

PRESS RELEASE

Ströer strengthens group management

- **Christian Schmalzl, international COO of WPP subsidiary MediaCom, joins Ströer AG's Board of Management at the end of the year and takes over responsibility for overall group operations**

Cologne, 24 September 2012

The structural transformation of the media landscape is opening up business opportunities. As one of Europe's leading outdoor advertisers, Ströer plans to harness these to a greater extent so that they serve its growth strategies. Ströer is already diligently at work in this field, driving forward the evolution of digital media with projects such as the installation of the Out-of-Home-Channel, a nationwide undertaking over the past two years that created Germany's first digital outdoor network at the country's main train stations and shopping malls. The trend towards digitalization of the media landscape and a closer connection between classic advertising and digital services will become an increasingly important motor behind Ströer's development in the future. These changes are set to open up further growth potential in related business sectors that serve to strengthen the company's strong standing in Germany, Poland and Turkey.

Against this backdrop, the Board of Management and Supervisory Board have decided to reinforce the company's management, putting it in a position to seize these opportunities and guarantee the company's sustainable growth. Ströer plans to concentrate control of group operations in the hands of a single Chief Operating Officer (COO). Christian Schmalzl, one of the highest-profiled managers in the international media sector will join the Ströer Board of Management in this newly established role of a groupwide COO.

“Our eyes are firmly fixed on the future. Since our IPO, we have invested significant funds in our growth-related projects. We now aim to further exploit the potential that is open to us. Our goal is to increase the market share of outdoor advertising in Germany from 4 to 6.5 percent over the coming years and move into new business areas for digital activities. We also believe that our non-German markets contain great potential for organic growth. It is my great pleasure to welcome Christian Schmalzl, another outstanding executive in the media industry, into my management team. I fully believe that he will be a great asset to our company, thanks to his skill and experience in international media management,” says Udo Müller, CEO of Ströer AG.

CEO Udo Müller will continue to have overall responsibility for business development at the group, but will focus more on the company’s future strategies. Alfried Bührdel will remain in charge of Ströer’s financial, legal, HR, procurement and IT activities in his capacity as CFO. Board member Dirk Wiedenmann will continue to serve as head of the German subsidiary, the company’s largest business unit.

The Board of Management’s new member, Christian Schmalzl, studied political science, German, and sociology in Passau and Cardiff, and he moved into the media industry after finishing college. His first position was at Munich-based MediaCom, where, in 2002, he became their youngest-ever managing director, only two years after starting out as a trainee. In 2007, he assumed full responsibility for all business activities in Germany. After just 10 years with the internationally active media group, he was made Worldwide Chief Operations & Investment Director (COO) at the age of 36.

(attached: Christian Schmalzl’s resumé)

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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Christian Schmalzl

Chief Operating Officer (COO) of Ströer Out-of-Home Media AG

Christian Schmalzl was born in Passau in 1973. He studied political science, philosophy, literature, and sociology in Passau, Munich, and Cardiff. While in college, he also worked as a freelance journalist in the editorial departments of various newspapers and publishers.

After graduating from college, he joined Munich-based MediaCom as a trainee. In 2002, a little more than two years after starting out as a trainee, he became the youngest managing director in the agency group's history. In 2007, he assumed full responsibility for all business activities in Germany. After just 10 years with the internationally active media group, he was made Worldwide Chief Operations & Investment Director (COO) at the age of 36.

Christian Schmalzl will join the Board of Management at Ströer Out-of-Home Media AG end of the year 2012. As COO, he heads overall group operations in Germany and abroad.