



**STRÖER**



**Ströer Figures FY 2025**  
**Building the leading Real World Media Network**  
**London**

April 2, 2026 | Ströer SE & Co. KGaA

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# Agenda



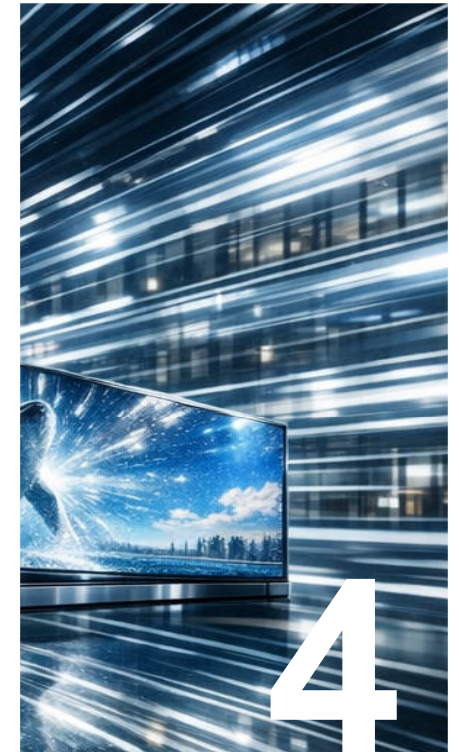
**Group Update**



**AI driven  
Transformation**



**Update: t-online and  
Statista**



**Financials & Outlook**

# Preliminary Results FY 2025

## Adjusted guidance achieved

m€		FY 2024	FY 2025	▲
Revenues	Reported growth	2,046.8	2,075.1	+1%
	Organic growth <sup>(1)</sup>	+6.4%	-0.4%	-6.8%pts
EBITDA (adjusted)		625.5	625.9	+0%
EBIT (adjusted)		320.2	306.6	-4%
Net income (adjusted) <sup>(2)</sup>		171.2	165.2	-3%
Free Cash Flow (adjusted)		157.9	106.7	-32%
Capex <sup>(3)</sup>		93.7	93.3	-0%
Adjusted earnings per share <sup>(4)</sup>		2.77 €	2.70 €	-2%

<sup>(1)</sup> Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations

<sup>(2)</sup> 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

<sup>(3)</sup> Investments (before M&A)

<sup>(4)</sup> After minorities

# Agenda



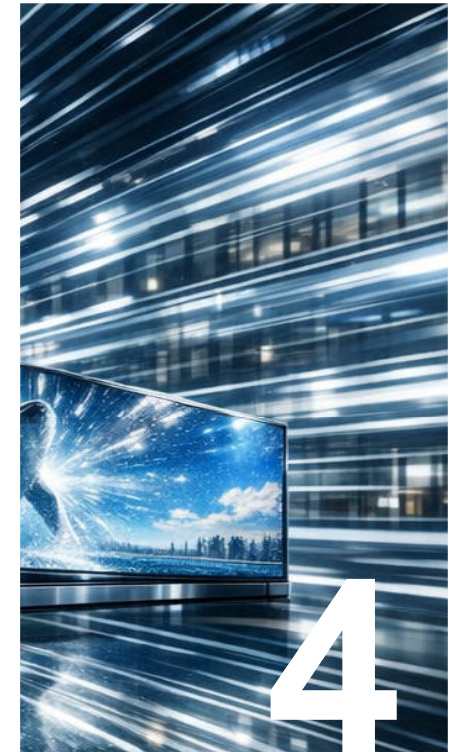
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**Financials & Outlook**

**Ströer will transform itself from an advertising space marketer to an AI-driven platform business.**

# Present: Primarily manual, silo-based sales model

## No automation

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Current model highly headcount-driven with significant opportunities for automation and efficiency gains.

## Separate product worlds

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Media formats such as OOH, DOOH, digital Ads are technically and organizationally combined but not marketed in an integrated product world. (silo-based)

## Selling Contact and Reach sales

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No transparency about campaign impact on booking.

## Ad-space sales

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Customers buy pre-defined ad-space packages and build a media on their own.

# Next Step: Introduction of the new transaction platform – ‘Ströer Ad Manager’ and focused analytics tool ‘Public Mind’

## Dynamic, automated and individualized product generation

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The ‘**Ströer Ad Manager**’ platform will generate AI driven tailor-made customer products dedicated to budget, occasion and product.

## One-click booking process

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The manual booking process will be replaced in the future by an efficient one-click workflow that controls the entire campaign process.

## Economic advantages

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The transformation will result in faster cycles, lower costs, higher margins, and better scalability of the business model.

On top, first-time opportunity to implement efficient and dynamic yield management.

Under proportional head-count to sales growth.

## Continuous system optimization

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The analytics tool ‘**Public Mind**’ will be the intelligence layer that predicts, controls and continuously improves the impact of the campaign.

# Pillar 1: ‘Ströer Ad Manager’ is a transaction and automation engine for local and national sales

## Automation of transactional processes

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‘Ströer Ad Manager’ will automate all transactional processes and generate personalized offers efficient and scalable, as well as offer easy to use self-booking capabilities.

‘Ströer Ad Manager’ is the key-strategic feature to multiply the number of local and regional customers.

## Dynamic pricing and rules

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A dynamic yield and rules engine continuously optimizes prices and bidding rules for maximum efficiency and utilization.

## Seamless automated workflows

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Review, booking, delivery, and billing are automatically controlled, reducing errors and increasing speed and lowering processing costs.

## Scalability through AI

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AI enables unlimited parallel bookings without additional staffing requirements, thereby increasing market efficiency.

# 'Ströer Ad Manager' - Project Timeline

STRÖER Ad Manager - In 12 month from idea to concept to requirements to MVP<sup>1</sup> Roll-Out



<sup>1</sup> Minimum Viable Product; <sup>2</sup> Extract, Transform, Load Pipeline; <sup>3</sup> Data Warehouse; <sup>4</sup> Sales User Interface; <sup>5</sup> Customer Relationship Management

## Pillar 2: 'Public Mind' as a predictive intelligence layer

### From performance to impact

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Customers demand leading edge impact transparency in addition to contact and reach numbers. Impact is calculated and optimized which increases customer demand and loyalty.

### Data-driven predictions and control layer

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Large amounts of data enable accurate predictions of campaign impact based on mobility and behavior.

### AI-based impact layer

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'Public Mind' will use AI to make the impact of OOH advertising precisely predictable, measurable and plannable.

### Learning cycle with Ad Manager

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Continuous learning autonomously improves the model and optimizes planning, pricing, and delivery.

# 'Public Mind' - Project Timeline

## Public Mind - From Proof of Concept to Enterprise Roll-Out



<sup>1</sup> Quality and Impact Indicator; <sup>2</sup> Minimum Viable Product; <sup>3</sup> Presence Density; <sup>4</sup> Bottleneck Coverage Share; <sup>5</sup> Lagged Location Lift; <sup>6</sup> Carryover Half Life; <sup>7</sup> incremental Return on Ad Spend

***„Ströer Ad Manager‘ is the transaction engine, ‚Public Mind‘ is the intelligence layer – together, they transform manual ad-space sales into a scalable, automated platform business.“***

Udo Müller, Co-CEO and Founder, Ströer SE & Co. KGaA

### **AI as an operating system**

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AI will automate the entire value chain and optimizes processes from planning to impact measurement.

### **‘Ströer Ad Manager‘ as a transaction engine**

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The **‘Ströer Ad Manager‘** is going to automate all operational steps and enables a scalable platform business.

### **‘Public Mind‘ as an intelligence layer**

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**‘Public Mind‘** makes impact calculable through data-driven analysis and optimization in the near future.

### **Flywheel effect and platform advantage**

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The combination of platform, workflow automation, and data feedback will create sustainable revenue and customer loyalty. AI will enable precise pricing, offer optimization, and yield management

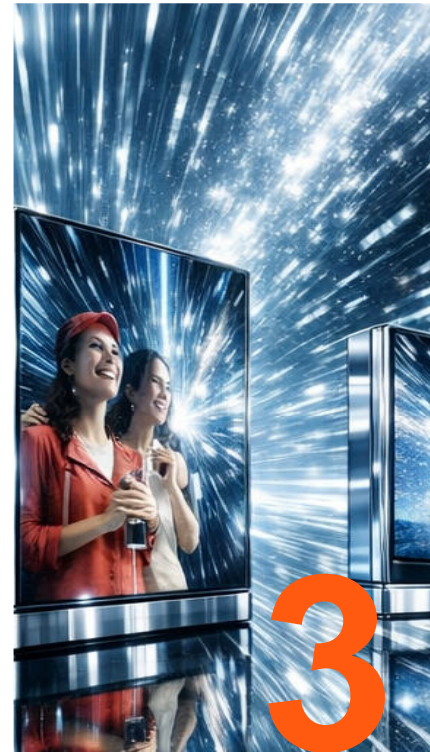
# Agenda



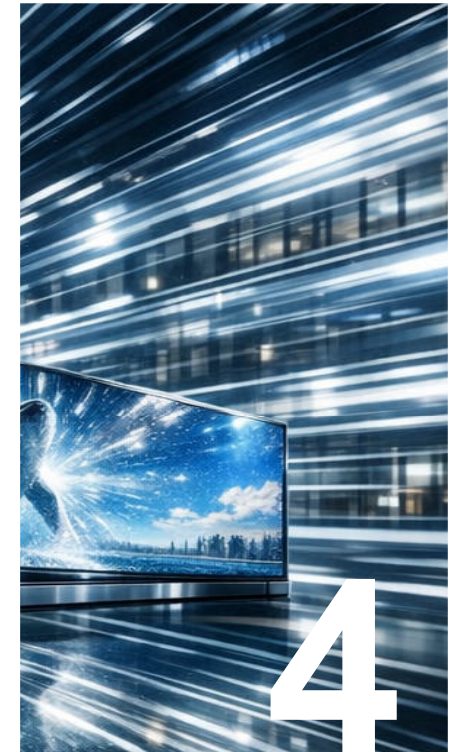
**Group Update**



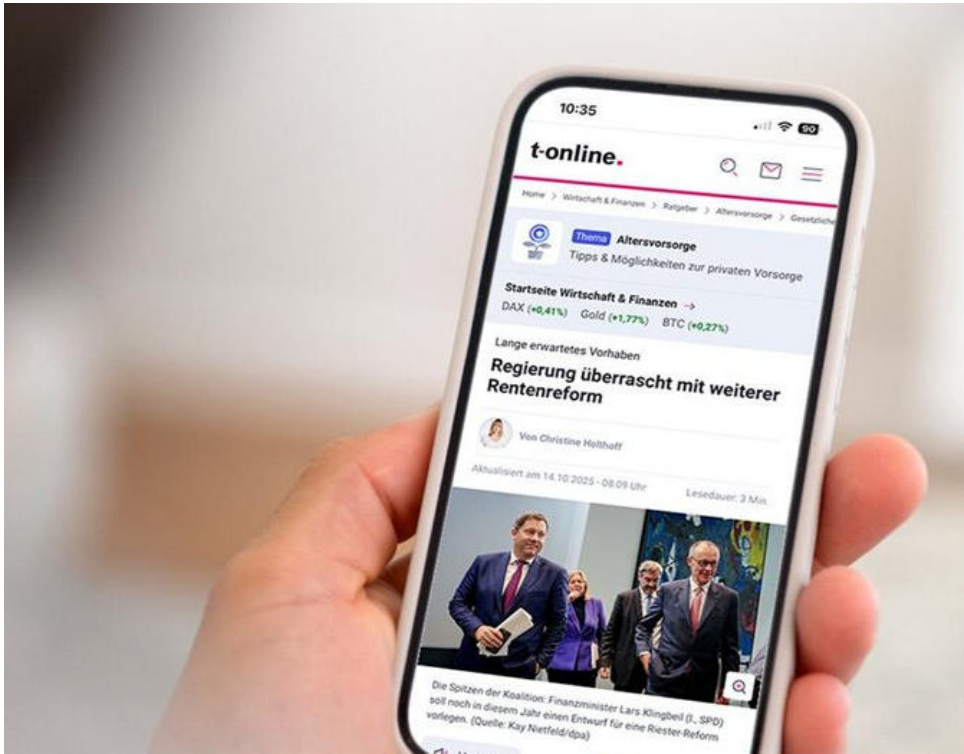
**AI driven  
Transformation**



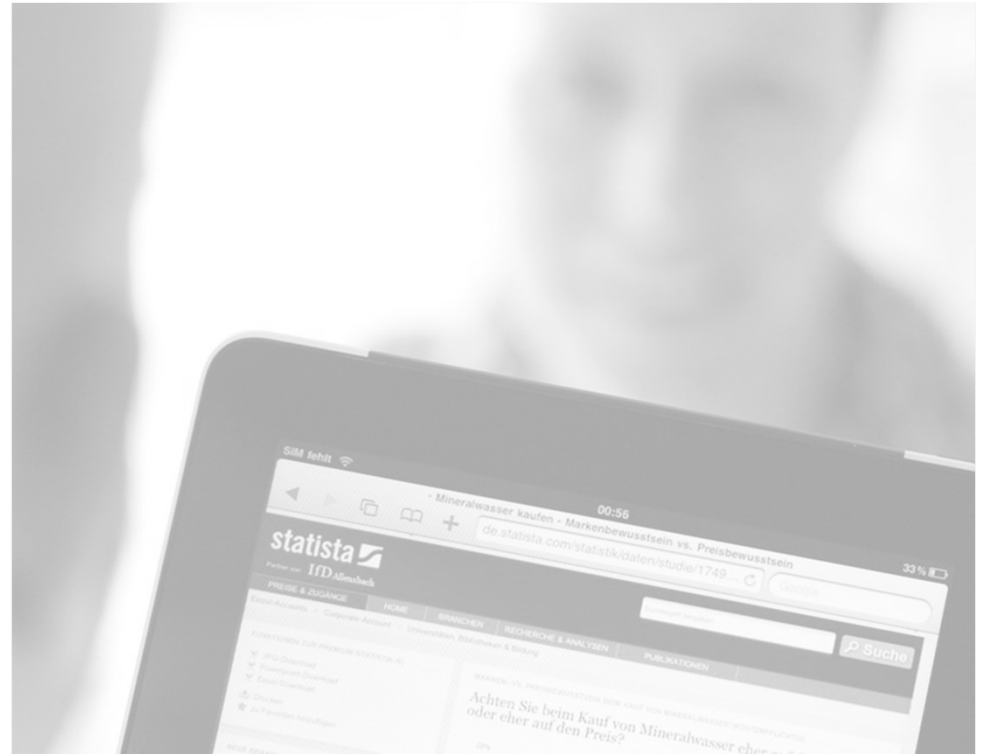
**Update: t-online and  
Statista**



**Financials & Outlook**



t-online



Statista

# Ströer transformed t-online into the undisputed number one news platform on the open web

**No. 1**

**Market leader with no alternative.  
Largest reach in the market.  
Target group with the highest purchasing power.**

**Net household income  
3,500 euros or more\***

**t-online. 47.2%**

**FOCUS online 34.8%**

**Bild 33.1%**

**DER SPIEGEL 24.9%**

**t-online: strong in all age groups\*\***

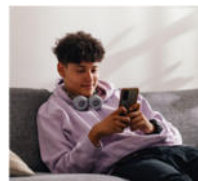
**29.33** Total million UU



**Men:  
15.09 million  
unique users**



**Women:  
14.24 million  
unique users**



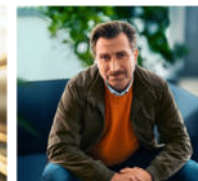
**16–19 years:  
1.11 million  
unique users**



**20–29 years:  
3.60 million  
unique users**



**30–39 years:  
4.17 million  
unique users**



**40–49 years:  
4.60 million  
unique users**



**50–59 years:  
6.80 million  
unique users**



**60–70+ years:  
9.04 million  
unique users**

\*Sources: b4p 2024 III, net household income / month; \*\* AGOF daily digital facts, population: 16 years and older, last month (February 2023)

# 10 years of quality content, 10 years of 3 technical distribution channels and 10 years w/o paywall

- Quality journalism combined with three technical distribution channels:
  - Desktop,
  - mobile, and
  - public video.
- No. 1 news and advice portal in Germany.
- Story trust: Trust is becoming the hardest currency in the age of AI.

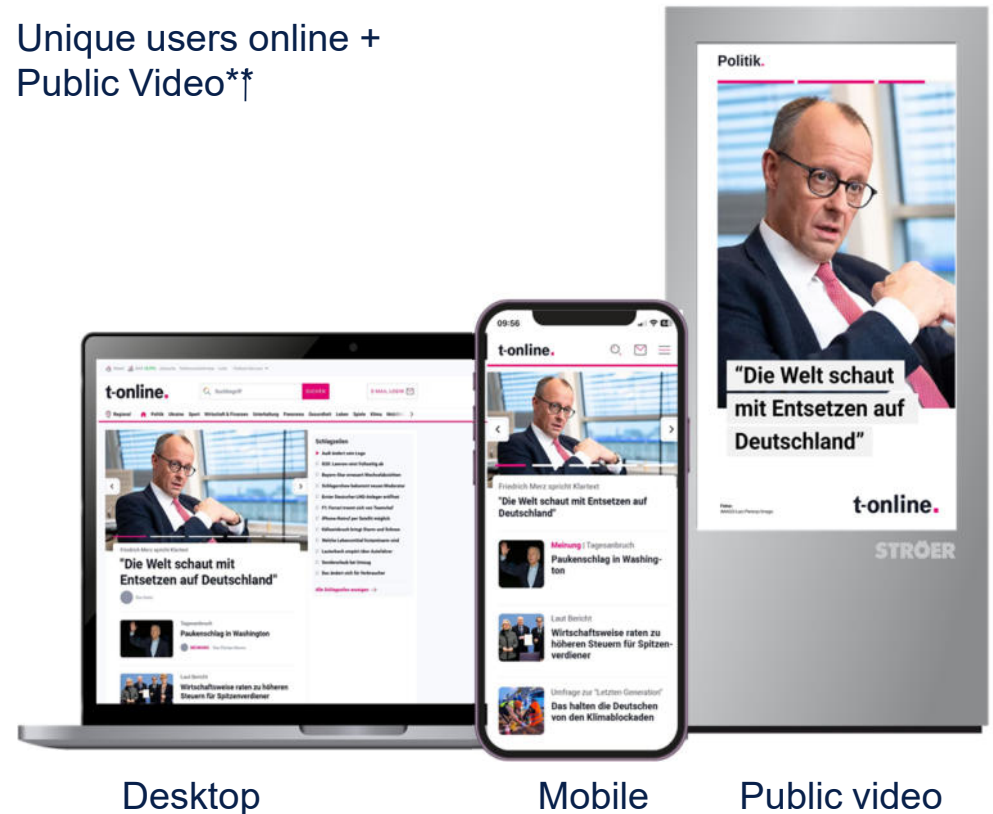
## Brand preference\*:

t-online. vs. Bild  
67% : 33%

+12 percentage points compared to the previous year

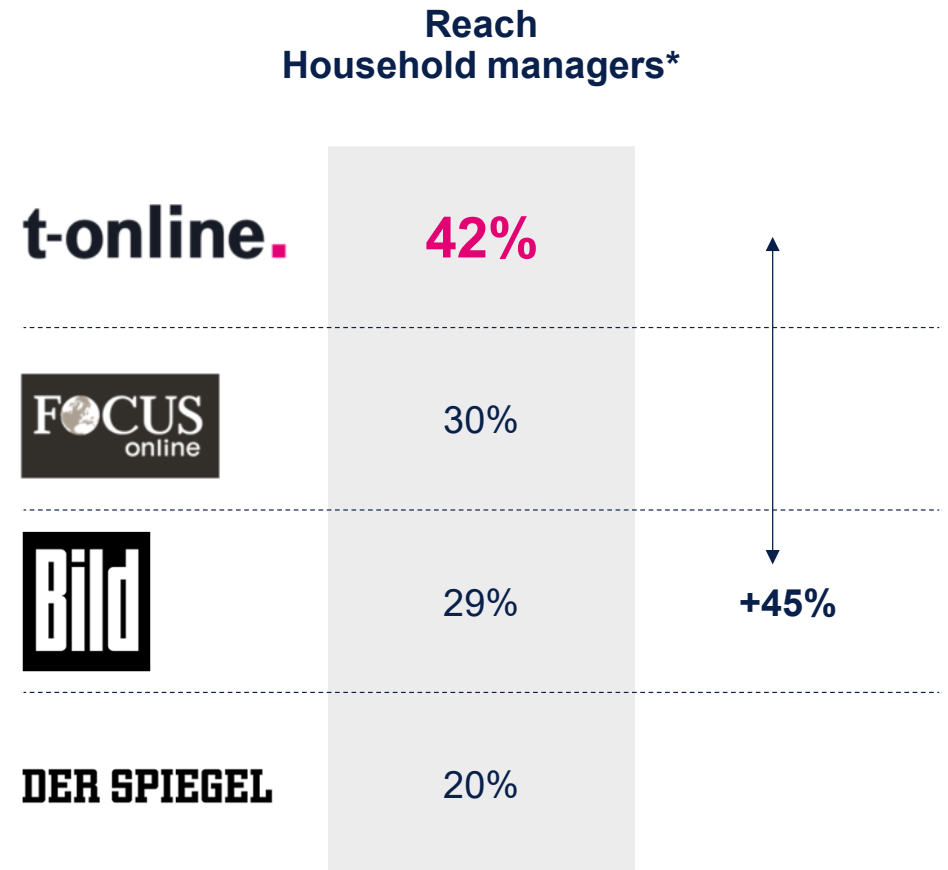
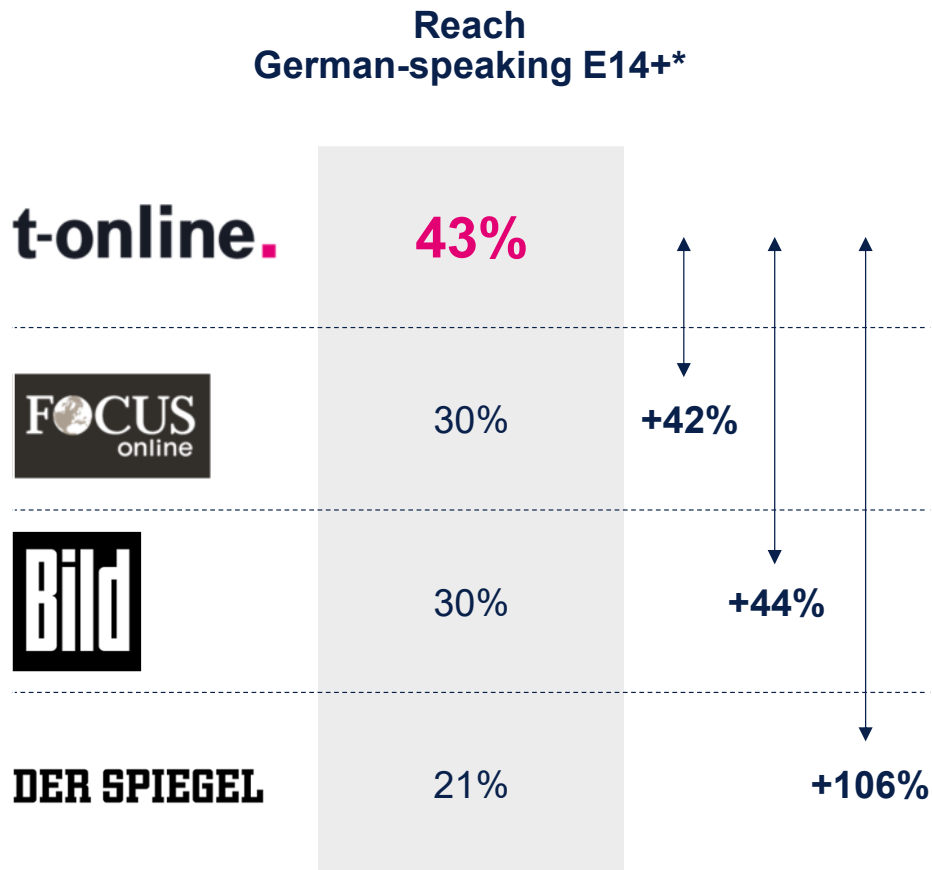
# 47million

Unique users online +  
Public Video\*\*†



\*Deep Impact, October 2022 (Respondi Institute), Competitive Brand Preference: Expansion of positive preference over "Bild"; \*\*GfK study t-online / Ströer

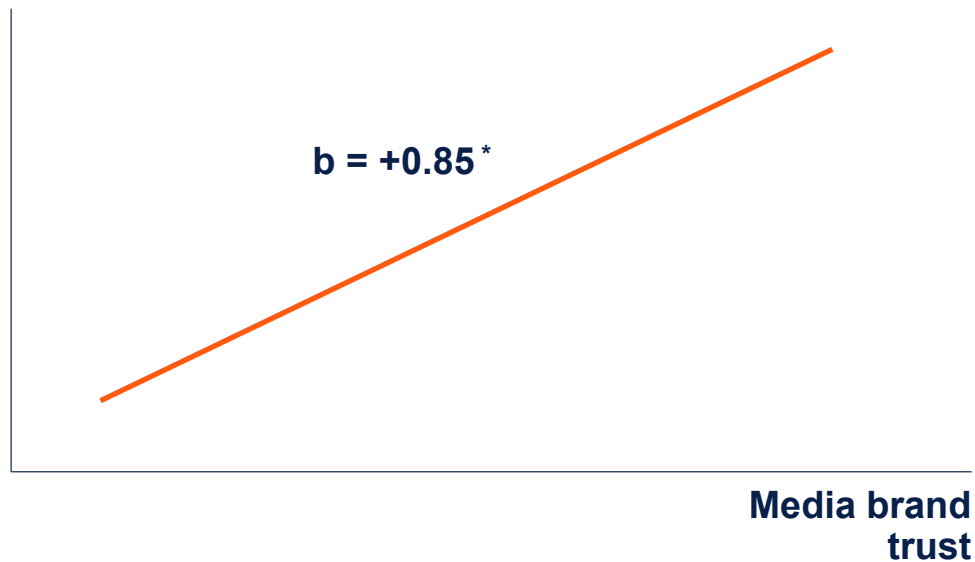
# Leading in all dimensions. 45% higher reach among household managers vs. Bild.



\*b4p 2024 III Total digital offerings BILD, t-online, German-speaking adults older than 14 years (E14+), household managers

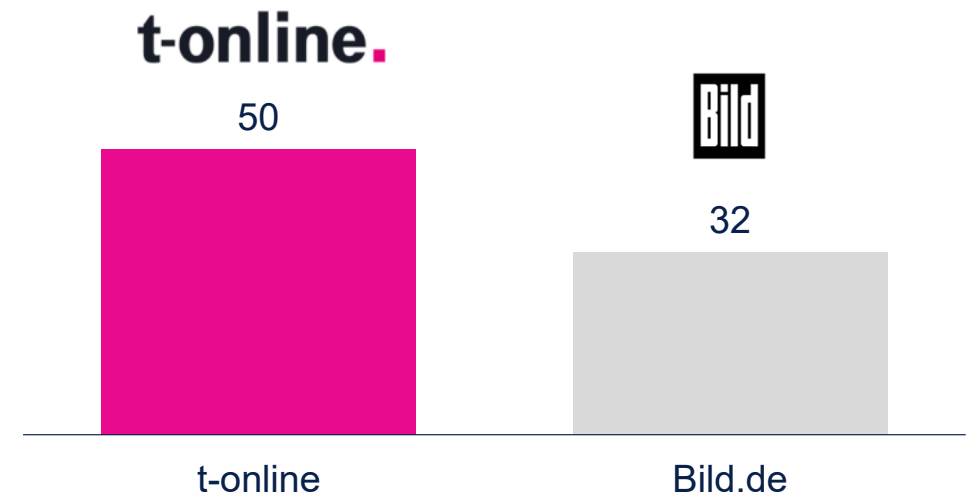
# Trust determines advertising effectiveness

## Advertising acceptance



- There is a clear positive correlation between advertising acceptance and media brand trust
- Higher trust → higher advertising acceptance = lower avoidance

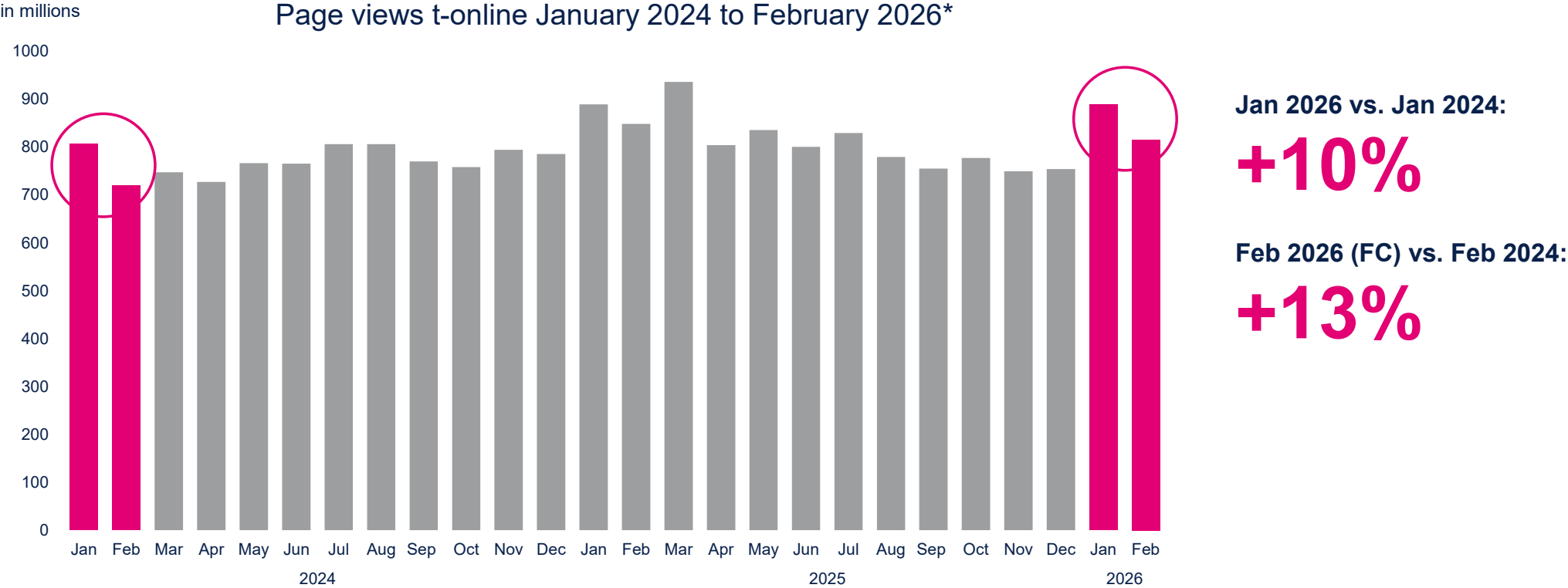
## Trust score



- t-online among advertising-financed media with a very high trust score
- Don't just invest your media budget in reach – invest in acceptance

# Growing traffic on t-online

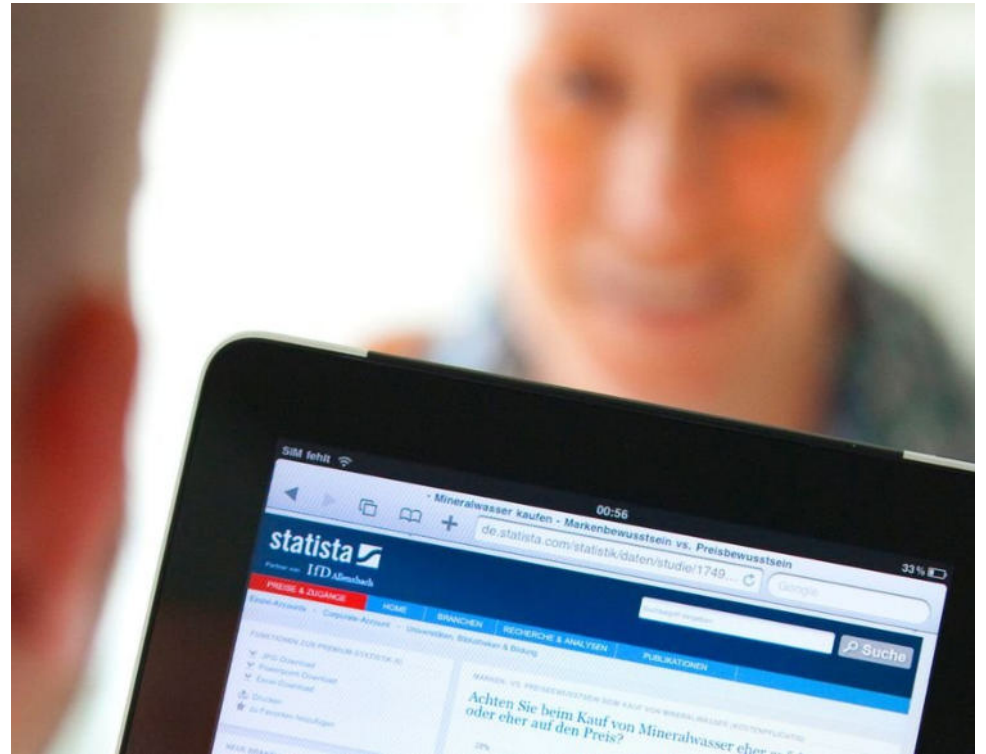
10% increase in reach at the start of 2026 – significantly above the January/February 2024 benchmark. Sustainable growth even in times of "AI overviews", partly due to a high proportion of direct traffic.



\*Source: Google Analytics; Feb 26 Combination of actual + forecast



t-online



Statista

# AI is only as reliable as the data behind it

## Costs of Damage and Mitigation

### Hallucination



**\$67.4 Billion**

**Economic loss** caused globally by AI hallucinations in 2024 (McKinsey, 2025)



**47%**

Share of enterprise AI users who have made **important decisions** based on hallucinated information (Deloitte, 2025)



**\$14,200/year**

Average annual cost **per employee** for **mitigating hallucination issues** (Forrester, 2025)

### Fact checking



**4.3 hours/week**

Average time knowledge workers spend **fact-checking** AI output (Microsoft, 2025)


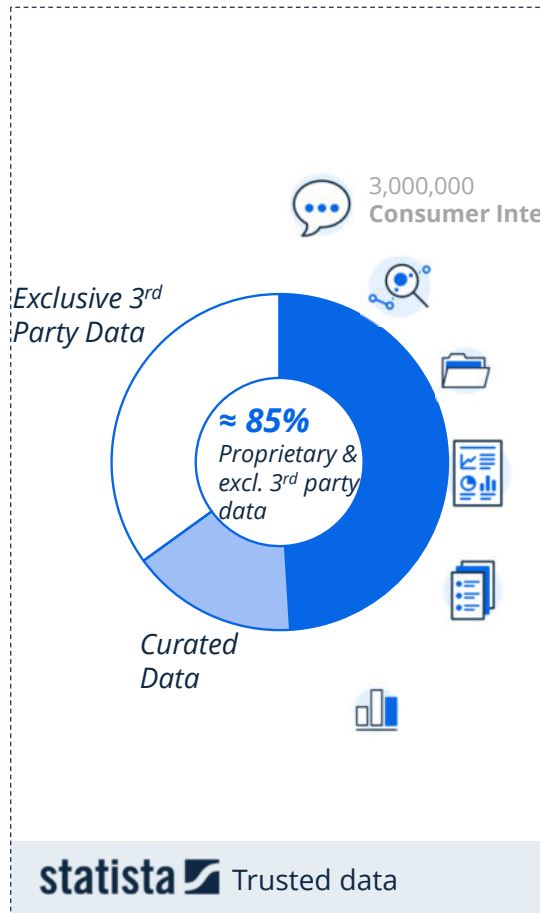


**22%**

**Drop in team efficiency** caused by the need to manually verify AI-generated content (Boston Consulting Group, 2025)

Vectara Hallucination Leaderboard (April 2025), Stanford University: "Hallucinating Law: Legal Mistakes with LLMs" (2024), Deloitte Global Survey: "AI Implementation Challenges" (2024), Nature: "AI Hallucination: Towards a Comprehensive Classification" (2024), Journal of Medical Internet Research: "Hallucination Rates in Health AI" (2024), Visual Capitalist: "Ranked: AI Models with the Lowest Hallucination Rates" (2025)

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- statista.com**  
Icons: monitor, bar chart, document, cursor, magnifying glass, person, gear
- Integration via REST API**  
Icons: cloud with gears, puzzle pieces
- MCP Server for AI agents**  
Icons: AI brain, puzzle pieces, cube
- Built-in integration**  
Icons: puzzle pieces, Canva logo
- Extract as raw data**  
Icons: funnel, SPSS logo

**Flexible access methods**

- Power Users**  
Analysts & Researchers
- Core Users**  
Planners & Strategic Teams
- Casual Users**  
Other Businesspeople

**User types**

# AI-First roadmap: Building AI products and scaling commercial execution



# Agenda



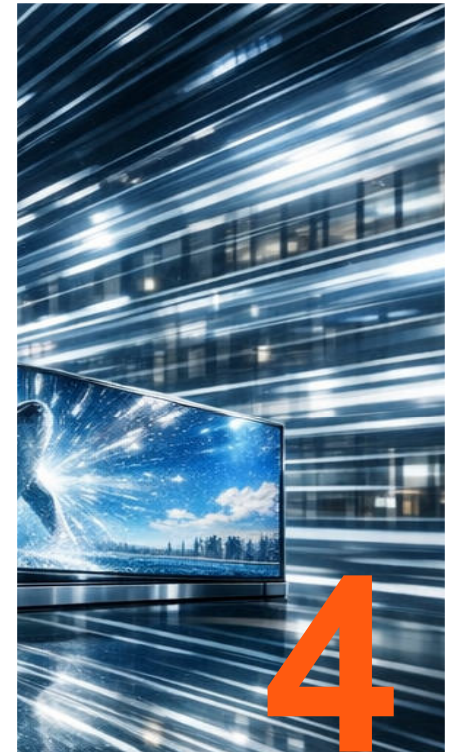
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**Financials & Outlook**

# Preliminary Profit and Loss Statement FY 2025

m€	FY 2024	FY 2025	▲
<b>Revenues</b>	<b>2,046.8</b>	<b>2,075.1</b>	<b>+1%</b>
Organic growth	+6.4%	-0.4%	-6.8%pts
<b>EBITDA (adjusted)</b>	<b>625.5</b>	<b>625.9</b>	<b>+0%</b>
Exceptional items	-20.2	-24.5	-21%
<b>EBITDA</b>	<b>605.3</b>	<b>601.4</b>	<b>-1%</b>
Depreciation & Amortization <sup>(1)</sup>	-318.6	-333.7	-5%
<b>EBIT</b>	<b>286.7</b>	<b>267.7</b>	<b>-7%</b>
Financial result <sup>(1)</sup>	-76.6	-66.8	+13%
<b>EBT</b>	<b>210.1</b>	<b>200.9</b>	<b>-4%</b>
Tax result <sup>(2)</sup>	-62.5	-60.9	+3%
<b>Net Income</b>	<b>147.5</b>	<b>140.0</b>	<b>-5%</b>
Adjustments <sup>(3)</sup>	23.7	25.2	+7%
<b>Net Income (adjusted)</b>	<b>171.2</b>	<b>165.2</b>	<b>-3%</b>

<sup>(1)</sup> Thereof attributable to IFRS 16 in D&A 220.5m€ (PY: 210.5m€) and in financial result 32.1m€ (PY: 32.9m€)

<sup>(2)</sup> Tax rate according to IFRS is 30.3% (PY: 29.8%)

<sup>(3)</sup> Adjusted for exceptional items (+24.5m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +14.4m€), in financial result (-3.8m€) and in income taxes (-9.9m€)

# Preliminary Profit and Loss Statement Q4 2025

m€	Q4 2024	Q4 2025	▲
<b>Revenues</b>	<b>586.0</b>	<b>603.3</b>	<b>+3%</b>
Organic growth	+3.1%	-0.4%	-3.5%pts
<b>EBITDA (adjusted)</b>	<b>205.8</b>	<b>212.3</b>	<b>+3%</b>
Exceptional items	-8.5	-15.3	-80%
<b>EBITDA</b>	<b>197.3</b>	<b>197.0</b>	<b>-0%</b>
Depreciation & Amortization <sup>(1)</sup>	-81.4	-85.0	-4%
<b>EBIT</b>	<b>115.8</b>	<b>112.0</b>	<b>-3%</b>
Financial result <sup>(1)</sup>	-22.0	-18.2	+18%
<b>EBT</b>	<b>93.8</b>	<b>93.9</b>	<b>+0%</b>
Tax result <sup>(2)</sup>	-27.8	-28.9	-4%
<b>Net Income</b>	<b>66.0</b>	<b>65.0</b>	<b>-2%</b>
Adjustments <sup>(3)</sup>	9.0	14.0	+55%
<b>Net Income (adjusted)</b>	<b>75.0</b>	<b>78.9</b>	<b>+5%</b>

<sup>(1)</sup> Thereof attributable to IFRS 16 in D&A 58.1m€ (PY: 52.6m€) and in financial result 8.7m€ (PY: 9.1m€)

<sup>(2)</sup> Tax rate according to IFRS is 30.8% (PY: 29.6 %)

<sup>(3)</sup> Adjusted for exceptional items (+15.3m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +3.7m€), in financial result (-0.1m€) and in income taxes (-4.9m€)

# Free Cash Flow Perspective

m€	Q4		FY	
	2024	2025	2024	2025
<b>EBITDA (adjusted)</b>	<b>205.8</b>	<b>212.3</b>	<b>625.5</b>	<b>625.9</b>
- Exceptional items	-8.5	-15.3	-20.2	-24.5
<b>EBITDA</b>	<b>197.3</b>	<b>197.0</b>	<b>605.3</b>	<b>601.4</b>
- Interest	-23.7	-17.7	-71.4	-67.1
- Tax	-17.6	-11.9	-56.6	-58.4
-/+ WC	+18.9	+3.4	+0.4	-50.4
-/+ Others	-6.5	-3.0	-23.3	-14.4
<b>Operating Cash Flow</b>	<b>168.4</b>	<b>167.7</b>	<b>454.5</b>	<b>411.1</b>
<b>Investments (before M&amp;A)</b>	<b>-31.7</b>	<b>-26.0</b>	<b>-93.7</b>	<b>-93.3</b>
<b>Free Cash Flow (before M&amp;A)</b>	<b>136.7</b>	<b>141.7</b>	<b>360.8</b>	<b>317.8</b>
Lease liability repayments (IFRS 16) <sup>(2)</sup>	-57.0	-54.2	-202.8	-211.1
<b>Free Cash Flow (adjusted)<sup>(3)</sup></b>	<b>79.6</b>	<b>87.6</b>	<b>157.9</b>	<b>106.7</b>

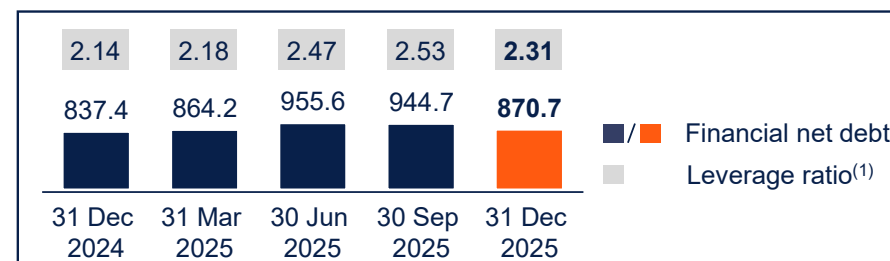
<sup>(1)</sup> Net debt and adj. EBITDA of last 12 month adjusted for IFRS 16

<sup>(2)</sup> Part of Cash Flow from financing activities

<sup>(3)</sup> Before M&A and incl. IFRS 16 lease liability repayments

## Comment

- Free cash flow (adj.) in Q4 above PY; however, FY below PY due to 9M development
- Reduced cash out for interest: higher net debt more than compensated for by lower rates
- Q4 cash out for taxes benefited from phasing
- Working capital: Small positive contribution in Q4 only minimally offsets negative development in previous quarters; FY with outflow of 50 m€
- Others: FY in particular lower decline in provisions compared to PY
- Bank Leverage ratio<sup>(1)</sup> increased compared to PY due to higher net debt, sequentially improved leverage



# OoH Media with accelerating cash flow dynamics

m€	2022	2023	2024	2025	CAGR '22-25
<b>Revenues</b>	<b>790.9</b>	<b>856.4</b>	<b>953.2</b>	<b>988.9</b>	<b>+7.7%</b>
<b>EBITDA (adjusted)</b>	<b>373.0</b>	<b>391.2</b>	<b>448.3</b>	<b>469.7</b>	<b>+8.0%</b>
<i>EBITDA margin (adjusted)</i>	<i>47.2%</i>	<i>45.7%</i>	<i>47.0%</i>	<i>47.5%</i>	
IFRS 16 effect on EBITDA	-187.8	-196.2	-203.9	-217.3	
<b>EBITDA (adjusted) before IFRS 16</b>	<b>185.1</b>	<b>195.0</b>	<b>244.4</b>	<b>252.5</b>	<b>+10.9%</b>
<i>EBITDA margin (adjusted) before IFRS 16</i>	<i>23.4%</i>	<i>22.8%</i>	<i>25.6%</i>	<i>25.5%</i>	
CAPEX	-79.0	-54.1	-40.4	-42.8	
<b>Cash contribution*</b>	<b>106.1</b>	<b>140.9</b>	<b>204.0</b>	<b>209.7</b>	<b>+25.5%</b>
Lease expenses** (before IFRS 16)	-249.4	-261.6	-285.8	-302.8	
<i>Lease expenses (before IFRS 16) in % of Revenues</i>	<i>31.5%</i>	<i>30.5%</i>	<i>30.0%</i>	<i>30.6%</i>	

\* Proxy: EBITDA (adjusted) - IFRS 16 effect – CAPEX

\*\* Lease expenses for advertising media

## Segment Perspective – OoH Media

m€	Q4		▲	FY		▲
	2024	2025		2024	2025	
<b>Segment revenue, thereof</b>	<b>292.4</b>	<b>297.6</b>	<b>+1.8%</b>	<b>953.2</b>	<b>988.9</b>	<b>+3.7%</b>
OoH	145.9	149.5	+2.5%	527.4	536.4	+1.7%
DOoH	127.6	131.5	+3.1%	369.2	398.2	+7.9%
Services	18.9	16.6	-12.2%	56.7	54.3	-4.2%
<b>EBITDA (adjusted)</b>	<b>142.5</b>	<b>152.2</b>	<b>+6.8%</b>	<b>448.3</b>	<b>469.7</b>	<b>+4.8%</b>
<b>EBITDA margin (adjusted)</b>	<b>48.8%</b>	<b>51.2%</b>	<b>+2.4%pts</b>	<b>47.0%</b>	<b>47.5%</b>	<b>+0.5%pts</b>

### Comment

- OoH Media in Q4 with moderate revenue growth compared to PY
- FY also with mid-single-digit revenue and earnings growth compared to PY; revenue growth primarily driven by DOoH, especially programmatic
- Margin improvement in both Q4 and FY, supported by higher IFRS 16 effects; FY EBITDA (adj.) margin before IFRS 16 on PY level

## Segment Perspective – Digital & Dialog Media

m€	Q4			FY		
	2024	2025	▲	2024	2025	▲
<b>Segment revenue, thereof</b>	<b>247.2</b>	<b>269.6</b>	<b>+9.0%</b>	<b>878.3</b>	<b>891.7</b>	<b>+1.5%</b>
Digital	137.1	136.1	-0.7%	452.9	441.9	-2.4%
Dialog	110.2	133.4	+21.1%	425.3	449.8	+5.8%
<b>EBITDA (adjusted)</b>	<b>54.7</b>	<b>58.8</b>	<b>+7.4%</b>	<b>160.2</b>	<b>149.8</b>	<b>-6.5%</b>
<b>EBITDA margin (adjusted)</b>	<b>22.1%</b>	<b>21.8%</b>	<b>-0.3%pts</b>	<b>18.2%</b>	<b>16.8%</b>	<b>-1.4%pts</b>

### Comment

- Dialog in Q4 with double-digit growth and FY with mid-single-digit growth driven by call centers; organic growth in Q4 +2.5%, FY +0.3%
- Digital (online advertising, PPV and content) with broadly stable Q4 sales; revenues in own content portfolio rose slightly and partly compensated for decline in third-party portfolio
- Q4 earnings include low-single million earnings contribution from call center acquisition, leading to stabilized margin
- FY earnings below PY, resulting from development of previous quarters

## Segment Perspective – DaaS & E-Commerce

m€	Q4			▲	FY		
	2024	2025			2024	2025	▲
<b>Segment revenue, thereof</b>	<b>94.8</b>	<b>91.0</b>		<b>-4.0%</b>	<b>357.8</b>	<b>352.0</b>	<b>-1.6%</b>
Data as a Service	43.6	43.0		-1.3%	164.1	165.1	+0.6%
E-Commerce	51.2	48.0		-6.2%	193.7	186.9	-3.5%
<b>EBITDA (adjusted)</b>	<b>15.9</b>	<b>11.2</b>		<b>-30.0%</b>	<b>48.4</b>	<b>41.6</b>	<b>-14.1%</b>
<b>EBITDA margin (adjusted)</b>	<b>16.8%</b>	<b>12.3%</b>		<b>-4.6%pts</b>	<b>13.5%</b>	<b>11.8%</b>	<b>-1.7%pts</b>

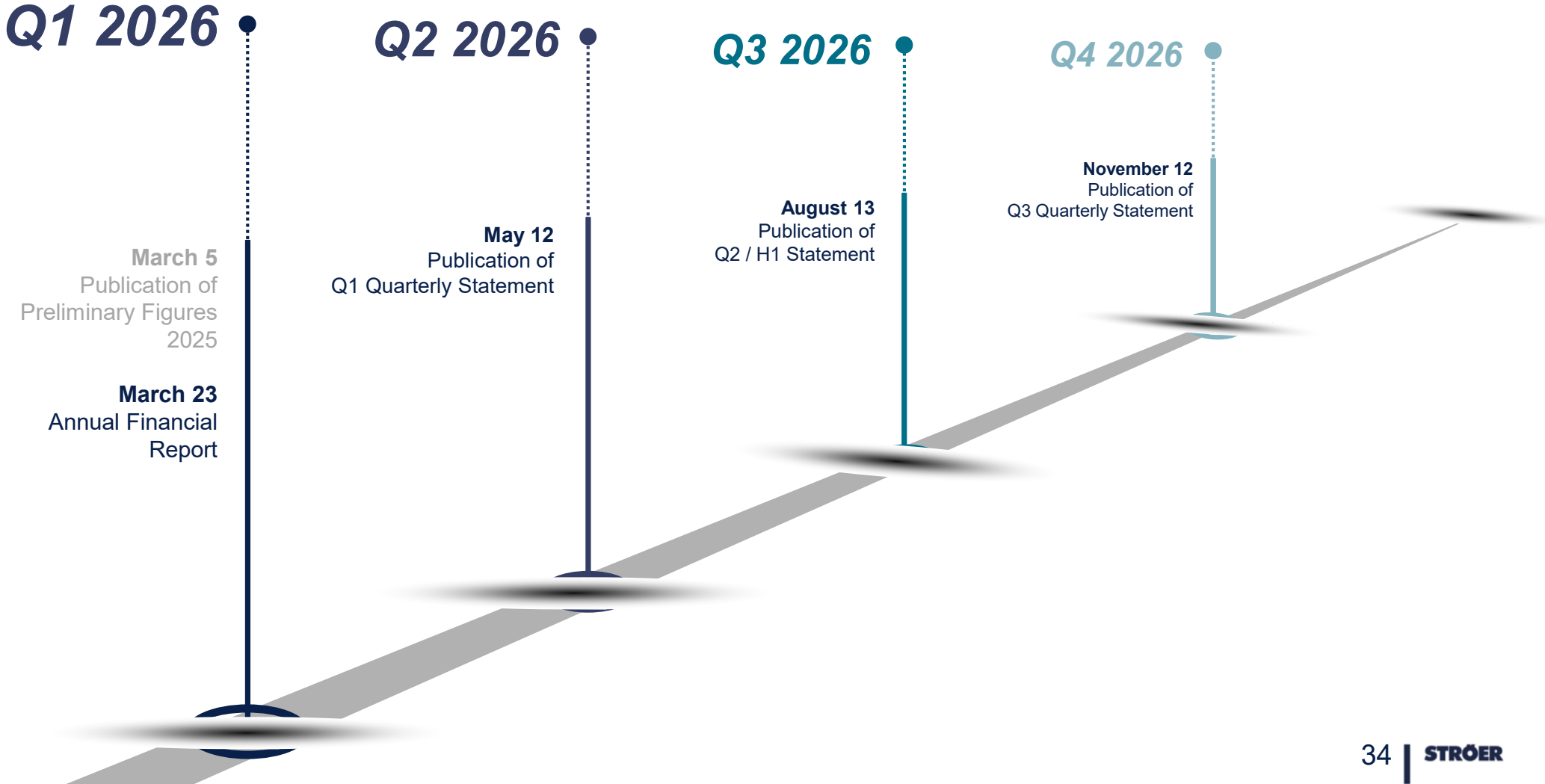
### Comment

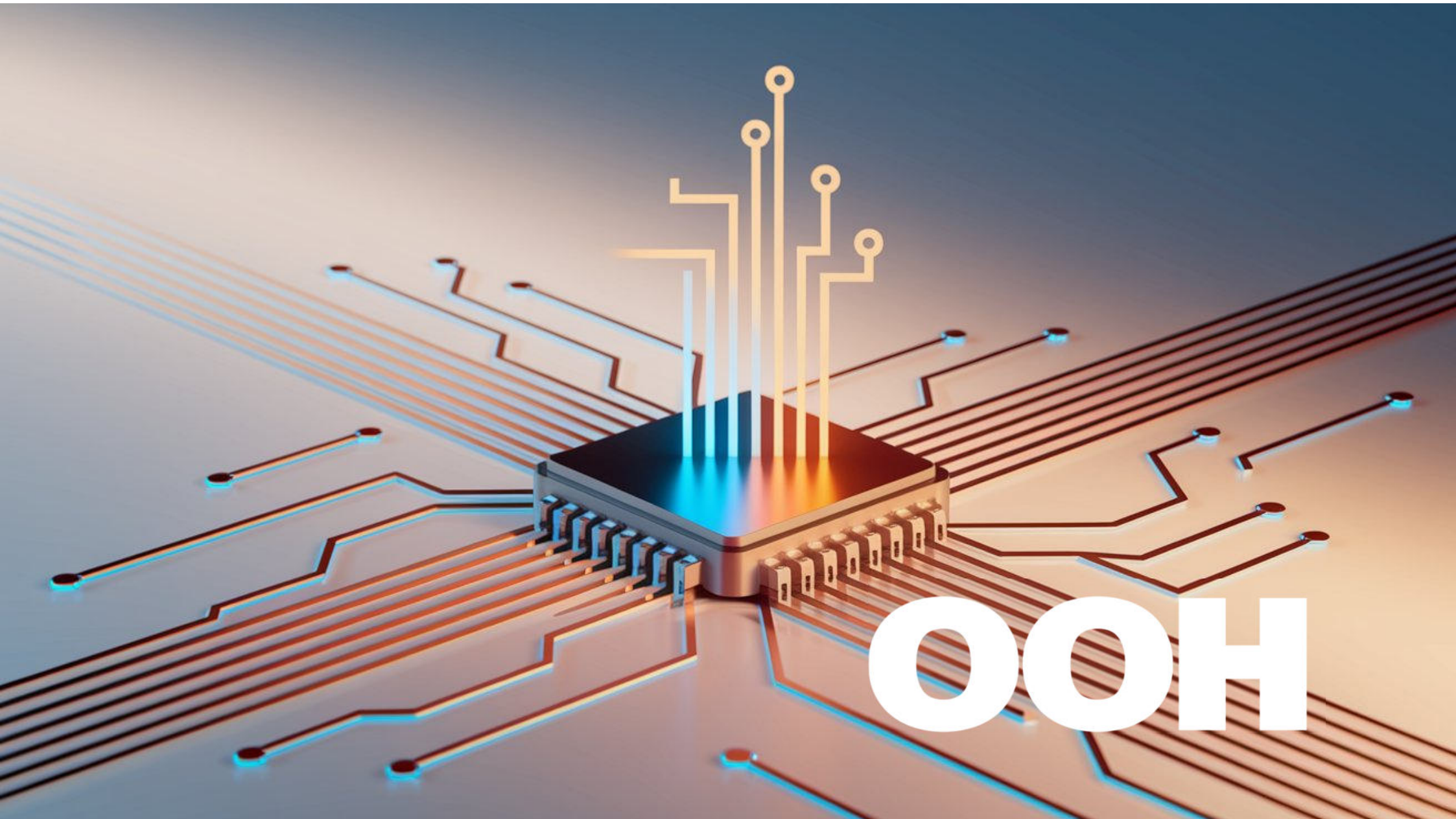
- Statista: FY revenue at PY level despite negative exchange rate effects from Q2 onwards; organic growth in Q4 +3.5%, FY +2.8%; 2025 revenue includes 8 m€ from Strategy/consulting unit, which was disposed by the end of the year
- Asam: Decline in revenue compared to PY in both Q4 and FY as a result of continued subdued consumer spending in Germany
- EBITDA (adj.) FY at Asam and Statista below PY level

## Outlook & Current Trading Momentum

- **FY 2026:** Based on our current assumptions, we are expecting organic revenue growth in the low to mid-single-digit percentage range. For EBITDA (adj.), we are expecting a largely stable development compared to the previous year, including lower IFRS 16 effects due to better economic parameters in recently renewed contracts that foresee declining fixed lease obligations. EBITDA (adj.) before IFRS 16 "CASH EBITDA" should develop in line with sales. For the adj. Free Cash Flow before M&A, we see a positive development.
- **Q1 2026:** Based on the current status of our orderbook and forecast we expect
  - OoH Media sales slightly above prior year's level – against strong PY growth of +15.3%, including impact from federal elections in Germany
  - Digital and Dialog Media with sales growth broadly in line with Q4 2025 (+9%)
  - DaaS and E-Commerce sales decline of roughly 9 million EUR including effect of disposal of Statista strategy/consulting unit

# Financial Calendar 2026





**OOH**