

Inside information according to Article 17 MAR

Staramba SE: Board of Directors decides on reorganization of business activities, which involves job cuts

Berlin, 15 May 2019

The Board of Directors of STARAMBA SE (XETRA: 99SC) today decided to implement a reorganization and associated restructuring measures in order to position the company in a sustainable way in the market and thus develop profitable business segments in the short to medium term. The reorientation of the business activities will be accompanied by a reduction of approx. 40% of the personnel.

Staramba SE's business strategy will be sharpened and adapted in such way that the business model of Staramba SE will be concentrated with immediate effect on two business areas. The focus is on the one hand on the technology area "Scanner", in which all activities in connection with the scanner technology developed by Staramba itself (e.g. photogrammetry scanner 3D-INSTAGRAPH®) are concentrated, and on the other hand on the area "Virtual Reality", which so far has mainly been filled by the Virtual Reality project MATERIA.ONE.

After appropriate preparation by the management, the Board of Directors today decided to restructure the Virtual Reality division so that the resources necessary for the establishment and development of this business area can be used efficiently and purposefully. In addition to the further, long-term development of the MATERIA.ONE project, in the near future the focus will be on an offer from the company to plan, develop and implement innovative projects in the field of virtual reality. The goal is to generate additional income with the company's existing know-how in the conception and development of virtual worlds and applications.

These changes require an adjustment of the cost structure, including the personnel reductions outlined above. The managing director has been entrusted with the implementation of the reorganization of business activities and authorized to take appropriate measures.

Disclaimer:

Staramba SE (ISIN DE000A1K03W5) - General Standard/Regulated Market

About Staramba SE

The Staramba SE from Berlin (XETRA: 99SC) is a virtual reality (VR) pioneer with unique hardware and software expertise. The flagship project is the development of the world's first social VR network with lifelike avatars MATERIA.ONE: a new virtual world in which fans can interact up close with international stars from sport, music and entertainment. Photorealistic avatars that do not exist in any other platform and the integration of social media channels make MATERIA.ONE a unique VR experience. The VR pioneer has also built the world's most comprehensive database of photorealistic 3D models of top international stars, which are sold via its own online shop. These include footballers from top teams such as the DFB-Elf, FC Bayern Munich and Real Madrid or superstars of the NFL and WWE. Another business area is the 3D-INSTAGRAPH® photogrammetry scanner developed by Staramba. This enables certified partners to scan consumers and generate photorealistic 3D avatars for a wide variety of applications. The use of such avatars will substantially change the economy in the future. Staramba has also announced its own cryptocurrency STARAMBA.Token, which has the potential to revolutionize the global licensing industry. In a first step STARAMBA.Token will be used within MATERIA.ONE. Staramba SE is listed in the General Standard of the Frankfurt Stock Exchange.

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Forward-looking statements

This release contains forward-looking statements based on current experience, estimates and projections of the management and currently available information. They are not guarantees of future performance. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. Many factors could cause the actual results, performance or achievements of Staramba to be materially different from those that may be expressed or implied by such statements. Forward-looking statements therefore speak only as of the date they are made. Staramba does not assume any obligation to update the forward-looking statements contained in this release or to conform them to future events or developments.

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