

PRESS RELEASE

on the preliminary results for 2015

Ströer is successfully driving forward the digital transformation process and has almost doubled the adjusted net profit

- **Consolidated revenue increases substantially by more than 14% to EUR 824m**
- **Organic growth at 10%**
- **Operational EBITDA climbs 40% to EUR 208m**
- **Adjusted earnings for the year up almost two-fold to EUR 106m**
- **Lowest leverage ratio since the IPO**

Cologne, 23 February 2016 Ströer SE continued successfully on its profitable growth course and is presenting its preliminary results for fiscal year 2015. Annual revenue according to the preliminary results grew by more than 14% to EUR 824m, with organic growth at 10%. In the course of the transformational process, the Digital segment was a significant driver of growth, with the Group's broad product mix, improved inventory utilization and good operating performance in the core market of Germany also having a positive effect. The acquisition of T-Online at the beginning of November 2015 is reflected in the first, positive earnings contributions. Operational EBITDA increased by 40% to EUR 208m. Adjusted earnings for the year rose sharply and almost doubled to EUR 106m, with adjusted earnings of 2.10 Euro per share also up two-fold.

The expansion of Ströer's digital portfolio is a cornerstone of the new digital multi-channel strategy and key to the successful course. The German OOH business is also benefiting considerably from the digitization and growing relevance of Ströer as one of the most powerful German marketers.

The good performance of the operating business also had a positive effect on the financial position. At EUR 114m, free cash flow was in the three-digit millions for the first time, improving by around 50%. Within the space of a year, Ströer also reduced its leverage ratio considerably from 1.9 to 1.1 and thus also liabilities to EUR 231m as at the end of the fiscal year. This is the lowest ratio since the company went public.

“We are extremely satisfied with the course we have taken. Our excellent results underscore this. We have established a unique business model and successfully completed our transformation into a digital multi-channel media company. This development is exemplary characterized by the fact, that our original core product, the traditional billboards, will contribute less than 15 percent to our total revenue this year,” says Udo Müller, CEO Ströer SE. **“We are having an excellent start into the year in all business areas and we confirm our current guidance of EBITDA of EUR 270m to EUR 280m and consolidated revenue of between EUR 1.1b and EUR 1.2b for 2016. For the first quarter of 2016 we expect organic growth of up to 10%.”**

All figures for fiscal year 2015 are preliminary and unaudited. The final results will be published when the annual report is presented on 22 March 2016.



About Ströer

Ströer SE is a big digital multi-channel media company, and offers its advertising customers individualized and fully integrated premium communication solutions. In the field of digital media, Ströer is setting forward-looking standards for innovation and quality in Europe and is opening up new opportunities for targeted customer contact for its advertisers.

The Ströer Group commercializes several thousand websites especially in German-speaking countries and around 300,000 advertising faces in the field of "out-of-home".

For more information on the Company, please visit www.stroeer.com.

Press contact

Marc Sausen
Ströer SE
Director Corporate Communications
Ströer Allee 1 · D-50999 Cologne
Phone: 02236 / 96 45-246
E-Mail: presse@stroeer.de

Investor Relations

Dafne Sanac
Ströer SE
Manager Investor Relations
Ströer Allee 1 · D-50999 Cologne
Phone: 02236 / 96 45-356
E-Mail: dsanac@stroeer.de

Disclaimer

This press release contains "forward looking statements" regarding Ströer SE ("Ströer") or the Ströer Group, including opinions, estimates and projections regarding Ströer's or the Ströer Group's financial position, business strategy, plans and objectives of management and future operations. Such forward looking statements involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance or achievements of Ströer or the Ströer Group to be materially different from future results, performance or achievements expressed or implied by such forward looking statements. These forward looking statements speak only as of the date of this press release and are based on numerous assumptions which may or may not prove to be correct. No representation or warranty, express or implied, is made by Ströer with respect to the fairness, completeness, correctness, reasonableness or accuracy of any information and opinions contained herein. The information in this press release is subject to change without notice, it may be incomplete or condensed, and it may not contain all material information concerning Ströer or the Ströer Group. Ströer undertakes no obligation to publicly update or revise any forward looking statements or other information stated herein, whether as a result of new information, future events or otherwise.