

Corporate News from 29 September 2016

\_wige MEDIA AG, ISIN: DE000A1EMG56 / WKN: A1EMG5

## **\_wige MEDIA AG and Porsche extend major commission ahead of time**

- \_wige manages Porsche Driving Experience until at least the end of 2018
- Lauterbach: "Display of trust from a global brand"

Cologne, 29 September 2016. Dr. Ing. h.c. F. Porsche AG and \_wige MEDIA AG have extended their cooperation ahead of time until the end of 2018. The company has thereby secured one of the biggest commissions of the Group over a further two-year period. The annual revenue is around € 20 million. As commissioned by Porsche, \_wige EVENT in Stuttgart has been responsible for the conception, organisation and implementation of the driver events and travel features of the Porsche Driving Experience. The Porsche Driving Experience consists of the Porsche Travel Club, which offers adventure trips and tours throughout the world, the Porsche Sport Driving School, which includes professional driving trainings with a variety of focal points on Europe's biggest racing circuits, as well as the Porsche Driving Experience winter driving programmes on snow and ice in the northern most reaches of Finland. "We are proud of this display of trust from a global brand like Porsche", said Peter Lauterbach, CEO of \_wige MEDIA AG.

### **About \_wige MEDIA AG**

As one of the world's leading marketing and production companies in motor sport as well as in other areas of sport in Germany, \_wige MEDIA AG produces the Formula1 races, the DTM German Touring Car Masters, the Handball Champions League, the ADAC Zurich 24-hour Race at the Nürburgring and German Football League games, as well as organising events and content for prestigious companies such as Porsche, Audi, Mercedes/AMG, Red Bull, VW and Deutsche Post AG. In the financial year 2016, the company anticipates revenues in a volume of at least € 70 million and EBITDA of at least € 4 million.

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