

PRESS RELEASE

Ströer adopts fundamentally new dividend policy and sustainably increases the payout ratio

Cologne, 22 March 2019 Against the background of the new “Out-of-Home plus” strategy (OOH plus) and the positive business performance for the 25th consecutive quarter, which is expected to continue in the future, the board of management and the supervisory board of the Ströer Group at today’s meeting resolved to restructure the Group’s current dividend policy.

The current payout ratio of 25% to 50% of adjusted profit is set to be increased to between 50% and 75% and an increase in the dividend from EUR 1.30 to EUR 2.00 will be proposed to the shareholder meeting. This adjustment reflects the expected, structural and sustainable growth of the German out-of-home advertising market and Ströer’s business model which is geared toward long-term growth with the successful “OOH plus” strategy.

Ströer expects the structural upward trend for OOH, which is being driven mainly by the ongoing digitalization, to continue for at least another 10 years with growth rates of around 5%.

In order to ensure growth at the upper end of the expected structural market growth and increase the utilization of its infrastructure inventory, Ströer, as the first nationally operating OOH player, has developed a new growth strategy “OOH plus,” which enables better and above all more direct customer access.

“We have been presenting continually improved KPIs for 25 quarters. This positive development underlines the success of our “OOH plus” strategy – the combination of the core OOH business and supporting segments. In order to allow our shareholders to participate appropriately in our success, we will propose a dividend increase of EUR 2.00 per share at this year’s shareholder meeting,” says Udo Müller, founder and Co-CEO of Ströer.

“Ströer remains on its growth course. Our extensive tech and content know-how from our digital segments also bolsters the digitization of our core OOH business – a unique advantage for Ströer. We are thus creating the conditions for our Company to continue to grow profitably in an increasingly digital world,” says Christian Schmalzl, Co-CEO of Ströer. “For full-year 2019, we expect a positive revenue and earnings development in the mid-single-digit percentage range.”

The provisional figures for fiscal year 2018 presented a few weeks ago show record results for Ströer SE & Co. KGaA, underscoring the success of its “OOH plus” strategy – the combination of the core OOH business and the supporting Digital OOH & Content and Direct Media segments.

The audited figures for fiscal year 2018 will be presented when the annual report is published on 27 March 2019.

About Ströer

Ströer is a leading German provider of out-of-home media and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. With its “OOH plus” strategy, Ströer is focusing on the strengths of the OOH business, underpinned by the Digital OOH & Content and Direct Media segments. With this combination, the Company is in a position to continue expanding its customer relevance and, thanks to its strong market share and long-term contracts on the German market, has an excellent basis from which it can continue to reap more than its share of market growth over 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 segment. The portfolio includes all forms of out-of-home media – from traditional poster media and exclusive advertising rights at train stations through to digital out-of-home media. Our core business is supported by the Digital OOH & Content and Direct Media segments. With dialog marketing, Ströer offers its customers wrap-around 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 approximately 13,000 employees at over 100 locations. In fiscal year 2018, Ströer generated revenue of EUR 1.6 b. Ströer SE & Co. KGaA is listed in Deutsche Börse’s SDAX. All figures for fiscal year 2018 are provisional and unaudited.

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

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