

INVESTOR RELATIONS TRADING UPDATE

Positive outlook: performance of OOH segment expected to be close to pre-pandemic level

- **Out-of-home advertising business predicted to be back in pre-crisis shape from June**
- **Q2 results exceed initial forecasts from May 2021 (Q1 report)**
- **Consolidated revenue for 2021 estimated at around EUR 1.6b – slightly above level of 2019**

Cologne, June 24, 2021 With COVID-19 infection rates falling and the number of people vaccinated rising, Ströer SE & Co. KGaA believes that the economic climate in Germany is improving significantly. These much brighter economic conditions are reflected in the rapid rise in bookings across all segments, but particularly in the OOH Media segment, compared with June 2020.

The Company now expects that the growth in its business in the second quarter of 2021, across all segments, will be stronger than forecast at the beginning of the quarter in the Q1 report.

Year-on-year revenue growth is anticipated in all segments:

OOH Media: Ströer expects revenue in this segment in the second quarter of 2021 to be up by around 50% (previous forecast: 40–50%) on the equivalent period of 2020. This more positive assessment is driven primarily by the swift resumption of campaigns, particularly by key accounts in Germany, and by an increase in bookings in the public video business.

Digital & Dialog Media: Rising demand in the Digital & Dialog Media segment has prompted Ströer to raise its expectations for revenue growth in this segment for Q2 2021 from 35–40% to above 40%. This encouraging development is due mainly to higher-than-expected growth in the digital business, generated both by Ströer's own portals and by third-party business.

DaaS & E-Commerce: Ströer is expecting an improvement in this segment too, with revenue forecast to increase by around 35% compared with Q2 2020 (previous forecast: 30%). The strong performance of Statista, whose revenue was up by 50% in the month April to June 2021, is the key driver here.

Based on these encouraging trends and the expectation of further growth in the second half of 2021 – set to be roughly on a par with the second half of 2019 – the Ströer Board of Management's initial expectation for the year as a whole is for revenue of around EUR 1.6b and adjusted EBITDA of between EUR 490m and EUR 510m.

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 and 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.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.

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