

PRESS RELEASE

Multi-screen campaign: Ströer joins forces with Philips to implement fully integrated advertising campaign – A combination of display, mobile, public video and word-of-mouth advertising

Hamburg, September 11, 2014 Ströer demonstrates the strength of its marketing capabilities just in time for the key digital trade fair dmexco: Philips has put its faith in Ströer multi-screen products with a brand-new word-of-mouth campaign, the first to be implemented across all Ströer media channels – display, mobile and public video, as well the in-house, cross-media, recommendation-based marketing platform mytest.

The campaign is to kick off with a two-week application phase, in which the new wet and dry shaver from Philips, the Philips Shaver 9000, will be launched and a product test will be initiated. The next phase involves a 15-week test among the relevant target group (users between 25 and 49) via mytest. During this phase, 50 participants will be given the chance to test out the shaver and publish articles, videos and photos on it. This will be accompanied by exciting competitions and promotions, such as the “After Shavie,” which calls on users to send in photos of themselves pre-shave and post-shave. Then, in a two-week follow-up phase, user results are communicated and 10 Philips Shaver 9000 devices will be awarded as prizes to 10 participants.

“The campaign will be broadcast for the entire time through our online, mobile, public video and mytest channels,” says Stefan Sautmann, Managing Director Word of Mouth at Ströer Digital Group. “It is a perfect demonstration of how Ströer advertising media can be tailored and combined and the competitive advantages these kinds of strategies offer.”

About Ströer

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 634m for the full year 2013, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

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

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

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