

PRESS RELEASE

Ströer takes over marketing at mediasquares

- **“mediasquares Ströer” to specialize in marketing in product and service provider search segment**

Cologne, September 17, 2014 Ströer is expanding its online portfolio even further. With immediate effect, the top-3 AGOF marketing company has taken over the marketing business of mediasquares, which specializes in online product and provider search services. The brand, which was part of ad pepper media Deutschland, trades under the name “mediasquares Ströer”. Its website and mobile site portfolio includes premium online platforms such as dasoertliche.de, dastelefonbuch.de, gelbeseiten.de and billiger.de.

Ströer and ad pepper media will also intensify their technical cooperation moving forward including the implementation of a data management platform (DMP). Information garnered from marketed websites is then used for even more precise targeting.

mediasquares focuses on directory media, classifieds, comparison sites and marketplaces and provides specialist market expertise in the new unit, the operations of which are based in Hamburg at the Ströer Digital Group.

About Ströer

Ströer Media AG is a leading provider of online advertising and out-of-home, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting new standards for innovation and quality in Europe and is thus opening up new and innovative opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites and more than 280,000 out-of-home advertising faces. With consolidated revenue of EUR 634m for the full year 2013, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,300 employees at over 70 locations.

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

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