

## PRESS RELEASE

### Sustainability campaign started: Ströer supports Greentech Festival

- **Festival for green technologies and a sustainable lifestyle from September 16 to 18, 2020 at Kraftwerk Berlin and online**

Cologne, 17 August 2020     The Greentech Festival will take place from September 16 to 18, 2020 - as a hybrid event both at Kraftwerk Berlin and online. The festival consists of various elements: exhibition, gala, conference, concert and numerous new digital components. It offers a complex approach to the topic of sustainability and is one of the largest festivals of its kind in the world. As in 2019, Ströer supports the Greentech Festival as a premium partner together with Facebook, Deutsche Bahn and Deutsche Telekom. Ströer promotes the festival and its messages through its own advertising spaces.

The digital outdoor advertising campaign starts nationwide today on more than 5,500 Ströer digital screens and thus reaches around 35 million people in Germany. Green Window, the festival's agency, developed the attention-grabbing campaign based on the idea that change must be actively brought about. The campaign provides concrete thought stimulations as to what this change can look like and ideally uses the possibilities of digital outdoor advertising.

For Ströer, the partnership and the associated media support is an expression of the conviction that sustainability and business success are mutually dependent. For this reason, Ströer supports the Greentech Festival with what out-of-home advertising is indispensable for: quickly attracting the general public's attention.

**„The idea of sustainability can only be meaningfully implemented as a strategic pillar and in direct relation to one's own core business. Sustainability and business success are not a contradiction but are mutually dependent. We are aware of our responsibility as a family company and integrate sustainable thinking and action into our own business “, says Christian Schmalzl, Co-CEO of Ströer.**

Ströer will be represented at the Greentech Festival with a booth where smart infrastructure solutions will be presented to the specialist audience together with its partner Mann+Hummel.

Find out more about sustainability at Ströer in our Sustainability Report 2020:  
<http://ir.stroeer.com/websites/stroeer/English/7999/sustainability.html>

Find out more about the Greentech Festival here: <https://greentechfestival.com/>

#### **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 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 and 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 MDAX.

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

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