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STRÖER
out of home media

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CREATING VISIBILITY CAPITAL MARKETS DAY 2011

October 10-11, 2011 – Hamburg & Cologne

AGENDA 10/10/2011

from

3:00 p.m. Refreshments in the welcome area at the Empire Riverside Hotel

4:45 p.m. Meeting in the hotel lobby and short walk to kick-off location

5:00 p.m. Welcome by Udo Müller

5:15 p.m. Interactive advertising site tour of Hamburg*

6:45 p.m. Fresh-up break in the hotel

7:30 p.m. Meeting in the hotel lobby and short walk to dinner location

* The advertising site tour of Hamburg will be partly on foot. Please wear a warm jacket and appropriate shoes. A change of clothes and shoes is possible at the hotel after the tour.

8:00 p.m. Dinner with Ströer Management Board and IR team

- Kick-off presentation "The impact experience"
Christian von den Brincken, Managing Director Marketing and Strategy, Ströer Germany
- Moderated panel discussion "Future prospects of the German advertising market"
Andreas Nassauer - Head of Group Media - Deutsche Telekom AG
... one of Germany's major advertisers
Christian Schmalzl - Chief Operation & Investment Director MediaCom / GroupM
... Germany's largest media agency
Ulrich Klenke - Head of Group Marketing - DB Mobility Logistics AG
... one of Ströer's key contract partners
- Dinner speech „Out-of-home advertising from the perspective of a creative agency"
Wulf-Peter Kemper - Chairman and founder of kempertrautmann change
... one of Germany's largest independent creative agencies

After dinner Short walk to the Empire Riverside Hotel
Drinks at the bar 20UP with a spectacular view over Hamburg

AGENDA 11/10/2011

- 6:30 a.m.** Pick-up from Empire Riverside Hotel and transfer to Hamburg airport
- 8:10 a.m.** Flight Hamburg – Cologne
- 9:10 a.m.** Pick-up from airport and transfer to Ströer headquarters
- 10:00 a.m.** Registration and breakfast
- 10.30 a.m.** “Digitalization – taking outdoor to the next level”
by Udo Müller, Group CEO
- 11:15 a.m.** “Key drivers of sales & marketing”
by Dirk Wiedenmann, CEO German operations
- 12:00 a.m.** “Group financials”
by Alfried Bührdel, Group CFO

- 12:45 p.m.** Lunch
- 2:00 p.m.** “The future of outdoor advertising – a research and design perspective”
by Michael Schmid, Director Group Research & Development
- 2:45 p.m.** “The future of outdoor advertising – a marketing perspective”
by Christian von den Brincken Managing Director
Marketing & Strategy
- 3:30 p.m.** 1-on-1 sessions with Members of the Management Board
-5:00 p.m. (optional)
- from 3:30 p.m.** Departure and transfer to airport / railway station



HOTEL

HAMBURG HOTEL

Empire Riverside Hotel
Bernhard-Nocht-Strasse 97
20359 Hamburg
Germany

phone: +49 (0)40 311190
www.empire-riverside.de

TRAVEL DETAILS

ARRIVAL FLIGHT OPTIONS

OCTOBER 9/10, 2011

Individual arrival flights

TRANSFER FLIGHT HAMBURG - COLOGNE

OCTOBER 11, 2011

Hamburg – Cologne (AB 6579)

Oct 11, 8:10 a.m. to 9:10 a.m.

SHUTTLE SERVICE:

We will provide a shuttle service for all transfers (as requested).

QUESTIONS?

If you have any further questions regarding our Capital Markets Day please do not hesitate to contact the Ströer Investor Relations Team:

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