STRÖER

Quarterly Financial Report Q1 2013

STRÖER MEDIA AG

CONTENTS

THE GROUP' S FINANCIAL FIGURES AT A GLANCE

		Q1 2013	Q1 2012	Change
Revenue	EUR m	**125.5**	**118.6**	**5.8%**
by segment				
Ströer Germany	EUR m	95.4	90.4	5.5%
Ströer Turkey	EUR m	20.3	17.1	19.0%
Other (Ströer Poland and blowUP)	EUR m	9.8	11.3	-12.8%
by product group				
Billboard	EUR m	61.6	60.1	2.5%
Street furniture	EUR m	34.9	33.4	4.5%
Transport	EUR m	21.0	17.8	18.1%
Other	EUR m	8.0	7.4	7.6%
Organic growth[1)]	%	5.9	-2.9	
Gross profit[2)]	EUR m	31.3	29.8	5.0%
Operational EBITDA[3)]	EUR m	**13.5**	**9.3**	**45.6%**
Operational EBITDA[3)] margin	%	10.8	7.8	
Adjusted EBIT[4)]	EUR m	2.5	-0.4	n.d.
Adjusted EBIT[4)] margin	%	2.0	-0.3	
Adjusted profit or loss for the period[5)]	EUR m	-2.0	-6.2	67.6%
Adjusted earnings per share[6)]	€	-0.04	-0.13	69.2%
Profit or loss for the period[7)]	EUR m	-6.3	-6.2	-1.8%
Earnings per share[8)]	€	-0.14	-0.13	-7.6%
Investments[9)]	EUR m	6.1	8.0	-23.8%
Free cash flow[10)]	EUR m	9.0	-23.9	n.d.
		31 Mar 2013	**31 Dec 2012**	**Change**
Total equity and liabilities	EUR m	889.6	863.7	3.0%
Equity	EUR m	274.5	279.6	-1.8%
Equity ratio	%	30.9	32.4	
Net debt[11)]	EUR m	299.6	302.1	-0.8%
Employees[12)]	number	1,754	1,750	0.2%

1) Excluding exchange rate effects and effects from the (de-)consolidation and discontinuation of operations
2) Revenue less cost of sales
3) Earnings before interest, taxes, depreciation and amortization adjusted for exceptional items
4) Earnings before interest and taxes adjusted for exceptional items, amortization of acquired advertising concessions and impairment losses on intangible assets
5) Adjusted EBIT before non-controlling interests net of the financial result adjusted for exceptional items and the normalized tax expense
6) Adjusted profit or loss for the period net of non-controlling interests divided by the number of shares outstanding after the IPO (42,098,238)
7) Profit or loss for the period before non-controlling interests
8) Actual profit or loss for the period net of non-controlling interests divided by the number of shares outstanding after the IPO (42,098,238)
9) Including cash paid for investments in property, plant and equipment and in intangible assets
10) Cash flows from operating activities less cash flows from investing activities
11) Financial liabilities less derivative financial instruments and cash
12) Headcount (full and part-time employees)

FOREWORD BY THE BOARD OF MANAGEMENT

Dear shareholders,

Following the initial positive trends that emerged in the fourth quarter of 2012, Ströer's business gained further momentum with a 5.9% growth in organic consolidated revenue in the first quarter of 2013 mainly due to higher sales across all product groups in Germany and Turkey. Our operational EBITDA also rose significantly thanks to both revenue growth and continued cost savings.

However, another factor contributed to Ströer's progress in the first quarter: We are now two major steps closer to the goal we set at the end of 2012 of building a strong position in the German online advertising market. The Federal Cartel Office's approval of our acquisition of four online marketers and your consent to amend the purpose of our Company at the extraordinary shareholder meeting mean that we have the green light to formally complete all the remaining procedures to purchase the companies. Ströer Media AG gained control of the first company, adscale GmbH, at the beginning of April 2013 and we plan to formally acquire the three other online companies in early June this year. This will make Ströer a fully integrated marketer of out-of-home and online advertising in Germany. Our analog and digital product portfolio will not only provide our customers with additional benefits, but also make us more relevant for advertisers and agencies.

For the second quarter of 2013 we are expecting a slight growth in total organic revenue of 1%. The dynamic growth in Turkey will continue, while the revenue in Germany will be subdued and in the segment Other will be decreasing. In addition, Ströer will also first-time account for the unorganic revenue and profit contributions from the two acquisitions in the online marketing field, one completed in April and one to be completed in June.

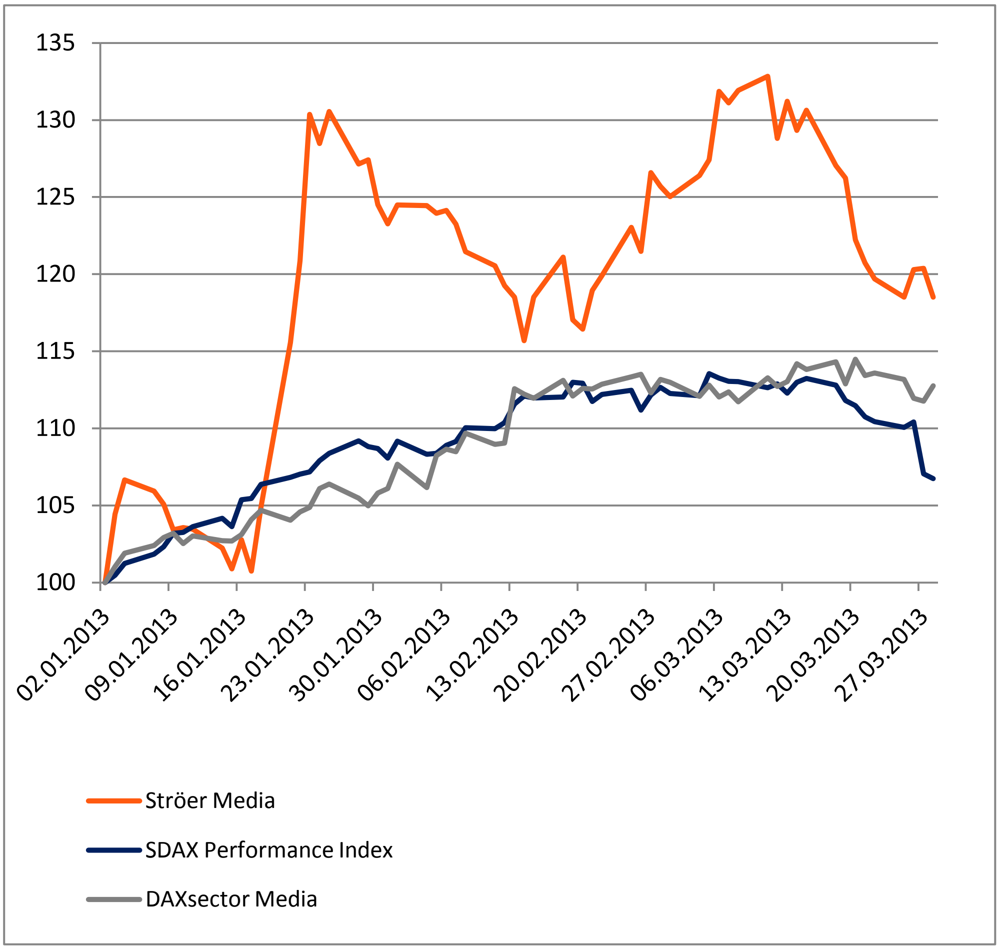
Best wishes,

The Board of Management

Udo Müller Alfried Bührdel Christian Schmalzl

SHARE

The stock markets got off to a positive start to the new fiscal year despite the ongoing euro debt crisis and lower economic forecasts for 2013. However, the difficulties in rescuing Cyprus' banks, the deepening of the banking crisis in Spain and the uncertain outcome of the election in Italy depressed sentiment and led to a sharp slowdown. Ströer Media AG's share price initially benefited from the positive mood on the stock markets and the favorable response by analysts and investors to the Company's planned entry into the online advertising business and increased by over 30% in January. The share price peaked at EUR 9.28 in the reporting period on 23 January, then declined in a phase of high volatility on Germany's benchmark index DAX, before continuing its rally in the first half of March. After a downturn in share prices in the second half of March, Ströer stock closed the first quarter at EUR 8.00, up significantly by 19% on the beginning of the year.



*** 2 Jan 2013 =100, indexed prices, closing prices in Xetra**
Source: Bloomberg

Stock exchange listing, market capitalization and trading volume

Ströer Media AG stock is listed in the Prime Standard of the Frankfurt Stock Exchange and has been listed in the SDAX, a selection index of Deutsche Börse, since September 2010. Based on the closing share price on 31 March 2013, market capitalization came to EUR 336.7m.

We are continuing our efforts to boost the attractiveness of the Ströer share for investors, for example by improving its liquidity and the volume of trading our shares on Xetra. The average daily volume of Ströer stock traded on German stock exchanges was approximately 41,000 shares in the first quarter of 2013. Including over-the-counter (OTC) trading primarily between investors and brokers, an average of around 68,000 shares were traded daily in the first three months of 2013. This meant that the proportion of exchange-traded shares improved to 69% during this period, while OTC transactions fell to 31% of the total trading volume.

Analysts' coverage

The performance of Ströer Media AG is tracked by 12 teams of analysts. Based on the most recent assessments, three of the analysts are giving a "buy" recommendation, six say "hold" and three "sell." The latest broker assessments are available at www.stroeer.de/investor-relations and are presented in the following table:

Investment bank	Recommendation
Berenberg Bank	Hold
Bank of America Merrill Lynch	Sell
Citigroup Global Markets	Hold
Close Brothers Seydler Research	Hold
Commerzbank	Hold
Crédit Agricole Chevreux	Sell
Deutsche Bank	Buy
Goldman Sachs	Hold
Hauck & Aufhäuser Institutional Research	Buy
J.P. Morgan	Buy
Morgan Stanley	Hold
Viscardi	Sell

Shareholder structure

The total number of Ströer shares issued remained unchanged at 42,098,238. Dirk Ströer (supervisory board member) holds 25.34%, Udo Müller (CEO) holds 28.18% and board of management members Alfried Bührdel and Christian Schmalzl together hold around 0.18% of the capital stock.

As of 31 March 2013, the free float as defined by Deutsche Börse came to 46.48%. According to the notifications made to the Company as of the date of publication of this report on 15 May 2013, the following parties reported to us that they hold more than 3% of the voting rights in Ströer Media AG: DWS Investment (5.05%), Credit Suisse (3.50%) and J O Hambro Capital Management (3.01%).

Information on the current shareholder structure is permanently available at www.stroeer.de/investor-relations.

INTERIM GROUP MANAGEMENT REPORT

Interim group management report

INTERIM GROUP MANAGEMENT REPORT

GROUP STRUCTURE AND REPORTING PERIOD

The Ströer Group is a leading provider of out-of-home advertising. Its key operations in the reporting period were in Germany, Turkey and Poland. Through the subsidiaries of the blowUP division, it also has operations in the UK, the Netherlands, Spain and Belgium. Ströer provides billboard, street furniture and transport media services in all of its core markets.

In the first quarter, the Ströer Group achieved two important milestones in expanding its business model to include online advertising. In February 2013, the Federal Cartel Office approved the Group's acquisition of four online marketers: adscale GmbH, Ströer Interactive GmbH, freeXmedia GmbH and Business Advertising GmbH. No conditions were attached to the approval.

At an extraordinary shareholder meeting in March, a large majority of the shareholders voted in favor of changing the Company's name from Ströer Out-of-Home Media AG to Ströer Media AG and extending the purpose of the Company as defined in the articles of incorporation and bylaws. Around 81.5% of the capital stock was represented.

This interim management report covers the period from 1 January to 31 March 2013.

BUSINESS ENVIRONMENT

Macroeconomic development

The global economy is expected to have seen somewhat stronger growth in the first three months of 2013 than in the fourth quarter of 2012. The growth drivers were the emerging Asian economies and the US, which is gradually beginning to recover. In contrast, the eurozone economy is stagnating, with widely diverging trends between the southern and northern European countries. According to initial estimates, Germany's gross domestic product remained largely stable in the first three months of 2013. Information on the economic development in Turkey and Poland in the first quarter 2013 is not yet available. The lingering sovereign debt crisis in the eurozone is the main risk factor for the future development of our core markets.

BUSINESS PERFORMANCE AND RESULTS OF OPERATIONS OF THE GROUP AND THE SEGMENTS

Results of operations of the Group

Consolidated income statement

In EUR m	Q1 2013		Q1 2012		Change	
Continuing operations						
Revenue	125.5	100.0%	118.6	100.0%	6.8	5.8%
Cost of sales	-94.2	-75.0%	-88.8	-74.9%	-5.3	-6.0%
Gross profit	**31.3**	**25.0%**	**29.8**	**25.1%**	**1.5**	**5.0%**
Selling expenses	-19.9	-15.9%	-20.6	-17.4%	0.7	3.4%
Administrative expenses	-18.2	-14.5%	-18.0	-15.2%	-0.2	-1.2%
Other operating income	2.9	2.3%	4.6	3.9%	-1.7	-37.3%
Other operating expenses	-1.7	-1.3%	-3.6	-3.0%	1.9	53.1%
EBIT	**-5.6**	**-4.5%**	**-7.8**	**-6.5%**	**2.2**	**27.7%**
EBITDA	**11.9**	**9.5%**	**8.5**	**7.1%**	**3.4**	**40.4%**
Operational EBITDA	**13.5**	**10.8%**	**9.3**	**7.8%**	**4.2**	**45.6%**
Financial result	-4.6	-3.7%	-4.0	-3.4%	-0.6	-15.9%
EBT	**-10.3**	**-8.2%**	**-11.8**	**-9.9%**	**1.5**	**12.9%**
Income taxes	4.0	3.2%	5.6	4.7%	-1.6	-29.0%
Post-tax profit or loss from continuing operations	**-6.3**	**-5.0%**	**-6.2**	**-5.2%**	**-0.1**	**-1.8%**
Profit or loss for the period	**-6.3**	**-5.0%**	**-6.2**	**-5.2%**	**-0.1**	**-1.8%**

The Ströer Group improved its **revenue** by EUR 6.8m in the first quarter of 2013 from EUR 118.6m in the prior-year period to EUR 125.5m. This was mainly due to the upturn in business in Germany and higher bookings for our new advertising media capacity in Turkey.

In the same period, the **cost of sales** rose by EUR 5.3m to EUR 94.2m. This is primarily attributable to revenue-related increases in lease payments, higher electricity costs and inflation-related rent adjustments in Turkey. Gross profit was up from EUR 29.8m to EUR 31.3m.

Selling expenses fell slightly by EUR 0.7m against the first quarter of 2012 to EUR 19.9m, while **administrative expenses** almost matched the prior-year level, at EUR 18.2m. As a result, selling and administrative expenses as a percentage of revenue amounted to 30.4% compared with 32.5% in the prior year.

In the first quarter of 2013, **other operating income** decreased by EUR 1.7m year on year to EUR 2.9m, chiefly due to the EUR 0.9m fall in exchange gains from operating activities.

In the same period, **other operating expenses** declined from EUR 3.6m to EUR 1.7m, with reductions in both exchange losses (down EUR 0.7m) and bad debt allowances (down EUR 0.5m).

The Ströer Group's **EBITDA** grew by EUR 3.4m from EUR 8.5m in the prior year to EUR 11.9m. **Operational EBITDA** improved from EUR 9.3m in the first of quarter of 2012 to EUR 13.5m.

The **financial result** deteriorated slightly by EUR 0.6m to EUR -4.6m. This included an exchange loss of EUR 0.3m, which was down EUR 4.7m year on year. The prior-year figure contained positive valuation effects on intragroup loans granted by the holding company to its foreign subsidiaries that reflected the appreciation of the Turkish lira and the Polish zloty. The decrease in exchange result was largely offset by the EUR 3.2m improvement in the interest result, which is attributable to the optimization of the Group's financing structure in August 2012, falling interest rates on the capital markets and the expiry of interest rate hedges in October 2012. The changes in the fair value of interest rate hedges led to positive valuation effects that were EUR 0.8m higher than in the prior year.

At EUR 4.0m, the **tax result** was EUR 1.6m lower than in the first quarter of 2012 due to various individual effects.

The **loss for the period** of EUR 6.3m was virtually unchanged against the prior-year figure (loss for the period of EUR 6.2m), which was, however, much more heavily influenced by positive special effects from the financial result. This factor is also reflected in the significant improvement in the adjusted profit or loss for the period.

Business and earnings development by segment

Ströer Germany

In EUR m	Q1 2013	Q1 2012	Change	
Segment revenue, thereof	95.4	90.4	5.0	5.5%
Billboard	36.9	36.3	0.6	1.6%
Street furniture	30.0	29.4	0.6	2.1%
Transport	20.8	17.6	3.2	18.4%
Other	7.6	7.1	0.6	8.3%
Operational EBITDA	17.3	15.4	1.9	12.5%
Operational EBITDA margin	18.2%	17.0%	1.1 percentage points	

In the first quarter of 2013, the Ströer Germany segment improved its revenue by EUR 5.0m year on year to EUR 95.4m. In addition to continued revenue growth in our regional operations, business with our nationally operating customers also picked up. After several quarters of falling national revenue, we are now seeing the first signs of a more stable booking situation. However, it should be noted that the relatively early Easter holiday meant that some campaigns were brought forward from subsequent periods.

The growth in the billboard product group was mainly the result of increased business in our premium advertising media. Street furniture recorded a substantial upturn in business and therefore higher revenue, which was driven primarily by strong demand from national customers for City-Light posters. Encouragingly, the transport product group profited from the significant growth in business with digital advertising media. Standout performances came in particular from our Out-of-Home Channel growth project and our Infoscreen business, which saw a further increase in revenue. The proportion of segment revenue generated by digital products rose to around 9%.

The revenue growth in the individual product groups boosted the segment result, and the moderate overall cost increase also had a major effect. Higher lease and electricity costs were partially offset by savings in other areas such as administration and maintenance. As a result, both operational EBITDA and the operational EBITDA margin improved considerably compared with the first quarter of the prior year.

Ströer Turkey

In EUR m	Q1 2013	Q1 2012	Change	
Segment revenue, thereof	20.3	17.1	3.2	19.0%
Billboard	15.6	13.3	2.3	17.6%
Street furniture	4.7	3.8	0.9	24.0%
Transport	0.0	0.0	0.0	-3.6%
Other	0.0	0.0	0.0	-8.0%
Operational EBITDA	-0.3	-2.7	2.3	87.2%
Operational EBITDA margin	-1.7%	-15.6%	13.9 percentage points	

In the first quarter of 2013, the Ströer Turkey segment continued the upward trend that it began in the fourth quarter of 2012. The giant and premium board formats launched in Istanbul in the past year experienced high customer demand. The sharp rise in segment revenue by EUR 3.2m to EUR 20.3m is chiefly due to the ongoing expansion of advertising media capacity in Istanbul, among other locations. Organic growth adjusted for exchange rate effects came to 20.0%.

The increase in segment revenue was only slightly reduced by the higher cost of sales. A large proportion of the fixed lease agreements contain provisions on protection against inflation that lead to the adjustment of the annual lease payments. This also affects the new advertising media capacity created by the billboard marketing contract in Istanbul, which in some cases is still not generating any income due to ongoing installation work. In addition, the operating costs for the advertising media portfolio rose slightly, while overheads decreased. Operational EBITDA improved by EUR 2.3m, showing a clearly positive trend along with the operational EBITDA margin.

Other

In EUR m	Q1 2013	Q1 2012	Change	
Segment revenue, thereof	9.8	11.3	-1.4	-12.8%
Billboard	9.2	10.6	-1.4	-12.9%
Street furniture	0.1	0.1	0.0	-13.4%
Transport	0.1	0.1	0.0	-9.5%
Other	0.4	0.5	0.0	-10.7%
Operational EBITDA	-1.5	-1.3	-0.2	-11.2%
Operational EBITDA margin	-15.2%	-11.9%	-3.3 percentage points	

The "Other" segment includes our Polish out-of-home activities and the western European giant poster business of the blowUP division.

The Poland sub-segment saw a marked decline in revenue compared with the first quarter of 2012, due to continuing price pressure and a further weakening in demand on the out-of-home advertising market. In contrast, the blowUP sub-segment experienced the first signs of a recovery in March, although its giant poster revenue fell short of the prior-year figure for the entire first quarter. Overall, the segment recorded a decrease of 13.1% in organic revenue in the reporting period. The drop in revenue was largely offset by savings in running costs and overheads, which meant that operational EBITDA fell only slightly year on year by EUR 0.2m.

FINANCIAL POSITION

Liquidity and investment analysis

In EUR m	Q1 2013	Q1 2012
Cash flows from operating activities	14.9	-16.0
Cash flows from investing activities	-5.9	-7.9
Free cash flow	9.0	-23.9
Cash flows from financing activities	19.1	4.9
Change in cash	28.1	-19.0
Cash	51.5	115.1

Cash flows from operating activities were up EUR 30.9m to EUR 14.9m compared to the same quarter in the prior year (EUR -16.0m). The increase is largely attributable to the following three factors. Firstly, the level of trade receivables remained stable, compared to the EUR 5.8m increase reported in the prior-year period. This is mainly due to the fact that payments due at the end of 2012 from some key accounts were received in the new year. Secondly, Ströer spread certain payments equally over the year. Thirdly, trade payables, which decreased by EUR 1.8m in the prior-year quarter, were up EUR 6.7m as of the reporting date due to invoice timing factors.

At EUR -5.9m, **cash flows from investing activities** in the first quarter were slightly below the prior–year level. This reflects the ongoing cautious investment policy pursued by the Group. Including cash flows from operating activities, the free cash flow improved considerably year on year to EUR 9.0m (prior year: EUR -23.9m).

Cash flows from financing activities are, among other things, shaped by the funds raised in connection with the purchase price payment due in April for the acquisition of adscale GmbH; which reflect the major part of the cash increase. In addition, there was an outflow of EUR 4.9m in January 2013 in connection with the acquisition of an additional 15% of the shares in blowUP media GmbH.

Financial structure analysis

Non-current liabilities were up EUR 27.8m compared with the 2012 reporting date to EUR 431.0m as of 31 March 2013. This mainly reflects the EUR 29.4m increase in non-current financial liabilities to EUR 340.3m, of which EUR 10.6m is attributable to a shift from current to non-current financial liabilities. In addition, the abovementioned borrowings had an effect on cash management.

Despite the mentioned decrease in current financial liabilities (down EUR 10.6m), **current liabilities** rose moderately by EUR 3.1m to EUR 184.0m. This increase mainly reflects the higher level of trade payables due to invoice timing factors (up EUR 6.7m) and the increase in other liabilities (up EUR 10.8m). The latter mainly relates to the customer prepayments received for agreed advertising services in subsequent periods which generally give rise to a higher balance at the start of the year.

Net debt

In EUR m		**31 Mar 2013**	**31 Dec 2012**	**Change**	
(1)	Non-current financial liabilities	340.3	311.0	29.4	9.4%
(2)	Current financial liabilities	21.0	31.6	-10.6	-33.6%
(1)+(2)	Total financial liabilities	361.3	342.5	18.7	5.5%
(3)	Derivative financial instruments	10.1	16.9	-6.8	-40.2%
(1)+(2)-(3)	Financial liabilities excl. derivative financial instruments	351.1	325.6	25.6	7.8%
(4)	Cash	51.5	23.5	28.1	>100%
(1)+(2)-(3)-(4)	**Net debt**	**299.6**	**302.1**	**-2.5**	**-0.8%**

The Group's net debt decreased by EUR 2.5m in the reporting period to EUR 299.6m. This development primarily relates to the positive free cash flow of EUR 9.0m. This was mainly contrasted by cash outflows for the increase in the shareholding in the blowUP-group division.

NET ASSETS

Consolidated statement of financial position

In EUR m	31 Mar 2013	31 Dec 2012	Change	
Assets				
Non-current assets				
Intangible assets	483.2	488.1	-4.9	-1.0%
Property, plant and equipment	219.8	225.9	-6.0	-2.7%
Tax assets	8.7	5.0	3.7	73,3%
Receivables and other assets	12.9	14.3	-1.3	-9.3%
Subtotal	**724.6**	**733.3**	**-8.6**	**-1.2%**
Current assets				
Receivables and other assets	105.1	96.7	8.3	8.6%
Cash	51.5	23.5	28.1	>100%
Tax assets	2.8	4.8	-2.0	-41.2%
Inventories	5.5	5.5	0.1	1.0%
Subtotal	**164.9**	**130.5**	**34.5**	**26.4%**
Total assets	**889.6**	**863.7**	**25.9**	**3.0%**
Equity and liabilities				
Non-current equity and liabilities				
Equity	**274.5**	**279.6**	**-5.1**	**-1.8%**
Liabilities				
Financial liabilities	340.3	311.0	29.4	9.4%
Deferred tax liabilities	53.5	55.1	-1.6	-2.9%
Provisions	37.2	37.2	0.0	0.0%
Subtotal	**431.0**	**403.2**	**27.8**	**6.9%**
Current liabilities				
Trade payables	87.1	80.5	6.7	8.3%
Financial and other liabilities	66.1	65.9	0.2	0.3%
Provisions	18.2	18.6	-0.4	-2,1%
Income tax liabilities	12.6	16.0	-3.4	-21.2%
Subtotal	**184.0**	**180.9**	**3.1**	**1.7%**
Total equity and liabilities	**889.6**	**863.7**	**25.9**	**3.0%**

The Group’s total assets grew by EUR 25.9m against 31 December 2012.

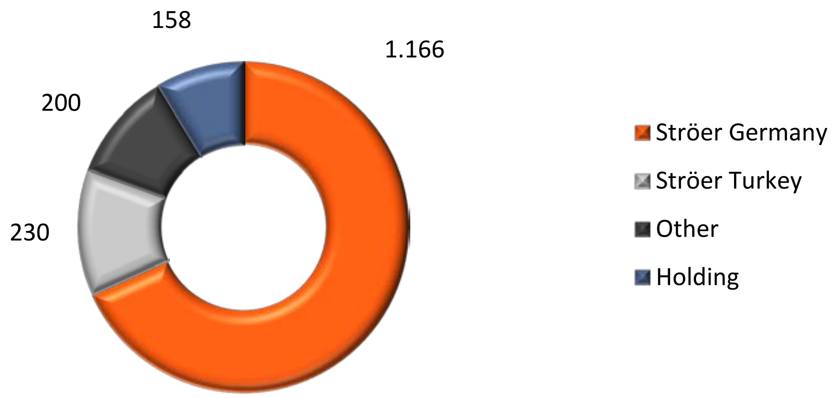
Analysis of the net asset structure

Non-current assets declined by EUR 8.6m to EUR 724.6m. The most notable changes were in intangible assets and property, plant and equipment. Investments in non-current assets (EUR 6.1m) were significantly outweighed by current depreciation and amortization charges (EUR 17.5m).

Current assets were up EUR 34.5m against 31 December 2012 to EUR 164.9m. This largely reflects the EUR 28.1m increase in cash (see our explanations in the liquidity analysis section). Receivables and other assets also rose by a total of EUR 8.3m, which is partly attributable to the lease prepayments generally made in the first quarter.

EMPLOYEES

The Ströer Group employed a total of 1,754 persons as of 31 March 2013 (31 December 2012: 1,750). The allocation of employees to the different business units is shown in the following chart.



OPPORTUNITIES AND RISK REPORT

For a presentation of opportunities and risks, see our comments in the group management report as of 31 December 2012 on pages 78 to 82 of our 2012 annual report. As in the past, we are currently not aware of any risks to the Company's ability to continue as a going concern. Any material divergence from the planning assumptions used for our Turkish segment or Polish sub-segment and any changes in the external parameters applied to calculate the cost of capital could lead to the impairment of intangible assets or goodwill.

FORECAST

The economic conditions in the first quarter of 2013 – based on information currently available - largely confirm our expectations. We expect growth in the Germany market to slightly outperform the eurozone average. The overall economic performance in Turkey is likely to improve on the prior year, while the challenging development in Poland is expected to prevail.

For the second quarter of 2013 we are expecting a slight growth in total organic revenue of 1%. The dynamic growth in Turkey will continue, while the revenue in Germany will be subdued and in the segment Other will be decreasing. In addition, Ströer will also first-time account for the unorganic revenue and profit contributions from the two acquisitions in the online marketing field, one completed in April and one to be completed in June.

SUBSEQUENT EVENTS

The Ströer Group initially acquired around 91% of the shares in adscale GmbH, Munich, through its group holding company Ströer Media AG, with economic effect as of 4 April 2013. The purchase agreement was notarized on 15 December 2012. In the areas of online marketing, adscale operates a technology-based marketplace (ad exchange) for a connected portfolio of around 5,000 websites. The purchase price for the shares acquired, before standard purchase price adjustments, is EUR 15.9m. However, it may rise in the future as a result of contractual price adjustment clauses (earn-out arrangements).

Mr. Dietmar Binkowska resigned from the supervisory board as of 6 January 2013. Mr. Christoph Vilanek was appointed as his successor on 10 April 2013.

There were no other significant events or developments of particular importance after the reporting date of 31 March 2013.

CONSOLIDATED INTERIM FINANCIAL STATEMENTS

Consolidated interim financial statements

CONSOLIDATED INCOME STATEMENT

In EUR k	Q1 2013	Q1 2012
Continuing operations		
Revenue	125,462	118,631
Cost of sales	-94,151	-88,813
Gross profit	**31,311**	**29,818**
Selling expenses	-19,909	-20,600
Administrative expenses	-18,228	-18,007
Other operating income	2,897	4,620
Other operating expenses	-1,686	-3,598
Finance income	3,347	6,050
Finance costs	-7,988	-10,055
Profit or loss before taxes	**-10,256**	**-11,772**
Income taxes	3,991	5,622
Post-tax profit or loss from continuing operations	**-6,264**	**-6,150**
Consolidated profit or loss for the period	**-6,264**	**-6,150**
Thereof attributable to:		
Owners of the parent	-5,778	-5,499
Non-controlling interests	-486	-651
	-6,264	**-6,150**
Earnings per share (EUR, basic)		
from continuing operations	-0.14	-0.13
from discontinued operations	0.00	0.00
Earnings per share (EUR, diluted)		
from continuing operations	-0.14	-0.13
from discontinued operations	0.00	0.00

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

In EUR k	Q1 2013	Q1 2012
Consolidated profit or loss	**-6,264**	**-6,150**
Other comprehensive income		
Amounts that will not be reclassified to profit or loss in future periods		
Income taxes	0	39
	0	**39**
Amounts that could be reclassified to profit or loss in future periods		
Exchange differences on translating foreign operations	1,233	3,984
Cash flow hedges	0	820
Income taxes	0	-266
	1,233	**4,538**
Other comprehensive income, net of income taxes	**1,233**	**4,577**
Total comprehensive income, net of income taxes	**-5,031**	**-1,573**
Thereof attributable to:		
Owners of the parent	-4,684	-1,220
Non-controlling interests	-347	-353
	-5,031	**-1,573**

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Assets (in EUR k)	31 Mar 2013	31 Dec 2012
Non-current assets		
Intangible assets	483,224	488,128
Property, plant and equipment	219,823	225,873
Investment property	1,295	1,300
Financial assets	126	101
Trade receivables	51	100
Other financial assets	2,114	2,008
Other non-financial assets	9,335	10,743
Income tax assets	635	635
Deferred tax assets	8,040	4,370
Total non-current assets	**724,644**	**733,258**
Current assets		
Inventories	5,508	5,453
Trade receivables	65,609	65,607
Other financial assets	10,695	11,080
Other non-financial assets	28,755	20,059
Income tax assets	2,820	4,799
Cash and cash equivalents	51,549	23,466
Total current assets	**164,936**	**130,463**
Total assets	**889,580**	**863,721**

Equity and liabilities (in EUR k)	31 Mar 2013	31 Dec 2012
Equity		
Subscribed capital	42,098	42,098
Capital reserves	296,490	296,490
Retained earnings	-54,178	-47,838
Accumulated other comprehensive income	-23,501	-24,594
	260,910	**266,156**
Non-controlling interests	13,614	13,419
Total equity	**274,523**	**279,575**
Non-current liabilities		
Pension provisions and other obligations	23,767	23,924
Other provisions	13,398	13,244
Financial liabilities	340,324	310,952
Deferred tax liabilities	53,533	55,117
Total non-current liabilities	**431,022**	**403,237**
Current liabilities		
Other provisions	18,176	18,558
Financial liabilities	20,962	31,584
Trade payables	87,146	80,466
Other liabilities	45,159	34,329
Income tax liabilities	12,591	15,973
Total current liabilities	**184,034**	**180,910**
Total equity and liabilities	**889,580**	**863,721**

CONSOLIDATED STATEMENT OF CASH FLOWS

in EUR k	Q1 2013	Q1 2012
Cash flows from operating activities		
Profit or loss for the period	-6,264	-6,150
Expenses (+)/income (-) from the financial and tax result	692	-1,617
Amortization, depreciation and impairment losses (+) on non-current assets	17,520	15,974
Interest paid (-)	-1,871	-1,927
Interest received (+)	15	106
Income taxes paid (-)/received (+)	-2,707	-1,487
Increase (+)/decrease (-) in provisions	-481	-1,621
Other non-cash expenses (+)/income (-)	-989	-1,128
Gain (-)/loss (+) on the disposal of non-current assets	176	471
Increase (-)/decrease (+) in inventories, trade receivables and other assets	-6,966	-24,945
Increase (+)/decrease (-) in trade payables and other liabilities	15,767	6,313
Cash flows from operating activities	**14,894**	**-16,012**
Cash flows from investing activities		
Cash received (+) from the disposal of property, plant and equipment	169	148
Cash paid (-) for investments in property, plant and equipment	-4,116	-6,814
Cash paid (-) for investments in intangible assets	-1,981	-1,183
Cash paid (-) for investments in financial assets	0	-5
Cash received (+) from/cash paid (-) for the acquisition of consolidated entities	0	0
Cash flows from investing activities	**-5,929**	**-7,854**
Cash flows from financing activities		
Cash received (+) from equity contributions	0	535
Cash paid (-) to non-controlling interests/shareholders	-4,900	0
Cash received (+) from borrowings	24,344	4,689
Cash repayments (-) of borrowings	-325	-318
Cash flows from financing activities	**19,118**	**4,906**
Cash at the end of the period		
Change in cash	28,084	-18,960
Cash at the beginning of the period	23,466	134,041
Cash at the end of the period	**51,549**	**115,081**
Composition of cash		
Cash	51,549	115,081
Cash at the end of the period	51,549	115,081

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

In EUR k	Subscribed capital	Capital reserves	Retained earnings	Accumulated other comprehensive income: Exchange differences on translating foreign operations	Accumulated other comprehensive income: Cash flow hedges	Total	Non-controlling interests	Total equity
1 Jan 2013	**42,098**	**296,490**	**-47,838**	**-24,594**	**0**	**266,156**	**13,419**	**279,575**
Consolidated profit or loss	0	0	-5,778	0	0	-5,778	-486	-6,264
Other comprehensive income	0	0	0	1,093	0	1,093	140	1,233
Total comprehensive income	0	0	-5,778	1,093	0	-4,684	-347	-5,031
Cash received from capital increases from non-controlling interests	0	0	0	0	0	0	0	0
Effects from changes in ownership interests in subsidiaries without loss of control	0	0	-5,215	0	0	-5,215	-783	-5,998
Obligation to purchase own equity instruments	0	0	4,653	0	0	4,653	1,325	5,978
31 Mar 2013	**42,098**	**296,490**	**-54,178**	**-23,501**	**0**	**260,910**	**13,614**	**274,523**

In EUR k	Subscribed capital	Capital reserves	Retained earnings	Accumulated other comprehensive income: Exchange differences on translating foreign operations	Accumulated other comprehensive income: Cash flow hedges	Total	Non-controlling interests	Total equity
1 Jan 2012	**42,098**	**296,490**	**-45,113**	**-29,817**	**-3,310**	**260,348**	**13,109**	**273,457**
Consolidated profit or loss	0	0	-5,499	0	0	-5,499	-651	-6,150
Other comprehensive income	0	0	39	3,686	554	4,279	299	4,578
Total comprehensive income	0	0	-5,460	3,686	554	-1,220	-352	-1,572
Cash received from capital increases from non-controlling interests	0	0	0	0	0	0	535	535
Effects from changes in ownership interests in subsidiaries without loss of control	0	0	0	0	0	0	0	0
Obligation to purchase own equity instruments	0	0	-569	0	0	-569	569	0
31 Mar 2012	**42,098**	**296,490**	**-51,142**	**-26,131**	**-2,756**	**258,559**	**13,861**	**272,420**

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

General

1 Information on the Company and Group

Ströer Media AG (formerly Ströer Out-of-Home Media AG) (Ströer AG) is registered as a stock corporation under German law. The Company has its registered office at Ströer Allee 1, 50999 Cologne. The Company is entered in the Cologne commercial register under HRB no. 41548.

The purpose of Ströer AG and the entities (the Ströer Group or the Group) included in the condensed consolidated interim financial statements (the consolidated interim financial statements) is the provision of services in the areas of media, advertising, commercialization and communication, in particular, but not limited to, the commercialization of out-of-home media and online advertising. The Group markets all forms of out-of-home media, from traditional billboards and transport media through to digital media. See the relevant explanations in the notes to the consolidated financial statements as of 31 December 2012 for a detailed description of the Group's structure and its operating segments.

2 Basis of preparation of the financial statements

The consolidated interim financial statements for the period from 1 January to 31 March 2013 were prepared in accordance with IAS 34, "Interim Financial Reporting." The consolidated interim financial statements must be read in conjunction with the consolidated financial statements as of 31 December 2012.

The disclosures required by IAS 34 on changes to items in the consolidated statement of financial position (also known as a balance sheet), the consolidated income statement and the consolidated statement of cash flows are made in the interim group management report.

Due to rounding differences, figures in tables may differ slightly from the actual figures.

The consolidated interim financial statements and interim group management report were not the subject of a review.

3 Accounting policies

The figures disclosed in these consolidated interim financial statements were determined in accordance with International Financial Reporting Standards (IFRSs) as adopted by the EU. The accounting policies applied in the consolidated financial statements as of 31 December 2012 were also applied in these consolidated interim financial statements except for the following accounting changes.

An amendment to **IAS 1**, "Presentation of Financial Statements," was applicable for the first time for fiscal years beginning on or after 1 July 2012. Under this amendment, items that are recognized in other comprehensive income must be presented separately according to whether or not they could be reclassified subsequently to profit or loss. Application of the amended IAS 1 led to a corresponding breakdown of items in the statement of comprehensive income. This detailed presentation did not have any effect on the Group's net assets, financial position and results of operations.

The IASB also amended significant elements of **IAS 19**, "Employee Benefits." The amendments are effective for fiscal years beginning on or after 1 January 2013. The key amendment is the elimination of the option when accounting for actuarial gains or losses. In future, actuarial gains or losses may only be recognized in other comprehensive income. At the same time, there are new rules on how to determine net interest, especially with regard to the expected interest income on plan assets. As the Group already recognizes actuarial gains or losses in other comprehensive income and there are no plan assets, the application of the amended standard does not affect the method of accounting or presentation in the consolidated financial statements.

In addition, the IASB has issued **IFRS 13**, "Fair Value Measurement." IFRS 13 establishes a single source of guidance for fair value measurement. Although the initial application of this standard as of 1 January 2013 did not have a significant effect on the consolidated financial statements, additional disclosures are required in the Group's interim financial reporting. See the additional disclosures under note 9, "Financial instruments."

The amendments to other standards that have also become effective did not have a significant effect on the Group's net assets, financial position and results of operations.

4 Accounting estimates

Preparation of the consolidated interim financial statements in compliance with IFRSs requires management to make assumptions and estimates which have an impact on the figures disclosed in the consolidated financial statements and consolidated interim financial statements. The estimates are based on historical data and other information on the transactions concerned. Actual results may differ from such estimates. The accounting estimates and assumptions applied in the consolidated financial statements as of 31 December 2012 were also used to determine the estimated values presented in these consolidated interim financial statements.

5 Related party disclosures

See the consolidated financial statements as of 31 December 2012 for information on related party disclosures. There were no significant changes as of 31 March 2013.

6 Segment information

See the explanations in the consolidated financial statements as of 31 December 2012 for information on the different segments and product groups.

Reconciliation of the segment reporting by operating segment

In EUR k	Q1 2013	Q1 2012
Total segment results (operational EBITDA)	15,501	11,397
Reconciliation items	-1,972	-2,107
Group operational EBITDA	13,529	9,291
Adjustment effects	-1,623	-813
EBITDA	11,905	8,477
Amortization, depreciation and impairment	-17,520	-16,245
Finance income	3,347	6,050
Finance costs	-7,988	-10,055
Consolidated earnings before income taxes	-10,256	-11,772

REPORTING BY OPERATING SEGMENT

In EUR k	Ströer Germany	Ströer Turkey	Other	Reconciliation	Group value
Q1 2013					
External revenue	95,327	20,320	9,816	0	125,462
Internal revenue	70	5	0	-75	0
Segment revenue	95,397	20,324	9,816	-75	125,462
Operational EBITDA	17,335	-341	-1,494	-1,972	13,529
Q1 2012					
External revenue	90,315	17,057	11,259	0	118,631
Internal revenue	78	25	0	-103	0
Segment revenue	90,393	17,082	11,259	-103	118,631
Operational EBITDA	15,406	-2,665	-1,343	-2,107	9,291

REPORTING BY PRODUCT GROUP

In EUR k	Billboard	Street furniture	Transport	Other	Group value
Q1 2013					
External revenue	61,619	34,872	20,994	7,976	125,462
Q1 2012					
External revenue	60,087	33,356	17,774	7,414	118,631

Selected notes to the consolidated income statement, the consolidated statement of financial position, the consolidated statement of cash flows and other notes

7 Seasonality

The Group's revenue and earnings are seasonal in nature. Revenue and earnings are generally lower in the first and third quarters compared to the second and fourth quarters.

8 Disclosures on business combinations

On 16 May 2012, Ströer AG acquired a further 15% of the shares in **blowUP media GmbH, Cologne**, effective 1 January 2013. The acquisition increased Ströer's shareholding in the company from 75% to 90%. The minimum purchase price for the additional shares is in the mid-single-digit million range. The effect of the price adjustment clauses (earn-out arrangements) contained in the purchase agreement cannot be assessed at present and, in the event of a clearly positive business performance, could lead to further purchase price payments in the mid-single-digit million range in the coming years.

9 Financial instruments

The following table presents the carrying amount and fair value of the financial instruments included in the individual items of the statement of financial position, broken down by class and measurement category according to IAS 39.

In EUR k	Measurement category pursuant to IAS 39	**Carrying amount as of 31.03.2013**	Carrying amount in accordance with IAS 39: Amortized cost	Fair value recognized directly in equity	Fair value through profit or loss	**Fair value as of 31.03.2013**
Assets						
Cash	L&R	51,549	51,549			51,549
Trade receivables	L&R	65,661	65,661			65,661
Other non-current financial assets	L&R	2,114	2,114			2,114
Other current financial assets	L&R	10,695	10,695			10,695
Available-for-sale financial assets	afs	126	126			n.a.
Equity and liabilities						
Trade payables	AC	87,146	87,146			87,146
Non-current financial liabilities	AC	334,879	334,879			334,879
Current financial liabilities	AC	16,270	16,270			16,270
Derivatives not in a hedging relationship	FVTPL	4,518			4,518	4,518
Obligation to purchase treasury shares	AC	5,619	5,619	0	0	5,619
Thereof aggregated by measurement category pursuant to IAS 39:						
Loans and receivables	L&R	130,019	130,019			130,019
Available-for-sale financial assets	afs	126	126			n.a.
Financial liabilities measured at amortized cost	AC	443,914	443,914	0	0	443,914
Financial liabilities at fair value through profit or loss	FVTPL	4,518			4,518	4,518

In EUR k	Measurement category pursuant to IAS 39	**Carrying amount as of 31.12.2012**	Carrying amount in accordance with IAS 39: Amortized cost	Fair value recognized directly in equity	Fair value through profit or loss	**Fair Value as of 31.12.2012**
Assets						
Cash	L&R	23,466	23,466			23,466
Trade receivables	L&R	65,706	65,706			65,706
Other non-current financial assets	L&R	2,008	2,008			2,008
Other current financial assets	L&R	11,080	11,080			11,080
Available-for-sale financial assets	afs	101	101			n.a.
Equity and liabilities						
Trade payables	AC	80,466	80,466			80,466
Non-current financial liabilities	AC	305,010	305,010			305,010
Current financial liabilities	AC	20,582	20,582			20,582
Derivatives not in a hedging relationship	FVTPL	5,346			5,346	5,346
Obligation to purchase treasury shares	AC	11,598	11,598	0	0	11,598
Thereof aggregated by measurement category pursuant to IAS 39:						
Loans and receivables	L&R	102,260	102,260			102,260
Available-for-sale financial assets	afs	101	101			n.a.
Financial liabilities measured at amortized cost	AC	417,656	417,656			417,656
Financial liabilities at fair value through profit or loss	FVTPL	5,346			5,346	5,346

Due to the short terms of cash and cash equivalents, trade receivables, trade payables, other financial assets and current financial liabilities, it is assumed that the fair values correspond to the carrying amounts.

The fair values of the liabilities to banks included in non-current financial liabilities are calculated as the present values of the estimated future cash flows. Market interest rates are used for discounting, in relation to the relevant maturity date. It is therefore assumed as of the reporting date that the carrying amount of the non-current financial liabilities is equal to the fair value.

The fair value hierarchy levels and their application to the Group's assets and liabilities are described below.

Level 1: Listed market prices are available in active markets for identical assets or liabilities.

Level 2: Directly (e.g., price) or indirectly (e.g., derived from prices) observable information other than listed market prices is available.

Level 3: The information on assets and liabilities is not based on observable market data.

At present, only derivative financial instruments are measured at fair value in the consolidated financial statements on the basis of generally available data (e.g., yield curve). All of the carrying amounts of these financial instruments are classified as Level 2.

10 Subsequent events

See the disclosures made in the group management report for information on subsequent events.

Cologne, 15 May 2013

Udo Müller	Alfried Bührdel	Christian Schmalzl
Chief Executive Officer	Chief Financial Officer	Chief Operating Officer

ADJUSTED INCOME STATEMENT

Reconciliation of the consolidated income statement to the non-IFRS figures disclosed in the financial reports

Q1 2013 In EUR m	Income statement in accordance with IFRSs	Reclassification of amortization, depreciation and impairment losses	Reclassification of adjustment items	Income statement for management accounting purposes	Impairment and amortization of advertising concessions	Valuation effects from derivatives	Exchange rate effects from intragroup loans	Tax normalization	Elimination of exceptional items	Adjusted income statement for Q1 2013	Adjusted income statement for Q1 2012
Revenue	**125.5**			**125.5**						**125.5**	**118.6**
Cost of sales	-94.2	15.9		-78.2						-78.2	-74.0
Selling expenses	-19.9										
Administrative expenses	-18.2										
Overheads	-38.1	1.6	1.7	-34.9						-34.9	-36.3
Other operating income	2.9										
Other operating expenses	-1.7										
Other operating result	1.2		0.0	1.2						1.2	0.9
Operational EBITDA				**13.5**						**13.5**	**9.3**
Amortization, depreciation and impairment losses		-17.5		-17.5	6.5					-11.0	-9.6
EBIT				**-4.0**						**2.5**	**-0.4**
Exceptional items			-1.6	-1.6					1.6	0.0	0.0
Finance income	3.3										
Finance costs	-8.0										
Financial result	-4.6			-4.6		-1.1	0.3			-5.5	-8.7
Income taxes	4.0			4.0				-3.0		1.0	3.0
Profit or loss for the period	**-6.3**	**0.0**	**0.0**	**-6.3**	**6.5**	**-1.1**	**0.3**	**-3.0**	**1.6**	**-2.0**	**-6.2**

FINANCIAL CALENDAR

August 2013	Annual general Meeting, Cologne
22. August 2013	Publication of the H1/Q2 report for 2013
19. November 2013	Publication of the 9M/Q3 report for 2013

IR CONTACT

Ströer Media AG
Stefan Hütwohl
Director Group Finance and
Investor Relations
Ströer Allee 1 . 50999 Cologne
Phone: +49 (0)2236 . 96 45-356
Fax: +49 (0)2236 . 96 45-6356
ir@stroeer.de

PRESS CONTACT

Ströer Media AG
Marc Sausen
Head of Group Communications

Ströer Allee 1 . 50999 Cologne
Phone: +49 (0)2236 . 96 45-246
Fax: +49 (0)2236 . 96 45-6246
msausen@stroeer.de

IMPRINT

Publisher
Ströer Media AG
Ströer Allee 1 . 50999 Cologne
+49 (0)2236 . 96 45-0 Phone
+49 (0)2236 . 96 45-299 Fax
info@stroeer.de

Cologne Local Court
HRB no. 41 548
VAT identification no.: DE811763883

This interim report was published on 15 May 2013
and is available in German and English.
In event of inconsistencies, the German version shall prevail.

DISCLAIMER

Ströer Media AG
Ströer Allee 1
50999 Cologne