

Axel Springer continues to invest in FRAMEN

- The European expansion will continue, targeting up to 10 countries.
- The initial focus includes Spain, Italy, Poland, Norway, Sweden, and Denmark.

Berlin, 07.02.2024 – FRAMEN, the tech-scale-up, announces the successful completion of its latest investment round. Axel Springer continues to invest in the strategic expansion of FRAMEN. The fresh funds will be utilized to intensify product development, accelerate European expansion, and solidify FRAMEN's goal to remain at the forefront of the DOOH & CTV industry.

Tactical expansion into new countries, the platform, and the FRAMEN ecosystem

FRAMEN's international relevance was recently recognised by the international advertising association IAB, which ranked FRAMEN as the only German company among the leading players in the MENA region. Expansions in the UK and France have already been successfully established with their own subsidiaries. FRAMEN, with its inventory in over 24 countries and more than 15,000 DOOH screens, strategically expands its focus on countries where revenues have already been generated without locally based teams and where partnership inventories of hotel chains and coworking screen providers exist.

The current investment funds drive technological innovation at FRAMEN to integrate new features and enhance the user experience. Additionally, investments are directed towards expanding the FRAMEN ecosystem, including streaming, entertainment, DOOH, and CTV.

The partnership with Axel Springer and access to AI platforms like OpenAI strengthen FRAMEN's vision to be a pioneer and innovative player in the industry. The company positions itself to establish a comprehensive image and video studio for content management and ads, along with a planned creator program to serve both DOOH, CTV, and social budgets.

"We appreciate the ongoing partnership with Axel Springer and are excited about the continued trust they place in the future of FRAMEN. The successful establishment in France and the UK is partly due to the support we have received from the corporation on many levels," says Dimitri Gärtner, CEO, and Co-founder of FRAMEN.

Staffing for expansion prepared

The successful development in the UK and France has led FRAMEN's management and Axel Springer to further strengthen the team. New employees in Media Sales, SaaS Sales, and local marketing teams will be introduced to promote growth in these markets.

Cherif Roussi, who has successfully led DOOH sales at Media Impact for the past three years, now takes on the position of VP Sales DACH at FRAMEN. Paul Thümer, formerly Director Sales DACH at FRAMEN, will serve as VP Sales Central Europe and is responsible for building teams in Italy, Poland, and Scandinavia together with Ali Atcha, who previously held sales and operations leadership roles in European fitness and wellness brands and now takes on the position of VP Sales Nordics in Oslo. Manuel Garza, formerly CFO at FRAMEN, assumes the role of VP Sales Iberia starting in 2024. In this capacity, he will initially drive the establishment of a local team in Spain and Portugal.

About FRAMEN

FRAMEN is the leading player for information, entertainment, and advertising content on displays in locations such as gyms, hotels, and coworking spaces. The media-tech scale-up enables display on all standard screens in commercially used spaces. Through FRAMEN, advertisers and location operators 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 monetize their screens through the provision of content using the FRAMEN Screen Manager. FRAMEN's headquarters is in Berlin and was founded in 2018 by Magdalena Pusch, Dimitri Gärtner, Alexander Gärtner, and Sveatoslav Podobinski. Currently, FRAMEN is active in 24 countries with nearly 100 employees. For more information, visit www.framen.com.

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