

PRESS RELEASE

2023 Annual General Meeting: Ströer Performing Robustly against Market Trends

- **Outdoor Advertising Emerges as a Winner of Digitalisation**
- **Digital Outdoor Advertising in Media Mix Improves Advertisers' Carbon Footprint**
- **Shareholders Approve Dividend of € 1.85**

Cologne, 05 July 2023

The Annual General Meeting of Ströer SE & Co. KGaA held in Cologne on 05 July 2023 adopted all the resolutions put forward by the supervisory board and the management board with the required majorities. At the Annual General Meeting, approximately 49 million common shares from Ströer SE & Co. KGaA were represented, which corresponds to approximately 87 percent of the company's share capital. The company presented itself with its diversified and flexible structure within the framework of the "OOH plus" strategy – the combination of its core out-of-home (OOH) business with the complementary business areas of Digital & Dialog Media and DaaS & E-Commerce. This approach has proven to be crisis-resistant and robust, even during challenging times.

"With the strong results from the previous and current fiscal year, we have once again demonstrated the efficiency and strength of our 'OOH plus' strategy." At the same time, digital outdoor advertising stands out as by far the most energy-efficient form of advertising, with significantly lower CO₂ emissions compared to other media formats in the overall media mix. Digital outdoor advertising has significantly contributed to our positive growth, as have our other areas of business," says **Christian Schmalzl, Co-CEO of Ströer.**

The Annual General Meeting approved the proposal put forward by the supervisory board and the personally liable shareholder. As a result, a dividend payment of € 1.85 per eligible common share has been approved.

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 CO₂ 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/.

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