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## Press release

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### **ProSiebenSat.1 sells billiger-mietwagen.de and CamperDays**

**Unterföhring, March 26, 2026.** ProSiebenSat.1 Media SE is divesting the comparison platforms billiger-mietwagen.de and CamperDays. Billiger-mietwagen.de, which operates under the umbrella of FLOYT Mobility GmbH, is being traded to a group led by the investment firm Pivotum Capital, while CamperDays is being transferred to a group of private investors. Last week, ProSiebenSat.1 had already sold the marketing firms esome and Kairion to Pivotum Capital.

billiger-mietwagen.de is a price comparison and booking platform for rental cars, while CamperDays offers the same service for motorhomes and campervans. Both brands were previously part of ProSiebenSat.1's Commerce & Ventures segment and will be transferred in full to the new owners as part of the transaction. The parties have agreed not to disclose the purchase price. The transaction is expected to close at the end of April. The portfolio changes have already been factored into the 2026 annual outlook, which the Group is also publishing today.

**Florian Hirschberger, CEO of Commerce & Ventures at ProSiebenSat.1 Media SE:** "With the sale of billiger-mietwagen.de and CamperDays, we are further advancing the Group's strategic focus on its core entertainment business. Both brands have established strong positions in their respective markets. We are confident that they will successfully shape their next phase of growth under their new owners."

**Björn Jopen, Partner Pivotum Capital:** "billiger-mietwagen.de is one of the leading digital car rental platforms in Germany, with high brand awareness, a strong customer base, and a scalable business model. We see great potential to work with the management to further develop the platform and its French counterpart Carigami—both strategically and operationally—and to focus even more strongly on profitable growth."

In addition to billiger-mietwagen.de in Germany, FLOYT Mobility GmbH is also active internationally with its French subsidiary Carigami.fr. The platforms offer users a comprehensive market overview and booking options with over 2,000 car rental companies in more than 170 countries. Under the umbrella of ProSiebenSat.1, the billiger-mietwagen.de brand has been continuously strengthened through TV advertising since the acquisition in 2013. Today, FLOYT Mobility has over two million customers.

CamperDays is Europe's leading comparison platform for motorhomes and campervans. The platform offers access to over 40,000 rental vehicles at more than 750 pickup locations in 34 countries and is available via 14 international domains. The company was founded in 2013 as a comparison portal for the motorhome market. It was acquired in the same year along with the billiger-mietwagen.de brand by ProSiebenSat.1 as part of the purchase of SilverTours GmbH (now FLOYT Mobility GmbH) and spun off as an independent company in 2023. CamperDays is now one of the leading international providers of digital camper comparisons.

Pivotum Capital is an entrepreneurially led investment firm focused on technology and digital companies. The team works closely with the management teams of its portfolio companies to strategically expand their growth, profitability, and market position. Pivotum contributes capital, structure, and operational expertise to its portfolio companies, thereby laying the foundation for sustainable growth.

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