

IPO on the Frankfurt Stock Exchange: STRÖER Out-of-Home Media AG

STRÖER Out-of-Home Media AG DE0007493991

§ Type of Admission: Initial Public Offering

§ First Trading Day: 15 July 2010

§ Transparency Standard: Prime Standard (Regulated Market)

§ Issue Price (in €): 20.00

§ Placement Volume in Shares: 17,906,238 (excl. Greenshoe of 1.79 mio.)

§ First Price (in €): 20.60

§ Joint Global Coordinators: J.P. Morgan; Morgan Stanley

§ Designated Sponsors: J.P. Morgan Securities Ltd.; Morgan Stanley

FWB Frankfurter Wertpapierbörse – New Issues in 2010 (incl. transfers)

§ Prime Standard: 6 companies

§ General Standard: 10 companies

§ Entry Standard: 9 companies

§ First Quotation Board: 67 companies

Media contact:
Andreas von Brevern Tel.: +49-69-2 11-1 15 00