

PRESS RELEASE

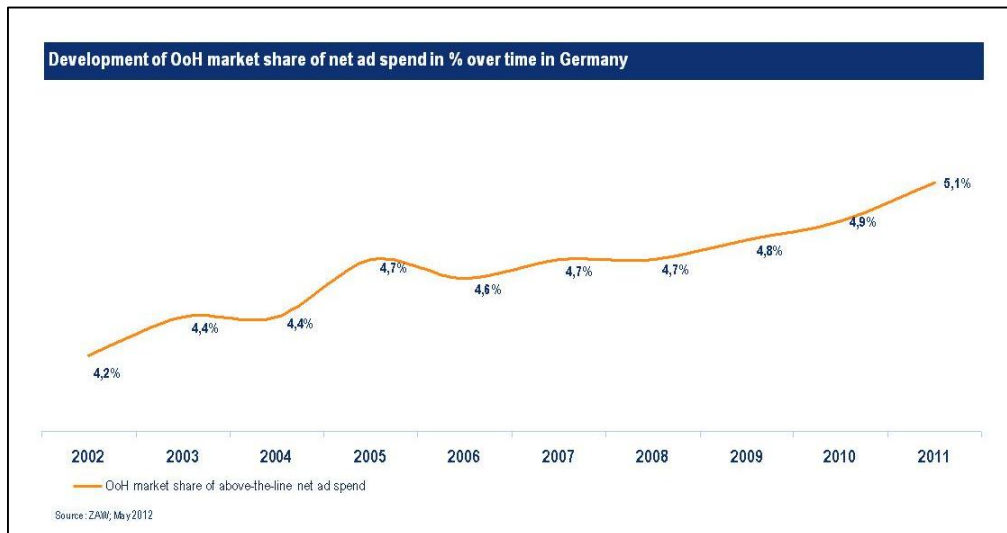
Ströer in 2011 among structural winners

- **ZAW analysis confirms out-of-home advertising as the driving force of industry growth**

Cologne, June 4, 2012 The week before last, industry analysis by Germany's main advertising industry association, the *Zentralverband der deutschen Werbewirtschaft* (ZAW), revealed that the overall advertising market grew last year by just over 1 percent. In Germany, the out-of-home advertising market grew by 5.8 percent in 2011, making it one of the industry's winners. Of the ten strongest players within the advertising industry, out-of-home advertisers and online media (+15.0 percent) are the segment's two driving forces, ahead of TV, print and radio. With organic revenue growth of 6.2 percent, the Cologne-based company outpaced its own market segment and was able to increase its share of the market.

The ZAW analysis confirms a structural trend: Digitalization is dividing the media market into winners and losers. Investing in growth projects such as the Out-of-Home-Channel has paid off for Ströer: Digital out-of-home advertising media is growing disproportionately by a clear double-digit percentage rate.

“The ZAW analysis proves that we have outperformed the market and belong to the structural winners in out-of-home advertising,” says Udo Mueller, CEO of Ströer AG. “The one-off effects caused by a key national customer and its restraint do nothing to change that. While this may affect a quarterly result, on a mid-term and long-term basis, we can only belong to the market winners.”



(Caption) OoH ad share in Germany has been increasing steadily

On request we send you this figure in printable format.

About Ströer

Ströer Out-of-Home Media AG, Cologne, 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 577.1m for fiscal year 2011, is one of the leading out-of-home advertising companies in Germany, Turkey and Poland. In terms of revenue, Ströer is one of Europe's largest providers of out-of-home advertising.

The acquisition of ECE flatmedia GmbH has enabled the Ströer Group to expand its digital out-of-home media portfolio to include shopping malls. The advertising media portfolio of the Cologne-based SDAX-listed company thus comprises digital moving-picture networks in Germany's largest train stations, in underground and suburban railway stations and now also in the country's largest shopping malls.

In addition, Ströer boasts a broad offering of out-of-home advertising products that set new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has won 27 international awards. The Ströer Group has approximately 1,700 employees at over 70 locations.

For more information on the Company, please visit www.stroer.de.

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