

PRESS RELEASE**Record earnings for 2016 and very good start to 2017:
Ströer plans a further dividend increase of almost 60% to
EUR 1.10 per share**

- **Consolidated revenue increases substantially by 36% from EUR 824m to EUR 1.12b**
- **Operational EBITDA climbs 37% from EUR 208m to EUR 285m**
- **Adjusted profit for the period up 46% from EUR 107m to EUR 156m**

Cologne, 27 March 2017 Ströer is confirming the preliminary results announced in February for fiscal year 2016: Annual revenue grew by 36% from EUR 824m to EUR 1.12b with organic revenue growth at over 7%. Operational EBITDA increased by a very substantial 37%, up from EUR 208m to EUR 285m. Adjusted profit for the period rose sharply, up 46% from EUR 107m to EUR 156m. Free cash flow (before M&A transactions) was up 19% from EUR 116m to EUR 139m. In addition, Ströer's leverage ratio of 1.2 remained virtually stable at the prior-year level despite acquisitions and the dividend payout.

“Ströer has performed exceptionally well and we are reporting strong increases in revenue and earnings. We also got off to a very good start to fiscal year 2017. We are continuing to focus on our organic growth opportunities in the strongest growing media segments online, mobile and out-of-home. In order to allow our shareholders to participate in our success, we will propose a dividend increase of almost 60% from EUR 0.70 to EUR 1.10 per share at this year’s shareholder meeting,” says Udo Müller, Co-CEO of Ströer. **“We are confirming our current guidance of operational EBITDA of more than EUR 320m and consolidated revenue of around EUR 1.3b for 2017.”**

The board of management and supervisory board will propose to the shareholder meeting on 14 June 2017 that the dividend distribution be increased to EUR 1.10 per qualifying share for fiscal year 2016.

Additional information and an insight into our strategy will be provided at the Ströer Capital Markets Day in Berlin on 28 April 2017.

Operating segments

Ströer Digital

The Ströer Digital segment reported strong growth across all product groups once again in the fiscal year and thus continued unabated on its upwards trajectory. Investments in other digital business models (e.g., subscription and e-commerce models), with the revenue contributions recorded under the new transactional product group, also contributed to strong revenue growth. Annual revenue in the Ströer Digital segment increased by more than 100% in 2016, up from EUR 243.5m to EUR 514.8m. Operational EBITDA also developed very well and shot up 84% from EUR 80.3m to EUR 147.8m. The EBITDA margin decreased slightly to 28.7%. As Ströer is continually adding to and expanding its business, the segment figures can only be compared with those of the prior year to a limited extent.

The integration and targeted restructuring of the newly acquired companies was driven forward in the reporting period and we are frequently able to leverage synergies and economies of scale on both the revenue and cost side.

Out-of-Home Germany

Fiscal year 2016 was characterized by an ongoing high level of momentum for the OOH Germany segment. The segment recorded an 8% increase in revenue from EUR 464m to EUR 501.2m in the reporting period thanks to this pleasing course of business. Operational EBITDA was up 10.1% from EUR 124.5m to EUR 137.1m. Despite the ongoing and substantial investments made to expand the local sales network, the operational EBITDA margin was slightly above the prior-year level at 27.4% thanks, among other things, to persistently strict cost management.

With a view to the product groups, positive growth was recorded in all areas of the segment. Revenue from large formats developed particularly well. This product group,

which targets both regional and local customer groups, benefited above all from the continued robust demand for traditional large-format out-of-home products and generated significant growth. On the one hand, a series of targeted national sales measures provided positive impetus, which was coupled with the expansion of our regional sales organization on the other. Overall, revenue improved from EUR 208.6m to EUR 231.2m, up 10.8%.

On a full-year basis, street furniture recorded a 2.8% increase in revenue from EUR 137.6m to EUR 141.5m.

By contrast, the transport product group increased its revenue by 12.1% from EUR 54.5m to EUR 61.1m for the year as a whole, with the growth stemming largely from business with local customers. Increasing business with many small, local customers also lifted revenue in the other product group from EUR 63.3m to EUR 67.4m, up 6.6%.

Out-of-Home International

The OOH International segment includes the Turkish and Polish out-of-home activities and the western European giant poster business of the blowUP group. Segment revenue grew by 1.0% in organic terms in the reporting period, but was down 5% from EUR 142.8m to EUR 135.6m in euro terms. The main reasons were in particular the tense political situation and terrorist attacks in Turkey, which put considerable pressure on both the Turkish lira and the Turkish advertising market. Both effects had a downward effect on revenue presented in euro terms. Revenue in Poland was also slightly lower than in the prior year given the persistently challenging market environment. This development was only slightly compensated for by revenue growth in the giant poster business of the blowUP group. The segment generated operational EBITDA of EUR 21.2m and an operational EBITDA margin of 15.7%.

THE GROUP'S FINANCIAL FIGURES AT A GLANCE¹

In EUR m	2016	2015	2014	2013	2012
Revenue	1.123,3	823,7	721,1	622,0	560,6
Operational EBITDA	285,2	208,3	148,1	118,0	107,0
Adjustment (exceptional items)	26,8	15,2	9,9	5,2	6,5
Adjustment (IFRS 11)	4,4	4,5	3,9	4,0	0,0
EBITDA	254,0	188,6	134,3	108,8	100,4
Amortization, depreciation and impairment losses	161,2	111,8	81,8	74,8	66,8
thereof attributable to purchase price allocations	60,7	37,2	31,0	28,7	27,1
EBIT	92,8	76,8	52,5	34,0	33,7
Financial result	10,0	9,3	14,8	19,8	31,9
EBT	82,7	67,5	37,7	14,2	1,8
Taxes	10,8	8,6	14,4	9,7	3,6
Consolidated profit or loss for the period	71,9	58,8	23,3	4,5	-1,8
Adjusted consolidated profit or loss for the period	156,3	106,9	56,3	36,3	24,0
Free cash flow (before M&A transactions)	138,5	116,4	79,6	39,3	13,6
Net debt	330,3	231,2	275,0	326,1	302,1
Leverage ratio	1,2	1,1	1,9	2,8	2,8

1) See the chapter on value-based management for information on the calculations.

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 4,600 employees at over 70 locations. In fiscal year 2016, Ströer generated revenue of EUR 1.12bn. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

Press contact Ströer

Marc Sausen
Ströer SE & Co. KGaA
Director Corporate Communications
Ströer-Allee 1 · 50999 Cologne
Phone: +49 2236 / 96 45-246
E-Mail: presse@stroeer.de

Investor Relations contact Ströer

Dafne Sanac
Ströer SE & Co. KGaA
Head of Investor & Credit Relations
Ströer-Allee 1 · 50999 Cologne
Phone: +49 2236 / 96 45-356
E-Mail: dsanac@stroeer.de

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