

## PRESS RELEASE

### **Ströer Media AG on course to become a leading media advertiser**

- **First online transaction, acquisition of adscale GmbH, successfully completed as expected**
- **Completion of the other online transactions expected in June**

Cologne, Tuesday, April 8, 2013. Ströer Media AG's entry into online advertising, which was announced by the Supervisory Board and management in December last year, has now been completed with the takeover of adscale GmbH by Ströer Media AG. Ströer Media AG will initially own around 91 percent of the shares in adscale. Option agreements have been reached regarding the remaining shares held by the adscale's management. Both parties have agreed not to disclose the sale price.

The next step in the process, the formal takeover of further online companies, Ströer Interactive, freeXmedia and businessAD, is expected in June 2013.

The new division created by the successful transaction, "Ströer Digital Group", will be run as a further segment within the Ströer Group, alongside the other business segments Ströer Germany, Ströer Turkey, and Ströer Other (Poland and blowUp). Ströer Media AG has thereby complemented its strong branding-oriented outdoor advertising business with a transaction-oriented online audience and reach marketing business, all delivered by a single provider.

**Christian Schmalzl, member of the board of Directors of Ströer Media AG:**  
“Through the addition of independent online advertising our company will become an even more important player in the market. At the same time out-of-home advertising remains our core business area. Our strategy of developing a portfolio of premium advertising media with a particular focus on digital out-of-home media will continue as planned. By complementing our portfolio with online advertising we are creating growth opportunities.”

#### **About Ströer**

The Cologne-based Ströer AG together with its subsidiaries, offers advertisers individualized out-of-home and online communication solutions.

Grown as a specialist for out-of-home advertising - from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media – Ströer complemented its predominantly branding-oriented out-of-home portfolio in the second quarter of 2013 by a more performance-oriented internet reach advertising bundled in the new online business segment “Ströer Digital”. Ströer thereby sets new innovation and quality benchmarks in the field of digital media in Europe and offers advertisers and the company new possibilities.

The Group commercializes more than 280,000 advertising faces and several thousand websites. With a consolidated revenue of EUR 560m for fiscal year 2012, Ströer Media AG is one of Europe’s largest providers of out-of-home advertising in terms of revenue.

The Ströer Group has approximately 1,800 employees at over 70 locations.

For more information on the Company, please visit [www.stroeer.de](http://www.stroeer.de).

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