

## **PRESS RELEASE**

### **Robust through to the pandemic: Ströer presents results for fiscal year 2020**

- **Consolidated revenue down 9 percent to EUR 1,442m due to coronavirus pandemic (prior year: EUR 1,591m)**
- **Organic revenue growth of -8 percent**
- **EBITDA (adjusted) declined by -19 percent from EUR 570m to EUR 465m**

Cologne, February 24, 2021                      Ströer SE & Co. KGaA presents its preliminary results for fiscal year 2020. Against the backdrop of the coronavirus pandemic, Ströer was once again able to demonstrate the strength of its 'OOH plus' strategy - the combination of the core OOH business and the supporting Digital OOH & Content and Direct Media segments. In particular, content-based business areas such as T-Online, the leading global business data platform Statista, as well as direct media activities demonstrated their strengths in this challenging environment.

Consolidated revenue decreased moderately by 9 percent from EUR 1,591m to EUR 1,442m in the 2020 fiscal year. At -8 percent, organic revenue growth was at a similar level. EBITDA (adjusted) declined by -19 percent from EUR 570m to EUR 465m – better than initially expected.

**"The developments in the challenging pandemic times in the past fiscal year clearly demonstrate the strength of our strategic setup. Our 'OOH plus' strategy and our focus on Germany enable us to limit the short-term, negative impact of the coronavirus pandemic on our core outdoor advertising business. At the same time, however, we were also able to take advantage of long-term opportunities and potentials and achieve double-**

**digit growth in digital business segments as well as direct media," says Udo Müller, founder and co-CEO of Ströer.**

**"Thanks to our market insight, the disciplined and consistent implementation of our cost management approach, and our highly motivated workforce, we are able to steer through the pandemic with confidence," says Christian Schmalzl, co-CEO of Ströer. "While the start to the current fiscal year remains challenging for our core business, 2020 has also shown that the outdoor advertising business is recovering very quickly, allowing us to quickly return to our old strength."**

All figures for fiscal year 2020 are preliminary and unaudited. The final results for 2020 will be presented on 30 March 2021 when the annual report is published.

## About Ströer

Ströer is a leading German out-of-home advertiser and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Ströer is focusing on the strength of the OOH business with its “OOH+” strategy, supported by the Digital OOH & Content and Direct Media segments. With this combination, the Company is well positioned to consistently grow its customer relevance and thanks to strong market share and long-term agreements on the German market, gain an above-average share in market growth in the coming years.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 advertising media in the out-of-home business. The portfolio includes all forms of out-of-home media – from traditional posters and exclusive advertising rights at train stations through to digital out-of-home media. The Digital OOH & Content and Direct Media segments support the core business. With dialog marketing, Ströer can offer customers holistic performance-based solutions ranging from location or content-specific reach and interaction across the entire spectrum of dialog marketing through to transactions. Furthermore, in digital publishing, the Company publishes premium content across all digital channels, offering one of Germany’s widest reaching networks with its t-online.de and special interest sites.

The Company has around 10,000 employees at around 100 locations. In fiscal year 2020, Ströer generated revenue of EUR 1.44b. Ströer SE & Co. KGaA is listed in Deutsche Börse’s MDAX. All figures for fiscal year 2020 are preliminary and unaudited.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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