


STRÖER

STRÖER MEDIA SE All things digital

June 23rd 2015 | London

STRÖER  digital



Agenda



01

Company Overview

- Ströer at a glance
- Ströer Reporting
- Transformation

02

Digital Transformation

- OoH Digitalization
- Digital media sales house
- Digital content

03

Media Sales regional

- Market
- Multilevel sales structure
- Regiohelden
- eBay Case

04

Guidance and Outlook

- Q1 results 2015
- Growth dynamics
- Guidance

Ströer at a glance

Digital



- #1 in the AGOF ranking
- #5 in the ComScore ranking
- 6,000 websites

OOH Germany



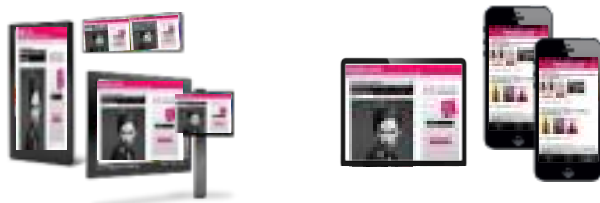
- #1 OoH in Germany
- 230,000 advertisement faces
- Europe's largest ad market

OOH International



- #1 OoH in Turkey
- ca. 43,000 advertisement faces
- Europe's largest emerging market
- #1 OoH in Poland
- #1 European giant poster network (GER, UK, ES, Benelux)

Digital (25% of revenue)



Display, Video, Mobile

Out of home (75% of revenue)

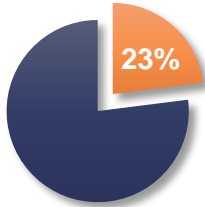
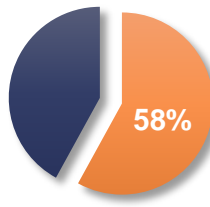



Billboard

Street furniture

Transport

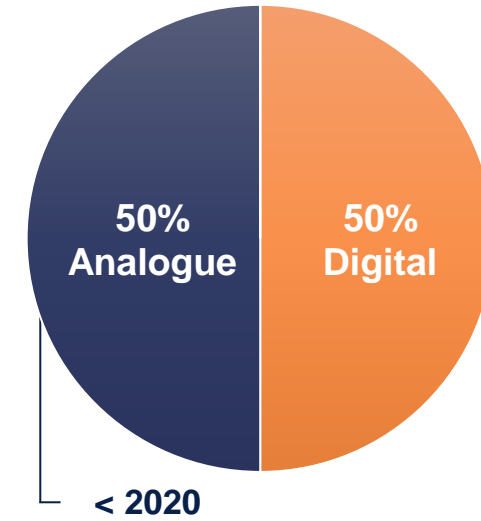
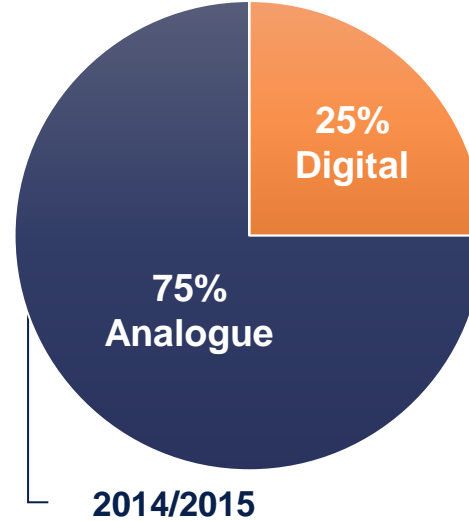
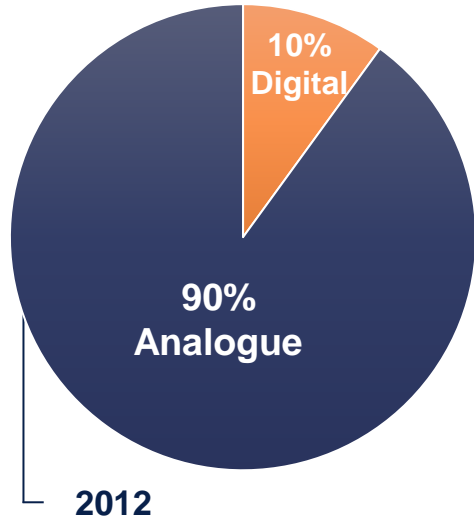
Ströer Reporting – Summary 2014

| | Ströer Media SE | Digital | OoH Germany | OoH International | Recon.* |
|----------------------------|-----------------|---|---|---|--------------|
| | |  |  |  | |
| Statutory Net Sales | 721.1 | 165.4 | 429.1 | 147.3 | -20.7 |
| Operational EBITDA | 148.1 | 39.0 | 95.3 | 24.6 | -10.9 |
| Op. EBITDA Margin | 20.2% | 23.6% | 22.2% | 16.7% | |

€m

*includes Holding, Consolidation and IFRS11 adjustments

Transformation from an Analogue to a Digital Hybrid Player



CAGR (2012 – 2020)

- Public video > 5%
- Display/Mobile > 15%
- Video ~20%

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OoH Phase 1

National Public Video Network is constantly growing

More than 3.000 video displays reaching more than 30M people per month

Station Video (>1.000 screens)



Supermotion Board (6 boards)



Mall Video (>1.700 screens)



Infoscreen (>300 screens)



OoH Phase 2

2015 is our starting point for digital street furniture roll-out

The first 50 digital pillars in Hamburg planned



The first 50 digital pillars in Cologne planned



OoH Phase 2

2015 is our starting point for digital roadside roll-out

First Ströer LED board in Düsseldorf



Expansion in Wuppertal & Hamburg planned



Digital media phase 1

Creating the leading national sales house

| # | AGOF Ranking | UU (%) | UU (m) |
|----|----------------------------|-------------|--------------|
| 1 | Ströer Digital | 72.4 | 40.15 |
| 2 | InteractiveMedia CCSP | 63.6 | 35.29 |
| 3 | Axel Springer Media Impact | 63.4 | 35.19 |
| 4 | SevenOne Media | 59.8 | 33.18 |
| 5 | Tomorrow Focus Media | 57.4 | 31.86 |
| 6 | IP Deutschland | 52.0 | 28.85 |
| 7 | OMS | 46.6 | 25.86 |
| 8 | eBay | 42.9 | 23.79 |
| 9 | United Internet Media | 42.9 | 23.77 |
| 10 | G+J Electronic Media Sales | 41.2 | 22.88 |

New publishers in Q1



Business description

Strong expansion of publishers attracting females between 20 and 35



Leading German newspapers attracting around 5m UU



Information portal around the running cinema programme

Digital media phase 2

Increasing our first party inventory share - strengthening our margins

> 15 acquisitions the last 2 years

Digital content



Focus on bolt-on publishing acquisitions
for marketing verticals

Digital media phase 2

Ströer verticals reach > 220m Page Impressions per month



Digital media phase 2

MCN TubeOne operates five social video verticals

Entertainment

- 4,9 Mio. UU
- 287 Mio. Views
- 23 Mio. Abonnenten

Top 3 YouTuber:

1. ApeCrime
2. Simon Desue
3. FlyingPandas



ApeCrime

Sport & Fitness

- 0,7 Mio. UU
- 8 Mio. Views
- 0,8 Mio. Abonnenten

Top 3 YouTuber:

1. Alon Gabbay
2. FlyingUwe
3. InfitnessTV



Alon Gabbay

tubeone

10,7 Mio. UUs
580 Mio.
Videoviews

Technic & Games

- 2,8 Mio. UU
- 172 Mio. Views
- 9,7 Mio. Abonnenten

Top 3 YouTuber:

1. GermanLetsPlay
2. Unge
3. Demtendo



GermanLetsPlay

Beauty & Lifestyle

- 2,3 Mio. UU
- 112 Mio. Views
- 7,7 Mio. Abonnenten

Top 3 YouTuber:

1. DagiBee
2. ShirinDavid
3. Paolo Maria



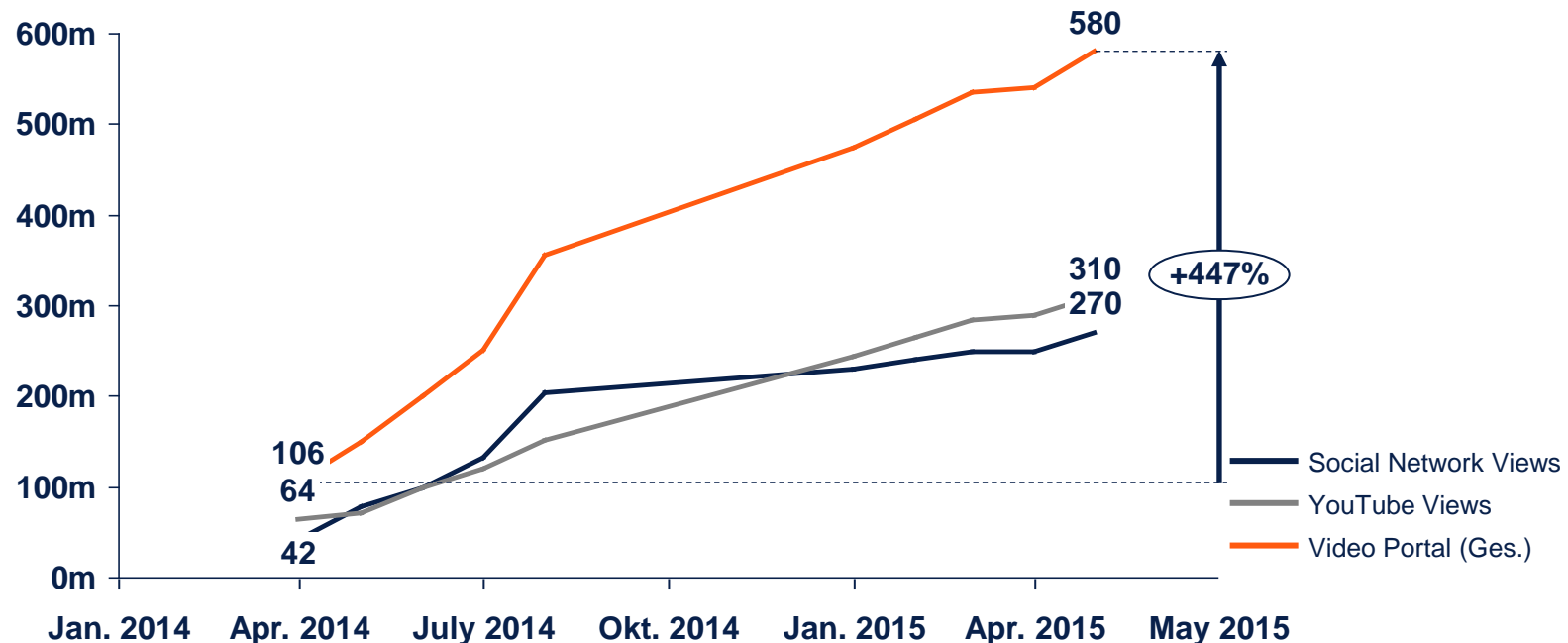
Dagi Bee

New: Family & Living

Digital media phase 2

TubeOne is the biggest social video network in Germany

Development of views since take over



TubeOne is the biggest social MCN in Germany with 580m views

Digital media phase 2 – acquisition of contentfleet

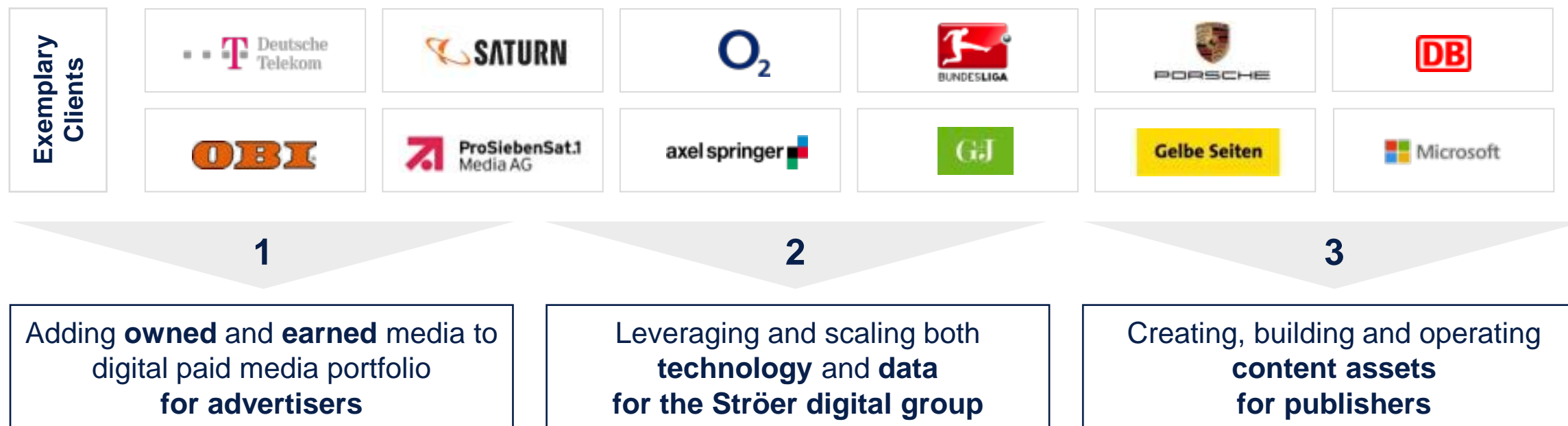
Expanding our offering for customized owned & earned media platforms

Key Facts and structure:

- Founded in 2010 > 100 employees in Hamburg/Berlin
- Content, social media and project experts
- Technology and data specialists: proprietary systems
- Broad Freelancer network for content creation

Focus Area: Content Marketing

- Strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience
- Ultimate KPI: to drive profitable customer interaction



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Scaling up multilevel sales structure for local ad products

Acquisition of Regiohelden to close end of July

Since 2012 built up of Regional Sales Structure

- Focus on regional customers which are neither served by agencies nor by a self service concept
- Headcount (2015E): 335, thereof
 - Backoffice personnel 50
 - Sales personnel 180
 - Additions ~100
- Solid platform for future growth

+ Regiohelden/ yellow page product of digital age

- Search engine marketing
- Search engine optimization (including directory entry management)
- Web design/website marketing
- Call measurement

Development of Key Performance Indicator Sales Orders



Unique product offering Regiohelden

I

Marketing websites

- Clean design (template based)
- Mobile-ready/responsive
- Professional content created by Regiohelden (copy library & stock photos)
- Strong call-to-action
- SEO-ready (wordpress based custom CMS)



II

Google AdWords campaign

- Flexible Budget (starting at 250€/month)
- Campaign templates
- Bid management & optimization
- Geo-targeting

III

SEO

- Professional SEO campaign & reporting
- Own website or Regiohelden Marketing Website
- Factory-like inhouse fulfillment

IV

Google+ Local Page

- Optimized content for local search

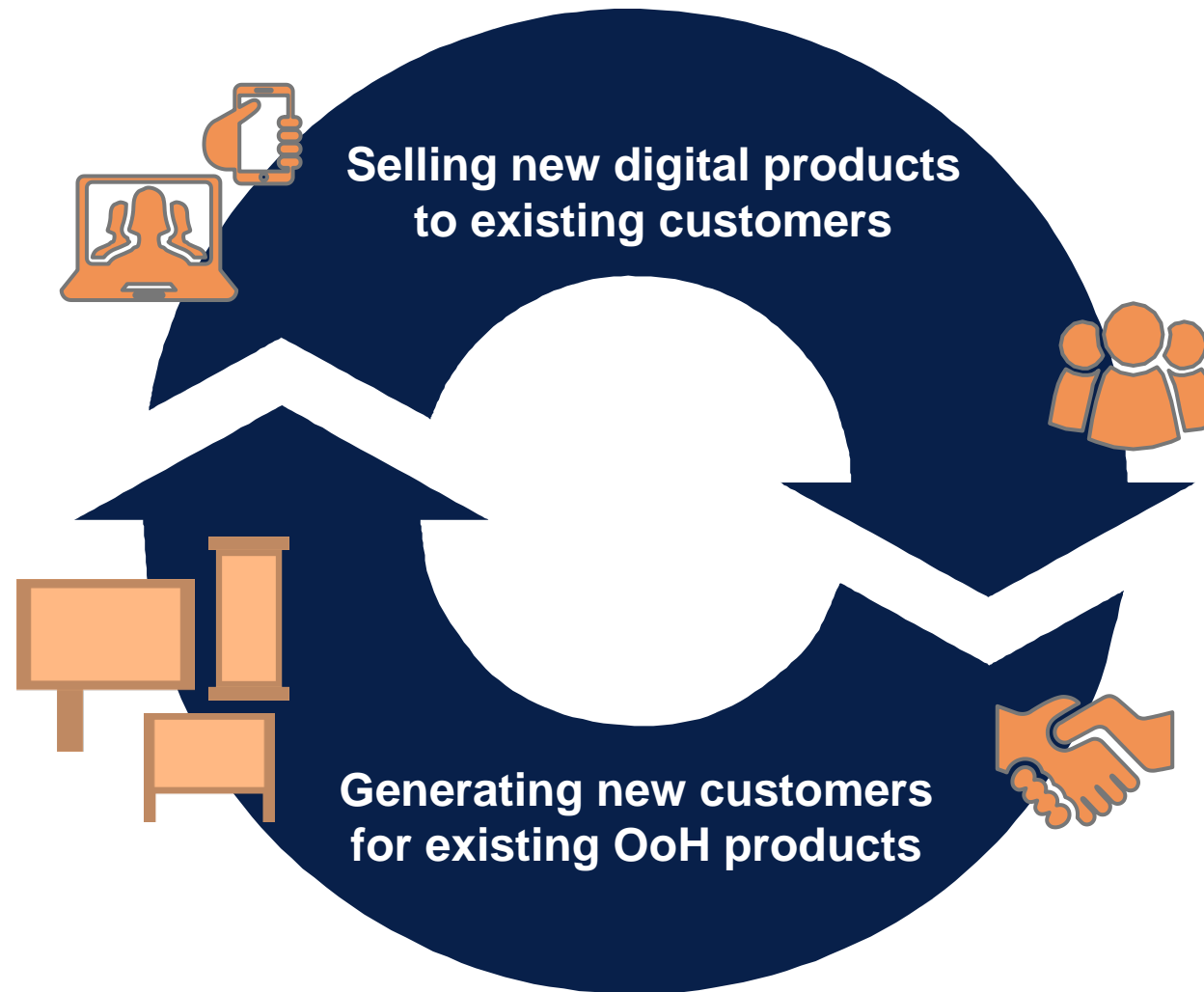
V

Directory entries

- Correct business information in 30+ portals and 20+ apps



Acquisition of Regiohelden creates multilevel synergies



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Q1 Results 2015, Guidance Statement 2015, Outlook 2017

| | Q1 2015 | ▲ | FY Guidance old | FY Guidance new | Outlook 2017 |
|-------------------------------|------------|--------------|---------------------------------|---|---|
| Revenue | 161.8 Mio. | 11 % | Mid single digit organic growth | Mid to high single digit organic growth | 1 Billion |
| Operational EBITDA | 26.3 Mio. | 59.4% | 170 - 180 Mio. | At least 180 Mio. | EBITDA Margin 22 – 23 % |
| Organic Revenue Growth | 8.3% | (2014: 4.5%) | | | Sources of Growth: 2/3 organic, 1/3 non-organic |

Balanced segment portfolio with excellent growth dynamics

| Ströer Media SE | Midterm growth expectations | Midterm margin target | Rationale |
|-------------------|--|-----------------------|---|
| Digital |  <p>> 10 % organic + some bold-on acquisitions</p> | ~ 25% | <ul style="list-style-type: none"> Further trend towards digitalization Exploiting leading market position in Germany Efficiency gains and further investment in own content publishing activities |
| OoH Germany |  <p>~ 5 % organic</p> | ~ 25% | <ul style="list-style-type: none"> Continuing growth initiatives (e.g. regional sales) Benefitting from megatrends mobility / urbanization Further optimization of cost base |
| OoH International |  <p>~5% organic</p> | > 20% | <ul style="list-style-type: none"> Exploiting excellent market position in Turkey Benefitting from professionalizing market in Poland Continued growth of European blowUP activities |

Guidance

We confirm our guidance last raised April 2015.

For the full year of 2015 we expect a mid to high single digit organic growth rate and an operational EBITDA of at least 180 EURm.