

Axel Springer NOAH Conference Berlin attracts more than 3,000 participants to the Berlin Tempodrom

- Exchange of major players from established corporations and start-ups
- More than 100 speakers on the main stage
- Highlight: Discussion between Daimler and Uber, moderated by Kai Diekmann

Berlin, 9th June 2016 – On 8 and 9 June 2016, the second Axel Springer NOAH Conference was held in Berlin with the motto "Leaders Connected". More than 3,000 participants gathered in the Tempodrom at Anhalter Bahnhof station for the European internet and digital economy's largest industry event. These included market leaders such as Daimler, Deutsche Bank, Adidas, Lufthansa and Metro, and disruptive challengers such as Uber, Rocket Internet, Freeletics, the Priceline Group and Delivery Hero. Interest in the event was even more overwhelming than last year, with around 750 more participants attending.

Following the welcoming addresses by NOAH founder Marco Rodzynek and Jens Müffelmann, CEO of Axel Springer Digital Ventures, more than 100 speakers presented their companies on the main stage and discussed trends in various industries, as well as the future of the digital economy.

Marco Rodzynek: "The growing interest in the German NOAH Conference shows that the decision to bring the conference to Berlin with Axel Springer was the right one. With the ongoing increase in digitization, we are facing an exciting time full of changes and are looking forward to many more NOAH conferences featuring high-profile speakers and participants in Germany's digital metropolis, Berlin."

Jens Müffelmann: "At present, a start-up is founded in Berlin every 20 hours. This city is increasingly evolving into the anchor of the European digital economy. This is why the Axel Springer NOAH Conference belongs right here. This is also shown by the more than 3,000 participants and speakers who have made a great success of this second conference. With Marco Rodzynek and his team, we are very much looking forward to developing this annual conference in the coming years into the most important industry event for the European internet and digital economy."

The highlight of this year's NOAH Conference took place on the evening of the first day, in the form of a discussion between the CEO of Daimler AG, Dieter Zetsche, and the founder of Uber, Travis Kalanick, moderated by BILD publisher Kai Diekmann. The topic of the discussion: The future of mobility and what place trends such as connected or self-driving cars will have in this future. Other speakers on the main stage included Herbert Hainer (CEO

of Adidas), Thomas Ebeling (CEO of ProSiebenSat.1), Oliver Samwer (Founder of Rocket Internet), and many more high-profile CEOs and founders.

Companies such as Wirecard, smart and SevenVentures also shared their experience and visions of the future of the market with visitors through workshops in the Berlin Tempodrom. A start-up competition was also held on both days, in which young entrepreneurs were able to present their business models. The winner will be announced in the next few weeks.

The NOAH Conference also provided numerous opportunities to share ideas and knowledge in addition to the stage program, such as with the former long-term U.S. Secretary of State and Nobel Peace Prize laureate Henry Kissinger at the exclusive Speakers' Dinner in the Axel Springer Building on the eve of the conference, or at one of the numerous other events related to the NOAH Conference.

For more impressions watch the official NOAH video [here](#).

You find press photos of both event days [here](#).

About NOAH Advisors

NOAH Advisors is a leading corporate finance boutique focused on established and profitable internet companies in Europe. The NOAH team advises on secondary sell-side transactions, as well as selected buy-side mandates, debt financing and raising equity capital. Since its foundation in 2009, NOAH Advisors has completed 22 transactions. In 2014, NOAH Advisors most notably closed the \$800m sale of Fotolia to Adobe, the sale of [Facile.it](#) to Oakley Capital, the \$230m sale of Yad2 to Axel Springer and the €80m sale of Trovit to Next Co.

About Axel Springer

Axel Springer is one of the world's largest digital publishers in terms of reach. Taking into account all digital platforms, the company reached a monthly average of 200 million unique users worldwide in Q1/2016. Axel Springer SE is divided into three operating segments: Paid Models, Marketing Models, and Classified Ad Models. With headquarters in Berlin, the company is active in more than 40 countries with subsidiaries, joint ventures, and licenses. In 2015, Axel Springer SE achieved an EBITDA of EUR 559 million. More than 60 percent of Group revenues were generated by digital activities, which amounted to almost 70 percent of Group EBITDA. The company employs approximately 15,000 people worldwide.

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