

PRESS RELEASE

Ströer AG: German Federal Cartel Authority granted approval for the purchase of four online advertising companies

Cologne, 22 February 2013 – The German Federal Cartel Authority granted approval to Ströer Out-of-Home Media AG for the purchase of four online advertising companies. As stated in the press release dated 17 December 2012, the acquisitions will comprise adscale GmbH, Ströer Interactive GmbH, freeXmedia GmbH und Business Advertising GmbH. The approval was provided without any conditions. Thereby the most important prerequisite for the acquisitions has been fulfilled. The formal completion of all other closing tasks is still expected at the beginning of the second quarter of 2013.

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 advertising media portfolio of the Cologne-based SDAX-listed company comprises digital moving-picture networks in Germany's largest train stations, in underground and suburban railway stations and 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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