



its relevance among its most important customers and thanks to its strong market share and long-term agreements on the German market, gain an above-average share in market growth in the coming decade.

**“2019 was an excellent year for us. Ströer has never been better equipped, never better positioned and has never had better future prospects than today. With our “OOH plus” strategy, we are focusing on Europe’s largest advertising market – Germany, and consistently expanding our strong position across all segments. We clearly outperformed the German market in 2019, that is testimony to the success of our long-term forward-looking business strategy. Ströer has the best basis for long-term organic growth coupled with high profitability,” says Udo Müller, founder and Co-CEO of Ströer.**

**“Our public video network is and remains our growth driver. We are also gaining additional momentum through Ströer’s unique position in the local and regional OOH sales business, the increasing digitalization of out-of-home advertising and the strong growth in programmatic marketing. All this underscores our excellent position in the market and backs the positive outlook for Ströer,” says Christian Schmalzl, Co-CEO of Ströer. “We forecast revenue and earnings growth in the mid-single-digit percentage range for 2020 as a whole and are looking forward to a strong start into the new fiscal year.”**

All figures for fiscal year 2019 are preliminary and unaudited. The final results and the dividend proposal for 2019 will be presented on 30 March 2020 when the annual report is published.

## About Ströer

Ströer is a leading German out-of-home advertiser and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Ströer is focusing on the strength of the OOH business with its “OOH plus” strategy, supported by the Digital OOH & Content and Direct Media segments. With this combination, the Company is well positioned to consistently grow its customer relevance and thanks to strong market share and long-term agreements on the German market, gain an above-average share in market growth in the coming years.

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 business. The portfolio includes all forms of out-of-home media – from traditional posters, exclusive advertising rights at train stations through to digital out-of-home media. The Digital OOH & Content and Direct Media segments support the core business. With dialog marketing, Ströer can offer customers holistic performance-based solutions ranging from location or content-specific reach and interaction across the entire spectrum of dialog marketing through to transactions. Furthermore, in digital publishing, the Company publishes premium content across all digital channels, offering one of Germany’s widest reaching networks with its t-online.de and special interest sites.

The Company has more than 12,000 employees at around 100 locations. In fiscal year 2019, Ströer generated revenue of EUR 1.6b. Ströer SE & Co. KGaA is listed in Deutsche Börse’s SDAX. All figures for fiscal year 2019 are preliminary and unaudited.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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