



Press releases of
action press ag
2022
(ongoing)

Britta Melching is the new sales manager of the action press group

Hamburg, **September 27, 2022** - Britta Melching will take over as the newly created Head of Sales of the action press group on October 1.

As cross-group Head of Sales, Melching will bundle the sales activities of action press international GmbH and ddp media GmbH, the two Hamburg-based subsidiaries of action press AG (Frankfurt am Main), establish a joint sales team and drive the marketing of the group's extensive portfolio of visual content and services both strategically and operationally.

"The establishment of a cross-group sales management team is an important step towards integrating our portfolio and improving our offering and increasing the added value for our customers," said Vicente Poveda, managing director of ddp media GmbH, where the new position is organizationally based. "We are very pleased that with Britta Melching we could win a good connoisseur of the photo agency industry with international experience and a good reputation among customers and partners for this strategically important position."

Melching (56) has many years of experience in the marketing of photo and video content. She was head of sales at dpa Picture Alliance in Frankfurt until December 2021 and also previously worked at Associated Press Television News in London as business development manager for German-speaking countries and Eastern Europe. She has also worked in the marketing departments of major publishing houses such as Axel Springer, The Economist and Frankfurt Business Media - Der F.A.Z. Fachverlag.

"I am very pleased to be joining the action press group at this exciting time to drive the development of new products and increase the range of services we offer to our customers," says Britta Melching.

action press AG (Frankfurt/Main) has been jointly managed by Prof. Moritz Hunzinger and Ulli Michel since August 2020 and, with a stock of 160 million photos and videos, is one of the largest image databases in the world. The stock corporation unites under one roof the picture agency action press, a leading brand for entertainment content, and since September 2021 also ddp, a cross-departmental quality provider of photos, which includes the brands ddp images, Pictures Press, Intertopics and Food Centrale as well as the picture agency Stella Pictures (Stockholm).

The group's extensive portfolio also includes content syndication of media content from international publishers such as News UK, Mondadori and Gruner und Jahr/RTL, as well as a broad catalog of services including contract production of photos and videos, digitization of archive assets and production of computer-generated images (CGIs). New to the offering are NFTs produced for action press by respected German artist Tobias Rehberger.

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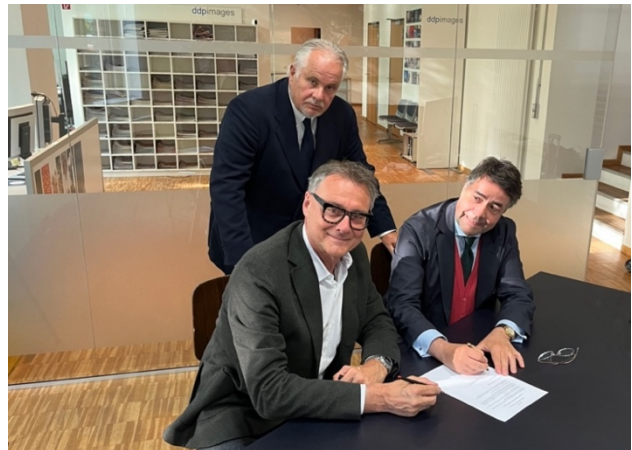
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action press subsidiary ddp acquires 100% of Swedish Stella Pictures

- Outstanding productions about the royal houses of Sweden, Norway, Denmark

Frankfurt am Main/Hamburg, **May 18, 2022**

- Following the acquisition of 51% of the Stella Pictures AB (Stockholm) Swedish public company in 2019, the full takeover of the renowned Swedish agency by the Hamburg-based ddp media GmbH picture agency group will take place on June 1, 2022.



Stella Pictures has over 10 million editorial images and since 2004 has stood for outstanding productions about the royals of Scandinavia as well as for exclusive photos from the areas of celebrities, entertainment, news, and sports. Its successful integration into the ddp Group is also an important building block for a European network of leading independent agencies that are reliable, flexible, and, above all, visually relevant.

Since 2021, action press AG (Frankfurt am Main) has been the parent company of the ddp group. With the full acquisition of this company, the board members of action press AG, Prof. Moritz Hunzinger and Ulli Michel, are further expanding the exclusive image offering and reaching another milestone on the way to becoming one of the most important partners for the production and licensing of rights-managed images in Europe.

Every day, action press AG processes up to 50,000 photos from 5,000 photographers and 130 partner agencies from 120 countries and indexes them according to the highest editorial standards. With around 150 million photos (as of October 2021), action press is one of the largest photo databases in the world. The share capital of action press AG amounts to 22.05 million euros. A further 22.05 million shares serve as acquisition currency. The shares of action press AG are traded in the general over-the-counter market of the Düsseldorf Stock Exchange under WKN A3ESE3 (ISIN DE000A3ESE35). In 2022, the shares are to be listed on the Xetra stock exchange.

Stella Pictures AB website: <https://www.stellapictures.se>

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NFTs from action press:

**Advanced Blockchain subsidiary FinPro is a technology partner,
Professor Tobias Rehberger is an artist and curator**

Frankfurt am Main/Hamburg, April 5, 2022 - As was reported at the January 2022 Annual General Meeting, action press AG (Frankfurt) owns one of the largest catalogs of digital media assets bundled in one company worldwide and sees great potential in its exploitation in the form of Non-Fungible Tokens (NFTs).

Today, action press AG announced that it has allied with FinPro AG (Cologne), the tokenization-focused subsidiary of Advanced Blockchain AG (Berlin), as a technology partner for this purpose. Advanced Blockchain AG is Europe's leading, publicly traded Web3 incubator and is considered a technology leader in the blockchain industry in Germany.

Designer and curator of the first five tokenization projects published by action press is Professor Tobias Rehberger, one of the most important contemporary world renowned German artists. In his first NFT works, he surprises with the innovative concept of the so-called "Liquid Posters" in which moving and still images as well as the physical and virtual worlds converge.

"We evaluate our digital assets and make valuable photos digitally tradable as tokens in the form of digitally unique or limited editions, as a whole or in parts," says Prof. Moritz Hunzinger, CEO of action press.

action press is one of the largest image databases in the world

action press AG, whose parent company was founded in 1970 and is active in 120 countries, is further expanding its portfolio. Since August 2020, Ulli Michel (Hamburg) and Professor Moritz Hunzinger (Frankfurt) have been jointly managing action press AG. Since August 2021, action press AG has been the parent company of the ddp picture agency group. In addition to the ddp media GmbH (Hamburg), laif Agentur für Photos & Reportagen GmbH (Cologne) and Stella Pictures AB (Stockholm) companies, this also includes Picture Press, Intertopics and FoodCentrale picture agency brands. action press is the first port of call for magazine publishers and TV broadcasters in particular, also when it comes to up-to-date photo reporting in the entertainment sector. The agency sees itself as an interface between photographers, video producers and media clients. Publishers and other media companies will find an outstanding range of topics and a large selection of current and archive material at action press. Every day, up to 50,000 photos from 5,000 photographers and 130 partner agencies from 120 countries are processed and keyworded according to the highest editorial standards. With around 150 million photos, action press is one of the largest image databases in the world. The share capital of action press AG amounts to 22.05 million euros. A further 22.05 million shares serve as acquisition currency. The shares of action press AG have been traded since May 2021 in the general over-the-counter market of the Düsseldorf Stock Exchange under WKN A3ESE3 (ISIN DE000A3ESE35). In 2022, the shares are to be listed on the Xetra stock exchange.

Legal counsel to action press AG and Advanced Blockchain AG was provided by Heuking Kühn Lüer Wojtek (Cologne) and Prof. Dr. Hanns-Christian Salger, Bremen/Salger (Frankfurt).

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- **Vive La France: action press now offers the latest images from France and the Princely House of Monaco**
- **action press with new revenue opportunities for publishers: distribution portal of the "Regio-Group" regional press network founded**
- **action press AG evaluates its digital assets and is looking for alliances**

Vive La France: action press now offers the latest images from France and the Princely House of Monaco

Hamburg/Frankfurt am Main, **March 15, 2022** - action press international GmbH picture agency, along with ddp media GmbH (both Hamburg), a subsidiary of action press AG (Frankfurt), now provides the latest entertainment news pictures and celebrity appearances from Paris and the French Riviera on a daily basis. This includes fashion shows from haute couture to prêt-à-porter. The glitz and glamour of the Monegasque princely house are showcased in the daily photo coverage featuring the high-profile royals of the Grimaldi dynasty and their celebrity guests in Monaco. This is made possible by the newly formed partnership with News Pictures Photo Press Agency (Levallois-Perret, France).

action press with new revenue opportunities for publishers: distribution portal of the "Regio-Group" regional press network founded

German regional newspapers can now offer their own news photos and videos to a national and international customer network via a channel set up for this purpose at my-picturemaxx. action press international GmbH (Hamburg) takes over the selling, marketing and account for the attached newspapers of its "Regio Group" regional press network. Ulli Michel, head of action press in Hamburg: "This distribution portal opens up revenue opportunities for participating newspapers to offer their own produced content in the new market sequences". Registered customers can access the image material via the agency's website, my-picturemaxx media search engine and an active FTP push service.

action press AG evaluates its digital assets and is looking for alliances

As reported at the Annual General Meeting in January 2022, action press AG has among the most digital media assets bundled in one company in the world and sees great potential in Non-Fungible Tokens (NFTs). To this end, the company is allying with a publicly traded incubator and technology leader in the blockchain industry. Back in March 2021, action press AG and one of the most important contemporary German artists of global significance and recognition agreed to implement tokenization projects. "We are evaluating our digital assets and making valuable photos digitally tradable as tokens broken down into digital units as a whole or in parts," said Prof. Moritz Hunzinger. Legal advice to action press AG is provided by Heuking Kühn Lüer Wojtek (Cologne) and Prof. Dr. Hanns-Christian Salger, Bremen/Salger (Frankfurt). The names of the technology partner and the artist will be announced by action press soon.

action press AG under new management since 2020

action press AG, whose parent company was founded in 1970 and is active in 120 countries, is further expanding its portfolio. Since August 2020, Ulli Michel (Hamburg) and Professor Moritz Hunzinger (Frankfurt) have been jointly managing action press AG. Since August 2021, action press AG has been the parent company of the ddp picture agency

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Vicente Poveda joins the Management Board of ddp

- ddp owner action press expands internationalization and media production

Frankfurt/Hamburg, **March 2, 2022** - The ddp media GmbH (Hamburg) photo agency group, which was acquired by action press AG (Frankfurt) on September 2, 2021, appoints Vicente Poveda to its Management Board.

The 43-year-old journalist and previous head of international sales at the dpa German press agency will be responsible for visual content marketing, services and internationalization at ddp starting June 1, 2022.



"We are delighted to have gained Vicente Poveda, an internationally well-connected manager with extensive industry knowledge and experience in the conception and marketing of media products, for the ddp management," say Prof. Moritz Hunzinger and Ulli Michel, who have been jointly managing action press Aktiengesellschaft since August 2020.

Poveda, born and raised in Alicante, Spain, has held various editorial and sales positions at dpa since 2000. After studying German, Romance studies and politics in Cologne and holding positions as editor and correspondent in Madrid, Berlin, Jerusalem and Havana, he moved to dpa's foreign sales department in 2011, which he has headed from Hamburg since 2019.

action press AG has two subsidiaries: action press international GmbH and ddp media GmbH (both in Hamburg). In addition to the ddp media GmbH Hamburg-based company, ddp also includes Stella Pictures AB (Stockholm), laif Agentur für Photos & Reportagen GmbH (Cologne) and the Picture Press, Intertopics and FoodCentrale picture agency brands. Their stock of images includes around 75 million news, entertainment and creative photos that can be accessed online and are used daily by print and online media as well as corporate customers. ddp also handles the content syndication of media content from international publishers such as The New York Times, USA Today, The Sun, The Times, The Sunday Times, Mondadori Photo, the Klambt media group and Gruner + Jahr.

In the last twelve months, action press AG increased its daily growing inventory to around 150 million "digital assets," images and videos; making action press one of the largest image databases in the world.

Already listed on the Open Market of the Düsseldorf Stock Exchange since May 2021, action press is expected to be traded on Xetra later this year.

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"action press Paparazzi": launch of the largest offer of high society press photography in Germany

Hamburg, **January 4, 2022** - action press will from now on offer the largest range of paparazzi content ever seen in Germany. Productions of BackGrid US & Australia, BackGrid UK, Splash and X17 celebrity news agencies as well as action press' own photo series will appear every morning under one roof.

"There has never been more paparazzi content from a single source in Germany. We are starting 2022 with a highly competitive media offering," says Ulli Michel, CEO of action press international gmbh.

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