

PRESS RELEASE

Ströer Content Group expands top management: Sven Scheffler becomes new COO

Berlin, October 16, 2019 The Ströer Content Group is expanding its management team with Chief Executive Officer (CEO) Marc Schmitz and Chief Content Officer (CCO) Arne Henkes and appoints Sven Scheffler as Chief Operating Officer (COO) as of November 1. In digital publishing, the company publishes premium content via all digital channels and, with offerings such as t-online.de and special-interest portals, offers one of the widest networks in Germany. In the newly created management position, the 48-year-old Scheffler is responsible for the introduction and implementation of new digital products for the entire Ströer Content Group.

"I am very much looking forward to this exciting task and working with a highly motivated team," says Sven Scheffler. "We are developing t-online.de into the number 1 digital media brand in Germany. For this purpose, we are investing in the journalistic appeal of our brands and in technological excellence and product innovation".

"With Sven Scheffler we could win our dream candidate, who will decisively develop our product landscape and help us to present our brands in the best possible way on all channels", says Marc Schmitz, CEO of Ströer Content Group.

Sven Scheffler comes from Axel Springer and as Chief Product Officer (CPO) of Spring Axel Springer Digital News Media GmbH & Co KG he was responsible for the product development of BILD and Welt as well as the overall platform and data strategy of Axel Springer. Previously, as Director Product WeltN24, he merged the digital brands "Die Welt" and "N24" to form a joint offering "WELT". With management positions at Axel Springer, N24, dapd and the Holtzbrinck Group, he is one of the most experienced digital managers in Germany.

About Ströer

Ströer is a leading German outdoor advertiser and offers advertisers individualized, fully integrated complete solutions along the entire marketing and sales value chain. With the "OOH plus" strategy, Ströer relies on the strengths of the OOH business supported by the flanking business segments Content and Direct Media. With this combination, the company is in a position to continuously expand its relevance to customers and, thanks to strong market shares and long-term contracts on the German market, is in an excellent position to benefit disproportionately from market growth in the coming years.

The Ströer Group markets and operates several thousand websites, mainly in German-speaking countries, and operates around 300,000 out-of-home advertising media. The portfolio includes all media used outside the home - from classic poster media to exclusive advertising rights at railway stations and digital out-of-home media. The Content and Direct Media segments flank the core business. With dialogue marketing, Ströer offers its customers complete solutions on a performance basis - from location- or content-based reach and interaction to the entire spectrum of dialogue marketing through to the transaction. In addition, the media house publishes premium content in digital publishing via all digital channels and, with offerings such as t-online.de and special interest portals, offers one of the widest reach networks in Germany.

The company employs around 13,000 people at more than 100 locations. In the 2018 financial year, Ströer generated sales of 1.6 billion euros. Ströer SE & Co. KGaA is listed in the SDAX of Deutsche Börse.

More information about the company can be found at www.stroeer.com.

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