

IR Release

Taking over the standard marketing activities of mediasports moves Ströer Media AG into the Champions League of online sports marketers

Cologne, March 13, 2014 - Ströer Digital and the sports marketing company mediasports are combining their expertise to form "mediasports Ströer". The takeover of the traditional display and mobile marketing portfolio of mediasports is another coup for Ströer in the consolidation of the online marketing market.

The joint multi-platform premium portfolio has considerable reach and includes websites such as Sprox.com, Goal, NBA.de, Weltfussball.de and Motorsport-Magazin.de. [Right from the start](#), it will reach a total of 11* million fans via PC and mobile devices and with video content. As a result, the portfolio represents a unique opportunity for advertisers and brands to address sports fans.

The cooperation will utilize the combined strengths of the companies and will create new synergies for the commercialization of the digital sports network across online, video and mobile platforms. mediasports will contribute its expertise in tying sports fans to media and brands using creative, integrated concepts. Thanks to its extensive experience in the display advertising sector and concept marketing, Ströer will provide decisive traction in the form of relevant market access and leading technologies.

With its banner, videos and mobile advertising offerings, "mediasports Ströer" will immediately become one of the biggest online marketers in the world of sports, generating annual turnover in the low double-digit millions. Starting in May 2014, the additional unique users of "mediasports Ströer" will be included in Ströer Digital's AGOF ranking.

*Source: Company estimates, online, video and mobile combined, overlaps might be possible

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 <http://ir.stroeer.com>

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