

PRESS RELEASE

Strategic expansion: Ströer purchases the leading content and technology specialist Content Fleet

- **Content marketing with the help of big data**

Cologne, March 30, 2015 On April 01, 2015 Ströer will become the majority shareholder in the owned media and big data specialist Content Fleet. The company supports major international brands in the strategic deployment of content.

Content Fleet provides creative services, distribution and monetization from a single source. The Hamburg-based company also offers proprietary, performance-driven technology solutions for the detailed real-time processing, evaluation and interpretation of large volumes of data. Those solutions allow it to offer its major customers detailed insights about the market and answer questions including: 'Which topics are the most relevant to our brands?' or 'Where do our competitors stand?' Content Fleet's customers include Saturn, Deutsche Bundesliga, Pro Sieben and Deutsche Telekom.

"Owned media is a promising and rapidly developing area. Its growing importance means it complements paid media optimally. Strategic expansion in this field will allow us to further increase our relevance to customers," says Ströer's COO, Christian Schmalzl.

"The integration of the company into Ströer allows us to focus on our strengths. And the combination of online and out-of-home offers great opportunities in the ongoing digitization of public space: Target-group appropriate content will allow us to reach customers via daily touch points," says Mattias Protzmann, CEO and founder of Content Fleet.



In addition to his previous responsibilities, Mattias Protzmann will also occupy the new role of Chief Digital Officer at Ströer. In this cross-divisional position, he will report directly to the management board and will be responsible for driving the digitization of business process at the interfaces between the company's business areas. The second managing director of Content Fleet Philip Dipner also remains on board.

About Ströer

Ströer Media SE 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 290,000 out-of-home advertising faces. With consolidated revenue of EUR 721m for the full year 2014, Ströer Media SE is one of largest providers of out-of-home media in Europe in terms of revenue.

The Ströer Group has approximately 2,400 employees at over 70 locations.

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

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