



STRÖER

Q1 2019

May 14, 2019 | Ströer SE & Co. KGaA

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Outlook

Results Q1 2019 (continuing Operations)

m€		Q1 2019	Q1 2018	▲
Revenues	Reported	374.0	329.1	+14%
	Organic ⁽¹⁾			+7.2%
EBITDA (adjusted)		117.5	107.6	+9%
EBIT (adjusted)		48.3	45.3	+7%
Net income (adjusted) ⁽²⁾		34.3	31.8	+8%
Operating cash flow		87.6	73.7	+19%
Capex		20.0	32.4	-38%
		31 Mar 2019	31 Mar 2018	
Net financial debt (incl. lease obligations)		1,545.8	1,596.0	-3%

Note: Disposal of OoH Turkey classified as discontinued operations

(1) Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations

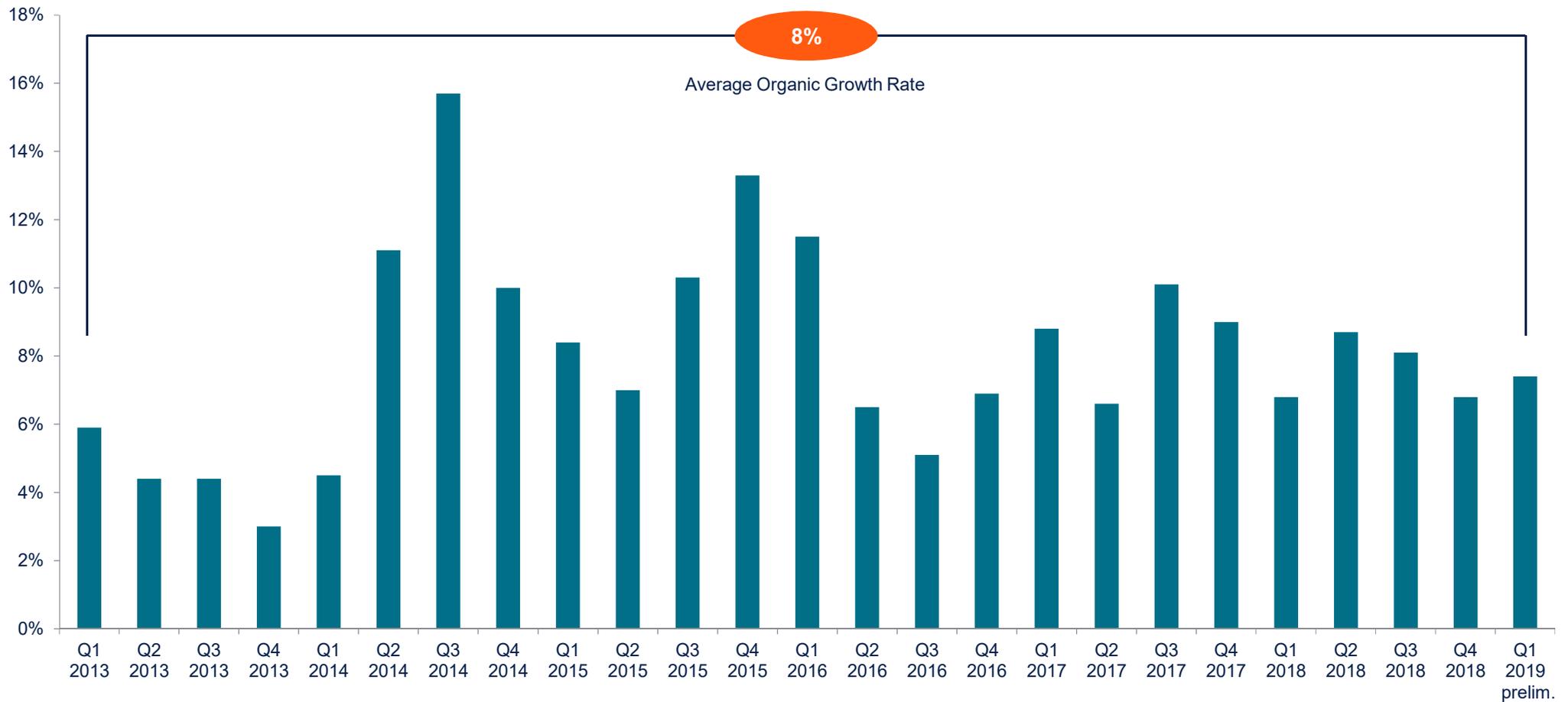
(2) Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes (applying a normalized tax rate of 15.8%)



OOH⁺

Organic Growth robust and stable each Quarter since 2013

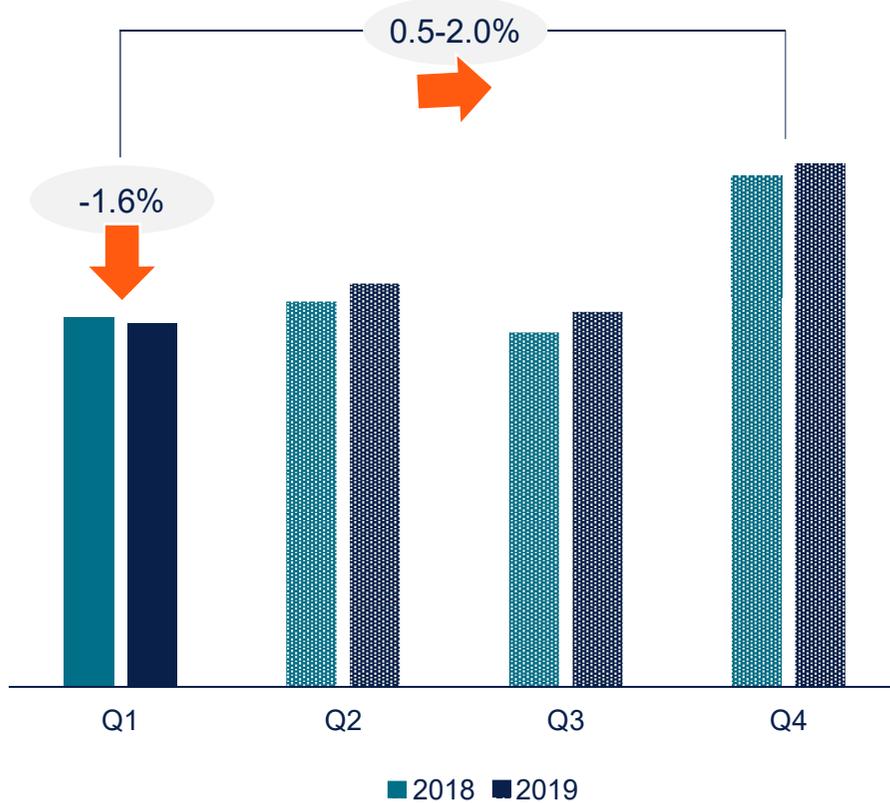
Ströer sustainably outperforming the Ad Industry



Source: Ströer data

Out-of-Home Market overperforms Ad Market

Overall ad market development



OoH market development



Source: Nielsen Forecast April 2019; GroupM; Vivaki.

Focus first

One Country in Combination with best Client Access

Supply side

National focus enables:

1. More focused execution excellence
2. Less management dilution
3. Thus higher margins

Demand side

Embedding* OoH improves:

1. Broader client access
2. Higher share of wallet
3. Better scaling of local salesforce

National: From Ad Sales to Marketing Team Membership

Local: From Ad Sales to 360 Degree One-Stop-Shop

*In broader multi-channel approach and combining OoH with Online & Direct media

Building a global DaaS Unicorn

Statista is the leading global Data as a Service (DaaS) Business

Statista – Overview

Statista business model is based on:

- Subscription-based data marketplace with low churn
- Highly profitable with mid double-digit organic growth
- A global Blue Chip customer base across all key industries
- No direct competition

6 offices in international hubs



22,500



sources

Thereof 50% exclusive
35% exclusive secondary
15% free accessible secondary sources

40



countries

Top 4 countries:
USA, UK, Germany, Asia
US largest market since 2019

80,000



topics

on statista.com

8.5 million



unique visitors

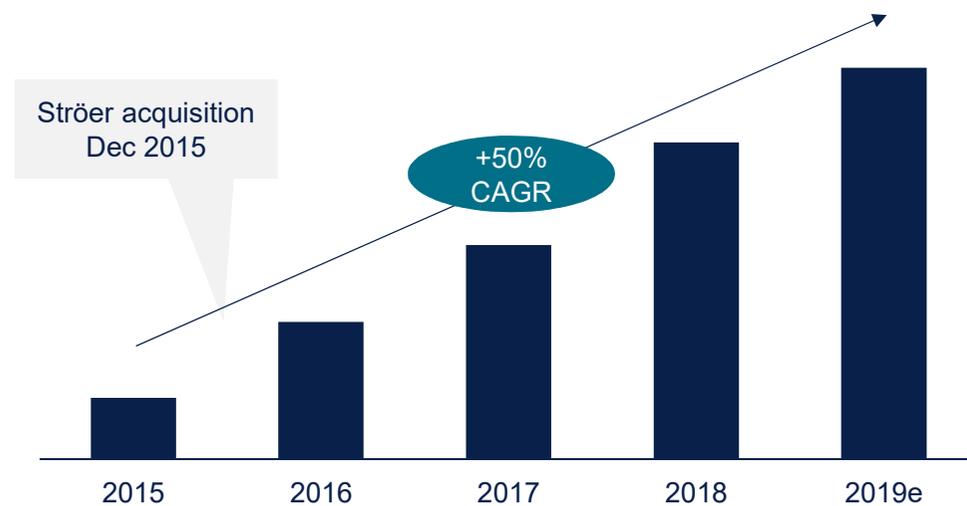
monthly on our German and
international websites

Building a global DaaS Unicorn

Statista is the leading global Data as a Service (DaaS) Business

Statista – KPIs

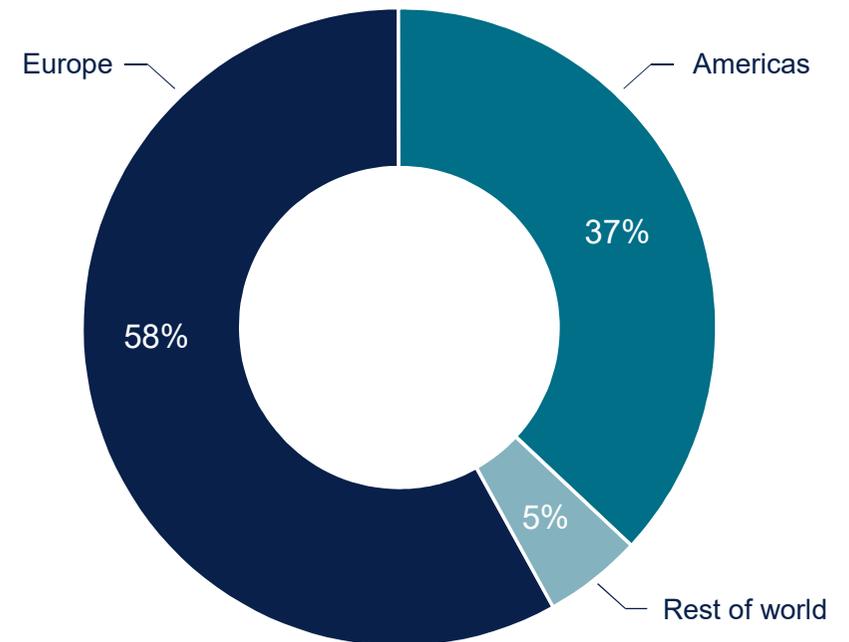
Revenue CAGR of 50%+ since Ströer acquisition



- Strong upside potential for both, number of users and ARPU
- 1.7 million registered user: CAGR 2015 – 2019e of 35%
- In developed markets we expect EBITDA margins in the mid thirties

More than 60% of sales generated outside Germany

Share of account sales in 2018 (% of total)*



* Non-GAAP sales according to management reporting. No deferral of unrealised income; CAGR = compounded annual growth rate

Building a global DaaS Unicorn

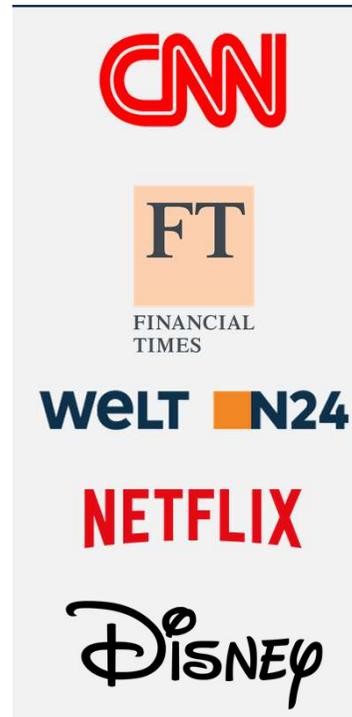
Statista is the leading global Data as a Service (DaaS) Business

Status Q1 2019

Tech



Media



Consulting



Corporate



Public Sector



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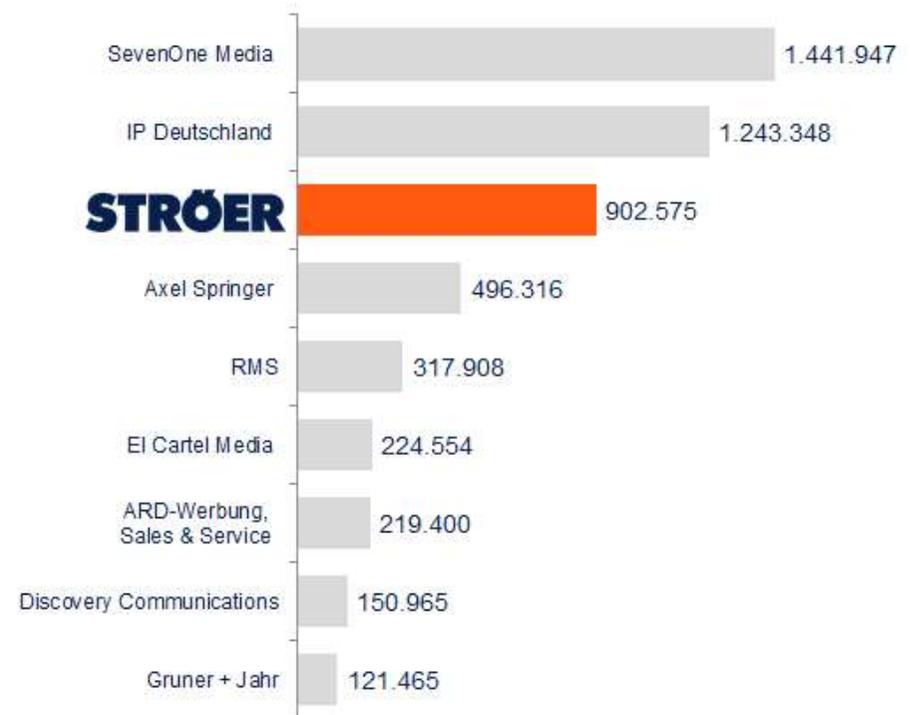


Top three Sales Platform: From national to hyper local Business

Local full-service provider



Media sales house ranking Q1 2019



Sources: Nielsen Media Research Gross Advertising, Q1 – Q4 2018 (Germany); cons. gross sales Ströer: OoH Germany + all digital saleshouses of the group

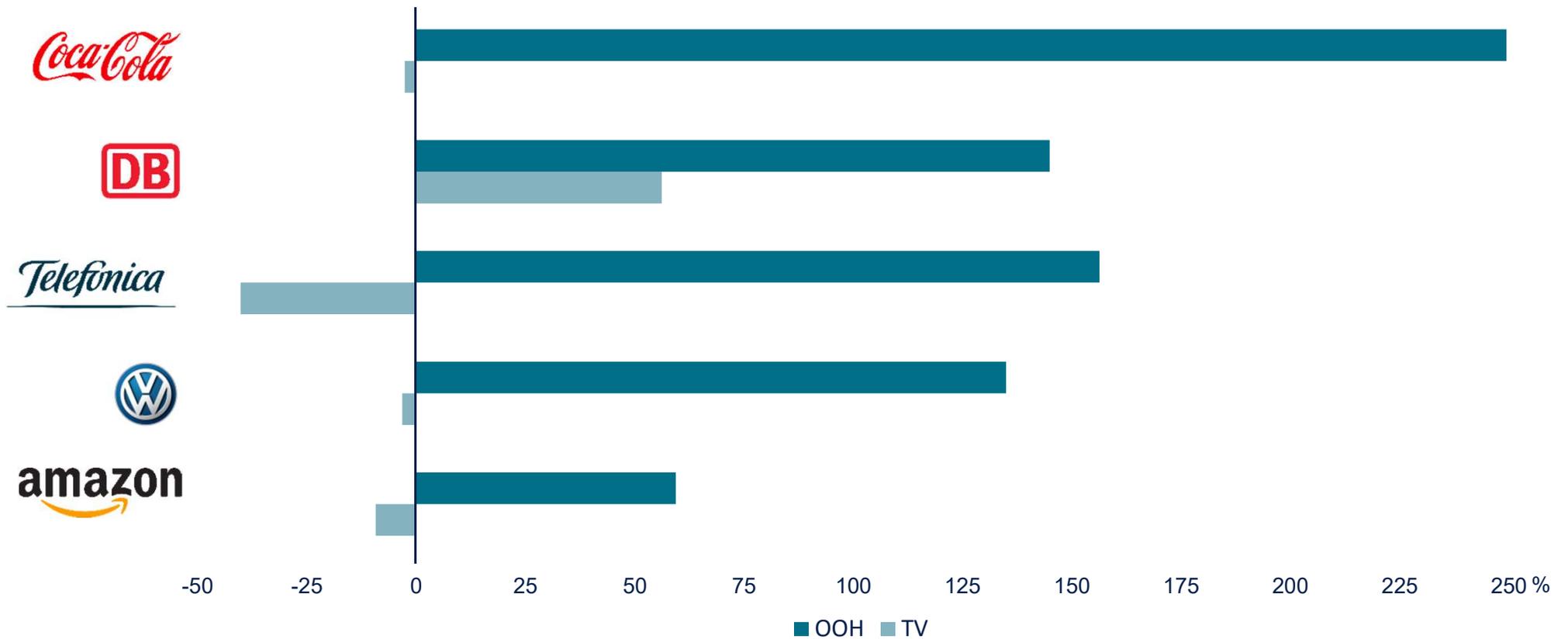
Key Elements of sustainable Business Development

Core of the OoH+ Strategy



TV vs. OoH Spendings Q1 2018 vs. Q1 2019

Exemplary Top-Spender shift Media Spendings towards OoH



Source: Nielsen Media Research Gross Advertising, Q1 2018/2019 (Germany)

Business Update – Summary 2019

- 1** Leading position in structurally and sustainably growing OoH market with high market entry barriers
- 2** Strong leader in Digital OOH and improving position with further digitization of inventory
- 3** Accelerated rollout plan for constantly growing regional and local sales organization
- 4** Huge potential for integrated Ströer group solutions (OoH + Digital OoH & Content + Direct Media) with clients already being leveraged
- 5** On-going investment in future technology infrastructure and IT capabilities for all assets

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Profit and Loss Statement Q1 2019

Continuing Operations

m€	Q1 2019	Q1 2018	▲ %	Analysis
Revenues	374.0	329.1	+14%	 Expansion driven by 7.2% organic growth and M&A
EBITDA (adjusted)	117.5	107.6	+9%	 Strong growth
Exceptional items	-8.3	-8.8	+5%	
EBITDA	109.2	98.9	+10%	
Depreciation & Amortization*	-83.8	-77.7	-8%	 Larger consolidation scope
EBIT	25.4	21.2	+20%	
Financial result*	-7.7	-7.7	-0%	
Tax result	-3.4	-1.8	-87%	 Following higher tax base
Net Income	14.4	11.7	+23%	
Adjustments**	+19.9	+20.1	+0%	
Net Income (adjusted)	34.3	31.8	+8%	 Strong growth – adjusted and non-adjusted

Note: Disposal of OoH Turkey classified as discontinued operations

*Thereof attributable to IFRS 16 in D&A 42.1m€ (PY: 39.9m€) and in financial result 5.2m€ (PY: 5.4m€)

**Adjusted for exceptional items (+8.3m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +14.5m€), in financial result (+0.2m€) and in income taxes (-3.1m€)

Free Cash Flow Perspective Q1 2019

Continuing Operations

m€	Q1 2019	Q1 2018
EBITDA (adjusted)	117.5	107.6
- Exceptional items	-8.3	-8.8
EBITDA	109.2	98.9
- Interest	-5.9	-5.8
- Tax	-11.2	-3.2
-/+ WC	-7.5	-12.5
- Others	+3.0	-3.8
Operating Cash Flow	87.6	73.7
Investments (before M&A)	-20.0	-32.4
Free Cash Flow (before M&A)	67.6	41.2
Lease liability repayments (IFRS 16)**	-49.1	-57.0
Free Cash Flow (adjusted)***	18.5	-15.7

Note: Disposal of OoH Turkey classified as discontinued operations

*Net debt and adj. EBITDA of last 12 month adjusted for IFRS 16

**Part of cash flow from financing activities

***Before M&A and incl. IFRS 16 lease liability repayments

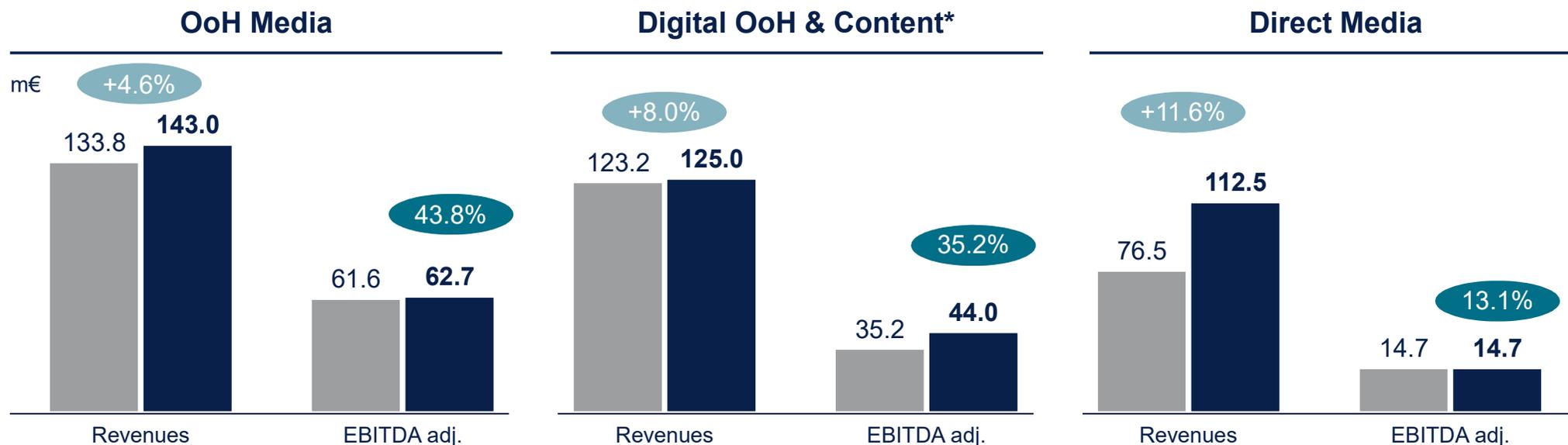
Comment

- Free Cash Flow (before M&A) above previous year due to better operational performance and phasing effects in Capex
- Tax payments according to plan; previous year comparably low
- Investments affected by phasing effects; higher Capex expected in next quarters
- Bank leverage ratio* improved from 1.6 to 1.4 :



Segment Perspective Q1 2019 – Continuing Growth Momentum

Continuing Operations



- Sustainable growth in OoH Media supported by local and regional sales initiatives; margins influenced by product mix effects
- Strong profitable growth of Digital OoH overcompensates minor portfolio changes within the segment
- Strong organic growth in Direct Media was offset by consolidation driven integration costs (one-time)

Note: Disposal of OoH Turkey classified as discontinued operations
 *Formerly Content Media

■ Q1 2018 ■ Q1 2019 ■ Organic growth rate ■ Margin

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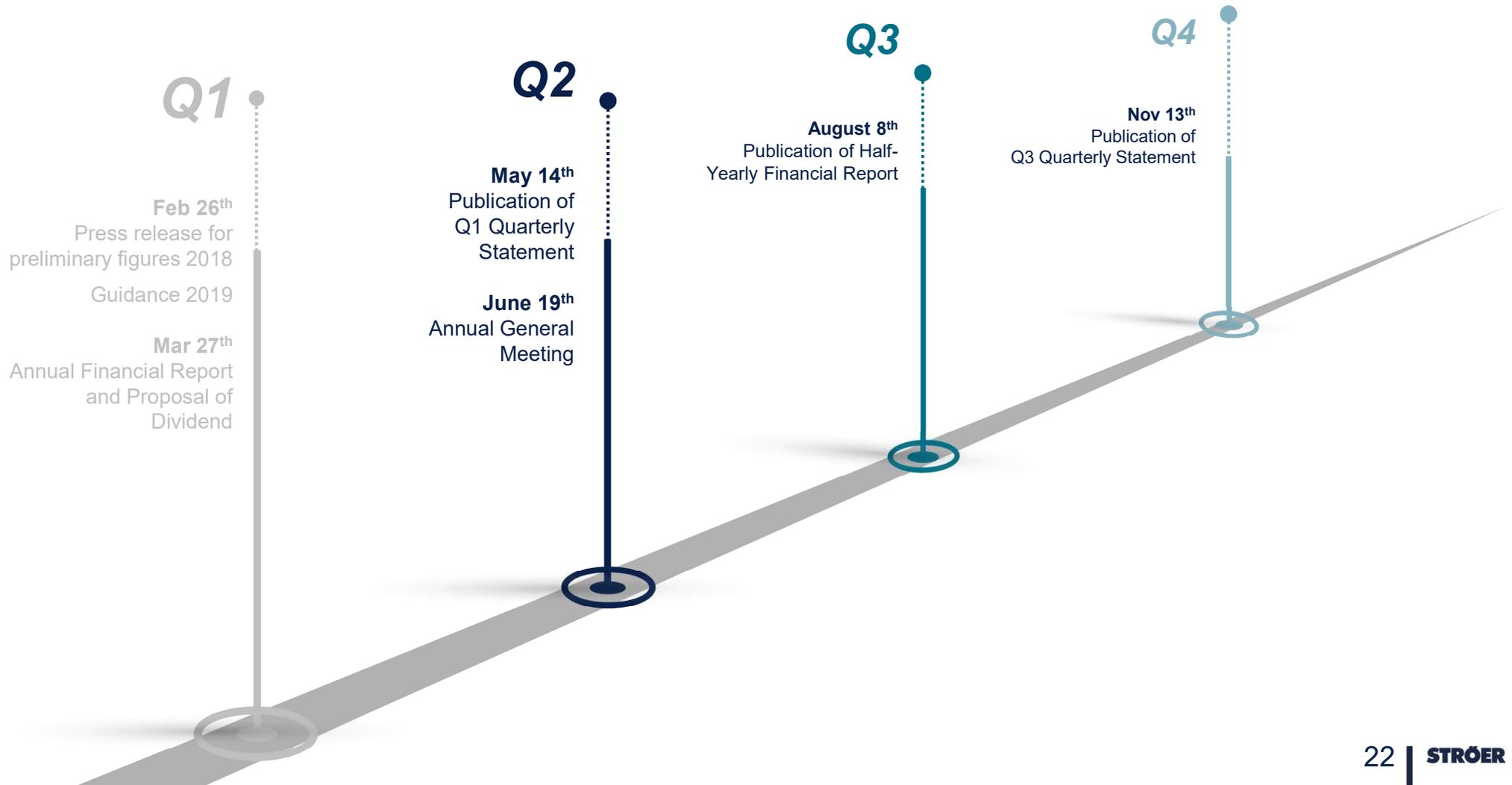
Our company



Ströer Group's Key Performance Indicators – Guidance 2019*

- For 2019 as a whole, we expect a positive sales and earnings trend in the mid single-digit percentage range.
- For Q2, and the first half of the year, we expect organic revenue growth of around 7% and therefore at the very top end of our annual guidance.

Financial Calendar 2019



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 "STRÖGER" in large, bold, white, sans-serif capital letters. The 'O' in "STRÖGER" has a small white circle above it, resembling a diacritical mark.

STRÖGER