

**PRESS RELEASE****Awarded! Ströer again awarded with Top Innovator Award**

Cologne, 20 April 2018      Ströer receives the Top Innovator Award again in 2018. This award honors the media company for its high level of innovation. Since 2014 Ströer has been one of the top 30 most innovative European companies without interruption, selected and listed by the Swiss investment analytics company Alpora GmbH on the basis of various criteria.

Alpora identifies particularly innovative companies in various sectors and regions because, according to the Swiss company, innovative strength is decisive for the long-term and sustainable economic success of a company. The company selects the most innovative companies to develop investment products based on quantitative, analytical models.

Every year Alpora presents the Innovator Award to the most efficient companies in the field of innovation. The research company evaluates the individual innovative strength of companies on the basis of a large number of measurable innovation indicators. This analytics approach is based on scientific research and provides a comprehensive picture of the innovative ability of companies. The quantitative evaluation forms the basis for the innovation ranking of companies and the basis for portfolio definitions and investment recommendations with a focus on innovation. The innovative ability of the TOP INNOVATOR companies is determined by the Innovation Capability Analytics (ICA) method. The method is a fully analytical assessment based on quantitative variables and is performed annually.



## About Ströer

Ströer is a leading digital multi-channel media company and offers its customers end-to-end solutions along the entire marketing and sales value chain. Ströer's objective is to be the most customer-centric media company. The addition of dialog marketing enables Ströer to 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.de and special interest sites.

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 segment. It has approximately 13,000 employees at over 100 locations. In fiscal year 2017, Ströer generated revenue of EUR 1.33b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

## Press contact

Marc Sausen  
Ströer SE & Co. KGaA  
Director Corporate Communications  
Ströer-Allee 1 · D-50999 Cologne  
Phone: ++49 (0)2236 / 96 45-246  
Fax: ++49 (0)2236 / 96 45-6246  
Email: [presse@stroeer.de](mailto:presse@stroeer.de)

## Investor Relations contact

Christoph Lührke  
Ströer SE & Co. KGaA  
Head of Investor and Credit Relations  
Ströer-Allee 1 · D-50999 Cologne  
Phone: ++49 (0)2236 / 96 45-356  
Fax: ++49 (0)2236 / 96 45-6356  
Email: [ir@stroeer.de](mailto:ir@stroeer.de)

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