



publity AG  
Landsteinerstr. 6  
D-04103 Leipzig  
Phone: +49 (0) 341 - 261 787 - 0  
Telefax: +49 (0) 341 - 261 787 - 31  
E-mail: info@publity.de

## CONVENIENCE TRANSLATION

of a publication of insider information pursuant to Article 17 of Regulation (EU) No 596/2014 (MAR)  
dated 17 October 2018

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### **publity AG - TO-Holding GmbH's equity participation exceeds 50%**

**Leipzig, 17 October 2018 / 13:50 CET/CEST** – The main shareholder of publity AG (ISIN: DE0006972508, WKN: 697250), TO-Holding GmbH (Frankfurt am Main), whose sole shareholder is publity AG's CEO Thomas Olek, has, in the course of the execution of publity AG's capital increase against cash contributions adopted by the shareholders' meeting on 1 August 2018, and in accordance with its commitment, applied for over-subscription for all of the new shares beyond those relating to the exercise of its subscription rights. As a result, the main shareholder has subscribed for a large portion of the new shares. In consequence, the interest of the main shareholder in publity AG is increased to more than 50%.

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#### *Information and comments by the issuer on this notice:*

In the course of the execution of the capital increase against cash contributions, publity AG has placed all of the 3,781,250 new shares. The subscription price for the new registered shares was EUR 10.70 per share. The gross proceeds from the issue for publity AG thus amount to around EUR 40.46 million.

The company's registered share capital is increased by EUR 3,781,250.00 from EUR 6,050,000.00 to EUR 9,831,250.00. The execution of the capital increase is expected to be registered with the company's commercial register by 19 October 2018.

The new shares bear profit participation rights from 1 January 2018 on. They are scheduled to be included in the existing listing for shares of publity AG in the Scale Segment of the open market at the Frankfurt Stock Exchange on 29 October 2018.

The Management Board

#### **Press contact:**

Financial press and investor relations:  
edicto GmbH  
Axel Mühlhaus/Peggy Kropmanns

Phone: +49 69 905505-52  
E-mail: [publity@edicto.de](mailto:publity@edicto.de)

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