

PRESS RELEASE

Strategic landmark deal for Ströer Digital in the online video market

Cologne, February 13, 2014 Ströer is to acquire a majority shareholding in the online video network TubeOne Networks. The move will enable Ströer to continue expanding its portfolio in online videos, the fast-growing segment in the media market.

The Hamburg-based company is a broadly positioned online TV channel covering entertainment, gaming, beauty and sports. According to its own information, TubeOne, which was created through a merger of the portfolios of gameinside and Tube Agency, reaches an audience of 145 million monthly video views and has nearly 20 million fans on various social media platforms such as YouTube and Facebook. Statistically, TubeOne reaches every second person in Germany between the ages of 15 and 35. In terms of reach and media performance, the company ranks among the largest online video networks in Germany.

Unlike other aggregators, the core business of the fast-growing company – besides marketing – focuses on developing and managing artists who describe themselves as stars 2.0.

“This new generation of stars will change the traditional media landscape in the long term,” said the founders Jan Spangenberg and Jan Rode, who will continue to manage operations at TubeOne. **“Some of our artists have over one million subscribers on YouTube and more than a million Facebook fans, which gives them unprecedented attention in both conventional and new media channels. We are very pleased with the decision for Ströer as our strong partner, because we thereby have a reliable and independent marketer.”**

“For us, the acquisition of one of Germany’s largest online video networks represents a strategic landmark deal as it will multiply our reach in the online video sector to around 250 million views a month. In combination with our excellent position in the market for public videos (DOOH), we can offer our customers more than 3 billion video views a month as well as highly attractive multi-screen products from just one source. We estimate that this will increase our reach in the online video sector to well over 30 million unique views a month,” says Udo Müller, CEO of Ströer Media AG. “This market is just getting started and has great potential in the years ahead.”

Together with the online video advertiser Ströer Primetime, TubeOne Networks will be able to expand its standard marketing offering on a massive scale, although TubeOne will continue to be responsible for marketing concepts and handling placements itself. Denis Müller will assume the role of Chief Sales Officer: “In the past year, we have established ourselves as relevant specialist marketers in the online video market. Merging our portfolio with Ströer products is the next logical step for us. Online video, and especially innovative multi-screen offers, will be core components of the media strategy for all advertisers in the future.”

About Ströer

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

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

The Ströer Group has approximately 2,200 employees at over 70 locations.

For more information on the Company, please visit www.stroer.com

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