

## INFORMATION CONCERNING

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

Ströer Media AG appoints Mrs Doreen Dibold and Mr Rolf Heidkamp, both employees of Ströer Media AG, 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 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 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 Media AG**  
**c/o Haubrok Corporate Events GmbH**  
**Landshuter Allee 10, 80637 Munich, Germany**
- **or by e-mail to:** **vollmacht@haubrok-ce.de**
- **or by fax to the following number:** **+49 (0) 89 / 210 27 298**

#### 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 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 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 Media AG 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.  
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 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**

## 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 June 17, 2014, 16.00 hours (CEST) (inbound) directly to the following address:

Ströer Media AG  
c/o Haubrok Corporate Events GmbH  
Landshuter Allee 10  
80637 Munich  
Germany  
fax: +49 (0) 89 / 210 27 298  
e-mail: vollmacht@haubrok-ce.de or briefwahl@haubrok-ce.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:

**Authorization:**  
I/We hereby authorize the voting representatives of Ströer Media AG, 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 General Meeting of Ströer Media AG on June 18, 2014 in Cologne and to exercise my/our voting rights or have them exercised as marked below.

**Vote by correspondence:**  
I/We will not attend the General Meeting of Ströer Media AG on June 18, 2014 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 2</b> Resolution on the appropriation of profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 3</b> Resolution on the approval of the actions of the Management Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 4</b> Resolution on the approval of the actions of the Supervisory Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 5</b> Resolution on the election of the auditors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 6</b> Elections to the Supervisory Board			
a) Mr Ulrich Voigt, Hennef, member of the management board of Sparkasse KölnBonn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Mr Dirk Ströer, Cologne, entrepreneur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 7</b> Resolutions about the revocation of the Authorised Capital I acc. to § 5 of the Articles of Association, creation of a new Authorised Capital and changes to § 5 of the Articles of Association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 8</b> Resolution on changing the conditions on the issuing of Share Options from the Share Option Programme 2013	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Item 9</b> Resolution on the Conversion of Ströer Media AG into a European Company (Societas Europaea, SE)	<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 1. shareholders signature or other finalization of declaration according to § 126 b BGB (German Civil Code) 2. shareholders signature or other finalization of declaration according to § 126 b BGB (German Civil Code)

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

This document is a convenience translation of the German original.  
In case of discrepancy between the English and German versions, the German version shall prevail.