



9M/Q3 2012 Results Presentation

Ströer Out-of-Home Media AG
13 November 2012

Ströer developments in Q3 2012



- Group organic revenue growth rate at -5.4%
- Sales increase in German digital operations across product range year-on-year
- National client weakness partly offset by low single digit revenue growth of German regional business
- Roll-out of Istanbul capacity expansion on track with over 2,000 incremental units until year end
- Growth in blowUP's top-line mainly driven by international business and Olympics
- On track with achieving full year capex target of ~45m Euro
- Overheads slightly below prior year and in line with savings target
- Further strengthening of public contract portfolio in Germany and Turkey (bolt-on style)



Group financials at a glance: Softer trading reflecting continuous market uncertainties

€ MM	9M 2012	9M 2011	Change
Revenue	397.4	416.3	-4.5%
Organic growth ⁽¹⁾	-5.1%	5.8%	
Operational EBITDA	58.5	84.0	-30.4%
Net adjusted income ⁽²⁾	2.8	21.1	-86.9%
Investments ⁽³⁾	30.1	36.0	-16.5%
Free cash flow ⁽⁴⁾	-10.9	18.8	n.d.
	30.09.2012	30.09.2011	Change
Net debt ⁽⁵⁾	317.5	312.3	+1.7%
Leverage ratio	2.97x	2.29x	+29.8%

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)



Product group performance: Fewer national campaigns impacting Billboards & Street Furniture

€ MM



- Billboard performance notably affected by key customer loss in Germany (Telco operator)
- Softer trading in Street furniture reflects lower national client business
- Improved transport revenues especially in Q3 backed by growing digital business



Attractive sales & marketing offers

Key marketing features of OC Station & OC Mall



- With >2,200 screens one of the worlds largest digital moving picture networks with national reach
- OC sales volume increased with high double digit % rate over prior year
- Recent national Motorola product launch (RAZR i) included OC in the relevant set for moving picture mediums
- Digital networks unlock ad budgets previously spent in other media:

LAVAZZA

RWE

acer

new clients:



unitymedia



monster worldwide

Multiplying Study – proof of higher net reach



multiplying research ¹⁾ shows

- increase in net reach when combining TV, Online and OC
- capability of OC to reach young consumers with above average spending power
- ability of OC to generate higher number of contacts compared to Online



RAZR i multiplying product launch

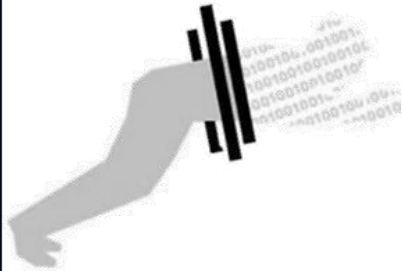


MOTOROLA



Notes: 1) Based on full network capacity; 10 sec. spot during one week, population 14+, Source: ENIGMA GfK Medien-und Marketingforschung GmbH, October 2012

Immersion



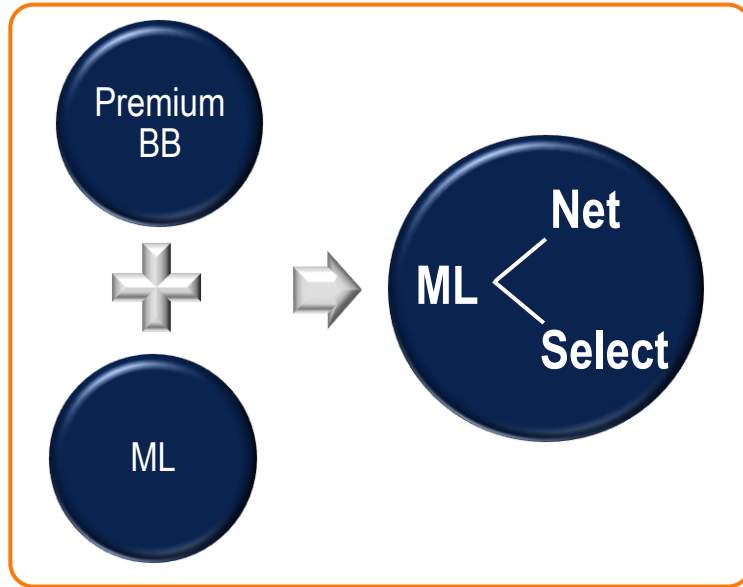
Focus on
involvement
and creation



Potsdamer Platz in Berlin, Germany

- 1,000 m² giant poster with integrated 40 m² LED screen
- Passers-by take photos with touch screen cameras
- Photos are directly integrated into ad image on LED screen and optionally posted on social media hubs

Capex light optimization of premium billboard approach starting January 1, 2013



Integration of premium billboards into MegaLight sales to leverage on unused capacity and to create critical mass with improved capex profile

- ✓ Combination of single-site booking (ML select range) with network products (ML net range)
- ✓ MegaLights as sole brand for high quality 9m² formats
- ✓ Large number of ML select faces: >5,000 at start (growing to ~10-15k over time)
- ✓ More efficient poster logistics and alignment of sales cycles (7-day period)

PPS: comparable currency for outdoor advertising from 2013



- Industry-wide adoption of the value “Plakatseher pro Stelle” (PpS - poster viewer per location)
- Replaces the old measurement G-value with full set of transparent criteria
- Accepted by all market participants in outdoor and other media
- PpS enables full comparison of reach figures across different media



Mainzer Landstraße in Frankfurt, Germany

Turkey: new attractive sales & marketing formats



Giant Board

- 4 billboards marketed as one large advertising face
- Already 20 units in place
- Promoted as 2 networks of 10 boards with monthly sales cycle
- Strong interest from agencies & advertisers
- Further expansion under way



Turkey: new attractive sales & marketing formats



Scroller Billboard:

- located at highly frequented sites
- sold within classic BB networks
- premium pricing
- successful launch

TURKCELL

BILLBOARDLARIN
E+KISI AR+KÇA
AR+İYOR!

BB+

YENİ BILLBOARD PLUS
KUSURSUZ
İÇTEN AYDINLATMALI

BB+

YENİ BILLBOARD PLUS



Financials

Ströer Group 9M 2012 P&L management view:

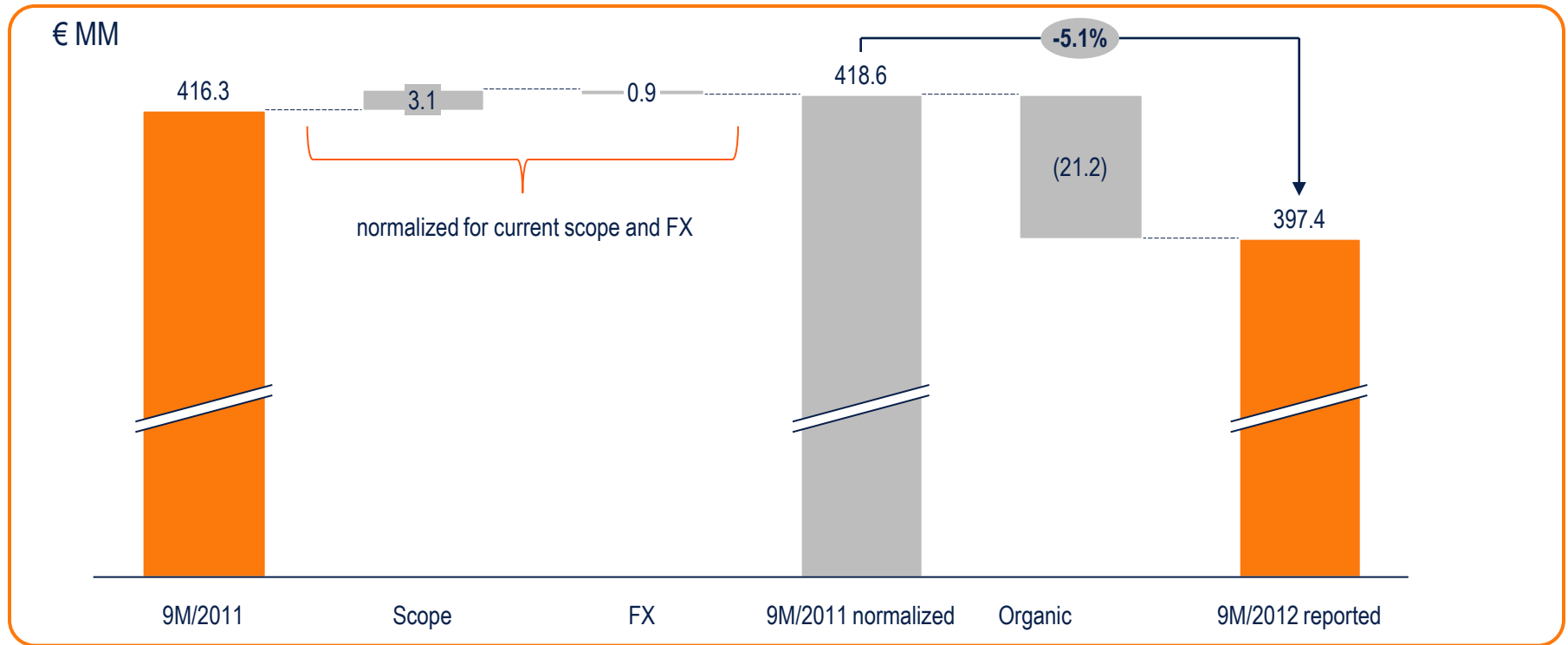
Flat reported net income benefitting from positive FX effects



€ MM	9M 2012	9M 2011	Change
Revenue	397.4	416.3	-5%
Direct costs	-240.9	-231.6	-4%
SG&A	-101.4	-103.0	+2%
Other operating result	3.3	2.3	+45%
Operational EBITDA	58.5	84.0	-30%
<i>Margin %</i>	14.7	20.2	
Depreciation	-27.5	-23.6	-16%
Amortisation	-22.4	-20.8	-8%
Exceptional items	-3.2	-10.2	+68%
EBIT	5.4	29.4	-82%
Net financial result	-26.0	-41.9	+38%
Income taxes	3.3	-4.9	n.d.
Net income	-17.4	-17.5	0%
Net adjusted income	2.8	21.1	-87%



Group organic revenue growth bridge: Without scope and FX effects revenues trail 5.1% behind last year

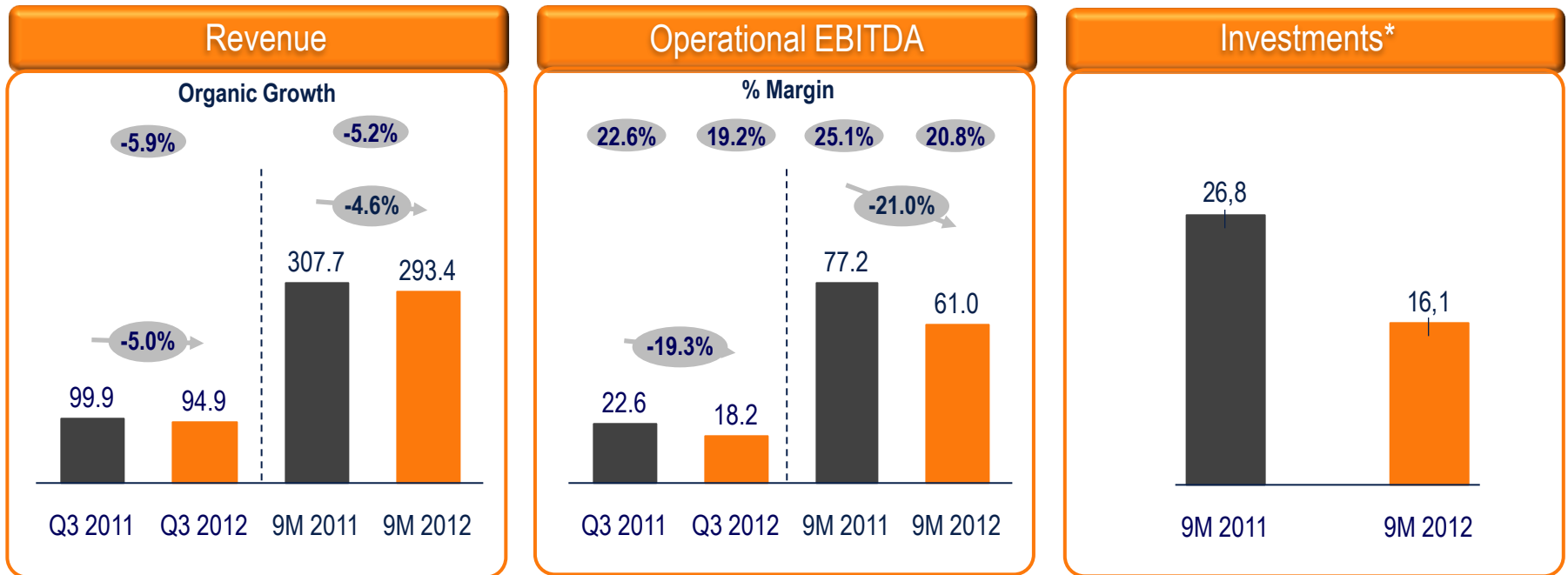


- Scope effects relate to ECE flatmedia in Germany and small bolt-on take-over in Turkey
- FX adjustments driven by depreciation of Turkish Lira and Polish Zloty vs. EUR
- -2.0% organic growth w/o effects from single Telco customer & terminated sales contracts in TR

Ströer Germany: Revenues down due to lower volume of national campaigns



€ MM



- Underlying YTD organic revenue growth excluding currently inactive Telco account just -1.2%
- High double digit y-o-y revenue growth rate in Q3 digital business driven by new customers
- Less favorable product mix of national campaigns impacting Op. EBITDA margin

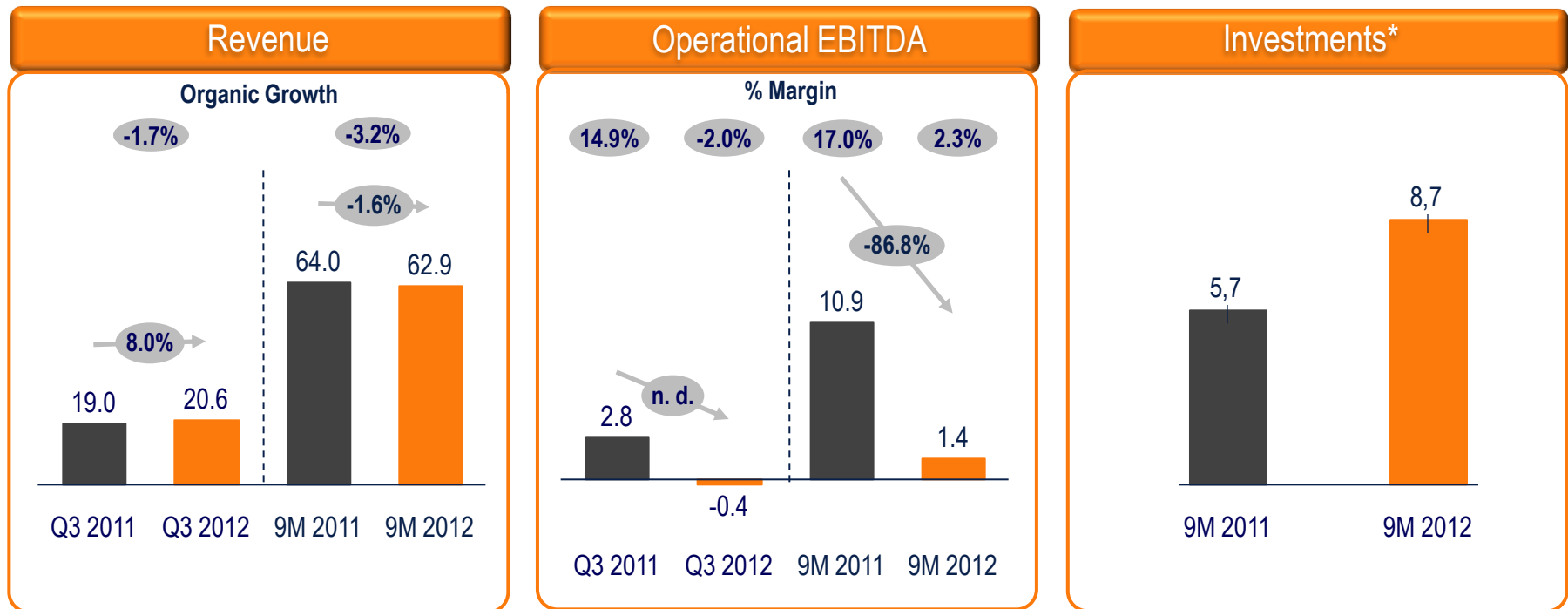
*Cash paid for investments in PPE and intangible assets

Ströer Turkey:

Cautious ad sentiment limiting underlying revenue growth



€ MM



- 9M organic rev. growth w/o low margin sales contracts terminated last year runs at +1,0%
- Disproportionate direct cost increase from additional Istanbul rents and lease inflation adjustments
- Capex increase mainly reflects >2000 incremental BB/PBB units in Istanbul

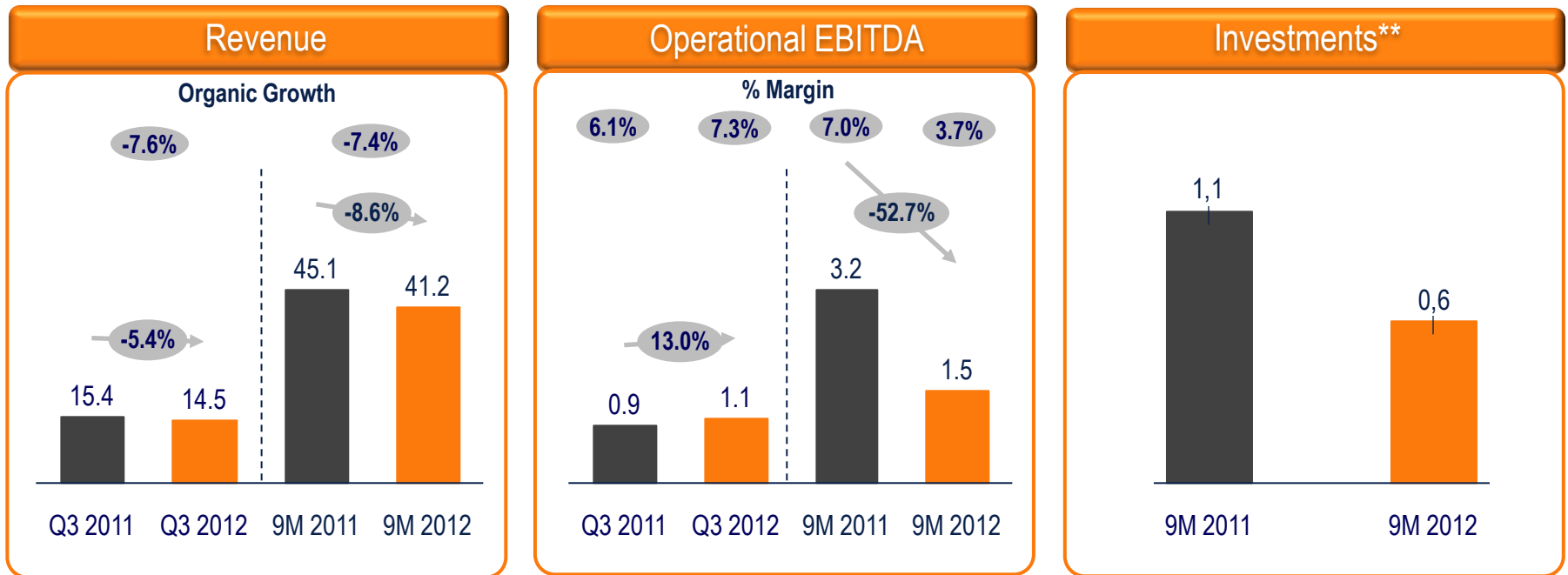
* Cash paid for investments in PPE and intangible assets

Ströer Rest of Europe*:

Giant Posters strongly up in Q3, Poland affected by high comps



€ MM



- blowUP with high-double digit organic revenue growth and strong margin improvement in Q3
- Soft Q3 in Poland due to Olympics and high prior year comps (last year's parliamentary elections)
- Effective cost improvement measures throughout 2012 buffer Polish margin decline

* blowUP Media Group and Ströer Poland

** Cash paid for investments in PPE and intangible assets



Group cash flow and cash position:

Free cash flow movement mirrors operational performance

€ MM

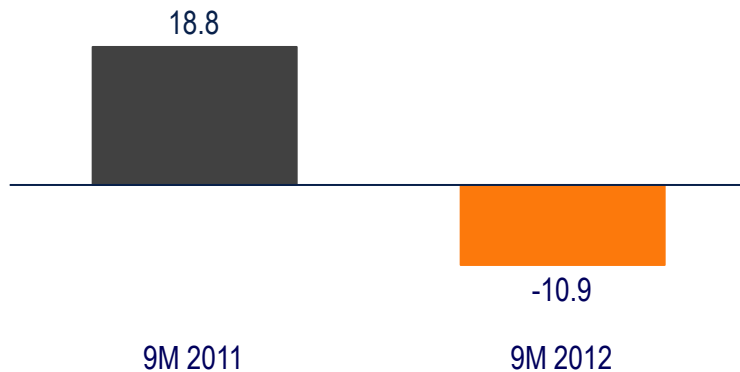
Cash flows from operations



Cash flows from investing activities



Free cash flow



Comments

- Declining operational cash flow in line with movement in underlying profit development
- Lower investing cash flows despite growth investments in Istanbul and Germany
- New debt structure of Group refinancing resulted in lower Sept 30 cash balance vs. PY

Out-of-home advertising markets continue to be affected by the uncertainty on the economic and financial markets and cautious customer sentiment. However, we are seeing relative improvements in Q4 booking behavior in comparison to Q3. We therefore expect a low-single-digit percent decline in Group organic revenues in the fourth quarter of 2012.

STRÖER

out of home media

Q&A Session with Ströer AG's Executive Board



Udo Müller

Co-Founder, CEO



Alfried Bührdel

CFO and Executive Vice
President



Dirk Wiedenmann

CEO of Ströer Media
Deutschland, Board
Member

Disclaimer

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