

PRESS RELEASE

Ströer continues to drive digitalization forward and expands its management team

- **Focus on Group Technology Projects & Process Optimization: Dr. Christian Baier takes over as Chief Operating Officer**
- **Henning Gieseke appointed Chief Financial Officer (CFO)**

Cologne, 11th may The Ströer Group is expanding its Board of Management at the beginning of June 2021, with Dr Christian Baier taking on the role of Chief Operating Officer (COO) from this date. In future, he will drive forward the sustainable further development of Group-wide technologies, IT infrastructure and cost efficiency as well as all ESG-relevant areas for the Group with even greater focus. The developments during the pandemic revealed additional and short-term potential here, not least in the dovetailing of the individual business segments and the accelerated digitalization of outdoor advertising.

Henning Gieseke (50 years old) will – also as of 01.06.2021 – be appointed Chief Financial Officer of the Ströer Group. Henning Gieseke studied business administration at the University of Cologne and joined the Metro Group via Kienbaum Consultants, where he was responsible for corporate development, investor relations and group controlling, among other things, during the course of his career. In the past eight years he was CFO and finally Co-CEO of Real Holding.

"We have been able to create an enormously robust structure for our business in the past years, which has proven itself also and especially in times of pandemics. With the expansion of our management team, we can even better accelerate the development of all technology and process-oriented topics and the associated projects. We are also very pleased that we have been able to win Henning Gieseke as Ströer's new CFO with his many years of, and above all, broad financial expertise and management know-how. With this new line-up, we are consistently focusing on the digitalisation of our core business and the further development of our successful "OOH plus" strategy," says Christian Schmalzl, Co-CEO of Ströer.

Ströer's "OOH plus" strategy combines the strengths of the OOH core business with those of the flanking business segments Digital OOH & Content and Direct Media.

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 OOH & Content and Direct Media 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 and exclusive advertising rights at train stations through to digital out-of-home media. The Digital OOH & Content and Direct Media 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.de and special interest sites.

The Company has around 10,000 employees at around 100 locations. In fiscal year 2020, Ströer generated revenue of EUR 1.44b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

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

Press contact

Marc Sausen
Ströer SE & Co. KGaA
Director Corporate Communications
Ströer-Allee 1 · D-50999 Cologne
Phone: +49 (0)2236 / 96 45-246
Fax: +49 (0)2236 / 96 45-6246
E-Mail: presse@stroeer.de

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