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PRESS RELEASE

Marketing cooperation: Ströer to market the Bauer Media Group's digital portfolio

Cologne/Hamburg, 24 February 2017

From 1 April 2017, the Ströer Digital Group will market Bauer Xcel Media's digital brands. The inventory of the Bauer Media Group's digital subsidiary will allow Ströer to continue the overall development of this portfolio segment. The Bauer Media Group's aim is to ensure that its growing digital offering is marketed even more successfully. The cooperation will allow the Hamburg-based media company to focus on cross-media marketing and content-driven cases, which are defined by their marketing.

Bauer's portfolio includes the WUNDERWEIB women's portals, including InTouch-Online and COSMOPOLITAN.de, the youth portal BRAVO.de, the men's portal Männersache and the DIY portal selbst.de. The company is a leading international media group, and the online TV guide TVMovie.de, the food portal LECKER, the automotive portal AUTOZEITUNG.de and the health portal PraxisVITA are also part of its portfolio. Those portals reach more than 12.83 million unique users* each month.

"We are very pleased that the Bauer Media Group, one of the world's most successful media companies, has chosen us as its digital marketing partner – and that choice underlines our success. The field of digital marketing has become increasingly demanding, particularly in recent years. Today, together with a broad approach to the market, successful digital marketing – with continued growth of its programmatic element – above all requires technological knowledge and expertise. Our strong sales and back office organization, and our technical set up, which we have developed continually over the years, means we are certain that we can meet our partner's market requirements," says Christopher Kaiser, CEO of the Ströer Digital Group.

Dirk Wiedenmann, Managing Director of Bauer Advertising: "The success of the Bauer Media Group in the advertising market is based on cross-content marketing. That makes



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a vigorous digital business essential. The Bauer Media Group is convinced that, together with Ströer, it can significantly improve its market coverage in this segment.

* AGOF digital facts 2016-11

The Bauer Media Group

The Bauer Media Group is one of the world's leading media companies. Over 600 magazines, more than 400 digital media outlets, and over 100 radio and TV stations reach millions of people worldwide. The company's portfolio also includes printing plants and postal, sales and marketing services. The Bauer Media Group's passion for people and brands is underlined by its global positioning. The claim "We think popular." expresses the Bauer Media Group's self-image as a home for popular media and inspires and motivates its approximately 11,500 employees in 20 countries.

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.

** 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.*

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