

PRESS RELEASE

Landmark Deal: Ströer wins the main lease for advertising rights in Cologne once again

Cologne, July 02, 2014. Ströer entered in a Europe-wide call for bids for marketing advertising spaces in Cologne and has been awarded the main lease. On behalf of the city of Cologne, the city's public utilities Stadtwerke Köln GmbH re-tendered the advertising rights in spring 2013 to the communal area in two lots as of January 1, 2015. The lot of the extended main lease was – just as the previous time – awarded to Ströer, which had applied through its subsidiary Kölner Aussenwerbung GmbH (KAW). Starting in 2015, the company will be marketing advertising space in the Cologne metro area. This also includes advertising media such as billboards, Mega-Lights and advertising columns as well as digital media in the area of the subway.

The focus of the changes associated with the new lease is the backlighting and digitalization of numerous advertising media. The subway network will be equipped with additional digital advertising media for video content (public video). In the course of carrying out the lease agreement, all existing columns will be modernized for brand advertising and refitted into City Light columns. Also to be modernized are the current glued-on billboards, which will be fitted with backlit case displays featuring scrolling posters. Ströer is expecting growing turnover thanks to the qualitative improvement of its advertising media portfolio. Further attention is being paid to maintaining low-priced advertising for cultural events and informational signage.

“This key contract has once again confirmed our leading position in the German out-of-home advertising market. As a large German media marketer with our headquarters in Cologne, we and our employees are closely

connected to the city. In the coming years, we will stand close by the city's side as a full-service partner, and we are looking forward to continuing our successful cooperation," says Udo Müller, CEO of Ströer Media AG.

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 2,200 employees at over 70 locations.

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

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