

## **PRESS RELEASE**

### **Ströer reports strongest first-quarter revenue in its history**

- **Consolidated revenue up by 23% from EUR 312m to EUR 385m despite the pandemic and the war in Ukraine**
- **Organic revenue increases by 24.1%**
- **EBITDA (adjusted) rises by 29% from EUR 73m to EUR 95m**

Cologne, May 12, 2022                      Ströer SE & Co. KGaA has published its results for the first quarter of 2022. All in all, consolidated revenue increased by a substantial 23% in the reporting period, from EUR 312m to EUR 385m. This means that the Company once again achieved a new record level of first-quarter consolidated revenue despite challenges in the wider economic environment posed by the coronavirus pandemic and the war in Ukraine. Organic revenue growth came to 24.1%. At EUR 95m, EBITDA (adjusted) for the first quarter of 2022 was up by around 29% on the corresponding figure for the prior-year period (EUR 73m).

This healthy level of earnings once again underscores the success of the OOH+ strategy – the combination of the core OOH business with the related business segments Digital & Dialog Media and DaaS & E-Commerce. Ströer’s flexible positioning enabled it to contain the negative impact of the pandemic and downward pressure from the wider economic environment while at the same time allowing it to unlock opportunities and potential in its digital business lines. Digital out-of-home advertising and the sharp rise in demand for programmatic marketing were the main drivers of our strong growth, but all other business segments – including Asam and Statista – played their part too.

**“The fact that we were able to generate a record level of revenue, despite the challenges in the wider economic environment posed by the continuing coronavirus pandemic and the war in Ukraine, is further proof of the strength of our unique positioning and the growing importance of OOH advertising. In this context, the impressive performance of our digital advertising formats is worthy of particular note. Against this backdrop, we will continue to systematically expand our digital portfolio this year,”** says Udo Müller, founder and Co-CEO of Ströer.

**“Our key financials have followed a very positive trajectory. This is clear proof that our OOH+ strategy is effective and resilient. Our strategic approach and the corresponding product portfolio offer advertising customers wrap-around solutions ranging from brand development with location-specific and content-specific reach to the full spectrum of dialog marketing and all the way through to the final transaction, plus customer retention. Very few companies are able to offer a portfolio as broad as ours,” says Christian Schmalzl, Co-CEO of Ströer.**

## **OOH Media**

In the first three months of 2022, the revenue of the OOH Media segment increased substantially, by 55% in reported terms and by 54% in organic terms, from EUR 98m to EUR 152m. Over the same period, the segment’s EBITDA (adjusted) increased even more steeply, by 63%, from EUR 36m to EUR 59m, resulting in an EBITDA margin (adjusted) of 38.8% (Q1 2021: 37.0%).

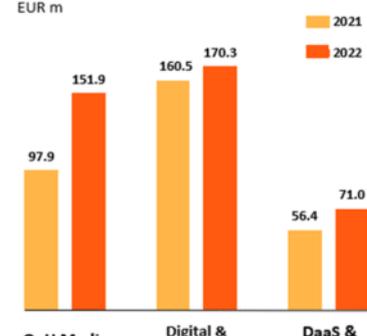
## **Digital & Dialog Media**

In the first quarter of 2022, the Digital & Dialog Media segment also generated encouraging revenue growth of 8.5% in organic terms and 6% in reported terms, which represents an increase from EUR 161m to EUR 170m. EBITDA (adjusted) came to EUR 37.4m and thus remained roughly on a par with the prior-year figure of EUR 37.7m. The EBITDA margin (adjusted) stood at 22.0% (Q1 2021: 23.5%).

## **DaaS & E-Commerce**

The DaaS & E-Commerce segment generated reported revenue growth of 26% and organic growth of 24%, with revenue jumping from EUR 56m to EUR 71m in the first quarter of 2022. EBITDA (adjusted) in the first three months of the year came to around EUR 6m (Q1 2021: EUR 6.7m) and the corresponding EBITDA margin (adjusted) was 8.4% (prior year: 11.9%).

## THE GROUP'S FINANCIAL FIGURES AT A GLANCE

<p><b>REVENUE</b> <b>EUR 385.0m</b> (prior year: EUR 311.9m)</p>	<p>EBITDA (ADJUSTED) <b>EUR 94.6m</b> (prior year: EUR 73.5m)</p>	<p>EBITDA-MARGIN (ADJUSTED) <b>24.6%</b> (prior year: 23.6%)</p>												
<p><b>SEGMENT REVENUE</b> EUR m</p>  <table border="1"> <caption>Segment Revenue (EUR m)</caption> <thead> <tr> <th>Segment</th> <th>2021</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>OoH Media</td> <td>97.9</td> <td>151.9</td> </tr> <tr> <td>Digital &amp; Dialog Media</td> <td>160.5</td> <td>170.3</td> </tr> <tr> <td>DaaS &amp; E-Commerce</td> <td>56.4</td> <td>71.0</td> </tr> </tbody> </table>	Segment	2021	2022	OoH Media	97.9	151.9	Digital & Dialog Media	160.5	170.3	DaaS & E-Commerce	56.4	71.0	<p>ORGANIC REVENUE GROWTH <b>24.1%</b> (prior year: -15.0%)</p>	<p>ADJUSTED CONSOLIDATED PROFIT <b>EUR 19.0m</b> (prior year: EUR 1.0m)</p>
Segment	2021	2022												
OoH Media	97.9	151.9												
Digital & Dialog Media	160.5	170.3												
DaaS & E-Commerce	56.4	71.0												
	<p>FREE CASH FLOW BEFORE M&amp;A TRANSACTIONS <b>EUR -2.2m</b> (prior year: EUR 13.0m)</p>	<p>ROCE <b>21.3%</b> (prior year: 9.8%)</p>												

EUR m	Q1 2022	Q1 2021
<b>Revenue</b>	<b>385.0</b>	<b>311.9</b>
<b>EBITDA (adjusted)</b>	<b>94.6</b>	<b>73.5</b>
Exceptional items	-3.3	-2.4
<b>EBITDA</b>	<b>91.3</b>	<b>71.0</b>
Amortization, depreciation, and impairment	-70.8	-75.8
thereof attributable to purchase price allocations and impairment losses	-6.9	-10.5
<b>EBIT</b>	<b>20.5</b>	<b>-4.8</b>
Net finance income/costs	-6.0	-7.4
<b>EBT</b>	<b>14.4</b>	<b>-12.2</b>
Taxes	-3.3	2.7
<b>Consolidated profit or loss for the period</b>	<b>11.1</b>	<b>-9.5</b>
<b>Adjusted consolidated profit or loss for the period</b>	<b>19.0</b>	<b>1.0</b>
<b>Free cash flow (before M&amp;A transactions)</b>	<b>-2.2</b>	<b>13.0</b>
<b>Net debt (Mar. 31 / Dec. 31)</b>	<b>653.2</b>	<b>612.3</b>

## 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 2021, Ströer generated revenue of EUR 1.63b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

More information on the company can be found at [www.stroeer.de](http://www.stroeer.de) and the Ströer company page on [LinkedIn](#).

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