

SOCIAL CHAIN GROUP

Media Release

Georg Kofler becomes majority shareholder and CEO of the Social Chain Group AG

- **Integrated social media company:
Social media and e-commerce under one roof**
- **700 employees**
- **EUR 200 million turnover in 2018**
- **Kofler: "My new ProSieben – for Generation Social Media"**

Berlin, 13 September 2018 – Dr. Georg Kofler, long-time CEO of the ProSieben Media AG and Premiere AG, will become majority shareholder and CEO of the Social Chain Group AG (socialchaingroup.com). The newly formed stock company has its headquarters in Berlin. Kofler holds 77 percent of the shares, fellow board member Holger Hansen 19 percent and other executives 4 percent.

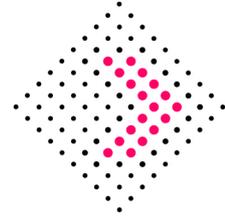
The Social Chain Group is an integrated social media company within the business areas of Social Media and E-Commerce. Kofler says: "At the Social Chain Group, social media and e-commerce are under one roof. I view this as a major competitive advantage. By combining media, marketing and e-commerce, we can grow faster and more sustainably. With the reach of our social media channels and the creativity of our agency and event group, we are able to massively boost the awareness of products and brands alike. This applies in particular to our own e-commerce companies, for whom we can open up a wide range of marketing opportunities".

Business Area Social Media: Publishing, Marketing, Events

The business area of Social Media comprises Social Publishing (Media Chain), Social Marketing (Social Chain) and Social Events. Holger Hansen is responsible for this on the Management Board of Social Chain Group AG.

Media Chain: Social Media Publisher with 80 million followers worldwide.

The business area of Social Publishing is managed by Media Chain (mediachain.co), a subsidiary of the Social Chain Group. Media Chain has its headquarters in Manchester. Media Chain operates and markets numerous social media channels that are distributed via social platforms such as Facebook, Instagram, YouTube, Twitter and Snapchat. The most successful social media brands currently are: SPORF (13.9 million followers), LOVE FOOD (9.6 million followers), STUDENT PROBLEMS (9.2 million followers), BE FIT MOTIVATION (2.2 million followers), GAMEBYTE (5.9



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million followers). In addition, there are specialised social media channels of sister companies of the Social Chain Group such as Planet Sports (291,000 followers) or Glowcon (156,000 followers).

In total, more than 80 million people worldwide follow Media Chain's social media channels. In July 2018, Media Chain achieved around 1.8 billion social media views worldwide. In terms of reach, Media Chain thus ranks 7th among the largest social media companies in Europe behind Axel Springer (2.3 billion, 4th place) and on a par with RTL Group (see appendix). In July alone, Media Chain's in-house editorial teams produced 1,000 videos for their social media communities.

Kofler says: "We want to turn Media Chain into one of the biggest media brands of the social media generation. That's why we are continuing to invest in exclusive content and creative employees."

**Social Chain:
Award-winning agency for social media marketing.**

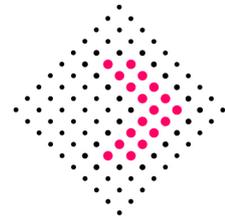
Social Chain (socialchain.com) is a subsidiary of the Social Chain Group AG. Social Chain UK was founded by Steven Bartlett and Dominic McGregor in 2013, which is responsible for the naming of the Social Chain Group. The founders strategically partnered with Georg Kofler and Holger Hansen in 2015 to expand Social Chain UK into a global entity. Today, Steven Bartlett and Dominic McGregor are CEO and COO of the Social Chain Group in Great Britain and the USA and are part of the Management Board of the Social Chain Group AG.

Social Chain is a leading, multiple award-winning social media agency ("Social First Agency") in Great Britain. Social Chain has also established subsidiaries in Berlin and New York, which are experiencing strong growth. In 2017, Social Chain was named Agency of the Year in the UK and in May 2018 it was awarded in the category "Best Live Moment" on Facebook at the Digiday Media Awards Europe.

As an international agency group, Social Chain now employs a total of 170 people. Its customers include major consumer brands such as Coca-Cola, Thomas Cook and Sony, and successful e-commerce companies such as Boohoo and Superdry.

**Social Events:
GLOW Convention, World Fitness Day.**

Social media channels and their stars also bring people together in real life. The most successful example of such events, which have no traditional advertising, is Europe's largest beauty convention, GLOW by dm (glowcon.de). Launched two years ago from nothing, GLOW by dm is now one of the best-known brands in the beauty business. Its events have a firm place in the diaries of tens of thousands of young women. The 12,000 tickets for the next GLOW by dm on 27/28 October 2018 in Berlin have already been sold out for months. The same applies to World Fitness Day (worldfitnessday.de), which attracted more than 20,000 sports and fitness enthusiasts to the Commerzbank Arena in Frankfurt in July 2018.



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Business area E-Commerce: Online shops, brands, products. Successful through Social Media.

In the business area E-Commerce, the Social Chain Group AG invests in e-commerce companies that receive broad support in their marketing by the social media reach of Media Chain, the campaigns of the Social Chain Agency Group and Social Events. Michael Börnicke is responsible for this area on the Management Board of the Social Chain Group AG.

The e-commerce companies of the Social Chain Group are concentrated in four areas: Beauty, Sports, Home and Living, and Food. The Social Chain Group holds a majority stake in 21sportsgroup GmbH (planetsports.de, 21run.de, separate media release) and acquires a majority stake in Lumaland AG (lumaland.ag, separate media release). In addition, there are numerous other investments in young e-commerce companies, including nine startups from the well-known television programme "Die Höhle der Löwen", where Kofler acts as a judge and investor.

Kofler notes: "E-Commerce and Social Media complement each other perfectly. Both business areas are interactive and internationally oriented, and both are key sectors of the digital economy. The growth opportunities are much greater and more diverse than, for example, they were at the beginning of cable and satellite television, which also brought a surge in new media. The Social Chain Group will be my new ProSieben in the age of social media."

700 employees, EUR 200 million turnover

The Social Chain Group currently employs around 700 people in Berlin, Manchester, Munich, London and New York. Kofler says: "Our team covers all aspects needed for successful entrepreneurship in the e-commerce and social media sectors. With this team we can grow solidly and creatively. We see ourselves as a house of entrepreneurs and are proud to have more than 20 founders in our ranks."

For the current 2018 financial year, the Social Chain Group expects consolidated revenues of EUR 200 million and positive operating results (EBITDA).

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