

PRESS RELEASE

Closing of the acquisition of OMS by Ströer is scheduled for January 4th, 2016

- **The German competition authority Bundeskartellamt approved the acquisition of OMS without any restrictions**
- **Acquisition expected to contribute annual sales of approximately EUR 30m**
- **OMS' shareholders will receive a ten percent stake in the Ströer Digital Group**

Cologne, December 1st, 2015 The German competition authority Bundeskartellamt approved the acquisition of OMS Vermarktungs GmbH, the national digital marketing agency of Germany's regional daily newspaper publishers without any restrictions. OMS is the leading premium marketing agency in the high-quality editorial environment of the regional daily newspapers and offers advertisers to address attractive target groups with display, mobile, moving images and cross-media campaigns across all screens. OMS Vermarktungs GmbH is ranked 7th in the AGOF Digital Facts national marketing survey and offers access to approximately more than 28 million unique users.

OMS will be integrated in the Ströer Digital Group by means of a capital increase against a contribution in kind. The Ströer Digital Group is responsible for Ströer SE's German national online marketing activities in the digital segment. In return, the OMS' shareholders will receive a ten percent stake in the Ströer Digital Group. OMS is currently owned by 33 German daily newspaper publishers including Rheinische Post Mediengruppe, Ippen-Gruppe, Madsack Mediengruppe, SWMH, Verlagsgruppe Pressedruck and NWZ Mediengruppe.

The closing of the acquisition of OMS is scheduled for January 4th, 2016. Ströer expects OMS to contribute annual sales of approximately EUR 30m. The Cologne based media house raised its guidance for 2015 and 2016: The Company is forecasting operational



EBITDA of up to EUR 200m for the current fiscal year. For 2016, Ströer anticipates consolidated revenue of EUR 1.1b to EUR 1.2b and operational EBITDA of between EUR 270m and EUR 280m with 50% of operational EBITDA expected from the Digital segment.

According to AGOF, the unconditional approval of the acquisition of OMS by the Bundeskartellamt makes Ströer the clear leader in the German market in terms of reach with 44.07 million internet users.

About Ströer

Ströer SE is a big digital multi-channel media company, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites especially in German-speaking countries and around 300,000 advertising faces in the field of "out-of-home". The Group has approximately 2,700 employees at over 70 locations.

In the full year 2014, Ströer SE generated consolidated revenue of EUR 721m.

The Ströer SE is listed on the SDAX of the German Stock Exchange.

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

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