

## **PRESS RELEASE**

**Ströer: Revenue and EBITDA hit record heights in 2024, with revenue exceeding €2 billion for the first time**

- **Consolidated revenue up by 7% to EUR 2.05b in 2024; core OOH business grows by 11.5% (organic)**
- **Earnings increase at an even faster rate: EBITDA (adjusted) up by 10%; EBIT (adjusted) up by 20%**
- **Net adjusted income climbs by 20%**
- **Free cash flow (adjusted) rises by 96% to around EUR 158m**
- **Strong start to the year: Core OOH business expected to see 13–14% growth in Q1/2025**

Cologne, March 6, 2025

The preliminary, unaudited financial results for Ströer SE & Co. KGaA in 2024 set new records. Revenue surpassed the EUR 2.0b mark for the first time in the Company's history. Consolidated revenue grew by 7% (organic growth: 6%) to EUR 2.05b. EBITDA (adjusted) advanced by 10% to a new record of EUR 626m, while EBIT (adjusted) rose even more strongly, advancing by 20% to EUR 320m. Free cash flow (adjusted) also contributed to the positive general picture, almost doubling with growth of 96% to EUR 158m.

The positive trajectory of the Out-of-Home Media segment reflects the ongoing shift in customers' media mix, seeing them progressively increase the out-of-home (OOH) share. This is being driven, in particular, by unwavering growth in digital out-of-home (DOOH) advertising and – within DOOH – by exceptional growth of 34% in programmatic out-of-home (pDOOH) advertising. The revenue share contributed by DOOH business in Ströer's core OOH-segment (excluding OOH services) rose to around 41% – a new record. And this trend is set to continue, fueled by AI- and data-driven programmatic DOOH business. AI, software, and data will become key drivers of growth in addition to the quality of infrastructure.

Ströer's proprietary multi-channel supply-side platform (SSP) – 'Core' – in which it has invested an amount in the double-digit millions of euros in recent years, provides a fully automated AI-based and fully integrated multi-channel sales platform for its premium assets, both in outernet advertising (DOOH) and in internet advertising (especially t-online). 'Core' is an open MarTech marketplace through which Ströer also markets third-party inventory. Using software and first-party data, campaigns can be planned and run programmatically almost in real time for specific target audiences at specific locations. For the first time in the history of out-of-home advertising, this integrates DOOH seamlessly into advertising customers' digital MarTech ecosystem, allowing the Company to reach many new customers and use cases.

Ströer's infrastructure company, Ströer Deutsche Städte Medien (SDM), also completed its acquisition of RBL Media, making a further contribution to the consolidation of the German out-of-home advertising market. This step saw Ströer add another attractive offering that complements its own infrastructure portfolio and represents great digitalization potential.

**“Digital screens, AI, software, and data are disrupting the OOH market. The outernet is the real-world counterpart to the internet in the world of advertising. Sustained revenue growth of more than 20% in our digital out-of-home advertising business shows clearly that customers are continuing to adjust their advertising budgets in favor of our digital and high-reach screen portfolio. Our new proprietary multi-channel SSP 'Core' is playing a key role in this revolutionary process of digitalization, which has swept across the marketing sector as a whole and not just out-of-home advertising. The focus is on MarTech rather than marketing, and ever growing budgets are being directed toward our digital out-of-home advertising infrastructure thanks to links between trading desks (demand-side platforms (DSPs)) and our multi-channel SSP 'Core'. Through fully integrated DOOH offerings, we are able to offer our customers a high-reach – and high-quality – advertising channel to target their desired audiences in public spaces. The fact that DOOH is embedded in the advertising ecosystem, through 'Core', is part of the reason for our success in digital out-of-home advertising. The growing significance of software, AI, and data is a critical factor in Ströer's success,” says Christian Schmalzl, Co-CEO of Ströer. “Against this backdrop, we are very optimistic about the years ahead. We are expecting the out-of-home advertising business to record growth of between 13% and 14% for the first quarter of 2025. pDOOH continues to be a gamechanger with anticipated revenue growth of more than 30% over the same period. The order books for 2025 indicate a good start to the year.”**

All figures for 2024 are preliminary and have not yet been signed off by the auditors. The final figures will be communicated when the annual report is published on March 24, 2025.

## About Ströer

Ströer is a leading German media house and, with its "OOH plus" strategy, combines the business segments outdoor advertising/out-of-home (OOH), digital media and dialog marketing, as well as offerings from the areas of e-commerce and Data as a Service (DaaS): In its core "Out of Home" segment, the Ströer Group operates around 300,000 media carriers - from traditional billboard media and exclusive advertising rights at train stations to digital out-of-home media (DOOH). Outdoor advertising - especially DOOH - is one of the lowest-carbon media in the overall media mix in relation to the number of contacts reached. With an attractive portfolio of leading German websites and a broad selection of advertising formats, Ströer reaches more than 50 million unique users per month in the digital sector. The company has also built up a strong position in the news sector with t-online and also offers a wide range of premium content for digital natives. In the field of dialog marketing, Ströer offers innovative solution models for telephone, e-mail and chat as well as in direct sales.

The Ströer Group has around 11,800 employees at around 100 locations. In fiscal year 2024, Ströer generated revenue of EUR 2.05 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

The company has always integrated sustainable thinking and action into its own business and offers responsible, sustainable communication solutions. All campaigns of advertising customers are carried out in a climate-neutral form. The goal of the company is to be completely climate-neutral by 2025. Ströer offsets unavoidable CO2 emissions directly associated with advertising measures by supporting certified climate protection projects (<https://fpm.climatepartner.com/tracking/15477-2108-1001/de>).

More about Ströer and its sustainability strategy at [www.stroeer.de/en/](http://www.stroeer.de/en/).

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