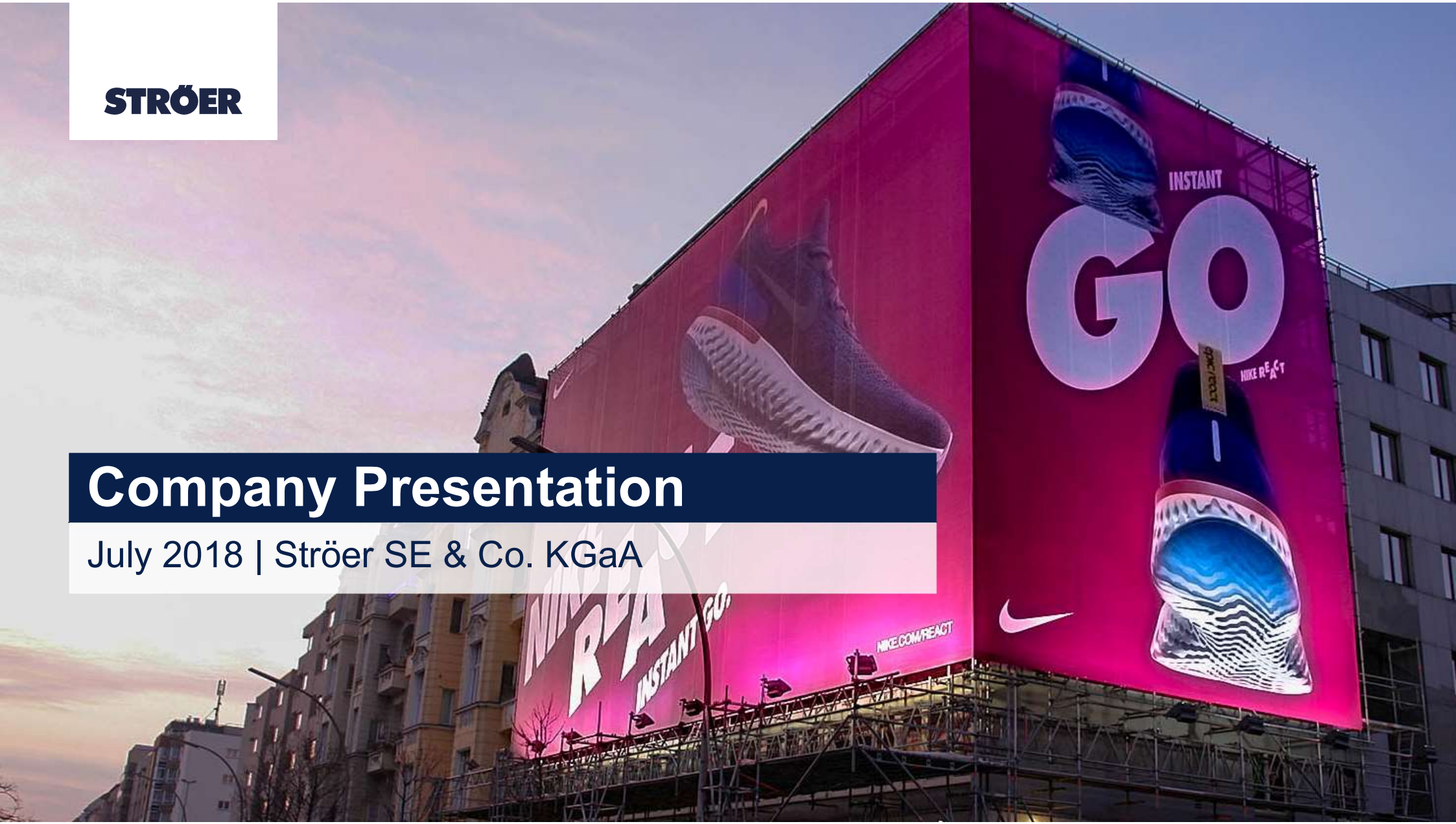


STRÖER

Company Presentation

July 2018 | Ströer SE & Co. KGaA



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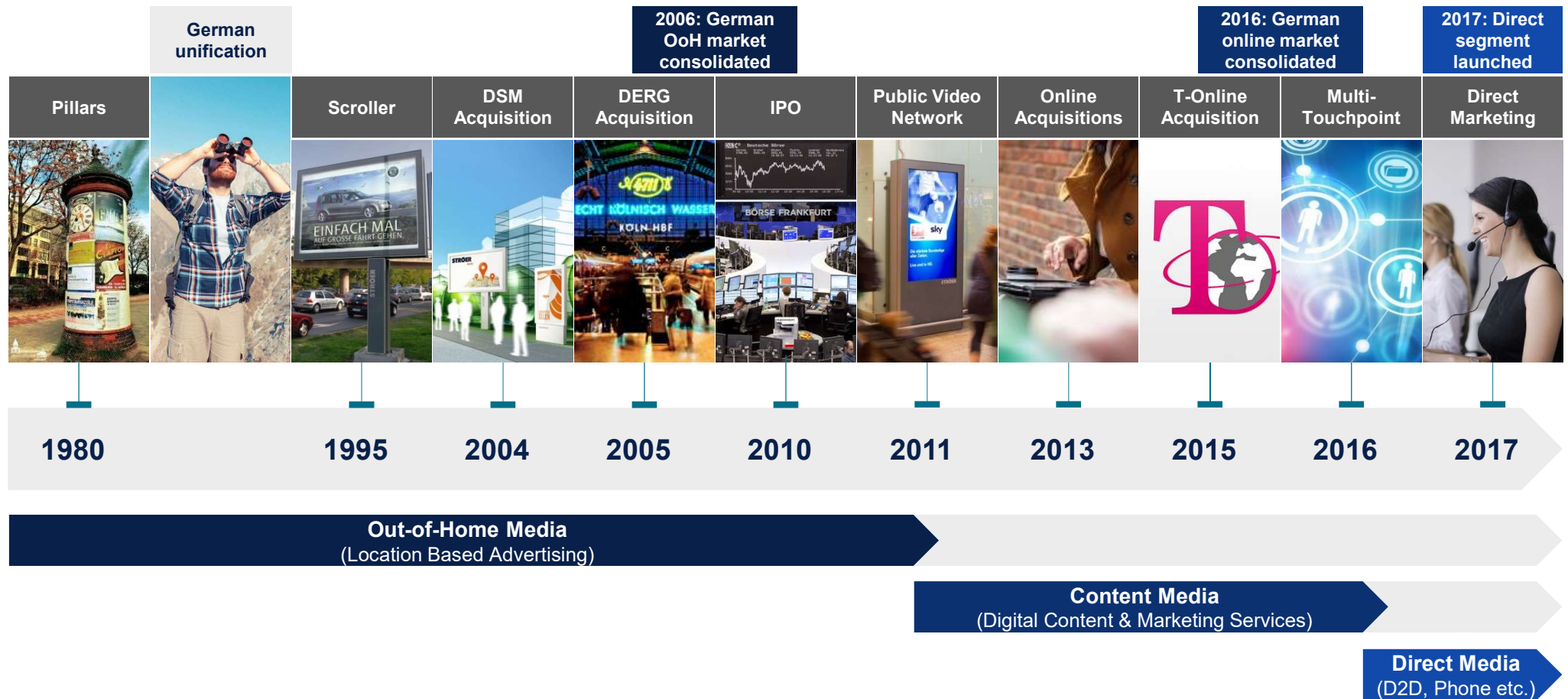
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Outlook



**“The most customer-centric,
multi-channel media company
in/from Germany.”**

Milestones of Ströer's strategic Development



Ströer – The leading digital multi channel media company



13.000 employees



1,6 bn € sales*



#2 in the callcenter ranking



More than 100 locations



134 Mio. direct customer contacts



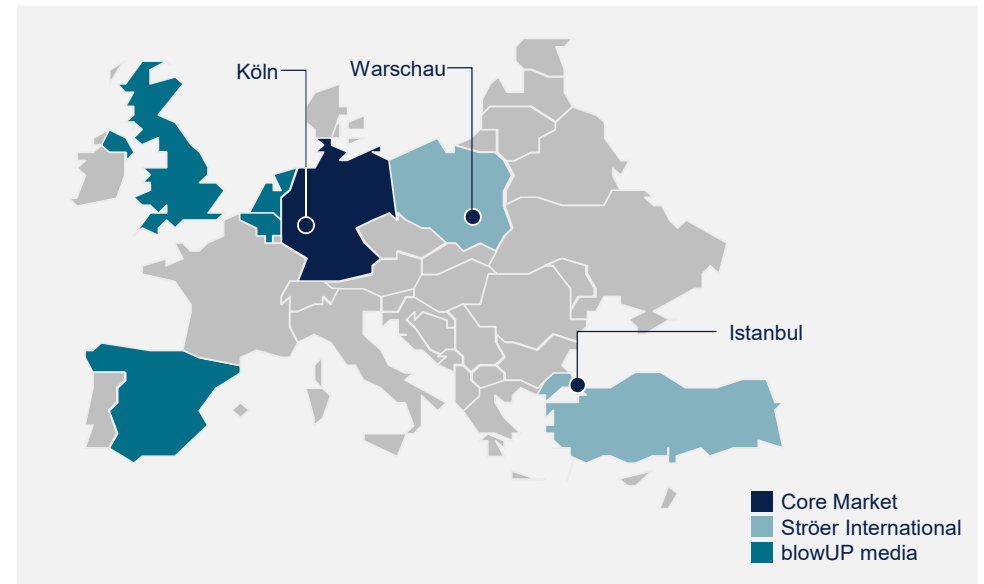
300.000 advertising mediums



50,65 Mio. unique users**



5 Bill. video views***



Source: *entire year 2018 (Outlook), ** AGOF digital facts 2018-05 (16+ years old), users of mobile and/or stationary offers (in the last 3 months)
***per month/own research– from Dec 2017

Robust & Sustainable Growth Drivers in all Key Segments

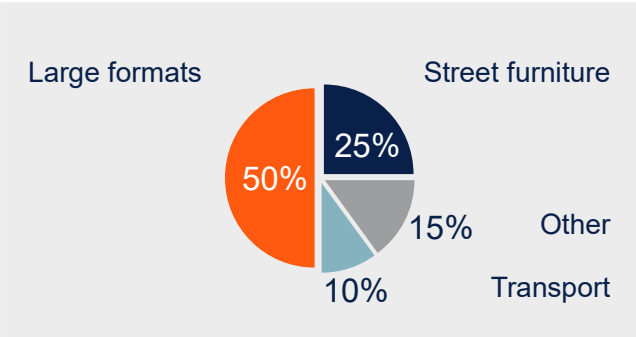
Out-of-Home Media (Location Based Advertising)	Content Media (Digital Content & Marketing Services)	Dialog Media (D2D, Phone, Chat, Mail, CpO)
Key logics:		
<ol style="list-style-type: none"> 1. Slightly growing and robust portfolio market share with growing audience through urbanization and mobility 2. 54%* of revenues coming from local and regional business (vs. 46% national ad market) 3. Digitization is driving both inventory value, monetization potential and yield optimization 	<ol style="list-style-type: none"> 1. Meanwhile strong market position amongst German players and consolidation opportunities beyond 30%** market share 2. 51%*** of revenues coming from direct client relationships and direct programmatic sources 3. Strong & highly profitable own assets in combination with 345**** of the top 700 German websites 	<ol style="list-style-type: none"> 1. Growing clients' demand to manage & drive direct consumer contacts when GAFA is more and more controlling access channels 2. Market fragmentation and lack of professionalization & scale is offering strategic opportunities 3. Massive digitisation opportunities in combination with group synergies & 360° sales channels

* 12M/2017; ** Source OVK: 12M/2017; *** 12M/2017; **** Source AGOF: 12M/2017

Estimated Product Split in New Segment Structure for 2018

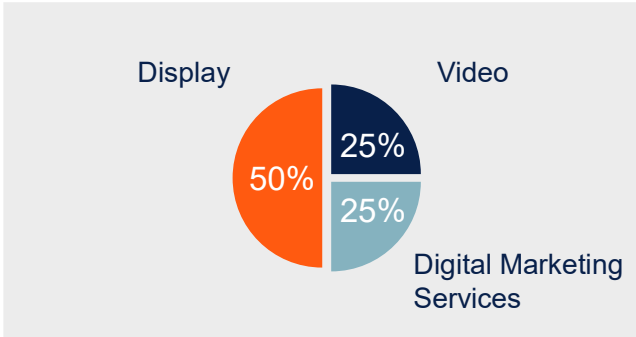
OoH Media

Revenues: ~ 700 to 750 m€*



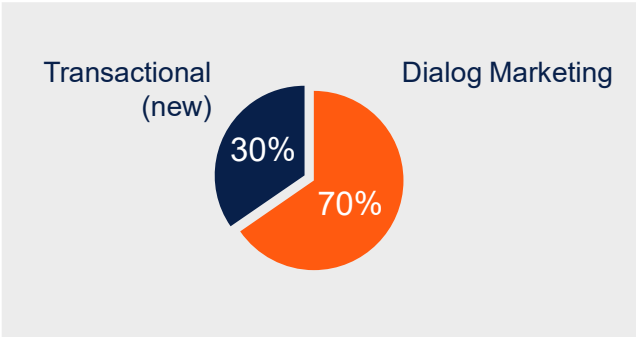
Content Media

Revenues: ~ 500 to 550 m€*



Dialog Media

Revenues: ~ 350 to 400 m€*

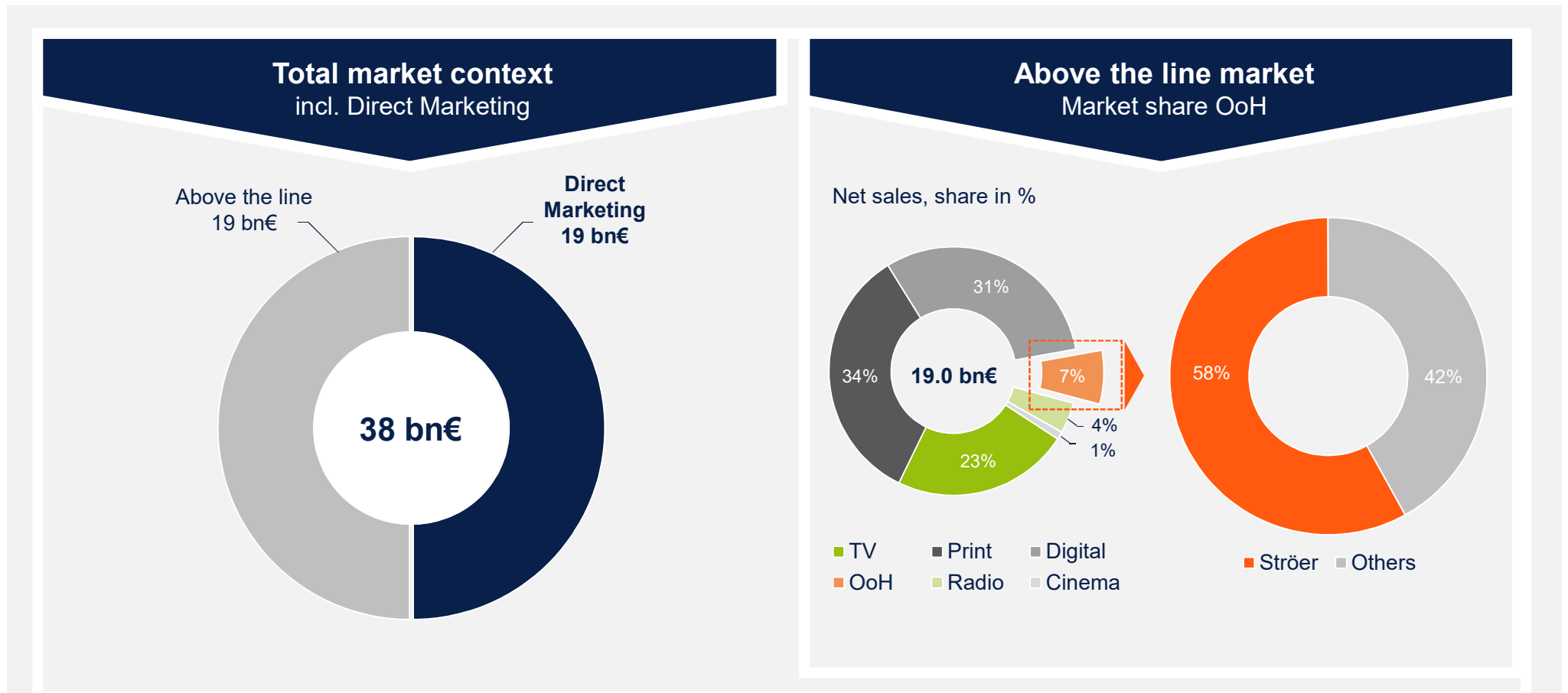


* Expected revenue split per segment w/o group consolidation and before IFRS changes



- public media | #1 OOH provider | posters | train stations | transport | Street | Giant Posters | long-term advertising | 300,000 advertising spaces | street furniture | geomarketing | wide reach | high contact frequency

Out-of-Home : A leading position

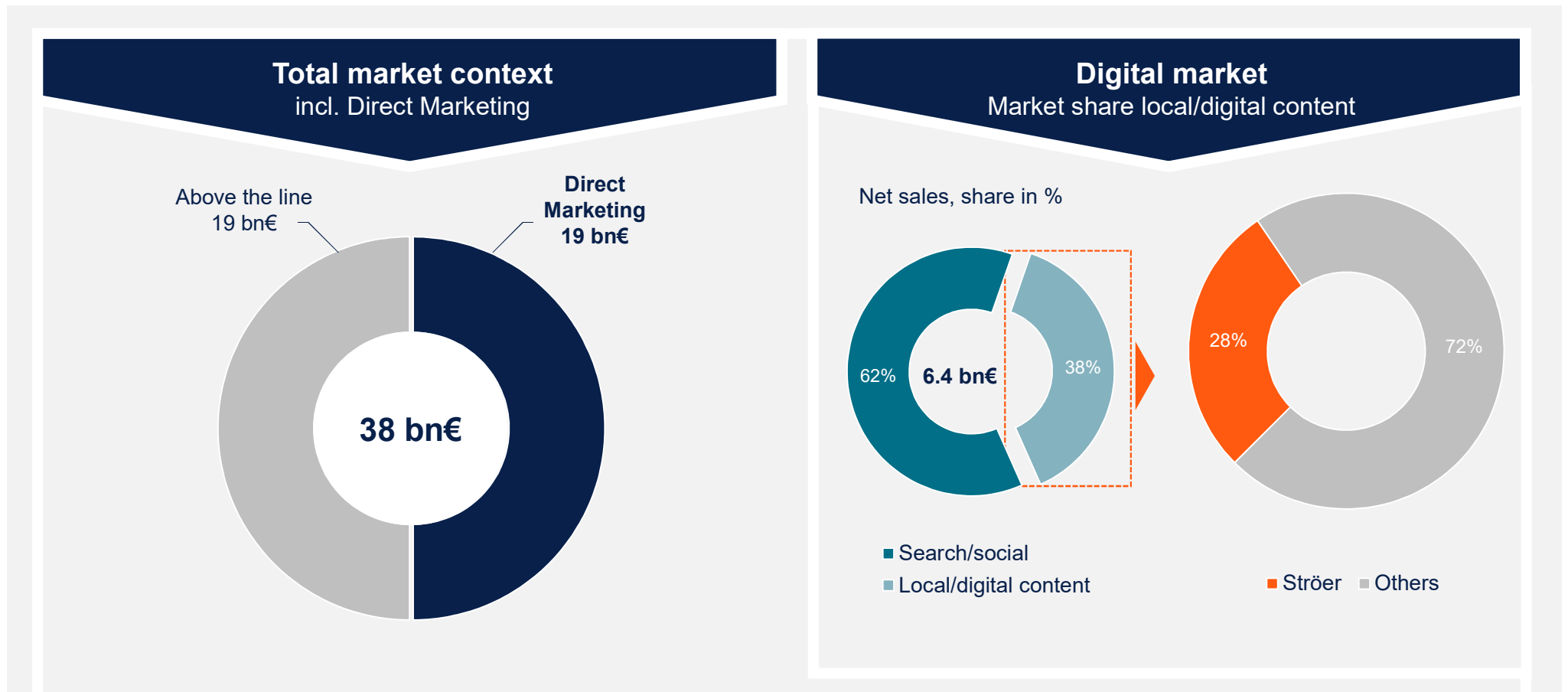




- online advertising | digital publishing | displays | video | public video | mobile | #1 quality marketer | #1 news portal | native advertising | programmatic advertising | data | influencer marketing | t-online.de | Ströer media brands | 53 million unique users*

*AGOF e.V. / daily digital facts 1 February 2018 / period: January 2018

Content Media: A strong Base Platform



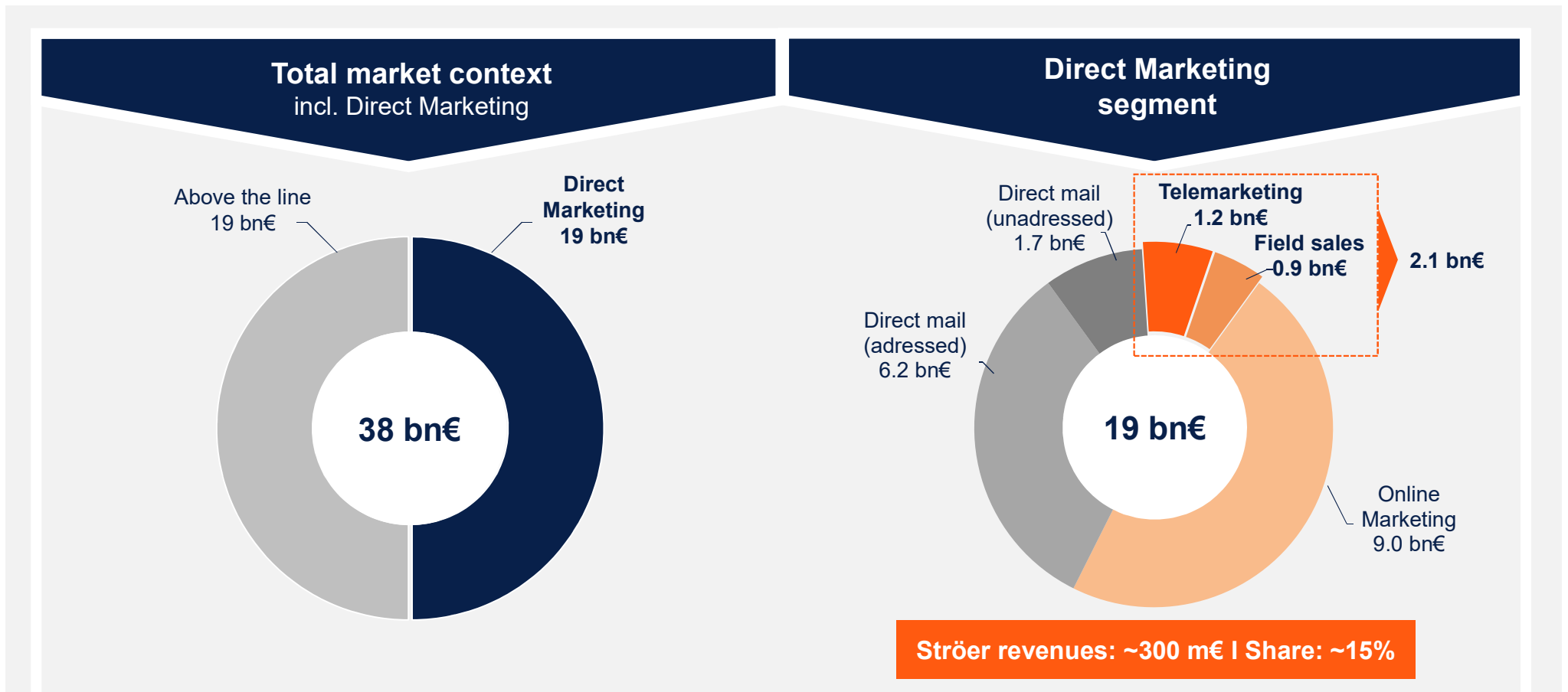
Sources: Total market, net sales – ZAW, PWC, Statista; Direct Marketing – Deutsche Post Dialogmonitor, Genesys, Statista



DIALOGUE MEDIA

- **dialogue marketing** | telemarketing | market-oriented sales force | chat | non-voice | dialogue media platform | omni-channel solutions | **customer dialogue** | transaction | 360° range of services | quality | **performance-based sales**

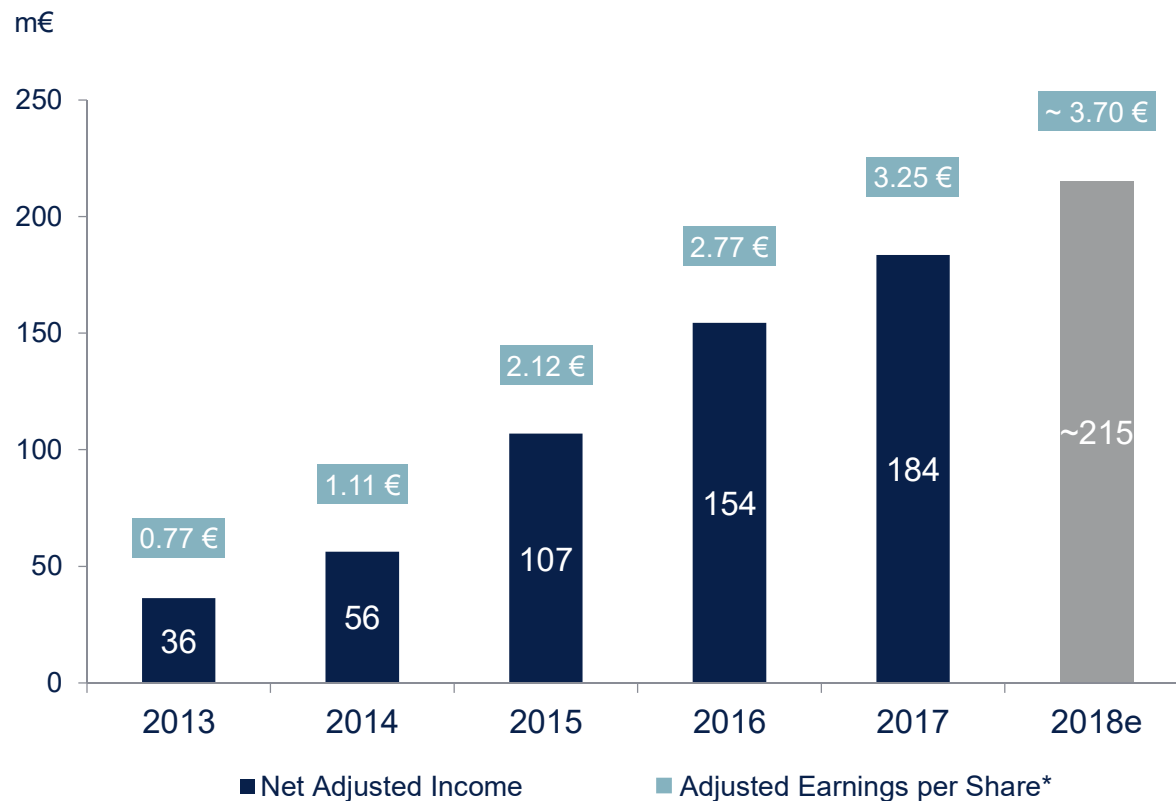
Direct Marketing opens up new strategic Business Segment



Sources: Total market, net sales – ZAW, PWC, Statista; Direct Marketing – Deutsche Post Dialogmonitor, Genesys, Statista

Adjusted Earnings per Share Development since 2013

Net Adjusted Income & Adjusted Earnings per Share*



Comment

- Adj. EPS quintupled from 2013 to 2018
- Strong underlying operational performance
- Value accretive acquisitions for shareholders
- Financial expenses significantly reduced

Note: Financials for 2013-2017 actuals, 2018 Guidance (before IFRS changes)
*After minorities

Capture new Business Segments: Ströer's general Strategy



Guidance Achievement Year by Year

	2013			2014			2015			2016			2017		
m€	Guidance	Actual		Guidance	Actual		Guidance	Actual		Guidance	Actual		Guidance	Actual	
Organic growth	Low single digit	3.5%	✓	>10%	11.4%	✓	High single digit	9.8%	✓	Mid to high single digit	7.2%	✓	Mid to high single digit	8.7%	✓
Operational EBITDA	Moderate increase	118 (+10%)	✓	~145	148	✓	>200	208	✓	>280	283	✓	320-330	331	✓
Net Income Adj.	Moderate increase	36 (+51%)	✓	>50	56	✓	~100	107	✓	>150	154	✓	>175	184	✓
Free Cash Flow*	Moderate increase	39	✓	Slight increase	80 (+103%)	✓	~100	116	✓	~135	139	✓	~145	146	✓
Return on Capital Employed (ROCE)	Moderate increase	10.3%	✓	>10%	13.8%	✓	Considerable increase	15.4% (+1.6% p.p.)	✓	stable	16.9%	✓	stable	17.6%	✓

* Free Cash Flow before M&A

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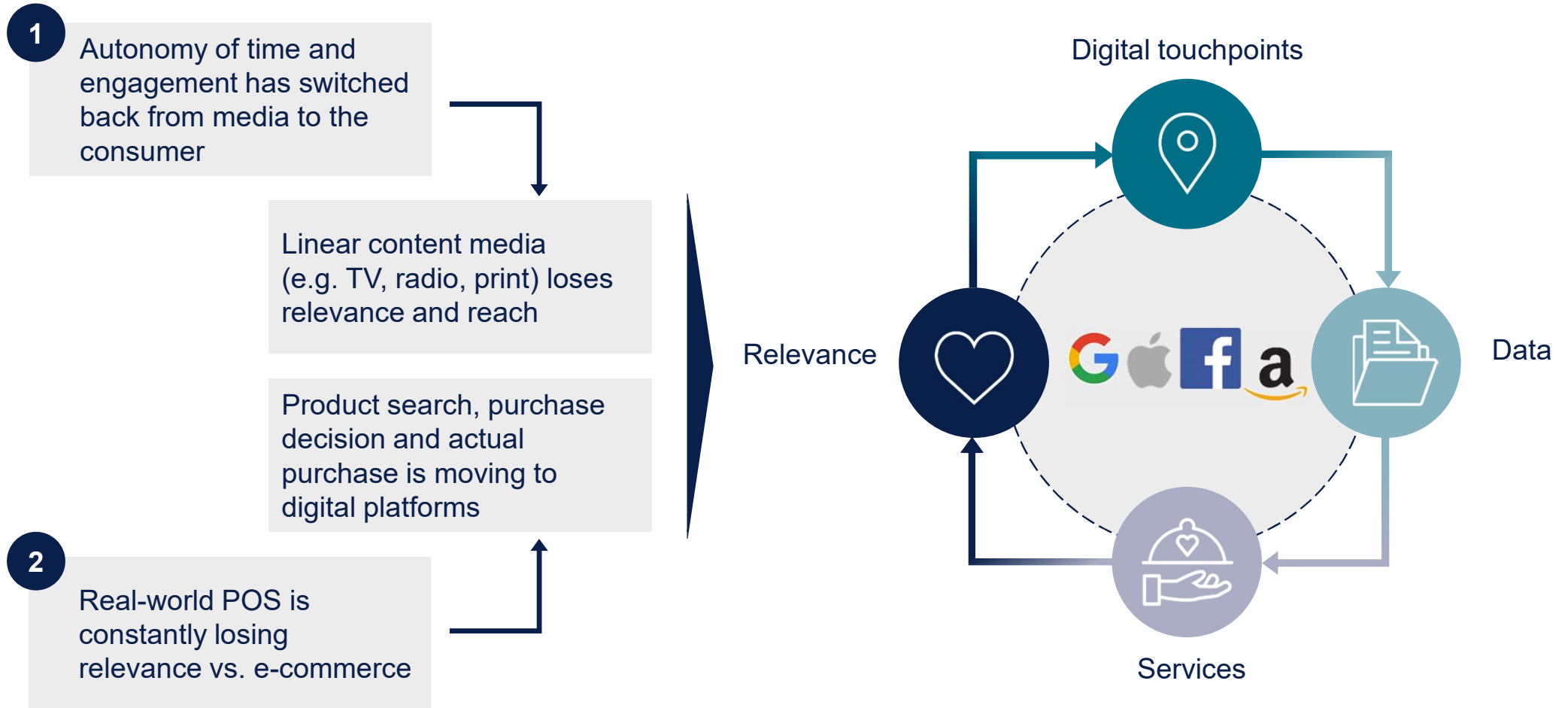
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Outlook

We listen to our Customers: Their Challenges in the Age of GAFA



Consumer Access for Advertisers has changed dramatically

Traditional value-chain business model

Linear and one way



Consumer Access for Advertisers has changed dramatically

Traditional value-chain business model

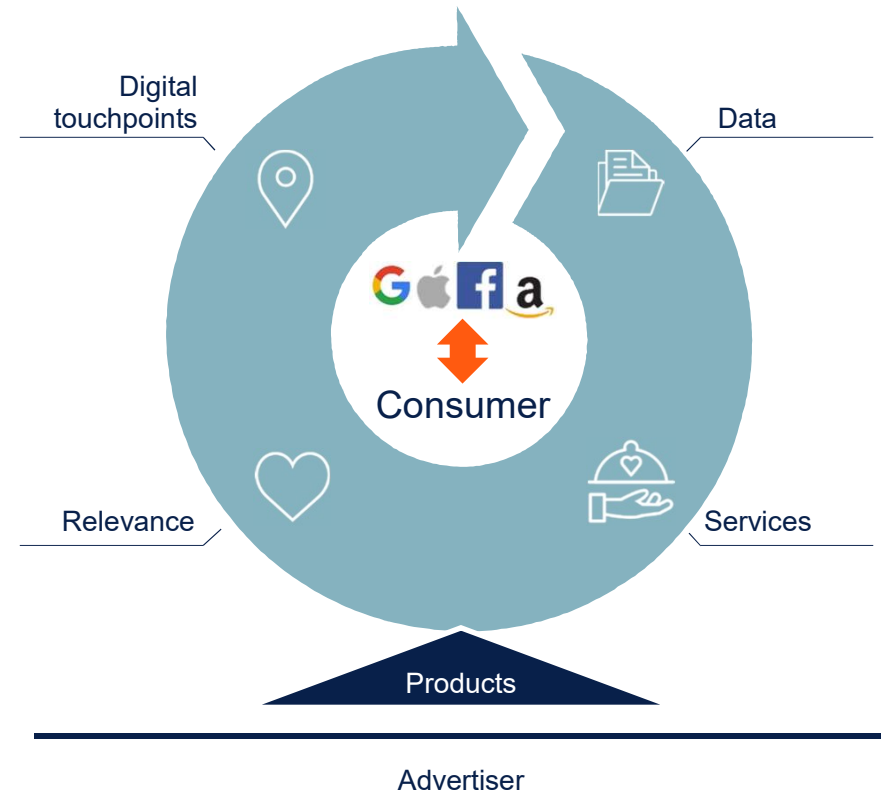
Linear and one way



Value-chain disruption

Data/platform driven CRM business model

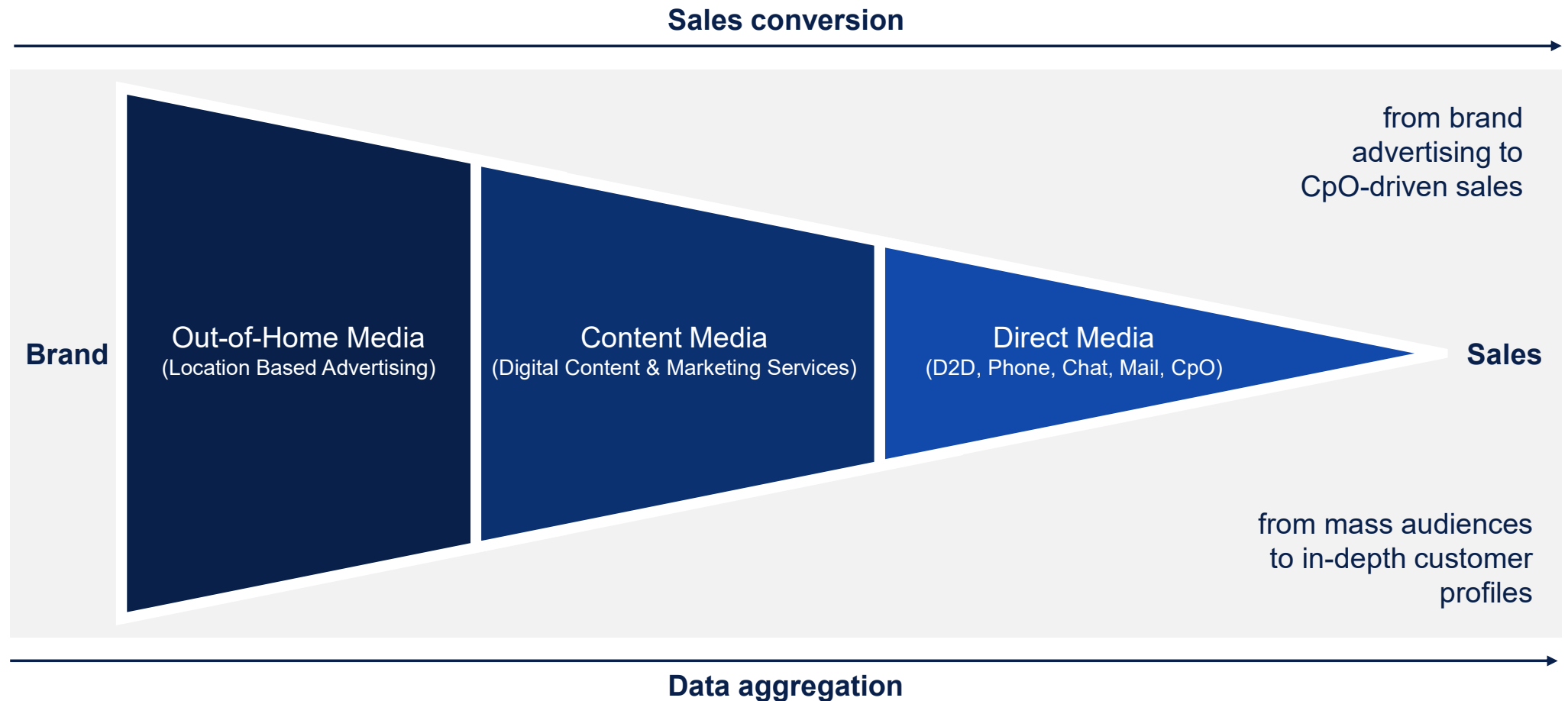
Two way and continuous



What's
next



Complementing integrated Brand-Performance-Sales Funnel



Top Clients – Overall enhanced Opportunities



High
 Medium
 Low

OoH Media
 Content Media
 Direct Media
 Integrated

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Changes in Financial Reporting – Recap

1 New Segment Structure as of 1 January 2018

2 Application of IFRS 16

3 Elimination of IFRS 11 Adjustment



IFRS 16: Financial Reporting

Consolidated Financial Statements

	Q1 2018		Q1 2017	
	incl. IFRS changes	w/o IFRS changes	incl. IFRS changes	w/o IFRS changes
Quarterly Statement	✓	✓*/✗	✓*/✗	✓
Presentation on Q1 2018 Statement	✓	✓	✓	✓






*Only for main KPIs

Comment

- In our quarterly statement no adoption of IFRS 16 retrospectively for 2017 (so called modified retrospective approach)
- For better transparency, like-for-like comparison of our financials before and after IFRS changes depicted in this presentation

Achievements in Q1 2018

m€	Guidance 2018	Q1 2018
Organic growth	Mid to high single digit	6.8%
Operational EBITDA	~ 375	109.8
Net Income Adj.	~ 215	29.2
Free Cash Flow*	~ 175	43.5

- 
Q1 achievements pay into full year guidance
- 
Dialog media already with benchmark profitability
- 
OOH influenced by cautious tobacco advertising

* Free Cash Flow before M&A

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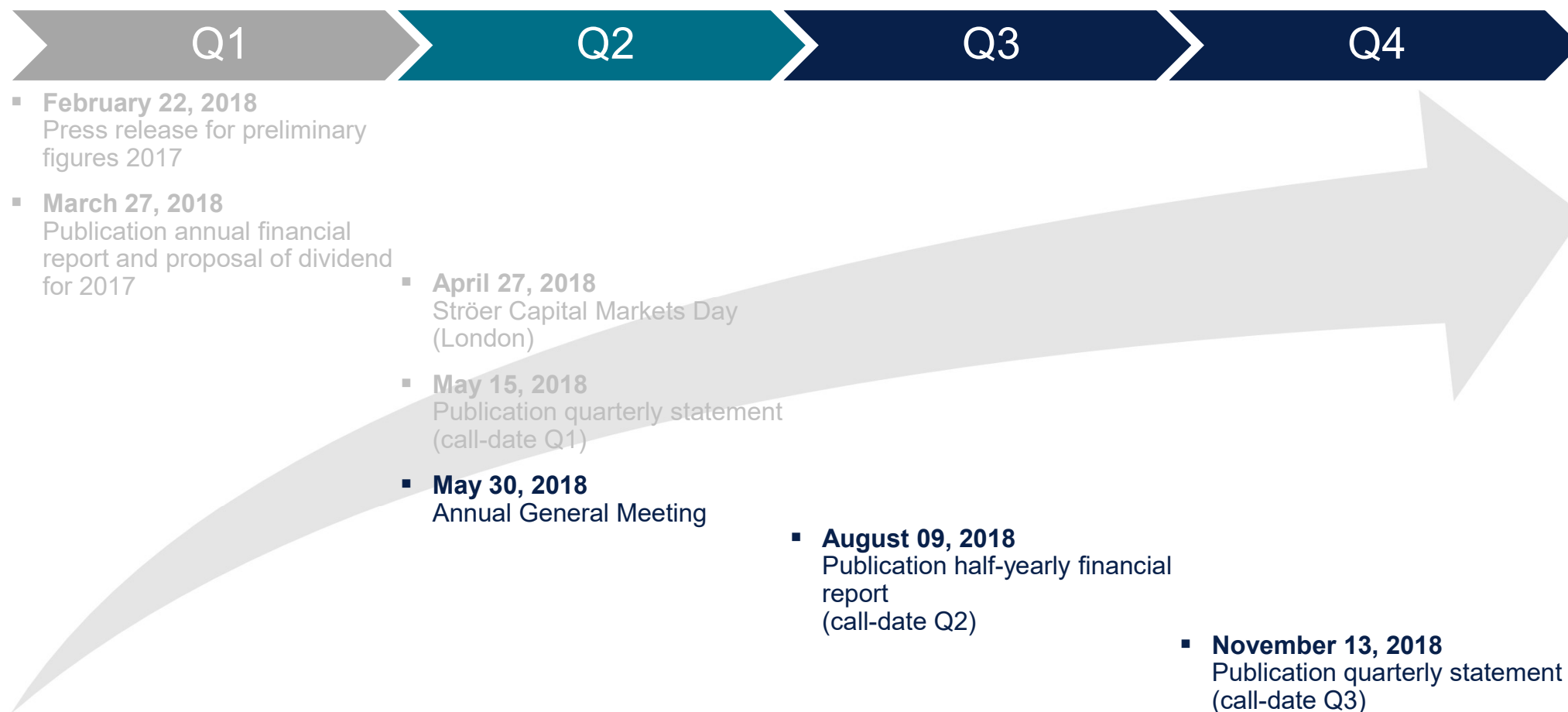
Outlook

Our Targets for 2018: Unchanged KPIs & Sustainable Performance

Key KPIs	Guidance 2018 w/o IFRS changes	Guidance 2018 incl. expected IFRS 11/16 effect
1 Total Revenues	~ 1.6 bn€	~ 1.6 bn€
2 Organic Growth	mid to high single digit	mid to high single digit
3 Op. EBITDA	~ 375 m€	~ 535 m€
4 Free Cash Flow*	~ 175 m€	~ 310 m€
5 Net Income Adj.	~ 215 m€	~ 200 m€

*before M&A

Financial Calendar 2018



A person wearing a dark blue suit and tie is shown from the chest up, with their hands clasped in front of them. The background is a dark blue color with a repeating pattern of small, white, stylized human figures. Overlaid on the center of the image is the word "STRÖER" in large, bold, white, sans-serif capital letters. The letter 'O' has a circular cutout, through which the person's hands are visible.

STRÖER

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