

WeWork Expands Global Partnership with FRAMEN into Latin America

Mexico City, Berlin – 08.10.2025 – FRAMEN, the global leader in media and signage solutions for coworking spaces, announces today a significant expansion of its partnership with WeWork into Latin America. This move, which includes locations in Mexico, Colombia, Chile, Argentina, and Peru, builds on the success of their existing collaboration. And it solidifies FRAMEN's role as WeWork's preferred global partner for smart-screen technology and content, while offering brands a direct line to a premium and high-value audience.

A Proven Partnership's Next Chapter

This expansion into Latin America marks the next chapter for the partnership, which began in Germany in 2020 and has since grown to encompass major markets like Europe, Singapore, the U.S., and Canada. FRAMEN's platform will be integrated across 45 of WeWork locations in five countries, activating 381 digital screens. These screens are estimated to deliver millions of monthly impressions to a coveted audience of professionals and innovators across the region.

"Our partnership with WeWork is founded on our shared vision of creating dynamic, modern workspaces where technology enhances the member experience," said Dimitri Gärtner, CEO of FRAMEN. "This expansion into Latin America is more than just entering new markets; it's a validation of our platform's global value. As the global No.1 in coworking media, we offer WeWork a turnkey content management solution and connect top-tier advertisers like Amex, JP Morgan, Samsung, and Lenovo with an influential, engaged audience. We are thrilled to take this next step with a trusted global partner."

FRAMEN's innovative technology offers advertisers a unique value proposition. A recent case study with Lenovo, for instance, showed that our screens generate 128% more attention than traditional DOOH screens. This proven effectiveness, combined with their leadership position in the global coworking market, makes their platform a powerful tool for brands looking to reach a high-value professional audience.

Turning Screens into an Attention-Grabbing Entertainment & Ad Platform

For WeWork, the FRAMEN platform is a great component of its member experience. The FRAMEN Screen Manager allows local WeWork teams to effortlessly manage and display content and engage with their audience.

"At WeWork, our mission is to create spaces and communities where people can do their best work. The expansion of our partnership with FRAMEN into Latin America is a significant step in that direction," Diego Kexel General Manager from WeWork LATAM said. "Their technology transforms our digital screens from static displays into a dynamic

communication channel, helping us share community news, local events, and key information that enriches the member experience. This collaboration ensures our members are more connected than ever."

This internal content is seamlessly blended with curated, brand-safe advertising, transforming the screens from static displays into a powerful communication and monetization channel. This provides WeWork with an additional revenue stream, an essential element of its business strategy.

About FRAMEN

FRAMEN is the intelligent DOOH platform that transforms screens into engaging environments. Seamlessly integrating content, targeted advertising and real-time information, it uses smart technology and data-driven precision to display on screens in premium locations such as coworking spaces, gyms and hotels. Creating value for both audiences and venue partners. FRAMEN is a content distribution platform for screens in semi-public spaces. This media tech scale-up enables content playback on all standard screens in commercially utilized areas. Through FRAMEN, advertisers and location providers can connect and share relevant content with their target audiences.

Using the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns in minutes, while also evaluating performance in real-time. Simultaneously, location operators can monetise their screens through the provision of content using the FRAMEN Screen Manager. With FRAMEN you reach the right people at the right moment, making public digital media more impactful, dynamic and effortless. With the FRAMEN Ads Manager, advertisers can programmatically book and launch campaigns within minutes, as well as manage and evaluate their performance in real time. At the same time, location providers can monetize screens through content offers using the FRAMEN ScreenManager.

FRAMEN was founded in 2018 and is headquartered in Berlin. The company currently operates in 32 countries and employs nearly 100 people. FRAMEN is headquartered in Berlin and was founded in 2018 by Magdalena Pusch, Dimitri Gärtner, Alexander Gärtner and Sveatoslav Podobischi.