



US ROADSHOW - PRESENTATION

April 2014 | New York

STRÖER

Ströer Media AG 2013 Results

€ MM	FY 2013	FY 2012	Change
Revenues	634.8	560.6	+13.2%
Organic growth ⁽¹⁾	3.5%	-4.0%	
Operational EBITDA	118.0	107.0	+10.3%
Net income (adjusted)⁽²⁾	36.3	24.0	+51.5%
Total Investments:	74.2	45.4	+63.5%
PPE/Intangibles ⁽³⁾	39.0	42.6	-8.6%
Acquisitions⁽⁴⁾	35.2	2.7	>100%
Free cash flow before acquisitions	37.0	13.6	>170%
Free cash flow⁽⁵⁾	1.8	10.8	- 83.7%
Net debt ⁽⁶⁾	326.1	302.1	+7.9%
Leverage ratio	2.76x	2.82x	-2.1%

Notes:

(1) Organic growth = excluding exchange rate effects and effects from the (de)consolidation and discontinuation of operations;

(2) Operational EBIT net of the financial result adjusted for exceptional items, amortization of acquired intangible advertising concessions and the normalized tax expense (32.5% tax rate);

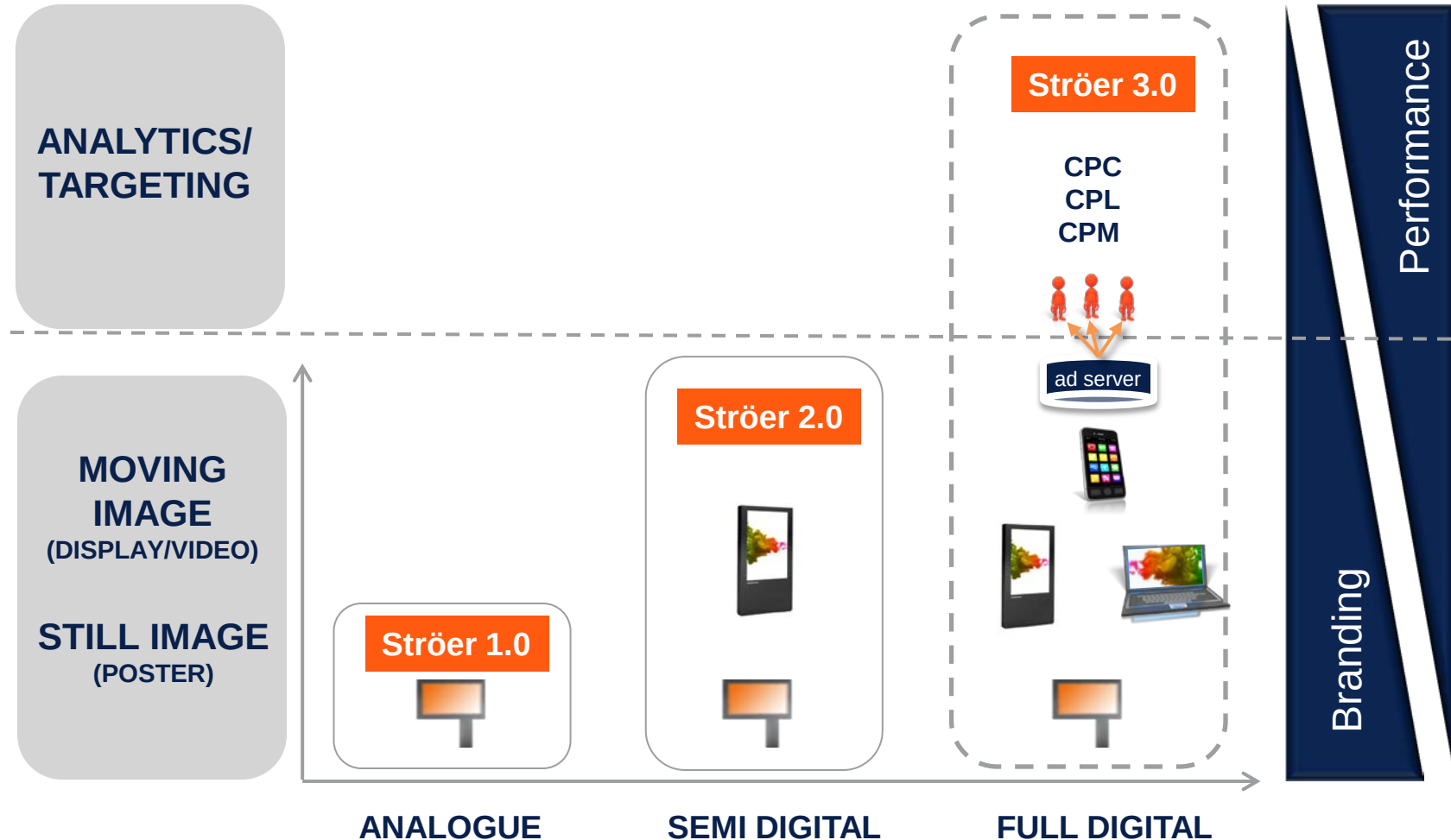
(3) Cash paid for investments in PPE and intangible assets;

(4) of consolidated entities

(5) Free cash flow = cash flows from operating activities less cash flows from investing activities;

(6) Net debt = financial liabilities less cash (excl. hedge liabilities)

Developing a fully integrated digital sales house



Ströer digital strategy creating multi-level synergies for the Group



Strong track record of public tenders in 2013

Strong tender performance in 2013

- ~ 7 contract wins in cities > 100,000 inhabitants
- ~ 60 contract extensions
- ~ 4,000 public concessions

No cluster risk in public contracts

- Only one contract generating > 2% of total group revenue
- More than 10y average contract lifetime
- Highly diversified contract portfolio (duration, public-private)

German OoH market share up from 5.0% to 5.4% in 2013*

Expansion of regional and national customer base (organic growth Germany: 2.2%)

National Sales FY13:



~130 new national OoH customers in 2013



Regional Sales FY13:



- Continuous expansion of our regional sales force
- High single digit sales contribution by our freelance representatives
- Further expansion of our „Hunter“ Team planned
- Successful launch of our regional booking portal <http://www.stroeer-direkt.de/>

Local ad market growth prospects by leveraging existing client relations

Target:

- Interaction of potential clients with the closest AUDI retailer throughout Germany
- 400 individual retailers

Measures:

- Direct Publisher Relationships
- Dedicated Account Managers

Outcome:

- 14m Ad Impressions delivered
- 2,500 individual advertising measurements taken

z.B. Audi A3 1.2 TFSI, 6-Gang**

€ 139,-

Monatliche VarioCredit-Rate. Ein Angebot der Audi Bank. zzgl. optional Alles dabei Paket* bei monatlicher Rate: € 24,99

Jetzt Angebot sichern >> Info >>

Audi Zentrum Bamberg

RP ONLINE

bei Ihnen günstig: neue Opel Astra

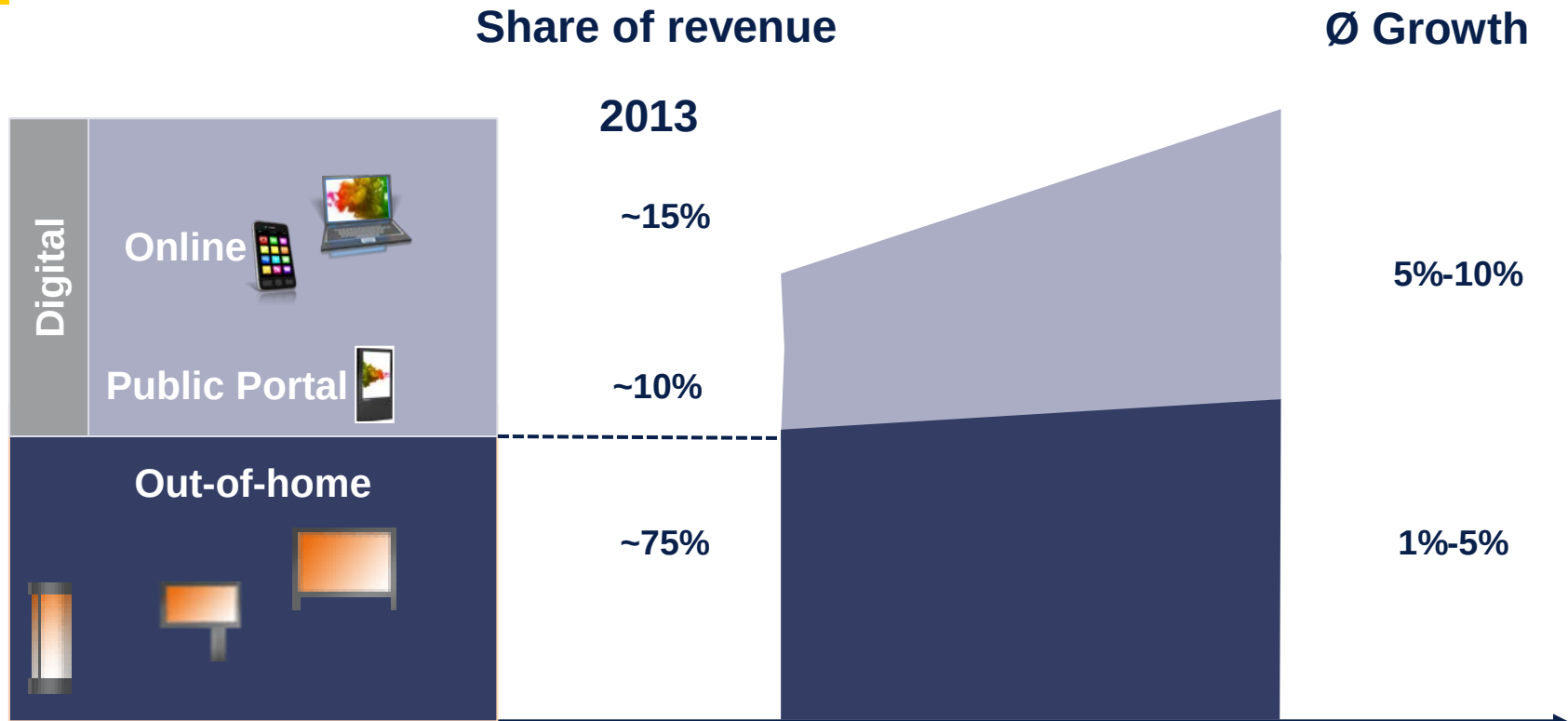
Europaweite Razzia bei Samsung

Handelskette Razzia bei Samsung

Handelskette Razzia bei Samsung

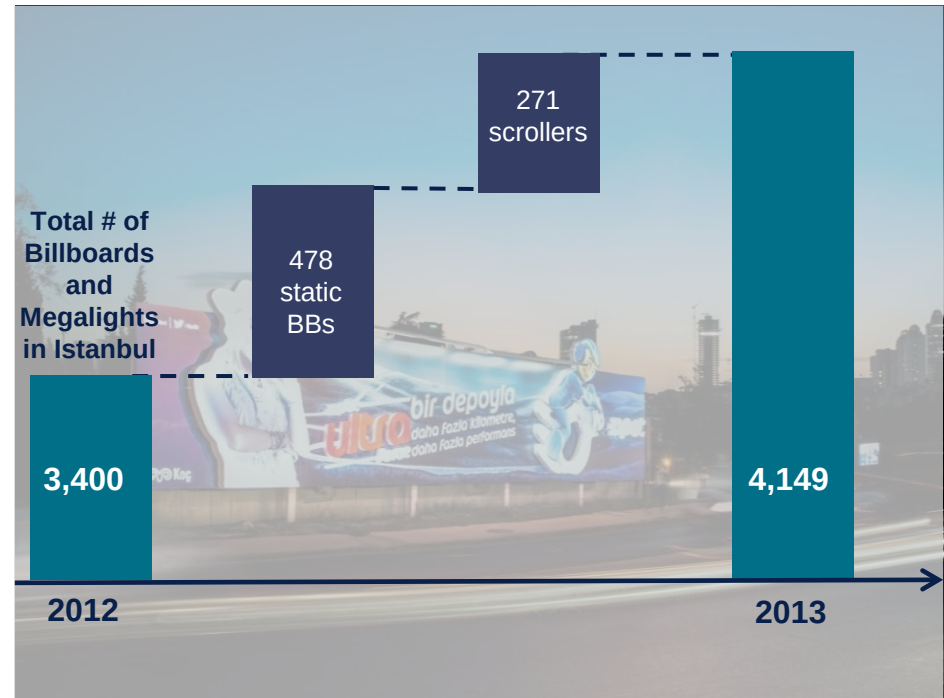
Handelskette Razzia bei Samsung

Online market entrance in 2013 offers excellent growth perspectives based on a balanced product portfolio



Turkey - ongoing demand for premium products driving sales

- Further extension of OoH network under Istanbul contract
- Implementation and successful promotion of new format: Giantboard
- Fortified sales measurements show impact:
 - Ströer Semtvizyon, new brand targeting SMEs, gained 189 regional customers in first year
 - Acquisition of new OoH customers



Poland - Reshape cost base

- Overall Media market in Poland down 5% OoH softer than overall media market suffering from budget reductions and shifts to other media (online)

Three steps to profitable growth

3

POSTAR – Audience Measurement

- Setting industry standard
- Improving OoH positioning against other media
- Exploiting strong position in large formats

2

Strengthen Regional Sales Power

- Strengthen regional market presence
- Initial set-up installed
- Visible volume effects in H2 2014

1

Reshape of cost base

- Significant cost reductions already achieved
- Cost base reduction by: 12-15%
- Operational EBITDA improvement of 24%

2013

2014

2015

...

BlowUp - developing innovative formats

3D campaign

- The American fashion brand using 3D effects to launch its advertising campaign
- Immediate vicinity to the new shop on Königsallee



Digital

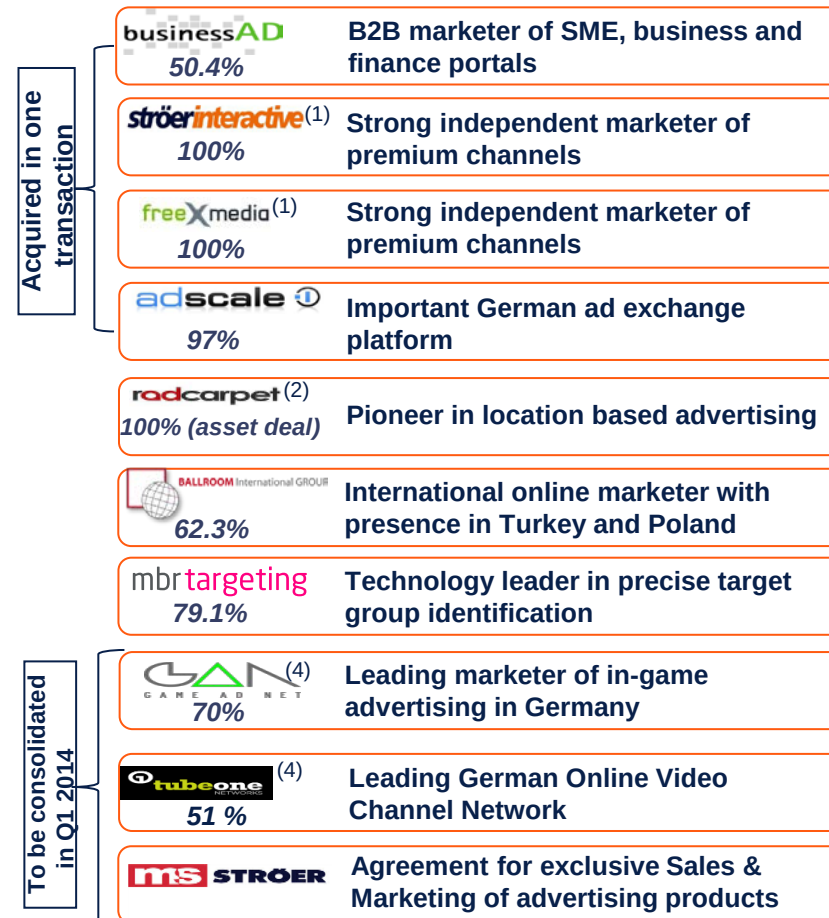
- Power²
- Two digital screens offering maximum reach on the highly frequented Rembrandt Plein



Size (sqm)	164 Giant Poster	Size (sqm)	2 x 18 Power ²
Reach (people per day)	80,000	Reach (people per day)	40,000
Budget (EUR)	low six digit	Budget (EUR)	low six digit



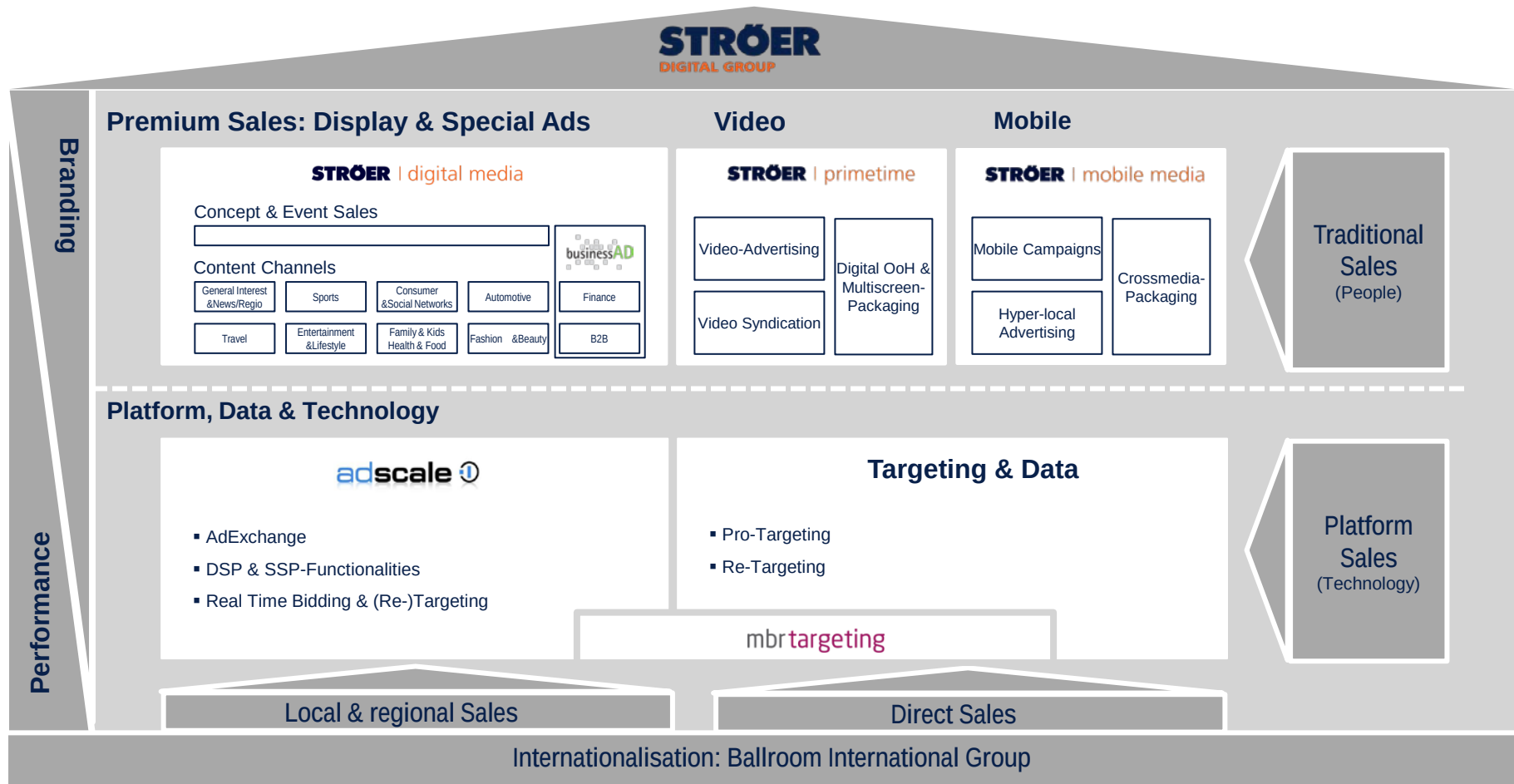
Online - 10 transactions since Q2 2013 - Building a strong platform for digital growth



Notes

- (1) Merged into Ströer Digital Media GmbH
- (2) Operated under the name Ströer Mobile Media
- (3) Full Year figure
- (4) To be first time consolidated in Q1/2014

Ströer Digital strategy - offering 360° solutions for publishers and advertisers



LG G2 – one of our first multi-screen customers

Public Video



Online Video



**500m Ad
Impressions
per week**

- Combination of online video and public video
- Increase of Spontaneous Brand Awareness: + 5%
- Clear preference shift from Samsung Galaxy S4 and Sony Xperia Z1 to LG G2 (up to 19%)
- Increase of relevant set by 20% and expansion of first choice
- Increase of recognition by 60%

Introducing the new CFO - Dr. Bernd Metzner

- Bernd Metzner, 43 years old, business and doctor's degree
- Start date: June 2014
- Currently CFO for Döhler Group
- 10 years experience in leading financial positions in Germany and abroad: Global Head of Finance Bayer Healthcare and CFO Bayer Italy, responsible for spin-off and Lanxess IPO
- Combines excellent private and public corporation experience with international scope



Financials



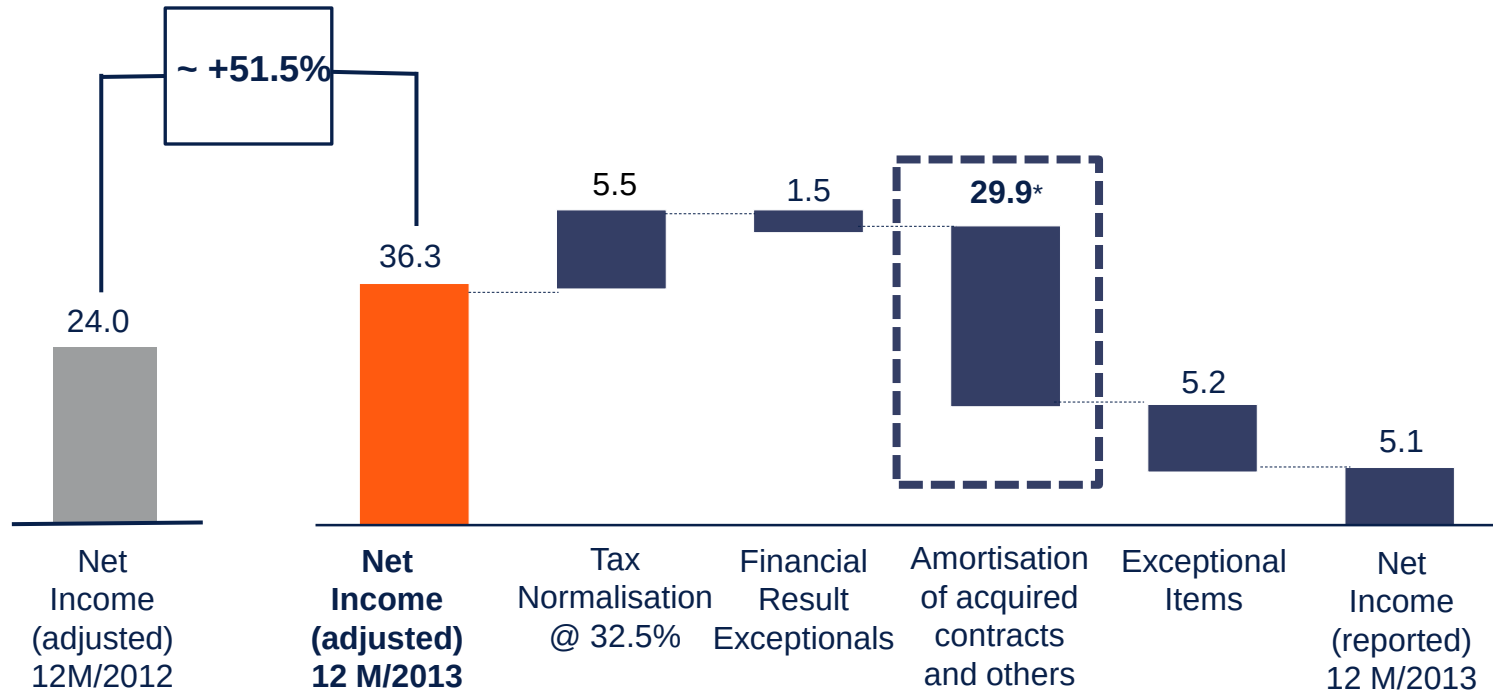
Ströer Media AG 2013 Results

(€ MM)	2013	2012	Change (%)
Revenues	634.8	560.6	+13
Direct costs	-372.1	-325.7	-14
SG&A	-151.4	-134.5	-13
Other operating result	6.7	6.6	+1
Operational EBITDA	118.0	107.0	+10
<i>Margin %</i>	<i>18.6</i>	<i>19.1</i>	
Depreciation	-39.1	-37.1	-5
Amortisation	-36.9	-29.6	-24
Exceptional items	-5.2	-6.5	+20
EBIT	36.8	33.7	+9
Net income (adjusted) ⁽¹⁾	36.3	24.0	+51
<i>Margin %</i>	<i>5.7</i>	<i>4.3</i>	
Net income	5.1	-1.8	n.d.

Notes

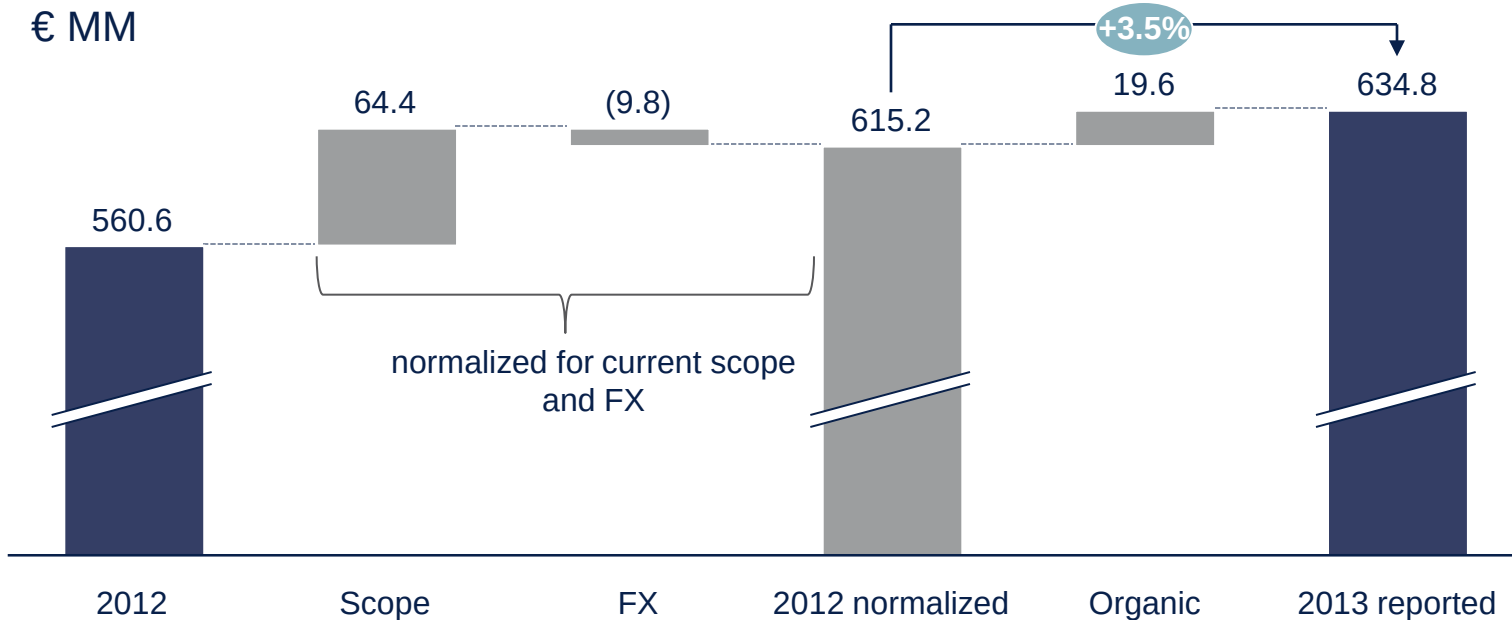
(1) Net Income mainly adjusted for EUR 27.8m relating to the non-cash amortization of hidden reserves from advertising concessions which were recognized in connection with earlier acquisitions

Group net income (adjusted) increased ~ + 51.5 % yoy



- ***Key adjustment (non-cash effective): EUR 27.8m relates to amortization of acquired concessions (PPA effect)**
- Exceptional items include one-off costs for online acquisitions and efficiency measures
- Adjustment of financial result mainly due to net revaluation effects from FX movements

Group organic revenue up by 3.5%

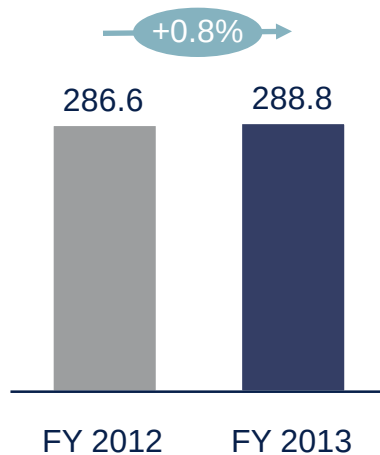


- Positive out of home revenue development in Germany and Turkey
- Scope effects solely from online acquisitions
- Significant effects from devaluations of Turkish Lira in the course of 2013

Digitalization fuels revenue growth

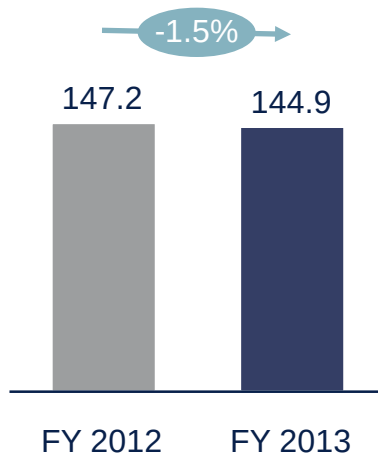
BILLBOARD

€ MM



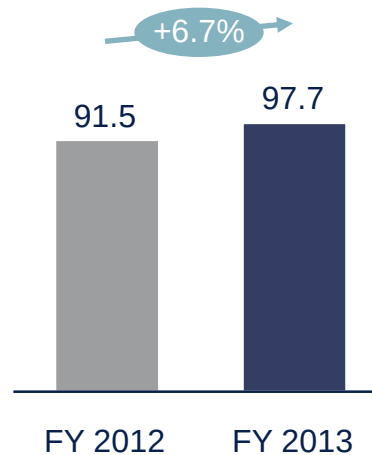
STREET FURNITURE

€ MM



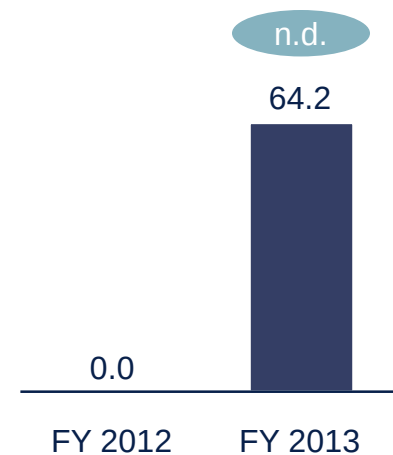
TRANSPORT

€ MM



ONLINE

€ MM

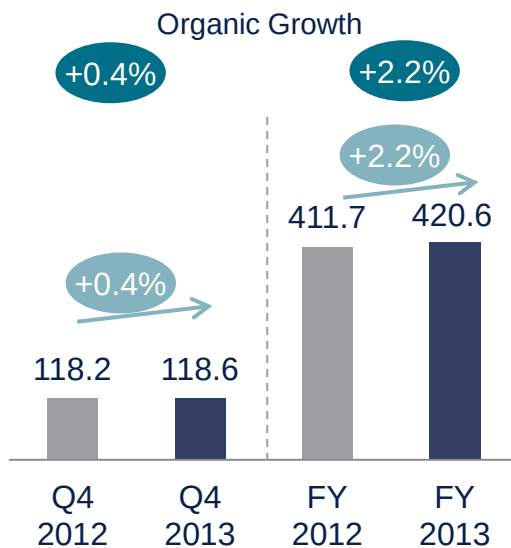


- Billboard revenues driven by robust demand in Turkey and new Istanbul assets
- Accelerated demand for large formats and digital products
- Substantial improvement in Transport fuelled by digital assets

Ströer Germany: Revenues up in a muted market backed by demand for digital & regional products

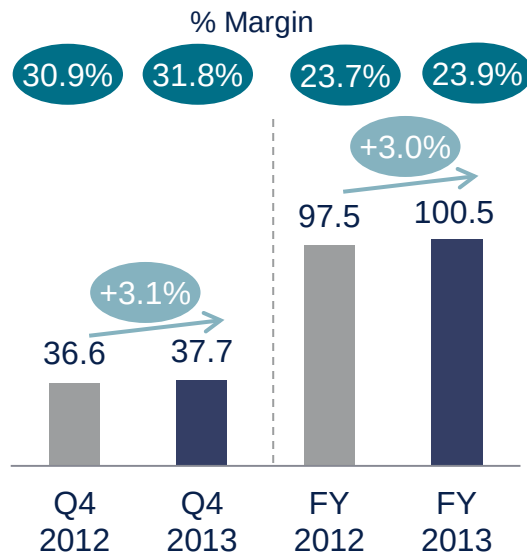
REVENUES

€ MM



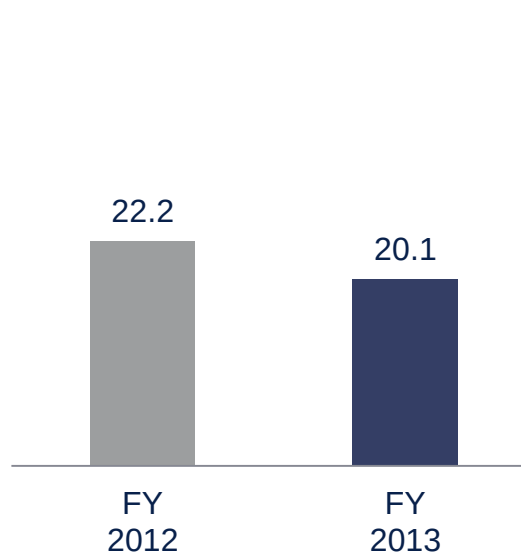
OPERATIONAL EBITDA

€ MM



INVESTMENTS*

€ MM

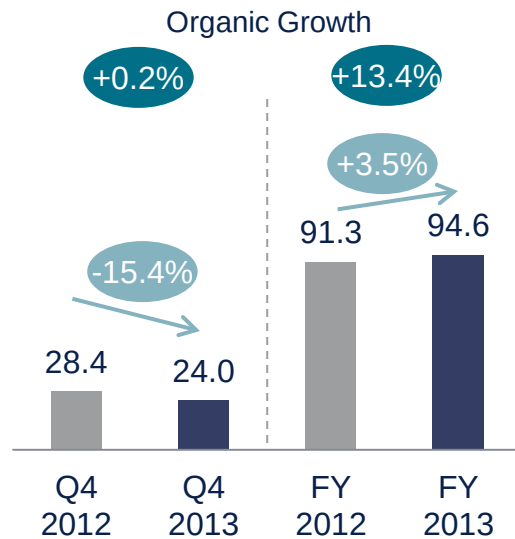


- Double-digit revenue increase of digital products leading to an increased share of digital revenues from 9% in 2012 to 11% in 2013
- Increased revenues with regional clients driven by sales initiatives
- Moderate cost development supports slight margin improvement

Ströer Turkey: Growth driven by new assets and product launches

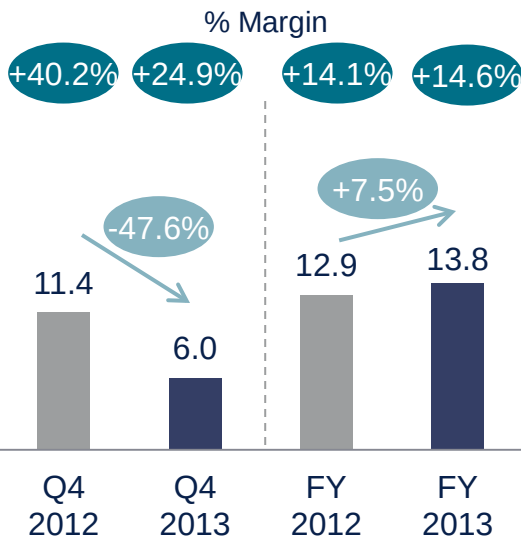
REVENUES

€ MM



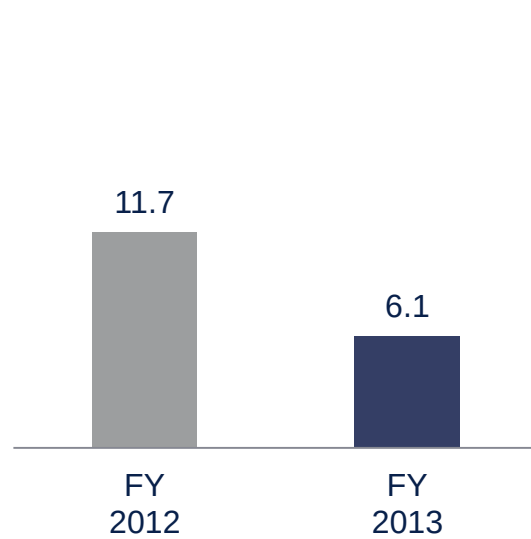
OPERATIONAL EBITDA

€ MM



INVESTMENTS*

€ MM

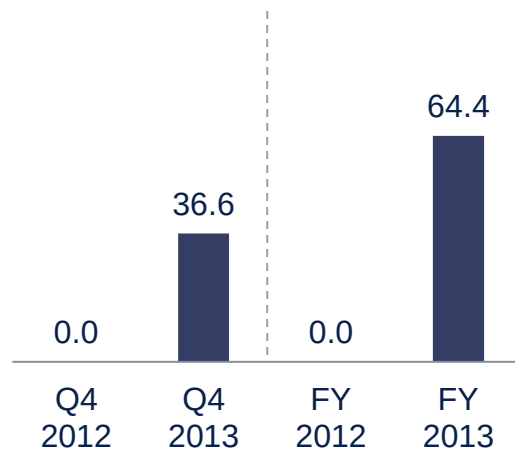


- Strong sales momentum on regional and national levels
- Positive market sentiment on new product offerings boost demand in Istanbul
- Moderate Capex spending after strong prior year investments in Istanbul ramp-up

Ströer Online: First contribution to Group revenues and operational EBITDA

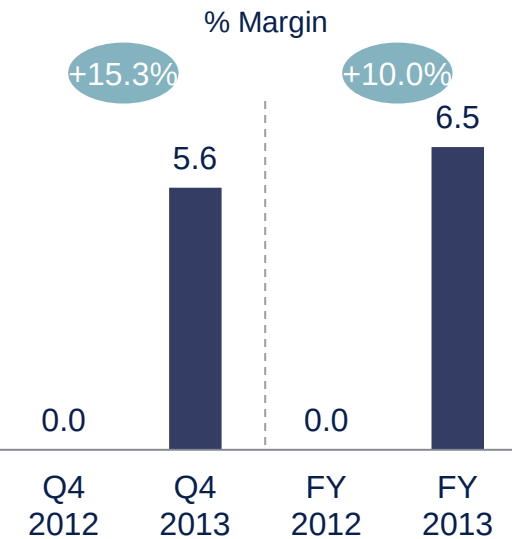
REVENUES

€ MM



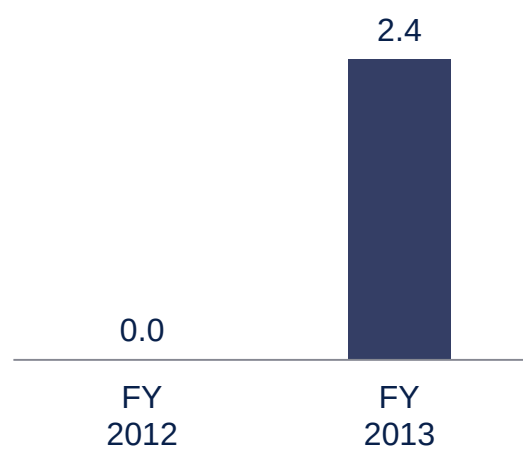
OPERATIONAL EBITDA

€ MM



INVESTMENTS*

€ MM

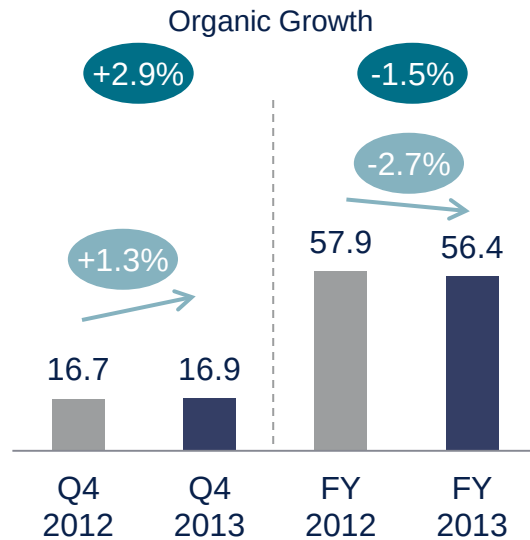


- Revenues and EBITDA contribution in line with expectations
- High single digit revenue increase on a like-for-like basis in spite of major post merger integration activities
- Low investments in capitalization of self-developed software solutions

Ströer Other*: Growing Revenue and EBITDA contribution from blowUP

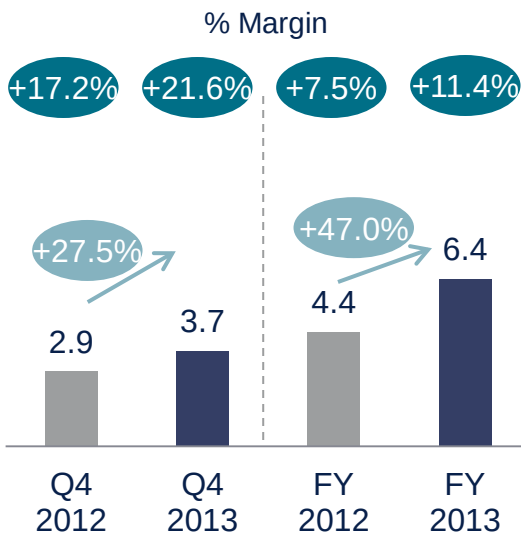
REVENUES

€ MM



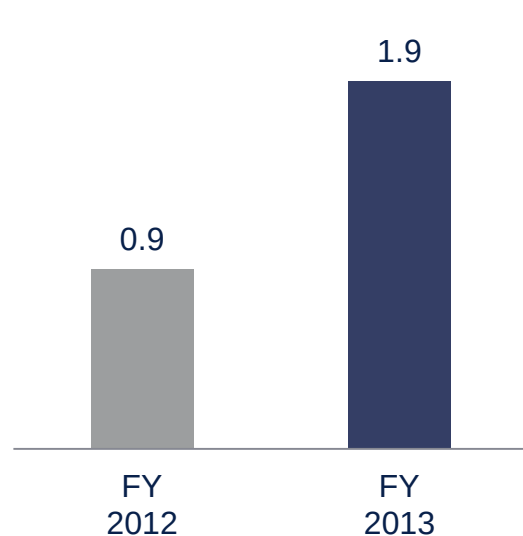
OPERATIONAL EBITDA

€ MM



INVESTMENTS**

€ MM

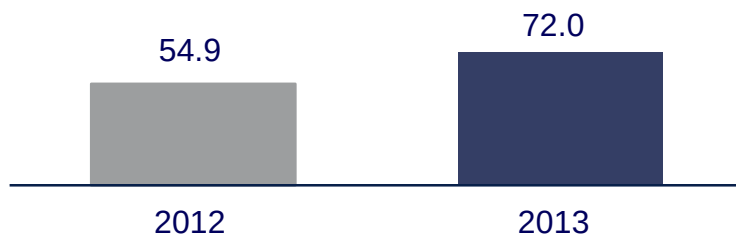


- blowUP with good topline performance improving operational EBITDA
- Ströer Poland unchanged soft market dynamics
- Rigorous cost saving measures resulting in improved operational EBITDA in Poland

Group free cash flow: Growing cash generation from operations enables financing of acquisition activities

€ MM

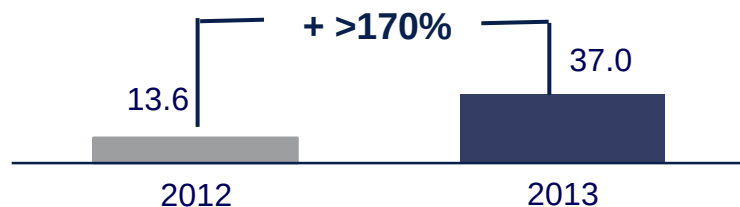
CASH FLOW FROM OPERATIONS



CASH FLOWS FROM INVESTING ACTIVITIES

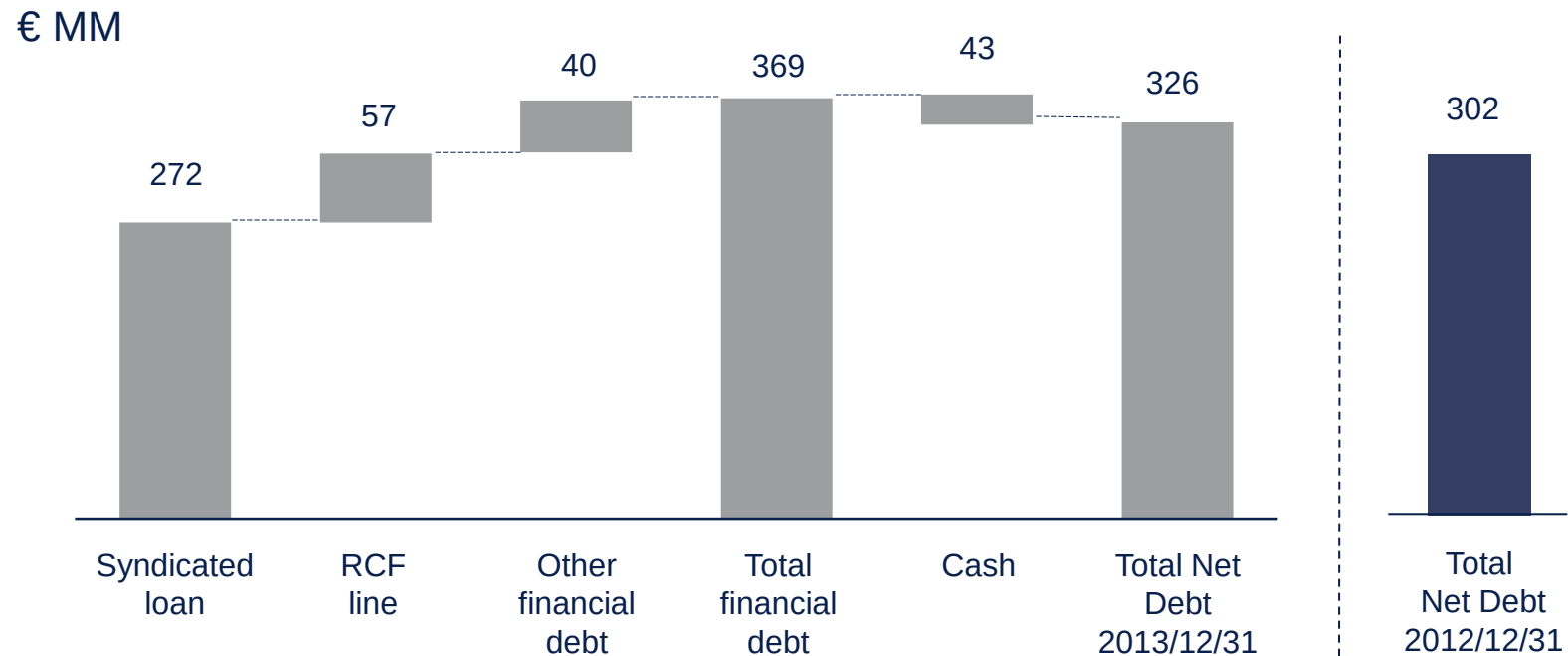


FREE CASH FLOW (before Acquisitions)



- Strong operational cash flow generation benefitting from better trading and working capital improvements despite increased income taxes paid
- Prior year included higher investments due to Istanbul ramp-up
- Investing cash flow includes acquisition of adscale, radcarpet, ballroom and mbr

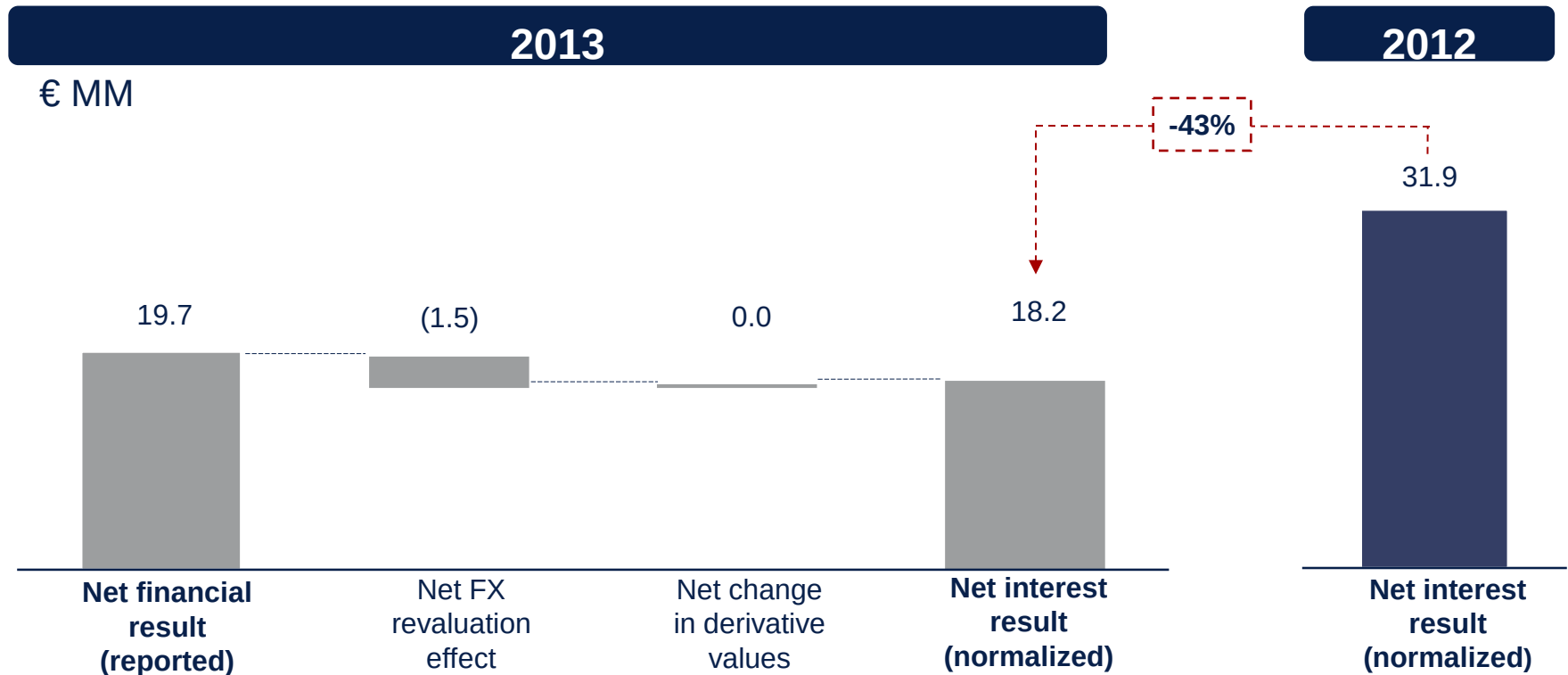
Increase of net debt in 12M 2013 due to Online acquisitions



Increase of net debt due to Online acquisitions in 12M 2013

- This increase is due to cash settlements of purchase prices and future earn-out agreements

Underlying net interest charge further improved in 2013



- Lower debt service following optimized loan structure as part of refinancing in 07/2012
- Further savings from termination of interest hedges that became due in October 2012 and April 2013

Key growth areas and initiatives

- **Ströer is targeting an OOH market share increase in Germany from ~5%* to ~ 8% in the next 4 to 5 years**
 - Increase our fill rates on existing infrastructure with new budgets from national and regional customers
 - Expansion of our digital product base
 - New sales force for permanent advertising for local customers, up to 100 new sales people at the end of 2014
- **Active player in consolidating the German online market**
 - Organic growth through new premium sales mandates and selective acquisitions of smaller players in the Online market
 - In H2 2014 start of local sales force for regional online ads

For the first quarter of 2014, we expect revenue growth in the low teens driven by our entry into the online advertising market and low single-digit organic growth for the whole group.



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