

## PRESS RELEASE

### **Alfried Bührdel leaves the Board of Ströer Media AG**

Cologne, December 17, 2013      The CFO of Ströer Media AG, Alfried Bührdel, is leaving the company on March 31, 2014, one year before his current 5-year-contract is set to expire in a step that has been planned for some time. Bührdel has been working since 1998 as the CFO for the leading provider of out-of-home and online media and had asked the company's Supervisory Board to terminate his contract early for personal reasons. The contract was supposed to expire on March 31, 2015.

"I thank my colleague on the board and friend, Alfried Bührdel, for the accomplishments over the past 16 years," says Udo Müller, founder and CEO of Ströer Media AG, commenting on the departure of the CFO. "Without him Ströer Media AG wouldn't be what it is today". A successor is expected to be named in January 2014, announced Udo Müller, who also noted that the contract has already been signed and a smooth transition from the old CFO to the new one secured.

The chairman of the Supervisory Board of Ströer Media AG, Professor Dr. h.c. Dieter Stolte, stressed the spirit of trust with Alfried Bührdel: "Without him the company's successful IPO in 2010 would have been unthinkable."

"After many successful years which saw Ströer grow to become a leading provider of out-of-home media and more recently of online advertising and which saw the successful stock market launch, the time has come for me to turn to new things," says Alfried Bührdel of his decision. He goes on to say that the Ströer Group has a secure future and is in a very attractive market position with a product portfolio numbering over 280,000 outdoor advertising and several thousand web sites. With a Group turnover of 561 million euros posted in 2012, the Ströer Media AG is among the largest providers of outside advertising in Europe. The Ströer Group employs around 2,200 employees at more than 70 locations.

“I look back with pride on what has been accomplished and I am now looking forward to embarking on new paths,” CFO Alfried Bührdel explains. He adds that he reached his decision to focus on new things after careful consideration over this past year and prepared it well with the company. He adds that in light of this he is thankful for contract termination at the end of the first quarter of 2014.

Bührdel was born in Bielefeld in 1962. He trained to become a banker and studied Business Administration at the University of Münster. After earning his degree, he worked at the Bertelsmann Group for nine years in various positions in Gütersloh, New York, Vienna and Munich. In 2010, Alfried Bührdel earned the distinction of being Finance magazine’s choice for CFO of the year.

## **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 561m 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 on the Company, please visit [www.stroeer.com](http://www.stroeer.com)

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