

STRÖER



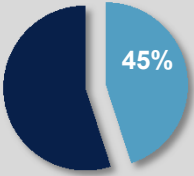
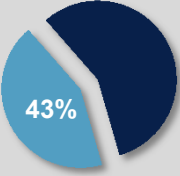
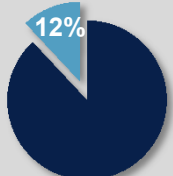
dB Access Berlin Conference

22nd June 2017 | Ströer SE & Co. KGaA

Highlights 2016

EURm		FY 2016	▲	Aspects
Revenue	reported	1,123.3	+36.4%	<ul style="list-style-type: none"> Revenue increases up to 1,123 EURm Operational EBITDA up to 285 EURm Net adjusted income increases up to 156 EURm
	organic		+7.2%	
Operational EBITDA		285.2	+36.9%	
Op. EBITDA Margin		25.1%	+0.2%pts	
Adjusted EBIT		195.1	+42.8%	
Adjusted net income		156.3	+46.1%	
Free cash flow before M&A		138.5	+19.0%	
Capex		97.8	+32.2%	
		31 Dec 2016		
Net debt/Leverage Ratio		330.3 / 1.2x		

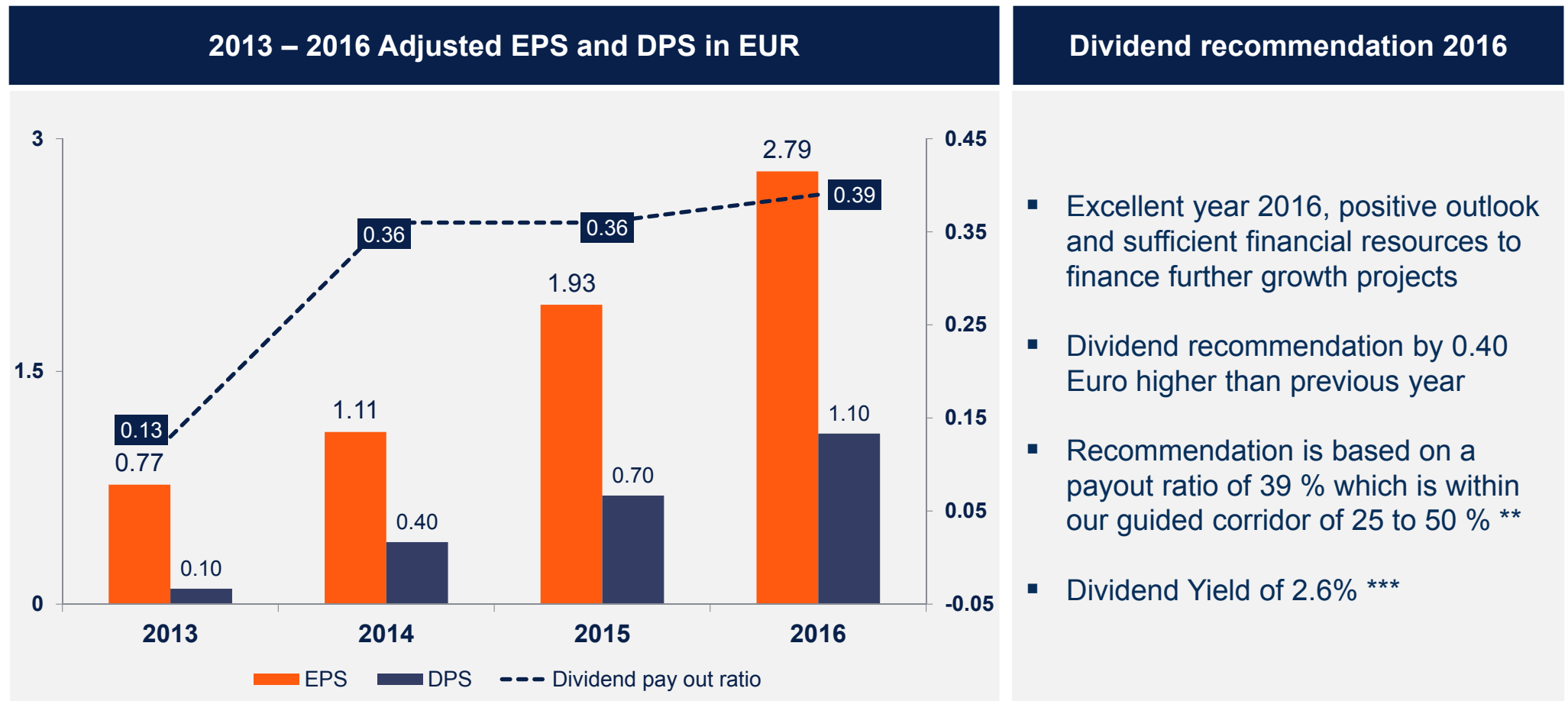
Ströer Segments

FY 2016	Ströer KGaA	Digital	OoH Germany	OoH Int.	Recon.*
	Total				
Reported Revenue	1,123.3	514.8	501.2	135.6	-28.3
Operational EBITDA	285.2	147.8	137.1	21.2	-21.0
Op. EBITDA Margin	25.1%	28.7%	27.4%	15.7%	

€m

*inklusive Holding, Konsolidierung und IFRS11 Anpassungen

Dividends increase to 1.10 per Share*



* Dividend recommendation for the AGM on 14th June 2017

** Calculation of the dividend payout on the basis of 55.3 Mio. Shares

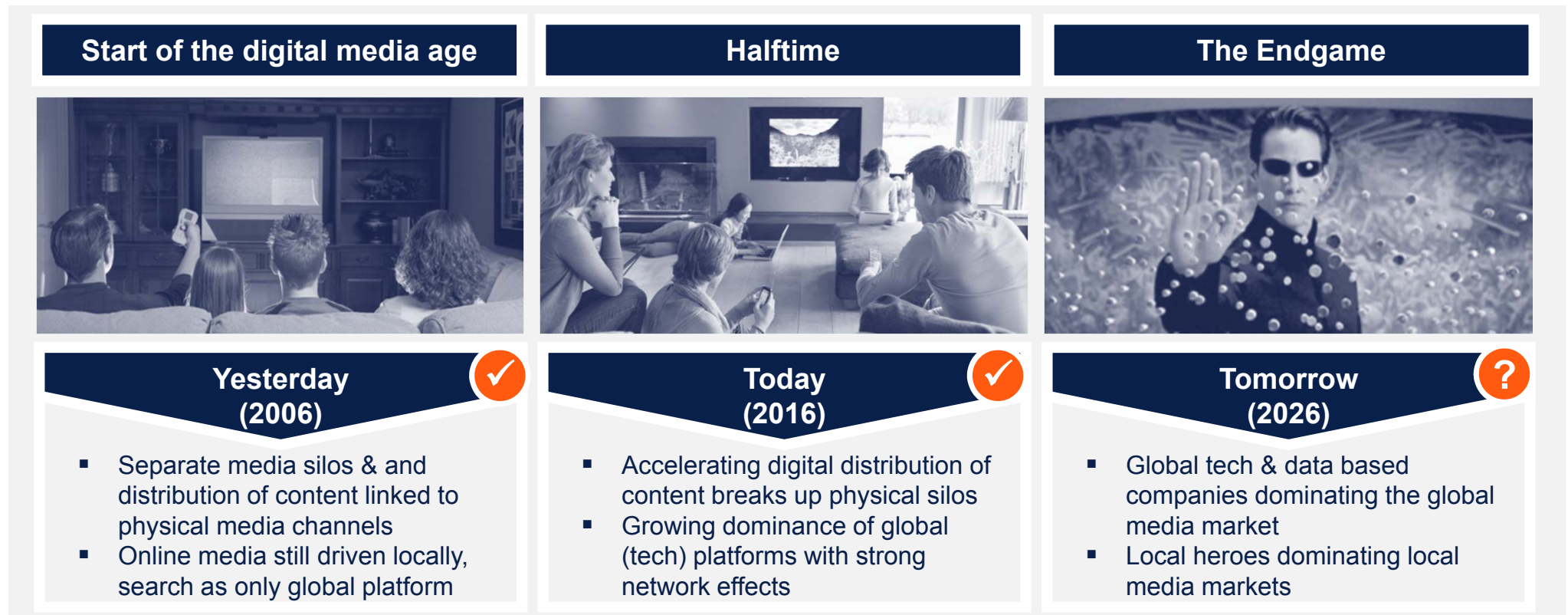
*** On the basis of the share price of EUR 41.71 on 30th December 2016

Guidance in Detail for 2017

Group	<p>Reported Sales ~ 1.3 EURbn</p> <p>Organic Growth Mid to high single digit percentage</p> <p>Operational EBITDA > 320 EURm</p>		
Segments	Digital	OoH Germany	OoH International
	<p>Organic Growth Around 10 percent</p> <p>EBITDA-Margin 25 – 30 percent</p>	<p>Organic Growth Mid single digit percent</p> <p>EBITDA-Margin Stable yoy</p>	<p>Organic Growth Low single digit percent</p> <p>EBITDA-Margin Slight improvement</p>

Massive changes in the Media Industry

Digitisation & Globalisation will drive massive further Change



Two Key Business Approaches with a very different Profile

LOCAL HEROES



VS



GLOBAL CHAMPIONS

- Local market specification know-how
- Local execution quality
- Local do-it-for-you solutions with strong local client access

- Global tech-based standardisation
- Global premium content rights
- Global data-supported network effects

Strong barrier to entry

Strong barrier to entry

A dense, green forest with a dirt path leading through it. The path is narrow and appears to be made of earth and small stones. The trees are tall and thin, with many branches and leaves. The overall scene is lush and natural.

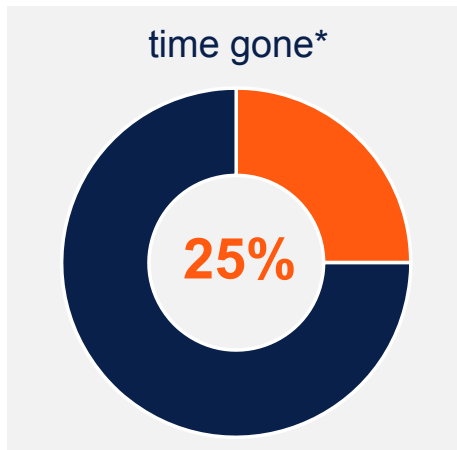
Our business segments have a clear & consistent local hero profile:

- **Local market know-how is absolutely key**
- **Execution-quality & do-it-for-you focus**
- **Diversified rights portfolio**
- **High market entry barriers**

Ströer's strategy is addressing market challenges

- 1. Leveraging the incremental potential of digitisation for OoH**
- 2. Online: consolidation of 1st & 3rd party inventory + integration at public media reach**
- 3. Do-it-for-you services for SMB only national Sales Force for local ad products**
- 4. Smart and focused digital niches**

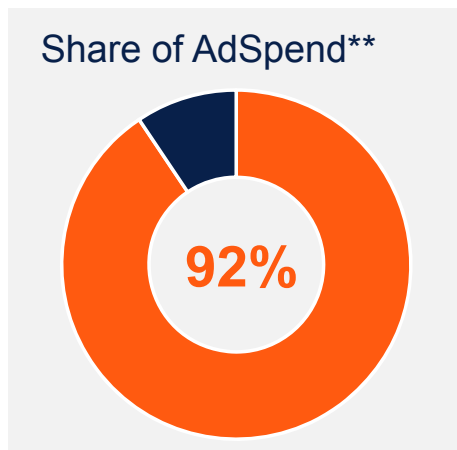
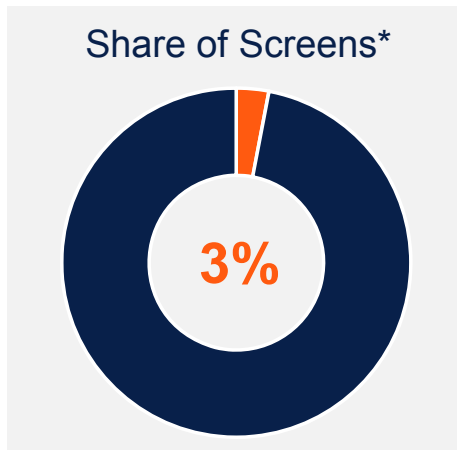
1 Delivery against our 4 Year Target* of +1,000 Premium Screens?



Location		May 2016	May 2017	FC Q4/2017
Stations		1,052	+97	+80
Malls		2,137	+198	+80
Public Transport		303	+86	+120
Roadside		7	+119	+80
TOTAL		3,499	+499	+420

* Announced at the CMD 2016 end of April 2016

1 Ströer DOOH/Public Video Market Shares: Only Premium works



Source: * Invidis (2015); ** FAW (2015), excluding "WKZ" (Advertising Subsidy)

2 Our Online Consolidation Strategy is constantly evolving

Further Inventory Consolidation in Q1/2017

1 January – from Axel Springer: aufeminin Group

e.g.



8.2m UUs, strengthening women and health vertical

2 February – from Funke Group: Funke Digital Assets

e.g.



4.9m UUs, strengthening news & local products

3 March – from Bauer Group Bauer Xcel Assets

e.g.



14.3 UUs, strengthening women & car vertical

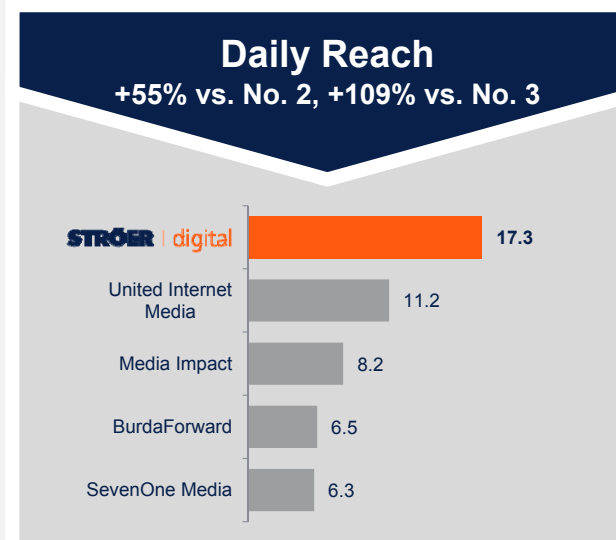
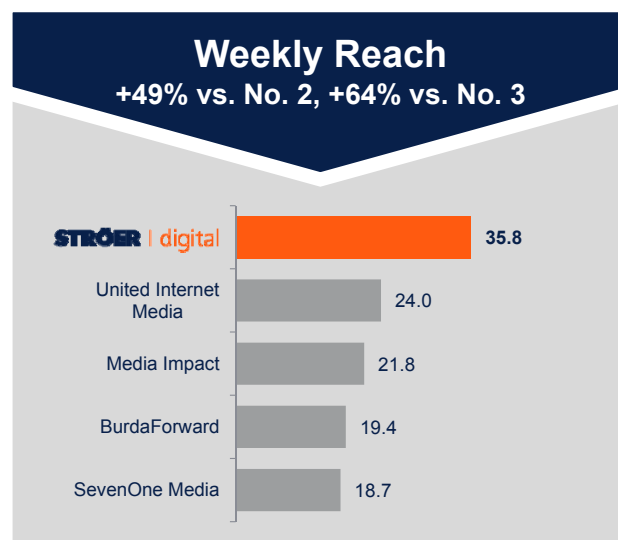
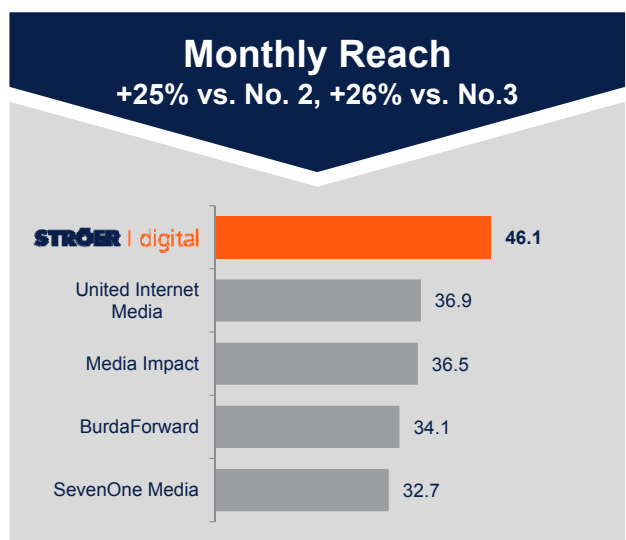
4 April – Data Joint Venture with Otto Group Media

Over 60 e-commerce platforms, e.g.



- Combining the largest digital sales house (>45m UUs) and the largest data provider (>25m CRM profiles)
- Kick-off with 10 lifestyle segments in combination with age, gender, shopping habits and price sensitivity
- High impact branding formats in brand safe context („made in Germany“)

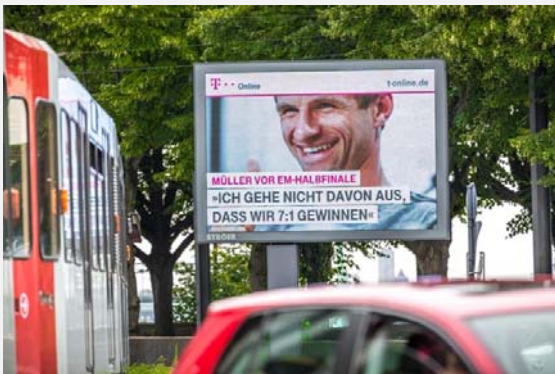
2 Strong Market Position: Our Audience Coverage vs. Competition



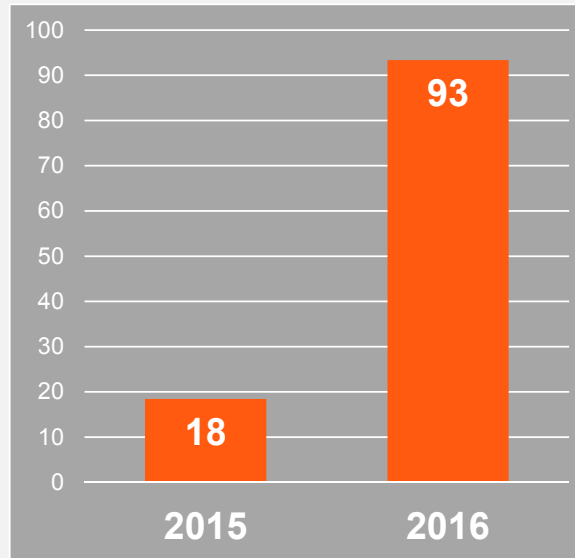
2 T-Online: Smart Traffic Growth Hacking

Public Video 40m Uniques/month

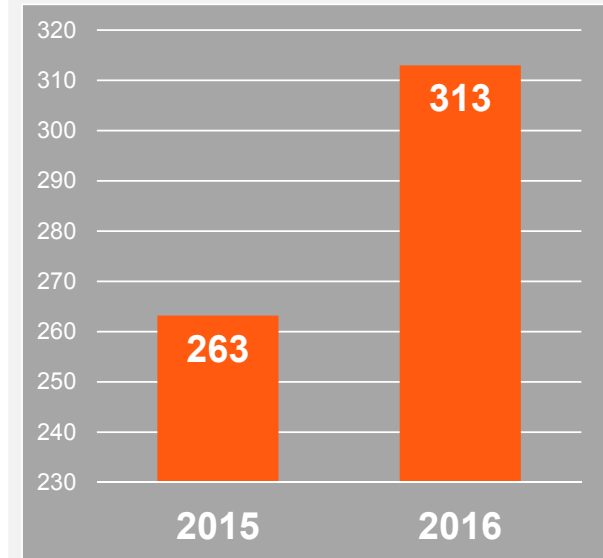
- T-Online content & brand presence since Q2/2016 on Public Video
- Massive marketing effect supporting homepage traffic



Social-driven Visits (million) 406% YoY growth



SEO-driven Visits (million) 19% YoY growth



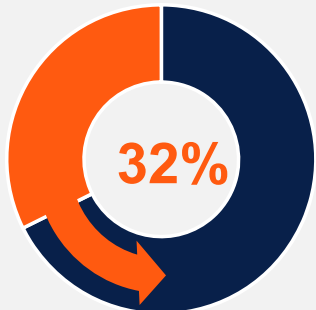
Growing Public Distribution Platform for T-Online ...



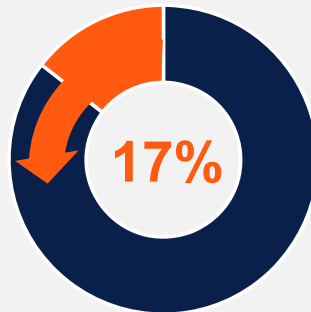
3 Our Ad Sales Units accelerate Cross Media Integration



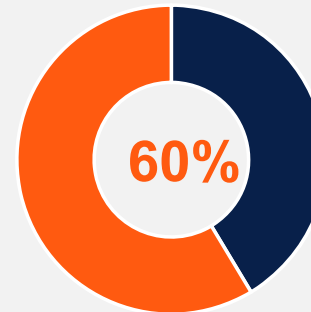
Share of small local clients
("signage & subscription")
vs. regional clients
("campaigns & services")



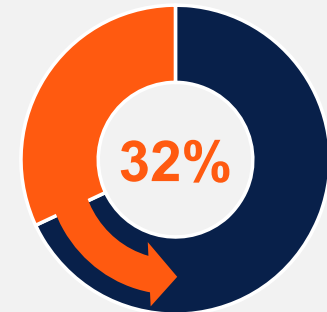
Share of digital services
and ad revenues vs.
out-of-home media and
production revenues



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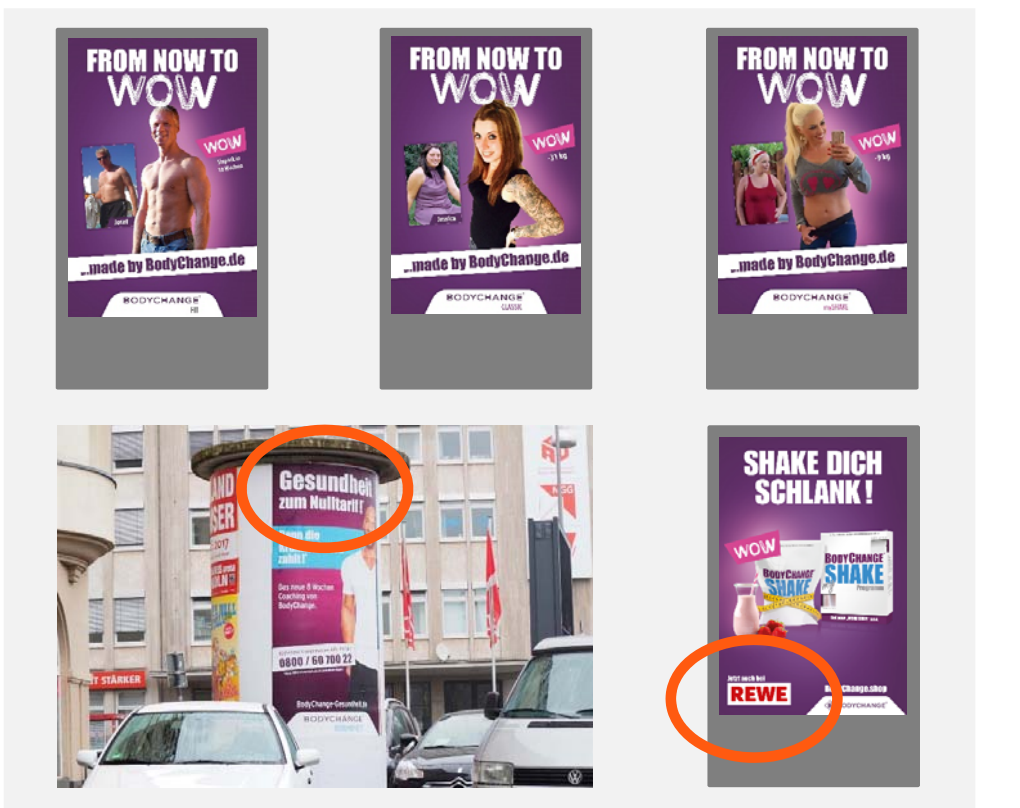


Share of direct client deals
and relationships vs.
revenues managed by media
agencies/intermediates

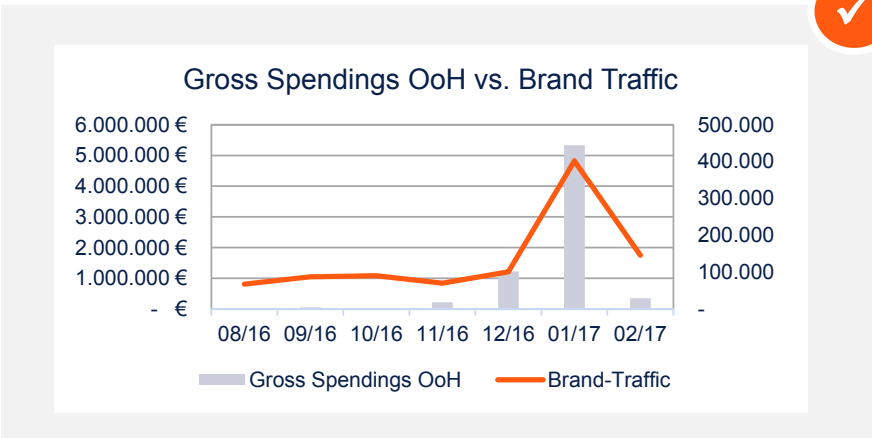


4 Marketing Case Bodychange: OoH drives Brand & Direct Traffic

OoH Campaigns – for Brand & REWE Coop



Boost for Direct Traffic



Multi-Channel Model

- Leveraging group relationship with REWE for roll-out of multi-channel presence; in combination with strong local OoH campaign to push sale
- Co-operation with health insurances regarding health protection: Bodychange as licenced partner allows clients to get subscription funded and subsidized by health insurances
- Network effects between online-/offline media as well as different sales channels

Outlook for Q2: Next Quarterly Results August 10

1. **Similar to the development in the first three months: solid Easter business across the entire group with expected growth for Q2 fully in line with guidance**
2. **Strong momentum for OoH Germany fueled by both national sales and extended local salesforce activities**
3. **Digital segment consistently on growth track regarding top line growth, market share development as well as consolidation and integration processes**
4. **OoH International with still challenging macro environment but under control and without substantial group impact**