

IR NOTIFICATION

OOH+ strategy: Ströer presents medium-term planning for period up to 2026

- **Target for 2026 is to grow revenue in the core business (Out-of-Home Media and Digital & Dialog Media; excluding DaaS & E-Commerce) by up to 8.5% annually (CAGR) to more than EUR 2b**
- **The ever-increasing use of digital technologies in OOH advertising media is to drive most of this growth, with revenue in the DOOH business set to rise by up to 23% annually**
- **Expectation is for earnings growth to exceed revenue growth and for rising profitability to be sustained**
- **Continued strong growth and further increases in value in the non-core DaaS and E-Commerce segment (Statista & Asam)**

Cologne, October 7, 2021 Ströer SE & Co. KGaA is presenting its medium-term planning for the period up to 2026 as part of today's capital market day. The OOH+ strategy, which comprises the core OOH Media business flanked by the related Digital & Dialog Media and DaaS (Statista) & E-Commerce (Asambeauty) business segments, has proved its worth, particularly during all the challenges of the pandemic.

Now, as public life returns to normal, the vaccination rate in Germany increases, national and international economies recover, and – above all – the digital OOH infrastructure continues to expand at pace, Ströer can look to return to its pre-pandemic upward trajectory. In order to generate accelerated, high-margin growth in its core businesses, Ströer will capitalize on its strong position in the out-of-home advertising market in Germany, its proprietary technologies, and the broad reach of its sales structures in the national and local advertising markets.

Based on all these factors, Ströer expects its **OOH Media** segment to grow at an average rate of between 9.5% and 12.0% (CAGR) in the period from 2021 to 2026. The segment's annual revenue is projected to increase to around EUR 1.1b to EUR 1.2b by 2026 should these predictions hold true. The digital out-of-home advertising business, which is forecast to expand by up to 23% per year, is set to be the main driver of this growth.

Ströer expects revenue in the **Digital & Dialog Media** segment to grow annually by a mid-single-digit percentage amount to around EUR 940m over the same period.

The forecast revenue range for 2026 of EUR 2.0b to EUR 2.1b in the core **OOH Media and Digital & Dialog Media** segments leads the Company to predict that earnings growth will exceed revenue growth. Ströer's medium-term planning envisages that adjusted EBITDA will rise annually by an average of 9% to 12.5% to between EUR 750m and EUR 850m.

The Statista and Asam businesses, which are combined in the third segment (**DaaS & E-Commerce**), are not included in the revenue and earnings forecast. Because the two companies are expected to continue growing strongly and enjoy an excellent position in their markets, Ströer is anticipating significant potential for increases in value over the coming years, and the Company's attractive dividend policy will mean that its shareholders benefit from this too.

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+" strategy, supported by the 'Digital & Dialog Media' and 'DaaS & E-Commerce' 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 & Dialog Media' and 'DaaS & E-Commerce' 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 and special interest sites.

The Company has approximately 10,000 employees at over 100 locations. In fiscal year 2020, Ströer generated revenue of EUR 1.44b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

Investor Relations Contact

Christoph Lührke
Ströer SE & Co. KGaA
Head of Investor & Credit Relations
Ströer-Allee 1 · D-50999 Cologne
Germany
Phone: +49 (0) 2236 / 96 45-356
E-Mail: ir@stroeer.de

Disclaimer

This press release contains "forward-looking statements" regarding Ströer SE & Co. KGaA ("Ströer") or the Ströer Group, including assessments, estimates and forecasts about its financial position, business strategy, plans and objectives of management and future business activities by Ströer or the Ströer Group. Forward-looking statements are subject to known and unknown risks, uncertainties and other factors that could lead to the earnings situation, profitability, performance or results of Ströer or the Ströer Group being significantly different from the earnings situation, profitability, performance or results that are expressly or implicitly assumed or described in these forward-looking statements. These forward-looking statements are made as of the date of this release and are based on numerous assumptions that may also prove to be incorrect. Ströer makes no representation and assumes no liability with regard to the correct presentation, completeness, correctness, appropriateness or accuracy of the information and assessments contained herein. The information contained in this announcement is subject to change without notice. They may be incomplete or abbreviated and may not contain all essential information relating to Ströer or the Ströer Group. Ströer assumes no obligation to publicly update or adapt the forward-looking statements or other information contained herein, either as a result of new information, future events or for any other reason.