

## PRESS RELEASE

### Ströer SE moves up to the MDAX

- **Company successfully enters MDAX index on a fast-entry basis**

Cologne, December 4, 2015                      On the recommendation of the Working Committee for Equity Indices, the Executive Board of Deutsche Börse AG decided yesterday in favor of Ströer SE's move from the SDAX to the mid-cap index of Deutsche Börse (MDAX). The change takes effect on December 21, 2015. The MDAX comprises shares of 50 companies that, in terms of exchange turnover and the market capitalization of the free float stock, rank immediately below those of the DAX. The move from the SDAX to the MDAX will take place as part of a fast entry, according to which Ströer SE ranks among the top 40 company values immediately below the 30 DAX companies in terms of both of these criteria.

Apart from exceptionally positive business and share price development, the partial placement of around 9.74 percent of Ströer shares that had previously been held by the founding families on top of their original stock portfolio following a 2013 capital increase against contributions in kind played a role in the current climb up to the MDAX. As a result, the Ströer Group's relevant free-float market capitalization increased by some 30 percent, and the multi-channel media company now ranks among the 80 biggest companies in the German stock exchange environment.

**“We are delighted that we selected an appropriate time and scope for our stock placement, which allowed Ströer to be accepted onto the MDAX on a fast-entry basis. Our new listing sends a strong message to the market. The announcement by Deutsche Börse provides confirmation of our strategy and our digital multi-channel media company concept,” says Udo Müller, CEO of Ströer SE. “We expect to see a continuation of the Ströer Group's strong and sustainable growth – both organic and inorganic – in the short and medium term. In this regard, the customer bookings that we have already received for 2016 and the ongoing budget discussions underscore our confidence.”**



In recent weeks, Ströer significantly revised its forecast for its 2015 and 2016 business results upward. The company anticipates operational EBITDA of up to EUR 200 million (previously EUR 180 million) for the current fiscal year. For 2016, Ströer expects to achieve Group revenues of EUR 1.1 to EUR 1.2 billion (previously EUR 1 billion) and operational EBITDA of EUR 270 to EUR 280 million (previously EUR 230 to EUR 240 million). In the year ahead, Ströer expects to generate half of its operational EBITDA in the digital segment. The company also announced in September 2015 that it would propose to its shareholders at next year's Ordinary General Meeting a 50 percent increase in the dividend payout to EUR 0.60 per dividend-bearing no-par value share.

#### **About Ströer**

Ströer SE is a big digital multi-channel media company, and offers its advertising customers individualized and fully integrated premium communications solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites especially in German-speaking countries and around 300,000 advertising faces in the field of "out-of-home". The Group has approximately 2,700 employees at over 70 locations. In the full year 2014, Ströer SE generated consolidated revenue of EUR 721m. The Ströer SE is listed on the SDAX of the German Stock Exchange.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

#### **Press contact**

Marc Sausen  
Ströer SE  
Director Corporate Communications  
Ströer-Allee 1 · 50999 Cologne · Germany  
Tel.: +49 (0) 2236 / 96 45-246  
E-mail: [presse@stroeer.de](mailto:presse@stroeer.de)

#### **Investor Relations**

Dafne Sanac  
Ströer SE  
Manager Investor Relations  
Ströer-Allee 1 · D-50999 Cologne  
Telefon: 0049 2236 / 96 45-356  
E-Mail: [dsanac@stroeer.de](mailto:dsanac@stroeer.de)

**Disclaimer**

*This press release contains “forward looking statements” regarding Ströer SE (“Ströer”) or the Ströer Group, including opinions, estimates and projections regarding Ströer’s or the Ströer Group’s financial position, business strategy, plans and objectives of management and future operations. Such forward looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of Ströer or the Ströer Group to be materially different from future results, performance or achievements expressed or implied by such forward looking statements. These forward looking statements speak only as of the date of this press release and are based on numerous assumptions which may or may not prove to be correct. No representation or warranty, express or implied, is made by Ströer with respect to the fairness, completeness, correctness, reasonableness or accuracy of any information and opinions contained herein. The information in this press release is subject to change without notice, it may be incomplete or condensed, and it may not contain all material information concerning Ströer or the Ströer Group. Ströer undertakes no obligation to publicly update or revise any forward looking statements or other information stated herein, whether as a result of new information, future events or otherwise.*