STRÖER

PRESS RELEASE

Ströer AG: Positive business performance in the fourth quarter after a challenging year overall

- **Q4 revenues and operational EBITDA up on last year**
- **Consolidated revenue down 2.9% in 2012 to EUR 560.6m**
- **Operational EBITDA falls by 19.1% to EUR 107m**
- **Slight improvement in profit or loss for the period by EUR 1.8m**
- **Net debt reduced by EUR 2.1m**

Cologne, 26 March 2013 Ströer Media AG pursued its growth strategy in fiscal year 2012 by investing selectively in its core markets. With the roll-out and expansion of the Out-of-Home Channel in train stations and shopping malls in Germany, Ströer has created one of the world's largest digital product offerings with a national reach. In Turkey, Ströer invested in expanding its range of billboard products and was able to report significant additional revenue already in the fourth quarter.

Overall, however, Ströer Media AG's operating result fell short of the prior year due to challenging economic conditions and weaker media markets in Ströer's core countries.

Against this background, consolidated revenue decreased by 2.9% from EUR 577.1m in the prior year to EUR 560.6m. Slight growth in Turkey was contrasted by declining revenue in other segments. Adjusted for changes in the investment portfolio and exchange rate effects, organic growth in the Group was -4.0% (prior year: 4.8%).

This drop in revenue combined with an increase in the cost of sales reduced operational EBITDA to EUR 107.0m (prior year: EUR 132.3m). As a result, the operational EBITDA margin fell to 19.1% after 22.9% in the prior year.

Despite the decrease in the operating result, profit or loss for the period advanced by EUR 1.8m due to improvements in the financial and tax result. Nevertheless, the Group closed fiscal year 2012 with a loss of EUR 1.8m, compared with a loss of EUR 3.6m in the prior year.

Net debt, another key performance indicator for the Group, declined slightly overall by EUR 2.1m in the fiscal year to EUR 302.1m, as Ströer was able to offset the reduction in its operating result on the cash flow side. The leverage ratio (ratio between net debt and operational EBITDA) increased slightly to 2.8 only due to the drop in EBITDA.

“2012 was a year of transition in which we enhanced our business through targeted growth investments in Germany and abroad in view of the continuing digitalization of the media landscape. The roll-out and expansion of our Out-of-Home Channel in Germany’s largest train stations and in ECE’s shopping malls has enabled us to set new standards in digital out-of-home advertising,” said Udo Müller, CEO of Ströer. “We have laid the foundation for further growth. The importance of out-of-home advertising – whether analog or digital – will steadily increase due to the digitalization of media.”

In the past fiscal year, Ströer adjusted the pace of its investments to reflect the challenging environment and invested selectively in specific growth projects in Germany and abroad. The Group focused mainly on the roll-out of more digital advertising media and premium billboards and is seeing positive trends in the digital segment in particular. Overall, Ströer reduced its investments by 18.1% to EUR 42.6m (prior year: EUR 52.0m).

Operating segments

Ströer Germany

Revenue in the Ströer Germany segment fell by EUR 15.7m to EUR 411.7m, which meant that operational EBITDA decreased by EUR 17.8m year on year to EUR 97.5m. Although higher lease payments and running costs were partly offset by a slight decline in administrative expenses, the Group was unable to prevent an overall reduction in both operational EBITDA and the operational EBITDA margin, which fell to 23.7%.

By contrast, the regional business performed well. Revenue in the transport product group was up by EUR 2.7m, primarily due to positive contributions from the Out-of-Home Channel. Overall, the proportion of segment revenue generated by digital media rose to 9.2% (prior year: 8.5%).

Ströer Turkey

The Ströer Turkey segment generated revenue of EUR 91.3m in fiscal year 2012, a slight increase of EUR 2.3m year on year. This was not only attributable to positive exchange rate effects of EUR 1.4m in 2012, but also to a clear improvement in business activities in the fourth quarter. This growth contrasted with decreases in full year revenue of EUR 2.5m from discontinued low-margin sales agreements. Adjusted for exchange rate fluctuations and termination of such sales agreements, rannual evenue grew by 2.7% on a like-for-like basis.

Despite the slight revenue growth, operational EBITDA in the Turkish segment fell by EUR 7.5m to EUR 12.9m, primarily due to the higher cost of sales resulting from increased lease payments under the new Istanbul billboard contract. Overall, the operational EBITDA margin declined to 14.1%.

Other segment

The “Other” segment includes Ströer’s Polish out-of-home activities and the western European giant poster business of the blowUP division. The segment closed fiscal year 2012 with a EUR 1.3m decline in operational EBITDA to EUR 4.4m and a drop in the operational EBITDA margin to 7.5%, which were chiefly attributable to lower revenue in the markets. At -6.0%, the segment’s organic growth was significantly below the prior-year figure.

Outlook

The economic situation in the eurozone will remain uncertain this year. Against this background, the advertising sector remains volatile and will be shaped by short-term bookings by our customers. For the first quarter 2013, we expect to see a continuation of the positive momentum already witnessed in the last quarter in Turkey and Germany and thus anticipate an increase of the organic group revenue of +5%. In the second quarter we expect to see - due to currently reluctant client bookings - a temporary halt in the slight upward trend estimated for the full-year.

STRÖER

The Group's financial figures at a glance

In EUR m	2012	2011	Change
Revenue	**560.6**	**577.1**	**-2.9%**
Ströer Germany	411.7	427.3	-3.7%
Ströer Turkey	91.3	89.0	2.6%
Other	57.9	61.4	-5.6%
Billboard	286.6	302.0	-5.1%
Street furniture	147.2	150.8	-2.4%
Transport	91.5	89.2	2.6%
Other	35.3	35.1	0.5%
Organic growth[1]	-4.0	4.8	
Gross profit[2]	174.1	205.0	-15.1%
Operational EBITDA[3]	**107.0**	**132.3**	**-19.1%**
Operational EBITDA[4] margin	19.1	22.9	
Adjusted EBIT[4]	67.4	96.3	-30.1%
Adjusted EBIT[5] margin	12.0	16.7	
Adjusted profit or loss for the period[5]	24.0	40.3	-40.4%
Adjusted earnings per share[6] (EUR)	0.54	0.96	-43.5%
Profit or loss for the period[7]	-1.8	-3.6	49.6%
Earnings per share[8] (EUR)	-0.07	-0.08	12.7%
Investments[9]	42.6	52.0	-18.1%
Free cash flow[10]	10.8	38.0	-71.5%
	31 Dec 2012	**31 Dec 2011**	**Change**
Total equity and liabilities	863.7	982.6	-12.1%
Equity	279.6	273.5	2.2%
Equity ratio	32.4	27.8	
Net debt[11]	302.1	304.3	-0.7%
Employees[12]	1,750	1,730	1.2%

[1] Excluding exchange rate effects and effects from the (de-)consolidation and discontinuation of operations
[2] Revenue less cost of sales
[3] Earnings before interest, taxes, depreciation and amortization adjusted for exceptional items and effects from the phantom stock program which was terminated as of the IPO
[4]Earnings before interest and taxes adjusted for exceptional items, effects from the phantom stock program which was terminated as of the IPO, amortization of acquired advertising concessions and impairment losses on intangible assets
[5] Adjusted EBIT before non-controlling interests net of the financial result adjusted for exceptional items and the normalized tax expense
[6] Adjusted profit or loss for the period net of reported non-controlling interests divided by the number of shares outstanding after the IPO (42,098,238)
[7] Profit or loss for the period before non-controlling interests
[8] Actual profit or loss for the period net of reported non-controlling interests divided by the number of shares outstanding after the IPO (42,098,238)
[9] Including cash paid for investments in property, plant and equipment and in intangible assets but excluding cash paid for investments in non-current financial assets and cash paid for the acquisition of consolidated entities
[10] Cash flows from operating activities less cash flows from investing activities
[11] Financial liabilities less derivative financial instruments and cash
[12] Headcount (full and part-time employees)

STRÖER

Financial figures of the segments

Ströer Germany

In EUR m			**Change**	**Change**
	2012	**2011**	**in EUR m**	**in %**
Revenue	411.7	427.3	-15.6	-3.7%
Billboard	164.4	179.6	-15.2	-8.5%
Street furniture	123.4	127.2	-3.8	-3.0%
Transport	90.6	87.9	2.7	3.0%
Other	33.3	32.6	0.7	2.0%
Organic growth	-4.5	6.2		-10.7% points
Operational EBITDA	97.5	115.3	-17.8	-15.4%
Operational EBITDA margin	23.7%	27.0%		-3.3% points

Ströer Turkey

In EUR m			**Change**	**Change**
	2012	**2011**	**in EUR m**	**in %**
Revenue	91.3	89.0	2.3	2.6%
Billboard	67.7	65.1	2.7	4.1%
Street furniture	23.2	23.0	0.1	0.6%
Transport	0.2	0.9	-0.7	-76.1%
Other	0.2	0	0.2	n/a
Organic growth	-0.3	3.8%		-4.1% points
Operational EBITDA	12.9	20.3	-7.5	-36.7%
Operational EBITDA margin	14.1%	22.8%		-8.8% points

Other

In EUR m			**Change**	**Change**
	2012	**2011**	**in EUR m**	**in %**
Revenue	57.9	61.4	-3.4	-5.6%
Billboard	54.5	57.3	-2.8	-4.8%
Street furniture	0.6	0.5	0.1	14.2%
Transport	0.7	0.4	0.3	68.4%
Other	2.1	3.2	-1.0	-32.5%
Organic growth	-6.0%	-3.6%		-2.4% points
Operational EBITDA	4.4	5.7	1.3	-23.1%
Operational EBITDA margin	7.5%	9.3%		-1.7% points

Note: all figures are rounded

About Ströer

Ströer 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.

Press contact
Corporate Communications
Ströer Media AG

Ströer Allee 1 · D-50999 Cologne
Telephone: +49 (0) 2236 / 96 45-246
Fax: +49 (0) 2236 / 96 45-6246
Email: info@stroeer.de

Investor Relations
Stefan Hütwohl
Ströer Media AG
Director Group Finance and Investor Relations
Ströer Allee 1 · D-50999 Cologne
Telephone: +49 (0) 2236 / 96 45-338
Fax: +49 (0) 2236 / 96 45-6338
Email: ir@stroeer.de