

PRESS RELEASE**Stability and security across the generations: founder families successfully bring limited partner's shares into foundation structure**

Cologne, August 31, 2021 The principal shareholders in Ströer SE & Co. KGaA, Co-CEO and founder Udo Müller and Dirk Ströer, who together hold around 42% of the limited partner's shares in Ströer SE & Co. KGaA, have put the majority of these shares into a German foundation structure. Once all the necessary approvals from the tax and regulatory authorities had been obtained, the final steps were able to be taken. The move will ensure stability of the shareholder base for around 34.51% of the limited partner's shares and create the conditions for a smooth transfer of the limited partner's shares to the next generation in the event of shares being inherited. The two principal shareholders are thereby signaling their joint and strong commitment to the Ströer family business and supporting the long-term strategy of the successful, founder-led family business.

“Continuity across the generations is critically important to the Müller and Ströer founder families and is a key factor for the stability of the Company. By successfully putting our limited partner's shares into a German foundation structure, we have acted promptly and with foresight to create the necessary structures. I strongly believe that this creates security and stability for the Company that will continue even when the Company passes to the next generation. This will benefit all shareholders and enable Ströer to continue its success story,” says Udo Müller, Co-CEO and founder of Ströer.

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 & Dialog Media’ and ‘DaaS & E-Commerce’ 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, exclusive advertising rights at train stations through to digital out-of-home media. The ‘Digital & Dialog Media’ and ‘DaaS & E-Commerce’ 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 and special interest sites.

The Company has approximately 10,000 employees at over 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.

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