



Press release

ProSiebenSat.1 restructures investment management of Commerce & Ventures segment

Munich, 15 June 2021. ProSiebenSat.1 has bundled its digital investments under the umbrella of the newly established Commerce & Ventures segment since January 2021. This includes NuCom Group and all its majority interests, as well as SevenVentures, SevenAccelerator and SevenGrowth.

Together with General Atlantic, ProSiebenSat.1 has successfully driven the growth of the NuCom Group's holdings over the past three years. For the most part, the companies got off to a good start this year, largely overcoming Corona-related challenges, repositioning themselves structurally, and completing their respective management teams.

In the next stage of development, the portfolio companies will assume more responsibility so that they can expand their business models more strongly under their own steam. To simplify hierarchies at the same time, the managing directors of the portfolio companies are now working even more closely with the shareholders. The main aim is to ensure that the assets benefit more quickly from the extensive and versatile expertise of their shareholders.

The co-CEOs of NuCom Group, Claas van Delden and Florian Tappeiner, have been driving the realignment of the portfolio over the past year. Successfully implementing direct cooperation between shareholders and assets, the two CEOs have decided to pursue new challenges outside the Group as of July 1. ProSiebenSat.1 Group and General Atlantic would like to thank Claas van Delden and Florian Tappeiner for their extraordinarily successful commitment to the Group, NuCom Group and its subsidiaries over the past years. The two managers have significantly driven and accelerated the growth and diversification of the entire Group. ProSiebenSat.1 and General Atlantic wish them both great success in their future careers!

The heads of the Commerce & Ventures segment, Friedrich Thoma and Max Berkemeier, who previously managed the segment together with Claas van Delden and Florian Tappeiner, will also take over the management of NuCom Group in the course of the restructuring: Friedrich Thoma as CEO and Max Berkemeier - as before - as CFO.

Rainer Beaujean, Chairman of the Executive Board of ProSiebenSat.1 Media SE: "The closer cooperation with the NuCom assets will help us to expand the synergies within the Group even more. By bundling all our investment businesses under the umbrella of the Commerce & Ventures segment, we are very well positioned to be the ideal partner for companies across all phases of growth. At the same time, I would like to thank Claas and Florian, whose high

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level of commitment has significantly driven NuCom Group's growth trajectory over the last three years, while also accelerating the Group's diversification. I wish them both all the very best for the future."

Jörn Nikolay, Managing Director and Head of General Atlantic's German business: "We would like to thank Claas van Delden and Florian Tappeiner for their entrepreneurial vision and courage in shaping and expanding the NuCom portfolio. Together with ProSiebenSat.1, we now look forward to developing the Group further in its new structure and, above all, to the continued cooperation with the companies within NuCom Group."

ProSiebenSat.1 Group

ProSiebenSat.1 combines leading entertainment brands with a with a strong dating and commerce & ventures portfolio under one roof and is thus one of the most diversified media companies in Europe. We offer the best entertainment – whenever, wherever and on any device. We can address over 45 million TV households in Germany, Austria and Switzerland with our 15 free and pay TV channels. At the same time, we reach around 33 million unique users every month with online offerings marketed by ProSiebenSat.1.

Successful formats like "The Masked Singer" and "Joko & Klaas vs. ProSieben", in-house productions like "Germany's Next Topmodel – by Heidi Klum" and "Married at First Sight" as well as superstars like Heidi Klum and Dwayne Johnson are part of our family.

At the same time, we use our expertise in brand building: With ParshipMeet Group, we have created a leading global player in the dating segment, that will significantly support our future growth. In this way, we are driving our diversification under our own steam. With our investment and commerce activities, we build digital consumer brands using our TV reach and advertising power and turn them into market leaders in their respective industries. We are a strong growth partner for digital companies.

Behind ProSiebenSat.1 are around 7,100 employees, who entertain and delight our audience and customers with great passion every day. <https://www.prosiebensat1.com/>

NuCom Group

The NuCom Group bundles investments in digital consumer Internet companies. As a joint venture between ProSiebenSat.1 and General Atlantic, NuCom combines the reach, know-how and resources of a leading German entertainment company with the expertise and investment strength of one of the world's most successful growth investors. By leveraging marketing power, operational expertise and implementing a clear buy and build strategy, NuCom supports and develops its portfolio companies into industry champions. In doing so, the Group focuses on consumer Internet business models in various growth phases with a clear USP and differentiation. Currently, brands such as Amorelie, Aroundhome, billiger-mietwagen.de, flaconi, Jochen Schweizer, moebel.de, mydays, Stylight and Verivox are part of the NuCom portfolio. These brands are grouped into three segments: Consumer Advice, Experiences, and Beauty and Lifestyle. www.nucom.group

General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon, and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build market-leading businesses worldwide. General Atlantic has more than 175 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, and Singapore. For more information on General Atlantic, please visit the website: www.generalatlantic.com.