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## Ringier Axel Springer launches Digital Media Campus

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Effective January, 2016, Ringier Axel Springer Media AG will be launching the Digital Media Campus, offering on the job journalistic training for young journalists across the Group.

With the Digital Media Campus, Ringier Axel Springer aims to prepare and train its talented young journalists in all aspects of modern digital publishing. Intensive courses, taught by renowned instructors and journalists, will be offered to small groups of students. Subjects will include, for example, methods of investigation and writing, page design and production, social media, video and mobile, and ethics in the media. Furthermore an know-how exchange within the international network of the company, e.g. with Axel Springer Akademie, will take place.

Mark Dekan, CEO Ringier Axel Springer Media AG: "The requirements journalists face today are changing rapidly. We employ over 1000 journalists in our Group. The Digital Media Campus is our excellence program to train talented young journalists and prepare them in all aspects of digital journalism. We will pass on the knowledge that we have in our Group, and within our excellent network of international publishers, to the next generation of journalists and editors."

The Digital Media Campus will be headed by Alexandra Delvenakiotis who, in addition to her role as Head of Corporate Communications for the Group, will become Director of the Digital Media Campus.

The Campus will be spearheaded in Serbia by Nenad Jacimovic, Executive Editor of Blic.rs and Anja Stanisic, Executive Editor of the integrated newsroom 24sata.rs, in Poland by Piotr Legowski, Senior Home Page Editor at Onet.pl, in Slovakia by Martin Pasterovic, Head of Digital Transformation, and in Hungary by Krisztina Maroy, Editor-in-Chief of Glamour magazine.

### About Ringier Axel Springer Media AG

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 2700 employees.

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