

## INVESTOR RELATION RELEASE

Cologne, 4 June 2012

On May 31, 2012, Dirk Ströer, one of the two main shareholders and member of the supervisory board of Ströer Out-of-Home Media AG, sold 1.3 million shares representing 3.1% of the issued and outstanding shares of the Company to funds managed by Third Point LLC, a New York based investment firm. The shares were traded over the counter for a price of EUR 8.00 per share. The sale by Dirk Ströer of a minor proportion of his shareholding is for personal reasons only in connection with a loan repayment. The management of Ströer Out-of-Home Media AG welcomes the share deal as it adds a further institutional investor to the existing shareholder base of the Company and also leads to an increase of the free float from previously 43.4% to 46.5%. Dirk Ströer now holds 10.7 million shares representing 25.3% of the shares of the Company. Founder and CEO Udo Müller continues to hold 11.9 million shares which represents 28.2% of the shares of Ströer Out-of-Home Media AG.

### **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](http://www.stroeer.de).

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