

PRESS RELEASE

Ströer launches new corporate websites

- **Easier navigation**
- **New websites tailored to the needs of the target audiences**
- **New online magazine takes an independent view of industry issues**

Cologne/Germany, February 18, 2014 – Ströer Media AG has launched its new corporate web pages at www.stroeer.com. The clean, minimalist design of the new website provides customers, investors, journalists, and job seekers with current information about the company and the services offered by the media marketer.

The marketing services and digital offerings can now be found on a separate portal, www.stroeer.de, which focuses on offering informative content for outdoor advertising and useful tools and services, such as the creative simulator or the billboard cost estimator.

In addition to the whole new design, what makes the new websites stand out are their clean structure and their appeal to target audiences, which was clearly one of the main aims. Thanks to the relaunch, all the Ströer websites now have the same look and focus on each of the respective target audiences.

Another new feature is the integration of the Ströer magazine at www.stroeer.de, which will be taking a close look at one media topic every six to eight weeks. The aim is to take an independent view on issues that are relevant for the industry and let experts have their say. The first online edition of the magazine starts with the subject of “Hyperlocality.” Find out what that is all about here: <http://www.stroeer.de/wissen-inspiration/magazin/>

The new platforms, which Ströer developed in association with Cologne-based digital agency B+D Interactive, can be used on all digital devices, such as PCs, tablets and smartphones.

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 560m for the full year 2012, Ströer Media AG is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,200 employees at over 70 locations.

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

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