



Clear Channel Switzerland AG

Milestones in company history

Year	Development of portfolio	Development of company
2018	<ul style="list-style-type: none"> - Digital expansion with screens in SWISS Lounges, baggage claim at Zurich Airport and on public land in Zurich - Takeover of the inventory of Starplakat AG - Expansion of CityMap Lucerne - Pilot project @VBZ 	
2017	<ul style="list-style-type: none"> - Contract with city of Basel (effective 2018) - Digital pilot in city of Lucerne - Exclusive marketing of VBZ inventory 	
2016	<ul style="list-style-type: none"> - Exclusive marketing of out-of-home advertising displays in city of Lucerne. - First digital posters in city of Zurich 	
2014	<ul style="list-style-type: none"> - Marketing of Basler Verkehrsbetriebe - Concession for town of Meyrin - First rotating backlit columns in city of Zurich 	
2012	<ul style="list-style-type: none"> - First digital media in POS segment - City of Bern public transport, marketing of bus and tram stop displays 	
2011		<ul style="list-style-type: none"> - Consolidation of all Group companies in Clear Channel Switzerland AG
2009	<ul style="list-style-type: none"> - Concession for town of Rapperswil 	<ul style="list-style-type: none"> - Takeover of CAC City Advertising Company AG
2008		<ul style="list-style-type: none"> - Thomas H. Lee Partners and Bain Capital acquire Clear Channel Group
2007	<ul style="list-style-type: none"> - Exclusive marketing at Migrol filling stations - First digital poster sites at Zurich Airport 	
2006	<ul style="list-style-type: none"> - City of Zurich changes tendering procedure for poster submission 	<ul style="list-style-type: none"> - Takeover of Felice GmbH
2005		<ul style="list-style-type: none"> - Takeover of Infotrak AG - Takeover of Plakatron AG
2004		<ul style="list-style-type: none"> - Sale of shares in Plakanda Impact AG
2003	<ul style="list-style-type: none"> - Exclusive contract with Shell for poster sites at its filling stations 	<ul style="list-style-type: none"> - Withdrawal from holding in Poland
2002	<ul style="list-style-type: none"> - Exclusive contract with Coop real estate 	
2001	<ul style="list-style-type: none"> - Exclusive marketing at Zurich Airport - Exclusive marketing at EuroAirport Basel Mulhouse Freiburg - Concession for city of Bellinzona 	<ul style="list-style-type: none"> - Change of name to Clear Channel Plakanda
2000	<ul style="list-style-type: none"> - Exclusive contract with Tamoil 	
1999	<ul style="list-style-type: none"> - Exclusive contract with Coop Mineralöl 	<ul style="list-style-type: none"> - Sale of Plakanda Holding AG to Clear Channel Outdoor - Takeover of OFEX AG - Takeover of Interpubli Werbe AG
1996		<ul style="list-style-type: none"> - Takeover of AWI Aussenwerbung Intensiv AG - Purchase of stake in Plakanda Inter AG (Poland)
1991		<ul style="list-style-type: none"> - Change of name to Plakanda
1990		<ul style="list-style-type: none"> - Sale to Peter Gmür Holding AG
1989		<ul style="list-style-type: none"> - Sale to Distral Holding AG
1985	<ul style="list-style-type: none"> - Change from monthly to two-week display period 	
1984	<ul style="list-style-type: none"> - First-ever survey of performance data 	
1970	<ul style="list-style-type: none"> - Display concession for Zurich city districts 6, 10 and 11, breaking into previous monopoly on concessions in city of Zurich 	<ul style="list-style-type: none"> - Company acquired by René Baumann
1964	<ul style="list-style-type: none"> - First display concession in Zollikon 	
1930 - 40		<ul style="list-style-type: none"> - Company acquired by Heinrich Erb
1924		<ul style="list-style-type: none"> - Foundation of Plakat und Propaganda A.-G. by Rudolf and Wanda Häuptli-Schiller