

PRESS RELEASE

Ströer optimizes its maturity structure and increases its financial flexibility through successful refinancing

- **Placement of EUR 170 m borrower's note loan with a five- or seven-year term**
- **Successful diversification of investor base**

Cologne, June 15, 2016 Ströer today successfully placed a borrower's note loan worth EUR 170 m on the capital market. Due to demand, the transaction was oversubscribed. It was possible to secure attractive conditions for the subscribed tranches. The successful issuance of the borrower's note loan is an important step in Ströer's long-term financing strategy. The borrower's note loan will primarily be used to repay the syndicated bank loan (term loan portion) and for general business purposes. By doing so, the company is further diversifying its investor base, increasing its own financial flexibility and optimizing the maturity structure of its financial liabilities.

The transaction was overseen by Commerzbank, Deutsche Bank, Landesbank Baden-Württemberg and SEB. The placement was received by German and international investors.



About Ströer

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home segment. It has approximately 3,800 employees at over 70 locations. In fiscal year 2015, Ströer SE generated revenue of EUR 824m. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

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