



PRESS RELEASE

Ströer acquires ECE flatmedia GmbH

- **Outdoor media specialist extends its reach**
- **1,000 screens in shopping centers complements digital network in train stations**
- **More than 2,000 screens at high frequented sites in the future**

Cologne/Hamburg, 2 November 2011 The Ströer Group is enlarging its digital outdoor advertising portfolio to include shopping centers. With the acquisition of ECE flatmedia GmbH, a ECE subsidiary and leading provider of digital brand communication and sales promotion in shopping centers, Ströer enhances its commitment in the field of the moving images market, that was previously served only by TV-stations and Internet providers. The product portfolio Ströer is offering comprises then digital moving images networks in the 200 largest German train stations, in subways and suburban trains, in airports and now also in the largest German shopping centers.

According to market research company GfK, the approximately 1,000 flat screens of ECE flatmedia in the aisles and passages of 50 shopping centers in Germany already reach around 10 million people per week. Ströer will enhance the portfolio of advertising spots and information, combining it with its expertise in digital advertising concepts in Munich, where all service offerings on digital Ströer advertising media are coordinated and centrally operated.



“We are currently seeing digitalization reshape the market: instead of thinking in terms of TV, print, online and poster advertising, we will soon be talking about static images and moving images in buildings or outdoors. Yet, from my point of view the screens are no out-of-home advertising: I regard them as the third column in the moving images market besides TV and Internet. With ECE’s screens we will reach further target groups such as consumers with cars and we will be closer to the point of sale. Complementing our new digital screens at Germany’s major train stations and the screens in the largest shopping centers will give us coverage well in excess of 25 percent,” explains Udo Müller, CEO of Ströer Out-of-Home Media AG.

Ströer Group will have installed over 1,000 moving image screens at the 200 largest German train stations by the end of the year — and that represents a big step forward for the digitalisation of out-of-home advertising. The media’s rapid development plays a large role in this. New neuromarketing studies show that customers seeing vivid, emotive advertising messages at high-frequented locations like train stations or shopping centers are more strongly influenced when making decisions about what to buy than was previously thought.

Henrie W. Kötter, Managing Director Center Management of ECE: “We have successfully done pioneer work in an entirely new market for three and a half years. Currently, regarding the strong growth of digital advertising, we were facing the strategic decision, whether we want to participate with ECE flatmedia also in the market outside shopping centers. I am happy, that our engagement is paying off and that new perspectives open up by the cooperation with Ströer AG.”

About Ströer

Ströer Out-of-Home Media AG, together with its subsidiaries, specializes in all forms of out-of-home advertising media, from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media. The Group commercializes more than 280,000 advertising faces and, with consolidated revenue of EUR 531.3m for fiscal year 2010, is the market leader in Germany, Turkey and Poland and one of Europe’s leading out-of-home advertisers. The Company provides its customers with extensive networks for national advertising campaigns and has been establishing the world’s largest network of out-of-home moving images with national reach since December 2010. By



the end of 2011, 1,000 high-quality screens at the 200 most highly frequented train stations will be linked up and controlled and operated centrally from Munich. In addition, Ströer boasts a broad portfolio of out-of-home products and sets new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has received 27 international awards. The Ströer Group has approximately 1,700 employees at over 60 locations.

For more information on the Company, please visit www.stroeer.com

About ECE flatmedia GmbH

- Germany's largest flat screen network in premium shopping centers.
- Established in April 2008 as a subsidiary of ECE Projektmanagement G.m.b.H. und Co. KG (Otto Group).
- Moving-image advertising in 50 malls, 25 major cities and on more than 1,000 flat screens.
- Gross reach: more than 40 million contacts per week.
- Net reach: more than 9 million contacts per week.
- Highest quality as a full-service provider with its own marketing, production, technical support and use of best-in-class screens.
- Premium target groups with high purchasing power in high-end shopping centers who are open and receptive to advertising and can respond immediately to this purchase impulse while in the center.
- Reservable nationally, regionally or locally. Smallest reservable unit is a five-second spot in one center for one week.
- Innovative medium with tailor-made solutions for each client's brand advertising, such as a combination of a permanent logo and campaign spot on two side-by-side screens.

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