

PRESS RELEASE

Ströer acquires Vitalsana and enters the OTC online pharmacy market

- **Optimal combination of Ströer's advertising media portfolio and target groups of online pharmacies**
- **Ströer expands its own health & beauty vertical**

Cologne, 19 September 2016 Ströer has signed an agreement to acquire Vitalsana, an online pharmacy formerly belonging to Schlecker and based in Heerlen in the Netherlands. Vitalsana is a quality market leader and one of the most reputable brands in the online pharmacy market and has laid the foundation for further growth with its sophisticated logistics center. Given the regulation of the pharmacy market in Germany, Vitalsana's location in the Netherlands is an excellent basis for further organic and inorganic growth in this area. The company forecasts revenue of around EUR 30m in 2016. The purchase price is EUR 4.5m and is thus comparable with similar transactions involving online pharmacies.

Vitalsana was founded in 2007 and was acquired by its current management in a management buyout in 2012. Vitalsana is clearly focused on prescription-free and pharmacy-only medicines (over-the-counter or OTC products) as well as personal care products, which generate more than 90% of its revenues. Its extensive product portfolio includes selected items from the drugstore market as well as a broad range of wellness products. Vitalsana has extensive pharmaceutical knowledge. Customers particularly value Vitalsana's competent advice, value for money and quick delivery, as reflected in the extremely high level of customer satisfaction with more than 95% positive ratings.

“We are excited about acquiring Vitalsana, it fits very well into our health & beauty vertical. Vitalsana is a first mover and at the same time one of the quality market leaders in the online pharmacy market. Online pharmacies are strongly marketing-driven business models, so one of the key success factors for achieving an

attractive margin is having direct access to the right media offerings that provide a wide reach to the core target groups. Given our media strength, we see significant opportunities for organic and inorganic growth. Vitalsana fits perfectly into Ströer's ecosystem," says Christian Schmalzl, COO of Ströer. "We expect significant synergies both on the media and product side, in particular for existing offerings in our health & beauty vertical, which now has an additional attractive sales channel. We will drive revenue in our new online pharmacy channel using our media, and our new online pharmacy channel will drive revenue for our health & beauty offerings such as Asam Beauty and BodyChange," sums up Christian Schmalzl.

With out-of-home media, the Cologne-based group is in a position to comprehensively address the entire population – the basic target group for online pharmacies. In addition, mail-order pharmacies focus strongly on the target group of the over 40s, which is reached precisely via the German internet portals with the widest coverage, t-online.de and StayFriends. Europe's most trusted internet brand t-online.de is also the ideal platform for health and wellbeing products.

The overall market for mail-order pharmacies in Germany is estimated to generate annual revenue of between EUR 1b and EUR 1.5b and annual revenue growth of 10%.

The closing of the transaction is expected in the first half of October.

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.

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