

### **Staramba SE: Launch of the important future project "Starambas VR Experience" - Alpha-Test starts today on the cloud platform Steam**

Berlin, 15. September 2017

Staramba SE (XETRA: 99SC), listed in the General Standard, announces the start of the Alpha test of its proprietary virtual reality software "Staramba's VR Experience". Today at 12:00 p. m., the curtain fell on the launch of Starambas revolutionary virtual reality software. The VR Experience will be available on Steam, the largest online gaming software distribution platform, initially for registered alpha testers. The feedback from these users will help Staramba to further develop the project, raise it to an even higher level in terms of usability and bug fixes, and finally bring the "VR Experience" to market worldwide within the next 12 months. Starambas VR Experience uses Starambas VR database, which is composed of more than 7,000 data sets thanks to highly complex and high-quality development work. Starambas VR Experience features stars and legends from film, music, sport and society. Real Madrid's world footballer Cristiano Ronaldo, NFL shooting star Ezekiel Elliott from the Dallas Cowboys or Elvis "The King" Presley are some of the celebrities available.

"We are proud of our groundbreaking 'VR Experience' and are delighted that we are finally getting started. Starambas VR Experience will make a significant contribution to Starambas sales and earnings in the future. We literally enter a new world not only in terms of VR experience. Staramba as one of the first movers is also opening up a market with high potential in every respect", says Christian Daudert, CEO of Staramba SE.

---

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

#### **About Staramba SE**

Staramba SE develops and markets photogrammetric 3D-scanner, apps, games and photorealistic printed 3D polymer plaster figures together with well-known licensors from international sport and entertainment. They include leading European soccer teams like the German national team, Bayern Munich, Real Madrid, Arsenal London and Chelsea FC. From the world of films and music stars such as Elvis Presley, KISS, Kiesza and Roland Kaiser are marketed for UNIVERSAL, Bravado, ABG, Epic Rights and many other brands using licensed Staramba products. The scanned persons are distributed as 3D models in a distinct 3D database and implemented in specially developed virtual worlds (VR applications). Complimentary products, based on the 3D models are sold in the company's own online shop. In Germany and other countries, we also have certified over-the-counter retail partners who can scan anyone with the Staramba 3D-INSTAGRAPH® 3D scanner and sell personified 3D products using the resulting 3D files. Staramba SE is listed in the Frankfurt Stock Exchange's General Standard segment.

#### **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.

For further information, please contact: Staramba SE; Marc Heydrich, Investor Relations; Aroser Allee 66; 13407 Berlin; Germany  
Tel.: +49 (0) 30 403 680 14-0; Fax: +49 (0) 30 403 680 14-1; E-Mail: heydrich@staramba.com; www.staramba.com