

STRÖER

INFORMATION CONCERNING VOTE BY CORRESPONDENCE

Please note that, if exercising voting rights through vote by correspondence, the shareholder must also register in due time for the General Meeting of Ströer Media AG on June 18, 2014 in Cologne and must provide proof of his or her shareholding in due time (at the latest by 24:00 hours (CEST) on June 11, 2014). Please consult the notice of convocation for further information concerning registration and the provision of proof of your shareholding.

The following methods are available to you if you should wish to vote by correspondence:

Letter, e-mail or fax

Please use the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“: Use this form to cast your votes by correspondence in relation to the resolutions proposed by the management.

Then, please send (by post or e-mail) or fax the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“ **together with your admission card or mentioning the number of your admission card** directly to :

- **By post to:** **Ströer Media AG**
c/o Haubrok Corporate Events GmbH
Landshuter Allee 10, 80637 Munich, Germany
- **or by e-mail to:** **briefwahl@haubrok-ce.de**
- **or by fax to the following number:** **+49 (0) 89 / 210 27 298**

Important note:

Please note, that you may cast your votes by correspondence only, if the admission card(s) is/are issued on your name and the form „Authorization and instructions to the voting representatives respectively vote by correspondence“ is completely filled out and reaches the company in a timely manner at the aboved mentioned adress, together with the admission card or by mentioning the number of your admission card until June 17, 2014, 16.00 hours (CEST) (inbound) latest. If the company receives votes by correspondence through various channels (via regular mail, e-mail or fax), the most recently received, formally valid vote by correspondence will be considered binding.

If the vote by correspondence is filled out incompletely or incorrectly, the respective votes will not be represented at the General Meeting.

In the case of votes not announced prior to the General Meeting (e.g. procedural motions) the votes casted by correspondence will not be represented at the General Meeting. This applies accordingly to votes on counter-motions to the proposed resolutions of the management, to nominations deviating from proposed resolutions of the management as well as to proposed resolutions of the management with from the published convocation deviating resolution content.

Shareholders can attend the General Meeting personally or grant authorization to a third person after revoking the given vote by correspondence.

Ströer Media AG does not guarantee and is not responsible for any reliability and availability of fax machines nor for the opportunity of voting by correspondence via e-mail as far as it is not premeditated nor grossly negligent.

For questions concerning the vote by correspondence you can reach our
General Meeting-Hotline
Monday through Friday, except holidays, from 9 a.m. to 5 p.m.
at **+49 (0) 89 / 210 27 222**