

PRESS RELEASE

Ströer presents record results for 2018 and got off to a successful start in fiscal year 2019

- **Consolidated revenue up a substantial 23% from EUR 1.3b to EUR 1.6b**
- **Operational EBITDA climbs 14% from EUR 475m to EUR 543m**
- **Adjusted profit for the period up 15% from EUR 173m to EUR 200m**

Cologne, 26 February 2019 With its provisional figures for fiscal year 2018, Ströer SE & Co. KGaA is presenting record results, 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. Consolidated revenue mushroomed 23% from EUR 1.3b to EUR 1.6b. Organic growth was just under 8%.

Operational EBITDA increased by a substantial 14%, up from EUR 475m to EUR 543m and thus achieved a new record high. Adjusted profit for the period developed well as expected, climbing 15% from EUR 173m to EUR 200m. The leverage ratio remained stable at 1.4.

The out-of-home market has been growing continually and sustainably in structural terms for 15 years, both nationally and also internationally – as the current market development and most recent studies show. Out-of-home media is set to benefit in particular, both directly and indirectly in structural terms, from the full-scale digitization of the media business. With its “OOH plus” strategy, Ströer is focusing on the strengths of the OOH business and shoring it up with 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 10 years.

“For 25 consecutive quarters, we have been able to continuously improve our key financial figures and once again present a record result for Ströer. Good and direct access to our advertising customers is of decisive importance in order to sustainably increase our share of the total advertising market as well as our share of the total advertising expenditure of our most important customers - the Share-of-Wallet. With our “OOH plus” strategy we are focusing on the German market and thus have the best basis for long-term organic growth coupled with high profitability,” says Udo Müller, founder and Co-CEO of Ströer.

“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 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.”

All figures for fiscal year 2018 are provisional and unaudited. The final results and the proposal for the distribution of a dividend for 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 1.6b. Ströer SE & Co. KGaA is listed on 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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