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## Press release

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### **ProSiebenSat.1 sells advertising companies esome and Kairion to Pivotum Capital**

**Unterfoehring, 19 March 2026.** ProSiebenSat.1 Media SE is continuing to refine its portfolio. The group is selling the connected TV advertising company esome and the retail media specialist Kairion to Pivotum Capital, an investment firm specialized in technology and digital companies and based in Graefelfing near Munich. The transaction underlines ProSiebenSat.1's strategic focus on its core entertainment business and the monetization of ProSiebenSat.1's entertainment content. The transactions are expected to be closed in April.

**Markus Messerer, Managing Director and Chief Operating Officer of ProSiebenSat.1's advertising house Seven.One Media:** "With the sale of esome and Kairion, we are sharpening our profile of our advertising offerings. Building on our high-quality TV and video content, we are focusing on our strong cross-platform advertising. In recent years, esome and Kairion have provided significant impetus in the market in the areas of Connected TV and retail media. With Pivotum Capital, a proven specialist in digital business models, both companies will take the next steps in their development."

esome is a specialist in the field of Connected TV and, with its leading platform expertise, sets standards for innovative and high-performance campaign concepts in the streaming sector. Launched in 2014 as a pioneer in social advertising, the company – a subsidiary of ProSiebenSat.1 – has developed into a successful digital marketing service provider that now offers tailor-made solutions for KPI-based campaign optimization. As a trailblazer in digital marketing, esome helps brands run successful paid social and CTV campaigns.

As a retail media specialist, Kairion is a technology provider and marketer for over 40 online retailers. With its 360-degree technology platform, which enables Kairion to offer online shops and brands innovative marketing and advertising opportunities, Kairion is the market leader in the healthcare sector.

Pivotum Capital is an entrepreneurially led investment firm focusing on technology and digital companies. The team of experts in digital business models works closely with the management of its portfolio companies to strategically develop products, technology and market position. The focus is on operational value creation and the long-term strengthening of the companies.

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