

PRESS RELEASE

Expectations exceeded: Ströer delivers an outstanding set of results for 2021 and anticipates further strong double-digit growth for 2022

- **Consolidated revenue up by 13% from EUR 1.44b to EUR 1.63b**
- **Adjusted EBITDA rises by 13% from EUR 453m to EUR 513m**
- **Growth of between 10% and 14% forecast for the Group in 2022; the projection for OOH is between 16% and 20%**

Cologne, March 3, 2022 The preliminary financial results for Ströer SE & Co. KGaA in 2021 show that it has had a successful year despite the challenges of the pandemic. Its consolidated revenue increased from EUR 1.44b to EUR 1.63b, an improvement of 13% that was slightly higher than the Group's own forecast and the expectations of the capital market. Adjusted EBITDA was also up by 13%, rising from EUR 453m to EUR 513m. The increase in adjusted net income to EUR 170m was even greater at 35%. The leverage ratio fell again and came to 1.97 as at December 31, 2021.

This healthy level of earnings underscores the success of the OOH+ strategy (combination of the core OOH business with the related business segments Digital & Dialog Media and DaaS & E-Commerce), which is all the more impressive given that it was achieved against the backdrop of the ongoing pandemic and the five-month lockdown at the beginning of 2021. Ströer's flexible positioning enabled it to contain the negative impact of the pandemic on its core out-of-home business and, at the same time, unlock long-term opportunities and potential in its digital business lines, most notably Asam and Statista.

The coronavirus pandemic has significantly accelerated the speed of the structural change that is transforming the advertising market, in particular the shift toward digital out-of-home formats. The number of digital screens is set to double thanks to a concerted expansion of digital infrastructure driven by strong demand and the securing of building permits. Over the coming 15 months, a further 1,000 digital roadside screens will be installed. At present, Ströer markets a total of around 6,000 premium digital screens – both indoor and outdoor

– that are located by roads, in shopping malls, in subway stations, and at train stations and other high-traffic public transportation hubs in 170 German cities.

“These outstanding results for 2021 mean that we have exceeded our expectations. Digital out-of-home advertising and the sharp rise in demand for programmatic marketing were the main drivers of our very robust growth, but all other business segments played their part too. Asam and Statista provided an especially strong boost to the upward trend with growth rates of more than 30%,” says Christian Schmalzl, Co-CEO of Ströer. “We have also made an excellent start to the current year, maintaining the strong momentum from the fourth quarter of 2021 in the first quarter of 2022. On this basis, we expect consolidated revenue to advance by between 10% and 14% in 2022 and for the rise in earnings to be at least as strong despite further significant investment in growth.”

All figures for 2021 are preliminary and have not yet been signed off by the auditors. The final figures for 2021 and the dividend proposal for the year will be communicated when the annual report is published on March 30, 2022.

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 2020, Ströer generated revenue of EUR 1.44b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

More information on the company can be found at www.stroeer.de and the Ströer company page on LinkedIn.

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