

## PRESS RELEASE

### **Digitalization of OOH: Ströer installs 64 sqm outdoor LED screen in Duesseldorf**

- **Vodafone is the first customer to advertise exclusively on the new digital advertising space**

Cologne, 01 July 2019      Ströer has installed its largest outdoor LED screen so far in Duesseldorf and is thus drives digitalization of the OOH infrastructure ahead. The screen has a size of around 64 square meters and an aspect ratio of 25:9 and is located on Graf-Adolf-Strasse, one of Duesseldorf's most frequented intersections. Digital spots of 10 or 20 seconds can be shown on the screen as stand still or cinematographs. The combination of spots with editorial contents as well as an individual, flexible control of the campaign can be realized. Since July, Vodafone has been the first customer to use the new digital advertising space and advertises exclusively for the Giga TV campaign.

The digitalization of the OOH infrastructure is an important growth driver of Ströer's "OOH plus" strategy. The strategy combines the OOH core business with the support business segments Content and Direct Media and focuses on the German market. Therefore, Ströer has a solide basis for sustainable organic growth with high profitability at the same time.

**"With Digital OOH we gain more flexibility in bookings by our customers, increase our capacities through a more intelligent use of our infrastructure and are faster and better in executing campaigns thanks to digital processes and logistics. The comprehensive tech and content know-how of Ströer's digital business areas will significantly support the digitalization of the OOH core business. We assume that the structural upward trend for OOH, driven primarily by an ongoing digitalization, will continue in the coming years," states Christian Schmalzl, Co-CEO of Ströer.**

In addition to the approximately 5,000 existing screens of the public video network in buildings and in public spaces, a further 500 premium screens are planned for this year. Special attention will also be paid to the installation of large-format roadside screens and the introduction of the Digital-City-Light-Poster. Ströer is a leader in the digitalization of outdoor advertising in Germany, already today, and will continue to expand this position also in future. In Duesseldorf, a further large outdoor LED screen has been installed at the location Koelner Strasse / Markenstrasse in the past weeks and another will follow in the coming months.

## 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 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 longterm 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 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.

For more information on the Company, please visit <https://www.Ströer.com/en>

## Press contact

Marc Sausen  
Ströer SE & Co. KGaA  
Head of Corporate Communications  
Ströer-Allee 1 - D-50999 Cologne, Germany  
Phone: +49 (0)2236 / 96 45-246  
Fax: +49 (0)2236 / 96 45-6246  
E-mail: [presse@Ströer.de](mailto:presse@Ströer.de)

## Investor Relations contact

Christoph Löhcke  
Ströer SE & Co. KGaA  
Head of Investor & Credit Relations  
Ströer-Allee 1 - D-50999 Cologne, Germany  
Phone: +49 (0)2236 / 96 45-356  
Fax: +49 (0)2236 / 96 45-6356  
E-mail: [ir@Ströer.de](mailto:ir@Ströer.de)

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