

## **PRESS RELEASE**

### **Germany's largest data owner forms collaboration with digital marketer with greatest reach**

- **Otto Group Media and Ströer Digital Group conclude strategic partnership agreement**
- **This collaboration will create new targeting opportunities for advertising clients in premium environments.**

Cologne/Hamburg, 03. March 2017                      Ströer Digital Group and Otto Group Media have signed a strategic partnership agreement. Its foundation comprises Ströer Group's digital advertising inventory and Otto Group Media's CRM-based data segments. Advertisers will be provided with anonymous target-group segments that can be addressed using display, mobile and video targeting products in premium environments. Alongside standard display formats, there will be a focus on special new advertising formats with great reach, higher hit rates and maximum viewability. One example is the new product "M.I.A. – Maximum Impact Advertising" – a large, eye-catching format that can be smoothly integrated into a website's content, effectively conveying the advertising message.

**Torsten Ahlers, Managing Director of Otto Group Media says: "I am very excited that this strategic collaboration will now allow us to provide advertisers in the market with a product that combines the power of data and advertising space. We are heralding in a new era. The largest owner of data in the e-commerce sector is collaborating with the digital marketer with the greatest reach in Germany – creating a more attractive and more target-specific advertising environment that provides the advertising coverage that it takes to be successful in this market. Reach, data and creativity – this is the perfect combination that will become an indispensable part of the market in the future."**

**"Effective and efficient audience targeting will be one of the most important factors in the success of future advertising. Alongside technology, the basis for this will be reach and data. We are particularly excited that our strategic**

partnership with Otto Group Media now enables us to combine the greatest digital reach in Germany with the largest German quality data pool. This will allow us to provide our customers with new data-based advertising formats using the highest precision and with the highest hit rates, in order to address their target groups in the market in the best possible way. Moreover, it is a further milestone on our path toward targeting that takes place across devices and channels, all along the customer journey within our cross-media marketing ecosystem,” says Christopher Kaiser, CEO of the Ströer Digital Group.

Ströer provides its customers with a large variety of formats for display, mobile, video and multi-screen advertising. In the Digital Facts published by the AGOF for the month of November, Ströer held the leading position with more than 45 million unique users. Within the scope of this partnership, Otto Group Media will provide the German quality data pool with around 25 million active customers. Alongside socio-demographic target-group data, it contains other anonymous user segments with information about families, consumer behaviour and purchasing intentions.

#### **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 4,600 employees at over 70 locations. In fiscal year 2016, Ströer generated revenue of EUR 1.12bn\*. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

\* All figures for fiscal year 2016 are preliminary and unaudited. The final results will be published when the annual report is presented on 27 March 2017.

#### **About Otto Group Media**

Otto Group Media is the Otto Group's specialist in data-driven advertising. This company, which is 100 per cent owned by the Otto Group and has its headquarters in Hamburg, was founded in May 2015 and focuses on user-based marketing and the modulation of advertising space on the Otto Group's platforms and partner websites with the greatest reach. Its services are directed at advertisers who want to let their branding campaigns play out by targeting users in suitable environments via Otto Group Media. Otto Group Media reaches around 25 million unique users per month via the online shops of the Otto Group. Women who enjoy shopping and are interested in products make up the largest share at 80 per cent.

You will find more information at [www.ottogroup.media](http://www.ottogroup.media)

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