



STRÖER

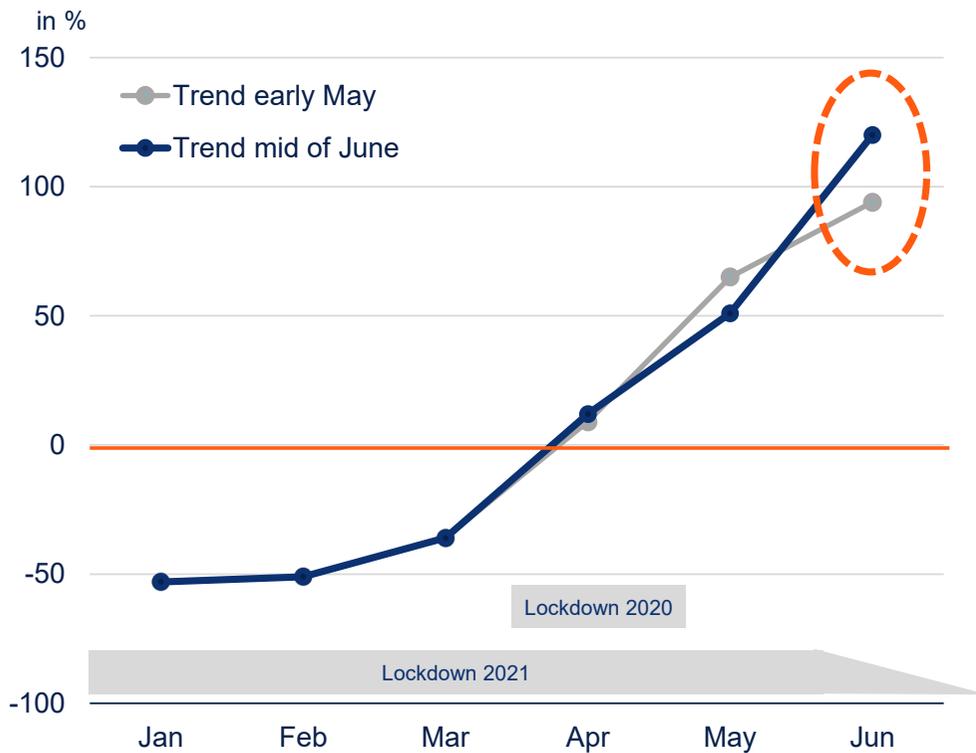
Trading Update Q2 2021

June 24th, 2021 | Ströer SE & Co. KGaA

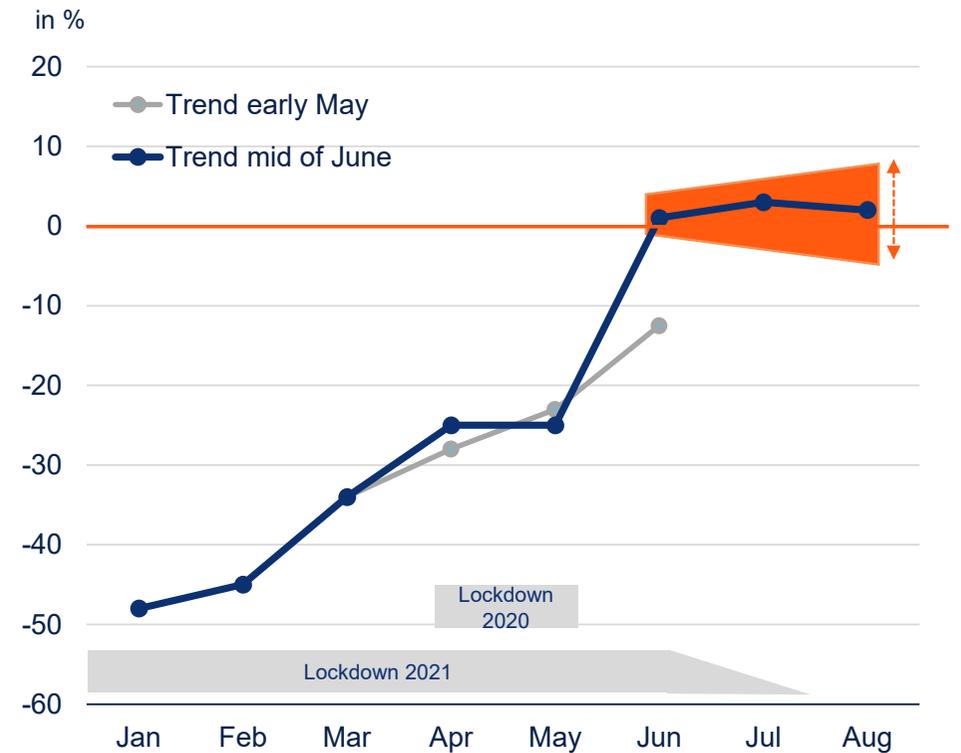
Development of monthly OoH Revenue: 2021 vs. 2020/2019

Strong Dynamics since Easter | excellent June | July/August with good Visibility

Out of Home Media Segment: 2021 vs. 2020



Out of Home Media Segment: 2021 vs. 2019

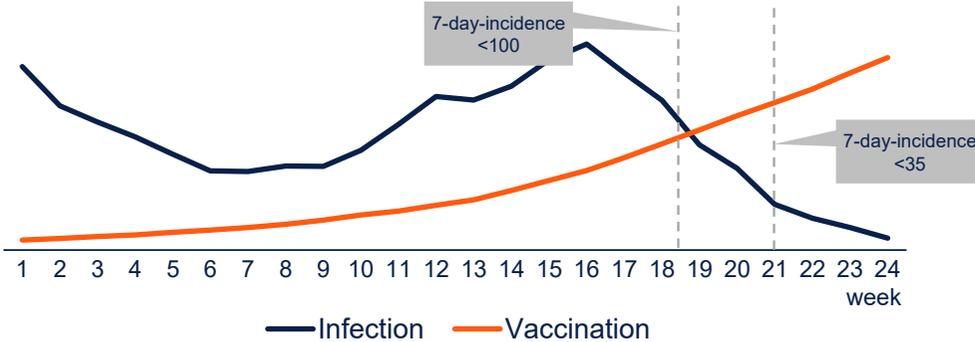


Rapid Recovery similar to 2020: fully in line with declining Infection Rates and increasing Vaccination!

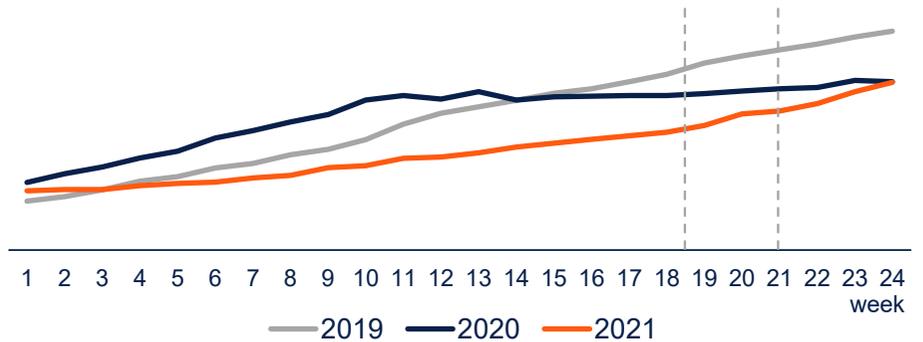
Public Life on the Way to the old Normal

Overall positive Dynamics, i.e. for (Programmatic) Public Video

Infection & vaccination figures¹



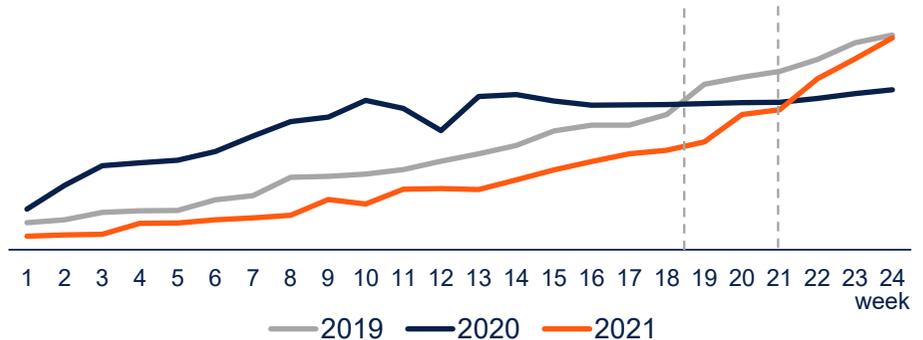
Public Video revenue total²



Touchpoint mobility³



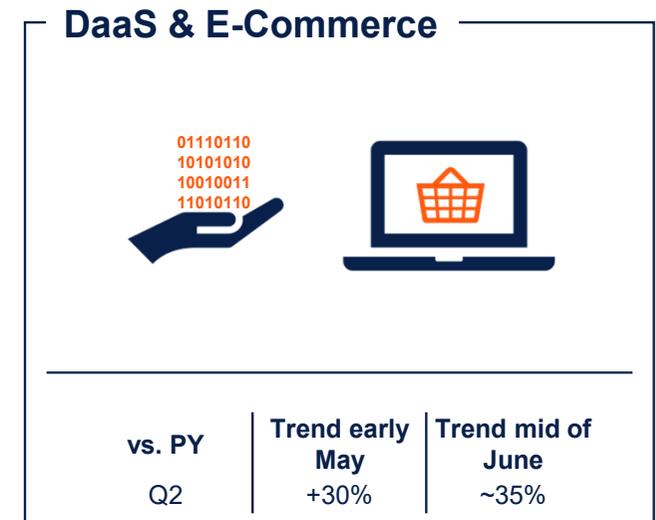
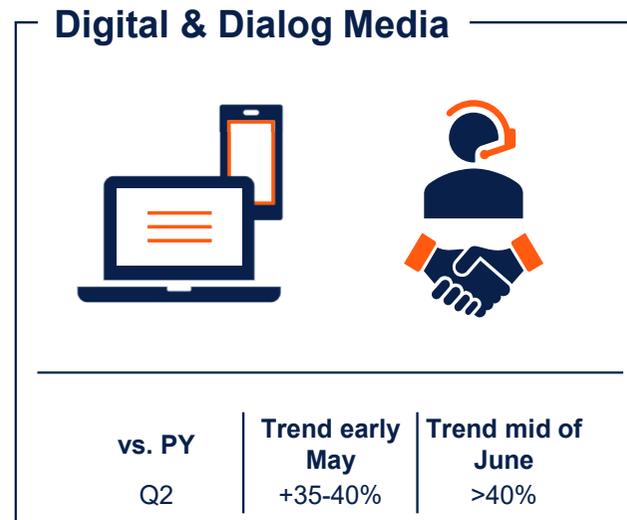
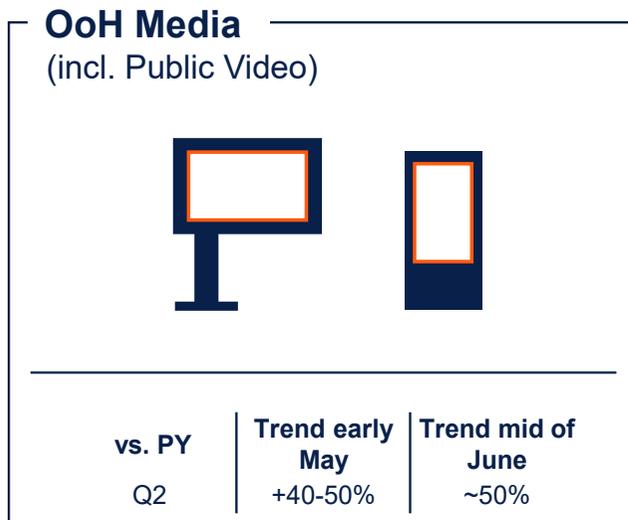
Programmatic Public Video revenue²



Source: ¹Robert Koch-Institut, www.rki.de; ²Full Year Orderbook; Ströer data; ³Location data by placense

Q2 Expectations: OoH strong Momentum, 'PLUS' with dynamic Growth

Besides more Restrictions of public Life than PY: Group Revenue ~ +42%



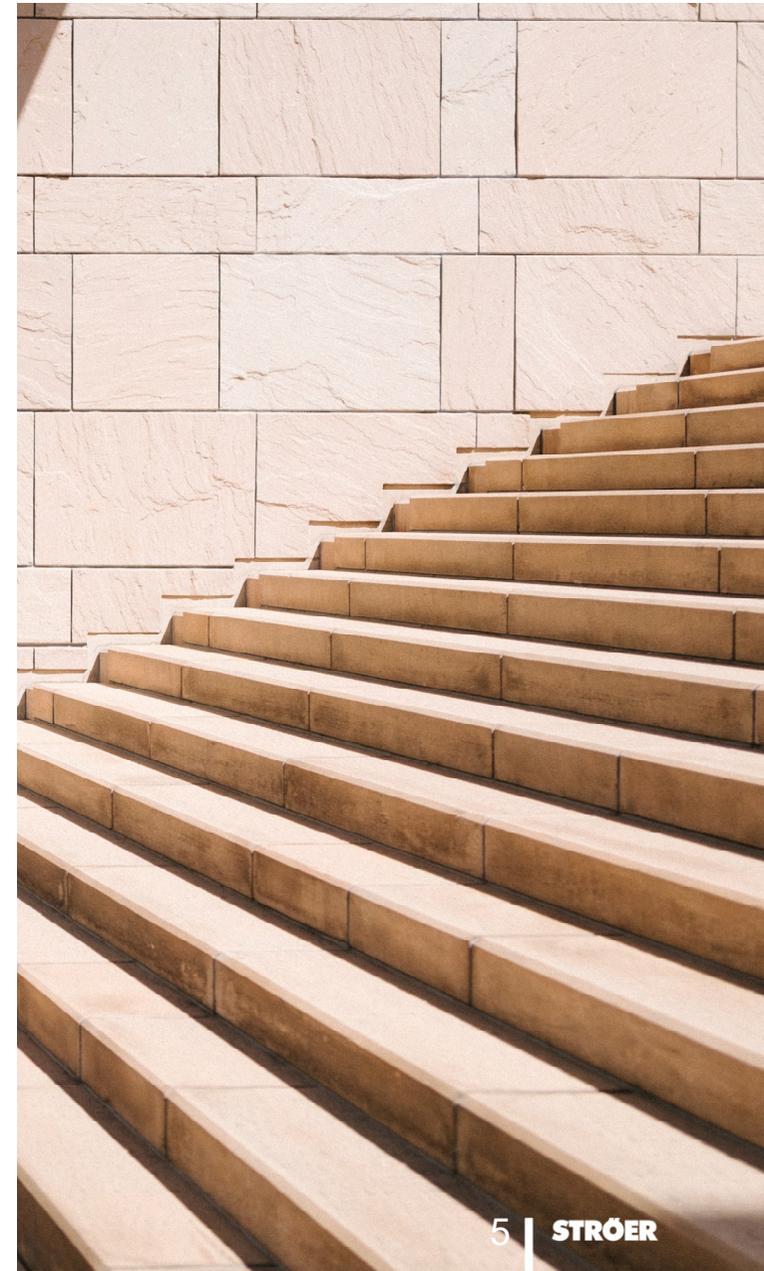
- Cross-annual lockdown from November to May/June leading to restrained pre-bookings
- National sales and public video with growing dynamics WoW since Easter
- Decreasing infections and ending lockdown pushing i.e. June bookings

- Portals (i.e. t-online) and especially AdSales (3rd party inventory) strong and vs. softer comps
- Dialog business (contact centers) overall around 10-15% organic growth vs. tough comps
- Door-to-Door business very strong and vs. weak comps (sales stop in Q2/2020)

- Statista on track of historic CAGR with very strong performance around +50% (but also against softer comps)
- Asam sustainably outperforming pre-COVID-growth, growing around +25-30% vs. a very strong prior year quarter fueled by i.e. E-commerce

Ströer Group – Updated Q2 Outlook

For the second quarter, we expect our group revenue around **42%** above prior year, EBITDA growing around **70%** and our OoH business back on **pre Covid level in June and the summer months.**



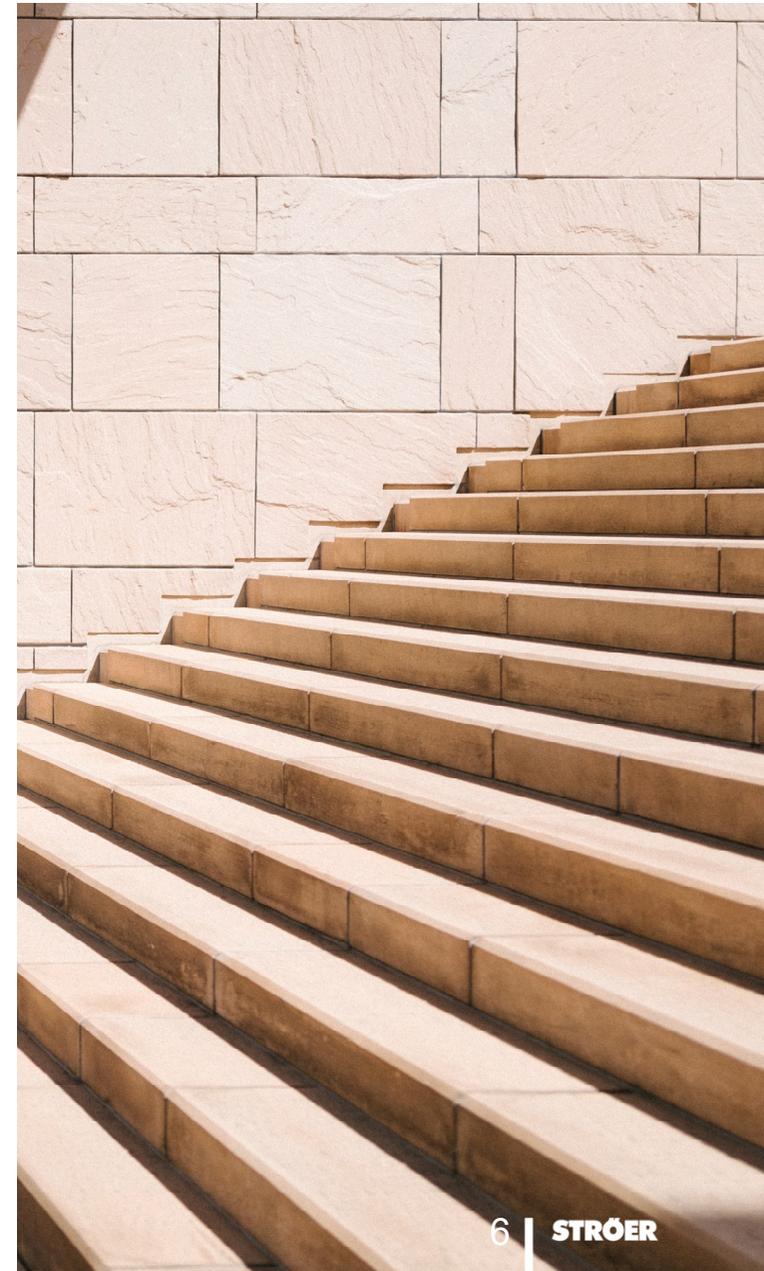
2021 – Updated Full Year Expectations

We expect our OoH Business on 2019 level minus lockdown effects (H1 ~120 million) plus potential catch-up effects in Q4 at around 700 million Euro revenue (assuming that there is no substantial 4th COVID wave).

On that basis, we see a revenue range of around 1.6 billion Euro for the full year for the group.

Depending on the OoH dynamics towards Q4, we expect Group EBITDA in the range of 490-510 million Euro.

As already shown in H2 2020, we do not expect any medium- and long-term structural changes in our revenue and profitability expectations.



Financial Calendar 2021

Q1 2021

February 24th
Publication of Preliminary Figures 2020
Update on Review of Segment Structure

March 30th
Annual Financial Report

Q2 2021

May 11th
Publication of Q1 Quarterly Statement

June 24th
Trading Update

Q3 2021

August 17th
Publication of Half-Yearly Financial Report

September 03rd
Annual General Meeting

September
ESG Report 2021

Q4 2021

October, CW 40
Capital Markets Day

November 10th
Publication of Q3 Quarterly Statement

Q1 2022

OOH+



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