

PRESS RELEASE

Ströer decides to extend its capital allocation strategy and approves initial share buyback of up to EUR 50m

- Initial share buyback program of up to EUR 50m for the coming months
- Q3 business performance fully in line with forecast and on course to achieve targets for the year
- Long-term profitable growth thanks to structural tailwind from the digitalization of out-of-home advertising

Cologne, 28 September 2022

Today, Ströer Management SE, the general partner of Ströer SE & Co. KGaA, decided to add a share buyback element to the capital allocation strategy of Ströer SE & Co. KGaA and to carry out an initial share buyback program with a total repurchase volume of up to EUR 50m. The volume of EUR 50m represents the likely maximum number of shares that can be acquired over the coming six months within the regulatory limits. The program is scheduled to commence on October 3, 2022.

Business performance in the third quarter and the order book for the year-end business are fully in line with the Group's forecast and it therefore continues to anticipate a robust business performance for 2022 as a whole in line with the expectations of the capital markets.

The Ströer Group expects a very solid liquidity position for the remainder of the year and predicts that leverage will remain significantly below the target level of approximately 2.5. It intends to maintain an unchanged dividend policy. The current dividend yield is already over 6% and the share buyback will have a positive impact on earnings per share.

Christian Schmalzl, Co-CEO of Ströer, explains: “The share buyback program we have adopted creates value for our shareholders and underscores our confidence in the strength and resilience of our OOH+ strategy in these challenging times. We firmly believe that we will continue to achieve profitable growth in line with our medium-term planning and, in particular, benefit disproportionately from the structural changes that are taking place in the German advertising market. Although we are still at an early stage in the process of digitalizing our portfolio of advertising spaces, we have already secured all of the key locations offering digitalization potential and expect to see continued rapid business growth. Against this backdrop, and in view of the significant value-adding potential in our non-core businesses such as Asam Beauty and Statista, we have now added a share buyback element to our capital allocation strategy.”

The share buyback program serves any permissible purpose and will be carried out through trading on the Frankfurt Stock Exchange’s Xetra marketplace in accordance with the ‘safe harbor’ rules stipulated in Article 5 of the EU Market Abuse Regulation. Based on current trading volumes, this initial buyback program is expected to run for around six months.

The share buyback program will be conducted on the basis of the authorization granted by the annual shareholder meeting of Ströer SE & Co. KGaA on November 4, 2020, which permits the general partner of Ströer SE & Co. KGaA to repurchase a total volume of company shares equivalent to no more than 10% of the share capital of Ströer SE & Co. KGaA by November 3, 2025.

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.

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 2021, Ströer generated revenue of EUR 1.63b. Ströer SE & Co. KGaA is listed in Deutsche Börse’s MDAX.

More information on the company can be found at www.stroeer.de and the Ströer company page on LinkedIn.

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