

PRESS RELEASE

Ströer supports "Greentech Festival" in Berlin

- **Future and Sustainability Festival from 23 – 25 May on the apron of the former Tempelhof airport**

Cologne/Berlin, 21 Mai 2019 From 23 to 25 May, the former Tempelhof Airport will be the venue of the first Greentech Festival. The festival combines an exhibition with sustainable and responsive technologies, a conference on sustainability, the exclusive presentation of the Green Awards and a Formula E race. Ströer supports the Greentech Festival as a partner and promotes the festival through its outdoor advertising spaces and digital out-of-home screens. Around 50,000 visitors are expected on the festival weekend.

The Greentech Festival will showcase innovative green prototypes and products that enrich life while protecting the environment. As a festival partner, Ströer brings these innovations to the public via the digital screens across the borders of the festival.

Sustainable ideas to make cities smarter, safer and cleaner are more in demand than ever. Ströer works for its partners on solutions to concrete everyday problems: In the future, for example, inductive charging could be made available for e-mobility vehicles and measuring devices for ozone, particulate matter or nitrogen concentration could be integrated. Thanks to the existing infrastructure in public spaces, Ströer is exactly where people are. And thus exactly where the city, authorities and institutions want to place their message or their sustainable mobility service: On the streets, in pedestrian zones and in long-distance and local public transport stations.

About the GREENTECH FESTIVAL

#celebratechange: Green mobility, sustainable consumption and a sustainable lifestyle have been under discussion in politics, business and society for years. Nico Rosberg, Marco Voigt and Sven Krüger founded and launched the GREENTECH FESTIVAL in order to advance the change towards more sustainability and to promote its implementation in people's everyday lives.

You can find more information at www.greentechfestival.com

About Ströer

Ströer is a leading German outdoor advertiser and offers advertisers individualized, fully integrated complete solutions along the entire marketing and sales value chain. With the "OOH plus" strategy, Ströer relies on the strengths of the OOH business supported by the flanking business segments Content and Direct Media. With this combination, the company is in a position to continuously expand its relevance to customers and, thanks to strong market shares and long-term contracts on the German market, is in an excellent position to benefit disproportionately from market growth in the coming years.

The Ströer Group markets and operates several thousand websites, mainly in German-speaking countries, and operates around 300,000 out-of-home advertising media. The portfolio includes all media used outside the home - from classic poster media to exclusive advertising rights at railway stations and digital out-of-home media. The Content and Direct Media segments flank the core business. With dialogue marketing, Ströer offers its customers complete solutions on a performance basis - from location- or content-based reach and interaction to the entire spectrum of dialogue marketing and transactions. In addition, the Medi-enhaus publishes premium content in digital publishing via all digital channels and, with offerings such as t-online.de and special interest portals, offers one of Germany's most extensive networks.

The company employs around 13,000 people at more than 100 locations. In the 2018 financial year, Ströer generated sales of 1.6 billion euros. Ströer SE & Co. KGaA is listed in the SDAX of Deutsche Börse.

More information about the company can be found at www.stroeer.com.

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