

## **PRESS RELEASE**

### **Improved sustainability rating: MSCI upgrades Ströer from “BBB” to “A”**

Cologne, June 6, 2023                      Financial services provider MSCI has upgraded Ströer from a rating of “BBB” to “A” under its MSCI ESG rating (the sustainability rating of companies using predefined indicators). The score on which the rating is based rose substantially from the previous 5.3 to 6.9 points (Industry-Adjusted Score). According to MSCI, the upgrade is a reflection of Ströer’s improvements in sustainability. This ranks Ströer in the top third of global companies in the media sector in the MSCI ESG rating.

With its portfolio of premium assets and best-in-class carbon footprint products, Ströer has become one of the most sustainable national media marketers, especially through the expansion of its digital portfolio. The expansion of its digital communications infrastructure in particular goes hand in hand with Ströer’s sustainability strategy. For example, Ströer follows the Science Based Targets initiative (SBTi) to achieve Net-Zero.

#### **DOOH improves carbon footprint for advertisers**

With its best-in-class carbon footprint products, such as digital outdoor advertising products, Ströer can support advertising customers in achieving improved emissions targets as part of their media strategy. In addition to traditional campaign performance indicators such as reach and CPM (cost per mille), advertisers’ carbon footprint is already becoming increasingly important to them. Specifically, a higher weighting of OOH and especially digital OOH translates into an improvement in the carbon footprint of every advertiser’s campaign.

## Outdoor advertising has by far the lowest carbon footprint of all advertising types

Digital OOH is by far the most energy-efficient and resource-friendly medium with 5 grams of CO<sub>2</sub> (green power) per 1,000 impressions generated, while other classic advertising media produce a carbon footprint of up to 10,000 grams per 1,000 advertising impressions.

### About Ströer

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

Climate and environmental protection have been a central pillar of corporate action for many years. Outdoor advertising - especially DOOH - is one of the media with the lowest CO<sub>2</sub> emissions in the media mix in relation to the contacts reached. Ströer also uses green electricity in all DOOH media in Germany with the greatest possible efficiency. All campaigns for advertising customers are played out in a climate-neutral manner. The company's goal is to be completely climate neutral by 2025.

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

The Company has approximately 10,000 employees at over 100 locations. In fiscal year 2022, Ströer generated revenue of EUR 1.77b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX.

More information on the company can be found at [www.stroeer.de/en/](http://www.stroeer.de/en/).

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