

## PRESS RELEASE

on the preliminary results for 2014

### **Record results: Ströer Media SE grows its consolidated revenue to EUR 721m and operational EBITDA to EUR 148m**

- **Consolidated revenue up significantly by more than 15%**
- **Organic growth at over 11%**
- **Strong growth in operational EBITDA by more than 25% to EUR 148m**
- **Adjusted EBIT climbs 37% to EUR 99m**
- **Digital transformation gains momentum**
- **Lowest leverage ratio since the IPO**

Cologne, 24 February 2015 Ströer Media SE continued on its profitable growth course and is presenting its preliminary results for fiscal year 2014. Annual revenue grew by more than 15% to EUR 721m with organic growth at over 11%. The Digital segment was strongly driven by the digital transformation and was a significant driver of growth, while the central management of the German out-of-home business and the expansion of the regional business also had a positive effect. Operational EBITDA increased sharply by more than 25% to EUR 148m, bolstered by the positive operating performance in the German core market. The adjusted EBIT also increased by 37% to EUR 99m.

Thanks to its strategic realignment, Ströer is now successfully established in the market as an integrated and increasingly digital media company and is one of the leading nationwide marketers in the German advertising market. The expansion of our business with the new Digital segment made a decisive contribution to this development.

The healthy performance of the operating business also had a positive effect on the financial position. Within the space of a year, Ströer reduced its leverage ratio considerably from 2.8 to 1.9 at the end of the fiscal year, the lowest ratio since the Company went public.

“We are extremely satisfied with the course we have taken. Our excellent results underscore this. We have succeeded in driving forward our digital transformation while achieving very positive results. The new fiscal year has got off to a very promising start for Ströer and we remain confident going forward,” said Udo Müller, CEO of Ströer.

All figures for fiscal year 2014 are preliminary and unaudited. The final results will be published when the annual report is presented on 25 March 2015.

## **About Ströer**

Ströer Media SE 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 SE is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,300 employees at over 70 locations.

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

## **Press contact**

Marc Sausen  
Ströer Media SE  
Head of Corporate Communications  
Ströer Allee 1 · D-50999 Cologne  
Telephone: 02236 / 96 45-246  
Fax: 02236 / 96 45-6246  
Email: [info@stroeer.de](mailto:info@stroeer.de)

## **Investor relations**

Dafne Sanac  
Ströer Media SE  
Manager Investor Relations  
Ströer Allee 1 · D-50999 Cologne  
Telephone: 02236 / 96 45-356  
Fax: 02236 / 96 45-6356  
Email: [dsanac@stroeer.de](mailto:dsanac@stroeer.de)