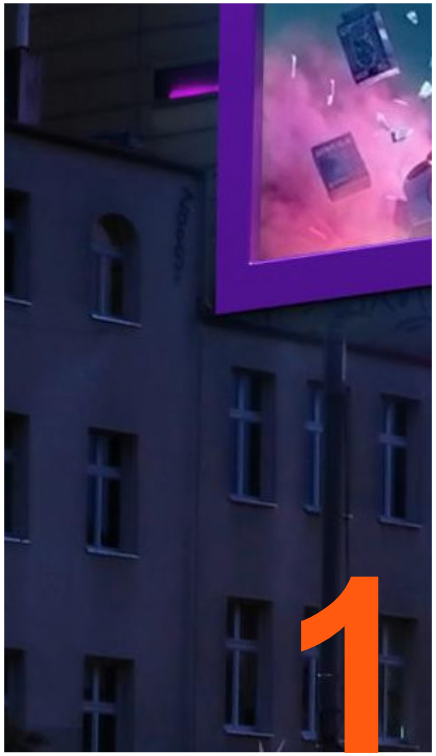


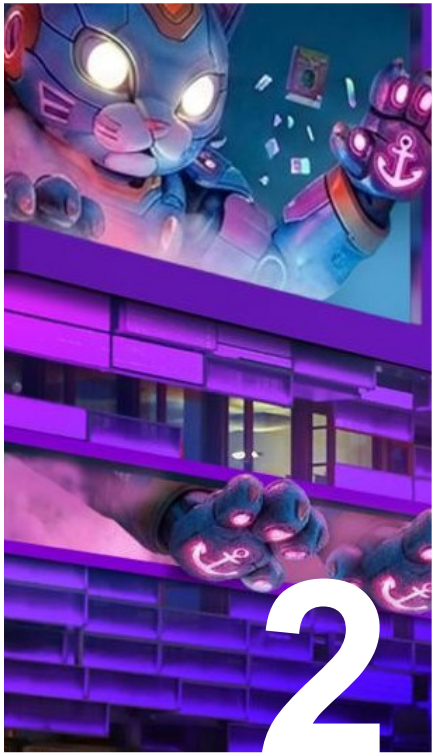
Ströer Q2 2026

Barclays Media and Telecom Forum 2026
August 13, 2026 | Ströer SE & Co. KGaA

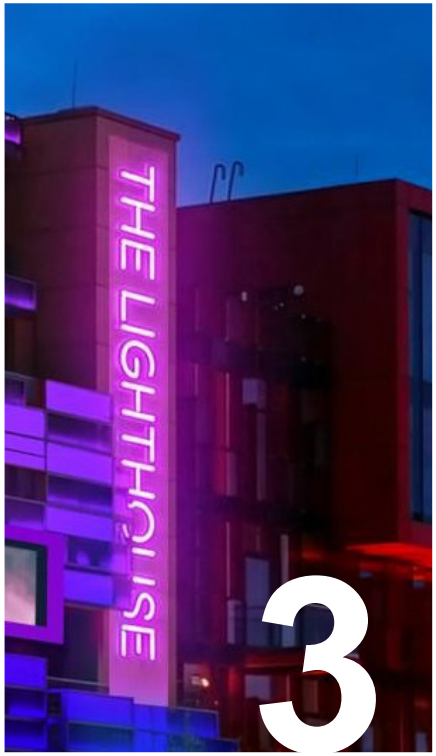
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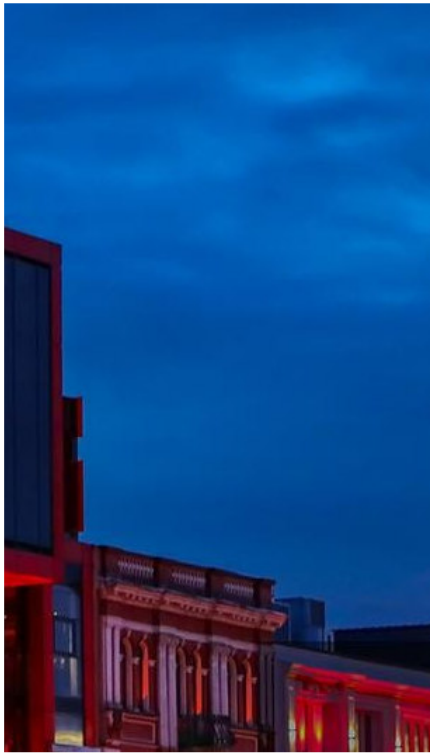
Group Update



Financials



Outlook & Financial Calendar



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%**

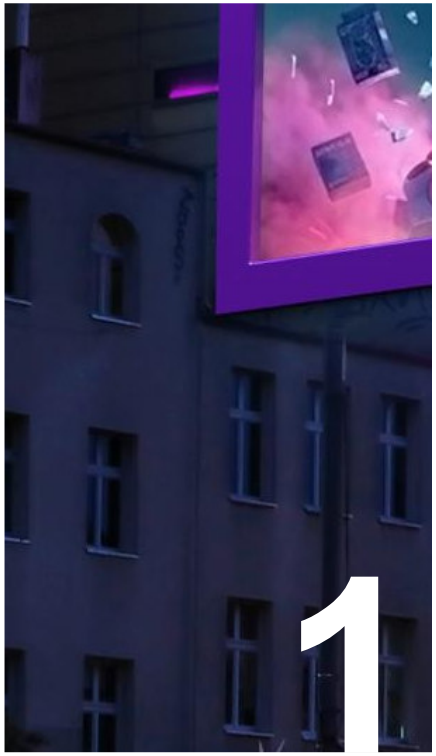
Ströer Core Business

Reported Net Revenues

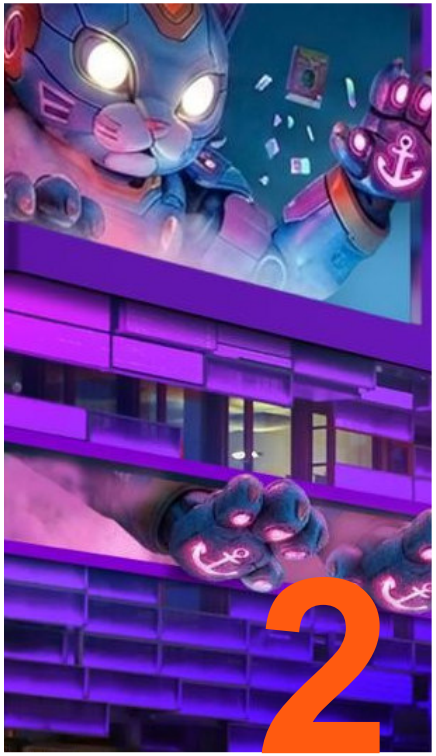
Ströer pDOOH[5] **+29.3%**
Ströer DOOH **+18.5%**
OOH Media **+8.0%**

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

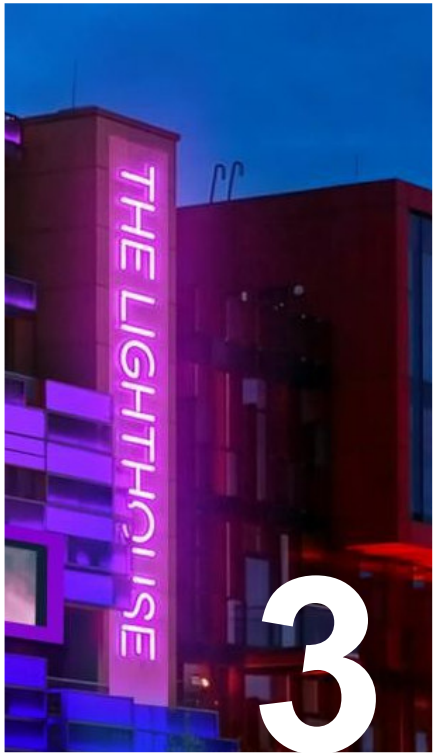
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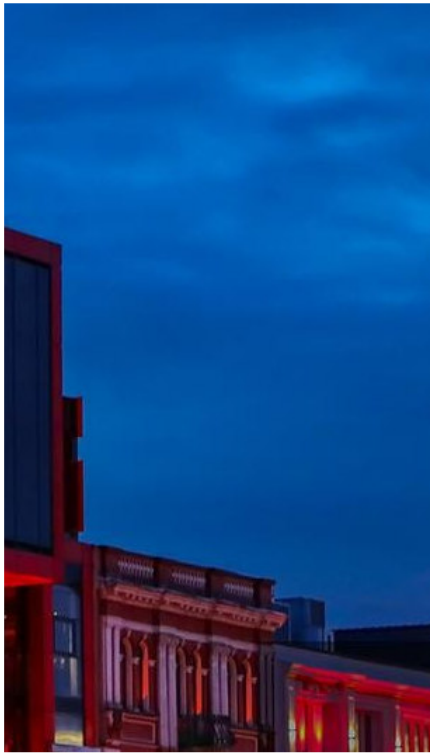
Group Update



Financials



Outlook & Financial Calendar



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%**

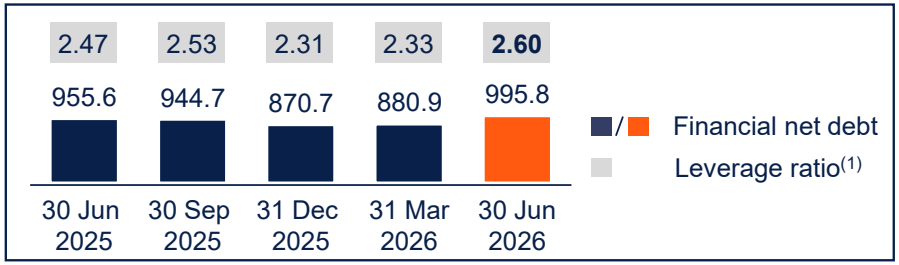
[1] Thereof attributable to IFRS 16 in D&A 55.7m€ (PY: 55.1m€) and in financial result 8.5m€ (PY: 7.9m€)
[2] Tax rate according to IFRS is 29.9% (PY: 29.9%)
[3] Adjusted for exceptional items (+9.5m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +2.6m€),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

Free Cash Flow Perspective Q2 & 6M 2026

m€	Q2 2025	Q2 2026	6M 2025	6M 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

m€	Q2 2025	Q2 2026	Q2 ▲	6M 2025	6M 2026	6M ▲
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

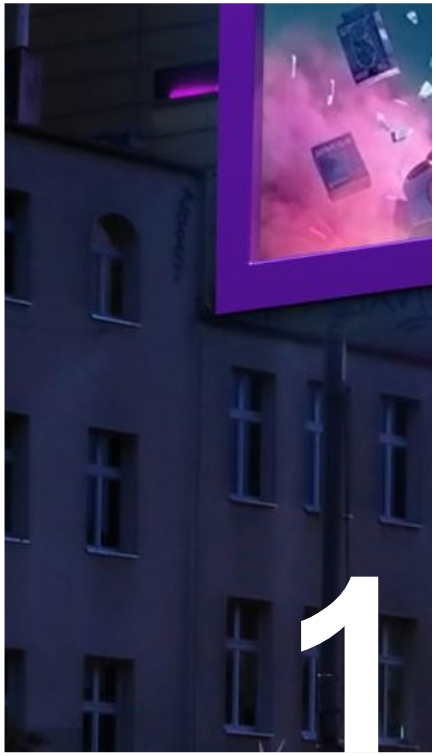
Segment Perspective – DaaS & E-Commerce

m€	Q2 2025	Q2 2026	Q2 ▲	6M 2025	6M 2026	6M ▲
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**

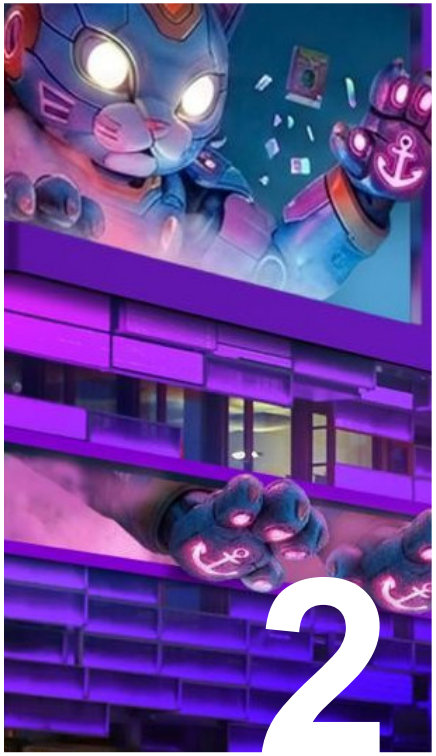
Comment

- 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

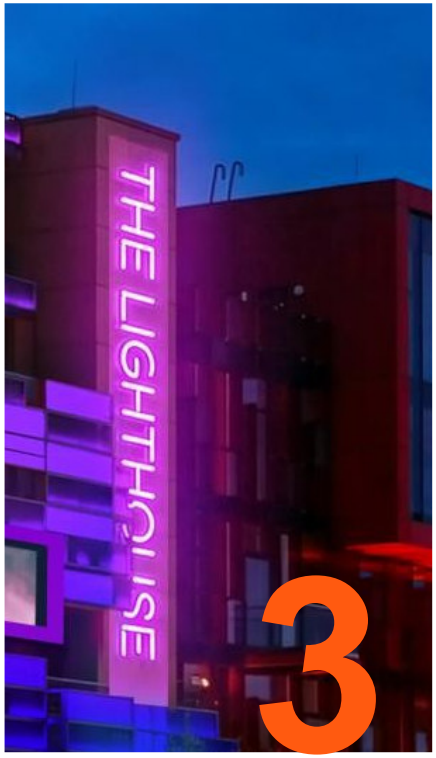
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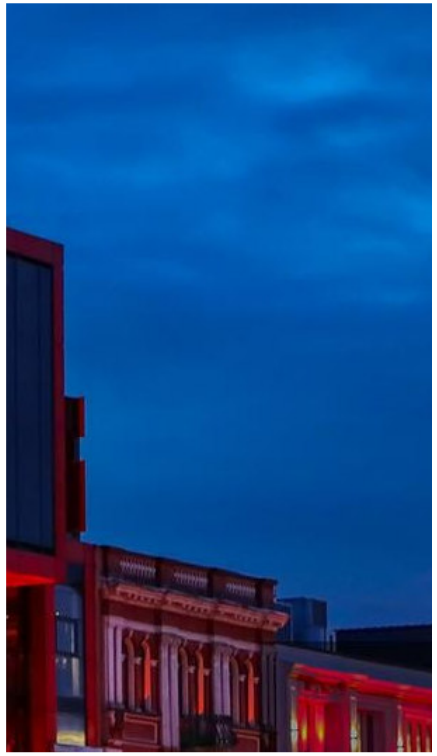
Group Update



Financials



Outlook & Financial Calendar

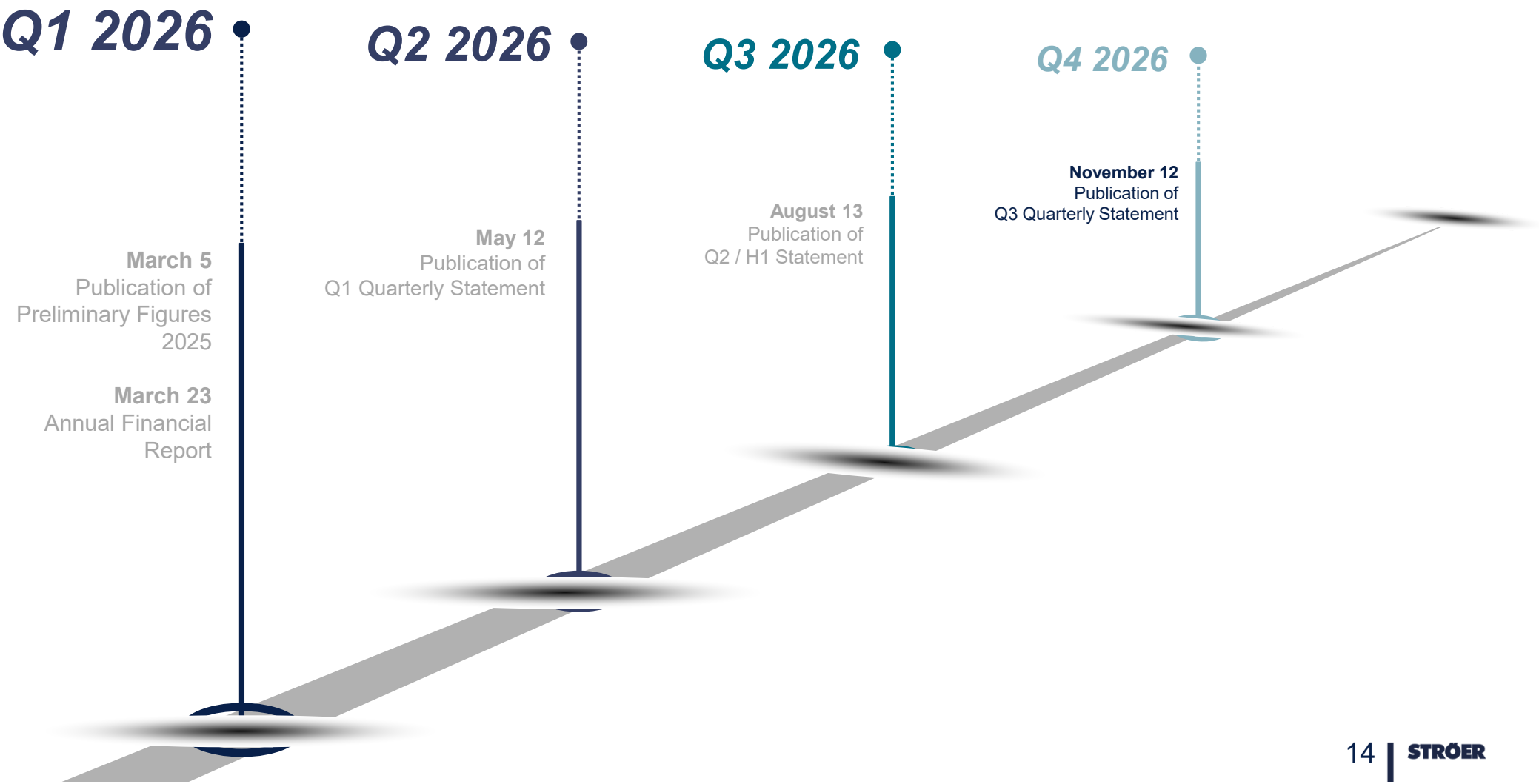


Outlook & Current Trading Momentum

- **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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