

PRESS RELEASE**Expansion of technological platform marketing: Ströer acquires programmatic platform and header-bidding specialists Yieldlove**

Cologne, Germany, 4 October 2017 Today, Ströer signed the purchase agreement to acquire a majority shareholding in the Hamburg-based start-up Yieldlove, a German optimisation platform for the programmatic marketing of digital web inventories.

With the acquisition of Yieldlove, Ströer is diversifying and expanding its own offer in webpage marketing. Classic full marketing will continue to run through the marketer with the greatest reach in Germany, Ströer Digital. However, Ströer is now also providing standardised, technological marketing for broad-reach publishers through Yieldlove. Yieldlove technology will simultaneously be integrated into the Ströer SSP platform. This will provide connectivity with other platforms via header-bidding operations. This will lead to more pressure on demand and auction, which will generate increased eCPMs at full capacity, and therefore also lead to further improvements in the monetisation of the premium publisher inventory maintained by Ströer.

“With this acquisition, we are creating valuable synergies and can offer our publishers on both sides the best possible monetisation in the market: on the one hand, by connecting to Ströer’s private marketplace, Yieldlove publishers will receive access to our attractive premium business with renowned direct customers, as well as to the agency trading desks. On the other hand, we will also very soon be able to offer our premium publishers a further tangible optimisation of their programmatic marketing yields by utilising the market-leading header-bidding technology,” says Christopher Kaiser, CEO of the Ströer Digital Group.

“The merger with Ströer will provide us with the opportunity to connect our market-leading optimisation technology with the largest private market place in Germany. As a young company, we will be able to grow even faster with Ströer, improve our ties to the demand side and significantly increase investments in the technological development of our platform. Ultimately, in this way, we will be able to generate even higher eCPMs for our publishers, which will make us even more

attractive as a programmatic marketing partner. Together with the Ströer Group, we will continue to drive our internationalisation,” says Timo Hagenow, CEO of Yieldlove.

About Ströer

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. 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. Ströer also offers its customers comprehensive performance-based sales solutions with its own dialog marketing segment. In digital publishing, the Company publishes premium content across all digital channels, offering one of Germany's widest reaching networks with its t-online.de and special interest sites.

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 6,500 employees at over 70 locations. In fiscal year 2016, Ströer generated revenue of EUR 1.12b. 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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