

# STRÖER

INVITATION TO THE  
ORDINARY GENERAL MEETING 2018

STRÖER SE & CO. KGAA, COLOGNE

# **STRÖER**

## **Invitation to the ordinary General Meeting 2018**

**Ströer SE & Co. KGaA  
Cologne  
SIN: 749399  
ISIN: DE 0007493991**

Dear Shareholders,

We cordially invite you to the  
ordinary General Meeting of  
Ströer SE & Co. KGaA

**on May 30, 2018  
at 10:00 a.m.  
(Central European Summer Time - CEST)**

at the  
Congress-Centrum Ost Koelnmesse  
(Congress Center East of the Cologne Trade Fair),  
Congress-Saal,  
Deutz-Mülheimer Straße 51,  
50679 Köln (Cologne)  
Germany

## AGENDA

- 1. Submission of the annual financial statements and the consolidated financial statements, each approved by the Supervisory Board, the combined management's report for the Company and the Group, including the explanations on the information pursuant to §§ 289a paragraph 1, 315a paragraph 1 HGB and the report of the Supervisory Board and the suggestion of the General Partner regarding the use of the net profit, each for the business year ending on 31 December 2017, resolution on the approval of the annual financial statements for the fiscal year 2017**

The Supervisory Board has approved the annual statements and the consolidated statements for the fiscal year ending on 31 December 2017 of the Company according to § 171 of the law on public companies (Aktiengesetz; AktG). According to § 286 para. 1 AktG, the annual statements are to be approved by the General Meeting of Ströer SE & Co. KGaA with the consent of the General Partner. The law does not intend for passing of a resolution by the General Meeting for the other documents, except for use of the net profit under agenda item 2.

The General Partner and the Supervisory Board suggest

to approve the annual statements of Ströer SE & Co. KGaA for the fiscal year 2017 in the submitted version, indicating a net profit of EUR 81,996,375.55.

- 2. Resolution on the appropriation of net profit**

The General Partner and Supervisory Board propose,

to use the net profit of Ströer SE & Co. KGaA disclosed in the Company's financial statements as of 31 December 2017 at a total of EUR 81,996,375.55 as follows:

- distribution of a dividend in the amount of EUR 1.30 per no-par value share entitled to dividend payment, equaling a total amount of EUR 72.444.356,40 and
- Carryforward of the residual amount of EUR 9.552.019,15 to the new account.

If the number of no-par-value shares eligible for dividends for the past fiscal year of 2017 change by the general meeting, an accordingly adjusted proposal for resolution will be put to the vote in the General Meeting, though still specifying a dividend of EUR 1.30 per no-par-value share eligible for dividends.

According to § 58 para. 4 sentence 2 AktG the claim to the dividend is due on the third business day following the General Meeting's resolution. Payment of the dividend therefore is intended for 5 June 2018.

### **3. Resolution on the discharge of the General Partner for the fiscal year 2017**

The General Partner and Supervisory Board propose,

The General Partner of the Company in fiscal year 2017 are granted discharge for this period.

### **4. Resolution on the discharge of the Supervisory Board members officiating in the fiscal year 2017**

The General Partner and Supervisory Board propose,

The acting members of the Supervisory Board of the Company in fiscal year 2017 are granted discharge for this period.

### **5. Resolution on the election of the auditors**

Upon recommendation of its audit committee, the Supervisory Board proposes:

The auditing firm Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft, Cologne, be appointed to audit the annual financial statements and the consolidated financial statements for the fiscal year ending December 31, 2018.

Before proposing this candidate, the Supervisory Board received a statement of independence from Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft, Cologne, as suggested by the German Corporate Governance Codex.

The audit committee has declared that its recommendation is free from improper exertion of influence by third parties and that no clause serving to restrict choices within the meaning of Art. 16 (6) of the Audit Regulation (EU) No 537/2014 has been imposed on it.

### **6. Passing of resolution on the amendment of Article 10 of the Articles of Association**

As a result of the company acquisitions made, the number of employees in the Ströer Group has increased and is usually more than 10,000 but less than 20,000. According to Sections 278 (3), 97 ff. AktG in conjunction with Section 7 (1) No. 2 MitbestG, the Supervisory Board must therefore be increased from a current total of twelve to a total of sixteen members. The General Partner therefore intends to initiate the status procedure pursuant to Sections 97 ff. AktG with respect to the new composition of the Supervisory Board by way of publication pursuant to Sections 97 (1), 278 (3) AktG. At the time of the General Meeting passing the resolution, the status procedure will not yet have been completed.

After conducting the status procedure pursuant to Sections 97 ff. AktG, the Supervisory Board of the Company will - in accordance with Sections 278 (3), 96 (1), 101 (1) AktG and Section 7 (1) Sentence 1 No. 2, (2) No. 2 MitbestG - be composed of eight members to be elected by the shareholders and eight members to be elected by the em-

ployees. The Company's Articles of Association are to be adjusted accordingly when the new composition of the Supervisory Board takes effect.

The General Partner and the Supervisory Board therefore propose that the following resolution be passed:

a) Article 10 (1) of the Articles of Association is to be reworded as follows:

*“(1) The Supervisory Board shall consist of sixteen members, of which eight members shall be elected by the General Meeting and eight members by the employees in accordance with the provisions of the German Code-termination Act.”*

b) The General Partner is instructed to apply for entry in the commercial register of the Company only once the recourse period pursuant to Section 97 (2) Sentence 1 AktG has expired without objection or the status procedure shows for other reasons that the Supervisory Board pursuant to Sections 278 (3), 96 (1), 101 (1) AktG and Section 7 (1) Sentence 1 No. 2, (2) No. 2 MitbestG consists of eight members to be elected by the shareholders and eight members to be elected by the employees.

## **7. Election of a new Supervisory Board**

After the status procedure has been conducted and the amendment to the Articles of Association decided under item 6 on the agenda has become effective, the Company's Supervisory Board shall, pursuant to Sections 278 (3), 96 (1), 101 (1) AktG and Section 7 (1) Sentence 1 No. 2, (2) No. 2 MitbestG and Article 10 (1) of the Articles Association, be composed in future of eight members to be elected by the shareholders and eight members to be elected by the employees. The share of women and men in the Supervisory Board must be at least 30% each pursuant to Section 96 (2) Sentence 1 AktG (minimum share). Pursuant to Section 124 (2) Sentence 2 AktG, is it disclosed that the overall satisfaction pursuant to Section 96 (2) Sentence 3 AktG has been not opposed so that the prescribed minimum share of women and men is to be satisfied by the Supervisory Board as a whole. Of the total of sixteen seats in the Supervisory Board at least five are to be taken by women and at least five by men respectively. The period of office of all members of the Company's Supervisory Board shall end on the earliest of the following events:

- Entry of the amendment to the Articles of Association decided under item 6 on the agenda in the Company's commercial register
- End of the first General Meeting which is convened after expiry of the recourse period pursuant to Section 97 (2) Sentence 1 AktG or after the final and absolute end of any court status procedure
- Expiry of six months after expiry of the recourse period pursuant to Section 97 (2) Sentence 1 AktG or final and absolute end of any court status procedure.

Against this background, the Supervisory Board proposes, under consideration of paragraph 5.4.1 (1) of the German Corporate Governance Codex on the composition of supervisory boards, that the following persons be elected to the Supervisory Board:

a) Mr Christoph Vilanek, Hamburg, CEO of freenet AG, Büdelsdorf;

- b) Mr Dirk Ströer, Cologne, entrepreneur, managing shareholder of Ströer Außenwerbung GmbH & Co. KG; Cologne;
- c) Mr Ulrich Voigt, Bergisch Gladbach, board member of the Sparkasse KölnBonn, Cologne;
- d) Ms Julia Flemmerer, Cologne, Managing Director of Famosa Real Estate S.L., Ibiza, Spain;

for the period starting from the earliest of the following events:

- Entry of the amendment to the Articles of Association decided under item 6 on the agenda in the Company's commercial register
- End of the first General Meeting which is convened after expiry of the recourse period pursuant to Section 97 (2) Sentence 1 AktG or after the final and absolute end of any court status procedure
- Expiry of six months after expiry of the recourse pursuant to Section 97 (2) Sentence 1 AktG or final and absolute end of any court status procedure.

up to the end of the General Meeting which decides on the discharge of the actions of the Supervisory Board for the 2018 fiscal year

as well as

- e) Ms Anette Bronder, Stuttgart, member of management of T-Systems International GmbH, Frankfurt am Main
- f) Mr Vicente Vento Bosch, Hamburg, managing director and CEO Deutsche Telekom Capital Partners Management GmbH, Hamburg

for the period starting from the earliest of the following events:

- Entry of the amendment to the Articles of Association decided under item 6 on the agenda in the Company's commercial register
- End of the first General Meeting which is convened after expiry of the recourse period pursuant to Section 97 (2) Sentence 1 AktG or after the final and absolute end of any court status procedure
- Expiry of six months after expiry of the recourse pursuant to Section 97 (2) Sentence 1 AktG or final and absolute end of any court status procedure.

up to the end of the General Meeting which decides on the discharge of the actions of the Supervisory Board for the 2019 fiscal year.

as well as

- g) Mr Martin Diederichs, Bonn, lawyer and partner of the law firm Heidland, Werres, Diederichs, Cologne;
- h) Ms Petra Sontheimer, Cologne, management coach and organization consultant of cidpartners GmbH, Bonn

for the period starting from the earliest of the following events:

- Entry of the amendment to the Articles of Association decided under item 6 on the agenda in the Company's commercial register
- End of the first General Meeting which is convened after expiry of the recourse period pursuant to Section 97 (2) Sentence 1 AktG or after the final and absolute end of any court status procedure
- Expiry of six months after expiry of the recourse pursuant to Section 97 (2) Sentence 1 AktG or final and absolute end of any court status procedure.

up to the end of the General Meeting which decides on the discharge of the actions of the Supervisory Board for the 2021 fiscal year.

The elections are to be conducted as individual election.

In accordance with Paragraph 5.4.3 Sentence 3 of the German Corporate Governance Codex, it is disclosed that in the case of his election to the Supervisory Board, Mr Christoph Vilanek is to be proposed as Chairman of the Supervisory Board.

Information on the agenda item 7 according to § 125 paragraph 1 sentence 5 AktG and according to item 5.4.1 of the German Corporate Governance Code:

The suggested candidates belong to the following other

- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:

Mr Christoph Vilanek:

- a) mobilcom-debitel GmbH, Büdelsdorf, MEDIA BROADCAST GmbH, Cologne, eXaring AG, Munich, (all affiliated companies of freenet AG)  
Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) Sunrise Communications AG (Board of Directors), Zürich (Switzerland).

Mr Dirk Ströer:

- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) none.

Mr Ulrich Voigt:

- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) modernes Köln Gesellschaft für Stadtentwicklung GmbH (Supervisory Board), stock exchange council of the Düsseldorf stock exchange and Finanz Informatik GmbH & Co. KG (Supervisory Board), Frankfurt a.M..

Ms Julia Flemmerer:

- a) none;
- b) none.

Ms Anette Bronder:

- a) elumeo SE (administrative board), Berlin, T-Systems Multimedia Solutions GmbH, Dresden; Deutsche Telekom IT GmbH, Bonn;
- b) Deutsche Forschungszentrum für Künstliche Intelligenz GmbH (Supervisory Board), Kaiserslautern.

Mr Vicente Vento Bosch:

- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) Deutsche Telekom Strategic Investments GmbH (Supervisory Board), Bonn, Deutsche Telekom Venture Funds GmbH (Supervisory Board), Bonn, Telekom Innovation Pool GmbH (advisory board), Bonn, (all affiliated companies of Deutsche Telekom AG), eValue 2nd Fund GmbH (advisory board), Berlin, Swiss Towers AG (observer in administrative board), Zug (Suisse), Keeper Data Tech S.L. (observer in administrative board), Madrid (Spain).

Mr Martin Diederichs:

- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) Supervisory Board of DSD Steel Group GmbH, Saarlouis.

Ms Petra Sontheimer:

- a) none;
- b) none.

With a view to item 5.4.1 paragraph 6 to 8 of the German Corporate Governance Code, it is declared that Mr Christoph Vilanek, Mr Ulrich Voigt, Ms Anette Bronder, Mr Vicente Vento Bosch, Mr Martin Diederichs and Ms Petra Sontheimer are not in any personal or business relationship with the Company, the companies of its group, bodies of the Company or any essential shareholder of the Company that must be disclosed under this recommendation according to the assessment of the Supervisory Board. Preventively, however, we note the following: Mr Christoph Vilanek is the chairman of the board of freenet AG and there are business relationships between subsidiaries of freenet AG and companies of Ströer group. Furthermore, Sparkasse KölnBonn, the board member of which Mr Voigt is, is part of the banking consortium that provides the Company with funds. Ms Anette Bronder and Mr Vicente Vento Bosch are managing directors of subsidiaries of Deutsche Telekom AG, from which the Company acquired Digital Media Products GmbH and Interactive Media CCSP GmbH in 2015 and which is a shareholder of the Company. Furthermore there are business relationships between Deutsche Telekom AG and its subsidiaries as well as the companies of Ströer group. Mr Christoph Vilanek, Mr Ulrich Voigt, Mr Vicente Vento Bosch and Mr. Martin Diederichs are also Supervisory Board member of Ströer Management SE.

Mr Dirk Ströer is shareholder and Supervisory Board member of Ströer SE & Co. KGaA and Ströer Management SE and together with Mr Udo Müller (board member of Ströer Management SE and shareholder of Ströer SE & Co. KGaA) shareholder of Media Ventures GmbH in Cologne. There are various business relationships between Media Ventures GmbH and companies of Mr Dirk Ströer, as well as the companies of Ströer group. Ms Julia Flemmerer is married to Mr Udo Müller (board member of the General Partner and shareholder of Ströer SE & Co. KGaA).

Further information on the proposed candidates is provided on the Company's website at <http://www.stroeer.com/> under the column "Investor Relations", "General Meeting" and in printed form at the end of this invitation to the General Meeting.

## **8. Passing of resolution on the amendment of Article 2 of the Articles of Association**

A new lit. c) is to be inserted in paragraph 1 of Article 2 of the Articles of Association of the Company which regulates the object of the enterprise. The background to this is that marketing and distribution of goods, products and services as well as the associated services account for an increasingly important part of the Company's business activities. This activity is therefore to be reflected in Article 2 (1) of the Articles of Association as an equivalent element.

The General Partner and the Supervisory Board propose that the following be decided:

Article 2 (1) of the Articles of Association is reworded as follows:

- “(1) The object of the enterprise is the activity of a managerial holding, i.e. the bringing together of companies, the provision of advice to them and the assumption of other business tasks and services for companies which are active in the following areas:*
- (a) Advertising with respect to advertising media of any form, in particular in the outdoor and online area by management of the respective advertising media and the mediation and marketing of advertising space including the (further) development of suitable technology*
  - (b) Media of all kinds, in particular in the online area, including the operation and marketing of online portals for information, communication (including social networks), entertainment (including videos and games) and e-commerce (including the associated trade and the manufacture of products as well as the provision of services of all kinds)*
  - (c) Marketing and distribution of goods, products and services as well as the associated services.”*

## **9. Resolution on approval of the profit and loss transfer agreement with Ströer Performance Group GmbH**

Ströer SE & Co. KGaA entered into a profit and loss transfer agreement (result transfer agreement) with Ströer Performance Group GmbH, Cologne - as profit and loss transferring company - on 4 April 2018. Ströer SE & Co. KGaA is the sole shareholder of Ströer Performance Group GmbH. The profit and loss transfer agreement has been concluded for creating a corporate-tax unit and requires, among others, the consent of the General Meeting of Ströer Media SE & Co. KGaA to be valid.

The General Partner and the Supervisory Board therefore suggest to pass the following resolution:

The profit and loss transfer agreement from 4 April 2018 between Ströer SE & Co. KGaA and Ströer Performance Group GmbH, headquartered in Cologne, as profit transferring company, be approved.

The profit and loss transfer agreement is worded as follows:

Between

**Ströer SE & Co. KGaA registered offices located in Cologne, registered in the Commercial Register at the Cologne Local Court under No. HRB 86922**

- referred to hereinafter as "CONTROLLING COMPANY" -

and

**Ströer Performance Group GmbH registered offices located in Cologne, registered in the Commercial Register at the Cologne Local Court under No. HRB 94037,**

– referred to hereinafter as "the SUBSIDIARY COMPANY"-

the following **PROFIT AND LOSS TRANSFER AGREEMENT** shall be concluded:

### **Preamble**

The CONTROLLING COMPANY is the sole shareholder in the SUBSIDIARY COMPANY.

### **§ 1 Transfer of Profits**

1. Subject to the amended latest version of Section 301 of the German Public Companies Act, the SUBSIDIARY COMPANY undertakes during the term of the Agreement and for the first time from the beginning of the current business year on the date of entry of this Agreement in the Commercial Register to transfer its profits to the CONTROLLING COMPANY as calculated in accordance with the relevant provisions of German commercial law. Subject to the formation or release of reserves in accordance with Paragraph 2, the amount to be transferred will consist of the annual profits arising without the transfer of profits less any losses carried forward from the previous year.
2. With the consent of the CONTROLLING COMPANY, the SUBSIDIARY COMPANY may transfer amounts from its annual profits into the other retained earnings if this is permitted in German commercial law and is commercially justified from a commercially reasonable point of view. At the request of the CONTROLLING COMPANY, the other retained profits formed during the term of this agreement are to be dissolved and transferred to the CONTROLLING COMPANY as profits or in order to compensate for an annual deficit.
3. The monies resulting from the dissolution of capital reserves within the meaning of § 272 para. 2 No. 4 of the German Commercial Code or of pre-agreement earnings may not be transferred.

### **§ 2 Assumption of Losses**

In accordance with the latest version of the provisions of § 302 of the German Public Companies Act, the CONTROLLING COMPANY is obliged to reimburse annual deficits occurring during the term of the agreement if these are not compensated for by

amounts being withdrawn from the other retained profits which have resulted during the term of the agreement in which they were transferred.

### **§ 3 Annual Accounts**

1. The SUBSIDIARY COMPANY is required to prepare its annual accounts in such a way that the profit to be transferred or the loss to be assumed is shown as payables to or receivables from the CONTROLLING COMPANY.
2. The annual accounts of the SUBSIDIARY COMPANY are to be prepared before the annual accounts of the CONTROLLING COMPANY.
3. Before being approved by the CONTROLLING COMPANY, the annual accounts of the SUBSIDIARY COMPANY are to be submitted for information, examination and consultation.
4. If the business year of the SUBSIDIARY COMPANY ends at the same time as the business year of the CONTROLLING COMPANY, the annual result of the SUBSIDIARY COMPANY to be assumed is to be included in the annual accounts of the CONTROLLING COMPANY for the same business year.

### **§ 4 Entry into Force, Term of Agreement, Termination**

1. To be valid, the Agreement will require the consent of the General Meeting of the CONTROLLING COMPANY, the consent of the General Partner of the CONTROLLING COMPANY and the consent of the Shareholder Meeting of the SUBSIDIARY COMPANY together with entry of the SUBSIDIARY COMPANY in the Commercial Register. It will apply retrospectively from the beginning of the current business year of the SUBSIDIARY COMPANY and specifically from the date this Agreement is entered in the Commercial Register.
2. The Agreement may only be duly terminated with a notice period of six months to the end of the business year of the SUBSIDIARY COMPANY but no earlier than the end of the business year after the end of which the company tax and business tax entity will have fulfilled its tax-related minimum term to be formed through this Agreement (five full years according to current legislation; Section 14, Subsection 1, No. 3, in conjunction with Section 17 of the German Company Tax Act and Section 2, Subsection 2, Sentence 2, of the German Business Tax Act.
3. The right to terminate the agreement for an important reason remains unaffected. In individual cases, important reasons are deemed in particular to be the following:
  - a) the sale of at least so many shares in the SUBSIDIARY COMPANY by the CONTROLLING COMPANY that the conditions for the financial integration of the SUBSIDIARY COMPANY into the CONTROLLING COMPANY in accordance with German tax law no longer exist;  
or
  - b) the conversion, merger or liquidation of the CONTROLLING COMPANY or the SUBSIDIARY COMPANY.
4. If the agreement is terminated for an important reason, the CONTROLLING COMPANY will, in accordance with German commercial law, only be liable to compensate the SUBSIDIARY COMPANY for its pro rata losses up to the end of this agreement.

5. When this agreement ends, the CONTROLLING COMPANY will be required to secure the creditors of the SUBSIDIARY COMPANY in accordance with § 303 of the German Public Companies Act.

### **§ 5 Final Provisions**

1. Amendments and additions to this agreement, including this provision, must be in writing to be valid.
2. Should an individual provision in this agreement prove to be invalid, null and void or unworkable or should it become so, the provision in this agreement that comes as close as possible to reflecting the discernible will of the parties will also apply in maintaining the agreement. The parties will find a provision which comes as close as possible to the purpose of this agreement. The same will apply to omissions in these provisions.
3. The sole place of jurisdiction is Cologne.

Since all shares of Ströer Performance Group GmbH are held by the Company, the profit and loss transfer agreement neither need to be audited by a contract auditor, nor is the granting of compensation payments (§ 304 AktG) or settlements required (§ 305 AktG).

The General Partner of the Company, together with the Managers of Ströer Performance Group GmbH, has reported on the profit and loss transfer agreement together pursuant to § 293a AktG. This report, as well as the profit and loss transfer agreement and the annual statements and management reports of the Company and Ströer Performance Group GmbH for the last three business years - where they are to be drawn up -, are provided for insight by the shareholders in the business premises of the Company from the day on which the General Meeting is convened and during the General Meeting. Furthermore, the documents will be published on the Company's website at <http://www.stroeer.com/> under the section "Investor Relations", "General Meeting". On request, each shareholder will receive copies of the above documents free of charge and without delay.

## **REQUIREMENTS FOR ATTENDANCE AT THE GENERAL MEETING AND THE EXERCISE OF VOTING RIGHTS**

In accordance with § 17 para. 1 of the Articles of Association, only shareholders that have properly registered in advance with the Company - and who have proved their eligibility - have the right to attend the General Meeting and exercise voting rights.

The registration must be made in writing pursuant to § 126b of the German Civil Code (Bürgerliches Gesetzbuch - BGB) (for example by letter, fax, or e-mail) in either the German or English language.

The authorization to participate in the General Meeting or to exercise voting rights is proved through presenting a certificate in writing pursuant to § 126b BGB from the custodian bank or financial institution that validates share ownership and that is written in either the German or English language. The verification must relate to the beginning of the 21st day before the General Meeting, i.e. **Wednesday, May 9, 2018, 0:00 hours (CEST) ("Record Date")**.

In relation to the Company, the participation in the General Meeting and the exercise of the shareholder's voting rights is only valid if the verification has been provided.

The Company must receive both the registration and the verification in writing pursuant to § 126b BGB at the following mailing address by no later than **Wednesday, May 23, 2018, 24:00 hours (CEST) (inbound)**:

Mailing address: Ströer SE & Co. KGaA  
c/o Commerzbank AG  
GS-MO 3.1.1 General Meetings  
60261 Frankfurt am Main  
Germany  
E-mail: hv-eintrittskarten@commerzbank.com  
Fax: +49 (0)69 / 136 26 351

After receipt of the registration and the verification of their share ownership at the previously mentioned place of registration, the admission cards for the General Meeting will be sent to the shareholders.

In order to ensure the timely receipt of the admission cards, we ask all shareholders to request an admission card from their custodian bank or financial institution as soon as possible. In these cases, the mailing of the registration and the verification of share ownership are usually made by the custodian bank or financial institution. For this purpose, shareholders who have requested an admission card for the General Meeting via their custodian bank or financial institution usually do not have to take any additional steps. In case of doubt, shareholders should inquire at their custodian bank or financial institution whether or not it will process the registration and the verification of share ownership for them.

### **Significance of the Record Date**

The Record Date is the decisive date for the scope and the exercise of the participation and voting rights in the General Meeting. In relation to the Company, the participation in the General Meeting and the exercise of the voting rights as a shareholder are only

valid if a verification of share ownership has been provided by the Record Date. Changes in the share portfolio after the Record Date do not have any impact on this. Shareholders who have correctly registered and who have submitted the proper verification are permitted to participate in the General Meeting or to exercise voting rights even if they sell their shares after the Record Date. Shareholders who did not own any shares prior to the Record Date, but only obtain share ownership after the Record Date, can only participate in the General Meeting and exercise their voting rights if they obtain a power of attorney or become authorized to exercise such right. The Record Date has no impact on the ability to sell off the shares. Furthermore, it is not a relevant date for a possible dividend entitlement.

## **PROCEDURE FOR VOTING BY PROXY**

The voting right can also be exercised by a proxy, for example through the custodian bank, a shareholders' association or a named voting representative of the Company. Even in this case, the shareholder must - as described above - register for the General Meeting and must verify his or her share ownership in due time.

The granting of authority, its revocation and the verification of the proxy towards the Company requires - in accordance with § 134 para. 3 sentence 3 AktG in connection with § 18 para. 2 of the Company's Articles of Association - the written form pursuant to § 126b BGB, if neither a bank nor a shareholders' association or any other equivalent institution or person in accordance with § 135 paras. 8 and 10 AktG has been authorized to exercise voting rights. In order to grant power of attorney, the power of attorney form can be used. Shareholders can find this on the back of the admission card sent to them or on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

The verification concerning the appointment of a proxy vis-à-vis the Company can also be made by sending the authorization in written form pursuant to § 126b BGB to the following address:

Mailing address:            Ströer SE & Co. KGaA  
                                      c/o Link Market Services GmbH  
                                      Landshuter Allee 10  
                                      80637 München (Munich)  
                                      Germany  
E-mail:                         inhaberaktien@linkmarketservices.de  
Fax:                             +49 (0)89 / 210 27 289

In case of the authorization of banks or financial institutions pursuant to § 135 AktG, shareholders' associations or other equivalent institutions or persons in accordance with § 135 paras. 8 and 10 AktG, the requirement of the text form in accordance with § 134 para. 3 sentence 3 AktG does not apply.

However, the letter of authority must be verifiably registered by the proxy. However, it must also be complete and may only contain the explanations connected with the exercise of the voting rights. Therefore, we ask shareholders, who would like to authorize a bank, a shareholders' association or another equivalent institution or person in accordance with § 135 paras. 8 and 10 AktG to exercise voting rights to coordinate this with the authorized person(s).

Beyond this, we offer our shareholders the ability to have their right to vote exercised at the General Meeting - according to their instructions by a voting representative appointed by the Company for this purpose. Even in this case, the shareholder must - as described above - register for the General Meeting and must verify his or her share ownership in due time. If a shareholder would like to authorize the voting representative appointed by the Company, he must give them instructions on how the voting right should be exercised. The voting representatives appointed by the Company are obliged to vote in accordance with the instructions provided to them.

The authorization of the voting representative named by the Company can be sent prior to the General Meeting via regular mail, fax or e-mail to the following address:

Mailing address: Ströer SE & Co. KGaA  
c/o Link Market Services GmbH  
Landshuter Allee 10  
80637 München (Munich)  
Germany  
E-mail: inhaberaktien@linkmarketservices.de  
Fax: +49 (0)89 / 210 27 289

In case of authorizing the voting representative named by the Company, we ask the shareholders to send the authorization along with the instructions to the previously mentioned address by no later than **Tuesday, May 29, 2018, 16:00 hours (CEST)**. In order to grant authority and to issue instructions to the Company's voting representative, shareholders can use the form that they will find on the back of the admission card sent to them or on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

Please be aware that the voting representatives appointed by the Company do not accept any authorizations pertaining to the entering of objections towards General Meeting resolutions, for shareholders to exercise their right to speak and to ask questions, or for the presentation of motions; in addition, they are not available for the voting on motions in respect of which no proposals of the General Partner and/or Supervisory Board have been published in the present invitation or later.

## **PROCEDURE FOR VOTE BY CORRESPONDENCE**

Shareholders who do not want to or are unable to personally attend the General Meeting can cast their votes in writing or by means of electronic communication by correspondence. For this, the form located on the back of the admission card sent to shareholders or on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting" can be used. We kindly ask the shareholders to send the votes by correspondence no later than **Tuesday, May 29, 2018, 16:00 hours (CEST) (inbound)**, to the Company via regular mail, fax or e-mail at the following address:

Mailing address: Ströer SE & Co. KGaA  
c/o Link Market Services GmbH  
Landshuter Allee 10  
80637 München (Munich)  
Germany  
E-mail: inhaberaktien@linkmarketservices.de  
Fax: +49 (0)89 / 210 27 289

In the case of voting by correspondence as well, timely registration and submission of proof of ownership of the shares in accordance with the provisions in the section "REQUIREMENTS FOR ATTENDANCE AT THE GENERAL MEETING AND THE EXERCISE OF VOTING RIGHTS" are required.

**INFORMATION REGARDING THE RIGHTS OF SHAREHOLDERS IN ACCORDANCE WITH § 278 PARA. 3 AKTG IN CONJUNCTION WITH § 122 PARA. 2, § 126 PARA. 1, § 127 AND § 131 PARA. 1 AKTG**

Prior to and during the General Meeting, the shareholders are entitled to the following rights, among others. Further details can be viewed on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

**Applications for items to be added to the agenda at the request of a minority in accordance with § 278 para. 3 AktG in conjunction with § 122 para. 2 AktG**

Shareholders whose joint holdings reach a pro rata amount of EUR 500,000.00 of the registered share capital, corresponding to 500,000 no-par value shares, can request that items be placed on the agenda and published. Each new item must be accompanied by a reason or a proposal.

Requests for additional agenda items must be received by the Company in writing or in electronic form in accordance with § 126a BGB no later than **Sunday, April 29, 2018, 24:00 hours (CEST) (inbound)**. Requests for additional agenda items can be sent via regular mail or e-mail to the following address:

Mailing address:            Ströer SE & Co. KGaA  
                                  General Partner  
                                  Ströer Management SE  
                                  Management Board  
                                  Ströer Allee 1  
                                  50999 Köln (Cologne)  
                                  Germany  
E-mail:                        hauptversammlung@stroeer.de

An applicant making such a request must prove with § 278 para. 3 AktG in conjunction with §§ 122 para. 2 sentence 1 and para. 1 sentence 3 AktG that he/she has owned his/her shares for at least 90 days before the day the request has been received and that he/she will continue to hold the shares until the General Partner's decision on the petition.

**Shareholders' counter-motions and proposals for election by shareholders in accordance with § 278 para. 3 AktG in conjunction with §§ 126 para. 1 and 127 AktG**

Each shareholder can submit a counter-motion to the Company against proposals made by the General Partner and/or Supervisory Board in respect of a specific agenda item, as well as proposals for election.

Shareholders' counter-motions and proposals for election by shareholders that have been received by the Company no later than **Tuesday, May 15, 2018, 24:00 hours (CEST) (inbound)**, via regular mail, fax or e-mail at the following address:

Mailing address: Ströer SE & Co. KGaA  
- Legal Department -  
Ströer Allee 1  
50999 Köln (Cologne)  
Germany  
Fax: +49 (0)2236 / 9645 69 106  
E-mail: gegenantraege@stroeer.de

will, together with the name of the shareholder and the grounds - which however are not necessary for proposals for election - as well as any statement by the management, be made accessible immediately upon receipt on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

Counter-motions and proposals for election which are not addressed to the aforementioned Company's address or which arrive **Tuesday, May 15, 2018, 24:00 hours (CEST) (inbound)** as well as counter-motions without sufficient justification, will not be published on the Internet by the Company.

Furthermore, proposals for election are only made accessible if they contain the name, profession, and place of residence of the nominated person; for proposals for election of Supervisory Board members, the additional information concerning their memberships in other supervisory boards required to be established by law must be included.

The Company can refrain from making a counter-motion and its grounds or a proposal for election accessible if one of the conditions of exclusion of § 126 para. 2 AktG exists. The conditions of exclusion are available on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

A vote on a counter-motion or counter-suggestion regarding a proposal for election in the General Meeting assumes that the counter-motion or counter-suggestion regarding a proposal for election had been posed verbally during the General Meeting.

The right of every shareholder to submit verbal counter-motions concerning the various agenda items or counter-suggestions to proposals for election - even without the prior and timely notice to the Company - remains unaffected.

#### **Right to inform shareholders in accordance with § 278 para. 3 AktG in conjunction with § 131 para. 1 AktG**

If requested, each shareholder has the right to receive information from the General Partner regarding the activities of the Company, including the legal and commercial relationships with affiliated companies as well as the state of the Group and the companies included in the consolidated financial statements insofar as this is necessary to make an appropriate assessment of the agenda items. Informational requests are generally made verbally during the General Meeting within the framework of the discussion. In accordance with § 19 para. 3 of the Articles of Association, the chairman of the meeting has the right to limit the question and discussion period of a shareholder and can determine a further course of action. In addition, the General Partner can, in cases regulated under § 131 para. 3 AktG, opt out of providing any information. These cases

are depicted on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

## **INFORMATION AND DOCUMENTS REGARDING THE GENERAL MEETING**

This invitation to the General Meeting, the availability of documents as required by law, applications as well as proposals for election from shareholders as well as additional information and further explanations regarding above-mentioned shareholders' rights in accordance with § 278 para. 3 AktG in conjunction with §§ 122 para. 2, 126 para. 1, 127 and 131 para. 1 AktG, especially in relation to the participation in the General Meeting, voting by correspondence and regarding authorization and issuing instructions, are available - from the time of calling the General Meeting - on the Company's homepage at <http://www.stroeer.com/>, under the section "Investor Relations", "General Meeting".

The documents made available as required by law will also be available at the General Meeting.

After the General Meeting, the voting results will also be published by the Company on its homepage.

Together with their admission cards, the shareholders will be given further details regarding the participation in the General Meeting, voting by correspondence as well as regarding authorization and issuing instructions.

## **NUMBER OF SHARES AND VOTING RIGHTS**

At the time of calling the General Meeting the registered share capital of the Company is divided into 55,726,428 no-par value bearer shares, all of which have one voting right. At the time of calling the General Meeting, all 55,726,428 of the Company's issued no-par value shares include the right to attend and the right to vote, which is why the total number of the Company's voting shares is 55,726,428 at the time of calling the General Meeting. At the time of this calling, the Company does not possess any own shares.

The invitation to this ordinary General Meeting was published in the German Federal Gazette on April 19, 2018 and was also forwarded to media which can be expected to publish the information across the entire European Union.

## **INFORMATION ON DATA PROTECTION**

The Company processes personal data on the basis of the applicable data protection laws in order to enable shareholders to participate in the General Meeting and to exercise their rights in the General Meeting. The Company is the responsible body for the processing. Starting from 25 May 2018, the legal foundation for the processing is provided by Art. 6 (1) Sentence 1 lit. c General Data Protection Act (GDPR).

The Company commissions various service providers to stage the General Meeting who are only given the personal data by the Company which they require to provide the service commissioned. The service providers process these data exclusively on the

instruction of the Company. In addition, personal data will be made available to shareholders and shareholder representatives in connection with the Annual General Meeting within the framework of statutory provisions, namely via the list of participants.

The personal data will be stored in accordance with legal obligations by the Company and afterwards deleted.

In accordance with the statutory provisions, you have a right to information, correction, restriction, objection and deletion at any time regarding the processing of your personal data and a right to data transfer under Chapter III GDPR. You may assert these rights towards the Company free of charge using the following email address

[datenschutz@stroeer.de](mailto:datenschutz@stroeer.de)

or using the following contact data:

Ströer SE & Co. KGaA  
Data Protection  
Ströer Allee 1  
50999 Cologne

You also have a right of complaint to the data protection supervisory authorities under Art. 77 GDPR.

You can reach our corporate data protection officer at the following address:

Ströer SE & Co. KGaA  
Data Protection Officer  
Ströer Allee 1  
50999 Cologne  
E-Mail: [datenschutzbeauftragter@stroeer.de](mailto:datenschutzbeauftragter@stroeer.de)

## **ADDITIONAL INFORMATION ON THE CANDIDATES FOR ELECTION TO THE SUPERVISORY BOARD PROPOSED UNDER ITEM 7 OF THE AGENDA**

### **Christoph Vilanek**

Christoph Vilanek, born in 1968, began after studying business administration at the Leopold-Franzen University in Innsbruck (Austria) his professional career with the publishing house Time-Life International. Before becoming managing director of the online fashion business boo.com, he worked in various positions within the mail-order business. In 2001, the native Austrian switched to the management consultancy McKinsey, where his focus was on the field of telecommunication in Germany and Eastern Europe. In 2004, he became joint managing director of iPublish, a subsidiary of the Ganske publishing group in Hamburg.

Before his appointment as Chief Executive Officer of freenet AG, Christoph Vilanek held various positions from 2005 until 2009 within the area of customer communication, customer development, customer service and customer retention at debitel AG in Stuttgart. He has been a member of the Supervisory Board of Ströer Media AG, today's Ströer SE & Co. KGaA, since April 2013, in June 2014 he was appointed Chairman of the Supervisory Board of Ströer SE & Co. KGaA.

Christoph Vilanek is married with two children.

Mr Christoph Vilanek belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:
  - a) mobilcom-debitel GmbH, Büdelsdorf, MEDIA BROADCAST GmbH, Cologne, eXaring AG, Munich, (all affiliated companies of freenet AG), Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
  - b) Sunrise Communications AG (Board of Directors), Zürich (Switzerland).

### **Dirk Ströer**

Dirk Ströer was born in 1969 and is the managing partner of Ströer Außenwerbung GmbH & Co. KG and Media Ventures GmbH. In February 2004 he was appointed for the first time to the Supervisory Board of Ströer Out-of-Home Media AG, today's Ströer SE & Co. KGaA. After completing his degree in business studies, and as early as 1998, Dirk Ströer founded City Design GmbH with the purpose of marketing information media in German cities. In early 1999, he moved to Warsaw and supervised the inception of the Polish states corporation of Ströer Group. At the end of 1999, he became self-employed and founded orangemedia.de GmbH and neu.de GmbH. This venture formed the foundation for Media Ventures GmbH, which in the following years developed portals and market places, such as weg.de, mp3.de, or pkw.de, into successful business models.

Mr Dirk Ströer belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:
  - a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
  - b) none.

### **Ulrich Voigt**

Ulrich Voigt was born in Cologne in 1965. After completing his training as a commercial banker at Stadtsparkasse Köln in 1987 and further training as a savings bank business administrator at the Rheinische Sparkassenakademie (Rhineland Savings Bank Academy), he worked for the bank in a number of different roles. Between 1997 and 1999, he completed a degree course at the Lehrinstitut für das Kommunale Sparkassen- und Kreditwesen (Institute for Communal Savings Banks and Credit Institutions) in Bonn and became a graduate savings bank business administrator. He occupied a number of management positions at Sparkasse KölnBonn before becoming an authorized representative of the company with responsibility for the Institutional Investments, Asset Management and Shareholdings business units. He has been a member of the management board of Sparkasse KölnBonn since 2008. Since 2010, he has been responsible for the business areas Central and Local Corporate Clients, Institutional and Municipalities, Shareholdings and Treasury. Ulrich Voigt has been a member of Ströer Media AG's, today's Ströer SE & Co. KGaA, Supervisory Board since November 2013.

Mr Ulrich Voigt belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:

- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) modernes Köln Gesellschaft für Stadtentwicklung GmbH (Supervisory Board), stock exchange council of the Düsseldorf stock exchange and Finanz Informatik GmbH & Co. KG (Supervisory Board), Frankfurt a.M..

### **Julia Flemmerer**

Julia Flemmerer was born in Mainz on November 30, 1979. She began studying law at Johannes Gutenberg University Mainz in 1999. After continuing her studies with a focus on French Law at the University of Lausanne, in Bonn and Hamburg, Julia Flemmerer began working as a lawyer in Cologne with focus in labor law and compliance at the law firm Seitz Partnerschaftsgesellschaft mbB, in 2007.

Julia Flemmerer is the founder and managing director of Famosa Real Estate, a project development company in the real estate sector, and is active as an investor in green technology. She volunteers as an ambassador for Wellcome, which is a social franchise company that specializes in modern neighborhood assistance and operates all across Germany. Julia Flemmerer is married and has four children. Since March 2016, she has been a member of the Supervisory Board of Ströer SE & Co. KGaA.

Ms Julia Flemmerer belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
  - b) comparable national and international controlling bodies of other businesses:
- 
- a) none;
  - b) none.

### **Anette Bronder**

Anette Bronder, born on December 13, 1967, is responsible for the Digital Division of T-Systems International GmbH as Member of the Board of Management. In this position, she supports companies in implementing their digitalization strategies.

After graduating with a degree in economics and social sciences with a focus on political science from the University of Stuttgart, she began her career at Hewlett-Packard, where she held various management positions. Between September 2010 and March 2013 Anette Bronder headed the Technology Enterprise department at Vodafone GmbH in Germany. From April 2013 to July 2015, she was Director of Group Enterprise Solutions at Vodafone, where she was responsible for Enterprise Delivery and Operations in all markets.

Anette Bronder has more than 19 years' experience in delivery services, operations and consulting and was appointed to the Supervisory Board of Ströer SE & Co. KGaA in April 2016. She has two children and lives with her family in Stuttgart.

Ms Anette Bronder belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
  - b) comparable national and international controlling bodies of other businesses:
- 
- a) elumeo SE (administrative board), Berlin, T-Systems Multimedia Solutions GmbH, Dresden, Deutsche Telekom IT GmbH, Bonn;
  - b) Deutsche Forschungszentrum für Künstliche Intelligenz GmbH (Supervisory Board), Kaiserslautern.

## **Vicente Vento Bosch**

Vicente Vento Bosch, born March 26th, 1981 is the co-founder and CEO of Deutsche Telekom Capital Partners, and a member of Deutsche Telekom's top leadership team.

He is a Member of the Supervisory Board of Ströer SE & Co. KGaA , Deutsche Telekom Strategic Investments GmbH, Deutsche Telekom Venture Funds GmbH and Telekom Innovation Pool GmbH. Prior to founding DTCP, he had been the Head of M&A and a Senior Vice President at Deutsche Telekom, after having held various advisory and asset management positions at Morgan Stanley, Blackstone and Royal Capital Management.

From November 12th, 2015 until March 1st, 2016 Vicente Vento Bosch was a member of the Supervisory Board of Ströer SE. Since April 5th, 2016 he is a member of the Supervisory Board of Ströer SE & Co. KGaA. Since October 28th, 2015, he is a member of the Supervisory Board of Ströer Management SE.

Vicente Vento Bosch holds a degree in business administration (Lic&MBA) from ESADE Business School.

Mr Vicente Vento Bosch belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:
  - a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
  - b) Deutsche Telekom Strategic Investments GmbH (Supervisory Board), Bonn, Deutsche Telekom Venture Funds GmbH (Supervisory Board), Bonn, Telekom Innovation Pool GmbH (advisory board), Bonn, (all affiliated companies of Deutsche Telekom AG), eValue 2<sup>nd</sup> Fund GmbH (advisory board), Berlin, Swiss Towers AG (observer in administrative board), Zug (Suisse), Keeper Data Tech S.L. (observer in administrative board), Madrid (Spain).

## **Martin Diederichs**

Martin Diederichs was born in Bonn on August 11, 1962 and was a member of the first Supervisory Board of the Company from July 29, 2002 until February 20, 2004. After completing his legal studies at the universities of Bonn and Nice and his legal clerkship within the district of the superior court of Cologne, he became a practicing attorney in Cologne. He has been a partner with the law firm Heidland Werres. Diederichs based in Cologne since 1994. His main areas of practice are construction and architectural law, with a specialization in international plant construction, as well as general corporate law. He has been a specialist attorney for construction and architectural law since 2007, as well as a recommended arbitrator of the mediation and arbitration work group for construction law with DAV (SOBau). He has been active as an arbitrator with the International Chamber of Commerce in Paris and as an attorney representative in various arbitration proceedings domestically and internationally. In May 2010, he once again joined the Supervisory Board of the Company and he was a member until the Company had been changed into Ströer SE in October 2014.

Mr Martin Diederichs belongs to the following other

- a) Supervisory Boards to be formed under the law; and/or

- b) comparable national and international controlling bodies of other businesses:
- a) Ströer Management SE (General Partner of Ströer SE & Co. KGaA);
- b) Supervisory Board of DSD Steel Group GmbH, Saarlouis.

### **Petra Sontheimer**

Petra Sontheimer, born 1970, advised executive teams, managers and companies on the topic of Leadership & Collaboration in the Digital Age as a top management coach and business partner at cidpartners. After completing her degree in business administration at the University of Mannheim and a Diplome International de Management at the Institute Commercial de Nancy, she began her career in human resource management at Beiersdorf AG. From 1998 to 2001, she was the Director of Human Resources at Pixelpark AG, a Bertelsmann subsidiary, and was in charge of establishing and expanding its human resources department and change management system during the company's international expansion. She subsequently went into business with a cidpartners partner, founding a consultancy that specialises in supporting companies in dynamically complex environments. She has over 20 years of experience in the fields of staff development, transformation management and top executive coaching. Petra Sontheimer is married and has one child.

Ms Petra Sontheimer belongs to the following other:

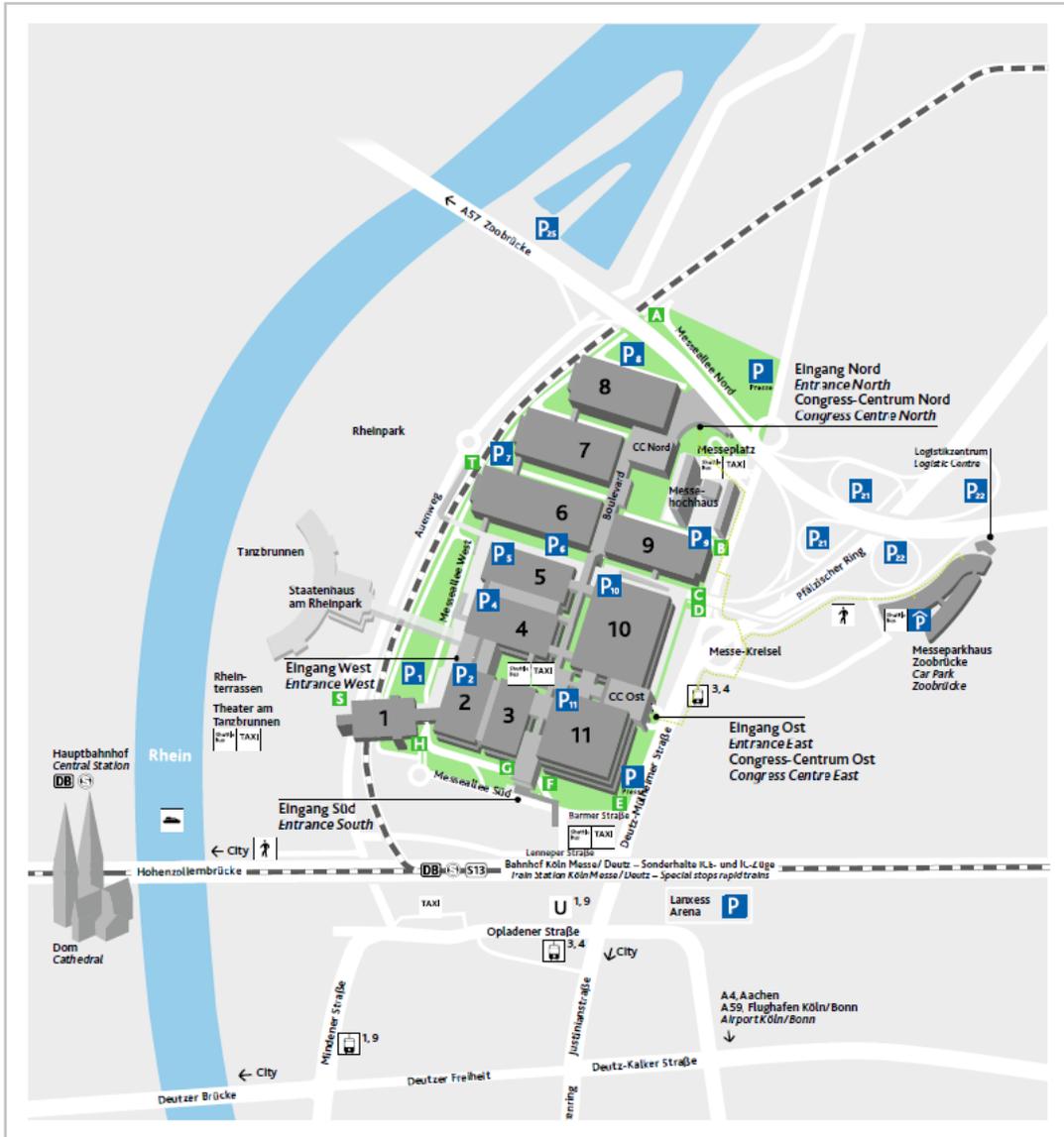
- a) Supervisory Boards to be formed under the law; and/or
- b) comparable national and international controlling bodies of other businesses:
- a) none;
- b) none.

**Cologne, April 2018**

**Ströer SE & Co. KGaA  
General Partner  
Ströer Management SE  
Management Board**

This document is a convenience translation of the German original. In case of discrepancy between the English and German versions, the German version shall prevail.

## DIRECTIONS TO CONGRESS CENTRE EAST, KOELNMESSE



**P**  
Parkplatz • Parking

**P**  
Parkhaus • Car Park

**↑**  
Fußweg • Pedestrian route

**↑**  
Fußweg Messeparkhaus ZooBrücke  
Pedestrian route Car Park ZooBrücke

**↑**  
Pendelbus • Shuttle Bus

**TAXI**  
Taxi • Taxi

**DB**  
Bahnhof • Train Station

**S13**  
S-Bahn Koelnmesse –  
Flughafen Köln/Bonn  
Suburban Railway from Koelnmesse  
to Cologne/Bonn Airport

**↑**  
Straßenbahnhaltestelle • Tram Stop

**U**  
U-Bahn • Subway

**↑**  
Fähre: City/Hbf.  
Ferry: City/Central Station

**A**  
Tor • Gate

## Public transport

### By rail

From Cologne Central Station, take the S6 (towards Essen), the S13 (towards Troisdorf Bahnhof), the S11 (towards Bergisch Gladbach), the Regionalexpress RE (towards Koblenz or Bahnhof Köln Messe/Deutz or Hamm (Westf.) Bahnhof) or the Regionalbahn RB (towards Oberbarmen Bahnhof or Overath Bahnhof) to Köln Messe/Deutz train station.

After arriving at the train station, walk to the Congress Centre East (approx. 350 m) by following the signs.

Use the Ost/Messewache entrance on the ground floor and then the lift to the fourth floor.

### By tram

Take tram line 1 (towards Bensberg), 3 (towards Thielenbruch), 4 (towards Schlebusch) or 9 (towards Königsforst) to the Koelnmesse stop, which is located right in front of Congress Centre East. Get out at Köln-Deutz train station and follow the signs pointing the way to Congress Centre East.

Use the Ost/Messewache entrance.

### By air

Take S-Bahn line 13 from Cologne-Bonn Airport to the Deutz/Messe stop (journey time: approx. 15 minutes). There are signs indicating the pedestrian route to Congress Centre East from there.

### By car

Please follow the green Koelnmesse signs, which will lead you straight to the parking area provided in the Congress Centre East area near the venue.

Follow the information on your navigation device to Koelnmesse (Deutz-Mühlheimer Straße). Please observe the signs on site to find the parking area.

## PARKING

Free parking spaces are available to shareholders and visitors to the Annual General Meeting on **parking deck 10**, which will be signposted. Access is via **Tor/Gate D**. The entrance to parking deck 10 provides direct access to the fourth floor, where the Annual General Meeting is taking place in the Congress-Saal hall.

**Ströer SE & Co. KGaA**  
**Ströer Allee 1**  
**50999 Köln (Cologne)**

**Commercial register: Registry court Cologne HRB 86922**  
**Registered seat: Cologne**

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**General Partner: Ströer Management SE**  
**Management Board**  
**Udo Müller, Christian Schmalzl, Dr. Bernd Metzner**

**Chairman of the Supervisory Board:**  
**Christoph Vilanek**