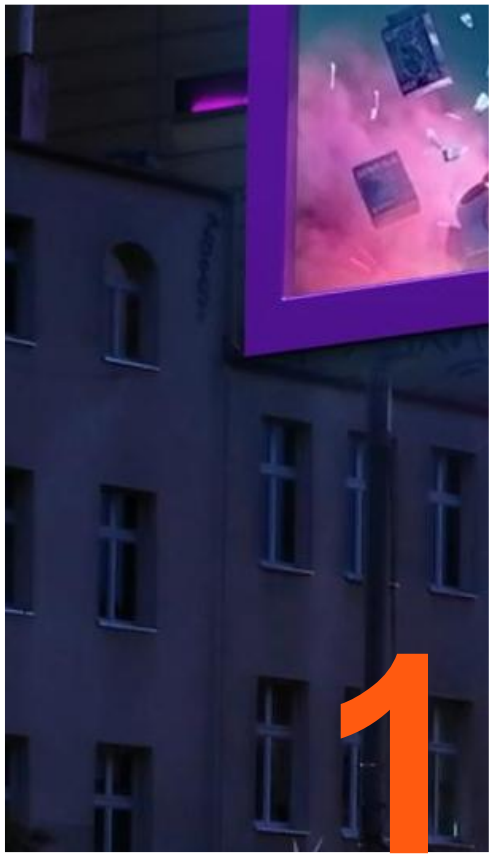


Ströer Q2 2026

Baader Investment Conference 2026, Munich
September 23, 2026 | Ströer SE & Co. KGaA

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Results 6M 2026

m€		6M 2025	6M 2026	▲
Revenues	Reported growth	980.2	1,037.4	+6%
	Organic growth[(1)]	+0.5%	+2.7%	+2.2%pts
EBITDA (adjusted)		266.3	273.0	+3%
EBIT (adjusted)		108.7	114.9	+6%
Net income (adjusted)[(2)]		52.1	55.9	+7%
Free Cash Flow (adjusted)		-1.6	-1.9	-18%
Capex[(3)]		39.6	51.2	+29%

(1) Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations
(2) Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes
(3) Investments (before M&A)
(4) After minorities

Q2 2026 Market Dynamics

Global Points of Reference

Reported Net Revenues

Alphabet [2]	**+24.2%**
Youtube [2]	**+12.9%**
Meta [3]	**+28.0%**

Local German Peers

Gross numbers! Inflated by ~6-7%-points vs. net revenues [1]

Desktop/Mobile [4] **+15.3%**	German Ad Market [4] **+1.9%**
TV Germany [4] **-1.1%**	Print Germany [4] **-4.5%**
Radio Germany [4] **+2.9%**	OoH Germany [4] **+8.8%**

Ströer Core Business

Reported Net Revenues

Ströer pDOOH [5]	**+45.0%**
Ströer DOOH	**+24.3%**
OOH Media	**+10.3%**

[1]Internal estimates & ZAW; [2]Alphabet IR; [3]Meta; [4]Nielsen Numbers (gross) for Q2 2026; [5]Programmatic DOOH

H1 2026 Market Dynamics

Global Points of Reference

Reported Net Revenues

Alphabet [2]	**+23.1%**
Youtube [2]	**+11.8%**
Meta [3]	**+30.4%**

Local German Peers

Gross numbers! Inflated by ~6-7%-points vs. net revenues [1]

Desktop/Mobile [4] **+10.9%**	German Ad Market [4] **+1.1%**
TV Germany [4] **-1.3%**	Print Germany [4] **-1.9%**
Radio Germany [4] **-0.5%**	OoH Germany [4] **+5.6%**

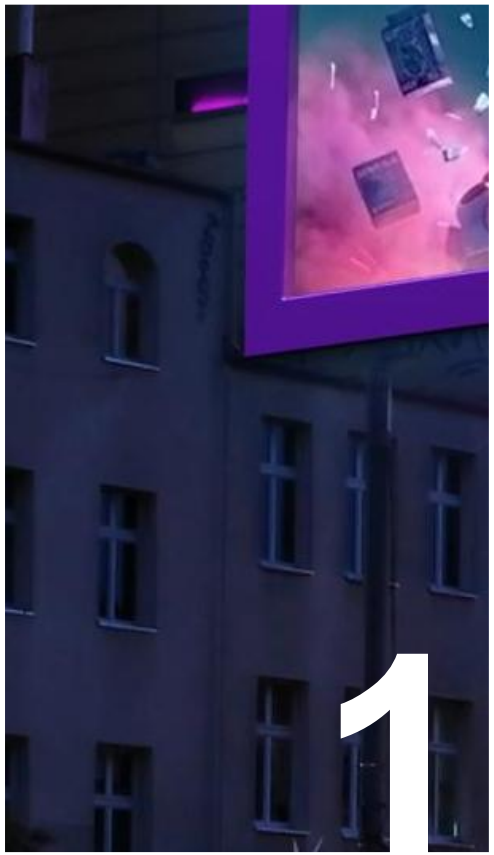
Ströer Core Business

Reported Net Revenues

Ströer pDOOH [5]	**+29.3%**
Ströer DOOH	**+18.5%**
OOH Media	**+8.0%**

[1] Internal estimates & ZAW; [2] Alphabet IR; [3] Meta; [4] Nielsen Numbers (gross) for H1 2026; [5] Programmatic DOOH

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Profit and Loss Statement Q2 2026

m€	Q2 2025	Q2 2026	▲
Revenues	**504.7**	**541.8**	**+7%**
Organic growth	-2.3%	+4.2%	+6.5%pts
EBITDA (adjusted)	**148.9**	**153.8**	**+3%**
Exceptional items	-3.7	-9.5	<-100%
EBITDA	**145.2**	**144.3**	**-1%**
Depreciation & Amortization[1]	-83.4	-83.2	+0%
EBIT	**61.8**	**61.1**	**-1%**
Financial result[1]	-15.7	-18.8	-20%
EBT	**46.1**	**42.3**	**-8%**
Tax result[2]	-13.8	-12.7	+8%
Net Income	**32.3**	**29.7**	**-8%**
Adjustments[3]	3.6	8.6	>+100%
Net Income (adjusted)	**36.0**	**38.3**	**+7%**

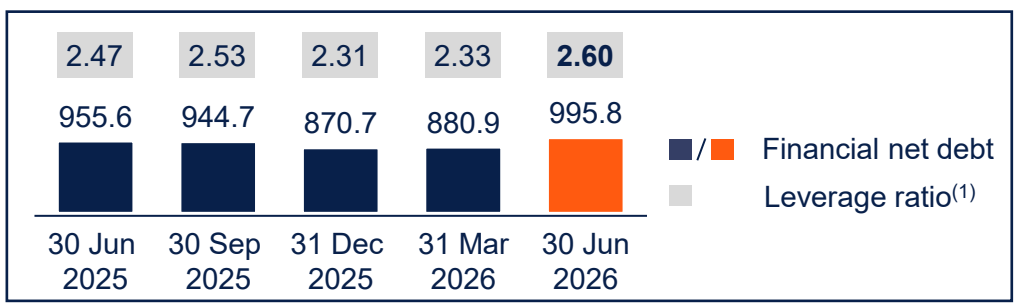
[1] Thereof attributable to IFRS 16 in D&A 55.7m€ (PY: 55.1m€) and in financial result 8.5m€ (PY: 7.9m€)
[2] Tax rate according to IFRS is 29.9% (PY: 29.9%)
[3] Adjusted for exceptional items (+9.5m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +2.6m€), in financial result (+0.3m€) and in income taxes (-3.8m€)

Free Cash Flow Perspective Q2 & 6M 2026

	Q2		6M	
m€	**2025**	**2026**	**2025**	**2026**
EBITDA (adjusted)	**148.9**	**153.8**	**266.3**	**273.0**
- Exceptional items	-3.7	-9.5	-6.2	-18.7
EBITDA	**145.2**	**144.3**	**260.1**	**254.4**
- Interest	-26.2	-23.9	-37.9	-35.9
- Tax	-17.0	-22.7	-31.7	-36.1
-/+ WC	7.2	-0.8	-30.7	-12.9
-/+ Others	-2.8	0.4	-14.0	-8.2
Operating Cash Flow	**106.5**	**97.3**	**145.8**	**161.3**
Investments (before M&A)	**-21.7**	**-34.7**	**-39.6**	**-51.2**
Free Cash Flow (before M&A)	**84.7**	**62.6**	**106.2**	**110.0**
Lease liability repayments (IFRS 16)[2]	-51.2	-54.8	-107.8	-111.9
Free Cash Flow (adjusted)[3]	**33.5**	**7.8**	**-1.6**	**-1.9**

Comment

- Free Cash Flow (adj.) in the first half of the year on PY level
- Despite lower earnings contribution improved Operating Cash Flow primarily due to better Working Capital development, but offset by higher capital expenditures and lease repayments
- Q2 2026 characterized by high investments and taxes
- Bank leverage ratio[1] increased compared to PY due to higher net debt and slight decline in earnings contribution



(1) Net debt and adj. EBITDA of last 12 month adjusted for IFRS 16
(2) Part of Cash Flow from financing activities
(3) Before M&A and incl. IFRS 16 lease liability repayments

Segment Perspective – OoH Media

	Q2			6M		
m€	**2025**	**2026**	**▲**	**2025**	**2026**	**▲**
Segment revenue, thereof	**245.1**	**270.5**	**+10.3%**	**454.9**	**491.5**	**+8.0%**
OOH	140.0	138.2	-1.3%	255.2	252.7	-1.0%
DOOH	93.0	115.6	+24.3%	174.3	206.7	+18.5%
Services	12.1	16.7	+37.8%	25.4	32.1	+26.7%
EBITDA (adjusted)	**117.1**	**127.7**	**+9.1%**	**203.3**	**224.3**	**+10.3%**
EBITDA margin (adjusted)	**47.8%**	**47.2%**	**-0.6%pts**	**44.7%**	**45.6%**	**+0.9%pts**
EBITDA (adjusted) before IFRS 16	**59.8**	**70.5**	**+17.9%**	**93.3**	**114.9**	**+23.2%**
EBITDA margin (adjusted) before IFRS 16	**24.4%**	**26.1%**	**+1.7%pts**	**20.5%**	**23.4%**	**+2.9%pts**

Comment

- OoH Media continuously outperforming the German advertising market
- Revenue growth mainly driven by DOOH, particularly programmatic. Strong performance supported by FIFA World Cup and giant screen “The Whale”
- Overproportional growth in EBITDA (adj.) before IFRS 16 leads to margin improvement in both Q2 and YTD

Segment Perspective – Digital & Dialog Media

	Q2			6M		
m€	**2025**	**2026**	**▲**	**2025**	**2026**	**▲**
Segment revenue, thereof	**209.7**	**244.6**	**+16.6%**	**415.9**	**475.6**	**+14.4%**
Digital	104.7	113.4	+8.3%	202.8	208.1	+2.6%
Dialog	105.0	131.2	+24.9%	213.1	267.4	+25.5%
EBITDA (adjusted)	**30.9**	**29.7**	**-3.8%**	**58.9**	**56.5**	**-4.0%**
EBITDA margin (adjusted)	**14.7%**	**12.2%**	**-2.6%pts**	**14.2%**	**11.9%**	**-2.3%pts**

Comment

- Digital in Q2 with high single-digit revenue growth. Strong performance of pDOOH overcompensated challenging online media market
- Very strong revenue growth at Dialog in both Q2 and YTD driven by Call Center; organic growth +7.4% in Q2 and +8.0% YTD
- EBITDA (adj.) and margin declined in Q2 and YTD due to a shift in product mix. In addition, higher minimum wages led to a rise in costs in our personnel-intensive Dialog business

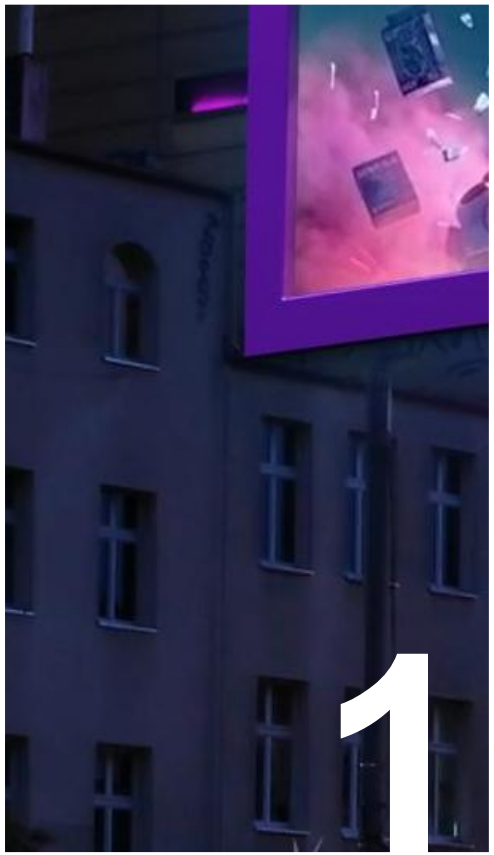
Segment Perspective – DaaS & E-Commerce

	Q2			6M		
m€	**2025**	**2026**	**▲**	**2025**	**2026**	**▲**
Segment revenue, thereof	**84.7**	**77.3**	**-8.7%**	**175.5**	**155.8**	**-11.2%**
Data as a Service	40.3	35.6	-11.6%	82.5	72.4	-12.2%
E-Commerce	44.4	41.7	-6.1%	93.0	83.4	-10.3%
EBITDA (adjusted)	**8.9**	**5.8**	**-35.2%**	**20.3**	**11.4**	**-43.6%**
EBITDA margin (adjusted)	**10.5%**	**7.5%**	**-3.1%pts**	**11.6%**	**7.3%**	**-4.2%pts**

Comment

- Statista revenue below PY; organic revenue decline of -5.3% in Q2 and -4.4% YTD adjusted for the sale of strategy and consulting unit and negative currency effects.
- Sales decline at Asam compared to PY due to continued subdued consumer spending in Germany
- EBITDA (adj.) and margin declined in Q2 and YTD

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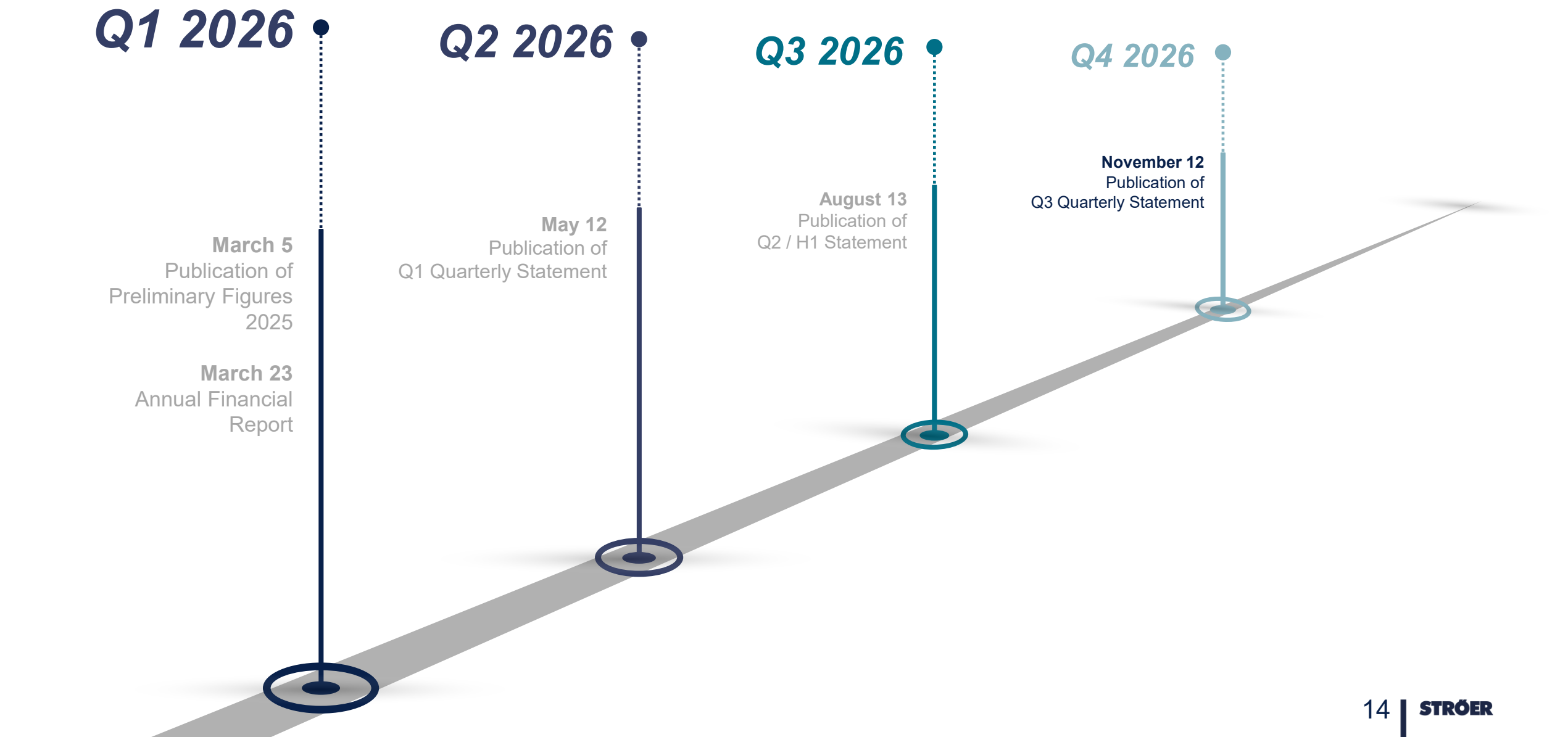


Outlook & Current Trading Momentum

- **Q3 2026**: Based on the current status of our orderbook and forecast we expect
  - OoH Media sales should grow in a mid single percentage range
  - Digital & Dialog Media with sales growth broadly in line with Q2 2026 developments
  - DaaS & E-Commerce sales with low double digit decline including the disposal of Statista strategy/consulting unit

- **FY 2026**
  - Full-year guidance confirmed

Financial Calendar 2026



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