

INVESTOR RELATION RELEASE

Cologne, August 3, 2012 In addition to yesterday's press release regarding Ströer's group financing, please find below the key arguments of an interview given by Alfred Bührdel, CFO of Ströer Out-of-Home Media AG, to the German financial newspaper "Börsen-Zeitung" on August 2nd, 2012:

- Extended maturity (5 year term until 2017) provides a stable financial foundation for Ströer and separates any refinancing effort from potential turmoil in the financial markets 2013/2014
- In total lower interest charges going forward due to a more flexible loan structure
- Loan package totals EUR 500m and is provided without any collateral requirement
- Despite these improvements and an overall more flexible loan documentation, credit margins almost equal the favorable conditions secured during last year's amendment (only marginal increase)
- The structure of the new funding arrangements will lead to savings of a lower single digit million euro amount in the Group's financial result and cash flows already in 2013
- The new facility also provides the option to further extend and diversify the maturity profile by incorporating other financial instruments like a bond or a promissory note into our financing structure at a later point in time
- Leverage target remains unchanged and with an envisaged comfort zone of 2 to 2.5 x EBITDA
- Timing and terms of the syndicated loan reflect the financial market's confidence in the strength and potential of our business model
- The syndicate consists of ten German major banks emphasizing the stable relationship between Ströer and its partners

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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