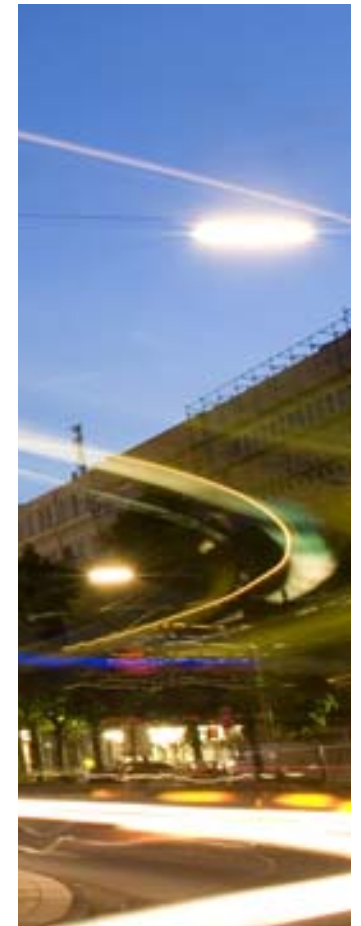


Ströer: On Track for Growth



TMT Conference | Barcelona | November 17-19, 2010

STRÖER
out of home media

1 operator in underpenetrated and very attractive growth markets

#1 in GERMANY

Europe's largest ad. market



#1 in TURKEY

Europe's largest emerging market

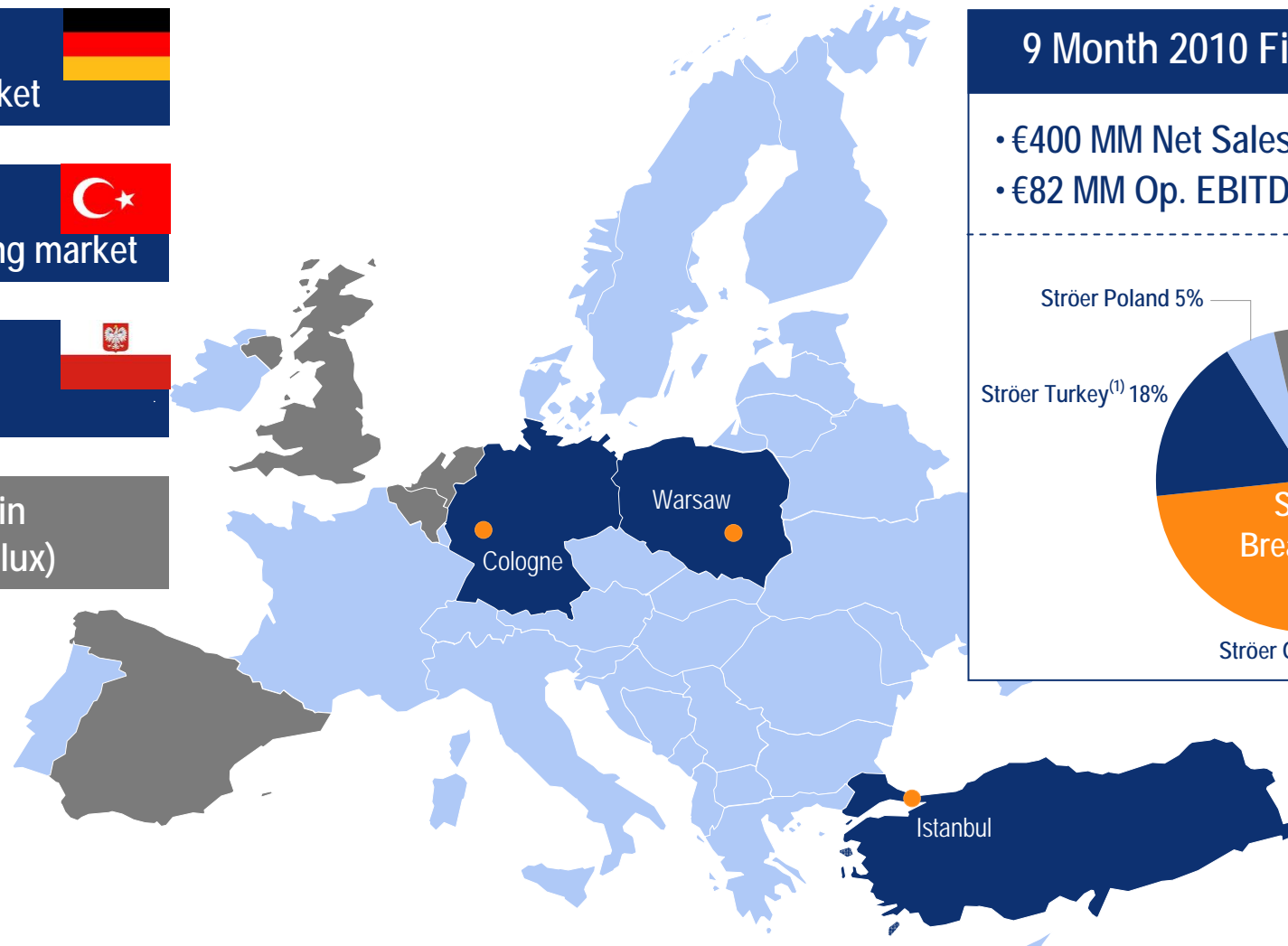


#1 in POLAND

Largest CEE market



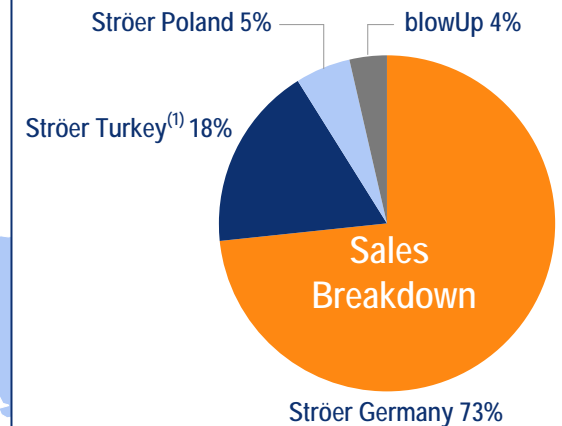
#1 Giant Poster network in EUROPE (D, UK, E, Benelux)



- Core markets
- blowUP media
- Regional HQ

9 Month 2010 Financials

- €400 MM Net Sales (+13%)(1)
- €82 MM Op. EBITDA (+25%)(1)



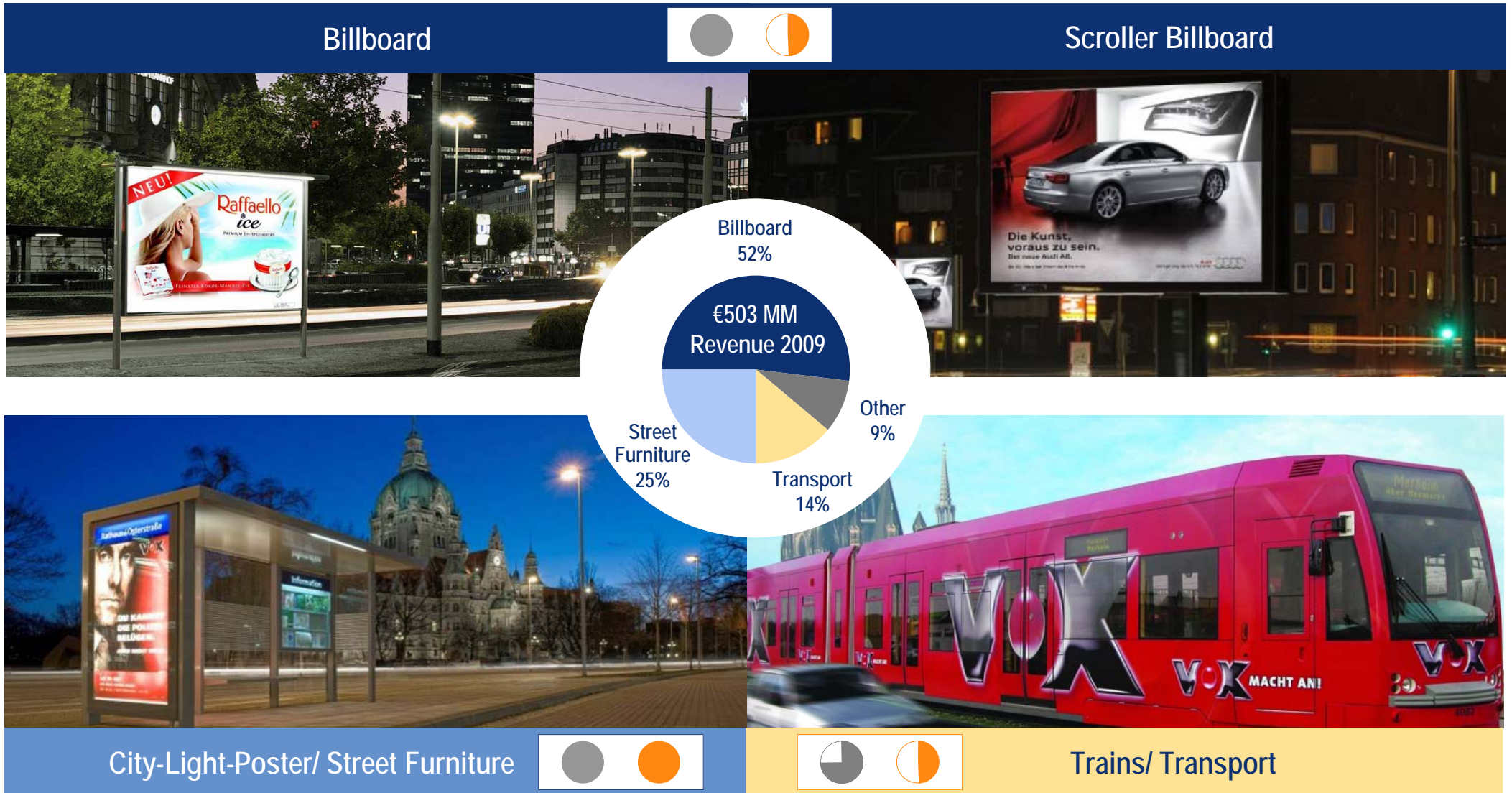
23% of revenues generated from emerging markets (1)

Source: Company Information

Note

(1) Ströer 2009* shows full consolidation of Ströer Turkey in 2009 assuming Ströer Turkey's stake had been increased from 50% to 90% at December 31, 2008.

State-of-the-art product portfolio with favorable margin and capex profile



Source: Company Information

Note
 (1) 2009 numbers as if full consolidation of Ströer Turkey in 2009 assuming Ströer Turkey's stake had been increased from 50% to 90% at December 31, 2008.

● = margin intensity ● = capex intensity

Key Group growth initiatives 2011/12

Existing Markets

- Digitalization and backlit scroller program in Germany
- Market research programs with focus on Turkey and Poland
- Gain share of ad spend amongst top 200 national clients in Germany



Potential New Markets

- Monitor consolidation opportunities
- Keep European focus / no antitrust issues
- Maintain financial flexibility



Country Highlights 2011

 **Germany**

Growth drivers:

- GDP growth 2011E of 3.8%⁽¹⁾
- Consolidation dividend
- Digitalization of media business



Initiatives:

- Increase Top 200 customer penetration
- Premium Billboards
- Out-of-Home-Channel

 **Turkey**

Growth Drivers:

- GDP growth 2011E of 10.0%⁽¹⁾
- Dynamic ad market
- Growth in urban population



Initiatives:

- Push for digital products
- Inventory increase from new tenders
- Exploitation of regional sales potential

 **Poland**

Growth Drivers:

- GDP growth 2011E 7.8%⁽¹⁾
- Consolidation dividend
- Emergence of public OOH concessions



Initiatives:

- Integration of News Outdoor Poland
- Sales cycle optimization
- Street furniture opportunities

Ströer on track for growth in 2011

Note
(1) Source: Global Insight October 2010



Germany - Out-of-Home-Channel roll-out: First nation-wide digital screen network

Unique Selling Propositions

- Moving images like TV with high emotions and short lead times
- Reach of German population more than 20 percent
- Time-based pricing depending on hours and target groups

Roll-Out Status on Track

- Majority of locations already approved
- Installation started in top 7 stations
- Already sold out in December with top brands:



Display size
60-82 inches

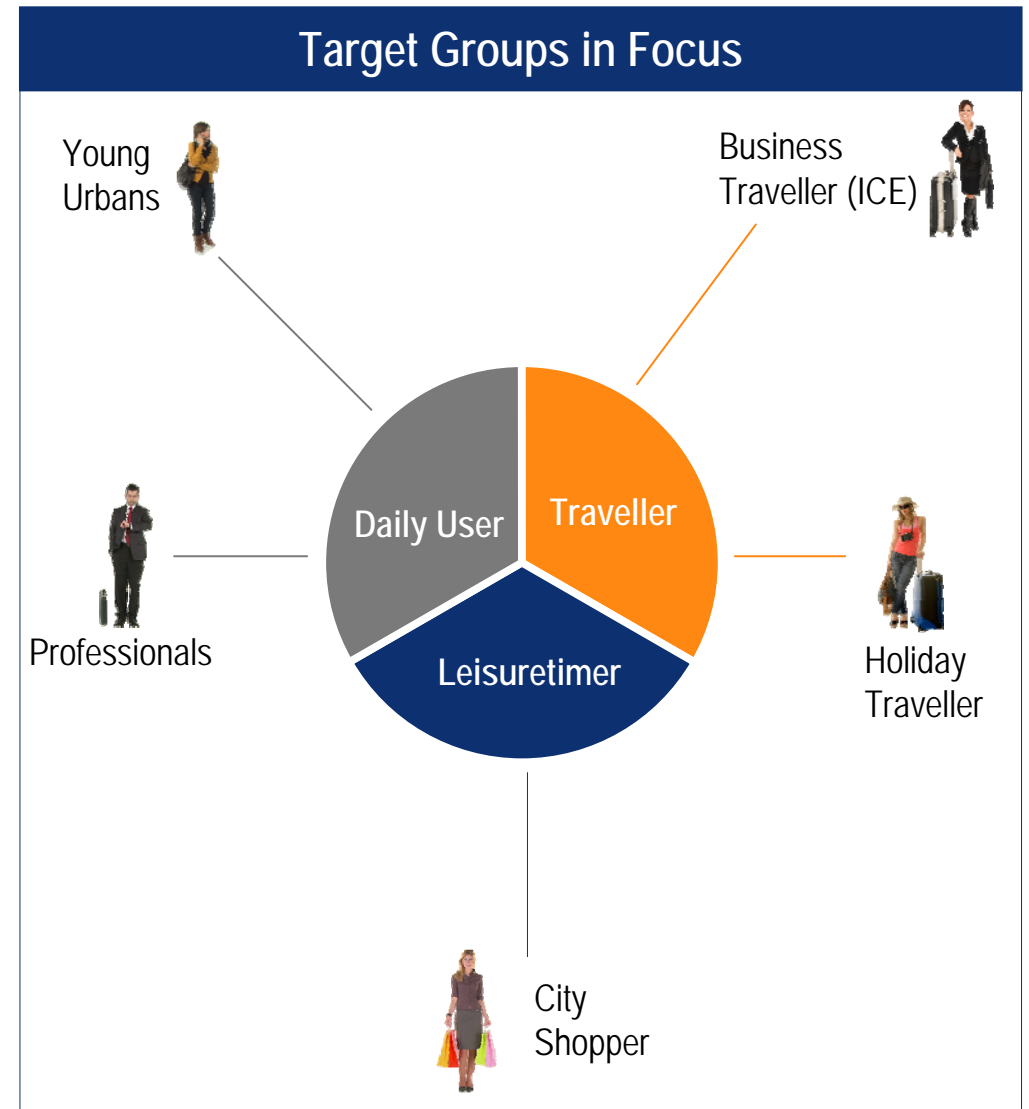
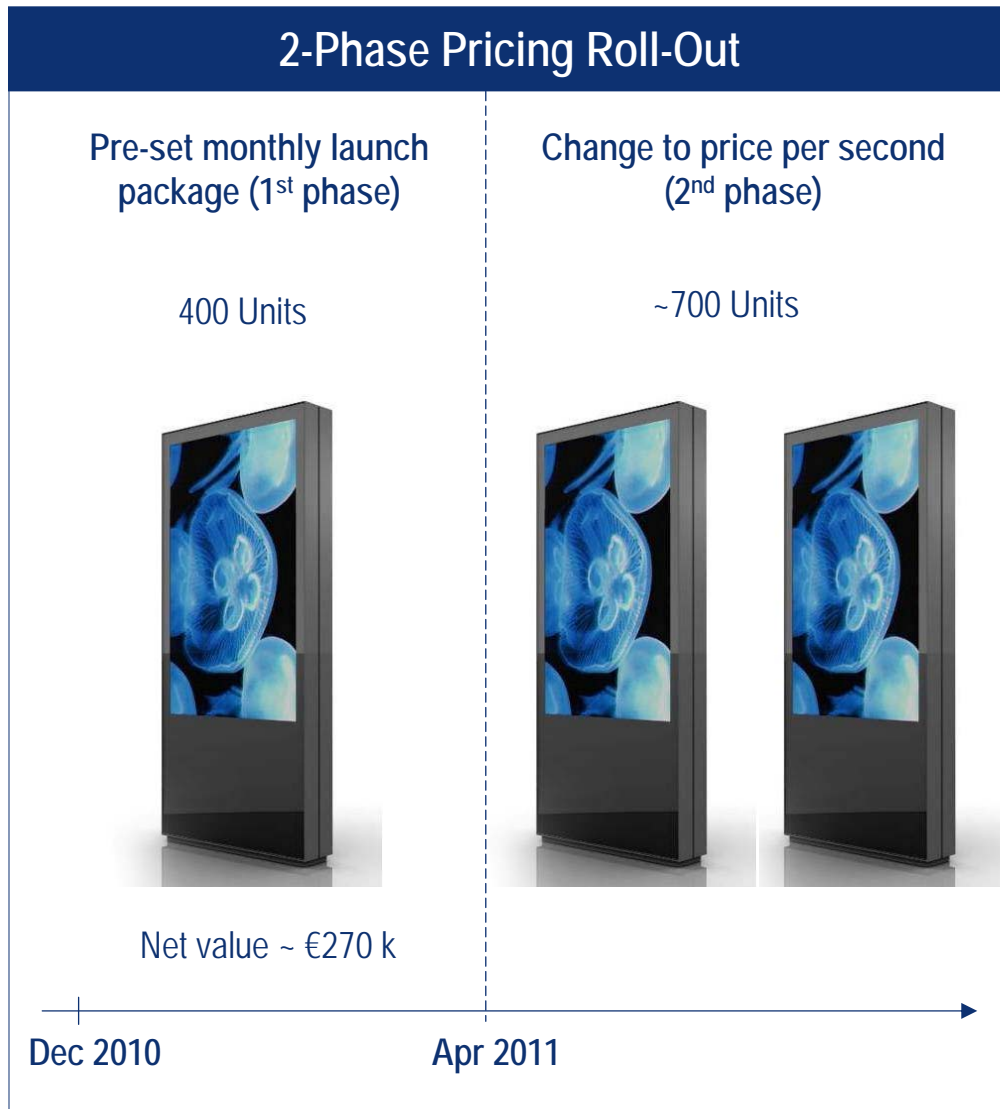
First class screen
in full HD quality


reddot design award
winner 2009





Germany - Out-of-Home Channel roll-out: TV-like sales concept @ low switching costs





Germany - Premium BB roll-out: High quality boards @ high-reach locations

Key Features are Compelling

- First back-lit and glass-covered Scroller Billboard in 9qm format
- Single selection allows geo-targeting around special Point of Interest
- Introduction at highly sought after locations with excess demand



Roll-Out Status on Track

- Up to 500 sites bookable in first half of 2011 (permits at hand)
- Installation started in Tier I cities
- New pricing system with positive feedback from outdoor specialists





Germany - BrandScience: OoH boosts efficiency in FMCG media campaigns

The Study Concept of BrandScience⁽¹⁾

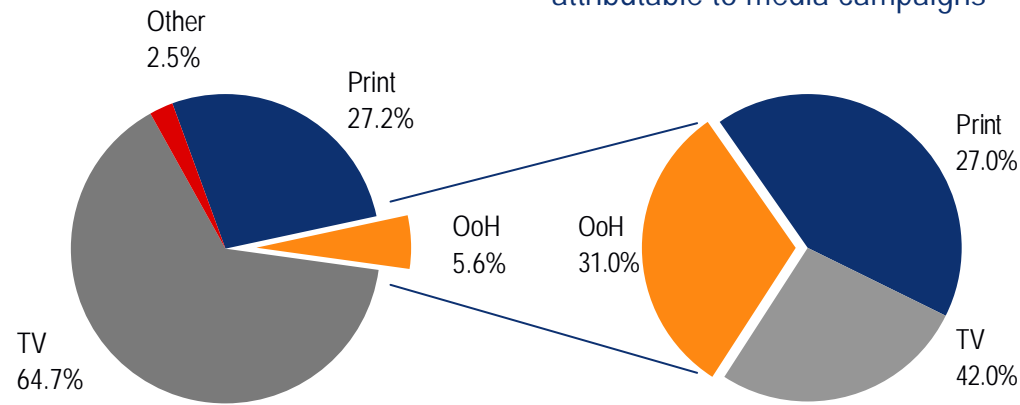
Objective:
Research the impact of OoH on advertising effectiveness in mixed media campaigns

Measurement:
Share in sales attributable to advertising media, Return-on-Investment (RoI)⁽²⁾

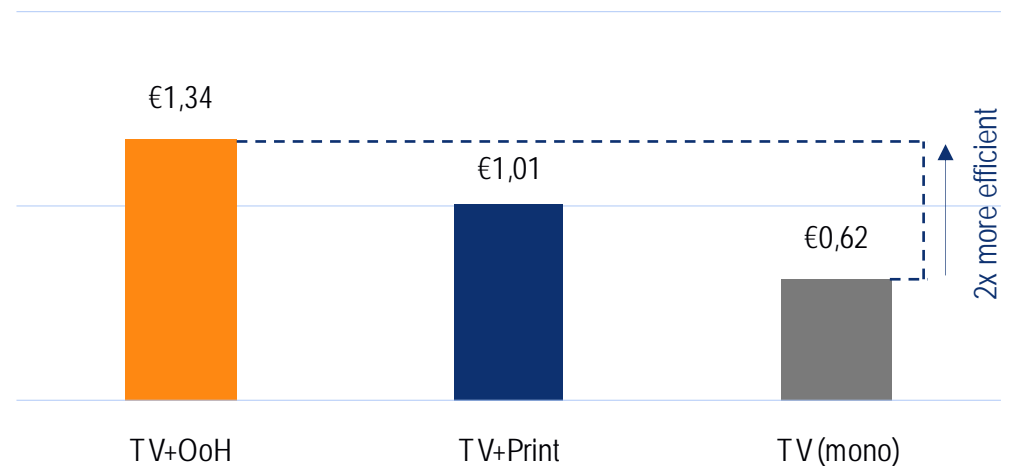
Study Confirms OoH Making TV Work Even Harder

Average share in media spend⁽³⁾

Average share in sales attributable to media campaigns



RoI⁽²⁾ of TV



**OoH: Highest sales efficiency
(share of sales is 5x share of spend)**

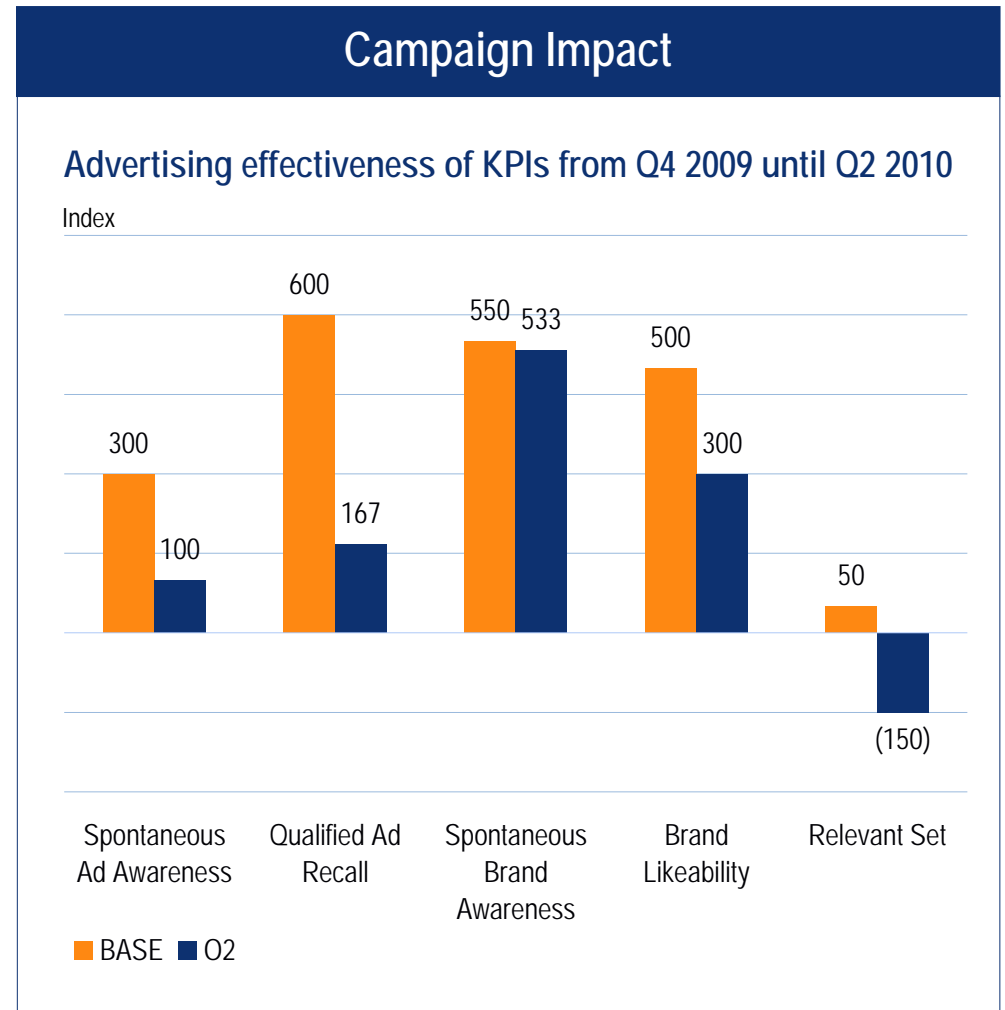
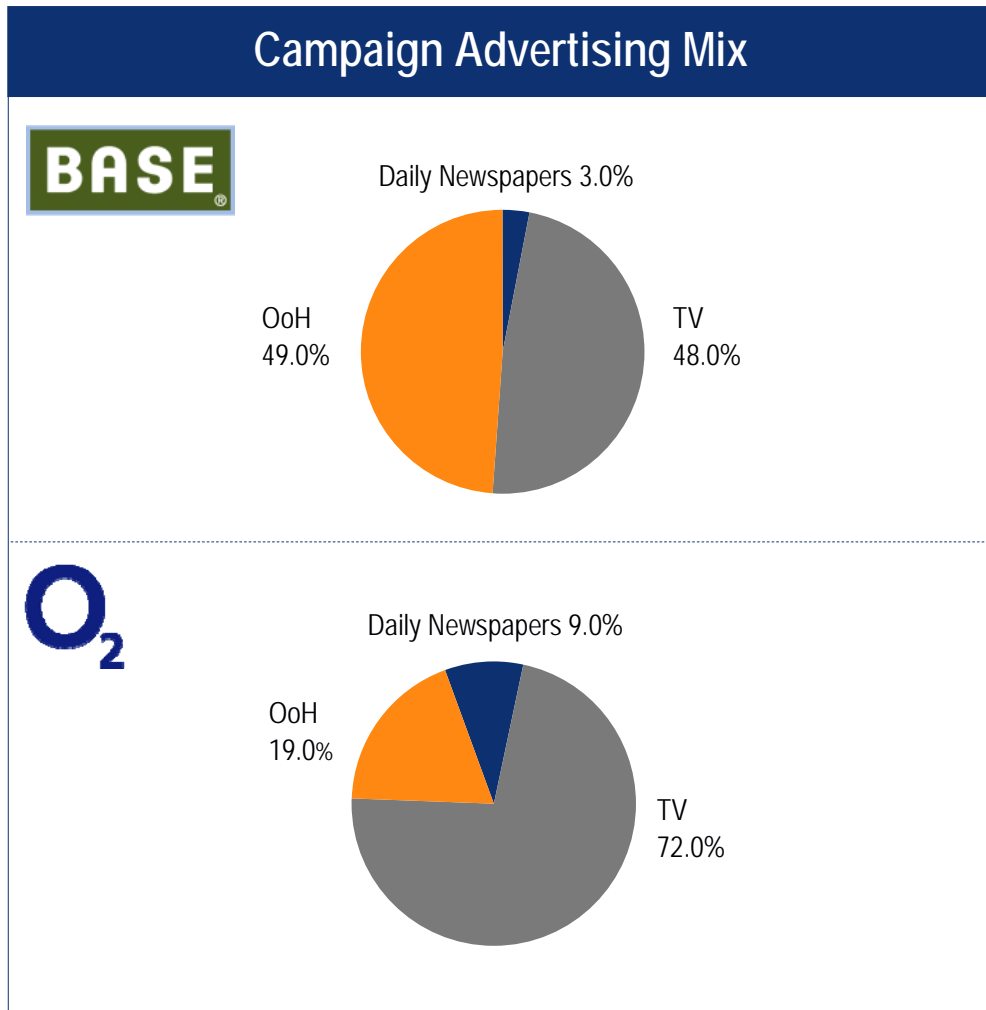
**Combination of TV+OoH delivers highest RoI
(2x higher than TV mono campaign)**

Notes

- (1) BrandScience is Omnicom Media Group's research and consultancy arm. The study was initiated by FAW e.V., the German OoH advertisers association
- (2) RoI defined as gross sales achieved per Euro gross advertising spend
- (3) Average gross media spend by medium in the campaigns subject to the study



Germany - Case Study **BASE**: OoH key to a strong brand building



Higher OoH share in media mix has led to outperformance in all relevant KPIs

Source: Nielsen Media Research Jan – Jun 2010 excluding internet; RSG Marketing Research



Turkey - Dynamic country set for further growth also in 2011

Key Growth Drivers

- Dynamic macro environment (GDP growth 2011E of 10.0%)¹
- Restrictions on TV air-time: approx. 40% reduction in ad minutes expected accompanied by significant price increase
- OoH capacity build-up from new tenders

Sales & Marketing Initiatives

- Further promotion of digital business
- Ensure volume growth (shortening of sales cycles, conversion of static to scrolling)
- Launch first phase of POSTAR (measurement tool)



Note
(1) Source: Global Insight October 2010

Poland – Stage set for growth

Growth Drivers

- Dynamic macro environment (GDP growth 2011E of 7.8%)(1)
- Street furniture opportunities in Warsaw
- Consolidation dividend after NOP acquisition

Sales and Marketing Initiatives

- Shorten sales cycles from 4 to 2 weeks while increasing reach
- Establish national campaigns on leading 6x3 portfolio at higher list prices per day
- Launch first phase of POSTAR (location measurement system)



Note
(1) Source: Global Insight October 2010

Poland – Integration of News Outdoor Poland on track

Restructuring on track

- Overhead reduction key synergy (office closure, headcount reduction, services termination)
- Integration of operations underway (sales, IT, assets)
- Rebranding of assets started

Targeted costs and synergies

- Restructuring costs: approx. €1 MM (2010)
- Synergy effects: € 2-3 MM (2011)





Q3 Revenue development above guidance

€ MM Preliminary Key Figures	Q3 2010	9M 2010
Revenues	126.9 (+14.6%)	369.1 (+12.2%)
<i>incl. 100% Ströer Turkey⁽¹⁾</i>	<i>134.1 (+13.0%)</i>	<i>399.8 (+13.4%)</i>
Organic Growth ⁽²⁾	+9.6%	+9.9%
<i>incl. 100% Ströer Turkey⁽¹⁾</i>	<i>+11.4%</i>	<i>+11.8%</i>
Operational EBITDA	22.4 (+13.8%)	74.8 (+24.9%)
<i>incl. 100% Ströer Turkey⁽¹⁾</i>	<i>23.0 (+6.5%)</i>	<i>81.7 (+25.2%)</i>
Net Debt		301.4 (-39.2%)

Notes

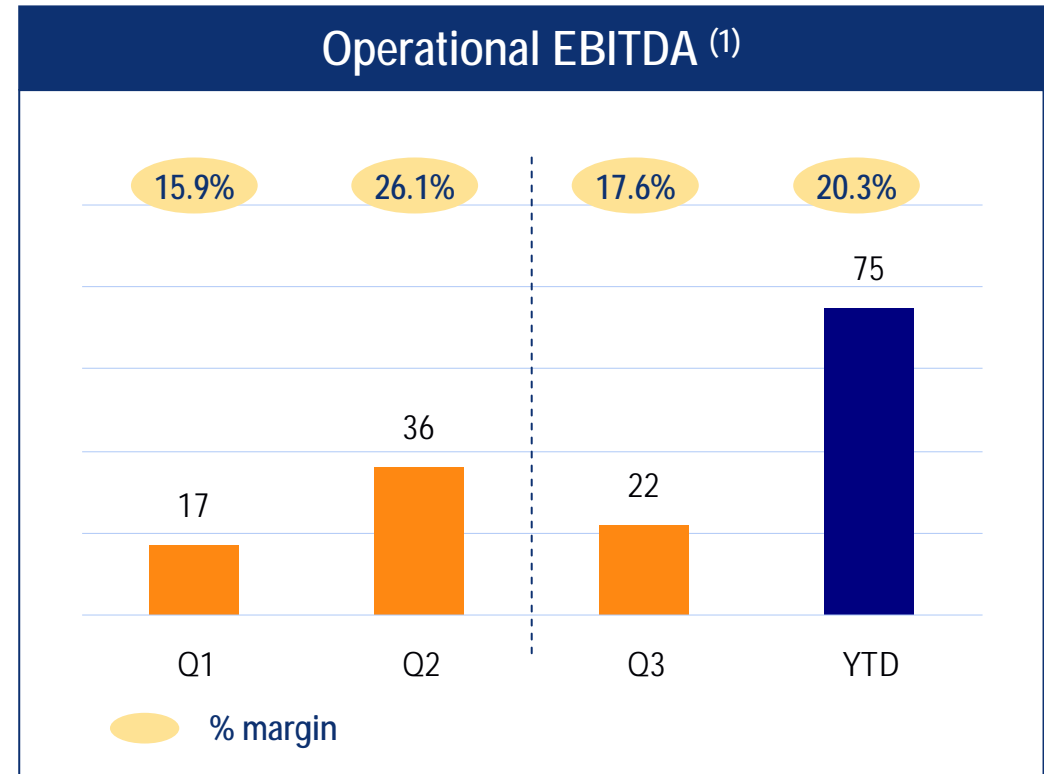
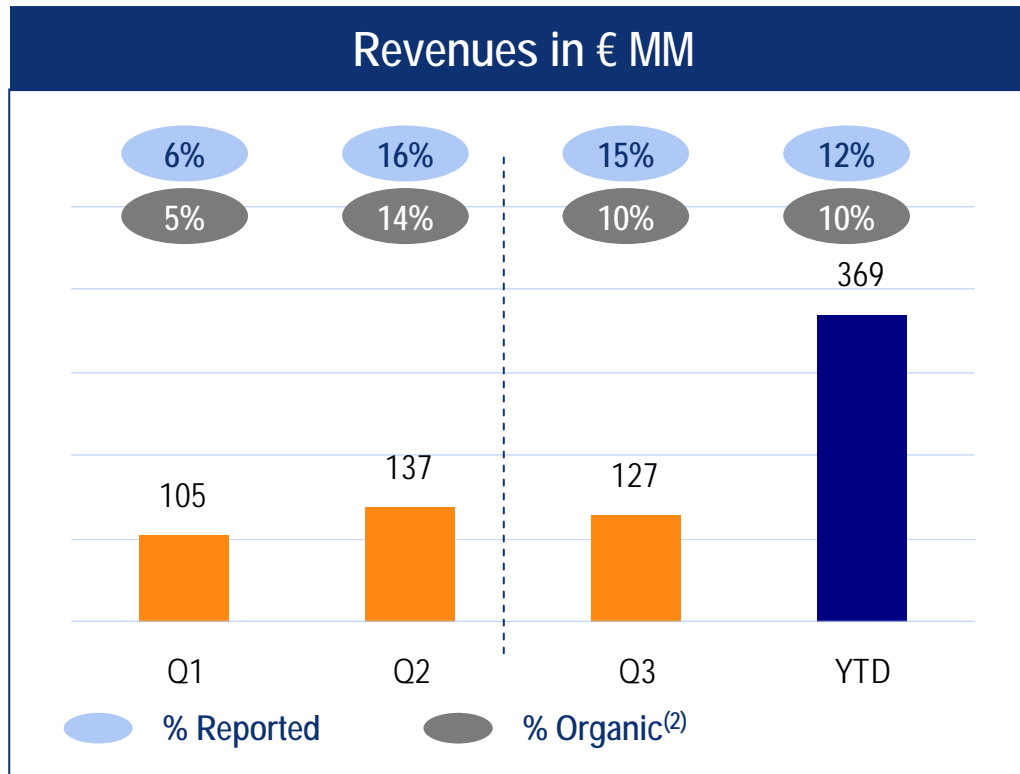
(1) Ströer Shows full consolidation of Ströer Turkey assuming Ströer Turkey's stake had been increased from 50% to 90% at 31 Dec 2009. Ströer Turkey consolidated at 50 % in 9M Group Financial Statements

(2) Organic Growth = excludes foreign exchange effects and effects from (de-) consolidation and discontinuation of businesses

(3) Operational EBIT net of financial result adjusted for exceptional items, amortization of acquired intangible advertising rights and normalised tax expense (31.7% tax rate)



Revenues and Operational EBITDA up in Q3 and 9M 2010



- Strong revenue growth across all segments in Q3 and 9M
- Double digit revenue growth rates in Turkey and BlowUp
- All segments with double digit acceleration of Operational EBITDA

Notes

(1) EBITDA adjusted for exceptional costs and the valuation impact from phantom stock program which was discontinued at IPO

(2) Organic Growth = excludes foreign exchange effects and effects from (de-) consolidation and discontinuation of businesses



Growth in revenues and operational EBITDA across all segments

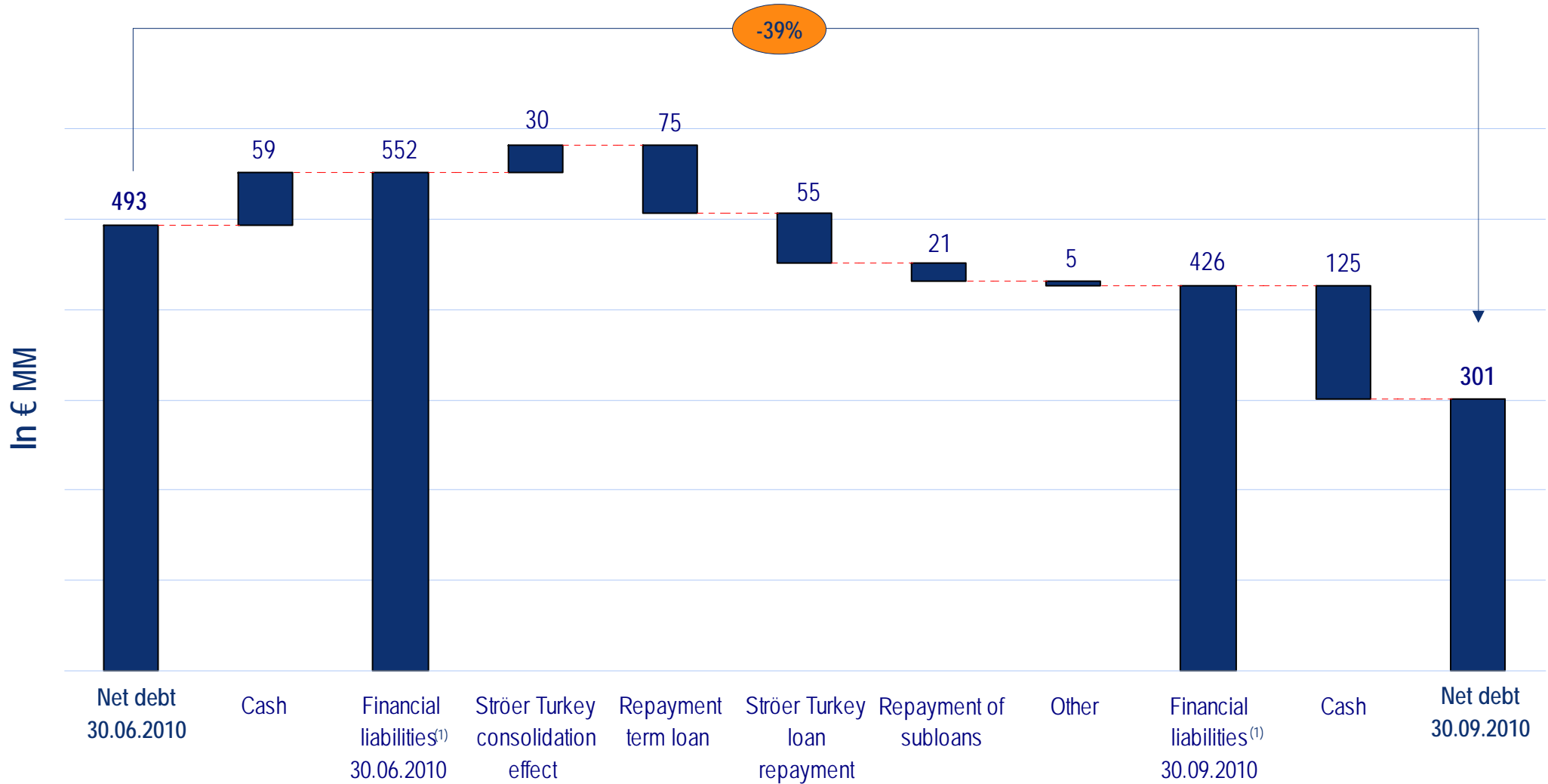


Notes
 (1) Ströer Poland and blowUP Group
 (2) Full consolidation of Ströer Turkey as of September 2010

% Reported % Organic



Substantial deleveraging following IPO



Notes
(1) Excluding derivative financial instruments

Outlook confirmed

In the traditionally strong 4th quarter, Ströer is looking to repeat the sales successes achieved year-to-date despite relatively high prior-year figures. Overall, management is optimistic going into the 4th quarter and, based on the assumption that the Turkish joint venture Ströer Kentvizyon had been fully consolidated since 2009, still anticipates high single-digit organic growth for the whole of 2010.

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