

PRESS RELEASE

Ströer pays a dividend for the first time after a successful fiscal year

- **Shareholders vote at the shareholder meeting to convert Ströer into a European public limited liability company**

Cologne, 18 June 2014 At Ströer Media AG's shareholder meeting held today in Cologne, all resolutions proposed by the supervisory board and the board of management were adopted with approval rates in excess of 80%. More than 39 million shares in Ströer AG's capital stock were represented at the shareholder meeting, the equivalent of 80% of capital stock. The majority of shareholders agreed to the conversion of the Company into a European public limited liability company – Ströer Media SE. The new legal form reflects the growing international character of employees, customers and shareholders alike and will also enhance Ströer's international market presence.

For the first time in the Company's history, a dividend of EUR 0.10 per eligible share will be distributed. As proposed by the boards, in addition to being used for the dividend payments, some of the accumulated profit, which exceeded EUR 48m, has been transferred to retained earnings and some carried forward to new account. The members of the board of management and supervisory board were exonerated for fiscal year 2013. Dirk Ströer and Ulrich Voigt were elected to the supervisory board for another term of office. Following the supervisory board's recommendation, Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft, Cologne, was elected auditor of the separate and consolidated financial statements for fiscal year 2014.

Ströer successfully implemented its growth strategy in fiscal year 2013. The Company performed well in all business segments and made a successful entry into online marketing. This step has allowed Ströer to establish online marketing as another cornerstone of the Group in all of its core markets alongside conventional out-of-home advertising.

“2013 was a very successful year of growth for Ströer. All financial ratios developed positively and our share price increased significantly as well,” said Udo Müller, CEO of Ströer. “We have been able to carry over this positive momentum from 2013 into the current fiscal year and 2014 is promising to be another successful year for Ströer Media AG.”

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 634m for the full year 2013, 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.stroeer.com.

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