STRÖER

Ströer Media SE
Capital Markets Day

April 29th 2015 | Berlin, Soho House

Agenda

29. April 2015	Venue: SOHO House, Torstraße 1, 10119 Berlin
10.00 - 10.30	Reception & Breakfast Snacks
10.30 - 11.00	Udo Müller (CEO) “Strategic update”
11.00 - 12.30	Christian Schmalzl (COO) “Digital transformation: Mid-term growth drivers”
12.30 - 13.30	LUNCH
13.30 - 14.00	Christian Schmalzl (COO) “OOH monetization: Key sales drivers”
14.00 - 15.00	Bernd Metzner (CFO) “Financial update”
15.00 - 15.30	Q&A
15.30 - 16.00	Udo Müller “Summary and Outlook”
16.00	DRINKS

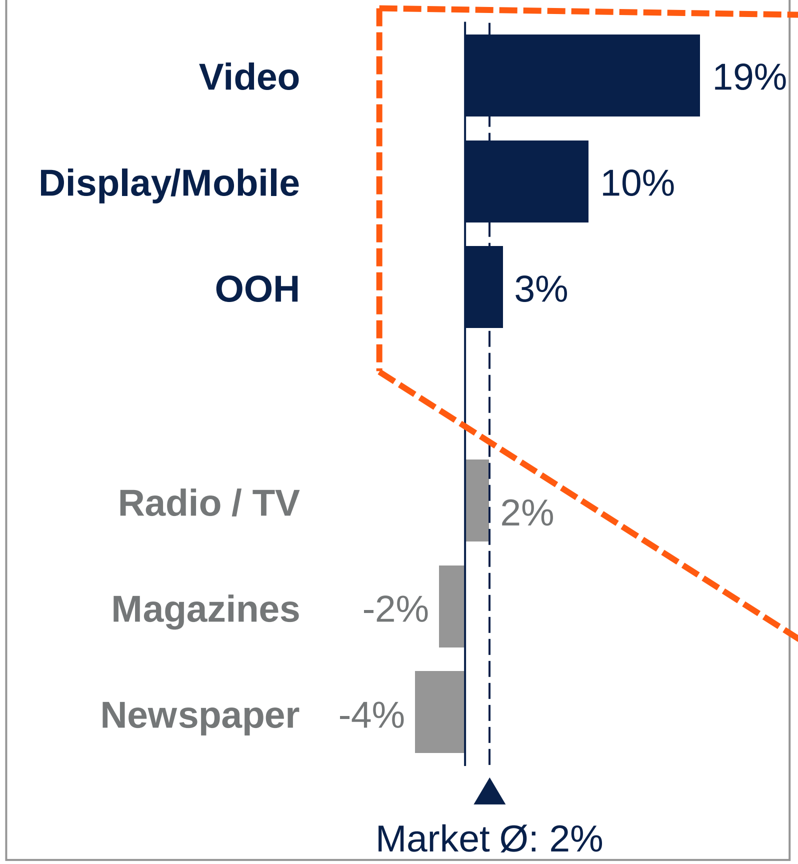
Premium Assets
Structural Growth
Digital Transformation

April 29th 2015 | Udo Müller

Structural Growth driven by Digitalization

Focus on highest growing Ad Subsegments

Advertising Market
(in %, CAGR 2013-16)*



Ströer‘s focus

- **Video:**
  - **TOP3 leading social video network**
  - 535m video views per months
  - Leading public video network in Europe
- **Display/Mobile**
  - **# 1 marketer in Germany**
  - 300-400 exclusive websites and access to around 5,000
  - Leading hyper local targeting technology
- **OOH**
  - **# 1 marketer in Germany**
  - 230,000 advertising faces
  - 4000 digital displays

Premium Assets, structural Growth, digital Transformation

#1 **Ooh in Germany**
Europe's largest ad market

#1 **Ooh in Turkey and Poland**
Europe's largest emerging markets

#1 **European giant poster network**
GER, UK, ES, BENELUX

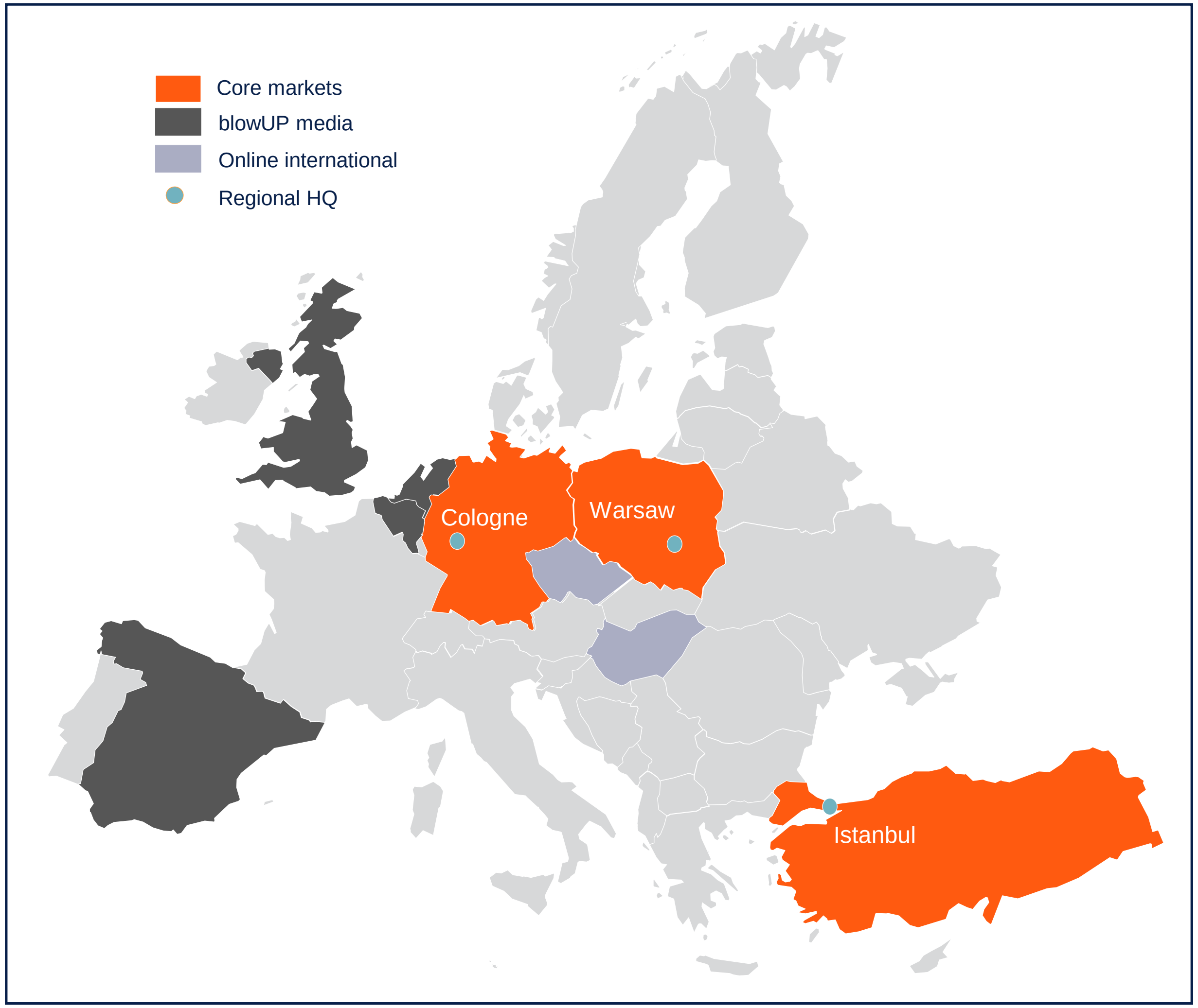
#1 **Leading digital media sales house**

#1 **Leading digital media sales house**

~ 290,000 OOH advertising faces

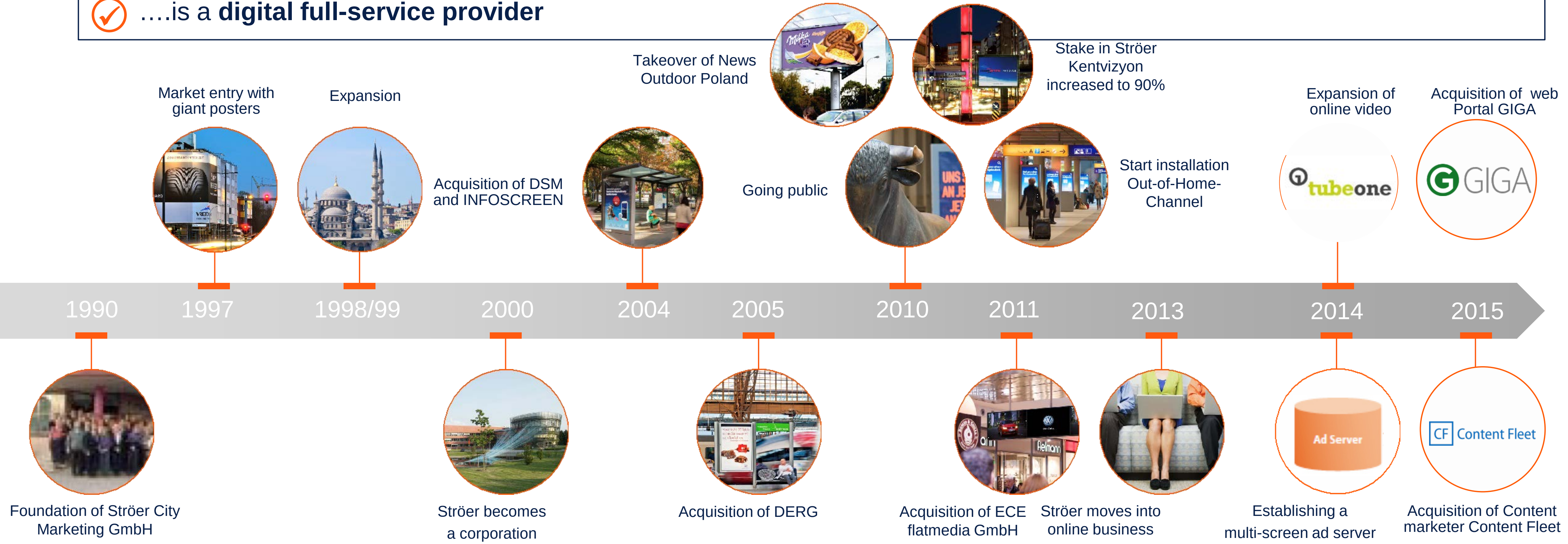
~ 38m Unique User in Germany

~ 90 office locations and 2,380 employees



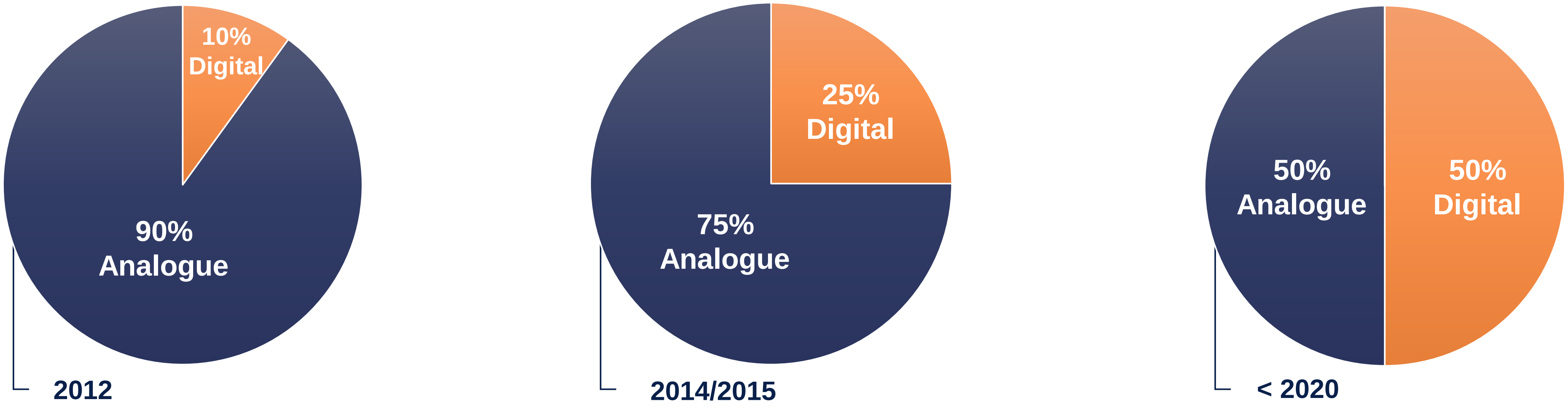
25 years of Ströer – Berlin that‘s where it all began!

- …**the No1** in the OOH advertising industry in Germany
- ….is the online marketer with **the widest reach** in Germany
- ….operates the **largest giant poster network** in Europe through BlowUP Media
- ….is a **digital full-service provider**



Ströer becoming a Digital Hybrid

Transformation from an Analogue to a Digital Hybrid Player

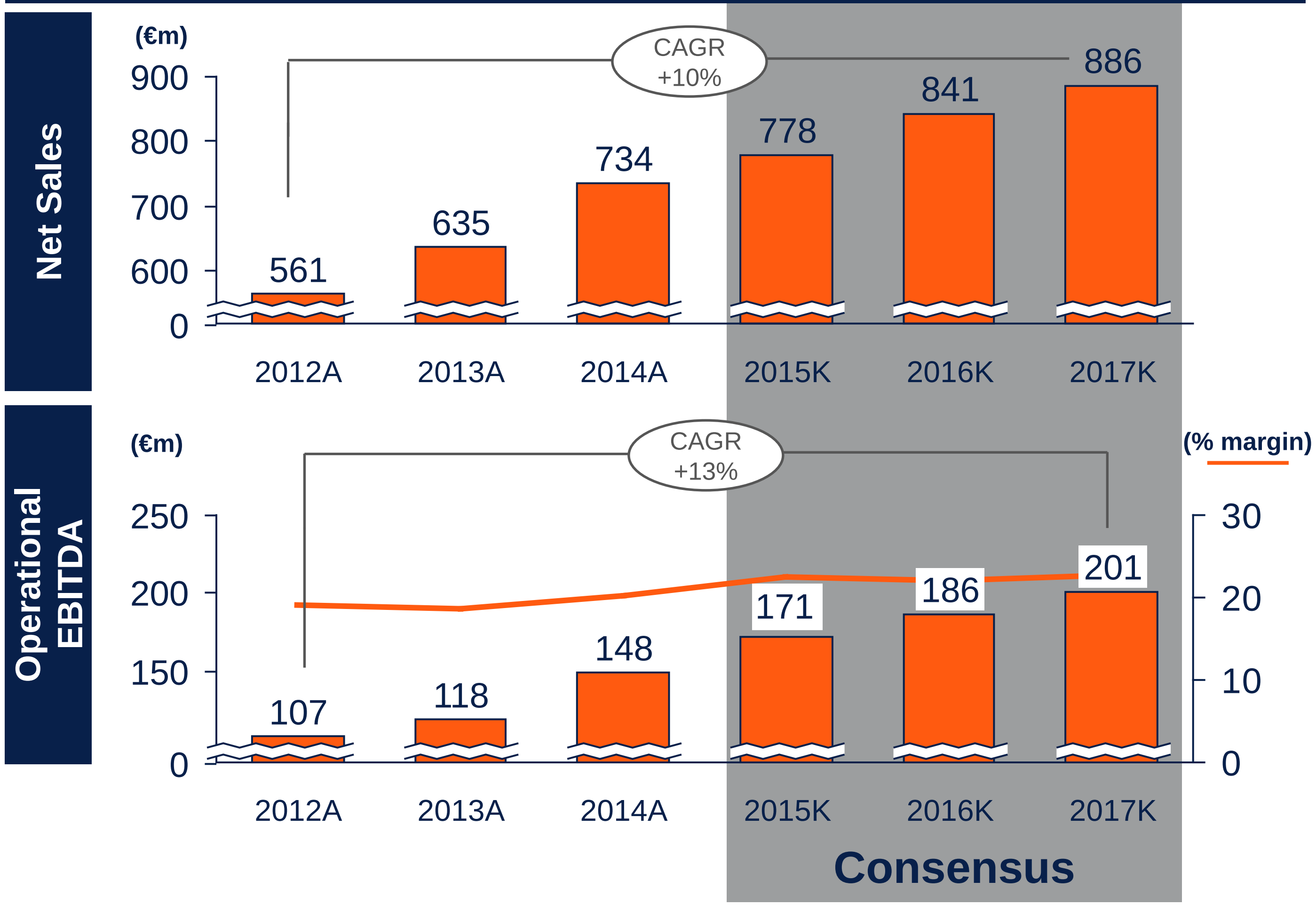


CAGR (2012 – 2020)

- Public video > 5%
- Display/Mobile > 15%
- Video ~20%

Strong Growth Path Top and Bottom Line

Key Financials[1]



Comments

Ströer Group on a sustaining growth path:

- Revenue increase of 10% on average from 2012 to 2017
- Organic and acquired growth stemming from digital segment as well as robust development in Germany, Turkey and at our blowUP business

Optimistic outlook for 2015

- Significant revenue increase driven by digital segment and dynamic sales activities in German OoH business
- Margin improvement supported by cost savings

1. Financials for 2012-2014 actuals; 2015-2017 consensus

Q1 Results 2015, Guidance Statement 2015, Outlook 2017

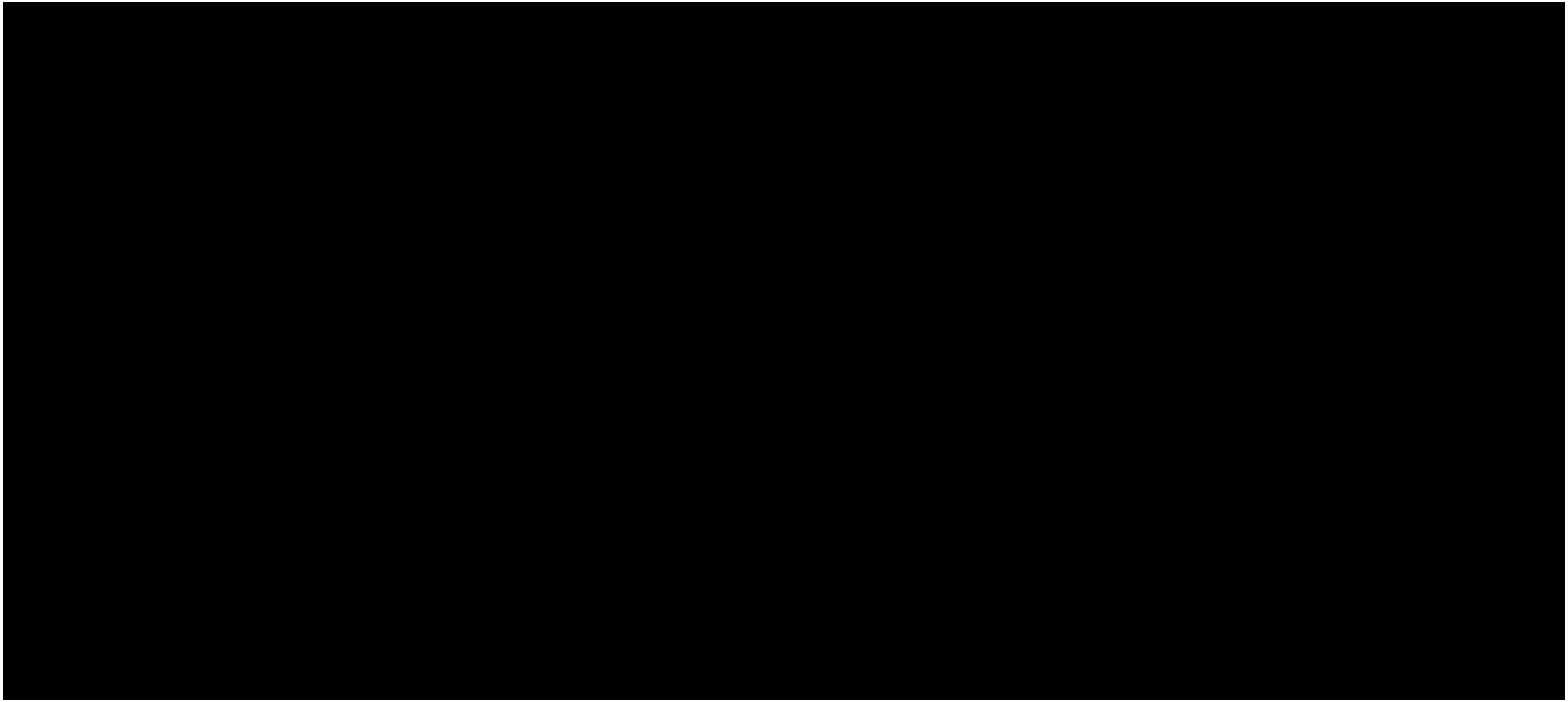
	Q1 2015	▲	FY Guidance old	FY Guidance new	Outlook 2017
Revenue	161.8 Mio.	11 %	Mid single digit organic growth	Mid to high single digit organic growth	1 Billion
Operational EBITDA	26.3 Mio.	59.4%	170 - 180 Mio.	At least 180 Mio.	EBITDA Margin 22 – 23 %
Organic Revenue Growth	8.3%	(2014: 4.5%)			Sources of Growth: 2/3 organic, 1/3 non-organic

STRÖER

Digital Transformation: Midterm Growth Drivers

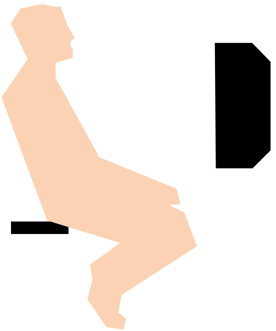
April 29th 2015 | Christian Schmalzl

We try to integrate Internet & Outernet: Best in Class Case for EBAY!



Media Evolution

MEDIA 1.0
MODUS LEAN BACK
INVOLVEMENT



(Passive) Entertainment

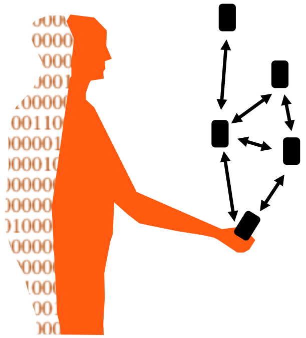
MEDIA 2.0
MODUS MOVE FORWARD
INVOLVEMENT

Interaction

MEDIA 3.0
MODUS JUMP IN
INVOLVEMENT … TEMPORARY…

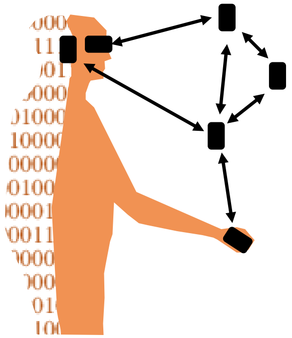
Creation Immersion

MEDIA 4.0
MODUS ALWAYS ON
INVOLVEMENT …PERMANENT…



Web of things „Always on“

MEDIA 5.0
MODUS PLUG IN
INVOLVEMENT …IMPLANTED…



Web of thoughts Extensions

Source: TrendOne

Ströer Digital in the last two Years:
3 Strategic Levels of our Development Strategy

Paid Media: Reach & Relevance

No. 1 Digital Sales House

1

Earned Media: Video & Social

Leading Social Video Network

2

Owned Media: Tech & Scale

Performance Publishing Platform

3

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2

Owned Media: Tech & Scale

Performance Publishing Platform

3

AGOF-Ranking December 2012 *“BEFORE STRÖER“*: Top 50 by Reach/Unique Users

#	Sales House	%	m
1	TOMORROW FOCUS MEDIA	61,4	31,22
2	InteractiveMedia CCSP	56,9	28,95
3	United Internet Media	54,7	27,83
4	Axel Springer Media Impact	53,6	27,23
5	eBay Advertising Group	51,8	26,35
6	IP Deutschland	50,3	25,56
7	SevenOne Media	50,1	25,49
8	OMS	45,2	22,98
9	Ströer Interactive	45,2	22,98
10	G+J Electronic Media Sales	42,5	21,63
11	Yahoo! Deutschland	39,2	19,94
12	ad pepper media	34,3	17,42
13	iq digital	33,7	17,12
14	freeXmedia	30,2	15,33
15	Hi-Media Deutschland	29,9	15,18
16	SPIEGEL QC	29,7	15,08
17	Glam Media	23,0	11,68
18	Microsoft Advertising	20,5	10,44
19	Unister Media	18,9	9,62
20	Urban Media	18,5	9,41
21	MAIRDUMONT MEDIA	16,8	8,52
22	netpoint media	14,1	7,14
23	BAUER MEDIA	12,9	6,56
24	vertical techmedia	12,1	6,15
25	QUARTER MEDIA	11,2	5,69

#	Sales House	%	m
26	Business Advertising	11,2	5,67
27	Weischer Online	11,0	5,60
28	guenstiger.de	9,4	4,79
29	TripleDoubleU	9,0	4,59
30	CommonMedia	7,8	3,95
31	Shopping Guide	7,6	3,86
32	mediasports Digital	7,0	3,55
33	Populis	5,5	2,77
34	ADselect	5,0	2,55
35	TripAdvisor	5,0	2,55
36	CHECK24 Vergleichsportal	5,0	2,52
37	Fonpit	4,7	2,40
38	GameHouse	4,1	2,06
39	GAN - Game Ad Net	3,9	2,00
40	tape.media	3,7	1,90
41	Myspace Deutschland	3,7	1,89
42	BE VIACOM	3,6	1,85
43	CondeNast	3,2	1,64
44	OnVista Media	2,8	1,40
45	teltarif.de Onlineverlag	2,5	1,27
46	IDG Business Media	1,8	0,90
47	WAZ Zeitschriften Marketing	1,7	0,85
48	Web Media Publishing	1,6	0,81
48	intermedia advertising	1,5	0,79
50	AdTiger.de	1,5	0,78

Source: AGOF

Ströer Digital: Key Acquisitions & Joint Ventures

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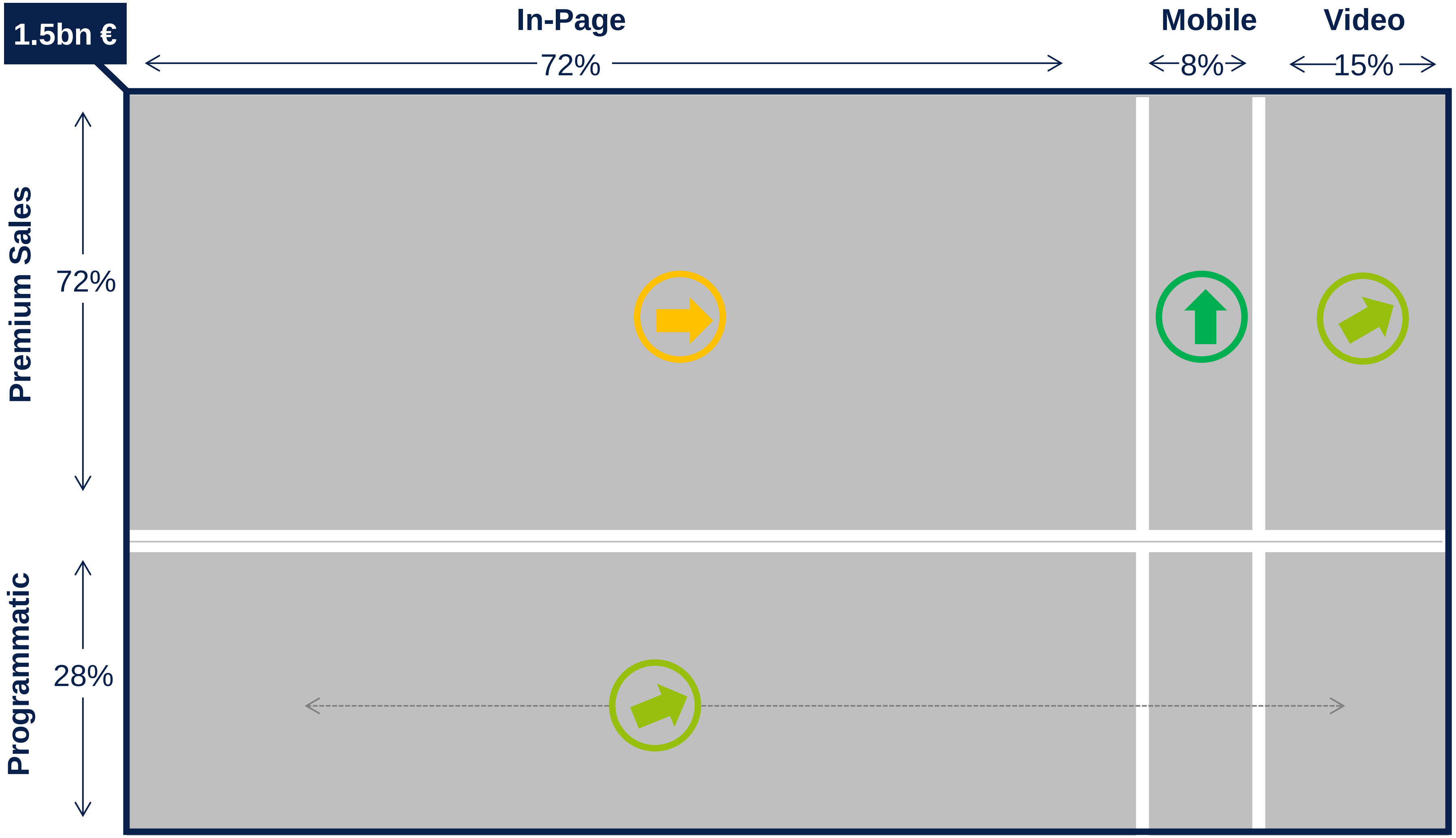
Source: AGOF

2015: Top 10 Digital Players

#	Sales House	UU (%)	UU (million)
1	**Ströer Digital**	**69,2**	**38,37**
2	InteractiveMedia CCSP	61,8	34,26
3	Axel Springer Media Impact	60,9	33,80
4	SevenOne Media	55,8	30,97
5	Tomorrow Focus Media	55,0	30,51
6	IP Deutschland	48,3	26,79
7	OMS	43,2	23,99
8	eBay Advertising Group Deutschland	41,1	22,82
9	United Internet Media	41,0	22,75
10	G+J Electronic Media Sales	39,4	21,85

Source: AGOF; Status April 2015

Current Digital Display Market Germany: Schematic Overview and Key Dynamics & Trends



Market Dynamics & Trends

1. "Slower" display market growth overall: +6.5% in 2014
2. Ongoing shift from desktop traffic to mobile: mobile taking off: > +50%
3. Video (+25%) with strong demand but (still) limited quality inventory/supply
4. Accelerating shift towards programmatic and data-driven solutions
5. Continuing technological innovation and market fragmentation

Source: OVK, GroupM, Vivaki, Aegis

Beyond AGOF No. 1 Position (Reach): Broadest Channel Portfolio in the Market

- Lifestyle & Active Living
- Sports
- Business & Finance
- B2B
- Travel
- Automotive & Motorsports
- Digital Life
- News
- Entertainment
- Women
- Directories
- E-Commerce
- Gaming
- Home & Living
- Family & Kids

Beyond AGOF No. 1 Position (Reach): Broad Range of Top Premium Sites & Publishers

Men'sHealth, klettern, Mountain BIKE, Women'sHealth, RUNNER'S WORLD

sportal.de, SPOX.com, NBA, Golf.de, GOAL

BÖRSE ONLINE, DUDEN, ÖKO-TEST, impulse

LEBENSMITTEL PRAXIS., Springer Medizin, ÄrzteZeitung, Der Handel

ferien.de, MERIAN, tour, WetterOnline, FTI Touristik

MOTORSPORT MAGAZIN.COM, Auto News, auto motor sport, mitfahrgelegenheit.de, MOTORRAD

video.de, KINO.de, GIGA, wetransfer, ComputerBase

Hamburger Morgenpost, Express, Mitteldeutsche Zeitung, Berliner Zeitung, Berliner Kurier

MY SPASS, freenet, PRINZ, PROMIFLASH, tape.tv, neu.de

MADAME, FÜR SIE, vital, jolie, neu H, petra, Mädchen

Gelbe Seiten, DasTelefonbuch, Das Örtliche, kalaydo.de

billiger.de, immonet.de, Testberichte.de, markt.de, VERIVOX, yasni

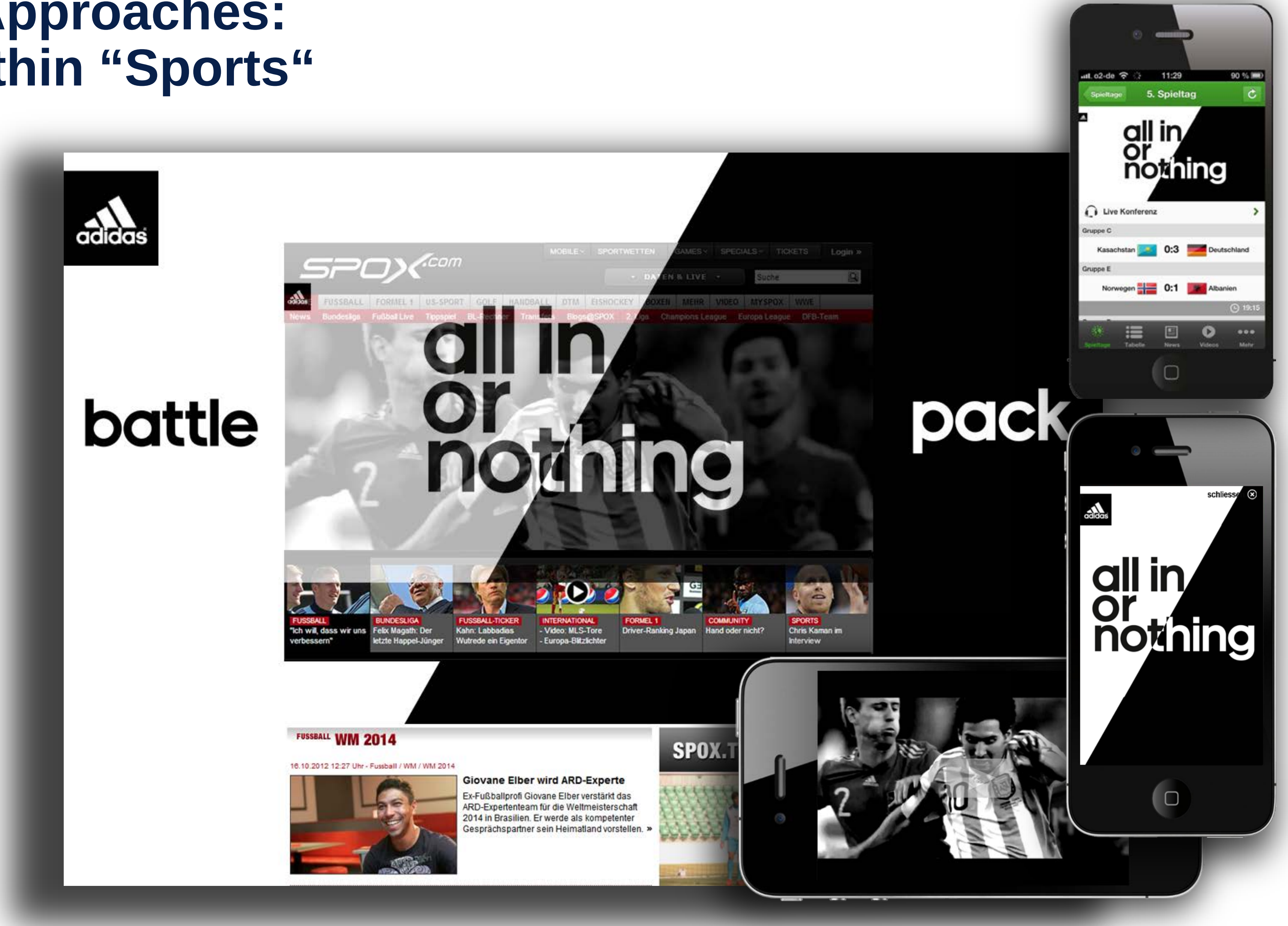
OnlineGames, SpielAffe, Kids Zone, spilgames, GIGA, buffed.de, spieletipps

AW Architektur & Wohnen, DER FEINSCHMECKER, COUNTRY, Kochrezepte.de, zuhause wohnen

Hallo-Eltern.de, Cartoon Network, Disney, petSpot, Rund ums Baby, familie.de

Concept-oriented Approaches: Example adidas within “Sports“

- “all in or nothing“ campaign for adidas across all devices
- Large-format sponsoring of all websites and black/white look-and-feel of all editorial content
- Video special for both desktop and mobile
- World cup sponsoring mobile from start screen down to live-ticker



Growth Drivers Mobile & Video: Revenue Development within our Digital Portfolio

Revenue Share	2013	2014	2015FC
Mobile	2%	8%	14%
Video	4%	14%	18%

One Key Focus Area:
Product Placement and Branded Entertainment

Consolidation Effects and Strategy
Example 1: Tech & Development Resources

Assets

- ströerinteractive
- businessAD
- radcarpet
- GAME AD NET
- mediasquares
- mbr targeting
- adscale
- PACEMAKER ACTIVE ONLINE SALES
- mytest
- iBILLBOARD AD PLATFORM
- vidyoda
- 3rd party

Original Setup: 2012/2013

- Tech and software development resources in 11 different entities
- In addition: un-coordinated 3rd party licensing across all companies
- In some areas: parallel use of own tech and 3rd party products
- Double-work within different development teams i.e. for adserving, SSP, DSP and Data Management
- In Total 92 FTEs – but not really leveraged

Integrated Group Tech-Structure end of 2014

Tech Hub 1	Tech Hub 2	Tech Hub 3
Ostrava	Berlin	Christchurch
Adserver-Solutions (Display, Video, Mobile)	Data Management DSP	Front-end solutions SSP

- One integrated adserving system across all entities (fully in place from 2016)
- Central Data Management across the whole group

- Three specialized teams: efficiency gains around 30%
- Group-driven development plan incl. group approach to licensing vs. individual development

Consolidation Effects and Strategy
Example 2: Digital Sales Teams

Assets

- ströer interactive
- freeXmedia
- businessAD
- STRÖER | primetime
- radcarpet
- GAN GAME AD NET
- mediasquares
- ms mediasports
- mbr targeting
- adscale
- PACEMAKER ACTIVE ONLINE SALES
- mytest
- tubeone

Original Setup: 2012/2013

- 14 Entities with 14 separate sales teams
- 90% of headcount focusing on agencies – 10% on advertisers
- Lack of size/relevance for agency deals leads to over-investments in agency-oriented salesforce
- Lack of size/relevance limits access to clients
- Inefficient use of resources – no “real partner” for clients

Integrated Group Sales-Structure end of 2014

Agency Key Accounts				Concept & Strategy	Client Industry Teams			
Agency Group 1	Agency Group 2	Agency Group 3	Agency Group 4		Auto Finance Retail	Media Tech Entert.	FMCG Pharma	Tourism Fashion

- 50% less headcount vs. 2012
- Integrated deals and processes across total portfolio
- Doubling impact per agency

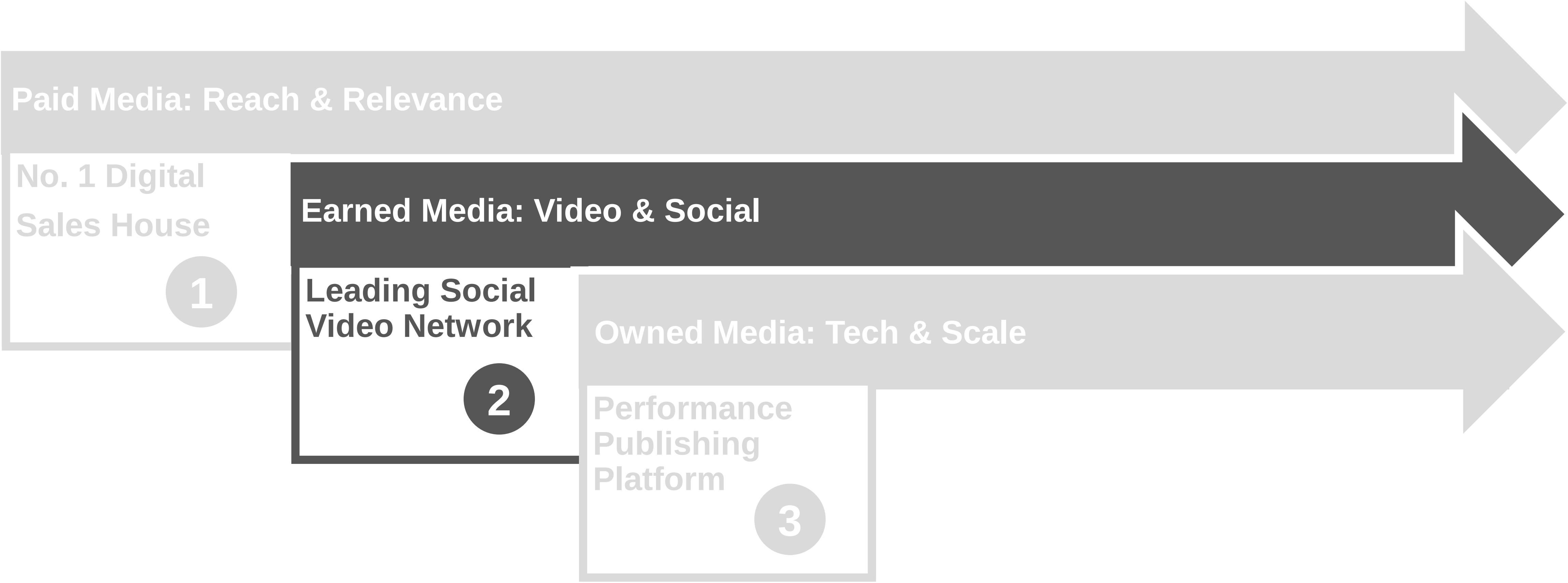
- 300% more headcount vs. 2012
- Industry specific solutions across total portfolio
- 10x more direct client leads

Ströer Digital Group end of 2014:
PMI Processes led to an integrated Ecosystem!

Key Elements to match Market Needs

1. Premium sales with integrated, concept driven approach
2. Dedicated in-bound specialists for mobile and video growth
3. Leveraging targeting asset MBR as DMP platform for total group
4. Clear positioning and differentiation between SSP and DSP assets
5. Integrated group approach across premium sales and programmatic market

Ströer Digital in the last two Years:
3 Strategic Levels of our Development Strategy



Share 3rd Party Inventory at the beginning of 2014

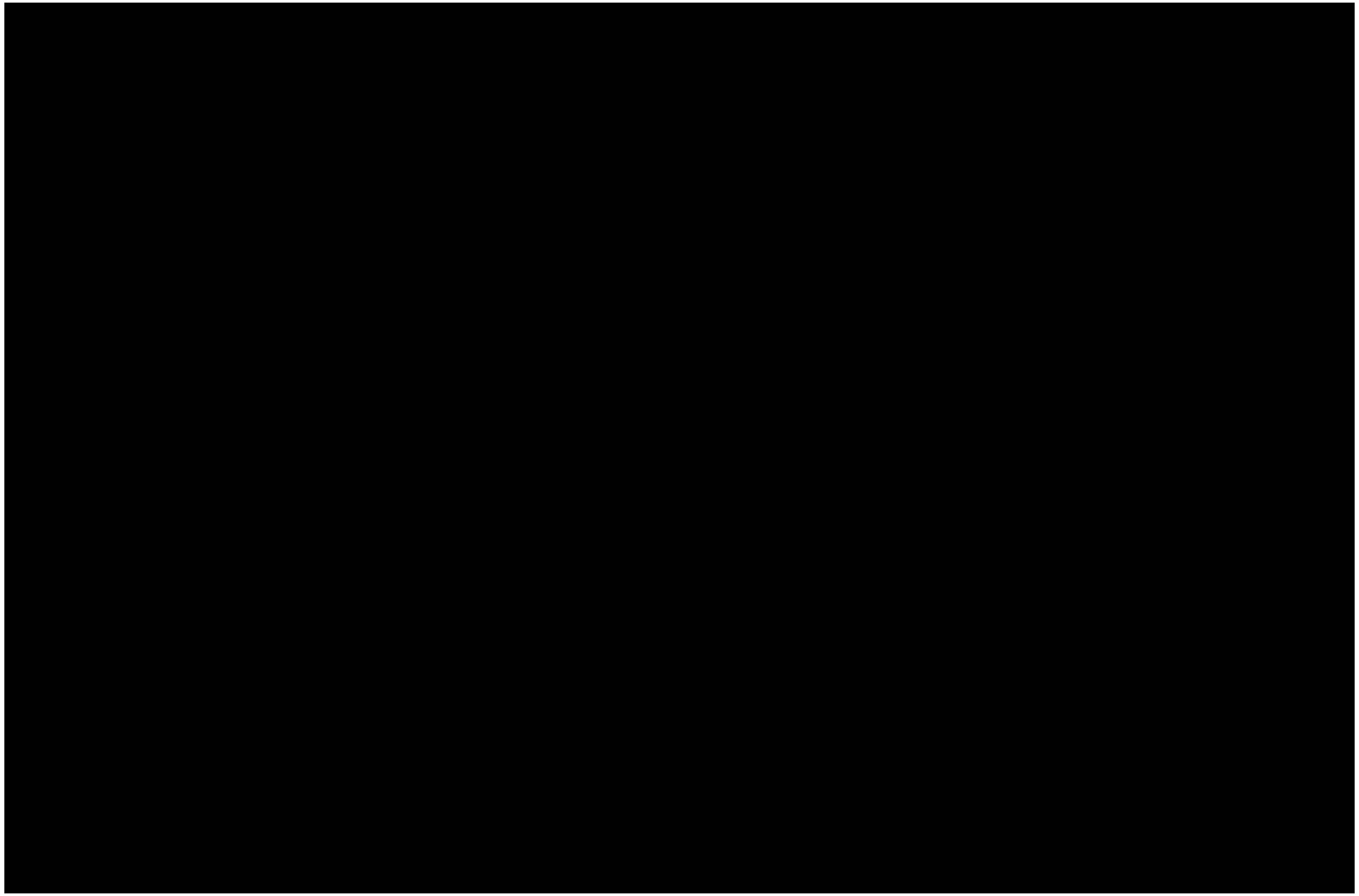
14%

Out of Home

100%

Online

Fuelling our Video Strategy: TubeOne Networks!



Multi-Channel-Network: TubeOne

Community

45 million
fans on social platforms

Views

>535 million
per month

MCN TubeOne with four Social Video Verticals

Entertainment

News & Comedy

- 4,79m UU
- 205m Views
- 15m subscribers

Top 3 YouTuber:

1. ApeCrime
2. Simon Desue
3. FlyingPandas

ApeCrime

Sports & Fitness

Workouts, Fitness, healthy Food

- 0,75m UU
- 30m Views
- 0,9m subscribers

Top 3 YouTuber:

1. Alon Gabay
2. FlyingUwe
3. InfitnessTV

Alon Gabbay

tubeone

>535 Mio. Videoviews

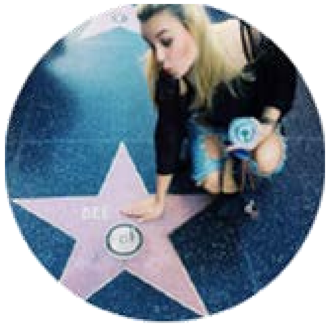
Beauty & Lifestyle

Cosmetics, Fashion and Lifestyle

- 2,22m UU
- 95m Views
- 4,3m subscribers

Top 3 YouTuber:

1. DagiBee
2. ShirinDavid
3. Paolo Maria



Dagi Bee

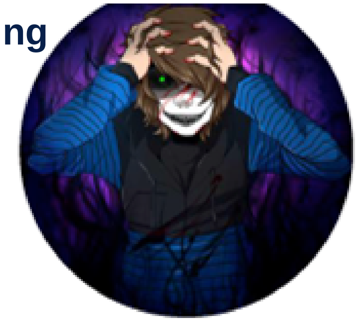
Tech & Games

Content around Tech-World&Gaming

- 2,69m UU
- 115m Views
- 8m subscribers

Top 3 YouTuber:

1. GermanLetsPlay
2. Unge
3. Demtendo

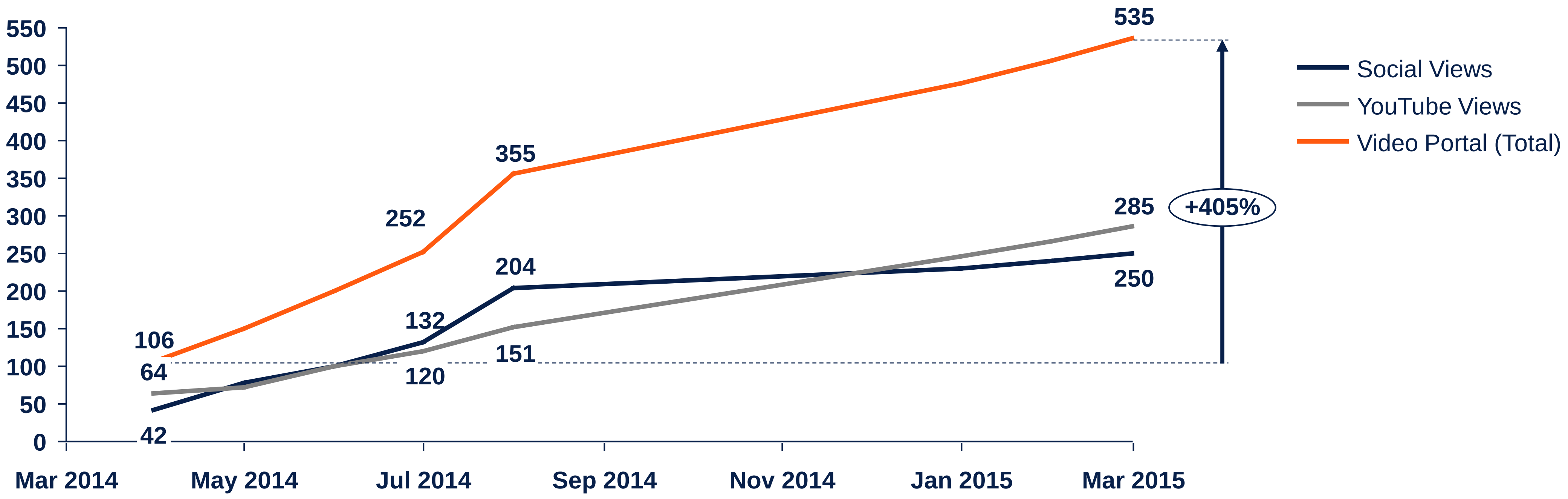


GermanLetsPlay

Source: Comscore / own data

TubeOne is the largest Social Video Network in Germany: From 450 to 535 million monthly Video Views in Q1/2015!

Views development since acquisition of TubeOne Networks in April 2014



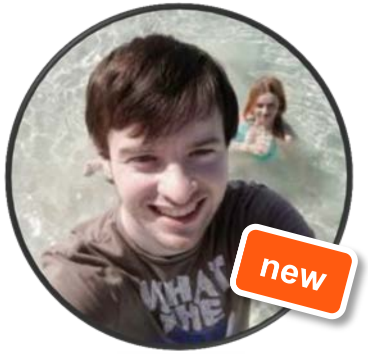
March 2015: 535m Total Views (only 50% monetized yet)

New successful Social Stars joined the Network in 2015

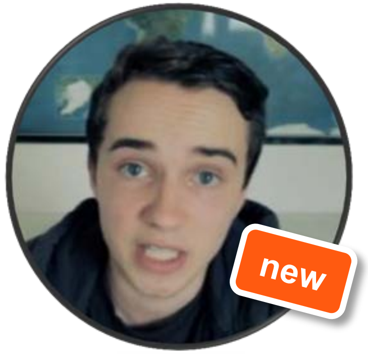
ApeCrime
The channel of the comedy- and entertainment trio ApeCrime is one of the most subscribed YouTube channel in Germany.

FlyingPandas
With action, entertainment and most of all slowmotion videos Cheng Loew and Julian Bam inspire their fans.

BarbieLovesLipsticks
Under the slogan „Love, peace and lipsticks“ and with hauls and reviews Barbieloveslipsticks excites her fans.



Domtendo
Domtendo (aka Geilkind) is one of the best known German-speaking Nintendo Let's Player in Germany. With his videos he excites in the Gaming area.



Schizophrenicblog
With thrilling videos about curious, mystic or socio-critical Schizophrenicblog amuses the social media world.

Vodafone Case
First Battle of Cool

Media Reach

- YouTube 6 million
- Facebook 15,5 million
- Instagram 3 million
- Twitter 3 million

- Simon
- DagiBee

- 6 Videos

- 1 Live-Stream

Branded Entertainment – Best Cases & Blue Chip References

SONY

- Videos 20
- Views 4,5 million

Microsoft

- Videos 4
- Views 2 million

vodafone

- Videos 6
- Views 6 million

UNIVERSAL

- Videos 8
- Views 2 million

Branded Entertainment – Best Cases & Blue Chip References

Hasbro

- Videos 5
- Views 5 million

SAMSUNG

- Videos 6
- Views 1 million

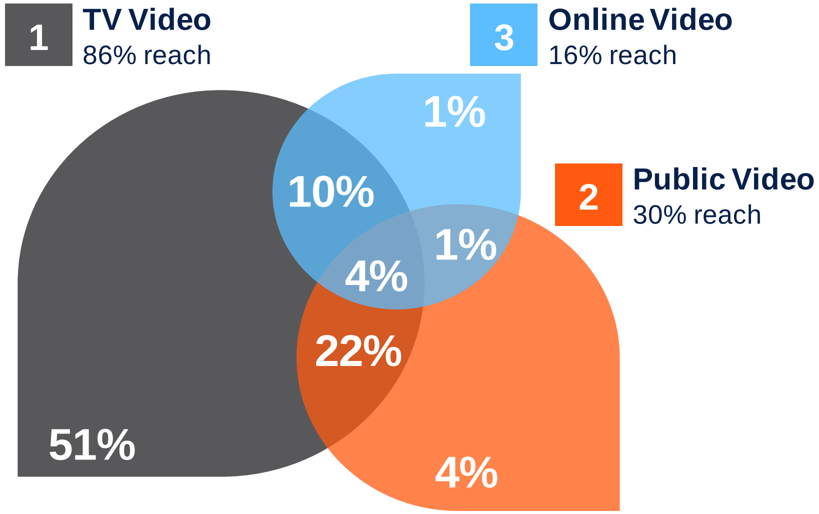
WRIGLEY
A Subsidiary of Mars, Incorporated

- Videos 3
- Views 0.9 million

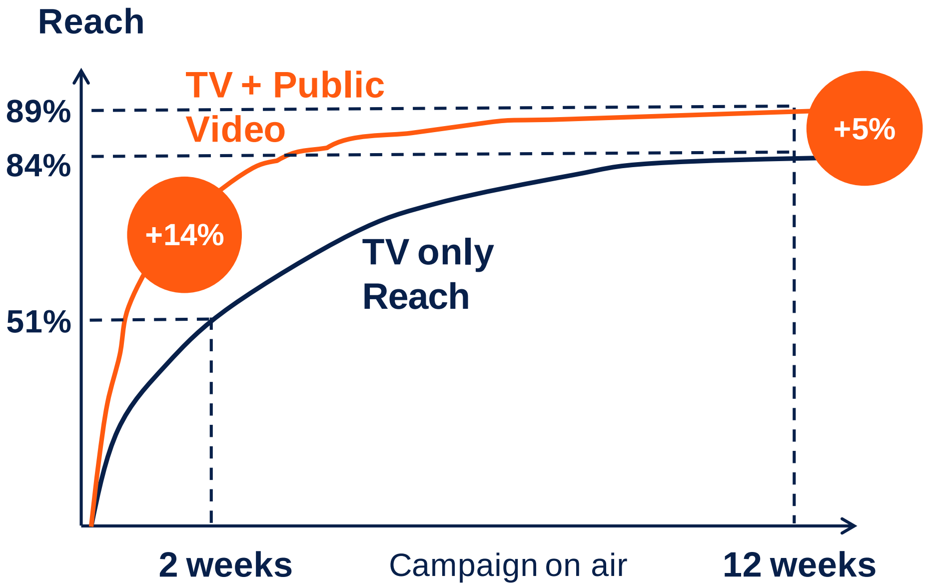
- Videos 6
- Views 1million

TubeOne also leveraged via Ströer Primetime: Integrated Multiscreen Opportunities

750 Mio. Video Views per week | 50 Mio. VVs | 450 Mio. VVs



Total campaign reach: 92 %



Source: GfK (Media efficiency panel)

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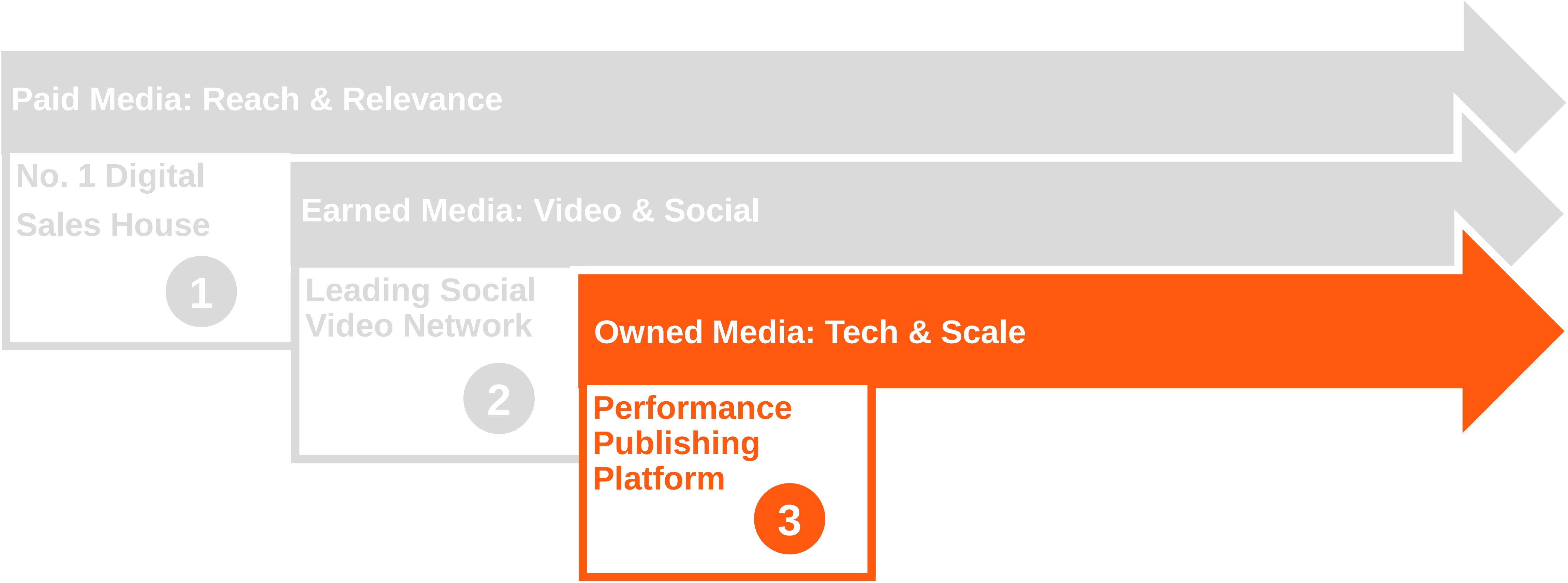


Content Fleet Facts and History

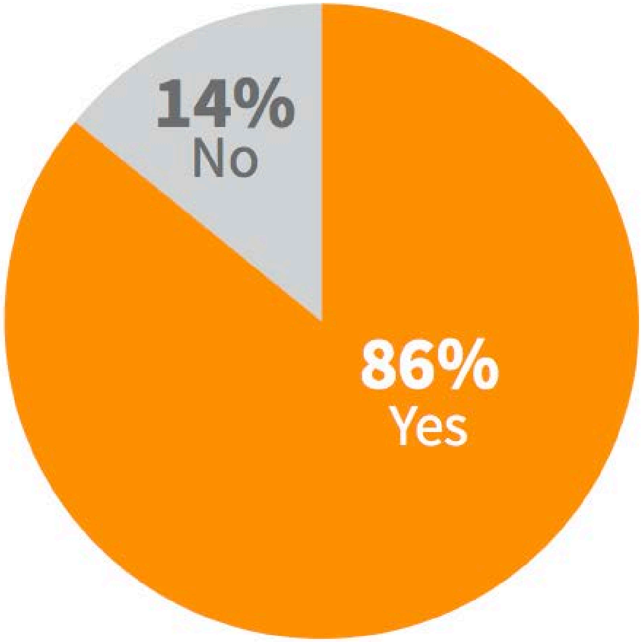
FACTS	▪ Founded 2010 ▪ Since 2015 member of Ströer Media SE ▪ >100 employees
OFFICES	▪ Hamburg (HQ) ▪ Berlin ▪ New York
STRUCTURE	▪ Content and social media experts ▪ Technology specialists ▪ Consultants and project managers ▪ Freelancer network
FUNDING	▪ T-Ventures ▪ BDMI ▪ Neuhaus & Partners

Our Business: Content Marketing

”Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.“

Our Business: Content Marketing

Percentage of B2B Respondents
Using Content Marketing



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

What makes Content Marketing attractive

74 % of surveyed US companies state they use content marketing because they benefit from:

We turn powerful brands into successful publishers.

„Create Content that Pays Off!"

More than 100 satisfied customers

Over 200 international projects

Business Model

"We deal with content but get paid for traffic."

Subscription and licence based models for:

1. Creation, buying, editing, distribution
2. Technology

Additional income: Consulting and technological setup.

Good Content is Holistic

Consulting + Creation + Technology

= Successful Content Marketing

Good Content is Holistic

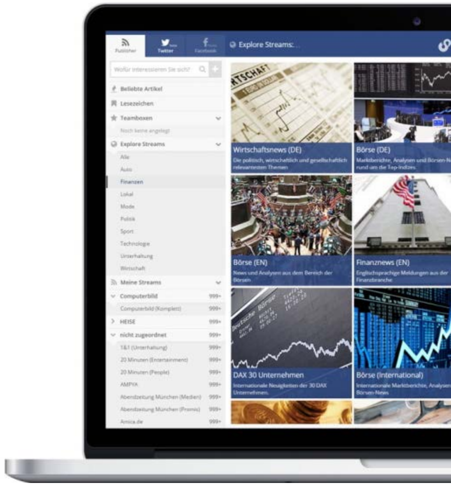
Consulting + Creation + Technology

= Successful Content Marketing

Our Secret Weapon:

Our own big data technologies help us to find relevant topics that engage target groups.

"Content Quality is defined through Relevance."



Our Secret Weapon:

We reach 300 Mio. people monthly

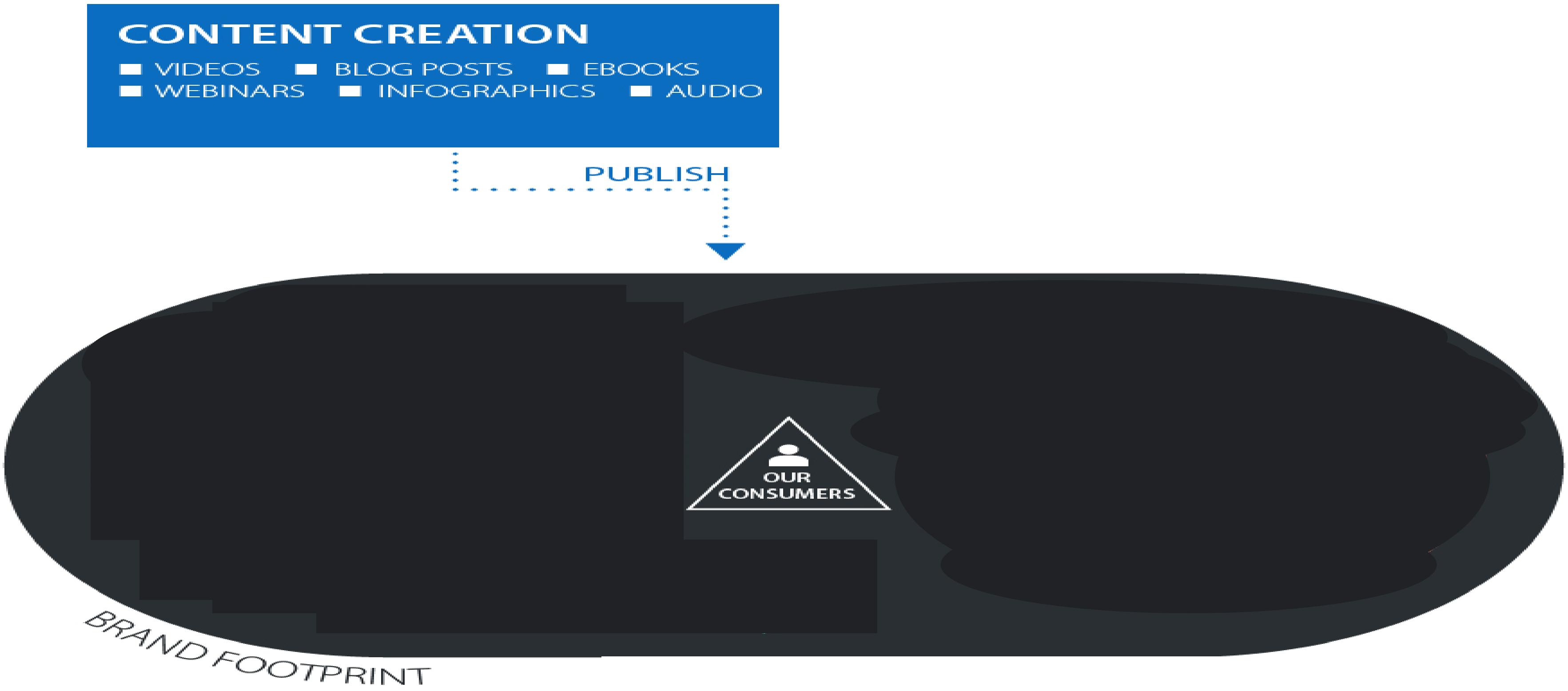
"CONTENT WITHOUT REACH IS WORTHLESS!"

HOW WE OPERATE CONTENT MARKETING

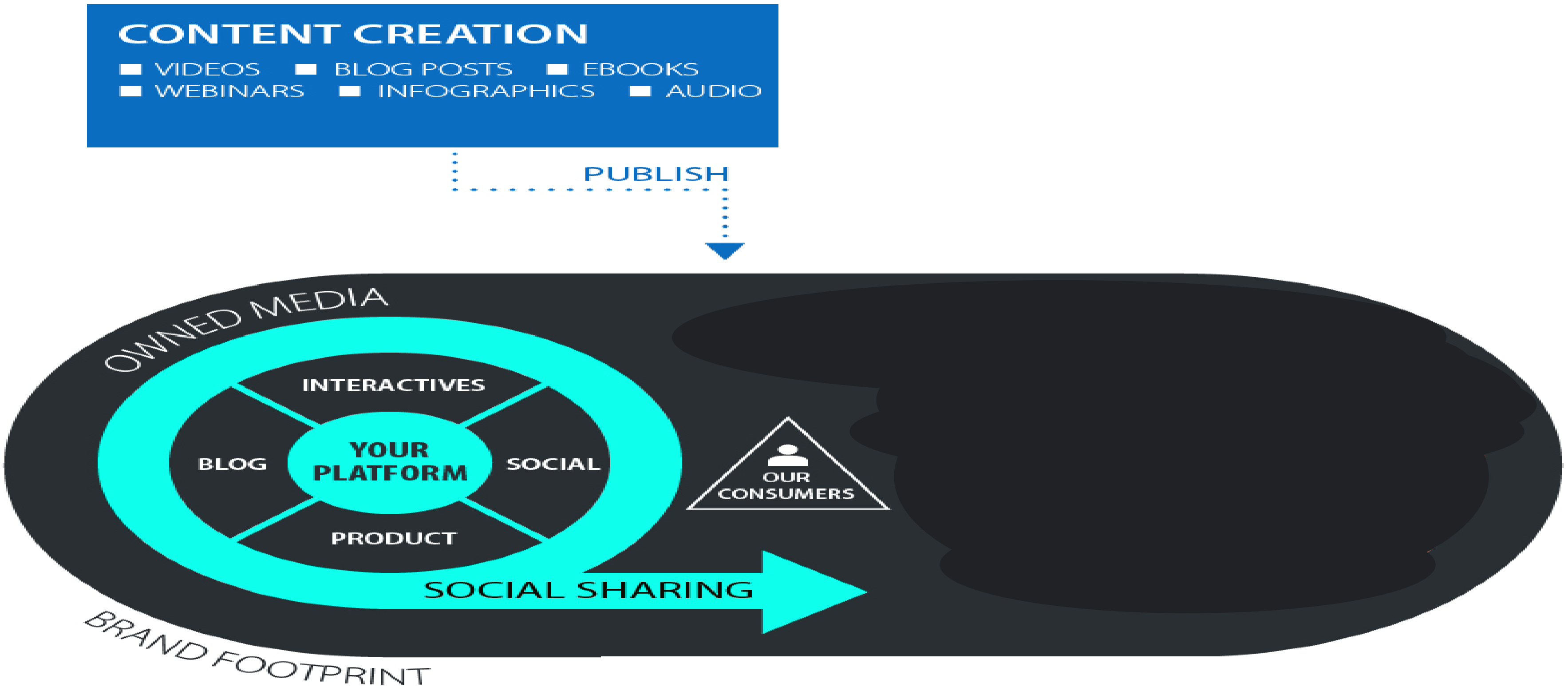
CONTENT CREATION

- VIDEOS
- BLOG POSTS
- EBOOKS
- WEBINARS
- INFOGRAPHICS
- AUDIO

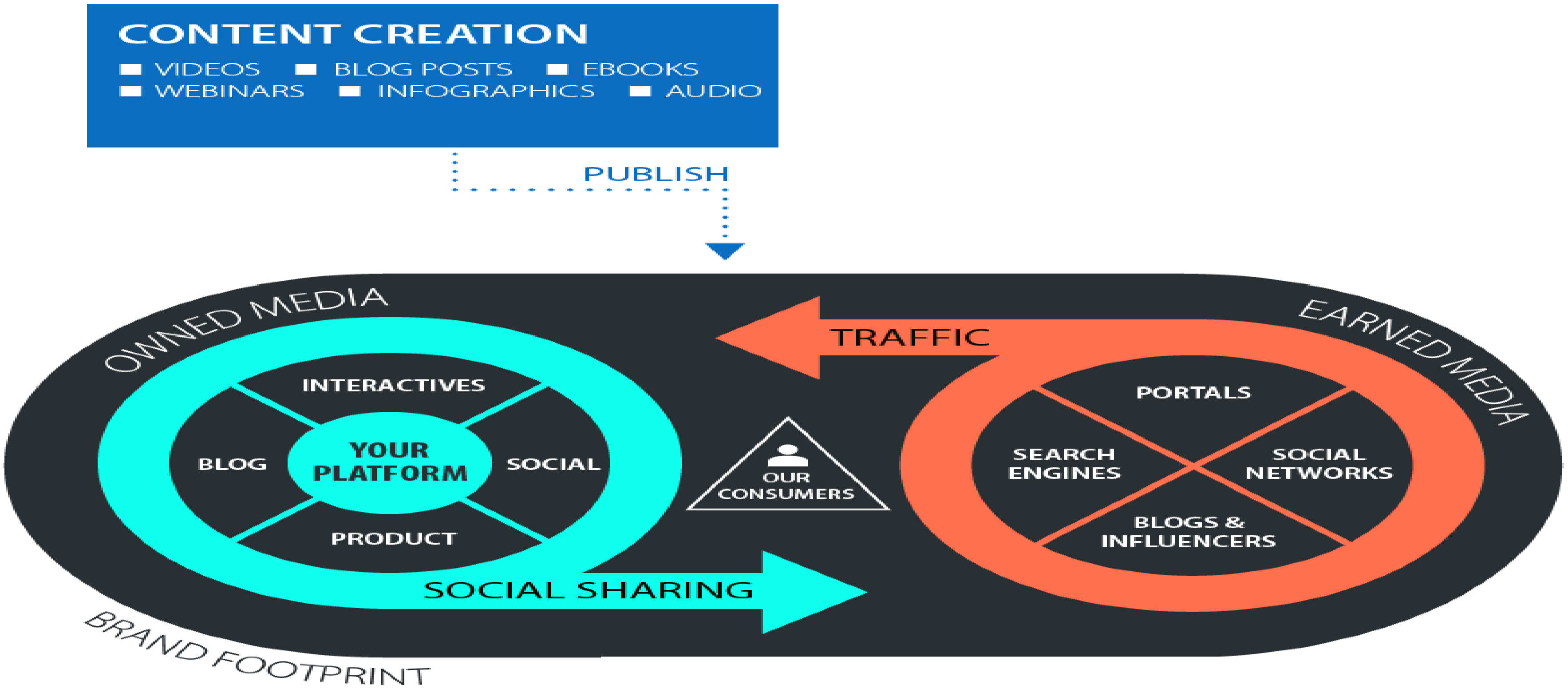
HOW WE OPERATE CONTENT MARKETING



HOW WE OPERATE CONTENT MARKETING



HOW WE OPERATE CONTENT MARKETING



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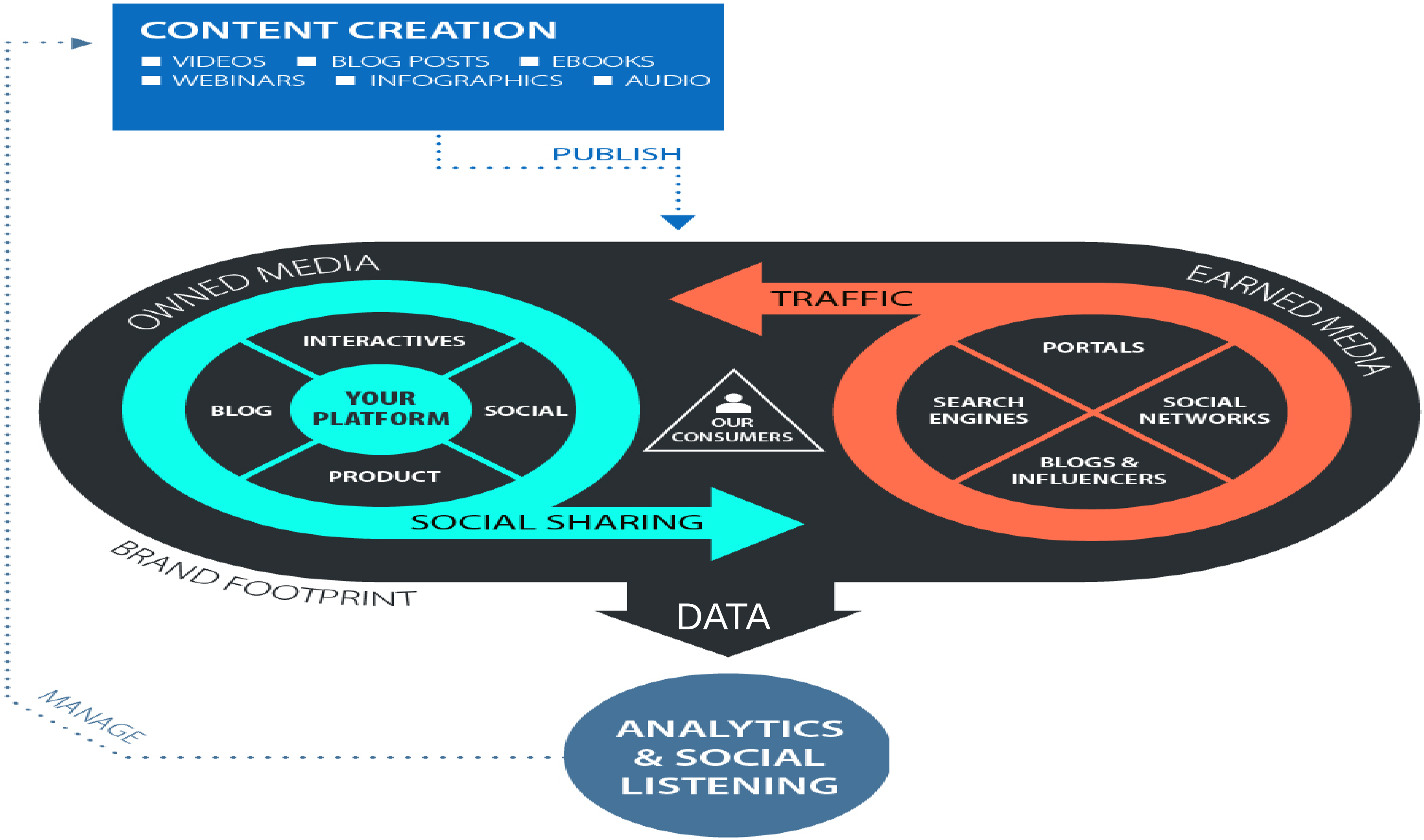
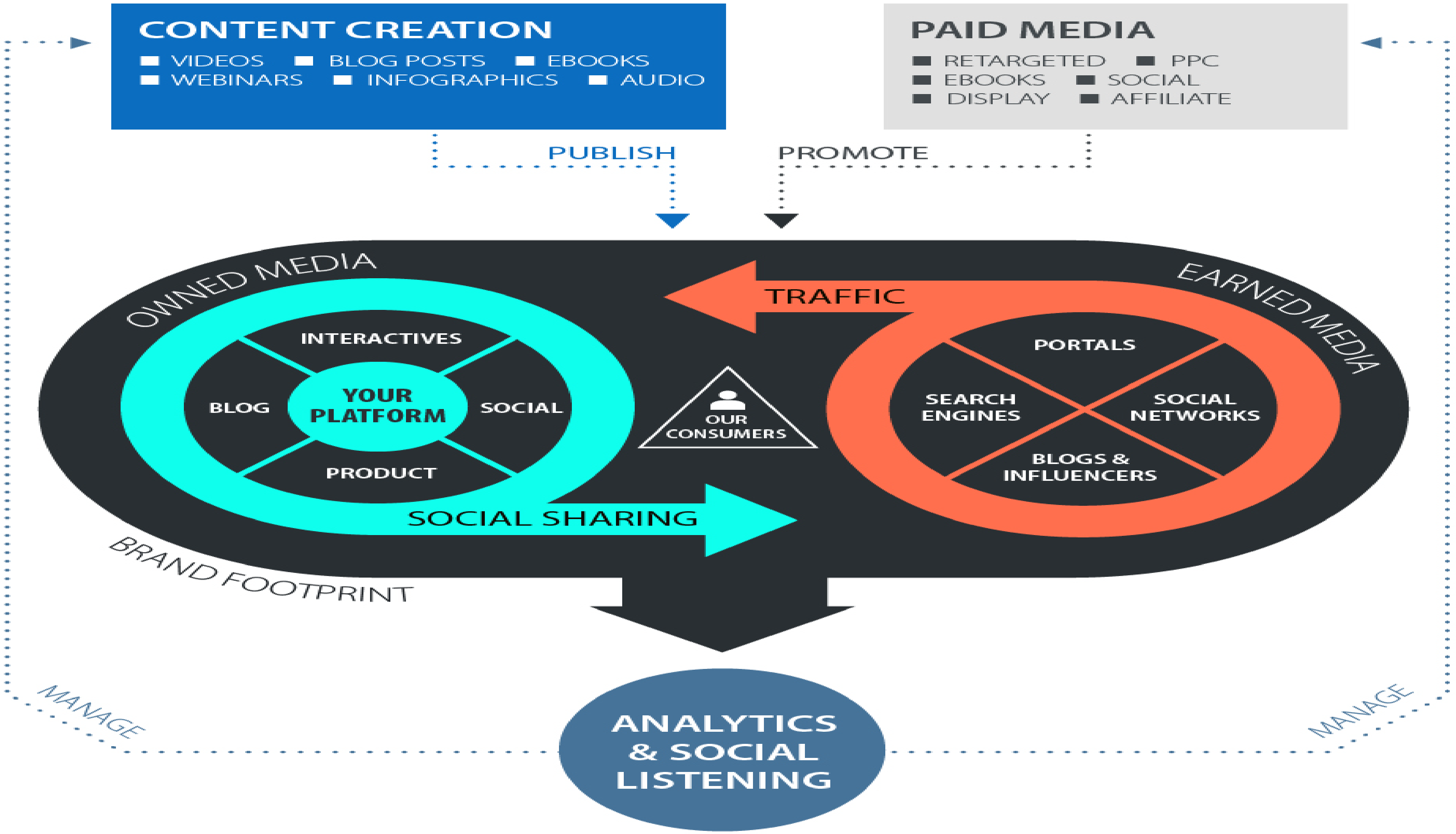
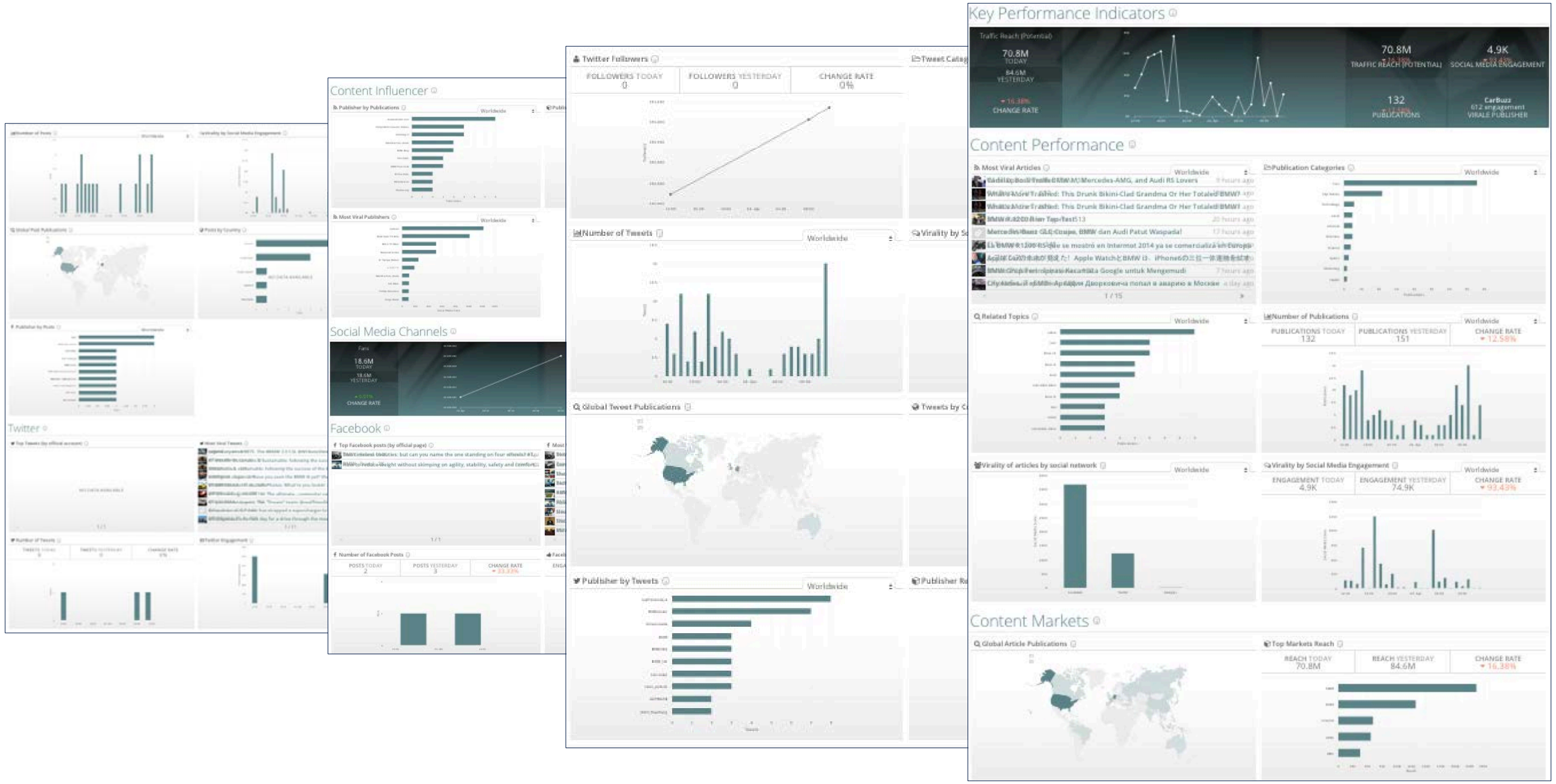


HOW WE OPERATE CONTENT MARKETING

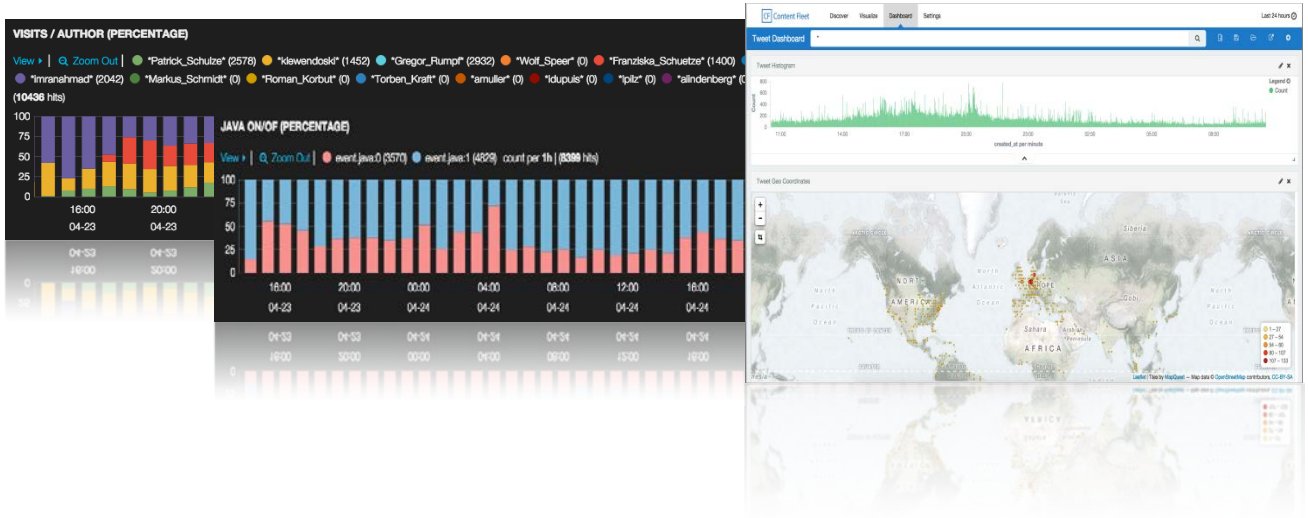


Data is King



We collect more than 40 Mio. pieces of content data daily to find relevant content that perfectly engages with our audience.

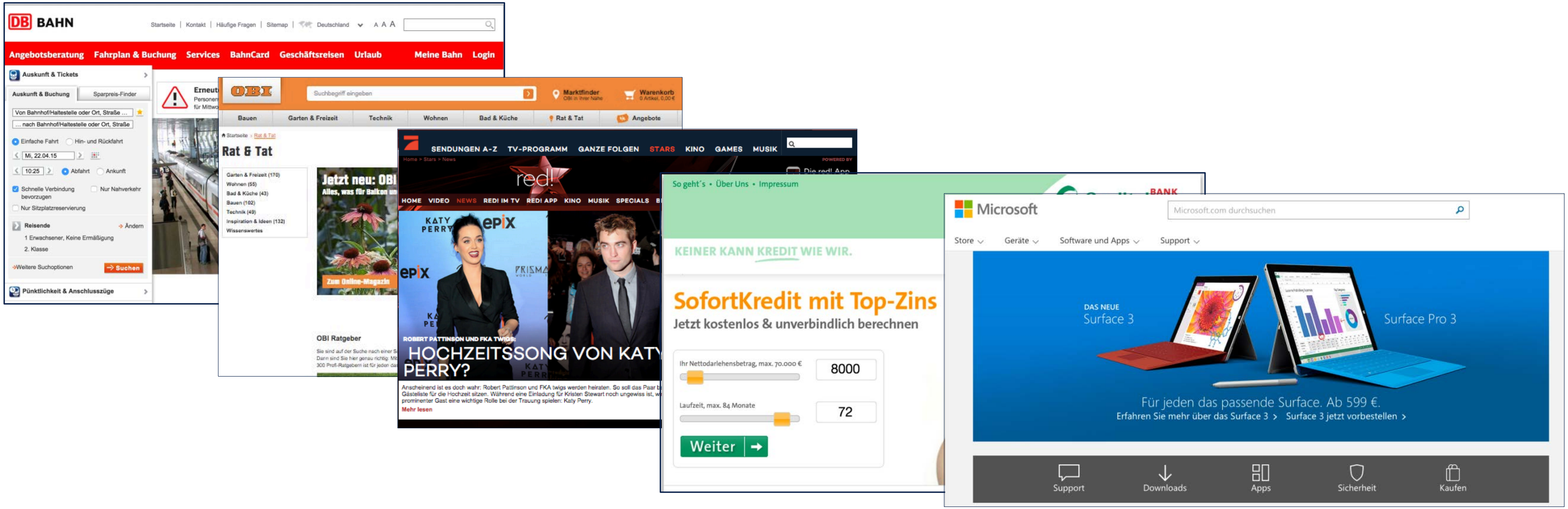
Data is King: Recipients



We constantly monitor how well, where and how the content is being received by the target group.

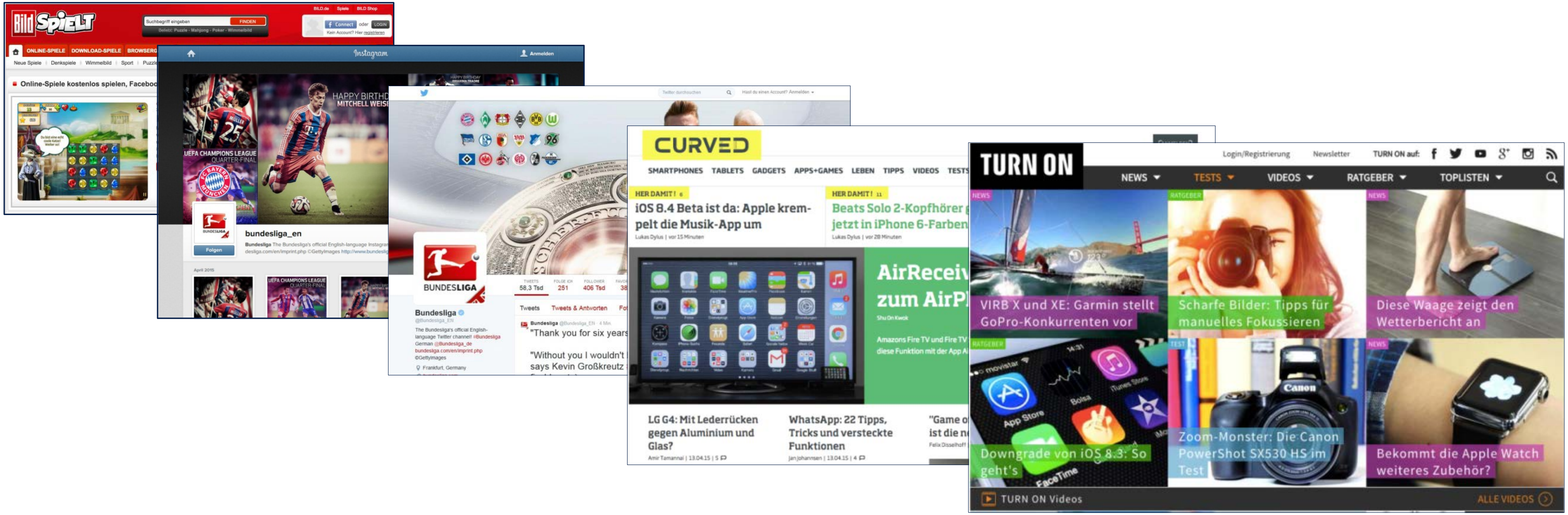
80 million pieces of data daily

Content Fleet in Brand Channels



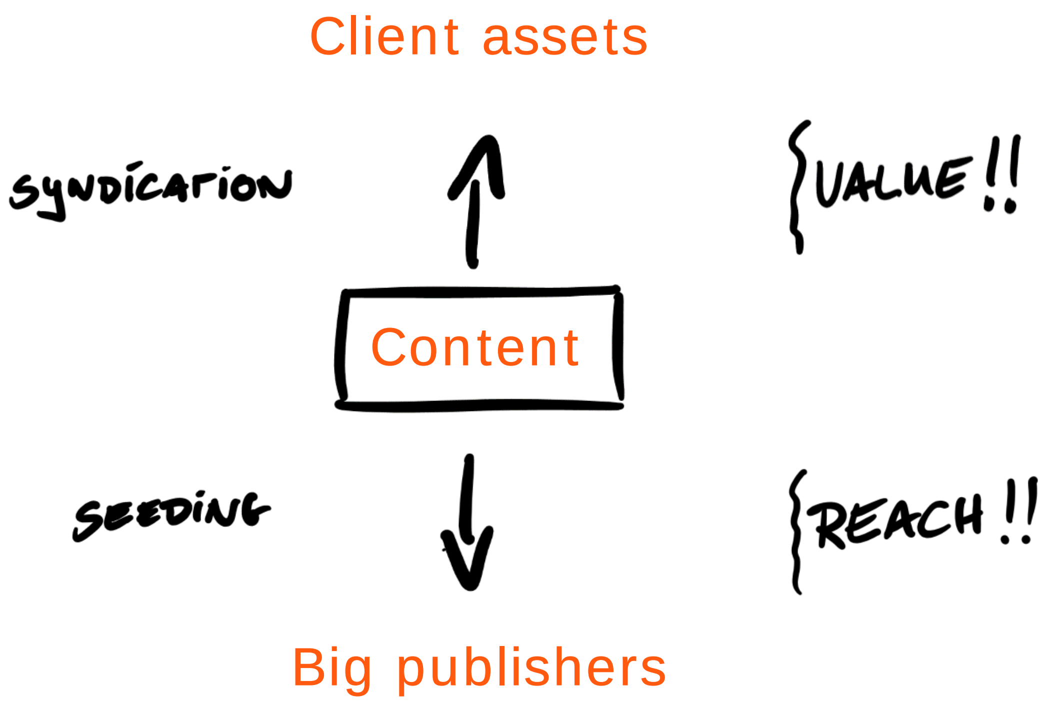
We distribute and steer content on core assets

Content Fleet owned Media Channels



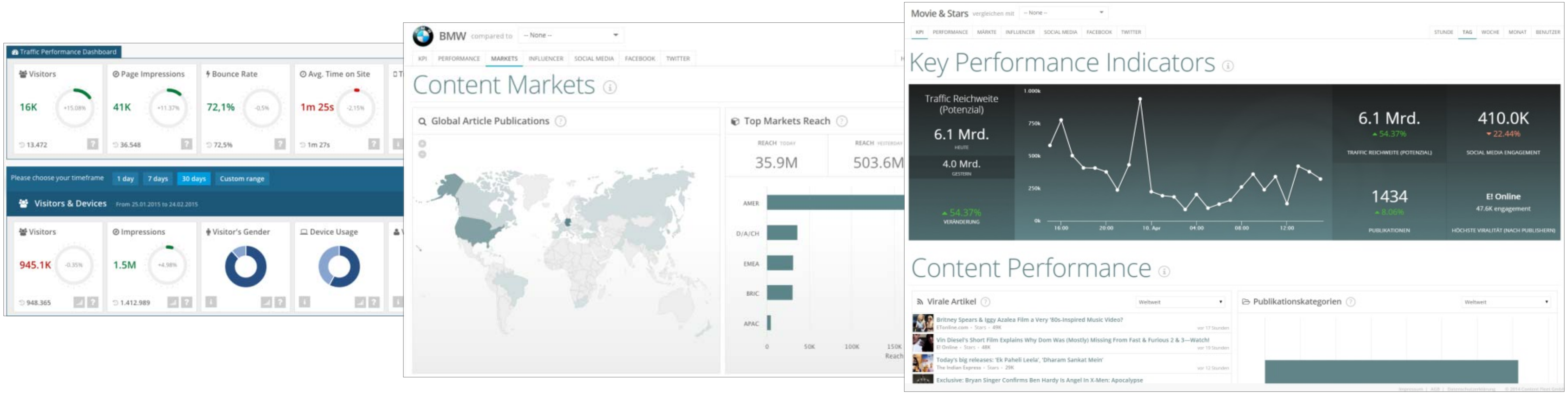
We create, build and operate new assets for brands

Content Fleet owned Media Channels



We syndicate and seed content automatically

Content Fleet Monitoring/Reporting



We provide extensive and deep content data reports.

Outlook – What is on the Roadmap

- Marketing
- Pitches
- Internationalization
- Tech-Rollout
- Content Marketing Platform

Ströer Digital in the last two Years:
3 Strategic Levels of our Development Strategy

Paid Media: Reach & Relevance

No. 1 Digital Sales House

1

Earned Media: Video & Social

Leading Social Video Network

2

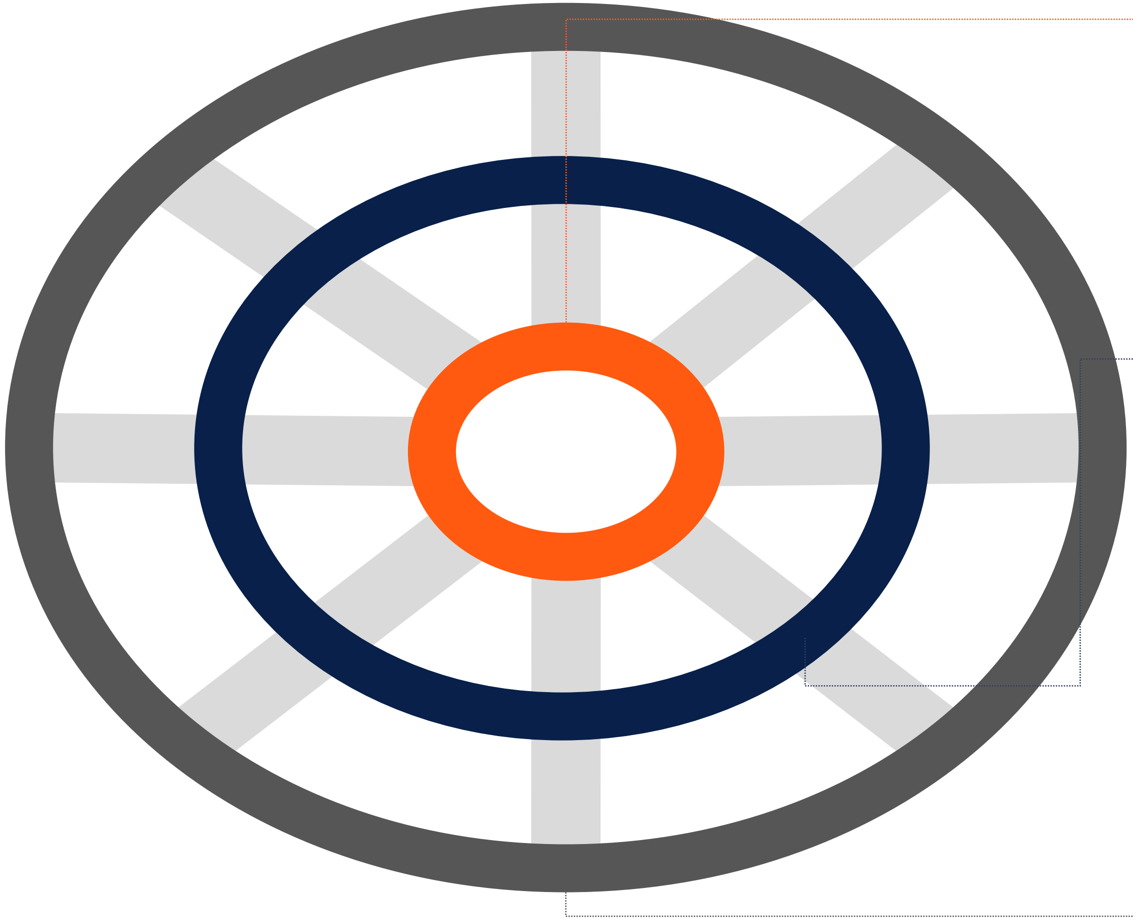
Owned Media: Tech & Scale

Performance Publishing Platform

3

Creating a Digital Performance Eco-System

Cost & Revenue Synergies across all three layers



1. **Owned Media:**
   Scaleable Tech & Content Backbone

2. **Paid Media:**
   Top Inventory & Reach

3. **Earned Media:**
   Social & Video Platforms

OoH Monetization: Key Sales Drivers

April 29th 2015 | Christian Schmalzl

WHAT‘S THE BASIS?

An unrivalled Network of contractually secured Prime Locations

	> 15,000 Private Contracts	> 4,000 Public Contracts in our Portfolio
Description:	▪ Dedicated in-house team identifying and securing prime individual locations nationwide ▪ Proprietary database capturing full details of available private locations	▪ A diversified portfolio of contracted locations with municipalities and local transport authorities ▪ Presence in Germany: 8 out of 10 Tier I cities, 8 out of 10 Tier II cities and 6 out of 10 Tier III cities ▪ Presence in Turkey: All Tier I, II and III cities ▪ Presence in Poland: All Tier I and II cities
Contract period:	▪ Typically 5-10 years ▪ No fluctuation	▪ Typically 10-15 years ▪ No fluctuation (last 10 yrs, EUR10m gain vs. EUR5m loss) ▪ Superior sales organisation ▪ Critical mass for sourcing / cost advantage
Success factors for securing and renewing contracts	▪ Detailed local knowledge ▪ Streamlined, efficient process and documentation	

A sustainable competitive advantage through a premium asset base that cannot be replicated

Nationwide Networks of contractually secured Prime Locations

A diversified portfolio of valuable contracts in top locations

Top 20 city contracts account for approx. 20 % of Group revenues

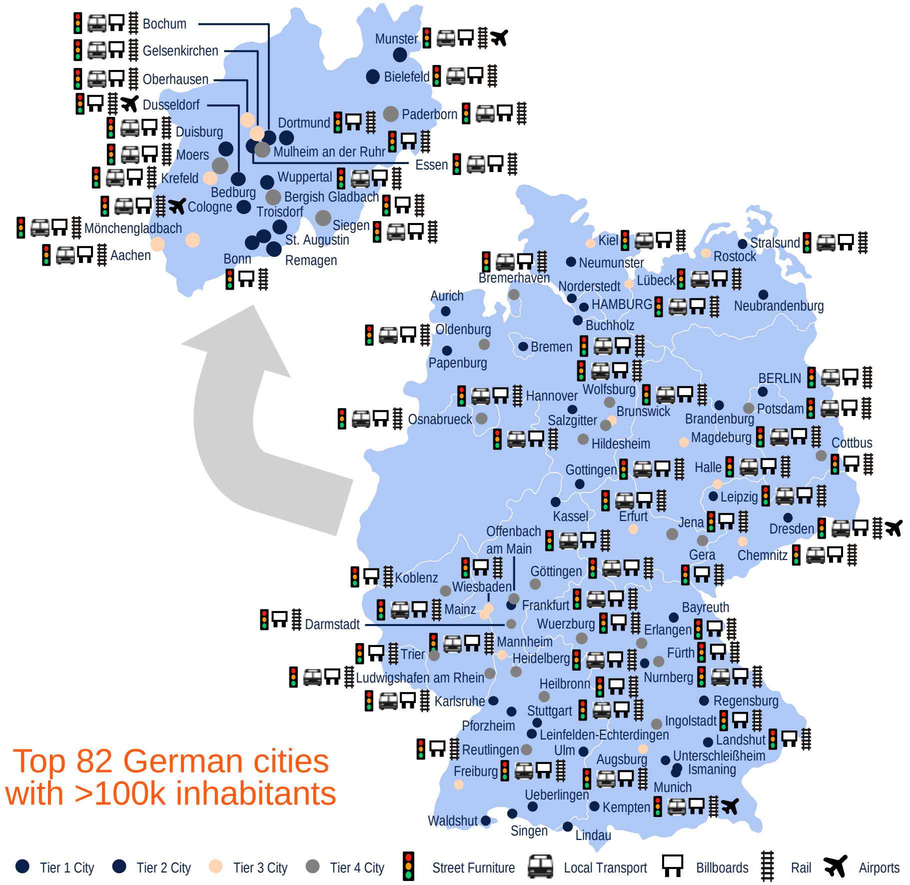
Only 1 city contract with > 2 % Group revenues

> 2,000 public contracts in Germany

> 15,000 private contracts

- Unique proprietary database, established in-house since 1999
- Continuously maintained and growing portfolio of sites
- Streamlined processes integrated on single platform

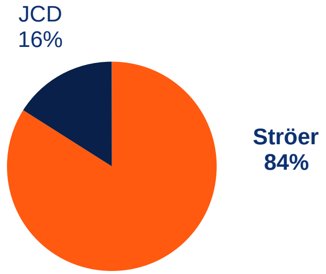
Example: Snapshot of Ströer‘s scale and reach in Germany



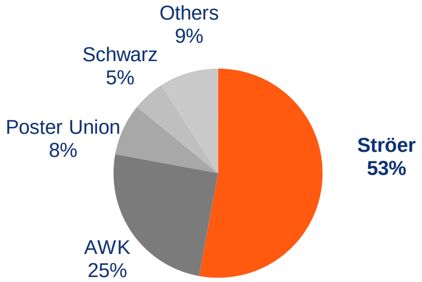
Ströer Germany: Strong Market Share across all OoH-Segments

Billboards

Mega-Lights (Premium Segment)

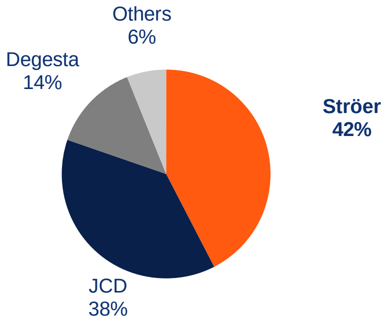


Billboards (Traditional Segment)

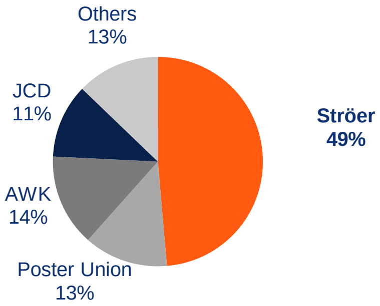


Street Furniture

City-Light-Posters

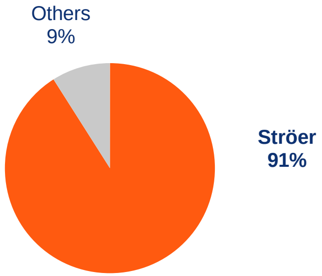


Traditional Columns

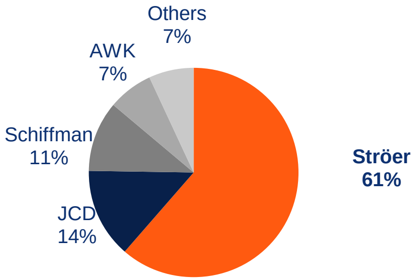


Transport

Railway Stations



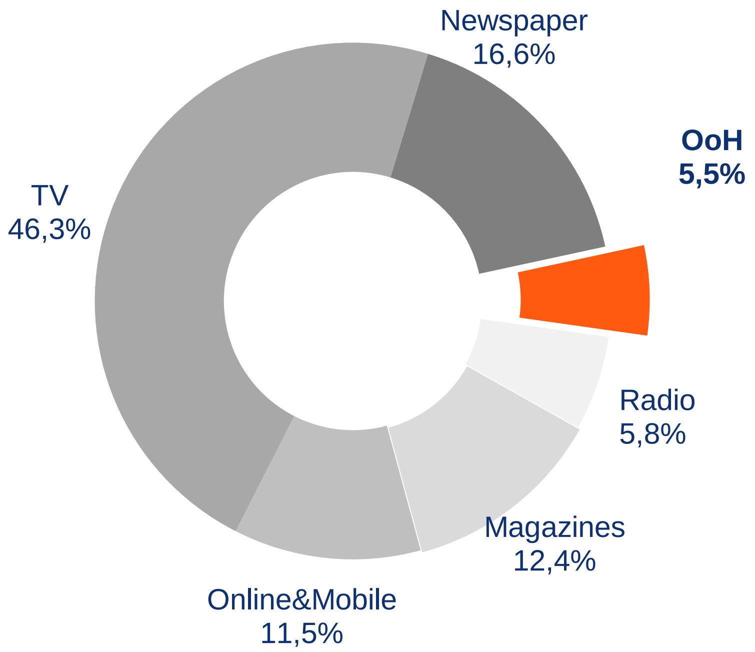
Trains and Buses



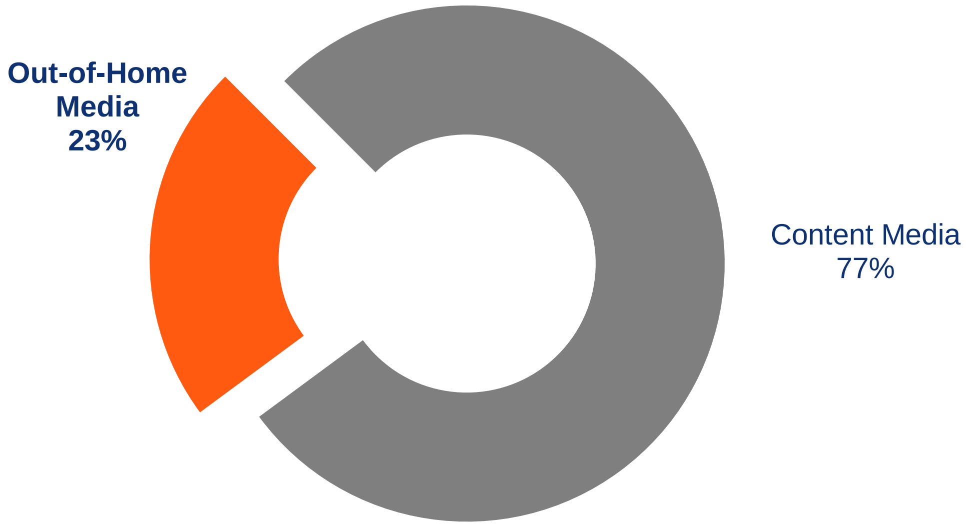
Source: FAW/own estimates; Basis: Number of marketable faces

OoH's potential reach is 6x higher than its allocated media spend

Media Spending (%)



Media Usage (Minutes per day)

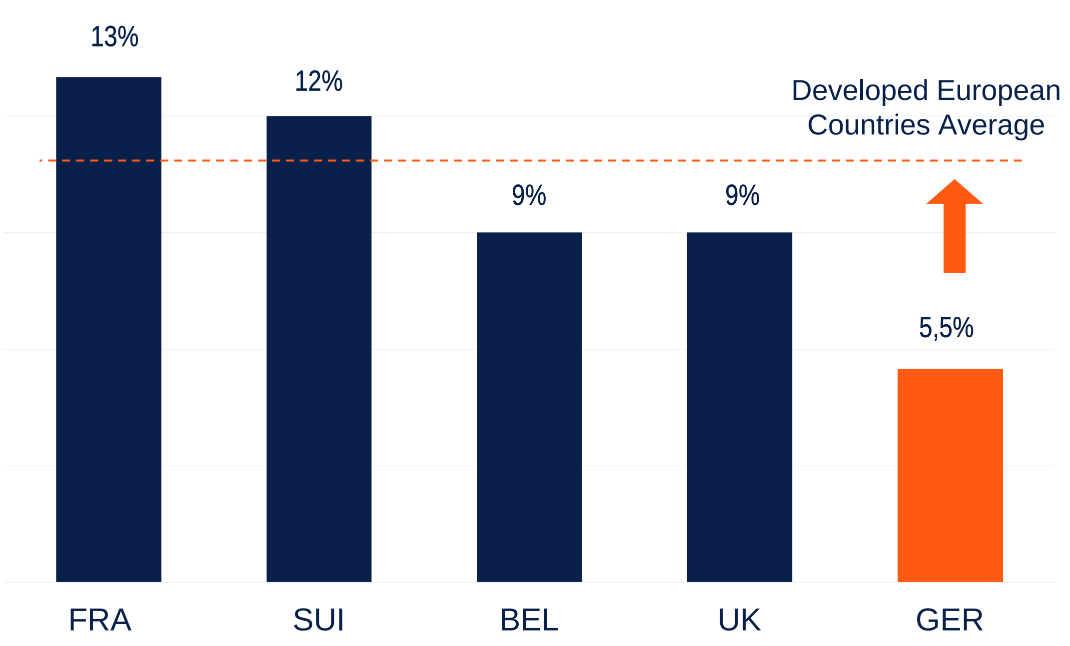


Large upside: OoH gains share of media spending, supported by increasing mobility/urbanisation!

Source: Nielsen, MA, Media in Mind, Time Budget

Germany vs. European Benchmarks and OoH Share per Sector

OoH Ad Share in Europe



Share of OoH: gross Media Spending per Sector

Sector	Total Ad Spend (k€)	% Market OoH Spend
Media	4.432.245	2,8 %
Food and Beverage	3.128.184	6,1 %
Retail	3.654.941	2,3 %
Personal Care	2.412.275	0,6 %
Automobile/ Transport	2.424.940	3,7 %
Home	1.006.665	2,8 %
Banking/ Finance	1.301.129	4,1 %
Services	2.884.655	5,9 %
Telecom/ Technology	1.656.012	7,1 %
Tourism	644.914	9,9 %
Health	1.153.797	0,7 %
Textile	698.653	14,0 %
Construction	301.860	8,4 %
Leisure/ Entertainment	501.445	5,6 %
Energy	271.981	9,3 %

Large upside: Germany lacking behind – and huge potential across most of the Sectors!

Source: Nielsen, FEPE, Zenithoptimedia, GroupM

Four Focus Areas to drive our Sales Performance

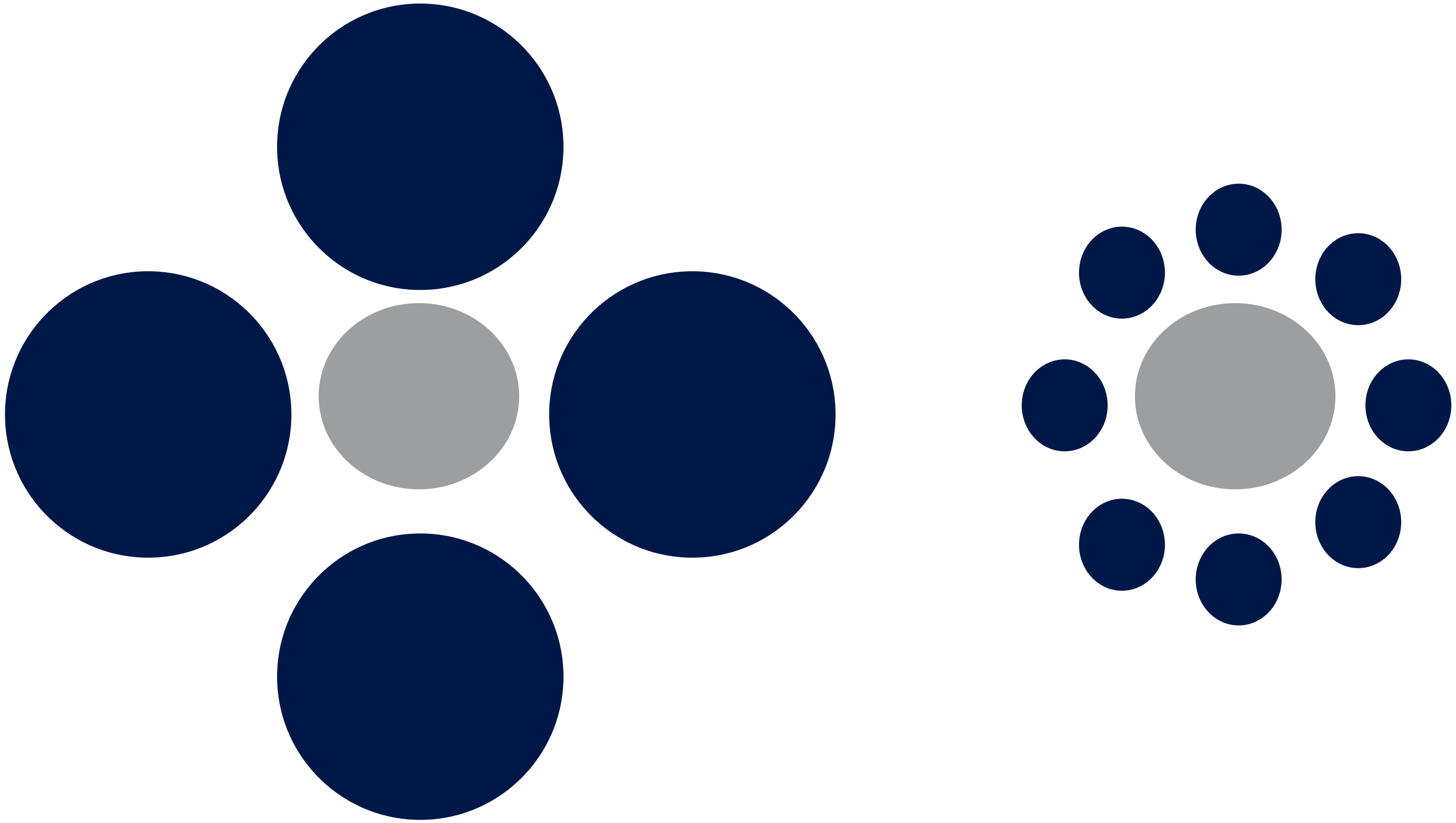
Overall Market Dynamics & Trends		Ströer Setup and Achievements
1 Rather flattish ad market drives consolidation!	›	No. 1 OoH now combined with No. 1 Digital: Top 4 Player in total market
2 Complex situation with clients & agencies!	›	3-fold sales approach and new sales steering and tracking
3 Innovation & integrated client deals are key!	›	Innovation initiatives and more agency-like full service consultancy
4 Local market with huge potential!	›	Continuously growing sales force on both regional and local level

Warm up!

Perception I

Same size!

Perception I



Framing & Context change Perception!

Perception II

What‘s the colour of a doctor‘s overall?

What‘s the colour of flour?

What‘s the colour of innocence?

What‘s the colour of snow?

And the cow drinks?

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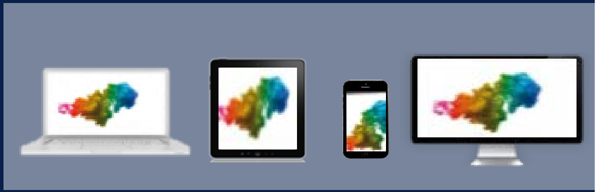
Integrated Offering:
No. 1 Out-of-Home, No. 1 Public Video and No. 1 Digital

STRÖER

Internet

- >38m Unique User & >400 websites
- own technology and product range



Public Video

Nationwide Video Network

"Outernet"

- >230.000 Touchpoints
- >50% of contacts in public space

Conception – Research – Innovation – Integrated Deals

Ströer Media SE Digital & Out-of-Home: Top 4 Player across all media

#	Sales House	Nielsen Billings 2014 €	Key Media
1	Seven one Media	6.231.000.000	TV (Online Video)
2	IP Deutschland	4.594.000.000	TV (Online Video)
3	Axel Springer	1.712.000.000	Print, Online (Display)
4	**STRÖER MEDIA SE**	**1.451.700.000**	**Out of Home, Video, Online**
5	RMS	1.085.000.000	Radio
6	El Cartel Media	830.600.000	TV
7	ARD-Werbung, Sales & Service	817.000.000	TV, Radio
8	Burda Verlag	603.100.000	Print (Online Display)
9	Gruner und Jahr	531.500.000	Print (Online Display)
10	Interactive Media	458.000.000	Online
11	Bauer Advertising	437.000.000	Print (Online Display)
12	Viacom	415.000.000	TV

Source: Nielsen

Four Focus Areas to drive our Sales Performance

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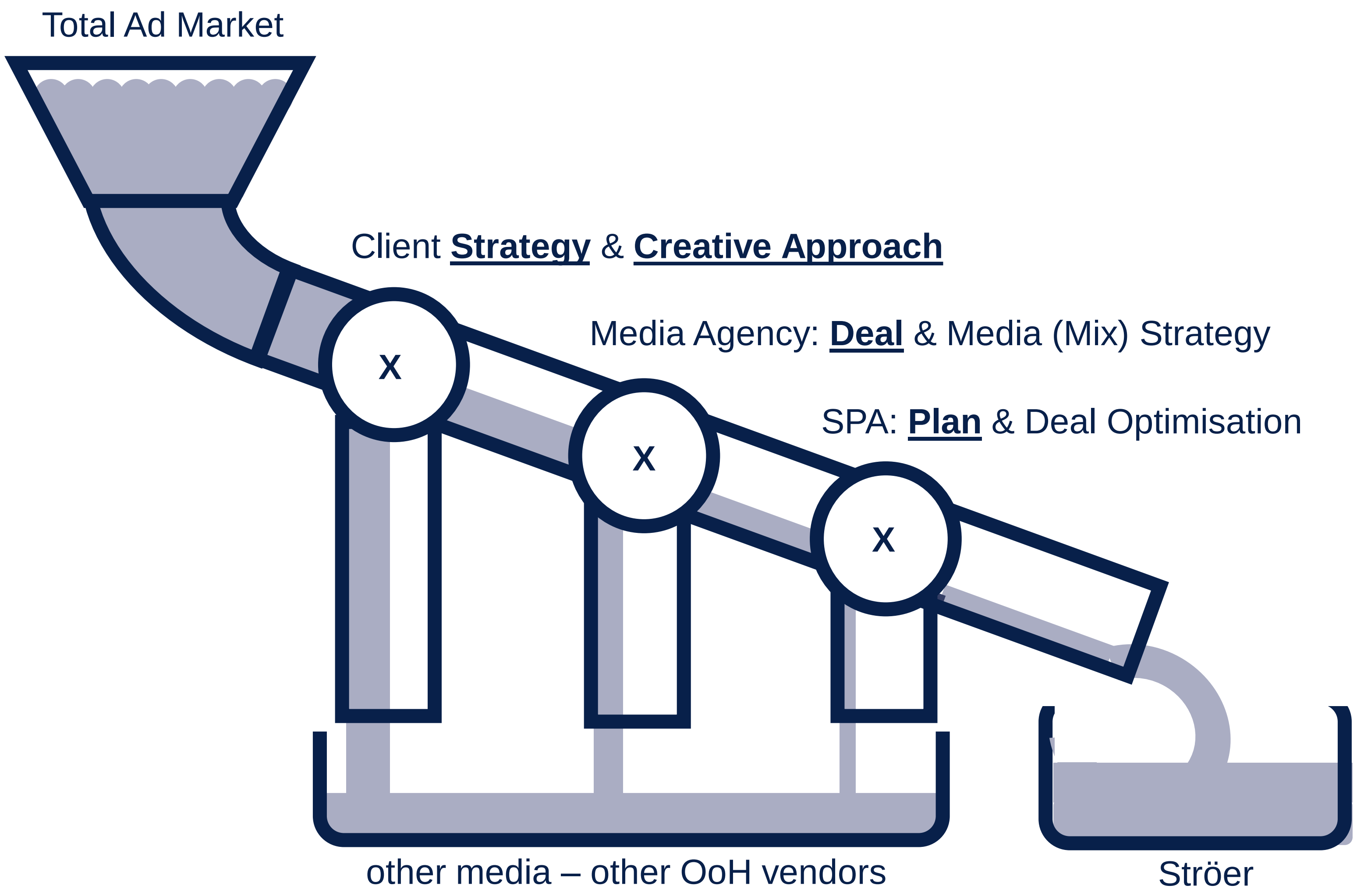
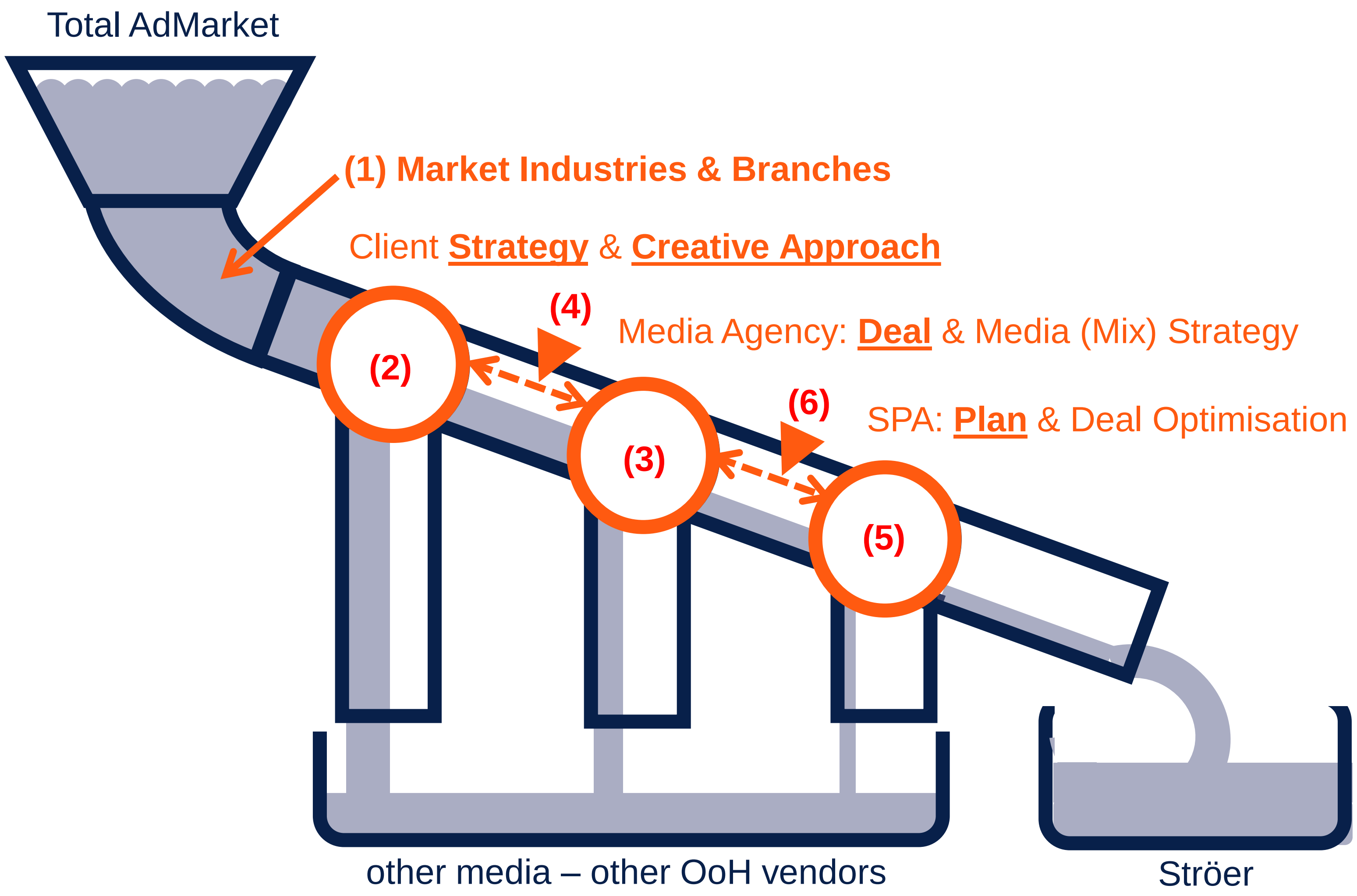
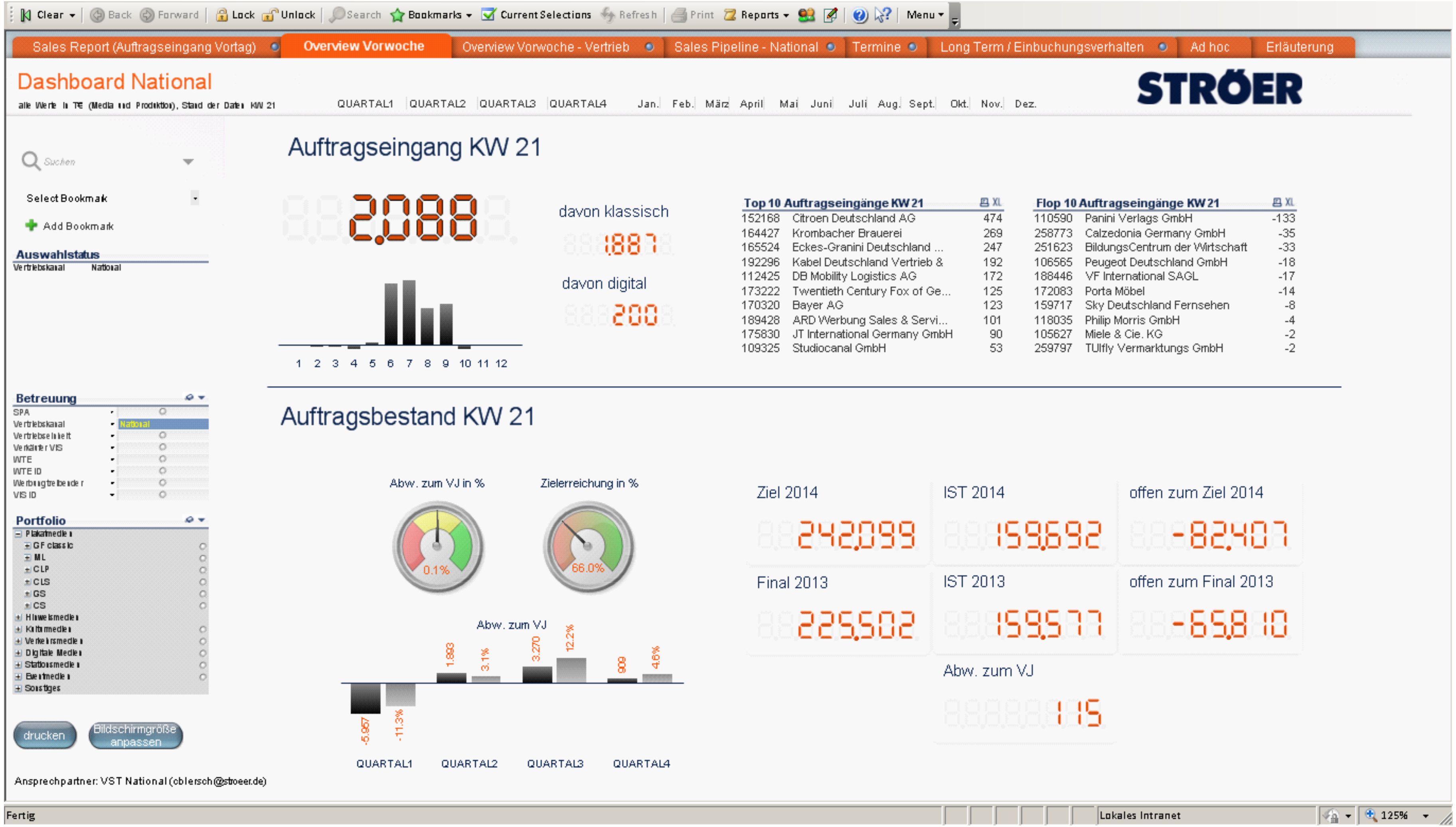
Sales Momentum/Presence: Three Levers to maximize Revenues



Sales Momentum/Presence: Three Levers to maximize Revenues



Real-time Sales-Tracking (demo numbers!)



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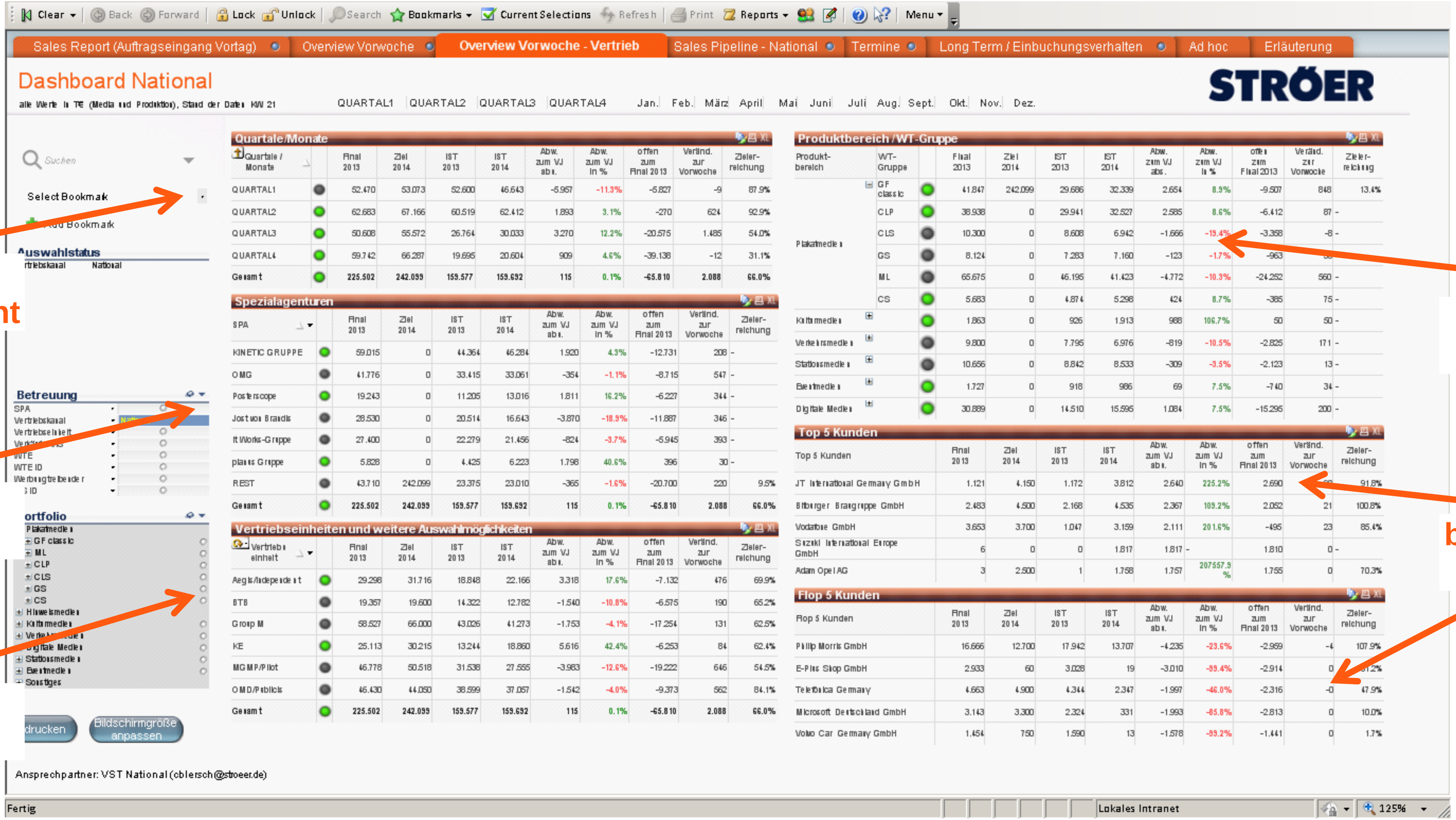


Quarterly Development

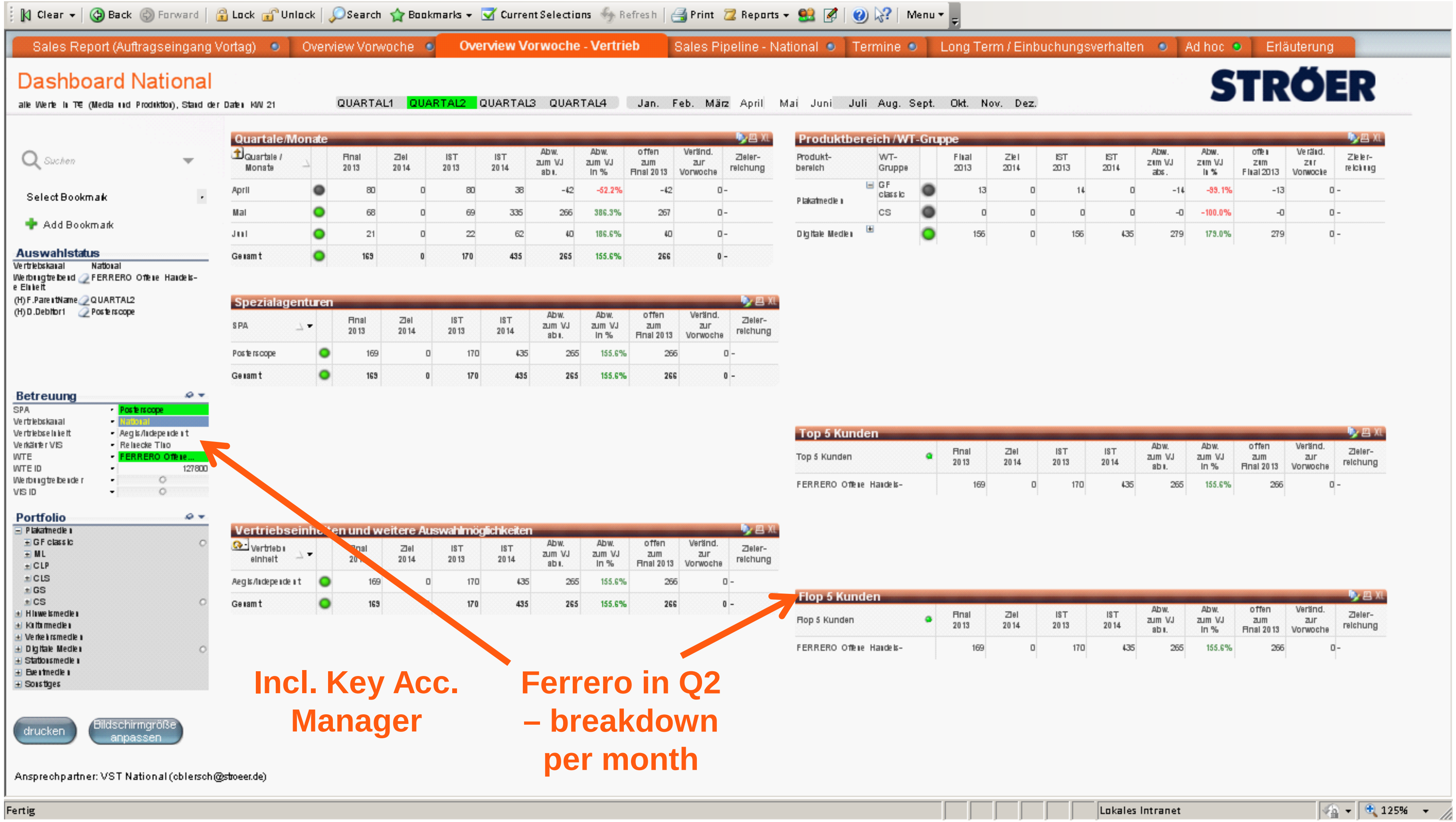
Specialist Agency

Media Agency

by Product Category

by (Top/Flop) Client

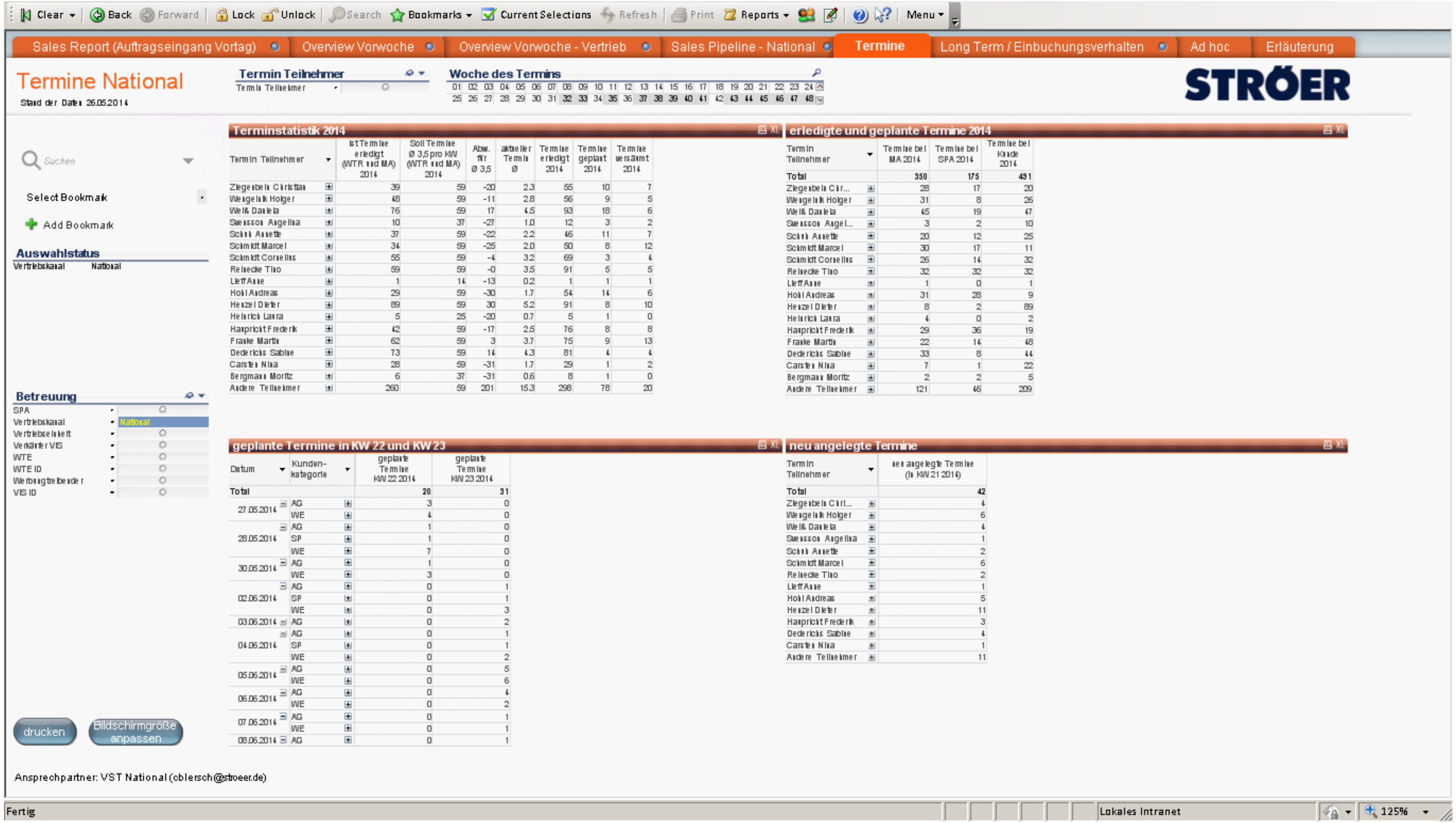
Real-time Sales-Tracking (demo numbers!)



Incl. Key Acc. Manager

Ferrero in Q2 – breakdown per month

Real-time Sales-Tracking (demo numbers!)

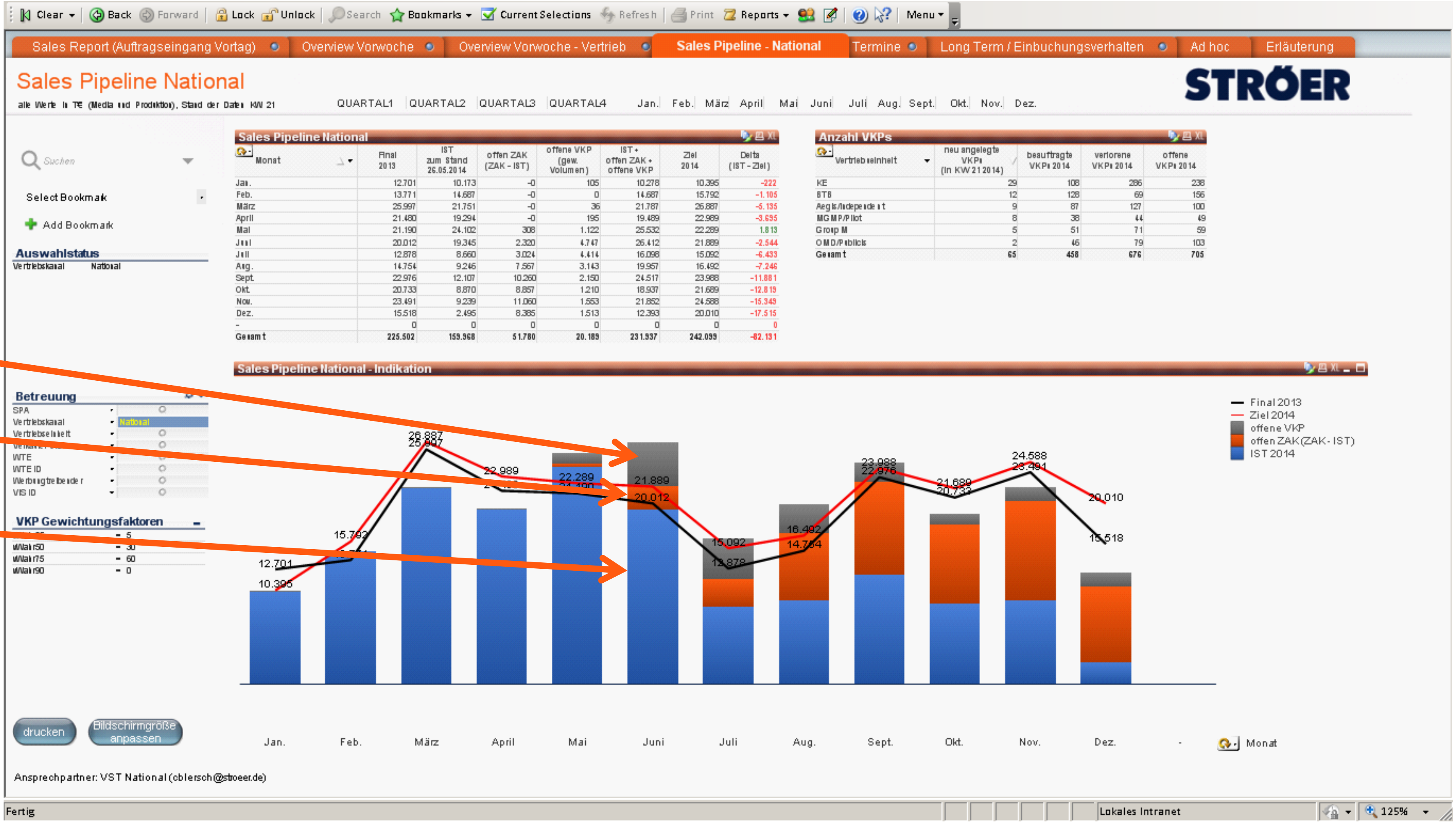


Real-time Sales-Tracking (demo numbers!)

Offers out (<80%)

>80% safe

bookings



Sales Pipeline National

Monat	Final 2013	IST zum Stand 26.05.2014	offen ZAK (ZAK - IST)	offene VKP (gew. Volumen)	IST + offen ZAK + offene VKP	Ziel 2014	Delta (IST - Ziel)
Jan.	12.701	10.173	-0	105	10.278	10.395	-222
Feb.	13.771	14.687	-0	0	14.687	15.792	-1.105
März	25.997	21.751	-0	36	21.787	26.887	-5.135
April	21.480	19.294	-0	195	19.489	22.989	-3.695
Mai	21.190	24.102	308	1.122	25.532	22.289	1.813
Juni	20.012	19.345	2.320	4.747	26.412	21.889	-2.544
Juli	12.878	8.660	3.024	4.414	16.098	15.092	-6.433
Aug.	14.754	9.246	7.567	3.143	19.957	16.492	-7.246
Sept.	22.976	12.107	10.260	2.150	24.517	23.988	-11.881
Okt.	20.733	8.870	8.857	1.210	18.937	21.689	-12.819
Nov.	23.491	9.239	11.060	1.553	21.852	24.588	-15.349
Dez.	15.518	2.495	8.385	1.513	12.393	20.010	-17.515
-	0	0	0	0	0	0	0
Gesamt	225.502	159.968	51.780	20.189	231.937	242.099	-82.131

Anzahl VKPs

Vertriebseinheit	neu angelegte VKPs (in KW 21 2014)	beauftragte VKPs 2014	verlorene VKPs 2014	offene VKPs 2014
KE	29	108	286	238
BTB	12	128	69	156
Aegis/Independent	9	87	127	100
MGMP/Pilot	8	38	44	49
Group M	5	51	71	59
OMD/Publicis	2	46	79	103
Gesamt	65	458	676	705

Results?

Extending Client Portfolio across all Industries and Market Categories

New clients (examples)*

Finance	Fashion and Retail
Allianz, SwissLife, MasterCard	Wrangler, GEOX, ecco

Pharmaceuticals / FMCG	Media and Entertainment
Bayer, Weihenstephan, Chiquita	RTL, Netflix, Walt Disney Home Entertainment

Broadening Footprint of OoH in "new" categories

Deepening customer base in "traditionally strong" categories

*New client defined as no OoH investment in the last 24 months

Extending Client Portfolio across all Industries and Market Categories

New clients (examples)*

Telecommunication	Fashion and Retail
ALDI TALK, T-Mobile, vodafone	CALZEDONIA, Peek & Cloppenburg, adidas

Automotive	Food and Beverages
BMW, RENAULT NISSAN, PSA PEUGEOT CITROËN	ECKES granini GROUP, Red Bull, Bitburger

Pushing strategic relevance of OoH within existing media strategy!

*New client defined as no OoH investment in the last 24 months

More Traction on key Advertisers, e.g. GM/Opel: OoH Branding in Combination with Mobile

More Traction on key Advertisers, e.g. GM/Opel: OoH Branding in Combination with Mobile

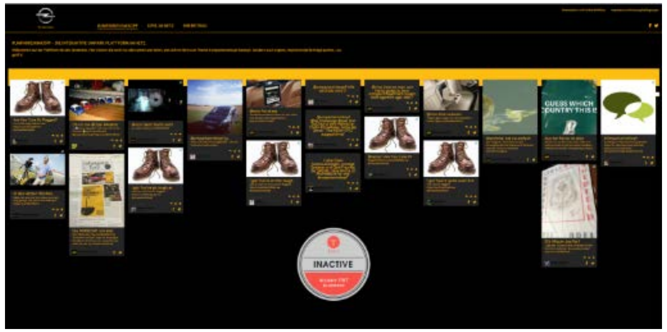
Results:

>4k QR-Code Scans

5.800 hashtags

Over 100 Photo-Uploads

Broad communication over the social web: Social interaction hub



Mobile ads within facebook newsfeed

Promoted Trends & Tweets

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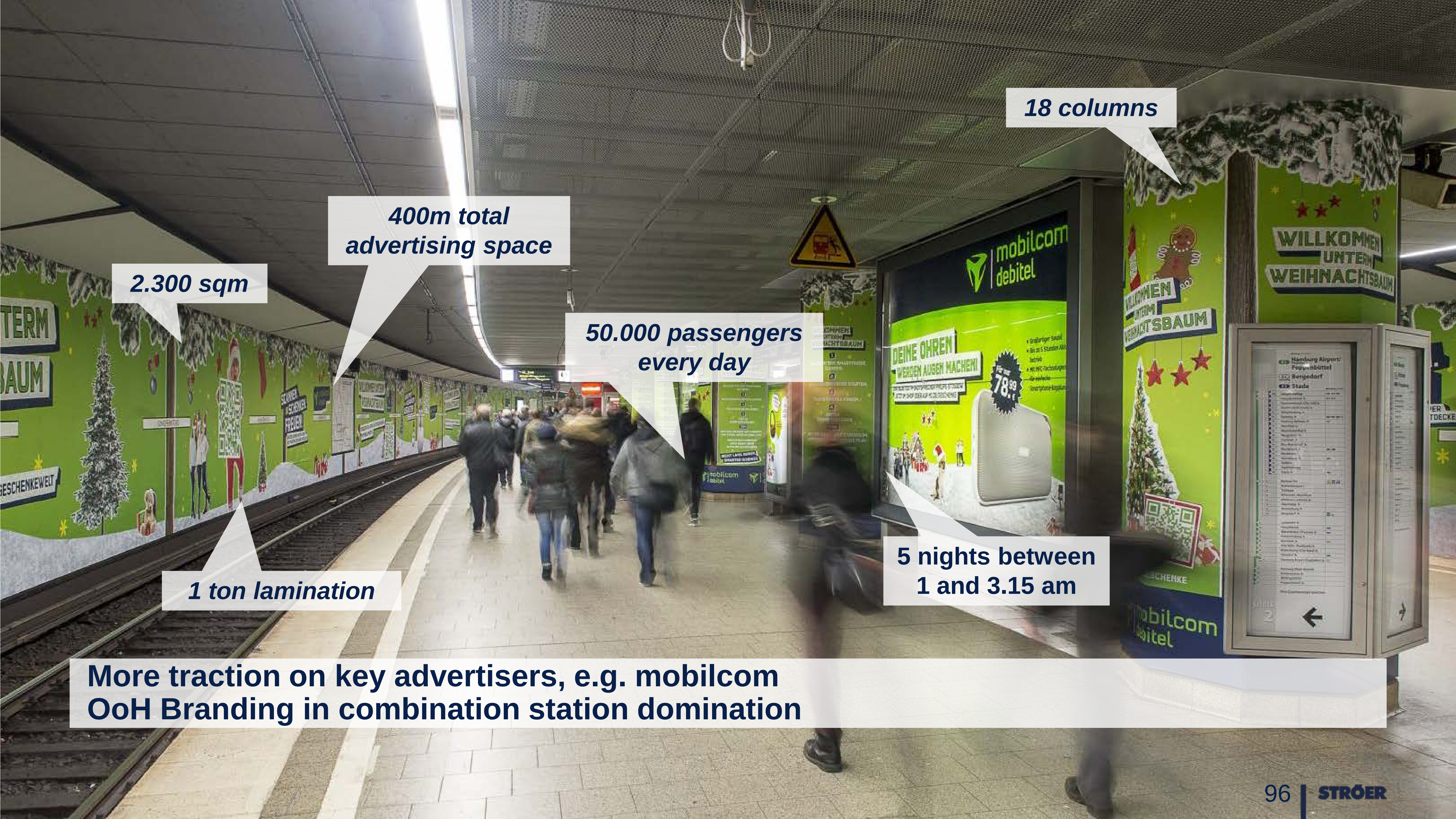


18 columns

400m total advertising space

2.300 sqm

50.000 passengers every day

1 ton lamination

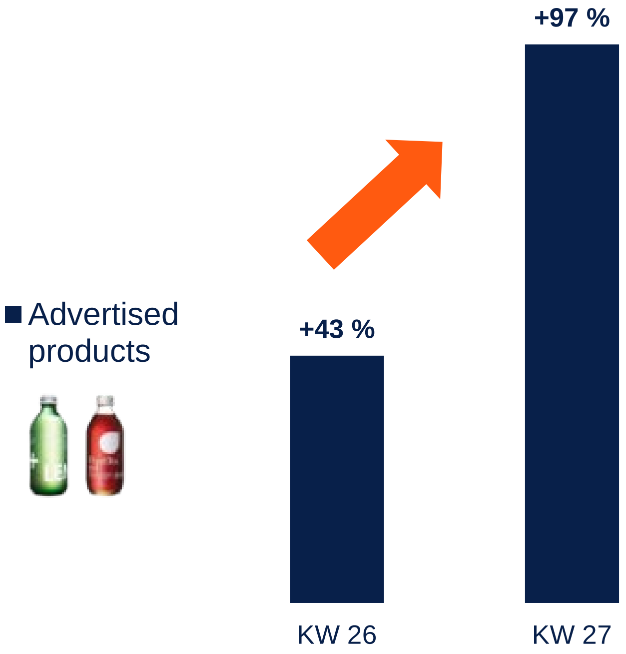
5 nights between 1 and 3.15 am

More traction on key advertisers, e.g. mobilcom
OoH Branding in combination station domination

More Traction on new Clients, e.g. Lemonaid: Public Video incl. Research (Sales-Tracking)

Broad Public Video campaign in stations, shopping malls and underground systems

After 1 weeks sales increased by 43%
After 2 weeks by even 97%



Source: Nielsen/GfK

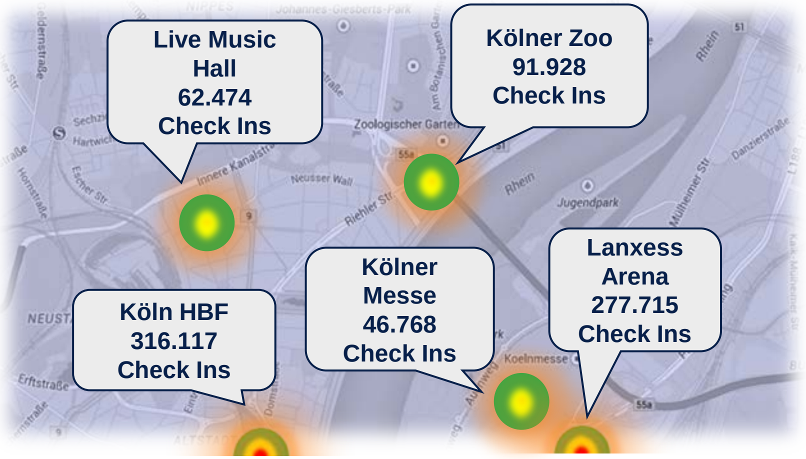
Putting Out-of-Home into another Context:
Video-Feeds can be delivered to all Touchpoints now, incl. OoH!

Putting Out-of-Home into another Context: Social Activation Net – where #-Campaigns really perform!

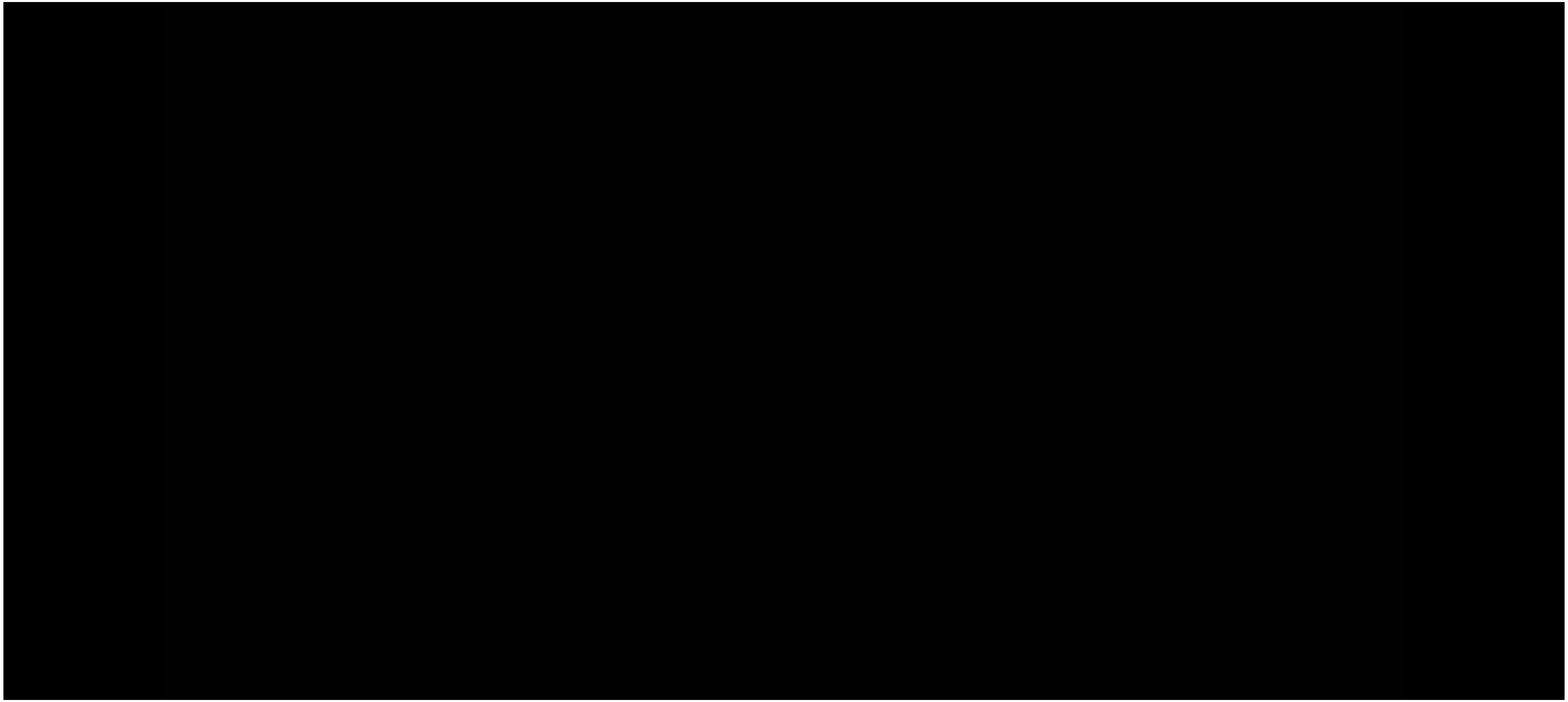
Insight
Social media are used most often "on the go" - heavily connected to locations. The survey "Germany checks in" has spotted the places with the highest social activity.

Idea
Targeting the social hotspots with Out-of-Home and touching consumers when they are communicating via their social networks.

Execution
Creating a dedicated pool of locations and poster sites dedicated to support social media campaigns and connet OoH and mobile advertising.



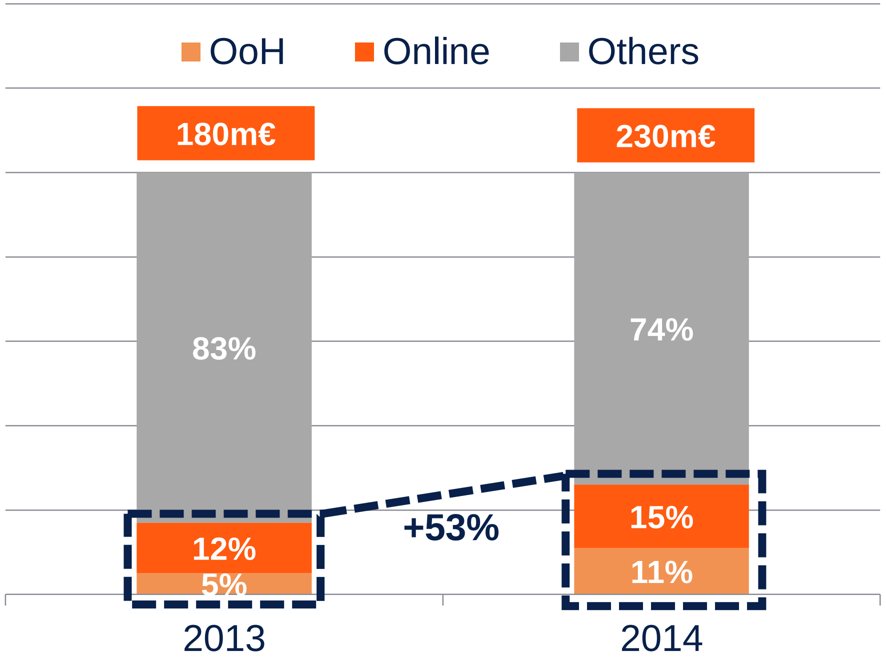
Where Internet and Outernet come together:
Case of Sparkasse at the open Beacon Playground in Düsseldorf



Results?

Leveraging overall Market Position through Digital and Out-of-Home

Example Vodafone



Top Saleshouse Partners 2014

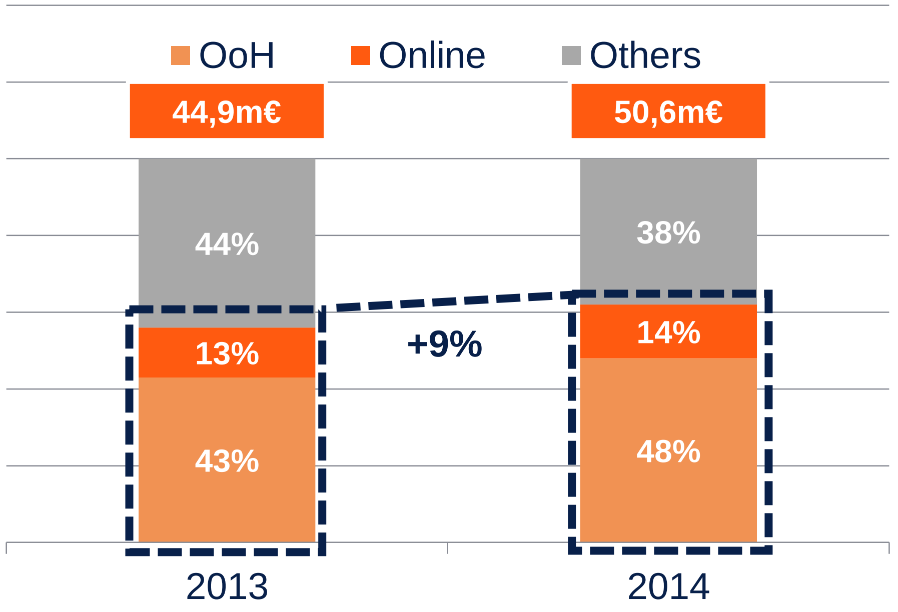
	Saleshouse	k€*	Media
1	IP Deutschland	84.390	TV / Online
2	Sevenone Media	56.772	TV / Online
3	**Ströer Media SE**	**23.435**	**OoH / Online**
4	Springer Axel SE	11.153	Print / Online
5	El Cartel Media	8.625	TV
6	RMS	7.894	Radio
7	ARD Sales & Service	4.301	TV / Radio
8	Tomorrow Focus Media	2.237	Print / Online
9	Gruner + Jahr	1.985	Print / Online
10	IQ Digital Media	1.563	Print / Online

New amongst Top 3 partners: Doubling OoH-Relevance and over proportional share of growing digital spend

* Source: Nielsen

Leveraging overall Market Position through Digital and Out-of-Home

Example H&M



Top Saleshouse Partners 2014

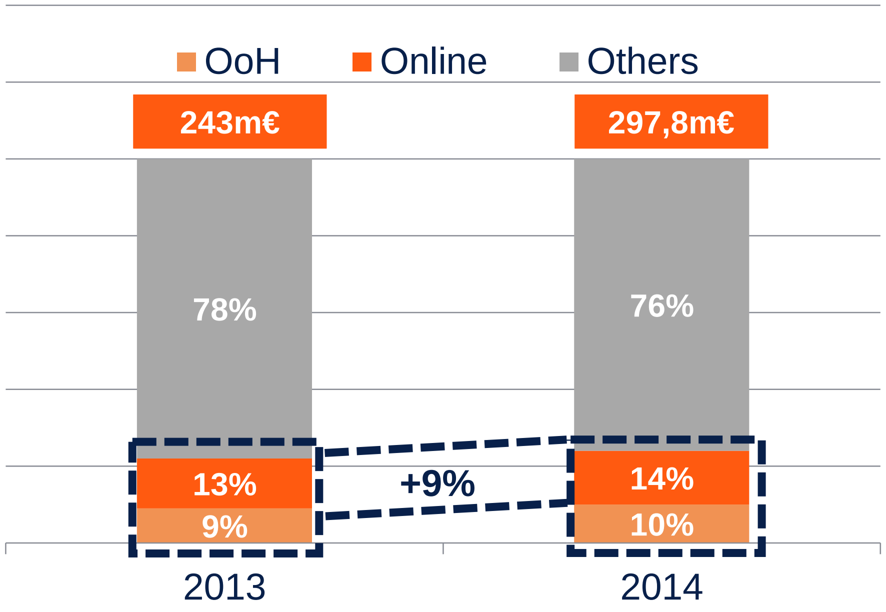
	Saleshouse	k€*	Media
1	**Ströer Media SE**	**10.158**	**OoH / Online**
2	Sevenone Media	6.754	TV / Online
3	IP Deutschland	5.341	TV / Online
4	United Internet Media	4.082	Online
5	Conde Nast Verlag	977	Print
6	Bauer Advertising	947	Print
7	Burda Verlag	918	TV
8	El Cartel Media	860	Print
9	Interactive Media	816	Online
10	Gruner und Jahr	486	Radio

New as No. 1 partner: Protecting and evolving strong OoH Share and pushing digital developments!

* Source: Nielsen

Leveraging overall Market Position through Digital and Out-of-Home

Example Volkswagen



Top Saleshouse Partners 2014

	Saleshouse	k€*	Media
1	Springer Axel SE	63.700	Print / Online
2	Sevenone Media	42.822	TV / Online
3	IP Deutschland	26.466	TV / Online
4	ARD Sales & Service	15.431	TV / Radio
5	**Ströer Media SE**	**17.996**	**OoH / Online**
6	RMS	13.378	Radio
7	Funke Mediengruppe	6.812	Print
8	Tele 5	4.163	Online
9	El Cartel	3.980	Print / Online
10	Gruner und Jahr	3.812	Print / Online

New amongst Top 5 partners: Pushing OoH relevance and overproportional share of growing digital spend

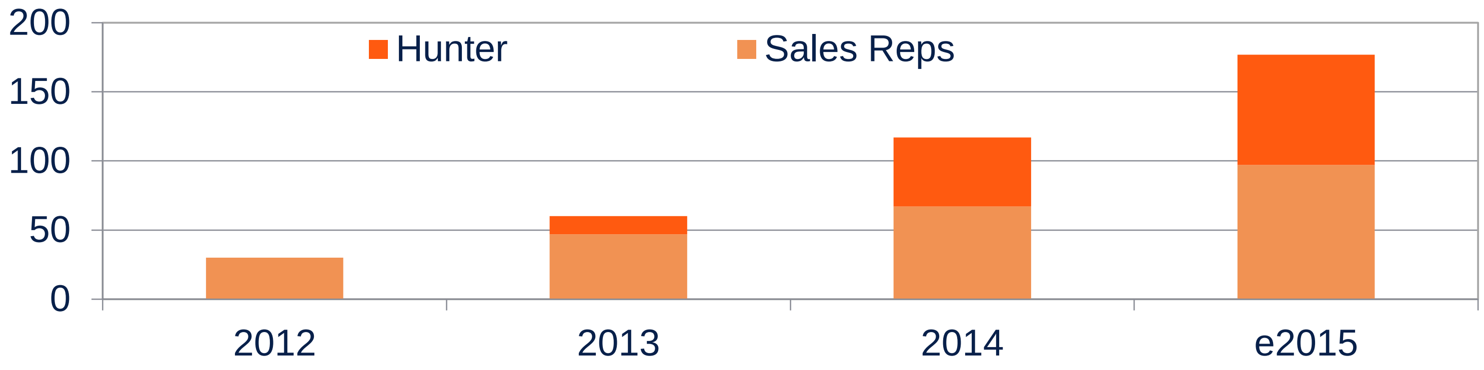
* Source: Nielsen

Four Focus Areas to drive our Sales Performance

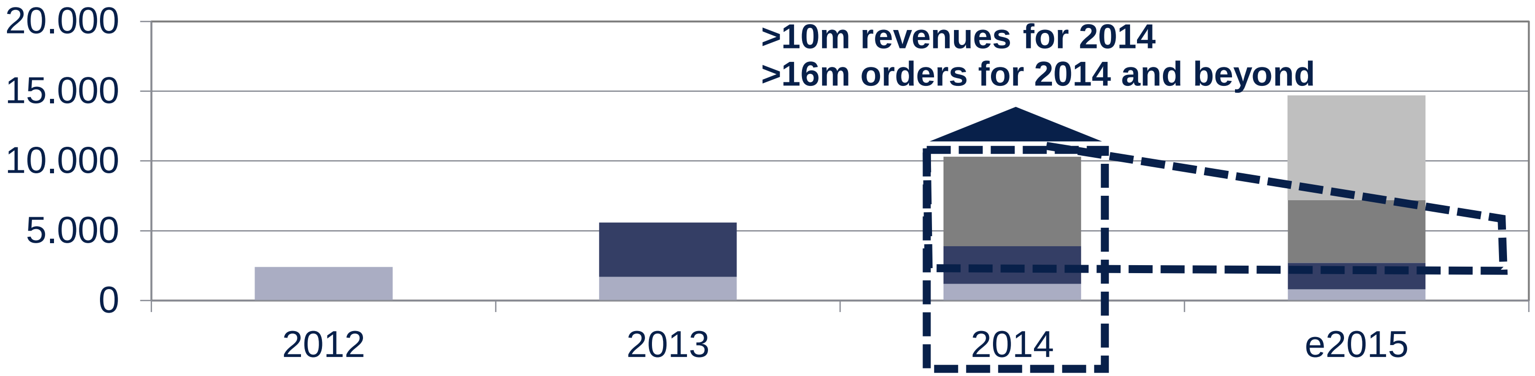
Overall Market Dynamics & Trends		Ströer Setup and Achievements
1 Rather flattish ad market drives consolidation!	➔	No. 1 OoH now combined with No. 1 Digital: Top 4 Player in total market
2 Complex situation with clients & agencies!	➔	3-fold sales approach and new sales steering and tracking
3 Innovation & integrated client deals are key!	➔	Innovation initiatives and more agency-like full service consultancy
4 Local market with huge potential!	➔	Continuously growing sales force on both regional and local level

Incremental local Sales Resources: Current Performance fully on Track

Dedicated new business headcount: Local sales



Revenue development: Currently 70% retention rate YoY through high signage share!



Four Focus Areas to drive our Sales Performance

Overall Market Dynamics & Trends		Ströer Setup and Achievements
1 Rather flattish ad market drives consolidation!	→	No. 1 OoH now combined with No. 1 Digital: Top 4 Player in total market ✓
2 Complex situation with clients & agencies!	→	3-fold sales approach and new sales steering and tracking ✓
3 Innovation & integrated client deals are key!	→	Innovation initiatives and more agency-like full service consultancy ✓
4 Local market with huge potential!	→	Continuously growing sales force on both regional and local level ✓

STRÖER

Financial Steering at Ströer Media SE

April 29th 2015 | Dr. Bernd Metzner

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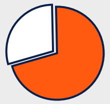
Refinancing 2015

Ströer Segmentation before 2015 – Focus on traditional Out-of-Home logic

2014 €m	Ströer Media SE	Ströer Germany (OOH analogue / Public Video)	Ströer Turkey	Ströer Other (Poland BlowUP)	Ströer Digital	Holding	Conso-lidation	IFRS 11 adj.
		 63%	 12%	8% 	 17%			
Sales	**721.1**	**465.1**	**85.5**	**61.8**	**122.9**		-1.6	-12.5
Operational EBITDA	**148.1**	**118.9**	**14.0**	**10.6**	**12.4**	-7.9	0.0	
Op. EBITDA Margin	***20.2%***	***25.6%***	***16.4%***	***17.1%***	***10.1%***			

- Internal steering approach not reflected
- Digital activities spread along different segments
- Relatively high weight on less relevant segments

Ströer Segmentation 2015 - Revised reporting logic

1 **Out-of-Home Germany**
Improved transparency of German OOH business

2 **Digital**
Shaping Ströer growth profile

3 **Out-of-Home International**
Reflecting relevance and steering parameters

Out-of-Home Germany - Solid backbone of Ströer Media Group

2014 **€m**	**Ströer Germany** **(analogue OOH and Public Video)**
Stat. Net Sales	**465.1**
Op. EBITDA	**118.9**
Margin	***25.6%***

2014 (restated) **€m**	**OOH Germany**	**Public Video**	Conso- lidation
Stat. Net Sales	**429.1**	**42.9**	-7.0

- Clear separation of Digital and analogue
- Increasing transparency of Ströer's backbone business
- Margins in analogue OOH below Public Video

Segment Digital: Boosting Growth and Company Value

2014 €m	Digital (online)	Public Video*
	• Digital Germany • Digital International • Ströer Venture	• Station Video • Mall Video • Infoscreen
Stat. Net Sales	**122.9**	**42.9**

2014 (restated) €m	**Ströer Digital**
Stat. Net Sales	**165.4**
Op. EBITDA	**39.0**
Margin	***23.6%***

- Shaping Ströer‘s digital profile
- Increasing importance of combined Public Video and Online product selling
- Reflecting internal steering approach

* Until 2015 part of Ströer Germany

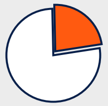
Out-of-Home International – Various Growth Opportunities

2014 €m	Ströer Turkey	Ströer Other
		blowUP media
Statutory Net Sales	85.5	61.8
Operational EBITDA	14.0	10.6
Op. EBITDA Margin	16.4%	17.1%

2014 (restated) €m	Out-of Home International
	blowUP media
Statutory Net Sales	147.3
Operational EBITDA	24.6
Op. EBITDA Margin	16.7%

- Growth opportunities in emerging markets and blowUp
- blowUP business of Ströer Turkey and blowUP combined in one segment
- Comparable business models with similar margins and growth expectations

New Segmentation at Ströer - Summary

2014 €m	Ströer Media SE	Digital	OOH Germany	OOH International	Holding	Conso-lidation	IFRS11 adj.
		 23%	58% 	20% 			
Statutory Net Sales	**721.1**	**165.4**	**429.1**	**147.3**		-8.2	-12.5
Operational EBITDA	**148.1**	**39.0**	**95.3**	**24.6**	-10.9	0.0	
Op. EBITDA Margin	***20.2%***	***23.6%***	***22.2%***	***16.7%***			

- Internal steering approach reflected
- Digital activities with above average growth expectations grouped
- Starting 2015, revised allocation cost scheme between Holding and OOH Germany to have identical allocation rules throughout the group

Balanced Segment Portfolio with excellent Growth Dynamics

Ströer Media SE	Midterm growth expectations	Midterm margin target	Rationale
Digital	**> 10 %** organic + some bold-on acquisitions	**~ 25%**	▪ Further trend towards digitalization ▪ Exploiting leading market position in Germany ▪ Efficiency gains and further investment in own content publishing activities
OOH Germany	**~ 5 %** organic	**~ 25%**	▪ Continuing growth initiatives (e.g. regional sales) ▪ Benefitting from megatrends mobility / urbanization ▪ Further optimization of cost base
OOH Internat.	**~5%** organic	**> 20%**	▪ Exploiting excellent market position in Turkey ▪ Benefitting from professionalizing market in Poland ▪ Continued growth of European blowUP activites

Ströer's Competitive Evaluation Landscape (EV/EBITDA)

OOH International	2015e	2016e
Lamar	13.00	12.49
Clear Channel	12.69	11.86
APG	12.12	12.40
CBS	11.04	10.10
JC Decaux	11.00	9.90
Ströer	10.90	10.10
Average (w/o Ströer)	11.97	11.35

Digital & Hybrids	2015e	2016e
Schibsted	24.40	19.29
RocketFuel	20.00	22.85
Criteo	18.50	12.77
Pro7	13.52	12.79
Axel Springer	11.98	10.96
Ströer	10.90	10.10
Average (w/o Ströer)	17.68	15.73

Sources: Bloomberg, GS 360 Database, Company estimates

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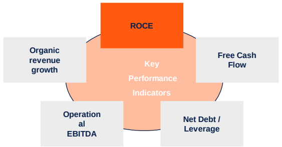
Steering the Ströer Group – Key Performance Indicators

In 2014, all key performance indicators of Ströer Group performed well

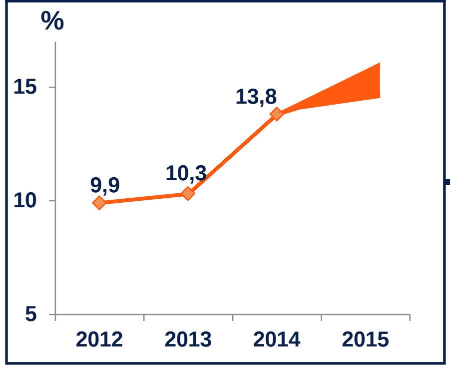
Key Performance Indicators of Ströer Media Group

- ROCE
- Organic revenue growth
- Free Cash Flow
- Operational EBITDA
- Net Debt / Leverage

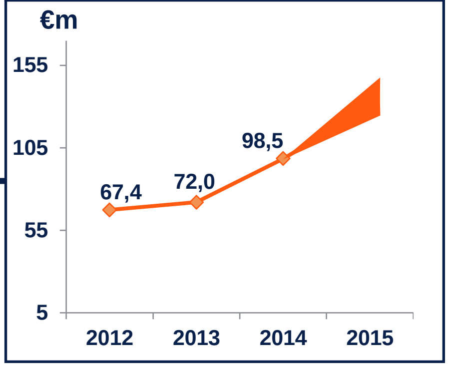
ROCE – Measuring Value Creation



ROCE



Adjusted EBIT



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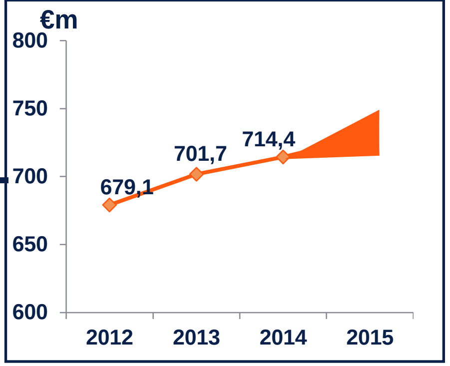
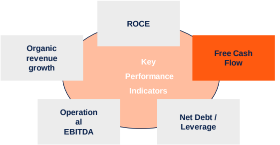
Capital Employed



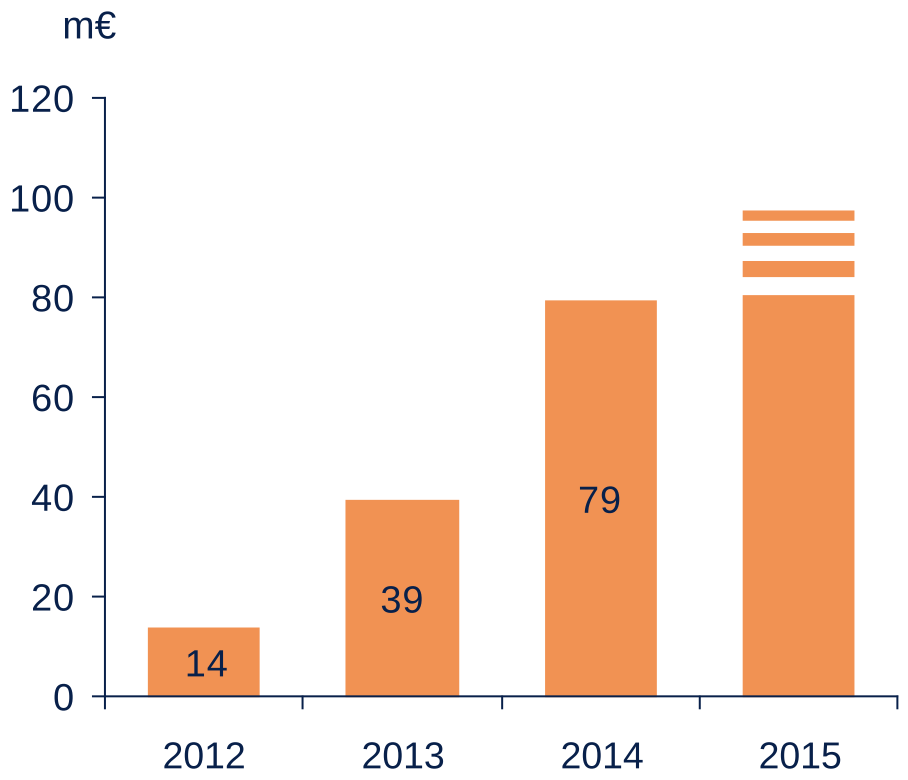
- EBIT Adjustments:
  - exceptional items
  - amortization of acquired advertising concessions
  - impairment losses on intangible assets
- Increasing Adjusted EBIT in line with strong operational performance
- Capital Employed: arithmetic average of total assets less non-interest-bearing liabilities
- Increasing Capital employed due to investments and acquisitions
- Capital costs earned by Ströer
- Further improvement in 2015 expected

Free Cash Flow – Sustaining strong Free Cash Flow Generation



Free cash flow (before M&A)	**2014 In m€**	**2015 outlook**	**Comment on 2015 outlook**
Op. EBITDA	**+148.1**	↗	Good start into the year
- Interest (paid)	-14.4	↘	2015 refinancing in place
- Tax (paid)	-8.4	→	Increased tax base
-/+ Δ WC	+15.0	→	Continuous WC management
- Others	-16.7	→	
Operating Cash Flow	**+123.4**	↗	Stronger operations
- Capex	**-44.2**	↗	Investments in line with current trading development
Free cash flow (before M&A)	**+79.2**	→	**Operating cash flow growth outweighing higher CAPEX**

Free Cash Flow (before M&A)



* According to current guidance statement

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Refinancing 2015

Value Creation by Finance – Refinancing 2015

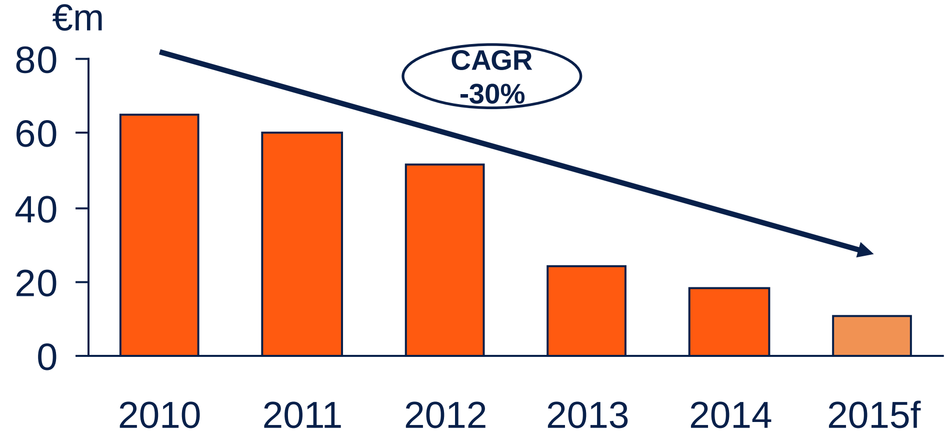
- Refinancing („amend and extend“)
- Cost savings: (~40bps and EUR2m per year)
- Duration: 5 years
- Covenants: no change
- Slim and efficient process

	Tranche	Amount	Duration
April 2014	Loan	250	5 yrs.
	Revolver	250	5 yrs.
	Tranche	**Amount**	**Duration**
April 2015	Loan	200 (+ 100 optional)	5 yrs.
	Revolver	250	5 yrs.

Stable lenders portfolio

COMMERZBANK
SEB
LBBW Rheinland-Pfalz Bank
Deutsche Bank
HSBC
Sparkasse KölnBonn
BayernLB
CA
ING DiBa
UniCredit

Development of Financial Expenses



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