



STRÖER

ESG at Ströer SE & Co. KGaA

Sustainable media

September 13, 2023



01

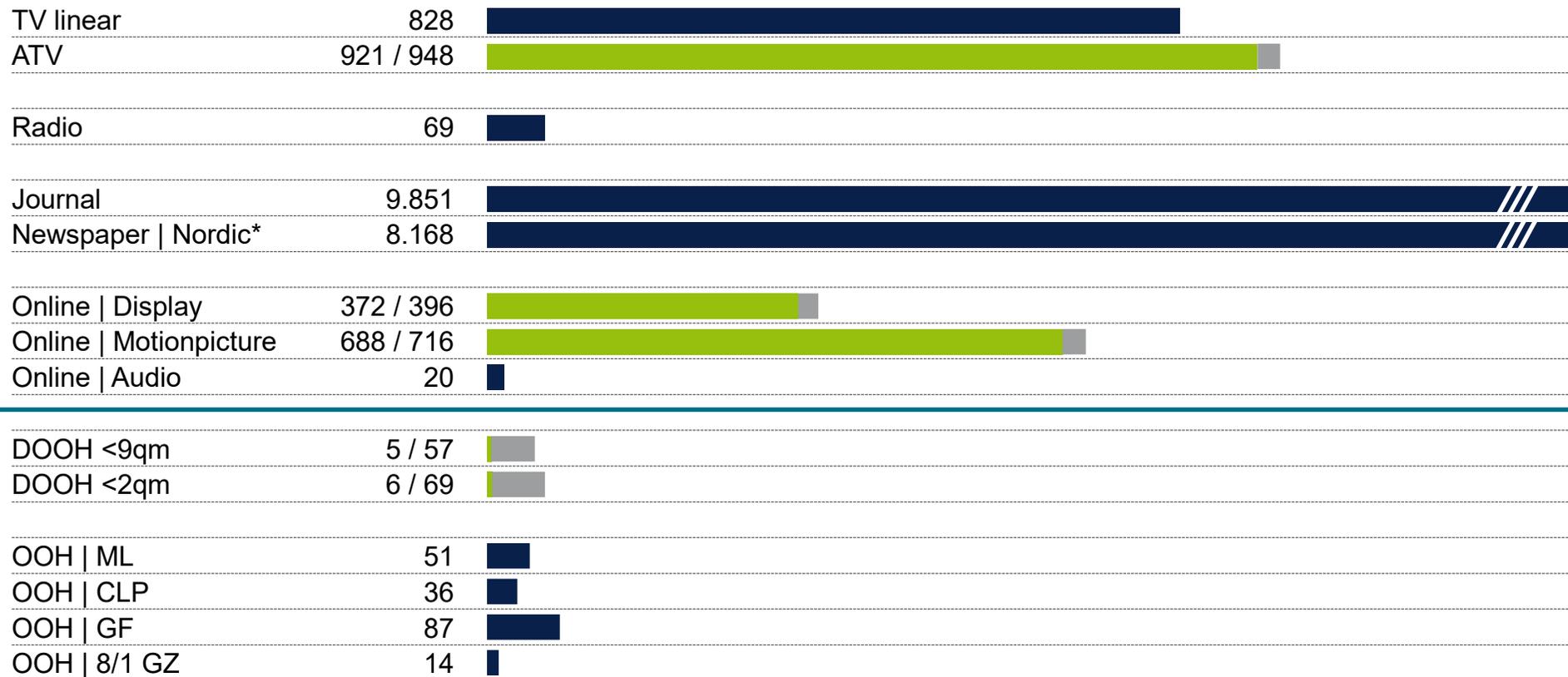
Sustainability at Ströer

Festhalle / Messe

Festhalle / Messe

Sustainability is a core feature of Out-of-Home-Advertising

CO₂ emissions for 1.000 contacts in grams



Calculation based on green electricity/conventional electricity/not specified mix; Source: Green GRP Online Calculator (Oct 2022), assuming common circulation-contact-relation for journals and newspapers. OOH contact calculation for conversion of number of advertising spaces into contacts in accordance with SID 4.5, *Nordic format: e.g. FAZ, Bild

Ströer reviews material sustainability topics on an annual basis to reflect the financial and the impact dimension

- **Annual materiality analysis** to identify material sustainability topics
- **Financial materiality and impact materiality** are both addressed, all three dimensions of sustainability (E-S-G) are covered
- In 2022, **11 sustainability topics** were identified to be material for Ströer
 - Focus on **human capital development**: diversity & equality, fair working conditions, OHS and training & staff development
 - Corporate governance, information security, data protection, product stewardship and compliance as essential aspects of **responsible business conduct**
 - Climate action, sustainable supply chain & human rights as **important societal topics**



Ströer's sustainability strategy 2030 provides clear guidance for the continuing transformation of the Group's business

- In Ströer's sustainability strategy 2030, focal points, targets, action plans are defined
- **Four strategic pillars:** environment, employees, business partners and society, governance
- Inclusion of **all 11 material topics for Ströer**
- Pillar „Sustainable solutions“ gives additional emphasis to **providing sustainable products and services** as business opportunity
- In 2022, 'Net zero by 2050' was introduced as new overarching target. **Absolute reduction targets** for Scope 1+2 and Scope 3 until 2030 were defined.
- Following the German Supply Chain Due Diligence Act, Ströer is also in the process to provide a robust management system to address **human rights issues**. Key milestones were already achieved in 2022.



Ströer has set targets in all three ESG dimensions 1 | 2

- 100% **climate-neutral** by 2025 (incl. offsetting)
- 65% **absolute reduction in groupwide CO₂e emissions in scope 1 and 2** by 2030 (compared with 2019 levels)
- 35% **absolute reduction in groupwide CO₂e emissions in scope 3** by 2030 (compared with 2019 levels)
- Grow revenue while at a minimum **keeping groupwide CO₂e emissions in scope 1 and 2 constant year on year**
- Increase the proportion of **sustainable materials** used in advertising media



- Increase the **proportion of women in leadership positions**
- Improve Ströer's **Kununu score***
- Ensure **continuing professional development (CPD)**
- Maintain an **adequate number of trainees**
- Ensure consistent results from the Healthy Workplace **employee survey**
- Keep the **number of accidents at work low**



* Kununu is Europe's leading employer rating platform (www.kununu.com).

Ströer has set targets in all three ESG dimensions 2 | 2

- Expand our **digital communication infrastructure** and **bus and tram shelters** for Smart Cities
- Shore up the **climate resilience** of out-of-home advertising
- Build up the portfolio of **environmentally friendly posters**
- Maintain the **high volume of pro bono advertising**
- Ensure adequate **product stewardship**
- Ensure **sustainability standards are observed in the supply chain**



- Observe the latest recommendations in the **German Corporate Governance Code**
- Continuously improve **Governance, Risk, & Compliance management systems**



Sustainability is integrated into decision-making on the top-level of Ströer

- Responsible for **overall monitoring** of Ströer's sustainability performance
- Ensures that **regulatory requirements, non-financial targets and relevant measures** are implemented by Board of Management
- Responsible for **all sustainability matters** at Ströer, including climate issues, human rights and central governance topics
- Supported by **Investor Relations & Sustainability corporate unit** for implementation
- **Central steering committee**, chaired by Board of Management ESG Officer with quarterly meeting
- Comprises **decision-makers from all relevant departments and business units** to coordinate joined-up sustainability efforts

Supervisory Board ESG Officer



Board of Management ESG Officer



Sustainability Council



Focus on ESG

02

Green Gate

M...en

STROER

ESG at Ströer | Focus on Environment - Working toward net-zero



Climate strategy 2030 |

- Three key areas innovation, reduction, offsetting for which strategic targets have been defined
- ESG target focusing on annual CO₂ emissions to create incentives for reduction measures

Green energy |

- Purchase of green energy for media and offices further increased
- 100% green electricity for digital OOH in Germany

Improvement of efficiency |

- Optimization of settings on the media, including e.g. the use of LED technology, intelligently regulated screen brightness, powering-down
- Reduction in office space to increase energy efficiency

Product innovation |

- New generation of roadside screens: significant improvement of lifetime environmental footprint

ESG at Ströer | Focus on Social - Being an attractive employer



Promotion of diversity |

- Internal diversity networks and broad support of diversity campaigns in the public sphere
- Support for external initiatives, such as “Mit Frauen in Führung”, “Women into Leadership initiative” and the “Diversity Charter”
- Participation in forums and job fairs aiming at women
- Various measures to ensure better work-life balance

Human capital development |

- Vocational training, degree apprenticeship and trainee program for young talents
- Internal training programs and training platform Jump’n’tain

Ströer Social Charter |

- Introduction of groupwide framework for fair and ethical corporate behavior in 2022, focusing on employees
- 21 principles that set out Ströer’s social obligations in detail

ESG at Ströer | Focus on Governance - Responsible business conduct



Responsible advertising |

- Due diligence process of inspecting advertising content, with the help of AI
- “Principles of Ethical Advertising” as groupwide framework

Journalistic ethics |

- Clear processes and responsibilities to adhere to recognized journalistic principles
- “Journalistic Principles” as groupwide framework

Information security |

- Groupwide governance framework: guidelines, Group IS office, dedicated officers in the departments and Group companies
- Monthly weakness tests, penetration tests, red team exercises

Compliance and anti-corruption |

- Introduction of refined code of conduct in 2023
- Groupwide compliance hotline, groupwide compliance training

Tracking the ESG progress | Ströer Group

CO₂ emissions

(in tonnes CO₂e)

2020	2021	2022
49,588	33,491	36,071
	↘	↗

Women in leadership positions

(in %)

2020	2021	2022
19	21	36*
	↗	↗

Ø-training hours

(Ø-annual training hours per employee)

2020	2021	2022
28	26	22
	↘	↘

Green energy

(in % of overall electricity usage)

2020	2021	2022
0.8	69.1	71.7
	↗	↗

Women in workforce

(in %)

2020	2021	2022
51	51	52
	↗	↗

Cases of corruption & bribery

(in numbers)

2020	2021	2022
0	0	0
	→	→

*New metric ('percentage of women/men in leadership positions') since 2022. Leadership positions = management roles from the Board of Management to team leaders



External view on Ströer

ESG ratings | Overview

Ströer SE & Co. KGaA

ESG rating	Latest score	Trend	Sector comparison
 MSCI	A (6,9) 05/2023 Industry-adjusted score	+1,6 points	0,9 points above weighted-average key issue score
 SUSTAINALYTICS <small>a Morningstar company</small>	13,6 05/2023	+0,2 points	Top-20% in sector media, 5th place in sector advertising
 ISS Quality Score*	2 (E), 1 (S), 9 (G) 08/2023	-1 (E), -1 (S), +3 (G)	(E) above average, (S) sector leadership, (G) below average
 ISS Company Score**	C- (48,12) 04/2023	+1,65 Punkte	Above average (4-decil)
 REFINITIV	A- 06/2023	unchanged	Top-10% in sector
 S&P Global CSA	41 08/2023	+3	92-percentil in sector
 MOODY'S ESG Solutions	50 06/2023	+21 points	5 points above average (45)
 CDP	Not yet scored	\	\ First participation in Climate Change Questionnaire in July 2023

* Best score = 1, weakest score = 10

** No full update since 07/22, sustainability reports 2021 and 2022 of Ströer not yet fully covered.

Nomination for German Sustainability Award

- In June 2023, Ströer was nominated for the **German Sustainability Award (DNP)**. The DNP is the national award for sustainability excellence in business, cities and academic research and the biggest of its kind in Europe.
- An independent jury has voted Ströer as one of the front runners of transformation in the sector „**Advertising & Public Relations**“. From the nominees, the jury will decide upon the winners.
- Nominated were big companies as well as SME (small and medium enterprises), transformational challengers – and also companies that create controversies. In total, **ten companies** in the sector „Advertising & Public Relations“ were nominated.
- The award ceremony will take place on the 23rd of November 2023 in Düsseldorf, Germany.



Appendix



Results 6M 2023

m€		6M 2022	6M 2023	▲
Revenues	Reported growth	810.0	864.7	+7%
	Organic growth ⁽¹⁾	18.4%	7.3%	-11.1%pts
EBITDA (adjusted)		220.3	227.2	+3%
EBIT (adjusted)		87.6	84.3	-4%
Net income (adjusted) ⁽²⁾		58.0	40.0	-31%
Operating Cash Flow		149.9	140.1	-7%
Capex ⁽³⁾		66.3	62.8	-5%

⁽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

⁽³⁾ Investments (before M&A)

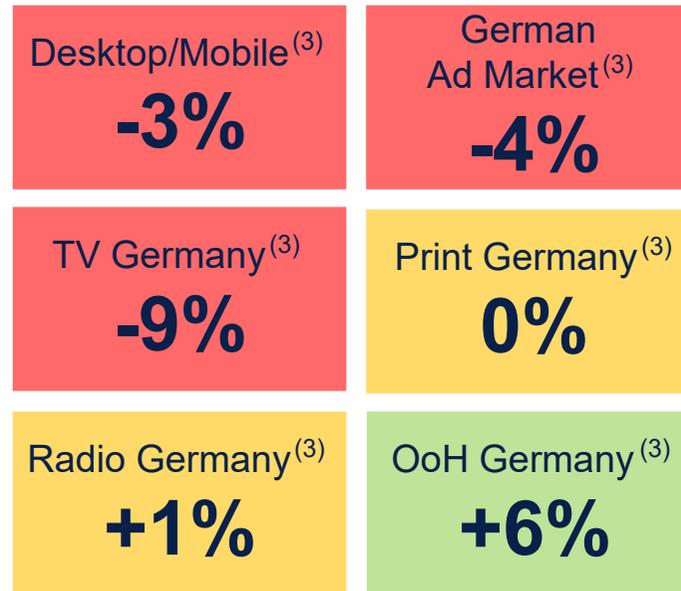
H1 2023 Market Dynamics: OoH again outperforming the Ad Market

Further, substantial Market Share Gains in declining Market

Global Points of Reference

Local German Peers

Ströer Group & Core Business



⁽¹⁾Alphabet IR; ⁽²⁾Meta; ⁽³⁾Nielsen Numbers (gross) for Q1-Q2 2023 (without Direct Mail)

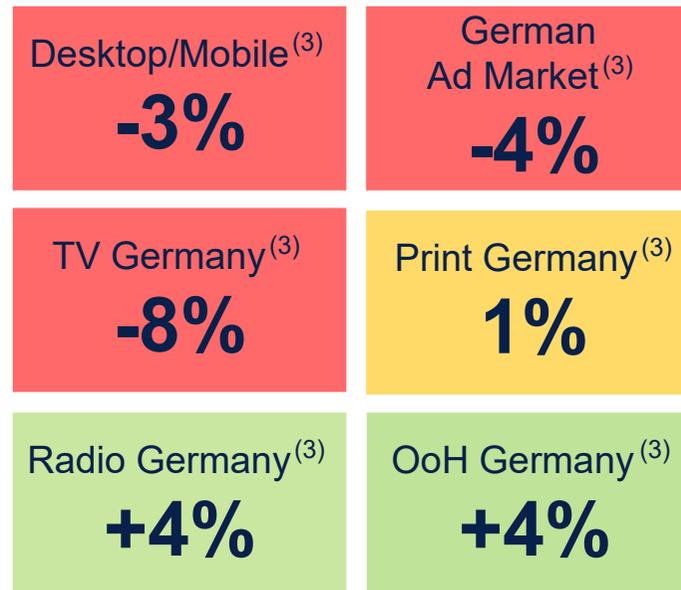
Q2 2023 Market Dynamics: OoH again outperforming the Ad Market

Further, substantial Market Share Gains in declining Market

Global Points of Reference

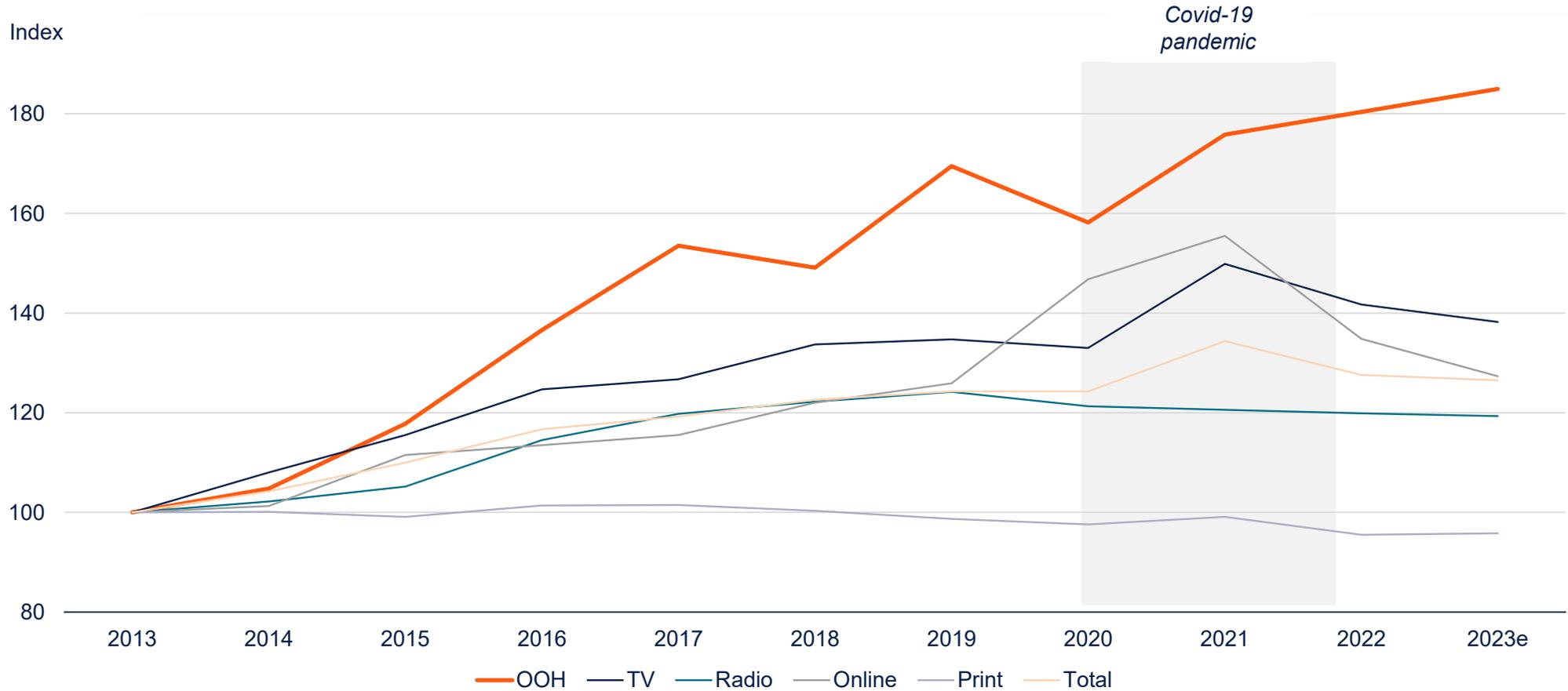
Local German Peers

Ströer Group & Core Business



⁽¹⁾Alphabet IR; ⁽²⁾Meta; ⁽³⁾Nielsen Numbers (gross) for Q2 2023 (without Direct Mail)

OoH Category structurally increases Market Shares compared to other Categories



Source: Nielsen Numbers (gross) 2013 - 2022 (without Direct Mail); 2023 Nielsen projection based on econometric modelling

YOUR CONTACT

Christoph Lührke

Head of Investor Relations & Sustainability

P +49 (0) 2236 / 9645-324

M +49 (0) 2236 / 9645-6324

E cloehrke@stroeer.de

STRÖER

All information presented is the property of the Ströer Group. Publication and use, even in part, is only permitted after consultation with the Ströer Group.