



**STRÖER**

**Historical quarterly figures (Q1 – Q4 2020/2019)  
(New Segmentation)**

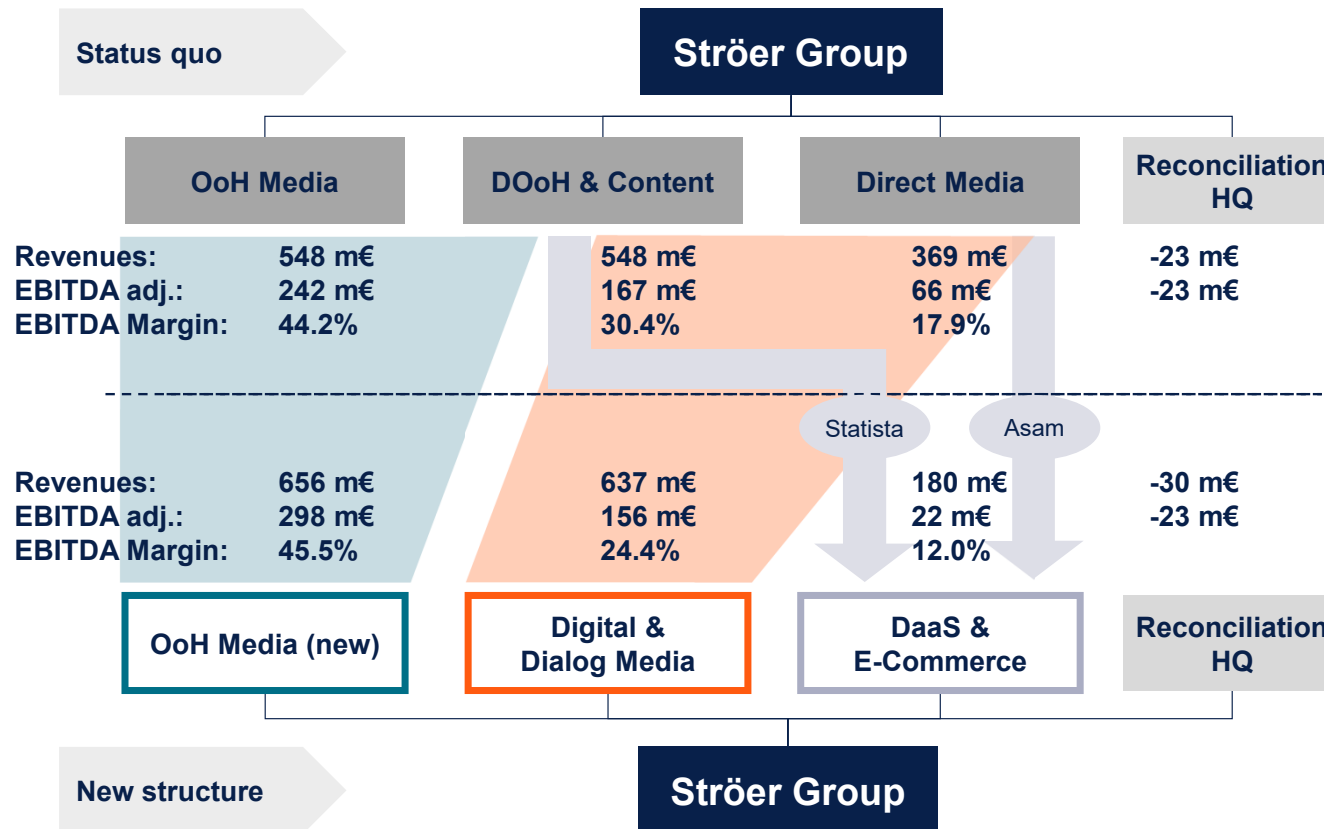
June 02, 2021 | Ströer SE & Co. KGaA



# New Segment Structure starting January 1<sup>st</sup> is reflecting the OoH+ Strategy and gives full Transparency

Change in segmentation – effect on FY 2020 figures

Comment



- Structure to reflect business dynamics of the past two years
- Traditional OoH activities and Public Video in one segment
- „PLUS“ activities bundled in one segment
- Non-advertising activities form new segment DaaS & E-Commerce

## Historical Revenue and adj. EBITDA figures (Q1 – Q4 2020) (New Segmentation)

### Revenue 2020

m€	Q1	Q2	Q3	Q4	FY
OoH Media	179.8	103.7	155.9	216.3	655.7
Digital & Dialog Media	154.3	120.4	163.5	198.5	636.7
DaaS & E-Commerce	41.9	42.0	44.2	51.9	180.0
Recon.	-7.8	-1.9	-8.6	-11.9	-30.2
<b>Ströer Group</b>	<b>368.2</b>	<b>264.1</b>	<b>355.0</b>	<b>454.8</b>	<b>1442.2</b>

### EBITDA adj. 2020

m€	Q1	Q2	Q3	Q4	FY
OoH Media	83.2	33.2	71.5	110.4	298.2
Digital & Dialog Media	36.6	19.2	44.4	55.4	155.5
DaaS & E-Commerce	3.8	6.6	6.9	4.3	21.6
Holding	-6.6	-3.6	-4.0	-8.3	-22.5
<b>Ströer Group</b>	<b>116.9</b>	<b>55.3</b>	<b>118.8</b>	<b>161.7</b>	<b>452.8</b>

## Historical Revenue and adj. EBITDA figures (Q1 – Q4 2020) (Old Segmentation)

### Revenue 2020

m€	Q1	Q2	Q3	Q4	FY
OoH Media	151.6	88.6	130.5	177.1	547.8
DOoH & Content	137.0	108.0	133.3	169.6	548.0
Direct Media	87.4	71.1	97.0	113.9	369.4
Recon.	-7.8	-3.6	-5.8	-5.8	-23.0
<b>Ströer Group</b>	<b>368.2</b>	<b>264.1</b>	<b>355.0</b>	<b>454.8</b>	<b>1442.2</b>

### EBITDA adj. 2020

m€	Q1	Q2	Q3	Q4	FY
OoH Media	65.9	25.0	56.4	94.9	242.3
DOoH & Content	43.2	26.9	46.8	49.9	166.8
Direct Media	14.4	7.0	19.6	25.3	66.2
Holding	-6.6	-3.6	-4.0	-8.3	-22.5
<b>Ströer Group</b>	<b>116.9</b>	<b>55.3</b>	<b>118.8</b>	<b>161.7</b>	<b>452.8</b>

## Historical Revenue and adj. EBITDA figures (Q1 – Q4 2019) (New Segmentation)

### Revenue 2019

EURm	Q1	Q2	Q3	Q4	FY
OoH Media	163.7	208.7	193.3	249.7	815.4
Digital & Dialog Media	153.2	154.6	154.0	189.2	650.9
DaaS & E-Commerce	35.9	35.8	34.8	36.4	142.9
Recon.	-4.7	-6.5	-2.4	-7.2	-20.9
Not allocated business*	2.8	0.0	0.0	0.0	2.8
<b>Ströer Group</b>	<b>350.8</b>	<b>392.7</b>	<b>379.5</b>	<b>468.1</b>	<b>1591.1</b>

### EBITDA adj. 2019

EURm	Q1	Q2	Q3	Q4	FY
OoH Media	76.0	101.9	94.1	129.5	401.6
Digital & Dialog Media	31.9	28.2	28.9	46.1	135.2
DaaS & E-Commerce	5.3	6.1	5.8	5.6	22.8
Holding	-4.5	-5.1	-5.4	-6.1	-21.1
Not allocated business*	-0.1	0.1	0.0	0.0	0.0
<b>Ströer Group</b>	<b>108.7</b>	<b>131.1</b>	<b>123.4</b>	<b>175.1</b>	<b>538.3</b>

\* Sales of Foodist and Conexus in Q1/2019 were no longer allocated to any segment as part of the re-segmentation  
In old segmentation, these businesses were reported in Direct Media

## Historical Revenue and adj. EBITDA figures (Q1 – Q4 2019) (Old Segmentation)

### Revenue 2019

EURm	Q1	Q2	Q3	Q4	FY
OoH Media	143.0	180.8	170.9	214.4	709.1
DOoH & Content	125.0	140.9	133.6	188.8	588.3
Direct Media	89.4	81.2	84.1	85.9	340.6
Recon.	-6.6	-10.2	-9.1	-21.0	-46.8
<b>Ströer Group</b>	<b>350.8</b>	<b>392.7</b>	<b>379.5</b>	<b>468.1</b>	<b>1591.1</b>

### EBITDA adj. 2019

EURm	Q1	Q2	Q3	Q4	FY
OoH Media	62.5	83.8	76.9	100.3	323.6
DOoH & Content	37.1	41.3	36.9	68.2	183.5
Direct Media	13.5	11.2	15.0	12.7	52.4
Holding	-4.5	-5.1	-5.4	-6.1	-21.1
<b>Ströer Group</b>	<b>108.7</b>	<b>131.1</b>	<b>123.4</b>	<b>175.1</b>	<b>538.3</b>