

PRESS RELEASE

Ströer: Consolidated revenue reaches a record EUR 1,472m in the first nine months of 2025

- **Core OOH Media business swells by 5% to EUR 691m in the nine-month period; consolidated revenue (total) rises by 1% to EUR 1.5b**
- **Programmatic DOOH advances by 13% in the first three quarters, while DOOH revenue climbs by 10%**
- **Strong and robust out-of-home advertising demonstrated by further growth of market share (Sep. 30, 2025: 10.4%)**

Cologne, November 11, 2025

Ströer SE & Co. KGaA continued to deliver a healthy business performance in the first nine months of 2025. Conditions in the advertising market have been challenging this year owing to the tariff and trade disputes, which have had an impact only comparable to that of the COVID-19 pandemic. Nevertheless, the Group was able to boost its market position. At EUR 1,472m, consolidated revenue (total) was slightly higher than in the prior-year period (9M 2024: EUR 1,461m). EBITDA (adjusted) came to EUR 414m in the reporting period (9M 2024: EUR 420m).

Ströer's revenue from out-of-home advertising hit a new high of EUR 691m in the nine-month period, which was up by around 5% year on year (9M 2024: EUR 661m). This growth was once again predominantly driven by Digital OOH, which recorded a rise of around 10% to EUR 267m (9M 2024: EUR 242m), and programmatic DOOH (pDOOH), which improved by 13%. DOOH therefore accounted for approximately 40% of revenue from Ströer's out-of-home advertising business in the nine-month period. In the same period, EBITDA increased to EUR 318m (9M 2024: EUR 306m).

The positive performance of the core OOH business and the steady shift in the media mix once again translated into further growth in the proportion of total advertising spend attributable to DOOH and OOH in the first nine months of 2025. As a result, the share of the media mix in the German advertising market attributable to out-of-home advertising increased from 9.4% at the end of the third quarter of 2024 to 10.4% as at September 30, 2025.

In addition, Statista successfully reached further milestones in the evolution of its business during the third quarter. Acting as a supplier of business-critical data from AI-based knowledge management systems, Statista was able to use a proprietary API interface and MCP (model context protocol) servers to seamlessly connect the Statista system to the databases of well-known international industry heavyweights in the past three months. The feedback has been positive, and Statista is working on a comprehensive pipeline for further integration projects that are due to take place.

“The market is undergoing a phase of structural change, primarily because of the rapid shifts in how media is used. While newspapers, magazines, and linear TV are coming under sustained and substantial pressure, Ströer is gaining significant market share. Our business performance held steady in the third quarter, whereas the overall market declined by up to 10% on a net basis compared with the strong prior-year period due to the tariff and trade disputes,” says Christian Schmalzl, Co-CEO of Ströer.

“Innovation and a resilient strategy are essential, especially in challenging market conditions fueled by uncertainty and sometimes erratic political decisions. The healthy performance of our core business in the first nine months of 2025 confirms that our technology- and innovation-driven approach is the right one. Our leading role in the programmatic placement of out-of-home advertising is particularly paying off. Overall, we are optimistic about our results for the year as a whole in view of the upturn in business taking place in the current fourth quarter, as we had anticipated. We also confirm our updated outlook for 2025. Based on the annual talks currently being held with agencies and customers, we expect the development of our out-of-home advertising business to accelerate in 2026 compared to 2025,” says Christian Schmalzl, Co-CEO of Ströer.

OOH Media

Revenue in the core OOH Media business rose by 5% to EUR 691m in the first nine months of 2025 (9M 2024: EUR 661m). This growth was powered by Digital OOH, which saw a rise of more than 10%, and especially programmatic DOOH, which swelled by 13%. EBITDA (adjusted) increased from EUR 306m to EUR 318m in the first three quarters of 2025, while the EBITDA margin (adjusted) was on a par with the prior-year period at roughly 46%.

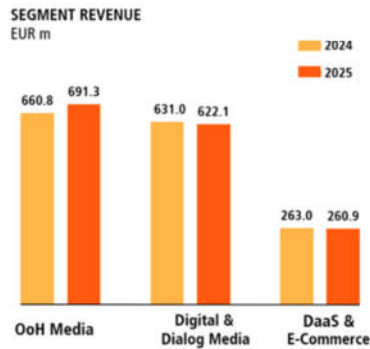
Digital & Dialog Media

Revenue in the Digital & Dialog Media segment came to around EUR 622m in the first nine months of 2025 (9M 2024: EUR 631m). The drivers of revenue performance for the segment were somewhat mixed. EBITDA (adjusted) for the first nine months of 2025 amounted to EUR 91m (9M 2024: EUR 105m).

DaaS & E-Commerce

At EUR 261m, revenue in the DaaS & E-Commerce segment was almost at the level of the prior-year period (9M 2024: EUR 263m). Statista generated revenue growth of 1.3% (2.6% adjusted for currency effects). The increasingly challenging market environment – particularly in retail and e-commerce – impacted on AsamBeauty. The segment's EBITDA (adjusted) for the first nine months of 2025 amounted to EUR 30m (9M 2024: EUR 32m).

REVENUE
EUR 1,471.7m
(prior year: EUR 1,460.9m)



EBITDA (ADJUSTED)
EUR 413.6m
(prior year: EUR 419.8m)

EBITDA-MARGIN (ADJUSTED)
28.1%
(prior year: 28.7%)

ORGANIC
REVENUE GROWTH
-0.4%
(prior year: 7.8%)

ADJUSTED
CONSOLIDATED PROFIT
EUR 86.3m
(prior year: EUR 96.2m)

FREE CASH FLOW BEFORE
M&A TRANSACTIONS
EUR 176.1m
(prior year: EUR 224.1m)

ROCE
19.5%
(prior year: 20.7%)

EUR m	Q3 2025	Q3 2024	9M 2025	9M 2024
Revenue	491.5	495.9	1,471.7	1,460.9
EBITDA (adjusted)	147.4	156.5	413.6	419.8
Exceptional items	-3.1	-3.6	-9.3	-11.8
EBITDA	144.3	152.9	404.4	408.0
Amortization, depreciation, and impairment	-84.0	-80.6	-248.7	-237.2
thereof attributable to purchase price allocations and impairment losses	-3.5	-3.3	-10.7	-9.7
EBIT	60.3	72.3	155.6	170.8
Net finance income/costs	-17.6	-18.3	-48.6	-54.6
EBT	42.7	54.0	107.0	116.2
Taxes	-12.8	-16.0	-32.0	-34.8
Consolidated profit or loss for the period	29.9	38.0	75.0	81.5
Adjusted consolidated profit or loss for the period	34.1	41.4	86.3	96.2
Free cash flow (before M&A transactions)	69.9	102.5	176.1	224.1
Free cash flow (before M&A transactions) (adjusted)	20.7	56.6	19.1	78.3
Net debt (Sep. 30/Dec. 31)			944.7	837.4

About Ströer

Ströer is a leading German media house and, with its "OOH plus" strategy, combines the business segments outdoor advertising/out-of-home (OOH), digital media and dialog marketing, as well as offerings from the areas of e-commerce and Data as a Service (DaaS): In its core "Out of Home" segment, the Ströer Group operates around 300,000 media carriers - from traditional billboard media and exclusive advertising rights at train stations to digital out-of-home media (DOOH). Outdoor advertising - especially DOOH - is one of the lowest-carbon media in the overall media mix in relation to the number of contacts reached. With an attractive portfolio of leading German websites and a broad selection of advertising formats, Ströer reaches more than 50 million unique users per month in the digital sector. The company has also built up a strong position in the news sector with t-online and also offers a wide range of premium content for digital natives. In the field of dialog marketing, Ströer offers innovative solution models for telephone, e-mail and chat as well as in direct sales.

The Ströer Group has around 11,800 employees at around 100 locations. In fiscal year 2024, Ströer generated revenue of EUR 2.05 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

The company has always integrated sustainable thinking and action into its own business and offers responsible, sustainable communication solutions.

More about Ströer and its sustainability strategy at www.stroer.de/en/.

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