

## **PRESS RELEASE**

### **Ströer Media AG completes acquisition of Ballroom Group**

Cologne, August 1, 2013                      Following approval from the Turkish antitrust authorities, Ströer Media AG has completed its acquisition of the international online marketer. Ballroom Group. Succeeding the closing of the acquisition, 53.4 percent of the shares of Ballroom Group are now held by Ströer Media AG.

The Ballroom Group portfolio ranges from ad exchange, video and display advertising through to performance marketing. With this acquisition, Ströer is going international with the expansion of its business model to include marketing of online advertising, which has already been launched in Germany. This will make Ströer a full service provider in the core markets of Turkey and Poland as well.

Ströer will hence be a relevant player on the market from the outset. In Turkey, Ströer is at the forefront in terms of outdoor advertising. With Ballroom Group, the Group will rank first place among online marketers.

#### **About Ströer**

Ströer Media AG is a leading 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 280,000 out-of-home advertising faces and several thousand websites. 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 2,000 employees at over 70 locations.  
For more information on the Company, please visit [www.stroeer.de](http://www.stroeer.de)

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