

Ströer SE & Co KGaA Capital Markets Day 2016

April 29th 2016 | London, Andaz Hotel



AGENDA



01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)



STRÖER

STRATEGIC UPDATE

What has changed from analogue to digital Times

- **Digitisation reduces entry barriers for many business models across value chains in all industries**
- **Innovative intermediate business can be short-term extremely successful; on the long-run, intermediate businesses are not sustainably successful**
- **Companies with vertically integrated value chains push out intermediate business models**

Ströer's Strategic Answer

- No stand alone intermediate business (e.g. stand alone Adtech companies)
- Focussing on integrating platforms public, mobile and home screens to become a real digital multi-channel company
- Focus on extending & integrating vertical value chains

Five Key Development Areas and Business Segments

Building a Digital, Multi-Channel Media Company around Big Data, Digital Content and OoH Infrastructure

1

Out of Home

digitisation of our infrastructure:
LED, LCD, beacons, small cells



2

Content

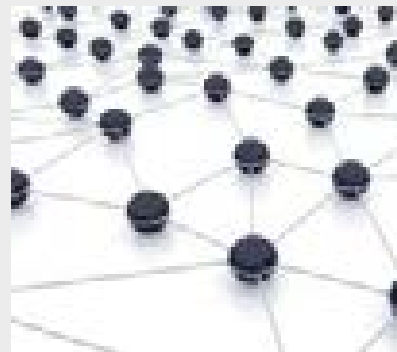
disruptive, tech and performance based digital business models



3

Local Markets

only nation-wide sales organisation for local marketing & digital ad products



4

National Market

building the biggest, data-driven non-television media sales house



5

Ventures





M&A around disruptive, data-driven and digital business models



Broadened new Management Team according to Business Segments expansion

Board of Management

Udo Müller CEO | Christian Schmalzl COO | Bernd Metzner CFO

OoH	Local Markets	Content	National Sales	Ventures
Alexander Stotz		Marc Schmitz	Robert Bosch	Board of Management
				Watch out for opportunistic M&A-deals
Expansion of Digital Public Advertising Portfolio	Accelerating regional/local business (+100 to 200 sales people p/a)	Integration & further build up of existing content portfolio	Strengthening of our cross media market position	



Out of Home

Digitisation of Out of Home is the basis for integrating public, mobile and home screens.

On-going, Value-creating Transformation

Yesterday: 100% of Revenues with traditional, wet glued OoH Products



Today: <10% Revenues with traditional wet glued OoH products



1st Step to OoH Digitisation: Shopping Malls & Stations

Over 3.300 Video-Displays reaching appr. 30 Mio. People per Month

Public Video Station (>1.000 Screens)



Supermotion (6 Boards)



Public Video Mall (>2.000 Screens)



Infoscreen (>300 Screens)



2nd Step in OoH Digitisation: Roadside Screens





Ströer is disrupting the German OoH Market in the upcoming 4 Years!



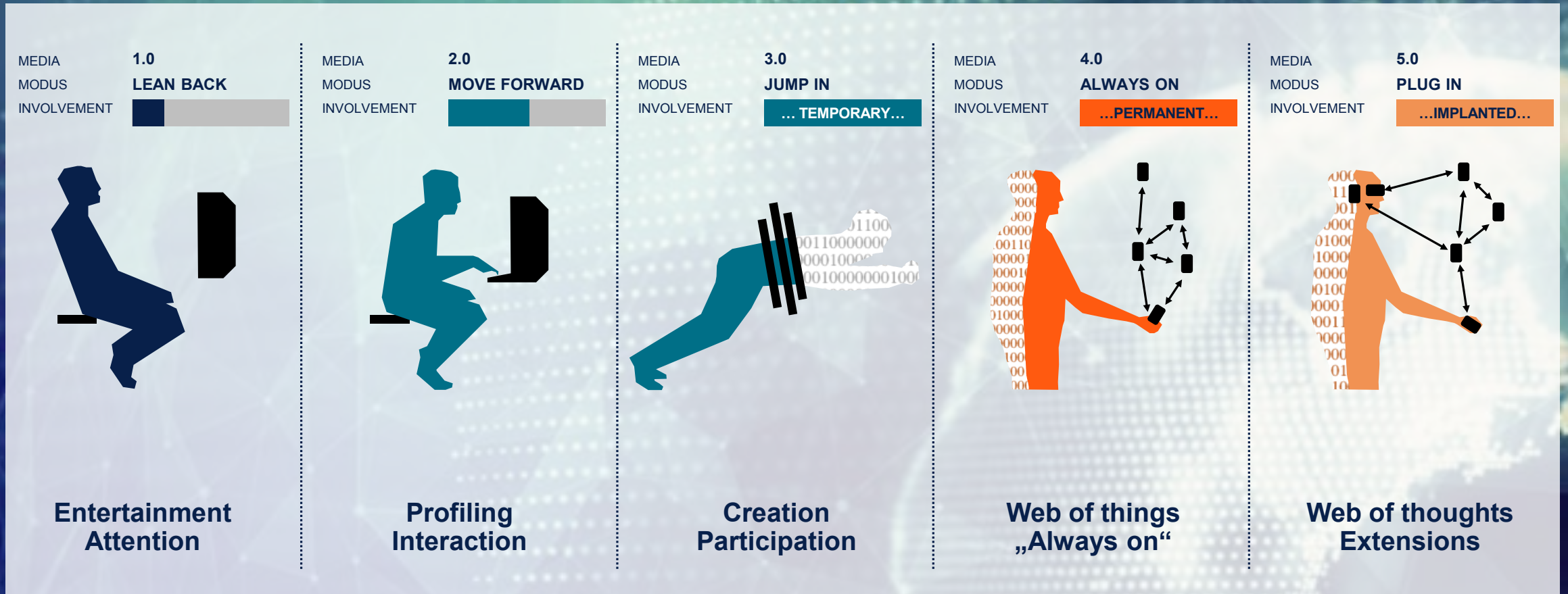
up to 1,000 Screens in the coming 4 years
up to 2,000 Screens in the coming 7 years



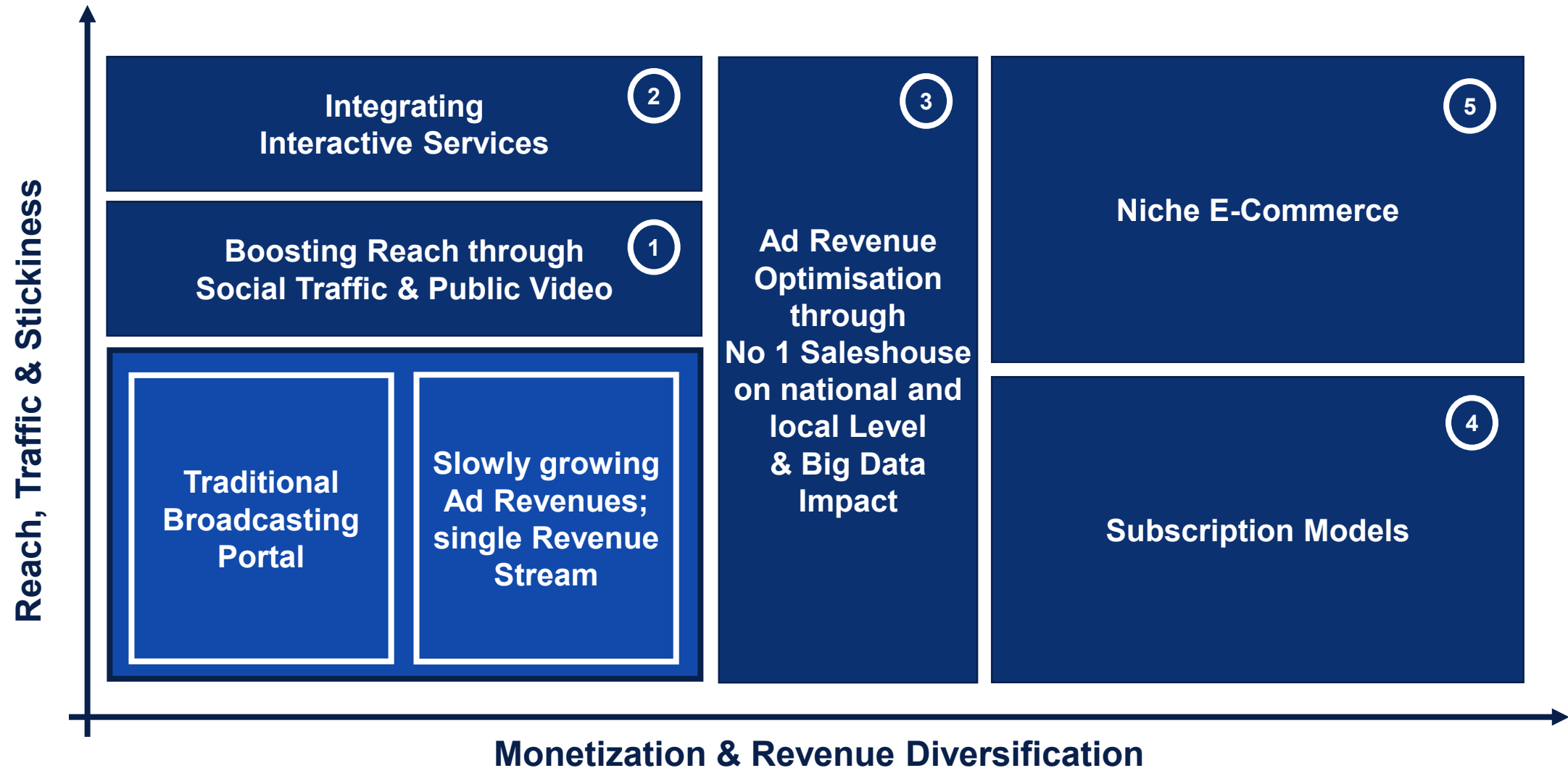
Content

**Moving from traditional Broadcasting Portals
to fully integrated & interactive Verticals.**

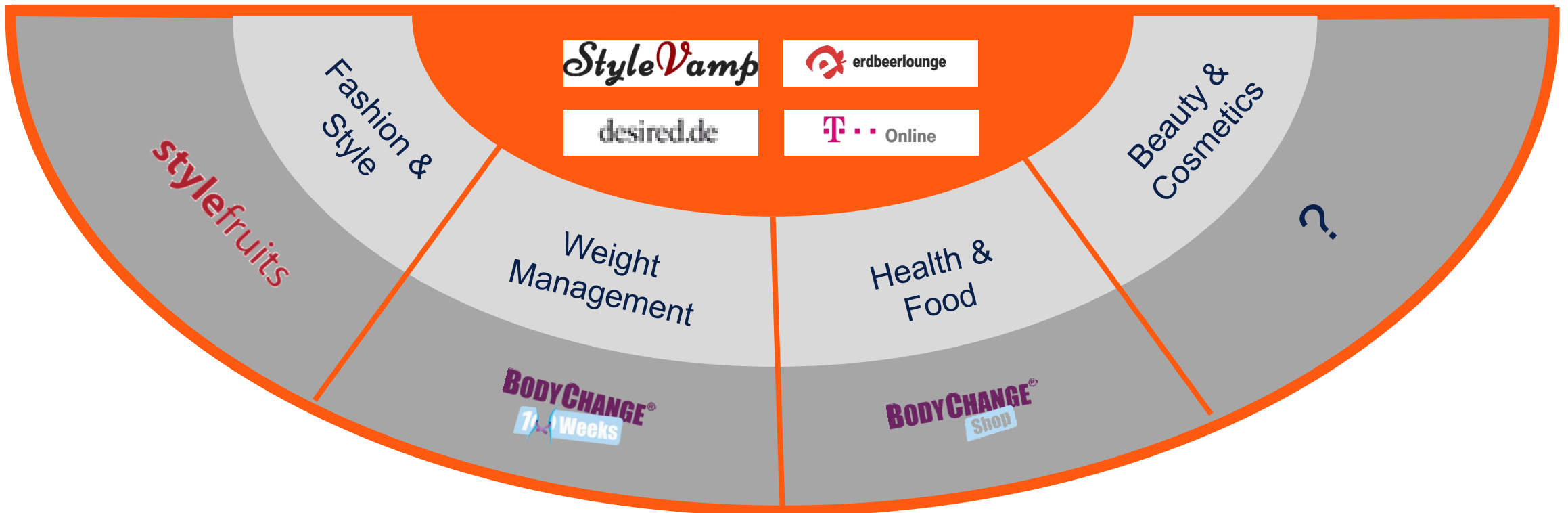
Evolution of Media: The Consumer Perspective



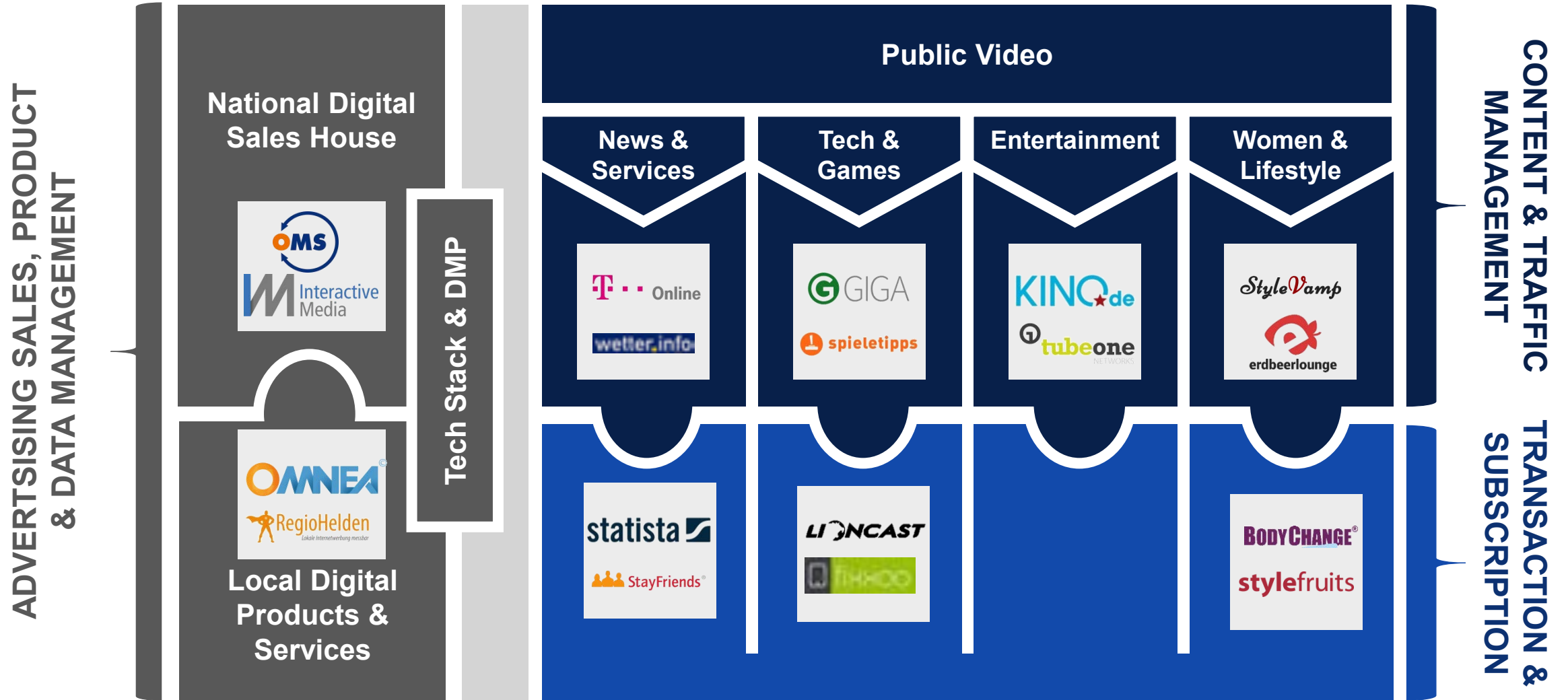
Ströer Value Creation Model for Digital Content Assets



Women & Lifestyle Vertical: Full Value Chain Integration



Segment “Digital”: Overall Structure & Units





Local Markets

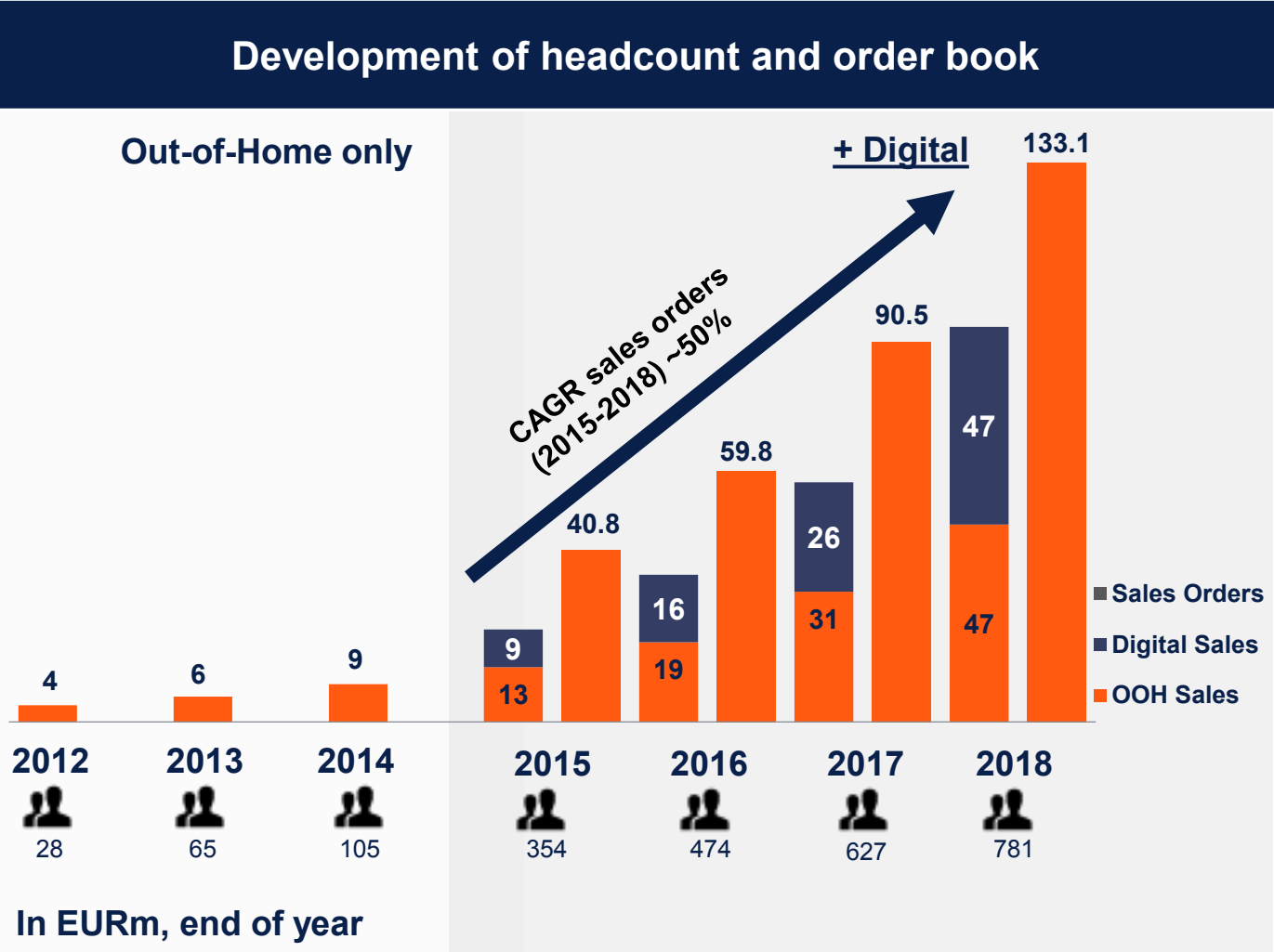
Integration of Platforms and Value Chains to massively expand Business with SMBs.

360° Integrated Online Marketing Suite for local SMBs

RegioHelden Product Range



Broadening Local Digital Product Portfolio: RegioHelden and Omnea



Marketing Services for SMBs

1



Visibility

Active management of shop presence in directories, local portals, apps, maps and navigation systems

2



Performance

Creation of marketing websites, Google adwords, display performance and SEO services

3



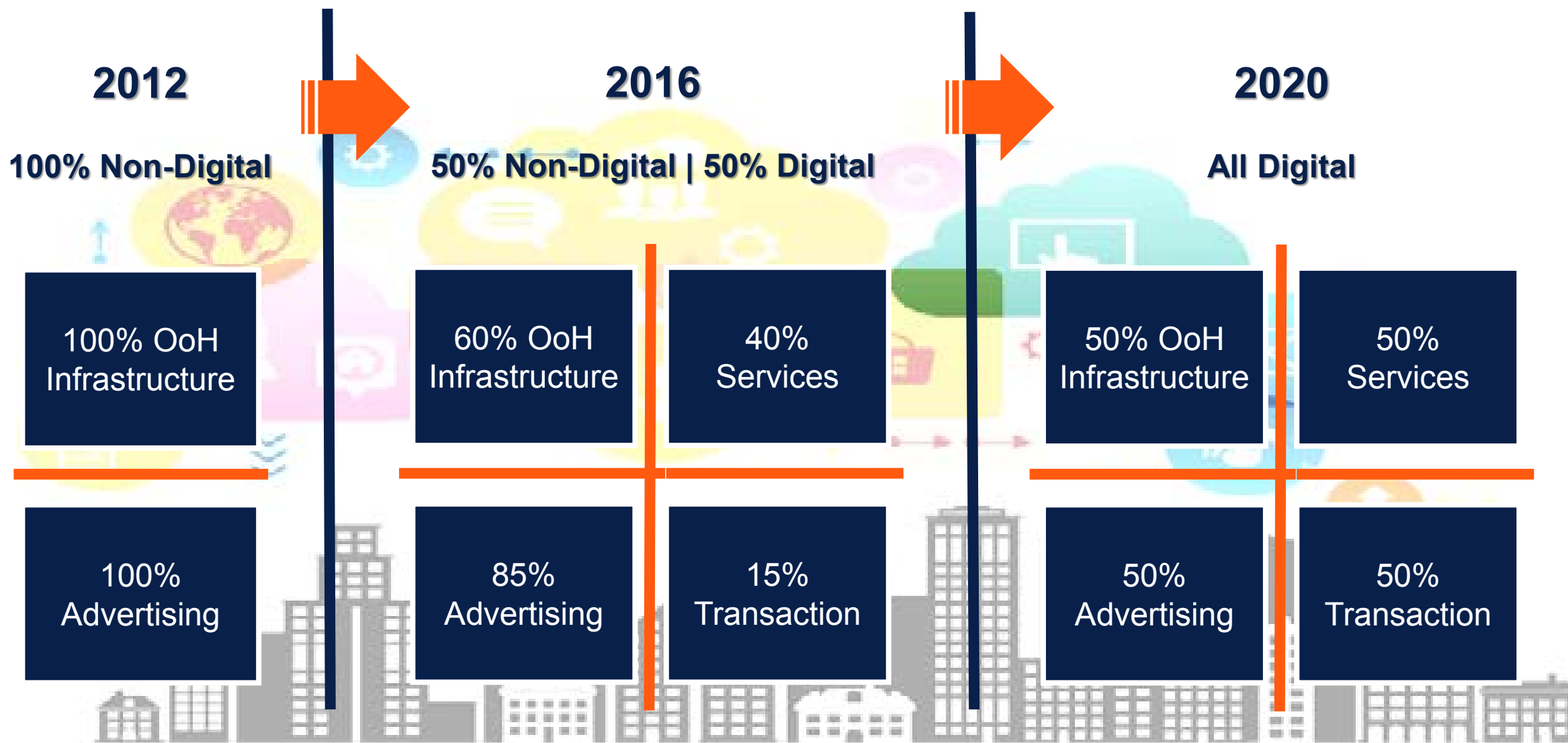
Branding Campaigns

Active management of locally targeted display, mobile and video Campaigns via the number 1 saleshouse inventory

Strategic Roadmap: Well ahead of our Transformation Plans!



Strategic Roadmap: Well ahead of our Transformation Plans!



Q1 Results 2016, Guidance Statement 2016

	Q1 2016	▲	FY Guidance	Specified FY Guidance
Revenue	226 EURm	39.8 %	1.1 - 1.2 EURbn	1.1 - 1.2 EURbn
Operational EBITDA	45.3 EURm	72.2%	270 – 280 EURm	More than 280EURm
Organic Revenue Growth	11.5%	(2015: 8.4%)	Mid to high single digit organic growth	Mid to high single digit organic growth

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)

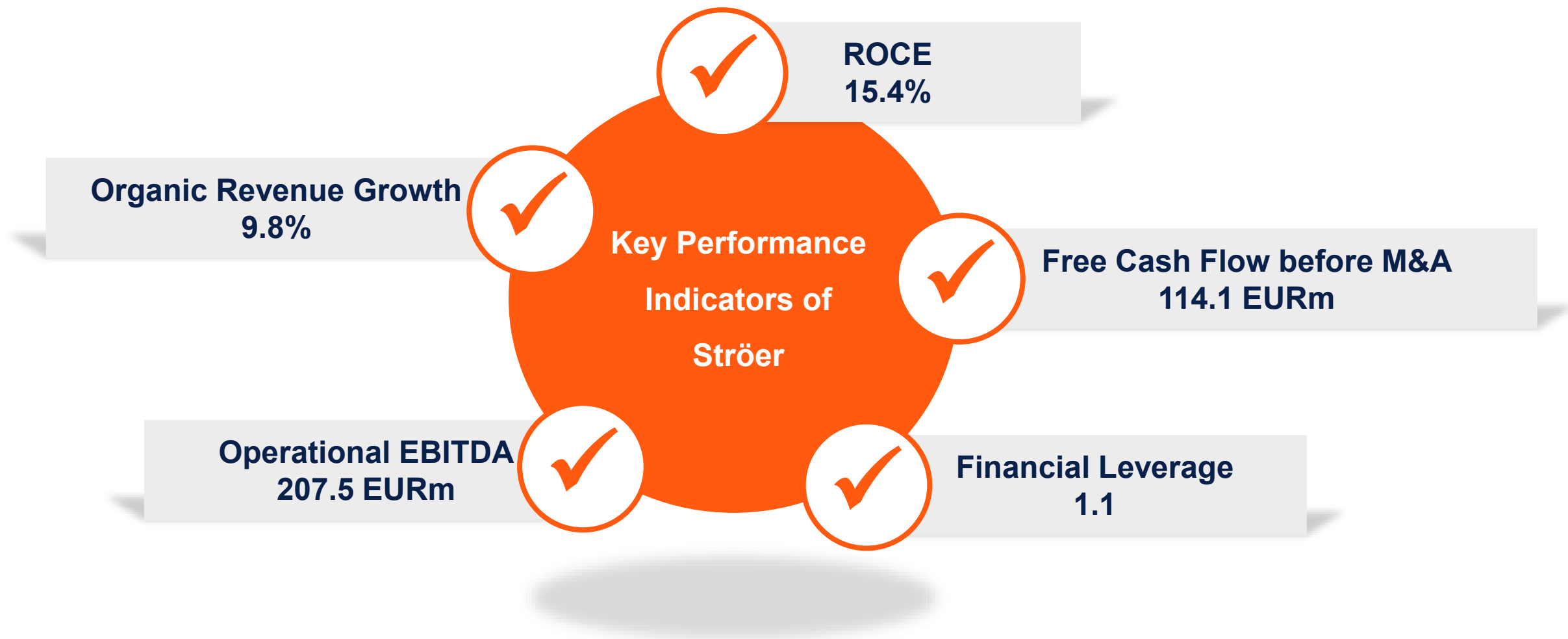


STRÖER

FINANCIALS

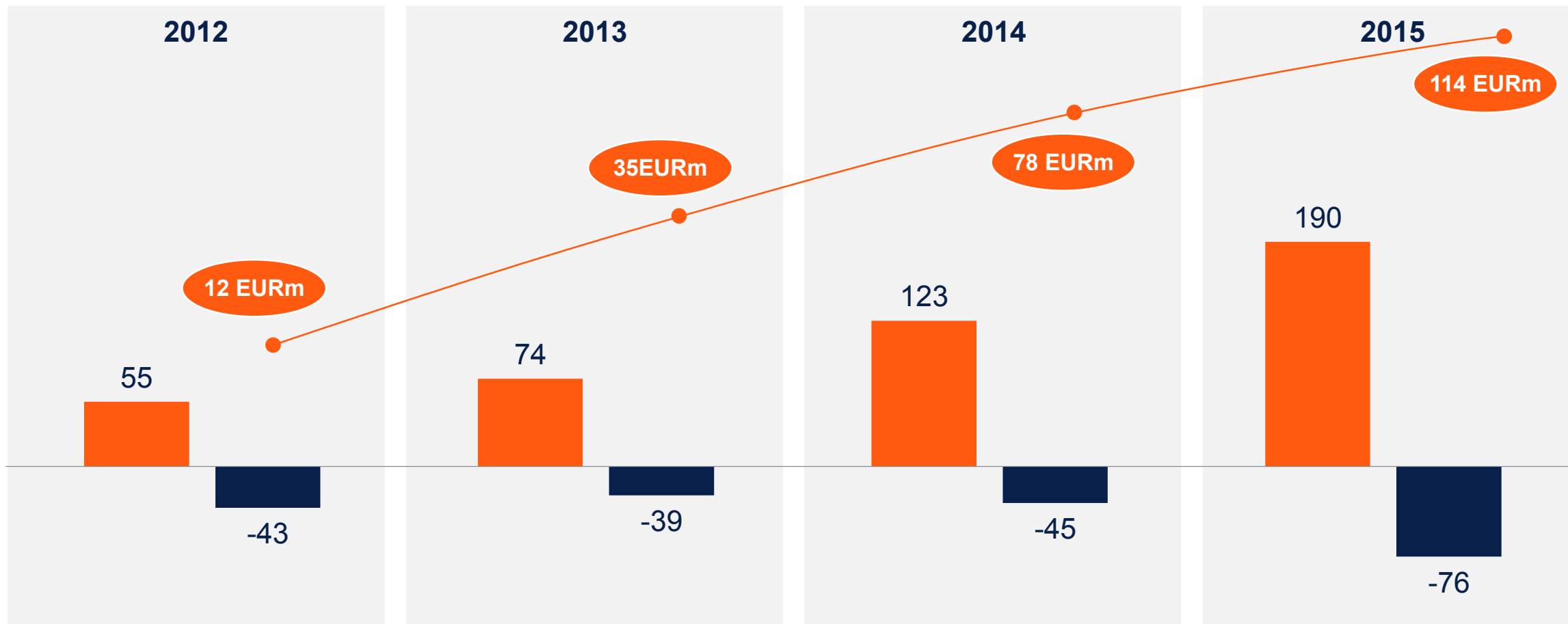
Steering the Ströer Group – Key Performance Indicators

In 2015, all Key Performance Indicators of Ströer Group performed well










Strong Cashflow Development

CAGR 2012-2015: Free Cash Flow > 100%



Free Cash Flow Perspective 2015 & Outlook 2016

Free Cash Flow	2015 EURm	▲ %	Outlook 2016
Op. EBITDA	207.5	40.2%	 Operational EBITDA of more than 280 EURm
- Interest (paid)	-8.4	-41.9%	 Further optimisation of financing structure
- Tax (paid)	-5.9	-29.3%	 Low level and positive effects of previous years
-/+ WC	+21.4	+43.0%	 Lower working capital contribution
- Others	-24.3	+44.6%	 Stable development of exceptionals
Operating Cash Flow	190.3	+54.2%	
Investments	-76.3	+68.6%	 Investments in digitalization (OOH & Digital) ~ 100 EURm
Free Cash Flow (before M&A)	114.1	+45.9%	 FCF > 135 EURm

Exceptionals 2015

Conversion into KGaA ~ 1 EURm

Acquisition of TOL / IAM ~ 5 EURm

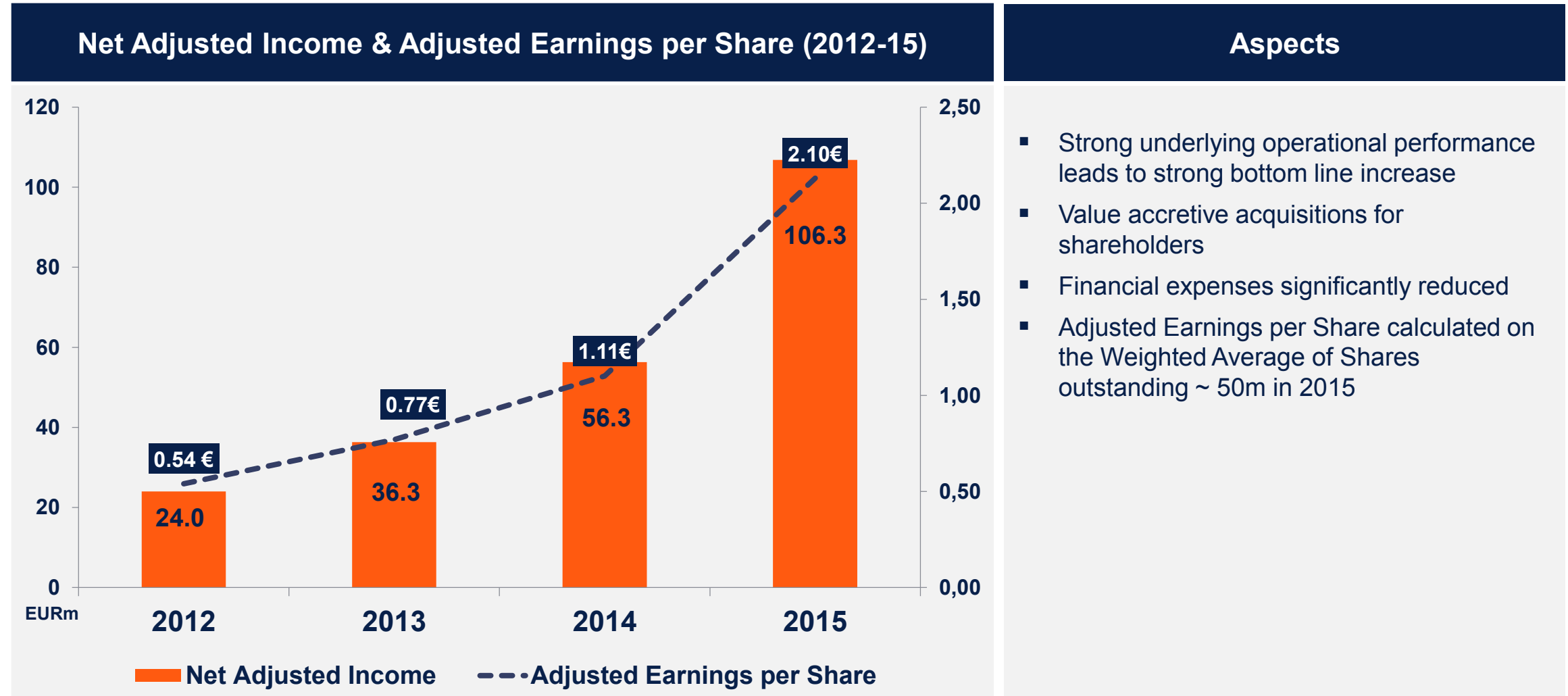
Other M&A (OMS, Regiohelden etc.) ~ 2 EURm

Integration / Restructuring ~ 6 EURm








Others ~ 1 EURm

~ 15 EURm

Adjusted Earnings per Share almost tripled since 2013



P&L view in more detail & Outlook 2016

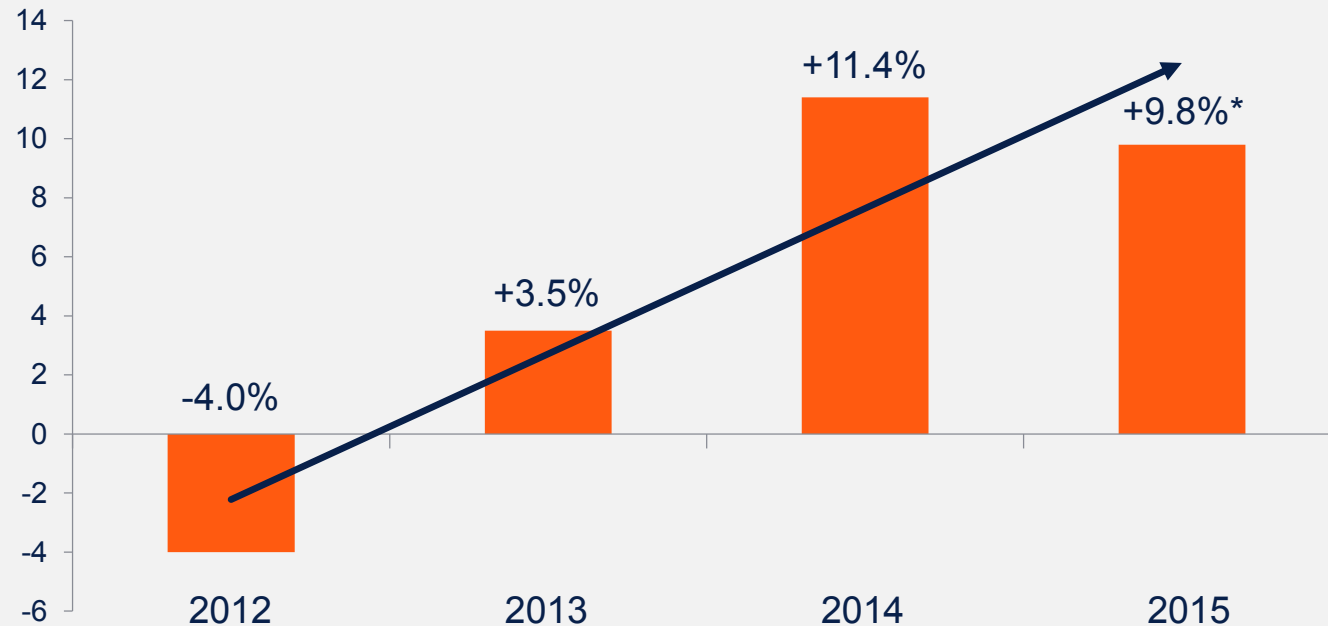
EURm	FY 2015	▲ %	FY 2016e
Revenues (reported) ⁽¹⁾	823.7	+14%	 Revenue growth mid to high single digit organic growth
Adjustments (IFRS 11)	14.0	+12%	
Revenues (Management View)	837.7	+14%	 Operational EBITDA of more than 280 EURm
Operational EBITDA	207.5	+40%	
Exceptionals	-15.2	-54%	 stable
IFRS 11 adjustment	-4.5	-15%	
EBITDA	157.8	+40%	 Increase in D&A base on larger consolidation scope
Depreciation & Amortisation	-110.1	-35%	
EBIT	77.7	+48%	 Further optimisation of financing structure
Financial result	-9.3	+37%	
Tax result	-8.9	+38%	 Stable tax result
Net Income	59.5	> + 100%	
Adjustment ⁽²⁾	46.8	+42%	 > 150 EURm
Net income (adjusted)	106.3	+89%	

(1) According to IFRS

(2) Adjustment for exceptional items (+15.2 EURm)), amortization of acquired advertising concessions&impairment losses on intangible assets (+ 40.2 EURm), Tax Adjustment (-8.7 EURm)

Strong organic growth 2012 – 2016e

Organic growth trend over the years

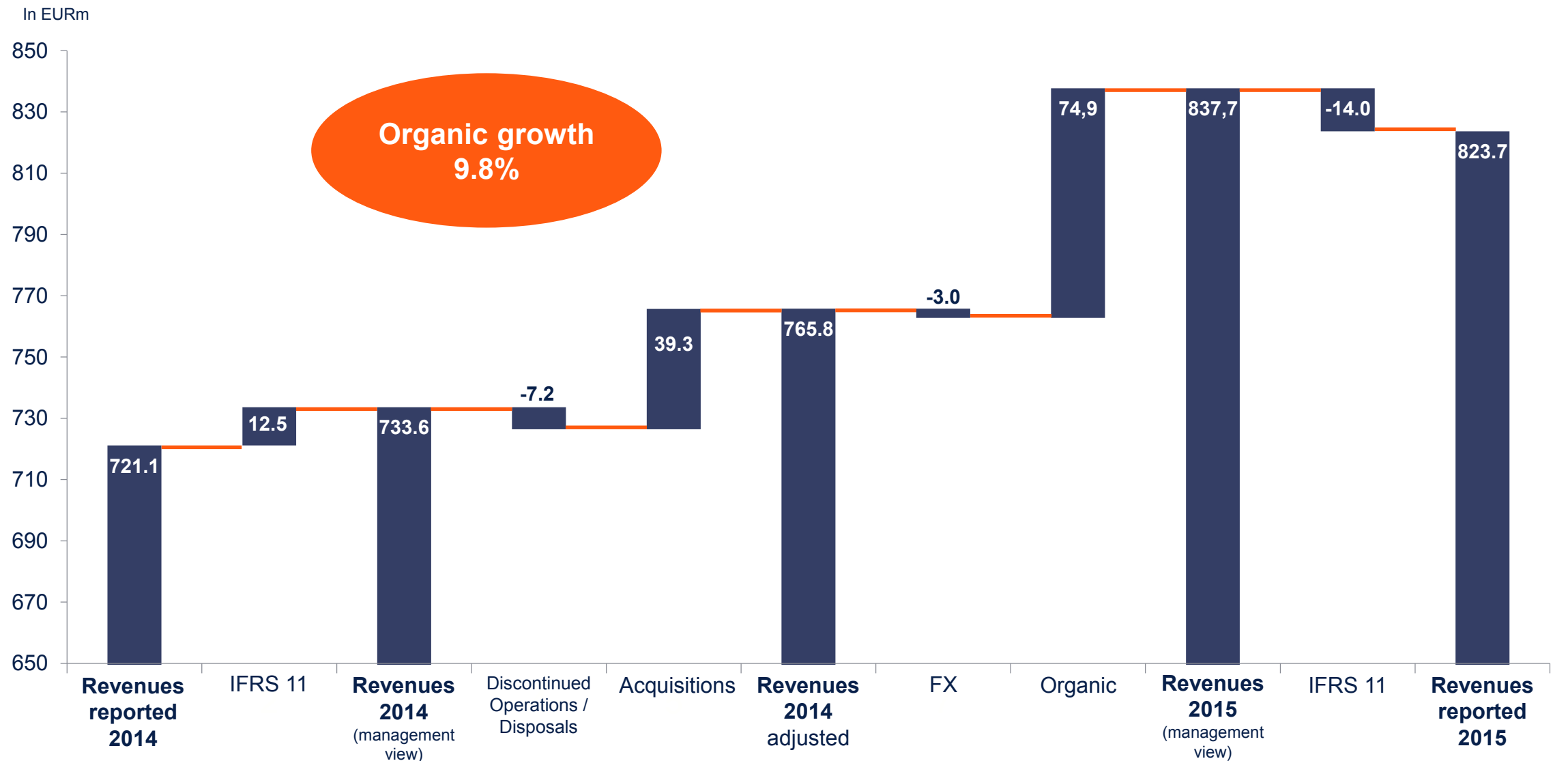


2016e: mid to high single digit %

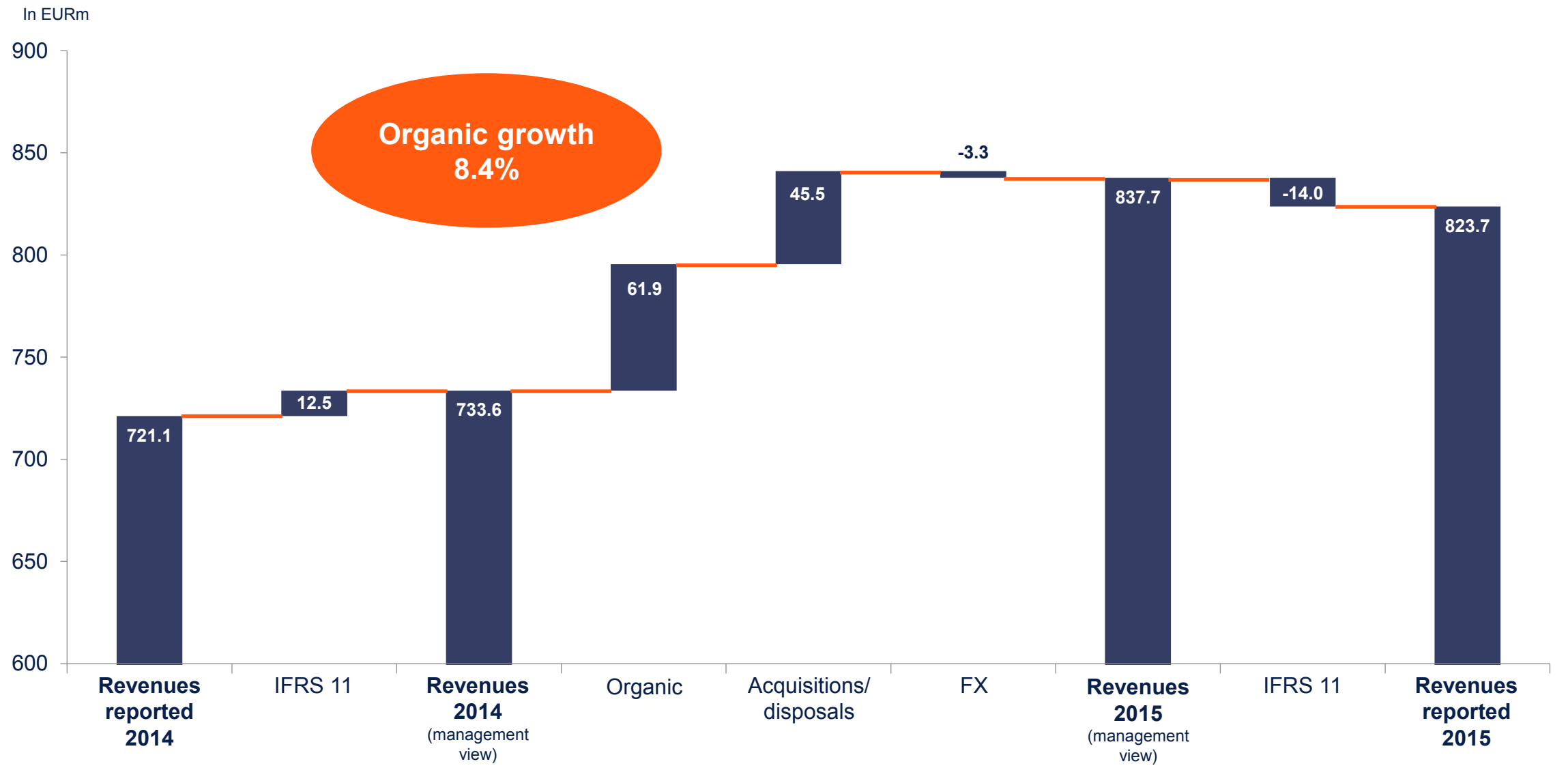
- **OOH Germany - mid single digit**
 - on national level: driven by higher utilization rates and pricing
 - on regional level: better penetration
- **Digital (~10%)**
 - strong performance of proprietary assets (Content Group)
 - growth among all product groups (Display, Video, Transactional)
- **OOH International - low single digit**
 - Strong market presence in Turkey
 - Poland catching up beyond the trough

*change of calculation method in 2015

Reported Organic Growth 2015 („Accountability“ Concept) - Group

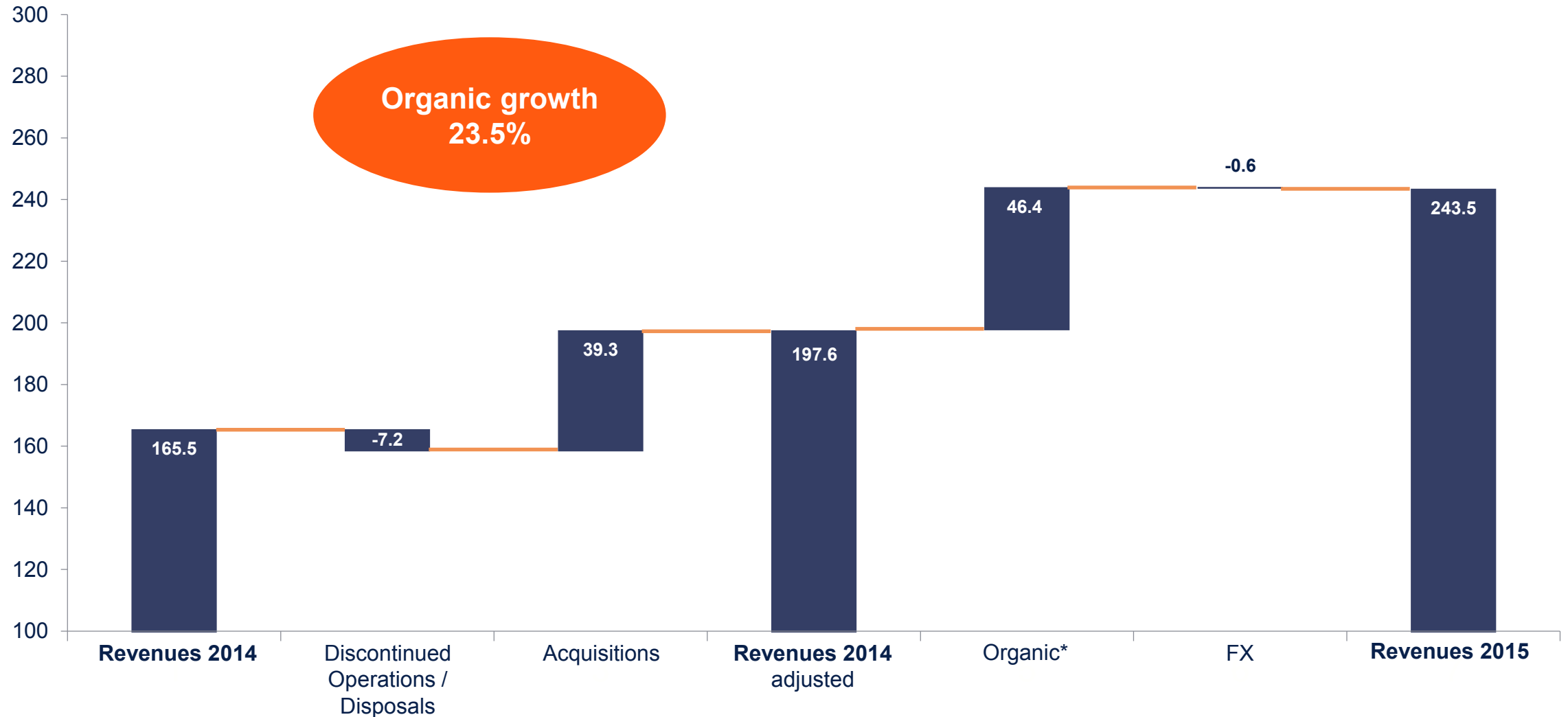


Organic Growth 2015 (“Lagging behind” Approach) – Group

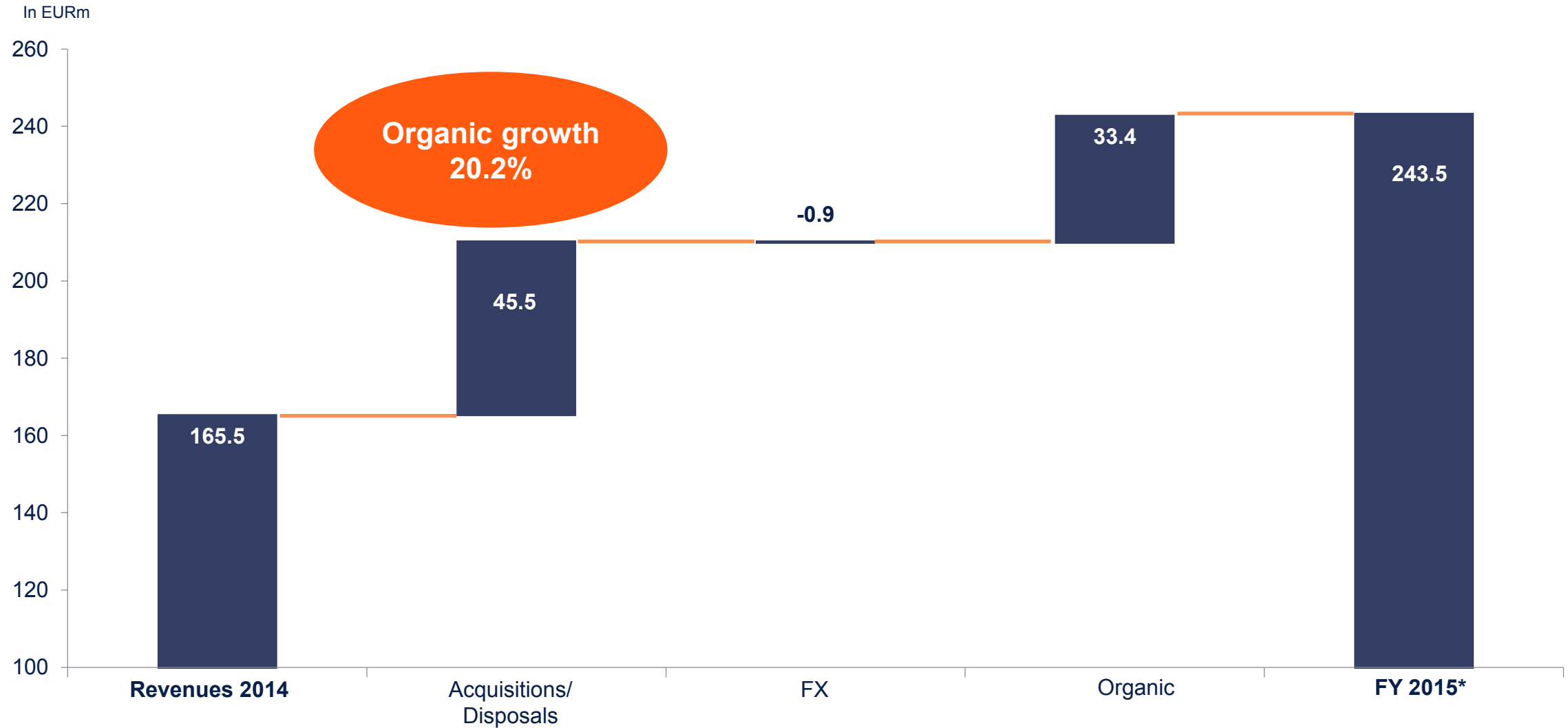


Reported Organic Growth 2015 (“Accountability” Concept) – Segment Digital

In EURm



Organic Growth 2015 („Lagging behind“ Approach) – Segment Digital

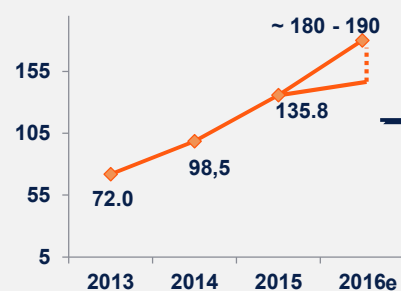


Stable ROCE in 2016 expected

ROCE Development over Time

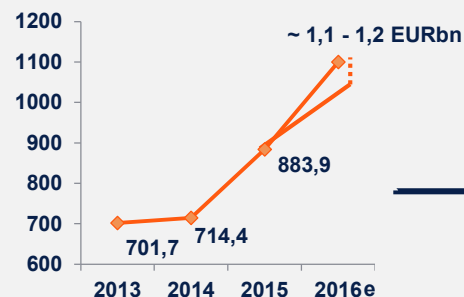
Adjusted EBIT

EURm



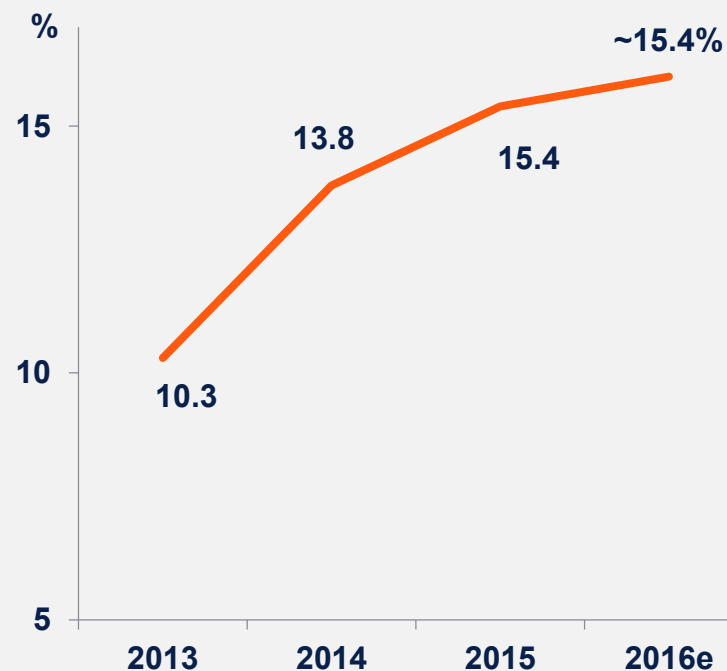
Capital Employed

EURm



÷

ROCE



Aspects

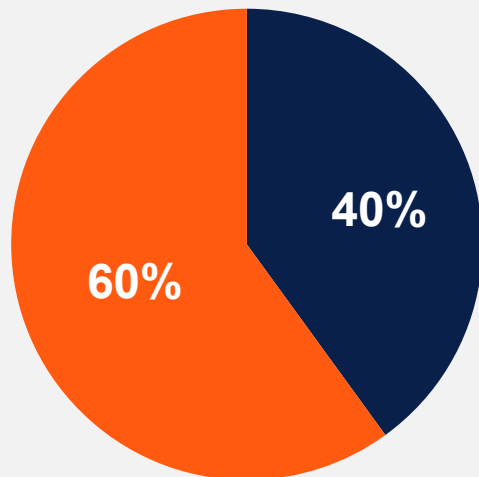
- EBIT Adjustments:
 - exceptional items
 - amortization of acquired advertising concessions (PPA effect)
- Increasing Adjusted EBIT in line with strong operational performance
- Capital Employed arithmetic average of total assets less non-interest-bearing responsibilities
- Increasing Capital employed due to investments and acquisitions
- Stable ROCE in 2016 expected

Significant Increase of Capital Employed due to M&A

Composition (EURm)	End of 2014	End of 2015	M&A 2015	
Goodwill	308	665	Purchase Price	435.8
Intangible fixed assets	249	359	Non-Controlling Interest	1.2
PPE	206	206	Net Assets acquired	83.8
Non-current financial assets	1	2	Goodwill	350.8
Non-current assets & liabilities	-71	-80		
Total Capital employed	699	1148		

Value accretive Acquisitions since 2013 to 2015

**Total acquisition spend
~ 580 EURm since 2013**



- Purchase Price for all of the 40 acquisitions around 580m EUR
- More than 60% of the purchase price is limited to the acquisition of T-online / IAM

Aspects

- With these acquisitions we generate in 2016 more than 420 EUR turnover
- Organic growth prospects of around 5-10%
- EBITDA-Multiple for these transactions around 7 times EBITDA on average
- Not yet all synergies are captured in forecasts

Reduction of Financing costs continues

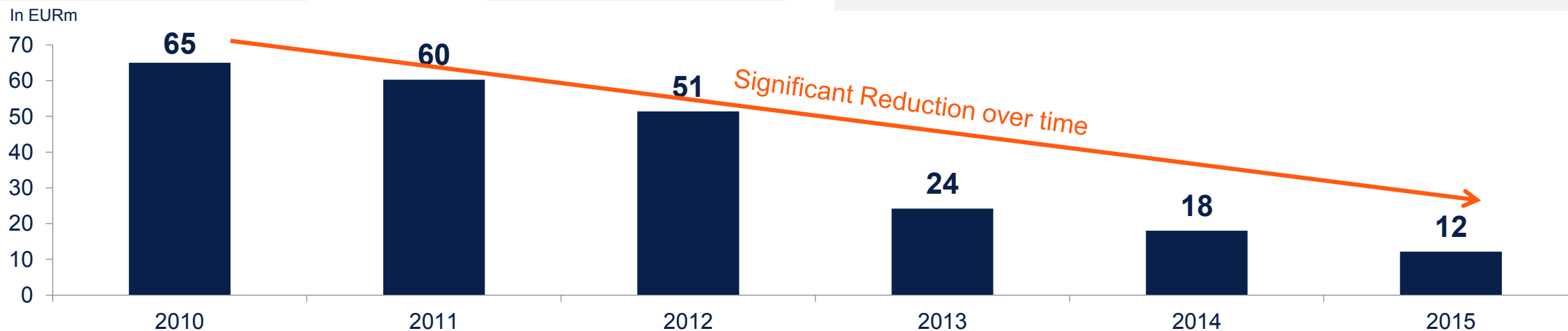
April 2016 – Issue of Debenture planned

- Refinancing of Term Loan
- Amount of more than 150 EURm
- Cost Savings (around 1 EURm per year)
- No covenants
- Slim and efficient process



Planned timetable

- Start of Marketing 20th April
- TelCo investors 4th May
- Order book closed end of May
- Signing contract beginning June
- Valuta mid of June



Segment “Digital”: Revenue Streams & reported Products (2016e)



Display (Desktop & Mobile) 50% of revenue

- Monetisation of digital traffic (both mobile and desktop) via display advertising
- Strong German No.1 position with exclusive 3rd party inventory as well as own assets (~ 40%)
- To agencies, direct clients, SMBs



Video (Multiscreen) 20% of revenue

- Monetisation of video views across home/desktop, mobile and public screens
- Dedicated video specialists for own assets as well as sales house and product/tech development
- To agencies, direct clients, SMBs



Transaction & Subscription 30% of revenue

- Monetization of traffic of own assets via affiliate and performance marketing offers
- Own e-commerce models and shopping concepts integrated in content verticals
- Dedicated subscription models

Transparency

1

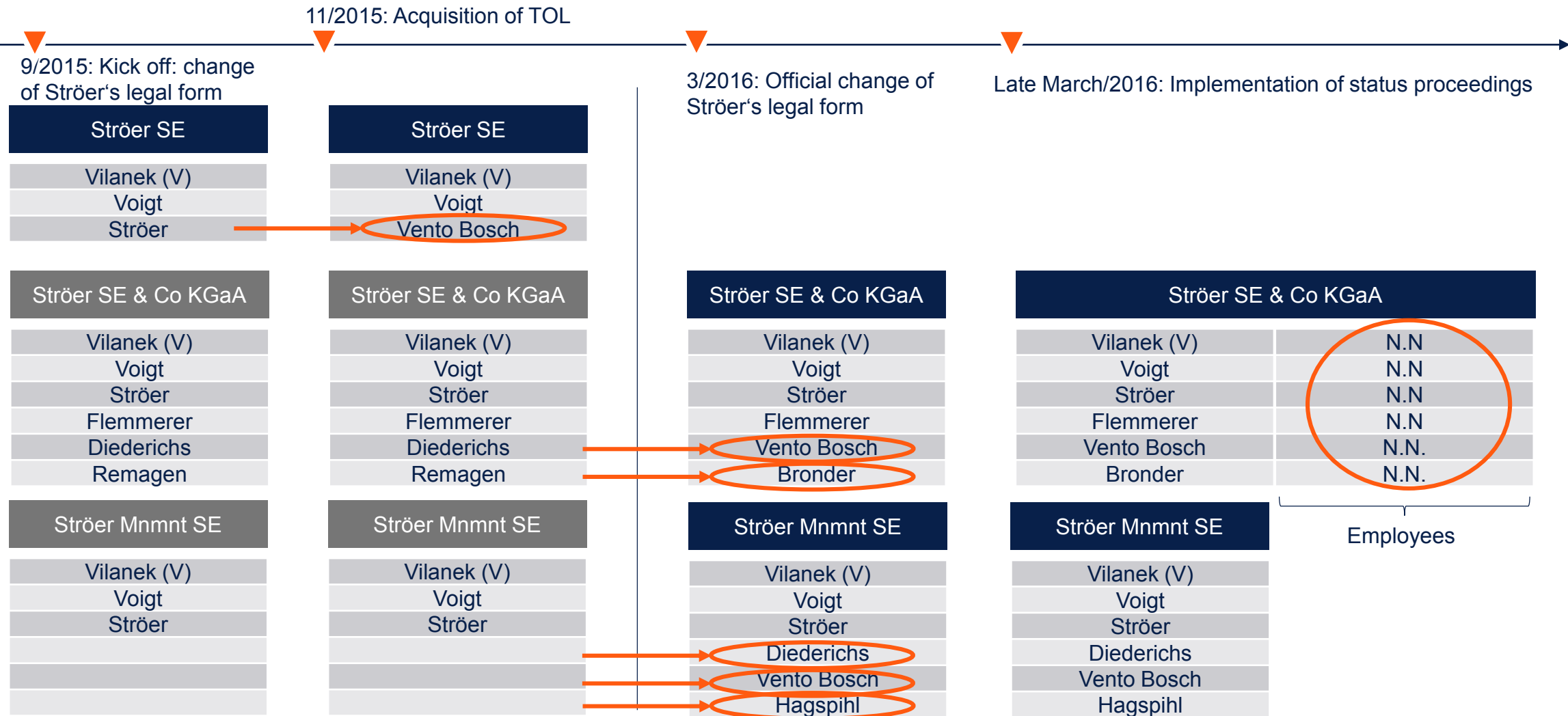
Detailed first response to the unjustified allegations of Muddy Waters 22nd April

2

Questions were raised in the course of the last couple of days:

- Q: Is Permodo a related party transaction? A: No
- Q: Is Statista related party transaction? A: No
- Q: Explain me about the 0.2 EURm evidero deal ? A: No related party transaction
- Q: Revenues due to Media for Equity Transactions? A: No
- Q: What was about the Ballroom Group 2014? A: We cleaned it up

Development of Supervisory Board by TOL/IAM



AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)



STRÖER

Outlook for Public Advertising

OUTLOOK FOR PUBLIC ADVERTISING



01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

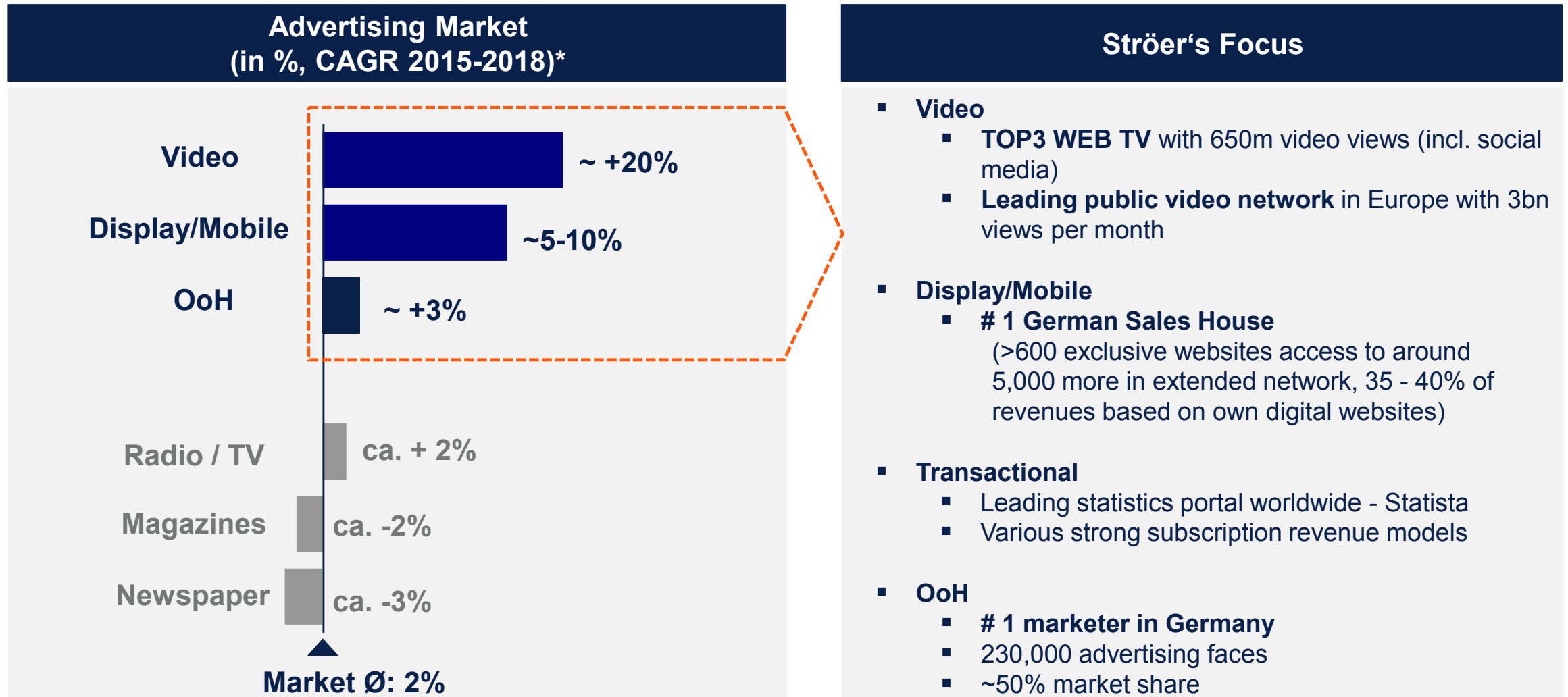
How do we change the way that public advertising is sold and bought?

04

Connecting Out of Home and Digital

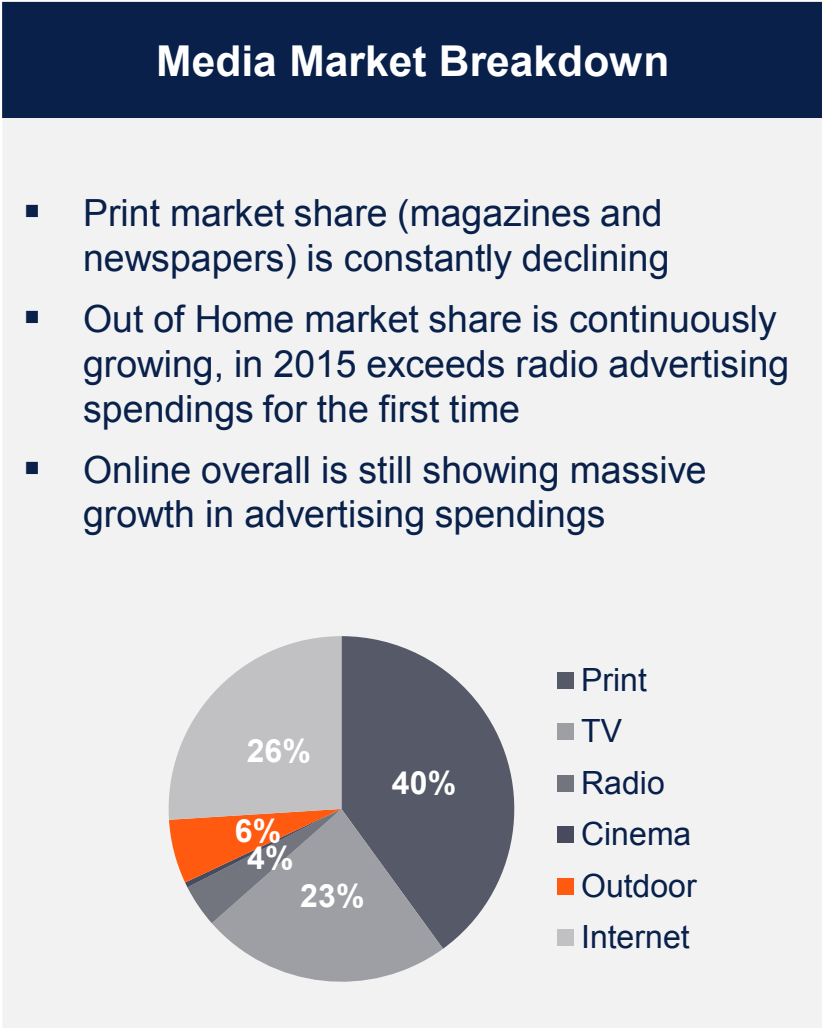
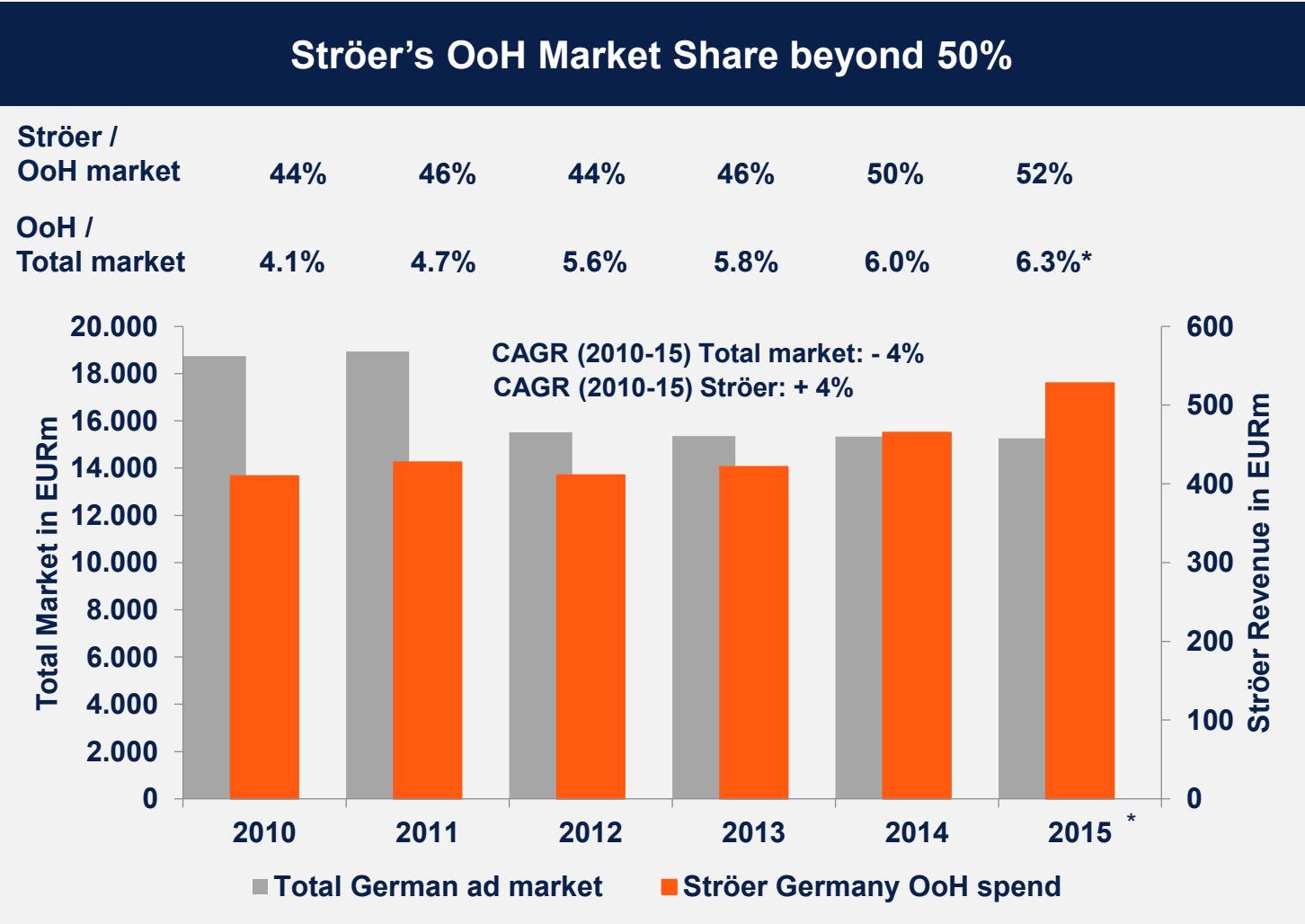
Where and how do we start to connect and integrate public and digital advertising?

Ströer: Focus on highest growing Ad Sub Segments



*Source: Video, Display/Mobile – PwC; OOH, Radio, TV, Magazines, Newspaper – Zenith OptiMedia/GroupM

Ströer outperformed the total Ad Market & OoH Market



Source: Nielsen, ZAW, FAW; *2015 is an estimate



**at home
reality**

digital reality

**out-of-home
reality**

Where do customer journeys take place?

Semi active
in-home

12h

5h



7h



76%



Always on –
anytime &
anywhere!

17h



12%



Full active
out-of-home

12h



6%



Enormous discrepancy between time spent und ad money spent

Digital Transformation and Disruption

Challenges for advertiser and brand communication

FRAGMENTATION



LOSS OF CONTROL



LACK OF CONSISTENCY





OUT-OF-HOME IS ...



... EVERYWHERE

MEGA-LIGHT COLOGNE

Wer einmal den
Löffel abgibt,
bekommt ihn
nicht mehr
wieder.

Das Leben ist nicht immer fair –
Ben & Jerry's schon.



... BIG PICTURE

BEN & JERRY'S MEGA-LIGHT



... PREMIUM

CHRIST X-MAS CAMPAIGN

... STREET ART

DESIGNED BY STREET ART-ARTIST SEÑOR SCHNU



... CREATIVE

SPECIAL AD PILLAR MONIONS



... SPECIAL

MEGA-LIGHT SPECIAL AD IMPLEMENTATIONS





... ILLUMINATED

MEGA-LIGHT SELECT



... STORYTELLING

LANDSCAPE FORMAT

... CATWALK

GNTM /PRO7 BILLBOARD



... RUNWAY

H&M VERSACE CAMPAIGN



TOMMY.COM/DUESSELDORF

TOMMY HILFIGER

Hello Düsseldorf

NEUERÖFFNUNG TOMMY HILFIGER STORE
SCHADOWSTRASSE 11

... EDITORIAL

TOMMY HILFIGER BLOWUP



BAHNHOF POTSDAMER PLATZ

BAHNHOF POTSDAM

... HOT SPOT

CONVERSE BLOWUP BERLIN



... HIGH CLASS

MERCEDES BLOWUP



... SHOWROOM

MANGO CITY-LIGHT-PILLAR



... DOWNTOWN

NEW PREMIUM-CITY-LIGHT-PILLAR COLOGNE

... URBAN

C&A TRAFFIC-CITY-LIGHT-POSTER





ERNSTIEG



INFOSCREEN

STRÖER

... URBAN TV

INFOSCREEN



... SIT & WATCH

INFOSCREEN



... HIGH DEFINITION

PUBLIC VIDEO STATION

... DIGITAL

PUBLIC VIDEO STATION

... SPECIAL FX

ADIDAS LENTICULAR CLP





... OBVIOUS

NIVEA STATION BRANDING BERLIN

... PROMOTION

NIVEA PROMOTION BERLIN





... XTRAORDINARY

TITAN INSTALLATION BERLIN TRAIN STATION



... SNACKABLE

BABYBEL CREATIVE STATION DOMINATION





... CONSPICUOUS

WELEDA STATION DOMINATION



... REGIONAL


RITTERSPORT BIG BANNER MUNICH

... BEAUTIFUL

L'ORÉAL STATION DOMINATION

L'ORÉAL
PARIS

VERRÜCKT NACH WOW!-SEIDIGKEIT?
DAS GOLDENE VON ELVITAL



ELVITAL
N°1

DER PFLEGEEXPERTE FÜR JEDEN HAARTYP
SIE WOHNT HAAR FREI VON ALF ELVITAL.COM
#WOWEFFECTHAAR



... GAMECHANGING

RITTERSPORT STAIR BRANDING



... EYECATCHING

LUFTHANSA BIG BANNER

... MOVING

PUMA BUS BRANDING





... UNDERGROUND

LOCAL TRAM BRANDING



... THE LAST & ONLY
TRUE MASS MEDIUM!

And ...

Public Advertising (OoH): Top Solution for Advertisers in a Digital World

**NO
FRAGMENTATION**



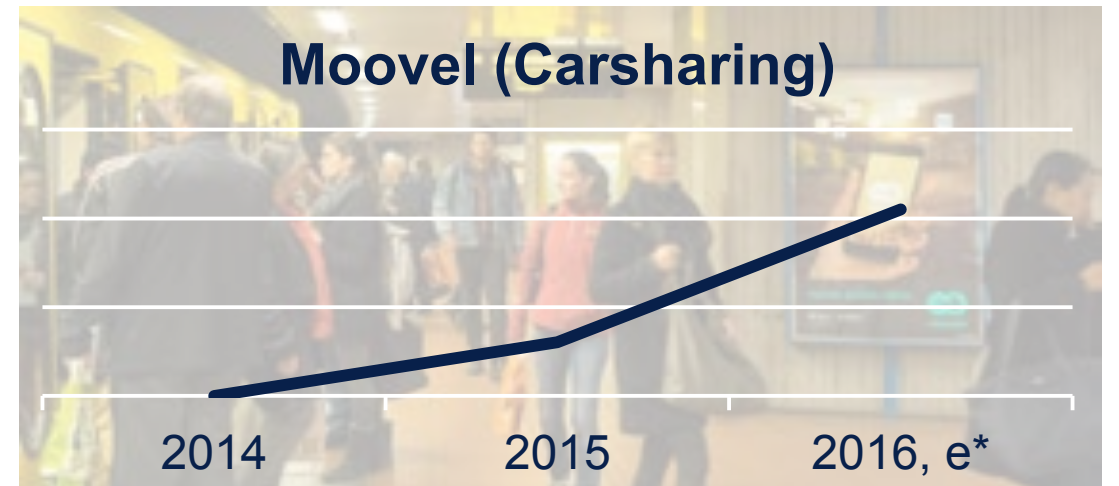
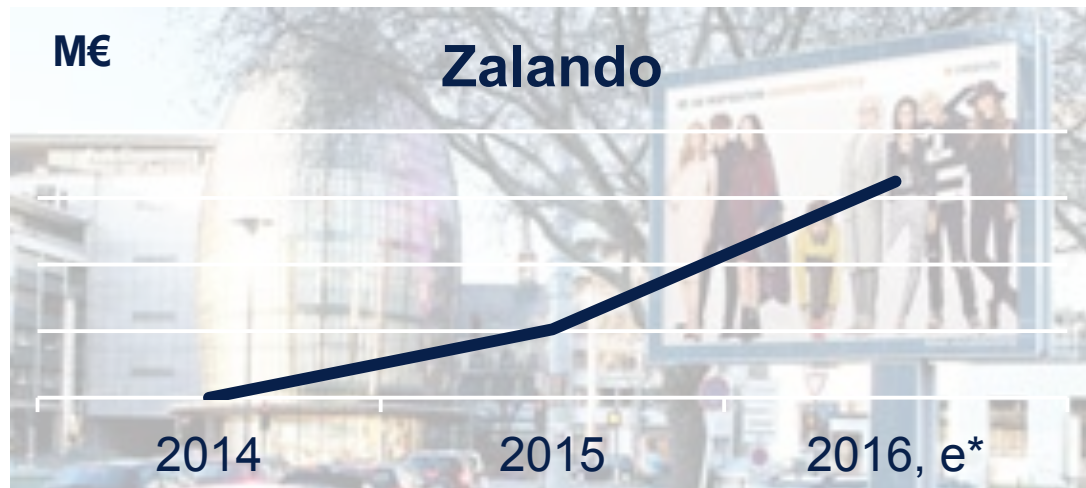
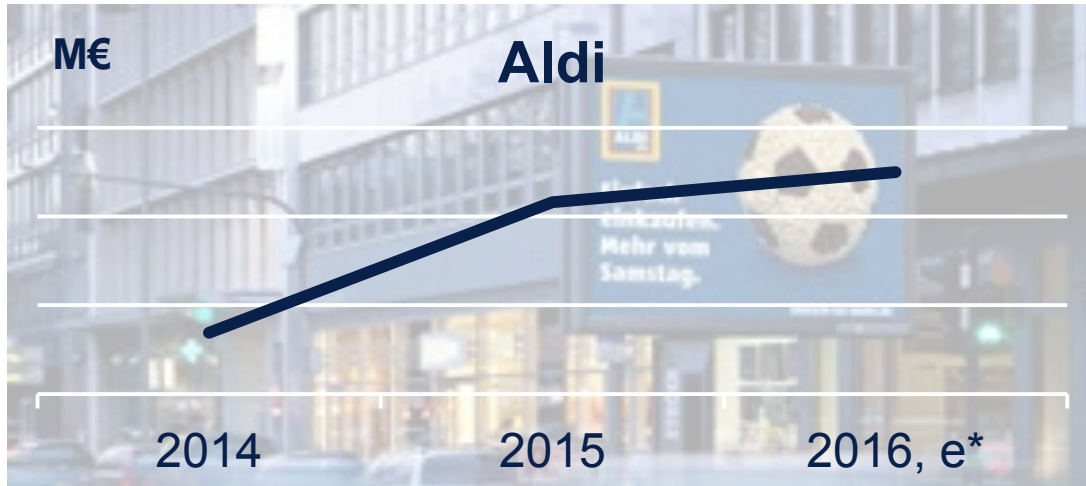
**NO
LOSS OF CONTROL**



**NO
LACK OF CONSISTENCY**

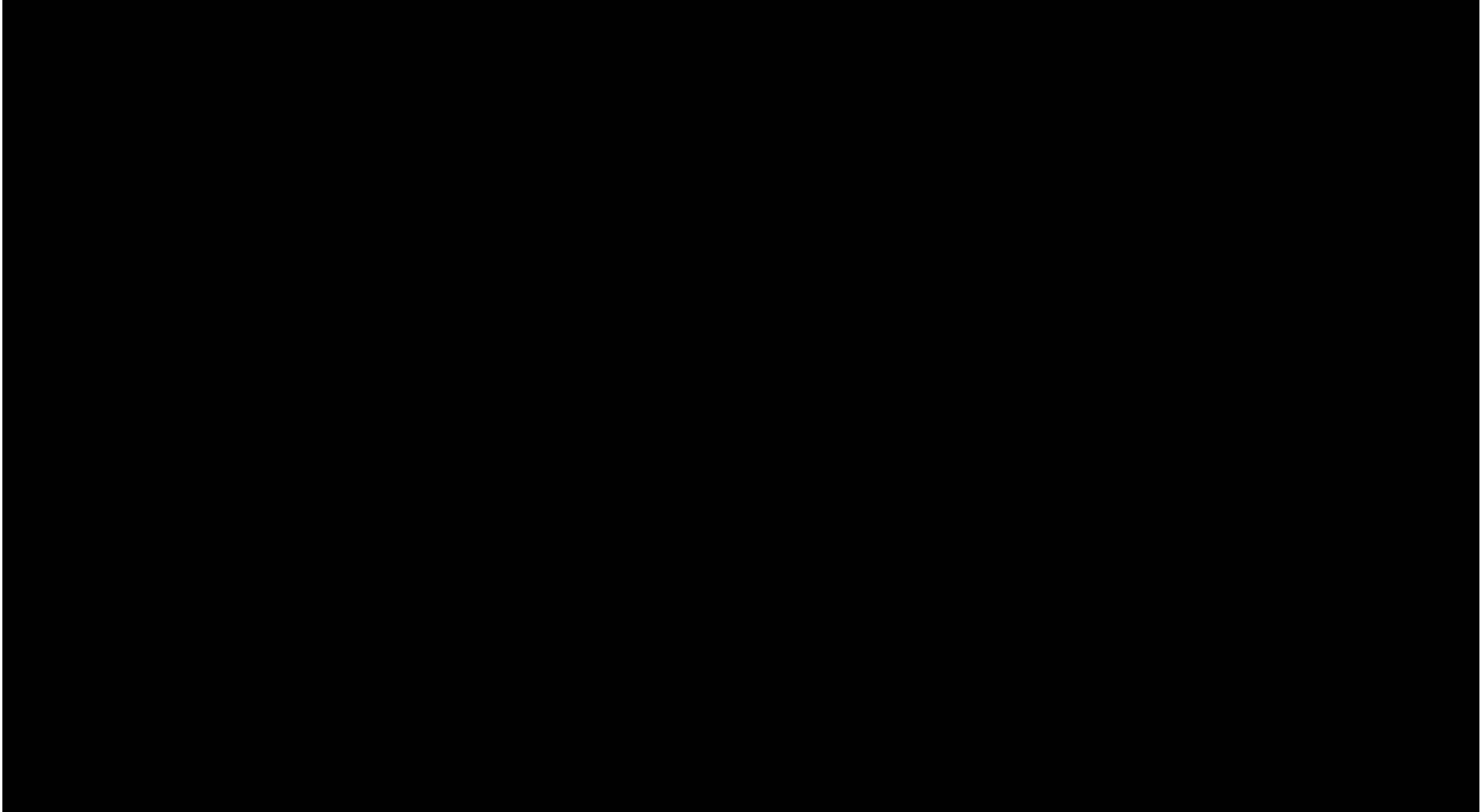


“Farmer Categories”: Retail & E-Commerce expanding

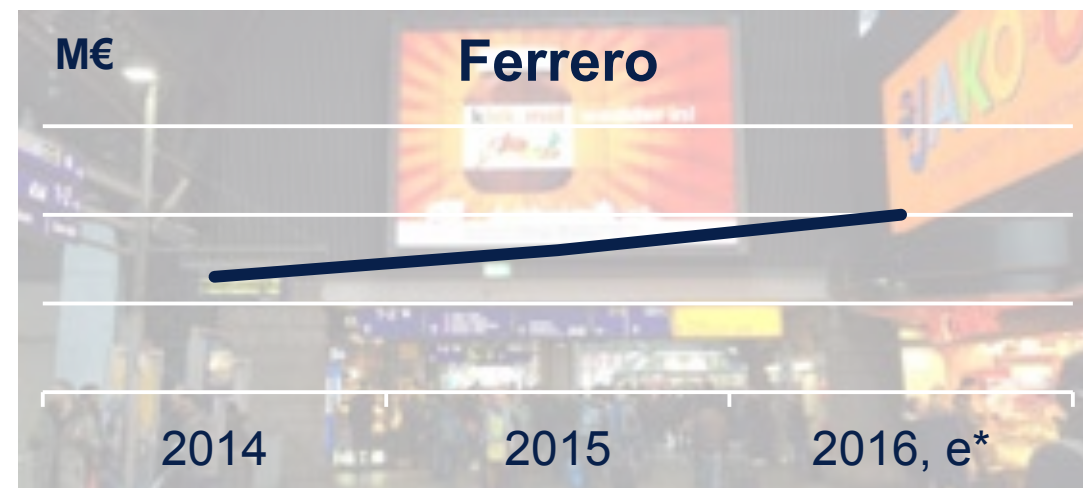
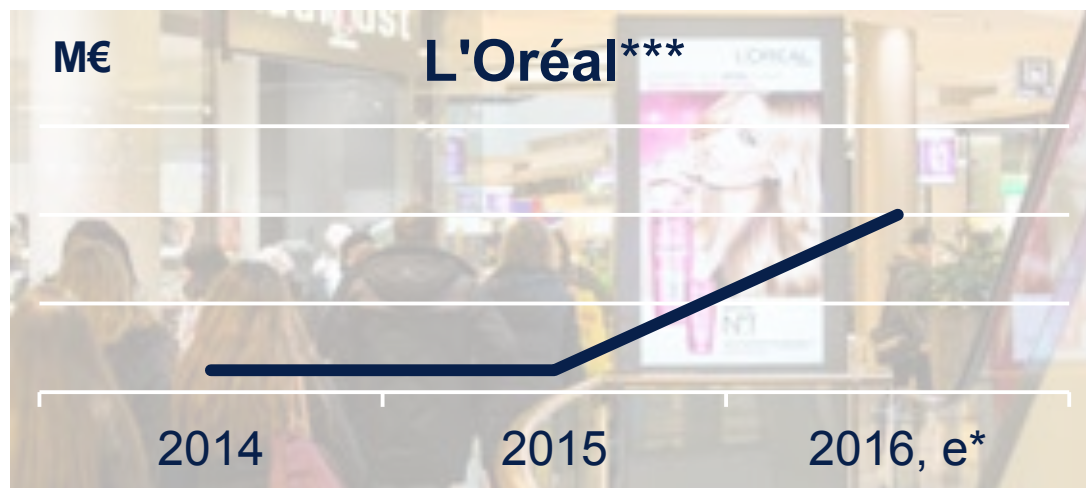
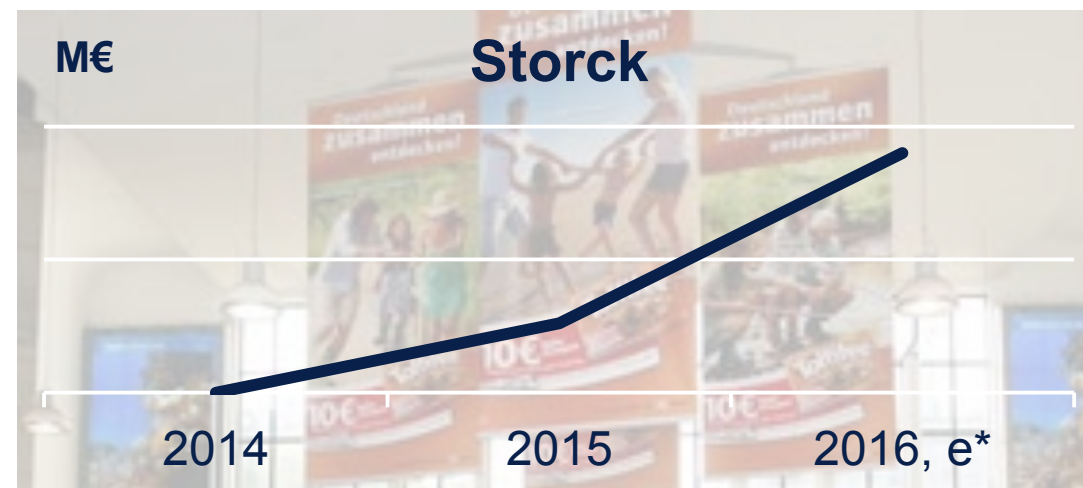
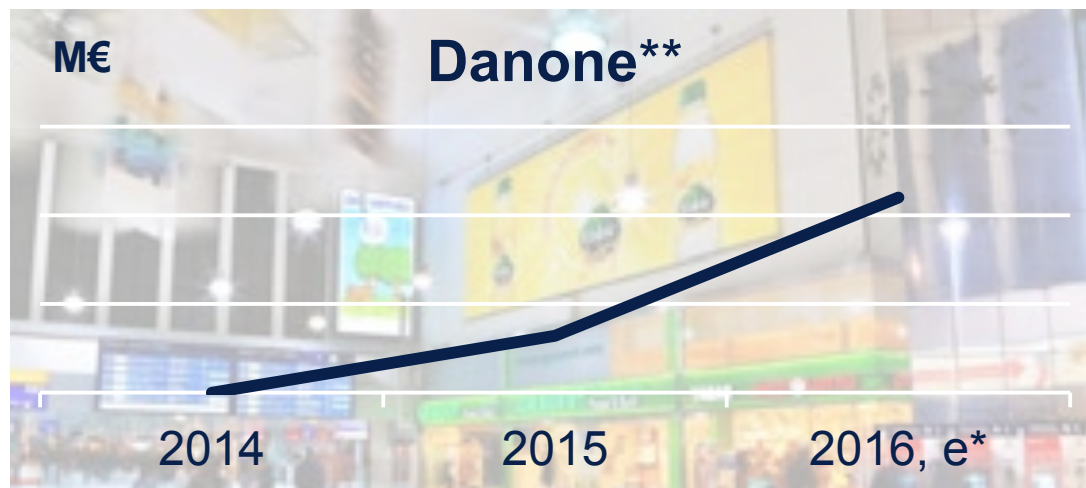


* = up to any received bookings in Q1

Case Opel



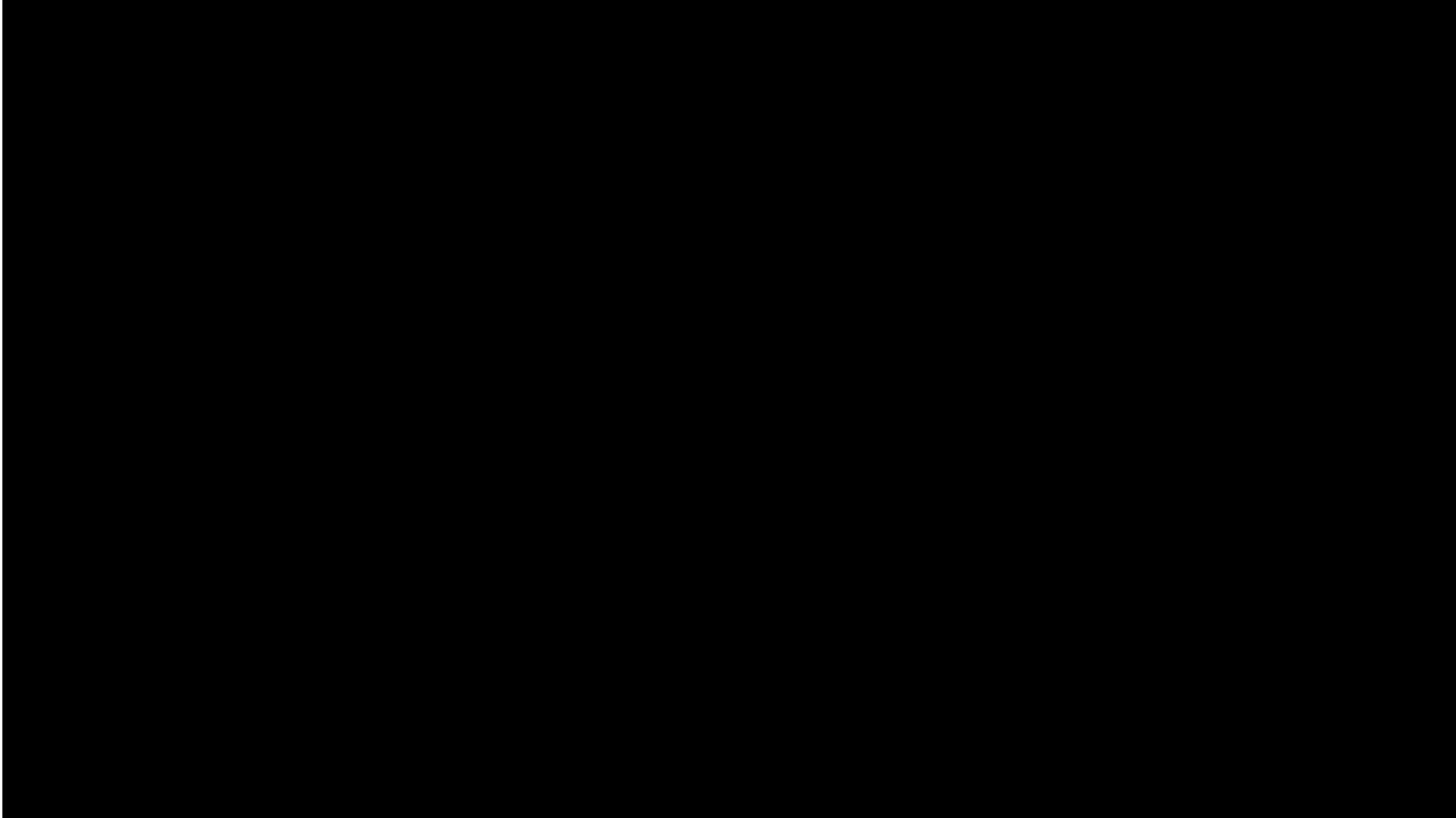
“Hunter Categories”: FMCG Clients growing



* = up to any received bookings in Q1

= Danone Waters & Danone GmbH | *= L'Oréal Deutschland GmbH & L'Oréal hair cosmetic

Case Danone Waters



“Hunter Categories”: Case Swiss Life

Aim:

- Profiling as an insurance provider for all purposes; Increase brand awareness!

Implementation:

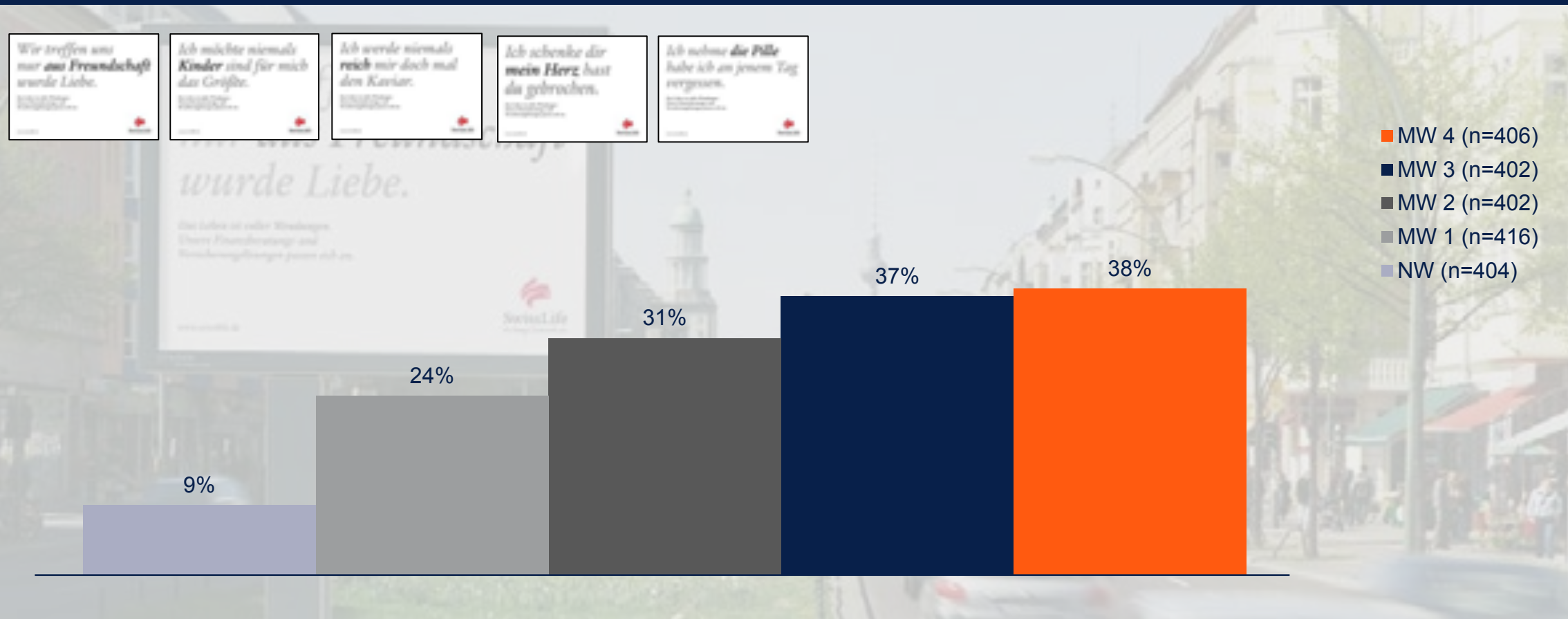
- Used Media:
Out-of-Home, Online, Newspaper
- Used Out-of-Home Media:
Mega-Lights, Billboards, City-Light-Poster
- Continuous Out-of-Home usage in 2014 and 2015, with main focus on spring and autumn



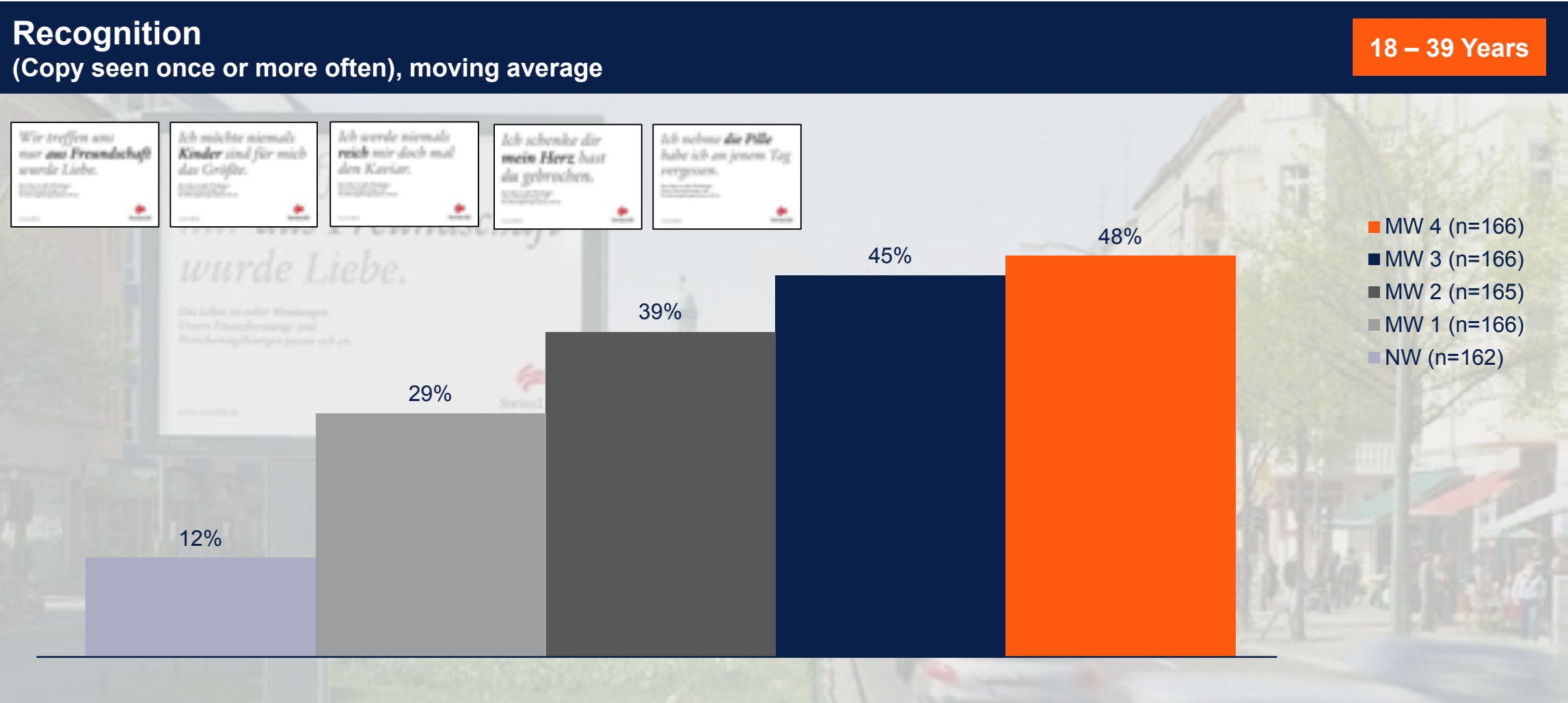
Steadily growing Recognition-Level

Recognition

(Copy seen once or more often), moving average



Higher Recognition-Level also in highly relevant TG 18-39 Years



Summary & Checklist

Why is Public Advertising/Out of Home – a structural winner?

- 1 Addressing Advertisers' current Challenges** 
- 2 Broad Reach & consistent visual Dominance** 
- 3 No Zapping, Ad Blocking or Ad Fraud** 

OUTLOOK FOR PUBLIC ADVERTISING

01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

How do we change the way that public advertising is sold and bought?

04

Connecting Out of Home and Digital

Where and how do we start to connect and integrate public and digital advertising?

Public Video

Over 3,300 Video-Displays reaching approximately 30m people per month

Public Video Station (>1,000 Screens)



Supermotion (6 Boards)



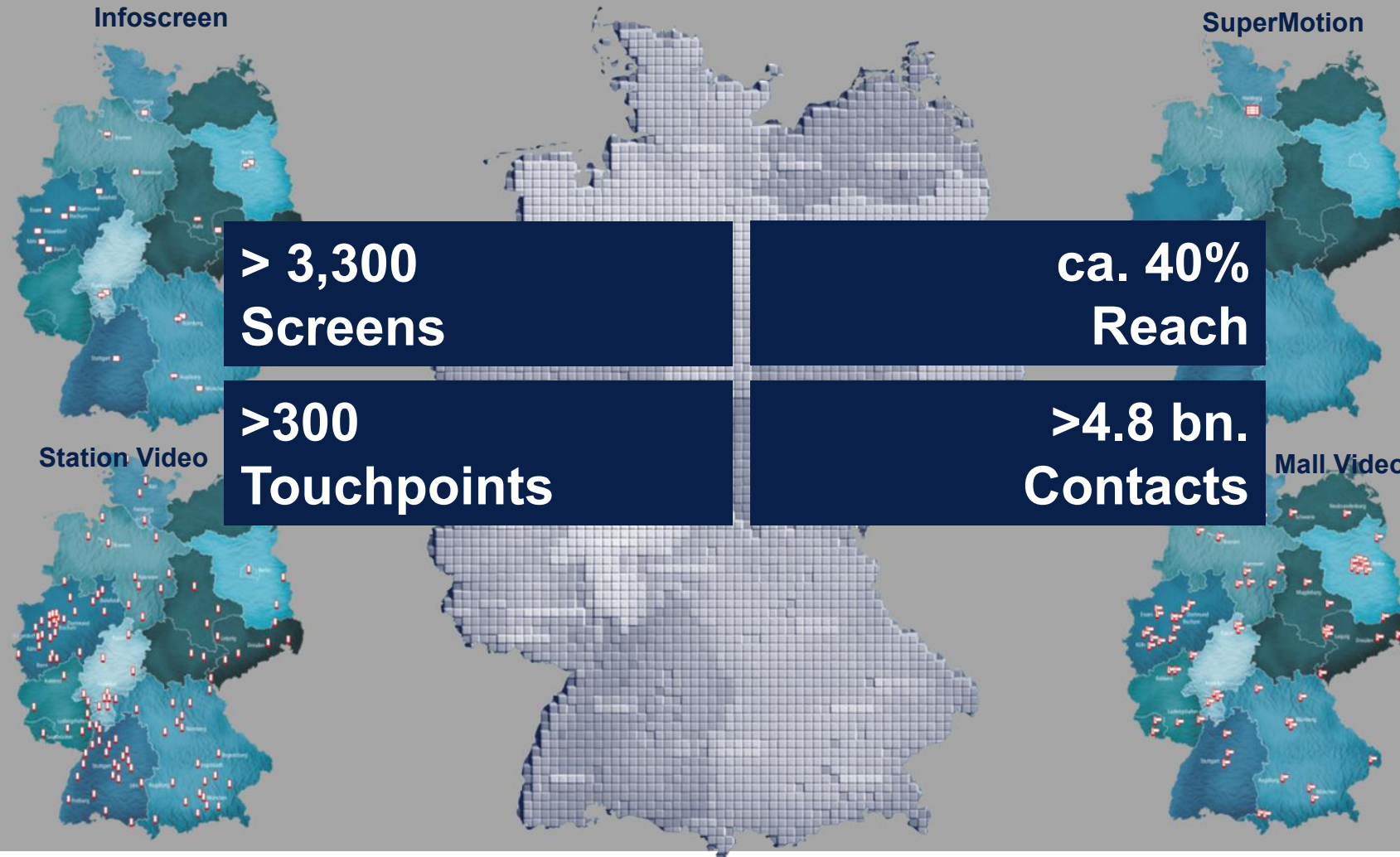
Public Video Mall (>2,000 Screens)



Infoscreen (>300 Screens)



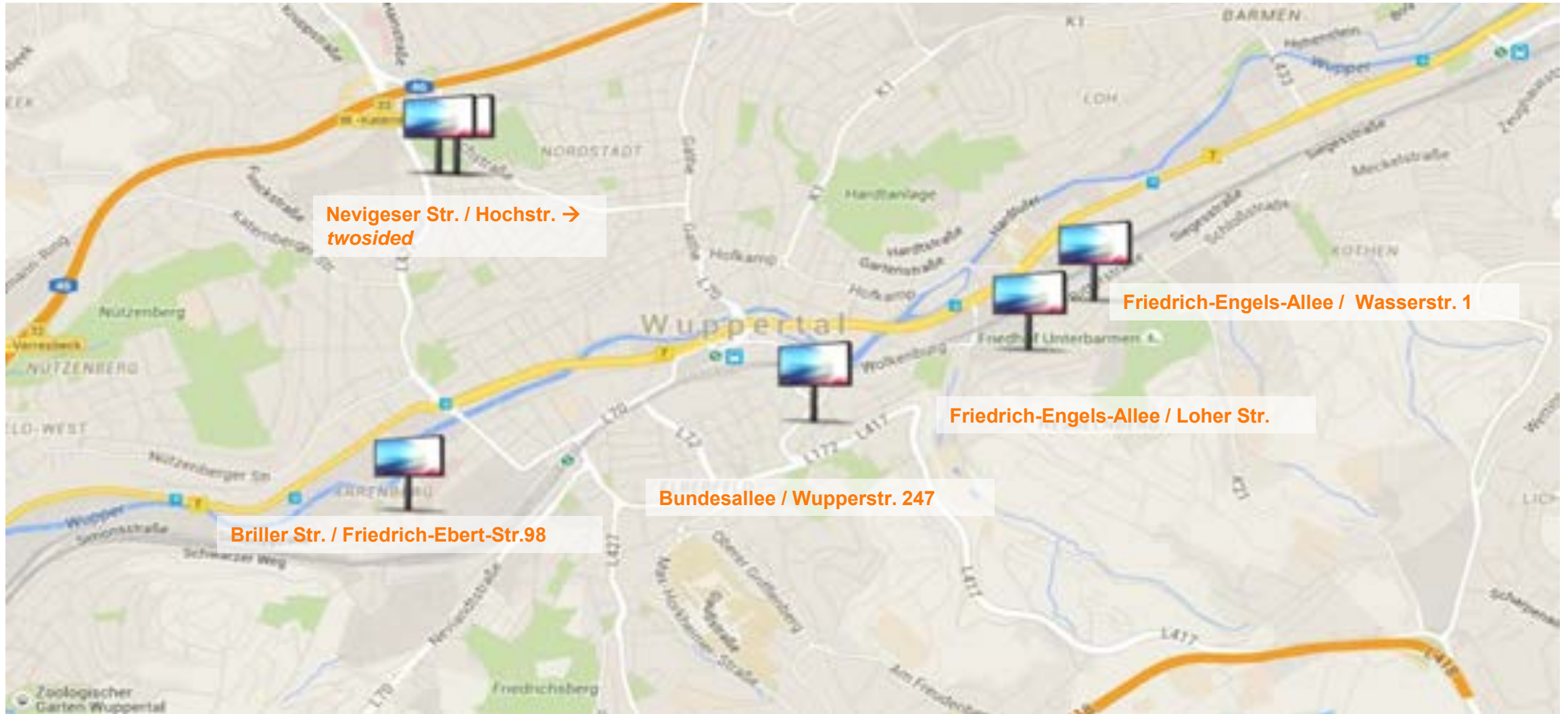
The Public Video Network Nationwide / per Month



Massive Density of Contacts



Public Video Wuppertal: 6 Screens, 40% Net Reach per Week!





Friedrich-Engels-Allee / Loher Straße



Briller Straße / Friedrich-Ebert-Straße



Wupperstraße

Bundesallee / Wupperstr. 27

ZWEI MAL IN WUPPERTAL!

 Hightech-Autowäsche von 

► Uellendahler Straße
► Vohwinkeler Straße



www.first-carwash.de

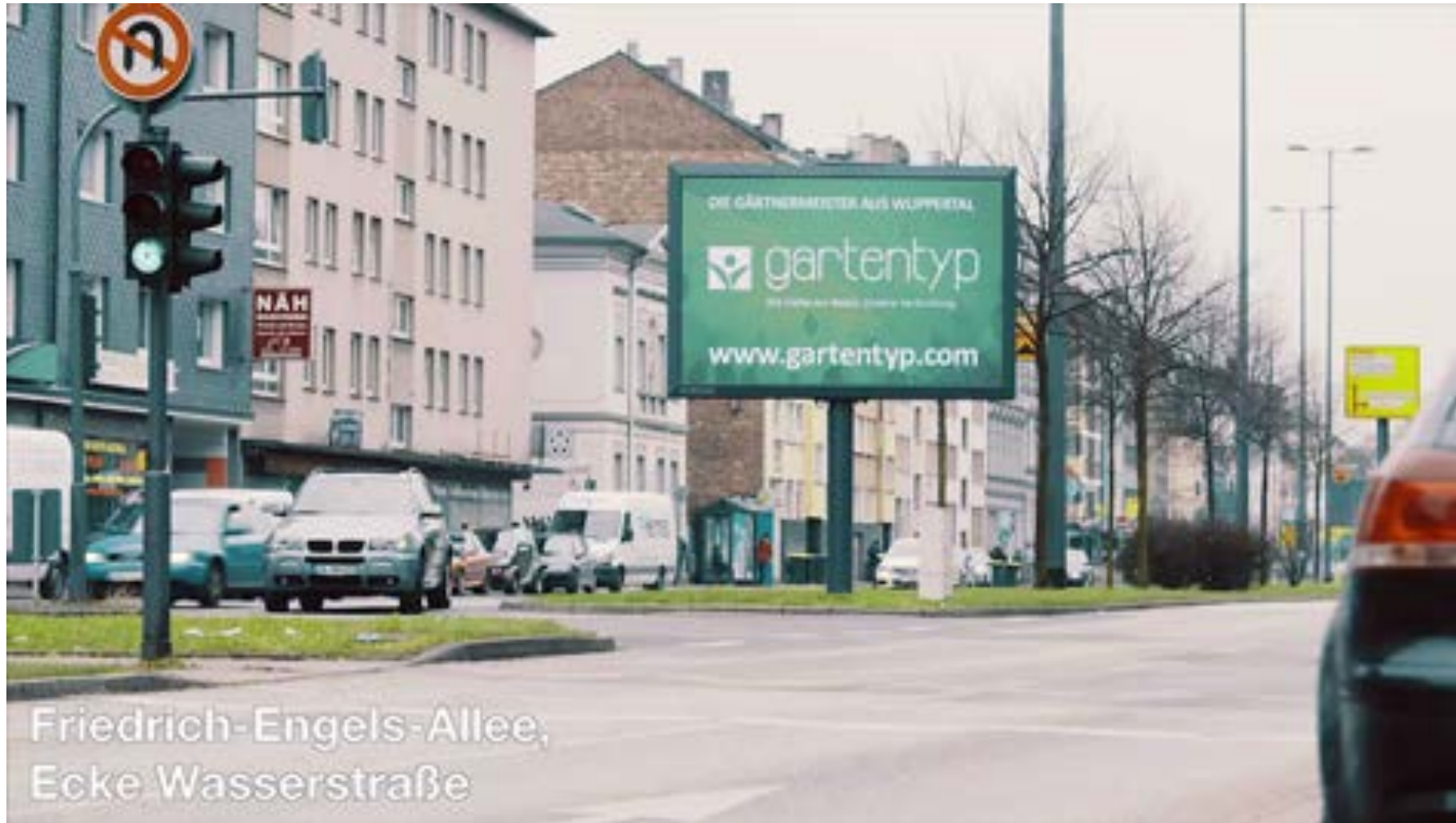
Friedrich-Engels-Allee / Wasserstraße

STADTWETTER

		
15°	20°	21°
HEUTE	DI	MI

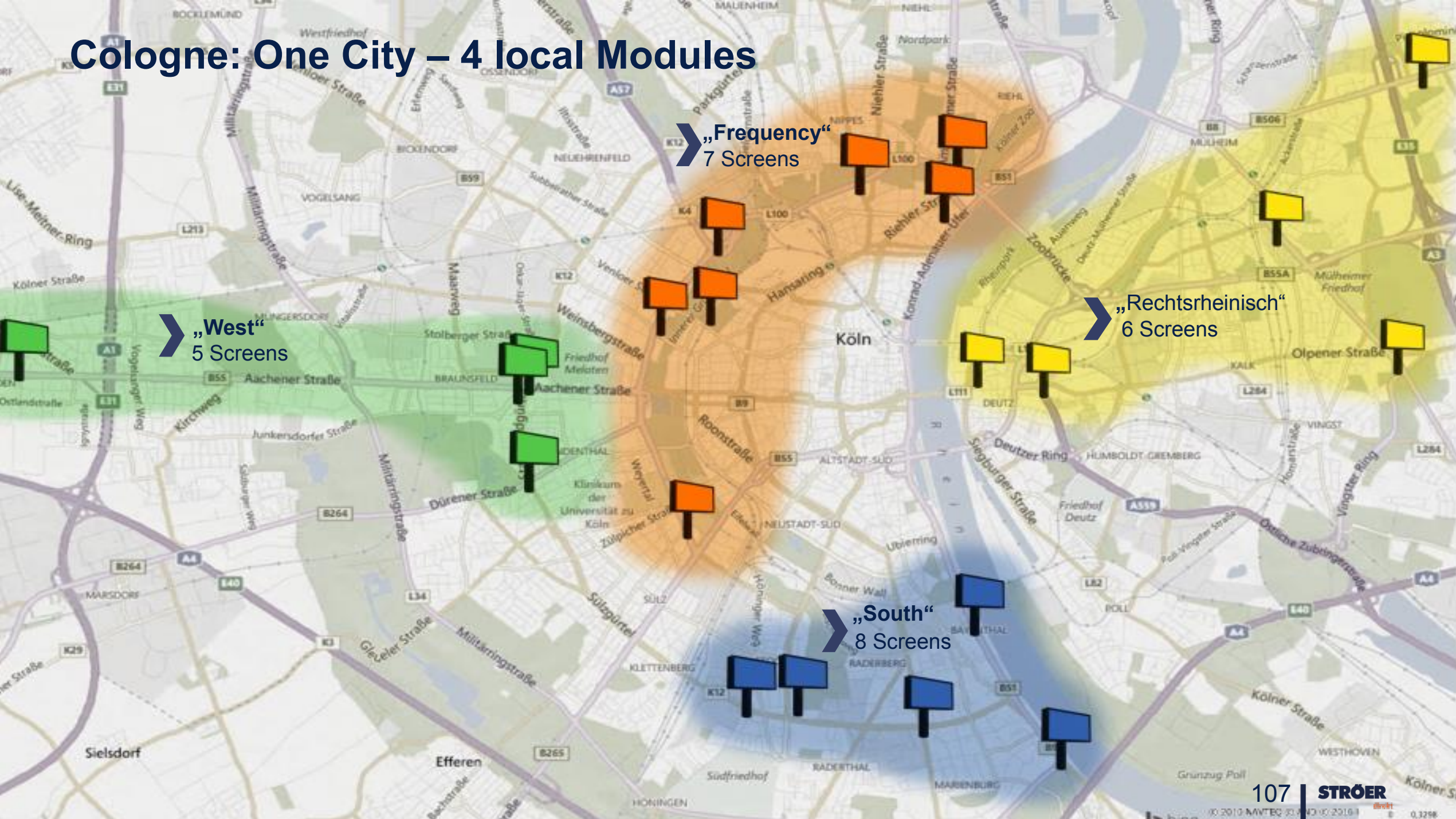
Navigeser Straße / Hochstraße Seite 1

Public Video Street – live!



Friedrich-Engels-Allee,
Ecke Wasserstraße

Cologne: One City – 4 local Modules



Ströer is disrupting the German OoH Market in the upcoming 4 Years!



up to 1,000 Screens in the coming 4 years
up to 2,000 Screens in the coming 7 years



Digital

Connection Layer



Real

Digital integration needs smart connection layers between the two worlds



54% of all
Germans use
the mobile
Internet

46m
Smartphone-user
in Germany

More than
**every
second**
German owns
a smartphone

41% of the
Smartphone-user
already shopped
over their
smartphones

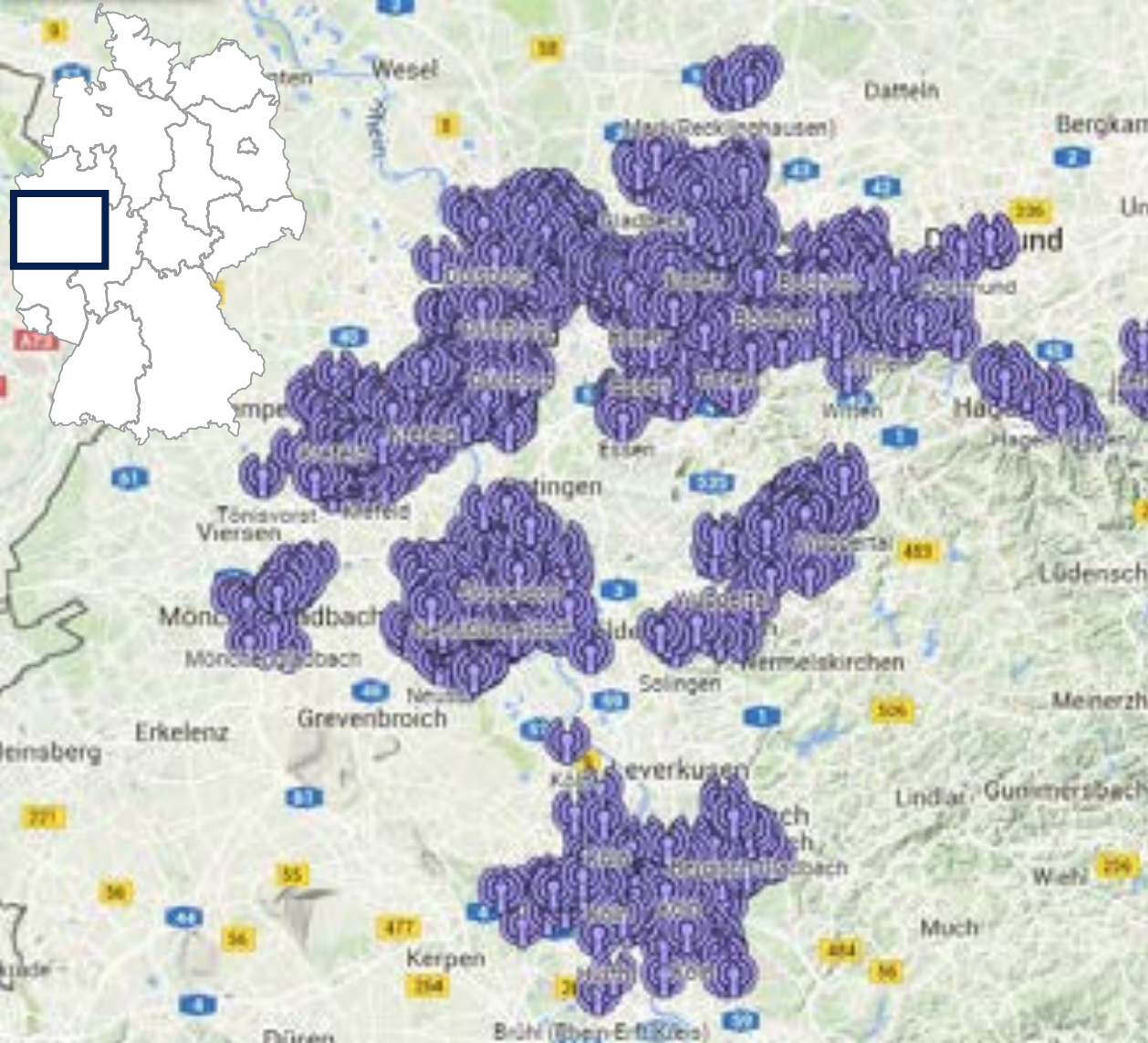
59% searched
for products or
services with their
device

Smartphones open new Possibilities for the Interaction of Humans and Places

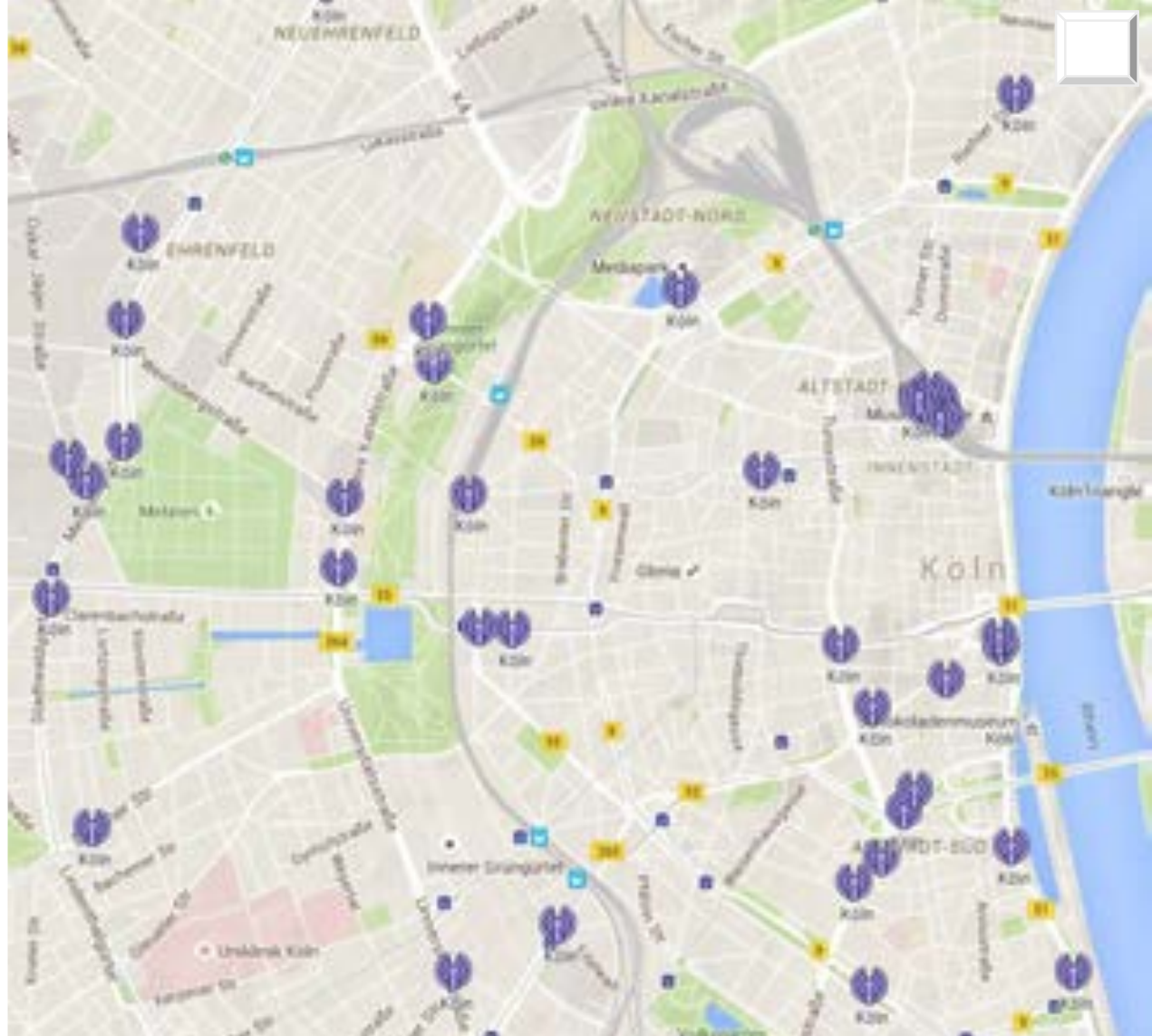


- Built up of a nationwide network with 50,000+ Beacons
- Kick off at highly frequented traffic junctions
- Roll-out infrastructure for the Internet of things & services from end of 2016

Ströer | First comprehensive infrastructure for the internet of things & services



Status: Example North Rhine Westphalia



Status: Example Cologne



**Real
Performance Data**



Targeting Atlas



Indoor Navigation



Proximity Marketing



**Location based
City Services**



Content Push



Last Mile Services

Possible services and use cases

Leveraging OoH Infrastructure via Smart Data and Small Cells

OoH Infrastructure becomes “Physical Web”



Incremental Digital Revenue Streams

Beacons

- Rollout of 50k Beacons nationwide; 20k installed by end of Q2/2016
- Smart integration of owned and marketed apps (via responsive SDKs)
- Potential of 1.5 billion contacts per month
- Geo-based infrastructure for IoT applications and services

Small Cells (& WIFI)

- First test: installment of 64 small cells in Munich and Frankfurt for Vodafone
- Small cells increase strength and capacity of Vodafone LTE network
- Spectrum range of small cells is up to two kilometers around the advertising media; also due to be made available for public WIFI purposes

Summary & Checklist

Digitisation: What are the current developments and strategic projects?

- 1 Globally Unique Public Video Network** 
- 2 Digital Roadside Screen Rollout Taking off** 
- 3 Massive Growth Potential of digital Revenue** 

OUTLOOK FOR PUBLIC ADVERTISING

01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

How do we change the way that public advertising is sold and bought?

04

Connecting Out of Home and Digital

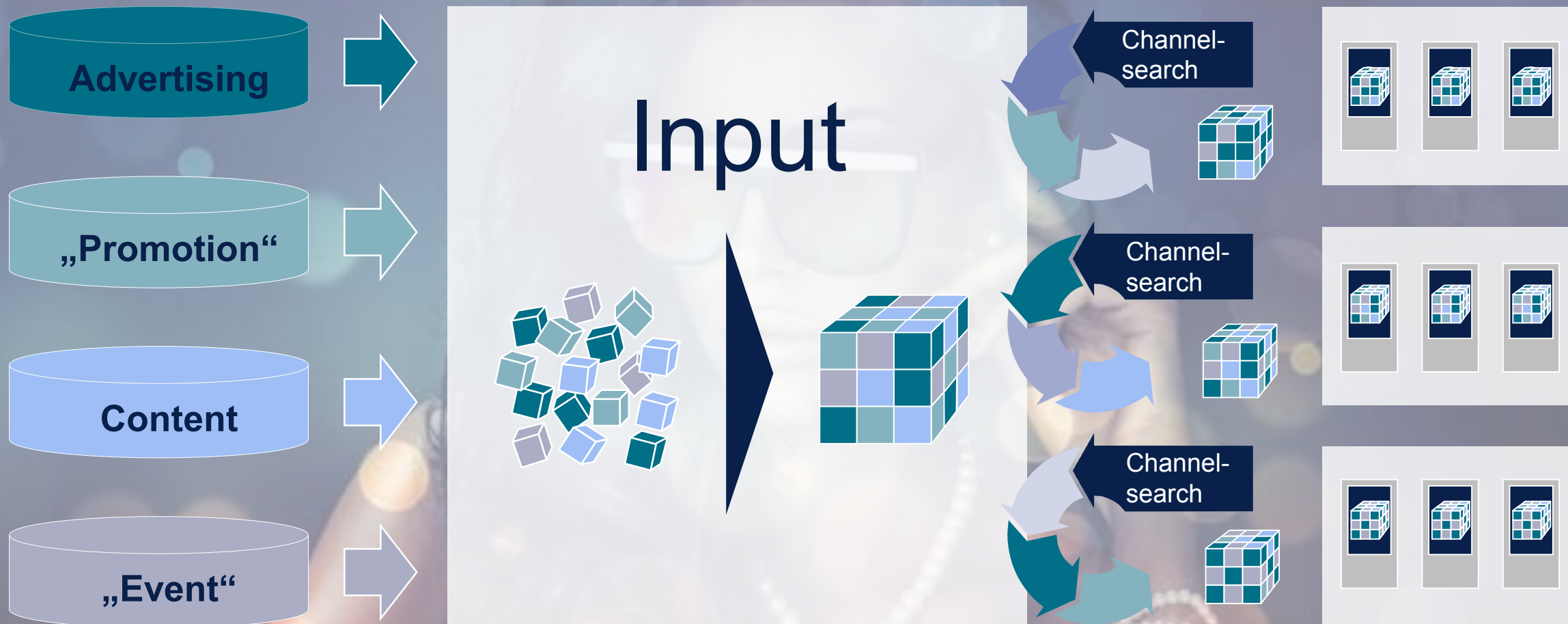
Where and how do we start to connect and integrate public and digital advertising?

Reach of the Public Video Network



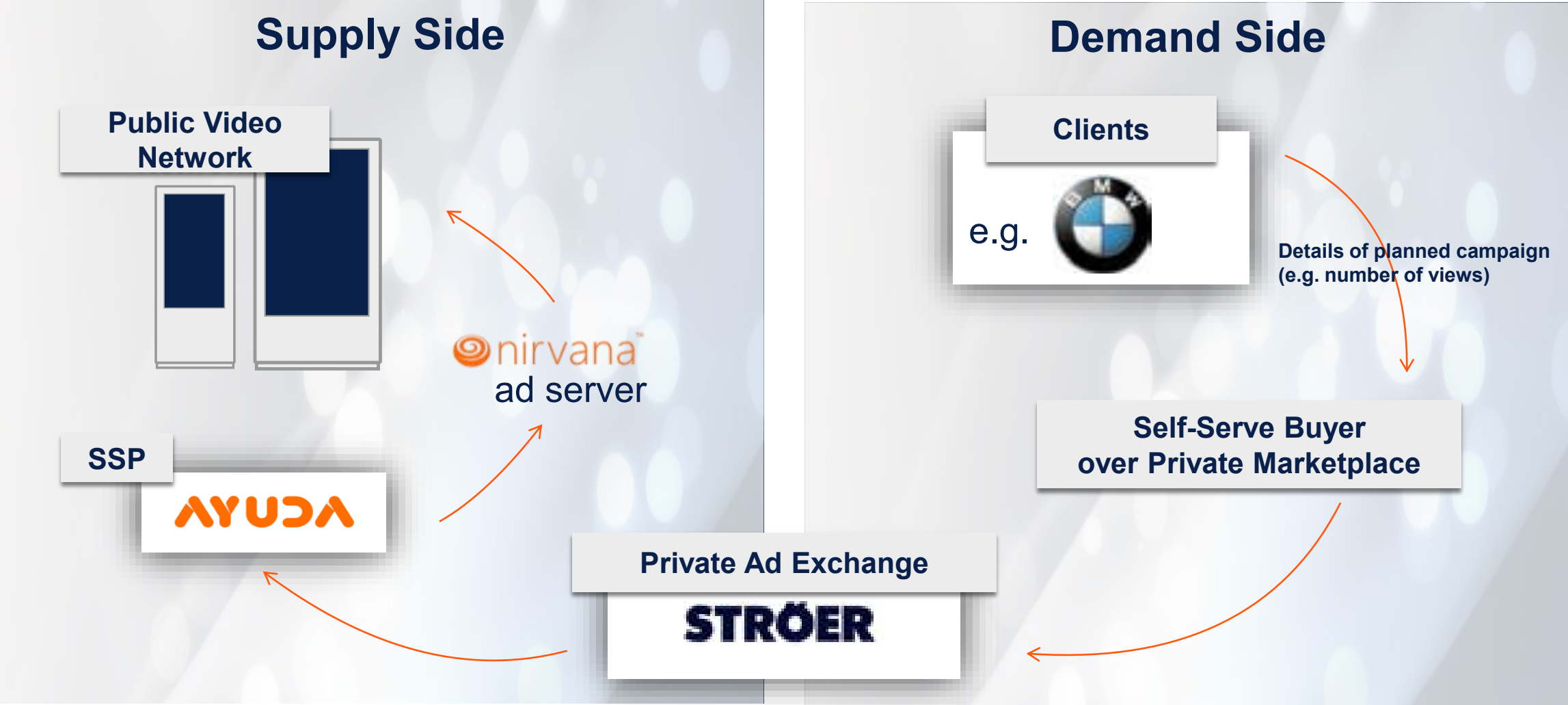


Every screen- or screen
network combines its own
VISION program based on
specific rules



Objective of the addressable Public Video

Unique Public Video Tech Stack



**5 out of top 6
agency digital
trading desks
currently
connecting**

**3 direct
clients
currently
connected**

**4 DSPs
currently
connecting**

**First two
campaigns live
since Monday
this week:
Moovel &
Adelholzener**

First Movers are already tested and live – Followers currently connecting!

OoH is facing new Challenges in a digital World

Mediaplanning will focus on **AUDIENCE**
instead of selecting individual sites

FLEXIBILITY and **PERFORMANCE**

DATA-DRIVEN mediaplanning

In other Words...

Out-of-Home
goes
programmatic

What does „programmatic OoH“ mean?

OoH-media packages which:

- are based on audience criteria (GRP / net-reach) instead of a predefined list of OoH sites
- fulfil defined additional criteria like quality, mix of formats
- are automatically configured and therefore even short-term available

Audience Planner enables „neo programmatic OoH“


AUDIENCE PLANNER by STRÖER
Demo Recording



Behavioral targeting (online) uses cookies.



But how can we behaviorally target consumers on the move?



December 21

Location and time of day are the ultimate cookies.

2012 / 12 / 21

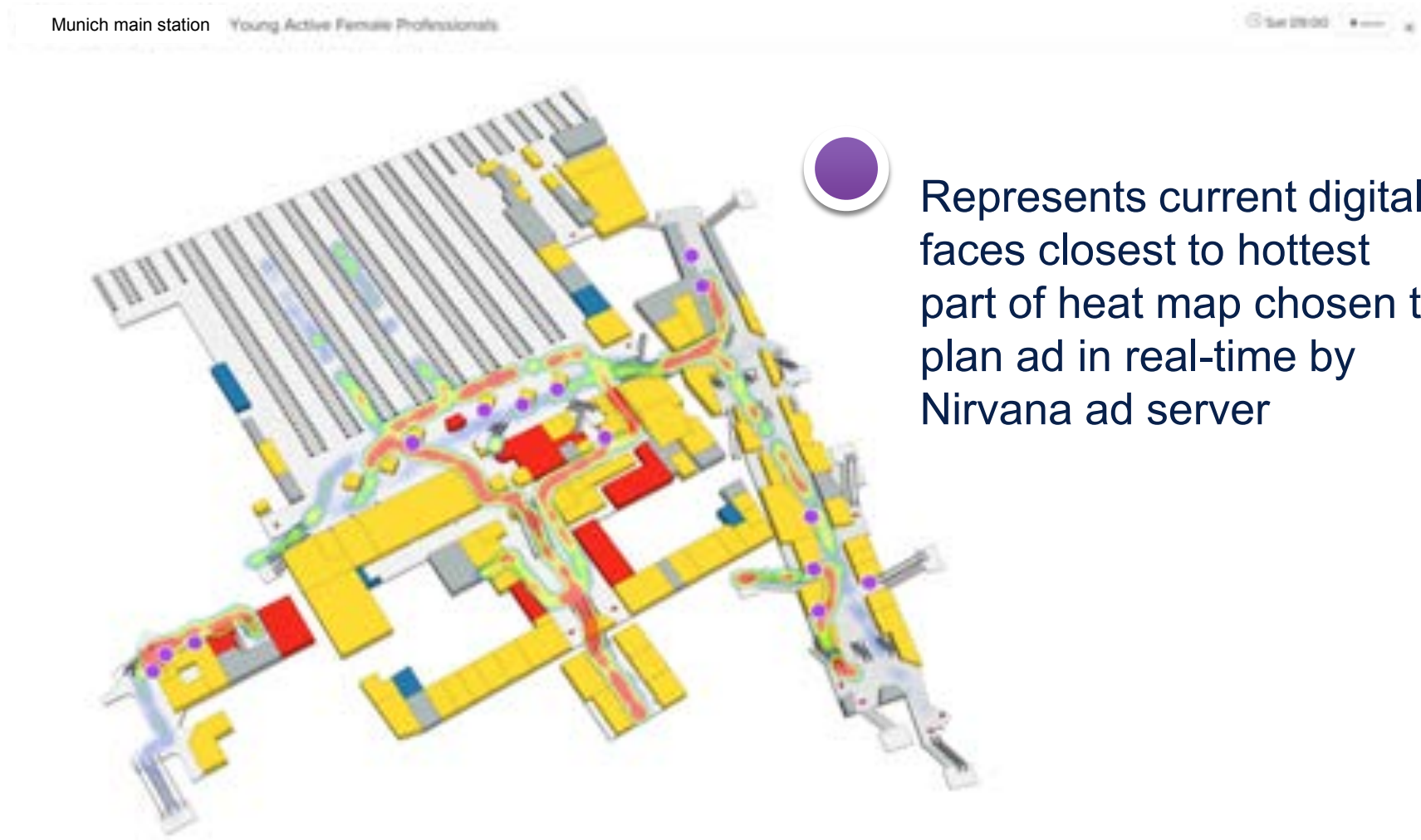
8 128

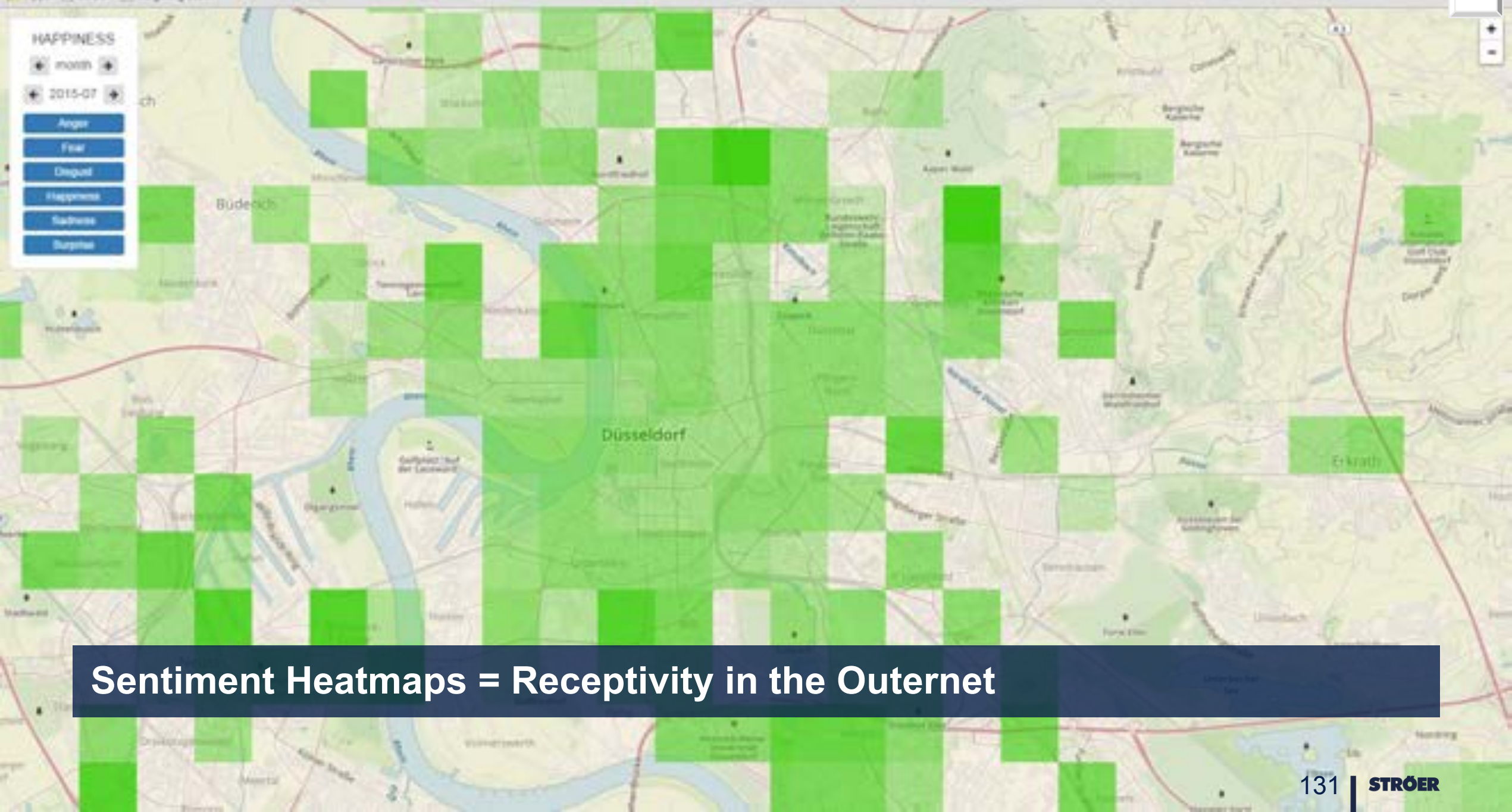
STRÖER



Geotemporal analysis

Video Example of serving Ads based on Real-time Beacon Data





Sentiment Heatmaps = Receptivity in the Outernet

Summary & Checklist

How do we change the way that public advertising is sold and bought?

- 1** Public Video – Programmatic & Addressable 
- 2** OoH “Neo”-Programmatic on the Way 
- 3** Future Scenario: Real Time Data – Real Time Audience 

OUTLOOK FOR PUBLIC ADVERTISING

01

The Answer to the Challenges of Digitisation

Why is public advertising / Out of Home a structural winner?

02

Digitisation of Locations and Inventory

What are the current developments and strategic projects?

03

Addressable Public Video and Programmatic OoH

How do we change the way that public advertising is sold and bought?

04

Connecting Out of Home and Digital

Where and how do we start to connect and integrate public and digital advertising?

Semi active
in-home

12h

5h



7h



76%



Always on –
anytime &
anywhere!

17h

12%



Full active
out-of-home

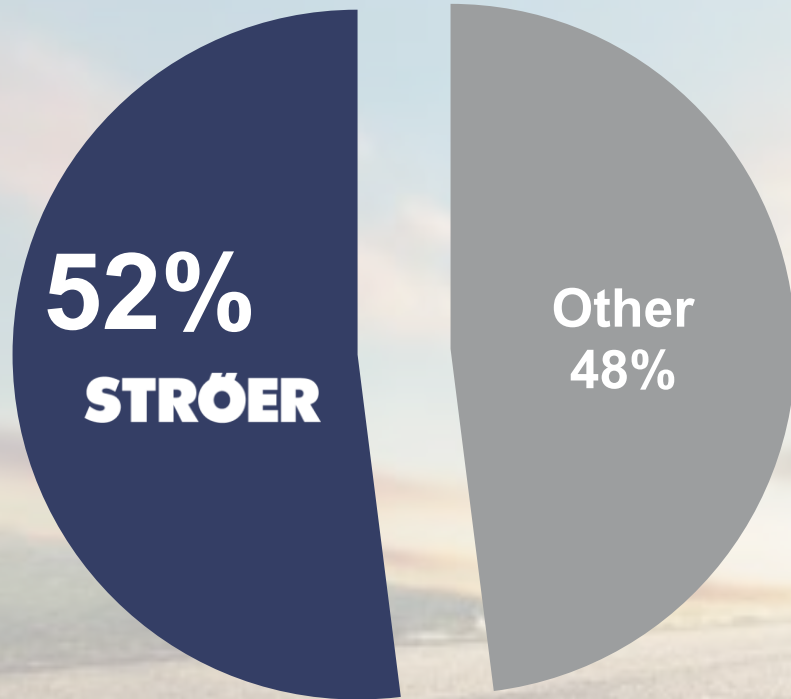
12h

6%

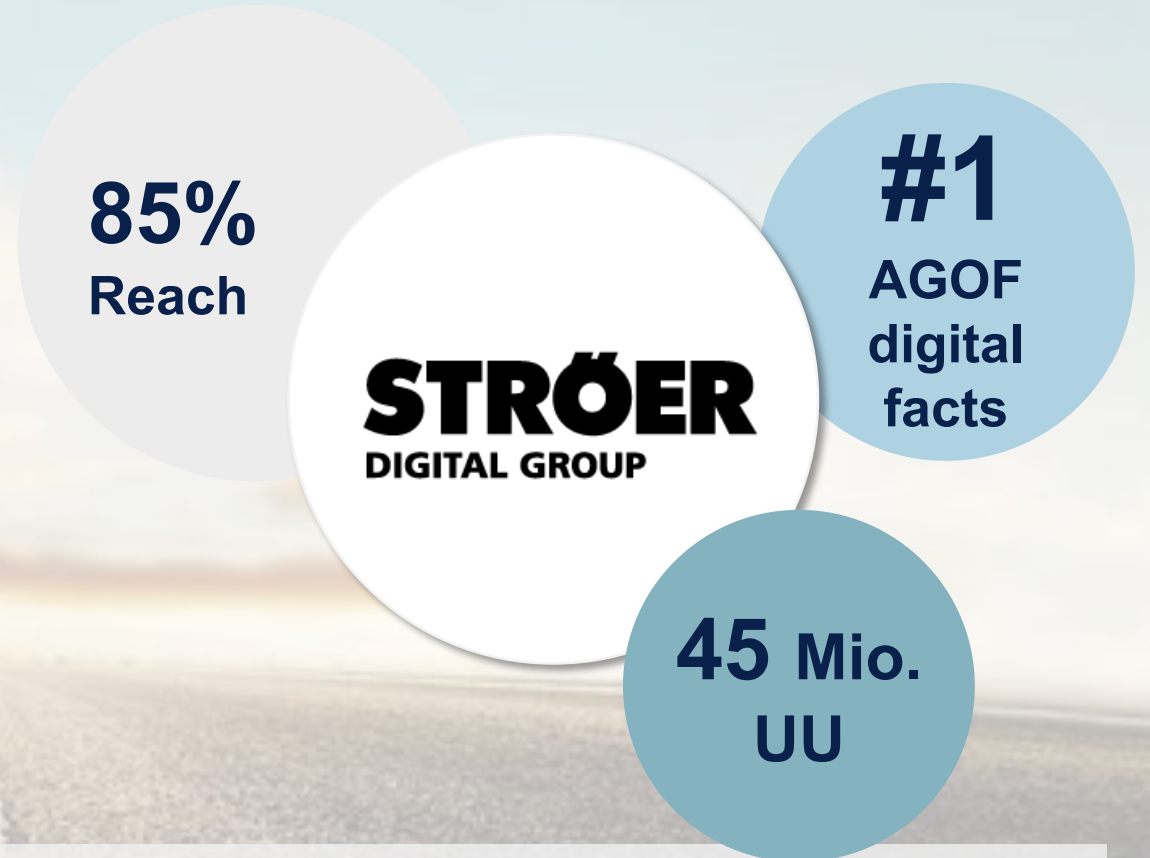


Enormous discrepancy between time spent und ad money spent

Public Advertising (OoH)



Digital Advertising (Online)



Ad market of „Full active Out-of-Home“



**at home
reality**



digital reality



**out-of-home
reality**

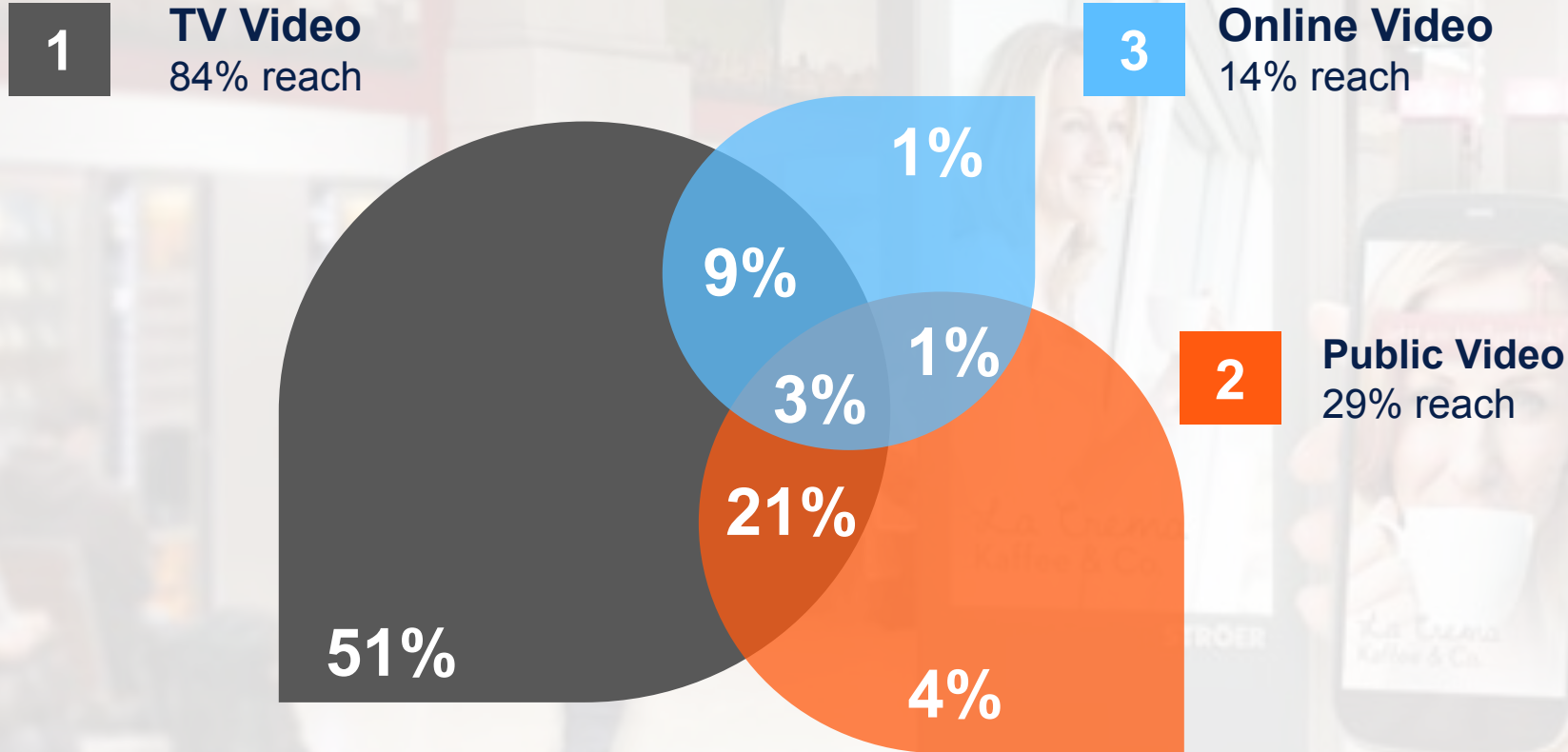




Realworld customer journey & digital customer journey becoming ONE

Multiscreen Planning

More multiplier-contacts leading to a better spread of contacts!



Multiscreen Planning

Public Video in active spaces delivers additionally reach fast!



Twitter + Ströer

(Perfect symbiosis for the communication around the EM 2016)



STRÖER



actual/realtime
user generated/curated
digital layer

high reach
geographically controllable
real world layer



Coca-Cola Germany
@CocaCola_DE



Who's winning the game?
#DeineEM



Coca-Cola Germany

Who's winning the game tonight?

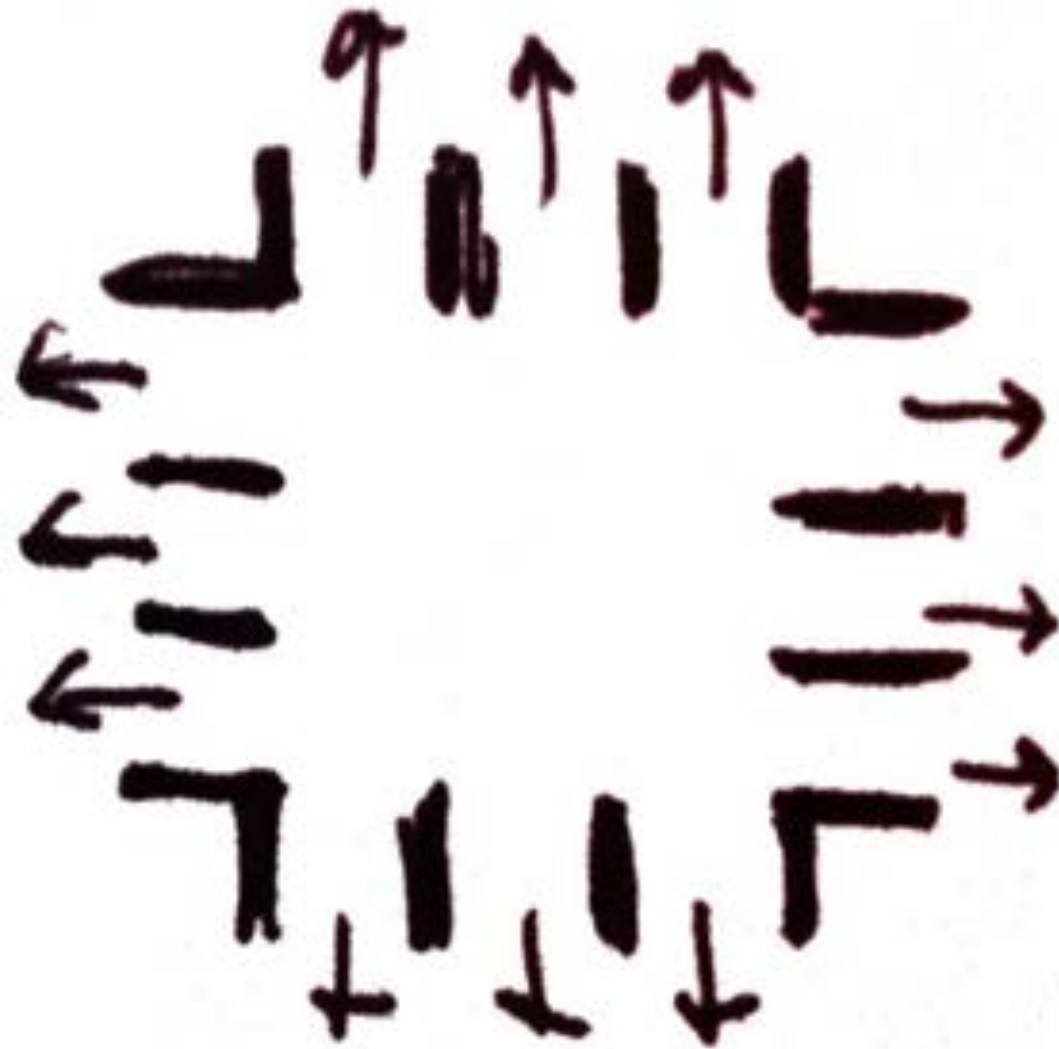


GERMANY

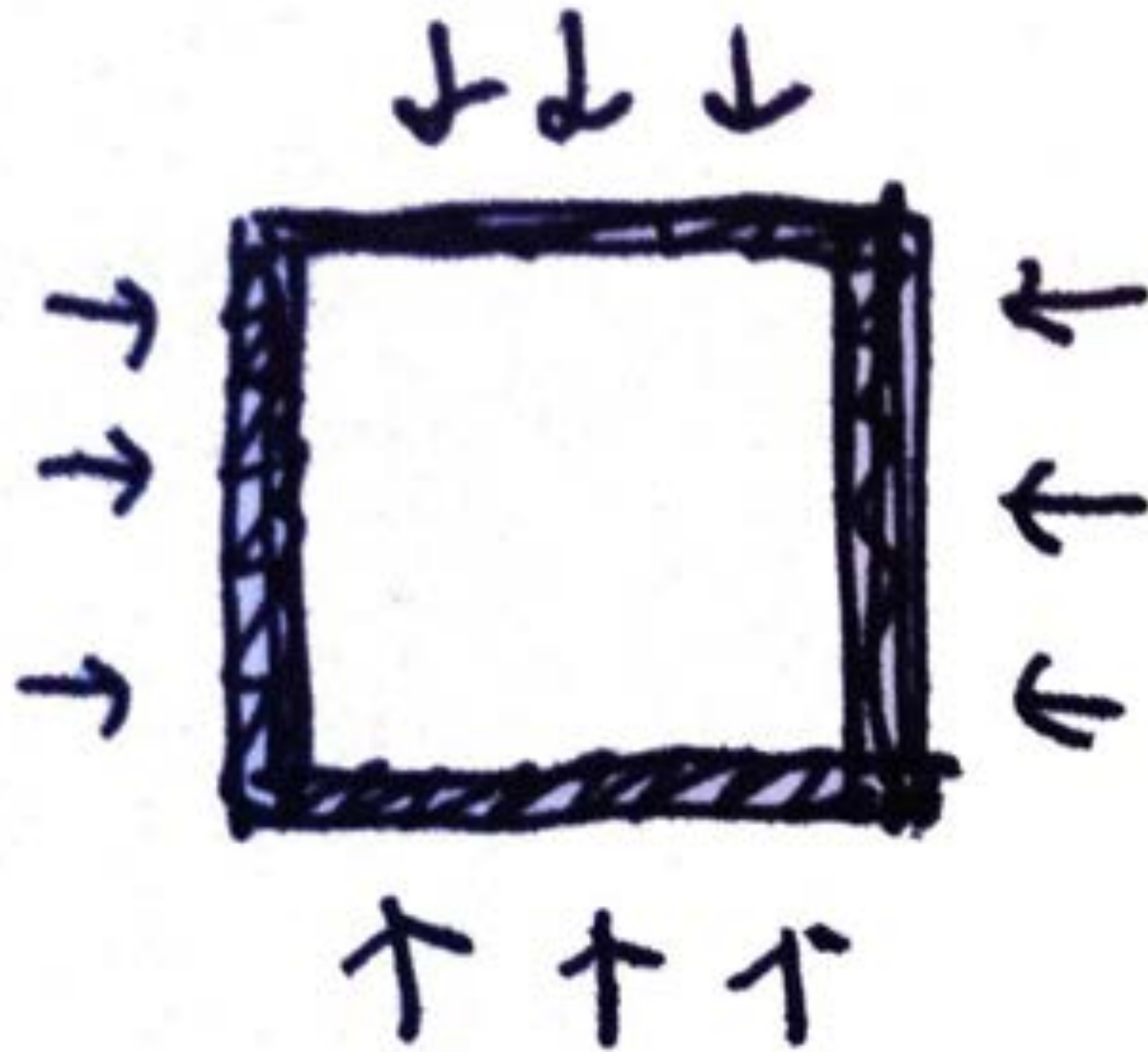


POLAND



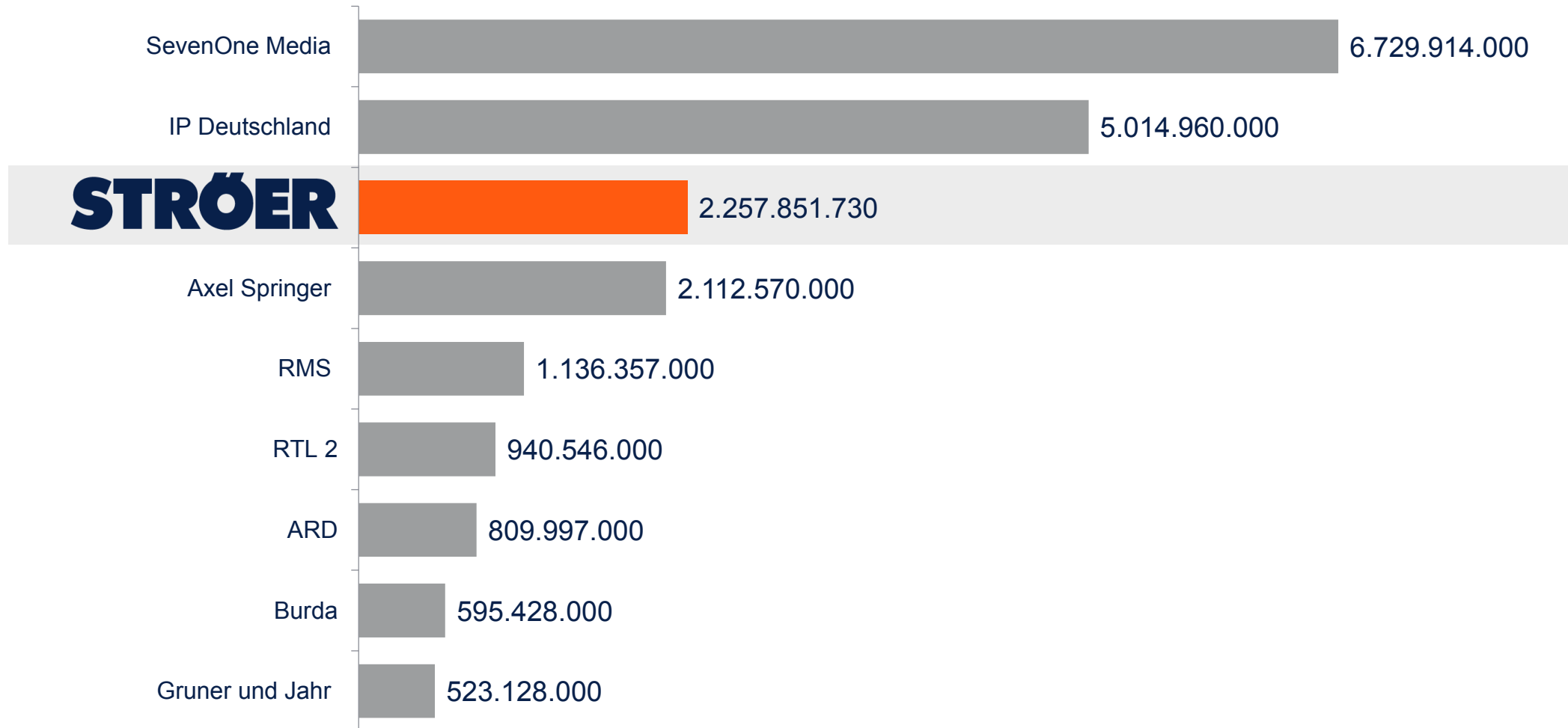


The challenge: Exploding complexity





The solution: Media ecosystem(s)

No 1 in two structurally growing Segments (OoH & Online) and Across all Media No 3 German Media Sales House (Gross Billings)!



Summary & Checklist

Where and how do we start to connect public and digital advertising?

- 1** Number one in two structural Growth Sectors 
- 2** Strong Leverage as Top3-Saleshouse 
- 3** All-Digital-Multiscreen Potential 

OUTLOOK FOR PUBLIC ADVERTISING

01

**A Structural
Winner**

02

**Digitisation
taking off**

03

**Addressable
Programmatic**

04

**Public + all
online Screens**

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)



STRÖER

Deep Dive into Digital

Deep Dive into Digital

01

Segment Structure

Strategic Roadmap,
Growth Levers and
operational Structure

02

Saleshouse(s)

Market Consolidation
and National & Local
Approach

03

Content Assets

Content Verticals &
Performance
Publishing Strategy

04

“Transaction”

Subscription,
e-commerce &
Lighthouse Statista

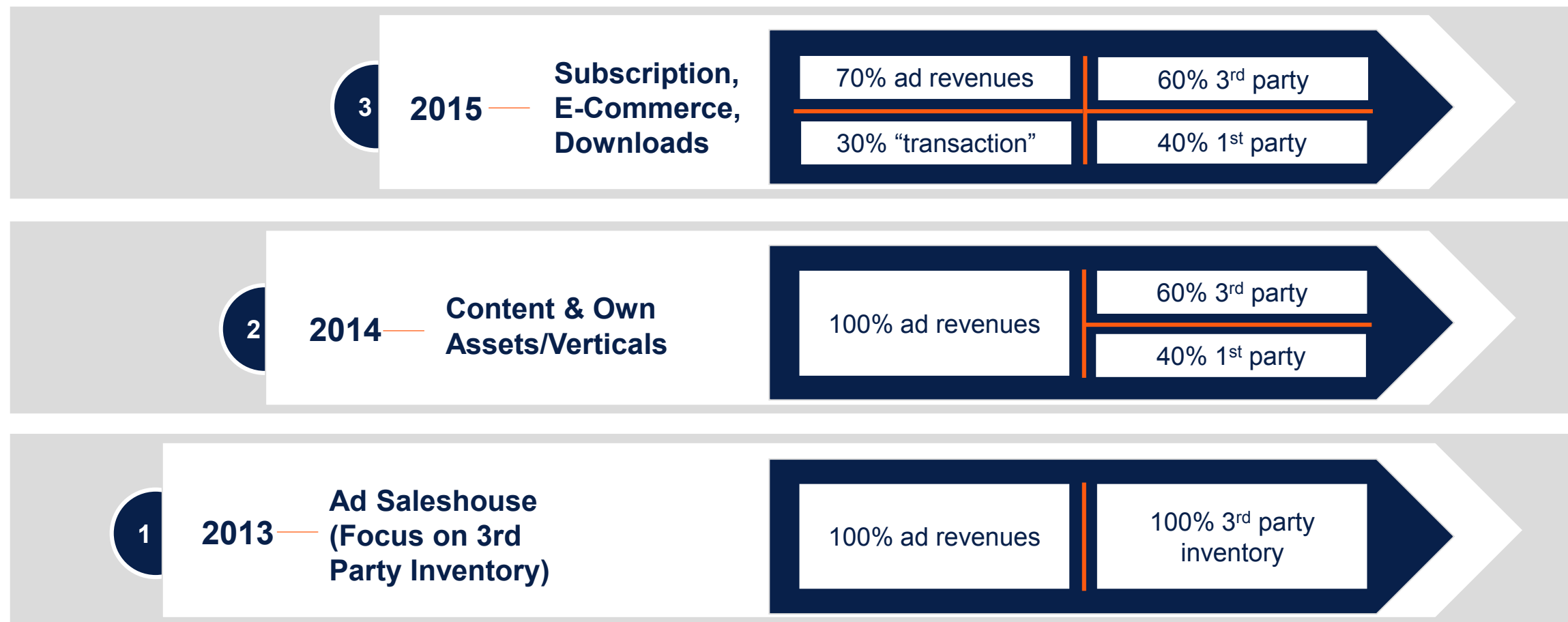
05

Segment Synergies

Connecting the Dots
and Creating Extra-
Value

Ströer's Roadmap to build up the Digital Segment

Moving from „Out-of-Home“ to „Digital Multi-Channel Media Company“ profile





Digital Segment

Performance and data-driven creation and monetisation of digital traffic across home, public and mobile screens via advertising & non-advertising models

Segment “Digital”: Revenue Streams & reported Products (2016e)



Display (Desktop & Mobile) 50% of revenue

- Monetisation of digital traffic (both mobile and desktop) via display advertising
- Strong German No.1 position with exclusive 3rd party inventory as well as own assets (~ 40%)
- To agencies, direct clients, SMBs



Video (Multiscreen) 20% of revenue

- Monetisation of video views across home/desktop, mobile and public screens
- Dedicated video specialists for own assets as well as sales house and product/tech development
- To agencies, direct clients, SMBs



Transaction & Subscription 30% of revenue

- Monetisation of traffic of own assets via affiliate and performance marketing offers
- Own e-commerce models and shopping concepts integrated in content verticals
- Dedicated subscription models

Summary & Checklist

Strategic roadmap, growth levers and operational structure

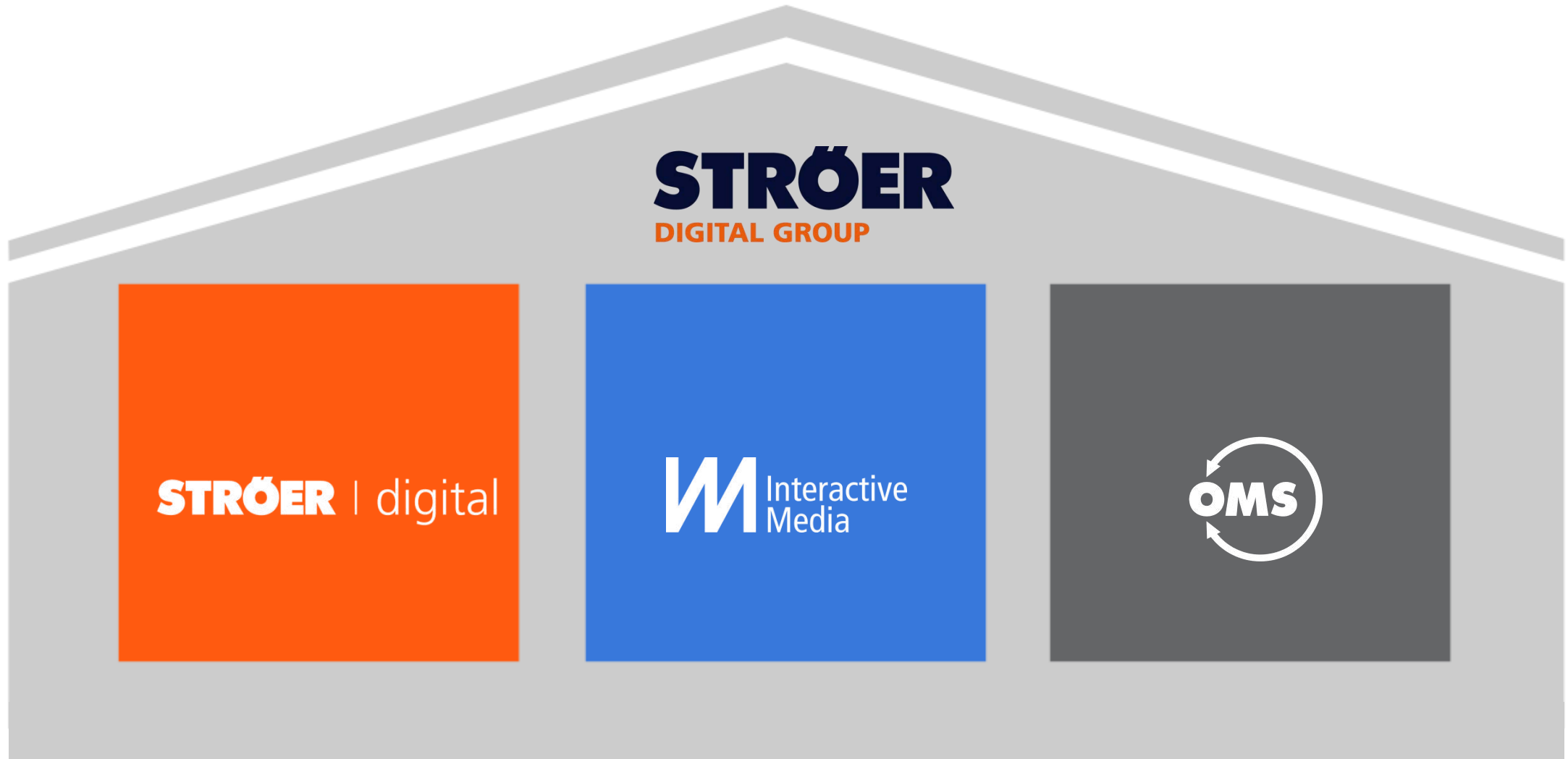
- 1 On-going Push for Ad Market Consolidation** 
- 2 Clear Performance Publishing Approach** 
- 3 Diversified Monetisation beyond Advertising** 

STRÖER

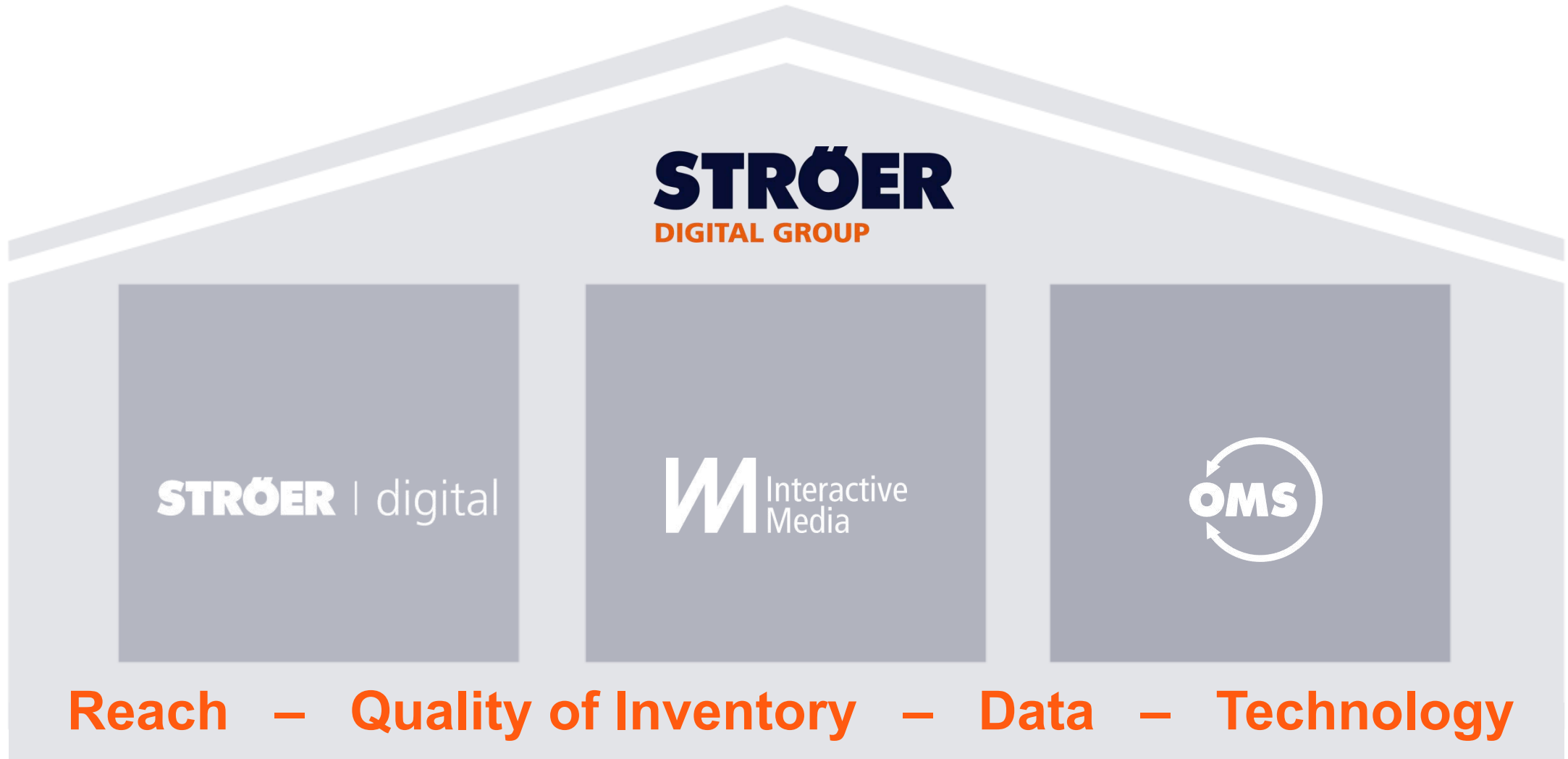


National Online Saleshouse

Two Core Acquisitions in the last 6 Months: IAM & OMS

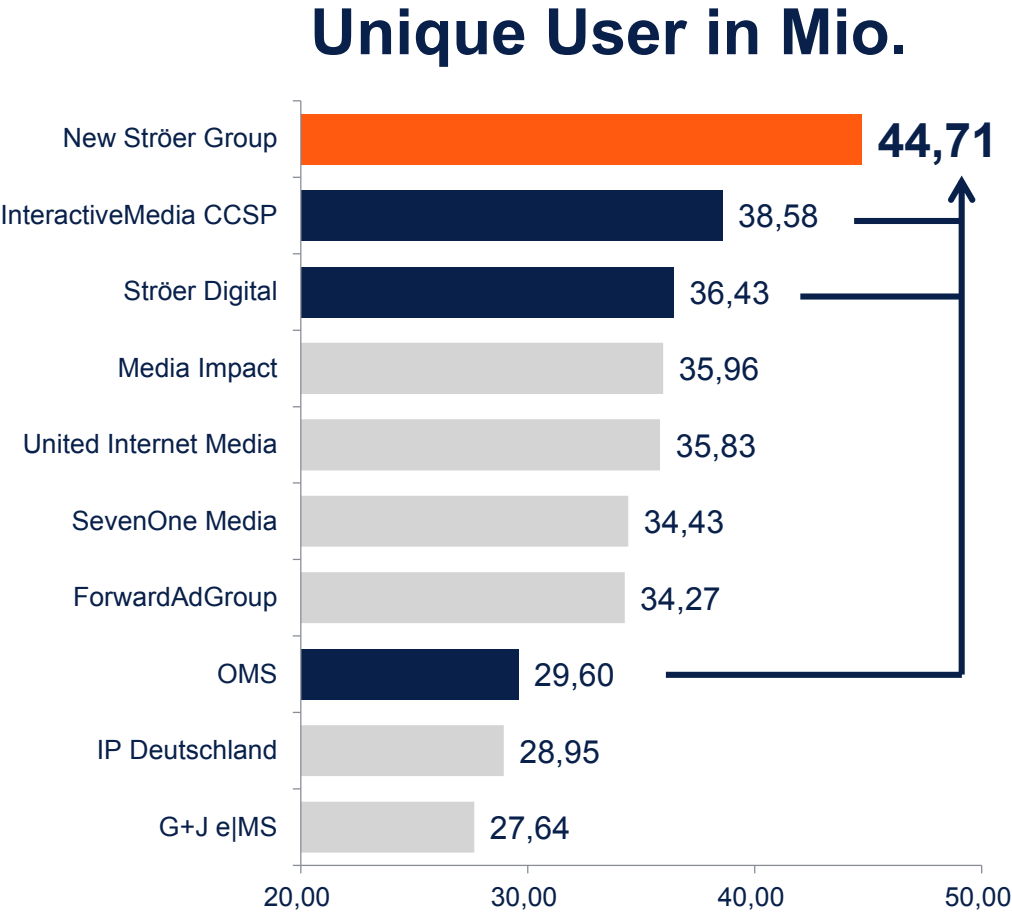


Two Core Acquisitions drive our 4 clear USPs

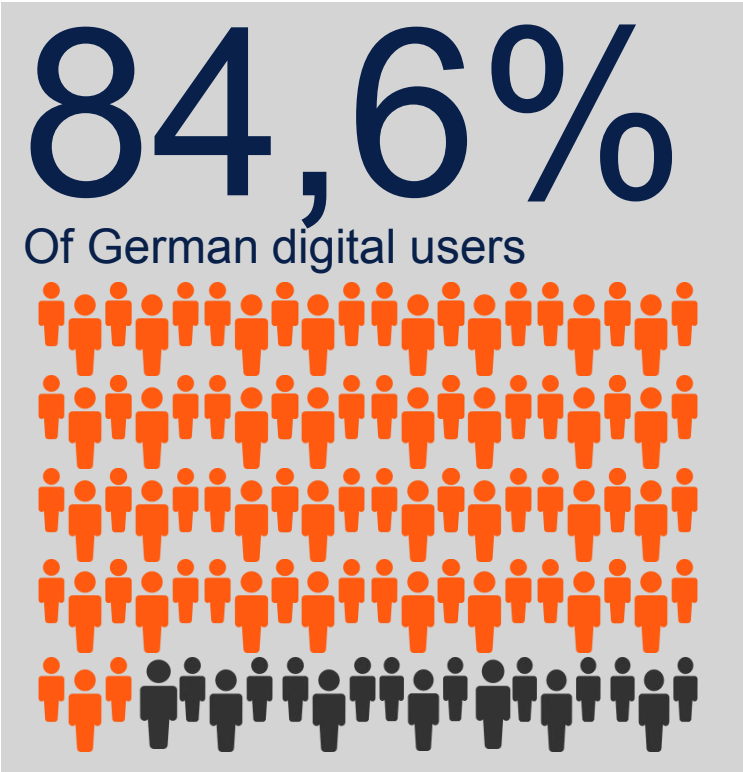


Reach

By far strongest German Player

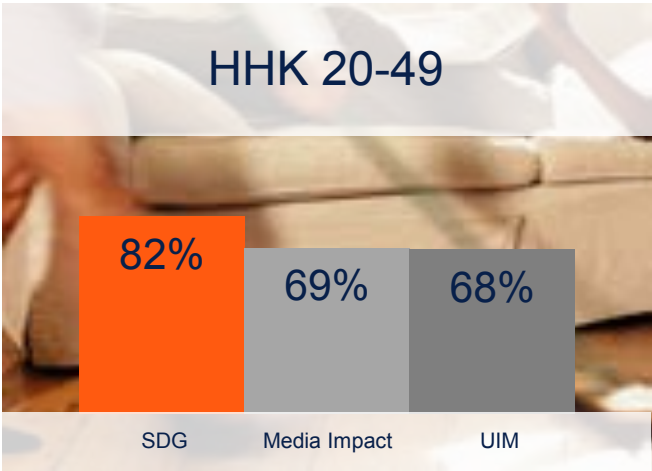
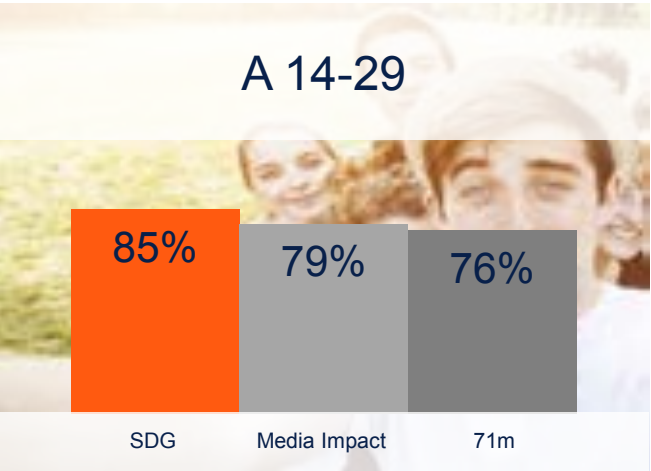
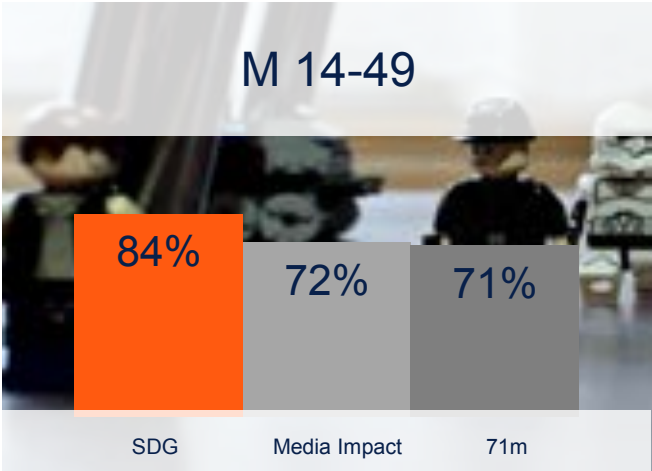
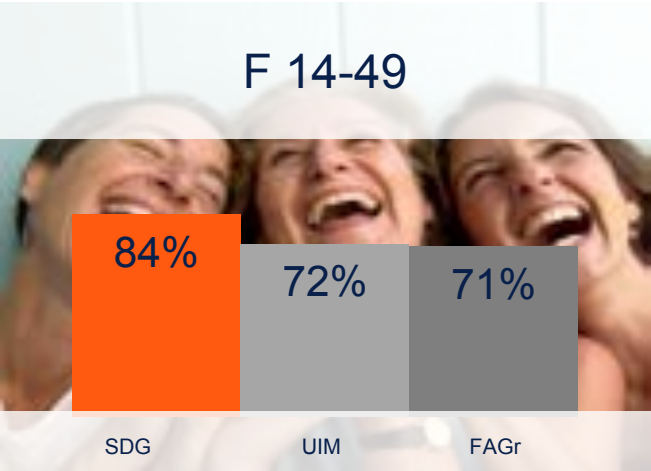
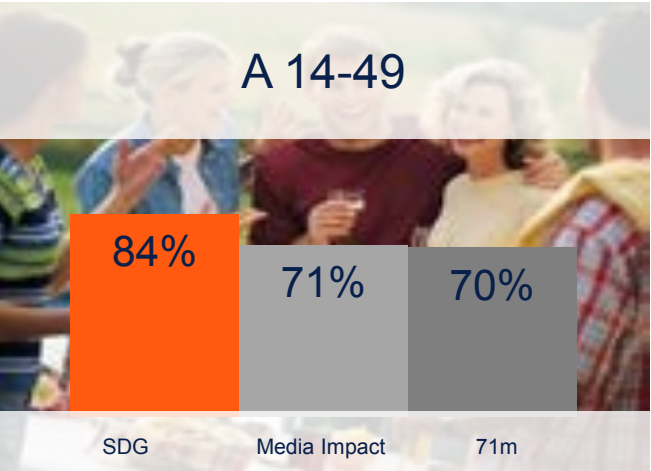


Ströer Digital Group

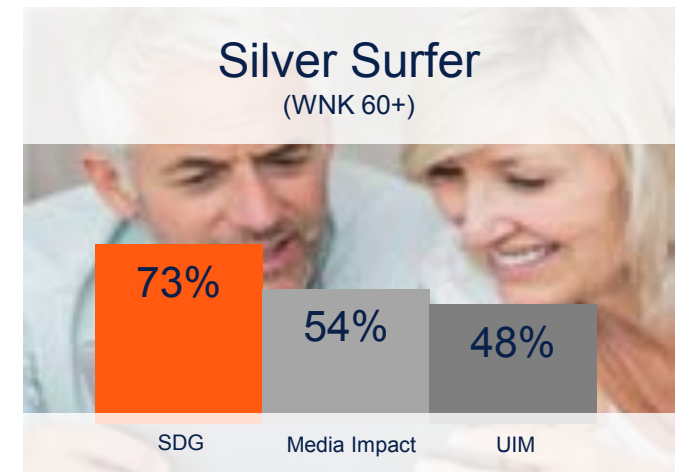
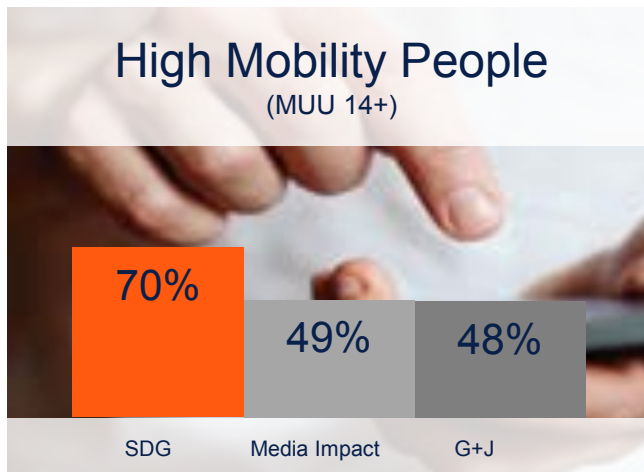
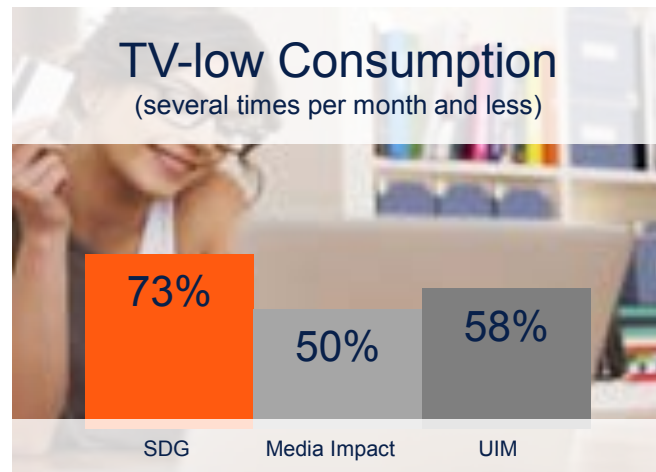
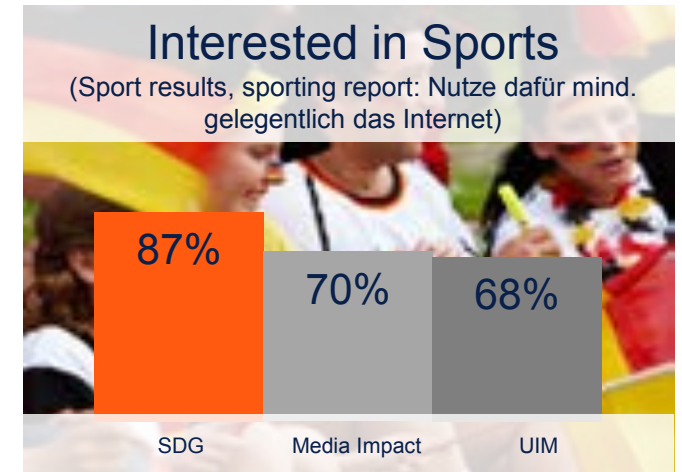
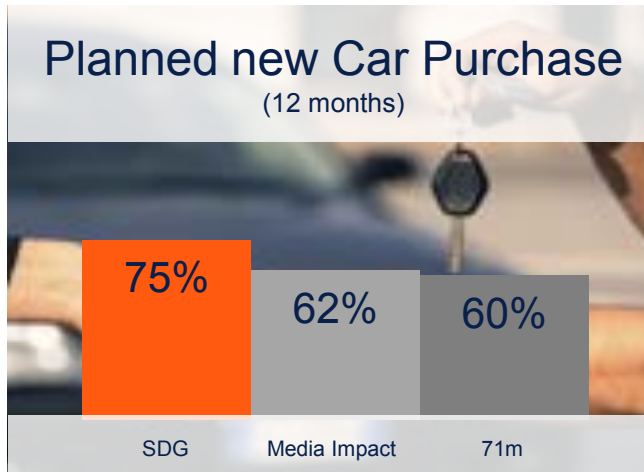
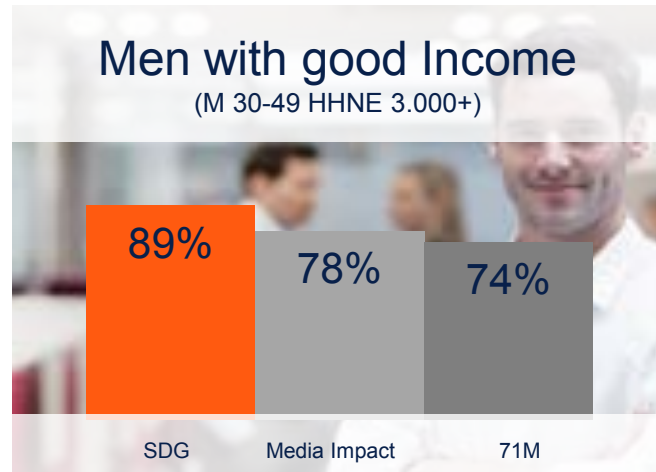


Source: AGOF digital facts (Basis: 14 years and older); Shazam not included

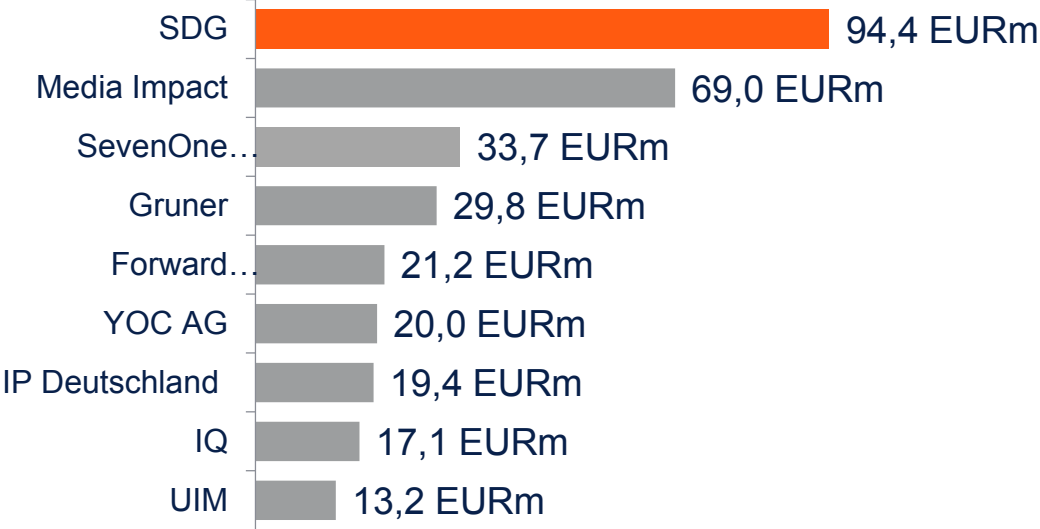
Not only Overall: but for every relevant individual Target Group



Not only overall: but for every relevant individual Target Group



Clear German Market Leader in both Display & Mobile

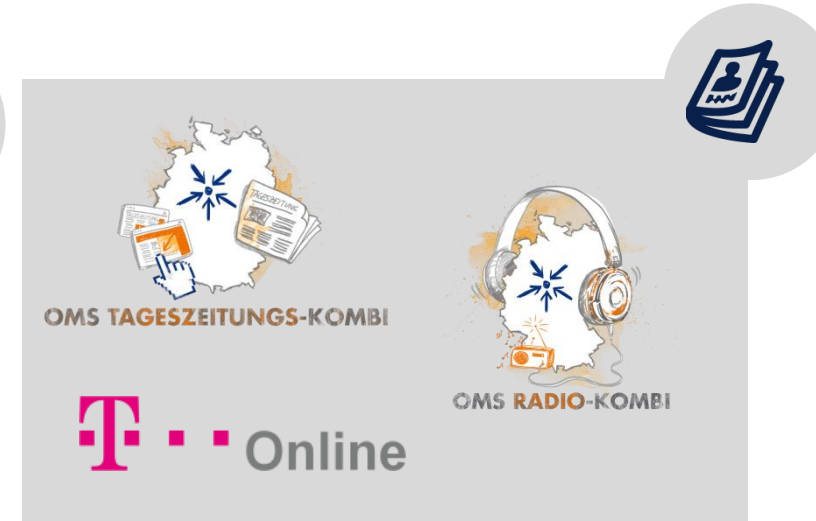


Source: Nielsen Gross Billings 2015 (Germany); WITHOUT Adscale and TubeOne!

Quality



Top Premium Inventory – just some Channel and Examples



Homepage Blockbuster

Our largest Stage: Maximum guaranteed Reach in the German internet

CHARACTERISTICS

- Daily fixed placement on homepage(s)
- Highest possible reach with guaranteed media performance
- Highly visual ad formats
- Advertisements in highly visible areas
- Online and Mobile

SURROUNDING

- Online: Ströer Digital Group homepages
- Mobile: Mobile homepages (MEW + Apps) of the Ströer Digital Group

NET REACH

- 6,97 Mio UU/ay
(E14+: 31,18 Mio UU/Day)



Wallpaper:	16,1 Mio Als/Day
Billboard:	14,7 Mio Als/Day



Presenter Ad 6:1:	10,3 Mio Als/Day
Interstitial:	3,05 Mio Als/Day (FC1)

First Contact – The Opener for Storytelling

Maximum Net Reach by addressing User with the first possible Contact



CHARACTERISTICS

- Product with daily fixed prices
- Contacts with high quality
- Highest possible reach with guaranteed media performance
- Starting point storytelling / retargeting
- Advertisements in highly visible areas
- Online and Mobile

SURROUNDING

- Online: RoN Ströer Digital Group
- Mobile: MEW and Apps

NET REACH

- 16,61 Mio UU/Day



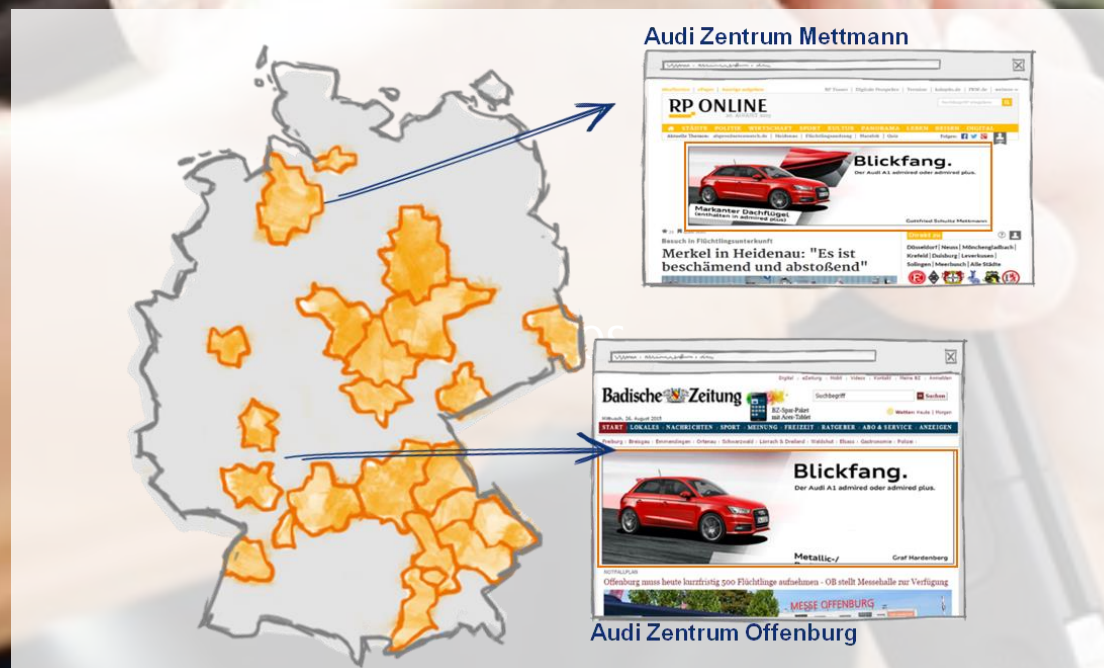
Wallpaper: 7,7 Mio. AI
Billboard: 6,5 Mio. AI
Dyn.Sitebar: 6,8 Mio. AI



6:1: 4,4 Mio. AI
4:1: 3,8 Mio. AI
2:1: 3,5 Mio. AI
Interstitial: 2,9 Mio. AI

Regio-Marketing – Impact & Involvement

Smart Geotargeting: Regional Heritage - National Impact



CHARACTERISTICS

- „Double Selection“: Comparing the print distribution/radio reception and the location of the user within the OMS portfolio.
- Plus: Audience Extension over the whole Portfolio of the Ströer Digital Group



- Plus Plus: Local-Branch-Ad-Tool for controlling regional dealer ads in an one-stop-shop

TARGET COVERAGE*

	Interested in	Purchase planned:
▪ New car:	86,5%	87,3%
▪ DIY demand:	85,1%	87,8%
▪ Furniture:	87,3%	88,0%



42,8 Mio. UU/month

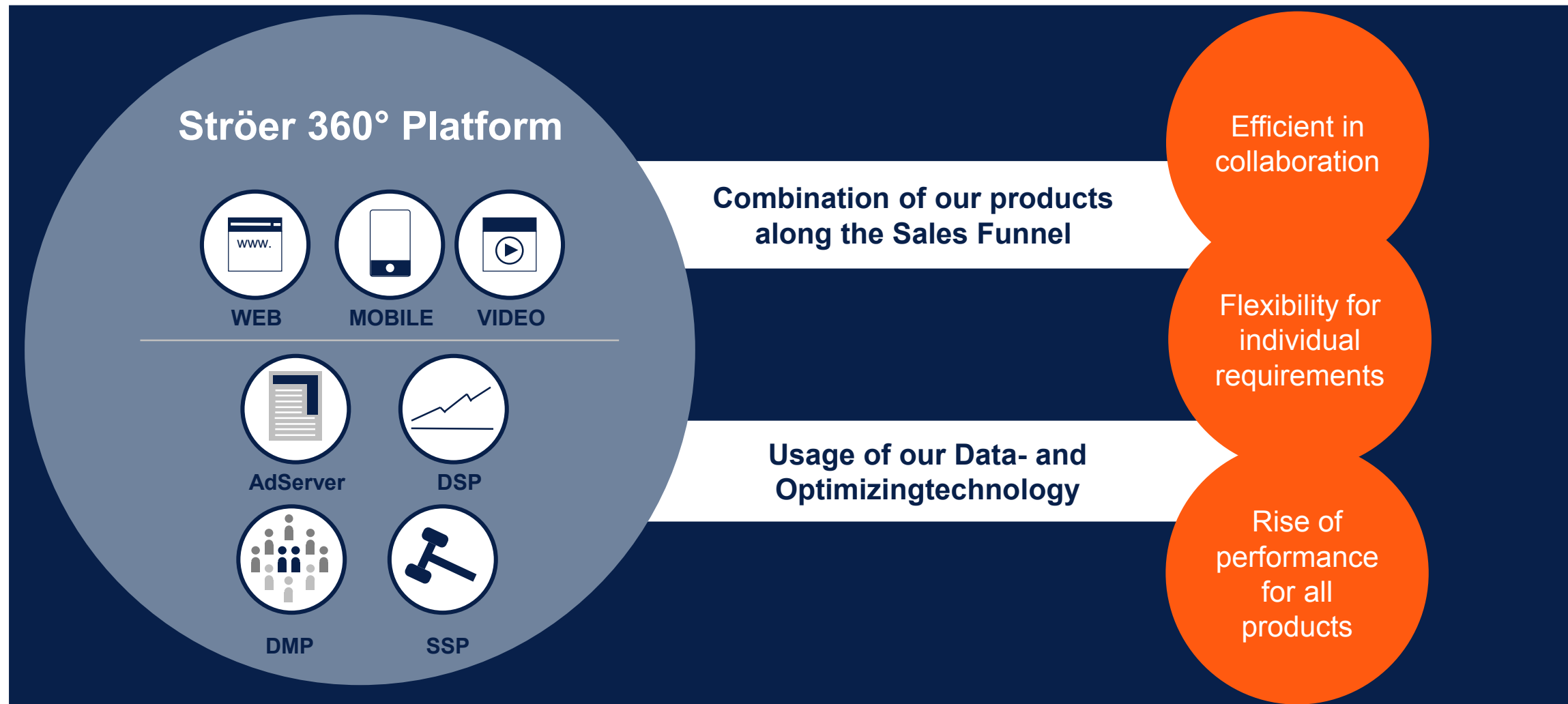


20,0 Mio. UU/month

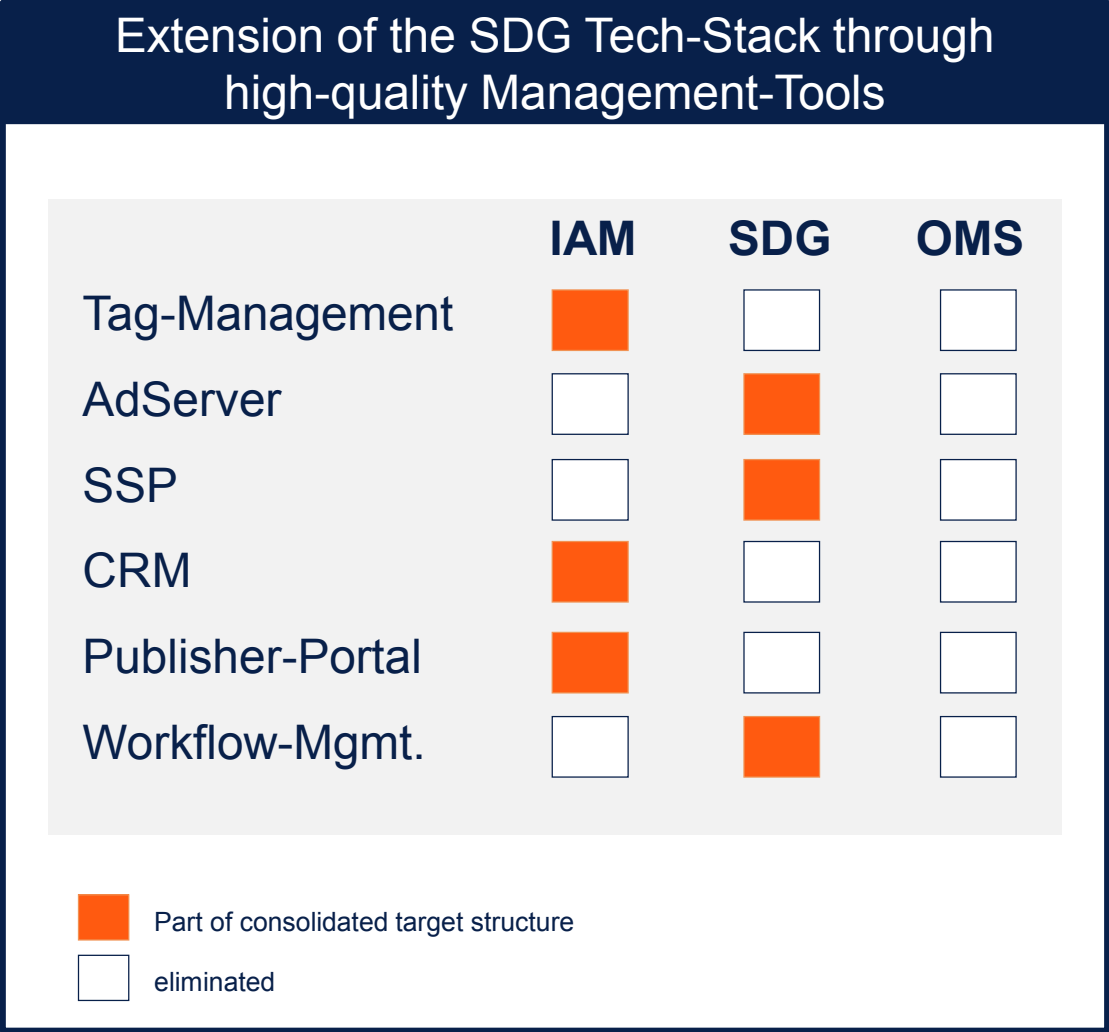
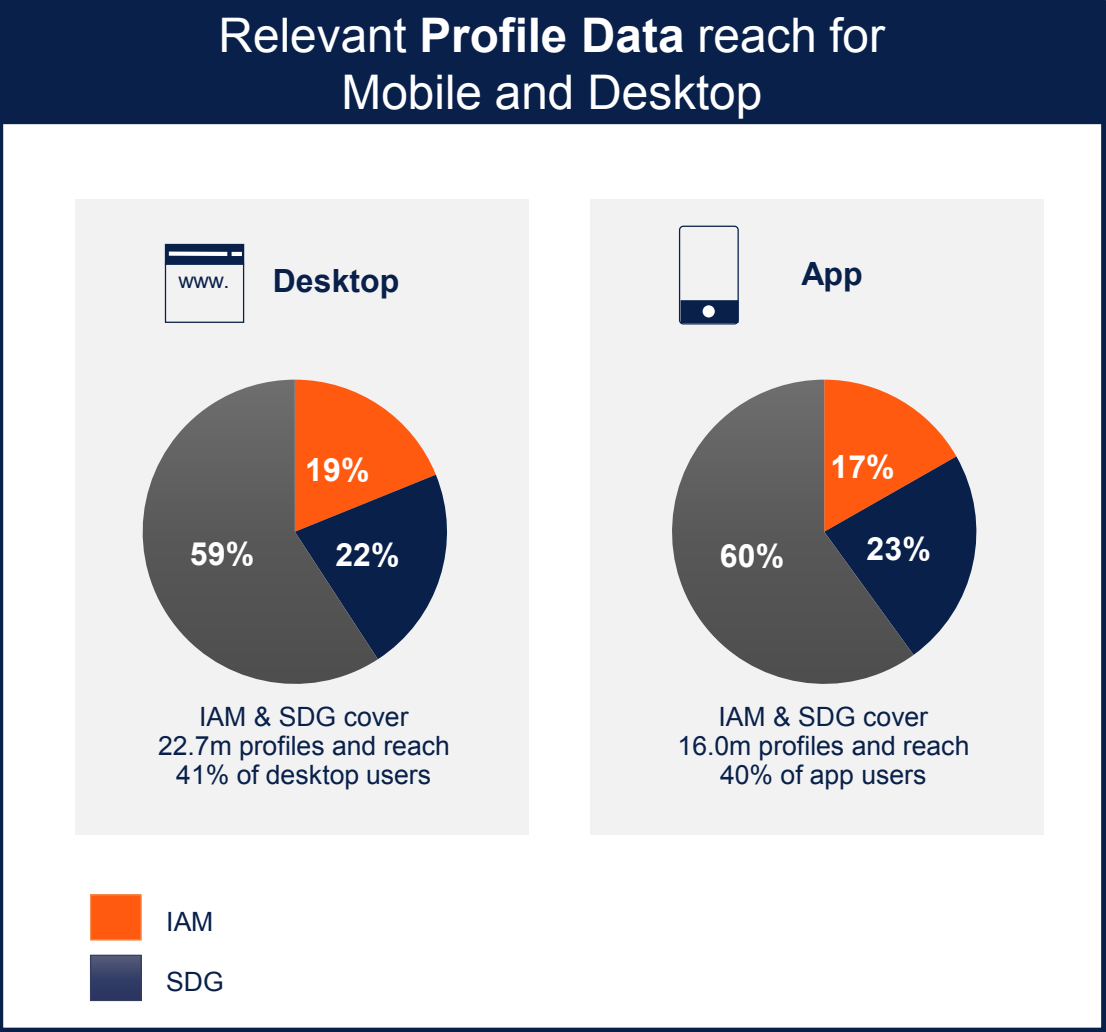


Data & Technology

The Foundation of future Success is our own Ecosystem



Platform consisting of diverse excellent Components to systematically improve Technology and Data Stacks



Ströer Data-Network aggregates User-Touchpoints Cross-Medial and therefore offers a Base for profile-data-based Targeting

Sources of data and data collection

Converting data and establishing segments

Usage of segments and segment monetarisation

DATA COLLECTION, e.g.



DATA INTELLIGENCE

Online/Mobile DMP

Data-Sharing

OoH DMP
geo data

DATA DISTRIBUTION

Targeting

- Target Groups
- Performance-Targeting
- Content Prediction
- Cross-Channel-Targeting

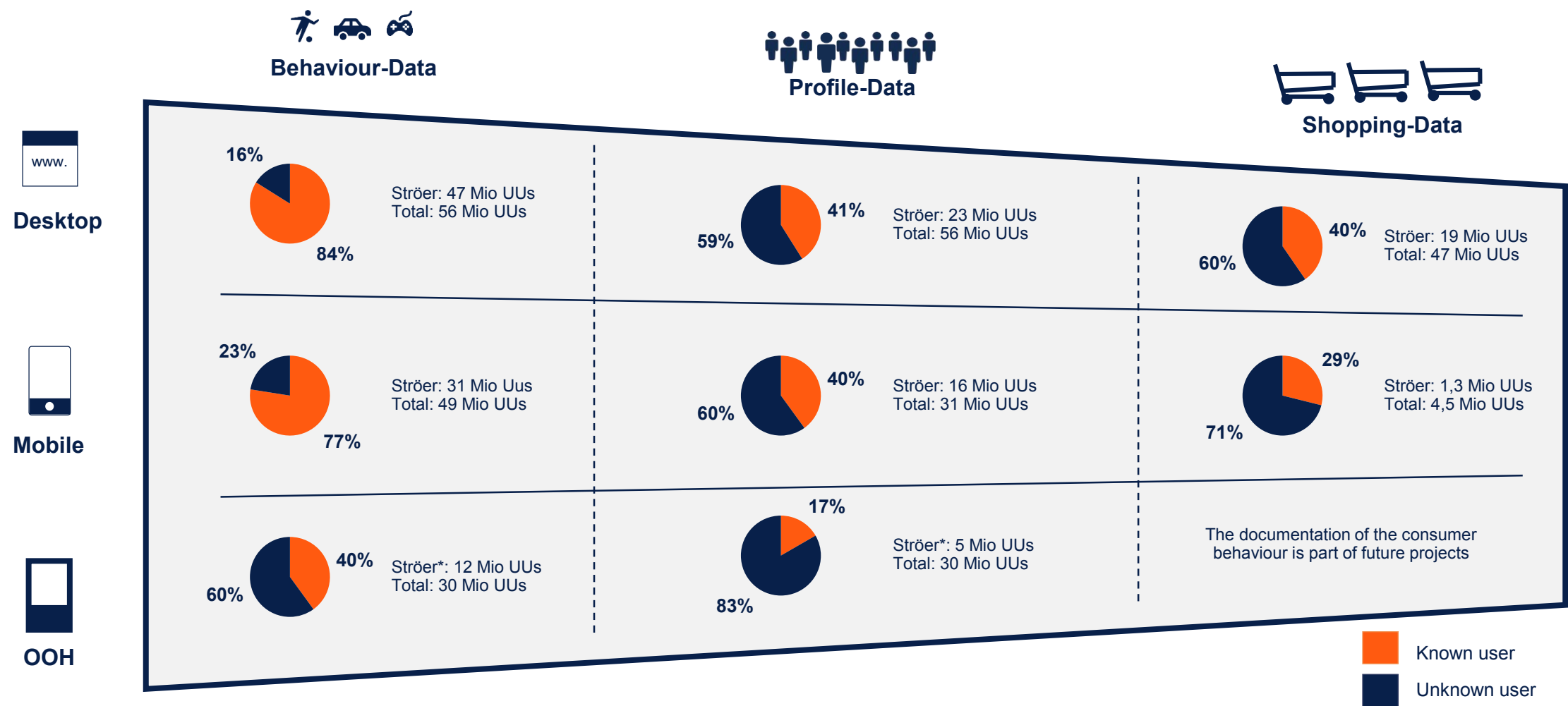
Planning

- Environment affinity
- Calculation of Contact classes
- GRP-Forecast
- Cross-Channel-Optimization

Impact

- Advertising impact research
- Reach of target group
- Cross-Channel-Conversion Tracking & Measurement

Replacing traditional Prediction-Models with hard Profil-Data-Targeting



Source: ComScore, AGOF, Statista and own Data . * after successfully building up the der Ströer Beacon Infrastructure in 2016

Our Targeting Products serve all relevant Market Needs

Demographic / Hard facts

Age | Gender | HHNI | Education | Profession | Kids | HH | a.m.m

Shopping Behaviour

Supermarket | Discounter | Organic shop | Online | specialist trade | Health | a.m.m.

Weather

Temperature | Population | Thunder | Fog | Sun | Rain | Snow

Prospecting

Modelling of brand-oriented user with the help of statistic twins

Geographic

Countries | States | Cities | Zip code areas | Double Select

Intent

Purchase intention car- e.g. for category or brand | Intention to move | a.m.m



Interest

Automobile | Movies | Finance | Fashion | Insurance | Travel | Sport | a.m.m

Customized Audiences

Individual target group after clients agreement, e.g. frozen pizza consumer

Individual ReTargeting

Recovery of marked user e.g. Shop- or website visits

Technical

FC | Time | Browser | Device | OS | Mobile Device | Language | a.m.m

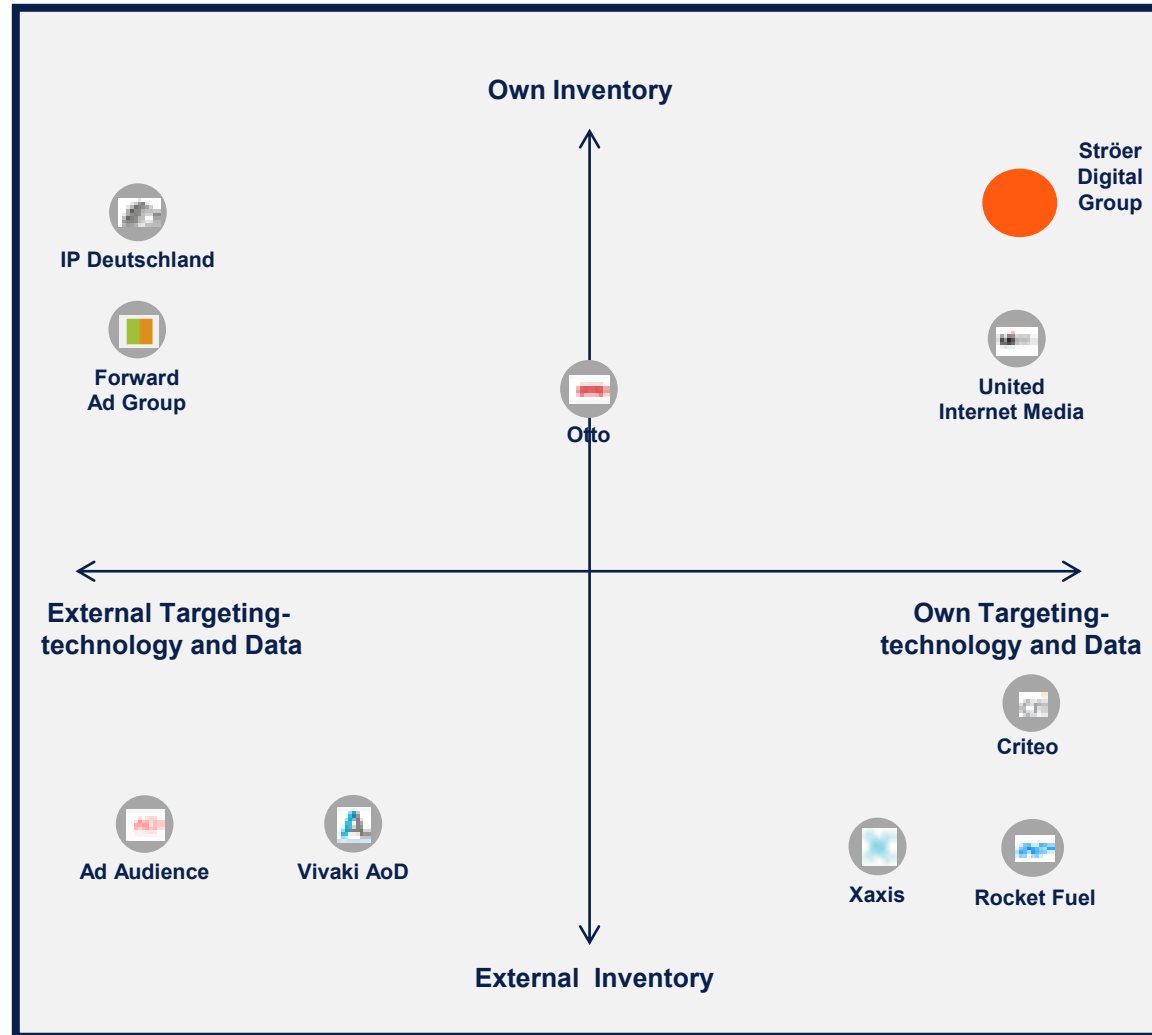
CRM-Onboarding

Uploads & Matchmaking based on lists

Contextual / Semantic

Realtime content analysis | Brand-Safety | Keywords

Only through the combined Aggregation and the Control of Data and Inventory we are able to reach a competitive Position



- **Strongest Players dominate through:**
 - Large reach of inventory
 - Big own data pools/user profiles
 - Integrated technology for optimization
- **Systems of Agencies** generally do not reach the critical mass – available user data on the market are not available
- **Locale Player** (UIM, Otto) also do not reach the necessary critical mass to be able to stand the US market in terms of depth and broadness of user data

To create a local hero it is necessary to aggregate reach and user profiles

Summary & Checklist

What is the status and the future roadmap of of national digital saleshouse?

- 1 German Market Leader: Reach & Quality** 
- 2 Proprietary Tech Stack – to leverage Size** 
- 3 Data Monetisation with massive Upside** 

STRÖER



Local Digital Advertising & Marketing Solutions



Customer Behaviour

73% of internet users research local businesses online. **38%** of buyers research online before buying offline. ROPO = Research online, purchase offline. **42%** of ROPO customers use Google within their research process.



Research online



Purchase offline

Support your local POS with local online advertising in Google and beyond

RegioHelden Products:

- Directory Management
- Local Marketing Websites
- Local Google AdWords & SEO
- Local Display Ads
- Call Tracking / Reporting

Benefits:

- Centrally coordinated, served out locally
- Scalable solution for hundreds / thousands of POS
- Reporting to POS and headquarters

Customers include:

- Store chains
- Franchises
- Manufacturers
- Purchasing associations

Working for national Brands and over 40,000 of local Businesses

National customers with local campaigns



Local SMB customers



RegioHelden Products

360° online marketing suite for local SMBs



Google My Business & Index Listings

Your POS will be found in all relevant online portals with consistent data

- Complete profiles in all relevant portals
- Consistent NAP-data (Name, Address, Phone Number) pushes Google ranking
- Data-lock to avoid future settlements
- Central CI control (e.g. logos, pictures)
- Enrichment of profiles (e.g. opening hours, contact persons)

Pricing: from 29€/month/POS



Local Marketing Websites

Your POS will get a state-of-the-art website with your own CI and localised content

- Do-it-for-me creation with RegioHelden
- Responsive website design for all devices
- Local content
- Strong call-to-action
- Call tracking
- Conversion-optimised for calls & lead-forms
- Central CI steering
- SEO-ready (e.g. fast loading, clean URL structure)

Pricing: from 89€/month/POS

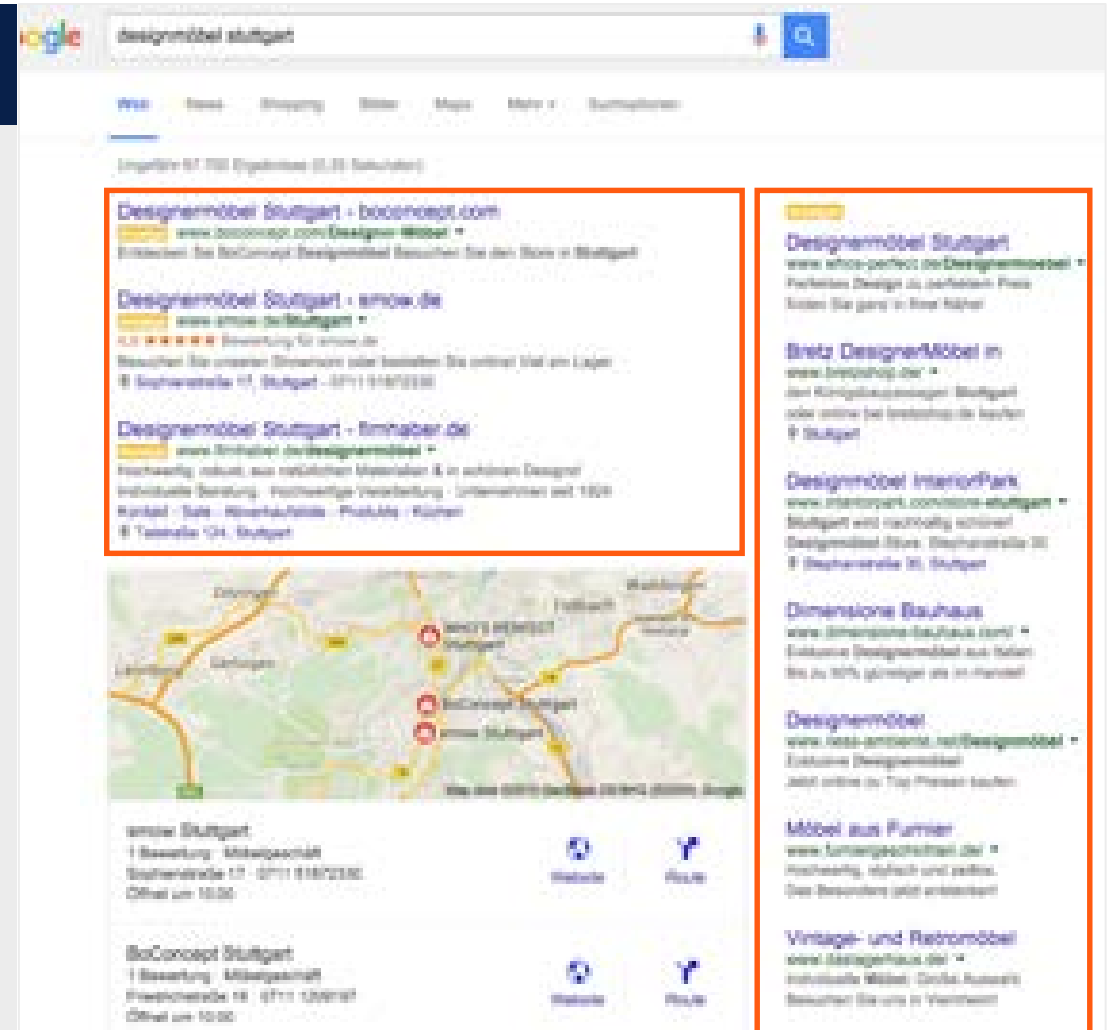


Local Google AdWords Campaigns

Your POS wins clients through catching regional demands from Google

- Expertise from thousands of local campaigns
- Top-3 German Google partner*
- Award for highest customer satisfaction*
- Local / regional targeting (via geo localisation & keyword targeting)
- CTR optimisation (e.g. ad copy, location extensions, Mobile extension)
- Admin of budget & bid management

Pricing: from 500€/month/POS



Local Banner Ads

Your POS wins clients through having more local visibility and brand presence

- Building up attention and practice branding
- Zip code targeting to avoid scattering
- Demographic targeting for age & gender – but also any relevant criteria from Ströer DMP
- Leveraging largest German display network for huge digital demand of local SMBs

Pricing: from 1,500€/month/POS



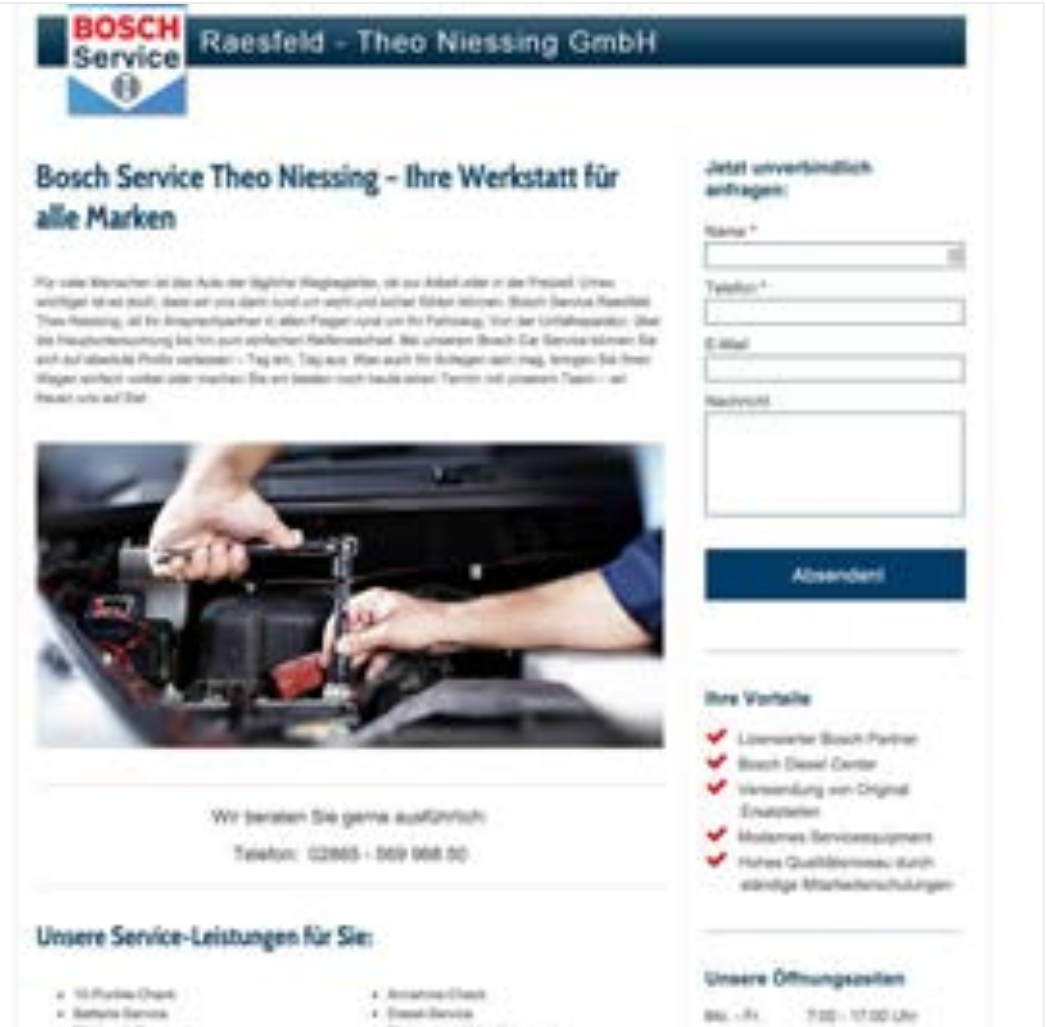
Case Study– Bosch Service

Task: Increasing local requests of Bosch partner garages

Used Products:

- Directory Management
- Marketing Website
- Google AdWords
- SEO
- Display Marketing
- Call Tracking

Budget per POS: starting from appr. 700€/month



BOSCH Service Raesfeld - Theo Niessing GmbH

Bosch Service Theo Niessing - Ihre Werkstatt für alle Marken

Wir sind Menschen im Auto der Moderne. Wir sind die Experten für alle Marken. Unseren wichtigsten Kunden sind Sie, die uns mit Ihren Fahrzeugen vertrauen. Bosch Service Raesfeld Theo Niessing ist Ihr Ansprechpartner in allen Fragen rund um Ihr Fahrzeug. Von der Unfallreparatur über die Hauptuntersuchung bis hin zum einfachen Reifenwechsel. Bei unserem Bosch Car Service können Sie sich auf absolute Profis verlassen - Tag ein, Tag aus. Wenn auch Ihr Anliegen etwas komplexer ist, werden wir es für Sie lösen. Wir sind Ihr Partner in der Mobilität. Sie sind unser Kunde, wir sind Ihr Partner. Wir sind Bosch. Wir sind Sie.

Jetzt unverbindlich anfragen:

Name *

Telefon *

E-Mail

Nachrichte

Absenden

Ihre Vorteile

- ✓ Lizenzierter Bosch Partner
- ✓ Bosch Diesel Center
- ✓ Verwendung von Original Ersatzteilen
- ✓ Modernes Serviceequipment
- ✓ Hohes Qualitätsniveau durch ständige Mitarbeiterschulungen

Wir beraten Sie gerne ausführlich:

Telefon: 02905 - 509 908 90

Unsere Service-Leistungen für Sie:

- 10 Punkte Check
- Batterie Service
- Ölwechsel Service
- Airbag Service
- Bremsen Service
- Licht Service

Unsere Öffnungszeiten

Mo. - Fr. 7:00 - 17:00 Uhr

Case Study– Wöhlke furniture manufacture

Task: Increasing local requests of DBU-competence partner from trades and crafts

Used Products:




- Directory Management
- Marketing Website
- Google AdWords
- SEO
- Display Marketing
- Call Tracking

Budget per POS: starting from appr. 500€/month

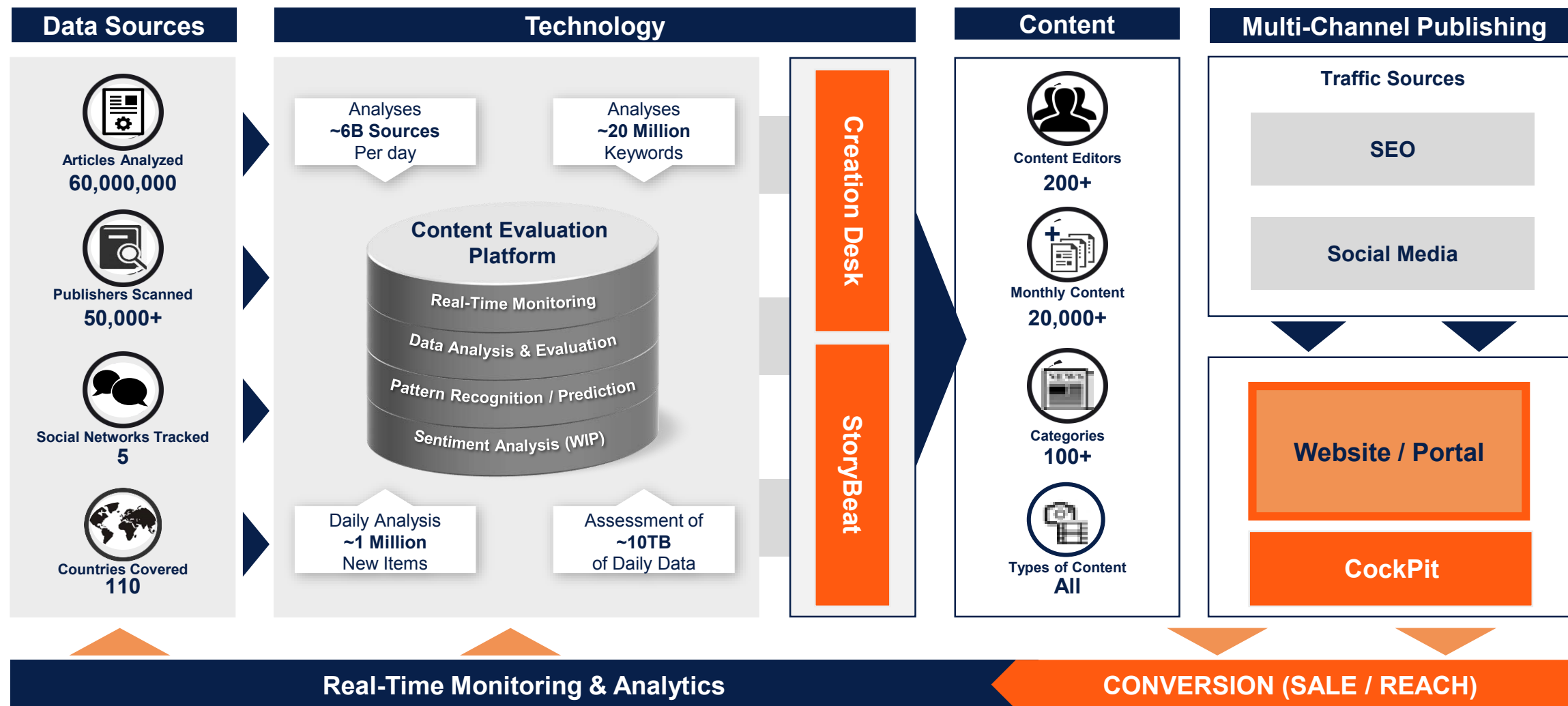


Summary & Checklist

What is the status and the future roadmap of the local (digital) saleshouse?

- 1 Strong 360° digital product kit for SMBs** 
- 2 Excellent tool backbone and customer service** 
- 3 Leveraging growing OoH Sales Infrastructure** 

Ströer Publishing Tech Stack: Turning the old Model upside down



Ströer Web Portals: T Online as the leading General Interest Portal

News & Services

Visits	Pls
444	4.638

T-Online.de

- Leading German News & Content Portal with access to a client base of over 32,5 mio. UU⁽¹⁾ per month
- T Online is the most trusted internet brand in Germany
- Reasons for visits include recent reporting (75%) or Special Interest content like weather (57%), sport (56%) or entertainment (51%)

32,4 Mio.
UU



T-Online Brand environment:



Ströer Web Portals: Leading Special Interest Platforms in highly relevant and commercially interesting Sub segments

Tech & Gaming

UU*	Visits	Pls
13,3	44,0	125,0

GIGA.de

9,3 mio.
UU



Under the top 25 portals in Germany and one of the biggest German tech and gaming portal

Spieletipps.de

2,5 mio.
UU



Offers news, reviews and test results to the gaming-community

Spielaffe.de

1 mio.
UU



Over 12.000 online games without downloading/installation

Ströer Web Portals: Leading Special Interest Platforms in highly relevant and commercially interesting Sub segments

Entertainment

Visits	Pls
6,2	20,4

Kino.de



3,4 Mio.
UU*



Trailer, charts and movie program of German movies as well as reviews

Women & Lifestyle

Visits	Pls
4,3	15,7

erdbeerlounge.de

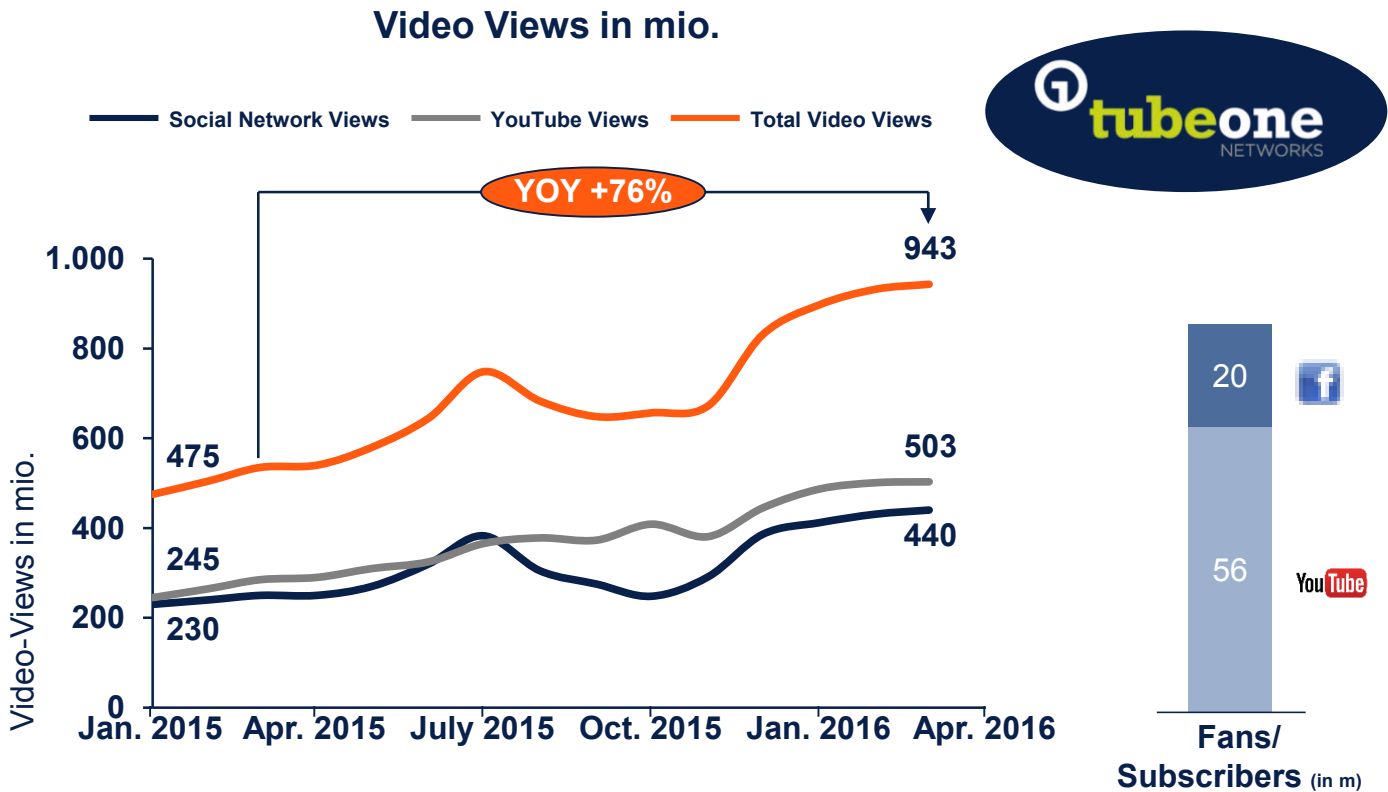


2,6 Mio.
UU*






Topics of stars, fashion, lifestyle, love & recipes plus community

TubeOne is running five Social Video Verticals and is the biggest Social Video Network in Germany

Social Video Portals

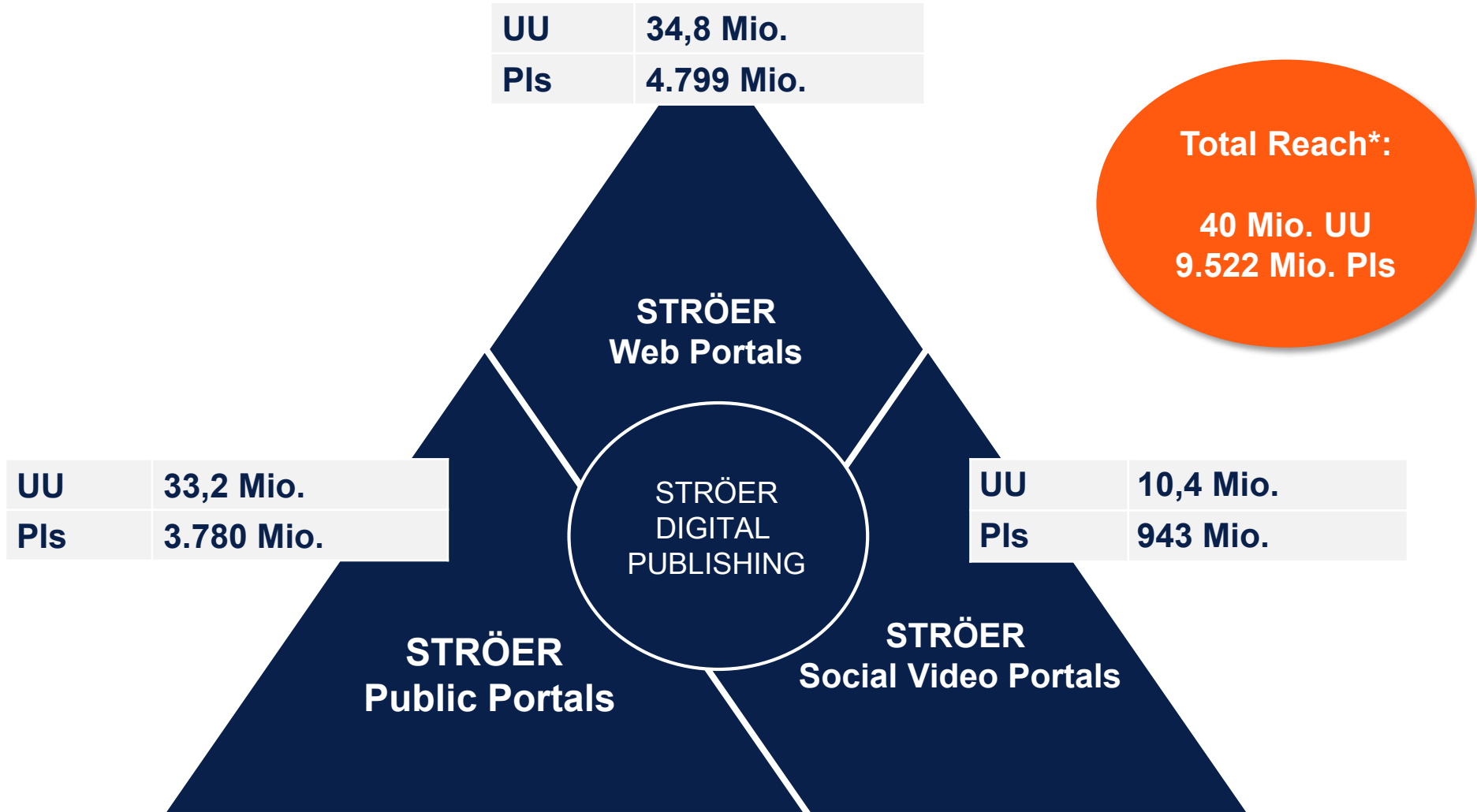


Portfolio (>150 YouTuber)

Entertainment	Sport & Fitness
 Julien Bam	 Alon Gabby
Tech & Gaming	Beauty & Lifestyle
 Dner	 Dagi Bee
<div> New vertical : Family & Living</div>	

With over 900 mio. views TubeOne Networks is the biggest Social-MCN in Germany

Ströer Content Group 12/2015: 40 Mio. Unique User over all Platforms



*without overlapping

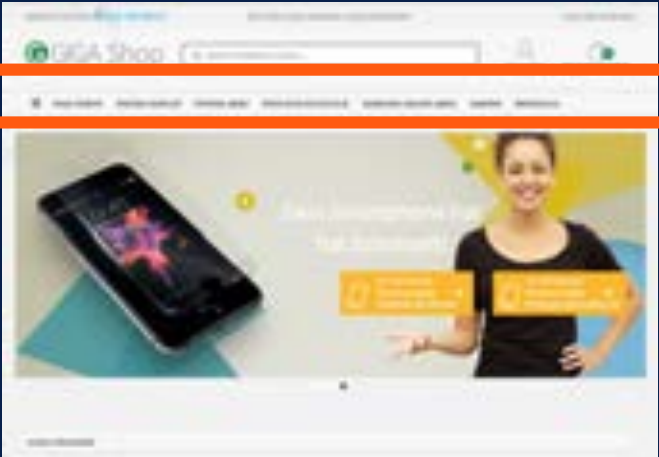

Summary & Checklist

Structure and Key Logics of our Content Asset

- 1 Unique Multi-Screen Content Distribution** 
- 2 Performance Publishing Approach** 
- 3 Growth Focus on four 4 Verticals** 

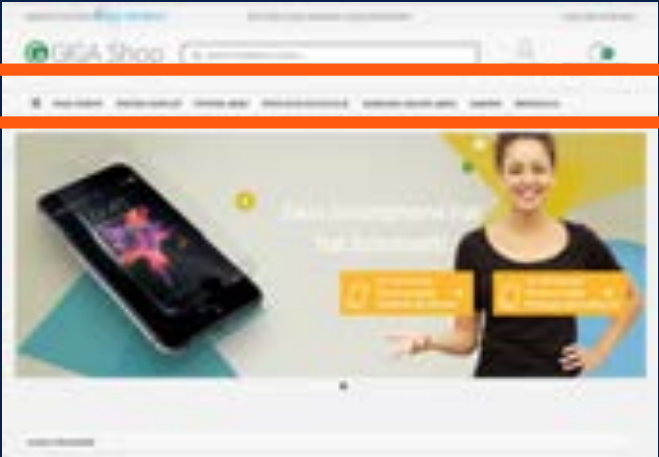
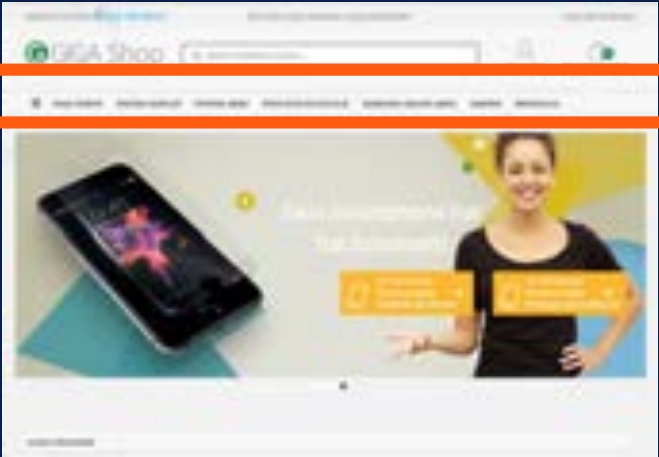
Diversification of Revenues: Example GIGA

Tech & Gaming



Gaming Accessories

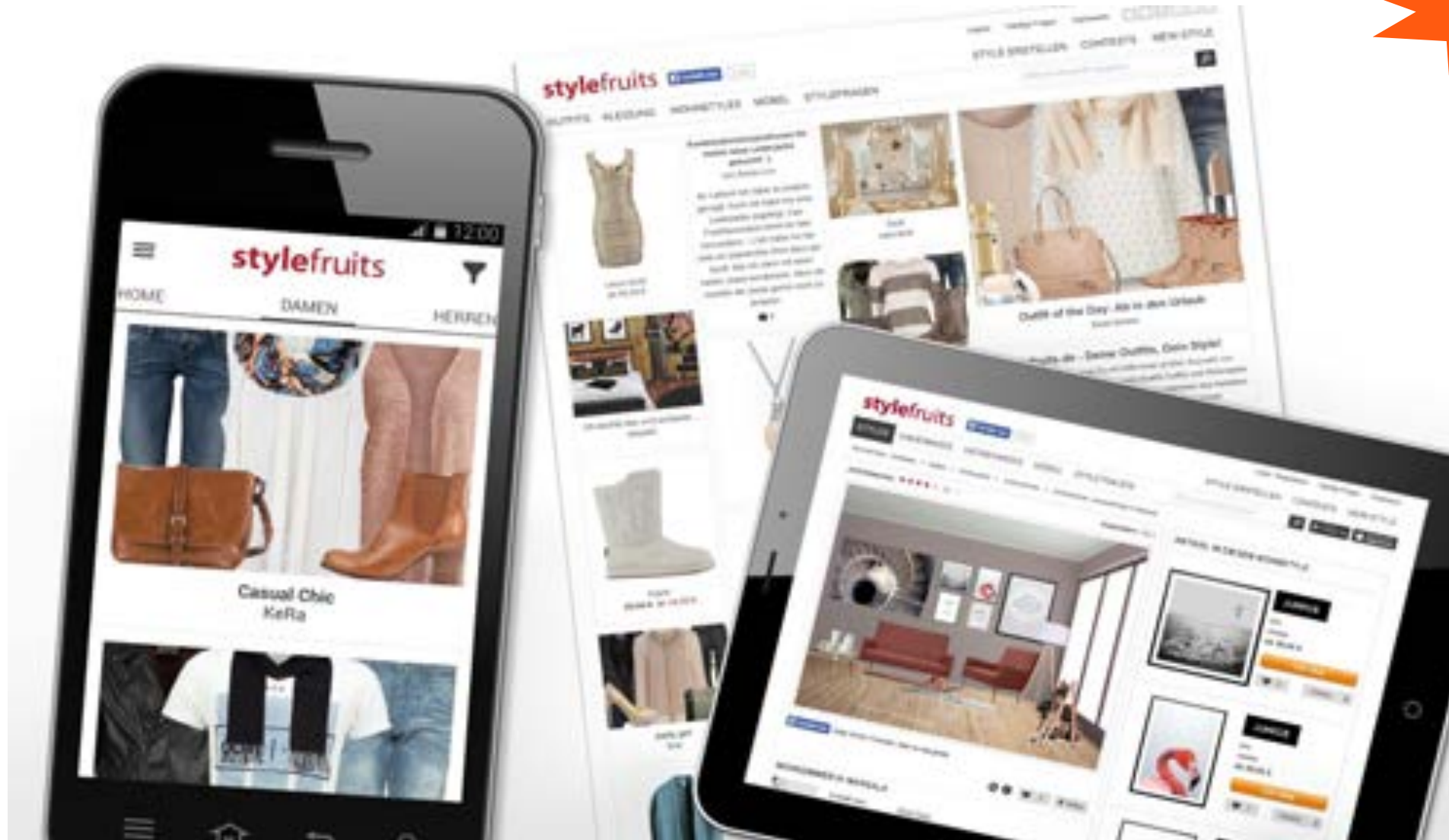
LI NC CAST



Mobile Phone Accessories

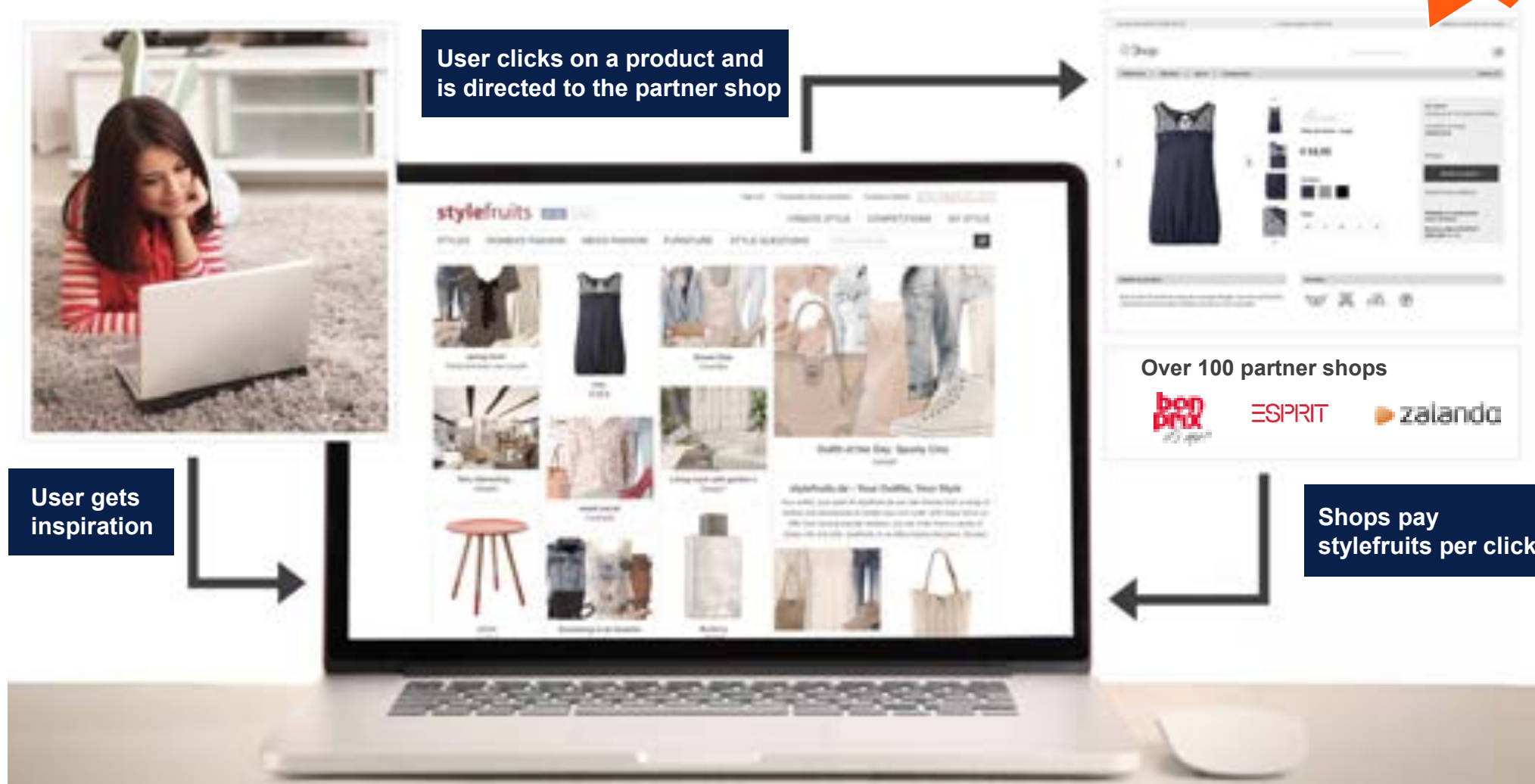
Stylefruits: The Digital Companion for Fashion & Home

Women &
Lifestyle



Stylefruits: Business Model

Women & Lifestyle



Bodychange: Weightwatchers of the Digital Age

Women & Lifestyle

Members area – Main page



Members area – Program page



Mobile community app



Shop



Bodychange: Business Modell & Products



Product

Description

Pricing

Look & Feel



10-week online video coaching program in form of a time-limited course

Subscription-based online video coaching program (12+/15+ months subscription)

Online shop offering own-branded products which are custom-tailored to complement the BodyChange programs

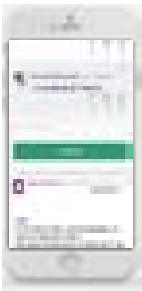
€89
(one-time payment)

€12.90 per month
(CLV 350+ €)



€40 average basket size (net)


online coaching programs

mobile community



Stayfriends: Re-connect with Classmates

[Einloggen](#)



Europaschule Köln, Gesamtschule, Köln

auch bekannt als Gesamtschule Köln-Raderthal/Zollstock

Raderthalgürtel 3, 50968 Köln

In diese Schule eintragen

Anrede ☐ Herr ☐ Frau

Ihr Vorname

Ihr Nachname

Geburtsname





Geburtsdatum

E-Mail-Adresse

☐ Ich stimme den AGB und Datenschutzbestimmungen zu


[Zur Klassenliste](#)

Klassenfotos dieser Schule



1957 2000 1983

Ehemalige nach Geburtsjahr



1929 1939 1949 1959 1969 1979 1989

1300 Schüler eingetragen
49 Abschlussjahrgänge
100 Klassenfotos
1239 Profilfotos

News & Services



19.2m

VERIFIED
REGISTERED
MEMBERS



1.1m

REGISTERED
GOLD
MEMBERS



64.8m

UNIQUE
RETURNING
VISITORS LTM



171k

AVG. PROFILE
VISITS/DAY
LTM



788K

NEW VERIFIED
REGISTERED
MEMBERS LTM



26.3m

PHOTO
TAGS

Stayfriends: Business Model & Features

News &
Services

Business Mechanics

1 Acquire



Engage 2



4 Retain

Upgrade 3



1

- Focus on:
 - SEO excellence and
 - effective marketing campaigns

2

- Interactive newsfeeds
- profile centric content
- user-friendly navigation

3

- Desire to communicate and
- curiosity drive upgrades

4

- Proficient renewal management and
- successful reactivation by email

AGENDA

01

- Welcome & Strategic Update (incl. Q&A)

Udo Müller (CEO)

02

- Financial Steering at Ströer (incl. Q&A)

Dr. Bernd Metzner (CFO)

03

- OOH Evolution
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

04

- Digital Transformation
- Case Studies (incl. Q&A)

Christian Schmalzl (COO)

05

- Deeper look at Statista (incl. Q&A)

Dr. Friedrich Schwandt (CEO of Statista)

STRÖER



Statista – The Netflix of Statistics

Statista in Numbers

#1

destination for data inquiries:

Statista is **category leader** among market research companies

≈20

Million € in sales in 2016:

Statista is a **significant and strongly growing B2B subscription business**

35

percent profit margin in German subscription business in 2015:

Statista has delivered **proof of profitability**

40

percent of sales international in 2016:

Statista is already a truly **international platform**

>50

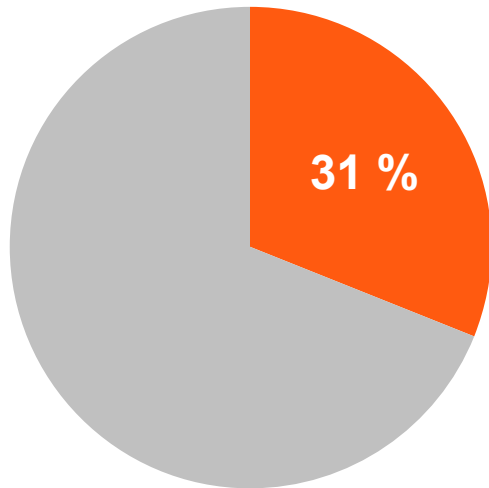
Annual growth rate for the next three years:

Statista is a **high growth company**

The “Market Research” market is fragmented, national and intransparent

The “market research“ market is fragmented

Total market share of top 3 companies:
Nielsen, IHS, & Kantar, worldwide 2014¹



The market research market is national and intransparent

Number of market research supplier,
including public sources, worldwide, 2015

> 100.000



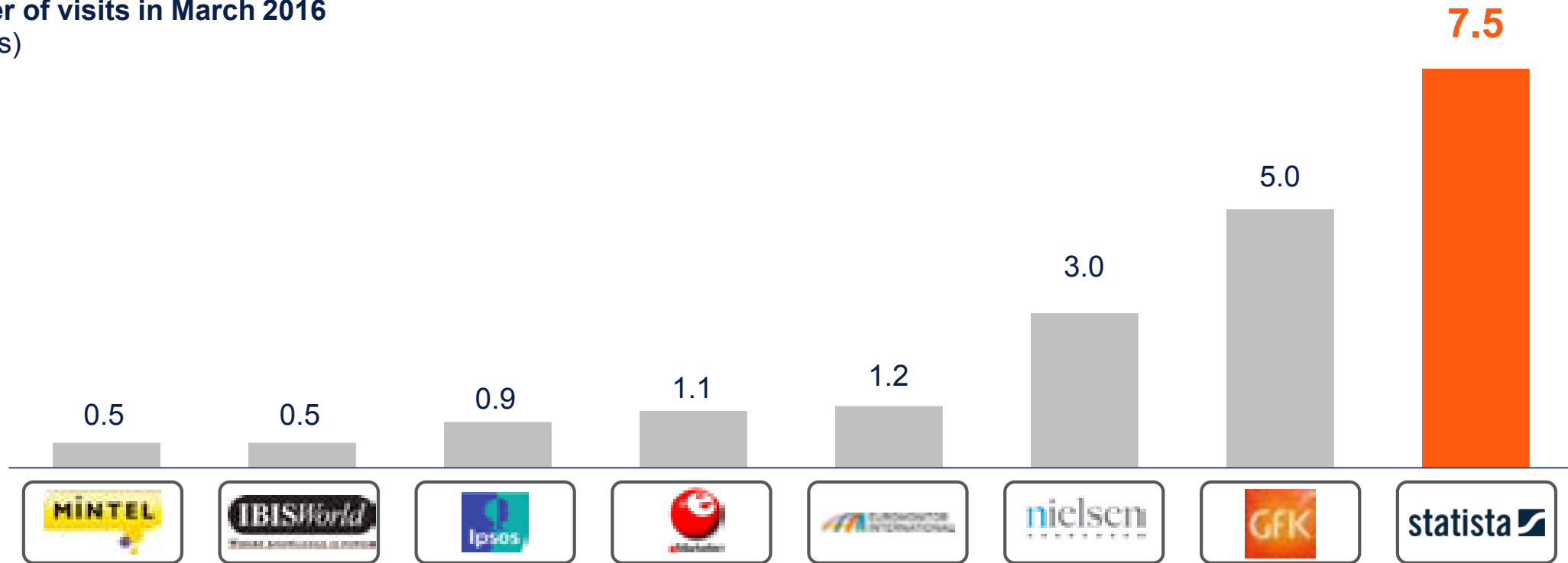
Most of them are
national sources

Statista wants to change this

Statista is the World Leader in Online Market Data

Overview of website traffic

Number of visits in March 2016
(millions)



Statista has more than 290 employees in Germany, USA, and the UK

We offer two Types of Services to our Clients

Subscriber service to our pool of statistics as well as individual market research

Statista.com



- Leading online statistics portal
- Over 1,000,000 data points on 80,000 topics from >18,000 sources
- Industry reports, dossiers, study database
- Provides forecasts for 500 industry sectors and 50 countries

Statista Research & Analysis



- **Creation of rankings & top lists, sale of licenses**
- Content creation for statista.com
- Research & analysis services for companies
- Focus areas telecommunication, internet and mobile
- Market studies and market monitoring
- Infographics

Our Website is built like a B2C Product – simple and intuitive

The screenshot shows the Statista website's search interface. On the left, there is a sidebar with 'Search terms' (a search bar with 'supermarkets' entered), 'Search series' (a list of categories like Statistics, News, etc.), and 'Search by source' (a list of sources like Statista, etc.). Below this is a 'More filters' section with dropdown menus for 'Publication', 'Category', 'Region', and 'Archive'. On the right, there is a main search area with a search bar containing 'supermarkets', a 'Search' button, and a 'Search results' section showing a list of results. Annotations with orange lines point to specific elements: 'Different data bases and content formats' points to the 'Search series' list; 'Relevant filters' points to the 'More filters' section; 'Search term „supermarkets“' points to the search bar; and 'Number of results' points to the 'Search results' section.

Different data bases and content formats

Relevant filters

Search term „supermarkets“

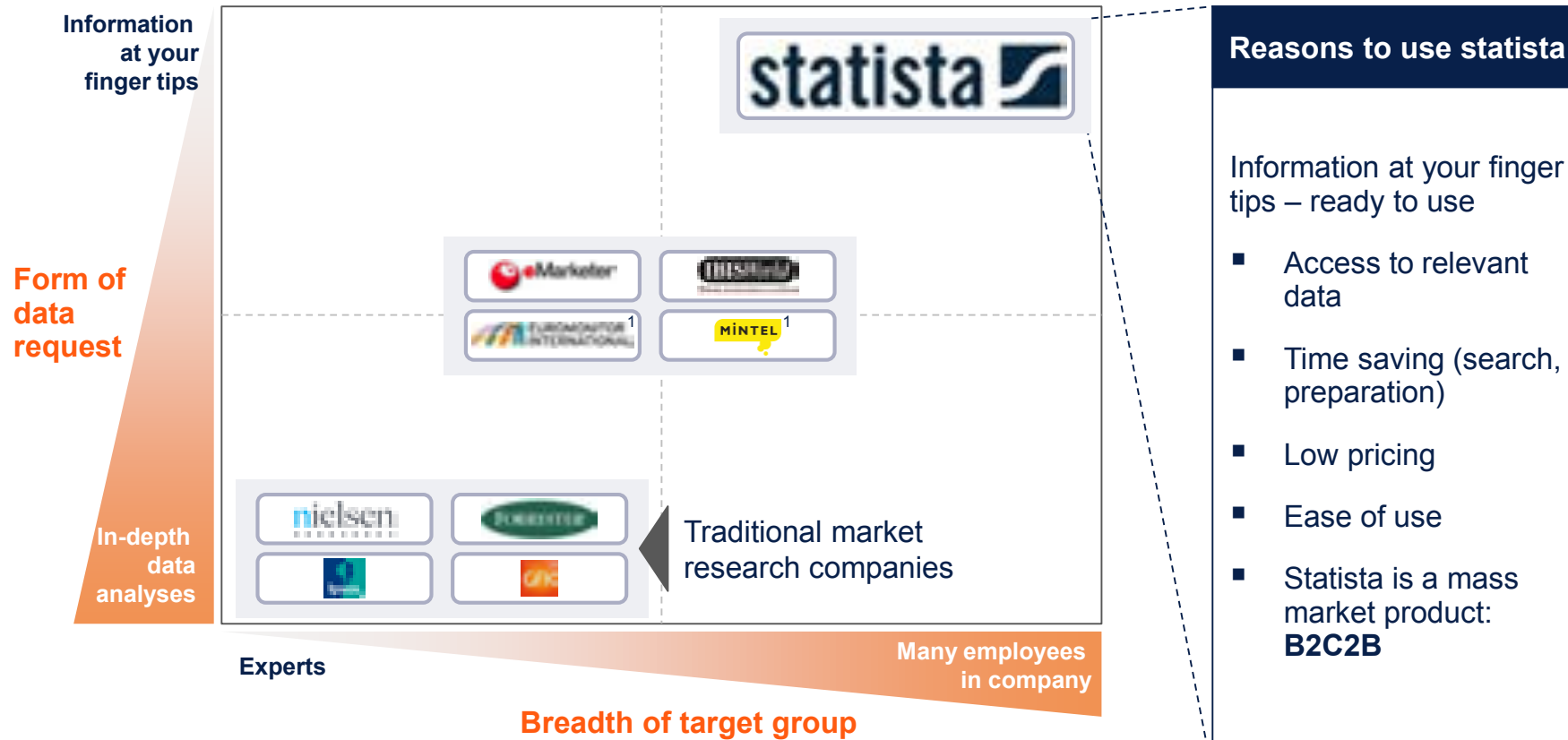
Number of results

Website is self-explanatory: If you understand Google, you understand Statista



Statista Product Presentation

Our Recipe for Success: Statista is a Tool for every Professional

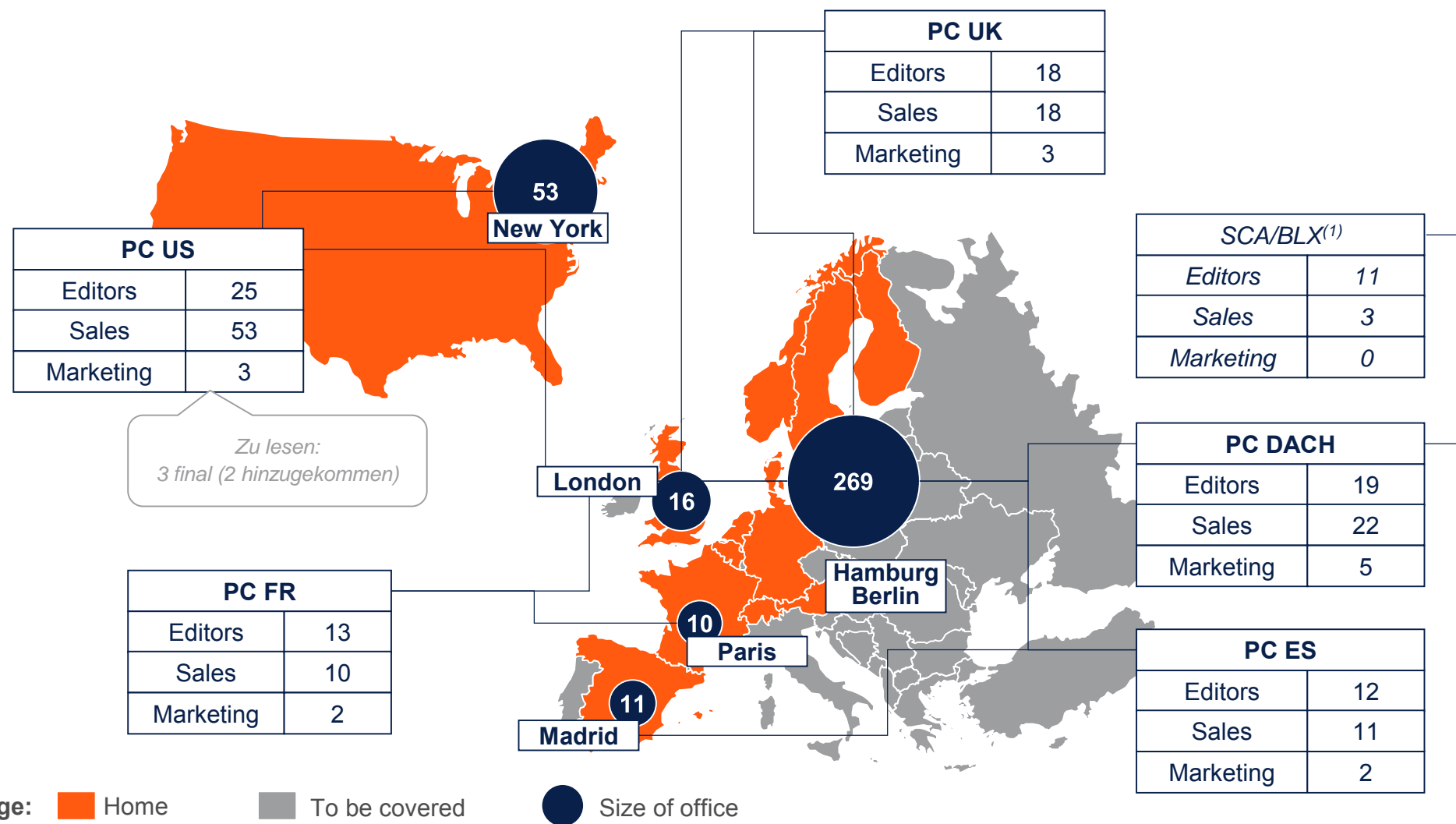


Statista offers a B2C2B Services similar to



- 1. Using many different sources, but not quoting them

Strong footprint in Europe and North America 2016

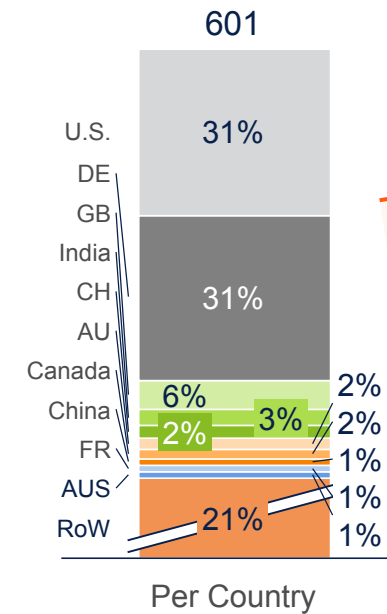
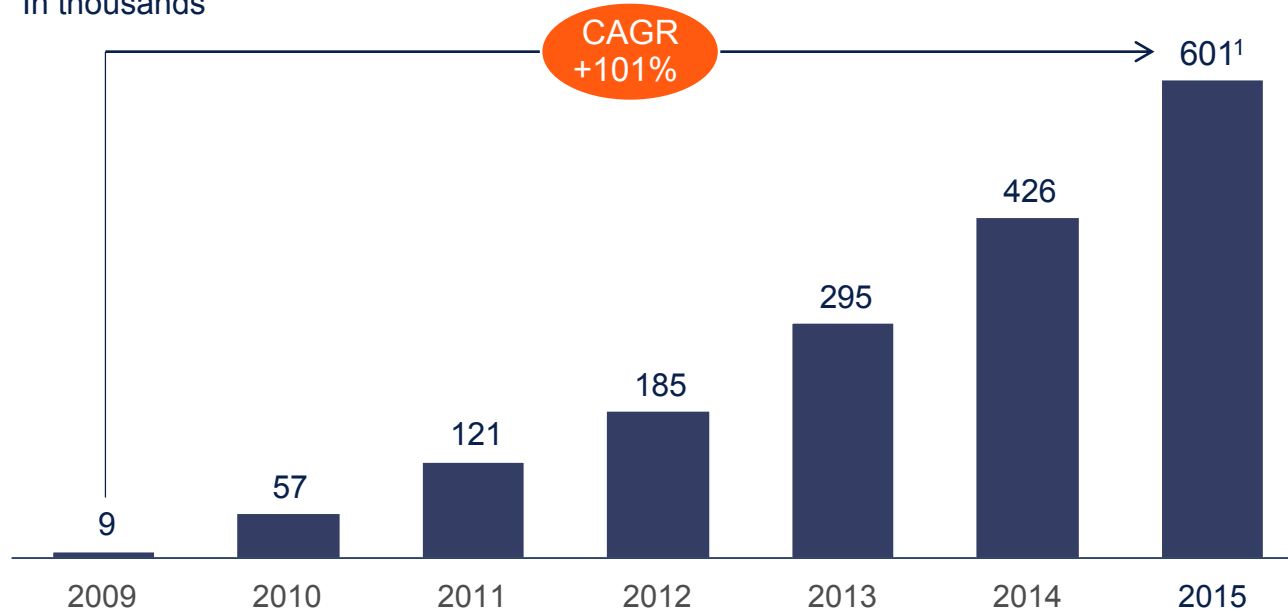


1. Scandinavia and Benelux will be addressed with own Manager & sales manager from Germany

International users are driving growth, with U.S. already being the largest market

Development and structure of registered users

In thousands



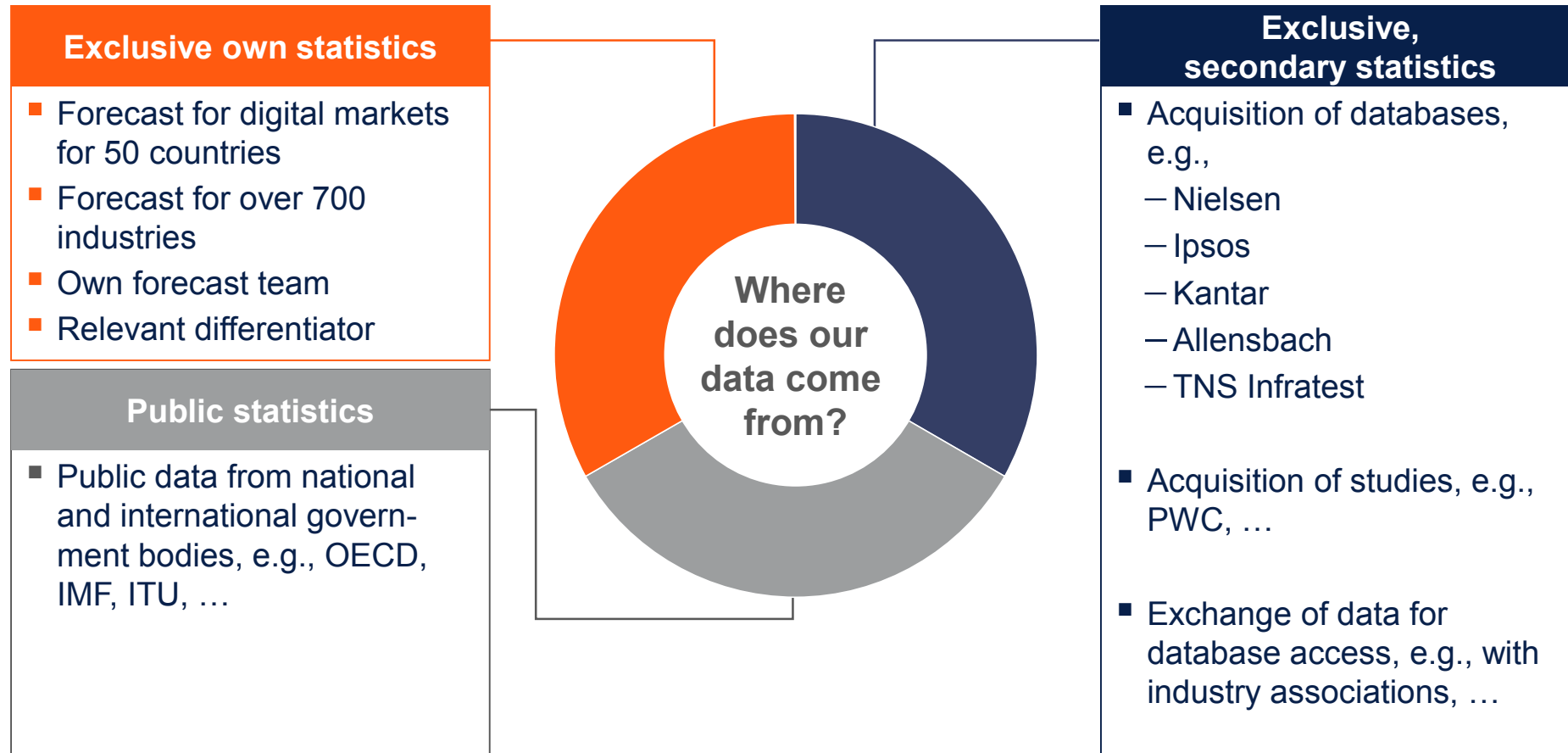
70% of users international

Development (thousand)

Split (%)

120k users receive daily newsletters in German and English

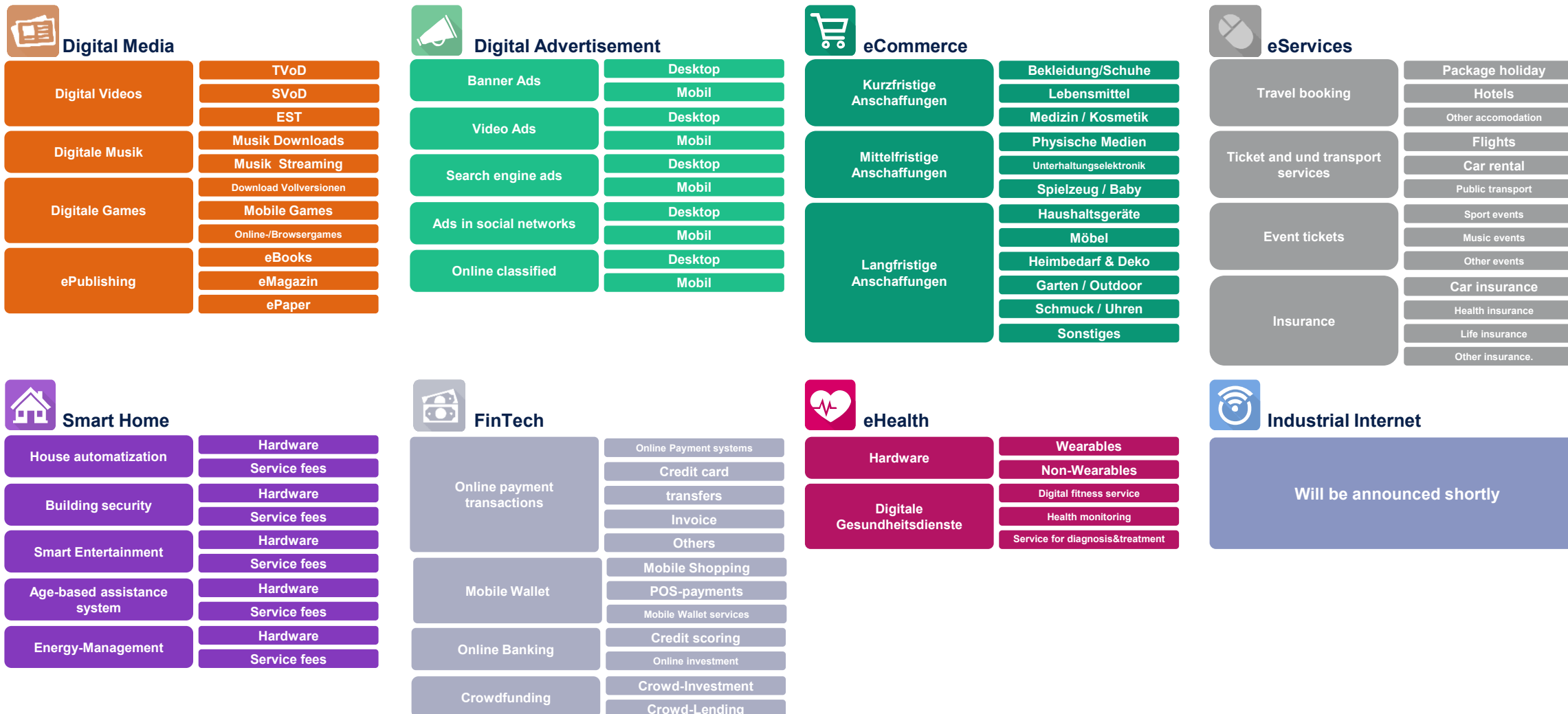
We aggregate Data from over 18,000 Sources



Proprietary and exclusive content creates high barriers to entry

Proprietary Content: Digital Market Outlook

Detailed data sets and forecasts for each market segment

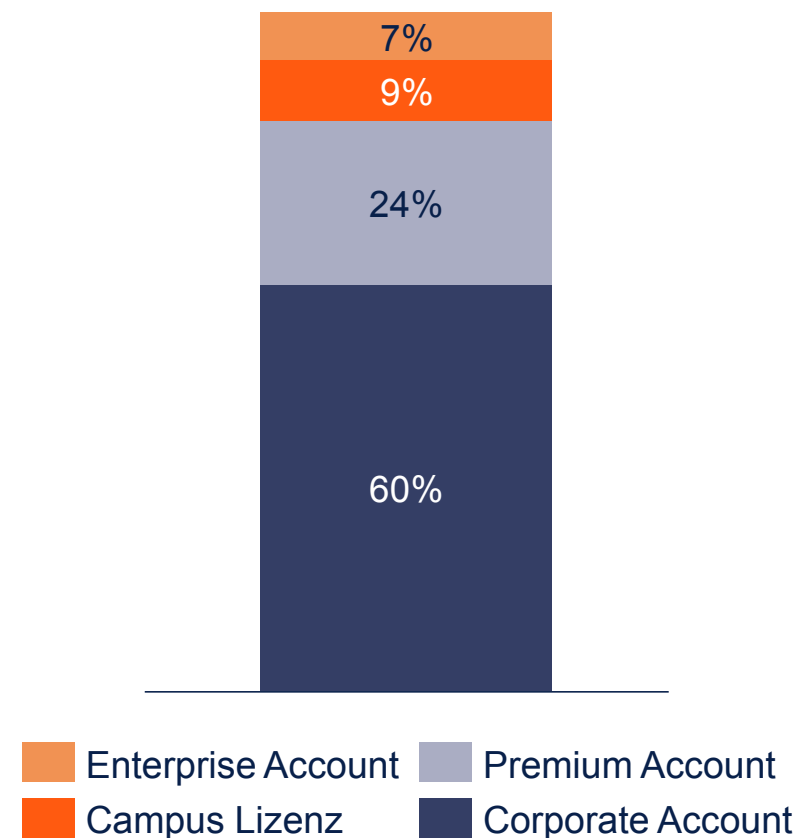


Our Key Product is the Corporate Account

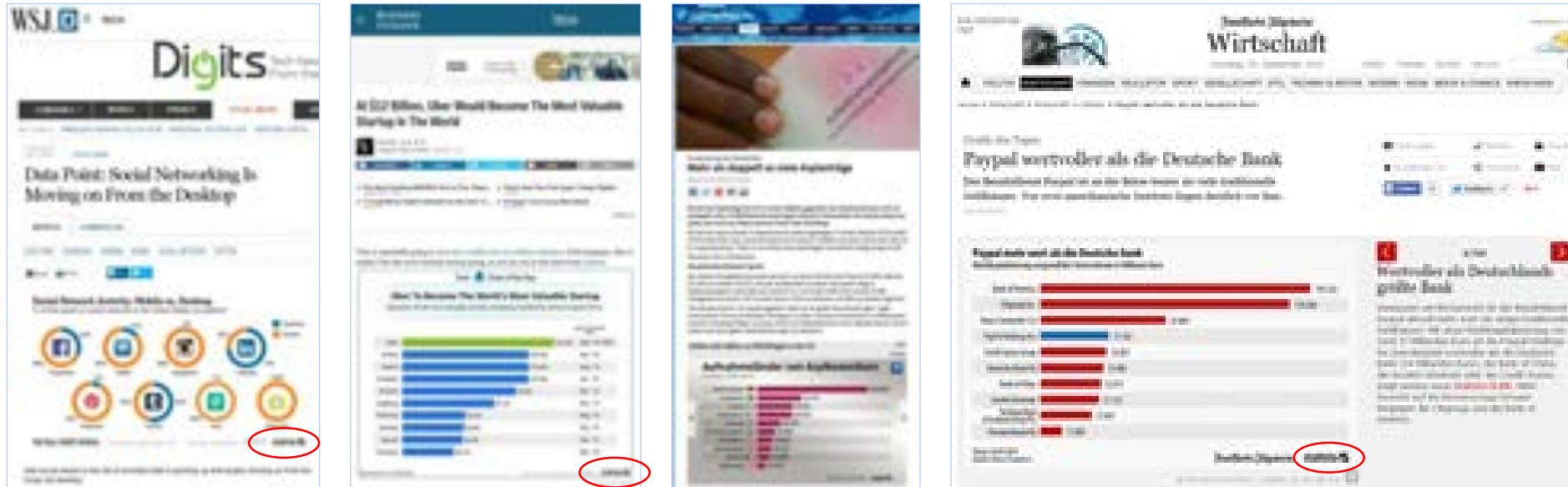
Our subscriptions

	Premium	Corporate	Enterprise
All contents	✓	✓	✓
Office downloads	✓	✓	✓
Desktop	✓	✓	✓
Publication rights	✓	✓	✓
Digital Market Outlook	✓	✓	✓
Research Service	✓	✓	✓
Market Research	✓	✓	✓
Building reports	✓	✓	✓
Building database	✓	✓	✓
Source database	✓	✓	✓
Estimates ¹⁾	✓	✓	✓
Estimation via Research	✓	✓	✓
IP Protection	✓	✓	✓
Basic adjustment in Logo & Design	✓	✓	✓
Uploads of private studies (optional) ¹⁾	✓	✓	✓
Real time	10 minutes	max. 30 minutes ¹⁾	max. 30 minutes ¹⁾
License	1	by arrangement (e.g. department)	Business company

Share of bookings (2015 YTD¹⁾)



Media Partners help us to build the Brand



Media partners for cobranded infographics¹

WEEKLY

Handelsblatt SPIEGEL ONLINE Mashable
Handelszeitung
THE WALL STREET JOURNAL Capital THE HUFFINGTON POST

DAILY

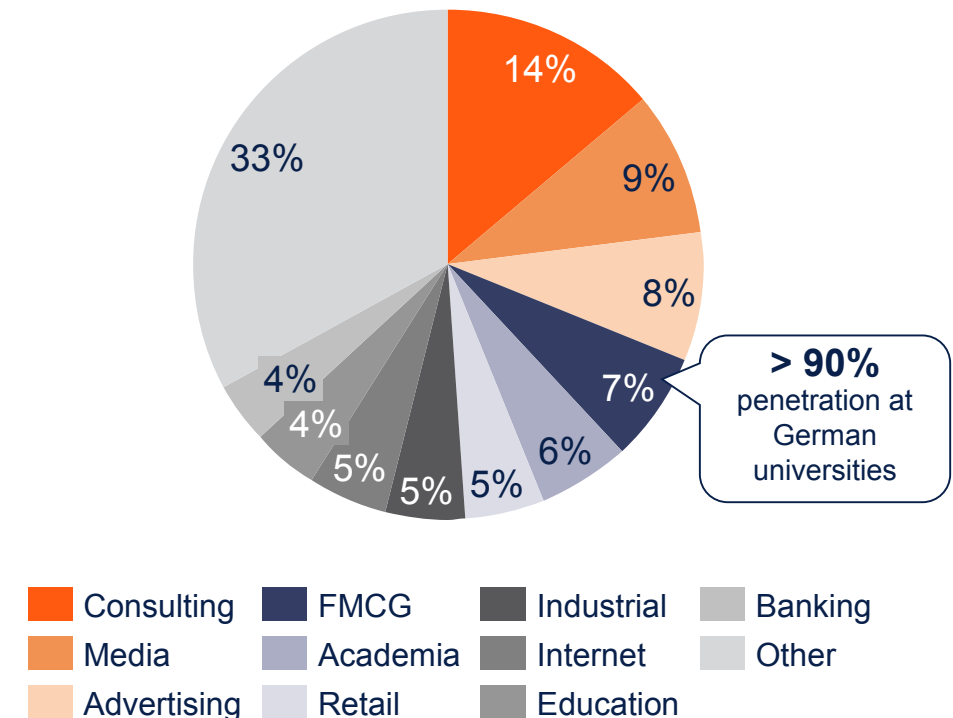
BUSINESS INSIDER Forbes Frankfurter Allgemeine
THE INDEPENDENT DIE WELT
DIE ZEIT tagesschau

Leading Companies and Institutions from all Industry Sectors are buying us

Selected clients¹



Clients by industry

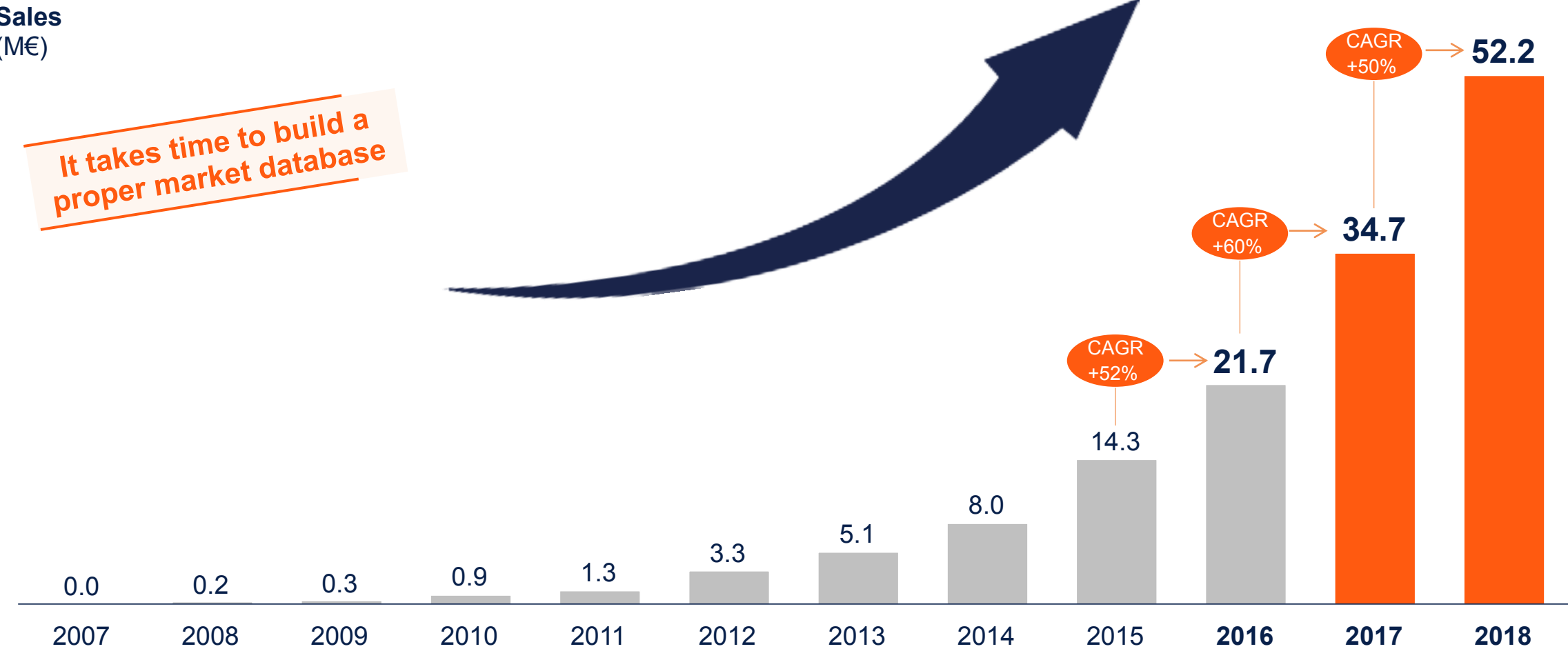


300 out of the Fortune 500 companies are Statista clients

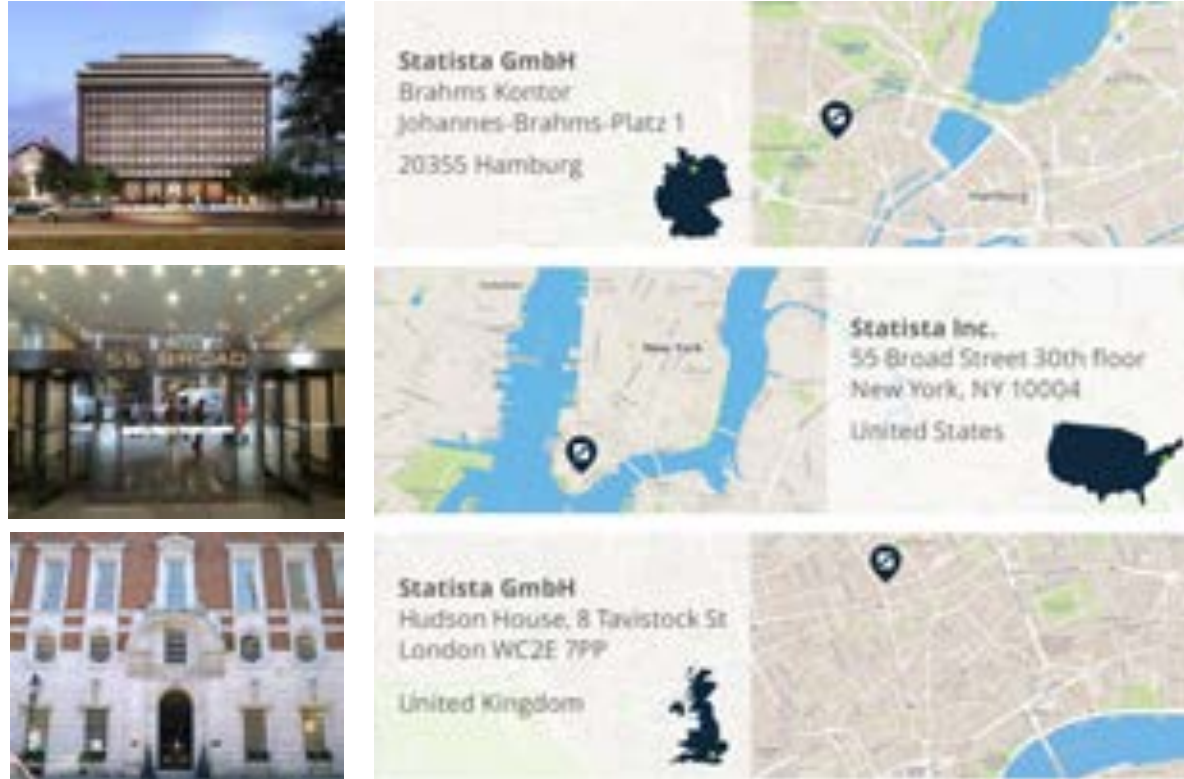
R&A Rankings 2016: 7 international and 14 German Projects



Focus on continuous and strong Sales Growth!



Offices across several Countries



Further offices in Berlin and Frankfurt

Other offices in Madrid & Berlin

Looking for Statistics to support your daily Work?



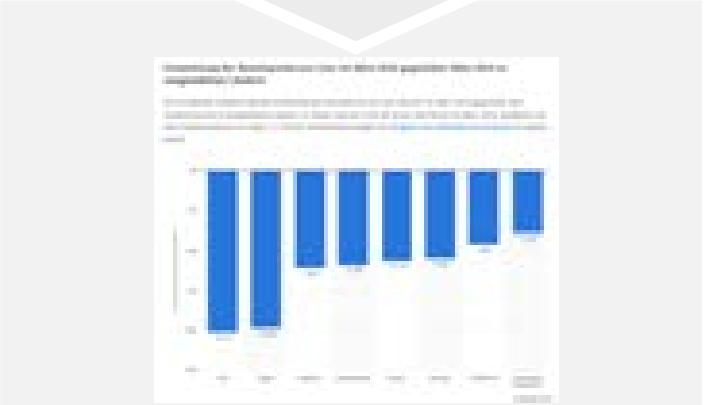
Dr. Friedrich Schwandt

CEO & Founder

friedrich.schwandt@statista.com

+49 (0)160 97 72 08 17

Exemplary Synergies within the Group for Statista



4 Key Areas of Group Synergies within the Digital Segment

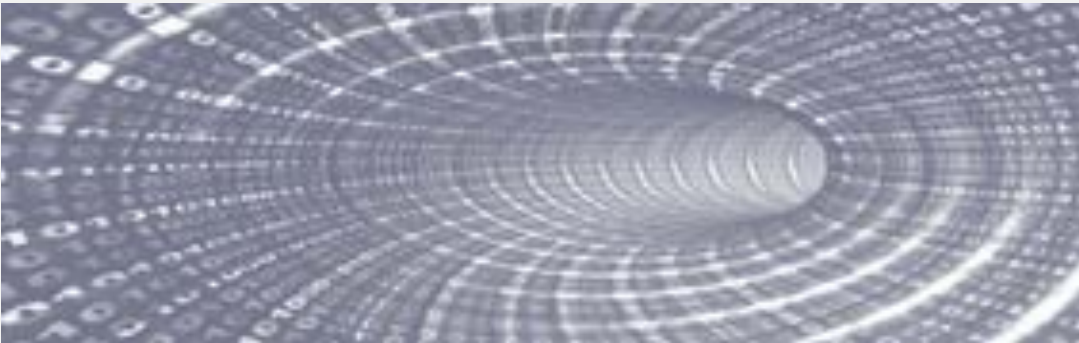
Publisher Network & Ad Revenues



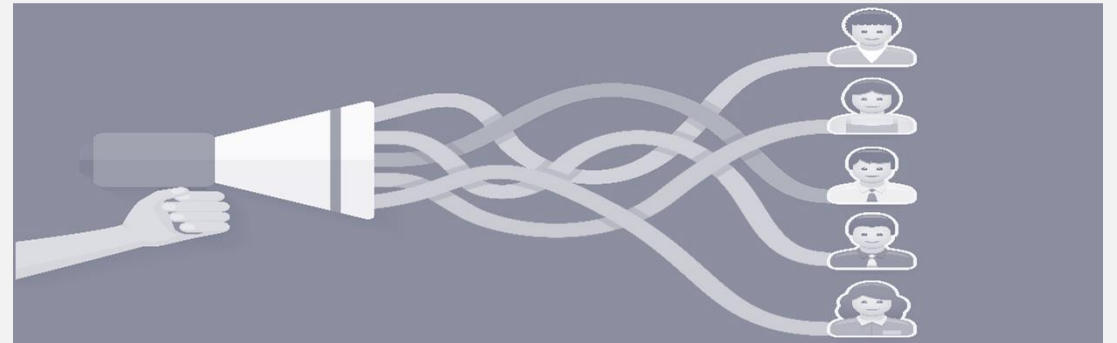
Traffic & Membership Base



Data & Technology



Marketing & Content



Segment “Digital”: Constant Leverage of various Synergy Areas



Example “Content” & “Ad Revenues”

- Content from verticals can be also leveraged for public video (multi-touchpoint-strategy for portals)
- 25-30% of content can be leveraged across verticals
- Publishing tech stack (Performance publishing suite) can be used across all assets
- Product development (e.g. video or mobile strategy) can be leveraged across the entire group



Segment “Digital”: Constant Leverage of various Synergy Areas

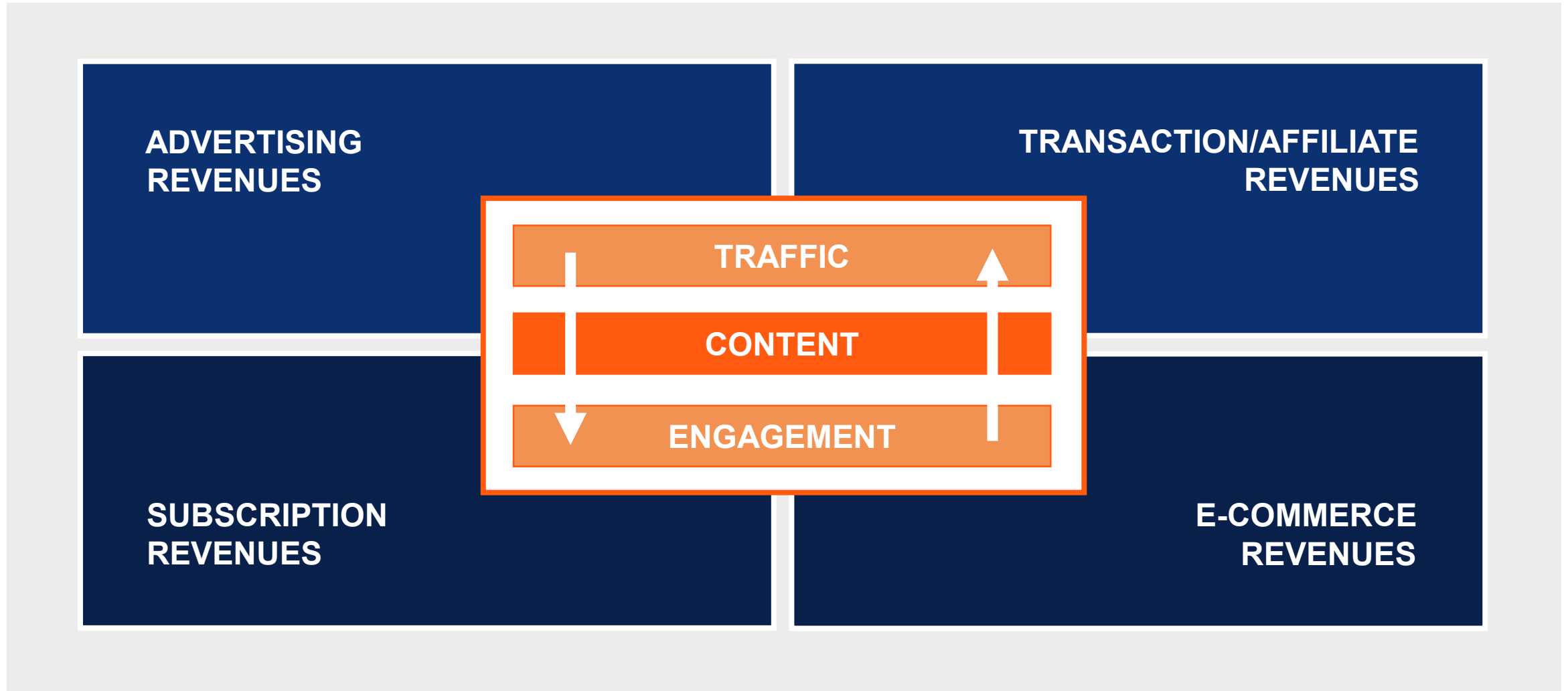


Example “Data” & “Traffic”

- Joint Data Management Platform across all assets and traffic sources to cluster and profile target groups
- 47m Uniques “Behavioural Data”, 23m Uniques “User Profiles”, 19m Uniques “Shopping Data”
- Higher eCPMs from ad revenues, better performance marketing & inbound sales results, smarter traffic engineering and content production






Ströer Digital Eco-System: 360° Monetisation Model



Summary & Checklist

Key Logics behind our Digital Segment Strategy

- 1 Leveraging strong national and local Sales Power** 
- 2 Fully integrated Verticals across all Revenue Streams** 
- 3 Smart Management of Synergies across the Segment** 



STRÖER

Contact:

Dafne Sanac

Head of Investor Relations

T +49 (0) 2236 / 9645-356

E dsanac@stroeer.de

Ströer Media SE

Ströer-Allee 1

50999 Köln

www.stroeer.com

**STRÖER**

Backup: Freshfields Evaluation Model Ströer Interactive Group

