Preliminary Figures FY 2018

February 26th, 2019 | Ströer SE & Co. KGaA

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Outlook

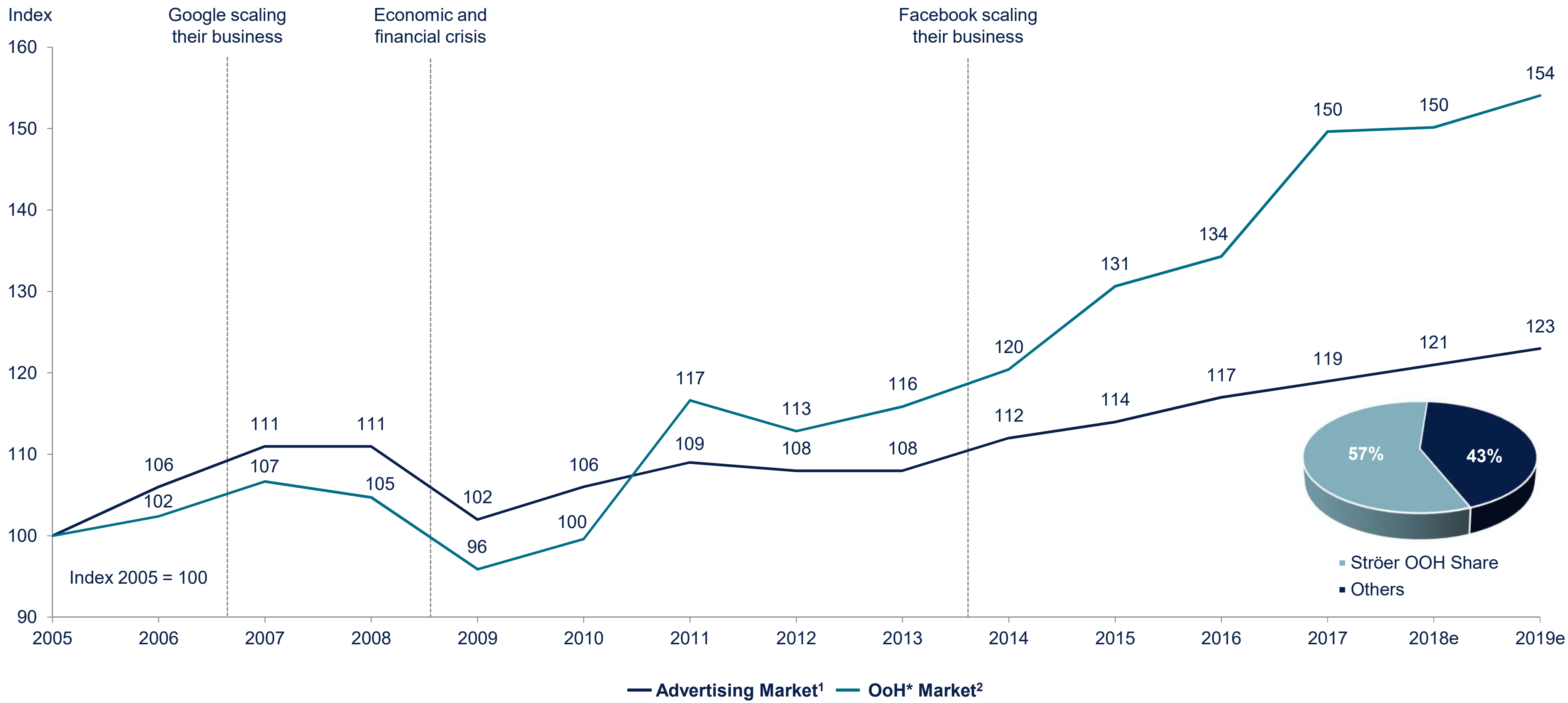
Preliminary Results FY 2018 (continuing Operations)

m€		FY 2018	FY 2017 (pro forma)[1]	▲
Revenues	Reported	1,582.5	1,283.0	+23%
	Organic[2]			+7.7%
Operational EBITDA		543.4	475.4	+14%
EBIT (adjusted)[3]		268.0	233.1	+15%
Net income (adjusted)[3]		199.6	172.9	+15%
Operating cash flow		419.0	389.7	+8%
Capex		112.6	104.0	+8%
		31 Dec 2018	**31 Dec 2017**	
Net Debt[4] / Leverage Ratio[5]		517.7 / 1.4	463.9 / 1.4	

(1) Retroactive application of IFRS 16 and elimination of prior IFRS 11 adjustment
(2) Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations
(3) Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes (applying a normalized tax rate of 15.8%)
(4) Financial liabilities less cash, excl. IFRS 16 lease obligations and elimination of prior IFRS 11 adjustment
(5) Net debt divided by Op. EBITDA of last 12 month (adjusted for IFRS 16)

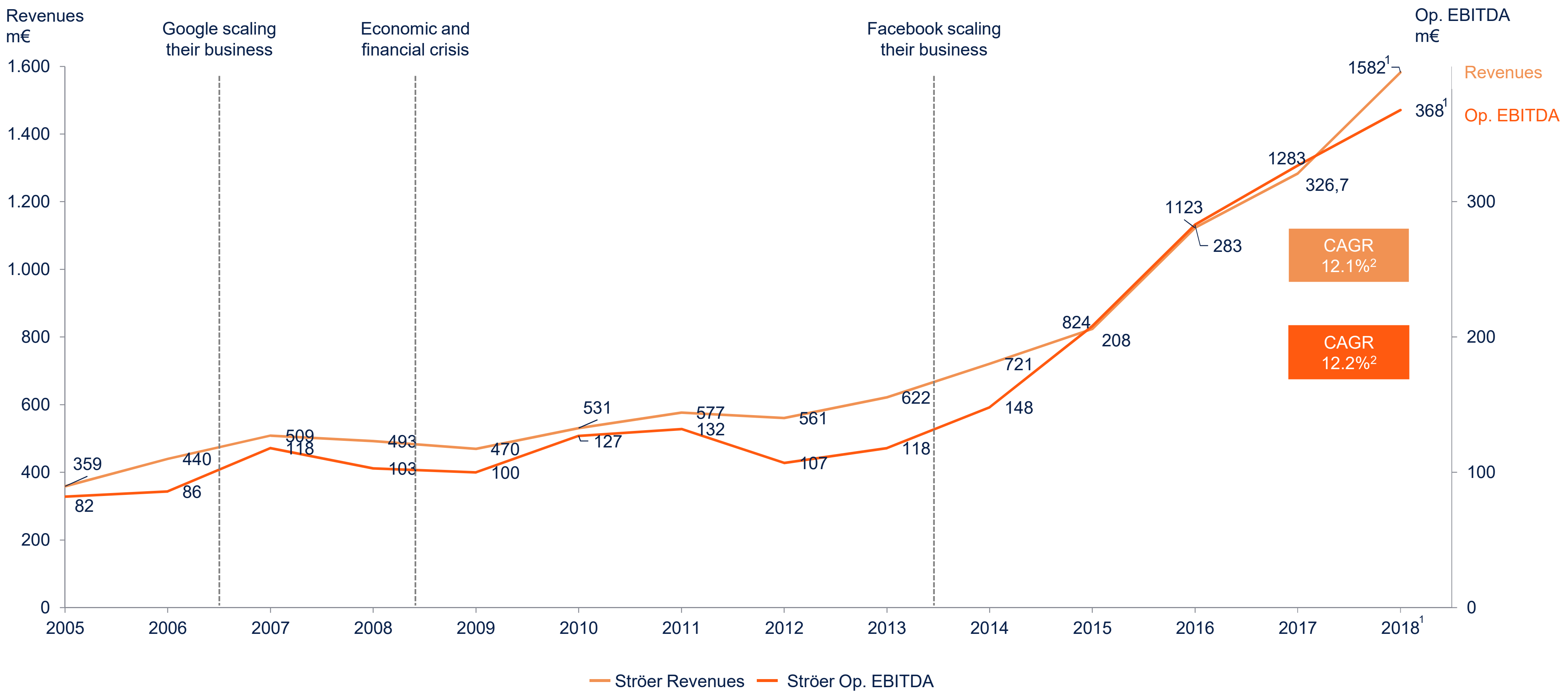

OOH+

OoH Market outperforming Ad Market – Ströer with unique Position



Source: [1][2]Zenith Media/ZAW net; *OoH incl. billboard, transport media incl. Public Video and Infoscreen, at-retail-media incl. Mall Video, ambient media
**ZAW, Ströer Data

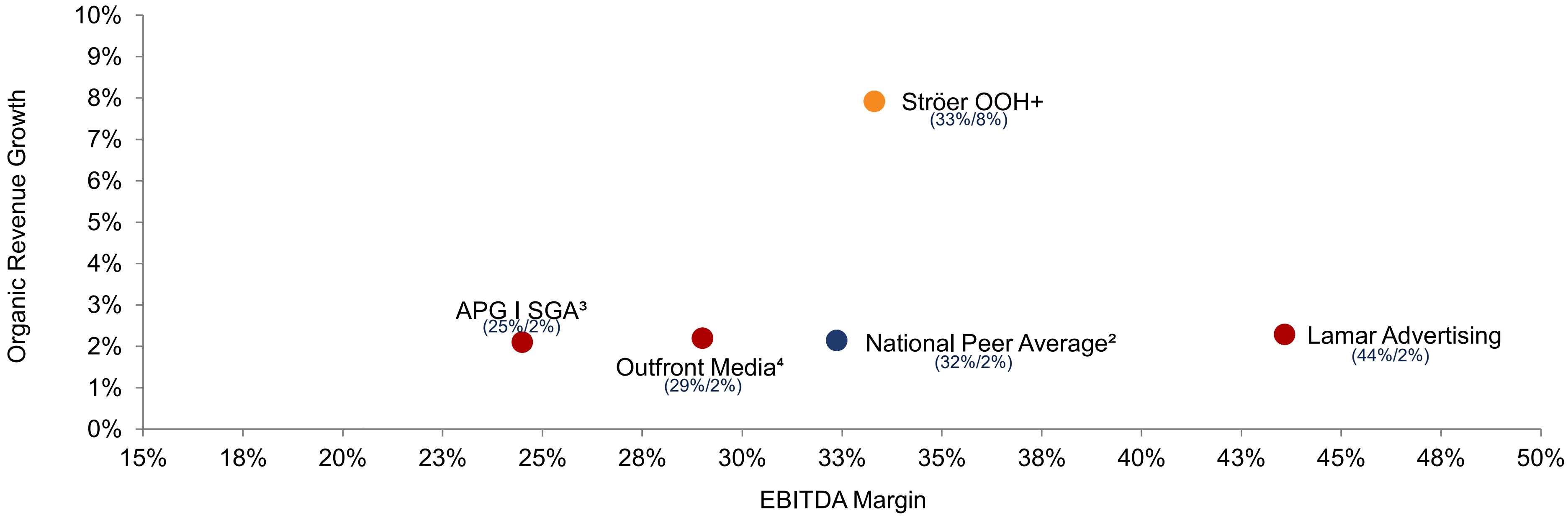
Steep and steady Growth of Ströer's core financial KPIs



[1] Preliminary and pro forma (no application of IFRS 11 and 16 in op. EBITDA)
[2] CAGR 2005 – 2018
Source: Ströer Data

Margin & Growth Profile: Unique Positioning amongst national Peers

Organic revenue growth (2013A – 2017A) vs. Adj. EBITDA margin (2017A)



Source: Public company filings, company information, IBES, broker research. Note: EBITDA margin for Outfront Media based on operating income before depreciation, amortization, net gain (loss) on dispositions, stock-based compensation, restructuring charges and loss on real estate assets held for sale.

[2] Includes Lamar Advertising, Outfront Media, APG I SGA (Organic revenue growth for 2014A and 2015A only).

[3] Organic revenue growth based on 2014A and 2015A.

[4] EBITDA margin based on operating income before depreciation, amortization, net gain (loss) on dispositions, stock-based compensation, restructuring charges and loss on real estate assets held for sale.

Focus on one Country in Combination with best Client Access

Supply side

National focus enables:

1. More focused execution excellence
2. Less management dilution
3. Thus higher margins

Demand side

Embedding* OoH improves:

1. Broader client access
2. Higher share of wallet
3. Better scaling of local salesforce

National: From Ad Sales to Marketing Team Membership
Local: From Ad Sales to 360 Degree One-Stop-Shop

*In broader multi-channel approach and combining OoH with Online & Direct media

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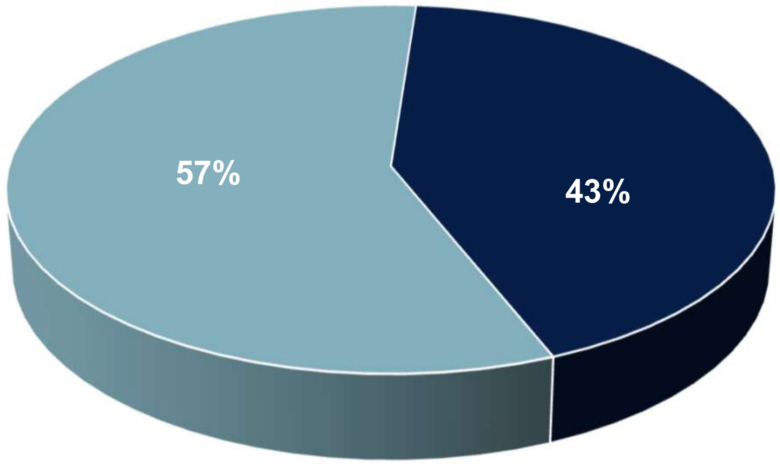
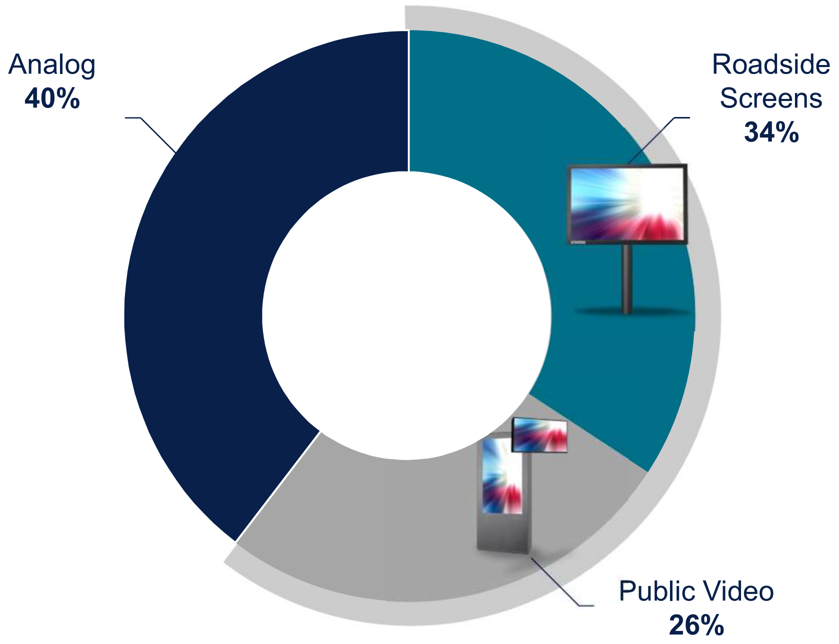
Best prepared for Growth Path of Out-of-Home Digitization

OoH market share Germany



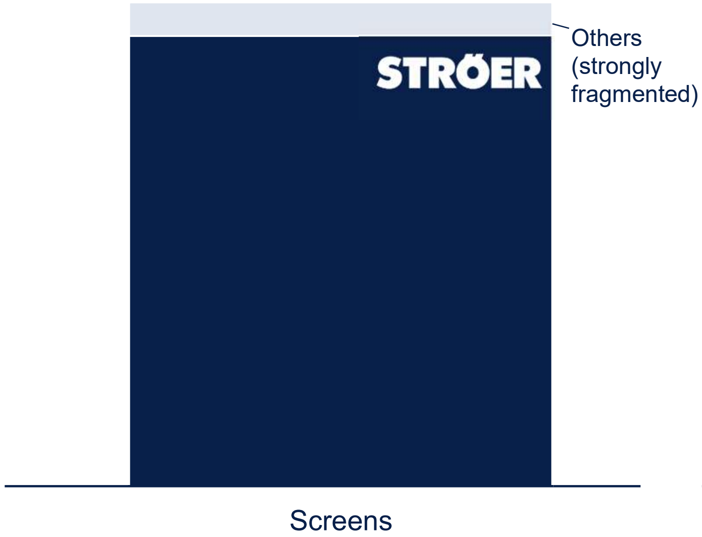
Investment volume OoH
Clear focus on digitization of inventory

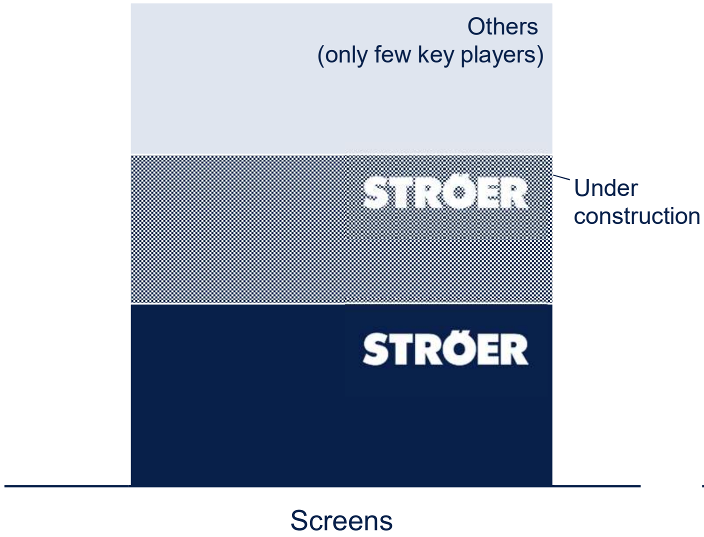


Source: Nielsen Media Research, gross advertising without advertising mail. OoH incl. billboard, transport media incl. Public Video and Infoscreen, at-retail-media incl. Mall Video, ambient media

Strong Market leading DOoH Position already today

Public Video Network (Premium traffic and shopping POIs)	**Roadside Screens** (RSS, DCLB, DCLP)	**POS/Digital Signage** (Food & other channels)*





Source: Ströer data, https://www.dmi-org.com/downloads/Digital_Out_of_Home_Standorte_Screens.pdf; *excluding rights of promotion

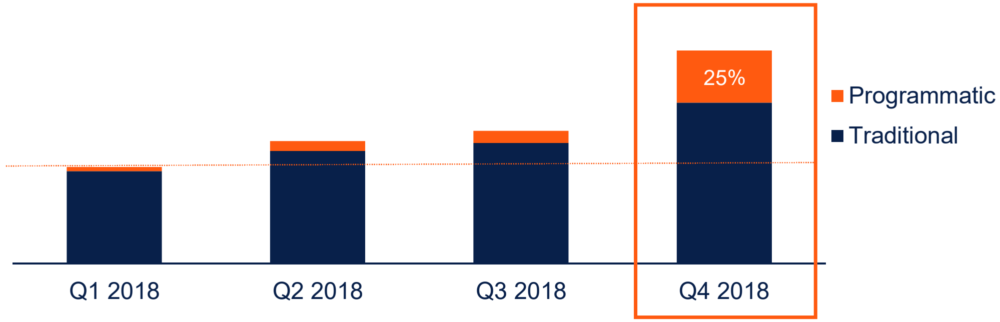
Programmatic Public Video (PPV): Taking off since Q4/2018

Historic developments as and long-term market education

- 2016 (HY 2): First beta test with Vivaki and Active Agent to test market acceptance and define tech design
- 2017: Optimisation of DOoH playout systems parallel to synchronisation with online logics (e.g. 1:1 vs. 1:many) to develop scalable technological setup
- 2018: Continuous integration of market leading DSPs including on-going product enhancement and sales rollout

Continuous strong organic growth of I/O-business with accelerated programmatic demand

Absolute & relative development of revenue streams



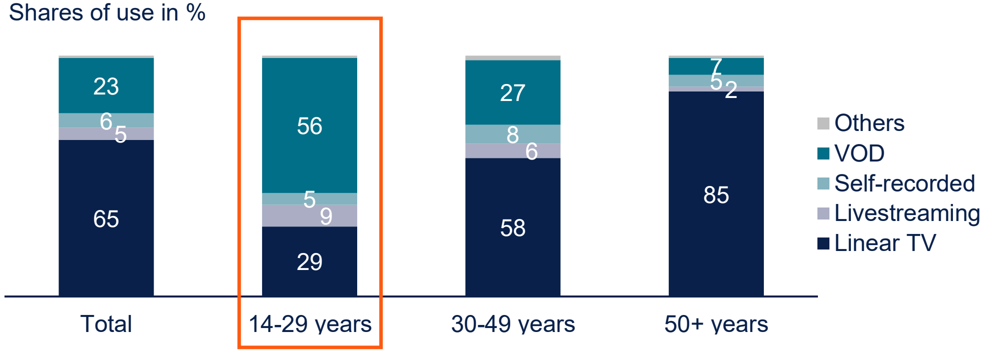
Broad range of DSPs integrated since mid 2018

Current features & product roadmap

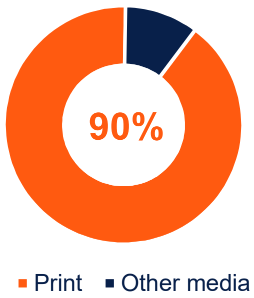
live	*Q2-4/2019*
Multi Geo-Fencing	Dynamic Creative
Event Targeting	Public Re-Targeting
Socio Targeting	Full PMP Functionality

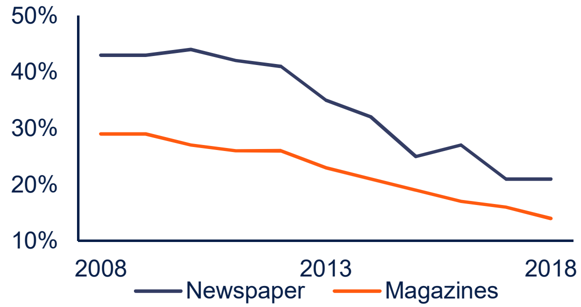
Huge Capacities to benefit from shrinking traditional Content Media

National ad market: Significantly less relevance of classic TV for younger target group



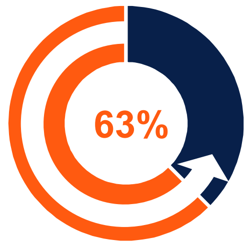
Local ad market (still) dominated by Print



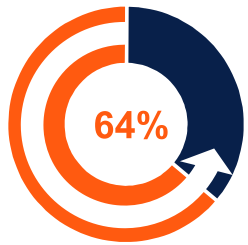


Ströer fill rates 2018 & opportunities

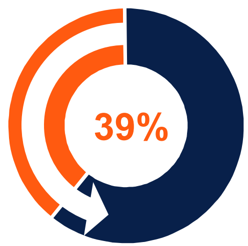
Classic Out-of-Home Media
Networks (I/O)



Analog Out-of-Home Media
Selected (I/O)



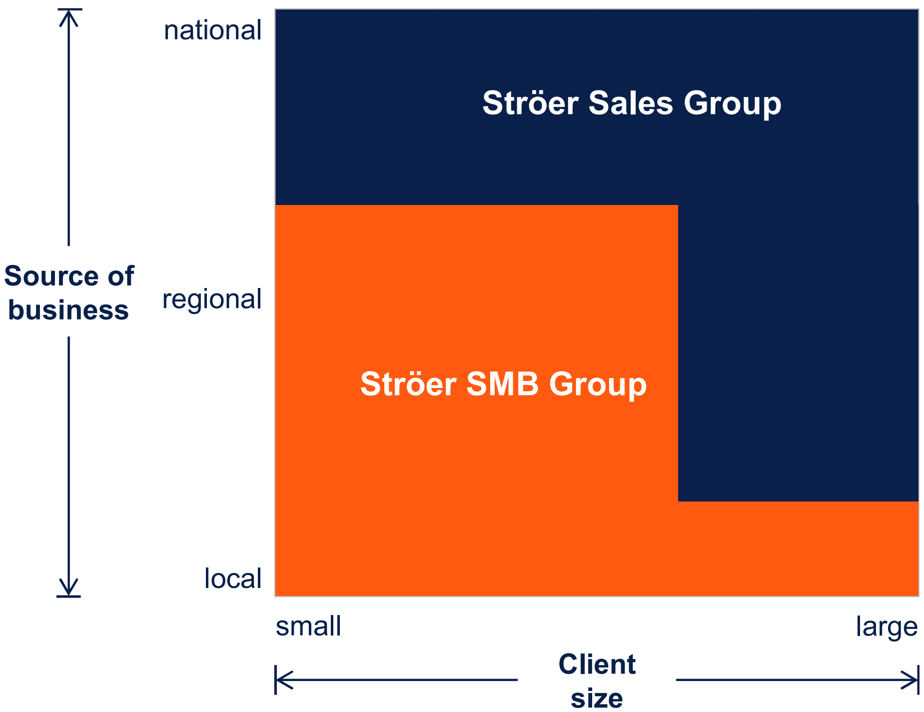
Digital Out-of-Home Media
I/O, Programmatic



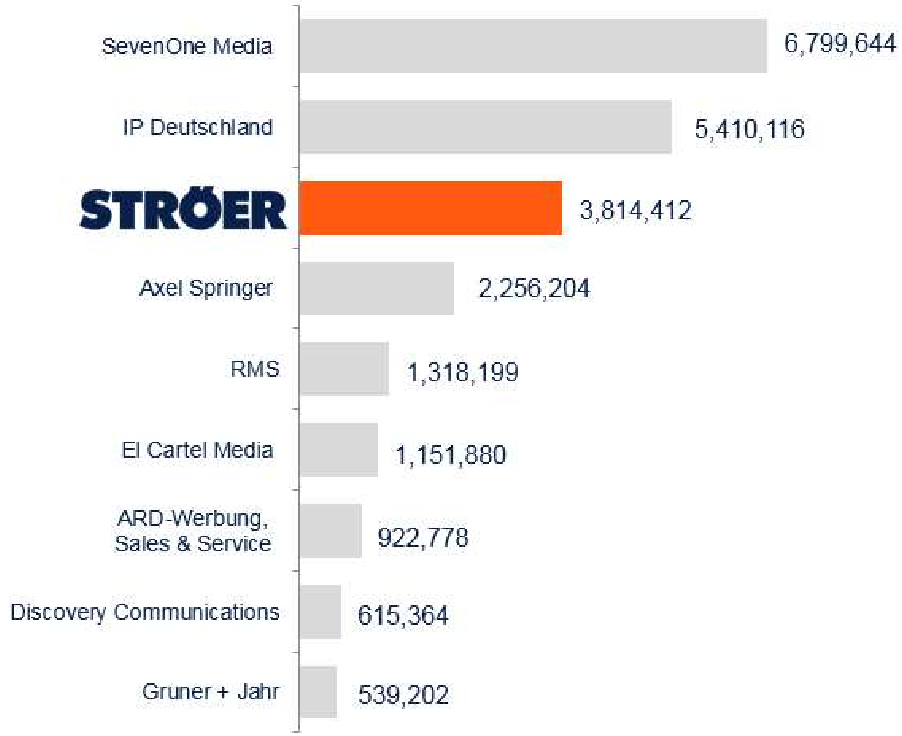
Source: Kantar TNS - Digitalisierungsbericht 2018; Print: ZAW, Nielsen, Bundesverband der Anzeigenblätter, BDZV; Statista

Top three Sales Platform: From national to hyper local Business

Local full-service provider



Media sales house ranking



Sources: Nielsen Media Research Gross Advertising, Q1 – Q4 2018 (Germany); cons. gross sales Ströer: OoH Germany + all digital saleshouses of the group

Maximizing Share of Wallet:
Marketing Team Member for Key Accounts

	OoH Media	Content Media	Direct Media	Integrated
T · · ·	●	●	●	●
PM	●		●	◑
Coca-Cola	●	●	◔	◑
DB	●	●	◑	●
VW	●	●	●	●
ebay	●	●	◔	◔
amazon	●	●	◔	◑
sky	●	●	●	●
REWE	●	●	◑	●
Lieferando.de	●	●	◔	◑
IKEA	●	●	◑	◑

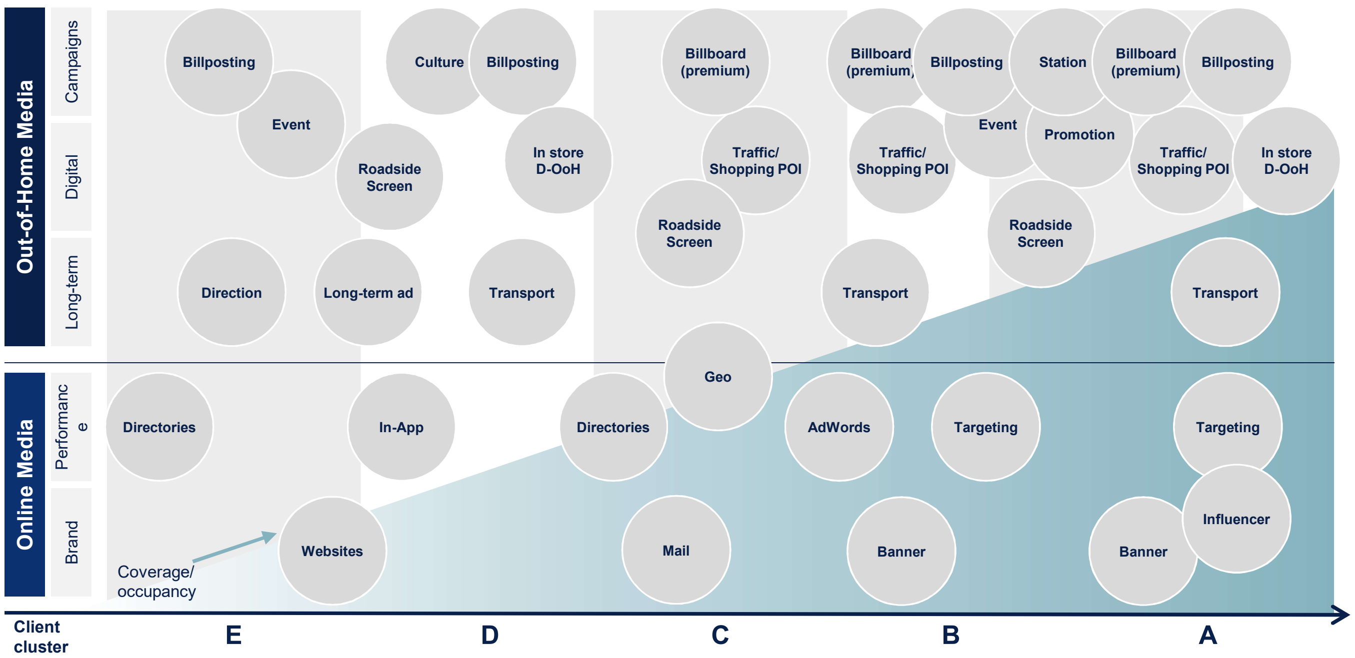
	OoH Media	Content Media	Direct Media	Integrated
OTTO	●	●	◑	●
ALDI	●	●		◔
McDonald's	●	●	◔	◑
vodafone	●	●	●	●
Mondelēz International	●	●		◔
SevenOne Media	●	●		◔
SAMSUNG	●	●	◑	◑
Telefónica	●	●	●	●
Ritter SPORT	●	●		◔
BAUHAUS	●	●	◔	◑
zalando	●	●	◕	◕

● High ◑ Medium ◔ Low

OoH Media Content Media Direct Media Integrated

Scaling our local Salesforce:
360 Degree Advertising One Stop Shop for SMEs

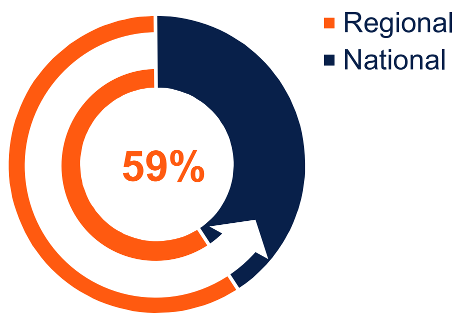
Diversified OoH, Online & Direct Media product portfolio across client clusters as well as branding & performance solutions



Strong growth of local & digital sales force

Sales team/FTEs	2016	2017	e2018	e2019	e2020
Regional consultants	89	118	110	120	130
Local sales	243	284	520	685	850
"Digital only" consultants	62	58	120	140	160
Ströer SME only call center agents	40	35	50	55	60
TOTAL	434	605	800	1,000	1,200

Ströer customer mix (OoH revenues)



Business Update – Summary 2018

1. Leading position in structurally and sustainably growing OoH market with high market entry barriers
2. Leading in digital OoH already today and improving position with further digitization of inventory
3. Accelerated rollout plan for constantly growing regional and local sales organization
4. Huge potential for integrated Ströer group solutions (OoH + Digital OoH & Content + Direct Media) with clients already being leveraged
5. On-going investment in future technology infrastructure and IT capabilities for all assets

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Profit and Loss Statement 2018 – as if

Before Application of IFRS 11 and IFRS 16, continuing Operations

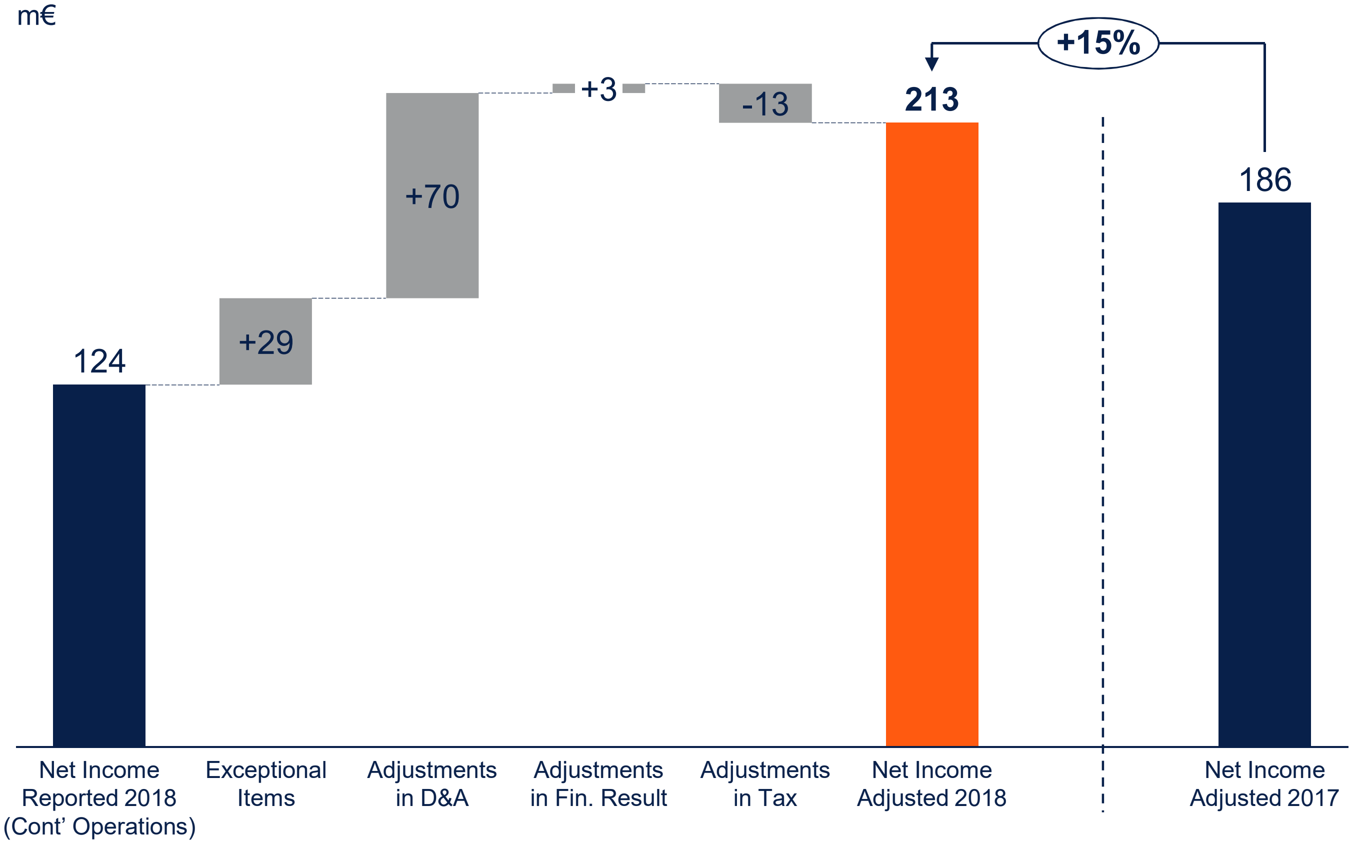
m€		FY 2018*	▲	Q4 2018*	▲
Revenues	Reported	1,582.5	+23%	469.8	+14%
	Organic**		+7.7%		+6.8%
Operational EBITDA		367.8	+13%	133.1	+11%
EBIT (adjusted)***		262.5	+15%	101.7	+11%
Net income (adjusted)***		213.0	+15%	83.0	+10%

- Outperformance of strong prior year; nearly all KPI with double digit growth
- Strong year end business like in previous year
- Ongoing portfolio optimization to sharpen company profile and focus on profitable growth

*Preliminary and pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018
**Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations
***Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes (applying a normalized tax rate of 15.8%)

Transition of Net Income to Net Income Adjusted – as if
Before Application of IFRS 11 and IFRS 16, continuing Operations

Development of net income adjusted*



Analysis

- Net income adjusted is central parameter of our dividend policy
- Exceptional expenses linked mainly to M&A, restructuring and integration
- Adjustments in D&A mainly refer to PPA related amortization
- Higher tax base of EBT (adj.) leads to tax adjustment
- Note: Figures w/o result from discontinued operations**

*Preliminary and pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018
**Result from disposal of Turkish OoH business amounts to -120m€ in FY 2018, mainly due to accumulated historical fx-effects of -95m€ and write-downs of -28m€

Free Cash Flow Perspective Q4 2018 – as if

Before Application of IFRS 11 and IFRS 16, continuing Operations

m€	Q4 2018*	Q4 2017
Op. EBITDA	**133.1**	**119.8**
- Exceptional items	-5.6	+2.7
- IFRS 11 adjustment	-1.6	-1.5
EBITDA	**126.0**	**120.9**
- Interest	-3.7	-1.8
- Tax	-0.4	-1.3
-/+ WC	+35.2	+18.4
- Others	-9.3	-16.1
Operating Cash Flow	**147.9**	**120.1**
Investments (before M&A)	**-21.6**	**-15.5**
Free Cash Flow (before M&A)	**126.3**	**104.6**

Comment

- With a Free Cash Flow of 126 m€ in Q4 2018 we achieved our full year target
- Exceptional items in Q4 2018 in line with previous quarters and affected by substantial integration as well as restructuring efforts
- Working Capital: Strong Q4 2018 leads to a full year FCF contribution of 3m€ in 2018
- Investments into internal growth opportunities according to plan

* Preliminary and pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018

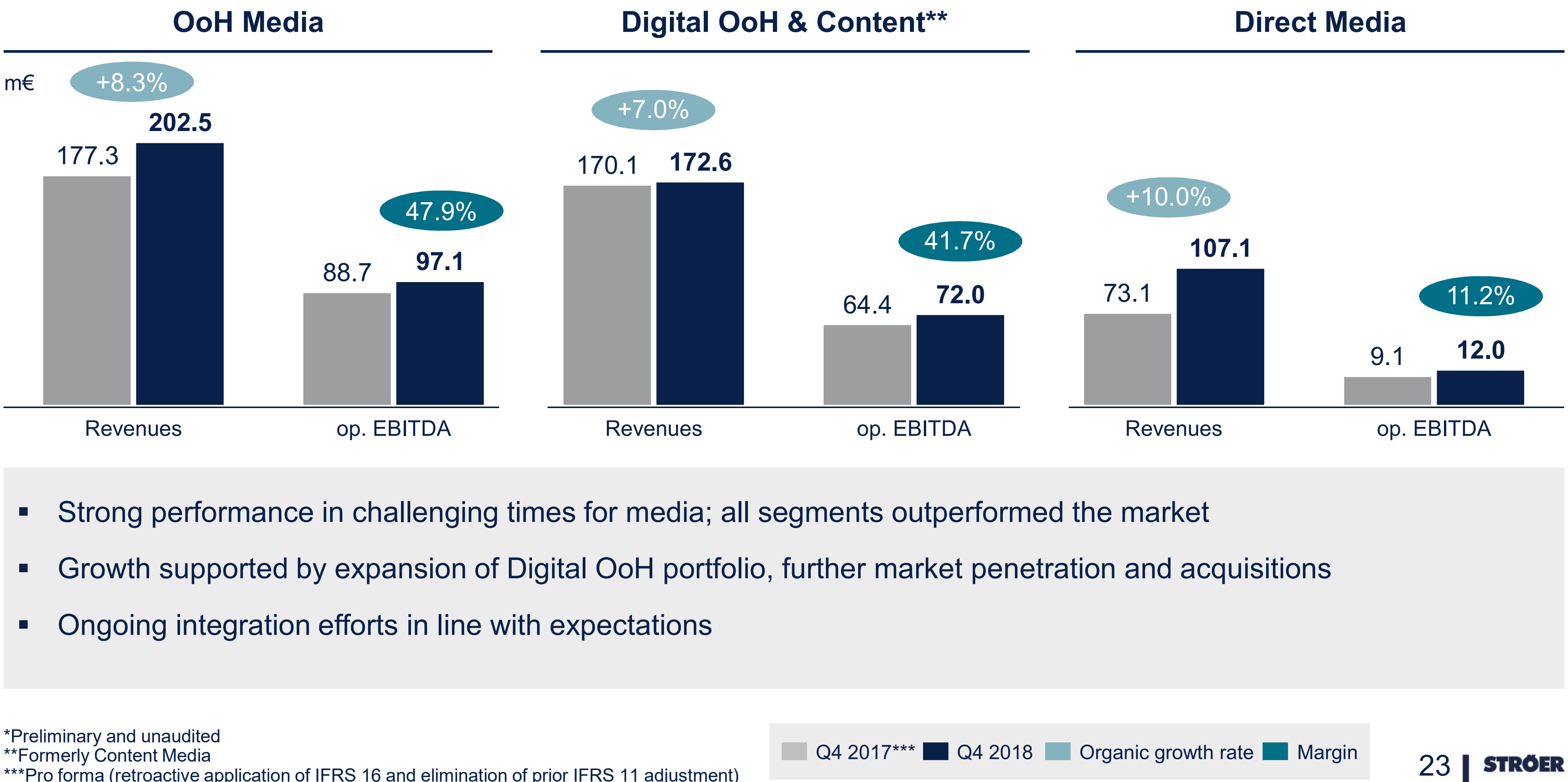
Profit and Loss Statement 2018
Continuing Operations

m€		FY 2018*	▲	Q4 2018*	▲
Revenues	Reported	1,582.5	+23%	469.8	+14%
	Organic**		+7.7%		+6.8%
Operational EBITDA		543.4	+14%	179.3	+13%
EBIT (adjusted)***		268.0	+15%	103.4	+11%
Net income (adjusted)***		199.6	+15%	80.2	+11%

- Outperformance of strong prior year; nearly all KPI with double digit growth
- Strong year end business like in previous year
- Ongoing portfolio optimization to sharpen company profile and focus on profitable growth
- Combined IFRS-effects (IFRS 16 / IFRS 11) in op. EBITDA amount to +176m€ in FY 2018 (adj. EBIT +5m€, adj. NI -13m€)

*Preliminary and unaudited
**Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations
***Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes (applying a normalized tax rate of 15.8%)

Segment Perspective Q4 2018* – Strong Growth in OoH Media
Continuing Operations



- Strong performance in challenging times for media; all segments outperformed the market
- Growth supported by expansion of Digital OoH portfolio, further market penetration and acquisitions
- Ongoing integration efforts in line with expectations

*Preliminary and unaudited
**Formerly Content Media
***Pro forma (retroactive application of IFRS 16 and elimination of prior IFRS 11 adjustment)

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Outlook

Ströer Group's Key Performance Indicators – Guidance 2019*

- **For 2019 as a whole, we expect a positive sales and earnings trend in the mid single-digit percentage range and are looking forward to a strong start to the new financial year.**

*incl. IFRS changes

Financial Calendar 2019

Q1

Feb 26th
Press release for preliminary figures 2018

Guidance 2019

Mar 27th
Annual Financial Report and Proposal of Dividend

Q2

May 14th
Publication of Q1 Quarterly Statement

June 19th
Annual General Meeting

Q3

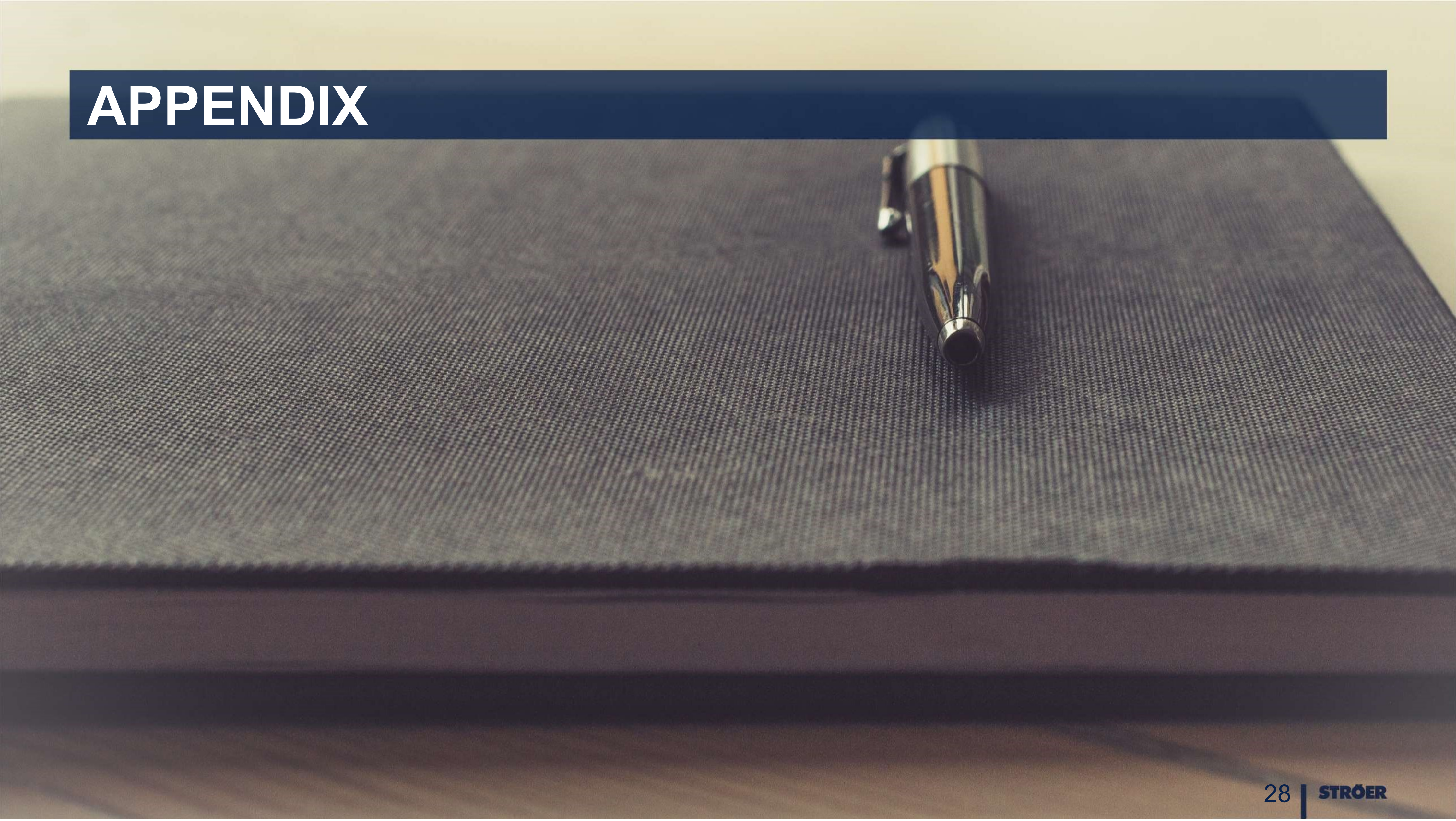
August 8th
Publication of Half-Yearly Financial Report

Q4

Nov 13th
Publication of Q3 Quarterly Statement


STRØER

APPENDIX



Profit and Loss Statement Q4 2018 – As If
(Before Application of IFRS 11 and IFRS 16, continuing Operations)

preliminary and unaudited

m€	Q4 2018*	Q4 2017	▲
Revenues (reported)**	469.8	412.6	+14%
Adjustments (IFRS 11)	4.6	4.3	+8%
Revenues (Management View)	474.4	416.9	+14%
Operational EBITDA	133.1	119.8	+11%
Exceptional items	-5.6	2.7	n/a
IFRS 11 adjustment	-1.6	-1.5	-3%
EBITDA	126.0	120.9	+4%
Depreciation & Amortization	-48.4	-47.2	-3%
EBIT	77.5	73.7	+5%
Financial result	-6.0	-2.6	<-100%
Tax result	-11.9	-11.7	-2%
Net Income***	59.6	59.3	0%
Adjustment****	23.5	16.2	+45%
Net Income (adjusted)	83.0	75.5	+10%

*Pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018
**According to IFRS
***Excluding the result from discontinued operations of -100.1m€
****Adjusted for exceptional items (+5.6m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +17.6m€), in financial result (+3.0m€) and in income taxes (-2.7m€)

preliminary and unaudited

Profit and Loss Statement Q4 2018
(Continuing Operations)

m€	Q4 2018	Q4 2017*	▲
Revenues (reported)	469.8	412.6	+14%
Operational EBITDA	179.3	158.2	+13%
Exceptional items	-5.8	3.1	n/a
EBITDA	173.5	161.3	+8%
Depreciation & Amortization	-93.2	-84.4	-10%
EBIT	80.3	76.9	+4%
Financial result	-11.2	-8.0	-39%
Tax result	-11.3	-10.9	-3%
Net Income**	57.9	57.9	0%
Adjustment***	22.3	14.3	+56%
Net Income (adjusted)	80.2	72.3	+11%

*Pro forma (retroactive application of IFRS 16 and elimination of prior IFRS 11 adjustment
**Excluding the result from discontinued operations of -100.1m€
***Adjusted for exceptional items (+5.8m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +17.3m€), in financial result (+3.0m€) and in income taxes (-3.8m€)

IFRS 16: Implications at Ströer Group in Q4 2018
(Continuing Operations)

preliminary and unaudited

Impact of IFRS 16 on Ströer KPIs in Q4 2018

m€	Q4 2018		Impact
Revenues	469.8	→	No changes
Operational EBITDA	179.3	↑	Increase by +47.8 m€ (elimination of operating lease expenses)
D&A	-93.2	↑	Increase by -44.8 m€
EBIT (adjusted)	103.4	↑	Increase by +3.0 m€ (as operating lease expenses are replaced by depreciation and interest)
Financial result	-11.2	↑	Increase by -5.1 m€
Net Income (adjusted)	80.2	↓ / →	Decrease by -1.8 m€ (timing effect due to higher interest during first years, neutral over time)
Free Cash Flow (before M&A)	169.2	↑	Increase by +42.8 m€ (reclassification of lease liability repayments in Financing Cash Flow)
Liabilities	1,752.1	↑	Thereof 1.1 bn€ IFRS 16 lease obligations (capitalized future operating lease payments)

Comment

- Scope at Ströer Group: >16,000 leasing contracts
- Main P&L effects: increase in EBITDA and EBIT, long-term neutral to Net Income
- Strongest effects in OoH Media
- Additional 1.1 bn€ liabilities have no impact on our leverage ratio definition of our lenders

Profit and Loss Statement FY 2018 – As If
(Before Application of IFRS 11 and IFRS 16, continuing Operations)

preliminary and unaudited

m€	FY 2018*	FY 2017	▲
Revenues (reported)**	1,582.5	1,283.0	+23%
Adjustments (IFRS 11)	14.0	14.0	0%
Revenues (Management View)	1,596.5	1,297.1	+23%
Operational EBITDA	367.8	326.7	+13%
Exceptional items	-29.5	-15.1	-95%
IFRS 11 adjustment	-5.3	-5.1	-3%
EBITDA	333.1	306.5	+9%
Depreciation & Amortization	-173.2	-162.8	-6%
EBIT	159.9	143.7	+11%
Financial result	-12.7	-7.9	-61%
Tax result	-23.6	-19.8	-19%
Net Income***	123.6	116.0	+7%
Adjustment****	89.4	69.7	+28%
Net Income (adjusted)	213.0	185.7	+15%

*Pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018
**According to IFRS
***Excluding the result from discontinued operations of -120.0m€
****Adjusted for exceptional items (+29.5m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +70.1m€), in financial result (+3.2m€) and in income taxes (-13.4m€)

Profit and Loss Statement FY 2018
(Continuing Operations)

preliminary and unaudited

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Revenues (reported)	1,582.5	1,283.0	+23%
Operational EBITDA	543.4	475.4	+14%
Exceptional items	-28.9	-13.3	<-100%
EBITDA	514.4	462.1	+11%
Depreciation & Amortization	-344.1	-306.7	-12%
EBIT	170.3	155.4	+10%
Financial result	-34.1	-28.7	-19%
Tax result	-20.4	-16.4	-24%
Net Income**	115.8	110.3	+5%
Adjustment***	83.8	62.6	+34%
Net Income (adjusted)	199.6	172.9	+15%

*Pro forma (retroactive application of IFRS 16 and elimination of prior IFRS 11 adjustment
**Excluding the result from discontinued operations of -120.0m€
***Adjusted for exceptional items (+28.9m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +68.8m€), in financial result (+3.2m€) and in income taxes (-17.1m€)

IFRS 16: Implications at Ströer Group in FY 2018
(Continuing Operations)

preliminary and unaudited

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D&A	-344.1	↑	Increase by -170.9 m€
EBIT (adjusted)	268.0	↑	Increase by +9.9 m€ (as operating lease expenses are replaced by depreciation and interest)
Financial result	-34.1	↑	Increase by -21.4 m€
Net Income (adjusted)	199.6	↓ / →	Decrease by -9.7 m€ (timing effect due to higher interest during first years, neutral over time)
Free Cash Flow (before M&A)	306.4	↑	Increase by +155.4 m€ (reclassification of lease liability repayments in Financing Cash Flow)
Liabilities	1,752.1	↑	Thereof 1.1 bn€ IFRS 16 lease obligations (capitalized future operating lease payments)

Comment

- Scope at Ströer Group: >16,000 leasing contracts
- Main P&L effects: increase in EBITDA and EBIT, long-term neutral to Net Income
- Strongest effects in OoH Media
- Additional 1.1 bn€ liabilities have no impact on our leverage ratio definition of our lenders

Free Cash Flow Perspective FY 2018 – As If
(Before Application of IFRS 11 and IFRS 16, continuing Operations)

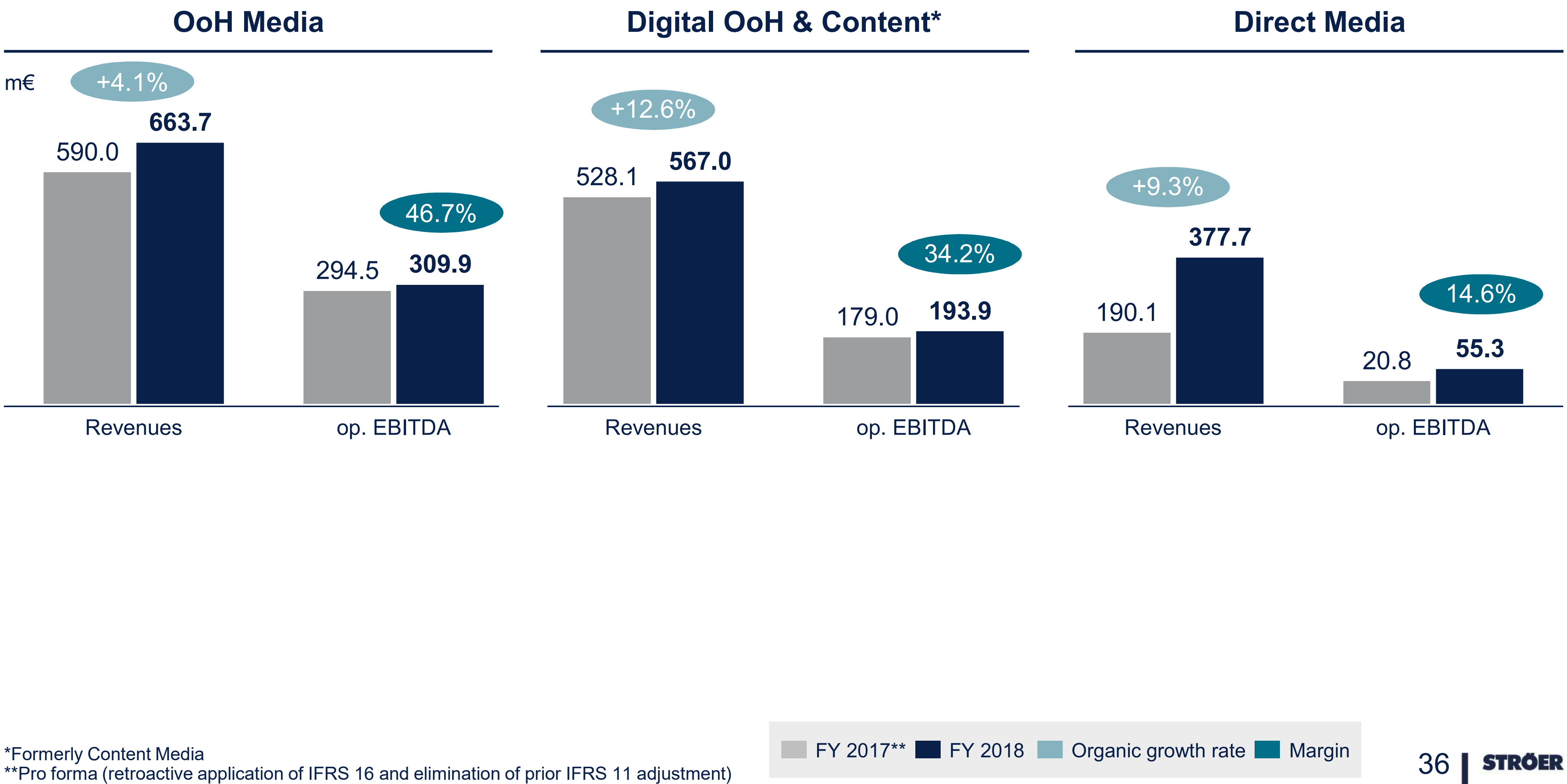
preliminary and unaudited

m€	FY 2018*	FY 2017
Op. EBITDA	**367.8**	**326.7**
- Exceptional items	-29.5	-15.1
- IFRS 11 adjustment	-5.3	-5.1
EBITDA	**333.1**	**306.5**
- Interest	-7.3	-5.3
- Tax	-54.1	-22.1
-/+ WC	+2.8	-3.9
- Others	-15.5	-29.7
Operating Cash Flow	**259.1**	**245.5**
Investments (before M&A)	**-108.1**	**-100.0**
Free Cash Flow (before M&A)	**151.0**	**145.5**

* Preliminary and pro forma (no application of IFRS 11 and 16), calculation only for transition period 2018

Segment Perspective FY 2018
(Continuing Operations)

preliminary and unaudited



*Formerly Content Media
**Pro forma (retroactive application of IFRS 16 and elimination of prior IFRS 11 adjustment)