

## PRESS RELEASE

### Ströer optimizes Group financing

Cologne, 07 September 2011 Ströer Out-of-Home Media AG, one of Europe's leading providers of out-of-home advertising media based in Cologne, secured better terms for the Group financing concluded with its lenders in July 2010. The amendment provides for a reduction in the margin by up to 100 basis points as well as more favorable loan covenants and will have a positive effect on the cash flow in 2012. The contractual amendment can be largely attributed to the reduction in the Company's net debt. Since going public, Ströer has managed to decrease its net debt by 35.5% (EUR 175.3m) to EUR 319.3m as of 30 June 2011.

**“During the optimization process for the Group financing, the banks acknowledged the improved capital structure and the performance of Ströer since going public. The new arrangement will create more financial headroom and allows us to drive forward our growth projects consequently at better conditions,”** said Alfried Bührdel, CFO of the Ströer Group.

The total volume of the syndicated Group financing remains unchanged at EUR 395m and comprises a loan plus revolving credit lines and has a term until June 2014. Ströer was also able to secure further international commercial banks such as SEB AG and HypoVereinsbank as partners for the banking syndicate.

**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](http://www.stroeer.com).

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