

PRESS RELEASE

Ströer integrates content and advertising on public portals for Sony Mobile

- **A first step towards contextual advertising in the area of public video**
- **A meaningful extension of the public video campaign using mobile advertising**

Cologne, March 17, 2014 – Sony Mobile Communications has implemented a video campaign on public portals to mark the launch of the Xperia Z1 Compact. It uses a mobile advertising solution based on the Promiflash app to extend the video content.

The video campaign not only connects Ströer's public video channel with its mobile portfolio, it also addresses a young, mobile, female target group in a more targeted fashion using integrated content and advertising for the first time. A teaser on digital public portals shows a young woman reading the news from Promiflash on the Sony Xperia Z1 Compact. In the next sequence, the news zooms from the compact smartphone to the screen – until it comes back into focus and the advertisement itself appears.

“This video solution will guarantee us the best possible level of attention from our female target group. The extension of the campaign to the Promiflash mobile platform is a logical step as both media serve as important points of contact for us and this is an elegant way to combine them,” said Björn Bourdin, Director Marketing Sony Mobile Communications CU Central Europe.

The campaign has achieved a reach of 100 million video views in four weeks via the Ströer public portals. The Promiflash content will also draw the target group's

attention in a targeted manner. The online magazine's biggest target group is young, working, lifestyle-conscious women aged between 15 and 34 years. The campaign was extended using a mobile advertising solution on the Promiflash app.

The campaign ran nationally until the beginning of the March on the public portals in railway and local transit stations and on the Promiflash app.

The campaign was created and implemented in cooperation between Ströer, Promiflash and MediaCom Interaction. The creative design was handled by Häberlein & Mauerer.

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 560m for the full year 2012, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,200 employees at over 70 locations.

For more information, please visit <http://ir.stroeer.com>

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