

PRESS RELEASE

Ströer launches marketing activities for OC Mall

- **Flexibly marketing by day-part slots**
- **Shoppers react very positively to OC Mall**

Cologne/Munich, July 26, 2012 On August 1, Ströer commences its marketing activities for OC Mall, which comprises the familiar flat screens from ECE flatmedia and the new vertical-format columns of the Out-of-Home-Channel that has been installed in recent months in shopping malls. All screens are synchronized to ensure they deliver high-impact exposure for brands and imposing visuals for advertisements' statements.

“Shopping malls are besides train stations the most popular public locations and an important element in our digitalization strategy. The upmarket surroundings helps to generate a special double impact – the combined effect of the screens ensures moving image campaigns are particularly imposing and, as a result, especially effective,” says Dirk Wiedenmann, Member of the Management Board and responsible for Ströer’s business in Germany.

Parallel to the launch of OC Mall, Ströer Group will also unveil a new premium content program for shopping malls: Selected content for shoppers catering to their information needs will broadcast the latest news from “Tagesschau” and sports bulletins from the 24/7 sports channel Sky Sport News HD. Premium content is one of the reasons why shoppers have responded so positively to this digital media, a fact corroborated by the preliminary results of a study carried out by Cologne’s akm academy for communication and media. The frame of mind people are in when strolling through shopping malls also plays an important role in how they perceive advertisements – shoppers are usually in exploration mode and are therefore particularly receptive to ideas and on

the search for inspiration. Information and advertisements are a welcome source of stimulation within a shopping mall.

Every day about four million consumers visit the ECE malls, hence making them one of the crucial locations where people meet their needs, get-together with friends and spend their time.

OC Mall will be available in 59 shopping malls run by ECE in Germany. The network currently comprises 1,067 flat screens and 139 Out-of-Home-Channels.

Like its peer system at train stations, clients will be able to book time slots in OC Mall as of August. There are four slots of 3 hours apiece between 9am and 9pm. This flexibility is one of the great strengths of Ströer's OOH media, as it allows clients to organize their ads to address specific target groups and maximize focus and efficiency. The OC Mall system also supports regional campaigns, as its images can be coordinated by location and time slot.

Ströer's Out-of-Home-Channel for train stations is now market under the name of OC Station.

About Ströer

Ströer Out-of-Home Media AG, Cologne, together with its subsidiaries, specializes in all forms of out-of-home advertising media, from traditional posters and advertising at bus and tram stop shelters and on vehicles, through to sophisticated digital out-of-home advertising media. The Group commercializes more than 280,000 advertising faces and, with consolidated revenue of EUR 577.1m for fiscal year 2011, is one of the leading out-of-home advertising companies in Germany, Turkey and Poland. In terms of revenue, Ströer is one of Europe's largest providers of out-of-home advertising.

The acquisition of ECE flatmedia GmbH has enabled the Ströer Group to expand its digital out-of-home media portfolio to include shopping malls. The advertising media portfolio of the Cologne-based SDAX-listed company thus comprises digital moving-picture networks in Germany's largest train stations, in underground and suburban railway stations and now also in the country's largest shopping malls.

In addition, Ströer boasts a broad offering of out-of-home advertising products that set new standards in terms of the quality, innovation and design of advertising media and street furniture. Ströer's street furniture has won 27 international awards. The Ströer Group has approximately 1,700 employees at over 70 locations.

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

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