

STRÖER

**FLORIAN'S
MOMENT**
DEIN MOMENT AUF COKE.DE



**DEINE Coke DEIN
MOMENT**



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**

STRÖER

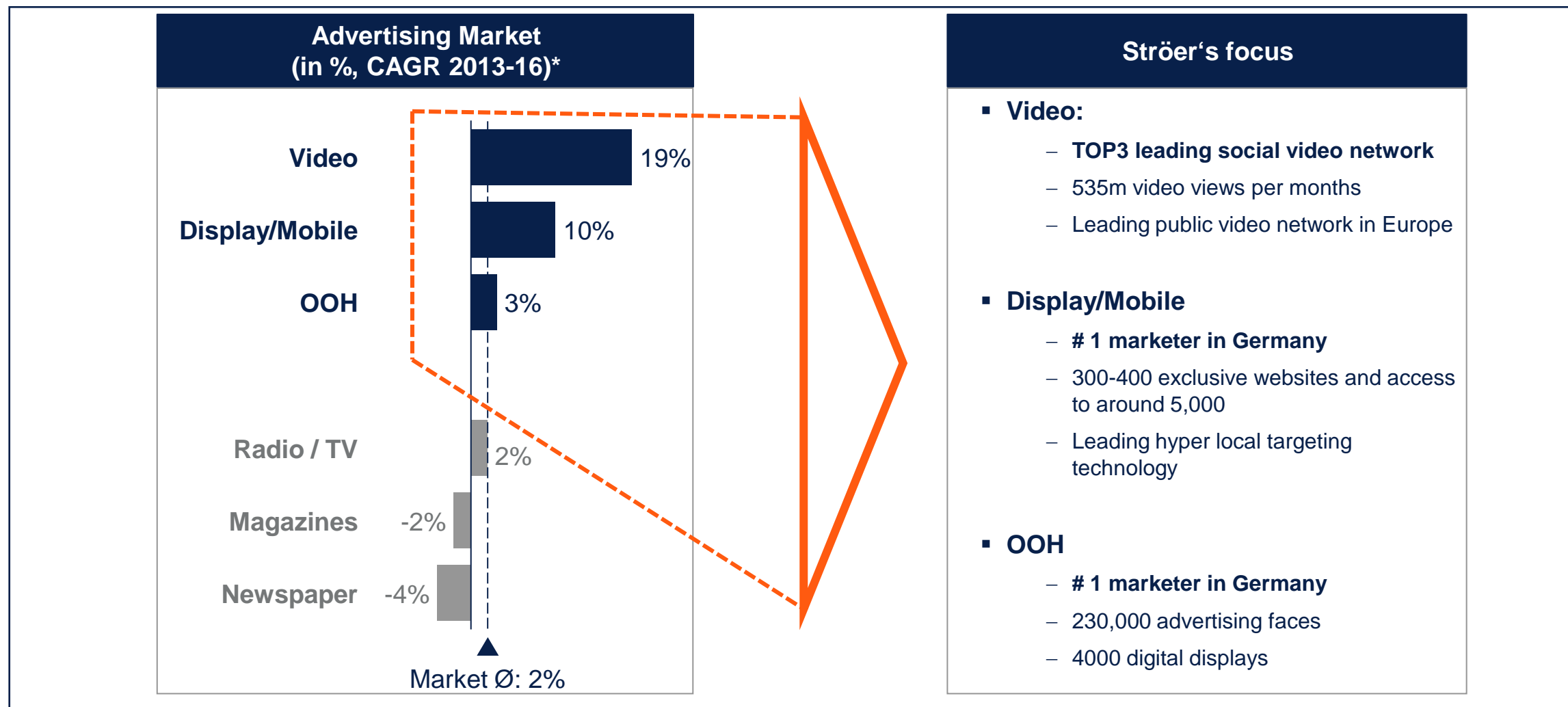


Premium Assets Structural Growth Digital Transformation

April 29th 2015 | Udo Müller

Structural Growth driven by Digitalization

Focus on highest growing Ad Subsegments



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

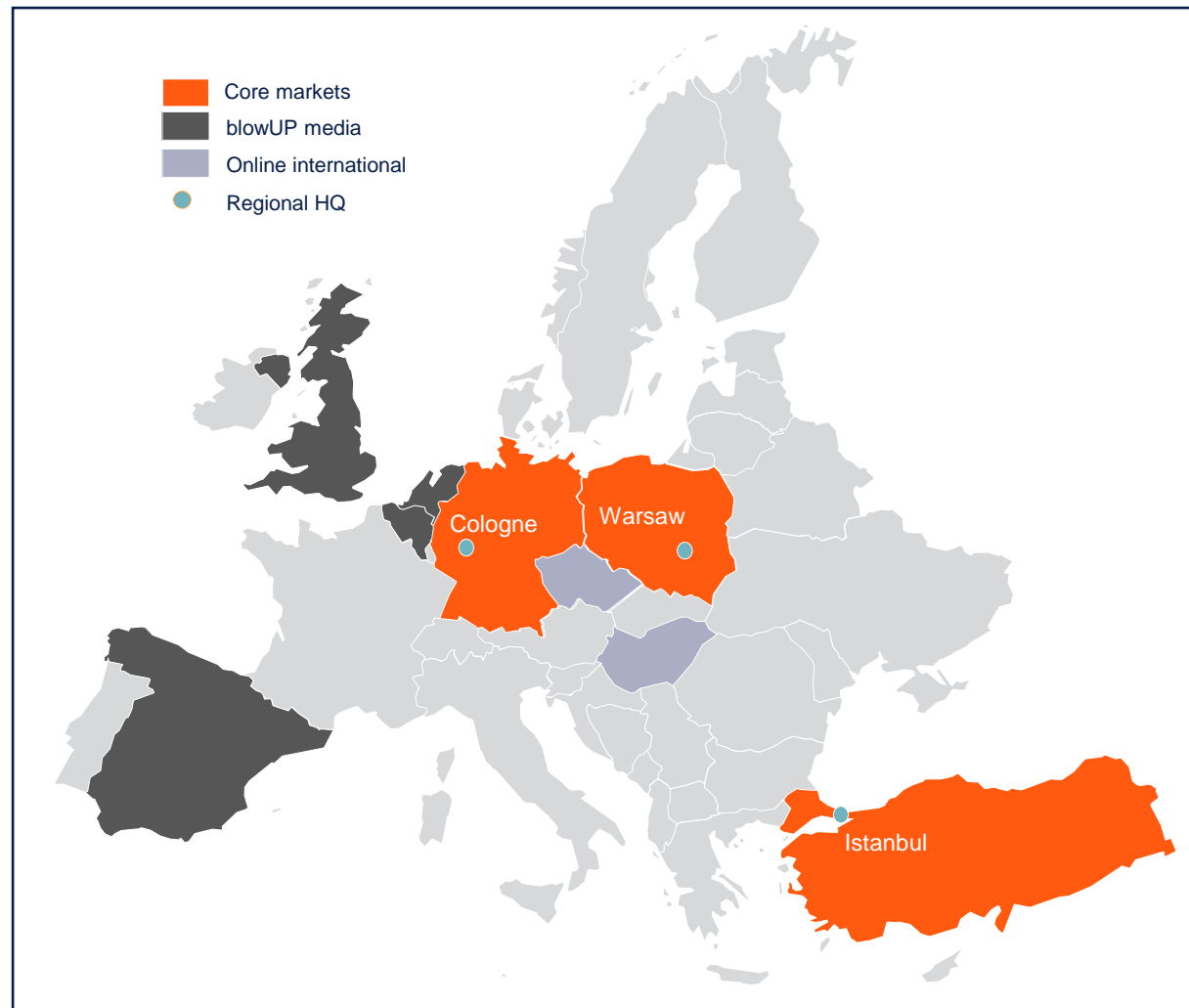
Leading digital media sales house



~ 290,000 OOH advertising faces

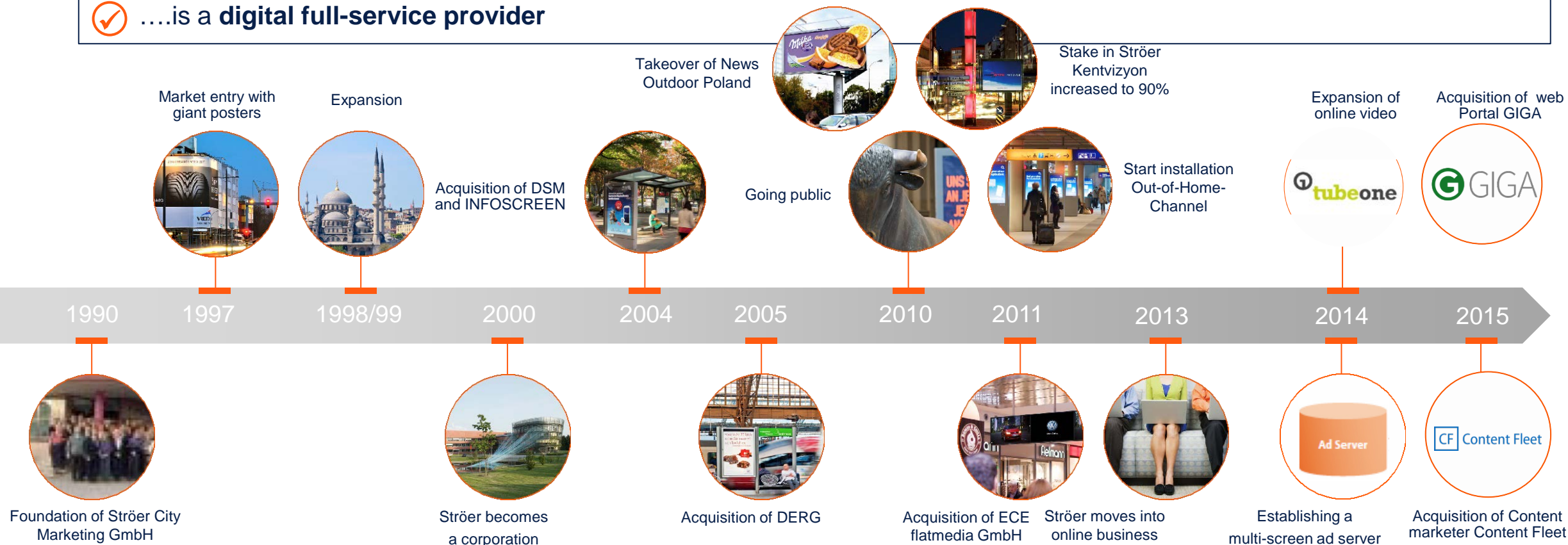
~ 38m Unique User in Germany

~ 90 office locations and 2,380 employees



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

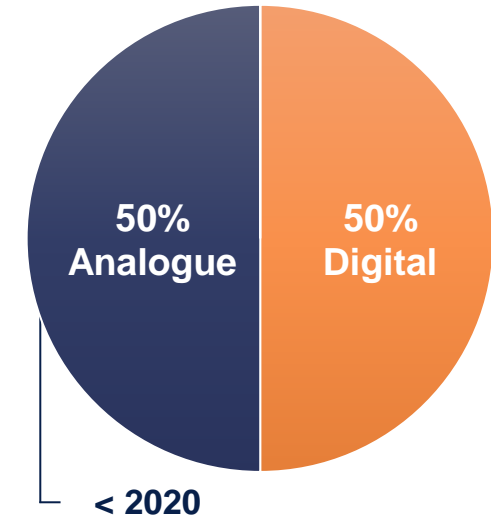
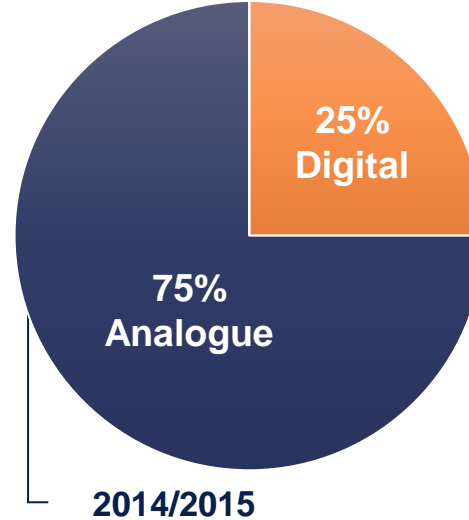
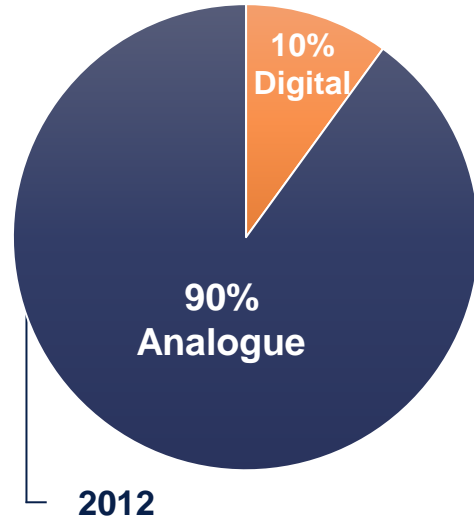
- ✓ ...**the No1** in the OOH advertising industry in Germany
- ✓is the online marketer with **the widest reach** in Germany
- ✓operates the **largest giant poster network** in Europe through BlowUP Media
- ✓is a **digital full-service provider**



Ströer becoming a Digital Hybrid



Transformation from an Analogue to a Digital Hybrid Player

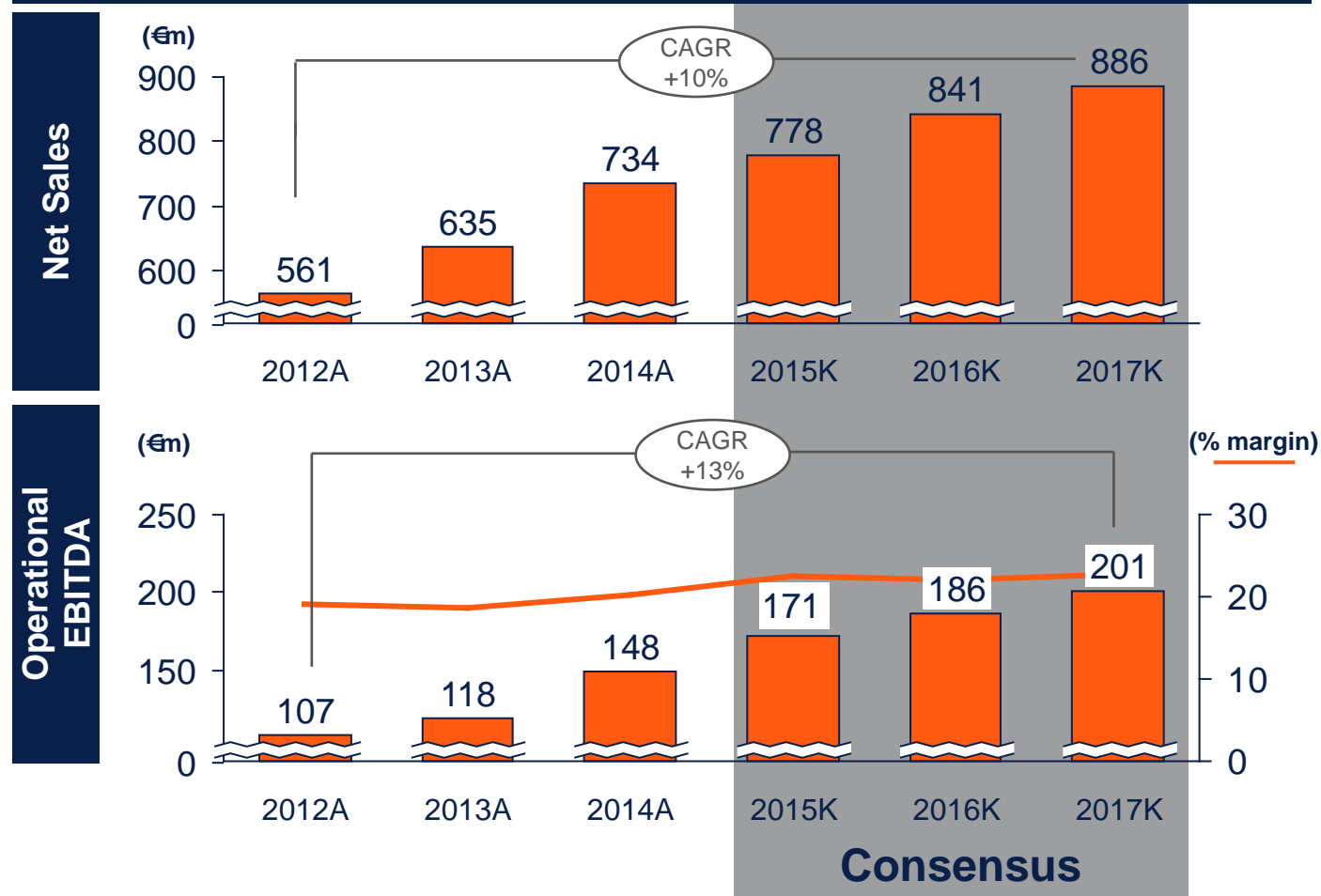


CAGR (2012 – 2020)

- 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

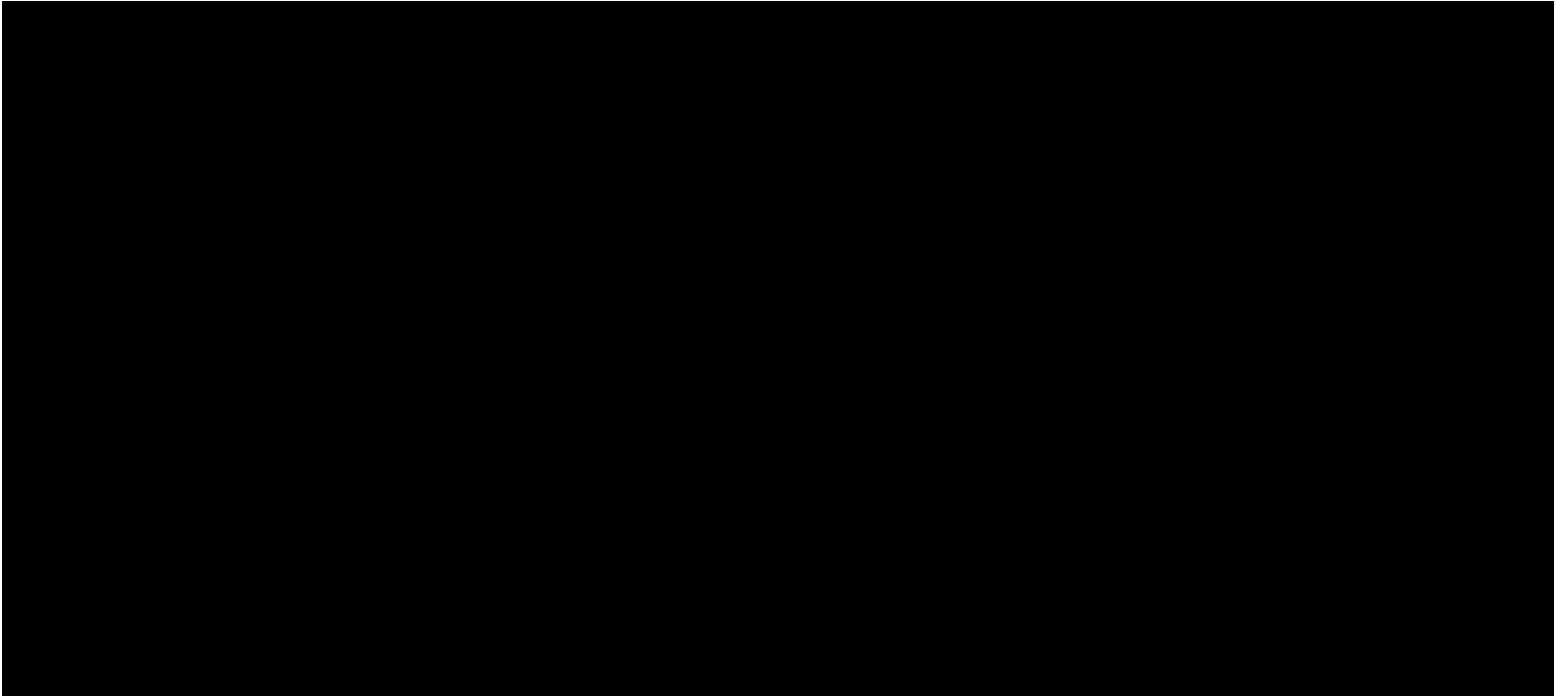
Q1 Results 2015, Guidance Statement 2015, Outlook 2017

| | 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 |

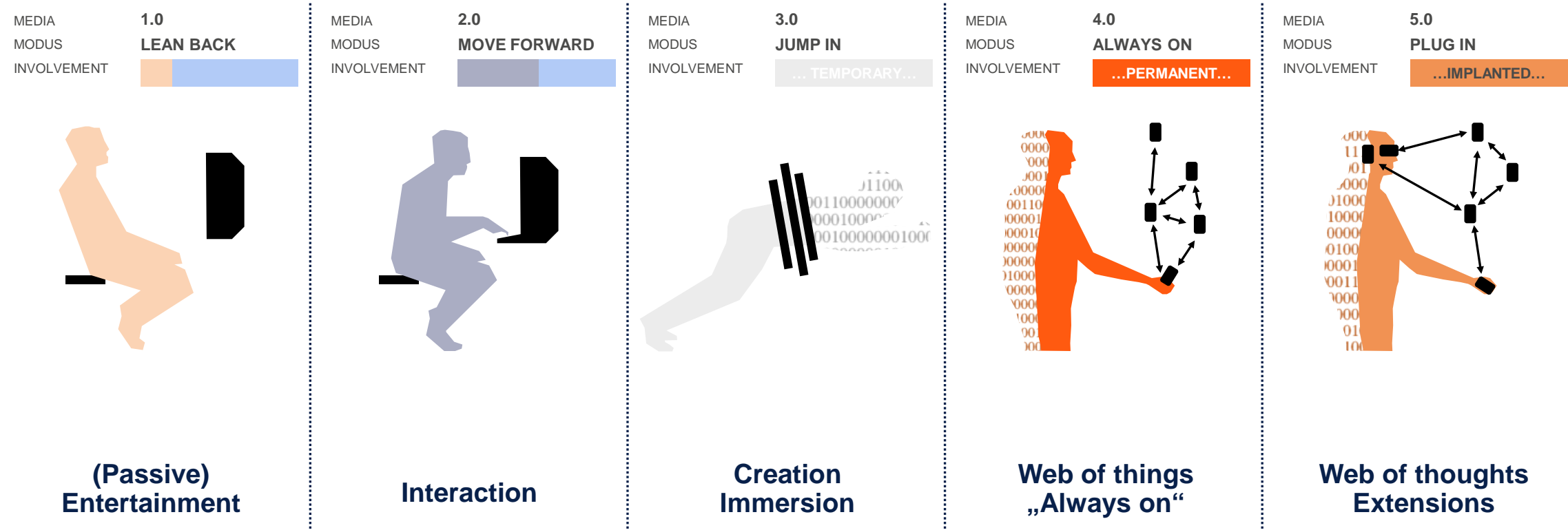
Digital Transformation: Midterm Growth Drivers

April 29th 2015 | Christian Schmalzl

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

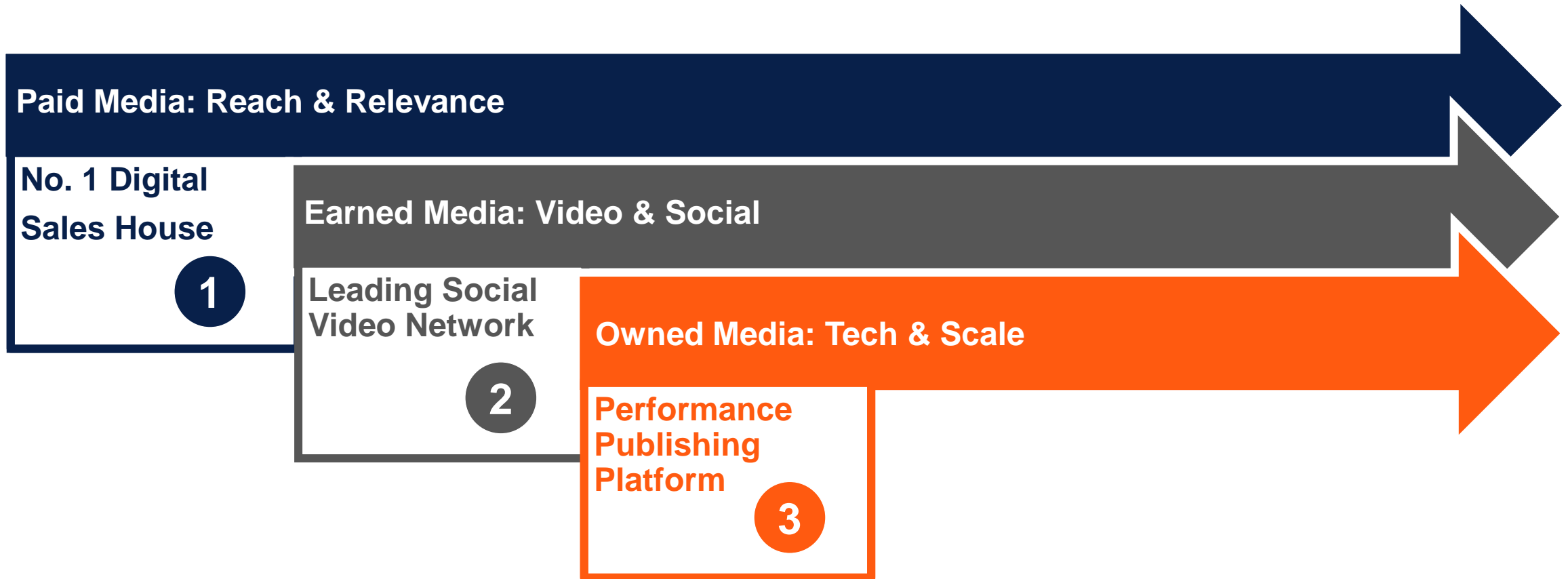


Media Evolution

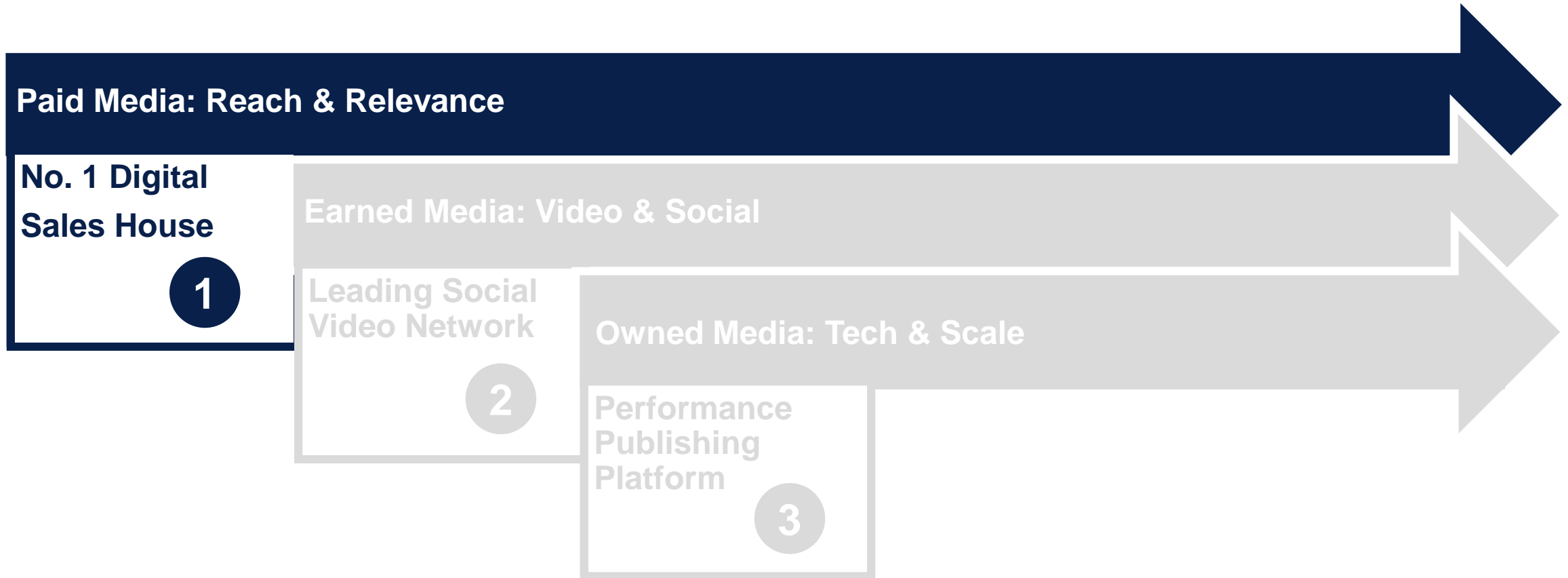


Ströer Digital in the last two Years:

3 Strategic Levels of our Development Strategy



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



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 | guentiger.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 |

Ströer Digital: Key Acquisitions & Joint Ventures

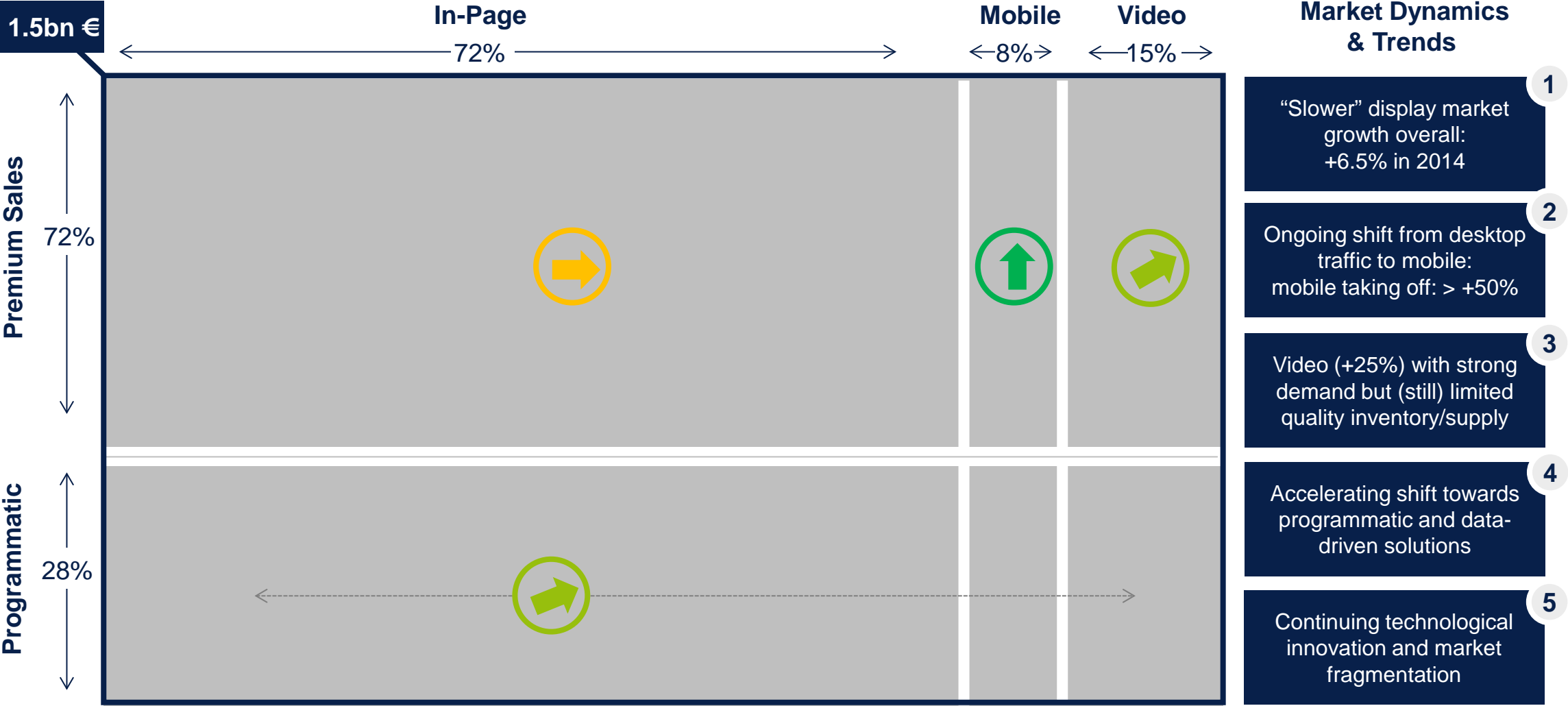
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| 48 | Web Media Publishing | 1,6 | 0,81 |
| 48 | intermedia advertising | 1,5 | 0,79 |
| 50 | AdTiger.de | 1,5 | 0,78 |

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 |

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



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



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



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



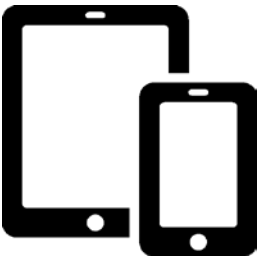
Growth Drivers Mobile & Video: Revenue Development within our Digital Portfolio

Revenue Share

2013

2014

2015FC



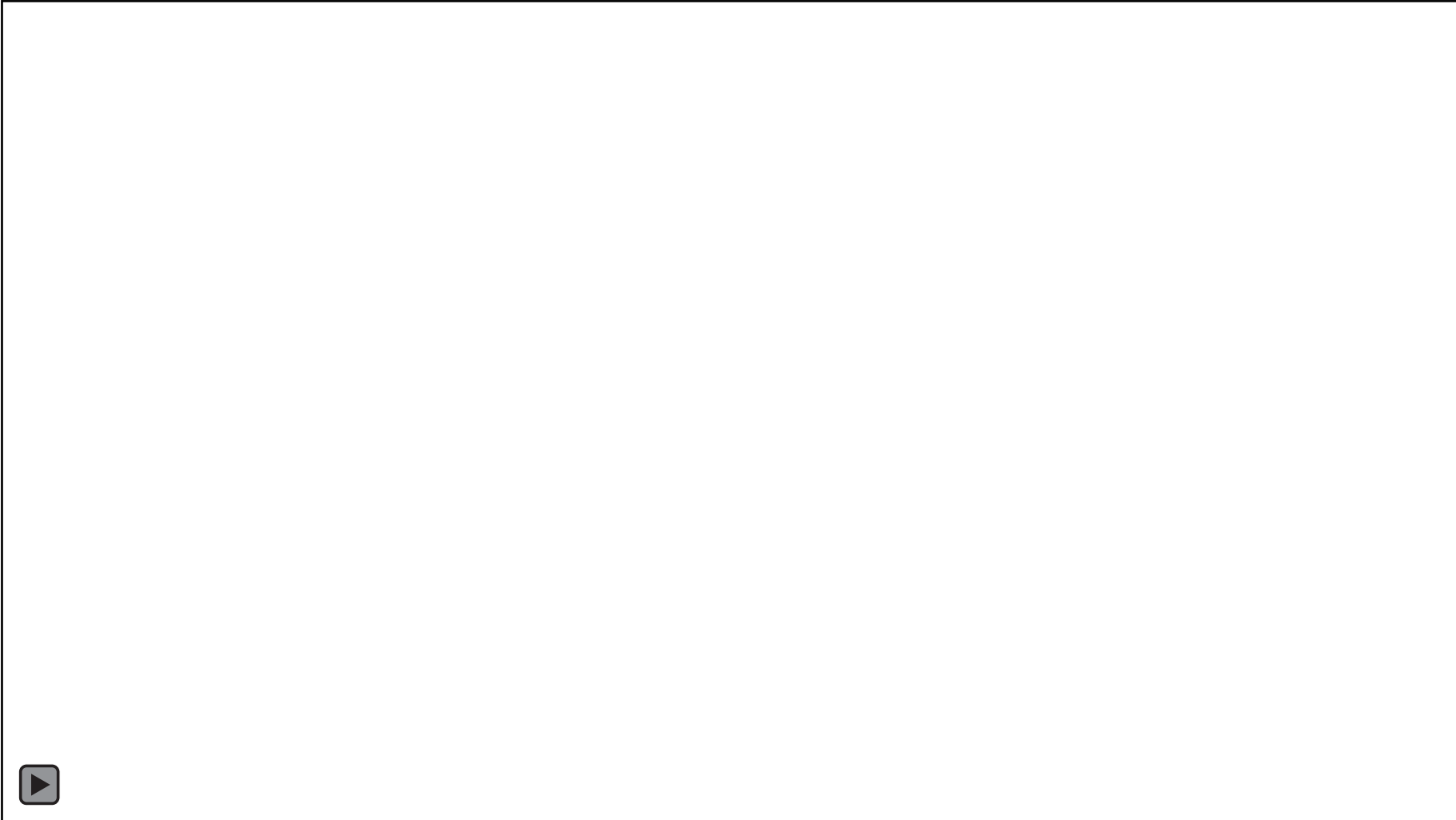
Mobile



Video

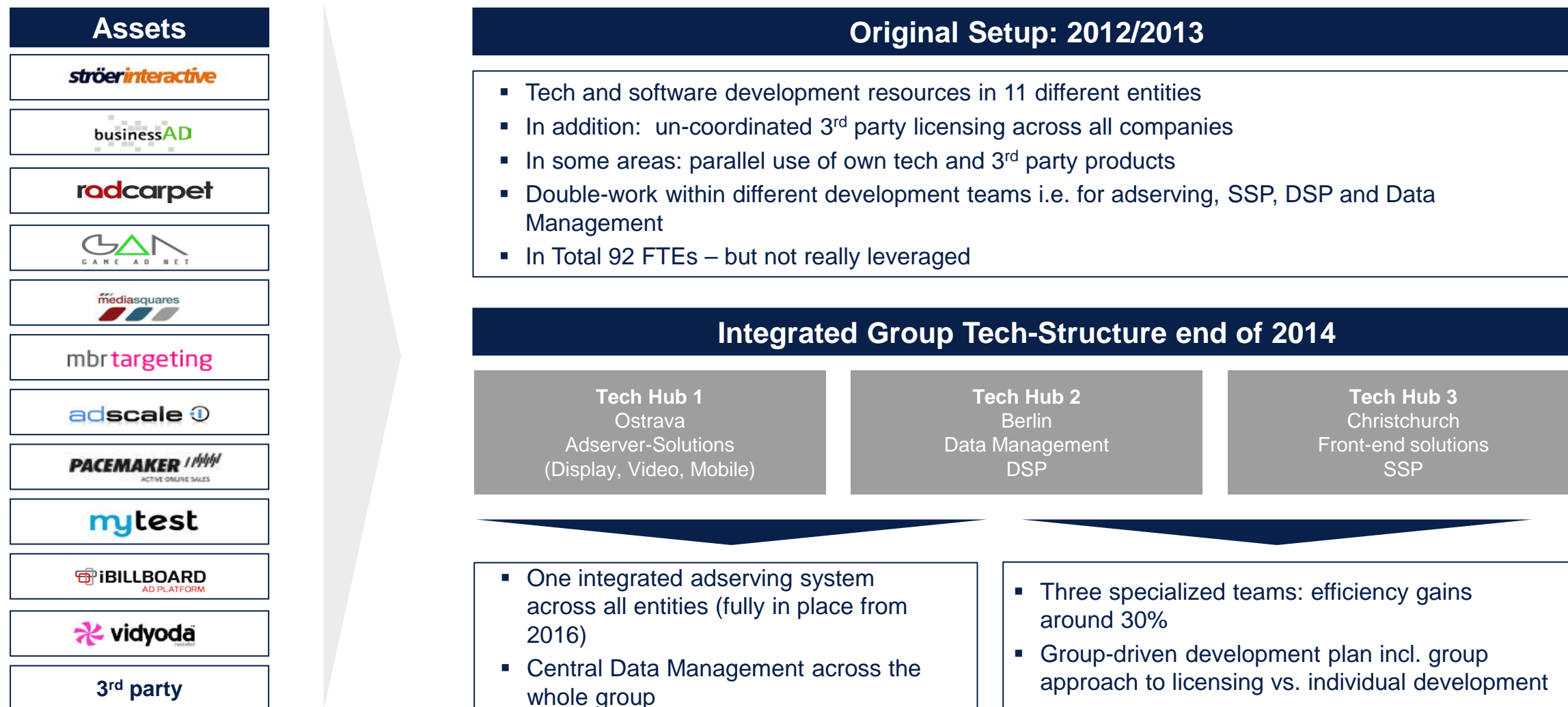


One Key Focus Area: Product Placement and Branded Entertainment



Consolidation Effects and Strategy

Example 1: Tech & Development Resources



Consolidation Effects and Strategy

Example 2: Digital Sales Teams

| Assets |
|---|
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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

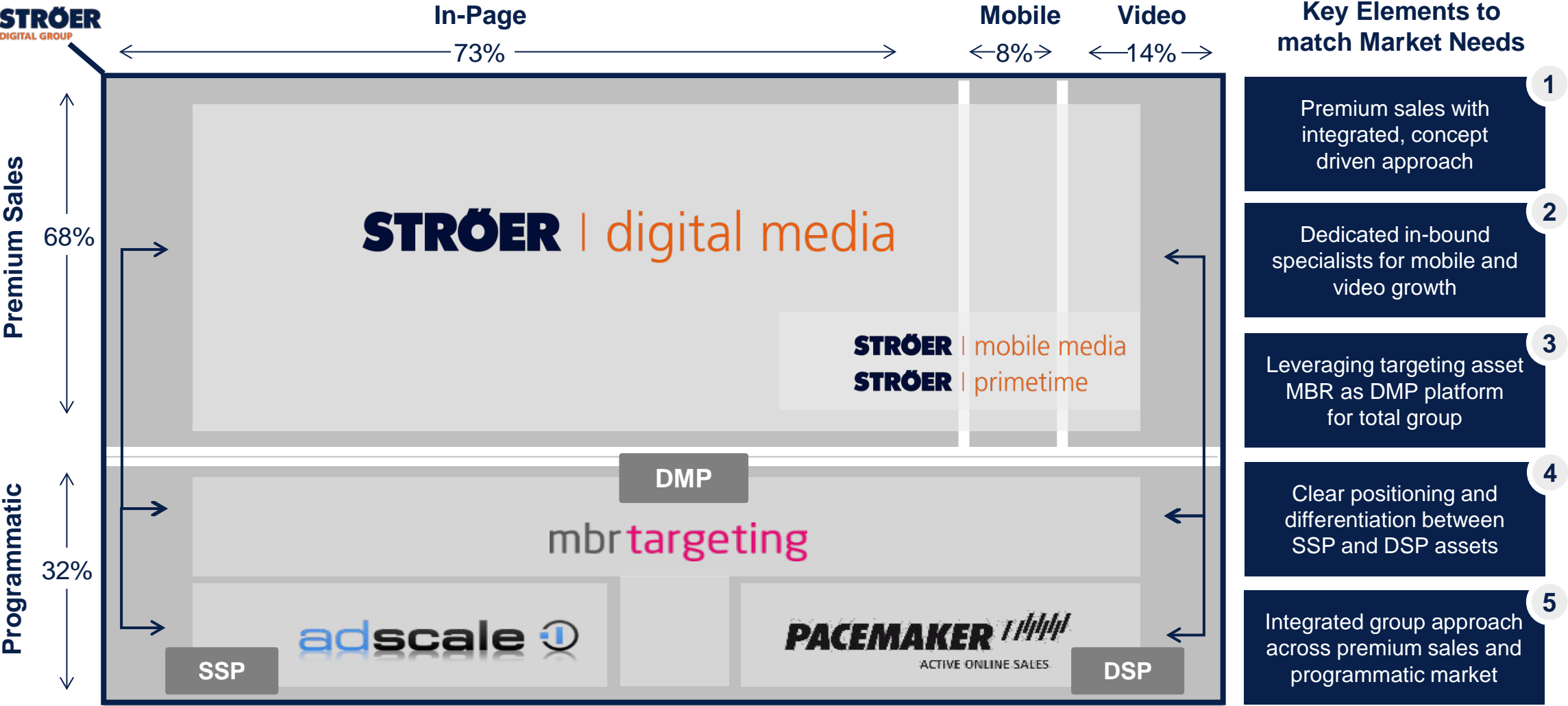
Integrated Group Sales-Structure end of 2014



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

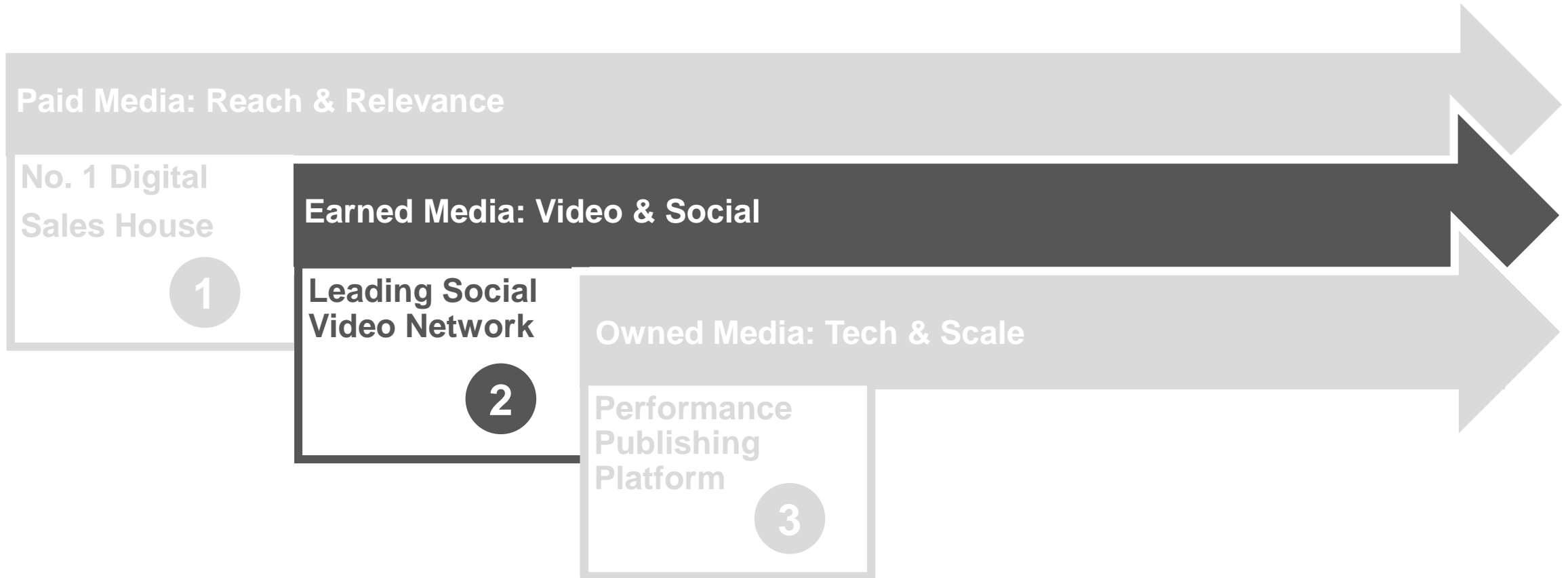
- 300% more headcount vs. 2012
- Industry specific solutions across total portfolio
- 10x more direct client leads

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



Ströer Digital in the last two Years:

3 Strategic Levels of our Development Strategy



Share 3rd Party Inventory at the beginning of 2014

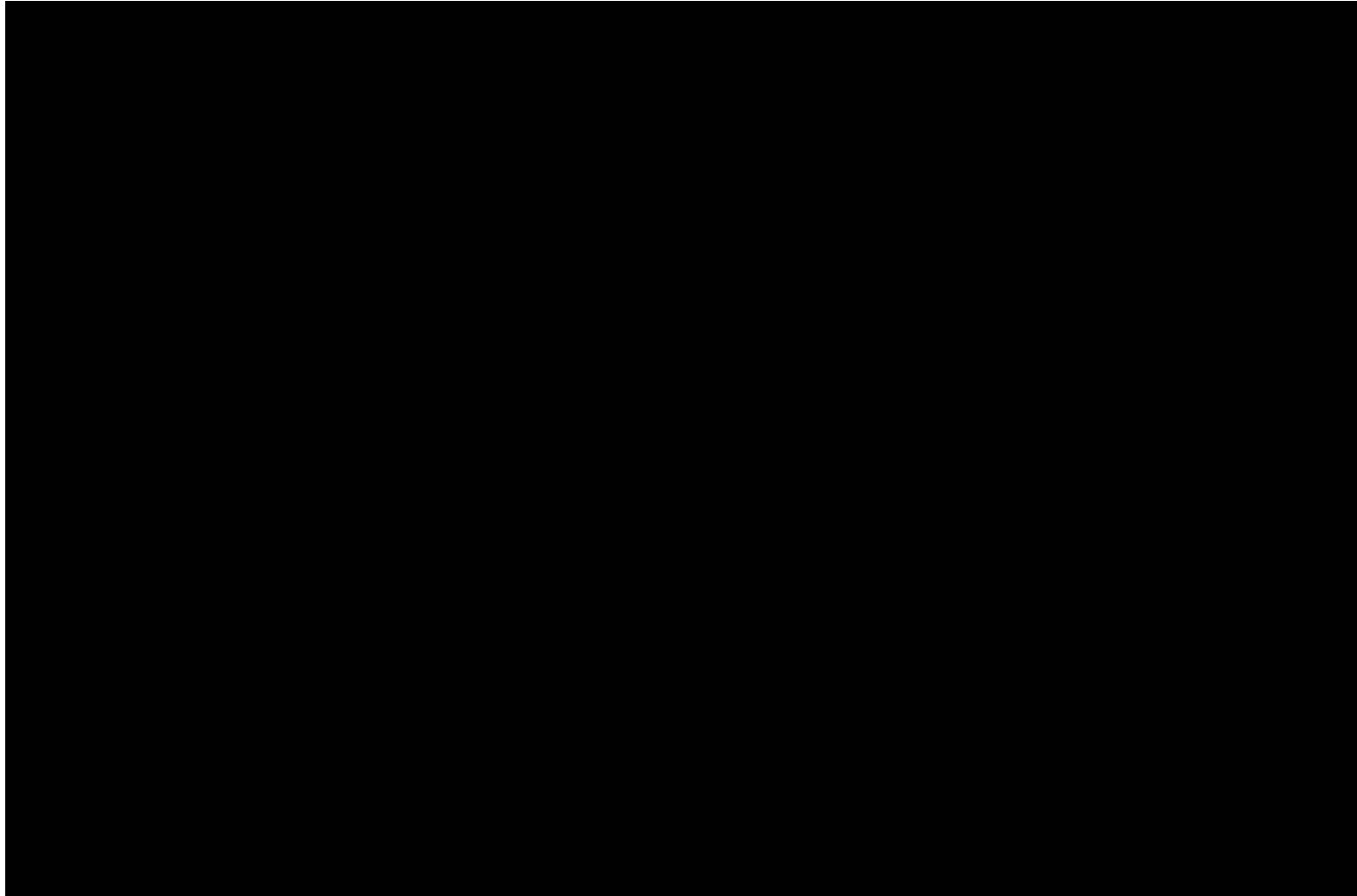


Out of Home



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

Beauty & Lifestyle

Cosmetics, Fashion and Lifestyle

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

Top 3 YouTuber:

1. DagjBee
2. ShirinDavid
3. Paolo Maria



Dagi Bee

tubeone

>535 Mio.
Videoviews

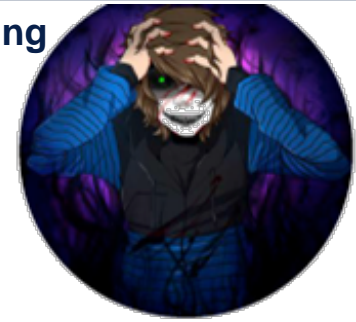
Tech & Games

Content around Tech-World&Gaming

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

Top 3 YouTuber:

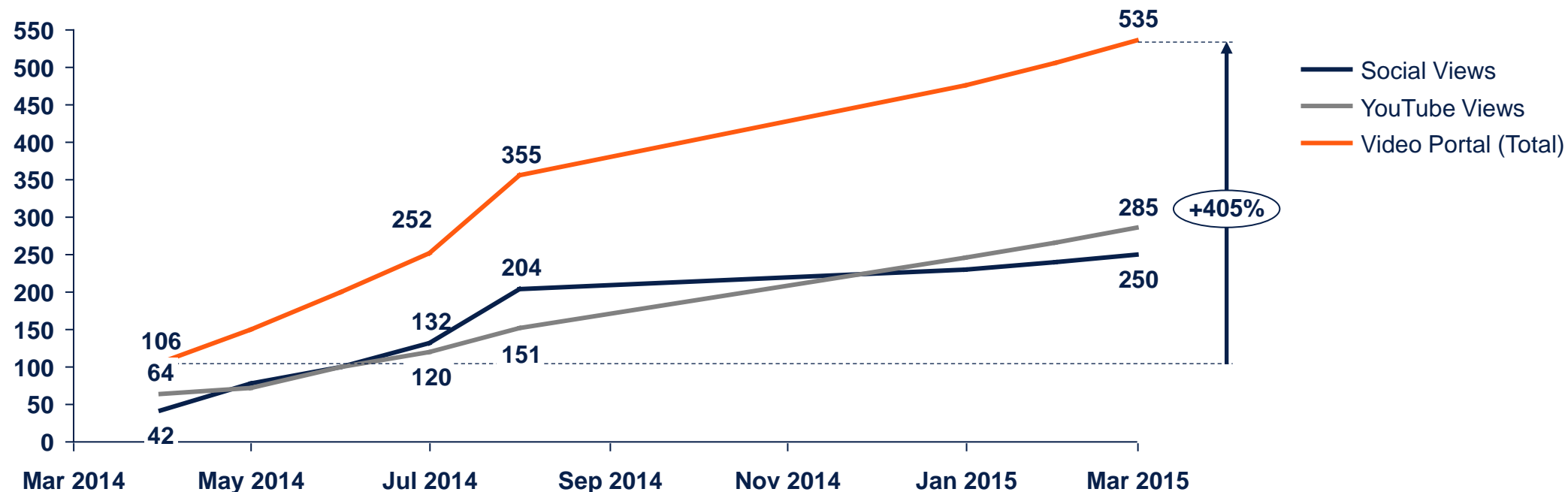
1. GermanLetsPlay
2. Unge
3. Demtendo



GermanLetsPlay

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.



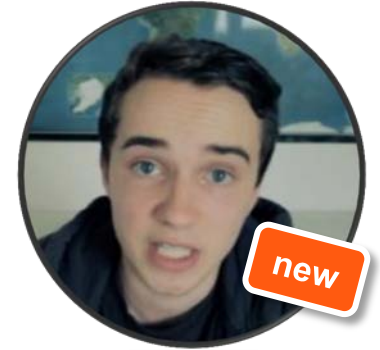
BarbieLovesLipsticks

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



- 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



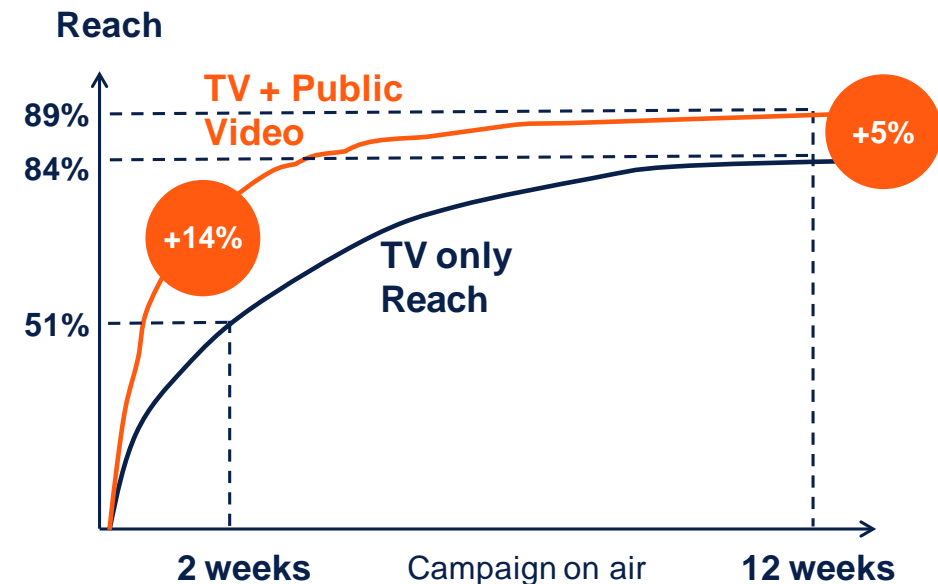
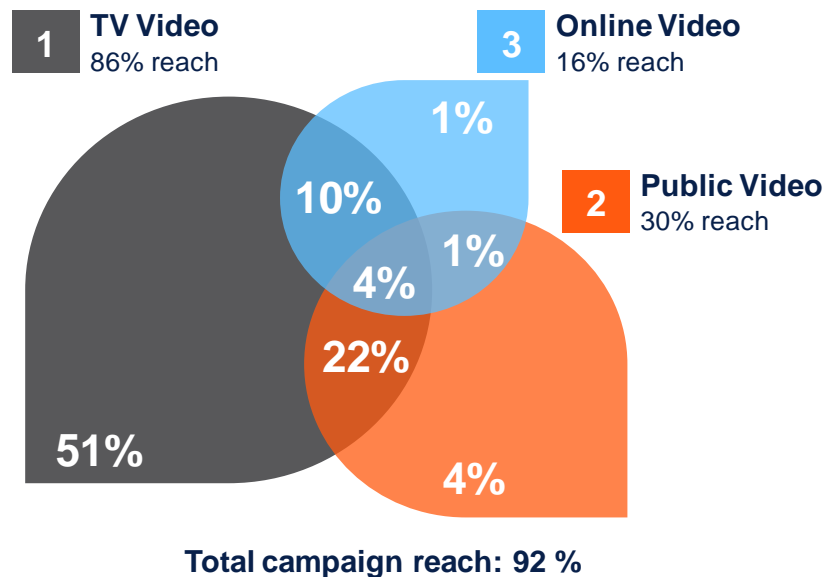
- Videos 6
- Views 1million

TubeOne also leveraged via Ströer Primetime: Integrated Multiscreen Opportunities

← 750 Mio. Video Views per week →

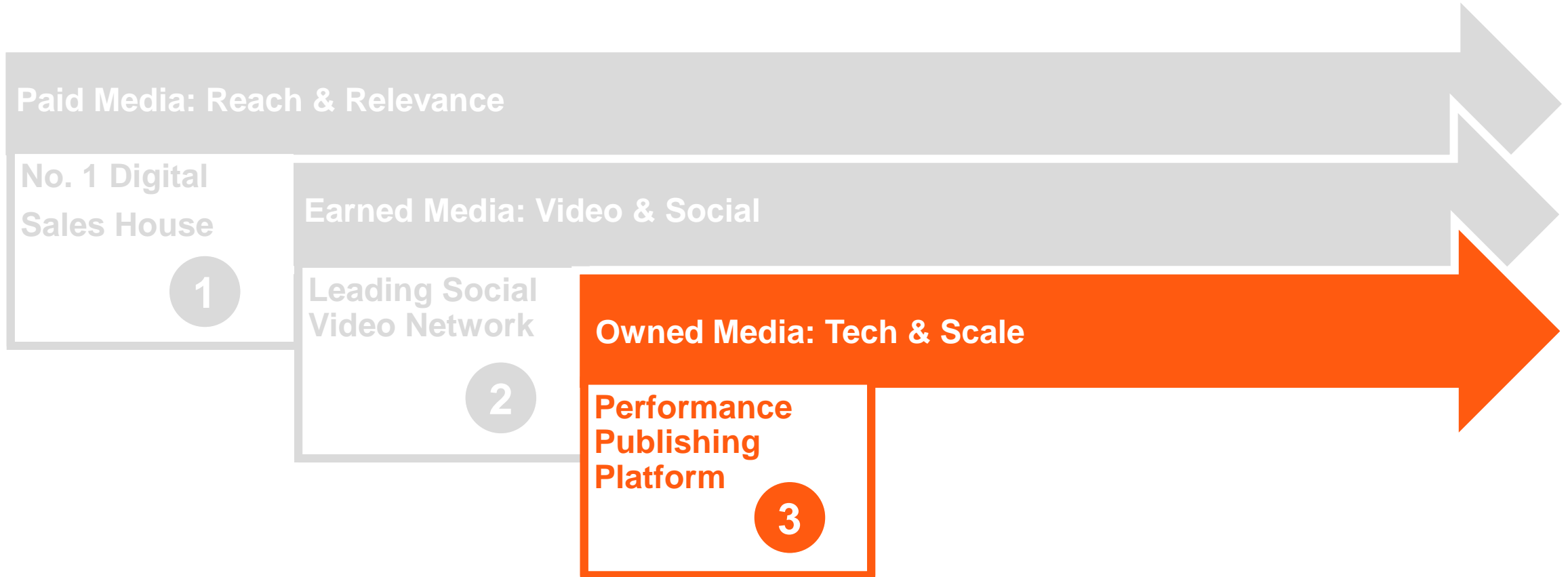
← 50 Mio. VVs →

← 450 Mio. VVs →



Ströer Digital in the last two Years:

3 Strategic Levels of our Development Strategy



Content Fleet Facts and History

F A C T S

- Founded 2010
- Since 2015 member of Ströer Media SE
- >100 employees

O F F I C E S

- Hamburg (HQ)
- Berlin
- New York

S T R U C T U R E

- Content and social media experts
- Technology specialists
- Consultants and project managers
- Freelancer network

F U N D I N G

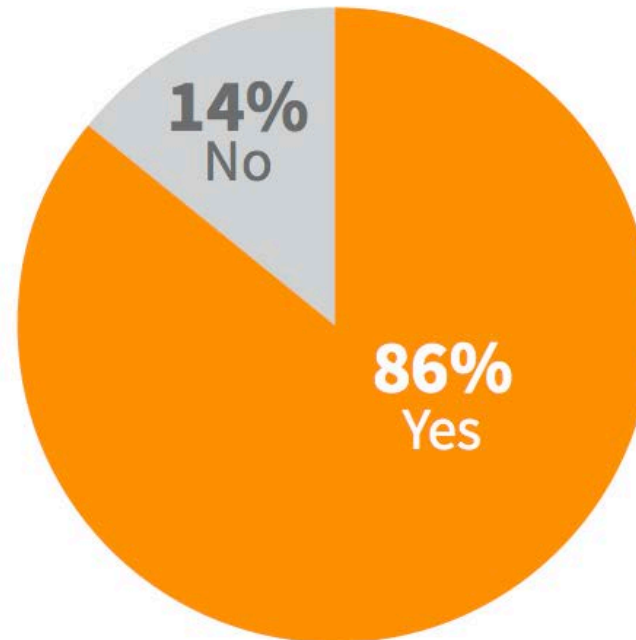
- T-Ventures
- BDMI
- Neuhaus & Partners

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:



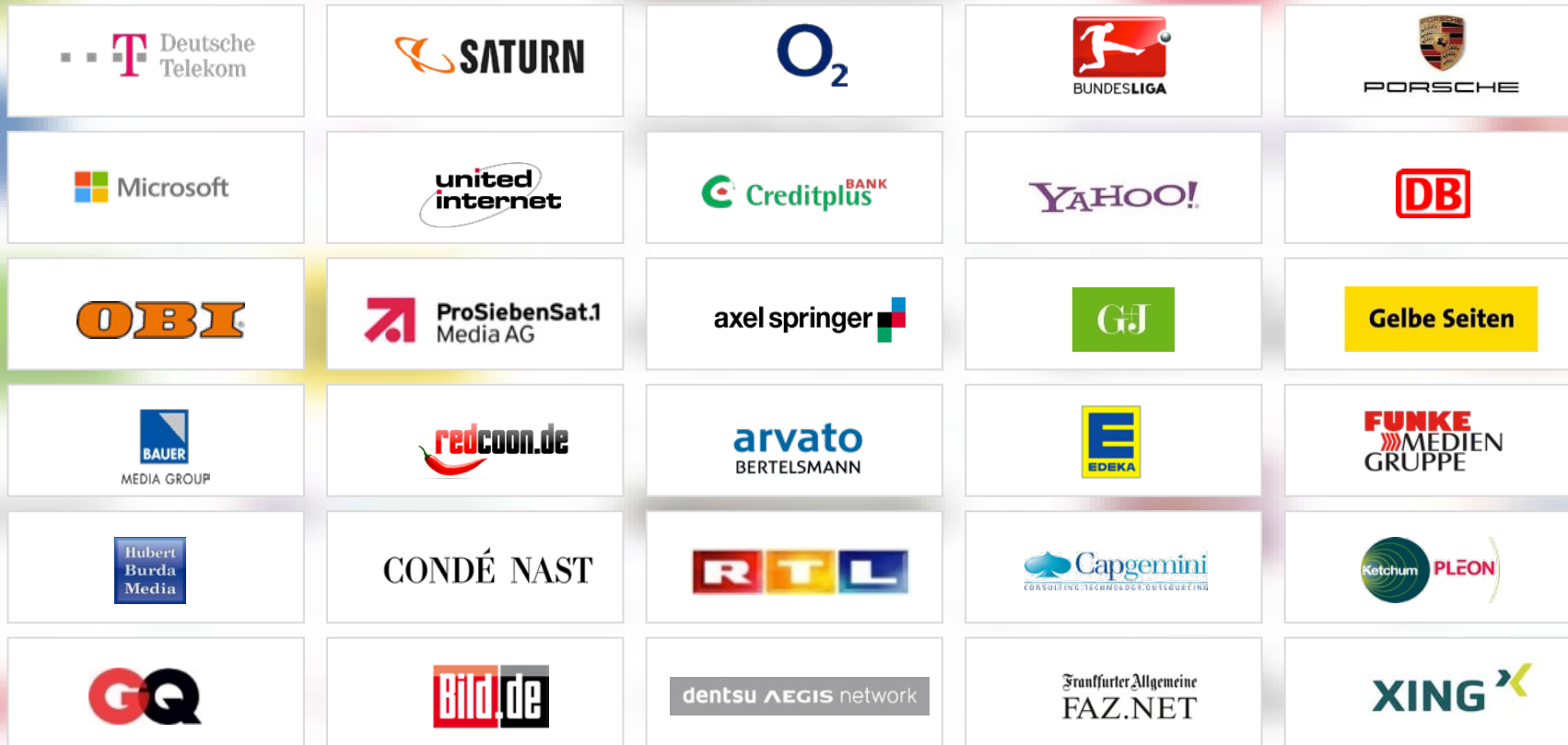
The Content Fleet Approach

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



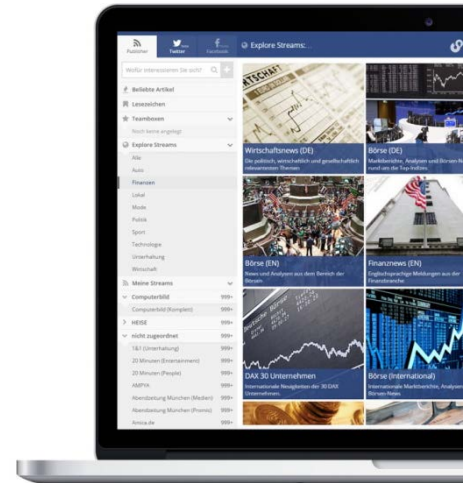
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Successful Content Marketing

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

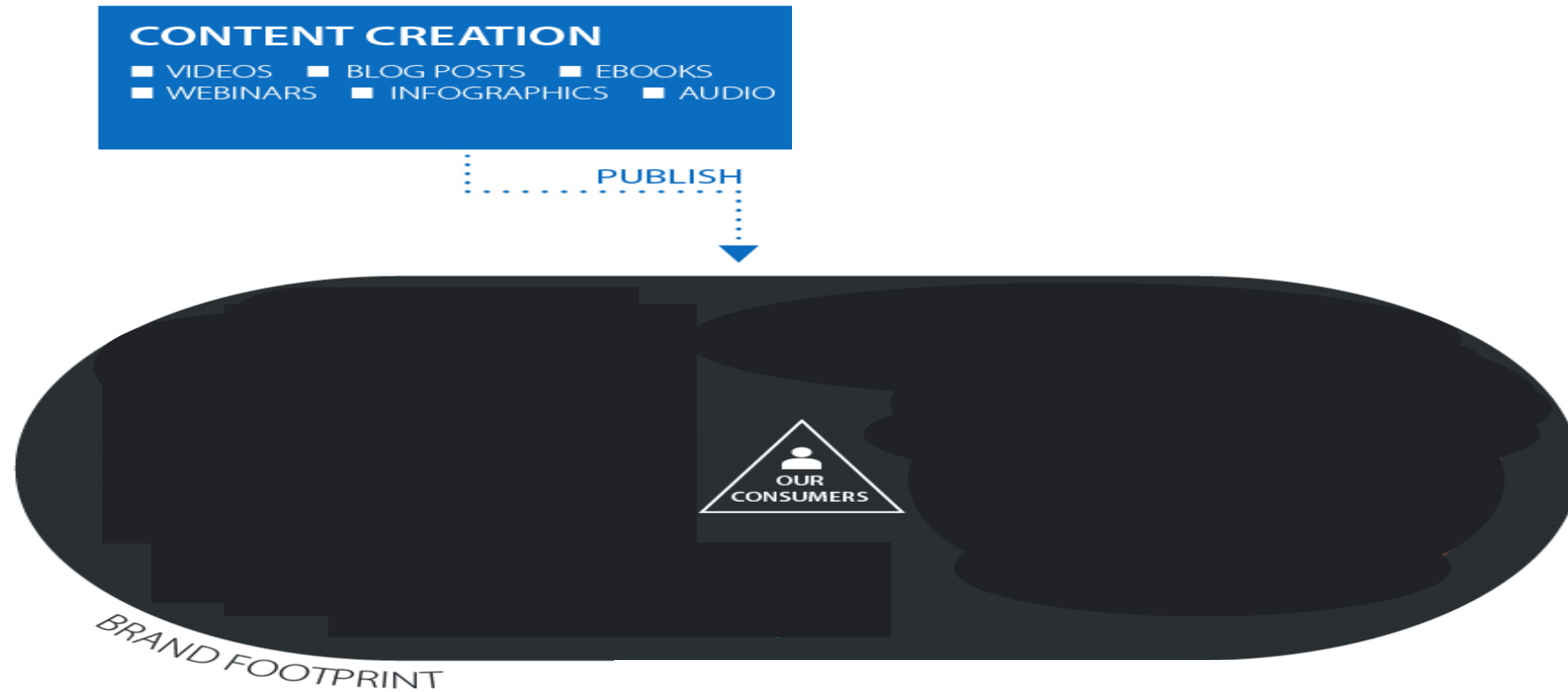
"CONTENT WITHOUT
REACH
IS WORTHLESS!"

HOW WE OPERATE CONTENT MARKETING

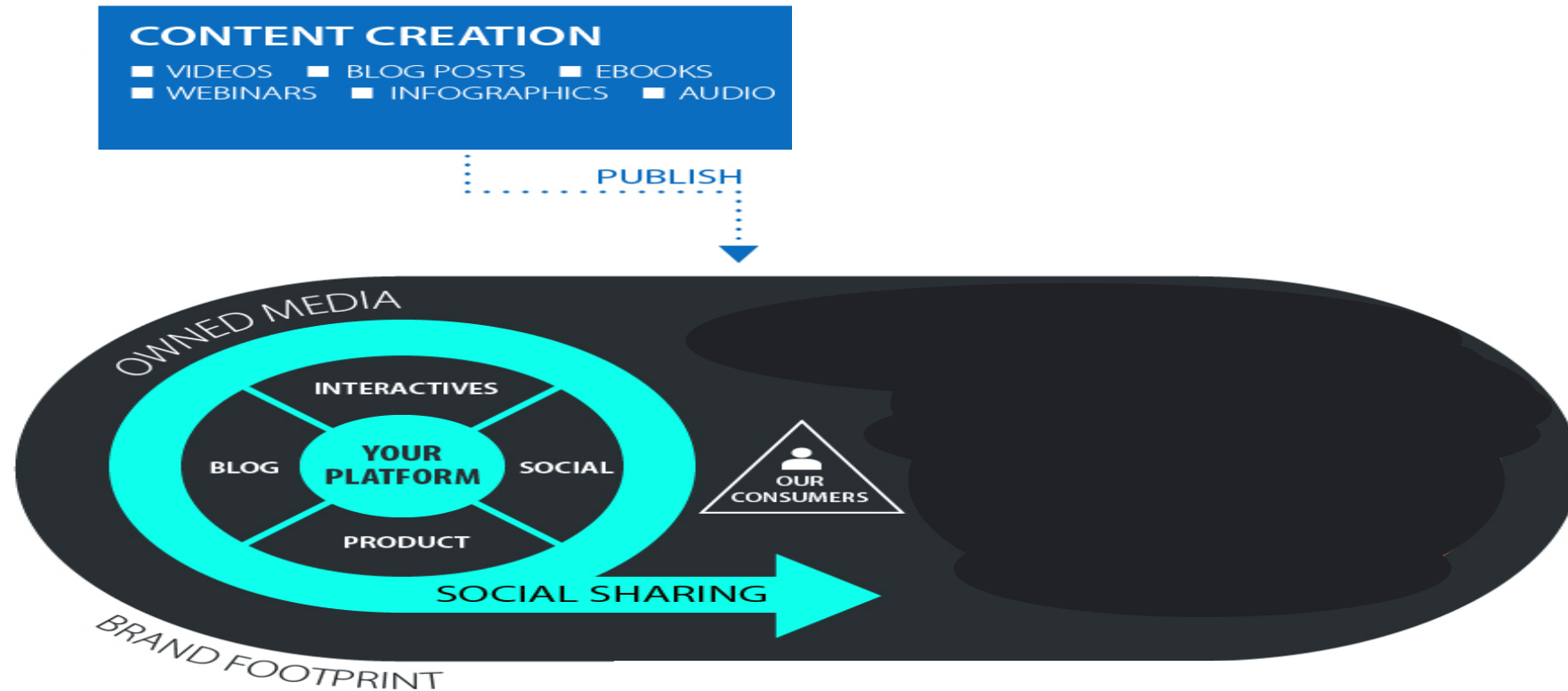
CONTENT CREATION

■ VIDEOS ■ BLOG POSTS ■ EBOOKS
■ WEBINARS ■ INFOGRAPHICS ■ AUDIO

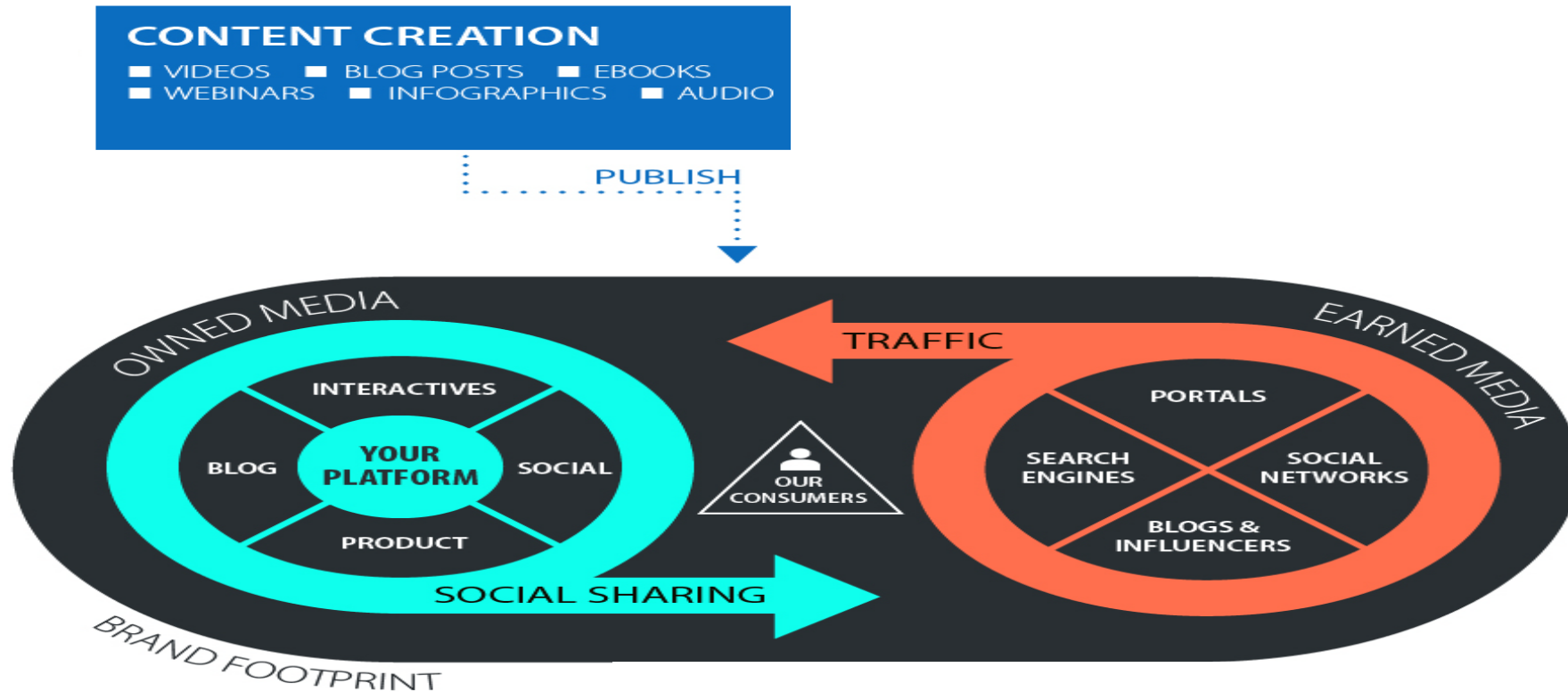
HOW WE OPERATE CONTENT MARKETING



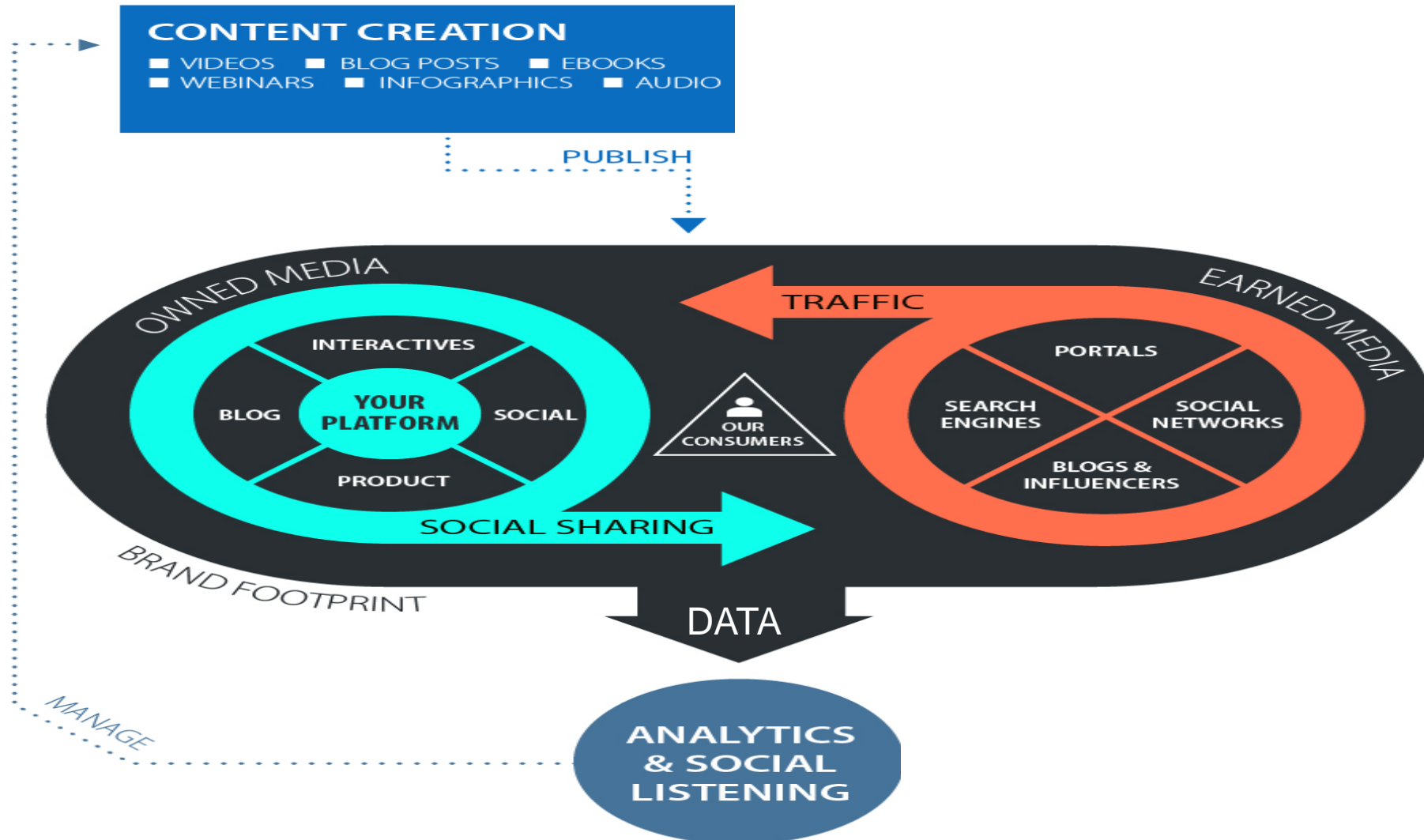
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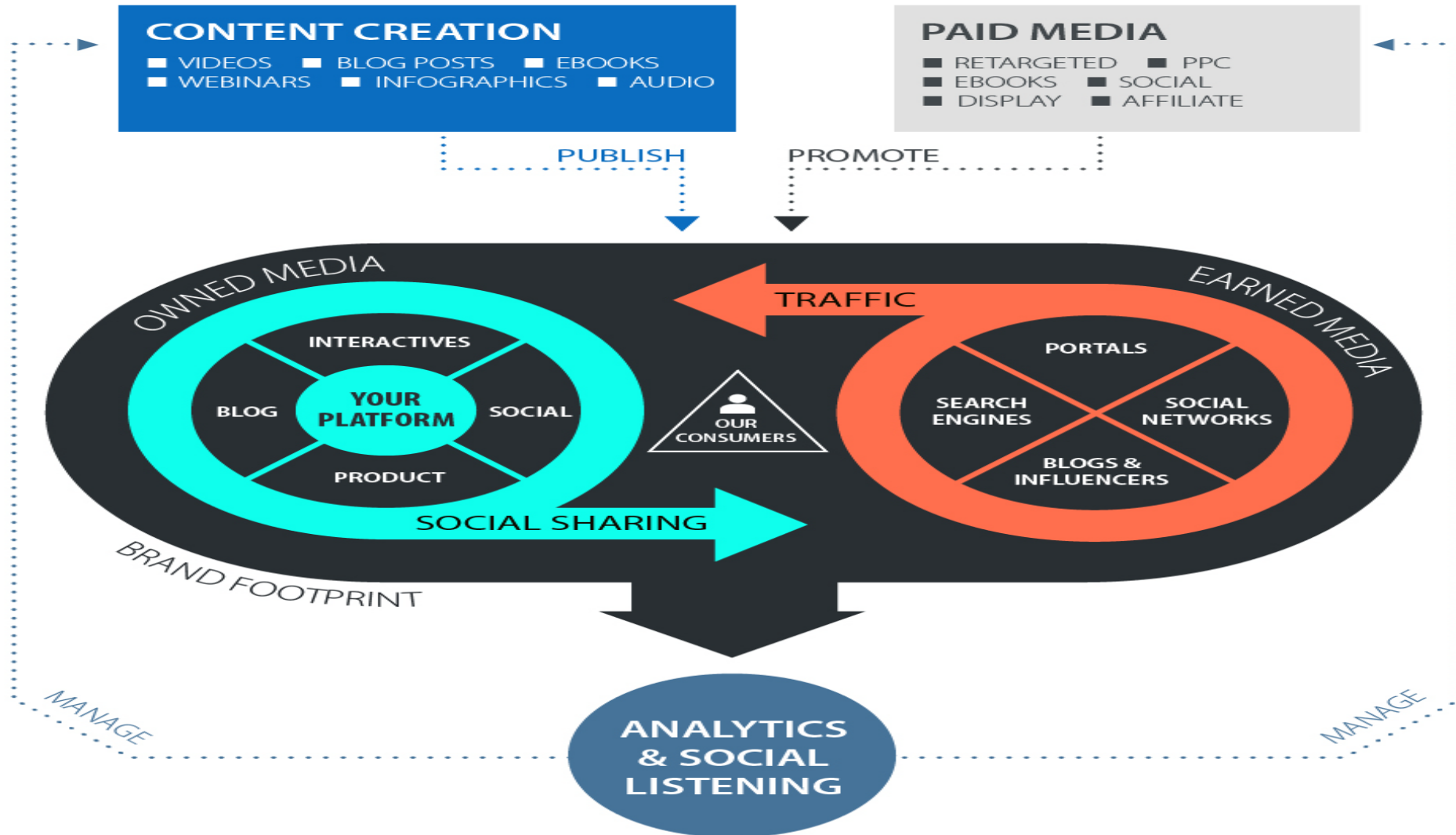
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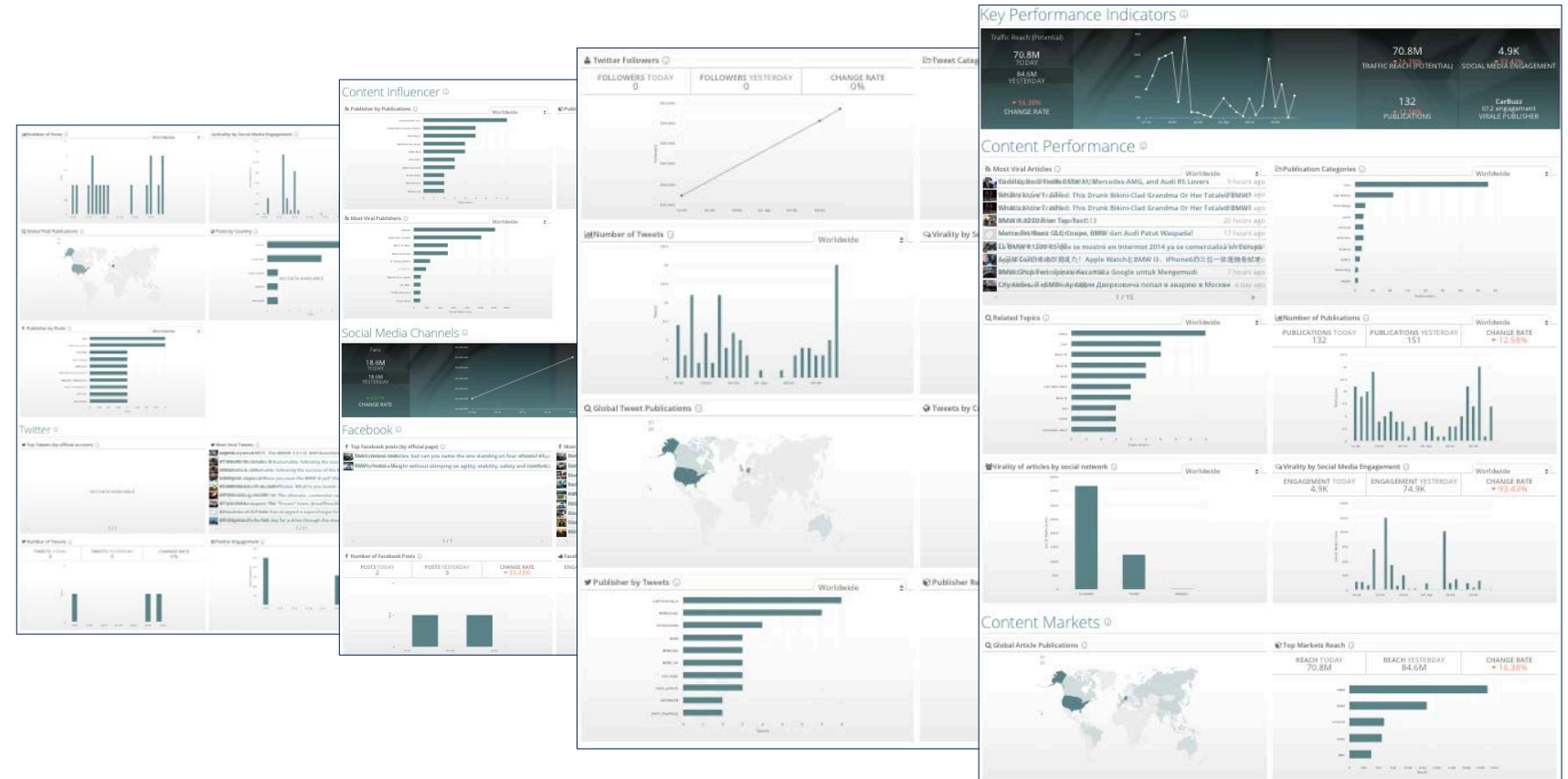
HOW WE OPERATE CONTENT MARKETING



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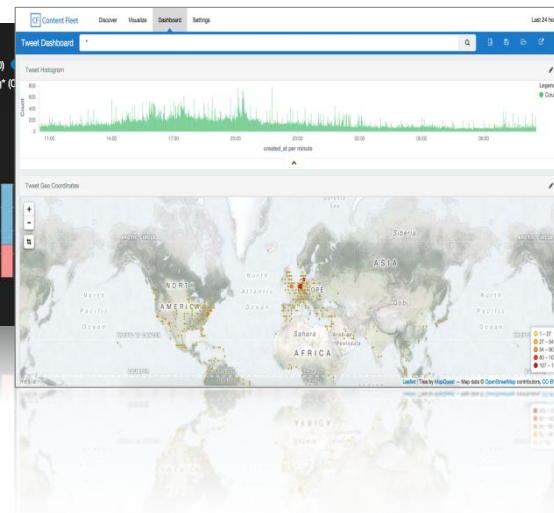
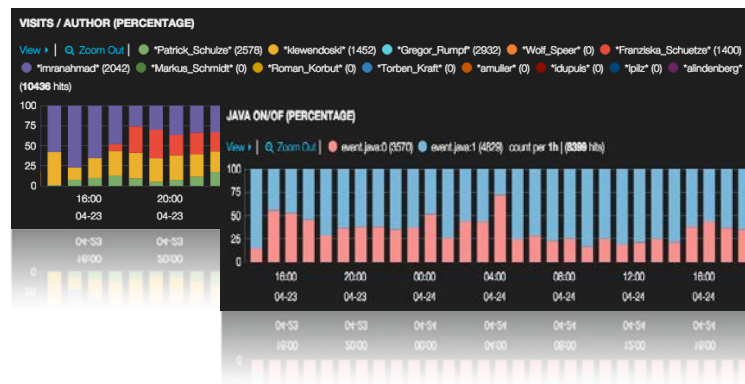


Data is King



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

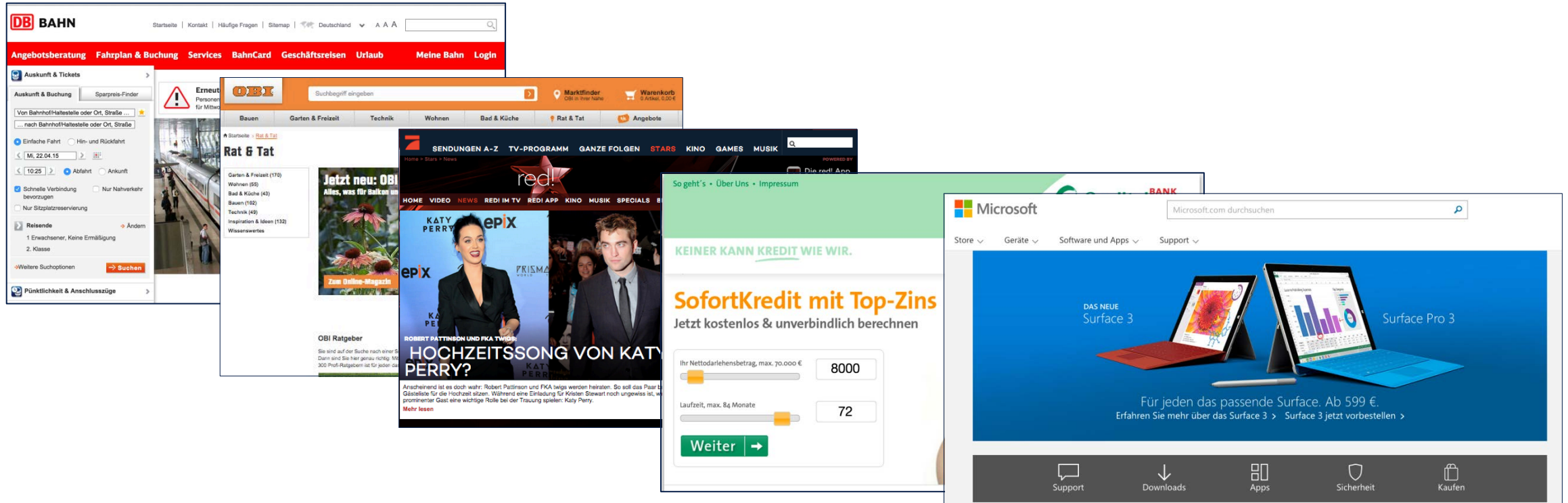
Data is King: Recipients



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

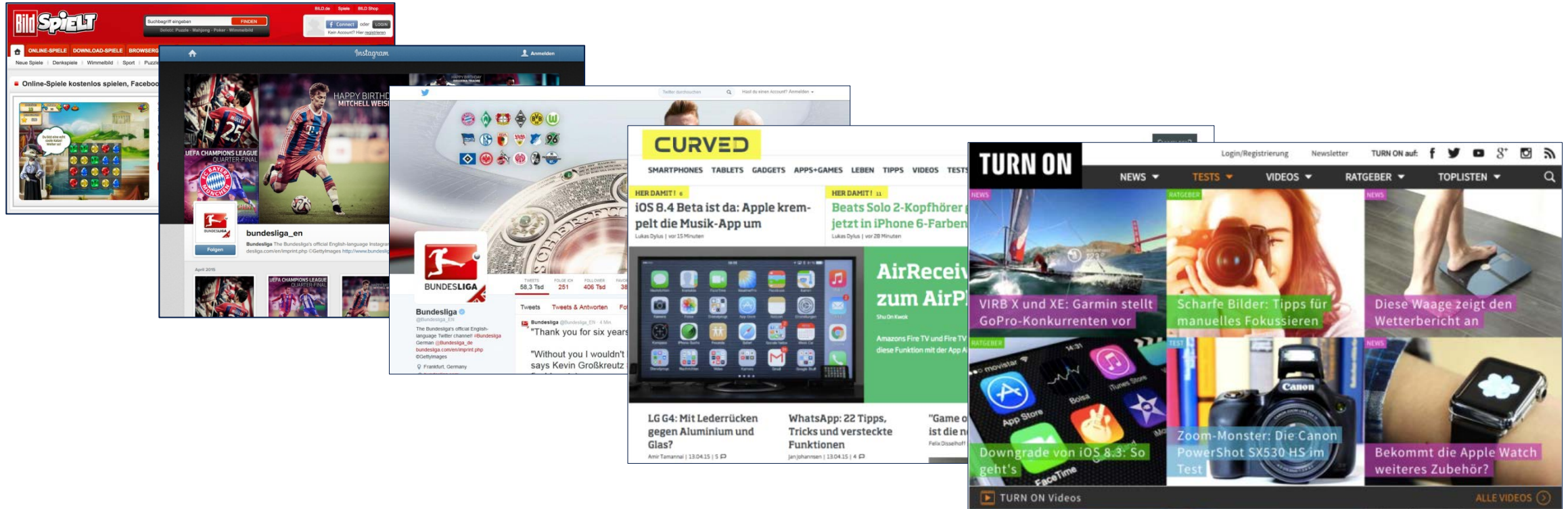
80 million pieces of data daily

Content Fleet in Brand Channels



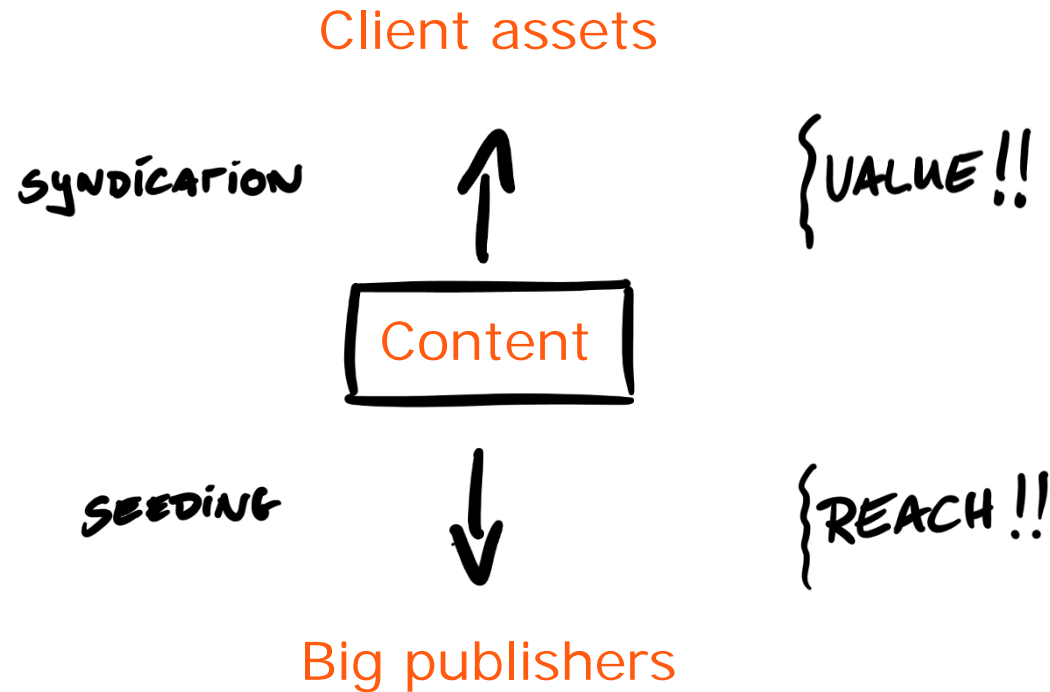
We distribute and steer content on core assets

Content Fleet owned Media Channels



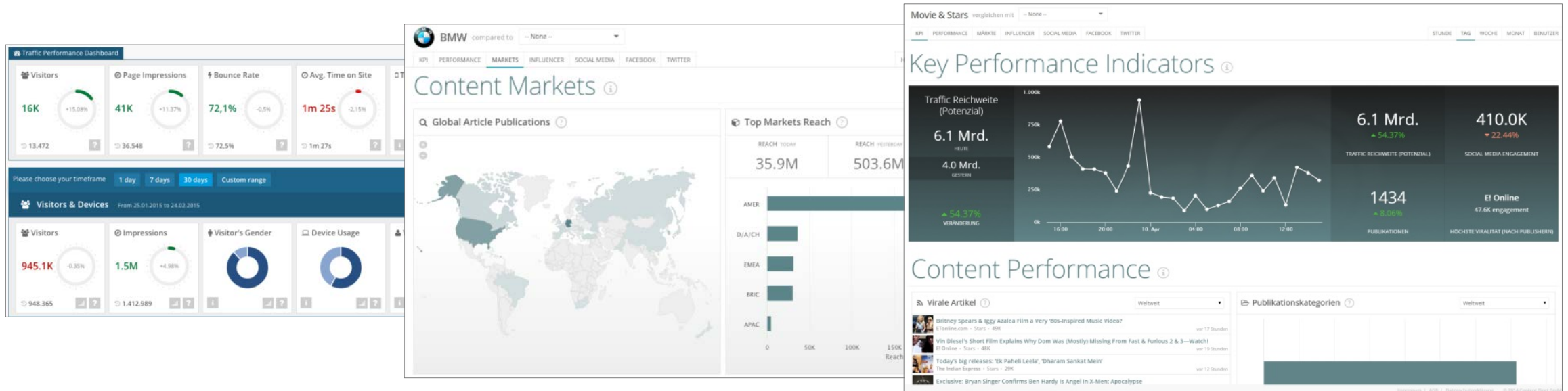
We create, build and operate new assets for brands

Content Fleet owned Media Channels



We syndicate and seed content automatically

Content Fleet Monitoring/Reporting



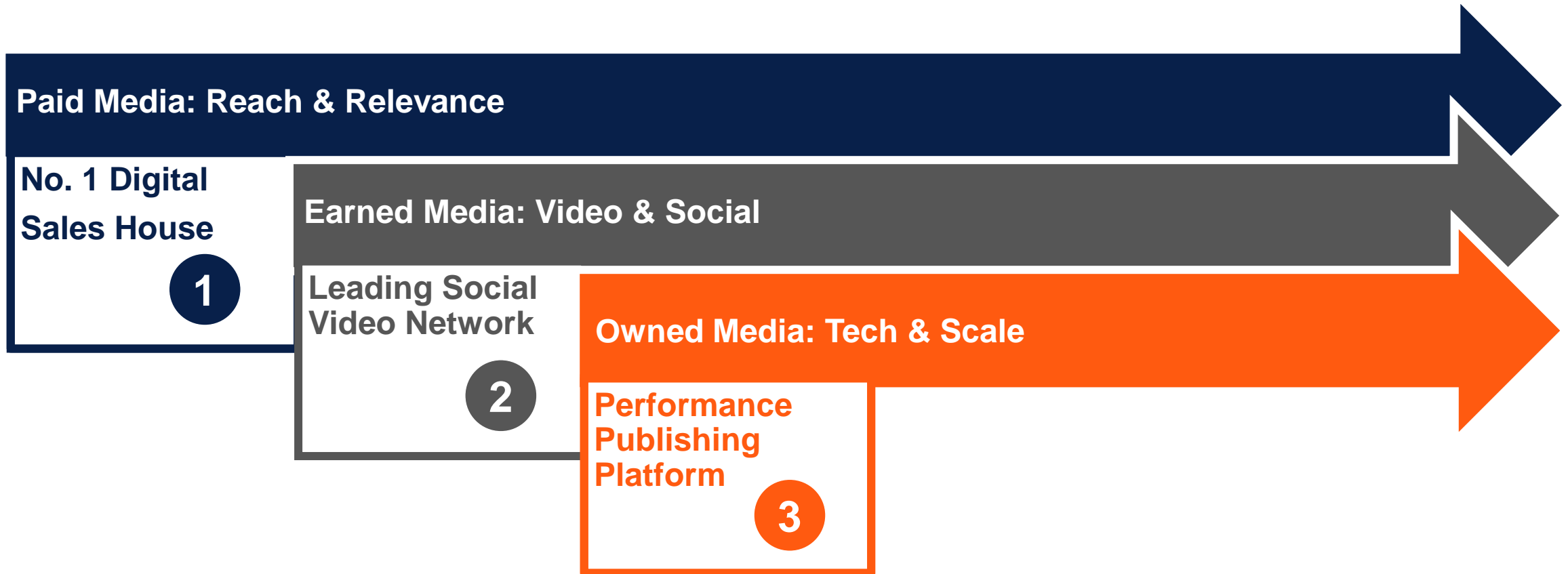
We provide extensive and deep content data reports.

Outlook – What is on the Roadmap

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

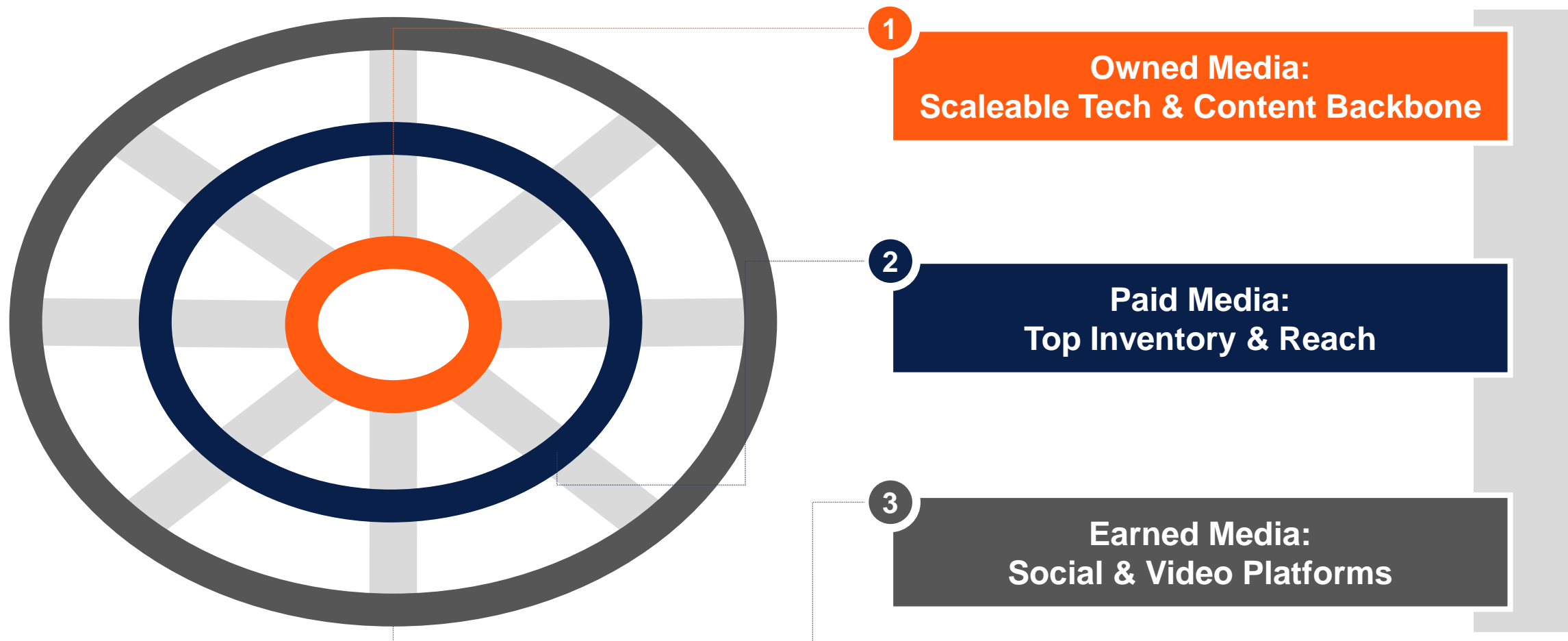
Ströer Digital in the last two Years:

3 Strategic Levels of our Development Strategy



Creating a Digital Performance Eco-System

Cost & Revenue Synergies across all three layers



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: | <ul style="list-style-type: none"> ▪ Dedicated in-house team identifying and securing prime individual locations nationwide ▪ Proprietary database capturing full details of available private locations | <ul style="list-style-type: none"> ▪ 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: | <ul style="list-style-type: none"> ▪ Typically 5-10 years ▪ No fluctuation | |
| Success factors for securing and renewing contracts | <ul style="list-style-type: none"> ▪ Detailed local knowledge ▪ Streamlined, efficient process and documentation | <ul style="list-style-type: none"> ▪ Typically 10-15 years ▪ No fluctuation (last 10 yrs, EUR10m gain vs. EUR5m loss) ▪ Superior sales organisation ▪ Critical mass for sourcing / cost advantage |

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



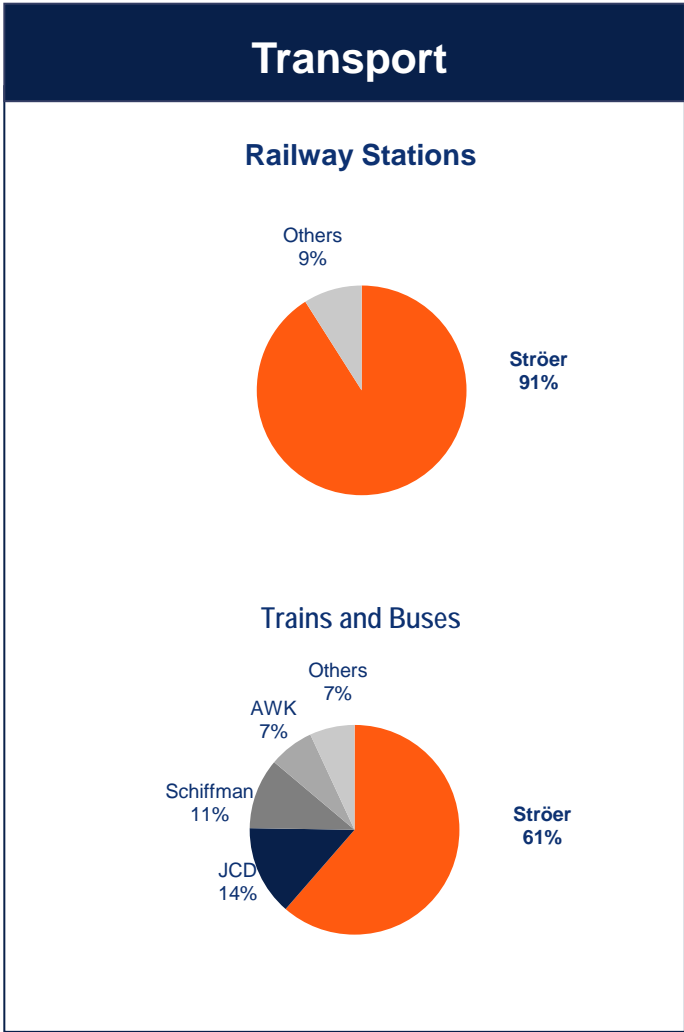
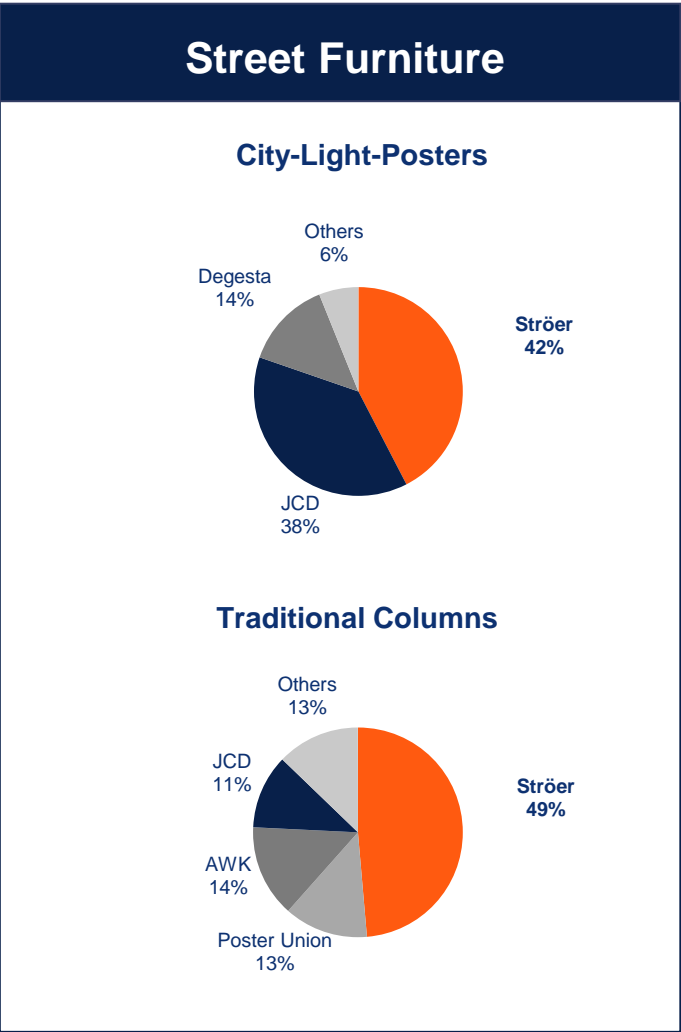
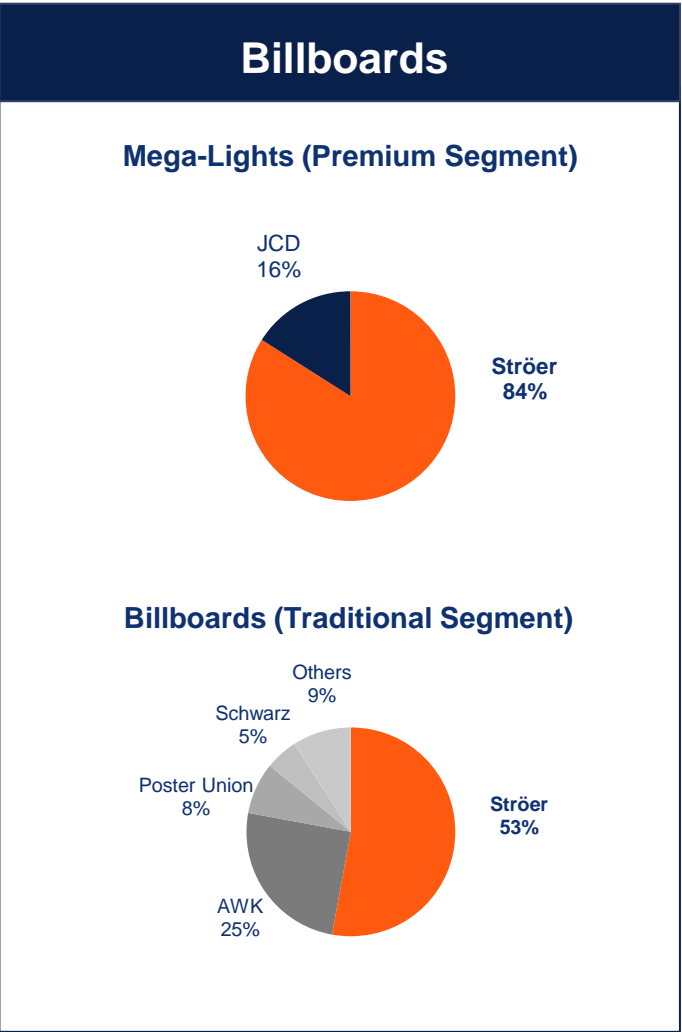
> 15,000 private contracts

- 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



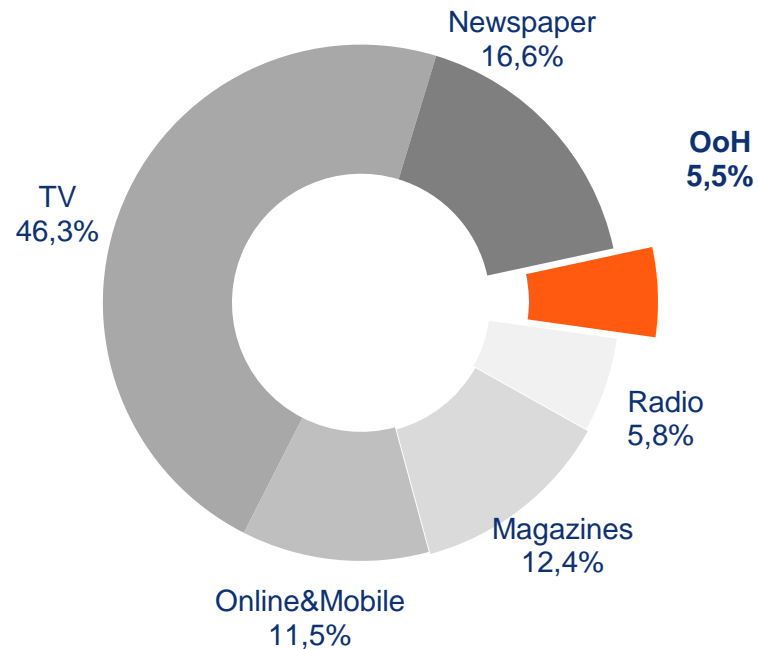
Ströer Germany: Strong Market Share across all OoH-Segments



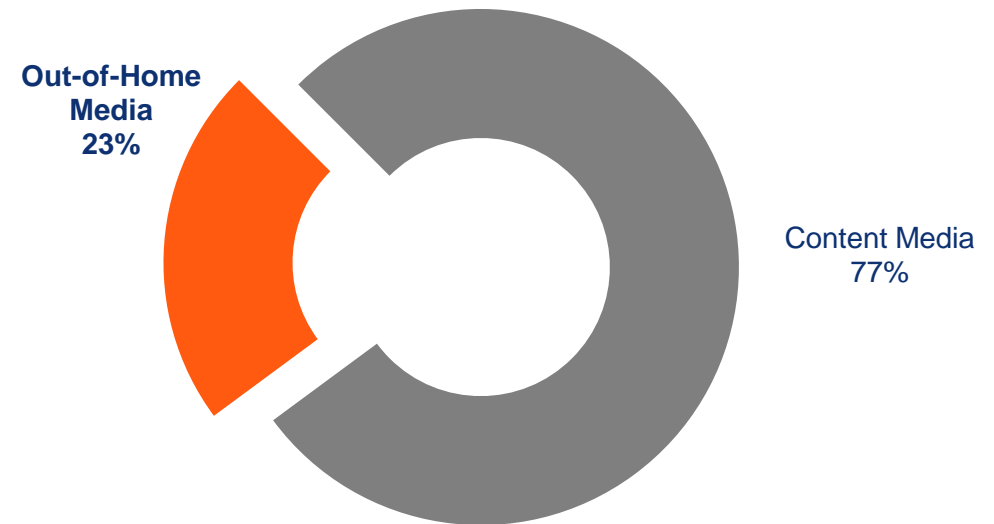
Source: FAW/own estimates; Basis: Number of marketable faces

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

Media Spending (%)

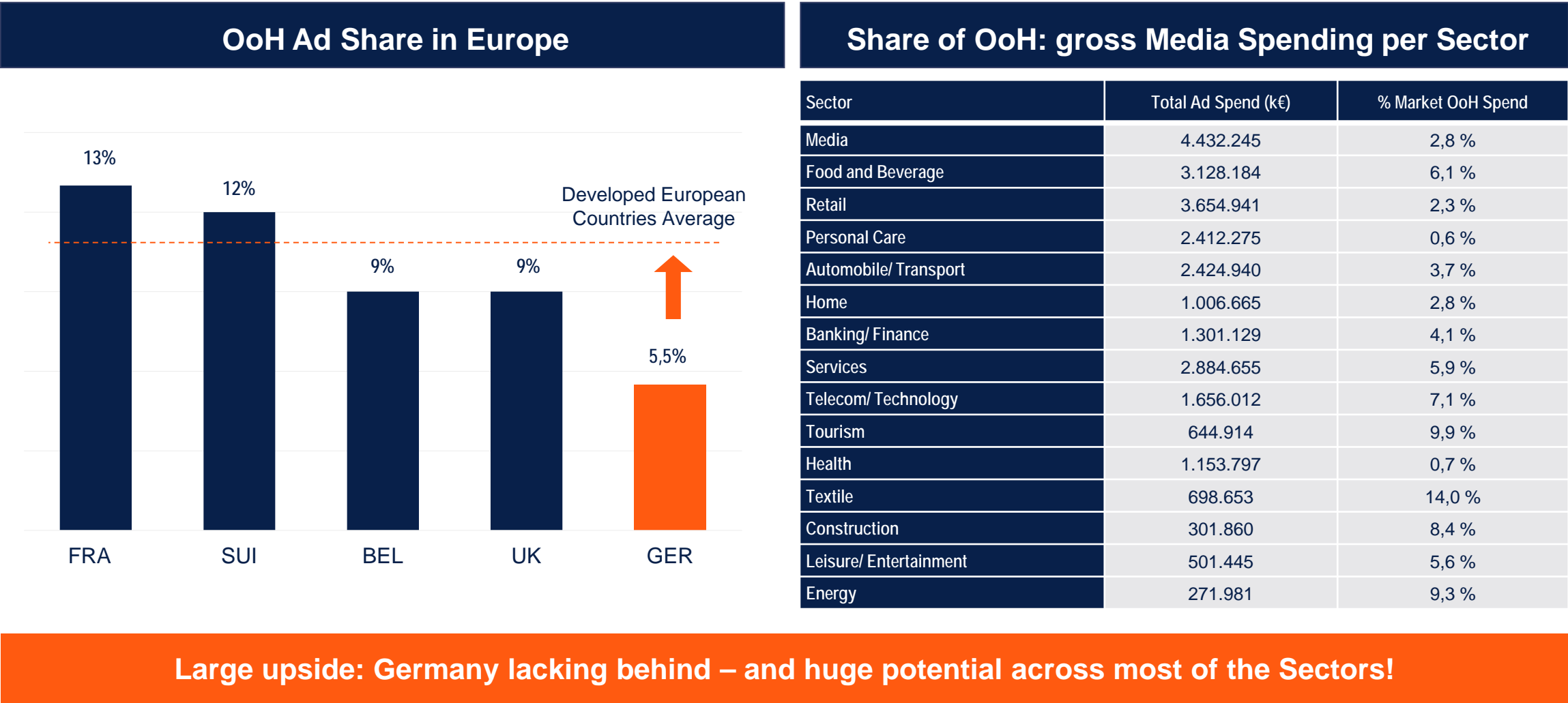


Media Usage (Minutes per day)



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

Germany vs. European Benchmarks and OoH Share per Sector



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

Four Focus Areas to drive our Sales Performance

Overall Market Dynamics & Trends

1

Rather flattish ad market drives consolidation!



2

Complex situation with clients & agencies!



3

Innovation & integrated client deals are key!



4

Local market with huge potential!



Ströer Setup and Achievements

**No. 1 OoH now combined with No. 1 Digital:
Top 4 Player in total market**

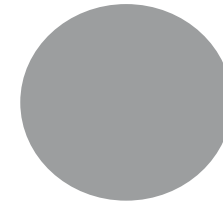
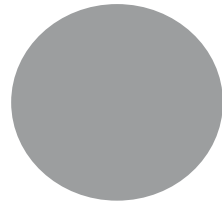
**3-fold sales approach and new sales
steering and tracking**

**Innovation initiatives and more agency-like
full service consultancy**

**Continuously growing sales force on both regional
and local level**

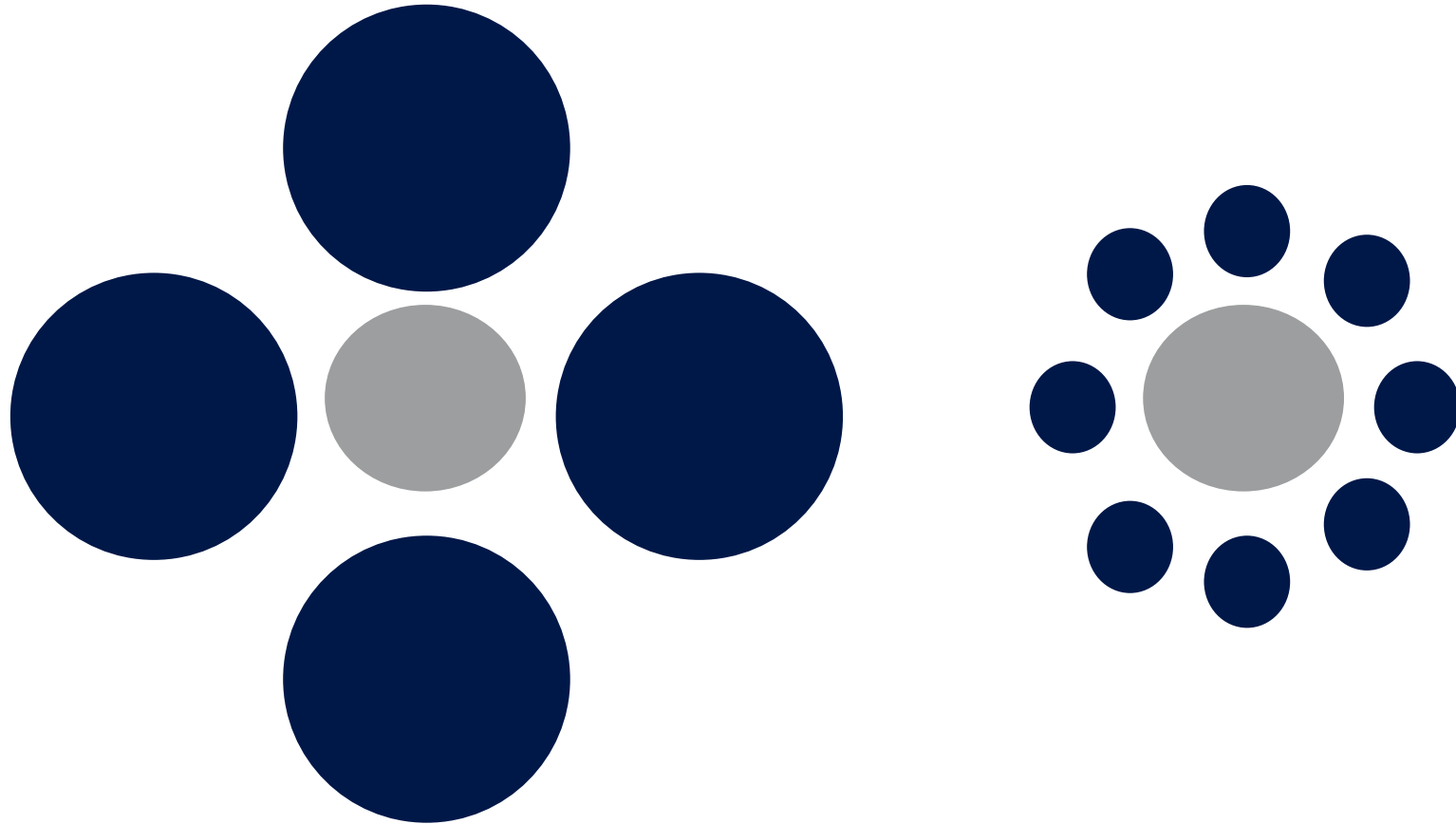
Warm up!

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?

Four Focus Areas to drive our Sales Performance

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Ströer Setup and Achievements

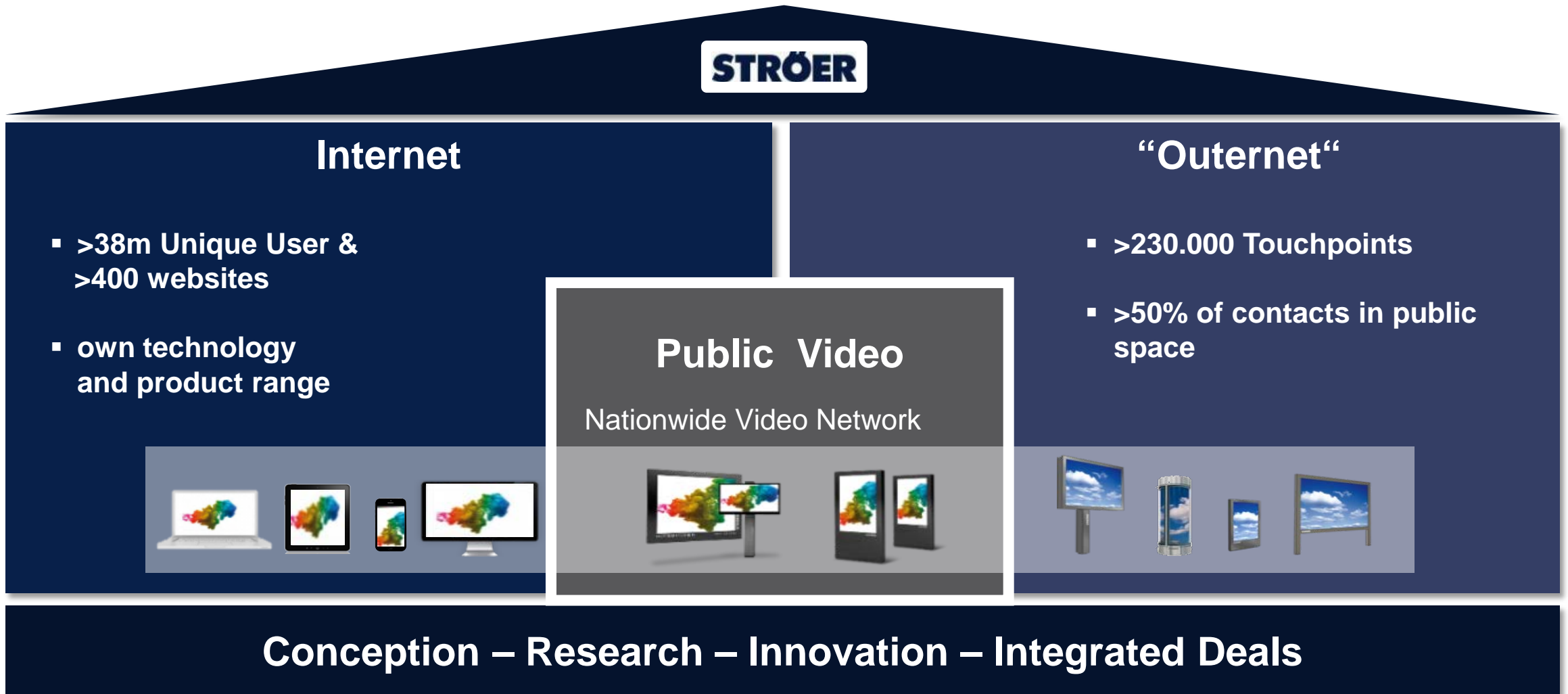
**No. 1 OoH now combined with No. 1 Digital:
Top 4 Player in total market**

3-fold sales approach and new sales steering and tracking

Innovation initiatives and more agency-like full service consultancy

Continuously growing sales force on both regional and local level

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



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 |

Four Focus Areas to drive our Sales Performance

Overall Market Dynamics & Trends

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Rather flattish ad market drives consolidation!



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Ströer Setup and Achievements

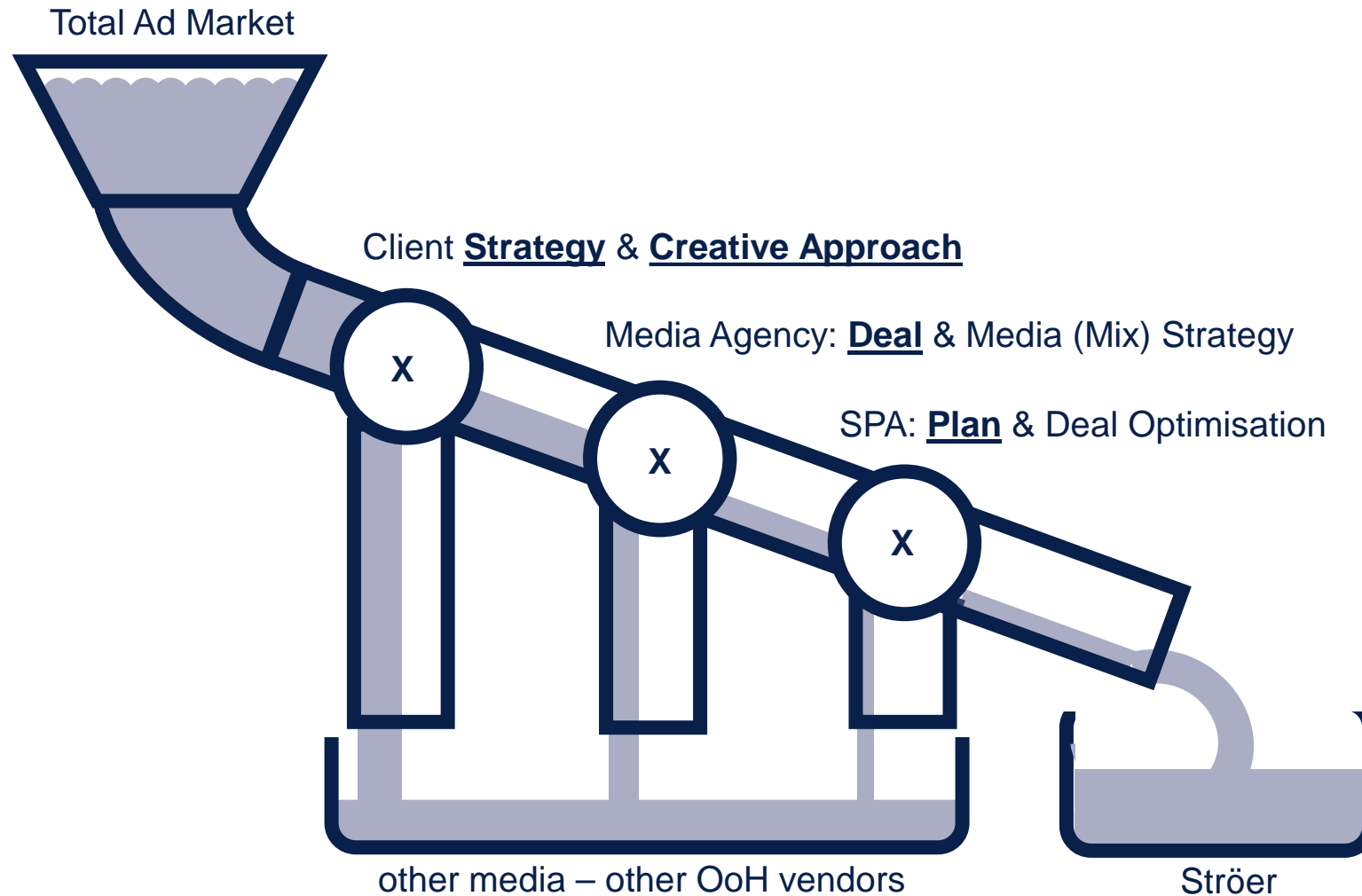
No. 1 OoH now combined with No. 1 Digital:
Top 4 Player in total market

3-fold sales approach and new sales steering and tracking

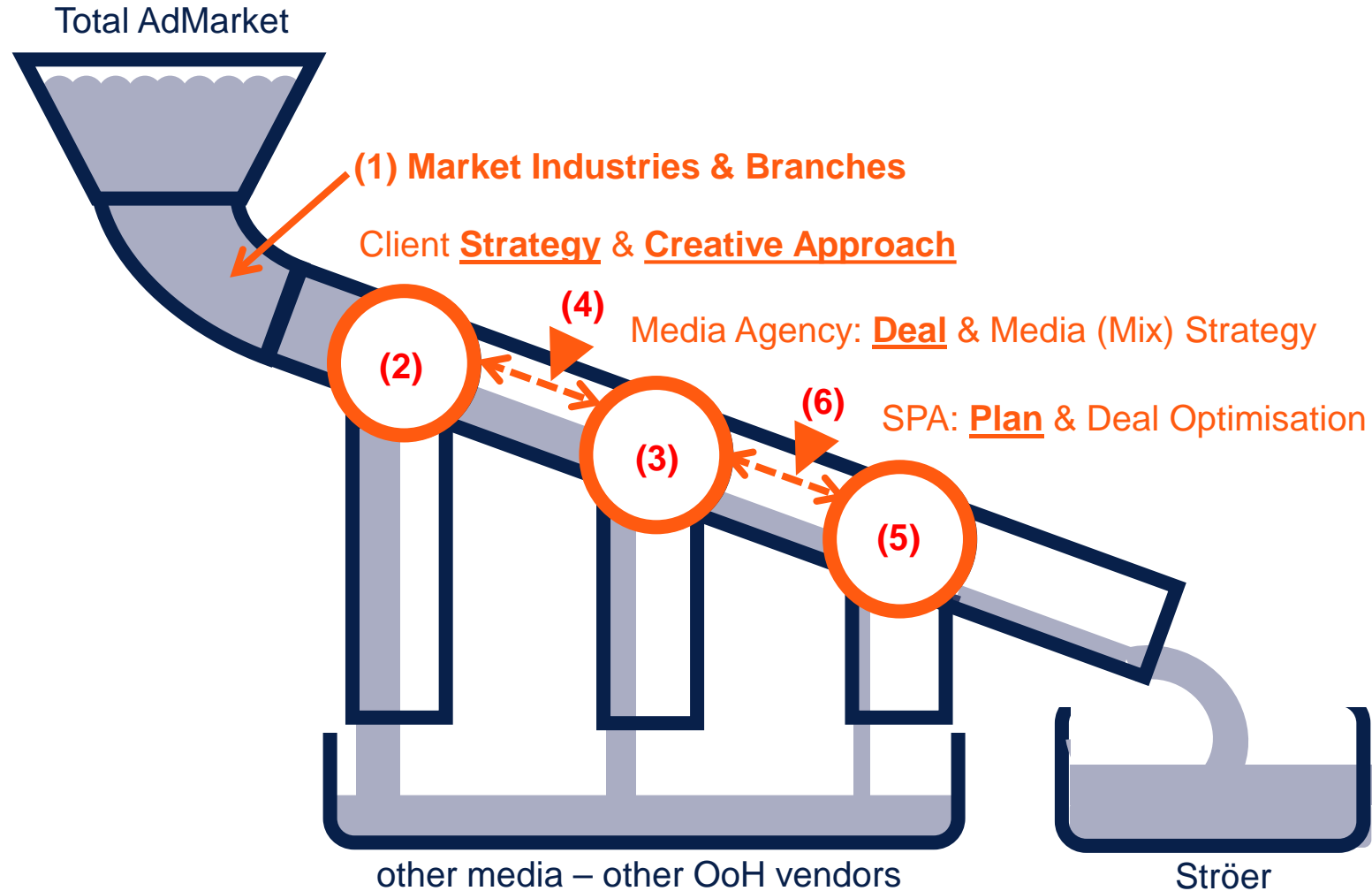
Innovation initiatives and more agency-like full service consultancy

Continuously growing sales force on both regional and local level

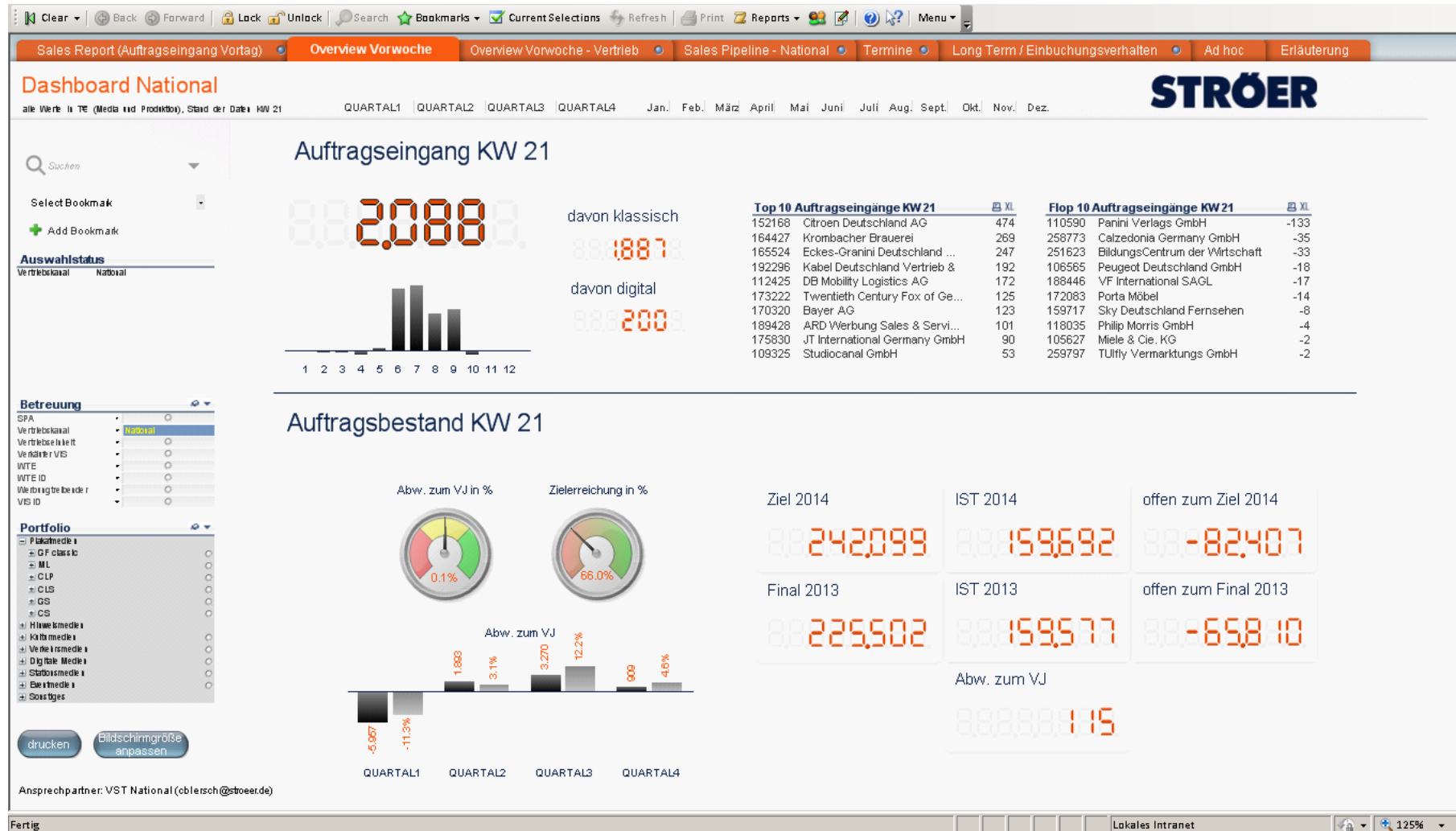
Sales Momentum/Presence: Three Levers to maximize Revenues



Sales Momentum/Presence: Three Levers to maximize Revenues



Real-time Sales-Tracking (demo numbers!)



Real-time Sales-Tracking (demo numbers!)

Sales Report (Auftragseingang Vortag) | Overview Vorwoche | Overview Vorwoche - Vertrieb | Sales Pipeline - National | Termine | Long Term / Einbuchungsverhalten | Ad hoc | Erläuterung

Dashboard National

alle Werte in TE (Media und Produktiv), Stand der Daten KW 21

QUARTAL1 | QUARTAL2 | QUARTAL3 | QUARTAL4 | Jan. | Feb. | März | April | Mai | Juni | Juli | Aug. | Sept. | Okt. | Nov. | Dez.

Suchen

Select Bookmark

Add Bookmark

Auswahlstatus

Freibuchung | National

Betreuung

Vertriebskanal

Vertriebslinie

WTE

WTE ID

WTE ID

Portfolio

Produktbereich

GF classic

ML

CLP

CUS

GS

CS

Haar media

Kitt media

Verkauf media

Digital Media

Station media

Beitrag media

Sonstiges

drucken

Bildschirmgröße anpassen

Quartale / Monate

| Quartale / Monate | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|-------------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| QUARTAL1 | 52.470 | 53.073 | 52.600 | 46.643 | -5.957 | -11.3% | -5.827 | -9 | 87.9% |
| QUARTAL2 | 62.683 | 67.166 | 60.519 | 62.412 | 1.893 | 3.1% | -270 | 624 | 92.9% |
| QUARTAL3 | 50.608 | 55.572 | 26.764 | 30.033 | 3.270 | 12.2% | -20.575 | 1.485 | 54.0% |
| QUARTAL4 | 59.742 | 66.297 | 19.695 | 20.604 | 909 | 4.6% | -39.138 | -12 | 31.1% |
| Gesamt | 225.502 | 242.059 | 159.577 | 159.692 | 115 | 0.1% | -65.810 | 2.088 | 66.0% |

Spezialagenturen

| SPA | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|-------------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| KINETIC GRUPPE | 59.015 | 0 | 44.364 | 46.284 | 1.920 | 4.3% | -12.731 | 208 | - |
| OMG | 41.776 | 0 | 33.415 | 33.061 | -354 | -1.1% | -8.715 | 547 | - |
| Posterscope | 19.243 | 0 | 11.205 | 13.016 | 1.811 | 16.2% | -6.227 | 344 | - |
| Joist von Brandis | 28.530 | 0 | 20.514 | 16.643 | -3.870 | -18.3% | -11.887 | 346 | - |
| It Works-Gruppe | 27.400 | 0 | 22.279 | 21.456 | -824 | -3.7% | -5.945 | 393 | - |
| plains Gruppe | 5.828 | 0 | 4.425 | 6.223 | 1.798 | 40.6% | 396 | 30 | - |
| REST | 43.710 | 242.059 | 23.375 | 23.010 | -365 | -1.6% | -20.700 | 220 | 9.5% |
| Gesamt | 225.502 | 242.059 | 159.577 | 159.692 | 115 | 0.1% | -65.810 | 2.088 | 66.0% |

Vertriebseinheiten und weitere Auswahlmöglichkeiten

| Vertriebseinheit | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|-------------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| Aegle/Independe t | 29.298 | 31.716 | 18.848 | 22.166 | 3.318 | 17.6% | -7.132 | 476 | 69.9% |
| BTB | 19.357 | 19.600 | 14.322 | 12.782 | -1.540 | -10.8% | -6.575 | 190 | 65.2% |
| Group M | 58.527 | 66.000 | 43.026 | 41.273 | -1.753 | -4.1% | -17.254 | 131 | 62.5% |
| KE | 25.113 | 30.215 | 13.244 | 18.860 | 5.616 | 42.4% | -6.253 | 84 | 62.4% |
| MGM P/P Hot | 46.778 | 50.518 | 31.538 | 27.555 | -3.983 | -12.4% | -19.222 | 646 | 54.5% |
| OMD/P Publicis | 46.430 | 44.050 | 38.599 | 37.057 | -1.542 | -4.0% | -9.373 | 562 | 84.1% |
| Gesamt | 225.502 | 242.059 | 159.577 | 159.692 | 115 | 0.1% | -65.810 | 2.088 | 66.0% |

Produktbereich / WT-Gruppe

| Produktbereich | WT-Gruppe | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|----------------|---------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| Plakatmedia | GF classic | 41.847 | 242.059 | 29.686 | 32.339 | 2.654 | 6.3% | -9.507 | 848 | 13.4% |
| | CLP | 38.938 | 0 | 29.941 | 32.527 | 2.585 | 8.6% | -6.412 | 87 | - |
| | CUS | 10.300 | 0 | 8.608 | 6.942 | -1.666 | -19.4% | -3.368 | -8 | - |
| | GS | 8.124 | 0 | 7.283 | 7.160 | -123 | -1.7% | -963 | - | - |
| | ML | 66.675 | 0 | 46.195 | 41.423 | -4.772 | -10.3% | -24.252 | 560 | - |
| Kitt media | CS | 5.683 | 0 | 4.874 | 5.298 | 424 | 8.7% | -385 | 75 | - |
| | Verkauf media | 1.863 | 0 | 926 | 1.913 | 988 | 106.7% | 90 | 90 | - |
| Station media | Verkauf media | 9.800 | 0 | 7.795 | 6.976 | -819 | -10.6% | -2.825 | 171 | - |
| | Beitrag media | 10.656 | 0 | 8.842 | 8.533 | -309 | -3.5% | -2.123 | 13 | - |
| Digital Media | Beitrag media | 1.727 | 0 | 918 | 986 | 69 | 7.5% | -740 | 34 | - |
| | Digital Media | 30.889 | 0 | 14.510 | 15.595 | 1.084 | 7.5% | -15.295 | 200 | - |

Top 5 Kunden

| Top 5 Kunden | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|----------------------------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| JT International Germany GmbH | 1.121 | 4.150 | 1.172 | 3.812 | 2.640 | 225.2% | 2.690 | 91.8% | - |
| Bilfinger Brau Gruppe GmbH | 2.483 | 4.500 | 2.168 | 4.535 | 2.367 | 105.2% | 2.052 | 21 | 100.8% |
| Vodafone GmbH | 3.653 | 3.700 | 1.047 | 3.199 | 2.111 | 20.15% | -495 | 23 | 85.4% |
| Suzuki International Europe GmbH | 6 | 0 | 0 | 1.817 | 1.817 | 20755.9% | 1.810 | 0 | - |
| Adam Opel AG | 3 | 2.500 | 1 | 1.758 | 1.757 | 20755.9% | 1.755 | 0 | 70.3% |

Flop 5 Kunden

| Flop 5 Kunden | Final 2013 | Ziel 2014 | IST 2013 | IST 2014 | Abw. zum VJ abs. | Abw. zum VJ in % | offen zum Final 2013 | Veränd. zur Vorwoche | Zielerreichung |
|----------------------------|------------|-----------|----------|----------|------------------|------------------|----------------------|----------------------|----------------|
| Philp Morris GmbH | 16.666 | 12.700 | 17.942 | 13.707 | -4.235 | -23.6% | -2.969 | -4 | 107.9% |
| E-Plus Shop GmbH | 2.933 | 60 | 3.028 | 19 | -3.010 | -99.4% | -2.914 | 0 | 97.2% |
| Telekom Germany | 4.663 | 4.900 | 4.344 | 2.347 | -1.997 | -46.0% | -2.316 | -0 | 47.9% |
| Microsoft Deutschland GmbH | 3.143 | 3.300 | 2.324 | 331 | -1.993 | -65.8% | -2.813 | 0 | 10.0% |
| Volkswagen Germany GmbH | 1.454 | 750 | 1.590 | 13 | -1.578 | -99.2% | -1.441 | 0 | 1.7% |

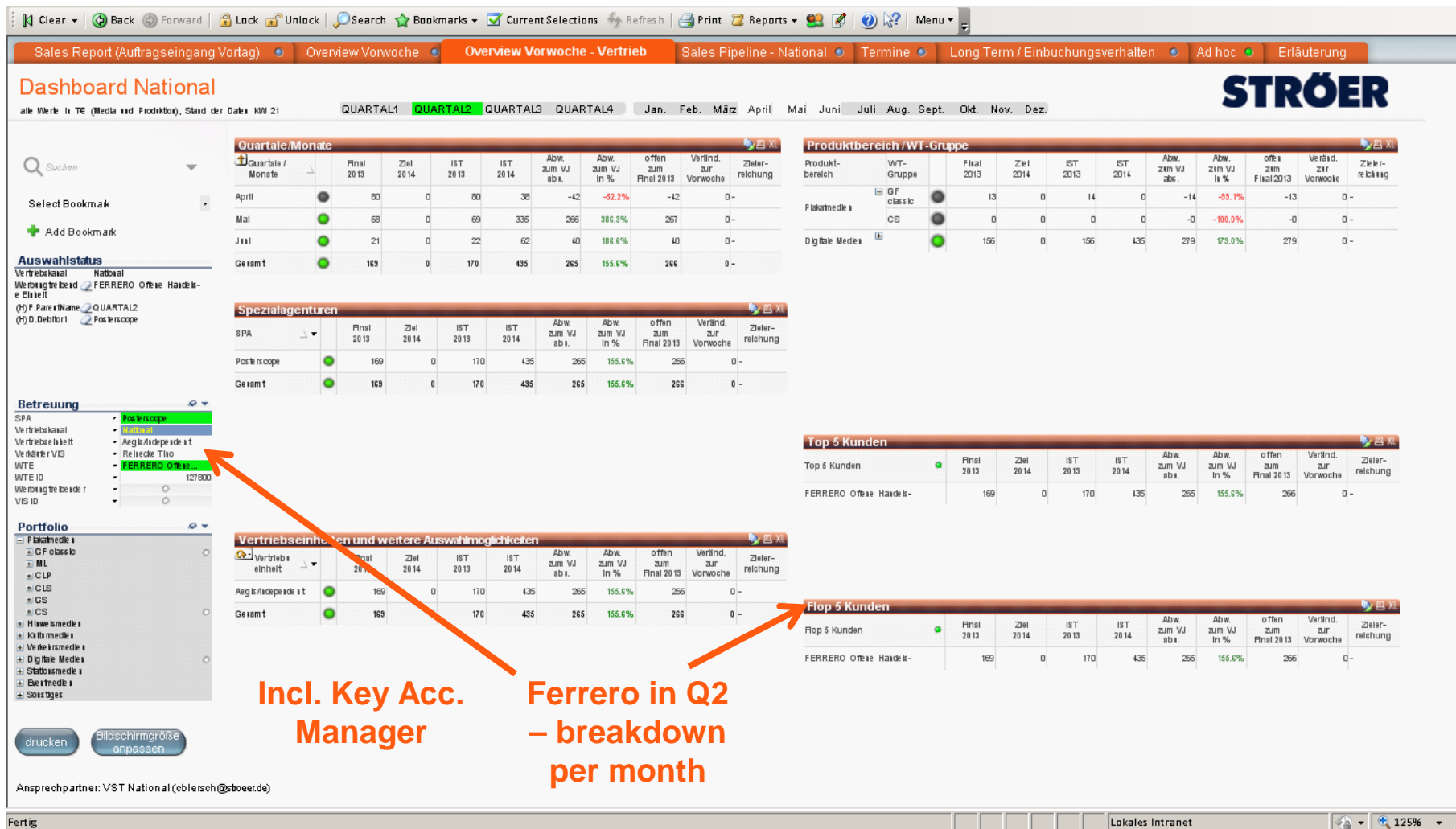
Ansprechpartner: VST National (oblersch@stroer.de)

Fertig

Lokales Intranet

125%

Real-time Sales-Tracking (demo numbers!)



Real-time Sales-Tracking (demo numbers!)

Clear Back Forward Lock Unlock Search Bookmarks Current Selections Refresh Print Reports Menu

Sales Report (Auftragseingang Vortag) Overview Vorwoche Overview Vorwoche - Vertrieb Sales Pipeline - National **Termine** Long Term / Einbuchungsverhalten Ad hoc Erläuterung

Termine National

Stand der Daten: 26.05.2014

Termin Teilnehmer

Woche des Termins

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48

Terminstatistik 2014

| Termin Teilnehmer | Ist Termine erledigt (WTR und MA) 2014 | Soll Termine 0 3,5 pro KW (WTR und MA) 2014 | Abw. WTR 0 3,5 | aktuelle Termine 0 | Termine erledigt 2014 | Termine geplant 2014 | Termine verzinst 2014 |
|---------------------|--|---|----------------|--------------------|-----------------------|----------------------|-----------------------|
| Ziegebele Christa | 39 | 59 | -20 | 2,3 | 55 | 10 | 7 |
| Wiegand Holger | 48 | 59 | -11 | 2,8 | 56 | 9 | 5 |
| Wieland Doreen | 76 | 59 | 17 | 4,5 | 93 | 18 | 6 |
| Schässon Angelika | 10 | 37 | -27 | 1,0 | 12 | 3 | 2 |
| Schick Annette | 37 | 59 | -22 | 2,2 | 46 | 11 | 7 |
| Schmidt Marcel | 34 | 59 | -25 | 2,0 | 50 | 8 | 12 |
| Schmidt Cornelia | 55 | 59 | -4 | 3,2 | 69 | 3 | 4 |
| Reisack Tino | 59 | 59 | -0 | 3,5 | 91 | 5 | 5 |
| Löffel Anke | 1 | 14 | -13 | 0,2 | 1 | 1 | 1 |
| Hohl Andreas | 29 | 59 | -30 | 1,7 | 54 | 14 | 6 |
| Heizel Dieter | 89 | 59 | 30 | 5,2 | 91 | 8 | 10 |
| Heinrich Larra | 5 | 25 | -20 | 0,7 | 5 | 1 | 0 |
| Hauptpritz Frederik | 42 | 59 | -17 | 2,5 | 76 | 8 | 8 |
| Franken Maria | 62 | 59 | 3 | 3,7 | 75 | 9 | 13 |
| Dederich Sabine | 73 | 59 | 14 | 4,3 | 81 | 4 | 4 |
| Carsten Nina | 28 | 59 | -31 | 1,7 | 29 | 1 | 2 |
| Bergmann Moritz | 6 | 37 | -31 | 0,6 | 8 | 1 | 0 |
| Andere Teilnehmer | 260 | 59 | 201 | 15,3 | 298 | 78 | 20 |

erledigte und geplante Termine 2014

| Termin Teilnehmer | Termine bei MA 2014 | Termine bei SPA 2014 | Termine bei Kunde 2014 |
|---------------------|---------------------|----------------------|------------------------|
| Total | 350 | 175 | 481 |
| Ziegebele Christa | 25 | 17 | 20 |
| Wiegand Holger | 31 | 8 | 26 |
| Wieland Doreen | 45 | 19 | 47 |
| Schässon Angelika | 3 | 2 | 10 |
| Schick Annette | 20 | 12 | 25 |
| Schmidt Marcel | 30 | 17 | 11 |
| Schmidt Cornelia | 26 | 14 | 32 |
| Reisack Tino | 32 | 32 | 32 |
| Löffel Anke | 1 | 0 | 1 |
| Hohl Andreas | 31 | 28 | 9 |
| Heizel Dieter | 8 | 2 | 89 |
| Heinrich Larra | 4 | 0 | 2 |
| Hauptpritz Frederik | 29 | 36 | 19 |
| Franken Maria | 22 | 14 | 48 |
| Dederich Sabine | 33 | 8 | 44 |
| Carsten Nina | 7 | 1 | 22 |
| Bergmann Moritz | 2 | 2 | 5 |
| Andere Teilnehmer | 121 | 46 | 209 |

geplante Termine in KW 22 und KW 23

| Datum | Kundenkategorie | geplante Termine KW 22 2014 | geplante Termine KW 23 2014 |
|------------|-----------------|-----------------------------|-----------------------------|
| Total | | 20 | 31 |
| 27.05.2014 | AG | 3 | 0 |
| | WE | 4 | 0 |
| 28.05.2014 | AG | 1 | 0 |
| | SP | 1 | 0 |
| | WE | 7 | 0 |
| 30.05.2014 | AG | 1 | 0 |
| | WE | 3 | 0 |
| | AG | 0 | 1 |
| 02.06.2014 | SP | 0 | 1 |
| | WE | 0 | 3 |
| 03.06.2014 | AG | 0 | 2 |
| | AG | 0 | 1 |
| 04.06.2014 | SP | 0 | 1 |
| | WE | 0 | 2 |
| | AG | 0 | 5 |
| 05.06.2014 | WE | 0 | 6 |
| | AG | 0 | 4 |
| 06.06.2014 | WE | 0 | 2 |
| | AG | 0 | 1 |
| 07.06.2014 | WE | 0 | 1 |
| 08.06.2014 | AG | 0 | 1 |

neu angelegte Termine

| Termin Teilnehmer | neu angelegte Termine (in KW 21 2014) |
|---------------------|---------------------------------------|
| Total | 42 |
| Ziegebele Christa | 4 |
| Wiegand Holger | 6 |
| Wieland Doreen | 4 |
| Schässon Angelika | 1 |
| Schick Annette | 2 |
| Schmidt Marcel | 6 |
| Reisack Tino | 2 |
| Löffel Anke | 1 |
| Hohl Andreas | 5 |
| Heizel Dieter | 11 |
| Hauptpritz Frederik | 3 |
| Dederich Sabine | 4 |
| Carsten Nina | 1 |
| Andere Teilnehmer | 11 |

Suchen

Select Bookmark

Add Bookmark

Auswahlstatus

Vertriebskanal National

Betreuung

SPA

Vertriebskanal

Vertriebskanal

Vertriebskanal

WTE

WTE ID

Vertriebskanal

VIS ID

drucken

Bildschirmgröße anpassen

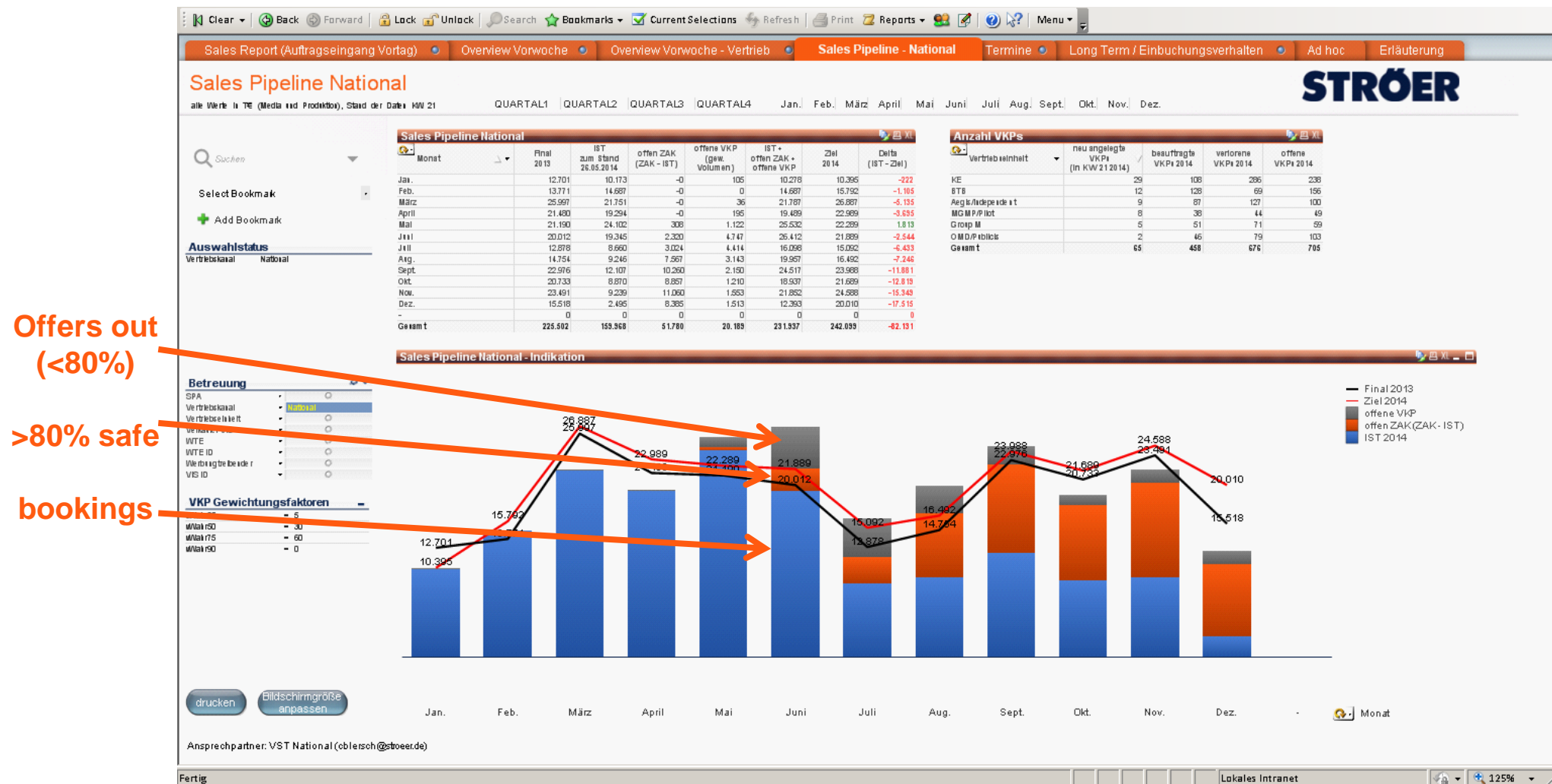
Ansprechpartner: VST National (cblesch@stroer.de)

Fertig

Lokales Intranet

125%

Real-time Sales-Tracking (demo numbers!)



Results?

Extending Client Portfolio across all Industries and Market Categories

New clients (examples)*

Finance



SwissLife Allianz MasterCard

Pharmaceuticals / FMCG



Bayer Weihenstephan Chiquita


Broadening Footprint of OoH in “new” categories

Fashion and Retail



Wrangler GEOX ECCO

Media and Entertainment



RTL Netflix Walt Disney Home Entertainment

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



Automotive



Food and Beverages



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

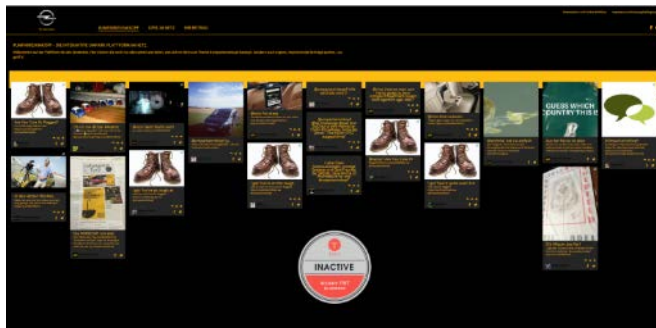


5.800 hashtags

Over 100 Photo-Uploads



Broad communication over the social web: Social interaction hub



Umparken im Kopf (@umparkenimkopf) · 5. März
Aufdrehen! Jetzt die offizielle
#umparkenimkopf Hymne von #fetsum
kostenlos downloaden:
umparkenimkopf.de/song



Mobile ads within
facebook newsfeed



Promoted
Trends & Tweets

Four Focus Areas to drive our Sales Performance

Overall Market Dynamics & Trends

1

Rather flattish ad market drives consolidation!



2

Complex situation with clients & agencies!



3

Innovation & integrated client deals are key!



4

Local market with huge potential!



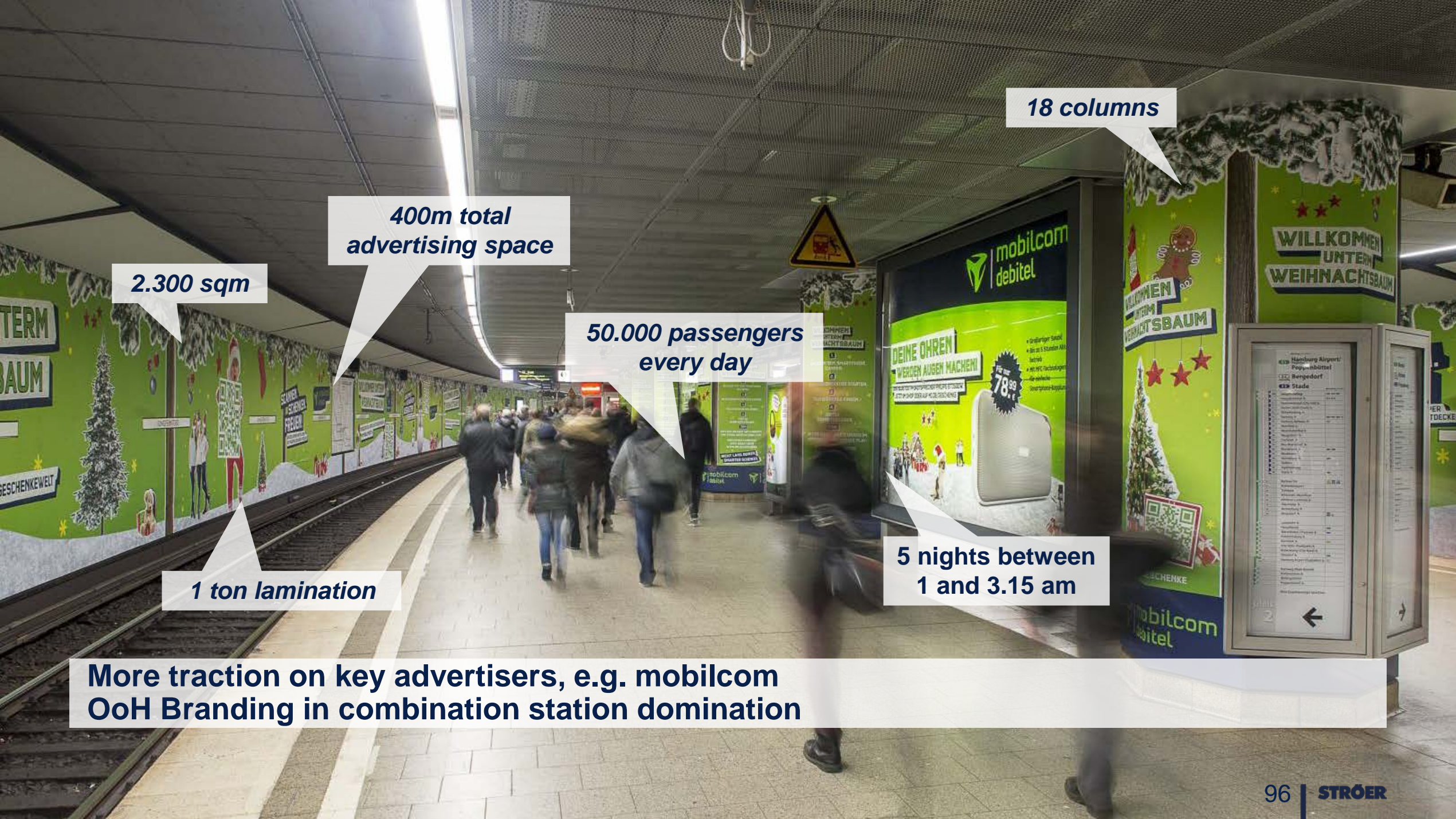
Ströer Setup and Achievements

No. 1 OoH now combined with No. 1 Digital:
Top 4 Player in total market

3-fold sales approach and new sales steering and tracking

Innovation initiatives and more agency-like full service consultancy

Continuously growing sales force on both regional and local level



18 columns

400m total
advertising space

2.300 sqm

50.000 passengers
every day

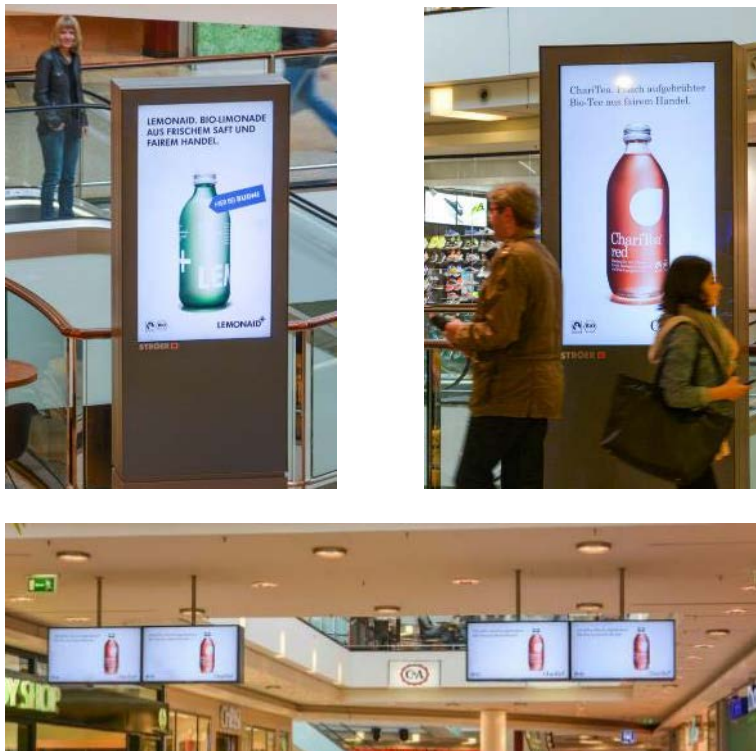
1 ton lamination

5 nights between
1 and 3.15 am

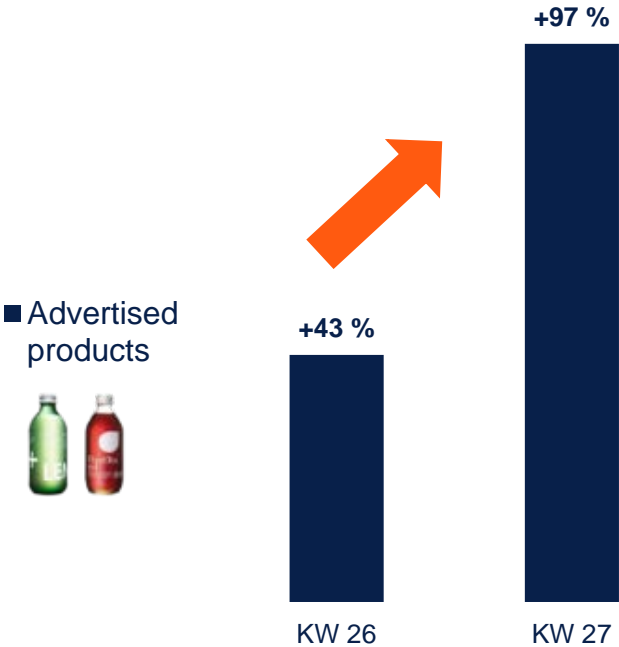
More traction on key advertisers, e.g. mobilcom
OoH Branding in combination station domination

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%



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

STRÖER | primetime
MULTISCREEN

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

Insight

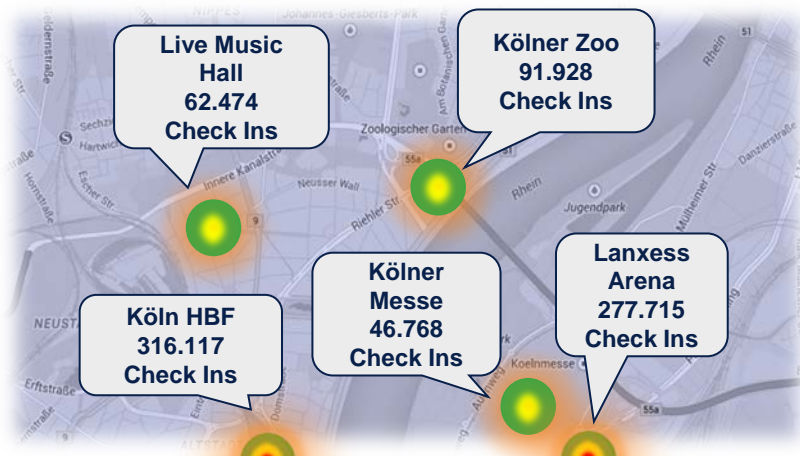
Social media are used most often “on the go” - heavily connected to locations. The survey “Germany checks in” has spotted the places with the highest social activity.

Idea

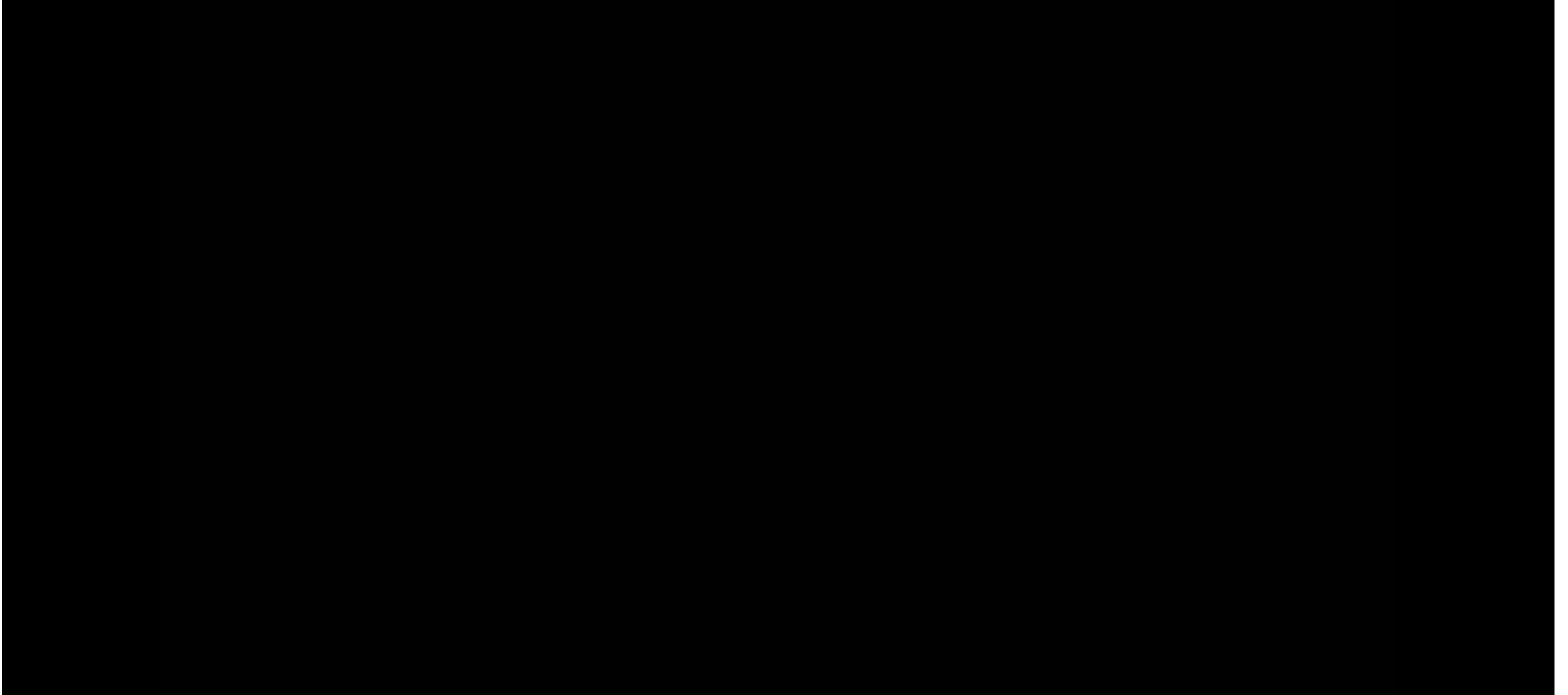
Targeting the social hotspots with Out-of-Home and touching consumers when they are communicating via their social networks.

Execution

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



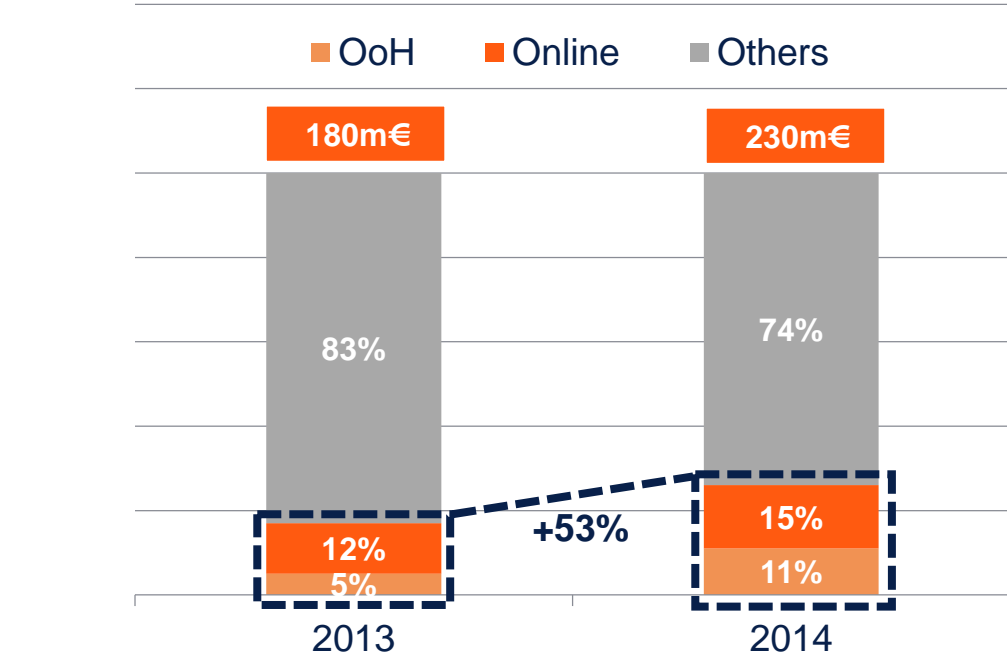
Where Internet and Outernet come together: Case of Sparkasse at the open Beacon Playground in Düsseldorf



Results?

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

Example Vodafone



Top Saleshouse Partners 2014

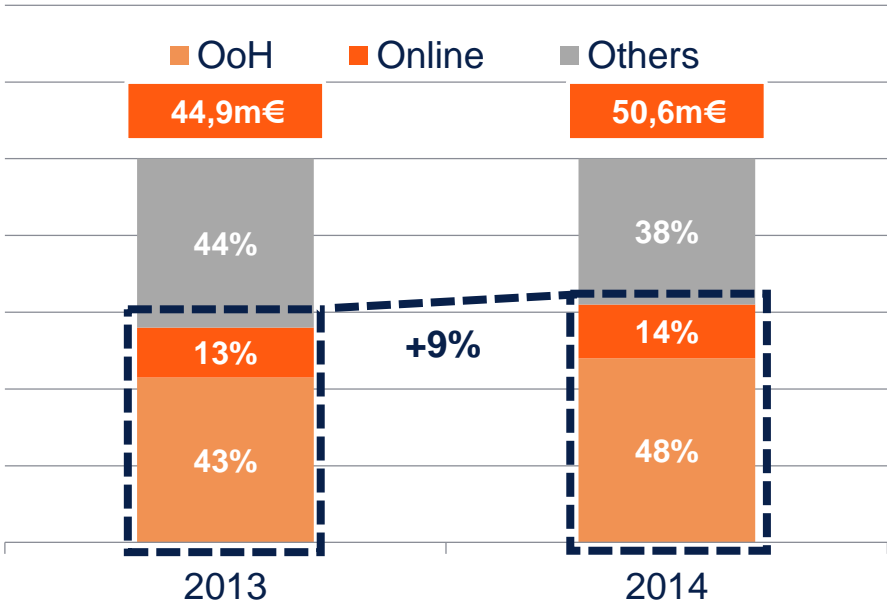
| | Saleshouse | k€ | Media |
|----|----------------------|--------|----------------|
| 1 | IP Deutschland | 84.390 | TV / Online |
| 2 | Sevenone Media | 56.772 | TV / Online |
| 3 | Ströer Media SE | 23.435 | OoH / Online |
| 4 | Springer Axel SE | 11.153 | Print / Online |
| 5 | El Cartel Media | 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

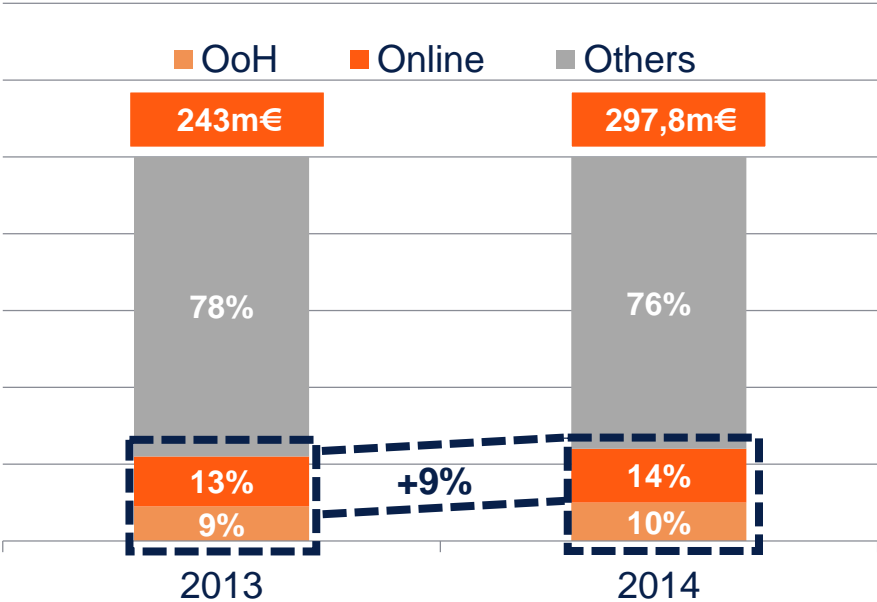
| | Saleshouse | k€ | Media |
|----|-----------------------|--------|--------------|
| 1 | Ströer Media SE | 10.158 | OoH / Online |
| 2 | Sevenone Media | 6.754 | TV / Online |
| 3 | IP Deutschland | 5.341 | TV / Online |
| 4 | United Internet Media | 4.082 | Online |
| 5 | Conde Nast Verlag | 977 | 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

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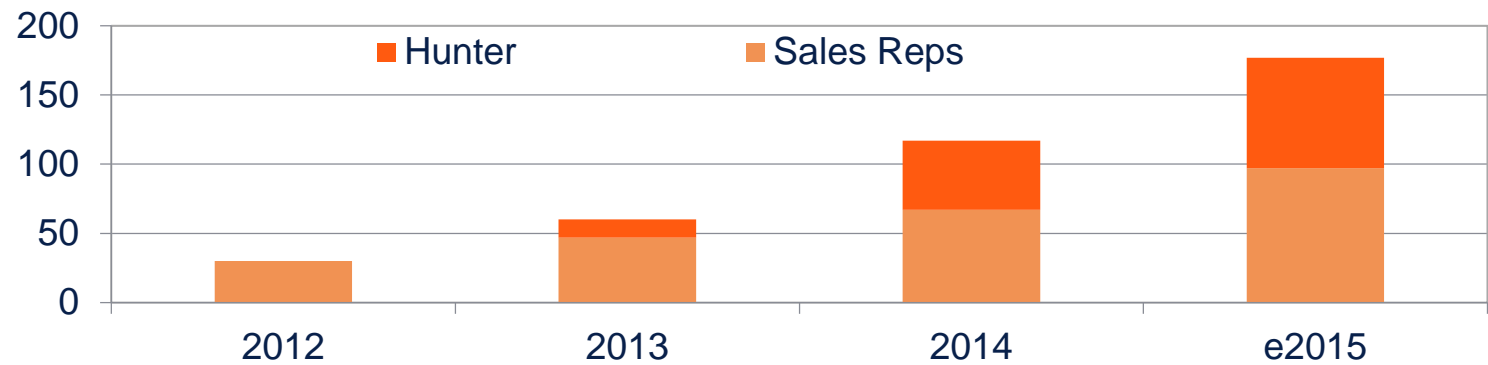
3-fold sales approach and new sales steering and tracking

Innovation initiatives and more agency-like full service consultancy

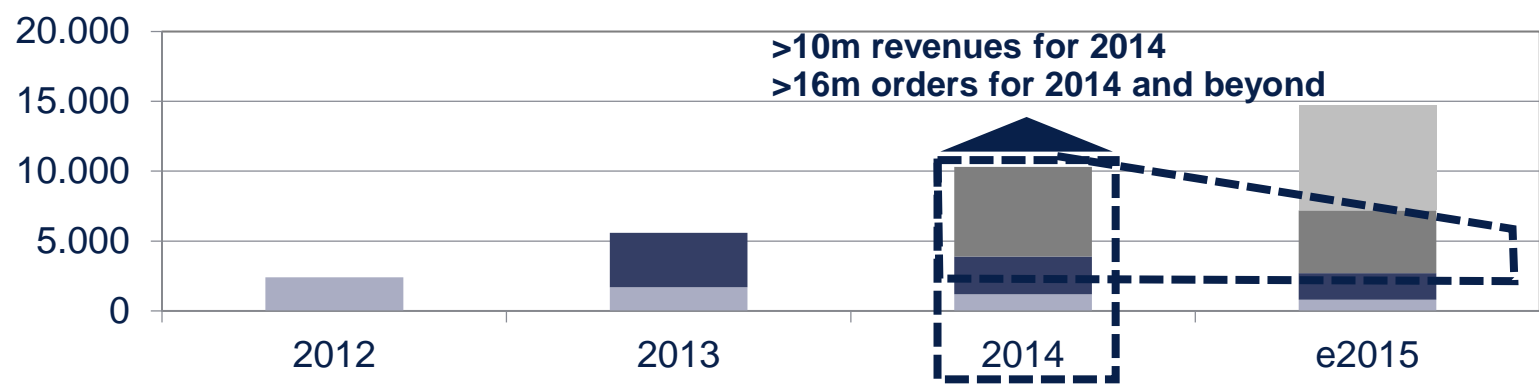
Continuously growing sales force on both regional and local level

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!



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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 | | Ströer Turkey | Ströer Other (Poland BlowUP) | Ströer Digital | Holding | Conso- lidation | IFRS 11 adj. |
|--|--------------------|---|-----------------|---|--|---|-------------|--------------------|-----------------|
| | | OOH analogue | Public Video | | | | | | |
| | |  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% | | | |
| <ul style="list-style-type: none"> ▪ 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* |
|------------------------|--|---|
| | <ul style="list-style-type: none"> Digital Germany Digital International Ströer Venture | <ul style="list-style-type: none"> 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



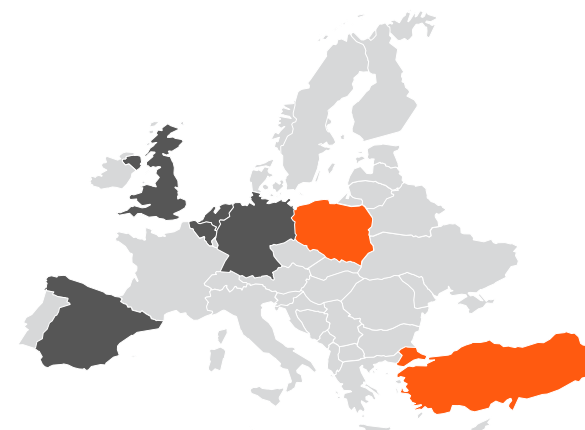
* Until 2015 part of Ströer Germany

Out-of-Home International – Various Growth Opportunities




| 2014 €m | Ströer Turkey | Ströer Other |
|---------------------|---|--|
| |  |   |
| 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 | |
|-----------------------|--|--|
| |  |   |
| 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% | | | |
| | <ul style="list-style-type: none"> ▪ 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% | <ul style="list-style-type: none"> ▪ 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% | <ul style="list-style-type: none"> ▪ Continuing growth initiatives (e.g. regional sales) ▪ Benefitting from megatrends mobility / urbanization ▪ Further optimization of cost base |
| OOH Internat. |  ~5% organic | > 20% | <ul style="list-style-type: none"> ▪ Exploiting excellent market position in Turkey ▪ Benefitting from professionalizing market in Poland ▪ Continued growth of European blowUP activities |

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 |

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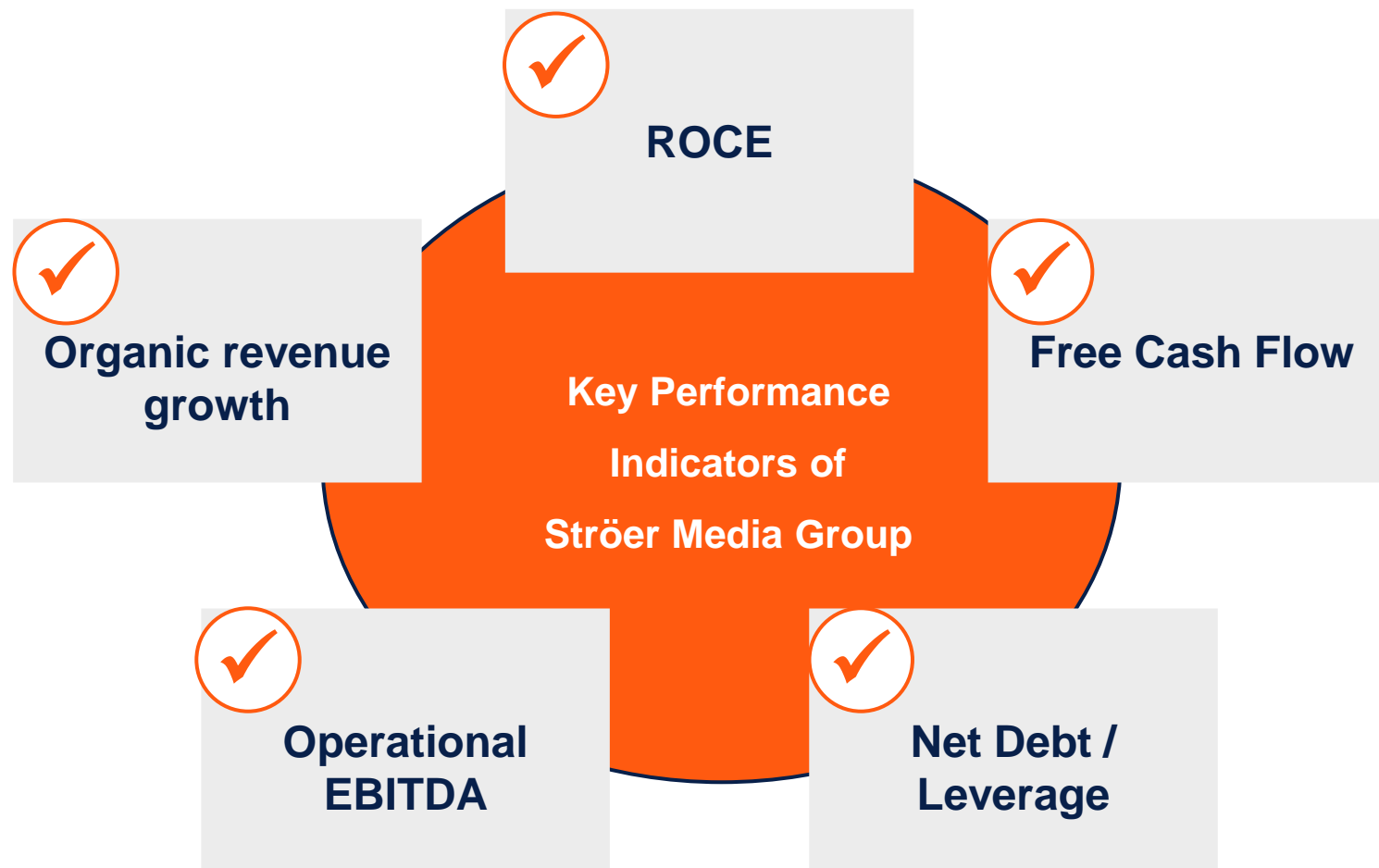
**Key
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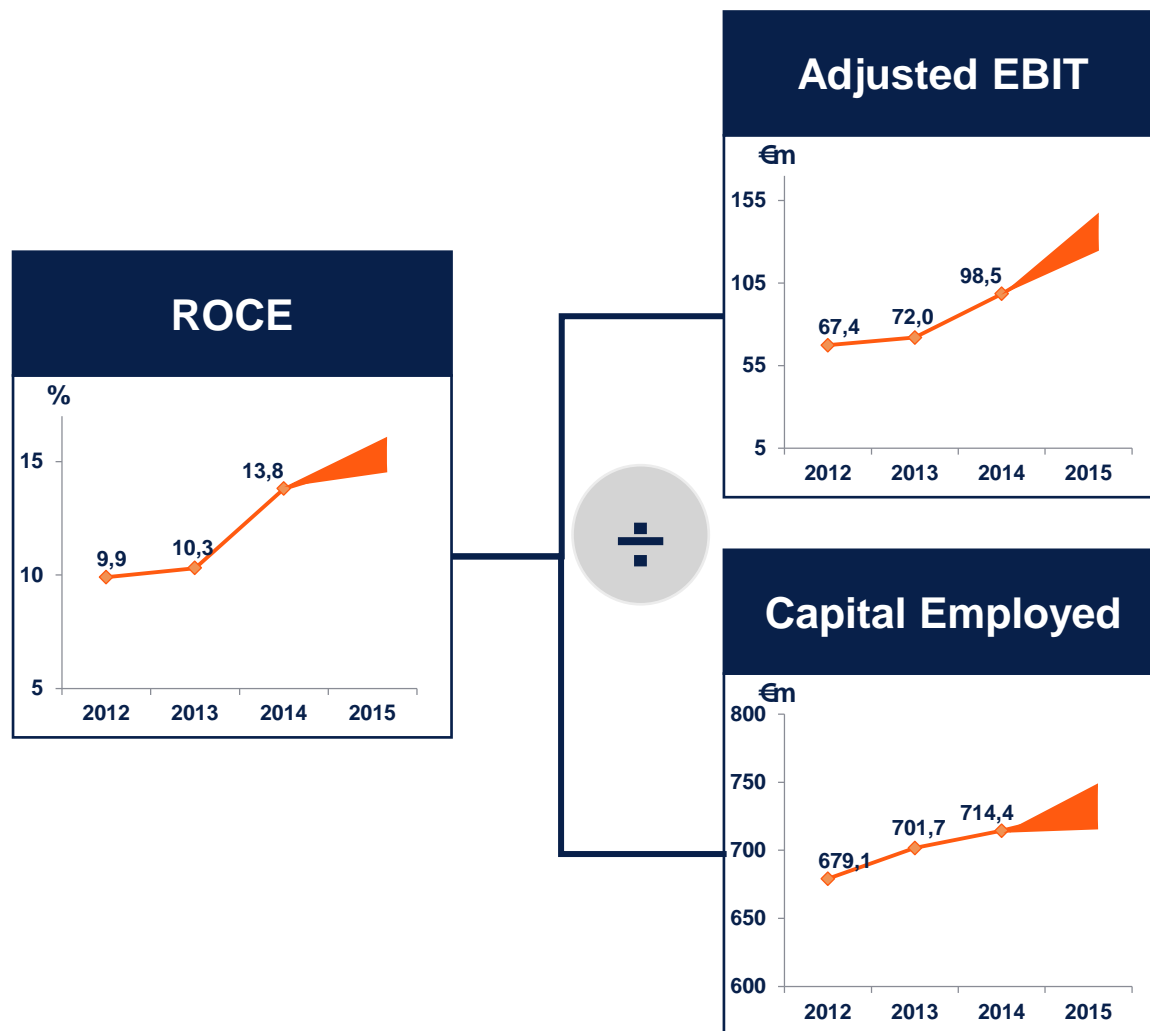
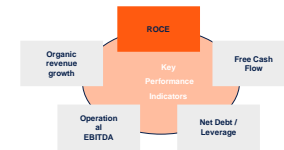
**Refinancing
2015**

Steering the Ströer Group – Key Performance Indicators

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

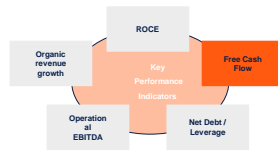


ROCE – Measuring Value Creation



- 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 | Free Cash Flow (before M&A) |
|--|---------------|-----------------|--|--|
| Op. EBITDA | +148.1 | | Good start into the year | <p>m€</p> <p>120</p> <p>100</p> <p>80</p> <p>60</p> <p>40</p> <p>20</p> <p>0</p> <p>2012 2013 2014 2015</p> <p>14 39 79 79</p> |
| - 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 | |

* According to current guidance statement

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**Refinancing
2015**



Value Creation by Finance – Refinancing 2015

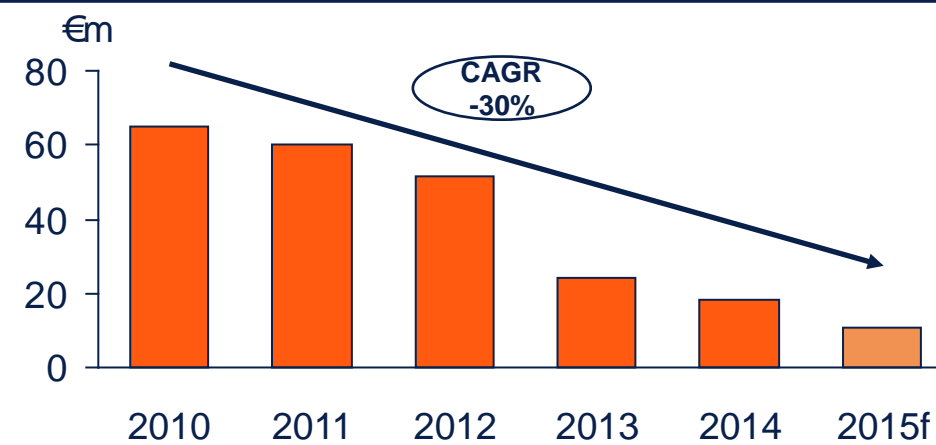
- Refinancing („amend and extend“)
- Cost savings: (~40bps and EUR2m per year)
- Duration: 5 years
- Covenants: no change
- Slim and efficient process

| | 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



Development of Financial Expenses



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