

PRESS RELEASE

Ströer Media AG successfully completes second part of online acquisitions

- **Ströer Digital Media GmbH and businessAD join the Ströer Group**

Cologne, 4 June 2013 Ströer Media AG today closed the final transaction to successfully complete its planned acquisition of online marketers announced in December. Following the acquisition of approximately 91% of Munich-based adscale GmbH in April, the second part of the transactions sees Ströer Media AG take a 100% stake in Ströer Digital Media GmbH, Hamburg (a merger of Ströer Interactive and freeXmedia), and a 50.4% interest in businessAD GmbH, Düsseldorf.

This move brings Ströer another important step closer to becoming Germany's first fully integrated online marketer. It enables the Company to offer customers individualized communications solutions across the entire digital value chain.

The two transactions will be financed by issuing shares from Ströer Media AG's authorized capital. The shares from the capital increase will be transferred to the Media Ventures GmbH which is the previous shareholder of the two companies and whose majority owner is Dirk Ströer.

About Ströer

Ströer Media AG is a leading provider of out-of-home and online advertising, 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 more than 280,000 out-of-home advertising faces and several thousand websites. 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 2,000 employees at over 70 locations.

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

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