Press release

Lennart Harendza becomes Co-CEO of Seven.One Media

- **Consistently market-oriented and integrated: Seven.One Media with expanded management team**
- **Markus Breitenecker and Markus Messerer bring Lennart Harendza back to ProSiebenSat.1 sales**
- **Nicole Agudo Berbel joins the management team with a focus on partnerships**
- **New “Commercial & Creative Intelligence” division integrates research and creative expertise at Seven.One Media**

Unterföhring, September 9, 2025. Even more market focus, even closer integration: Seven.One Media enters the fourth quarter with an expanded management team. On October 1, ProSiebenSat.1 Executive Board member Markus Breitenecker and Chief Commercial Officer Markus Messerer will bring **Lennart Harendza** to Seven.One Media as Co-CEO. Working closely with **Markus Messerer**, he will be responsible for customer-related issues in particular. Seven.One Media will also focus more strongly on pan-European sales activities in the future. **Michael Stix** will drive this strategy forward as Managing Director of Seven.One Media and Chief Sales Officer DACH. Chief Distribution Officer **Nicole Agudo Berbel** joined the management team of ProSiebenSat.1's sales at the beginning of September and, in addition to the distribution business, will further expand sales partnerships for Joyn and with distribution platforms. Seven.One Media is underscoring its additional customer focus with the newly created “Commercial & Creative Intelligence” division, which is headed by **Guido Modenbach** and **Tom Schwarz**.

"With the expanded top management team in sales, we are sending a clear signal to the market. In the future, we will engage in even closer dialogue with customers and agencies in order to optimally serve their needs. And we will continue to expand partnerships for maximum reach in the interests of our customers. I am very pleased that we have been able to recruit Nicole Agudo Berbel and Lennart Harendza, two respected top managers with a high level of market expertise, for the new management roles at Seven.One Media. In addition to his central tasks of implementing commercial priorities in the entertainment business, our Chief Commercial Officer Markus Messer will also continue to drive forward the chosen strategy at the helm of marketing," says **Markus Breitenecker, Member of the Executive Board & Chief Operating Officer (COO) at ProSiebenSat.1**.

Lennart Harendza, Co-CEO Seven.One Media from October 1: "Video inspires viewers and advertisers alike. From my agency and marketing experience, I know how our medium delivers reach and impact to the advertising market – while creating genuine brand loyalty and demonstrable business success. Seven.One Media offers the best solutions and a powerful sales team, excellently led by our Chief Sales Officer DACH Michael Stix. I am delighted to be part of this team again and, as Co-CEO alongside Markus Messerer, to set the decisive strategic course in marketing."

More cooperation with the market, more collaboration within Seven.One Media

Markus Messerer, Chief Commercial Officer ProSiebenSat.1 and CEO Seven.One Media: "On our path to transformation, more intensive cooperation with market partners, but especially closer integration of our sales units, is essential. Lennart Harendza's broad expertise, his deep understanding of our company, and his intensive market knowledge from different perspectives are enormously important to us at Seven.One Media and a great addition to our team. Our new Managing Director Nicole Agudo Berbel, who has already

established innovative and successful collaborations with platform partners in the past, always with a focus on maximum reach for our super streamer Joyn, will also be responsible for closer cooperation with the market. With our broader positioning, we have a stronger market presence and can leverage our strengths even better."

The newly created “Commercial & Creative Intelligence” division, headed by Guido Modenbach and Tom Schwarz, is responsible for providing customers with the best possible advice – from creation to accompanying market and advertising impact research. This division encompasses all creative areas of the highly acclaimed Seven.One AdFactory, which has won numerous awards, as well as the research unit, which is highly regarded in the market and stands for sound market and advertising impact research. By combining both areas, Seven.One Media can offer the advertising market a portfolio of consulting and services unlike any other marketer in the German-speaking region.

About the people

Lennart Harendza began his sales career at Seven.One Media in 2010 and later served clients such as BMW as Account Director. The sales expert then went on to head up the Munich and Hamburg locations as well as the Düsseldorf sales office of Seven.One Media as Director of Sales. From 2021, Lennart Harendza was responsible for both agency and client sales as Managing Director of Seven.One Media. Most recently, Harendza was CEO at MGMP Magna Global Mediaplus, the purchasing association of IPG Mediabrands and Mediaplus Group. As of October 1, he is Co-CEO of Seven.One Media alongside Markus Messerer.

Nicole Agudo Berbel has been with ProSiebenSat.1 since 2013, most recently in the positions of Managing Director of Seven.One Entertainment Group and Joyn, as well as Chief Distribution Officer. Prior to that, she was Director of Affiliate Sales and Business Development at Discovery Communications in DACH, where she was responsible for the platform sales strategy of the content portfolio, among other things. Nicole Agudo Berbel is responsible for the distribution business and thus for the negotiation and distribution of Joyn and the TV group's linear free and pay TV channels on all distribution platforms in the German-speaking market. She is also responsible for distribution partnerships on Joyn as a platform and for the pay TV channels ProSieben FUN, SAT.1 emotions, and Kabel Eins CLASSICS. Since September 1, Agudo Berbel has also been Managing Director of Seven.One Media in addition to her role as Chief Distribution Officer.

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