

PRESS RELEASE

Ströer concludes long-term Group financing

Cologne, 2 August 2012 Ströer Out-of-Home Media AG has successfully renewed its Group financing: The financing package, which totals EUR 500m and has a five-year term, was provided by an international banking syndicate and refinances the existing loan facility (EUR 395m loan and EUR 63m in revolving facilities) as well as the current subordinated loans (approximately EUR 21m).

The Group's new financing structure comprises a term loan of EUR 275m and a revolving credit facility of EUR 225m. The structure of the new funding arrangements will lead to further improvements in the Group's financial result and cash flows already in 2013. The refinancing also resulted in more flexible credit conditions.

“Our new loan agreement has allowed us to lay the foundation for stable long-term financing ahead of time. The timing and terms of the syndicated loan reflect the financial market's confidence in the strength of our business model. The revolving credit facility will enable us to roll out growth projects and further optimize our borrowing costs,” said Alfried Bührdel, CFO of the Ströer Group.

The Group's new financing was secured by a syndicate comprising a total of 10 banks lead-managed by Commerzbank, Crédit Agricole, BAWAG, ING, JP Morgan and SEB and was advised by Herter & Co.

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.stroeer.de.

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