



Press Release

Cologne, July 13th, 2010

Ströer Out-of-Home Media AG Places Shares at an Issue Price of €20.00

- Issue volume including overallotment at around €393.9 million
- Ströer receives €275 million from capital increase before deduction of IPO expenses
- Offer at issue price oversubscribed several times

Ströer Out-of-Home Media AG (“Ströer”), one of the leading providers of outdoor advertising in Europe, headquartered in Cologne, Germany, together with its syndicate banks today fixed the issue price in the IPO for its offered shares at €20.00 per share. A total of around 19.7 million shares will be placed, including 13.75 million new shares from a capital increase, around 4.16 million shares from selling shareholder Cerberus, and around 1.79 million shares from overallotments of the syndicate banks granted by Ströer through a Greenshoe option. Accordingly, the total issue volume, including full overallotments, amounts to approximately €393.9 million. Before deduction of the IPO expenses, Ströer will receive €275 million from the capital increase. Upon full exercise of the Greenshoe option in a further capital increase from authorized capital, Ströer would receive an additional €35.8 million in gross proceeds. Shares in Ströer shall be traded for the first time on the regulated market (Prime Standard) of the Frankfurt Stock Exchange on Thursday, July 15, 2010, under stock ticker symbol SAX.

The offer was oversubscribed several times at the issue price. Approximately 99 percent of the shares were placed with institutional investors in Germany and abroad. The remaining one percent of the shares was allocated to private investors in Germany and Luxembourg. Due to the oversubscription,

purchase offers from private investors could not be served fully in the allocation process. Therefore, private investors will receive 60 percent of their respective orders, rounding numbers down to a whole share. The maximum allocation for private investors amounts to 1,000 shares for each investor. Allocation to private investors will be conducted in full accordance to criteria equal for all syndicate banks and their associated institutions. The shareholders Udo Müller (co-founder and Chief Executive Officer) and Dirk Ströer (member of the supervisory board and son of second co-founder Heinz Ströer) as well as Alfried Bührdel (Chief Financial Officer), have subscribed to a total of 258,680 shares valued at approximately €5.2 million at the issue price.

“We are delighted with the high demand for our shares. Twenty years after our company was founded, the IPO marks yet another significant milestone for Ströer. As one of the largest outdoor advertising companies in Europe, we are herewith continuing our successful course and further increasing the overall significance of out-of-home advertising,” said Udo Müller.

“As a result of the IPO, we have in our view set ideal conditions for accelerating our growth and taking full advantage of future opportunities. We plan to use the issue proceeds to finance both the stake increase in our Turkish joint venture Ströer Kentvizyon and the acquisition of News Outdoor Poland while realizing previously announced product innovations. By lowering our debt level and thereby optimizing our capital structure, we are simultaneously enhancing our financial flexibility,” added Alfried Bührdel.

Following the IPO, Udo Müller and Dirk Ströer will hold a combined stake of about 54.9 percent in Ströer upon the Greenshoe option being fully exercised. Around 0.1 percent will be held by CFO Alfried Bührdel after the IPO. The free float will amount to approximately 44.9 percent. Ströer has committed itself to comply with market protection agreements and limitations on disposal (lock-up) for a period of six months after the initial listing. The shareholders Udo Müller and Dirk Ströer as well as Alfried Bührdel have each entered into corresponding agreements with the syndicate banks for a period of 12 months. The International Securities Identification Number (ISIN) is DE0007493991, and the German securities code number (WKN) is 749399.

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Press contact:

Ms Petra Kaiser

Ströer Out-of-Home Media AG

Corporate Communication

Ströer Allee 1 | D-50999 Cologne

Telephone: +49 (0)2236 - 96 45-246

Fax: +49 (0)2236 - 96 45-6246

E-Mail: pkaiser@stroeer.de

IR contact:

Stefan Hütwohl

Ströer Out-of-Home Media AG

Director Group Finance and Investor Relations

Ströer Allee 1 | D-50999 Cologne, Germany

Phone: +49 (0)2236 / 96 45-338

Fax: +49 (0)2236 / 96 45-6338

E-Mail: ir@stroeer.de

About Ströer

Ströer Out-of-Home Media AG is a specialist for all forms of outdoor advertising – ranging from classic posters, advertising in waiting areas and mass transit to digital and interactive media. The company markets over 280,000 advertising spaces and is one of the leading out-of-home advertisers in Europe: In terms of sales revenue, Ströer is the leader in its core markets of Germany, Turkey and Poland (following the acquisition of News Outdoor Poland). In these markets the company provides its clients with extensive networks for nationwide advertising campaigns. The Ströer Group has some 1,400 employees at over 60 locations. The company's portfolio comprises a variety of different outdoor advertising products. In terms of advertising media and street furniture, the company values top quality, innovation and superior design. With its products, Ströer sets new standards of design of public spaces. Ströer street furniture has already received 26 international awards. More information about the company is available at www.stroeer.com

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