Ströer SE & Co KGaA
Capital Markets Day 2016

April 29th 2016 | London, Andaz Hotel

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
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- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)

STRÖER

STRATEGIC UPDATE

What has changed from analoge to digital Times

- Digitisation reduces entry barriers for many business models across value chains in all industries

- Innovative intermediate business can be short-term extremely successful; on the long-run, intermediate businesses are not sustainably successful

- Companies with vertically integrated value chains push out intermediate business models

Ströer's Strategic Answer

- **No stand alone intermediate business (e.g. stand alone Adtech companies)**

- **Focussing on integrating platforms public, mobile and home screens to become a real digital multi-channel company**

- **Focus on extending & integrating vertical value chains**

Five Key Development Areas and Business Segments

Building a Digital, Multi-Channel Media Company around Big Data, Digital Content and OoH Infrastructure

1

Out of Home

digitisation of our infrastructure: LED, LCD, beacons, small cells

2

Content

disruptive, tech and performance based digital business models

3

Local Markets

only nation-wide sales organisation for local marketing & digital ad products

4

National Market

building the biggest, data-driven non-television media sales house

5

Ventures

M&A around disruptive, data-driven and digital business models

Broadened new Management Team according to Business Segments expansion

Board of Management
Udo Müller CEO | Christian Schmalzl COO | Bernd Metzner CFO

OoH	Local Markets	Content	National Sales	Ventures
Alexander Stotz		Marc Schmitz	Robert Bosch	Board of Management
				Watch out for opportunistic M&A-deals
Expansion of Digital Public Advertising Portfolio	Accelerating regional/ local business (+100 to 200 sales people p/a)	Integration & further build up of existing content portfolio	Strengthening of our cross media market position	

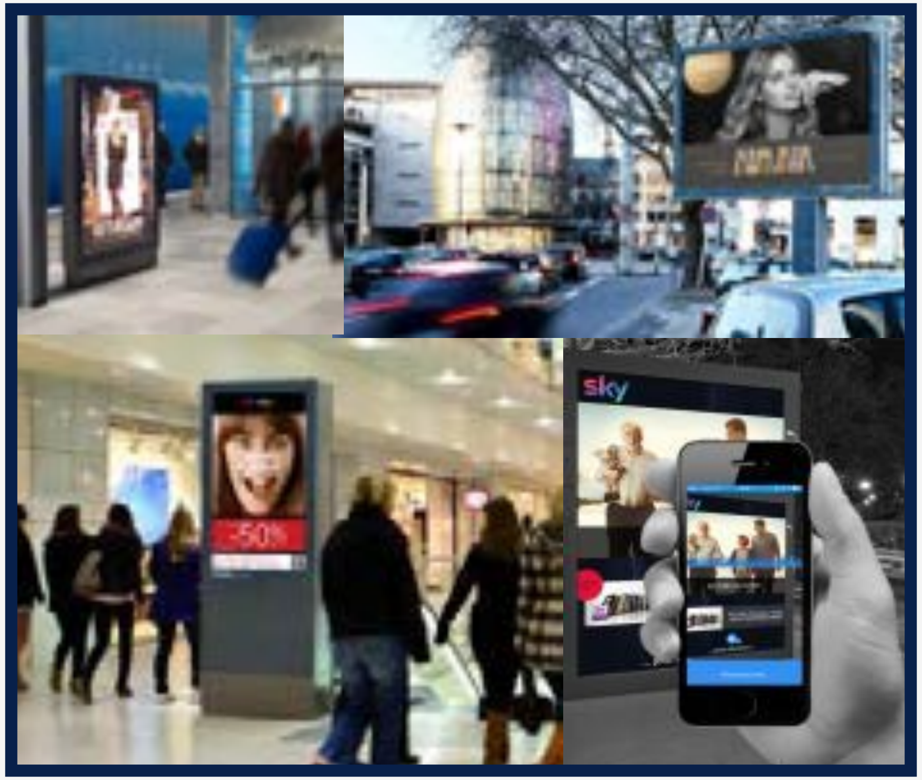
Out of Home

Digitisation of Out of Home is the basis for integrating public, mobile and home screens.

On-going, Value-creating Transformation

Yesterday: 100% of Revenues with traditional, wet glued OoH Products

Today: <10% Revenues with traditional wet glued OoH products



1st Step to OoH Digitisation: Shopping Malls & Stations

Over 3.300 Video-Displays reaching appr. 30 Mio. People per Month

Public Video Station (>1.000 Screens)

Supermotion (6 Boards)

Public Video Mall (>2.000 Screens)

Infoscreen (>300 Screens)

2nd Step in OoH Digitisation: Roadside Screens

Ströer is disrupting the German OoH Market in the upcoming 4 Years!

up to 1,000 Screens in the coming 4 years

up to 2,000 Screens in the coming 7 years

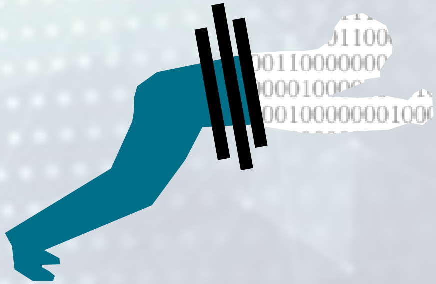
Content

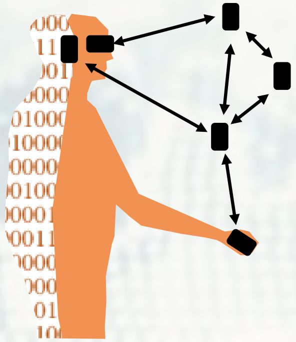
Moving from traditional Broadcasting Portals to fully integrated & interactive Verticals.

Evolution of Media: The Consumer Perspective

MEDIA	1.0	MEDIA	2.0	MEDIA	3.0	MEDIA	4.0	MEDIA	5.0
MODUS	LEAN BACK	MODUS	MOVE FORWARD	MODUS	JUMP IN	MODUS	ALWAYS ON	MODUS	PLUG IN
INVOLVEMENT		INVOLVEMENT		INVOLVEMENT	… TEMPORARY…	INVOLVEMENT	…PERMANENT…	INVOLVEMENT	…IMPLANTED…



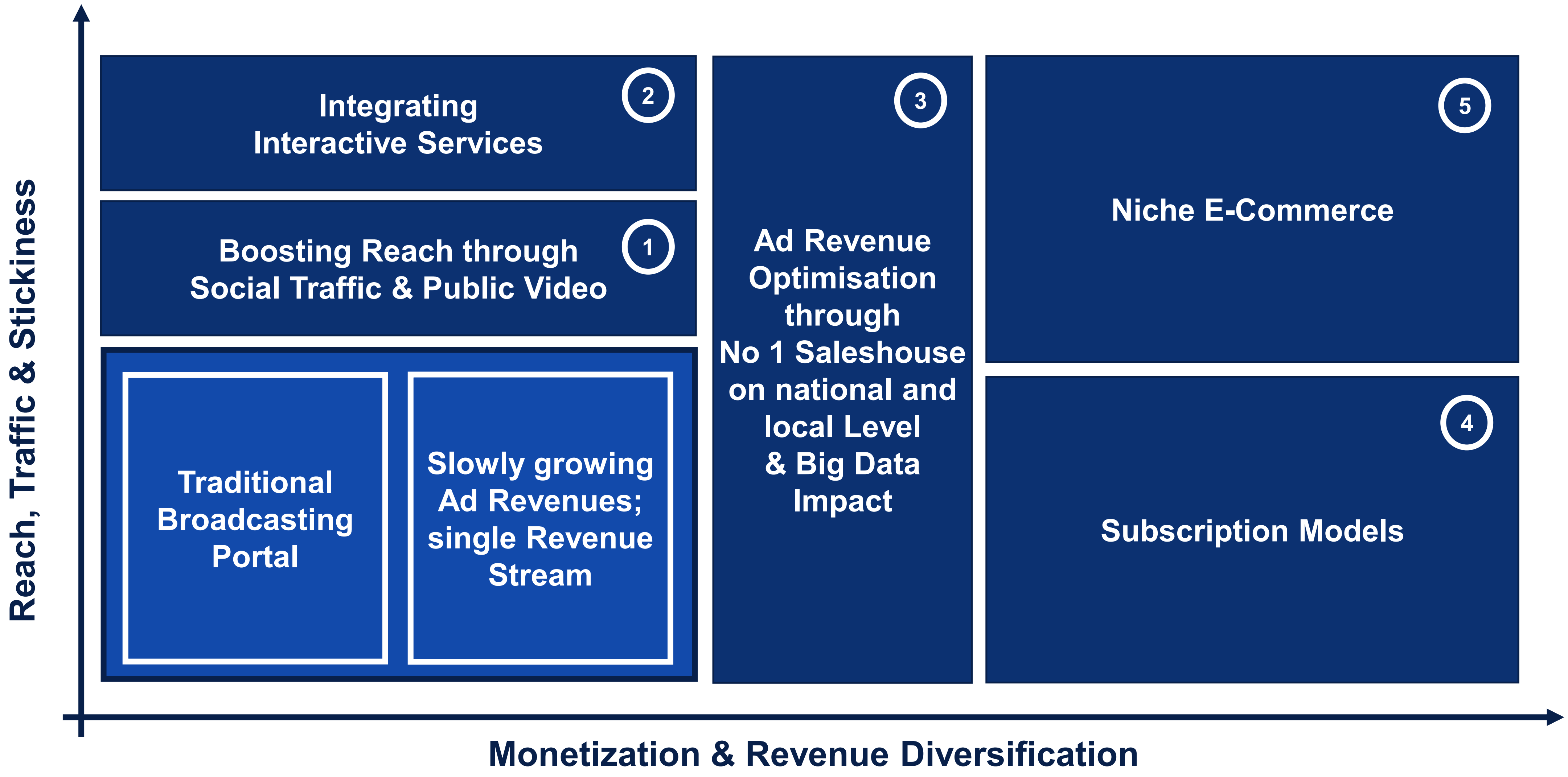




Entertainment Attention	**Profiling Interaction**	**Creation Participation**	**Web of things „Always on“**	**Web of thoughts Extensions**

Source: TrendOne

Ströer Value Creation Model for Digital Content Assets

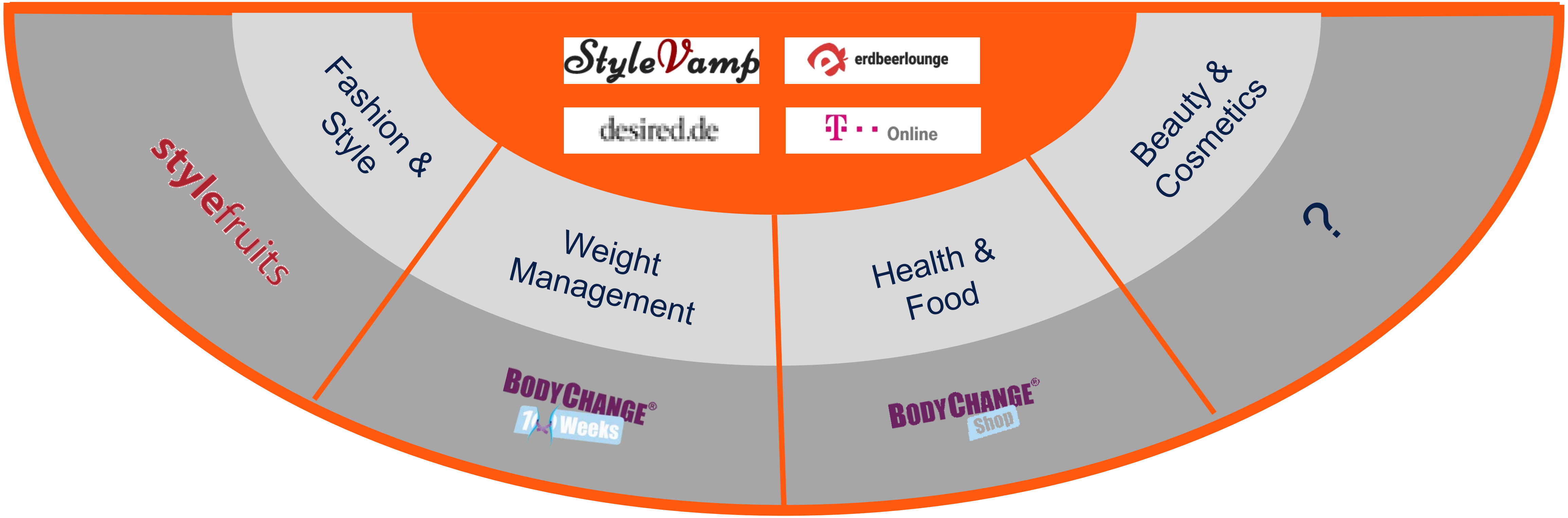


Women & Lifestyle Vertical: Full Value Chain Integration

1 From Traditional Broadcasting Portals to Interactive Digital Communities

2 Our Success Model: Reach & Data out of one Hand

3 Vertical integration alongside the digital Value Chain



Segment “Digital”: Overall Structure & Units

ADVERTSISING SALES, PRODUCT & DATA MANAGEMENT

National Digital Sales House

Local Digital Products & Services

Tech Stack & DMP

Public Video

News & Services

Tech & Games

Entertainment

Women & Lifestyle

CONTENT & TRAFFIC MANAGEMENT

TRANSACTION & SUBSCRIPTION

Local Markets

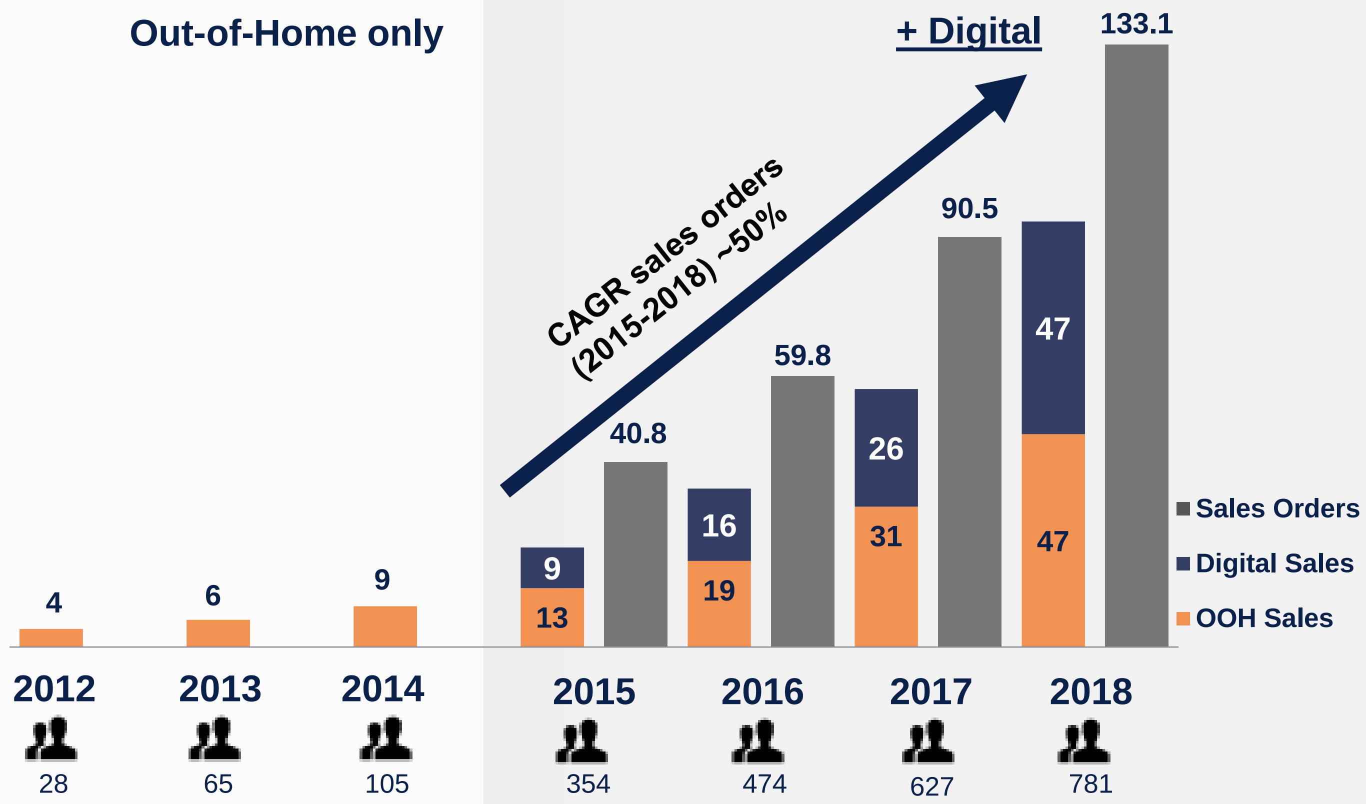
Integration of Platforms and Value Chains to massively expand Business with SMBs.

360° Integrated Online Marketing Suite for local SMBs

RegioHelden Product Range

Broadening Local Digital Product Portfolio: RegioHelden and Omnea

Development of headcount and order book



In EURm, end of year

Marketing Services for SMBs

1

Visibility

Active management of shop presence in directories, local portals, apps, maps and navigation systems

2

Performance

Creation of marketing websites, Google adwords, display performance and SEO services

3

Branding Campaigns

Active management of locally targeted display, mobile and video Campaigns via the number 1 saleshouse inventory

Strategic Roadmap: Well ahead of our Transformation Plans!

2012

100% Non-Digital

100% OoH Infrastructure

100% Advertising

2020

All Digital

50% OoH Infrastructure

50% Services

50% Advertising

50% Transaction

Strategic Roadmap: Well ahead of our Transformation Plans!

2012

100% Non-Digital

100% OoH Infrastructure

100% Advertising

2016

50% Non-Digital | 50% Digital

60% OoH Infrastructure

40% Services

85% Advertising

15% Transaction

2020

All Digital

50% OoH Infrastructure

50% Services

50% Advertising

50% Transaction

Q1 Results 2016, Guidance Statement 2016

	Q1 2016	▲	FY Guidance	Specified FY Guidance
Revenue	226 EURm	39.8 %	1.1 - 1.2 EURbn	1.1 - 1.2 EURbn
Operational EBITDA	45.3 EURm	72.2%	270 – 280 EURm	More than 280EURm
Organic Revenue Growth	11.5%	(2015: 8.4%)	Mid to high single digit organic growth	Mid to high single digit organic growth

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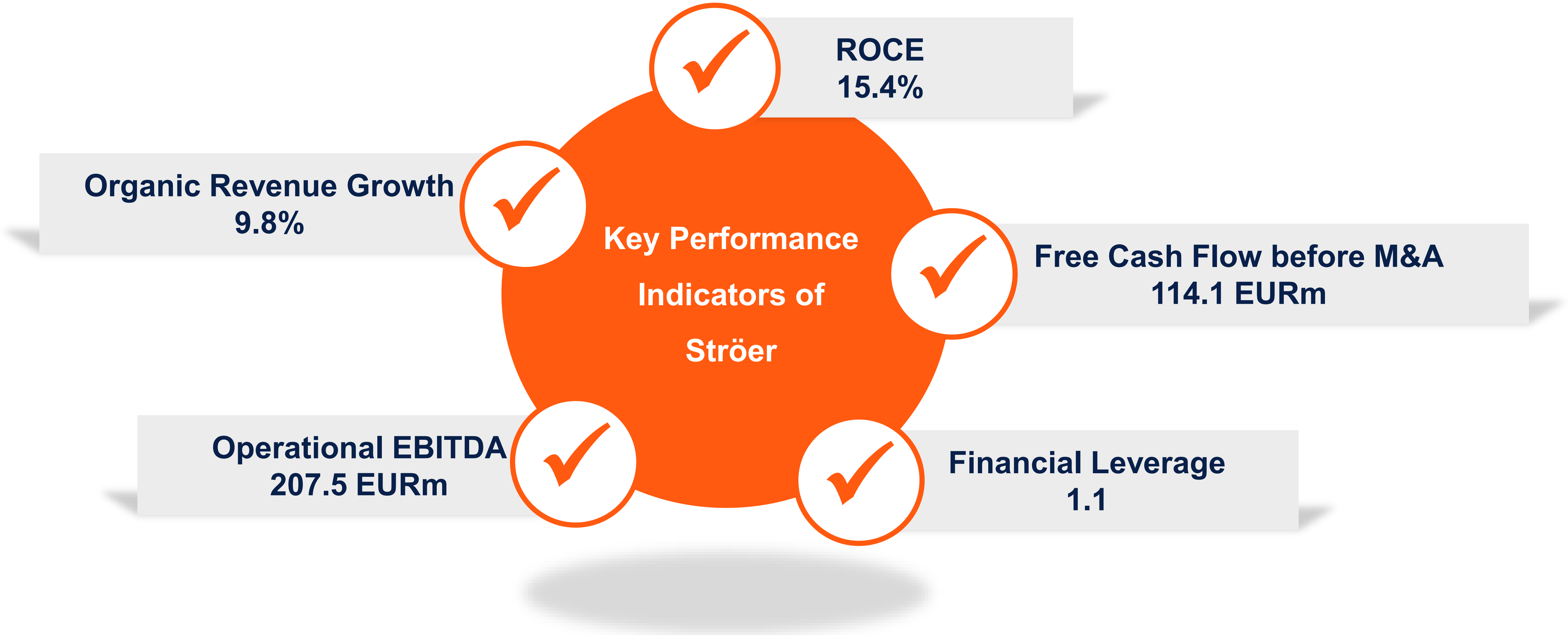
FINANCIALS

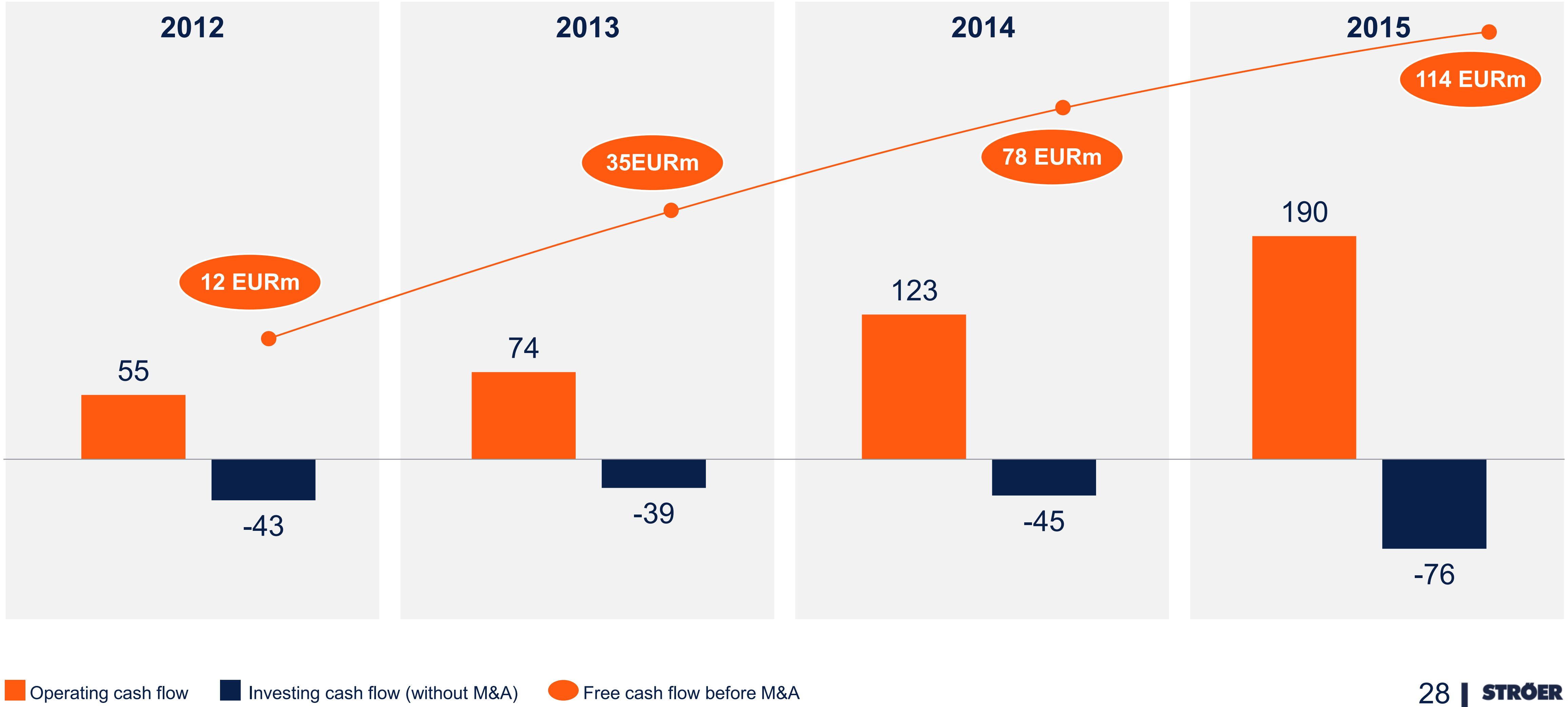
Steering the Ströer Group – Key Performance Indicators

In 2015, all Key Performance Indicators of Ströer Group performed well



Strong Cashflow Development

CAGR 2012-2015: Free Cash Flow > 100%



Free Cash Flow Perspective 2015 & Outlook 2016

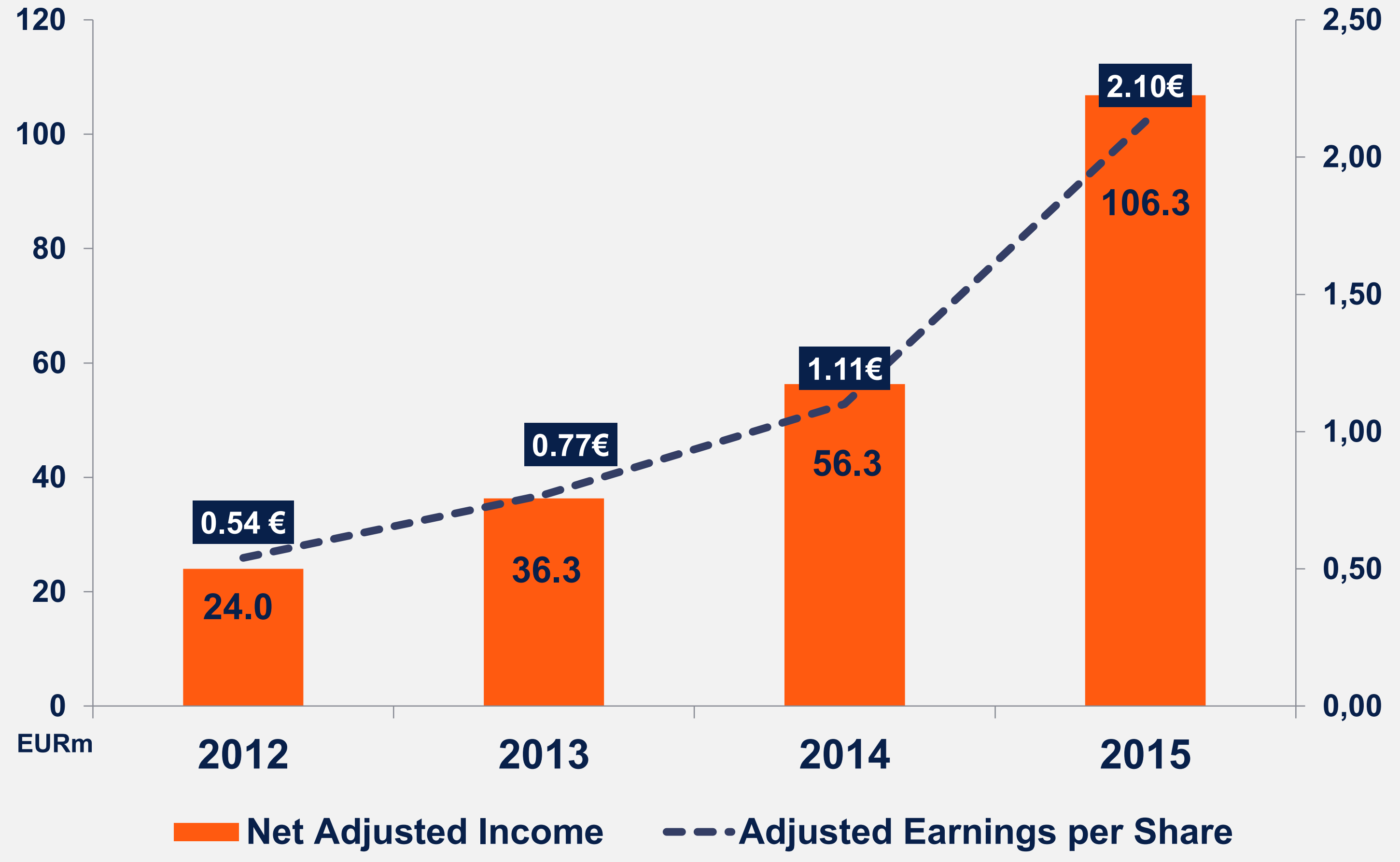
Free Cash Flow	2015 EURm	▲ %	Outlook 2016
Op. EBITDA	**207.5**	40.2%	Operational EBITDA of more than 280 EURm
- Interest (paid)	-8.4	-41.9%	Further optimisation of financing structure
- Tax (paid)	-5.9	-29.3%	Low level and positive effects of previous years
-/+ WC	+21.4	+43.0%	Lower working capital contribution
- Others	-24.3	+44.6%	Stable development of exceptionals
Operating Cash Flow	**190.3**	+54.2%	
Investments	**-76.3**	+68.6%	Investments in digitalization (OOH & Digital) ~ 100 EURm
Free Cash Flow (before M&A)	**114.1**	+45.9%	FCF > 135 EURm

Exceptionals 2015

Conversion into KGaA	~ 1 EURm
Acquisition of TOL / IAM	~ 5 EURm
Other M&A (OMS, Regiohelden etc.)	~ 2 EURm
Integration / Restructuring	~ 6 EURm
Others	~ 1 EURm
	~ 15 EURm

Adjusted Earnings per Share almost tripled since 2013

Net Adjusted Income & Adjusted Earnings per Share (2012-15)



Aspects

- Strong underlying operational performance leads to strong bottom line increase
- Value accretive acquisitions for shareholders
- Financial expenses significantly reduced
- Adjusted Earnings per Share calculated on the Weighted Average of Shares outstanding ~ 50m in 2015

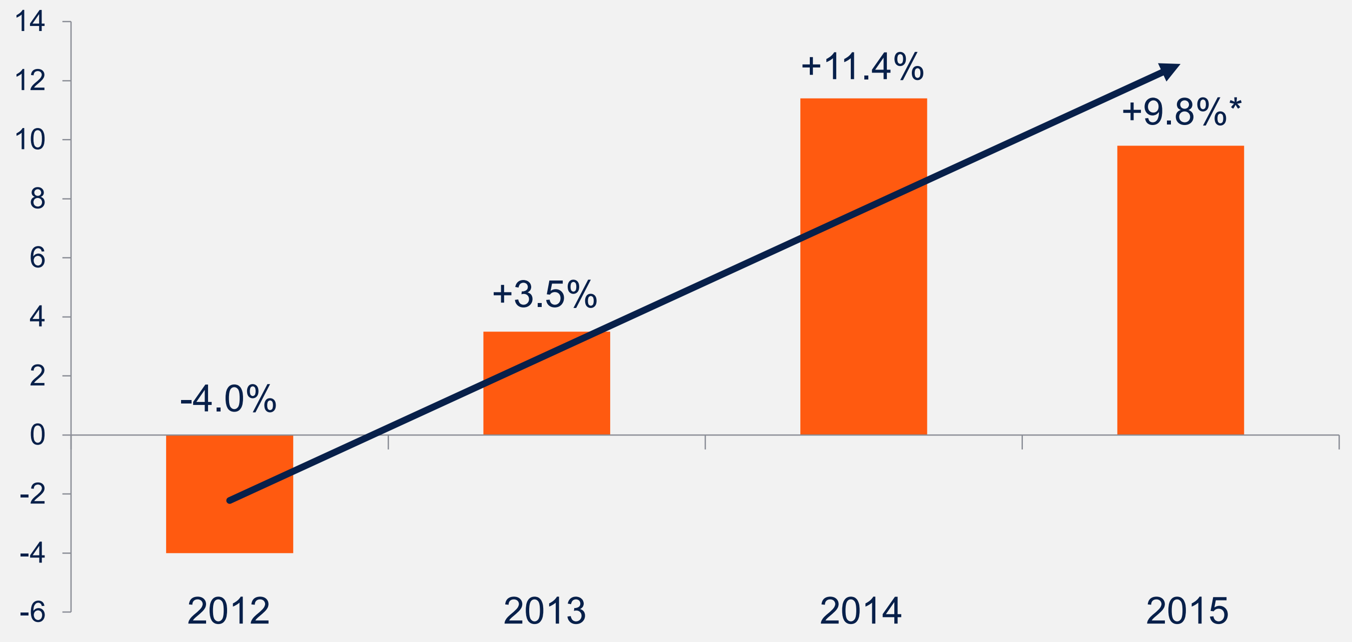
P&L view in more detail & Outlook 2016

EURm	FY 2015	▲ %	FY 2016e
Revenues (reported) [1]	823.7	+14%	Revenue growth mid to high single digit organic growth
Adjustments (IFRS 11)	14.0	+12%	
Revenues (Management View)	837.7	+14%	
Operational EBITDA	207.5	+40%	Operational EBITDA of more than 280 EURm
Exceptionals	-15.2	-54%	
IFRS 11 adjustment	-4.5	-15%	stable
EBITDA	157.8	+40%	
Depreciation & Amortisation	-110.1	-35%	Increase in D&A base on larger consolidation scope
EBIT	77.7	+48%	
Financial result	-9.3	+37%	Futher optimisation of financing structure
Tax result	-8.9	+38%	Stable tax result
Net Income	59.5	> + 100%	
Adjustment[2]	46.8	+42%	
Net income (adjusted)	106.3	+89%	> 150 EURm

(1) According to IFRS
(2) Adjustment for exceptional items (+15.2 EURm)), amortization of acquired advertising concessions&impairment losses on intangible assets (+ 40.2 EURm), Tax Adjustment (-8.7 EURm)

Strong organic growth 2012 – 2016e

Organic growth trend over the years

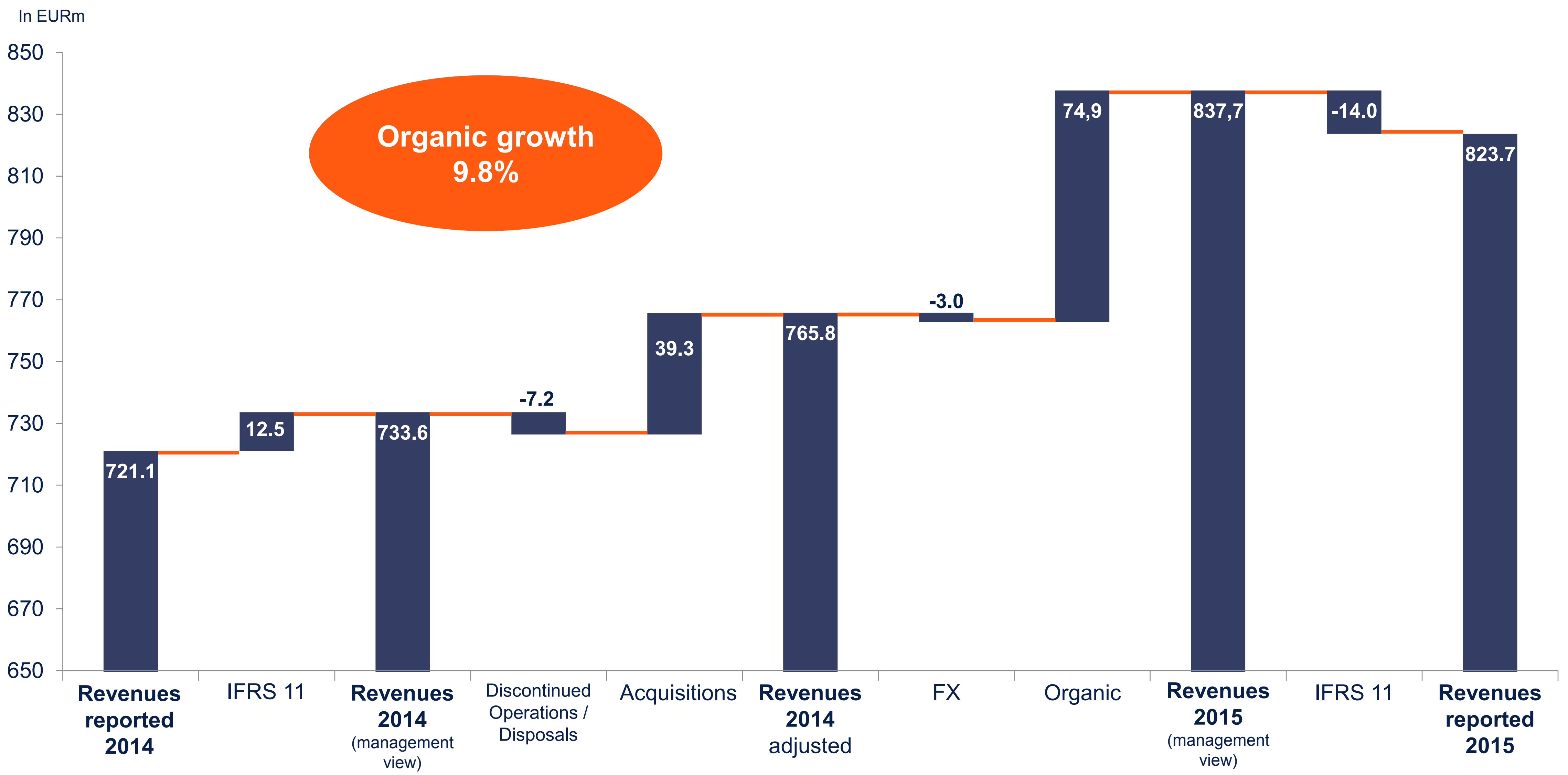


2016e: mid to high single digit %

- **OOH Germany - mid single digit**
  - on national level: driven by higher utilization rates and pricing
  - on regional level: better penetration
- **Digital (~10%)**
  - strong performance of proprietary assets (Content Group)
  - growth among all product groups (Display, Video, Transactional)
- **OOH International - low single digit**
  - Strong market presence in Turkey
  - Poland catching up beyond the trough

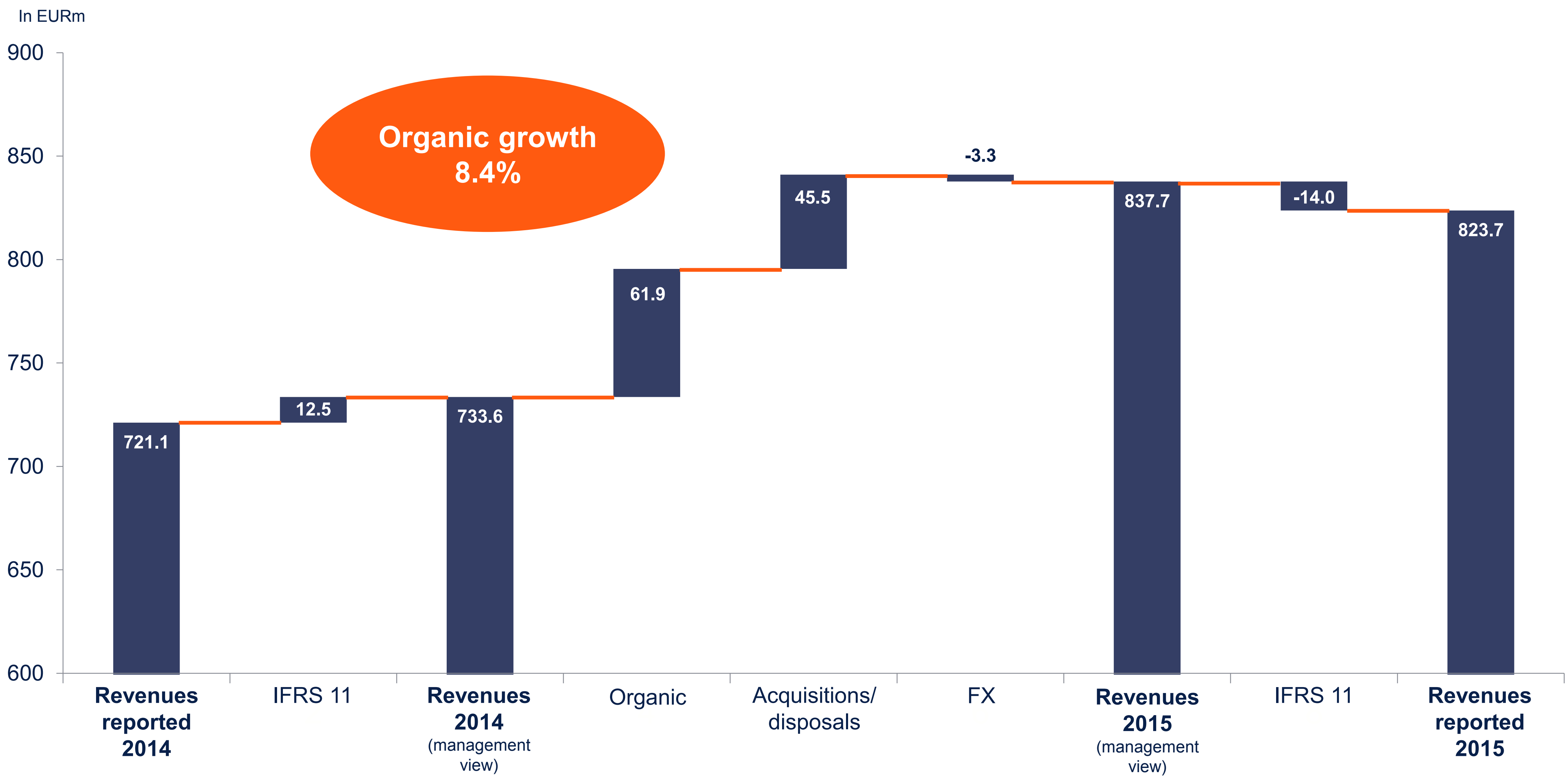
*change of calculation method in 2015

Reported Organic Growth 2015 („Accountability“ Concept) - Group

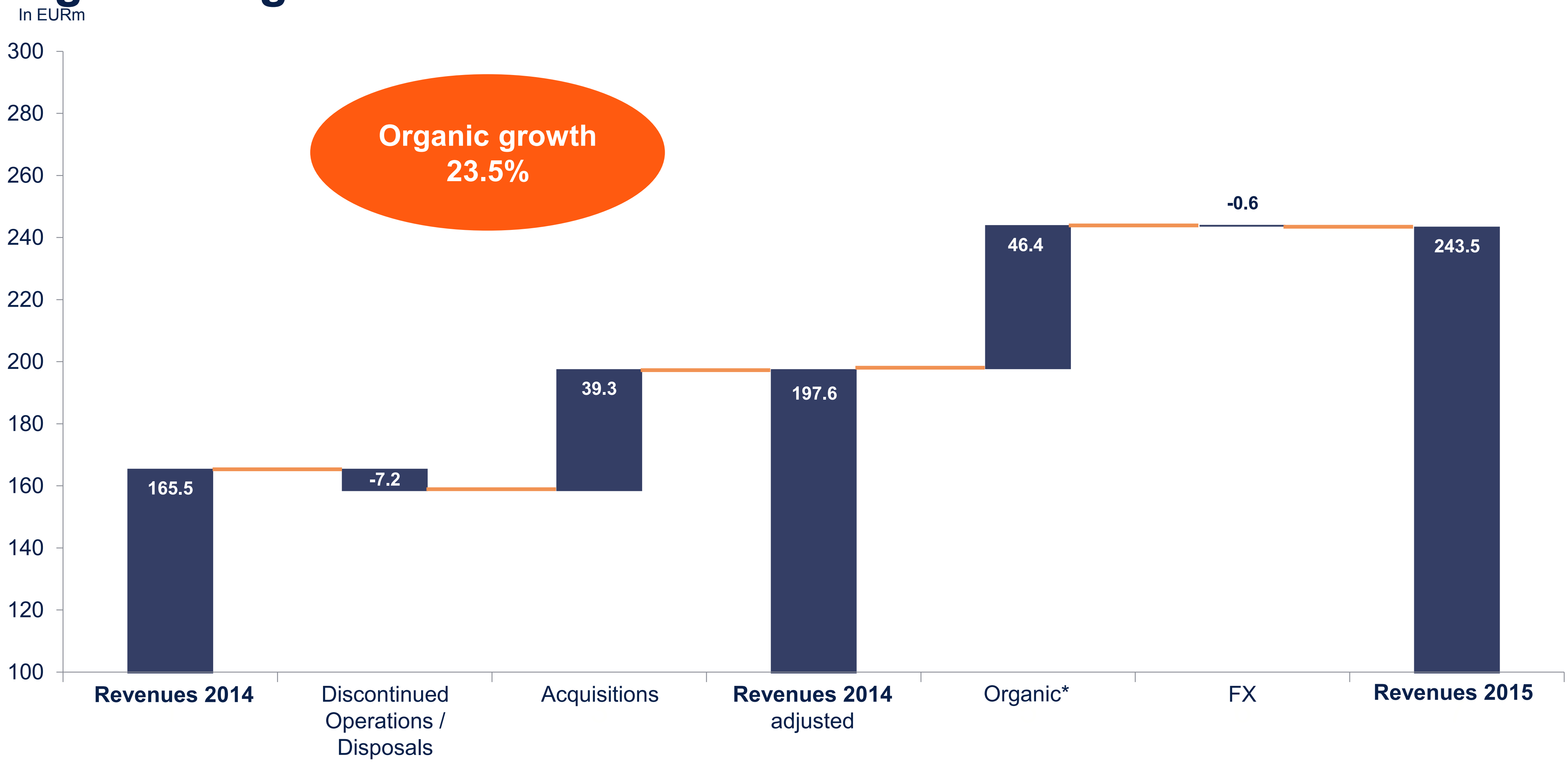


 STRÖER

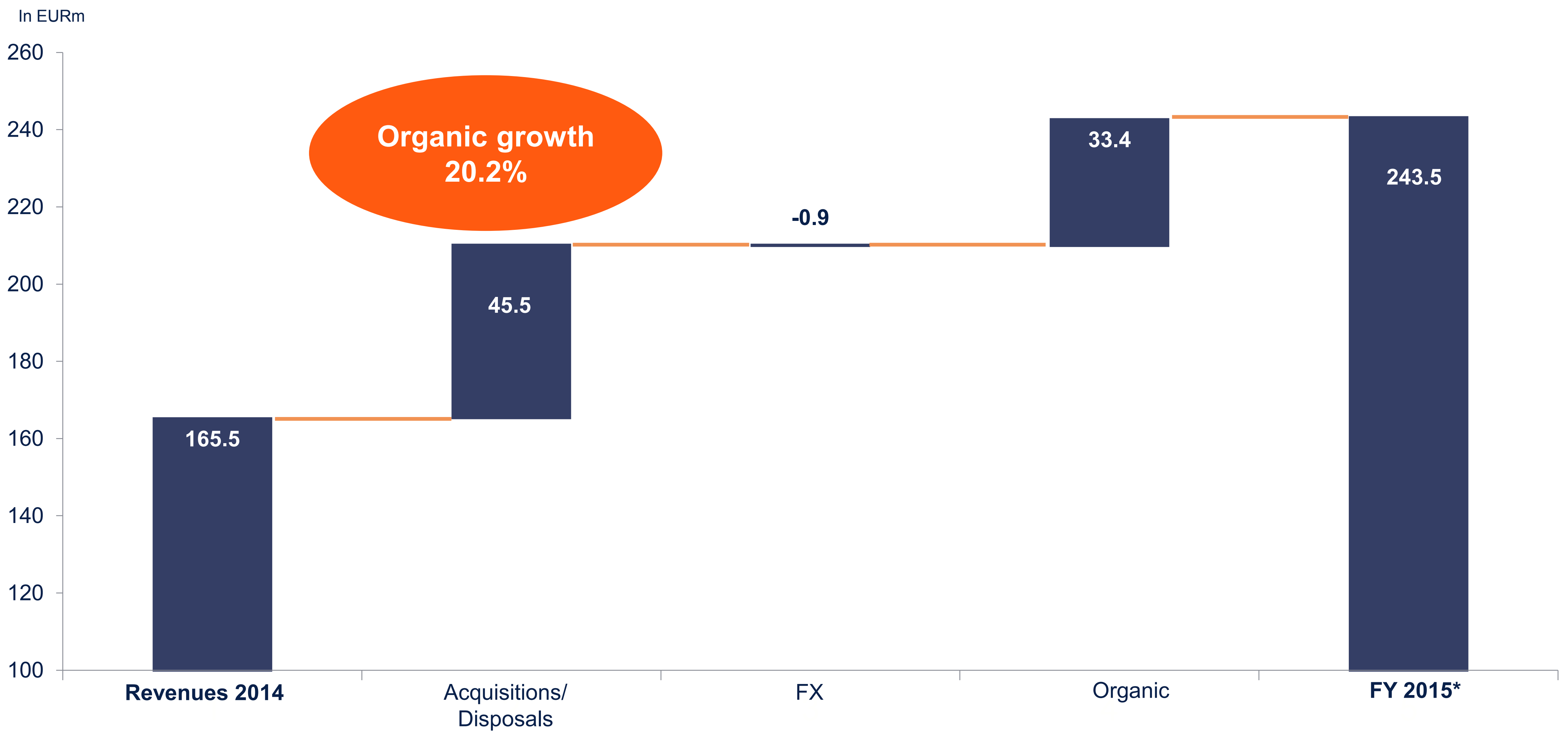
Organic Growth 2015 ("Lagging behind" Approach) – Group



Reported Organic Growth 2015 (“Accountability” Concept) – Segment Digital

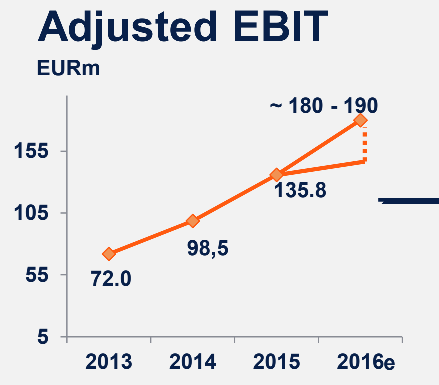


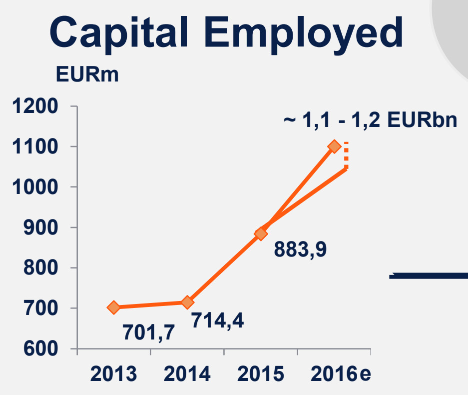
Organic Growth 2015 („Lagging behind“ Approach) – Segment Digital

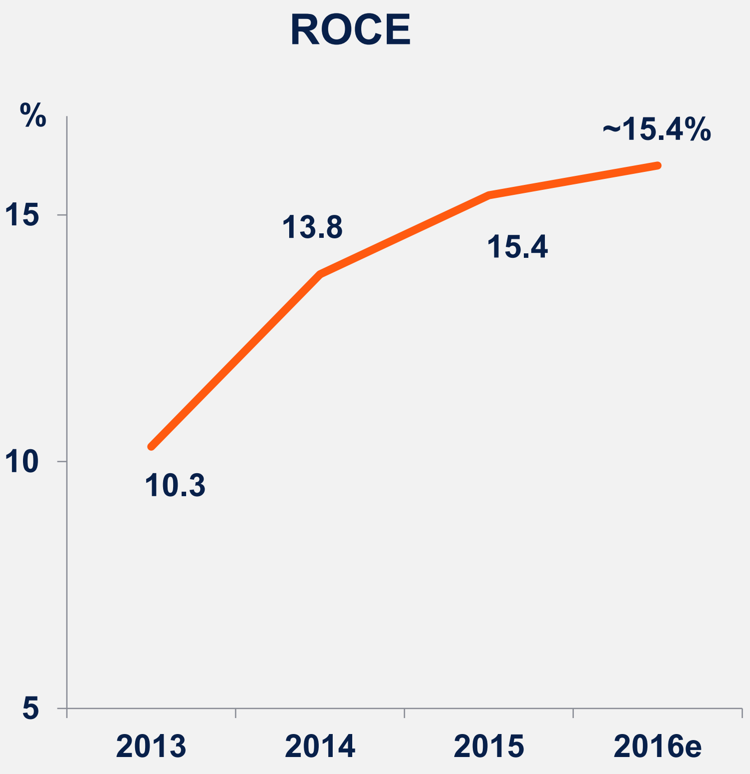


Stable ROCE in 2016 expected

ROCE Development over Time







Aspects

- EBIT Adjustments:
  - exceptional items
  - amortization of acquired advertising concessions (PPA effect)
- Increasing Adjusted EBIT in line with strong operational performance
- Capital Employed arithmetic average of total assets less non-interest-bearing responsibilities
- Increasing Capital employed due to investments and acquisitions
- Stable ROCE in 2016 expected

Significant Increase of Capital Employed due to M&A

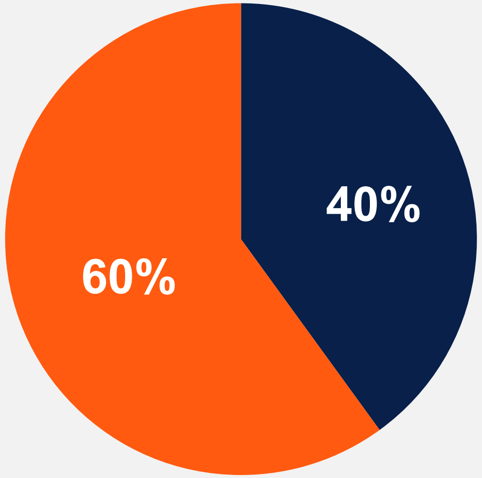
Composition (EURm)	End of 2014	End of 2015
Goodwill	308	665
Instangible fixed assets	249	359
PPE	206	206
Non-current financial assets	1	2
Non-current assets & liabilities	-71	-80
Total Capital employed	**699**	**1148**

M&A 2015	
Purchase Price	435.8
Non-Controlling Interest	1.2
Net Assets acquired	83.8
Goodwill	**350.8**

* xxx

Value accretive Acquisitions since 2013 to 2015

Total acquisition spend
~ 580 EURm since 2013



- Purchase Price for all of the 40 acquisitions around 580m EUR
- More than 60% of the purchase price is limited to the acquisition of T-online / IAM

Aspects

- With these acquisitions we generate in 2016 more than 420 EUR turnover
- Organic growth prospects of around 5-10%
- EBITDA-Multiple for these transactions around 7 times EBITDA on average
- Not yet all synergies are captured in forecasts

Reduction of Financing costs continues

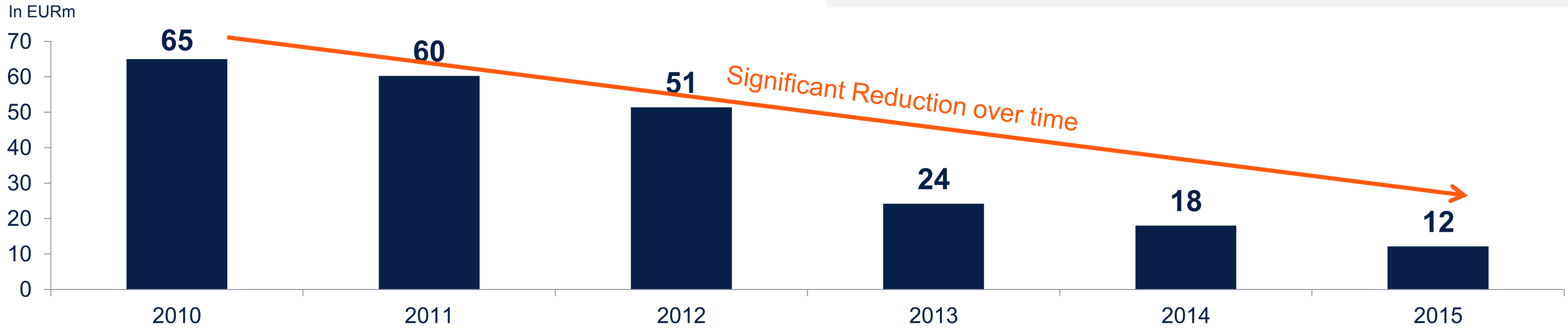
April 2016 – Issue of Debenture planned

- Refinancing of Term Loan
- Amount of more than 150 EURm
- Cost Savings (around 1 EURm per year)
- No covenants
- Slim and efficient process

COMMERZBANK LBBW SEB Deutsche Bank

Planned timetable

- Start of Marketing 20th April
- TelCo investors 4th May
- Order book closed end of May
- Signing contract beginning June
- Valuta mid of June



Segment “Digital”: Revenue Streams & reported Products (2016e)

Display (Desktop & Mobile)
50% of revenue

- Monetisation of digital traffic (both mobile and desktop) via display advertising
- Strong German No.1 position with exclusive 3rd party inventory as well as own assets (~ 40%)
- To agencies, direct clients, SMBs

Video (Multiscreen)
20% of revenue

- Monetisation of video views across home/desktop, mobile and public screens
- Dedicated video specialists for own assets as well as sales house and product/tech development
- To agencies, direct clients, SMBs

Transaction & Subscription
30% of revenue

- Monetization of traffic of own assets via affiliate and performance marketing offers
- Own e-commerce models and shopping concepts integrated in content verticals
- Dedicated subscription models

Transparency

1

Detailed first response to the unjustified allegations of Muddy Waters 22nd April

2

Questions were raised in the course of the last couple of days:

- Q: Is Permodo a related party transaction? A: **No**
- Q: Is Statista related party transaction? A: **No**
- Q: Explain me about the 0.2 EURm evidero deal ? A: **No related party transaction**
- Q: Revenues due to Media for Equity Transactions? A: **No**
- Q: What was about the Ballroom Group 2014? A: **We cleaned it up**

Development of Supervisory Board by TOL/IAM

9/2015: Kick off: change of Ströer's legal form

11/2015: Acquisition of TOL

3/2016: Official change of Ströer's legal form

Late March/2016: Implementation of status proceedings

9/2015

Ströer SE
Vilanek (V)
Voigt
Ströer

Ströer SE & Co KGaA
Vilanek (V)
Voigt
Ströer
Flemmerer
Diederichs
Remagen

Ströer Mnmnt SE
Vilanek (V)
Voigt
Ströer

11/2015

Ströer SE
Vilanek (V)
Voigt
Vento Bosch

Ströer SE & Co KGaA
Vilanek (V)
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Ströer
Flemmerer
Diederichs
Remagen

Ströer Mnmnt SE
Vilanek (V)
Voigt
Ströer

3/2016

Ströer SE & Co KGaA
Vilanek (V)
Voigt
Ströer
Flemmerer
Vento Bosch
Bronder

Ströer Mnmnt SE
Vilanek (V)
Voigt
Ströer
Diederichs
Vento Bosch
Hagspihl

Late March/2016

Ströer SE & Co KGaA	
Vilanek (V)	N.N
Voigt	N.N
Ströer	N.N
Flemmerer	N.N
Vento Bosch	N.N.
Bronder	N.N.
	Employees

Ströer Mnmnt SE
Vilanek (V)
Voigt
Ströer
Diederichs
Vento Bosch
Hagspihl

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Outlook for Public Advertising

OUTLOOK FOR PUBLIC ADVERTISING

01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

How do we change the way that public advertising is sold and bought?

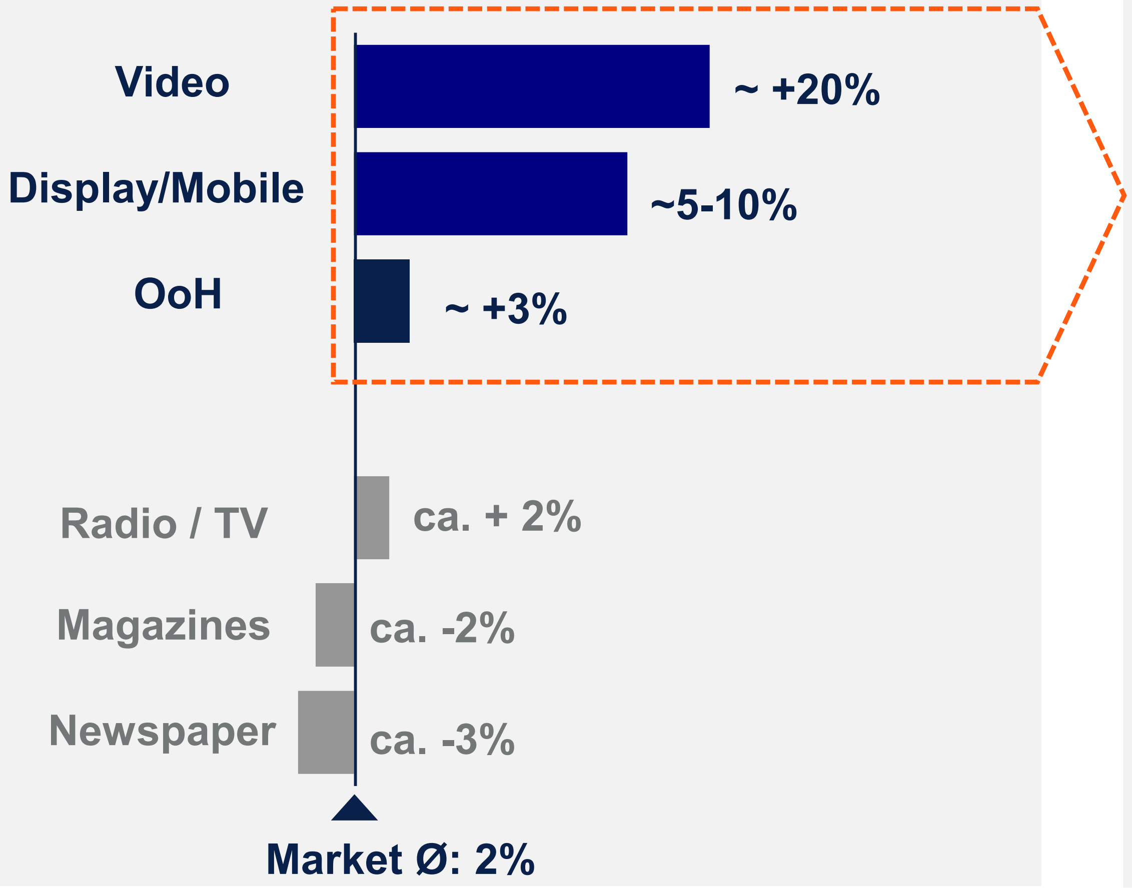
04

Connecting Out of Home and Digital

Where and how do we start to connect and integrate public and digital advertising?

Ströer: Focus on highest growing Ad Sub Segments

Advertising Market (in %, CAGR 2015-2018)*



Ströer's Focus

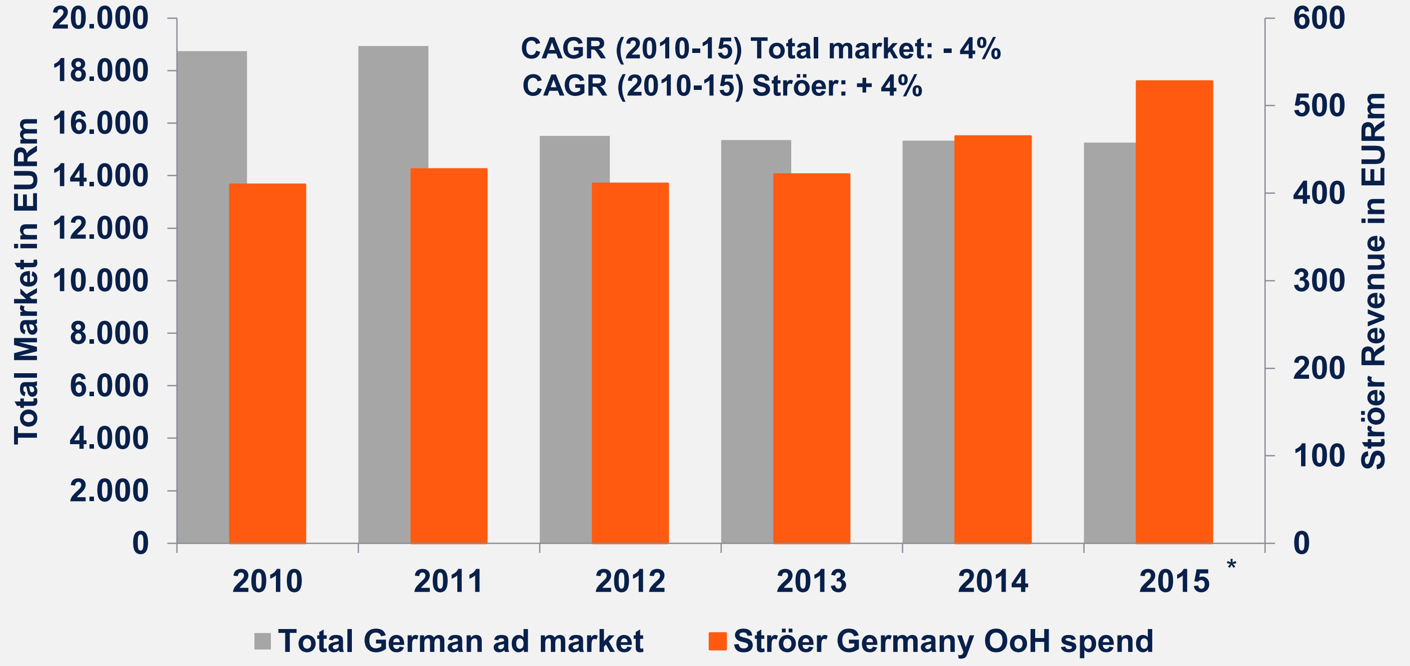
- **Video**
  - **TOP3 WEB TV** with 650m video views (incl. social media)
  - **Leading public video network** in Europe with 3bn views per month
- **Display/Mobile**
  - **# 1 German Sales House**
    (>600 exclusive websites access to around 5,000 more in extended network, 35 - 40% of revenues based on own digital websites)
- **Transactional**
  - Leading statistics portal worldwide - Statista
  - Various strong subscription revenue models
- **OoH**
  - **# 1 marketer in Germany**
  - 230,000 advertising faces
  - ~50% market share

*Source: Video, Display/Mobile – PwC; OOH, Radio, TV, Magazines, Newspaper – Zenith OptiMedia/GroupM

Ströer outperformed the total Ad Market & OoH Market

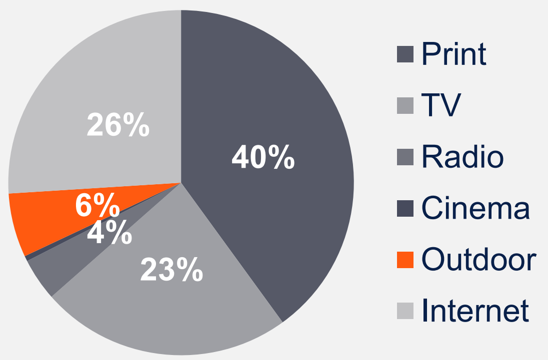
Ströer's OoH Market Share beyond 50%

Ströer / OoH market	44%	46%	44%	46%	50%	52%
OoH / Total market	4.1%	4.7%	5.6%	5.8%	6.0%	6.3%*



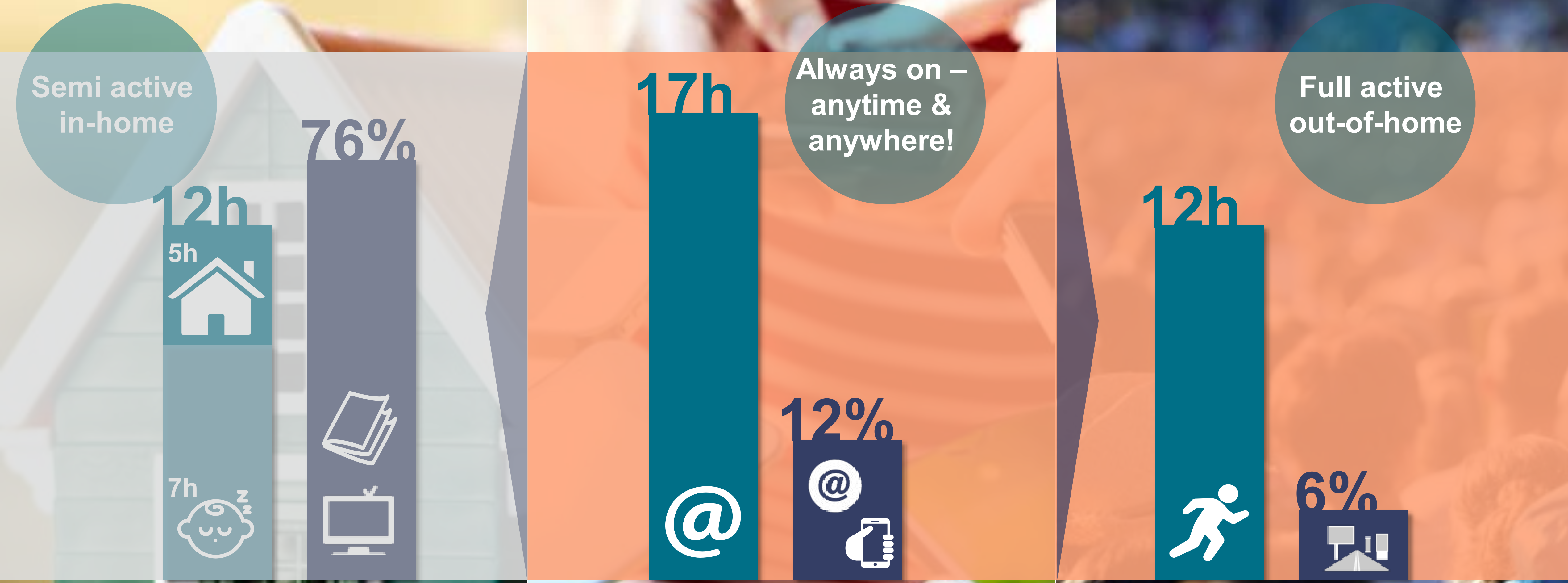
Media Market Breakdown

- Print market share (magazines and newspapers) is constantly declining
- Out of Home market share is continuously growing, in 2015 exceeds radio advertising spendings for the first time
- Online overall is still showing massive growth in advertising spendings



Source: Nielsen, ZAW, FAW; *2015 is an estimate


at home
reality
digital reality
out-of-home
reality
Where do customer journeys take place?
STRÖER



Enormous discrepancy between time spent und ad money spent

Source: Nielsen Media Research, gross spending 2015.
At home reality: Print and TV; Digital reality: Mobile and Internet

Digital Transformation and Disruption

Challenges for advertiser and brand communication

FRAGMENTATION	LOSS OF CONTROL	LACK OF CONSISTENCY
		

OUT-OF-HOME IS ...

WAT FOTT ES.
ES FOTT.
hitschler
... EVERYWHERE
MEGA-LIGHT COLOGNE

… BIG PICTURE

BEN & JERRY`S MEGA-LIGHT

… PREMIUM

CHRIST X-MAS CAMPAIGN

… STREET ART

DESIGNED BY STREET ART-ARTIST SEÑOR SCHNU

… CREATIVE

SPECIAL AD PILLAR MONIONS

… SPECIAL

MEGA-LIGHT SPECIAL AD IMPLEMENTATIONS

Quelle: www.gewista.at

… ILLUMINATED

MEGA-LIGHT SELECT

… STORYTELLING

LANDSCAPE FORMAT

... CATWALK

GNTM /PRO7 BILLBOARD

… RUNWAY

H&M VERSACE CAMPAIGN

... EDITORIAL

TOMMY HILFIGER BLOWUP


BAHNHOF POTSDAMER PLATZ
BAHNHOF POTSDAM
DB
DB
ALL STAR
ALL STAR
WEAPON
… HOT SPOT
CONVERSE BLOWUP BERLIN

… HIGH CLASS

MERCEDES BLOWUP

... SHOWROOM

MANGO CITY-LIGHT-PILLAR

… DOWNTOWN

NEW PREMIUM-CITY-LIGHT-PILLAR COLOGNE

… URBAN

C&A TRAFFIC-CITY-LIGHT-POSTER

… URBAN TV

INFOSCREEN

… SIT & WATCH

INFOSCREEN


MICHAEL POLIZA PHOTOGRAPHY
0477
0479
… HIGH DEFINITION
PUBLIC VIDEO STATION

… DIGITAL

PUBLIC VIDEO STATION

… SPECIAL FX

ADIDAS LENTICULAR CLP

... OBVIOUS

NIVEA STATION BRANDING BERLIN

… PROMOTION

NIVEA PROMOTION BERLIN

… XTRAORDINARY

TITAN INSTALLATION BERLIN TRAIN STATION

... SNACKABLE

BABYBEL CREATIVE STATION DOMINATION

… CONSPICUOUS

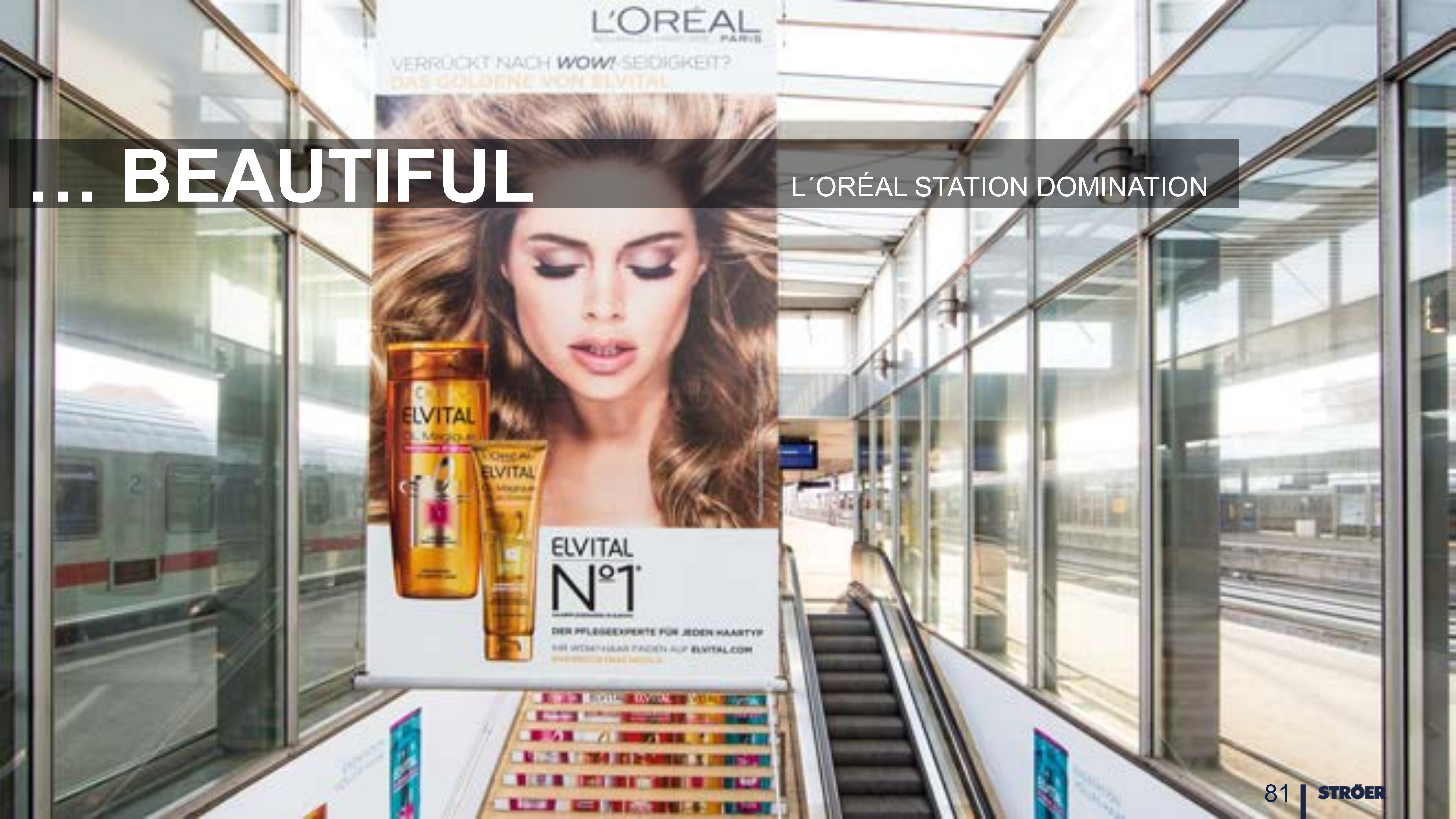
WELEDA STATION DOMINATION

... REGIONAL

RITTERSPORT BIG BANNER MUNICH

… BEAUTIFUL

L´ORÉAL STATION DOMINATION



… GAMECHANGING

RITTERSPORT STAIR BRANDING

... EYECATCHING

LUFTHANSA BIG BANNER

… MOVING

PUMA BUS BRANDING

… UNDERGROUND

LOCAL TRAM BRANDING


… THE LAST & ONLY
TRUE MASS MEDIUM!
And …

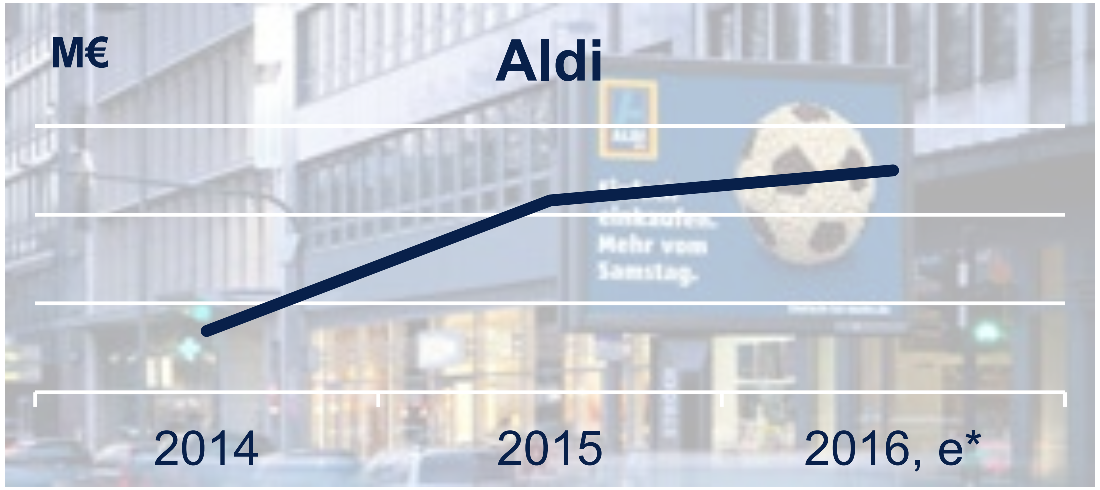
Public Advertising (OoH): Top Solution for Advertisers in a Digital World

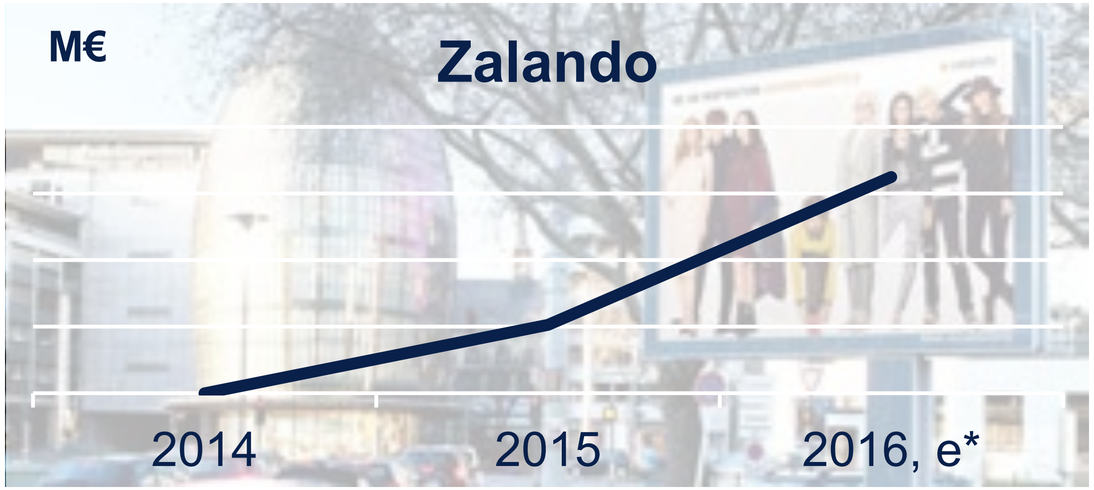
NO
FRAGMENTATION

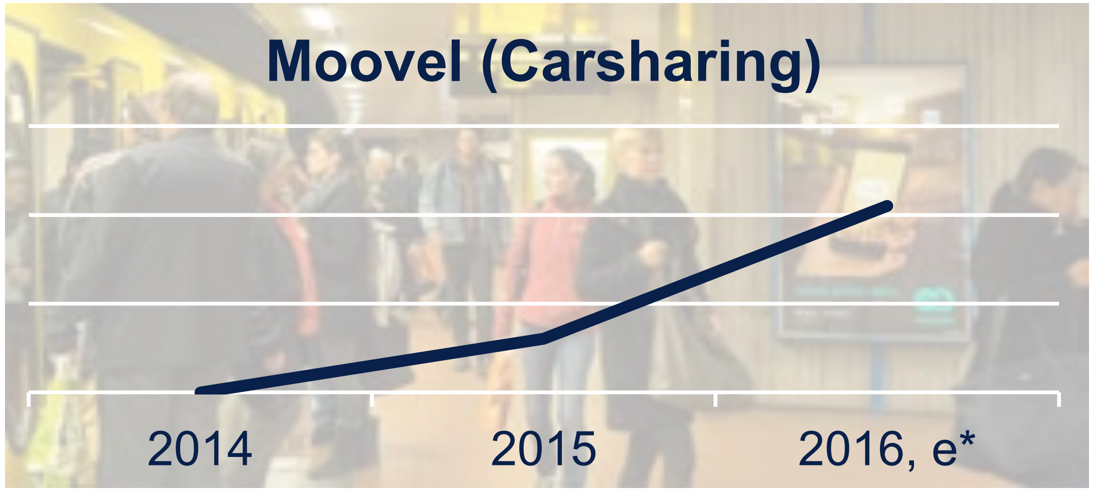
NO
LOSS OF CONTROL

NO
LACK OF CONSISTENCY

"Farmer Categories": Retail & E-Commerce expanding

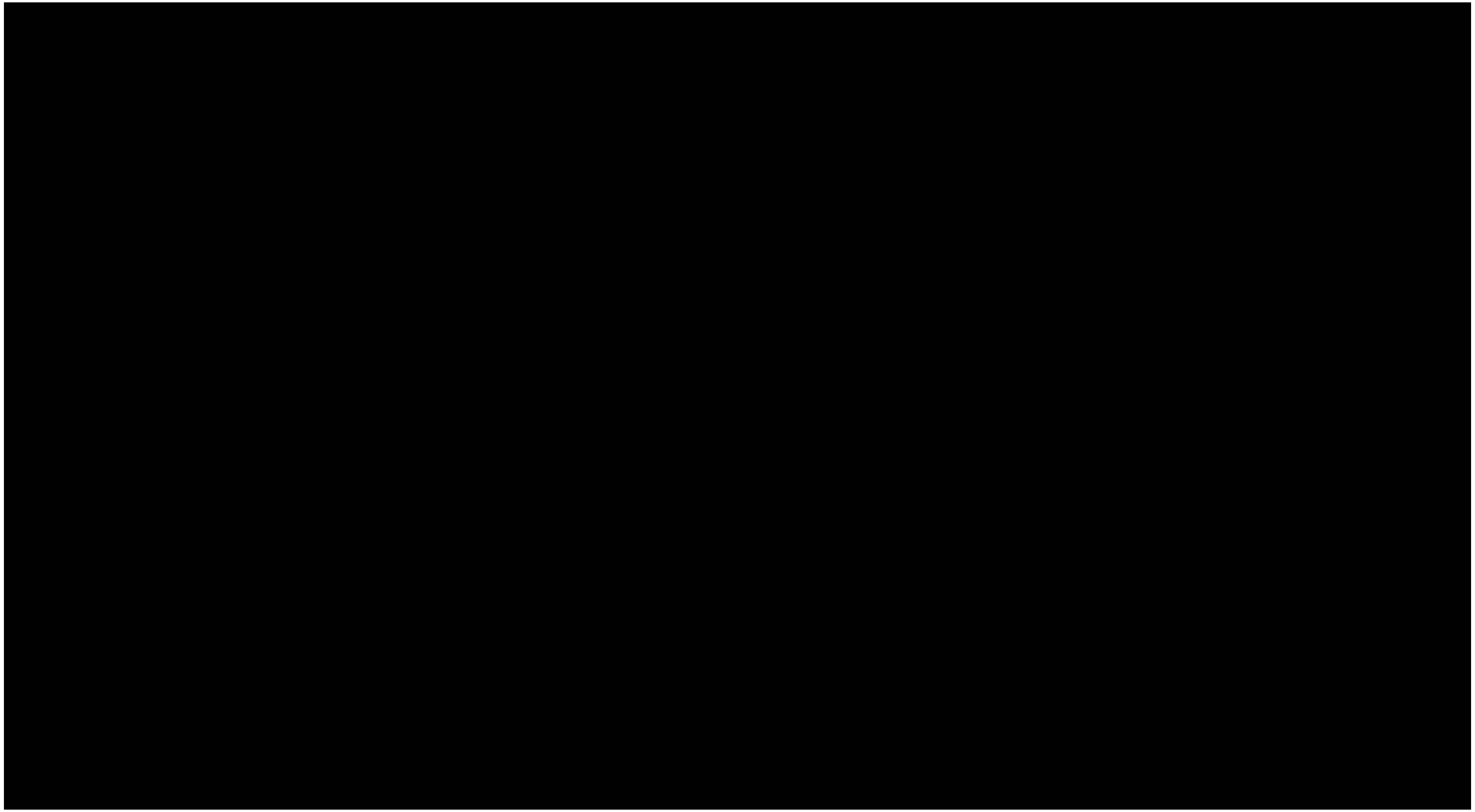




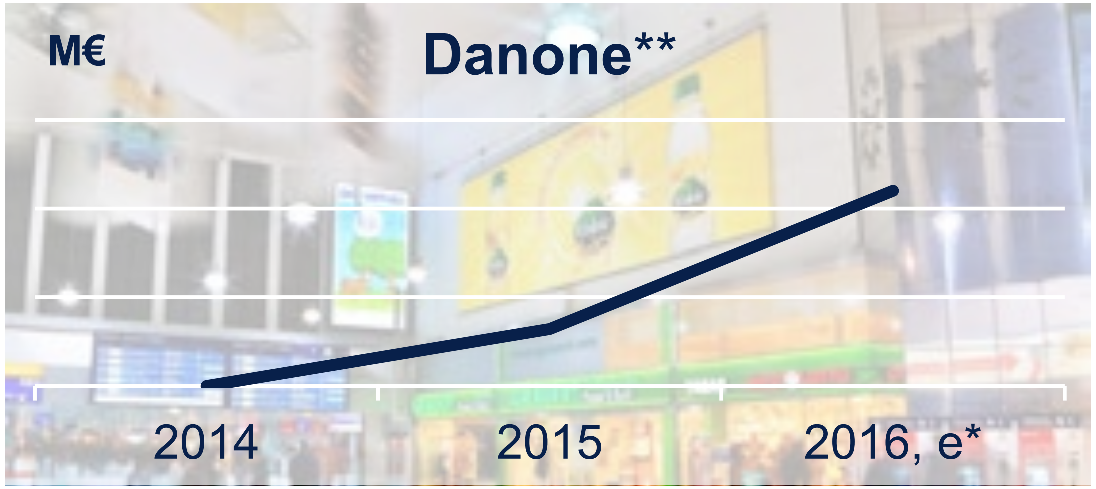


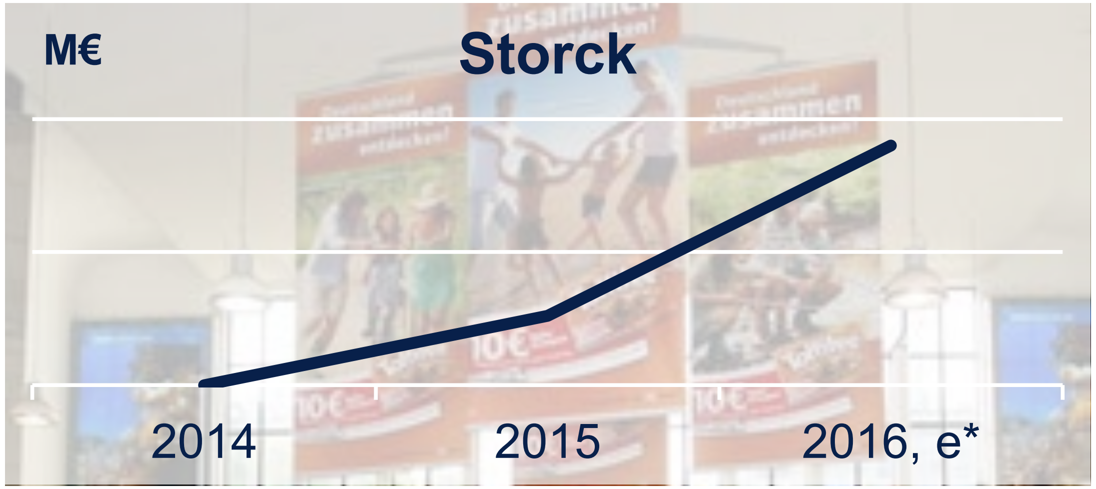
* = up to any received bookings in Q1

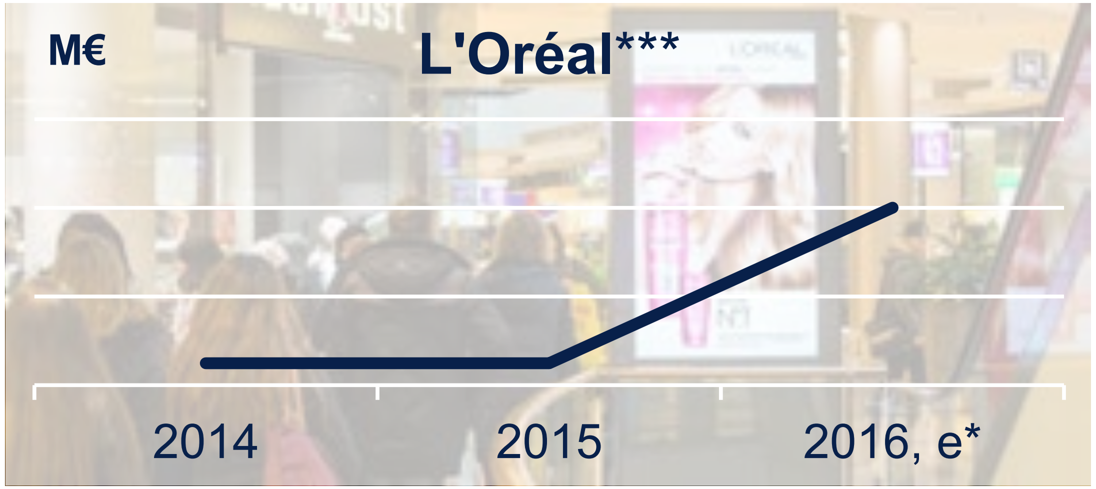
Case Opel



"Hunter Categories": FMCG Clients growing

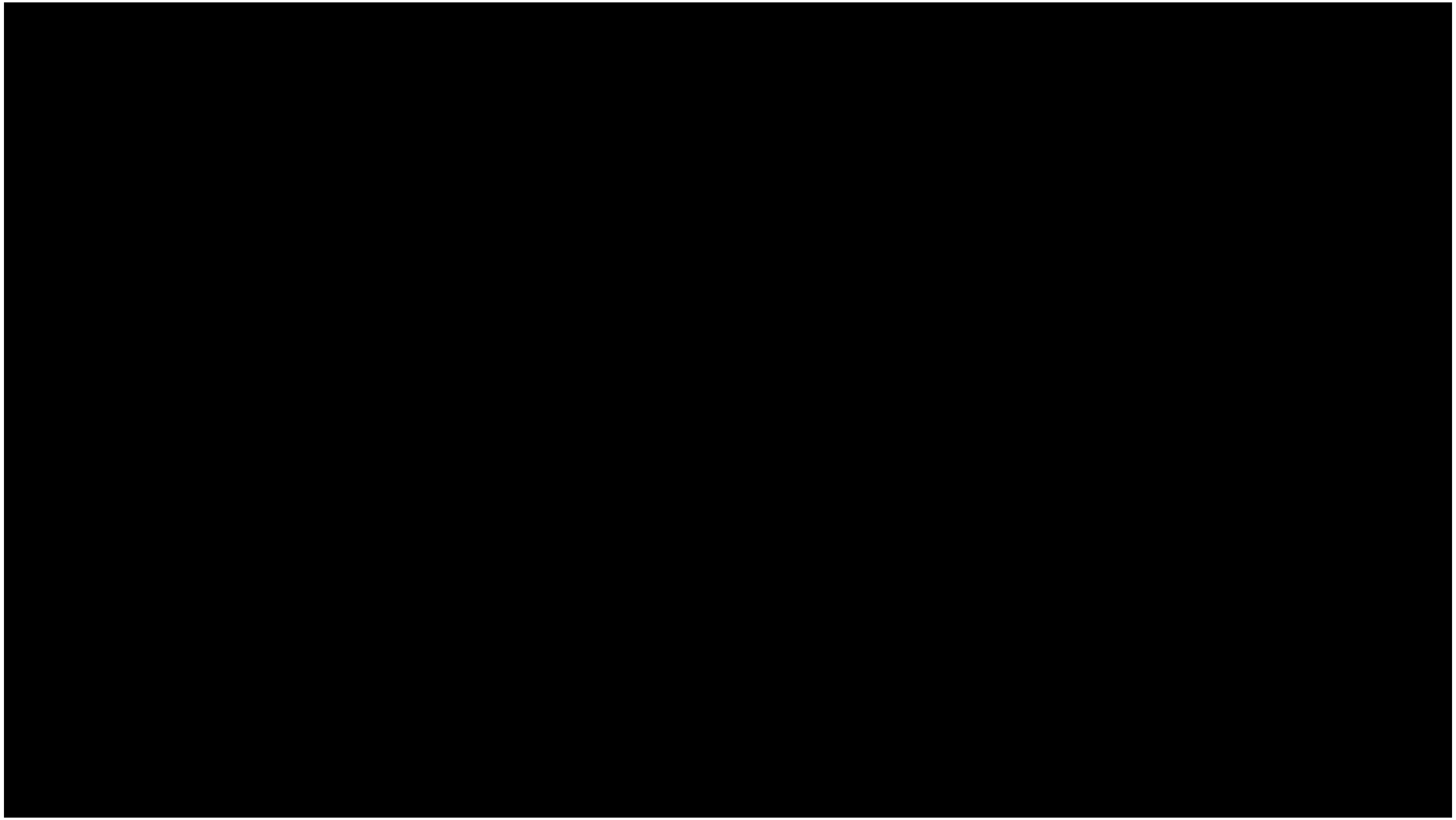






* = up to any received bookings in Q1
= Danone Waters & Danone GmbH | *= L'Oréal Deutschland GmbH & L'Oréal hair cosmetic

Case Danone Waters



“Hunter Categories”: Case Swiss Life

Aim:

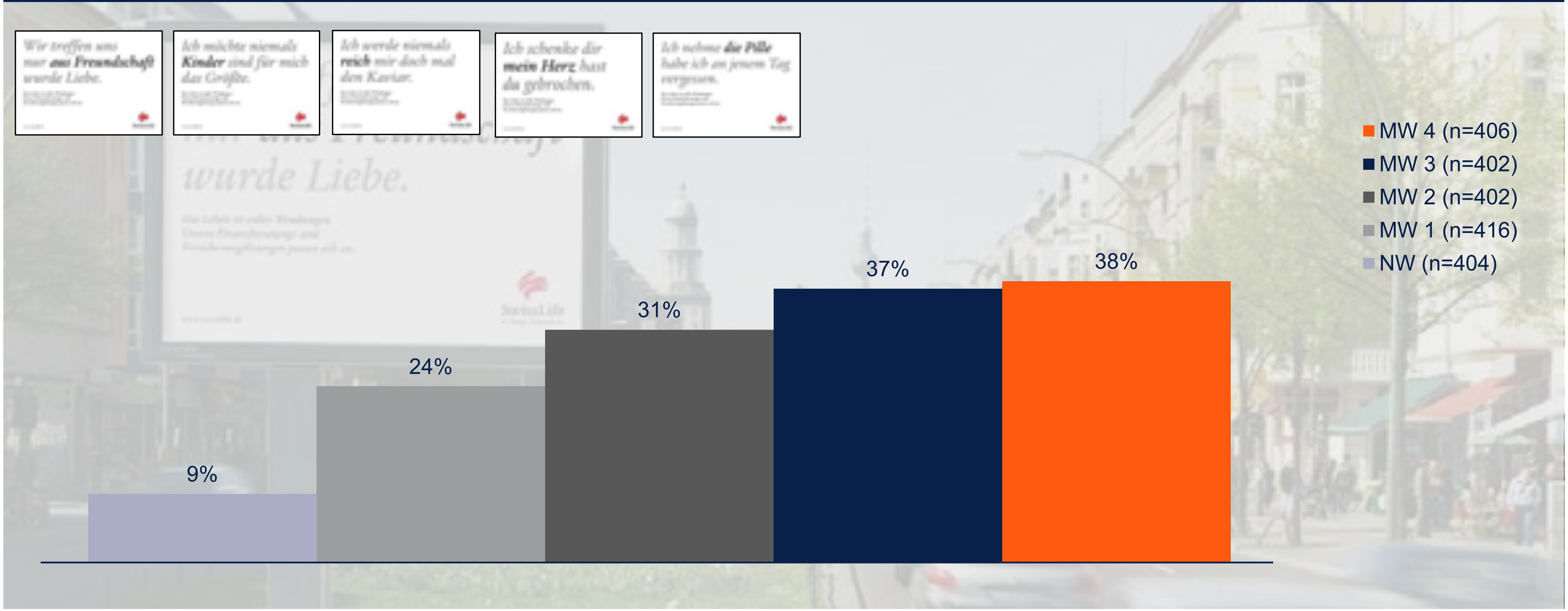
- Profiling as an insurance provider for all purposes; Increase brand awareness!

Implementation:

- Used Media:
  Out-of-Home, Online, Newspaper
- Used Out-of-Home Media:
  Mega-Lights, Billboards, City-Light-Poster
- Continuous Out-of-Home usage in 2014 and 2015, with main focus on spring and autumn

Steadily growing Recognition-Level

Recognition
(Copy seen once or more often), moving average

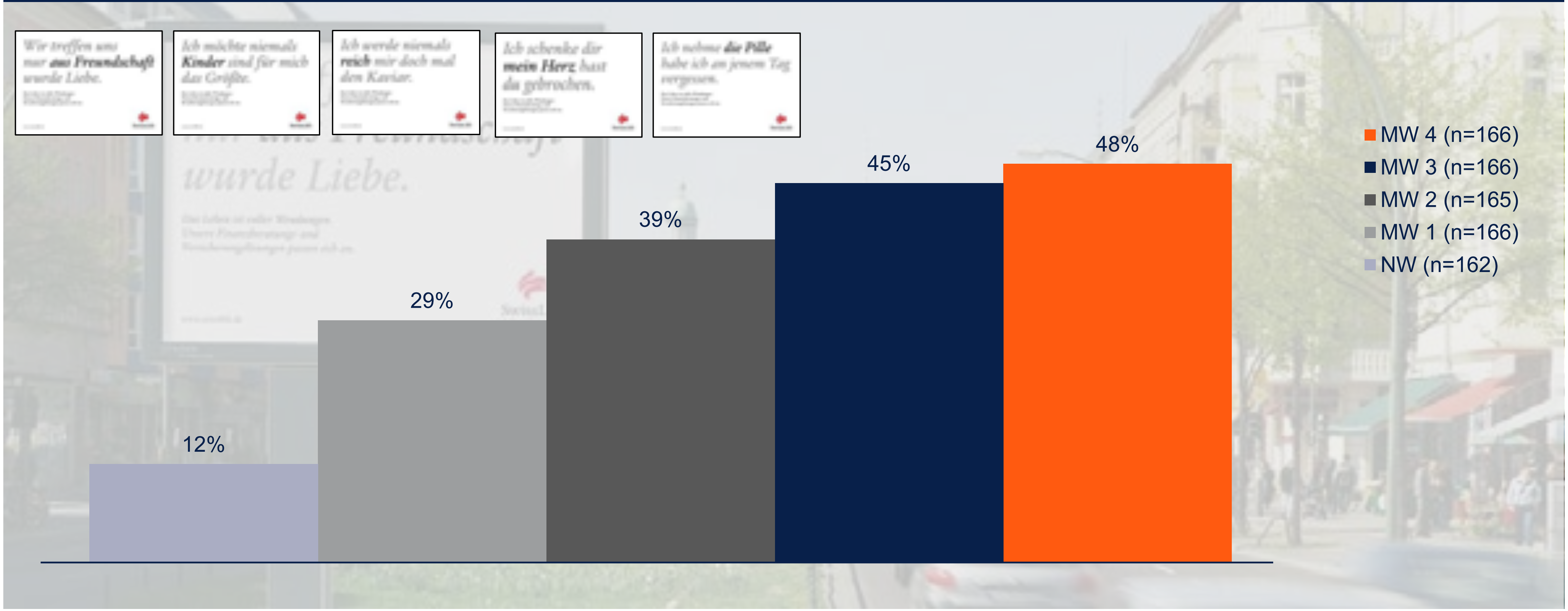


Innofact AG, F5a: You see several ads of Swiss Life which were advertised recently in test cities. Have you ever seen one of those or similar billboards?

Higher Recognition-Level also in highly relevant TG 18-39 Years

Recognition
(Copy seen once or more often), moving average

18 – 39 Years



Innofact AG, F5a: You see several ads of Swiss Life which were advertised recently in test cities. Have you ever seen one of those or similar billboards?

Summary & Checklist

Why is Public Advertising/Out of Home – a structural winner?

1. Addressing Advertisers‘ current Challenges ✓
2. Broad Reach & consistent visual Dominance ✓
3. No Zapping, Ad Blocking or Ad Fraud ✓

OUTLOOK FOR PUBLIC ADVERTISING

01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

How do we change the way that public advertising is sold and bought?

04

Connecting Out of Home and Digital

Where and how do we start to connect and integrate public and digital advertising?

Public Video

Over 3,300 Video-Displays reaching approximately 30m people per month

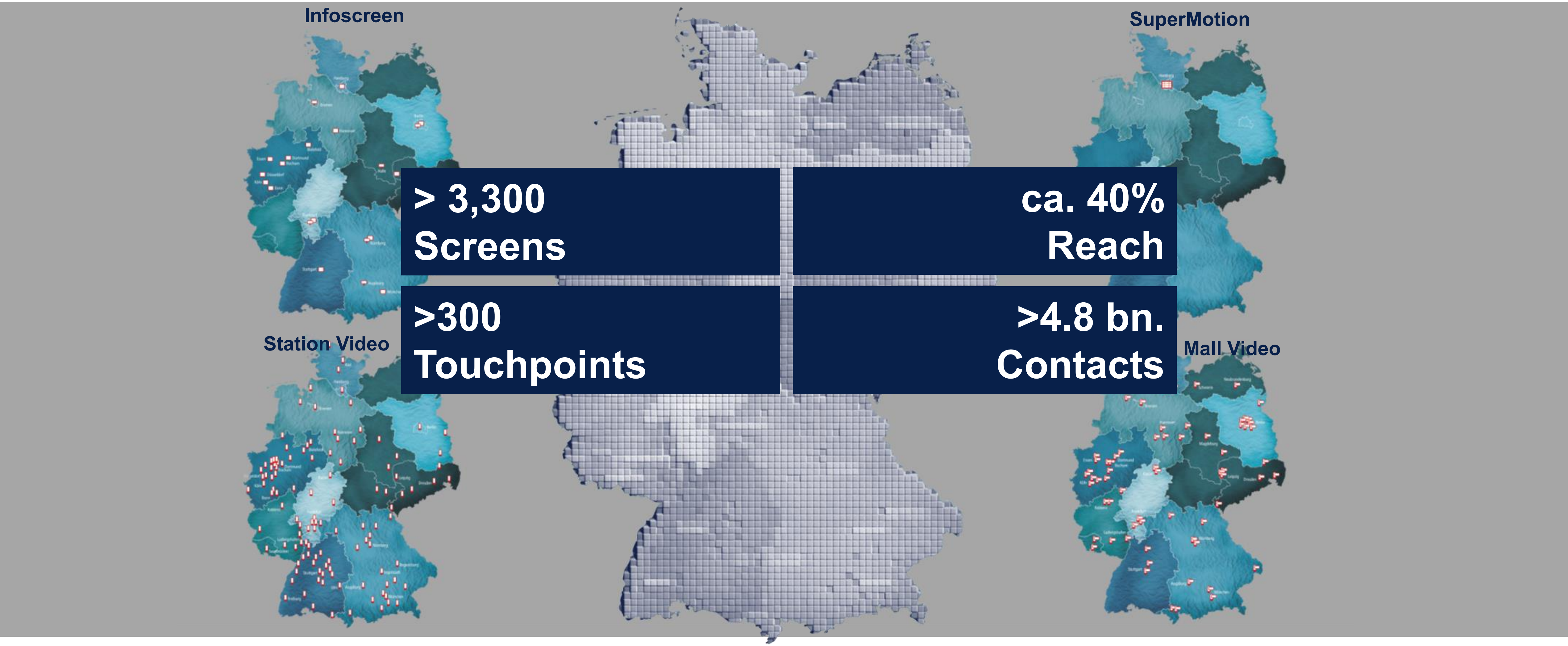
Public Video Station (>1,000 Screens)

Supermotion (6 Boards)

Public Video Mall (>2,000 Screens)

Infoscreen (>300 Screens)

The Public Video Network Nationwide / per Month



> 3,300 Screens

ca. 40% Reach

>300 Touchpoints

>4.8 bn. Contacts

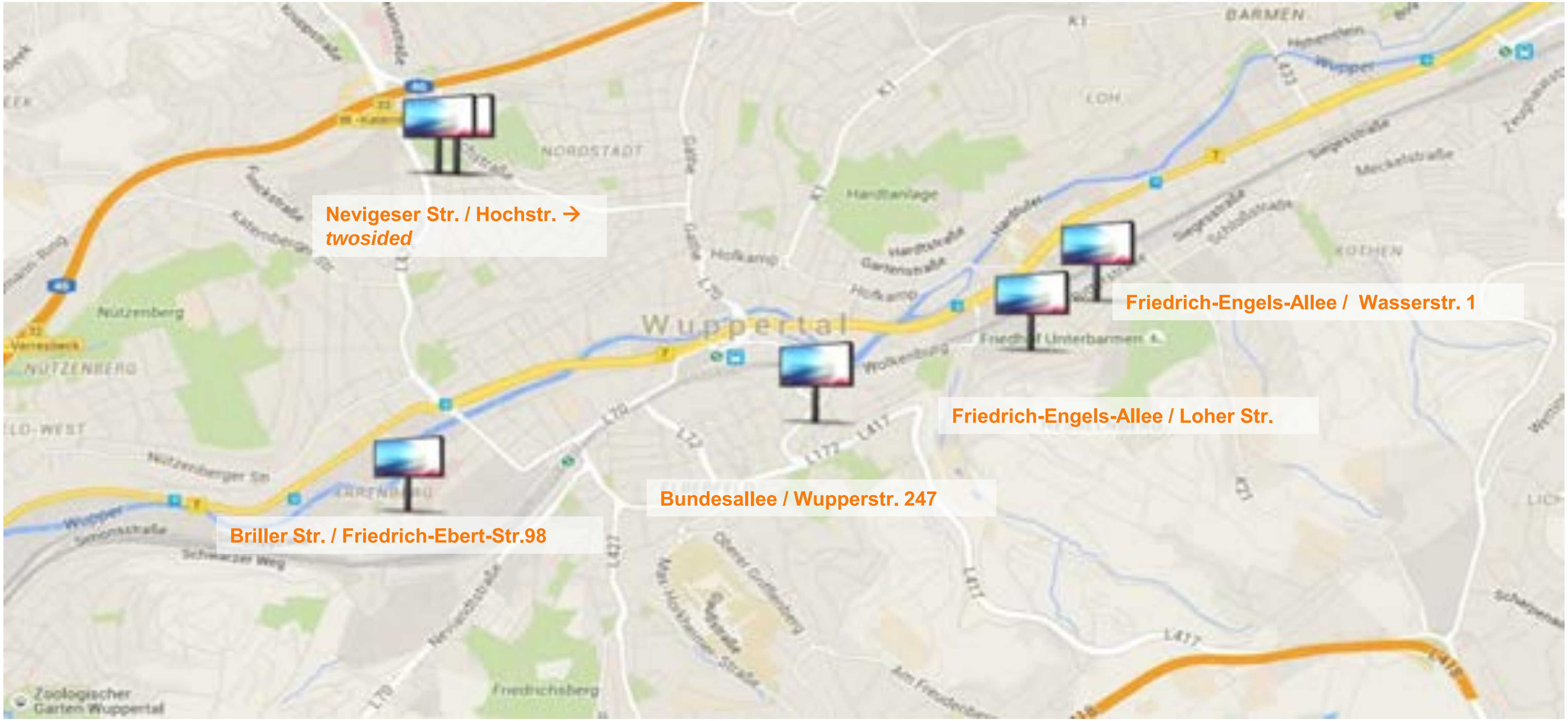
Target group: Adults 14+

Massive Density of Contacts

	Video …on	Pub…	Infoscreen
…er week in million	…8	[illegible]	262
per month in million	…96	2,…	1,130

Billion Video Views per Week

Public Video Wuppertal: 6 Screens, 40% Net Reach per Week!



Friedrich-Engels-Allee / Loher Straße

Briller Straße / Friedrich-Ebert-Straße

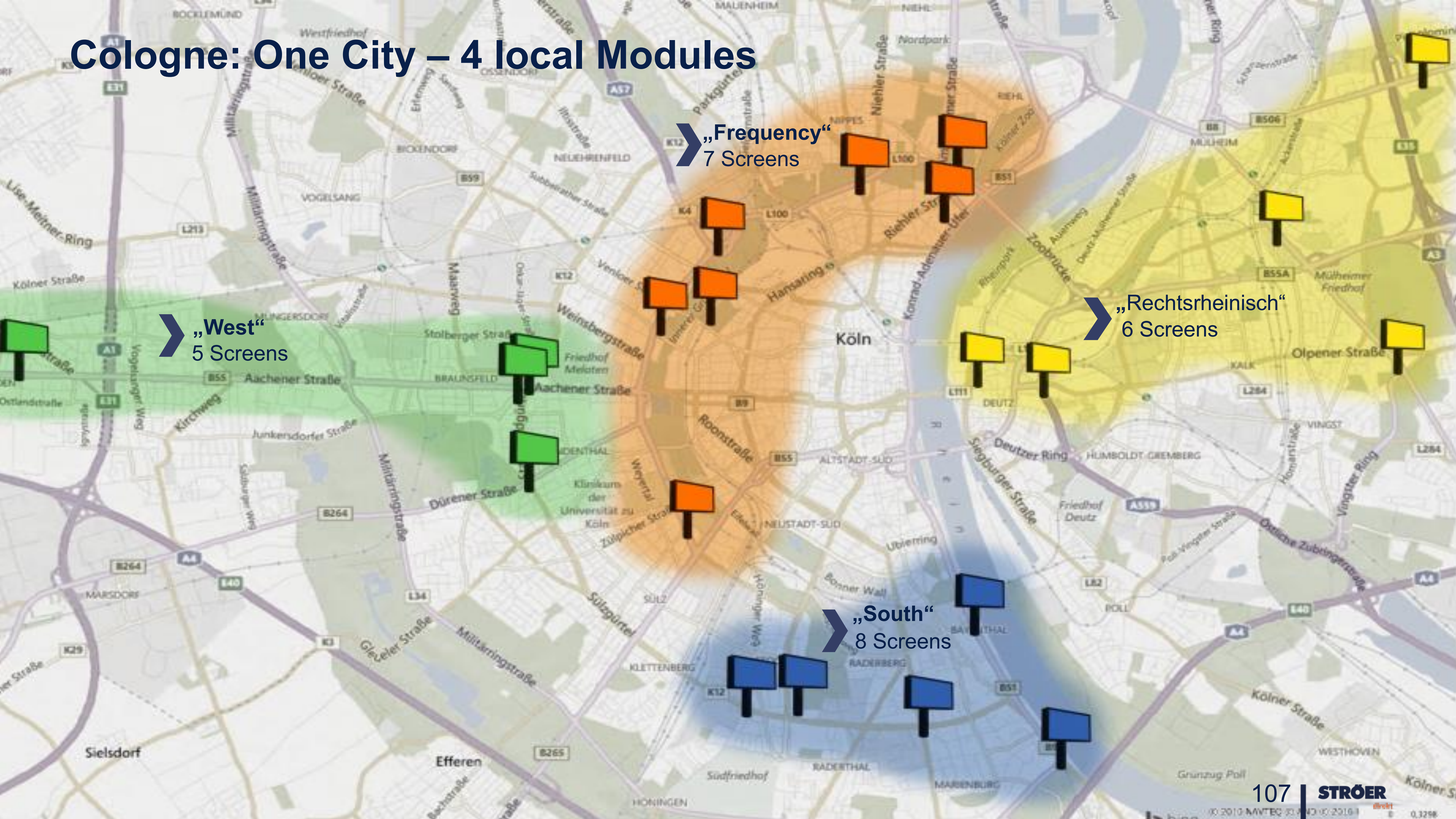
Bundesallee / Wupperstr. 27

Friedrich-Engels-Allee / Wasserstraße

Nevigeser Straße / Hochstraße Seite 1

Public Video Street – live!

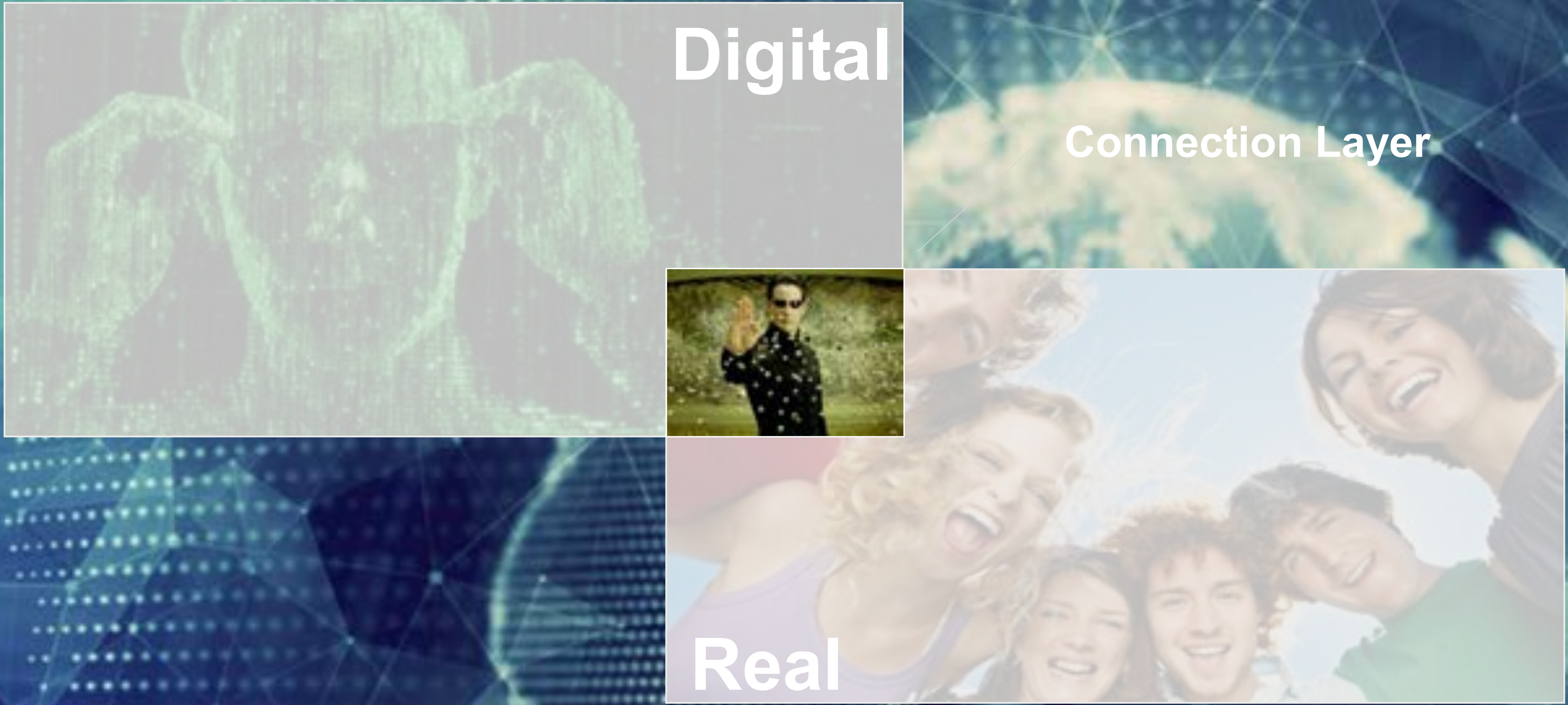
Cologne: One City – 4 local Modules



Ströer is disrupting the German OoH Market in the upcoming 4 Years!

up to 1,000 Screens in the coming 4 years

up to 2,000 Screens in the coming 7 years



Digital integration needs smart connection layers between the two worlds

54% of all Germans use the mobile Internet

46m Smartphone-user in Germany

More than **every second** German owns a smartphone

41% of the Smartphone-user already shopped over their smartphones

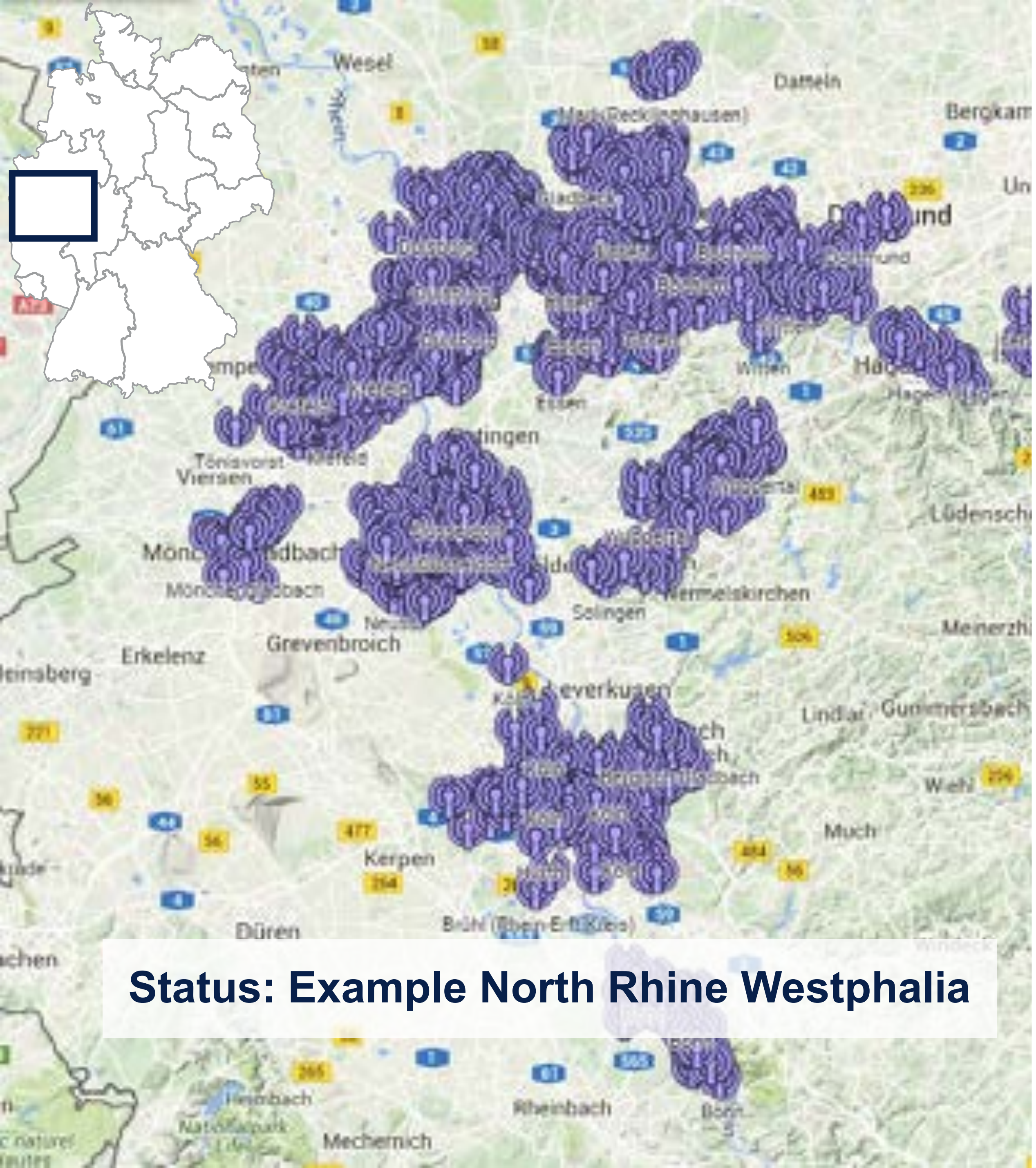
59% searched for products or services with their device

Smartphones open new Possibilities for the Interaction of Humans and Places

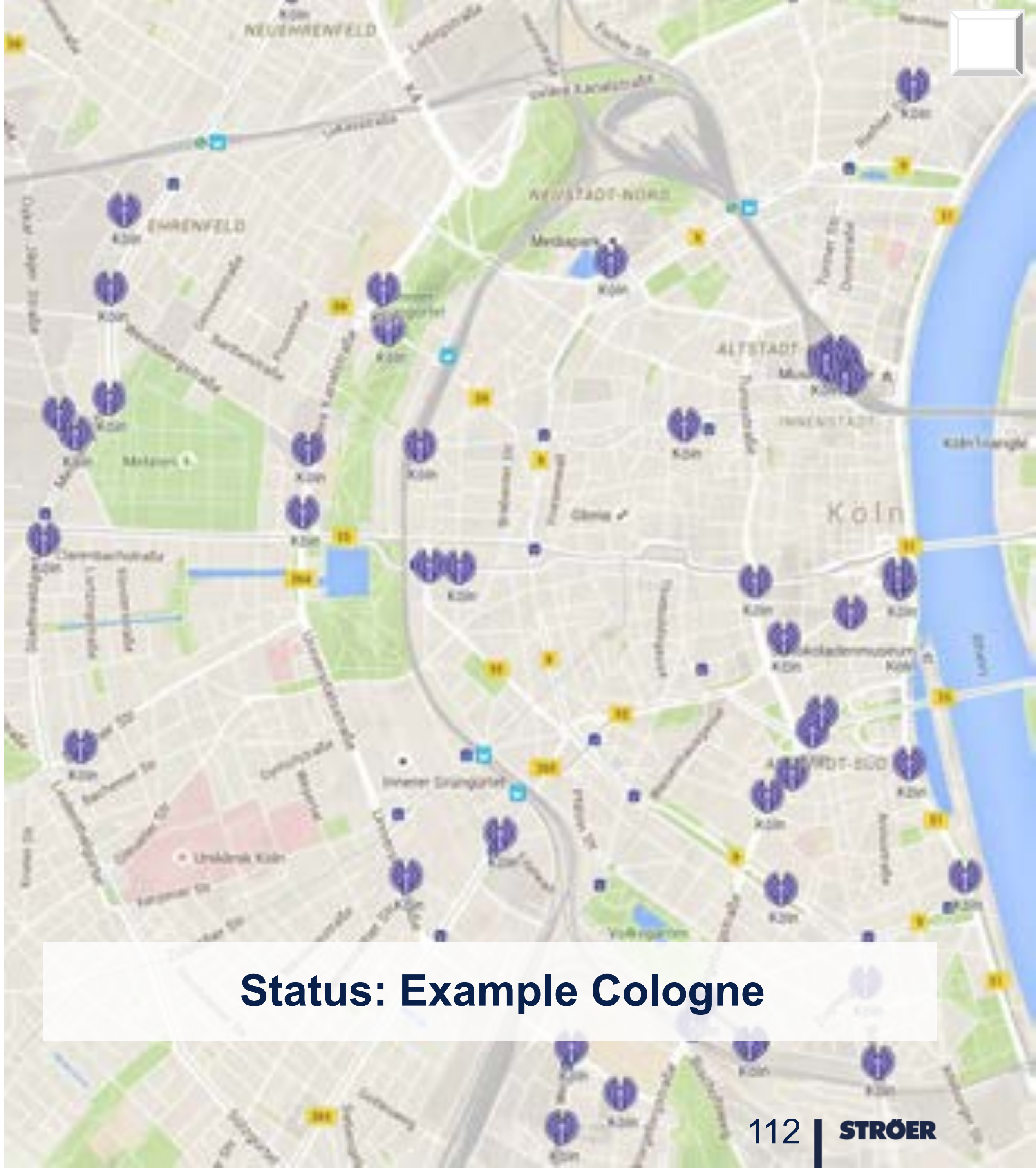
Source: Statista 2014 und 2015

- Built up of a nationwide network with 50,000+ Beacons
- Kick of at highly frequented traffic junctions
- Roll-out infrastructure for the Internet of things & services from end of 2016

Ströer | First comprehensive infrastructure for the internet of things & services



Status: Example North Rhine Westphalia



Status: Example Cologne

Real Performance Data

Targeting Atlas

Indoor Navigation

Proximity Marketing

Location based City Services

Content Push

Last Mile Services

Possible services and use cases

Leveraging OoH Infrastructure via Smart Data and Small Cells

OoH Infrastructure becomes "Physical Web"

Incremental Digital Revenue Streams

1 Beacons

- Rollout of 50k Beacons nationwide; 20k installed by end of Q2/2016
- Smart integration of owned and marketed apps (via responsive SDKs)
- Potential of 1.5 billion contacts per month
- Geo-based infrastructure for IoT applications and services

2 Small Cells (& WIFI)

- First test: installment of 64 small cells in Munich and Frankfurt for Vodafone
- Small cells increase strength and capacity of Vodafone LTE network
- Spectrum range of small cells is up to two kilometers around the advertising media; also due to be made available for public WIFI purposes

Summary & Checklist

Digitisation: What are the current developments and strategic projects?

1. **Globally Unique Public Video Network** ✓
2. **Digital Roadside Screen Rollout Taking off** ✓
3. **Massive Growth Potential of digital Revenue** ✓

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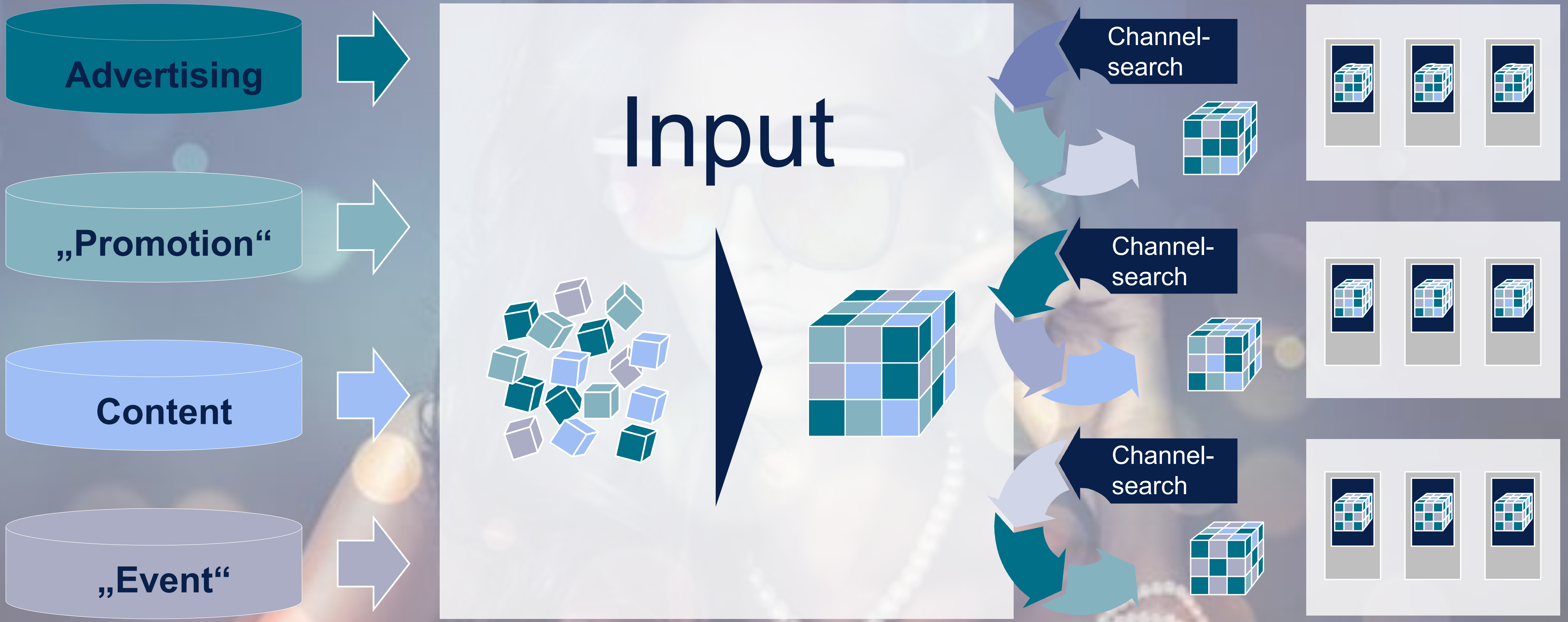
Reach of the Public Video Network

appr. 30

Million Unique User per month
(whole system)

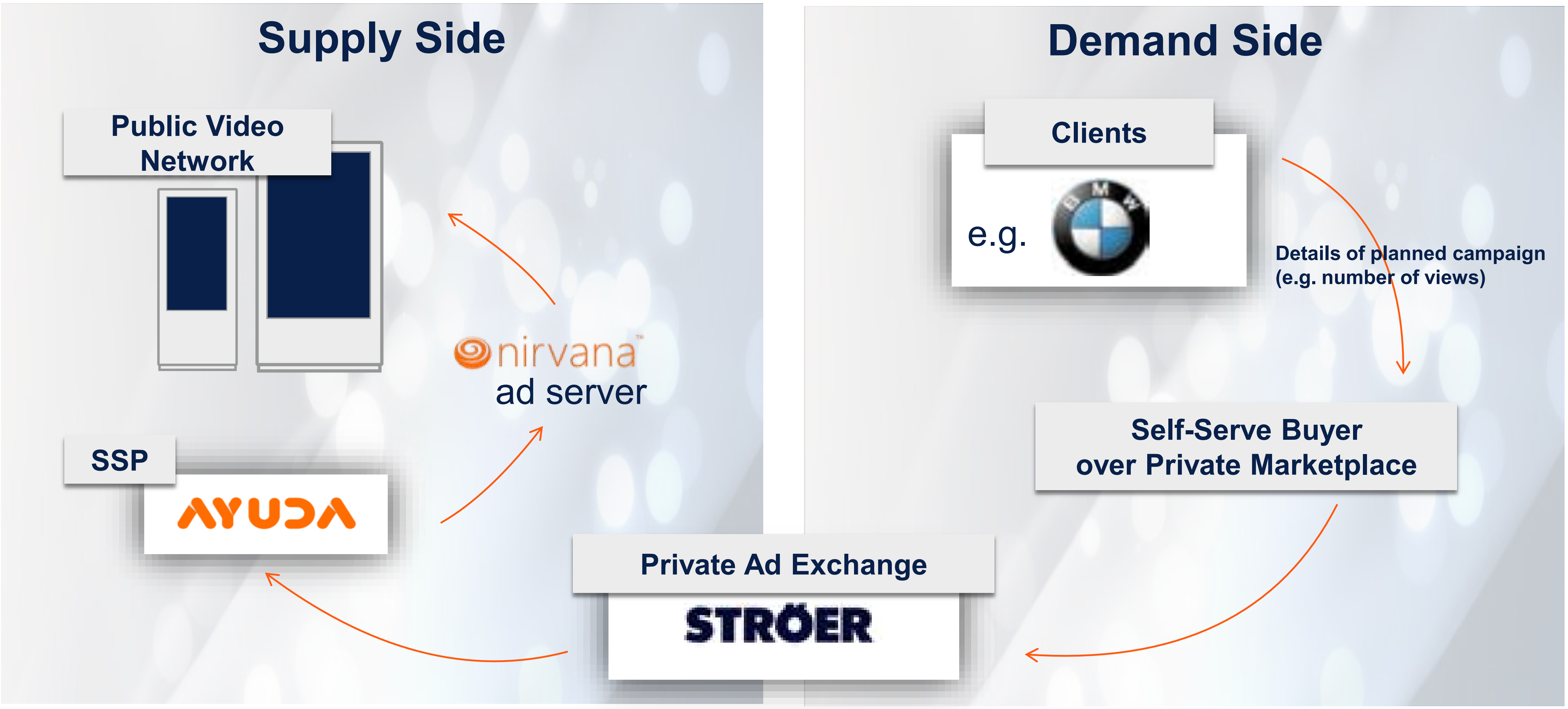
VISION

Every screen- or screen network compiles its own program based on specific rules



Objective of the addressable Public Video

Unique Public Video Tech Stack



5 out of top 6 agency digital trading desks currently connecting

3 direct clients currently connected

4 DSPs currently connecting

First two campaigns live since Monday this week:

Moovel & Adelholzener

First Movers are already tested and live – Followers currently connecting!

OoH is facing new Challenges in a digital World

Mediaplanning will focus on **AUDIENCE** instead of selecting individual sites

FLEXIBLITY and **PERFORMANCE**

DATA-DRIVEN mediaplanning

In other Words…

Out-of-Home

goes

programmatic

What does „programmatic OoH“ mean?

OoH-media packages which:

- are based on audience criteria (GRP / net-reach) instead of a predefined list of OoH sites
- fulfil defined additional criteria like quality, mix of formats
- are automatically configured and therefore even short-term available

Audience Planner enables „neo programmatic OoH“

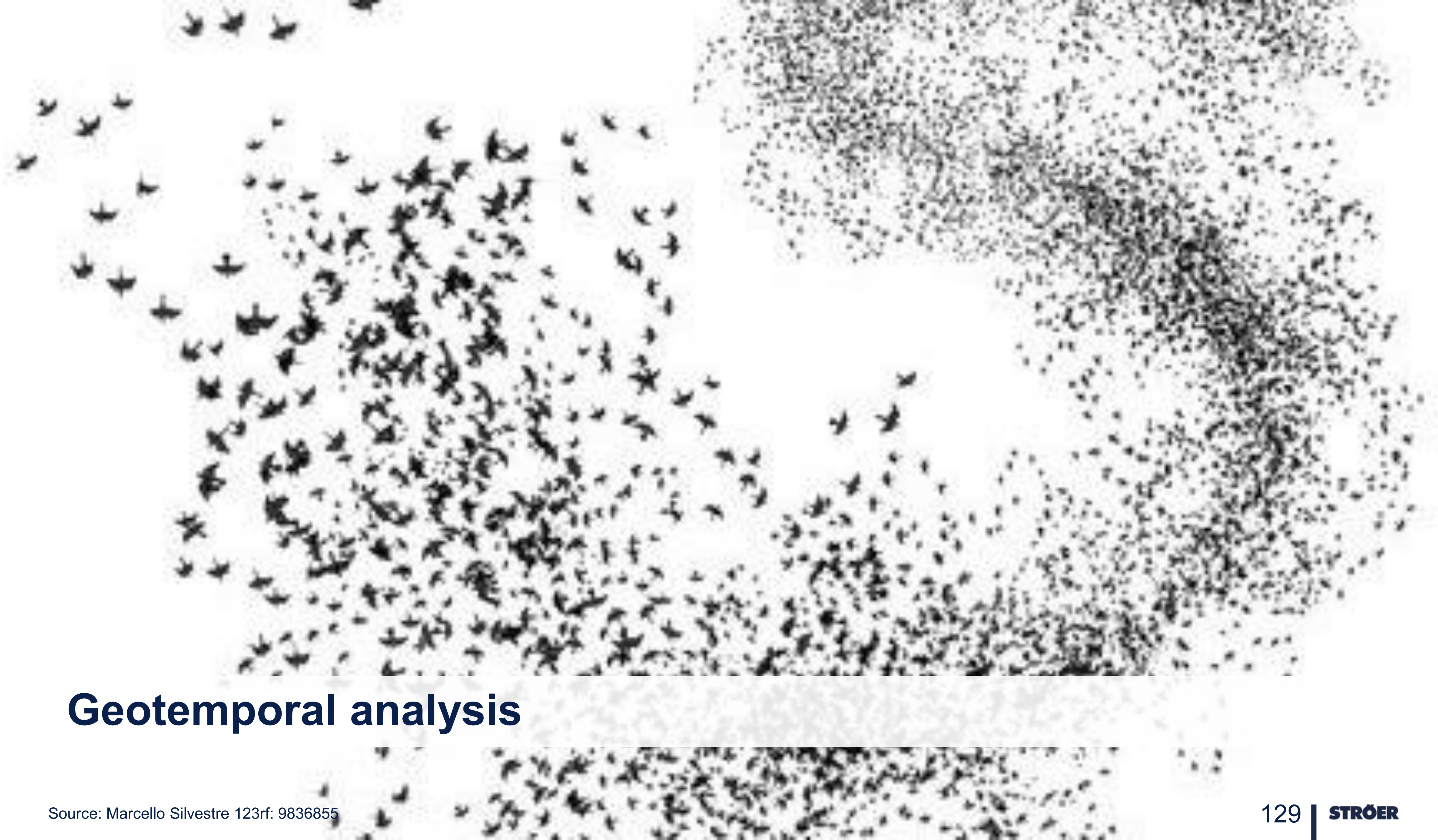
AUDIENCE PLANNER

Demo Recording

Behavioral targeting (online) uses cookies.

But how can we behaviorally target consumers on the move?

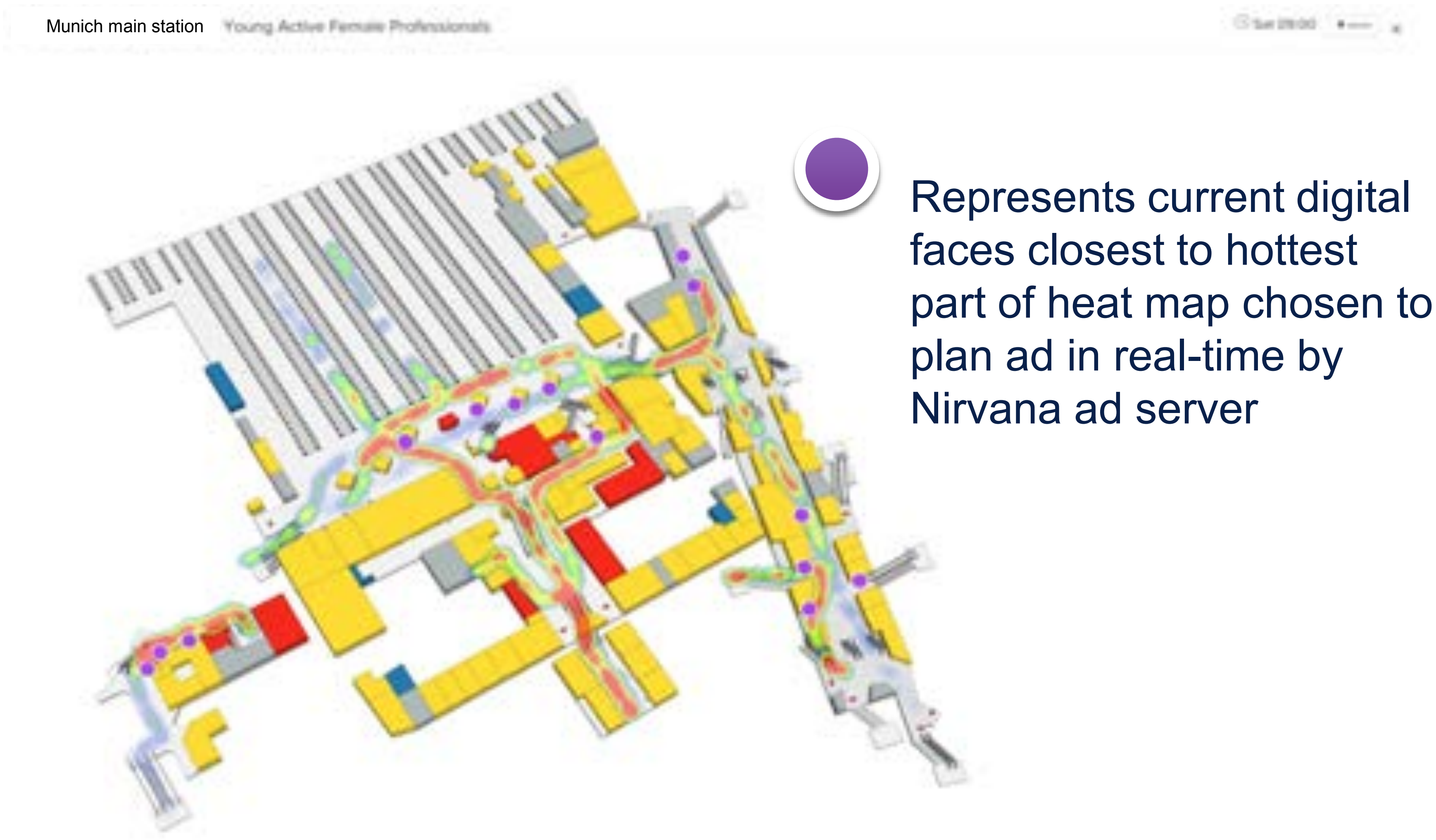
Location and time of day are the ultimate cookies.



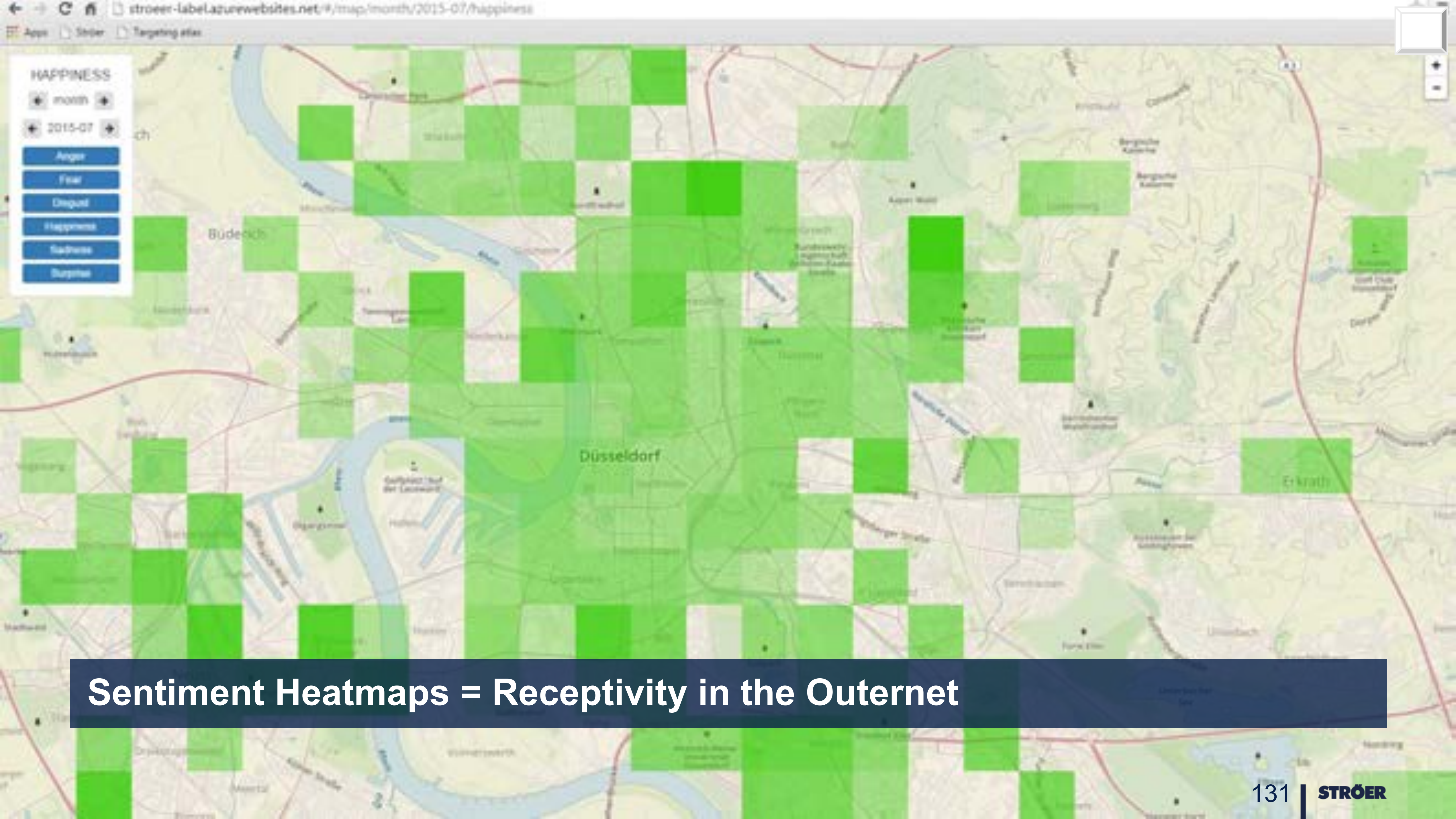
Geotemporal analysis

Source: Marcello Silvestre 123rf: 9836855

Video Example of serving Ads based on Real-time Beacon Data



Represents current digital faces closest to hottest part of heat map chosen to plan ad in real-time by Nirvana ad server



Sentiment Heatmaps = Receptivity in the Outernet

Summary & Checklist

How do we change the way that public advertising is sold and bought?

1. Public Video – Programmatic & Addressable ✓
2. OoH "Neo"-Programmatic on the Way ✓
3. Future Scenario: Real Time Data – Real Time Audience ✓

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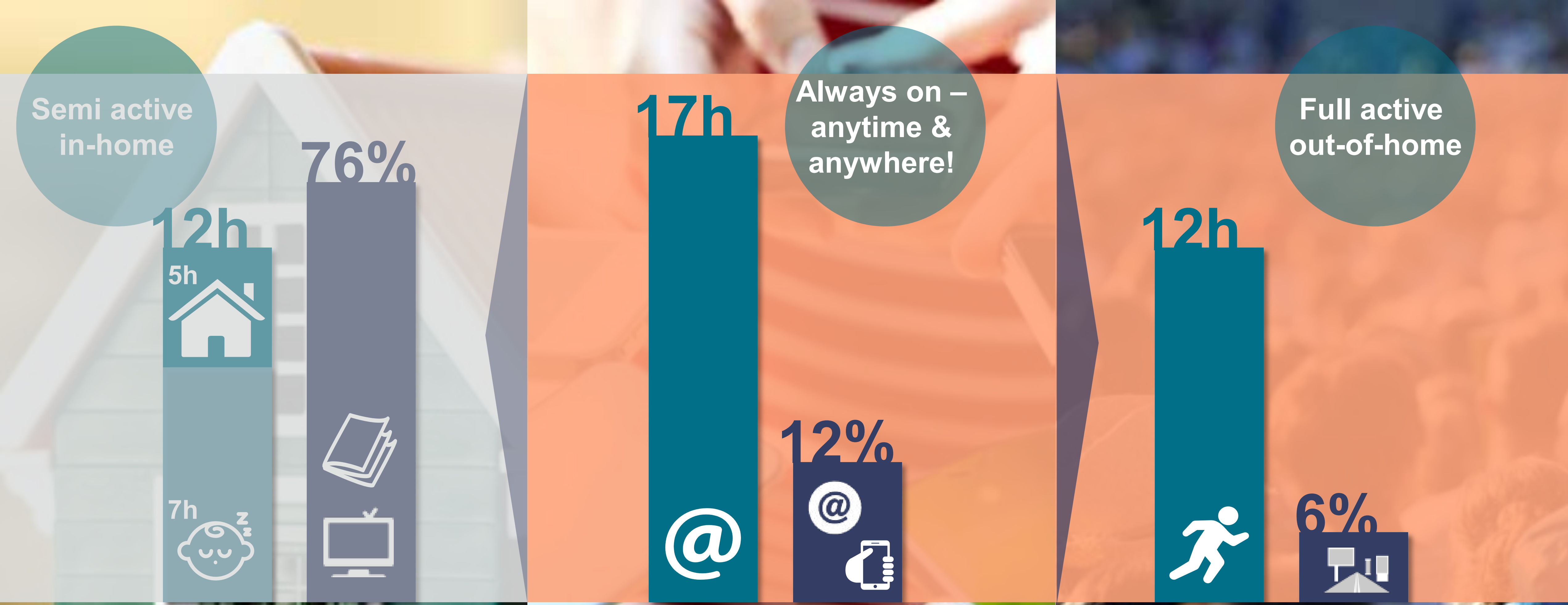
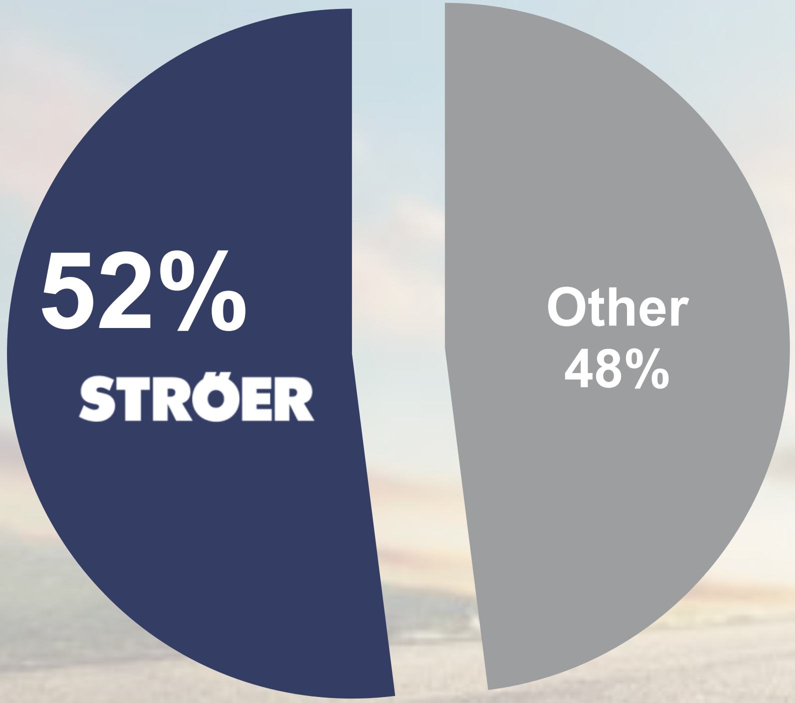


Enormous discrepancy between time spent und ad money spent

Source: Nielsen Media Research, gross spending 2015.

At home reality: Print and TV; Digital reality: Mobile and Internet

Public Advertising (OoH)



Digital Advertising (Online)

85%
Reach

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DIGITAL GROUP

#1
AGOF digital facts

45 Mio.
UU

Ad market of „Full active Out-of-Home“

Ströer market share billboard (in %) 2015; more sources : IndA Information data bank OoH, January 2015/© FAW;
Prediciton Digital Facts: Ströer Digital Group incl. Interactive Media and OMS


at home
reality

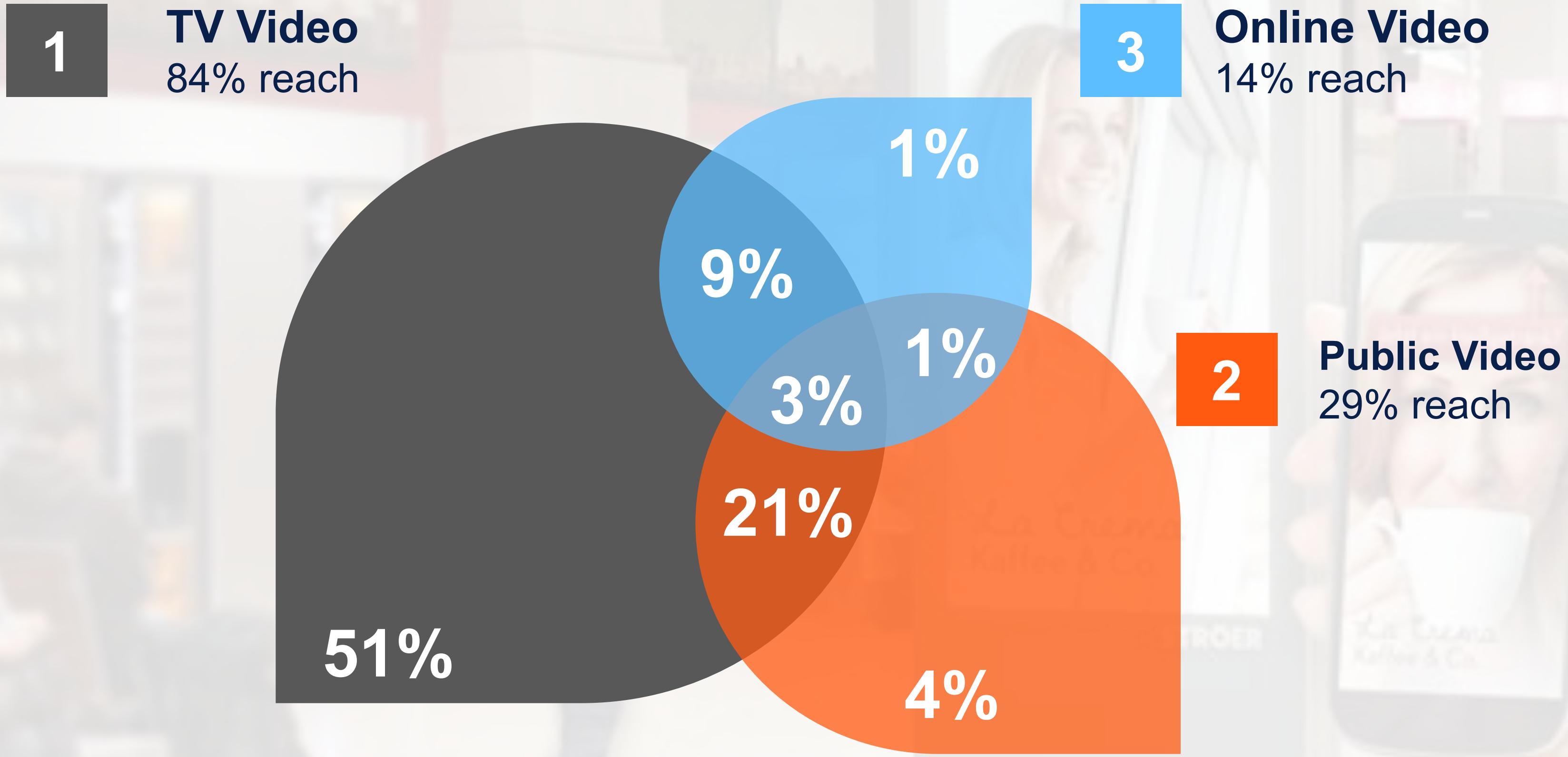

digital reality


out-of-home
reality

Realworld customer journey & digital customer journey becoming ONE

Multiscreen Planning

More multiplier-contacts leading to a better spread of contacts!

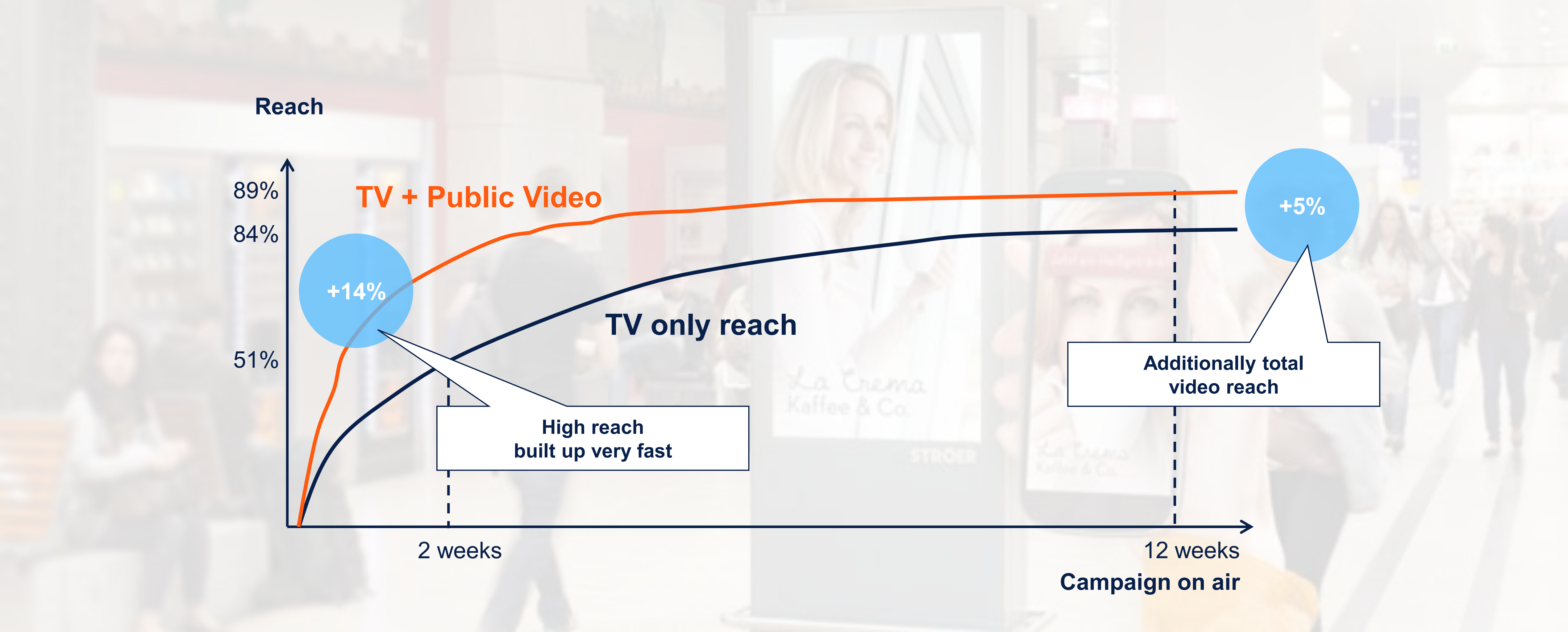


Total reach of multimedia campaign: 92 %

Source: Data fusion GfK Media Efficiency Panel, basic population: MEP n=44.895.215

Multiscreen Planning

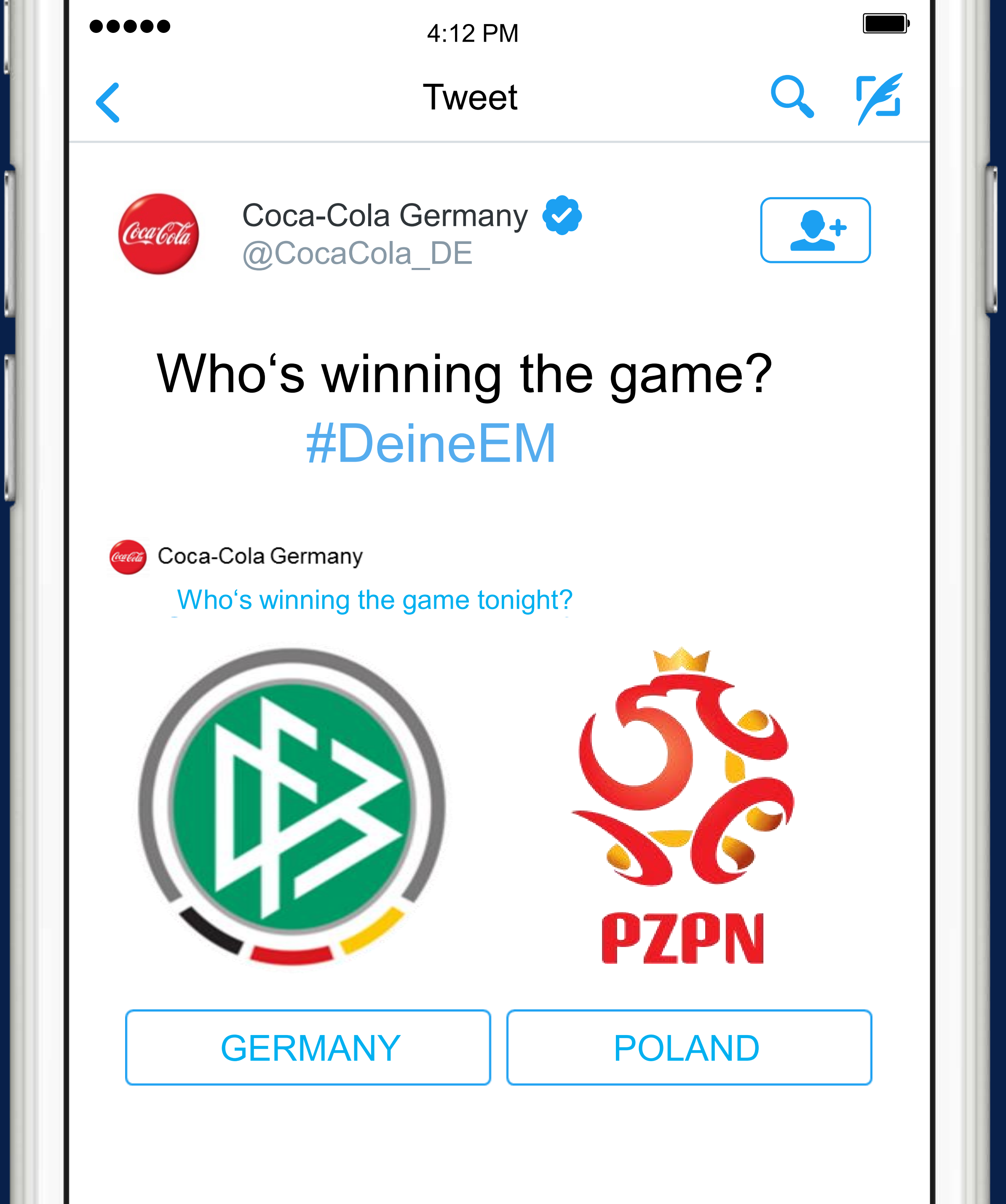
Public Video in active spaces delivers additionally reach fast!



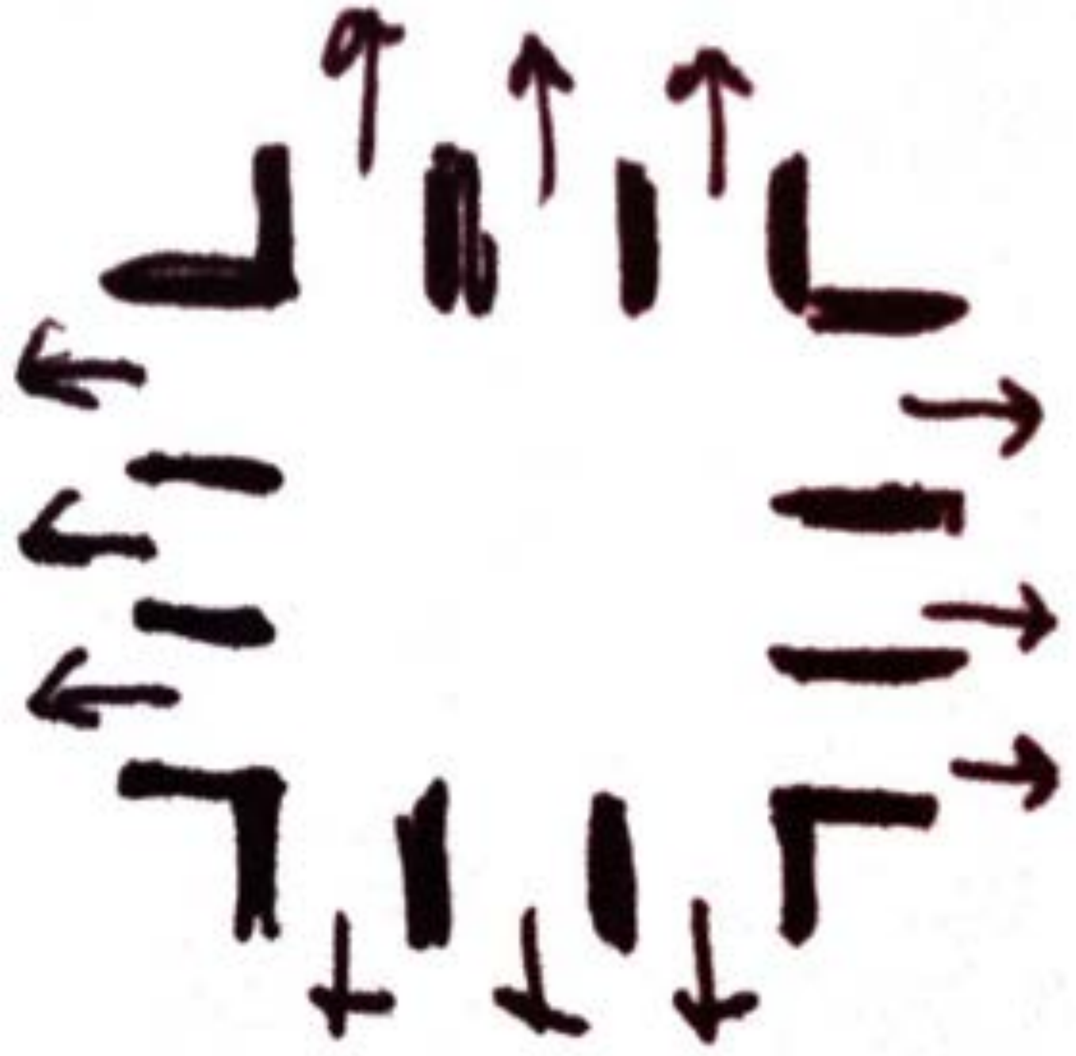
Source: Data fusion GfK Media Efficiency Panel, basic population: MEP n=44.895.215

Twitter + Ströer

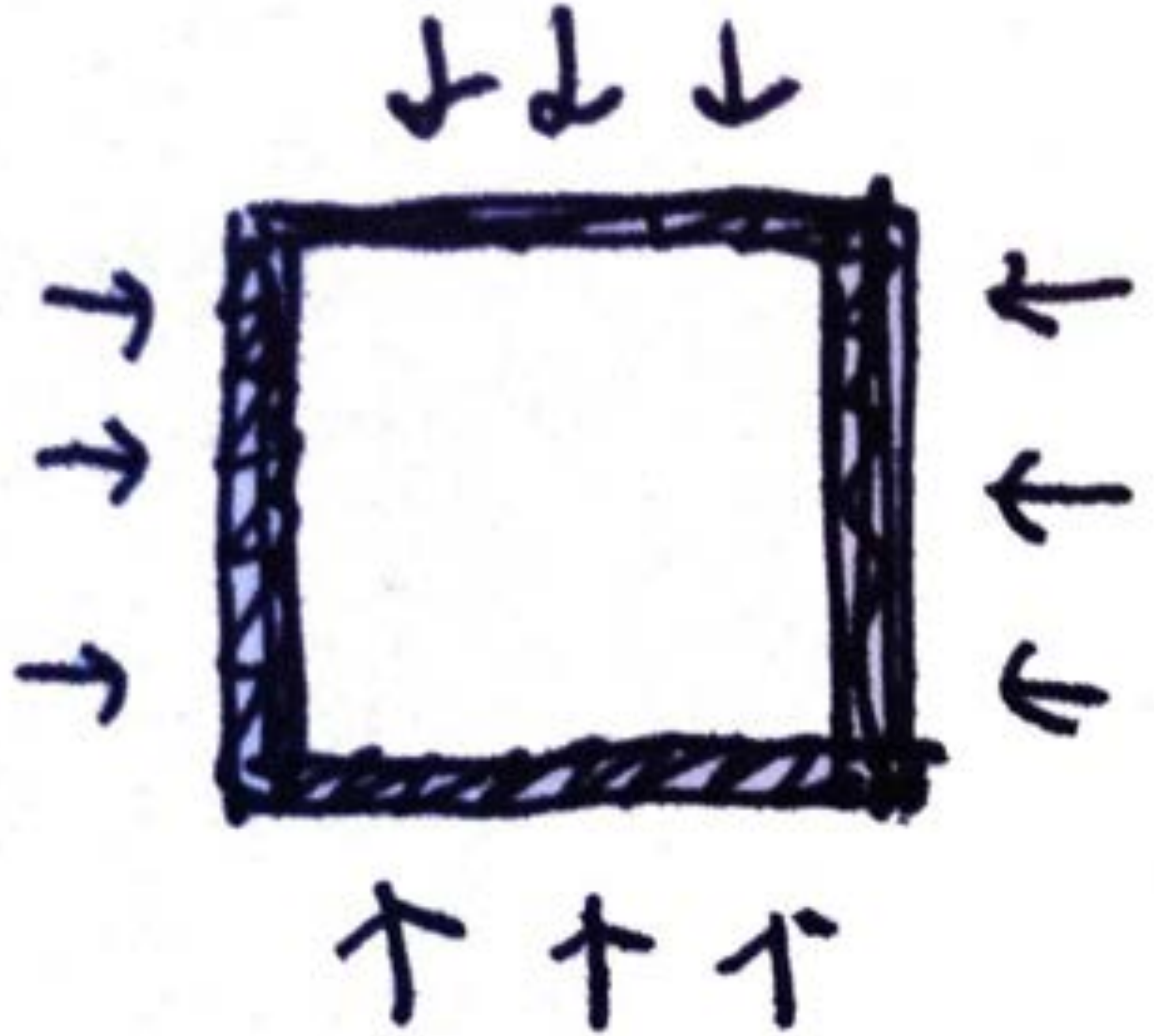
(Perfect symbiosis for the communication around the EM 2016)


4:12 PM
Tweet
Coca-Cola Germany
@CocaCola_DE
Who‘s winning the game?
#DeineEM
Coca-Cola Germany
Who‘s winning the game tonight?
PZPN
GERMANY
POLAND


Who‘s winning the game? #DeineEM
86%
14%
STRÖER

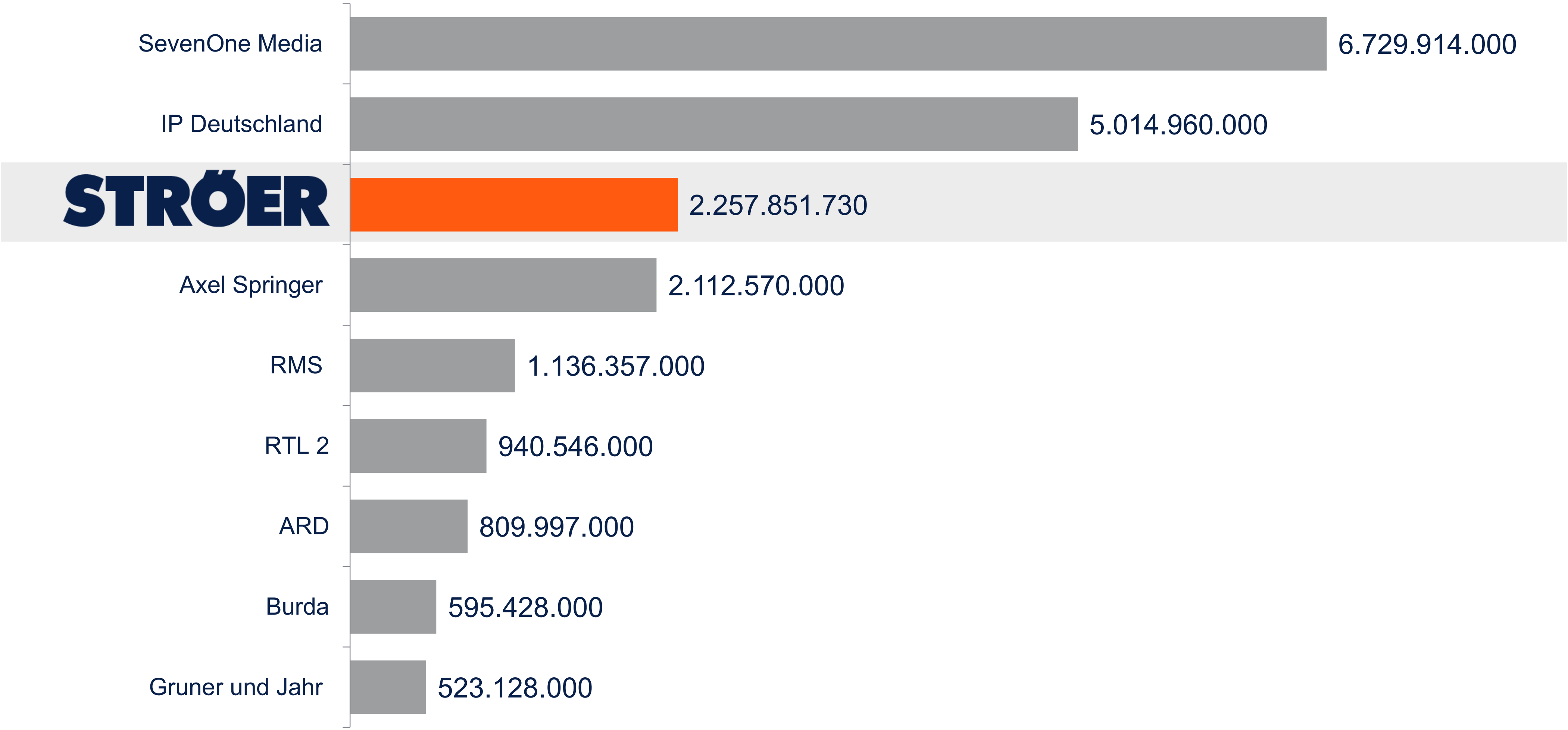


The challenge: Exploding complexity



The solution: Media ecosystem(s)

No 1 in two structurally growing Segments (OoH & Online) and Across all Media No 3 German Media Sales House (Gross Billings)!



Source: Nielsen Gross Billings across all Media and (Ströer) Entities

Summary & Checklist

Where and how do we start to connect public and digital advertising?

1. Number one in two structural Growth Sectors ✓
2. Strong Leverage as Top3-Saleshouse ✓
3. All-Digital-Multiscreen Potential ✓

OUTLOOK FOR PUBLIC ADVERTISING

01

A Structural Winner

02

Digitisation taking off

03

Addressable Programmatic

04

Public + all online Screens

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)

STRÖER

Deep Dive into Digital

Deep Dive into Digital

01

Segment Structure

Strategic Roadmap, Growth Levers and operational Structure

02

Saleshouse(s)

Market Consolidation and National & Local Approach

03

Content Assets

Content Verticals & Performance Publishing Strategy

04

“Transaction”

Subscription, e-commerce & Lighthouse Statista

05

Segment Synergies

Connecting the Dots and Creating Extra-Value

Ströer's Roadmap to build up the Digital Segment

Moving from „Out-of-Home“ to „Digital Multi-Channel Media Company“ profile

3	2015	Subscription, E-Commerce, Downloads	70% ad revenues 30% “transaction”	60% 3rd party 40% 1st party
2	2014	Content & Own Assets/Verticals	100% ad revenues	60% 3rd party 40% 1st party
1	2013	Ad Saleshouse (Focus on 3rd Party Inventory)	100% ad revenues	100% 3rd party inventory

Rough and schematic split of revenue mix

Digital Segment

Performance and data-driven creation and monetisation of digital traffic across home, public and mobile screens via advertising & non-advertising models

Segment "Digital": Revenue Streams & reported Products (2016e)



Display (Desktop & Mobile)
50% of revenue

- Monetisation of digital traffic (both mobile and desktop) via display advertising
- Strong German No.1 position with exclusive 3rd party inventory as well as own assets (~ 40%)
- To agencies, direct clients, SMBs

Video (Multiscreen)
20% of revenue

- Monetisation of video views across home/desktop, mobile and public screens
- Dedicated video specialists for own assets as well as sales house and product/tech development
- To agencies, direct clients, SMBs

Transaction & Subscription
30% of revenue

- Monetisation of traffic of own assets via affiliate and performance marketing offers
- Own e-commerce models and shopping concepts integrated in content verticals
- Dedicated subscription models

Summary & Checklist

Strategic roadmap, growth levers and operational structure

1. On-going Push for Ad Market Consolidation ✓
2. Clear Performance Publishing Approach ✓
3. Diversified Monetisation beyond Advertising ✓

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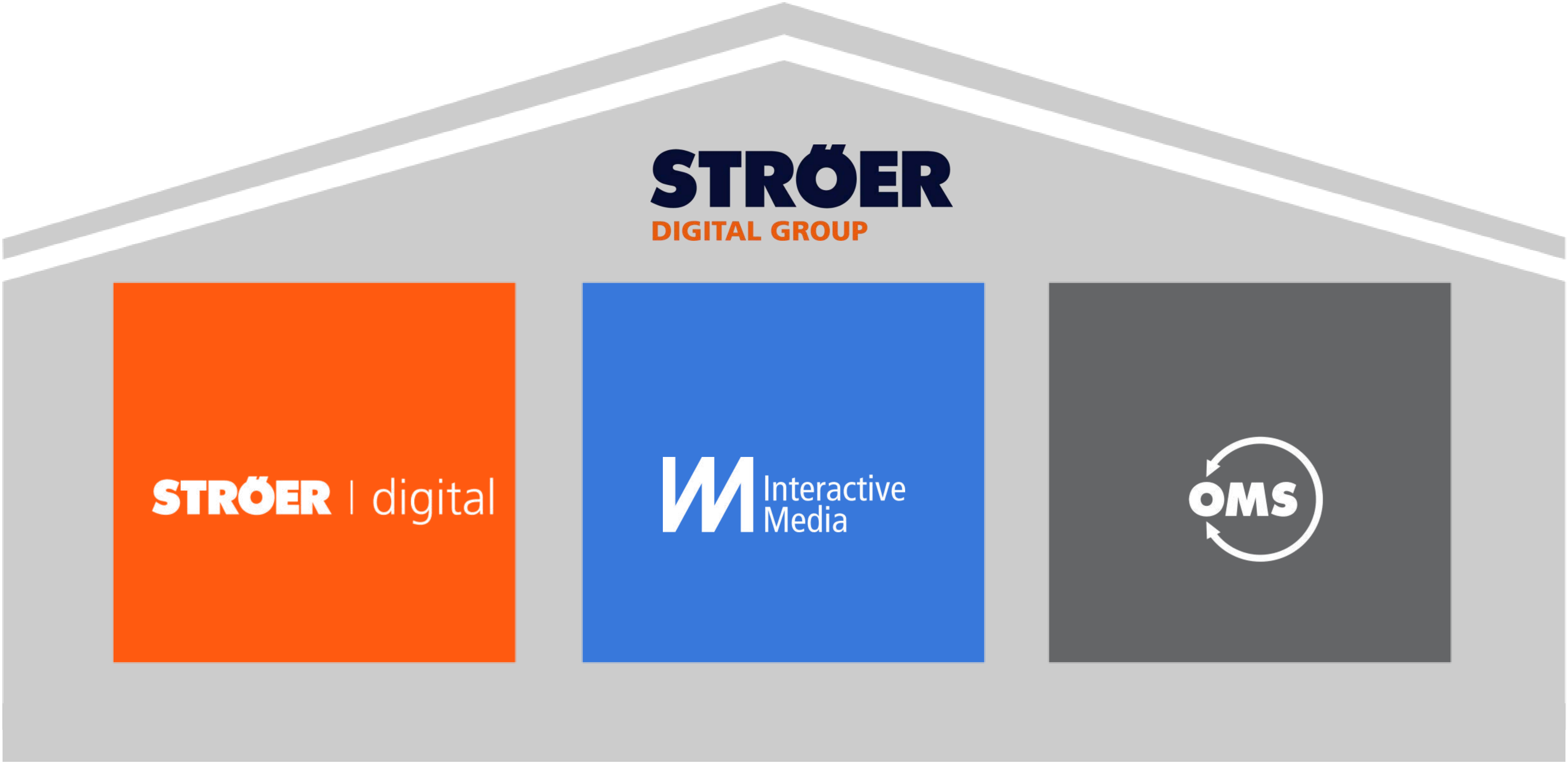
National Online Saleshouse

Two Core Acquisitions in the last 6 Months: IAM & OMS



Two Core Acquisitions drive our 4 clear USPs

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STRÖER | digital

Interactive Media

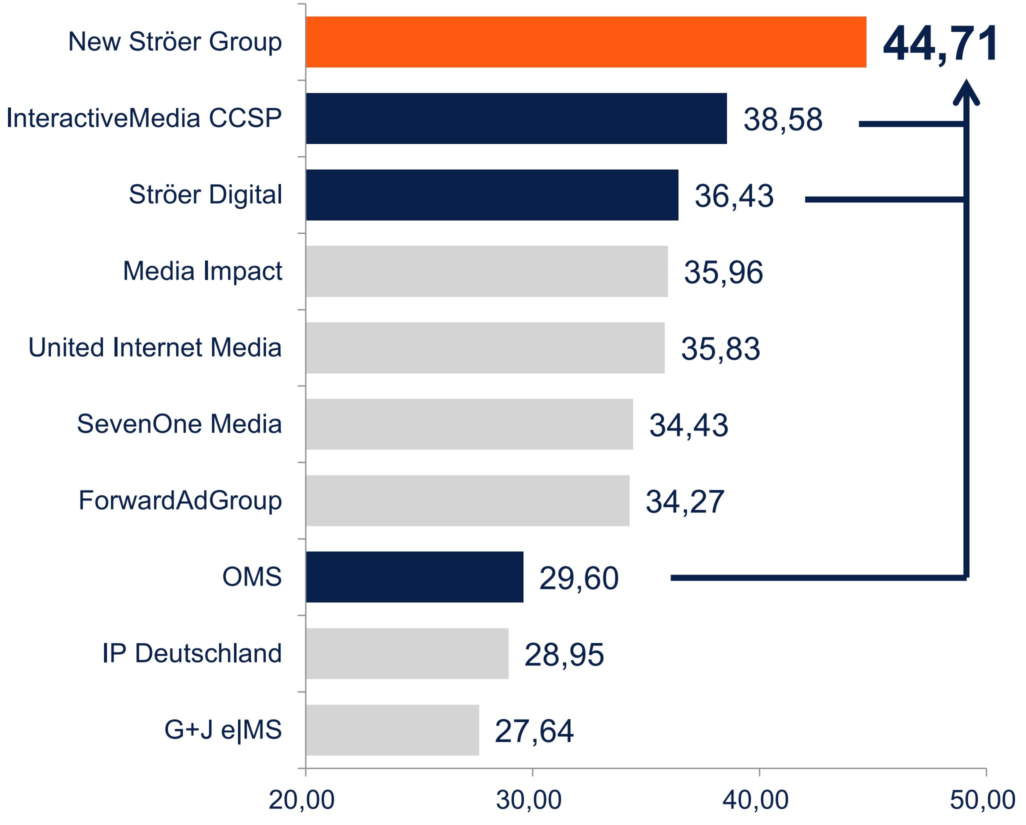
OMS

Reach – Quality of Inventory – Data – Technology

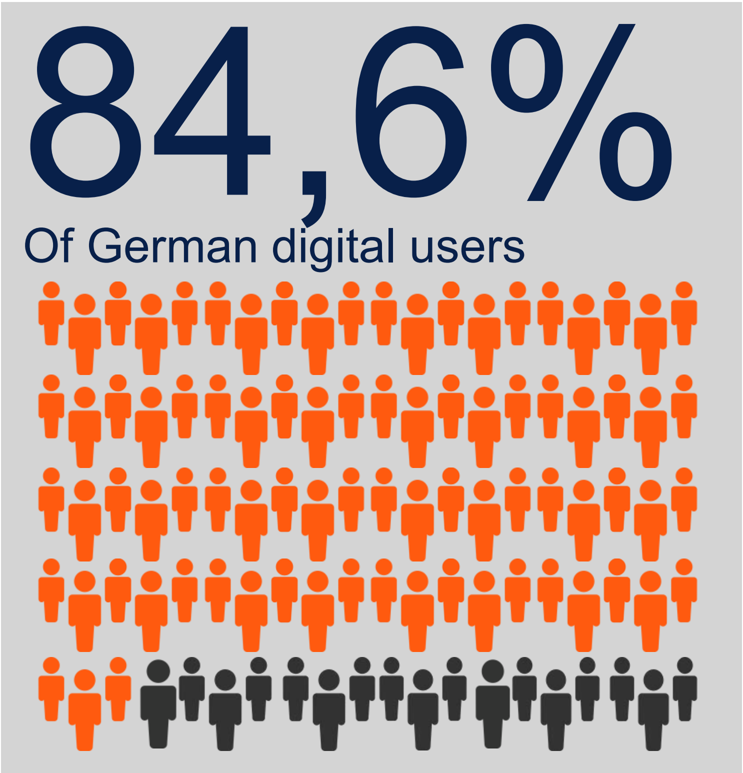
Reach

By far strongest German Player

Unique User in Mio.

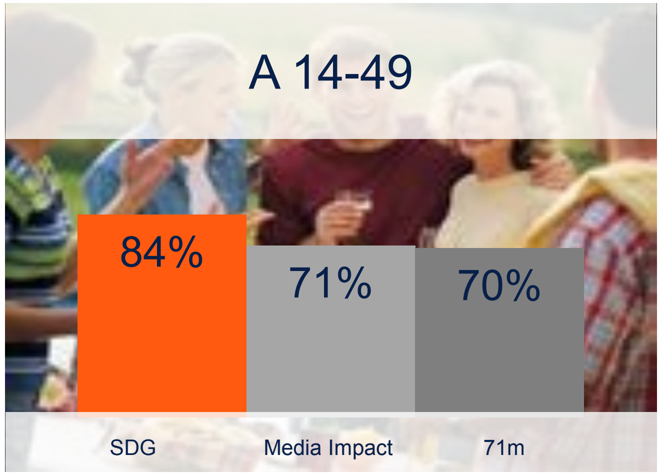


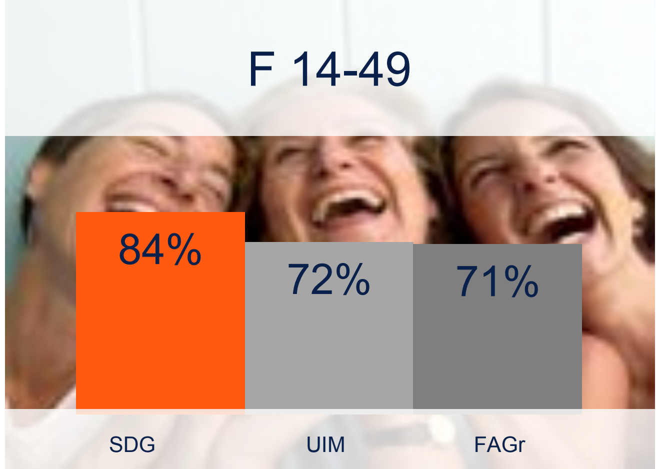
Ströer Digital Group

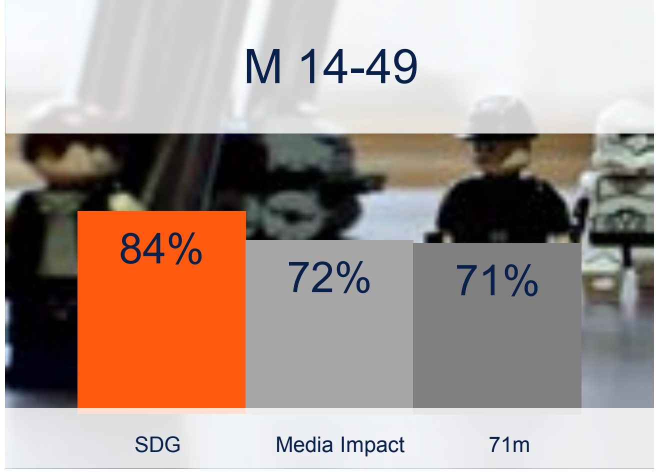


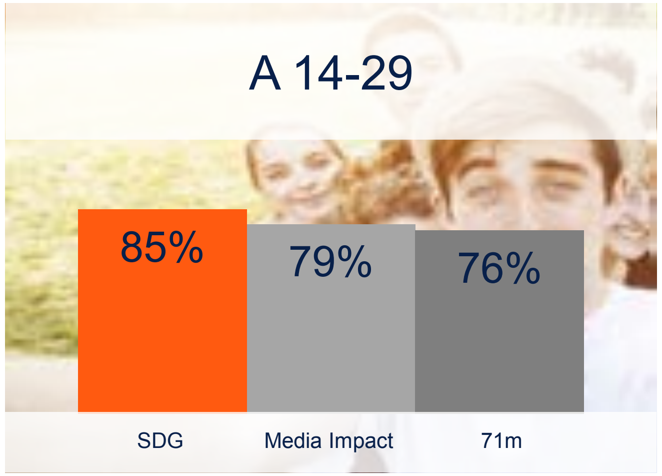
Source: AGOF digital facts (Basis: 14 years and older); Shazam not included

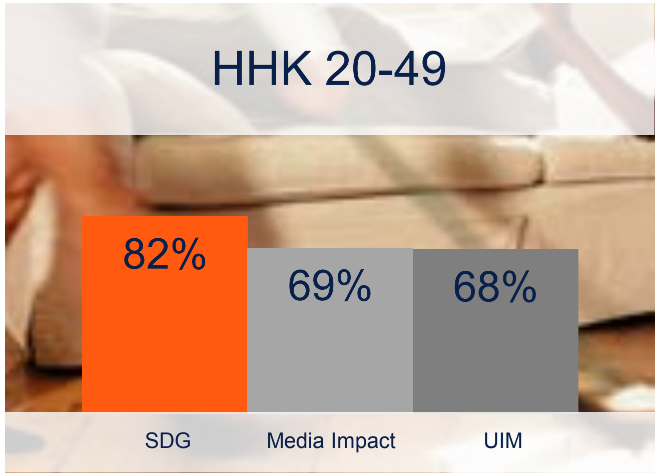
Not only Overall: but for every relevant individual Target Group







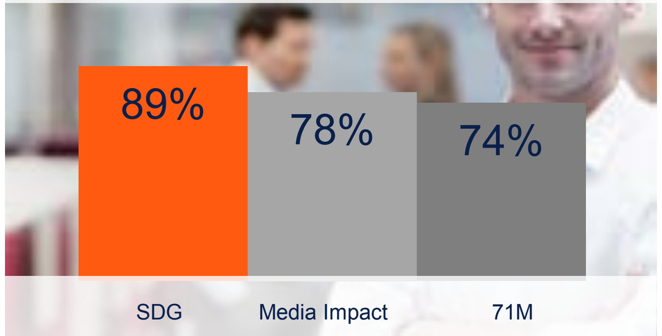




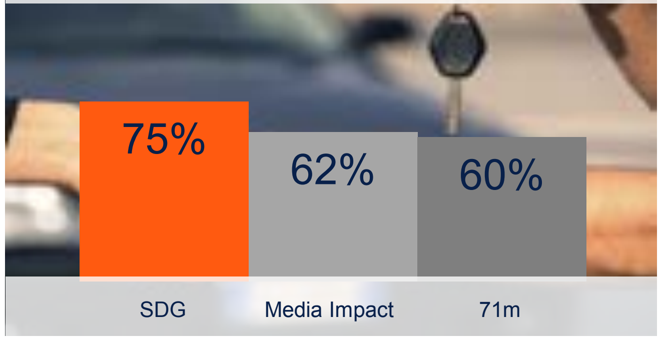
Source: AGOF digital facts; Basis A14+

Not only overall: but for every relevant individual Target Group

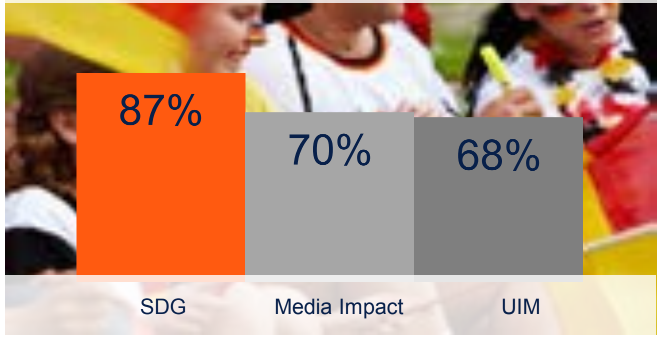
Men with good Income
(M 30-49 HHNE 3.000+)



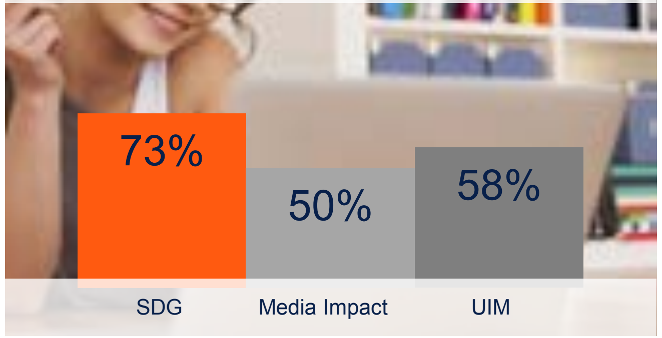
Planned new Car Purchase
(12 months)



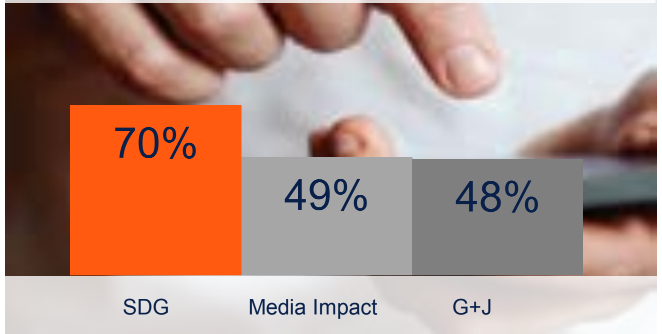
Interested in Sports
(Sport results, sporting report: Nutze dafür mind. gelegentlich das Internet)



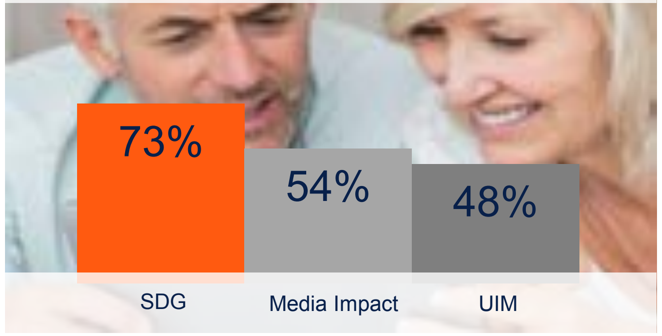
TV-low Consumption
(several times per month and less)



High Mobility People
(MUU 14+)

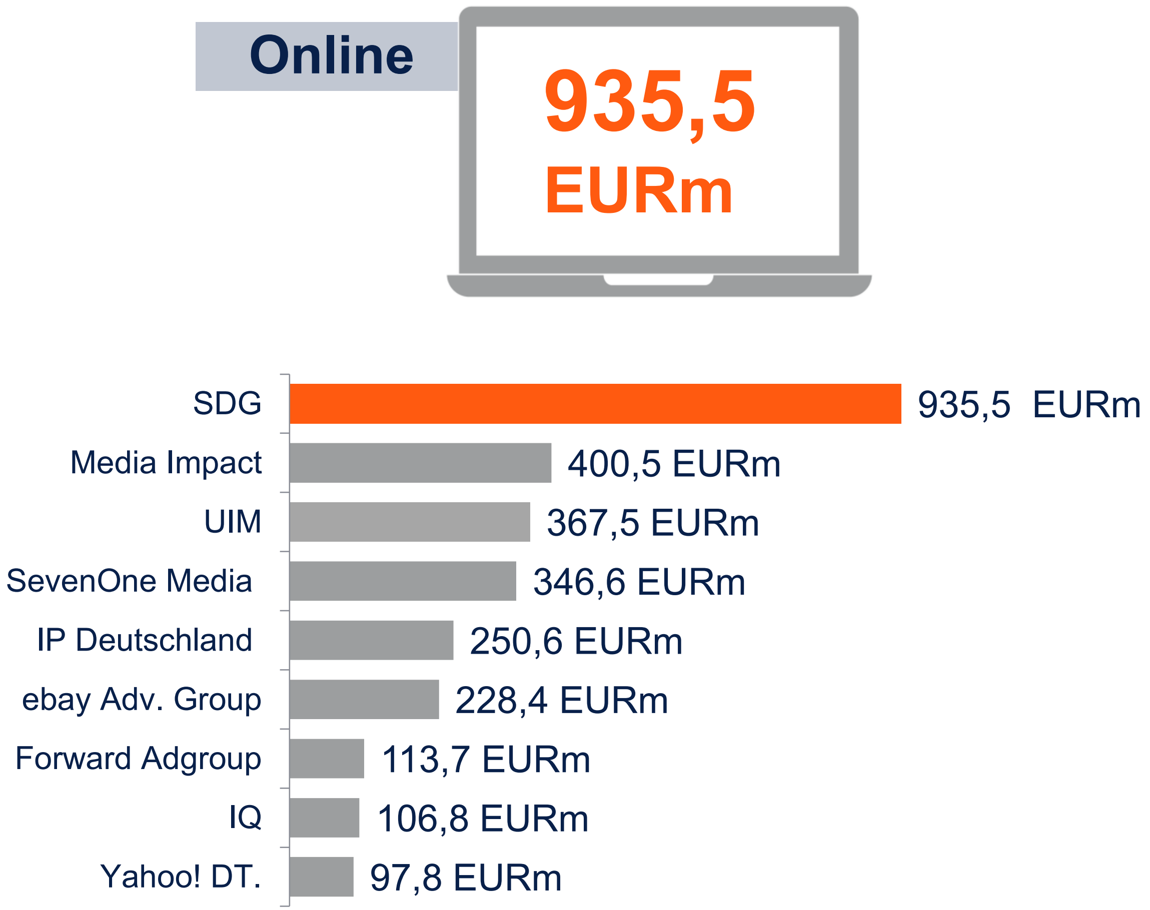


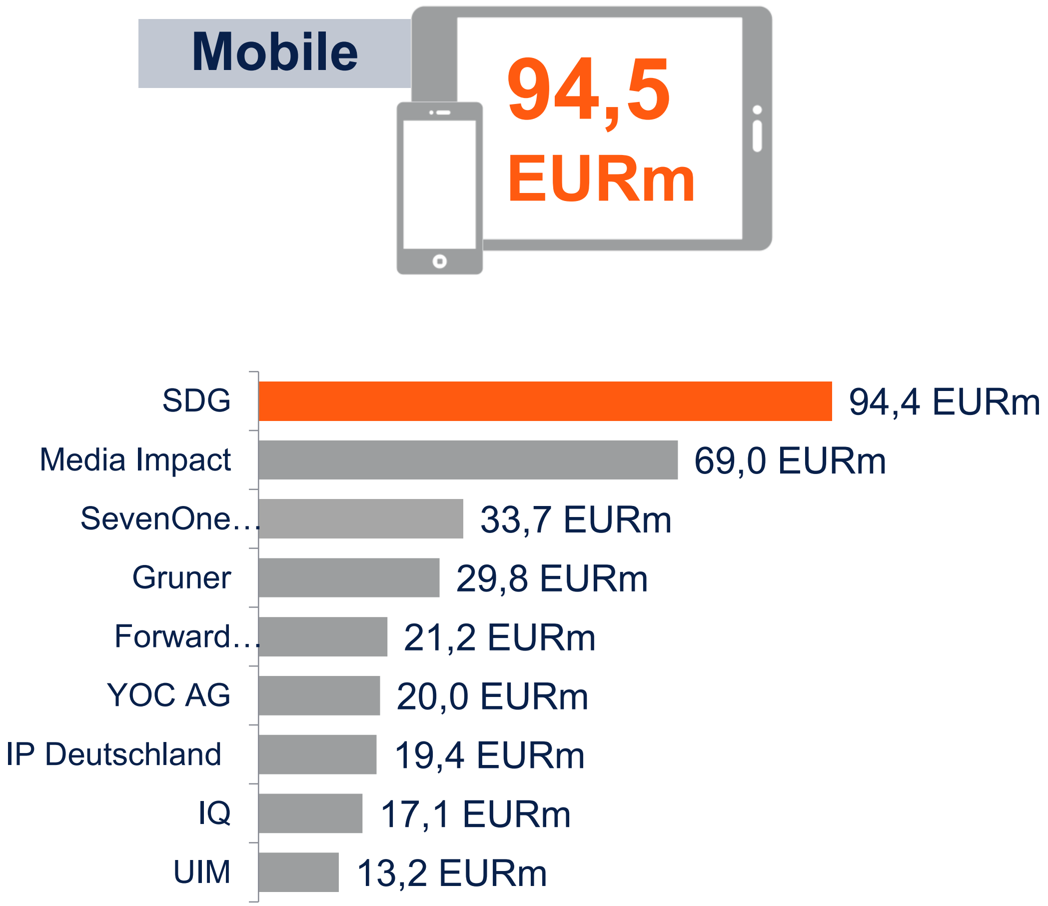
Silver Surfer
(WNK 60+)



Source: AGOF digital facts; Basis A14+

Clear German Market Leader in both Display & Mobile





Source: Nielsen Gross Billings 2015 (Germany); WITHOUT Adscale and TubeOne!

Quality

Top Premium Inventory – just some Channel and Examples

Homepage Blockbuster
Our largest Stage: Maximum guaranteed Reach in the German internet

CHARACTERISTICS
- Daily fixed placement on homepage(s)
- Highest possible reach with guaranteed media performance
- Highly visual ad formats
- Advertisements in highly visible areas
- Online and Mobile

SURROUNDING
- Online: Ströer Digital Group homepages
- Mobile: Mobile homepages (MEW + Apps) of the Ströer Digital Group

NET REACH
- 6,97 Mio UU/ay
(E14+: 31,18 Mio UU/Day)

Wallpaper:	16,1 Mio AIs/Day
Billboard:	14,7 Mio AIs/Day

Presenter Ad 6:1:	10,3 Mio AIs/Day
Interstitial:	3,05 Mio AIs/Day (FC1)

Source: AGOF Internet facts 2015-07, Ø

First Contact – The Opener for Storytelling

Maximum Net Reach by addressing User with the first possible Contact

Wallpaper: 7,7 Mio. AI
Billboard: 6,5 Mio. AI
Dyn.Sitebar: 6,8 Mio. AI

6:1: 4,4 Mio. AI
4:1: 3,8 Mio. AI
2:1: 3,5 Mio. AI
Interstital: 2,9 Mio. AI

CHARACTERISTICS

- Product with daily fixed prices
- Contacts with high quality
- Highest possible reach with guaranteed media performance
- Starting point storytelling / retargeting
- Advertisements in highly visible areas
- Online and Mobile

SURROUNDING

- Online: RoN Ströer Digital Group
- Mobile: MEW and Apps

NET REACH

- 16,61 Mio UU/Day

Source: AGOF Internet facts 2015-07, Ø –day

Regio-Marketing – Impact & Involvement

Smart Geotargeting: Regional Heritage - National Impact

42,8 Mio. UU/month

20,0 Mio. UU/month

CHARACTERISTICS

- „Double Selection“: Comparing the print distribution/radio reception and the location of the user within the OMS portfolio.
- Plus: Audience Extension over the whole Portfolio of the Ströer Digital Group
- Plus Plus: Local-Branch-Ad-Tool for controlling regional dealer ads in an one-stop-shop

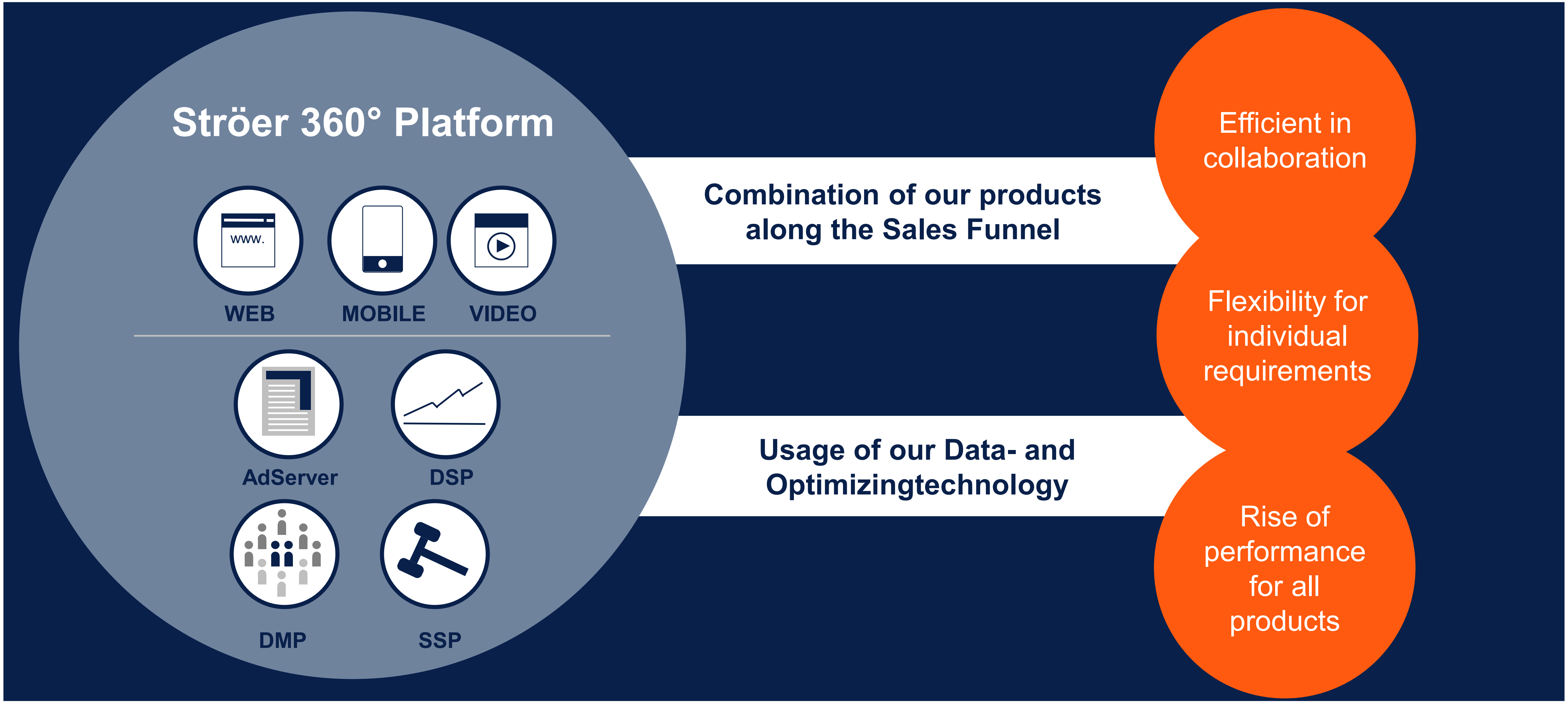
TARGET COVERAGE*

	Interested in	Purchase planned:
▪ New car:	86,5%	87,3%
▪ DIY demand:	85,1%	87,8%
▪ Furniture:	87,3%	88,0%

*Part of interested user reached via Ströer Digital Group portfolio / Source: AGOF digital facts 2015-07

Data & Technology

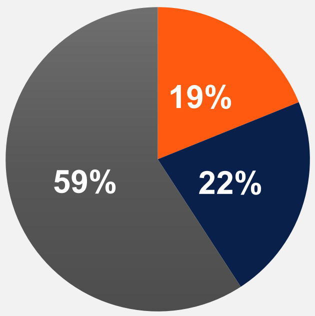
The Foundation of future Success is our own Ecosystem



Platform consisting of diverse excellent Components to systematically improve Technology and Data Stacks

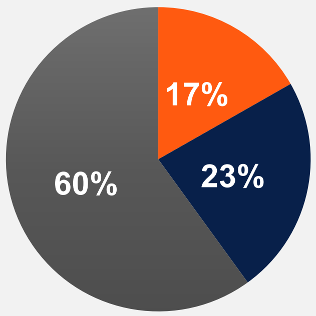
Relevant **Profile Data** reach for Mobile and Desktop

Desktop



IAM & SDG cover
22.7m profiles and reach
41% of desktop users

App



IAM & SDG cover
16.0m profiles and reach
40% of app users

IAM

SDG

Extension of the SDG Tech-Stack through high-quality Management-Tools

	IAM	SDG	OMS
Tag-Management	■	□	□
AdServer	□	■	□
SSP	□	■	□
CRM	■	□	□
Publisher-Portal	■	□	□
Workflow-Mgmt.	□	■	□

■ Part of consolidated target structure

□ eliminated

Source: ComScore and own Data; AGOF digital facts; Basis A14+

Ströer Data-Network aggregates User-Touchpoints Cross-Medial and therefore offers a Base for profile-data-based Targeting

Sources of data and data collection	Converting data and establishing segments	Usage of segments and segment monetarisation

DATA COLLECTION, e.g.

Desktop

BODYCHANGE, businessAD, StayFriends, statista, OFM, InteractiveMedia, OMS

Mobile

PERMODO, GIGA, Kicker, Shazam, KissMyAds, MySpass

OOH

INFOSCREEN, Station Video, Mall Video

DATA INTELLIGENCE

Online/Mobile DMP

Data-Sharing

OoH DMP
geo data

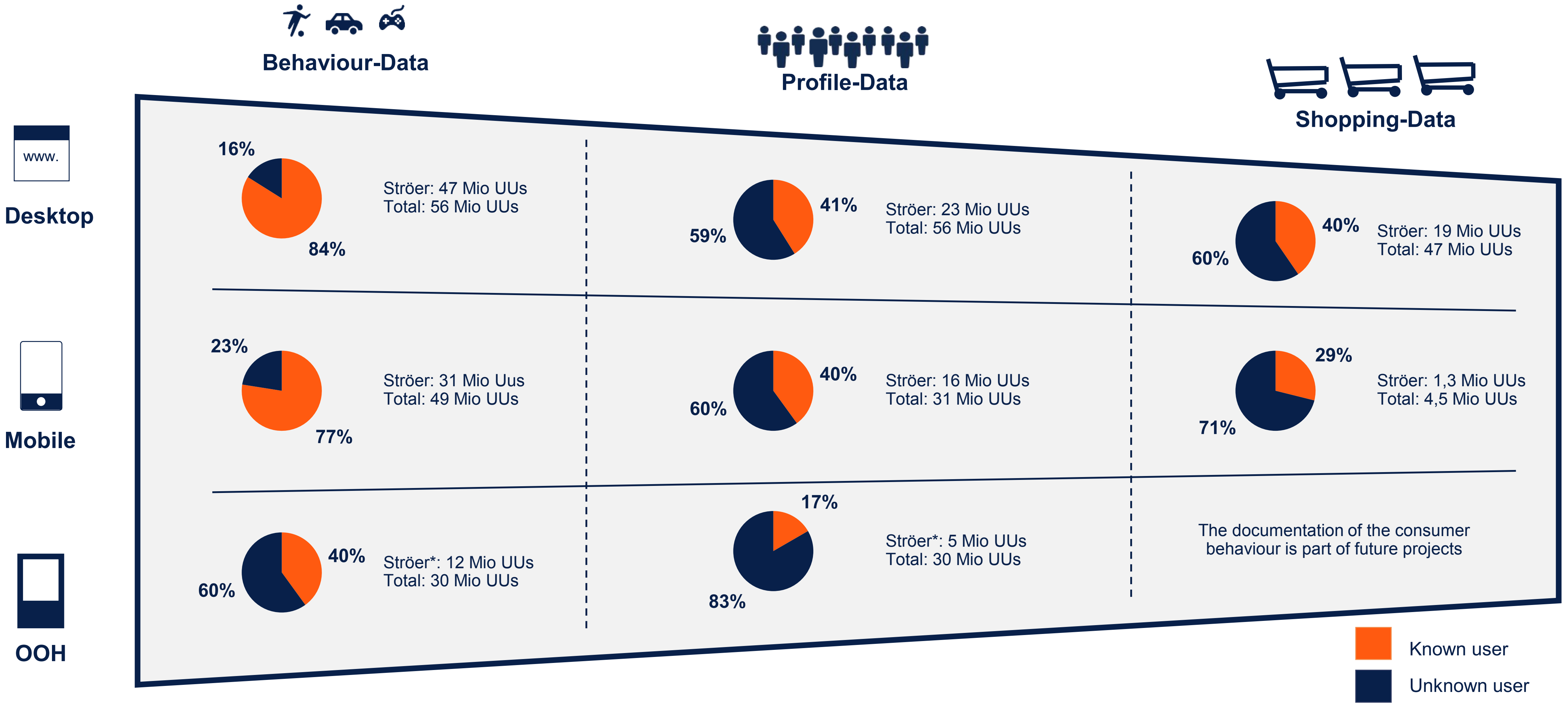
DATA DISTRIBUTION

Targeting
- Target Groups
- Performance-Targeting
- Content Prediction
- Cross-Channel-Targeting

Planning
- Environment affinity
- Calculation of Contact classes
- GRP-Forecast
- Cross-Channel-Optimization

Impact
- Advertising impact research
- Reach of target group
- Cross-Channel-Conversion Tracking & Measurement

Replacing traditional Prediction-Models with hard Profil-Data-Targeting



Source: ComScore, AGOF, Statista and own Data . * after successfully building up the der Ströer Beacon Infrastructure in 2016

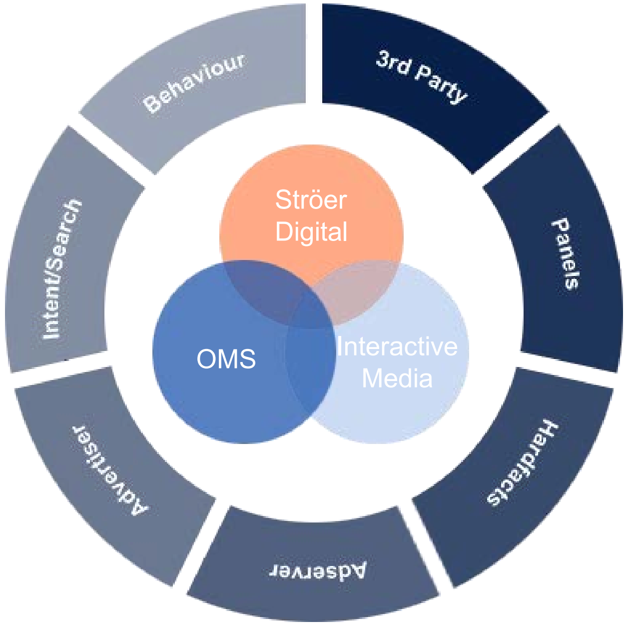
Our Targeting Products serve all relevant Market Needs

Demographic / Hard facts
Age | Gender | HHNI | Education| Profession | Kids | HH | a.m.m

Intent
Purchase intention car- e.g. for category or brand | Intention to move | a.m.m

Customized Audiences
Individual target group after clients agreement, e.g. frozen pizza consumer

Shopping Behaviour
Supermarket | Discounter | Organic shop | Online | specialist trade | Health | a.m.m.



Individual ReTargerting
Recovery of marked user e.g. Shop- or website visits

Weather
Temperature | Population | Thunder | Fog | Sun | Rain | Snow

Technical
FC | Time | Browser | Device | OS | Mobile Device | Language | a.m.m

Prospecting
Modelling of brand-oriented user with the help of statistic twins

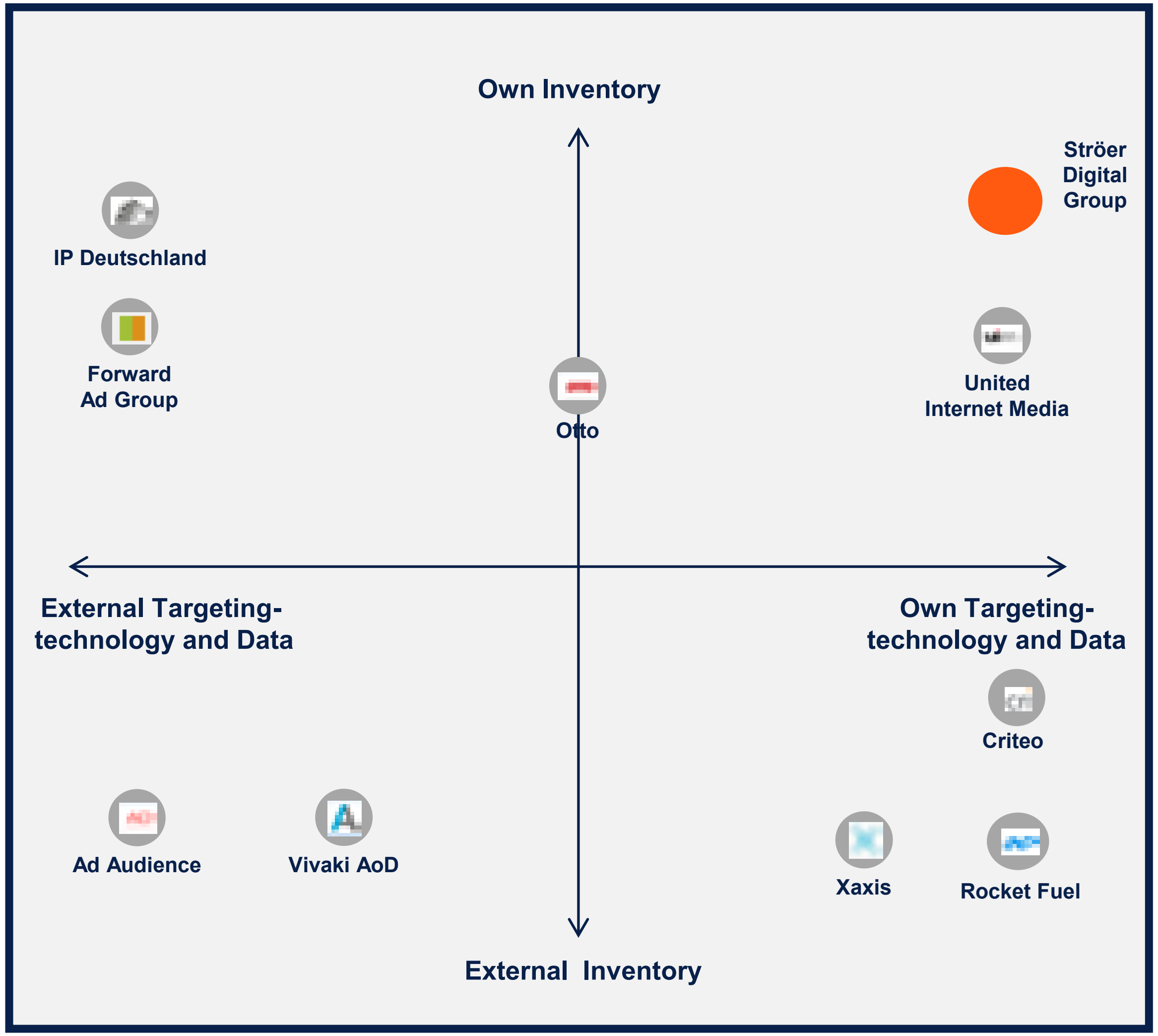
CRM-Onboarding
Uploads & Matchmaking based on lists

Geographic
Countries | States | Cities | Zip code areas | Double Select

Interest
Automobile | Movies | Finance | Fashion | Insurance | Travel| Sport | a.m.m

Contextual / Semantic
Realtime content analysis | Brand-Safety | Keywords

Only through the combined Aggregation and the Control of Data and Inventory we are able to reach a competitive Position



- **Strongest Players dominate through:**
  - Large reach of inventory
  - Big own data pools/user profiles
  - Integrated technology for optimization
- **Systems of Agencies** generally do not reach the critical mass – available user data on the market are not available
- **Locale Player** (UIM, Otto) also do not reach the necessary critical mass to be able to stand the US market in terms of depth and broadness of user data

To create a local hero it is necessary to aggregate reach and user profiles

Summary & Checklist

What is the status and the future roadmap of of national digital saleshouse?

1. **German Market Leader: Reach & Quality** ✓
2. **Proprietary Tech Stack – to leverage Size** ✓
3. **Data Monetisation with massive Upside** ✓


STRÖER
Local Digital Advertising & Marketing Solutions

Customer Behaviour

73% of internet users research local businesses online**. 38%** of buyers research online before buying offline. ROPO = Research online, purchase offline. **42%** of ROPO customers use Google within their research process.

Source: Google / GfK Media Efficiency Panel

Research online

Purchase offline

Support your local POS with local online advertising in Google and beyond

RegioHelden Products:

- Directory Management
- Local Marketing Websites
- Local Google AdWords & SEO
- Local Display Ads
- Call Tracking / Reporting

Benefits:

- Centrally coordinated, served out locally
- Scalable solution for hundreds / thousands of POS
- Reporting to POS and headquarters

Customers include:

- Store chains
- Franchises
- Manufacturers
- Purchasing associations

Working for national Brands and over 40,000 of local Businesses

National customers with local campaigns	Local SMB customers
	...and thousands more

RegioHelden Products

360° online marketing suite for local SMBs

Topseller: RegioHelden Marketing System

Directory Management & Google My Business	+ Marketing Website	+ Google AdWords	+SEO / Display ads
€ 29/month/POS	€ 89/month/POS	from € 500/month/POS	from € 800/month/POS

€ → €€€

Invest € 29/month/POS — € 89/month/POS — from € 500/month/POS — from € 800/month/POS

Google My Business & Index Listings

Your POS will be found in all relevant online portals with consistent data

- Complete profiles in all relevant portals
- Consistent NAP-data (Name, Address, Phone Number) pushes Google ranking
- Data-lock to avoid future settlements
- Central CI control (e.g. logos, pictures)
- Enrichment of profiles (e.g. opening hours, contact persons)

Pricing: from 29€/month/POS

Local Marketing Websites

Your POS will get a state-of-the-art website with your own CI and localised content

- Do-it-for-me creation with RegioHelden
- Responsive website design for all devices
- Local content
- Strong call-to-action
- Call tracking
- Conversion-optimised for calls & lead-forms
- Central CI steering
- SEO-ready (e.g. fast loading, clean URL structure)

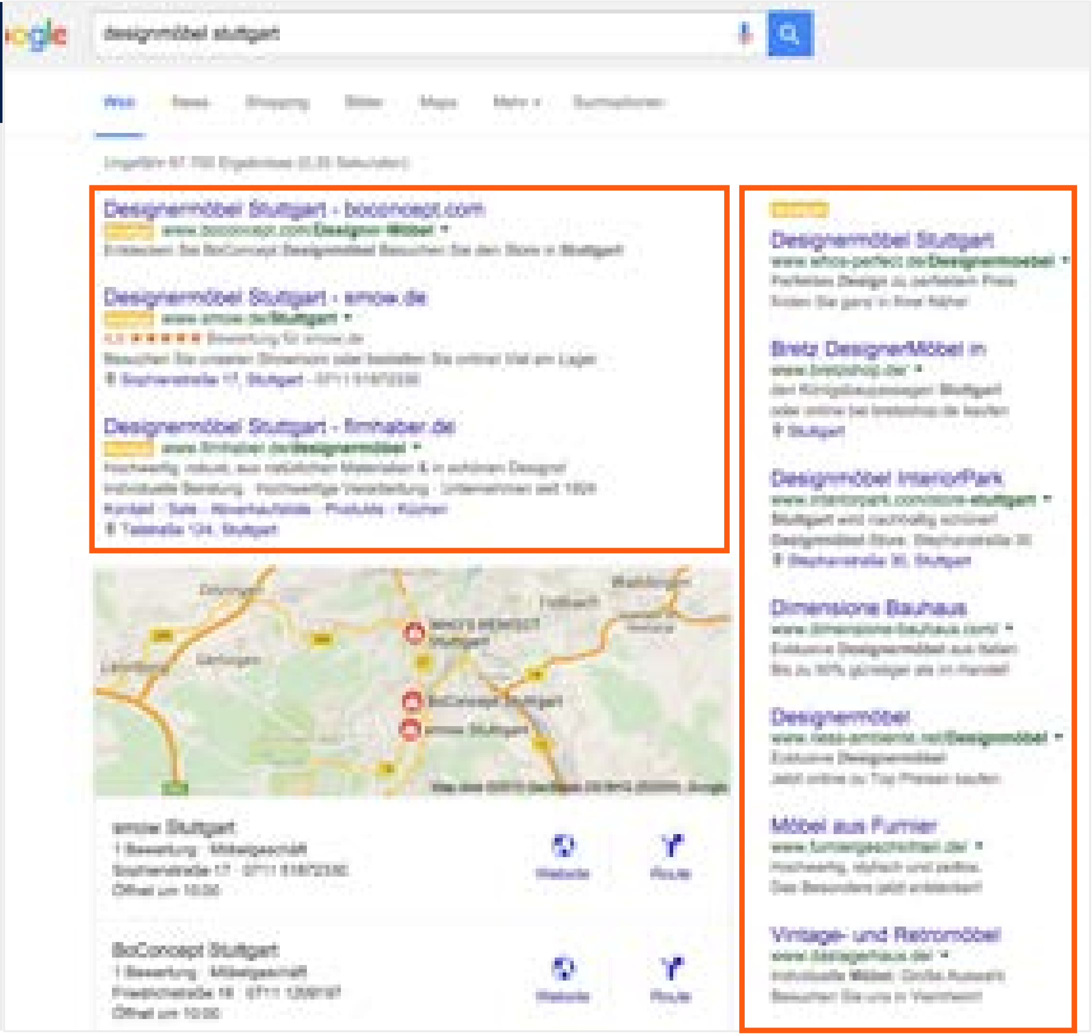
Pricing: from 89€/month/POS

Local Google AdWords Campaigns

Your POS wins clients through catching regional demands from Google

- Expertise from thousands of local campaigns
- Top-3 German Google partner*
- Award for highest customer satisfaction*
- Local / regional targeting (via geo localisation & keyword targeting)
- CTR optimisation (e.g. ad copy, location extensions, Mobile extension)
- Admin of budget & bid management

Pricing: from 500€/month/POS



* Google Germany / Netpop Research 2013

Local Banner Ads

Your POS wins clients through having more local visibility and brand presence

- Building up attention and practice branding
- Zip code targeting to avoid scattering
- Demographic targeting for age & gender – but also any relevant criteria from Ströer DMP
- Leveraging largest German display network for huge digital demand of local SMBs

Pricing: from 1,500€/month/POS

* Google Germany / Netpop Research 2013

Case Study– Bosch Service

Task: Increasing local requests of Bosch partner garages

Used Products:

- Directory Management
- Marketing Website
- Google AdWords
- SEO
- Display Marketing
- Call Tracking

Budget per POS: starting from appr. 700€/month

Case Study– Wöhlke furniture manufacture

Task: Increasing local requests of DBU-competence partner from trades and crafts

Used Products:

- Directory Management
- Marketing Website
- Google AdWords
- SEO
- Display Marketing
- Call Tracking

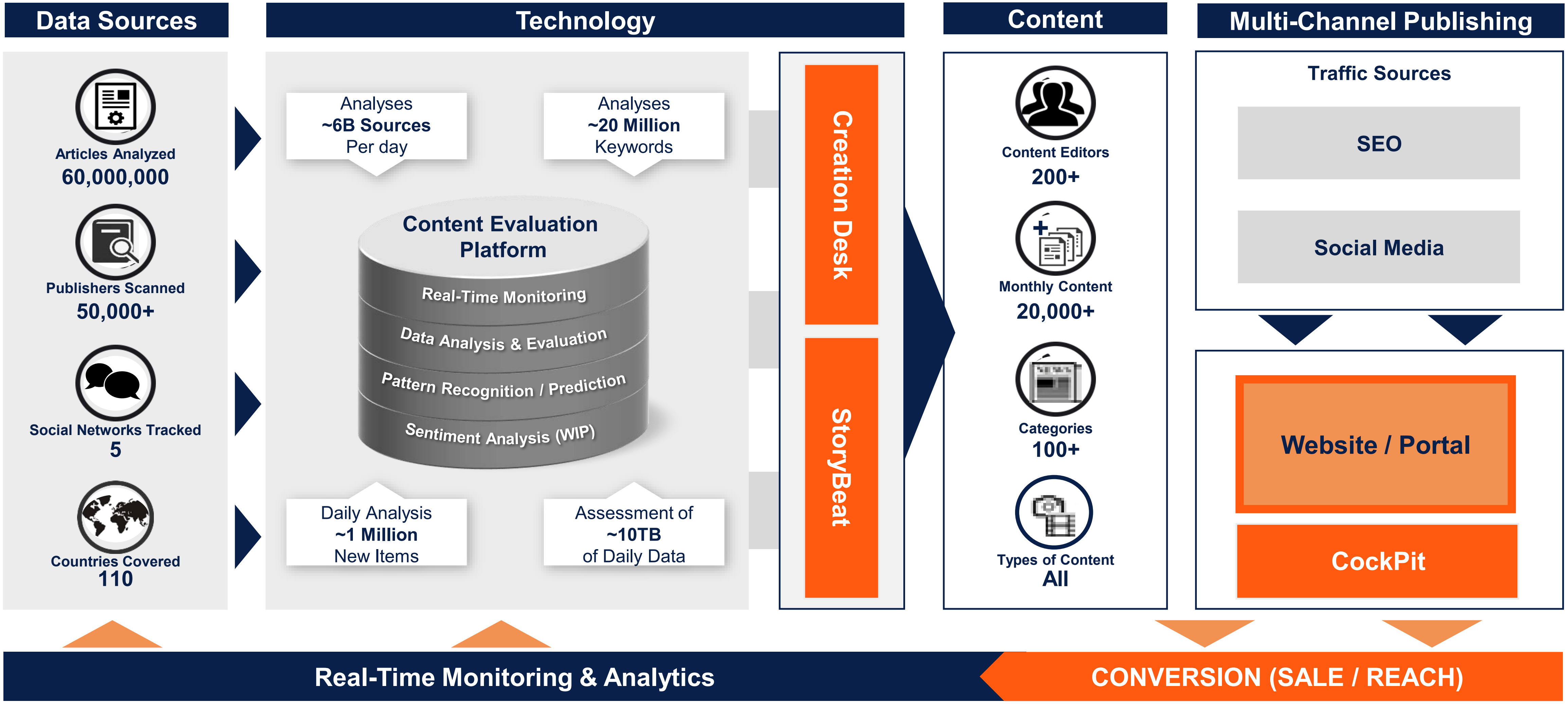
Budget per POS: starting from appr. 500€/month

Summary & Checklist

What is the status and the future roadmap of the local (digital) saleshouse?

1. Strong 360° digital product kit for SMBs ✓
2. Excellent tool backbone and customer service ✓
3. Leveraging growing OoH Sales Infrastructure ✓

Ströer Publishing Tech Stack: Turning the old Model upside down



Ströer Web Portals: T Online as the leading General Interest Portal

News & Services

Visits	PIs
444	4.638

T-Online.de

- Leading German News & Content Portal with access to a client base of over 32,5 mio. UU[(1)] per month
- T Online is the most trusted internet brand in Germany
- Reasons for visits include recent reporting (75%) or Special Interest content like weather (57%), sport (56%) or entertainment (51%)

32,4 Mio. UU

T-Online Brand environment: wanted.de wetter.info ZUHAUSE.DE mydoc.de

T-Online Wetter.info Tanken Herzrasen

Source: AGOF DF 2016.01 and internal Data

Ströer Web Portals: Leading Special Interest Platforms in highly relevant and commercially interesting Sub segments

Tech & Gaming

UU*	Visits	PIs
13,3	44,0	125,0

GIGA.de

9,3 mio. UU

Under the top 25 portals in Germany and one of the biggest German tech and gaming portal

Spieletipps.de

2,5 mio. UU

Offers news, reviews and test results to the gaming-community

Spielaffe.de

1 mio. UU

Over 12.000 online games without downloading/installation

Source: AGOF DF 2016-01 *with overlappings

Ströer Web Portals: Leading Special Interest Platforms in highly relevant and commercially interesting Sub segments

Entertainment

Visits	PIs
6,2	20,4

Kino.de

3,4 Mio. UU*

Trailer, charts and movie program of German movies as well as reviews

Women & Lifestyle

Visits	PIs
4,3	15,7

erdbeerlounge.de

2,6 Mio. UU*

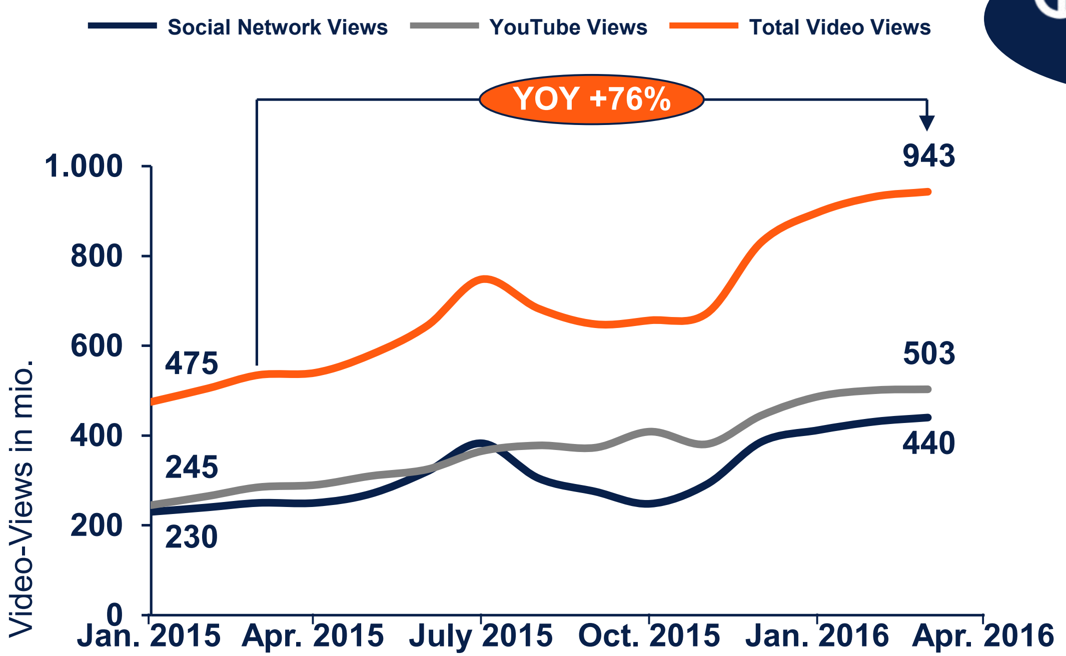
Topics of stars, fashion, lifestyle, love & recipes plus community

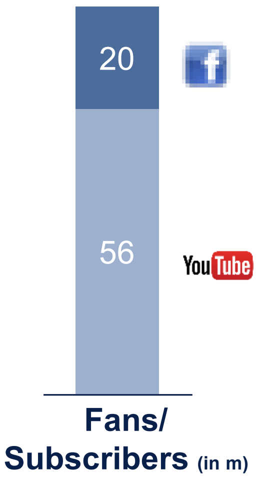
Source: AGOF DF 2016-01, *Google Analytics

TubeOne is running five Social Video Verticals and is the biggest Social Video Network in Germany

Social Video Portals

Video Views in mio.





Portfolio (>150 YouTuber)

Entertainment

Julien Bam

Sport & Fitness

Alon Gabby

Tech & Gaming

Dner

Beauty & Lifestyle

Dagi Bee

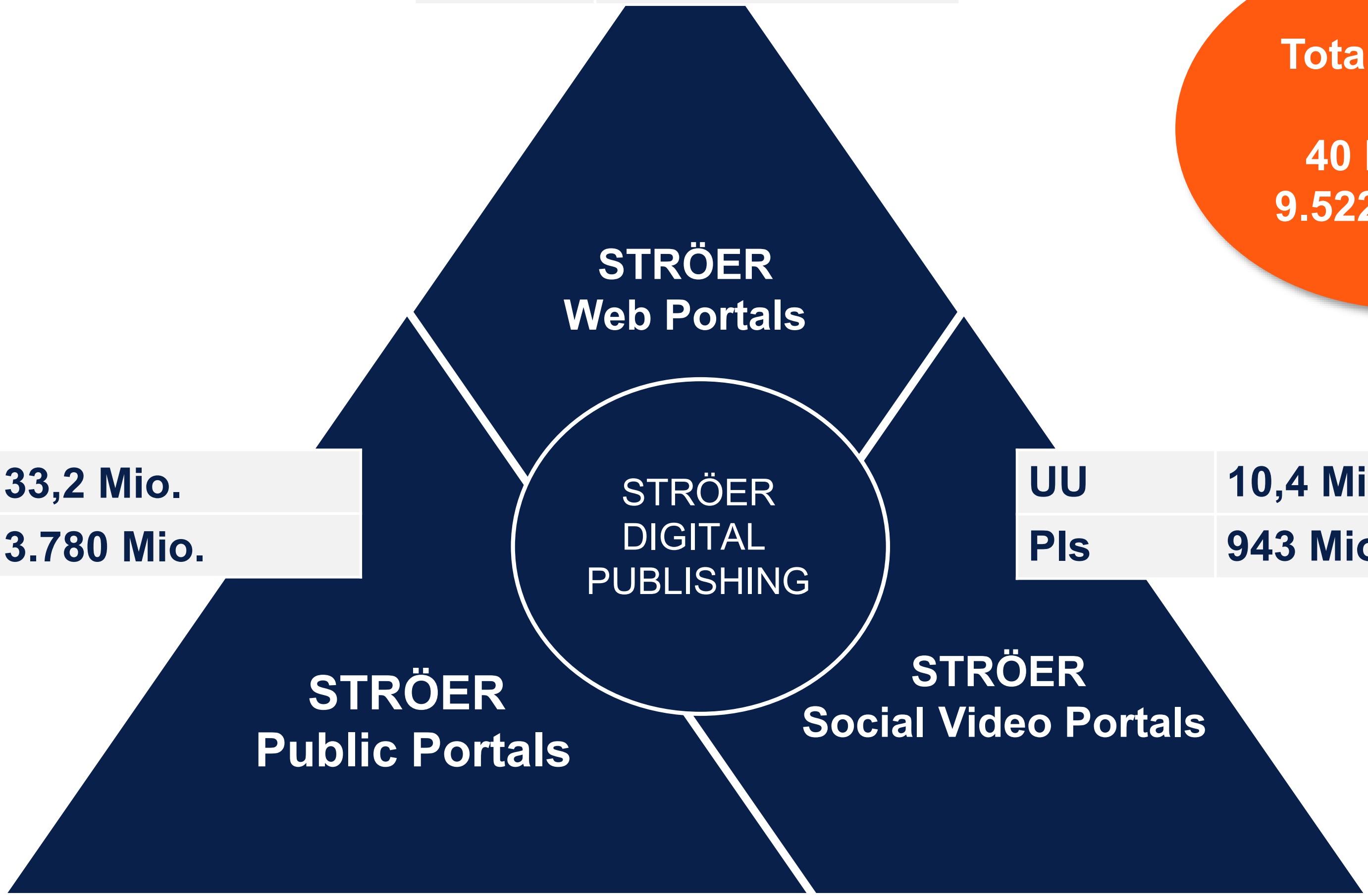
New vertical : Family & Living

With over 900 mio. views TubeOne Networks is the biggest Social-MCN in Germany

Source: ComScore, YT Analytics, internal data

Ströer Content Group 12/2015: 40 Mio. Unique User over all Platforms

UU	34,8 Mio.
PIs	4.799 Mio.



UU	33,2 Mio.
PIs	3.780 Mio.

UU	10,4 Mio.
PIs	943 Mio.

Total Reach*:

40 Mio. UU
9.522 Mio. PIs

*without overlapping

Summary & Checklist

Structure and Key Logics of our Content Asset

1. Unique Multi-Screen Content Distribution ✓
2. Performance Publishing Approach ✓
3. Growth Focus on four 4 Verticals ✓

Diversification of Revenues: Example GIGA

Tech & Gaming

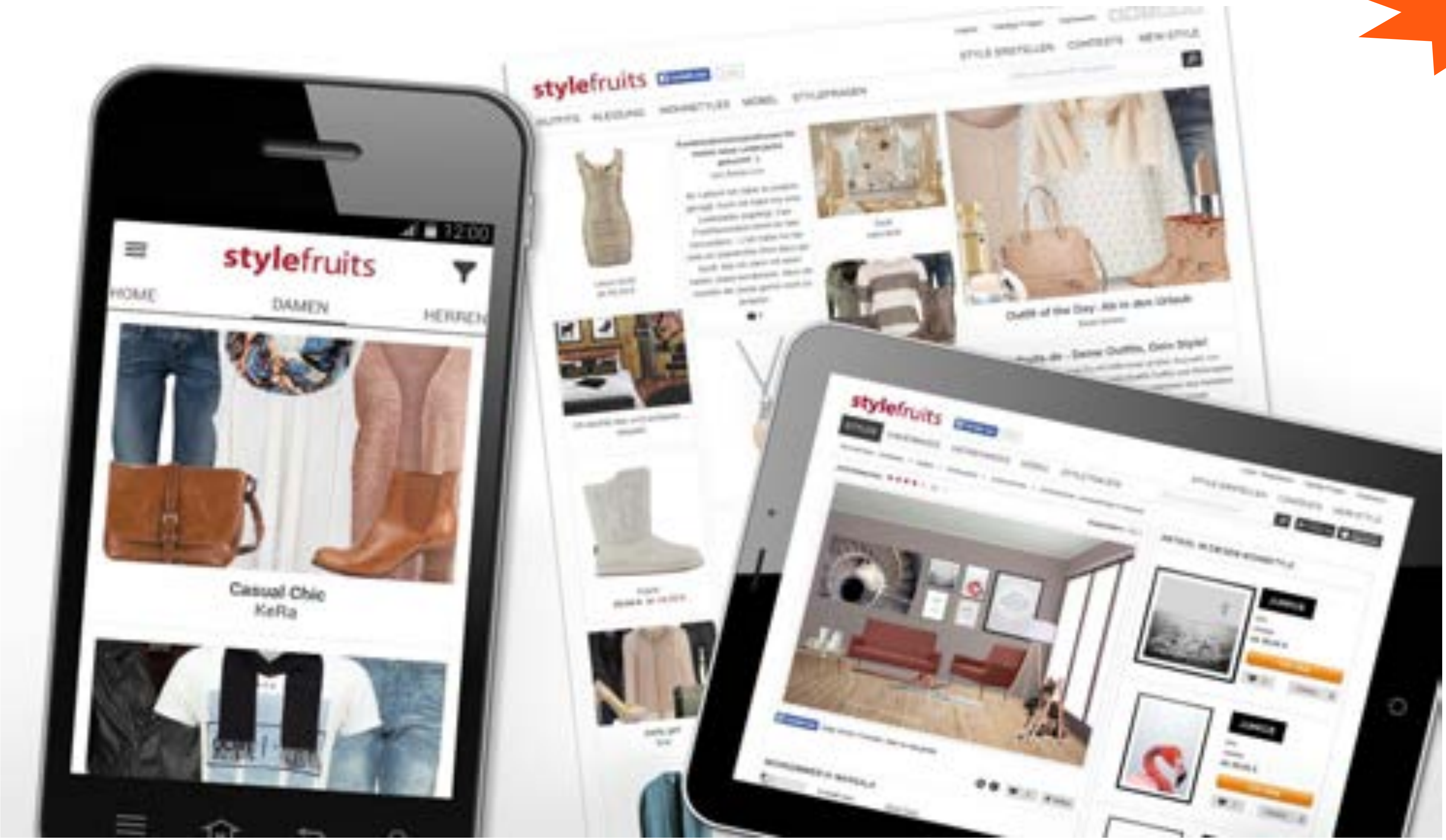
Gaming Accessories

LIONCAST

Mobile Phone Accessories

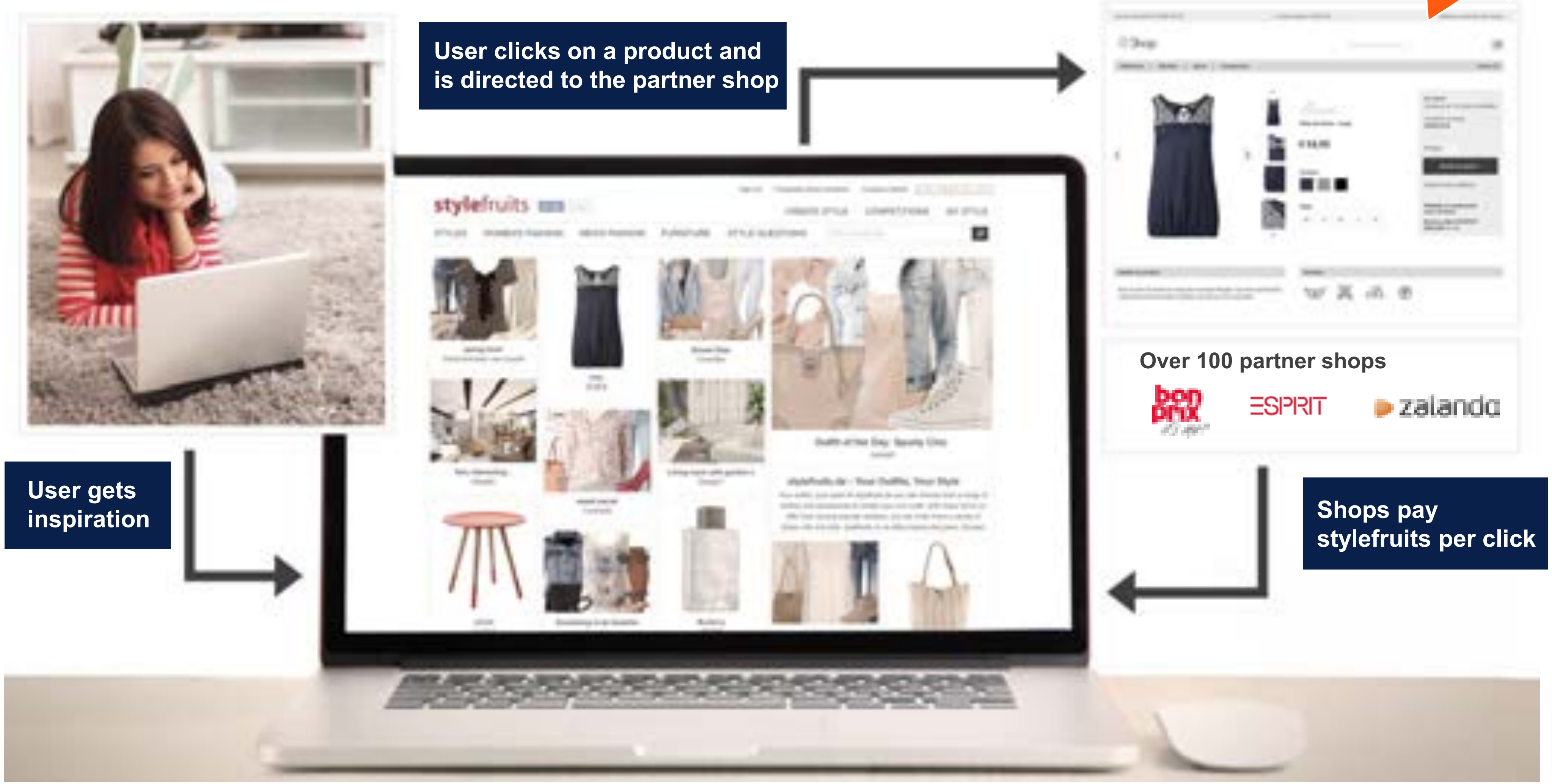
Stylefruits: The Digital Companion for Fashion & Home

Women & Lifestyle



Stylefruits: Business Model

Women & Lifestyle



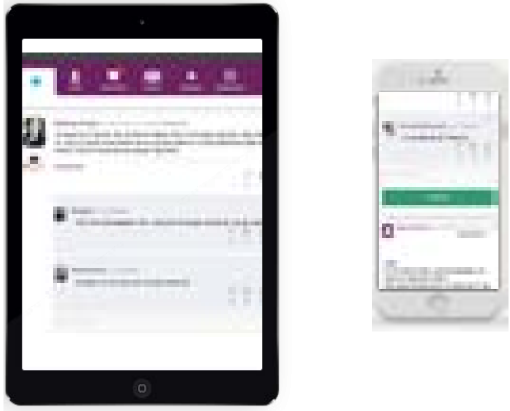
Bodychange: Weightwatchers of the Digital Age

Women & Lifestyle

Members area – Main page

Members area – Program page

Mobile community app



Shop

Bodychange: Business Modell & Products

Women & Lifestyle

Product	"10WBC"	"10WBC & NEXT" / "NEXT"	
Description	10-week online video coaching program in form of a time-limited course	Subscription-based online video coaching program (12+/15+ months subscription)	Online shop offering own-branded products which are custom-tailored to complement the BodyChange programs
Pricing	**€89 (one-time payment)**	**€12.90 per month (CLV 350+ €)**	**€40 average basket size (net)**

Look & Feel

online coaching programs

mobile community

Stayfriends: Re-connect with Classmates

News & Services

19.2m
VERIFIED REGISTERED MEMBERS

1.1m
REGISTERED GOLD MEMBERS

64.8m
UNIQUE RETURNING VISITORS LTM

171k
AVG. PROFILE VISITS/DAY LTM

788K
NEW VERIFIED REGISTERED MEMBERS LTM

26.3m
PHOTO TAGS

Stayfriends: Business Model & Features

News & Services

Business Mechanics

1
- Focus on:
  - SEO excellence and
  - effective marketing campaigns

2
- Interactive newsfeeds
- profile centric content
- user-friendly navigation

3
- Desire to communicate and
- curiosity drive upgrades

4
- Proficient renewal management and
- successful reactivation by email

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)

STRÖER

Statista – The Netflix of Statistics

Statista in Numbers

#1

destination for data inquiries:
Statista is **category leader** among market research companies

≈20

Million € in sales in 2016:
Statista is a **significant and strongly growing B2B subscription business**

35

percent profit margin in German subscription business in 2015:
Statista has delivered **proof of profitability**

40

percent of sales international in 2016:
Statista is already a truly **international platform**

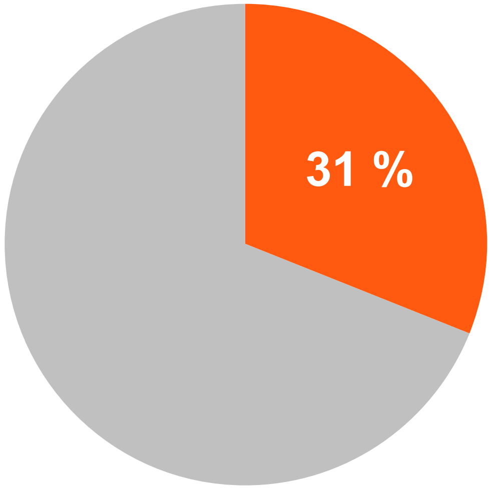
>50

Annual growth rate for the next three years:
Statista is a **high growth company**

The “Market Research” market is fragmented, national and intransparent

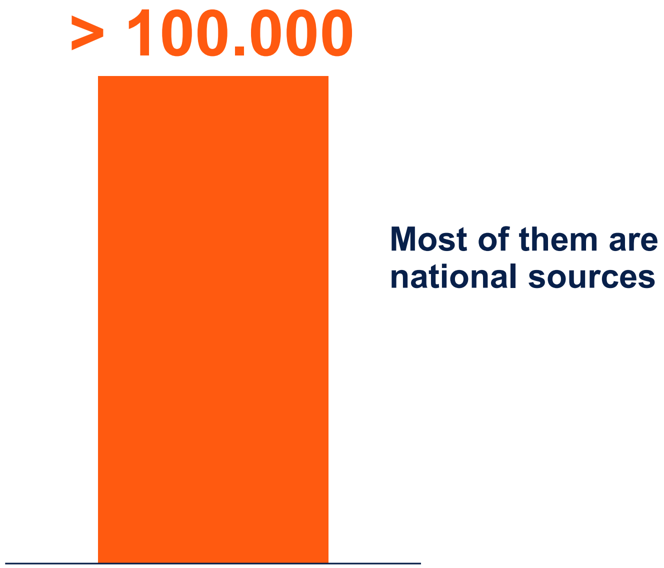
The “market research“ market is fragmented

Total market share of top 3 companies:
Nielsen, IHS, & Kantar, worldwide 2014[1]



The market research market is national and intransparent

Number of market research supplier,
including public sources, worldwide, 2015



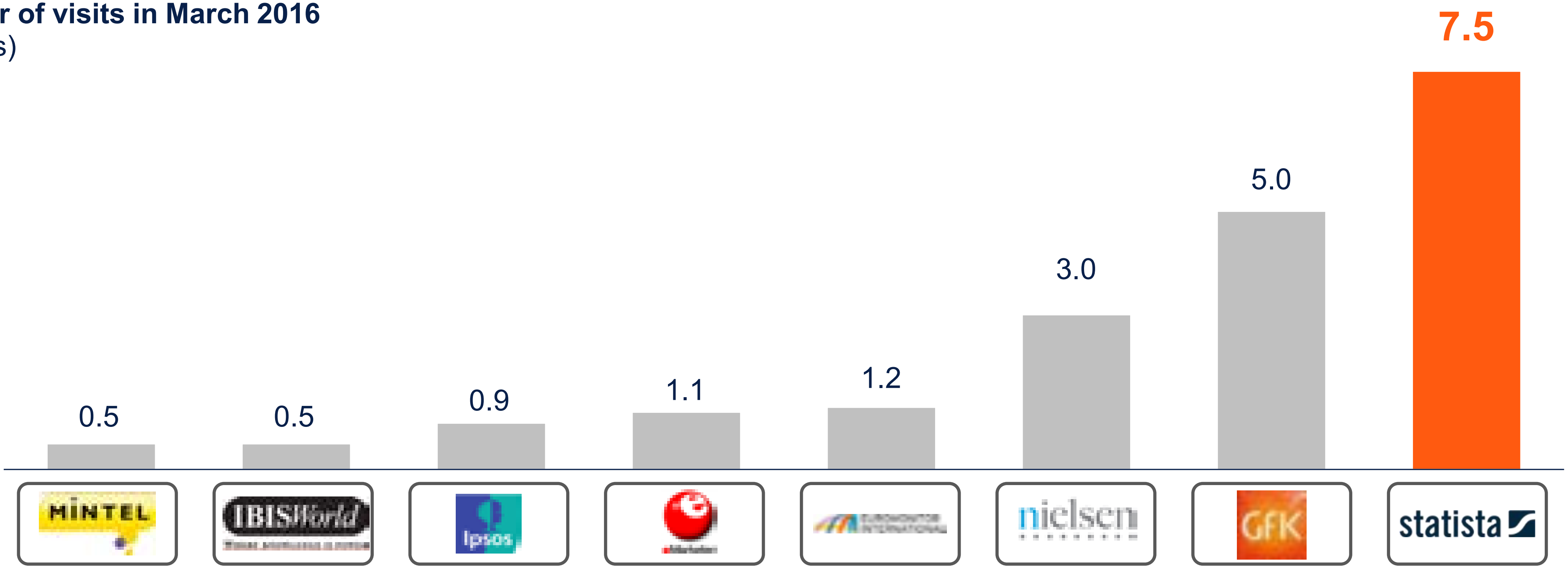
Statista wants to change this

- 1. Esomar, Amercian Marketing Association 2015

Statista is the World Leader in Online Market Data

Overview of website traffic

Number of visits in March 2016
(millions)



Statista has more than 290 employees in Germany, USA, and the UK

- Source: similarweb

We offer two Types of Services to our Clients

Subscriber service to our pool of statistics as well as individual market research

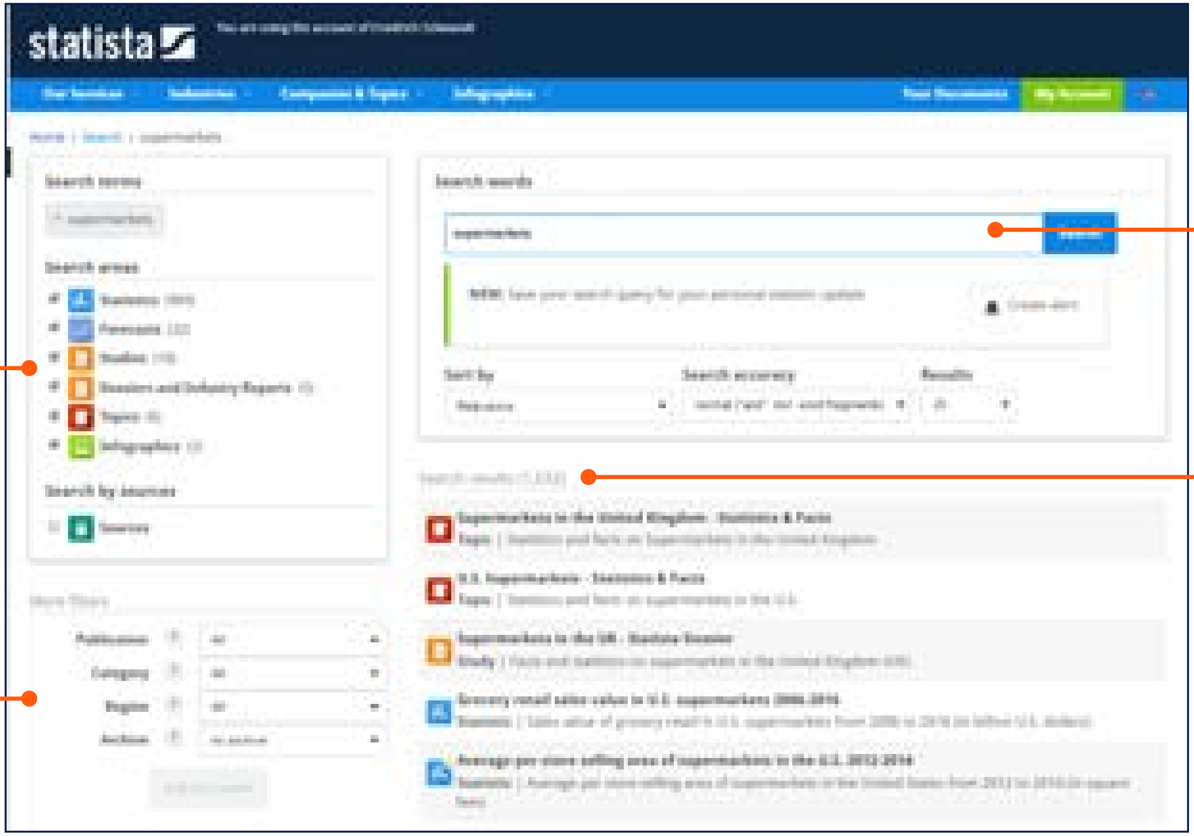
Statista.com

- Leading online statistics portal
- Over 1,000,000 data points on 80,000 topics from >18,000 sources
- Industry reports, dossiers, study database
- Provides forecasts for 500 industry sectors and 50 countries

Statista Research & Analysis

- **Creation of rankings & top lists, sale of licenses**
- Content creation for statista.com
- Research & analysis services for companies
- Focus areas telecommunication, internet and mobile
- Market studies and market monitoring
- Infographics

Our Website is built like a B2C Product – simple and intuitive



Different
data bases and
content formats

Relevant filters

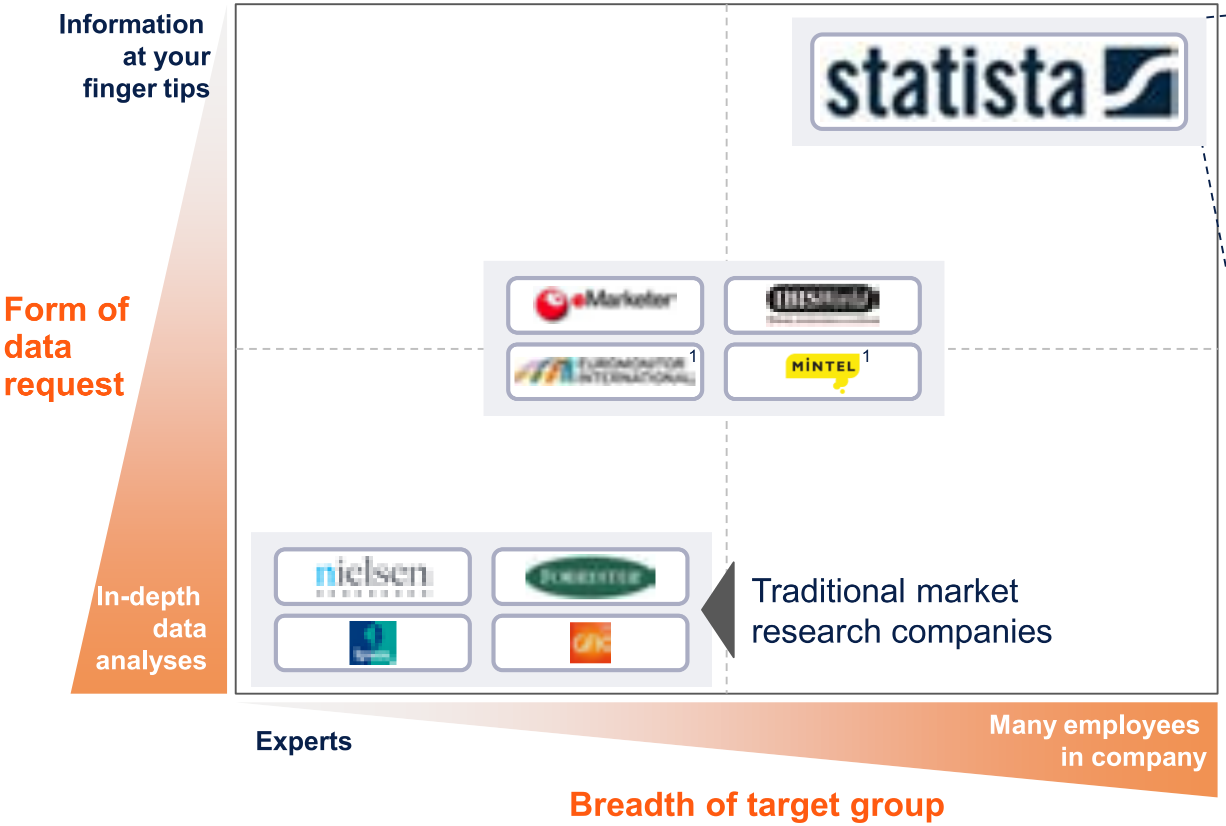
Search term
„supermarkets“

Number of
results

Website is self-explanatory: If you understand Google, you understand Statista

Statista
Product Presentation

Our Recipe for Success: Statista is a Tool for every Professional



Reasons to use statista

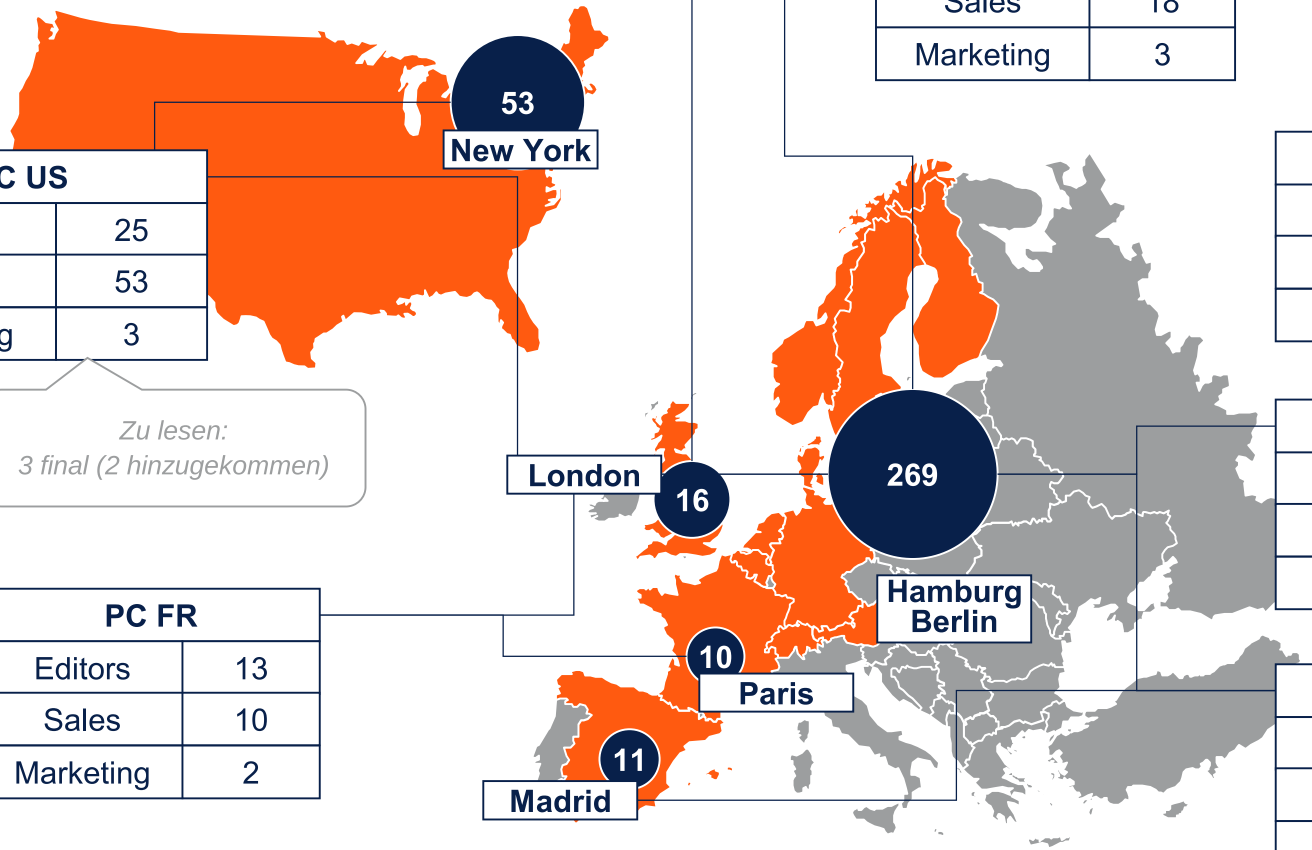
Information at your finger tips – ready to use

- Access to relevant data
- Time saving (search, preparation)
- Low pricing
- Ease of use
- Statista is a mass market product: **B2C2B**

Statista offers a B2C2B Services similar to Dropbox iStock LinkedIn SurveyMonkey

- 1. Using many different sources, but not quoting them

Strong footprint in Europe and North America 2016



PC US	
Editors	25
Sales	53
Marketing	3

Zu lesen:
3 final (2 hinzugekommen)

PC UK	
Editors	18
Sales	18
Marketing	3

SCA/BLX[1]	
Editors	*11*
Sales	*3*
Marketing	*0*

PC DACH	
Editors	19
Sales	22
Marketing	5

PC FR	
Editors	13
Sales	10
Marketing	2

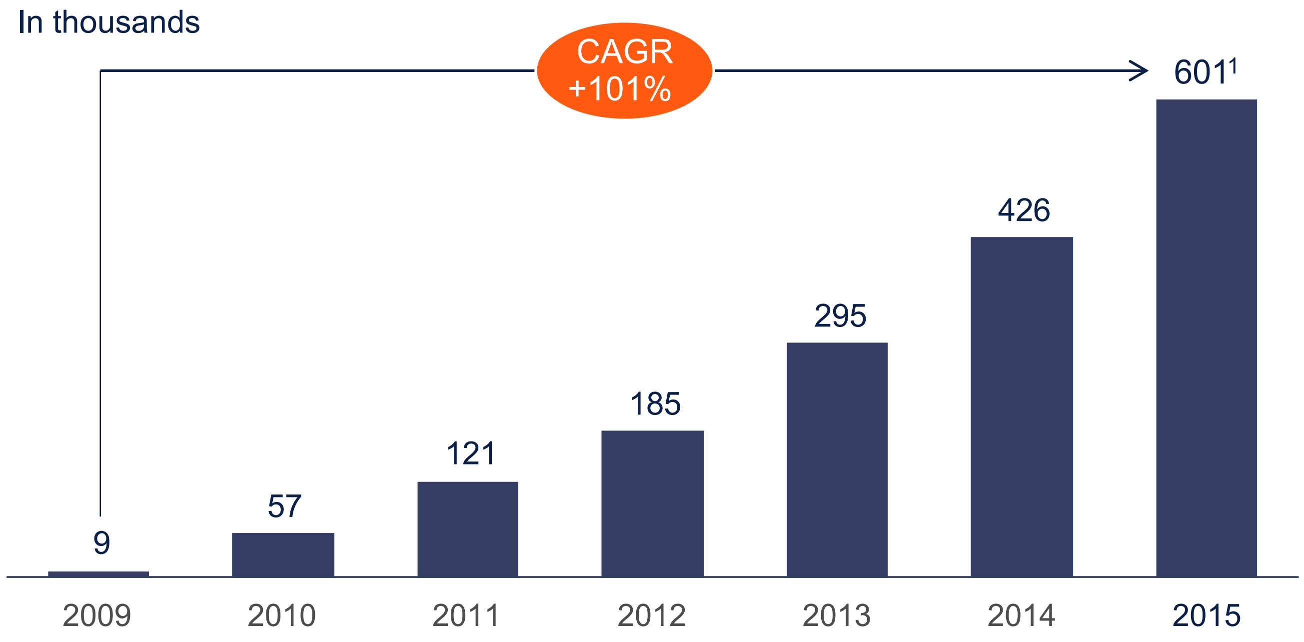
PC ES	
Editors	12
Sales	11
Marketing	2

Editorial coverage: Home To be covered Size of office

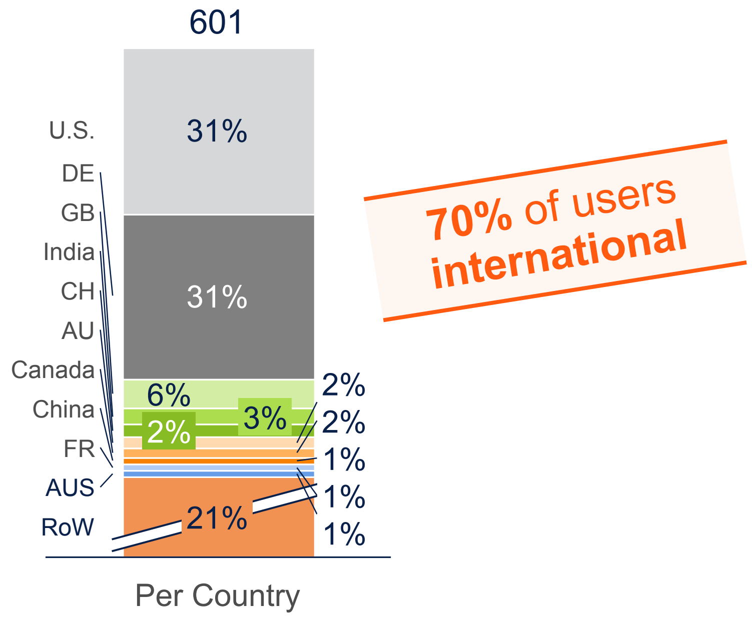
- 1. Scandinavia and Benelux will be addressed with own Manager & sales manager from Germany

International users are driving growth, with U.S. already being the largest market

Development and structure of registered users



Development (thousand)



Split (%)

120k users receive **daily newsletters** in German and English

- 1. YTD 01.08.2015

Source: Statista CRM

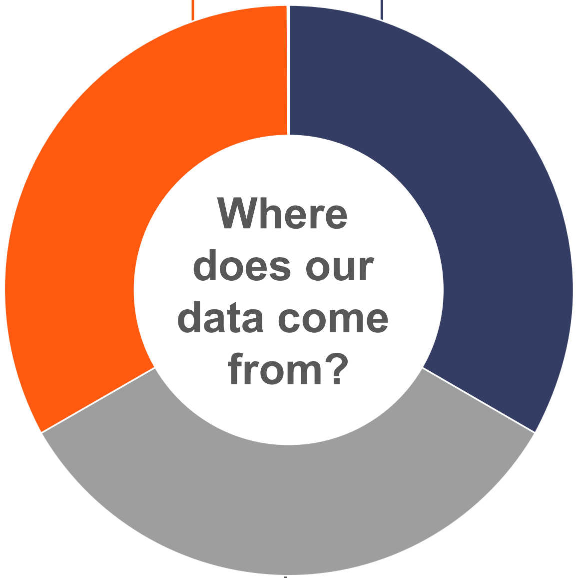
We aggregate Data from over 18,000 Sources

Exclusive own statistics

- Forecast for digital markets for 50 countries
- Forecast for over 700 industries
- Own forecast team
- Relevant differentiator

Public statistics

- Public data from national and international govern-ment bodies, e.g., OECD, IMF, ITU, …



Exclusive, secondary statistics

- Acquisition of databases, e.g.,
  - Nielsen
  - Ipsos
  - Kantar
  - Allensbach
  - TNS Infratest
- Acquisition of studies, e.g., PWC, …
- Exchange of data for database access, e.g., with industry associations, …

Proprietary and exclusive content creates high barriers to entry

Proprietary Content: Digital Market Outlook

Detailed data sets and forecasts for each market segment

Digital Media

- Digital Videos
  - TVoD
  - SVoD
  - EST
- Digitale Musik
  - Musik Downloads
  - Musik Streaming
- Digitale Games
  - Download Vollversionen
  - Mobile Games
  - Online-/Browsergames
- ePublishing
  - eBooks
  - eMagazin
  - ePaper

Digital Advertisement

- Banner Ads
  - Desktop
  - Mobil
- Video Ads
  - Desktop
  - Mobil
- Search engine ads
  - Desktop
  - Mobil
- Ads in social networks
  - Desktop
  - Mobil
- Online classified
  - Desktop
  - Mobil

eCommerce

- Kurzfristige Anschaffungen
  - Bekleidung/Schuhe
  - Lebensmittel
  - Medizin / Kosmetik
- Mittelfristige Anschaffungen
  - Physische Medien
  - Unterhaltungselektronik
  - Spielzeug / Baby
- Langfristige Anschaffungen
  - Haushaltsgeräte
  - Möbel
  - Heimbedarf & Deko
  - Garten / Outdoor
  - Schmuck / Uhren
  - Sonstiges

eServices

- Travel booking
  - Package holiday
  - Hotels
  - Other accomodation
- Ticket and und transport services
  - Flights
  - Car rental
  - Public transport
- Event tickets
  - Sport events
  - Music events
  - Other events
- Insurance
  - Car insurance
  - Health insurance
  - Life insurance
  - Other insurance.

Smart Home

- House automatization
  - Hardware
  - Service fees
- Building security
  - Hardware
  - Service fees
- Smart Entertainment
  - Hardware
  - Service fees
- Age-based assistance system
  - Hardware
  - Service fees
- Energy-Management
  - Hardware
  - Service fees

FinTech

- Online payment transactions
  - Online Payment systems
  - Credit card
  - transfers
  - Invoice
  - Others
- Mobile Wallet
  - Mobile Shopping
  - POS-payments
  - Mobile Wallet services
- Online Banking
  - Credit scoring
  - Online investment
- Crowdfunding
  - Crowd-Investment
  - Crowd-Lending

eHealth

- Hardware
  - Wearables
  - Non-Wearables
- Digitale Gesundheitsdienste
  - Digital fitness service
  - Health monitoring
  - Service for diagnosis&treatment

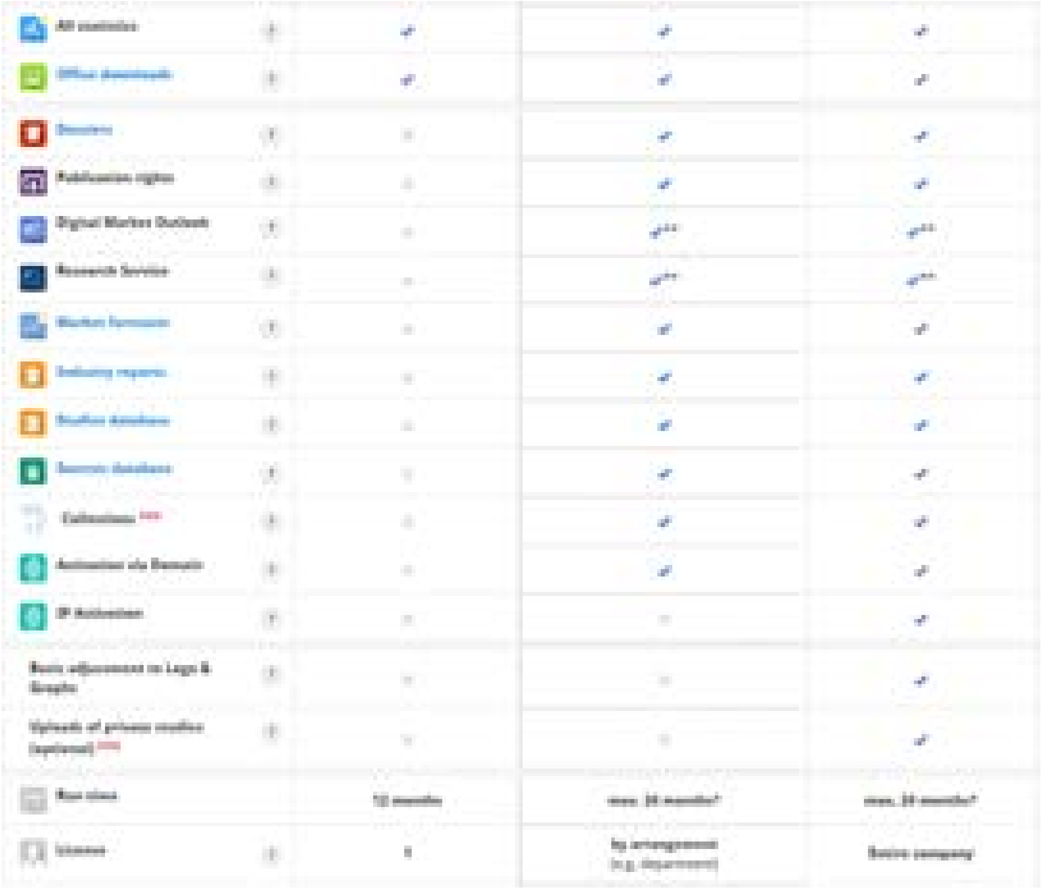
Industrial Internet

Will be announced shortly

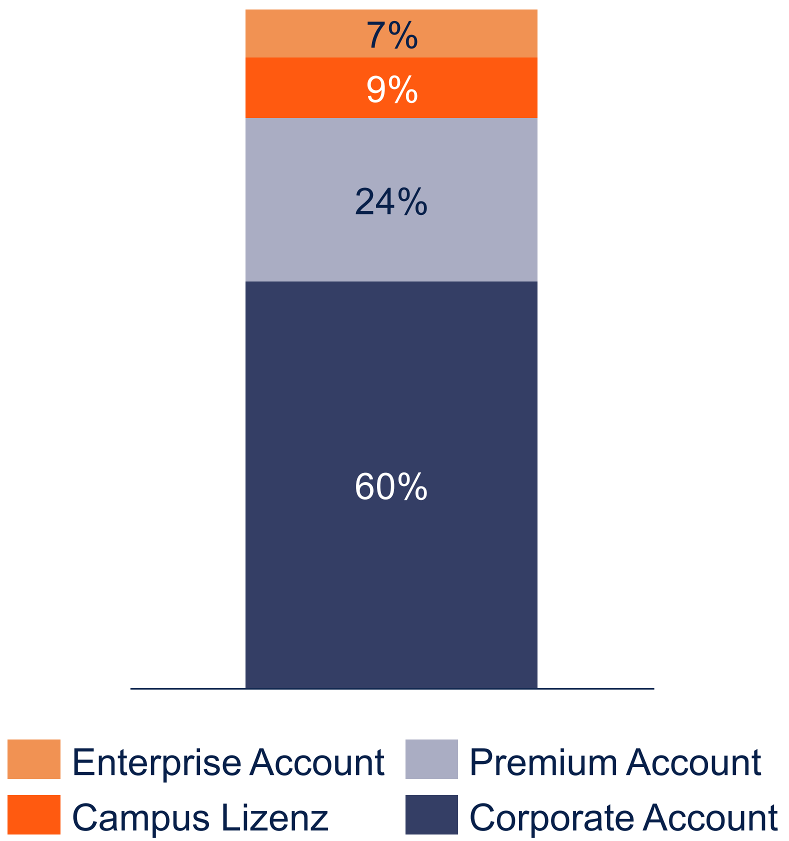
Our Key Product is the Corporate Account

Our subscriptions

	Premium	Corporate	Enterprise

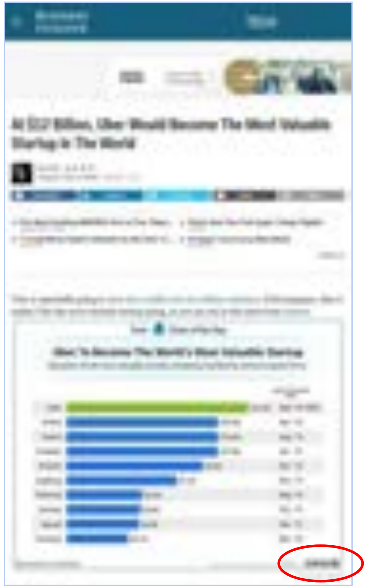


Share of bookings (2015 YTD[1])



- 1. YTD = January to July 2015

Media Partners help us to build the Brand



Media partners for cobranded infographics[1]

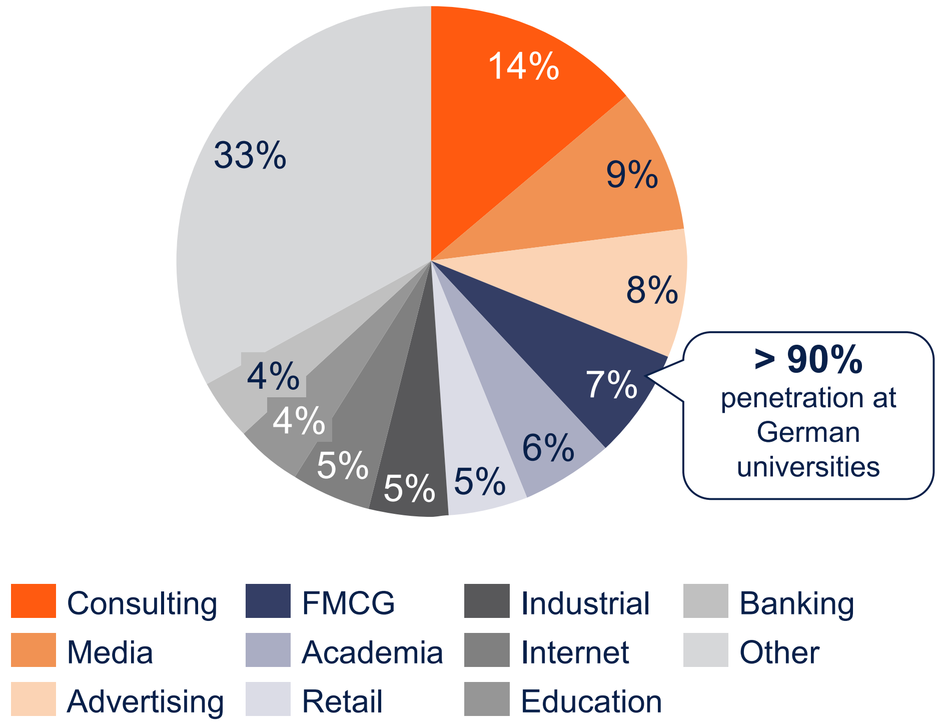
WEEKLY	DAILY
Handelsblatt	Business Insider
SPIEGEL ONLINE	Forbes
Mashable	Frankfurter Allgemeine
Handelszeitung	The Independent
Capital	DIE WELT
The Huffington Post	DIE ZEIT
The Wall Street Journal	tagesschau

▪ 1. Selection

Leading Companies and Institutions from all Industry Sectors are buying us

Selected clients[1]

Clients by industry

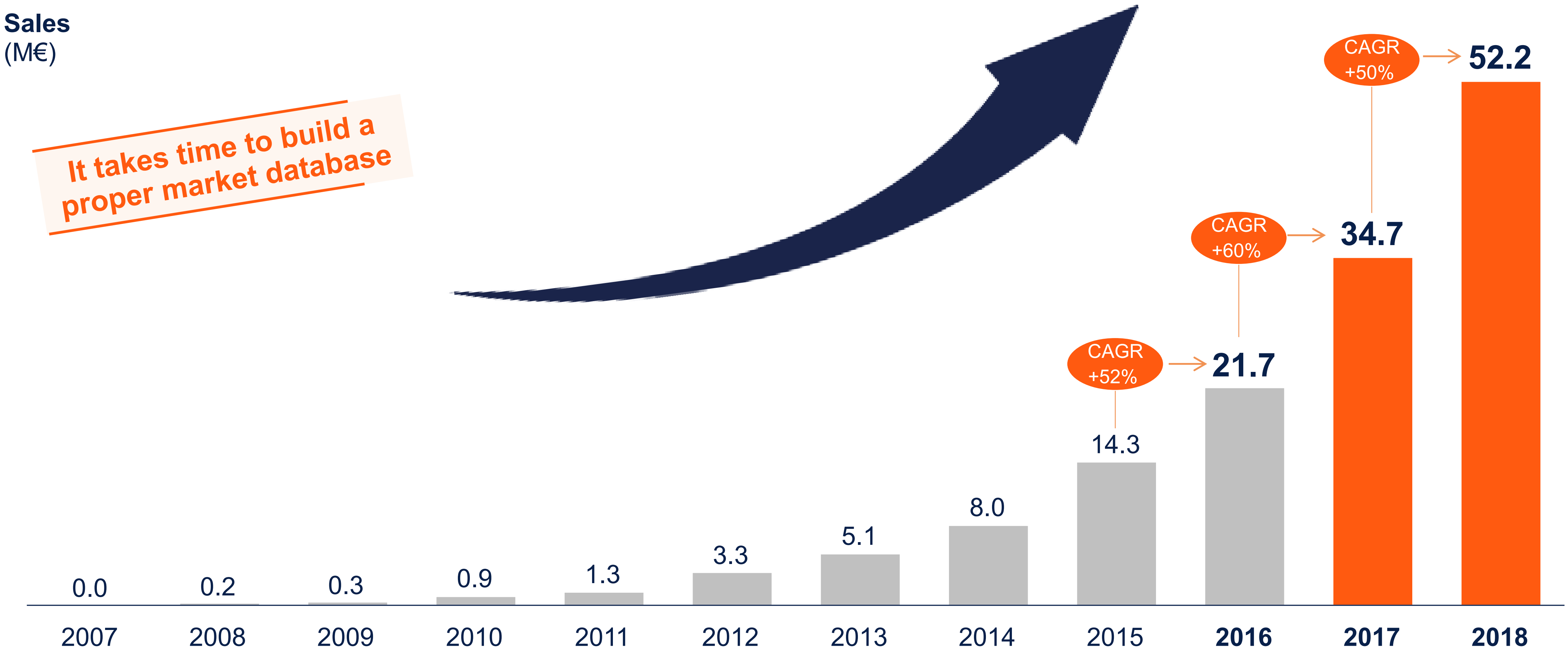


300 out of the Fortune 500 companies are Statista clients

▪ 1. Corporate and Enterprise accounts only

R&A Rankings 2016: 7 international and 14 German Projects

Focus on continuous and strong Sales Growth!



Offices across several Countries

Further offices in Berlin and Frankfurt

Other offices in Madrid & Berlin

Looking for Statistics to support your daily Work?

Dr. Friedrich Schwandt

CEO & Founder
friedrich.schwandt@statista.com
+49 (0)160 97 72 08 17

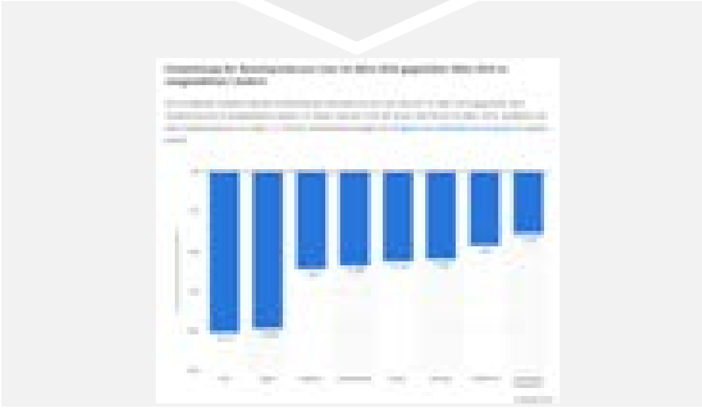
Examplary Synergies within the Group for Statista

statista

Free Content Pool for Publishers

STRÖER DIGITAL GROUP

- Website A
- Website B
- Website C
- Website D
- Website E
- Website F
- Website G
- ...
- Website Y
- Website AZ



Free Backlinks, improved Google Ranking

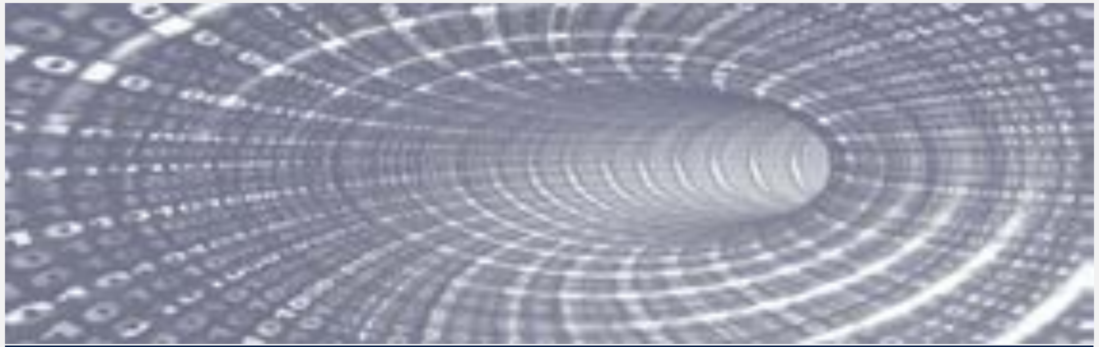
Additional Service to Win/Protect Mandates

Free Content to improve Product and Traffic

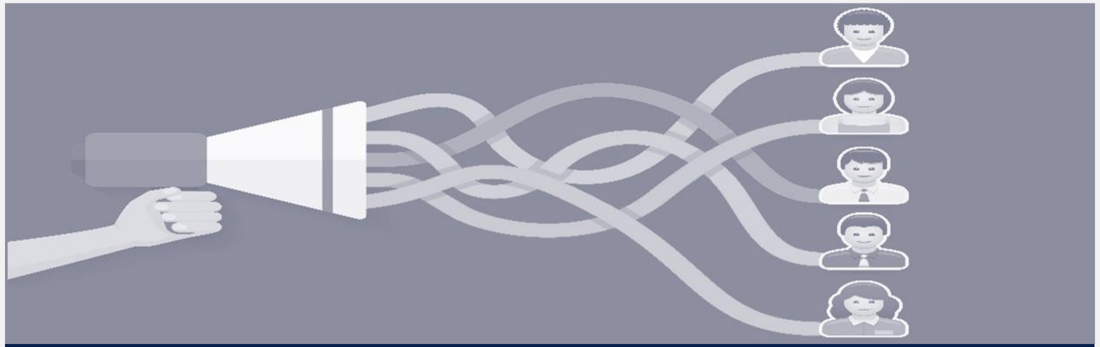
4 Key Areas of Group Synergies within the Digital Segment

Publisher Network & Ad Revenues

Traffic & Membership Base



Data & Technology



Marketing & Content

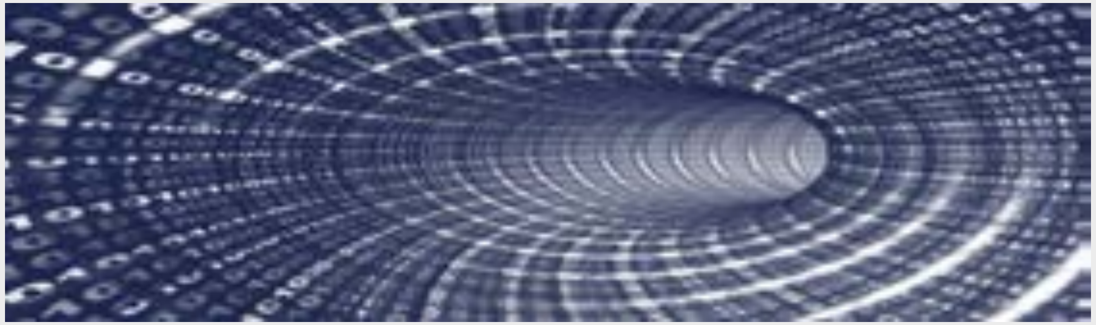
Segment “Digital”: Constant Leverage of various Synergy Areas

Example “Content” & “Ad Revenues”

- Content from verticals can be also leveraged for public video (multi-touchpoint-strategy for portals)
- 25-30% of content can be leveraged across verticals
- Publishing tech stack (Performance publishing suite) can be used across all assets
- Product development (e.g. video or mobile strategy) can be leveraged across the entire group

Source: 123rf; Ivelin Radkov

Segment “Digital”: Constant Leverage of various Synergy Areas

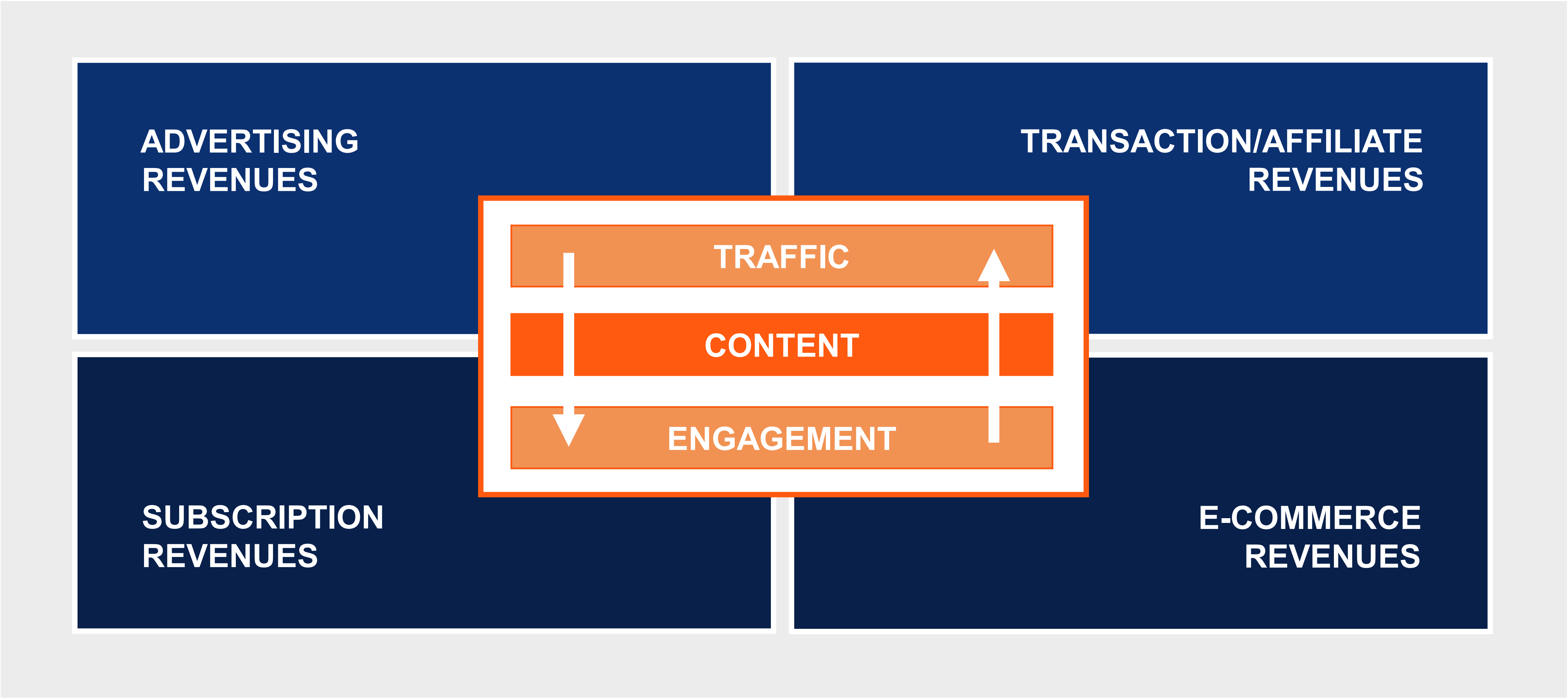


Example “Data“ & “Traffic”

- Joint Data Management Platform across all assets and traffic sources to cluster and profile target groups
- 47m Uniques “Behavioural Data”, 23m Uniques “User Profiles”, 19m Uniques ”Shopping Data”
- Higher eCPMs from ad revenues, better performance marketing & inbound sales results, smarter traffic engineering and content production

Source: 123rf; Natalia Lukiyanov

Ströer Digital Eco-System: 360° Monetisation Model



Summary & Checklist

Key Logics behind our Digital Segment Strategy

1. Leveraging strong national and local Sales Power ✓
2. Fully integrated Verticals across all Revenue Streams ✓
3. Smart Management of Synergies across the Segment ✓


STRØER

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Backup: Freshfields Evaluation Model Ströer Interactive Group