

PRESS RELEASE

Expansion in new dialog marketing segment: Ströer adds direct sales specialist Ranger to its performance sales portfolio

- Further expansion of the Group's new growth segment

Cologne, 2 August 2017 Yesterday Ströer signed the purchase agreement to acquire the Ranger Group, one of Germany's largest dialog marketing specialists. The main shareholder Waterland and co-investors are thus selling all shares in Ströer. Ranger is to be integrated into the organization of Ströer's new dialog marketing group.

The acquisition of the Ranger Group that operates in performance-based dialog sales creates an additional channel alongside the Avedo Group's performance marketing business. This enables the Ströer Group to offer its own customers integrated, end-to-end solutions along the entire marketing and sales value chain.

Ströer expects the acquisition to result in an additional revenue contribution (before synergies) of approximately EUR 70m p.a. and a consolidated, normalized EBITDA contribution of more than EUR 10m. Earnings per Ströer share (before synergies) will increase by approximately 3%.

Ranger is a direct sales specialist providing highly efficient, performance-guided sales services on behalf of its clients. The company sells products to private and corporate customers on behalf of its clients in the telecommunications, energy, retail, financial services and media sectors. Ranger has operations throughout Germany, its primary market. Total sales force comprises to approximately 1,500 people at some 100 locations. Further significant growth is expected for the next fiscal year. The Ranger Group's management team comprising founder Frank Rittmann and CEO Tobias Mehrer



will stay on board and, once the deal is closed, will report to Torsten Krause, CEO of Ströer's new dialog marketing segment.

“Acquiring the Ranger Group will add an important new channel to our business: professional direct sales. In the future, we intend to expand our sales organization with its current primary focus on B2C to include sales to corporate customers in the B2B segment as well. As with our telemarketing activities, we will be able to manage all sales teams on a CPO (cost per order) basis, which gives us clear performance advantages,” says Torsten Krause, CEO of Ströer’s new dialog marketing segment. “Moreover, we will combine telephone sales with direct sales, which will improve efficiency and effectiveness even further.”

The transaction will be executed subject to approval by the German Federal Cartel Office (Bundeskartellamt) and other customary closing conditions. The transaction is expected to be closed in the third quarter of 2017.

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.

Press contact Ströer

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

Investor Relations contact Ströer

Dr. Bernd Metzner
Ströer SE & Co. KGaA
CFO
Ströer-Allee 1 · D-50999 Cologne
Phone: +49 2236 / 96 45-118
E-Mail: bmetzner@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.