

QUARTERLY RELEASE

Ströer presents first quarter 2020 results

- **Consolidated revenue up 5% from EUR 351m to EUR 368m**
- **Organic growth at 6%**
- **EBITDA (adjusted) up 6% from EUR 117m to EUR 124m**

Cologne, 12 May 2020

Ströer SE & Co. KGaA presents its figures for the first quarter of 2020. Ströer is pursuing the unique “OOH+” strategy – the combination of the core OOH business with the supporting Digital OOH & Content and Direct Media segments.

Consolidated revenue was up 5% in the first quarter of 2020 from EUR 351m to EUR 368m. Organic revenue growth stood at 6%. EBITDA (adjusted) notched up 6% from EUR 117m to EUR 124m.

OOH Media

Revenue in the OOH Media segment rose 6% from EUR 143m to EUR 152m in the first quarter of 2020. Overall, the segment increased its EBITDA (adjusted) by 6% in the same period, up from EUR 63m to EUR 66m, with an EBITDA margin (adjusted) of 43.6% (Q1 2019: 43.8%).

Digital OOH & Content

Revenue in the Digital OOH & Content segment lifted from EUR 125m in the prior-year quarter to EUR 137m in the first three months of 2020, with organic revenue growth of more than 10%. EBITDA (adjusted) increased by 12%, up from EUR 44m to EUR 49m. The EBITDA margin (adjusted) stood at 36.0% (Q1 2019: 35.2%).

Direct Media

Revenue in the Direct Media segment declined slightly in the first quarter of 2020, down 2% from EUR 89m to EUR 87m. Organic growth, however, was just under 1%. EBITDA (adjusted) in the first quarter stood at around EUR 15m (Q1 2019: EUR 14m), with an EBITDA margin (adjusted) of 16.9% (Q1 2019: 15.4%).

THE GROUP'S FINANCIAL FIGURES AT A GLANCE

Continuing operations

<p>REVENUE EUR 368.2m (prior year: EUR 350.8m)</p> <p>SEGMENT REVENUE In EUR m</p> <table border="1"> <thead> <tr> <th>Segment</th> <th>2019</th> <th>2020</th> </tr> </thead> <tbody> <tr> <td>OOH Media</td> <td>143.0</td> <td>151.6</td> </tr> <tr> <td>Digital OOH & Content</td> <td>125.0</td> <td>137.0</td> </tr> <tr> <td>Direct Media</td> <td>89.4</td> <td>87.4</td> </tr> </tbody> </table>	Segment	2019	2020	OOH Media	143.0	151.6	Digital OOH & Content	125.0	137.0	Direct Media	89.4	87.4	<p>EBITDA (ADJUSTED) EUR 123.6m (prior year: EUR 116.5m)</p>	<p>EBITDA-MARGIN (ADJUSTED) 33.6% (prior year: 33.2%)</p>
Segment	2019	2020												
OOH Media	143.0	151.6												
Digital OOH & Content	125.0	137.0												
Direct Media	89.4	87.4												
	<p>ORGANIC REVENUE GROWTH 6.0% (prior year: 7.5%)</p>	<p>ADJUSTED CONSOLIDATED PROFIT EUR 37.6m (prior year: EUR 34.6m)</p>												
	<p>FREE CASH FLOW BEFORE M&A TRANSACTIONS EUR 41.6m (prior year: EUR 66.4m)</p>	<p>ROCE 19.8% (prior year: 19.0%)</p>												

In EUR m	Q1 2020	Q1 2019
Revenue	368.2	350.8
EBITDA (adjusted)	123.6	116.5
Adjustment effects	1.7	7.8
EBITDA	122.0	108.7
Amortization, depreciation and impairment losses	85.4	83.0
thereof attributable to purchase price allocations and impairment losses	12.7	14.9
EBIT	36.5	25.7
Financial result	6.4	7.5
EBT	30.1	18.2
Taxes	5.0	3.2
Consolidated profit for the period	25.2	15.0
Adjusted consolidated profit for the period	37.6	34.6
Free cash flow (before M&A transactions)	41.6	66.4
Net debt (31 Mar / 31 Dec)	574.4	547.6

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 OOH & Content and Direct Media 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 and exclusive advertising rights at train stations through to digital out-of-home media. The Digital OOH & Content and Direct Media 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.de and special interest sites.

The Company has more than 12,000 employees at around 100 locations. In fiscal year 2019, Ströer generated revenue of EUR 1.6b. Ströer SE & Co. KGaA is listed in Deutsche Börse's SDAX.

For more information on the Company, please visit www.stroeer.com.

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