

## INFORMATION CONCERNING

### THE GRANTING OF AUTHORITY AND THE ISSUING OF INSTRUCTIONS TO THE VOTING REPRESENTATIVES OF THE COMPANY

Ströer SE appoints Mrs. Doreen Dibold and Mr. Rolf Heidkamp, both employees of Ströer SE, Cologne, as voting representatives of the company each with the sole right of representation and with the right to appoint substitute representatives. Please note that, if exercising voting rights through the Company's voting representatives as authorised representatives, the shareholder must also register in due time for the Extraordinary General Meeting of Ströer SE on September 25, 2015 in Cologne and must provide proof of his or her shareholding in due time (at the latest by 24:00 hours (CEST) on September 18, 2015). 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 instruct the above-named voting representatives of the Company in a binding manner to exercise your voting rights.

#### Letter, e-mail or fax containing the authorization and instructions to the Company's voting representatives

Please use the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“: Use this form to authorize the above-named voting representatives of the Company and instruct them in how your voting rights are to be exercised 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 the following address:**

- **By post to:** **Ströer SE**  
**c/o HCE Haubrok AG**  
**Landshuter Allee 10, 80637 Munich, Germany**
- **or by e-mail to:** **vollmacht@hce.de**
- **or by fax to the following number:** **+49 (0) 89 / 210 27 289**

#### Important note:

Please note, that you may only grant authorization and issue instructions to the voting representatives, if the admission card(s) is/are issued on your name and this form is completely filled out and reaches the voting representatives of the Company in a timely manner at the aboved mentioned address, together with the admission card or by mentioning the number of your admission card until September 24, 2015, 16.00 hours (CEST) (inbound) latest.

If the voting representatives of the Company receive authorization and instructions through various channels (via regular mail, e-mail or fax), the most recently received, formally valid authorization and corresponding instructions will be considered binding. If the authorization and instruction form is filled out incorrectly, the respective votes will not be represented by the voting representatives of the Company at the General Meeting. If the shareholders grants authorization to the voting representatives of the Company he is obliged to give instructions. The voting representatives are bound to instructions given by the shareholder.

If the authorization and instruction form is filled out incompletely or incorrectly, the respective votes will according to the respective voting procedure not be represented by the voting representatives at the General Meeting respectively the voting representatives vote to abstain. The voting representatives are bound to the issued instructions and are not allowed to exercise the voting rights transferred to them in the case of votes not announced prior to the General Meeting (e.g. procedural motions). In this case, depending on the voting procedure, the respective votes will not be represented by the voting representatives at the General Meeting respectively the voting representatives vote to abstain. 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. The voting representatives of the Company cannot be appointed to file objections, propose motions or ask questions during the General Meeting. Shareholders can attend the General Meeting personally or grant authorization to a third person after revoking the authorization given prior to the voting representatives appointed by the Company.

Ströer SE does not guarantee and is not responsible for any reliability and availability of fax machines nor for the opportunity of granting authorization and issuing instructions via e-mail as far as it is not premeditated nor grossly negligent.

For questions concerning the granting of authority and the issuing of instructions to the voting representatives appointed by the Company you can reach our

**General Meeting-Hotline**

Monday through Friday, except holidays, from 9 a.m. to 5 p.m. (CEST)

at **+49 (0) 89 / 210 27 222**

# 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 Extraordinary General Meeting of Ströer SE on September 25, 2015 in Cologne and must provide proof of his or her shareholding in due time (at the latest by 24:00 hours (CEST) on September 18, 2015). 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 SE**  
**c/o HCE Haubrok AG**  
**Landshuter Allee 10, 80637 Munich, Germany**
- **or by e-mail to:** **briefwahl@hce.de**
- **or by fax to the following number:** **+49 (0) 89 / 210 27 289**

### 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 address, together with the admission card or by mentioning the number of your admission card until September 24, 2015, 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 SE 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. (CEST)  
at **+49 (0) 89 / 210 27 222**

## AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE

Please send this form completely filled out together with your admission card (or by giving your admission card number) that you received after proper and in time registration to the General Meeting (via regular mail, e-mail or fax) until September 24, 2015, 16.00 hours (CEST) (inbound) directly to the following address:

Ströer SE  
c/o HCE Haubrok AG  
Landshuter Allee 10  
80637 Munich  
Germany  
fax: +49 (0) 89 / 210 27 289  
e-mail: vollmacht@hce.de

or briefwahl@hce.de

### admission card details

Name(s) Admission card number number of shares on admission card

Please mark the appropriate box necessarily and give instructions resp. cast your votes:

- O**  **Authorization:**  
I/We hereby authorize the voting representatives of Ströer SE, Mrs. Doreen Dibold and Mr. Rolf Heidkamp, each of them individually and with the right to delegate this authority, to represent me/us in the Extraordinary General Meeting of Ströer SE on September 25, 2015 in Cologne and to exercise my/our voting rights or have them exercised as marked below.
- R**  **Vote by correspondence:**  
I/We will not attend the Extraordinary General Meeting of Ströer SE on September 25, 2015 in Cologne personally and therefore cast my/our votes by correspondence as follows.



### Instructions resp. cast of votes

(Please provide an instruction resp. cast a vote on the agenda items with regard to the management's proposals. Only one instruction resp. cast of vote can be provided for each agenda item.)

Agenda items	As intended by management	against management	abstention
<b>Item 1</b> Passing of resolution on the partial cancellation and amendment of the authorisation to issue share options (2013 Share Option Programme) and on the partial raising of the contingent capital 2013; passing of resolution on the authorisation to issue share options (2015 Share Option Programme) and on the creation of new conditional capital 2015 and corresponding amendments to the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 2</b> Resolution on the change of legal form of Ströer SE to the legal form of a partnership limited by shares with accession of Ströer Management SE (currently still bearing the name Atrium 78. Europäische VV SE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 3</b> Election of the Supervisory Board of Ströer SE & Co. KGaA			
a) Mr. Christoph Vilanek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Mr. Dirk Ströer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Mr. Ulrich Voigt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Mr. Martin Diederichs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Mrs. Julia Flemmerer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Mr. Michael Remagen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 4</b> Passing of resolution on the compensation of the members of the Supervisory Board as from the change of legal form becoming effective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I/We hereby confirm to have read and accept the "Information concerning the granting of authority and the issuing of instructions to the voting representatives of the company" as well as the "Information concerning vote by correspondence".

Place \_\_\_\_\_ Date \_\_\_\_\_ Signature 1. shareholder or person of the declaration according to § 126 b BGB (German Civil Code) Signature 2. shareholder or person of the declaration according to § 126 b BGB (German Civil Code)

Please provide your telephone number in case of any queries: \_\_\_\_\_