

## AdSelf launched successfully at Nürnberger Presse

*In February 2019, Nürnberger Presse integrated ppi Media's modern self-service ad portal, AdSelf, to optimize its classified ad workflows, improve its user experience for advertising customers, and increase sales. The portal has been used successfully by the publishing house since March 2020, and Germany's largest vehicle marketplace, mobile.de, was also added on June 10, 2020.*

**July 6, 2020.** AdSelf by ppi Media is a B2B and B2C portal that allows publishers to target both companies and individuals alike. Users can conveniently place their own classified ads in newspapers via AdSelf, and companies like undertakers and real estate agents can use the portal to easily meet their customers' demands. The HTML5-based web portal is ideal for use on mobile devices, allowing ads to be booked easily on smartphones. Integrated upselling strategies offer publishers additional sales potential.

The mobile.de module enables car dealers to automatically convert their vehicle advertisements on mobile.de into print ads and then book them in just a few clicks. The workflows at Nürnberger Presse are now fully automated, and the publishing house no longer requires technical support from dealers. "Thanks to our new portal, our customers can place classified ads extremely quickly and effectively in our newspapers. We're confident this will help us attract and retain customers", explains Torsten Wiethe, Head of Commercial Systems and Processes in Advertising at Nürnberger Presse. He was the project manager responsible for introducing AdSelf and the mobile.de module.

AdSelf is a white label solution that can be tailored perfectly to a company's corporate identity. Quick integration into existing environments is ensured through open interfaces with commercial advertising systems, user management options and payment solutions.

### About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called "Digital Services", where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.

**ppi Media GmbH**  
Deliusstraße 10  
D-24114 Kiel

Press: Heiko Bichel  
Tel.: +49 (0) 431-5353-261  
Fax: +49 (0) 431-5353-222  
E-mail: heiko.bichel@ppimedia.de  
www.ppimedia.de

This press release contains projections for the future based on the well-founded assumptions and prognoses of the management of ppi Media GmbH. Though management believes these assumptions and estimates to be correct, actual developments in the future, as well as actual operating results, may deviate from those put forward by management due to factors beyond the control of the company. Such factors include, for example, fluctuating exchange rates, changes within the graphic arts industry, or any other unforeseen economic and/or market transformations. ppi Media GmbH makes no guarantees that future developments and/or future operating results will match any of the numbers and/or statements put forth in this press release and assumes no liability if such situations arise. Furthermore, no responsibility is assumed for updating any of the statements and/or figures contained herein.