

Ad-hoc announcement of 24 February 2016 pursuant to Section 15 of the German Securities Trading Act (WpHG)

_wige MEDIA AG, ISIN: DE000A1EMG56 / WKN: A1EMG5

_wige MEDIA AG to partner Alibaba Sports Group

Cologne, 24 February 2016 _wige MEDIA AG and the Alibaba Sports Group, a subsidiary of the leading e-commerce company in China, have today signed a cooperation agreement. This cooperation will enable _wige MEDIA AG to considerably accelerate its internationalisation and digitalisation strategy. The partnership covers the motorsports sector, video transmission technology for sport arenas and remote production. Specifically, the partners will organize, produce and market sport events as part of their cooperation, initially in the core segment of motorsports. Another important additional component of the agreement is the equipping of sports venues in China with innovative digital video technology and marketing content in media channels, also in the partners' own sports media. Alibaba Sports strives to create a completely new experience of sport through its intelligent stadiums: amateur athletes are also to receive their own data and moving image productions, which will enable them to improve their abilities. Alibaba Sports intends to use _wige's competences for this purpose.

Company contact:

_wige MEDIA AG

Am Coloneum 2

50829 Cologne, Germany

www.wige.de

Tel: +49 [0] 221_7 88 77_ 0

Fax: +49 [0] 221_7 88 77_ 199

info@wige.de

Investor Relations

BSK Becker+Schreiner Kommunikation GmbH

Tobias M. Weitzel

Tel.: +49 [0] 2154-8122-16

wige@kommunikation-bsk.de