

PRESS RELEASE

Ströer Mobile Media to market Shazam in Germany

Cologne/Berlin, 30 June 2015 Ströer Mobile Media has secured the exclusive marketing rights for the Shazam mobile app inventory for the Germany market. The music identification app Shazam offers around 36 million downloads in Germany and has around 100 million impressions per month*.

In addition to marketing the mobile in-app advertising environments “Banner”, “Shazam Again”, “Listening Screen” and “Newsfeed”, Ströer will also offer connected, cross-media advertising concepts based on the new product “Visual Shazam”. Physical objects such as posters can now be scanned and recognized using the app if they have a corresponding icon. The app also reads QR codes. Just like the music identification service, the new feature provides users with background information on scanned visuals in real time.

“SHAZAM is currently undergoing an exciting growth phase worldwide. With its new, practical services such as the “Visual Shazam” product, we are planning to expand our app’s functions and user scenarios,” explains Josh Partridge, Director for EMEA at Shazam. “We have decided to give Ströer the exclusive media marketing rights in Germany for two reasons: firstly, due to their convincing and extensive mobile expertise and secondly, because of their strong presence in out-of-home, which offers numerous opportunities for our new “Visual Shazam” product. This forms the ideal basis for a future cooperation in our view.”

“We are delighted to receive the exclusive media marketing rights for Shazam in Germany. This cooperation allows us to further strengthen and expand our position in mobile. It also offers our customers a broader reach for new, eye-catching campaigns. Combined with our out-of-home advertising space, we are able to offer additional, creative interactive options which appeal to the young mobile target group,” commented Florian Resatsch, Director at Ströer Mobile Media.

*Figures provided by SHAZAM (June 2015)

About SHAZAM

Shazam is one of the world's most popular apps which connects people to the world around them via their mobile devices. Shazam allows its users to interact with video, audio and print content on TV, radio, in cinemas, in magazines, newspapers, shops and on packaging. Shazam is used by more than 100 million active users per month.

About Ströer

Ströer Media SE is a large provider of out-of-home and online advertising, 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 more than 290,000 out-of-home advertising faces and several thousand websites. With consolidated revenue of EUR 721m for the full year 2014, Ströer Media SE is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,400 employees at over 70 locations.

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

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