
Press Release



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ProSiebenSat.1 Group Acquires Aeria Games Europe

- **Rise into the top three leading European publishers**
- **Complementary addition to the ProSiebenSat.1 Games portfolio**
- **Foray into the fast-growing mobile gaming market**

Unterföhring, February 27, 2014 – The ProSiebenSat.1 Group is strengthening its games business by acquiring the online and mobile games publisher Aeria Games Europe via its subsidiary ProSiebenSat.1 Games. The agreement covers the company's European headquarter in Berlin, all international game licenses for PC and certain successful mobile games licenses. The vendor is Aeria Games Europe's parent company, Aeria Games & Entertainment, Inc. in the U.S.A., one of the world's leading games publishers and developers.

The new acquisition triples nearly the company's games community from 27 up to 77 million gamers and doubles its portfolio of licenses from 19 to 39. Following the takeover, ProSiebenSat.1 will combine the games operations in Berlin. The new Publisher shall be named SevenGames and publishes its games in 35 countries, amongst others in the U.S.A., Canada, Brazil and Argentina. The acquisition of the European subsidiary is subject to approval by the responsible cartel authorities.

Dr. Christian Wegner, Member of the Executive Board of ProSiebenSat.1:

"The acquisition of Aeria Games Europe allows us full access to new markets and target groups, making us one of the top three publishers in Europe in one fell swoop, and takes us a big step forward in mobile gaming, the sector's largest growth driver. The transaction is fully in line with our strategy of strengthening our portfolio of digital assets by making bolt-on acquisitions."

Barclays Bank PLC, acting through its investment bank, acted as Financial Advisor to ProSiebenSat.1 on this transaction

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About ProSiebenSat.1 Games: ProSiebenSat.1 Games GmbH (PSG) is ProSiebenSat.1 Media AG's games company. As a leading publisher, PSG focuses on the licensing and distribution of online and mobile games and acts as a strong digital distribution partner for the gaming products of premium partners all over Europe. Since January 2012, PSG has been the exclusive partner of Sony Online Entertainment in Europe for several of the US games development studio's online games, including the major games blockbusters DC Universe™ Online and PlanetSide® 2. In addition, the company caters to the increasing number of mobile gamers of all ages, for example with "RAN Real Boxing by Felix Sturm" and "Heroes War," which entered the iOS charts at number 2 immediately upon release.

About Aeria Games: Aeria Games & Entertainment, Inc. was founded in Silicon Valley in 2006, and is a part of the AGGP group with approximately 500 employees in its offices in the USA, Brazil, Germany, Japan and Korea. The company's German office in Berlin with 190 employees was originally opened in 2008 as a base from which to tap into the fast-growing European market.