

INVESTOR RELATIONS NEWS

Ströer publishes 2023 annual report and dividend proposal

- **Ströer publishes audited 2023 annual report**
- **Proposed dividend steady at EUR 1.85**
- **Structural change having an impact – substantial revenue growth of up to 15% (organic) expected in OOH for the first quarter of 2024**
- **Group: full-year (organic) growth expected to be noticeably higher year on year in 2024**

Cologne, March 25, 2024 Today, Ströer SE & Co. KGaA published its consolidated annual report, separate financial statements and its remuneration report for 2023.

A look back at 2023

As communicated in the preliminary results published on March 5, Ströer's consolidated revenue improved by 8% in 2023. It rose from EUR 1.77b to EUR 1.91b, which was a new record. EBITDA (adjusted) was the second highest in the Company's history at EUR 569m. Free cash flow (adjusted) jumped by 60% from EUR 50m to EUR 81m. The leverage ratio as at December 31, 2023 was unchanged year on year at 2.2 (December 31, 2022: 2.2).

Shareholder value

In light of the solid results generated in 2023 and given our firm belief that Ströer will continue to achieve sustained profitable growth over the coming years, the

Supervisory Board and the Board of Management plan to propose to the shareholder meeting that Ströer pays a stable dividend of EUR 1.85 per share (2022: EUR 1.85).

Current performance and outlook for 2024

In early 2024, the uptrend in the overall advertising market continued seamlessly from where it had left off in the fourth quarter of 2023, generating further growth. According to figures from Nielsen, gross revenue for the first two months of 2024 was up by 11.2% year on year in the German advertising market. With growth of 31.3% – the highest growth by far across all types of media – the out-of-home advertising category once again easily outperformed all other types of media and gained further market share compared with the prior year (January – February).

In view of this trend, Ströer anticipates organic growth of up to 15% in its core OOH business for the first quarter of 2024.

For the year as a whole, the rate of organic growth in consolidated revenue should be noticeably higher than the 7.5% seen in 2023.

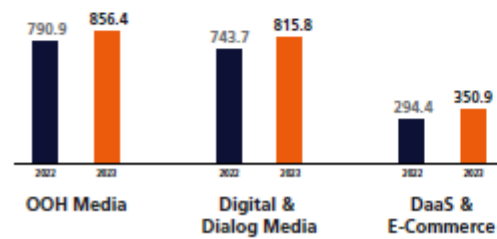
The percentage increase in the Group's EBITDA (adjusted) will be roughly on a par with that of organic revenue growth.

Based on the comparatively low rise in payments for the principal portion of lease liabilities in connection with IFRS 16, the change in free cash flow (taking account of said payments) will be far higher than the growth in revenue and EBITDA (adjusted).

THE GROUP'S FINANCIAL FIGURES AT A GLANCE¹

REVENUE
1,914.3
EUR m
 (prior year: EUR 1,771.9m)

SEGMENT REVENUE In EUR m



EBITDA (ADJUSTED)

568.8
EUR m
 (prior year: EUR 541.4m)

EBITDA MARGIN
 (ADJUSTED)

29.7%
 (prior year: 30.6%)

ORGANIC
 REVENUE GROWTH

7.5%
 (prior year: 9.3%)

ADJUSTED
 EARNINGS PER SHARE

EUR 2.22
 (prior year: EUR 2.88)

FREE CASH FLOW BEFORE
 M&A TRANSACTIONS

271.9
EUR m
 (prior year: EUR 248.3m)

ROCE

18.8%
 (prior year: 20.0%)

EUR m	12M 2023	12M 2022
Revenue	1,914.3	1,771.9
EBITDA (adjusted)	568.8	541.4
Exceptional items	-14.6	0.8
EBITDA	554.2	542.2
Amortization, depreciation, and impairment	-323.4	-303.5
thereof attributable to purchase price allocations and impairment losses	-20.9	-27.3
EBIT	230.8	238.7
Net finance income/costs	-65.8	-27.9
EBT	165.0	210.8
Taxes	-52.6	-59.0
Consolidated profit or loss for the period	112.4	151.8
Adjusted consolidated profit or loss for the period	143.0	171.5
Free cash flow (before M&A transactions)	271.9	248.3
Net debt (Dec. 31)	770.0	718.0

¹ For further details on the individual financial figures, please refer to the section "Value-based management".

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 10,000 employees at around 100 locations. In fiscal year 2023, Ströer generated revenue of EUR 1.91 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. All campaigns of advertising customers are carried out in a climate-neutral form. The goal of the company is to be completely climate-neutral by 2025. Ströer offsets unavoidable CO2 emissions directly associated with advertising measures by supporting certified climate protection projects (<https://fpm.climatepartner.com/tracking/15477-2108-1001/de>).

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

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