Half-year financial report 6M/Q2 2026

Ströer SE & Co. KGaA



STRÖER

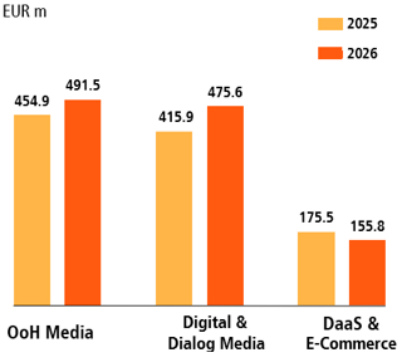
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THE GROUP'S FINANCIAL FIGURES AT A GLANCE

REVENUE
EUR 1,037.4m
(prior year: EUR 980.2m)

SEGMENT REVENUE
EUR m



EBITDA (ADJUSTED)
EUR 273.0m
(prior year: EUR 266.3m)

EBITDA-MARGIN (ADJUSTED)
26.3%
(prior year: 27.2%)

ORGANIC REVENUE GROWTH
2.7%
(prior year: 0.5%)

ADJUSTED CONSOLIDATED PROFIT
EUR 55.9m
(prior year: EUR 52.1m)

FREE CASH FLOW BEFORE M&A TRANSACTIONS
EUR 110.0m
(prior year: EUR 106.2m)

ROCE
19.1%
(prior year: 20.7%)

EUR m	Q2 2026	Q2 2025	6M 2026	6M 2025
Revenue	**541.8**	**504.7**	**1,037.4**	**980.2**
EBITDA (adjusted)	**153.8**	**148.9**	**273.0**	**266.3**
Exceptional items	-9.5	-3.7	-18.7	-6.2
EBITDA	**144.3**	**145.2**	**254.4**	**260.1**
Amortization, depreciation, and impairment	-83.2	-83.4	-163.7	-164.7
thereof attributable to purchase price allocations and impairment losses	-2.6	-3.5	-5.5	-7.2
EBIT	**61.1**	**61.8**	**90.7**	**95.3**
Net finance income/costs	-18.8	-15.7	-35.8	-31.1
EBT	**42.3**	**46.1**	**54.9**	**64.3**
Taxes	-12.7	-13.8	-16.4	-19.2
Consolidated profit or loss for the period	**29.7**	**32.3**	**38.5**	**45.1**
Adjusted consolidated profit or loss for the period	**38.3**	**36.0**	**55.9**	**52.1**
Free cash flow (before M&A transactions)	**62.6**	**84.7**	**110.0**	**106.2**
Free cash flow (before M&A transactions) (adjusted)	**7.8**	**33.5**	**-1.9**	**-1.6**
Net debt (Jun. 30/Dec. 31)			**995.8**	**870.7**

INTERIM GROUP MANAGEMENT REPORT

This interim group management report covers the period January 1 to June 30, 2026.

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INTERIM GROUP MANAGEMENT REPORT

BACKGROUND OF THE STRÖER GROUP

Ströer is a leading German provider in the field of out-of-home (OOH) advertising. It offers its advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Ströer's strategy focuses primarily on the strengths of the OOH business, underpinned by its related business segment Digital & Dialog Media. The Ströer Group combines the reach of digital out-of-home advertising in public spaces with open digital media offerings, increasingly making use of artificial intelligence to do so. The aim is to stop defining advertising in terms of pure reach and to gauge it instead through its measurable and predictable impact. This enables Ströer to continue increasing its recognition among customers, while its strong market presence and long-term contracts in the German market provide an excellent basis for it to capture an increasing share of a growing market over the coming years.

In the out-of-home business, Ströer commercializes and operates around 300,000 advertising media. The portfolio includes all forms of outdoor advertising media, including traditional poster media, exclusive advertising rights at train stations, and digital out-of-home media. In the digital online advertising business, Ströer also commercializes several thousand websites, predominantly in the German-speaking countries. And in its digital publishing business, Ströer publishes premium content across all digital channels and offers one of Germany's widest reaching networks with its t-online.de and special interest sites. In its dialogue marketing business, Ströer offers its customers wrap-around performance-based solutions ranging from location-specific or content-specific reach and interaction across the entire spectrum of dialogue marketing through to transactions. These businesses are complemented by our data-as-a-service and e-commerce activities.

The Group employs around 13,300 people and generated revenue of just under EUR 2.1b in 2025. Ströer SE & Co. KGaA is included in the SDAX index of Deutsche Börse.

MACROECONOMIC DEVELOPMENTS

The global economy continued to experience very challenging macroeconomic conditions in the first half of 2026. Although business activity was fueled by investment in technologies of the future and artificial intelligence applications, as well as by improvements in lending terms, the global growth outlook was dampened by geopolitical tensions and the associated uncertainty. Developments in the Middle East caused sporadic increases in energy prices and heightened risks for international supply chains. All in all, however, the global economy continued to demonstrate its resilience. In its June 2026 Economic Outlook, the Organisation for Economic Co-operation and Development (OECD) forecast growth of 2.8% for the global economy in 2026 as a whole. For 2027, worldwide growth is predicted to pick up to 3.1%. At the same time, the OECD points to considerable ongoing uncertainty in terms of the geopolitical framework, the supply of energy, and the international trade environment.

The German economy showed slight signs of a recovery in the first six months of 2026. A small tailwind came from rising real wages, an upturn in consumer spending, and a higher level of public investment. However, this was dampened by lackluster industrial activity and a challenging international backdrop. The OECD expects Germany to see growth in real gross domestic product (GDP) of 0.8% for 2026 as a whole. This is predicted to rise to 1.2% across 2027. The economic outlook continues to be dominated by geopolitical and trade policy-related uncertainty. According to the latest ifo Economic Forecast dated June 18, 2026, the ifo Institute of Economic Research in Munich also expects Germany's real GDP to grow by 0.8% in 2026 and in 2027.

Overall, the individual forecasts issued by the various institutes entail a high level of uncertainty, in relation to both global growth and growth in Europe and Germany. The predicted rates of growth may differ widely from the actual growth achieved, especially in view of geopolitical tensions.

FINANCIAL PERFORMANCE OF THE GROUP

In the second quarter of 2026, the Ströer Group was able to continue growing its revenue year on year, despite the persistent geopolitical headwinds and the related macroeconomic challenges. The Group's **revenue** across the first half of 2026 totaled EUR 1,037.4m, an increase of EUR 57.2m year on year (prior year: EUR 980.2m). Its OOH business, in particular, benefited from the ongoing digitalization and the structural shift in a still challenging advertising market. The Dialog business, meanwhile, also notched up further revenue growth on the back of the acquisition of additional call centers in the fourth quarter of 2025. Conversely, decreases in revenue were recorded by AsamBeauty and Statista. Organic growth came to 2.7% (prior year: 0.5%).

In line with the increase in revenue, the **cost of sales** also grew, rising by EUR 50.6m to EUR 620.4m (prior year: EUR 569.7m). This rise was predominantly due to higher personnel expenses stemming primarily from the acquired call center businesses. Other variable cost components incurred in connection with the growth in business volume made a negligible contribution to the increase in the cost of sales. **Gross profit** came to EUR 417.0m, which was EUR 6.6m higher than in the prior-year period (prior year: EUR 410.5m).

Selling and administrative expenses, meanwhile, rose by EUR 8.5m to EUR 330.9m (prior year: EUR 322.4m). Besides higher personnel expenses, this was attributable to a number of factors, including an increase in IT costs. However, selling and administrative expenses as a percentage of revenue declined from 32.9% to 31.9%. At the same time, **other net operating income** declined to a modest loss of EUR 0.3m (prior year: EUR 3.0m), whereas the **share of the profit or loss of investees accounted for using the equity method** was slightly higher year on year at a profit of EUR 4.9m (prior year: profit of EUR 4.2m).

All in all, the Group generated **EBIT** of EUR 90.7m in the first half of 2026, which was EUR 4.6m lower than in the prior-year period (prior year: EUR 95.3m). This decline was attributable to exceptional items in the first quarter, whereas EBIT in the second quarter was roughly on a par with the same quarter of 2025. In terms of its **EBITDA (adjusted)**, meanwhile, the Group recorded growth of EUR 6.8m to EUR 273.0m in the first six months of 2026 (prior year: EUR 266.3m). At 19.1%, return on capital employed **(ROCE)** remained at a high level (prior year: 20.7%).

The Group's **net finance income/costs** came to net costs of EUR 35.8m in the first half of 2026 (prior year: net costs of EUR 31.1m). Besides general funding costs for existing loan liabilities, expenses from unwinding the discount on IFRS 16 lease liabilities constituted a significant element of this item. Of the aforementioned net finance costs, the unwinding of the discount on IFRS 16 lease liabilities accounted for costs of EUR 16.1m (prior year: costs of EUR 15.4m), exchange rate effects accounted for costs of EUR 0.8m (prior year: income of EUR 3.2m), and the remaining costs of EUR 18.8m were largely attributable to the interest on loan liabilities (prior year: costs of EUR 18.8m).

In light of the fact that the Group's tax base decreased slightly compared with the first half of 2025, the **tax expense** declined slightly in the first six months of 2026 to EUR 16.4m (prior year: EUR 19.2m).

At EUR 38.5m, the Group ultimately generated a comparatively good **consolidated profit or loss for the period** given the macroeconomic headwinds, although it did not match the strong figure of EUR 45.1m recorded in the first half of 2025. **Adjusted consolidated profit for the period**, however, experienced a moderate increase compared with the prior-year period at EUR 55.9m (prior year: EUR 52.1m).

FINANCIAL POSITION

Liquidity and investment analysis

EUR m	6M 2026	6M 2025
Cash flows from operating activities	**161.3**	**145.8**
Cash received from the disposal of intangible assets and property, plant, and equipment	2.3	0.4
Cash paid for investments in intangible assets and property, plant, and equipment	-53.5	-40.0
Cash received and cash paid in relation to investees accounted for using the equity method and to financial assets	0.0	0.1
Cash received from and cash paid for the sale and acquisition of consolidated entities	-0.5	-0.9
Cash flows from investing activities	**-51.7**	**-40.3**
Cash flows from financing activities	**-111.8**	**-108.9**
Change in cash	-2.2	-3.5
Cash at the end of the period	**71.5**	**72.0**
Free cash flow before M&A transactions (incl. IFRS 16 payments for the principal portion of lease liabilities)	-1.9	-1.6
Free cash flow before M&A transactions	**110.0**	**106.2**

At EUR 161.3m, the Ströer Group increased its **cash flows from operating activities** substantially in the first half of 2026, registering strong growth of EUR 15.5m compared with the same period of 2025 (prior year: EUR 145.8m). With EBITDA not quite able to match the figure for the prior-year period due to the adverse impact of exceptional items (minus EUR 5.7m), it was primarily the changes in working capital (plus EUR 17.8m) that had a favorable effect on cash flows from operating activities by taking much less of a toll in the reporting period than they had a year earlier. Furthermore, changes in provisions (plus EUR 9.3m) made a positive contribution to the increase in cash flows from operating activities, while higher tax payments (minus EUR 4.4m) and other changes (minus EUR 1.6m) had the opposite effect.

At a net outflow of EUR 51.7m, **cash flows from investing activities** deteriorated moderately compared with the prior-year period (net outflow of EUR 40.3m). This was largely due to the acquisition of a plot of land near the Group's headquarters in Cologne, while investments in intangible assets and in other property, plant, and equipment were only slightly higher compared with the first half of 2025. The Group's M&A activities were immaterial – as they had been in the same period of the prior year. Overall, **free cash flow before M&A transactions** improved slightly, amounting to a net inflow of EUR 110.0m in the first six months of 2026 (prior year: net inflow of EUR 106.2m). Taking into account IFRS 16 payments for the principal portion of lease liabilities, free cash flow before M&A transactions amounted to a net outflow of EUR 1.9m (prior year: net outflow of EUR 1.6m).

Cash flows from financing activities deteriorated slightly compared with the first six months of 2025 with a net outflow of EUR 111.8m (prior year: net outflow of EUR 108.9m). Although the cash

paid for dividends was significantly lower than in the prior-year period at EUR 107.5m (prior year: EUR 133.6m), this reduction was largely offset by cash paid of EUR 23.5m for the acquisition of treasury shares (prior year: EUR 0.0m). As a result, net borrowing in the first half of the year came to EUR 133.5m, which was virtually unchanged compared with the prior-year period (prior year: EUR 133.0m). Conversely, IFRS 16 payments for the principal portion of lease liabilities increased slightly to EUR 111.9m (prior year: EUR 107.8m).

At the end of the second quarter, **cash** stood at EUR 71.5m.

Financial structure analysis

The Ströer Group's **non-current liabilities** went down by EUR 104.5m overall in the first six months of 2026 to reach EUR 1,494.7m (Dec. 31, 2025: EUR 1,599.2m). This decline was chiefly attributable to note loans with a nominal amount of EUR 230.0m that were reclassified from non-current to current financial liabilities as they are due to mature in June 2027. Conversely, the distribution of a dividend of EUR 102.0m to the shareholders of Ströer SE & Co. KGaA and the share buyback with a volume of EUR 23.5m – which were financed by drawing down committed long-term credit lines – reduced the extent of the decline.

Current liabilities, meanwhile, rose by EUR 215.8m to EUR 927.7m (Dec. 31.12, 2025: EUR 711.9m). This increase was essentially attributable to the aforementioned note loans with a nominal value of EUR 230.0m being reclassified from non-current to current liabilities. Other changes related to other liabilities (up by EUR 14.4m), trade payables (down by EUR 10.6m), and current provisions (down by EUR 7.4m). However, these changes were all within their usual ranges.

The Group's **equity** amounted to EUR 399.2m at the end of the second quarter, which was EUR 92.2m lower than at the end of the prior year (Dec. 31, 2025: EUR 491.5m). Within this figure, the profit of EUR 38.5m for the first half of 2026 was outweighed by the distribution of a dividend of EUR 102.0m to the shareholders of Ströer SE & Co. KGaA and the share buyback with a volume of EUR 23.5m. Due to these effects, the equity ratio of 14.1% as at June 30, 2026 was lower than at the end of the prior year (Dec. 31, 2025: 17.5%). Adjusted for the lease liabilities accounted for in accordance with IFRS 16, the equity ratio was 21.5% as at the reporting date (Dec. 31, 2025: 26.3%).

Net debt

The Ströer Group bases the calculation of its net debt on the loan agreements in place with its lending banks. The additional lease liabilities that have had to be recognized since the introduction of IFRS 16 are explicitly excluded from the calculation of net debt, both for the credit facilities and for the note loans. This is because the contracting parties do not believe that the financial position of the Ströer Group has changed as a result of this standard being introduced. To maintain consistency, the positive impact of IFRS 16 on EBITDA (adjusted) is also excluded from the calculation of the leverage ratio.

EUR m		Jun. 30, 2026	Dec. 31, 2025
(1)	Lease liabilities (IFRS 16)	783.7	785.0
(2)	Liabilities from credit facilities	605.4	475.8
(3)	Liabilities from note loans	402.4	402.3
(4)	Liabilities to purchase own equity instruments	29.6	29.6
(5)	Liabilities from dividends to be paid to non-controlling interests	0.1	1.5
(6)	Other financial liabilities	59.3	64.8
(1)+(2)+(3)+(4)+(5)+(6)	Total financial liabilities	**1,880.6**	**1,759.0**
(2)+(3)+(5)+(6)	Total financial liabilities excluding lease liabilities (IFRS 16) and liabilities to purchase own equity instruments	**1,067.3**	**944.4**
(7)	Cash	71.5	73.8
(2)+(3)+(5)+(6)-(7)	**Net debt**	**995.8**	**870.7**

Net debt increased from EUR 870.7m at the end of 2025 to EUR 995.8m as at June 30, 2026, a rise of EUR 125.1m. This increase was seasonal, primarily being due to the distribution of a dividend of EUR 102.0m to the shareholders of Ströer SE & Co. KGaA, which at the same time led to a corresponding rise in bank liabilities. The share buyback in an amount of EUR 23.5m also contributed to this increase. The leverage ratio (defined as the ratio of net debt to EBITDA (adjusted)) stood at 2.60 at the end of the second quarter of 2026, which was moderately higher than the ratio of 2.31 at the end of 2025. Compared with the ratio of 2.47 at the end of the second quarter of 2025, however, the increase was much less steep.

NET ASSETS

Analysis of the asset structure

At the end of the second quarter of 2026, the Ströer Group's **non-current assets** came to a total of EUR 2,376.8m and were thus down by EUR 2.0m compared with the end of the prior year (Dec. 31, 2025: EUR 2,378.8m). While intangible assets decreased by EUR 9.9m because additions were outweighed by amortization, the reverse was true for property, plant, and equipment, which increased by EUR 11.9m due to a lower level of depreciation than additions. Investments in investees accounted for using the equity method were down compared with December 31, 2025, falling by just over EUR 5.2m as a result of profit distributions to their respective shareholders.

In the same period, the Group's **current assets** increased by EUR 21.0m to EUR 444.8m (Dec. 31, 2025: EUR 423.8m). This rise included, in particular, higher prepaid expenses and higher VAT receivables. There was a simultaneous rise in current tax assets, which were up by EUR 12.4m due to advance tax payments made during the reporting period.

FINANCIAL PERFORMANCE OF THE SEGMENTS

Out-of-Home Media

EUR m	Q2 2026	Q2 2025	Change		6M 2026	6M 2025	Change	
Segment revenue, thereof	**270.5**	**245.1**	**25.4**	**10.3%**	**491.5**	**454.9**	**36.6**	**8.0%**
OOH	138.2	140.0	-1.8	-1.3%	252.7	255.2	-2.5	-1.0%
DOOH	115.6	93.0	22.6	24.3%	206.7	174.3	32.3	18.5%
Services	16.7	12.1	4.6	37.8%	32.1	25.4	6.8	26.7%
EBITDA (adjusted)	**127.7**	**117.1**	**10.6**	**9.1%**	**224.3**	**203.3**	**20.9**	**10.3%**
EBITDA margin (adjusted)	**47.2%**	**47.8%**	**-0.6 percentage points**		**45.6%**	**44.7%**	**0.9 percentage points**	

At EUR 491.5m, the **revenue** generated by the OOH Media segment in the first half of 2026 was substantially higher than in the equivalent period of 2025 (prior year: EUR 454.9m). Ströer, with an attractive portfolio of advertising media and strong sales performance, outperformed the market as a whole. Business in the second quarter of 2026 also benefited from advertising campaigns around the soccer world cup.

The **OOH** product group, which consists of our traditional out-of-home products, generated revenue that was virtually unchanged year on year at EUR 252.7m (prior year: EUR 255.2m) despite the figure for the prior-year period having been influenced by unusually high revenue. The **DOOH** product group, which consists of our digital out-of-home products (particularly public video and roadside screens), registered a further substantial increase in revenue of EUR 32.3m to EUR 206.7m in the reporting period. Our high-performance network of digital advertising media notched up strong year-on-year growth on the back of the further strategic expansion of our portfolio. Ever more customers are opting for programmatic placement of advertising using our digital advertising media. At EUR 32.1m, revenue in the **Services** product group was up on the first six months of 2025 (prior year: EUR 25.4m). This product group includes the local marketing of digital products to small and medium-sized customers as well as complementary activities that are a good fit with the customer-centric offering in the out-of-home advertising business.

The OOH Media segment increased its earnings too, generating **EBITDA (adjusted)** of EUR 224.3m in the reporting period, which was EUR 20.9m higher than in the same period of 2025 (prior year: EUR 203.3m). The **EBITDA margin (adjusted)** was above the figure for the prior-year period at 45.6% (prior year: 44.7%).

Digital & Dialog Media

EUR m	Q2 2026	Q2 2025	Change		6M 2026	6M 2025	Change	
Segment revenue, thereof	**244.6**	**209.7**	**34.9**	**16.6%**	**475.6**	**415.9**	**59.7**	**14.4%**
Digital	113.4	104.7	8.7	8.3%	208.1	202.8	5.4	2.6%
Dialog	131.2	105.0	26.2	24.9%	267.4	213.1	54.3	25.5%
EBITDA (adjusted)	**29.7**	**30.9**	**-1.2**	**-3.8%**	**56.5**	**58.9**	**-2.3**	**-4.0%**
EBITDA margin (adjusted)	**12.2%**	**14.7%**	**-2.6 percentage points**		**11.9%**	**14.2%**	**-2.3 percentage points**	

Revenue in the Digital & Dialog Media segment rose by EUR 59.7m to EUR 475.6m in the first half of 2026. The **Digital** product group, which encompasses our online advertising business and our programmatic marketing activities, saw its revenue increase year on year to EUR 208.1m in the period under review (prior year: EUR 202.8m). Despite the fact that the advertising market continues to be challenging, the very good business performance in the second quarter of 2026 more than made up for the first-quarter contraction. The **Dialog** product group comprises our call center activities and direct sales activities (door to door). It recorded revenue of EUR 267.4m in the reporting period, which was substantially higher than a year earlier (prior year: EUR 213.1m). The call center business, in particular, notched up further significant growth thanks in part to having acquired additional locations in the fourth quarter of 2025. The door-to-door sales business also saw a substantial increase in revenue.

Overall, the segment delivered **EBITDA (adjusted)** of EUR 56.5m in the period under review (prior year: EUR 58.9m). The unfavorable product mix was apparent in the Digital business. The rise in the minimum wage also pushed costs up in our personnel-intensive Dialog product group. The **EBITDA margin (adjusted)** was lower than in the prior-year period at 11.9% (prior year: 14.2%).

DaaS & E-Commerce

EUR m	Q2 2026	Q2 2025	Change		6M 2026	6M 2025	Change	
Segment revenue, thereof	**77.3**	**84.7**	**-7.4**	**-8.7%**	**155.8**	**175.5**	**-19.7**	**-11.2%**
Data as a Service	35.6	40.3	-4.7	-11.6%	72.4	82.5	-10.0	-12.2%
E-Commerce	41.7	44.4	-2.7	-6.1%	83.4	93.0	-9.6	-10.3%
EBITDA (adjusted)	**5.8**	**8.9**	**-3.1**	**-35.2%**	**11.4**	**20.3**	**-8.9**	**-43.6%**
EBITDA margin (adjusted)	**7.5%**	**10.5%**	**-3.1 percentage points**		**7.3%**	**11.6%**	**-4.2 percentage points**	

In the first half of 2026, the DaaS & E-Commerce segment recorded **revenue** of EUR 155.8m (prior year: EUR 175.5m). At EUR 72.4m, revenue in the **Data as a Service** product group was down year on year (prior year: EUR 82.5m). In the equivalent period of the prior year, the revenue figure had contained a small, non-core business activity that was sold at the end of 2025. Negative exchange rate effects also had an adverse impact on revenue in this segment. The **E-Commerce** product group, which encompasses AsamBeauty's business, reported lower revenue than in the prior-year period at

EUR 83.4m (prior year: EUR 93.0m). The challenging environment for consumer spending weighed particularly heavily on e-commerce business in Germany.

Overall, the segment delivered **EBITDA (adjusted)** of EUR 11.4m in the period under review (prior year: EUR 20.3m). The decline in revenue in both product groups had a noticeable negative impact on earnings. Some of the decline was able to be cushioned by lower costs, but the **EBITDA margin (adjusted)** was down on the figure for the prior-year period at 7.3% (prior year: 11.6%).

EMPLOYEES

As at June 30, 2026, the Ströer Group had 13,270 employees (December 31, 2025: 13,743). Of this total, 2,115 people were employed in Out-of-Home Media, 9,053 in Digital & Dialog Media, 1,676 in DaaS & E-Commerce, and 426 in the holding company.

OPPORTUNITIES AND RISKS

For a description of the opportunities and risks, please refer to the information in the group management report for the year ended December 31, 2025. This information still applies and can be found on pages 45 to 58 of the 2025 annual report.

The uncertainty stemming from the still challenging macroeconomic environment, the ongoing war in Ukraine, the conflict in the Middle East, and the potential for a resurgence in trade disputes could lead to a decline in advertising spend in our core markets, particularly in the event of a significant recession with a resulting fall in consumer spending. This could in turn lead to lower revenue and earnings owing to the sensitivity of the advertising market to economic trends.

All in all, however, and taking the macroeconomic risks into consideration, we continue to conclude that there are no risks at present that could jeopardize the Company's ability to continue as a going concern.

FORECAST

The Board of Management of the general partner of Ströer SE & Co. KGaA stands by its forecast for 2026 set out in the 2025 annual report.

SUBSEQUENT EVENTS

Please refer to note 14 of these consolidated interim financial statements for information on subsequent events.

CONSOLIDATED INTERIM FINANCIAL STATEMENTS

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CONSOLIDATED INCOME STATEMENT

EUR k	Q2 2026	Q2 2025	6M 2026	6M 2025
Revenue	541,769	504,730	1,037,371	980,201
Cost of sales	-318,920	-288,850	-620,356	-569,737
Gross profit	**222,849**	**215,880**	**417,015**	**410,464**
Selling expenses	-84,332	-87,160	-171,088	-176,508
Administrative expenses	-78,979	-72,016	-159,796	-145,849
Other operating income	5,381	7,405	12,804	12,159
Other operating expenses	-7,248	-4,908	-13,147	-9,162
Share of the profit or loss of investees accounted for using the equity method	3,454	2,614	4,936	4,245
Finance income	1,047	4,330	3,007	6,393
Interest expense from leases (IFRS 16)	-8,512	-7,871	-16,139	-15,440
Other finance costs	-11,337	-12,159	-22,665	-22,013
Profit or loss before taxes	**42,323**	**46,115**	**54,928**	**64,288**
Income taxes	-12,654	-13,788	-16,423	-19,222
Consolidated profit or loss for the period	**29,669**	**32,327**	**38,504**	**45,066**
Thereof attributable to:				
Shareholders of the parent company	26,684	28,343	33,936	36,878
Non-controlling interests	2,985	3,983	4,568	8,188
	29,669	**32,327**	**38,504**	**45,066**
Earnings per share				
Basic earnings per share (EUR)	0.48	0.51	0.61	0.66
Diluted earnings per share (EUR)	0.48	0.51	0.61	0.66

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

EUR k	Q2 2026	Q2 2025	6M 2026	6M 2025
Consolidated profit or loss for the period	**29,669**	**32,327**	**38,504**	**45,066**
Other comprehensive income				
Amounts that will not be reclassified to profit or loss in future periods				
Actuarial gains and losses	0	0	0	0
Income taxes	0	0	0	0
	0	**0**	**0**	**0**
Amounts that could be reclassified to profit or loss in future periods				
Exchange differences on translating foreign operations	137	-1,474	-271	-1,581
Income taxes	0	0	0	0
	137	**-1,474**	**-271**	**-1,581**
Other comprehensive income, net of income taxes	**137**	**-1,474**	**-271**	**-1,581**
Total comprehensive income, net of income taxes	**29,805**	**30,853**	**38,233**	**43,485**
Thereof attributable to:				
Shareholders of the parent company	26,843	26,713	33,755	35,053
Non-controlling interests	2,962	4,140	4,478	8,432
	29,805	**30,853**	**38,233**	**43,485**

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Assets (EUR k)	Jun. 30, 2026	Dec. 31, 2025
Non-current assets		
Intangible assets	1,150,238	1,160,159
Property, plant, and equipment	1,158,179	1,146,259
Investments in investees accounted for using the equity method	17,199	22,441
Financial assets	4,267	4,238
Other financial assets	1,261	1,215
Other non-financial assets	6,000	7,329
Deferred tax assets	39,683	37,154
Total non-current assets	**2,376,827**	**2,378,795**
Current assets		
Inventories	44,234	40,322
Trade receivables	243,119	246,005
Other financial assets	13,108	14,276
Other non-financial assets	55,064	44,060
Current tax assets	17,768	5,371
Cash	71,525	73,756
Total current assets	**444,819**	**423,790**
Total assets	**2,821,645**	**2,802,586**

Equity and liabilities (EUR k)	Jun. 30, 2026	Dec. 31, 2025
Equity		
Issued capital	55,161	55,848
Capital reserves	771,439	772,244
Retained earnings	-438,430	-347,224
Accumulated other comprehensive income/loss	-4,474	-4,293
	383,695	**476,575**
Non-controlling interests	15,549	14,899
Total equity	**399,245**	**491,474**
Non-current liabilities		
Provisions for pensions and similar obligations	29,125	29,105
Other provisions	33,987	33,764
Financial liabilities from leases (IFRS 16)	607,021	609,935
Other financial liabilities	780,095	880,092
Other liabilities	2,090	2,120
Deferred tax liabilities	42,390	44,210
Total non-current liabilities	**1,494,708**	**1,599,227**
Current liabilities		
Other provisions	44,364	51,731
Financial liabilities from leases (IFRS 16)	176,716	175,101
Other financial liabilities	316,790	93,901
Trade payables	237,750	248,399
Other liabilities	135,295	120,885
Current income tax liabilities	16,776	21,868
Total current liabilities	**927,693**	**711,885**
Total equity and liabilities	**2,821,645**	**2,802,586**

CONSOLIDATED STATEMENT OF CASH FLOWS

EUR k	6M 2026	6M 2025
Cash flows from operating activities		
Consolidated profit or loss for the period	38,504	45,066
Expenses (+)/income (–) from net finance income/costs and net tax income/expense	52,221	50,283
Amortization, depreciation, and impairment (+) on non-current assets	54,576	56,725
Depreciation and impairment (+) on right-of-use assets under leases (IFRS 16)	109,077	107,980
Share of the profit or loss of investees accounted for using the equity method	-4,936	-4,245
Cash received from profit distributions of investees accounted for using the equity method	7,634	8,129
Interest paid (–) in connection with leases (IFRS 16)	-16,127	-15,461
Interest paid (–) in connection with other financial liabilities	-20,016	-22,523
Interest received (+)	215	92
Income taxes paid (–)/received (+)	-36,058	-31,673
Increase (+)/decrease (–) in provisions	-8,839	-18,146
Other non-cash expenses (+)/income (–)	-1,170	350
Gain (–)/loss (+) on the disposal of non-current assets	-887	-70
Increase (–)/decrease (+) in inventories, trade receivables, and other assets	-11,954	32,186
Increase (+)/decrease (–) in trade payables and other liabilities	-983	-62,891
Cash flows from operating activities	**161,258**	**145,803**
Cash flows from investing activities		
Cash received (+) from the disposal of intangible assets and property, plant, and equipment	2,290	381
Cash paid (–) for investments in intangible assets and property, plant, and equipment	-53,498	-40,005
Cash received (+)/cash paid (–) in relation to investees accounted for using the equity method and to financial assets	9	145
Cash received (+) from/cash paid (–) for the sale of consolidated entities	-452	0
Cash received (+) from/cash paid (–) for the acquisition of consolidated entities	0	-864
Cash flows from investing activities	**-51,652**	**-40,343**
Cash flows from financing activities		
Dividend distributions (–)	-107,459	-133,596
Cash paid (–) for the acquisition of treasury shares	-23,476	0
Cash received (+) from/cash paid (–) for the acquisition of shares not involving a change of control	-2,454	-56
Cash paid (–) for transaction costs in connection with borrowings	0	-525
Cash received (+) from borrowings	338,170	297,531
Cash repayments (–) of borrowings	-204,697	-164,512
Cash payments (–) for the principal portion of lease liabilities (IFRS 16)	-111,921	-107,761
Cash flows from financing activities	**-111,837**	**-108,919**

Cash and cash equivalents at the end of the period		
Change in cash and cash equivalents	-2,231	-3,459
Cash and cash equivalents at the beginning of the period	73,756	75,491
Cash and cash equivalents at the end of the period	**71,525**	**72,032**
Composition of cash and cash equivalents		
Cash	71,525	72,032
Cash and cash equivalents at the end of the period	**71,525**	**72,032**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

EUR k	Issued capital	Capital reserves	Retained earnings	Accumulated other comprehensive income/loss Exchange differences on translating foreign operations	Total	Non-controlling interests	Total equity
Jan. 1, 2025	**55,848**	**770,004**	**-358,121**	**-2,231**	**465,500**	**11,114**	**476,614**
Consolidated profit or loss for the period			36,878		36,878	8,188	45,066
Other comprehensive income				-1,825	-1,825	244	-1,581
Total comprehensive income			36,878	-1,825	35,053	8,432	43,485
Changes in the basis of consolidation							
Acquisition of treasury shares							
Share-based payment		414			414		414
Effects from changes in ownership interests in subsidiaries without loss of control							
Obligation to purchase own equity instruments			6,652		6,652	-332	6,320
Dividends			-128,451		-128,451	-3,324	-131,775
Jun. 30, 2025	**55,848**	**770,418**	**-443,042**	**-4,055**	**379,169**	**15,890**	**395,059**

EUR k							
Jan. 1, 2026	**55,848**	**772,244**	**-347,224**	**-4,293**	**476,575**	**14,899**	**491,474**
Consolidated profit or loss for the period			33,936		33,936	4,568	38,504
Other comprehensive income				-181	-181	-90	-271
Total comprehensive income			33,936	-181	33,755	4,478	38,233
Changes in the basis of consolidation							
Acquisition of treasury shares	-687		-22,788		-23,475		-23,475
Share-based payment		-805			-805		-805
Effects from changes in ownership interests in subsidiaries without loss of control			-70		-70		-70
Obligation to purchase own equity instruments			-236		-236	236	
Dividends			-102,048		-102,048	-4,065	-106,113
Jun. 30, 2026	**55,161**	**771,439**	**-438,430**	**-4,474**	**383,695**	**15,549**	**399,245**

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

General

1 Information on the Company and Group

Ströer SE & Co. KGaA is a listed corporation. The Company has its registered office at Ströer-Allee 1, 50999 Cologne, Germany. It is entered in the Cologne commercial register in department B under HRB no. 86922.

The purpose of Ströer SE & Co. KGaA and the entities (the 'Ströer Group' or the 'Group') included in the condensed consolidated interim financial statements ('consolidated interim financial statements') is the provision of services in the areas of media, advertising, marketing, and communication including, but not limited to, the marketing of out-of-home media and the brokerage and marketing of online advertising space. The Group markets all forms of out-of-home media, from traditional large formats and transportation media through to digital media.

For a detailed description of the Group structure and the operating segments, please refer to the relevant information in our annual report for the year ended December 31, 2025.

2 Basis of presentation

The consolidated interim financial statements for the period January 1 to June 30, 2026 have been prepared in accordance with the requirements of IAS 34 'Interim Financial Reporting'. They must be read in conjunction with the consolidated financial statements for the period ended December 31, 2025.

The disclosures required by IAS 34 on changes to individual line items in the consolidated statement of financial position, consolidated income statement, and consolidated statement of cash flows are included in the interim group management report.

Due to rounding differences, figures in tables may differ slightly from the actual figures.

These consolidated interim financial statements and the interim group management report have not been reviewed by an auditor.

3 Accounting policies

The figures disclosed in these consolidated interim financial statements were determined in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union. The accounting policies applied in the consolidated interim financial statements were the same as those applied in the consolidated financial statements for the year ended December 31, 2025.

The following standards issued by the IASB and implemented in European law were applied in the preparation of these consolidated interim financial statements for the first time with effect from January 1, 2026:

- Amendments to the Classification and Measurement of Financial Instruments (Amendments to IFRS 9 and IFRS 7)
- Contracts Referencing Nature-dependent Electricity (Amendments to IFRS 9 and IFRS 7)
- Improvements to IFRS 1, IFRS 7, IFRS 9, IFRS 10, and IAS 7

Initial application of these standards did not have any material effects on the net assets, financial position, or financial performance of the Group.

4 Accounting estimates

Preparation of the consolidated interim financial statements in compliance with IFRS requires assumptions and estimates to be made that have an impact on the figures disclosed in the consolidated financial statements or consolidated interim financial statements. The estimates are based on empirical data and other information on the transactions to be recognized. Actual results may differ from such estimates. The same accounting estimate procedures and assumptions as used in the consolidated financial statements for the year ended December 31, 2025 were applied to the estimates shown in these consolidated interim financial statements.

5 Related party disclosures

In the first half of 2026, the Ströer Group acquired a plot of land for a purchase price of EUR 9.8m, which is situated directly adjacent to the Group´s headquarters in Cologne and ensures the possibility of future expansion. The sale was made by a company in which Mr. Udo Müller indirectly holds a minority interest. Mr. Dirk Ströer also holds an indirect stake. In other regards, please refer to the consolidated financial statements for the year ended December 31, 2025 for the disclosures on related parties.

6 Segment information

The Ströer Group has grouped its business activities into three segments that operate independently in the market, working in close cooperation with the Group holding company Ströer SE & Co. KGaA. The three segments are Out-of-Home Media, Digital & Dialog Media, and DaaS & E-Commerce.

While the OOH, DOOH, and Services product groups are allocated to the Out-of-Home Media segment, the Digital & Dialog Media segment comprises the Digital and Dialog product groups. The DaaS & E-Commerce segment consists of the Data as a Service and E-Commerce product groups.

The following table shows the reconciliation of segment earnings to the figures included in the consolidated financial statements:

EUR k	Q2 2026	Q2 2025
Total segment earnings – EBITDA (adjusted)	**163,183**	**156,880**
Reconciliation items	-9,396	-8,013
EBITDA (adjusted)	**153,786**	**148,867**
Adjustments	-9,463	-3,673
EBITDA	**144,324**	**145,194**
Depreciation (right-of-use assets under leases (IFRS 16))	-55,024	-54,795
Amortization and depreciation (other non-current assets)	-27,522	-28,232
Impairment losses (including goodwill impairment)	-653	-352
Net finance income/costs	-18,802	-15,700
Profit or loss before taxes	**42,323**	**46,115**

EUR k	6M 2026	6M 2025
Total segment earnings – EBITDA (adjusted)	**292,227**	**282,499**
Reconciliation items	-19,183	-16,232
EBITDA (adjusted)	**273,043**	**266,268**
Adjustments	-18,665	-6,213
EBITDA	**254,378**	**260,054**
Depreciation (right-of-use assets under leases (IFRS 16))	-107,999	-107,404
Amortization and depreciation (other non-current assets)	-54,576	-56,725
Impairment losses (including goodwill impairment)	-1,078	-576
Net finance income/costs	-35,797	-31,061
Profit or loss before taxes	**54,928**	**64,288**

REPORTING BY OPERATING SEGMENT

EUR k	OOH Media	Digital & Dialog Media	DaaS & E-Commerce	Reconciliation	Group
Q2 2026					
External revenue	220,435	244,076	77,258	0	541,769
Internal revenue	50,024	482	25	-50,531	0
Segment revenue	270,459	244,558	77,283	-50,531	541,769
EBITDA (adjusted)	127,682	29,726	5,774	-9,396	153,786
Q2 2025					
External revenue	211,233	208,862	84,635	0	504,730
Internal revenue	33,874	814	21	-34,710	0
Segment revenue	245,107	209,676	84,656	-34,710	504,730
EBITDA (adjusted)	117,064	30,901	8,915	-8,013	148,867

EUR k	OOH Media	Digital & Dialog Media	DaaS & E-Commerce	Reconciliation	Group
6M 2026					
External revenue	406,998	474,588	155,785	0	1,037,371
Internal revenue	84,488	974	60	-85,522	0
Segment revenue	491,485	475,563	155,845	-85,522	1,037,371
EBITDA (adjusted)	224,260	56,529	11,437	-19,183	273,043
6M 2025					
External revenue	390,389	414,350	175,462	0	980,201
Internal revenue	64,503	1,527	52	-66,082	0
Segment revenue	454,892	415,877	175,514	-66,082	980,201
EBITDA (adjusted)	203,345	58,857	20,297	-16,232	266,268

REPORTING BY PRODUCT GROUP

EUR k	OOH	DOOH	Services	Digital	Dialog	Data as a Service	E-Commerce	Reconciliation	Group
Q2 2026									
Segment revenue	138,190	115,579	16,690	113,354	131,204	35,611	41,672	-50,531	541,769
Q2 2025									
Segment revenue	140,015	92,985	12,107	104,665	105,012	40,293	44,363	-34,710	504,730

EUR k	OOH	DOOH	Services	Digital	Dialog	Data as a Service	E-Commerce	Reconciliation	Group
6M 2026									
Segment revenue	252,680	206,662	32,143	208,149	267,414	72,425	83,420	-85,522	1,037,371
6M 2025									
Segment revenue	255,202	174,327	25,363	202,782	213,094	82,466	93,048	-66,082	980,201

7 Reconciliation: organic growth

The following tables present the reconciliation to organic revenue growth. For the first half of 2026, they show that the increase in revenue (excluding foreign exchange rate effects) of EUR 26.7m and adjusted revenue for the prior-year period of EUR 976.3m gives organic revenue growth of 2.7%.

EUR k	Q2 2026	Q2 2025
Revenue for Q2 of prior year (reported)	**504,730**	**511,517**
Entities sold	-2,067	-1,614
Revenue for Q2 of prior year (restated)	**502,663**	**509,903**
Foreign exchange rate effects	-638	-744
Organic revenue growth	21,296	-11,852
Revenue for Q2 of current year (restated)	**523,321**	**497,307**
Acquisitions	18,448	7,423
Revenue for Q2 of current year (reported)	**541,769**	**504,730**

EUR k	6M 2026	6M 2025
Revenue for 6M of prior year (reported)	**980,201**	**964,959**
Entities sold	-3,924	-3,389
Revenue for 6M of prior year (restated)	**976,277**	**961,569**
Foreign exchange rate effects	-2,987	277
Organic revenue growth	26,690	5,281
Revenue for 6M of current year (restated)	**999,980**	**967,127**
Acquisitions	37,392	13,073
Revenue for 6M of current year (reported)	**1,037,371**	**980,201**

8 Reconciliation of the consolidated income statement to the management accounting figures

Q2 2026 EUR m	Income statement in accordance with IFRS	Reclassification of amortization, depreciation, and impairment	Reclassification of exceptional items	Income statement for management accounting purposes	Amortization and depreciation from purchase price allocations	Exchange rate effects from intragroup loans	Tax normalization	Elimination of exceptional items and impairment losses	Adjusted income statement Q2 2026	Adjusted income statement Q2 2025
Revenue	**541.8**			**541.8**					**541.8**	**504.7**
Cost of sales	-318.9	69.9	2.5	-246.6					-246.6	-218.0
Selling expenses	-84.3									
Administrative expenses	-79.0									
Total selling and administrative expenses	-163.3	13.3	1.4	-148.6					-148.6	-146.3
Other operating income	5.4									
Other operating expenses	-7.2									
Total other operating income and other operating expenses	-1.9		5.6	3.7					3.7	5.8
Share of the profit or loss of investees accounted for using the equity method	3.5			3.5					3.5	2.6
EBITDA (adjusted)				**153.8**					**153.8**	**148.9**
Amortization, depreciation, and impairment		-83.2		-83.2	2.6				-80.6	-79.9
EBIT (adjusted)				**70.6**	**2.6**				**73.2**	**69.0**
Exceptional items			-9.5	-9.5				9.5	0.0	0.0
Net finance income/costs	-18.8			-18.8		0.3			-18.5	-17.7
Income taxes	-12.7			-12.7			-3.8		-16.4	-15.4
Consolidated profit or loss for the period	**29.7**	**0.0**	**0.0**	**29.7**	**2.6**	**0.3**	**-3.8**	**9.5**	**38.3**	**36.0**

6M 2026 EUR m	Income statement in accordance with IFRS	Reclassification of amortization, depreciation, and impairment	Reclassification of exceptional items	Income statement for management accounting purposes	Amortization and depreciation from purchase price allocations	Exchange rate effects from intragroup loans	Tax normalization	Elimination of exceptional items and impairment losses	Adjusted income statement 6M 2026	Adjusted income statement 6M 2025
Revenue	**1,037.4**			**1,037.4**					**1,037.4**	**980.2**
Cost of sales	-620.4	137.1	1.0	-482.3					-482.3	-429.6
Selling expenses	-171.1									
Administrative expenses	-159.8									
Total selling and administrative expenses	-330.9	26.6	2.6	-301.7					-301.7	-297.0
Other operating income	12.8									
Other operating expenses	-13.1									
Total other operating income and other operating expenses	-0.3		15.1	14.8					14.8	8.5
Share of the profit or loss of investees accounted for using the equity method	4.9			4.9					4.9	4.2
EBITDA (adjusted)				**273.0**					**273.0**	**266.3**
Amortization, depreciation, and impairment		-163.7		-163.7	5.5				-158.2	-157.5
EBIT (adjusted)				**109.4**	**5.5**				**114.9**	**108.7**
Exceptional items			-18.7	-18.7				18.7	0.0	0.0
Net finance income/costs	-35.8			-35.8		0.8			-35.0	-34.3
Income taxes	-16.4			-16.4			-7.5		-24.0	-22.3
Consolidated profit or loss for the period	**38.5**	**0.0**	**0.0**	**38.5**	**5.5**	**0.8**	**-7.5**	**18.7**	**55.9**	**52.1**

Selected notes to the consolidated income statement, consolidated statement of financial position, and consolidated statement of cash flows and other notes

9 Seasonality

The Group's revenue and earnings are seasonal in nature. While the fourth quarter is generally characterized by significantly higher revenue and earnings, the first quarter in particular tends to be somewhat weaker. Sometimes, however, this seasonality is eclipsed by significant changes in the macroeconomic backdrop.

10 Financial instruments

The following table shows the financial assets and liabilities measured and recognized at fair value on a recurring basis as at June 30, 2026 and December 31, 2025:

			Carrying amount pursuant to IFRS 9			
EUR k	Measurement category pursuant to IFRS 9	**Carrying amount as at Jun. 30, 2026**	Amortized cost	Fair value through other comprehensive income	Fair value through profit or loss	**Fair value as at Jun. 30, 2026**
Assets						
Cash	AC	71,525	71,525			71,525
Trade receivables	AC	243,119	243,119			243,119
Other non-current financial assets	AC	1,261	1,261			1,261
Other current financial assets	AC	13,108	13,108			13,108
Equity instruments measured at fair value through other comprehensive income	FVTOCI	4,267		4,267[1]		4,267
Equity and liabilities						
Trade payables	AC	237,750	237,750			237,750
Non-current financial liabilities[2]	AC	778,365	778,365			777,167
Current financial liabilities[2]	AC	288,947	288,947			288,947
Contingent purchase price liabilities	FVTPL	0			0	0
Obligation to purchase own equity instruments	AC	29,574	29,574			29,574
Thereof aggregated by measurement category pursuant to IFRS 9:						
Assets measured at amortized cost	AC	329,013	329,013			329,013
Equity instruments measured at fair value through other comprehensive income	FVTOCI	4,267		4,267		4,267
Financial liabilities measured at fair value through profit or loss	FVTPL	0			0	0
Financial liabilities measured at amortized cost	AC	1,334,636	1,334,636			1,333,438

EUR k	Measurement category pursuant to IFRS 9	**Carrying amount as at Dec. 31, 2025**	Amortized cost	Fair value through other comprehensive income	Fair value through profit or loss	**Fair value as at Dec. 31, 2025**
Assets						
Cash	AC	73,756	73,756			73,756
Trade receivables	AC	246,005	246,005			246,005
Other non-current financial assets	AC	1,215	1,215			1,215
Other current financial assets	AC	14,276	14,276			14,276
Equity instruments measured at fair value through other comprehensive income	FVTOCI	4,238		4,238[1]		4,238
Equity and liabilities						
Trade payables	AC	248,399	248,399			248,399
Non-current financial liabilities[2]	AC	878,361	878,361			878,161
Current financial liabilities[2]	AC	66,057	66,057			66,057
Contingent purchase price liabilities	FVTPL	0			0	0

Obligation to purchase own equity instruments	AC	29,574	29,574		29,574
Thereof aggregated by measurement category pursuant to IFRS 9:					
Assets measured at amortized cost	AC	335,252	335,252		335,252
Equity instruments measured at fair value through other comprehensive income	FVTOCI	4,238		4,238	4,238
Financial liabilities measured at fair value through profit or loss	FVTPL	0		0	0
Financial liabilities measured at amortized cost	AC	1,222,391	1,222,391		1,222,191

[1] Other equity investments (Level 3).
[2] Excluding the obligation to purchase own equity instruments, excluding contingent purchase price liabilities (Level 3), and excluding lease liabilities (IFRS 16).

Due to the short terms of cash and cash equivalents, trade receivables, trade payables, other financial assets, and current financial liabilities, it is assumed that the fair values correspond to the carrying amounts.

The fair values of the liabilities to banks included in non-current financial liabilities are calculated as the present values of the estimated future cash flows, taking into account Ströer's own credit risk (Level 2 fair values). Market interest rates with matching maturities are used for discounting. It is therefore assumed that the carrying amount of non-current financial liabilities is equal to the fair value as at the reporting date. The only deviation from this was among the note loans, where fixed-rate tranches with a volume of EUR 172.5m were determined to have a slightly lower fair value of EUR 171.3m as at the reporting date.

The fair value hierarchy levels and their application in respect of the Group's assets and liabilities are described below:

Level 1: Quoted market prices are available in active markets for identical assets or liabilities. The quoted market price for the financial assets held by the Group is equivalent to the current bid price. These instruments are assigned to Level 1.

Level 2: Quoted or market prices for similar financial instruments in an active market or for identical or similar financial instruments in a market that is not active or inputs other than quoted market prices that are based on observable market data. An instrument is assigned to Level 2 if all significant inputs required to determine the fair value of the instrument are observable in the market.

Level 3: Valuation techniques that use inputs that are not based on observable market data. Instruments assigned to Level 3 include, in particular, unquoted equity instruments.

Changes in the assessment of the level to be used for measuring the assets and liabilities are made at the time that any new facts are established.

11 Shareholder meeting

This year's shareholder meeting of Ströer SE & Co. KGaA was held virtually on June 3, 2026. In total, around 42 million no-par-value shares were represented, equivalent to around 75 % of the share capital. At the shareholder meeting, the proposal of the Supervisory Board and general partner to pay a dividend of EUR 1.85 per dividend-bearing no-par-value share was adopted.

12 Acquisition and retirement of treasury shares

On March 23, 2026, the general partner of Ströer SE & Co. KGaA, Ströer Management SE, decided to carry out a share buyback program with a total volume of up to EUR 50.0m. The program commenced on March 26, 2026 and was paused on April 22, 2026. A total of 687,263 treasury shares had been acquired under this program between March 26, 2026 and April 22, 2026.

On June 5, 2026, Ströer Management SE decided to reduce the subscribed capital of Ströer SE & Co. KGaA from EUR 55,848,313.00 to EUR 55,161,050.00 by retiring these 687,263 treasury shares.

13 Transactions not involving a change of control

Under a purchase agreement dated 23 June 2026, the Ströer Group acquired the remaining 49.0 % of the shares in the Italian Dea Group (Dialog Marketing) for a purchase price of EUR 15.0m. The co-shareholders had exercised a corresponding put option on these shares vis-à-vis the Ströer Group in 2025. A corresponding financial liability had already been recognized in the Ströer Group's consolidated financial statements in recent years. It was settled by bank transfer on 3 July 2026.

14 Subsequent events

Under a purchase agreement dated 30 July 2026, the Ströer Group acquired a further 7.6 % of the shares in Edgar Ambient Media Group GmbH for a purchase price of EUR 5.4m. The co-shareholder had previously exercised a corresponding put option vis-à-vis the Ströer Group. A corresponding financial liability had already been recognized in the Ströer Group's consolidated financial statements in recent years and was settled by bank transfer in Q3 2026. Following this acquisition, the Ströer Group holds a total of 90.0 % of the shares, whilst the co-shareholder holds the remaining 10.0 % of the shares; a corresponding put option also exists for these remaining 10.0 % of the shares.

No other material events have occurred since the reporting date.

Cologne, August 13, 2026

Ströer SE & Co. KGaA
represented by: Ströer Management SE
(general partner)





Udo Müller
CEO

Christoph Vilanek
CFO

RESPONSIBILITY STATEMENT

To the best of our knowledge, and in accordance with the applicable financial reporting principles for interim financial reporting, the condensed consolidated interim financial statements give a true and fair view of the net assets, financial position, and financial performance of the Group, and the interim group management report includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected future development of the Group for the remaining months of the financial year.

Cologne, August 13, 2026

Ströer SE & Co. KGaA
represented by: Ströer Management SE
(general partner)



Udo Müller
CEO



Christoph Vilanek
CFO

FINANCIAL CALENDAR

9M/Q3 2026 quarterly statement	November 12, 2026

CONTACTS AND EDITORIAL INFORMATION

IR CONTACT / PRESS CONTACT

Ströer SE & Co. KGaA

Christoph Löhrke
Head of Capital Markets & Communications
Ströer-Allee 1 . 50999 Cologne
Phone: +49 (0)2236 9645 356 / Phone: +49 (0)2236 9645 246
Fax: +49 (0)2236 9645 6356 / Fax: +49 (0)2236 9645 6246
ir@stroeer.de / cloehrke@stroeer.de / presse@stroeer.de

Publisher

Ströer SE & Co. KGaA
Ströer-Allee 1 . 50999 Cologne
Phone: +49 (0)2236 9645 0
Fax: +49 (0)2236 9645 299
info@stroeer.de

Cologne local court
HRB no. 86922
VAT identification no.: DE811763883

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In the event of inconsistencies, the German version shall prevail.

DISCLAIMER

This half-year financial report contains forward-looking statements that entail risks and uncertainties. The actual business performance and results of Ströer SE & Co. KGaA and of the Group may differ significantly from the assumptions made in this half-year financial report. This half-year financial report does not constitute an offer to sell or an invitation to submit an offer to purchase securities of Ströer SE & Co. KGaA. There is no obligation to update the statements made in this half-year financial report.

Publisher

Ströer SE & Co. KGaA
Ströer-Allee 1 . 50999 Cologne
Phone: +49 (0)2236 9645 0
Fax: +49 (0)2236 9645 299
info@stroeer.de