

INVESTOR RELATIONS NEWS

Udo Müller puts further limited partner's shares into a foundation structure

Cologne, May 10, 2024

The principal shareholder in Ströer SE & Co. KGaA, Co-CEO, and founder Udo Müller has put an additional 4.2 million (7.47 percent of the share capital of Ströer SE & Co. KGaA) limited partner's shares into another foundation structure. This means that approx. 13.4 million shares, equating to 23.98 percent, of the share capital in Ströer SE & Co. KGaA held by Udo Müller are now held in foundation structures.

In August 2021, Udo Müller and Dirk Ströer had already put a large amount of their shares in the Company into foundation structures as a sign of the long-term commitment of the founding families.

This means that approx. 24.5 million shares, equating to 43.98 percent, of the shares in Ströer SE & Co. KGaA are attributable to the founder families under a voting agreement.

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 10,000 employees at around 100 locations. In fiscal year 2023, Ströer generated revenue of EUR 1.91 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/.

Investor Relations Contact

Christoph Lührke
Ströer SE & Co. KGaA
Head of Investor Relations & Credit Relations
Ströer-Allee 1 · D-50999 Cologne
Phone: +49 2236 / 96 45-356
Fax: +49 2236 / 96 45-6356
E-Mail: ir@stroeer.de

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