



STRÖER 3.0 –THE DIGITAL EVOLUTION

June 25–26, 2013 - J.P. Morgan Media CEO Conference - London | **Ströer Media AG**

STRÖER

Agenda

- **Q1 Financials**
- **Trading update**
- **Ströer 3.0 – our perspective**
- **Ströer 3.0 – client perspective**
- **New digital growth areas**
 - 1. Multi screen products**
 - 2. Local online products**
 - 3. Mobile market products**

Key financials reflect improved Q1 trading

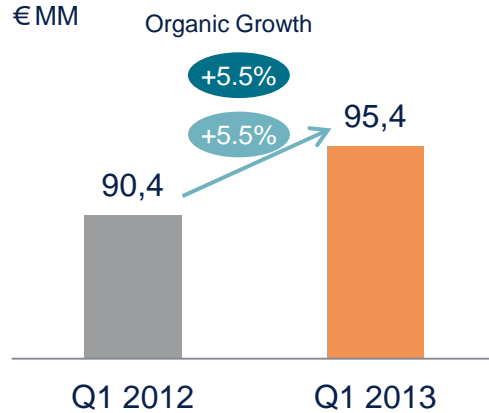
€MM	Q1 2013	Q1 2012	Change
Revenues	125.5	118.6	+5.8%
Organic growth ⁽¹⁾	5.9%	-2.9%	
Operational EBITDA	13.5	9.3	+45.6%
Net adjusted income ⁽²⁾	-2.0	-6.2	+67.6%
Investments ⁽³⁾	6.1	8.0	-23.8%
Free cash flow ⁽⁴⁾	9.0	-23.9	n.d.
Net debt ⁽⁵⁾	299.6	332.3	-9.8%
Leverage ratio	2.7x	2.6x	+1.7%

- Strong organic revenue growth fuelled by D and TR across all product groups
- Positive sales development driven by both, national and regional clients
- Share of digital sales further up yoy backed by the Out-of-Home Channel

Notes: (1) Organic growth = excluding exchange rate effects and effects from the (de)consolidation and discontinuation of operations; (2) Operational EBIT net of the financial result adjusted for exceptional items, amortization of acquired intangible advertising concessions and the normalized tax expense (32.5% tax rate); (3) Cash paid for investments in PPE and intangible assets; (4) Free cash flow = cash flows from operating activities less cash flows from investing activities; (5) Net debt = financial liabilities less cash (excl. hedge liabilities)

Ströer Germany: Revenues up on national and regional level

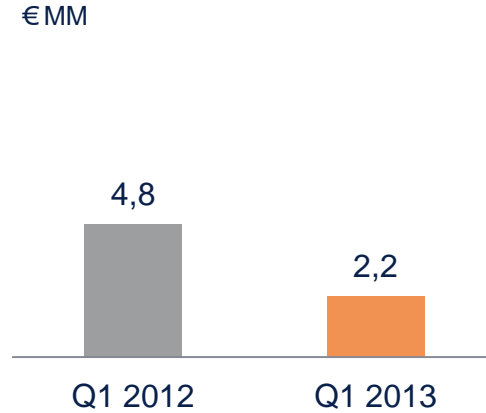
REVENUES



OPERATIONAL EBITDA



INVESTMENTS*



- Positive revenue & Ebitda effects from improved product mix (premium Billboard, Digital)
- Share of digital revenues increased from 6% in Q1/2012 to 9% in Q1/2013
- Ongoing cost containment measures coupled with moderate capital expenditure

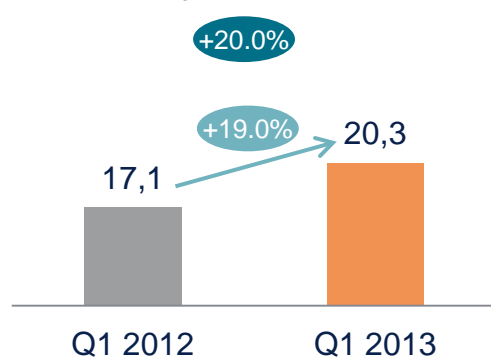
* Cash paid for investments in PPE and intangible assets

Ströer Turkey: Strong growth backed by new assets and product initiatives

REVENUES

€MM

Organic Growth



OPERATIONAL EBITDA

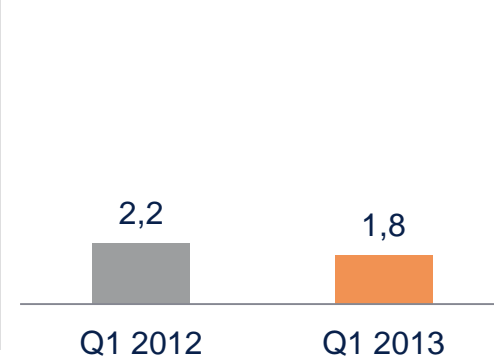
€MM

% Margin



INVESTMENTS*

€MM



- Strong demand at regional and national level boosting revenues
- Significant improvement in Istanbul reflecting increased asset quantity and quality
- New product launches (Premium Billboards, Giant Boards) with high take up

* Cash paid for investments in PPE and intangible assets

Ströer Rest of Europe*: Soft Q1 trading mainly down due to weak market sentiment in Poland

REVENUES

€MM



OPERATIONAL EBITDA

€MM



INVESTMENTS*

€MM



- Ströer Poland suffering from weakening macroeconomic and ad market dynamics
- Costs improvements partially offset lost profit contribution from softer trading
- blowUP with slight topline decline but gaining in sales momentum

* blowUPMedia Group and Ströer Poland

** Cash paid for investments in PPE and intangible assets

Trading and recent updates since Q1 13



Confident with organic revenue guidance for Q2 2013



Completion of four digital media acquisitions in June 2013*



Capital increase from authorised capital for contribution in kind in 06/2013



Recent acquisition in the German mobile segment



Potential acquisition of online assets in our core foreign markets

* formerly SIG Group (Ströer Interactive, FreeXMedia and Business Ad)

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Content driven channels merge into one device

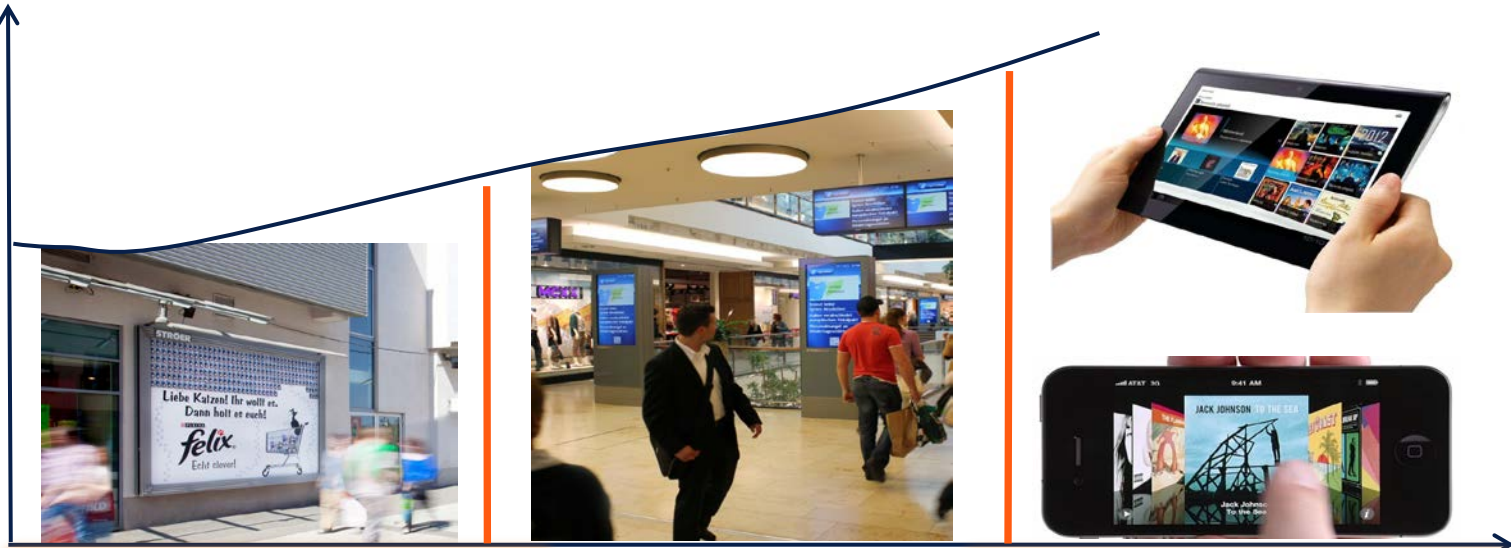


Online



Digital
OOH

We are shaping the media environment



Ströer 1.0

**Focus:
Branding solutions**

Ströer 2.0



Ströer 3.0

**Focus:
Branding and
Performance solutions**

Leading player in core OOH markets

#1

in Germany

Europe's largest ad market



#1

in Turkey

Europe's largest emerging market



#1

in Poland

Largest CEE market



#1

European giant poster network

GER, UK, ES, BENELUX

>280,000 advertising faces

>60 office locations

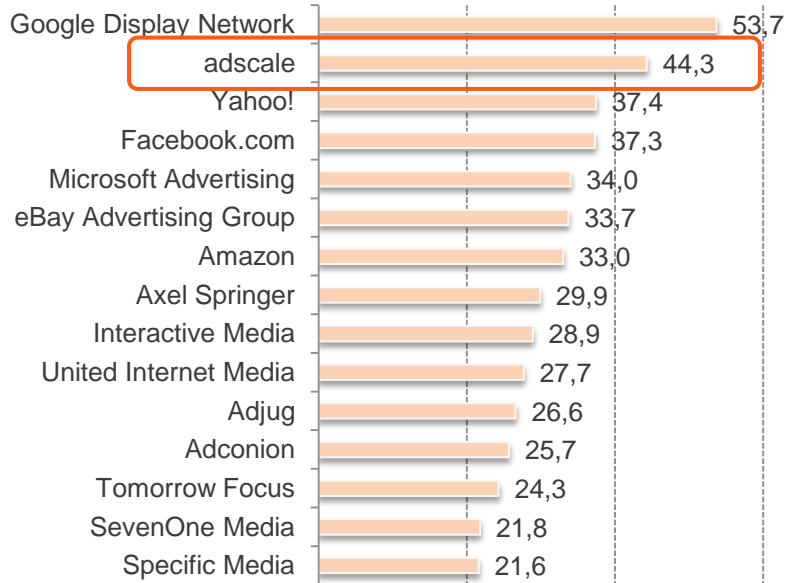
>1,700 employees

Core markets
blowUP media
Regional HQ

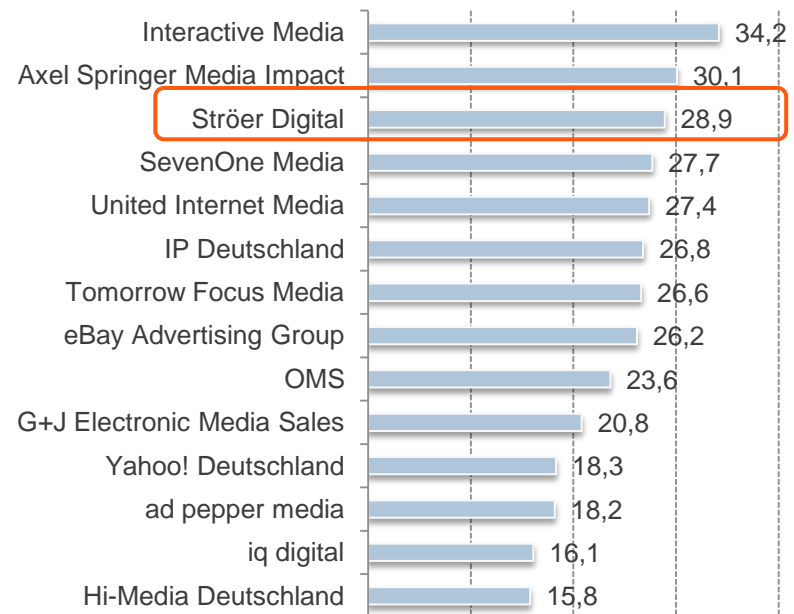


Leading online position straight from the start

Unique Visitors in mn. per month (Comscore*)



Unique Users in mn. per month (AGOF**)

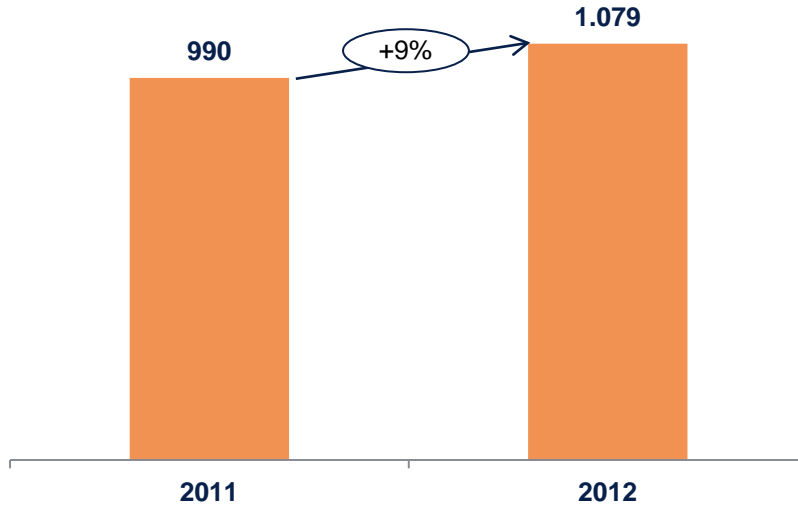


* Source: comScore 05-2013, comScore is a leading internet technology company that provides Analytics for a Digital World

** Source: AGOF internet facts 03-2013, The Arbeitsgemeinschaft Online Forschung (AGOF) [Working Group for Online Media Research] is an affiliation of the leading online marketers in Germany

Attractive opportunities in German online advertising

Net advertising market in EURm as per ZAW
(excl. Search and Affiliate)



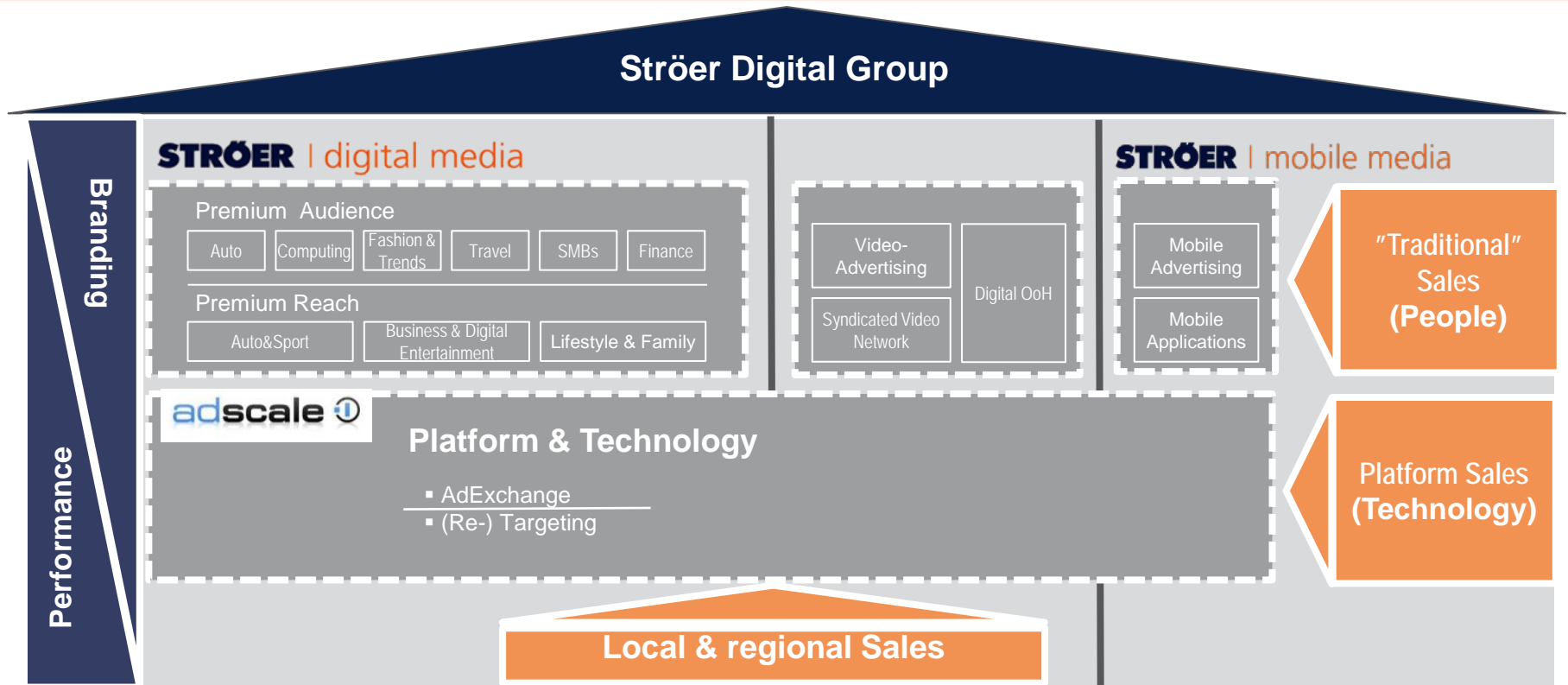
*Source: Zenith Optimedia forecast, April 2013
**prelim. IFRS figures

According to Zenith online ad spend (incl. search) to strongly outperform the total advertising market between 2012 and 2015 *

On a pro-forma basis our online segment realized around EUR73m revenue in 2012 **

Fully integrated sales house

Ströer Digital Group



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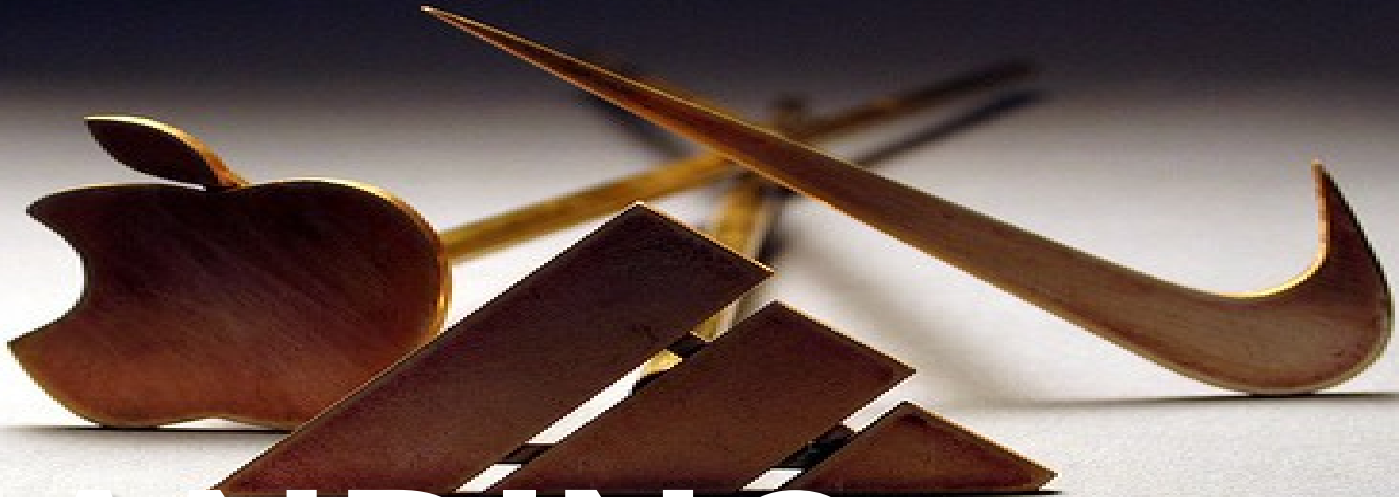
Ströer 3.0 - client perspective in the digital age



AIDA marketing formula embedded in Ströer 3.0



Attention
Interest
Desire
Action



BRANDING

OOH posters are effectively **building brands** and help to boost the reach quickly.



VISIBILITY

Brand communication is essential for successful campaigns.

Big pictures are essential to create an implied advertising effect .



PERFORMANCE

Online is the channel where direct response can be measured best.



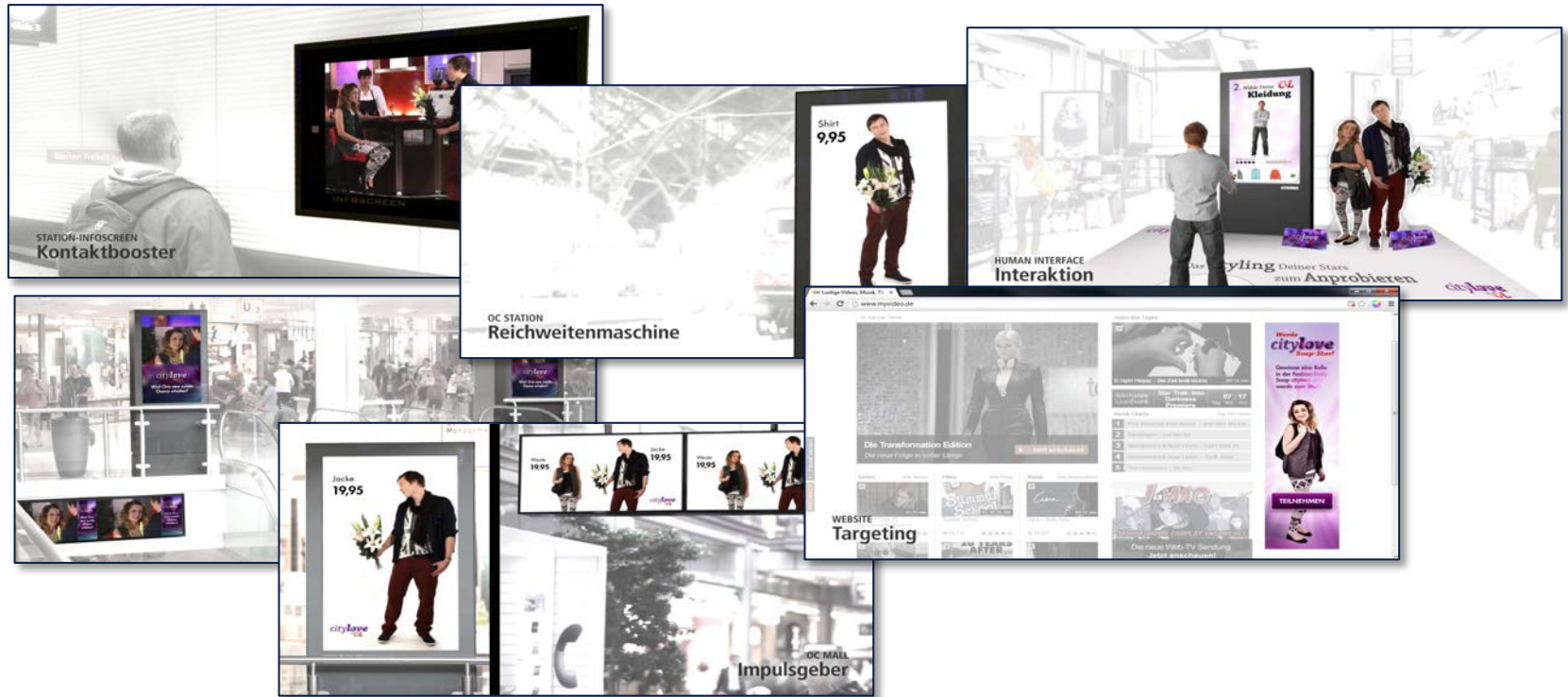
TARGETING

No other medium has more **granularity** and current target group data than Online.

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1st new digital growth area: Attractive growth potential with multi-screen products



We generated 9% of our German revenues with our digital OOH products in 2012

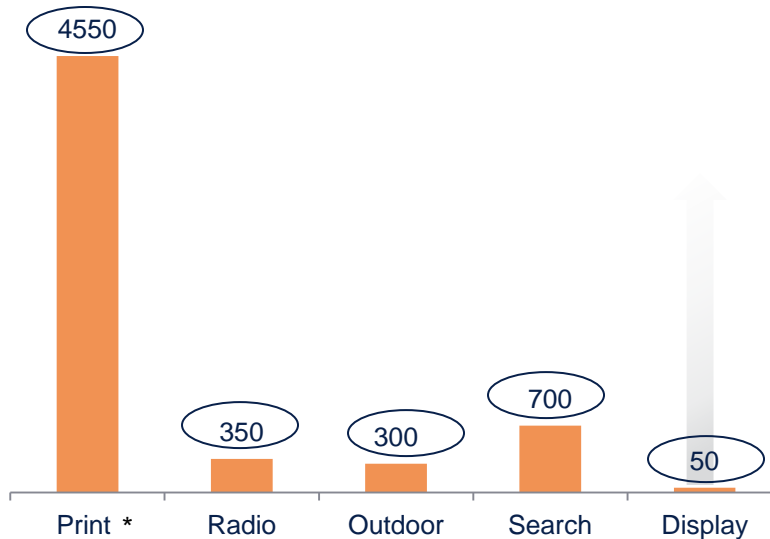


Movie - Multi screen products



2nd new digital growth area – Online display to grab share from EUR 4bn local print market

Local ad market in Germany**



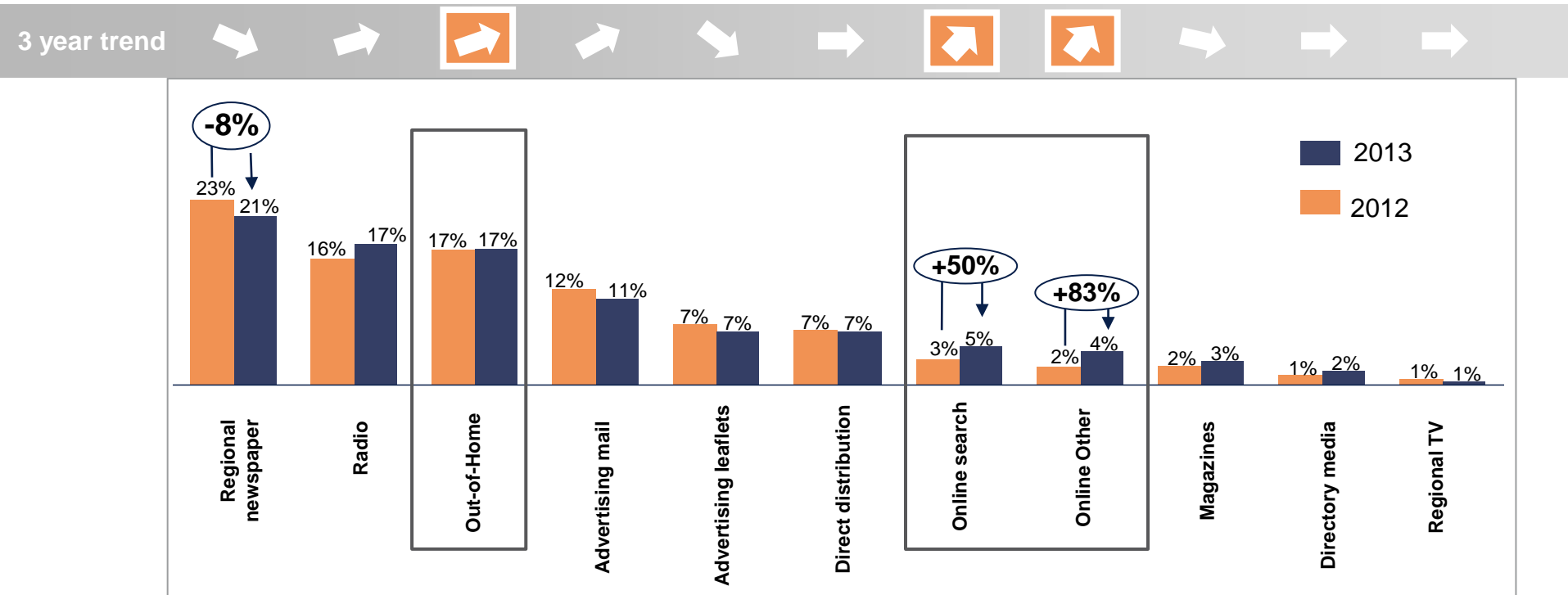
* incl. Directories

**as per Nielsen (gross revenues)

Regional online display market is currently very small but represents a large potential

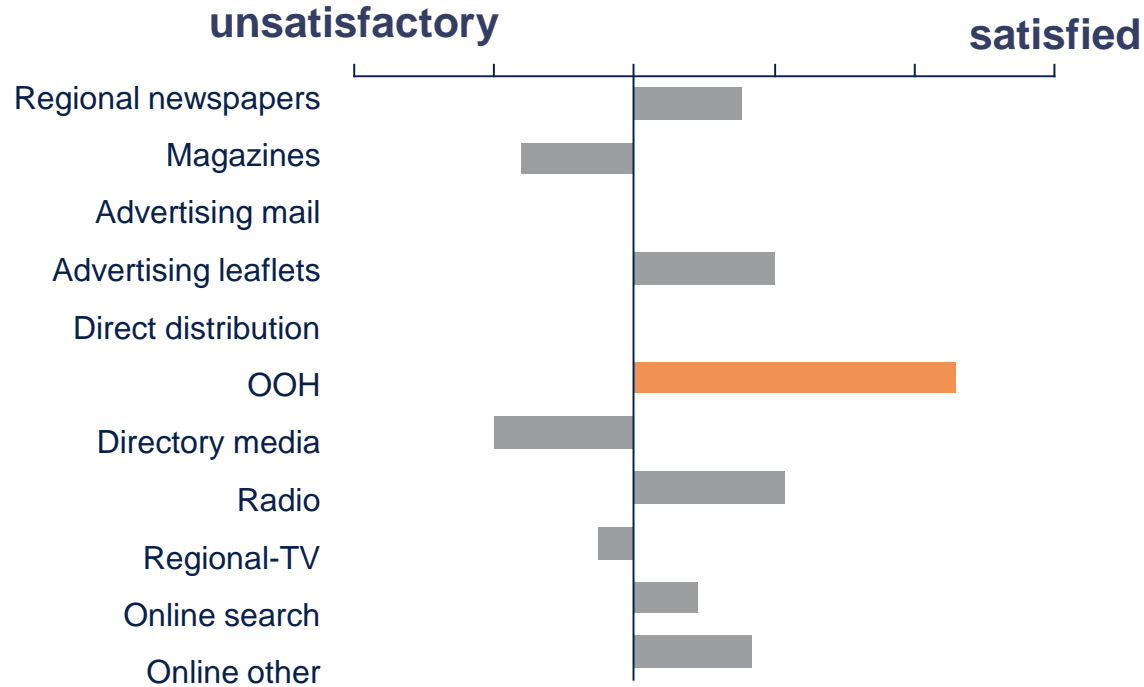
- More than 4bn Euro in print products
- Current regional Ströer footprint:
 - ~ 40k active clients
 - Ø 5k Euro annual spend
 - 60% Ströer OoH market share

Sustainable growth in German regional ad markets



Source: Schickler et al , June 2013-Regionale Werbemärkte - Quo vadis

High customer satisfaction of ad performance in regional OOH in Germany

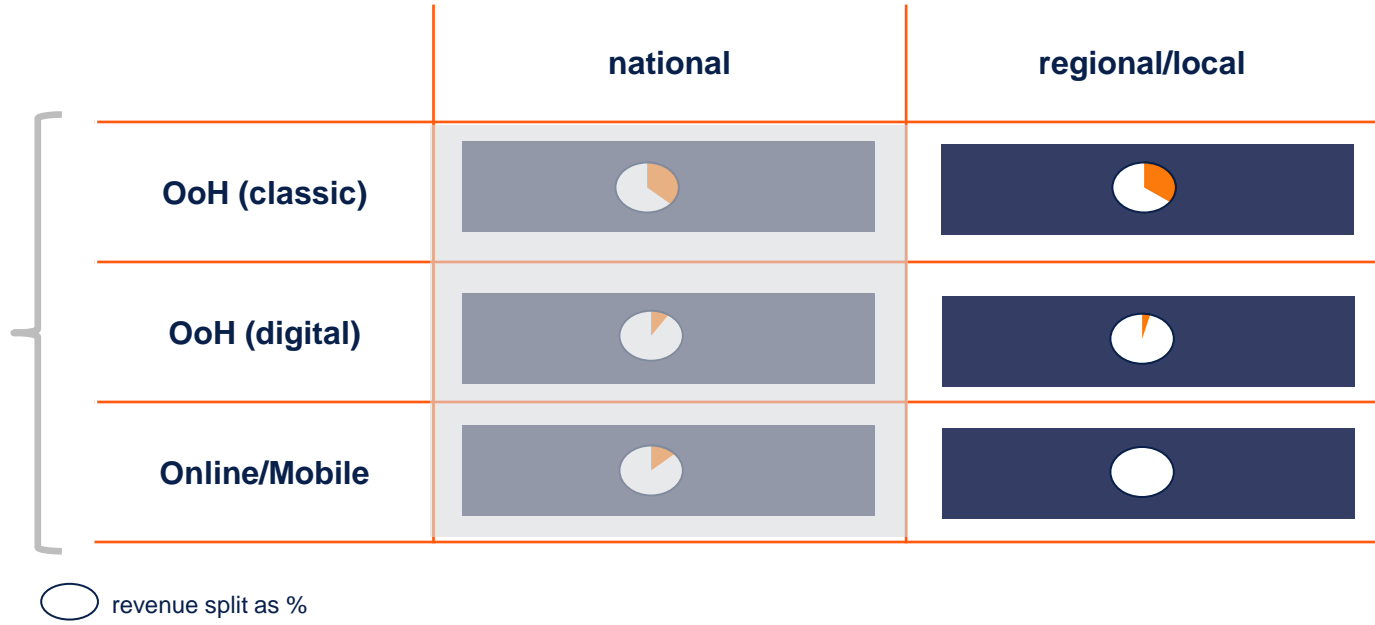


Source: Schickler et al , June 2013-Regionale Werbemärkte - Quo vadis

Regional and Online. Create a new market.

Sales Organisation Germany

Portfolio Management &
Product Development



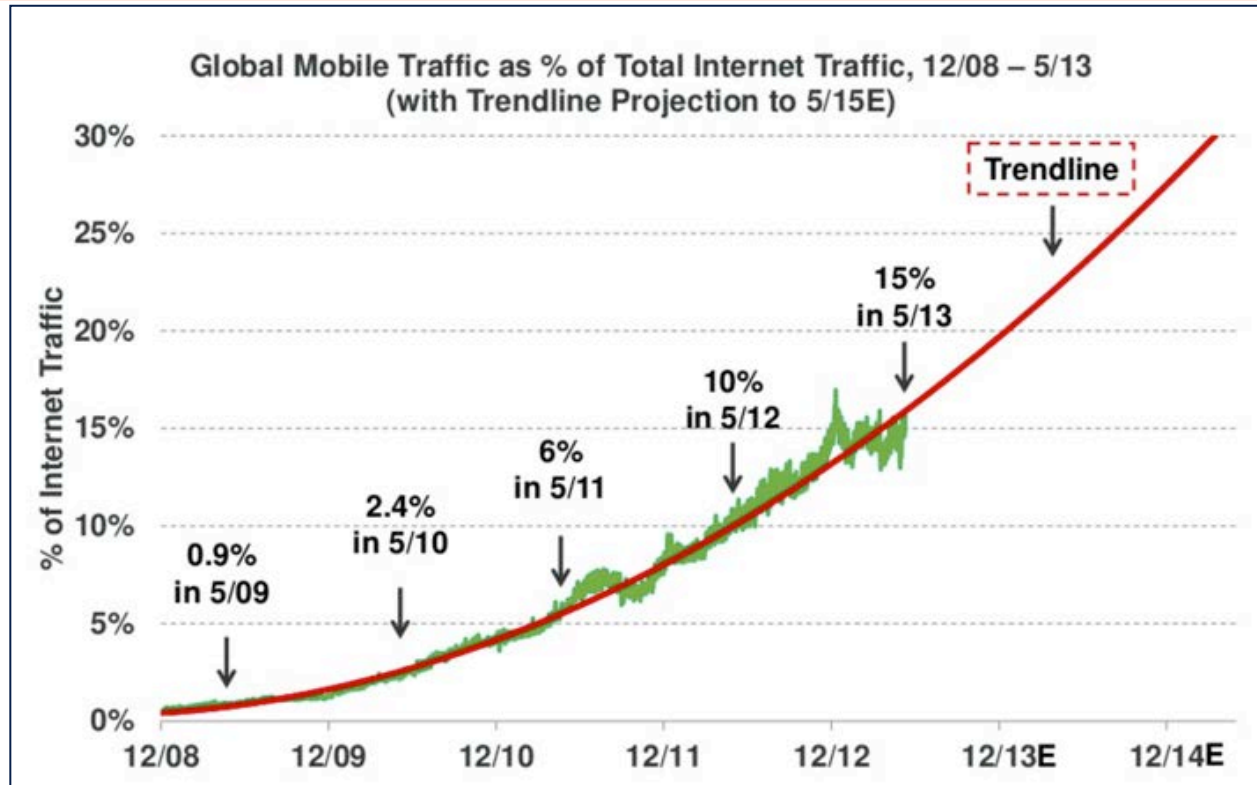
3rd new digital growth area - Ströer mobile media offer

Location-based advertising

- Reach customers within proximity
- Leverage geographic cookies
- Apply hyperlocal targeting



Global mobile traffic will increase tremendously



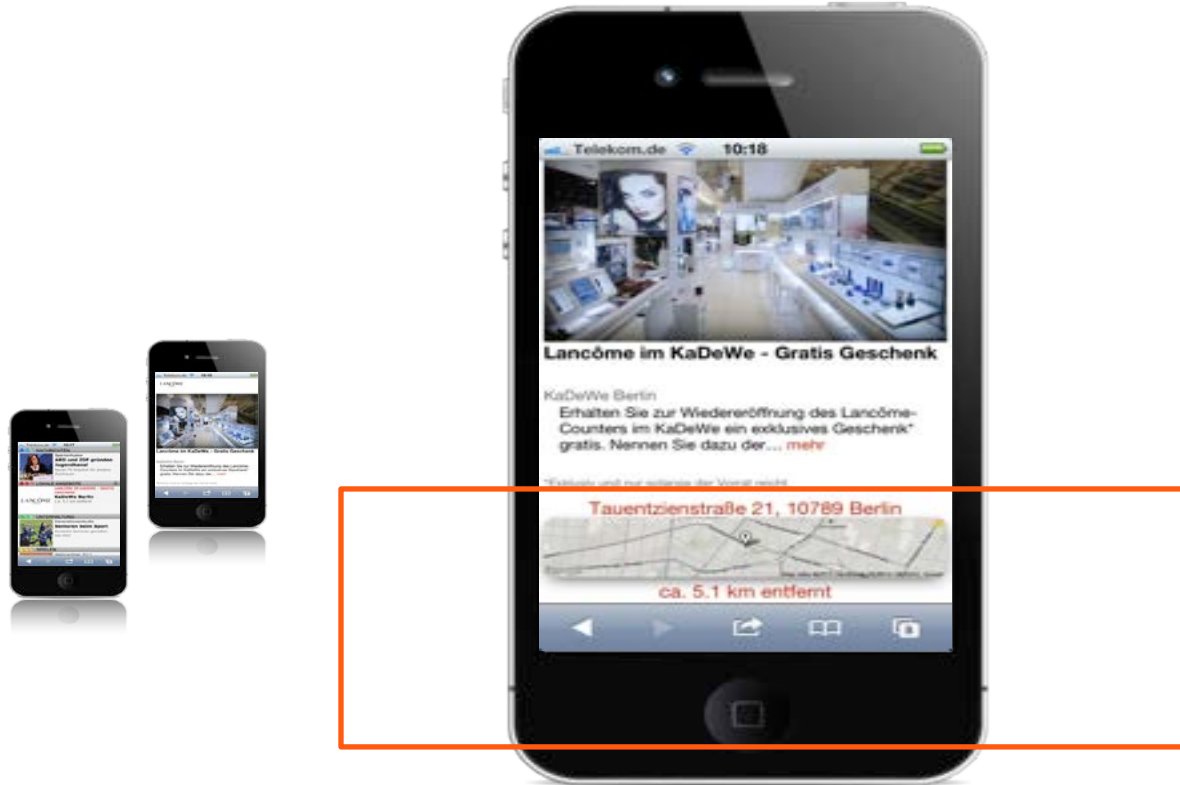
First step: The dynamic banner



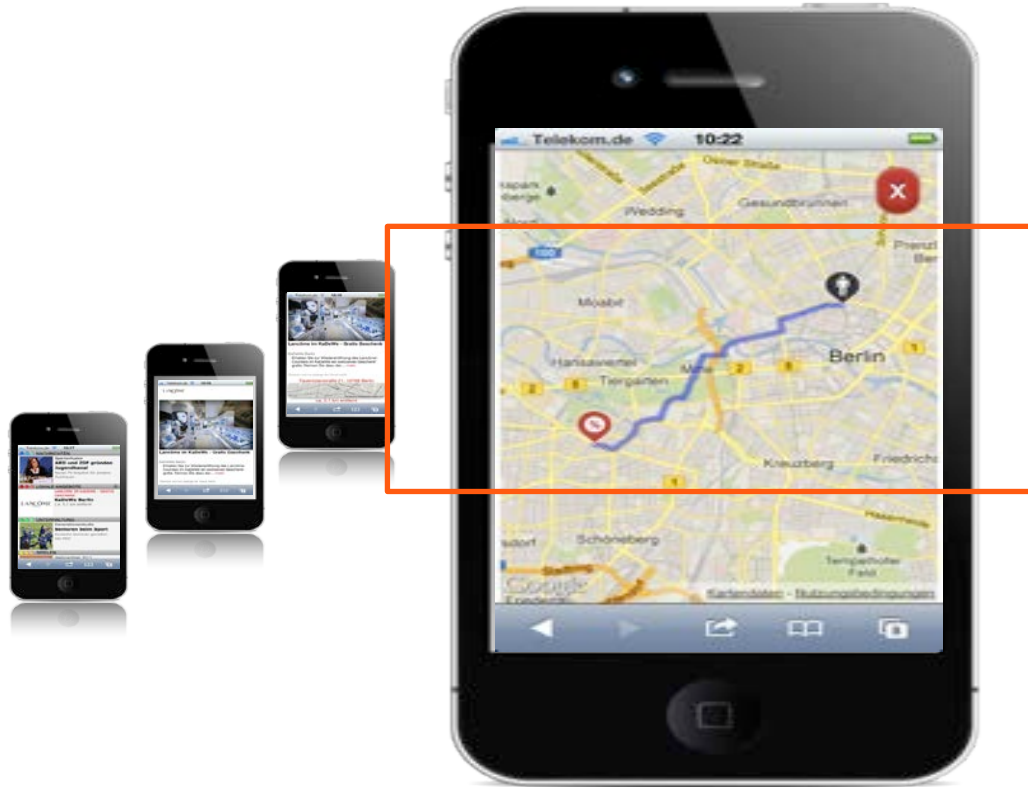
Second step: The mobile landing page



Third step: Offer to navigate to Point of Sale



Fourth step: Navigate to Point of Sale



Ströer 3.0 creates added value

1 Higher market relevance by combining OOH and digital



2 Access to new customers through new digital products



3 Leveraging national and local client relations



4 Promising new business segments online local



5 Media for publisher contracts



6 Hedge between capex (OOH) and opex (Online)



For the second quarter of 2013 we are expecting a slight growth in total organic revenue of 1%. The dynamic growth in Turkey will continue, while the revenue in Germany will be subdued and in the segment Other will be decreasing. In addition, Ströer will also first-time account for the unorganic revenue and profit contributions from the two acquisitions in the online marketing field, one completed in April and one to be completed in June.

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