STRÖER COMPANY SNAPSHOT

JP MORGAN CEO CONFERENCE **24 - 25 June London**

STRÖER

Strong player in its core markets

#1   **Ooh in Germany**
Europe's largest ad market

#1   **Ooh in Turkey**
Europe's largest emerging market

#1   **Ooh in Poland**
Largest CEE market

#1   **European giant poster network**
GER, UK, ES, BENELUX

#1   **Leading integrated online marketer**

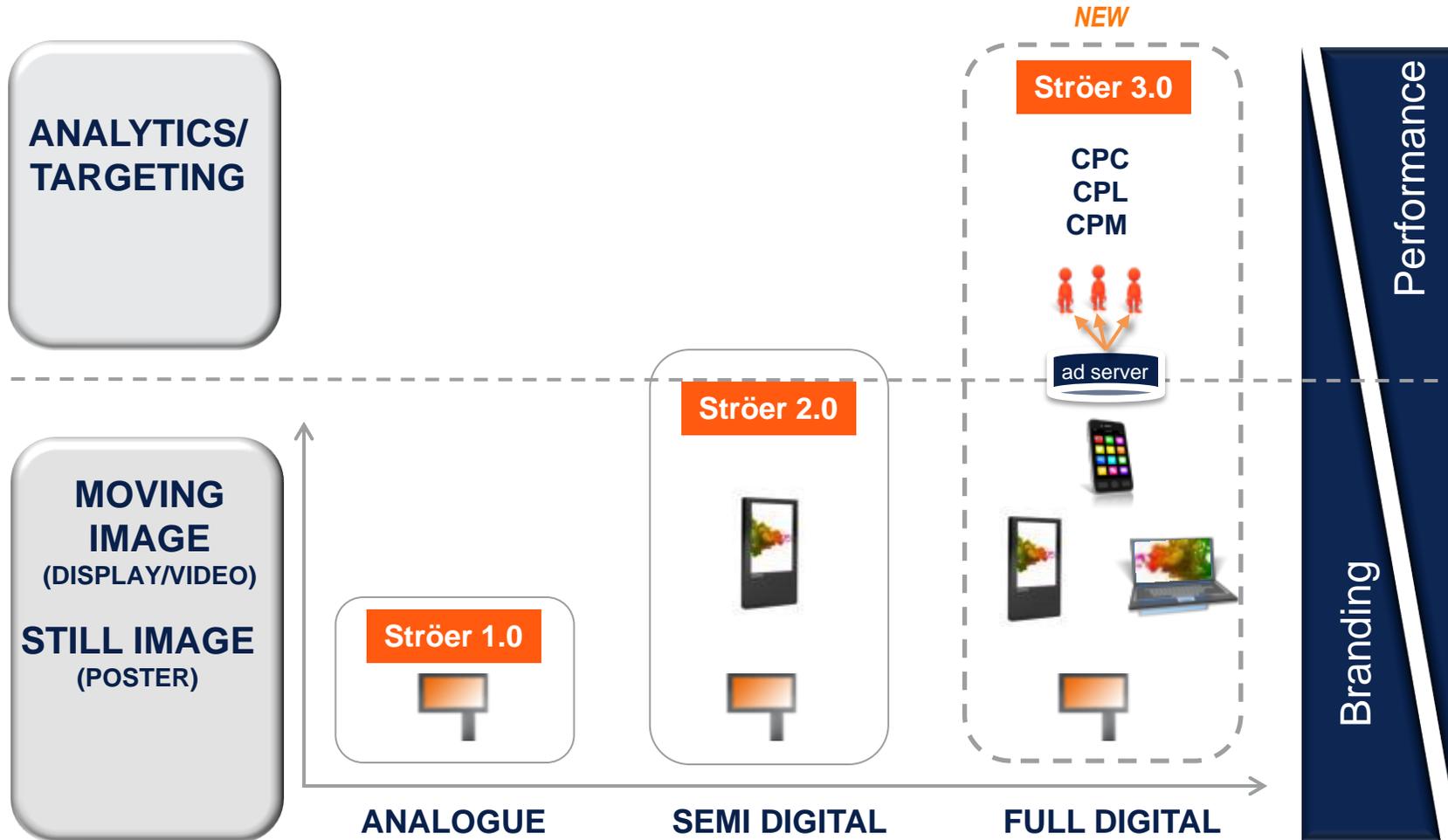> 280,000 ooh advertising faces

> 60m Unique User in online

> 90 office locations

>2,200 employees

Legend:
- Core markets
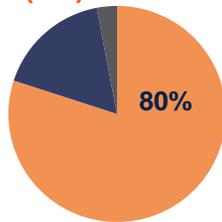- blowUP media
- Online international
- Regional HQ

Map labels: Cologne, Warsaw, Istanbul

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Ströer 3.0: Platform for growth in the digital age

ANALYTICS/ TARGETING

MOVING IMAGE
(DISPLAY/VIDEO)

STILL IMAGE
(POSTER)

NEW

Ströer 3.0

CPC
CPL
CPM

ad server

Ströer 2.0

Ströer 1.0

ANALOGUE

SEMI DIGITAL

FULL DIGITAL

Performance

Branding

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Ströer Germany: Strong market leader

Billboards

Mega-Lights (ML)
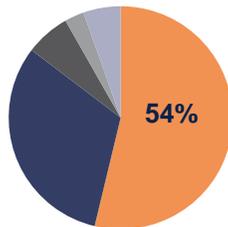

80%

■ Ströer

Source: FAW 2012
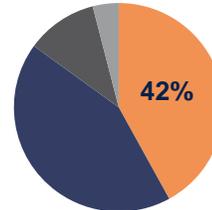
Billboards [1] (9sqm)

54%

■ Ströer

Source: Company estimates for competitor share

Street Furniture

City-Light-Posters

42%

■ Ströer

Source: FAW 2012

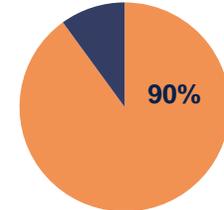### Traditional Columns

48%
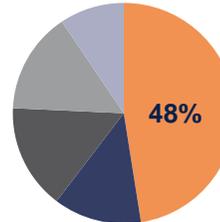
■ Ströer

Source: Company Estimates

Transport

Railway Stations

90%

■ Ströer

Source: Company estimates, year 2012

Trains and Buses [4]

61%

■ Ströer

Source: Company estimates

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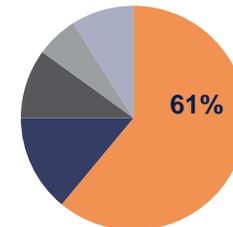
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Ströer Turkey: Strong market position

Mega-Lights (ML)
(Premium Segment)
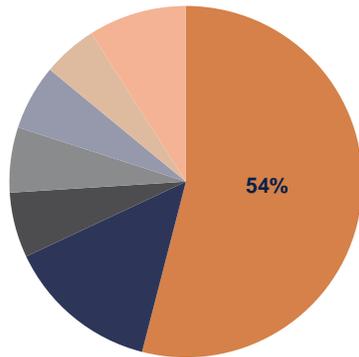
54%

■ Ströer

CLP/ CLS

34%
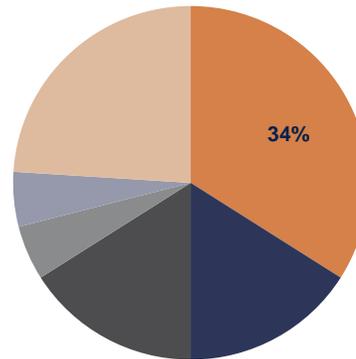
■ Ströer

Billboards (BB)
(Traditional Segment)

53%

■ Ströer

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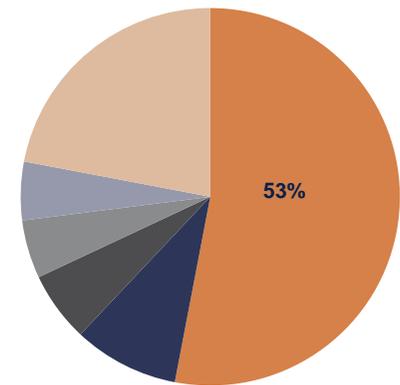
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Ströer Digital: Leading market position from the start

UNIQUE USERS* PER MONTH OCTOBER (AGOF**)

	Unique Users
Interactive Media CCSP	35,8
Axel Springer Media Impact	31,7
Ströer Digital	**31,0**
United Internet Media	28,4
TOMORROW FOCUS MEDIA	28,1
IP Deutschland	27,4
eBay Advertising	27,4
OMS	26,9
G+J Electronic Media Sales	22,3

+ unique users to be considered from the **GAN Ströer GmbH**
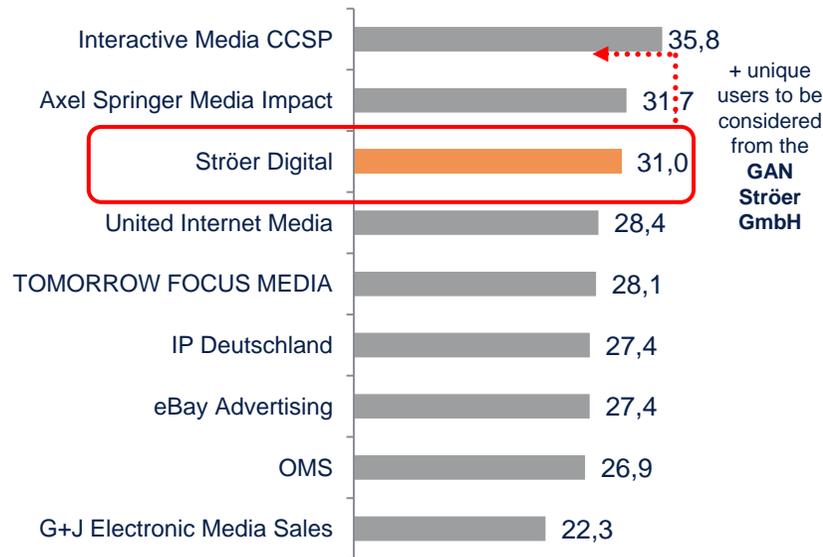
- Strong Inventory of around 300 Websites in Germany
- ~31 m unique users
- ~53% reach
- ~1.5 bn page impressions
- Latest new websites juraforum.de, weblogit.net, zapitano.de, touchscore.de, combined unique users of 1.5m
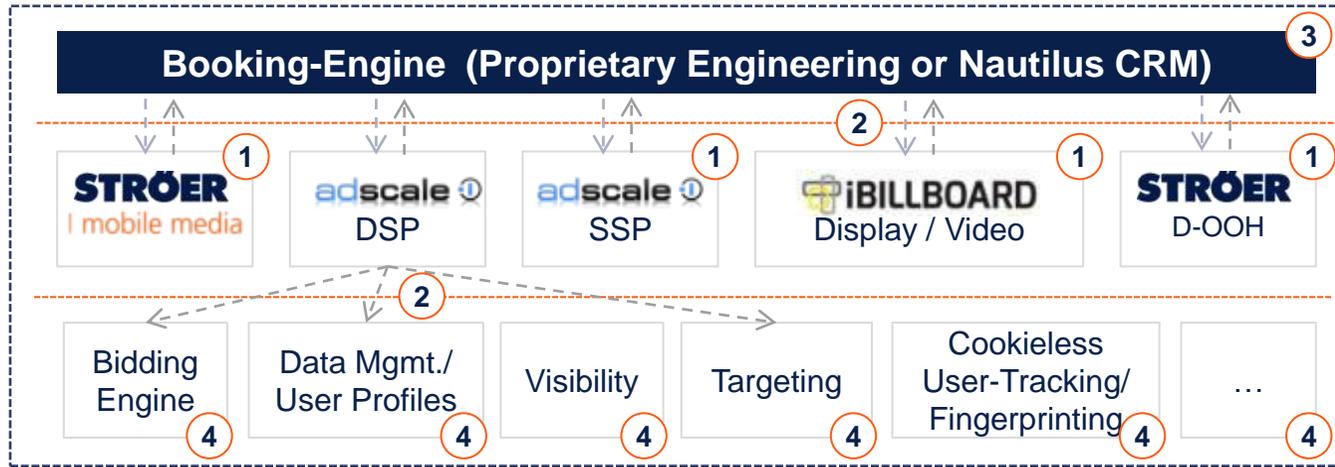
PUBLISHERS BY SEGMENT

Business & Finance (~10 publishers)***
BÖRSE ONLINE

Sports (~60 publishers)
outdoor CHANNEL · MensHealth.de · RUNNERS

Travel (~35 publishers)
weg.de · TUIfly.com · FTI TOURISTIK · WetterOnline · HomeAway

Family & Kids (~30 publishers)
Rund ums Baby · CN CARTOON NETWORK · Kochrezepte.de · WomenWeb.de

Digital Entertainment (~50 publishers)
weblogit · Games · MYSPASS · Computer · PlayStation · ZAPITANO

Fashion&Beauty (included in consumer)
STAR CLIPTV.de · WeightWatchers · PROMIFLASH

Consumer & Social Networks (~50 publishers)
DUDEN · freenet · immonet.de · JURAFORUM · Testberichte.de · VERIVOX

Automotive (~30 publishers)
auto motor sport · Auto NEWS · Autos · MeinAuto.de · MOTORSPORT MAGAZIN.COM · MOTORRAD

Business & B2B (~20 publisher)
impulse · Deutsches Ärzteblatt

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Ströer's unique tech backbone improves traffic monetarisation

Booking-Engine (Proprietary Engineering or Nautilus CRM) ③

One Frontend (harmonized)

① STRÖER I mobile media	① adscale DSP	① adscale SSP	① iBILLBOARD Display / Video	① STRÖER D-OOH

②

Proprietary best in class applications for each entity accessed and harmonized by

②

Bidding Engine ④	Data Mgmt./ User Profiles ④	Visibility ④	Targeting ④	Cookieless User-Tracking/ Fingerprinting ④	… ④

one frontend engine

Central Services

⑤ Central data centre

① Each entity defines proprietary functionalities.
② Exchange of information via API interfaces.
③ Central frontend allows vertical bookings and centralized reporting across all
④ entities.
⑤ New functionalities will be provided centrally and can be used in each entity.
   All data and services will be hosted in one central data centre backbone.

Fully dedicated Tech Stack

20 Engineers in Berlin [Targeting, Data, Mobile]

40 Engineers in Czech Rep. [Adserving]

40 Engineers in New Zealand [Frontend]

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Ströer Digital: Uniquely fully integrated sales house

STRÖER
DIGITAL GROUP

Premium Sales: Display & Special Ads

STRÖER | digital media

businessAD
STRÖER
STRÖER

Concept & Event Sales

Content Channels

Automotive	eCommerce	Digital Lifestyle	Finance
Energy & Telco	Family & Kids	Health & Active Living	B2B
News & Entertainment	Social Networks	Sports	Travel

Video

STRÖER | primetime

| Desktop Video Tablet Video Mobile-Video | Video Syndication & Youtube MCN tubeone |

Public Video & Multiscreen-Packaging

Mobile

STRÖER | mobile media

| Mobile Campaigns | Location-based Advertising |

Crossmedia-Packaging

Platform & Technology: Reach & Target groups

adscale

- AdExchange; DSP & SSP-Functionalities
- Real Time Bidding & Targeting

mbrtargeting PACEMAKER
ACTIVE ONLINE SALES

- Targeting Algorithms & Data Management
- Prospecting & Re-Targeting Solutions

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tubeone NETWORKS: Goal for 2014

Germany´s No.1 star network

250M monthly views until late 2014!

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For the second quarter of 2014, we expect a mid to high single digit percentage organic revenue growth rate, and reported revenue in the low teens

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