is hosting a seminar on this topic at dmexco: *„Programmatic Broadcast beyond Online - Opportunities with the Ströer Public Video Ayuda SSP”* at 2:00 pm on 14 September 2016 in room 6. He will also be on the panel for the *“The Outernet - Connecting everything everywhere”* at 11:00 am earlier on the same day.

The full portfolio is now available online on a single platform: www.stroeer.de now combines OOH and online advertising under one roof and shows off the full portfolio of the Ströer Group. Here you will find a brand-new category alongside OOH and Digital Advertising: “Convergence & Concepts”. This is where Ströer presents its cross-media advertising concepts.

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 4,100 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.

Press Contact

Marc Sausen
Ströer SE & Co. KGaA
Director Corporate Communications
Ströer-Allee 1 · 50999 Cologne
Phone: +49 2236 / 96 45-246
Fax: +49 2236 / 96 45-6246
E-Mail: presse@stroeer.de

Investor Relations Contact

Dafne Sanac
Ströer SE & Co. KGaA
Head of Investor & Credit Relations
Ströer-Allee 1 · 50999 Köln
Telefon 0049 2236 96 45 - 356
Mobile 0049 173 542 51 59
Fax 0049 2236 96 45 - 6356
E-Mail: dsanac@stroeer.de

Disclaimer

This press release contains "forward looking statements" regarding Ströer SE & Co. KGaA ("Ströer") or the Ströer Group, including opinions, estimates and projections regarding Ströer's or the Ströer Group's financial position, business strategy, plans and objectives of management and future operations. Such forward looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of Ströer or the Ströer Group to be materially different from future results, performance or achievements expressed or implied by such forward looking statements. These forward looking statements speak only as of the date of this press release and are based on numerous assumptions which may or may not prove to be correct. No representation or warranty, express or implied, is made by Ströer with respect to the fairness, completeness, correctness, reasonableness or accuracy of any information and opinions contained herein. The information in this press release is subject to change without notice, it may be incomplete or condensed, and it may not contain all material information concerning Ströer or the Ströer Group. Ströer undertakes no obligation to publicly update or revise any forward looking statements or other information stated herein, whether as a result of new information, future events or otherwise..