

Deutsch

EQS Ad-hoc-Service

Tel: +49 (0)89 444430-050 Fax: +49 (0)89 444430-071 E-Mail: newsroom@eqs.comMeldende Gesellschaft:
action press AGISIN:
DE000A3ESE35Ansprechpartner:
Prof. Moritz Hunzinger
Tel.: 01716033320
Fax:Meldebeauftragter:
Prof. Moritz Hunzinger
Tel.: 01716033320
Fax:E-Mail Ansprechpartner:
E-Mail Meldebeauftragter:moritz.hunzinger@actionpress-ir.de
moritz.hunzinger@actionpress-ir.de

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action press AG: action press und EPA Images vertiefen ihre partnerschaftliche Zusammenarbeit

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Frankfurt am Main/Hamburg, 28. April 2023 – Die Bildagenturengruppe action press AG (Frankfurt/Hamburg), seit 1970 ressortübergreifender Qualitätsanbieter für Pressefotografie, bestätigt die Verlautbarung der EPA Images European Pressphoto Agency B.V. (Frankfurt/Madrid) von heute Mittag zum Ausbau ihrer wachsenden operativen Zusammenarbeit. Die zu den weltweit führenden Bildagenturen zählenden Gesellschaften beschlossen, dass action press-Kunden im gesamten deutschsprachigen Raum über die action press-Plattform auf die gesamte Videoproduktion, Clips und Rohmaterial für die Ausstrahlung und digitale Nutzung von EPA zugreifen können. Der EPA Global Video Service stützt sich auf das große weltweite Netzwerk der EPA sowie auf die Agencia EFE (Madrid), die führende Nachrichtenagentur in Spanien und Lateinamerika, als deren Hauptaktionär.

Ende der Insiderinformation

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Sprache: Deutsch
Unternehmen: action press AG
Wielandstr. 3
60318 Frankfurt am Main
Deutschland
Telefon: +49 (0)69-15200320
E-Mail: moritz.hunzinger@actionpress.de
Internet: <https://www.actionpress-ir.de/>
ISIN: DE000A3ESE35
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EQS Ad-hoc-Service

Tel: +49 (0)89 444430-050 Fax: +49 (0)89 444430-071 E-Mail: newsroom@eqs.com

Issuer:	ISIN:
action press AG	DE000A3ESE35
Contact:	Agent:
Prof. Moritz Hunzinger	Prof. Moritz Hunzinger
Phone: 01716033320	Phone: 01716033320
Fax:	Fax:

E-mail Contact:	moritz.hunzinger@actionpress-ir.de
E-mail Agent:	moritz.hunzinger@actionpress-ir.de

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EQS-Ad-hoc: action press AG / Key word(s): Agreement
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Frankfurt am Main/Hamburg, April 28, 2023 – The photo agency group action press AG (Frankfurt/Hamburg), a cross-departmental quality provider of press photography since 1970, confirms the announcement of the EPA Images European Pressphoto Agency B.V. (Frankfurt/Madrid) at noon today regarding the expansion of their growing operational cooperation. The companies, which are among the world's leading photo agencies, agreed that action press customers throughout the German-speaking world will be able to access all of EPA's video production, clips and raw footage for broadcast and digital use via the action press platform. The EPA Global Video Service draws on EPA's large global network and on Agencia EFE (Madrid), the leading news agency in Spain and Latin America, as its main shareholder.

End of Inside Information

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Language:	English
Company:	action press AG Wielandstr. 3 60318 Frankfurt am Main Germany
Phone:	+49 (0)69-15200320
E-mail:	moritz.hunzinger@actionpress.de
Internet:	https://www.actionpress-ir.de/
ISIN:	DE000A3ESE35
WKN:	A3ESE3

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End of Announcement

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PRESS RELEASE

EPA Images and action press expand video distribution agreement

Frankfurt, 28 April 2023.- EPA Images and action press have expanded their EPA global video service distribution cooperation to include the entire German-speaking region.

action press clients in Germany, Austria and Switzerland can now access the whole EPA video production via the action press platform. The EPA global video service relies on the vast worldwide network of EPA's visual journalists as well as the video production from its main shareholder Agencia EFE, the leading news agency in Spain and Latin America. Daily production started in 2015 and includes a growing number of edited clips and raw footage for broadcast and digital use.

action press runs one of the leading video marketplaces for media clients in the German-speaking countries. Beside EPA Images, contributors include agencies like Splash, Backgrid, PA Media and SWNS, among others. The agreement for video distribution between EPA and action press started at the end of 2021 and was originally a sales cooperation aimed only at the German market.

"We are delighted to continue our partnership with action press after what has been a very successful collaboration in the distribution of our video service in the German news market, which is one of the biggest in the world," said Julia R. Arévalo, EPA Images' president & CEO.

"EPA Images and action press are very complementary partners. We look forward to continuing and expanding our collaboration", said Vicente Poveda, CEO of ddp media GmbH, one of the subsidiaries of action press AG.

European Pressphoto Agency B.V., recently rebranded as EPA Images, was founded in 1985 and is one of the world's biggest pressphoto agencies. EPA's shareholders are the European news agencies EFE (Spain), ANSA (Italy), PAP (Poland), Lusa (Portugal), ANP (the Netherlands), ANA-MPA (Greece), Keystone (Switzerland) and MTI (Hungary).

action press AG, founded in 1970, is the holding company of the press photo agencies action press international GmbH (Frankfurt/Main) and ddp media GmbH (Hamburg). ddp media GmbH is also the sole owner of Stella Pictures AB (Stockholm). action press AG is listed on the Regulated Unofficial Market of the Dusseldorf Stock Exchange.

Besides video distribution, both agencies have a growing cooperation in several fields, including the production and distribution of pictures for international sports organizations and joint submissions for tenders in the German market.

The intended next steps in the cooperation between the two agencies is an agreement for the global distribution of photos from action press, ddp and Stella Pictures via the new epaimages.com online shop.

Queries:

Executive board of action press AG:

- Prof. Moritz Hunzinger: moritz.hunzinger@actionpress.de, +49 171 60 333 20

- Ulli Michel: ulli.michel@actionpress.de, +49 172 253 73 03

<https://www.actionpress-ir.de>

European Pressphoto Agency B.V.:

President & CEO: Julia R. Arévalo: management@epaimages.com

www.epaimages.com