

## PRESS RELEASE

### **Extraordinary general meeting in 2013: shareholders give green light to amendments to articles of association**

- **Shareholders agree to change of name and clarification of nature and purpose of business**
- **Modified articles of association will take effect when recorded in Ströer AG's commercial register**

*Cologne, March 7, 2013* – At today's extraordinary general meeting, over 90 percent of Ströer AG's shareholders approved the amendments to the company's articles of association as proposed by the Supervisory Board and the Board of Management. The two items on the agenda addressed the company's name change from Ströer Out-of-Home Media AG to Ströer Media AG, and the clarification of the nature and purpose of the company as detailed in its articles of association.

Shareholders and representatives controlling more than EUR 34 million of Ströer AG's share capital were present at the extraordinary general meeting – this figure corresponds to approximately 81,5 percent of the company's share capital. The results of the votes at the extraordinary general meeting are available on [www.stroeer.de](http://www.stroeer.de).

**“The planned acquisition of adscale and Ströer Interactive Group in the second quarter of 2013, will add an attractive and high-growth element to Ströer's online marketing range. We will change our name to Ströer Media AG so it clearly reflects this portfolio enhancement. The fact that our shareholders support this move was visible at our extraordinary general meeting today, and it is something that we are very pleased with,”** said Udo Müller, CEO of Ströer Media AG.

The amendments to the articles of association approved at the extraordinary general meeting will come into effect when recorded in the commercial register.

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

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