

Press Release

Ströer proposes dividend of EUR 1.85 per share; share buyback of EUR 50m approved

- **Ströer publishes audited 2025 annual report**
- **Proposed dividend at EUR 1.85 per share**
- **Share buyback of EUR 50m approved**
- **Consolidated revenue at an all-time high of EUR 2,075m in 2025; EBITDA (adjusted) higher than in the prior year at EUR 626m**
- **Ströer will evolve from a manual marketer of advertising space to an AI-powered platform business**

Cologne, March 23, 2026

Today, Ströer SE & Co. KGaA published its consolidated annual report (including the non-financial statement), separate financial statements, and remuneration report for 2025.

2025 reporting year

As communicated in the preliminary results published on March 5, 2026, Ströer had a successful year in 2025. Consolidated revenue rose from EUR 2,047m to reach a record EUR 2,075m, underscoring the Company's unwavering growth trajectory. In addition, the share of out-of-home advertising media in the overall German market reached a historic high of 10%, with Ströer and its digital out-of-home media (DOOH) business playing a key role in this strong growth. EBITDA (adjusted) came to EUR 626m and was thus slightly higher year on year. EBIT, meanwhile, amounted to around EUR 268m, while free cash flow (adjusted) stood at EUR 107m. The leverage ratio was 2.31 at the end of 2025, which was moderately higher than the figure of 2.14 as at December 31, 2024.

Shareholder value

Through the use of agentic AI, Ströer is transforming from a manual ad space marketer into an integrated, data-driven platform company that will manage marketing in the future in an automated, impact-oriented, and customer-specific manner. This transformation process will form the basis for sustainable and profitable growth, because Ströer will be able to significantly increase its operational scalability independently of headcount, tap into new revenue potential in the national market – especially in the local market with small and medium-sized enterprises – and, through more efficient yield management, noticeably improve its margins, capital efficiency, and free cash flow generation in the long term.

“We have massively expanded our real-world OOH & DOOH infrastructure in recent years, and with t-online at its core, we now have extensive local display and video reach – a combination that provides the perfect foundation for automated, integrated, and personalized local advertising products. At the same time, demand from our customers is growing steadily as the reach of local print offerings continues to decline. Agentic AI will serve as a transformation engine for all OOH providers – and especially for Ströer, with its cross-media approach described above – and provides us with the missing piece of the puzzle to automate our manual distribution processes and our manual customer interface. The transition to a digital platform business model enables us to close the gap in customer experience and process costs compared with US platform businesses and to scale our customer base largely independently of headcount and economic conditions,” says Udo Müller, Co-CEO and founder of Ströer.

In light of the results reported for 2025 and the firm belief that Ströer will continue to achieve sustained profitable growth on the back of its digital transformation into an AI-powered platform business, the Supervisory Board and Board of Management plan to propose to the shareholder meeting that Ströer pays a **dividend of EUR 1.85 per share** under its dividend policy (between 50% and 75% of the adjusted consolidated profit for the period). In addition, the Board of Management of the general partner of Ströer SE & Co. KGaA today approved a **share buyback of up to EUR 50m**. This underscores Ströer’s strategy focused on shareholder value.

Outlook for 2026

The Board of Management of the general partner forecasts that, based on current geopolitical challenges and the assumptions in the annual report published today, the Group will generate organic revenue growth in the low to mid single-digit percentage range in 2026. In line with revenue, **EBITDA (adjusted) before IFRS 16 effects (Cash EBITDA)** should see a similar increase in the low to mid single-digit percentage range. Ströer expects **EBITDA (adjusted)** to remain broadly stable year on year. This assessment takes into account lower IFRS 16 effects – resulting from improved economic conditions – in recently renewed contracts with declining fixed lease obligations. Ströer also anticipates a rise in free cash flow adjusted before M&A.

For the first quarter of 2026, Ströer expects its core business (OOH Media) to perform better than the projections outlined in the preliminary results announcement.

THE GROUP'S FINANCIAL FIGURES AT A GLANCE¹

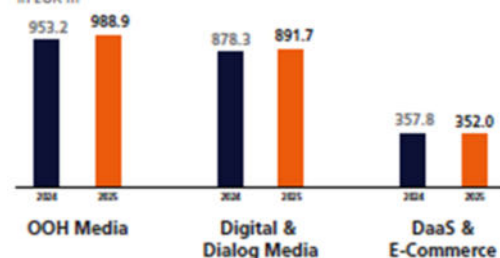
REVENUE

2,075.1
EUR m

(prior year: EUR 2,046.8m)

SEGMENT REVENUE

In EUR m



EBITDA (ADJUSTED)

625.9
EUR m

(prior year: EUR 625.5m)

EBITDA MARGIN (ADJUSTED)

30.2%

(prior year: 30.6%)

ORGANIC REVENUE GROWTH

-0.4%

(prior year: 6.4%)

ADJUSTED EARNINGS PER SHARE

EUR 2.70

(prior year: EUR 2.77)

FREE CASH FLOW BEFORE M&A TRANSACTIONS

317.8
EUR m

(prior year: EUR 360.8m)

ROCE

19.0%

(prior year: 21.6%)

EUR m	12M 2025	12M 2024
Revenue	2,075.1	2,046.8
EBITDA (adjusted)	625.9	625.5
Exceptional items	-24.5	-20.2
EBITDA	601.4	605.3
Amortization, depreciation, and impairment	-333.7	-318.6
thereof attributable to purchase price allocations and impairment losses	-14.4	-13.3
EBIT	267.7	286.7
Net finance income/costs	-66.8	-76.6
EBT	200.9	210.1
Taxes	-60.9	-62.5
Consolidated profit or loss for the period	140.0	147.5
Adjusted consolidated profit or loss for the period	165.2	171.2
Free cash flow (before M&A transactions)	317.8	360.8
Free cash flow (before M&A transactions) (adjusted)	106.7	157.9
Net debt (Dec. 31)	870.7	837.4

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 is focusing on the strength of the OOH business with its “OOH+” strategy, supported by the ‘Digital & Dialog Media’ and ‘DaaS & E-Commerce’ segments. Ströer's media portfolio offers options for intelligently linking effective communication measures in the digital and public areas. The company has around 13,740 employees at around 100 locations. In fiscal year 2025, Ströer generated revenue of EUR 2.08 billion. Ströer SE & Co. KGaA is listed on the MDAX of Deutsche Börse.

More information on the company can be found at www.stroeer.de/en/.

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