

## Ad-hoc Information

Munich

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Date 16th September 2008

### Announcement of a takeover bid for shareholders of ARBOmedia AG by Goldbach Media AG, Switzerland

- Goldbach Media owns 72,7 % in ARBOmedia AG and announces mandatory takeover bid
- Board of directors welcomes investment of Goldbach Media and considers offer price of € 9.80 per ARBOmedia AG share to be fair
- Chairman of the Board Dr. Bogner and members of the supervisory board of ARBOmedia AG resign from their offices

Munich, September 16, 2008. Swiss-listed Goldbach Media AG has announced today, that it now owns the majority of the shares of ARBOmedia AG (ISIN DE0005489306) based in Munich (Germany), over its 100% subsidiary Goldbach Ost GmbH. Therefore, Goldbach Ost owns 72.7 % of the shares of ARBOmedia AG and has announced, that it will submit a takeover bid to the price of € 9.80 in cash per ARBOmedia-share to the external shareholders.

The board of directors of ARBOmedia AG welcomes the investment of Goldbach Group as a new major shareholder, in particular due to growth and development possibilities for the company resulting out of the investment. The board of directors considers the offer price to be basically fair as this price is about 47% above the volume-weighted average price of the last three months, beginning with the day before announcement of the acquisition of control. After presentation and proof of the offer document the board of directors as well as the supervisory board will comment on this matter in detail.

Goldbach Media has acquired the control over the company inter alia through the acquisition of the block of shares of both founding shareholders, AMCO Gesellschaft für die Herstellung und Vermarktung von Medienprodukten und für Medienbeteiligungen mbH as well as BOCO Gesellschaft für die Herstellung und Vermarktung von Medienprodukten und für Medienbeteiligungen mbH. With today's share transfer the head of the board of directors, Dr Georg Bogner, resigns as head of the board of directors of ARBOmedia AG as well. The three members of the supervisory board have also resigned from their offices as of today. As alternative candidates for the supervisory board Klaus Kappeler, CEO of Goldbach

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## Ad-hoc Mitteilung

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40 Media AG, Martin Radelfinger, Chief Business Development M&A Officer of Goldbach Media AG and Ronald Sauser, CEO of Sal. Oppenheim Corporate Finance (Switzerland) are suggested.

### About ARBOmedia:

45 ARBOmedia AG is the largest independent marketing agency in Europe. The client portfolio for the core business – in the field of marketing of electronic media – currently encompasses more than 600 websites, 33 TV networks and 12 radio stations. In addition to this there are 60 magazines and an increasing number of  
50 out-of-home media. The wide range of media portfolio makes ARBOmedia experts in the sector of media convergence and cross-media solutions. As an independent marketing agency, the company is the market leader in strong growth countries situated in central and southern Europe.

55 The shares for ARBOmedia AG are listed in the Prime Standard of the German Stock Exchange.

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