

PRESS RELEASE

Ströer kick-starts into fiscal year 2016 and is presenting a very strong first quarter

- **Q1 consolidated revenue climbs by more than 40% to EUR 226.2m**
- **Organic growth at 11.5%**
- **Operational EBITDA up almost 72% to EUR 45.3m**
- **Positive Q1 earnings for the first time of EUR 5.1m**

Cologne, 28 April 2016 Ströer is continuing on its positive growth course and is presenting its preliminary figures for the first quarter of 2016. Consolidated revenue in the first quarter rose by around 40% year on year from EUR 161.8m to EUR 226.2m, with organic revenue growth of 11.5%. All segments, without exception, contributed to this significant development.

Operational EBITDA shot up almost 72% from EUR 26.3m to EUR 45.3m quarter on quarter. The development of the operational EBITDA margin was also pleasing, up from 15.9% in the prior-year quarter to 19.7% in the first quarter of the current fiscal year. Earnings before interest and taxes also rose significantly, up EUR 9.2m to EUR 7.6m. Quarterly earnings also rose sharply, increasing by EUR 8.1m to EUR 5.1m. The leverage ratio stood at 1.4 at the end of the first quarter.

“We are extremely pleased with our start to the current fiscal year – our best start to the year since going public. All segments are contributing to this strong performance with their good organic growth,” says Udo Müller, CEO Ströer SE. “The strong start to the year also continued seamlessly into the second quarter. In light of this, we are raising our guidance: For fiscal year 2016 as a whole, we anticipate operational EBITDA of more than EUR 280m.”

All figures for the first quarter of 2016 are preliminary and unaudited. The final results will be published when the quarterly figures are presented on 12 May 2016. Ströer will present more information on its operating business during the Capital Markets Day on Friday, 29 April 2016.

About Ströer

Ströer SE & Co. KGaA is a leading digital multi-channel media company and offers advertising customers individualized and fully integrated premium communications 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 and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home segment. It has approximately 3,300 employees at over 70 locations. In fiscal year 2015, Ströer SE generated revenue of EUR 824m. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

Press contact

Marc Sausen
Ströer SE & Co. KGaA
Director Corporate Communications
Ströer-Allee 1 · 50999 Cologne
Phone: 02236 / 96 45-246
Fax: 02236 / 96 45-6246
Email: presse@stroeer.de

Investor relations

Dafne Sanac
Ströer SE & Co. KGaA
Head of Investor Relations
Ströer Allee 1 · 50999 Cologne
Phone: 02236 / 96 45-356
Email: dsanac@stroeer.de