
Press release

Page 1 of 2

NuCom Group sells Amorelie to EQOM Group

Unterföhring, October 1, 2021. The ProSiebenSat.1 subsidiary NuCom Group, in which General Atlantic holds a 28.4% stake, is selling all of its shares of around 98% in Amorelie (Sonoma Internet GmbH) to EQOM Group. The group, that is one of the biggest players on the market for sexual wellness in Europe, also acquires the further around 2% held by the founder Lea-Sophie Cramer. After ProSiebenSat.1 Group having developed the profile and strength of the brand Amorelie via TV advertising, it is now no longer the best owner with regard to the further internationalization and thus the next development step of the company. ProSiebenSat.1 focuses on its investments that can be further developed through synergies with the Entertainment business and thus increase the value of the entire Group.

Contact

Patrick Schmid
Corporate Communications Strategy
& Finance
Phone: +49 89 95 07-2446
E-mail:
Patrick.Schmid@prosiebensat1.com

Amorelie was founded in Berlin in 2013 and is now one of the leading German online shops for sensual lifestyle and erotic products. Besides Germany, the company is also represented in Austria, Switzerland, France and Belgium. Following a media-for-equity investment in 2014, ProSiebenSat.1 acquired a majority stake in Amorelie in 2015 and expanded its share to around 98% in 2018. Since then, Amorelie has been part of the portfolio of NuCom Group, in which ProSiebenSat.1 holds a majority stake with General Atlantic being the minority investor, and since January 2021 of ProSiebenSat.1's Commerce & Ventures segment. Through the successful use of TV advertising on the Group's entertainment platforms, Amorelie has been able to significantly expand its market position and increase brand awareness of its products over the past seven years. In addition, ProSiebenSat.1 has supported Amorelie with operational know-how in building up its own brands as well as its presence in offline retail. In order to build on the established brand recognition in the future, an advertising partnership with Amorelie was concluded as part of the transaction.

Friedrich Thoma, CEO of the segment Commerce & Ventures of ProSiebenSat.1: "Our media power was essential to build the Amorelie brand in the German-speaking region of Germany, Austria and Switzerland. We are now continuing our active portfolio management, which includes acquisitions as well as divestments – especially if ProSiebenSat.1's contribution to the next development step is limited. It has been a great pleasure to accompany Amorelie on this journey and we wish the company every success for the next stage."

Eric Idema, CEO of EDC Retail and Chairman of the Board of Directors of EQOM Group: "We are very pleased with Amorelie's joining the EQOM Group. By joining forces, we can continue to grow together. The success formula of Amorelie comes from its great appearance. The company is known for its female-friendly approach to sexual wellness. The products they carry are colorful and

stylish and the way in which the subject is discussed also has tremendous added value for us.”

Page 2 of 2

Claire Midwood, CEO of Amorelie: “ProSiebenSat.1 and General Atlantic have had a decisive influence on the development of Amorelie. Especially through TV advertising in the DACH region, we built up the strong positioning of Amorelie that we see today. On behalf of the entire Amorelie team, I would like to thank ProSiebenSat.1 and General Atlantic for their support. Having focused on the DACH region, we now want to turn our attention to further focus on new markets within Europe and are looking forward to working with EQOM Group in securing future growth opportunities.”

The sale of Amorelie is subject to approval by the relevant antitrust authorities. The closing of the transaction and the subsequent deconsolidation are expected for the second half of the fourth quarter of 2021.

ProSiebenSat.1 Media SE

As a digital group, ProSiebenSat.1 combines leading Entertainment brands with a with a strong Dating and Commerce & Ventures portfolio under one roof. We are consistently digitizing our TV business and at the same time using our entertainment strength to further expand our digital business areas. With this Group set-up, the company is continuously driving forward its diversification using its own strength. We offer the best entertainment – whenever, wherever and on any device. From campfire formats like "The Masked Singer" to successful in-house productions like "Germany's next Topmodel - by Heidi Klum". We can address over 45 million TV households in Germany, Austria and Switzerland with our 15 free and pay TV channels. In addition, we reach around 33 million unique users every month with online offerings marketed by ProSiebenSat.1. At the same time, we use our expertise in brand building for our two other business segments: With ParshipMeet Group, we have created a leading global player in the dating segment, that will significantly support our future growth. 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 more than 8,200 employees, who entertain and delight our audience and customers with great passion every day. www.prosiebensat1.com

Amorelie

As one of the leading brands for love life, AMORELIE has revolutionized an entire industry since its founding in 2013 and helped to make dealing with topics such as sensuality and sexuality a matter of course. Now AMORELIE is going one step further and wants to encourage all people to try new things and to talk openly and honestly about their desires and preferences. Our mission: Sexually fulfilled people everywhere! AMORELIE is leading the next movement for positive social change with "Sex Your Way". A movement that helps everyone experience pleasure, equality, open-mindedness and satisfaction in their sex lives. <https://www.amorelie.com/>

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 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. www.generalatlantic.com