



INFORMATION CONCERNING

THE GRANTING OF AUTHORITY AND THE ISSUING OF INSTRUCTIONS TO THE VOTING REPRESENTATIVES OF THE COMPANY

Ströer SE & Co. KGaA appoints Mrs. Doreen Dibold and Mr. Rolf Heidkamp, both employees of Ströer SE & Co. KGaA, Cologne, as voting representatives of the company each with the sole right of representation and with the right to appoint substitute representatives. Please note that, if exercising voting rights through the Company's voting representatives as authorised representatives, the shareholder must also register in due time for the virtual Ordinary General Meeting of Ströer SE & Co. KGaA on November 4, 2020 in Cologne and must provide proof of his or her shareholding in due time (at the latest by 24:00 hours (CET) on October 28, 2020). Please consult the notice of convocation for further information concerning registration and the provision of proof of your shareholding.

The following methods are available to you if you should wish to instruct the above-named voting representatives of the Company in a binding manner to exercise your voting rights.

- **Use of the password-protected GM-Portal under the internet address <http://ir.stroeer.com/gm/>, which will also be available on the day of the virtual General Meeting until the start of the voting. The access data necessary for the GM-Portal are contained in the voting card, which is sent to the shareholders after proper registration and proper proof of their shareholding.**
- **Letter or e-mail containing the authorization and instructions to the Company's voting representatives**

For letter or e-mail correspondence, please use the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“: Use this form to authorize the above-named voting representatives of the Company and instruct them in how your voting rights are to be exercised in relation to the resolutions proposed by the management.

Then, please send (by post or e-mail) the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“ **together with the number of your voting card directly to the following address:**

- **By post to:** **Ströer SE & Co. KGaA
c/o Link Market Services GmbH
Landshuter Allee 10, 80637 Munich, Germany**
- **or by e-mail to:** **inhaberaktien@linkmarketservices.de**

Important note:

We kindly ask you to send this form to the above address by November 3, 2020, 18:00 (CET) (receipt). This does not affect the possibility of using the password-protected GM-Portal under the internet address <http://ir.stroeer.com/gm/> for power of attorney and instructions to the voting representatives of the company; the GM-Portal will also be available on the day of the virtual General Meeting until the start of the voting.

If the authorization and instruction form is filled out incorrectly, the respective votes will not be represented by the voting representatives of the Company at the General Meeting. If the shareholder grants authorization to the voting representatives of the Company he is obliged to give instructions. The voting representatives are bound to instructions given by the shareholder.

If the authorization and instruction form is filled out incompletely or incorrectly, the respective votes will according to the respective voting procedure not be represented by the voting representatives at the General Meeting respectively the voting representatives vote to abstain.

Ströer SE & Co. KGaA does not guarantee and is not responsible for the opportunity of granting authorization and issuing instructions as far as it is not premeditated nor grossly negligent.

For questions concerning the granting of authority and the issuing of instructions to the voting representatives appointed by the Company you can reach our

General Meeting-Hotline

Monday through Friday, except holidays, from 9 a.m. to 5 p.m. (CET)

at **+49 (0) 89 / 210 27 222**

STRÖER

INFORMATION CONCERNING VOTE BY CORRESPONDENCE

Please note that, if exercising voting rights through vote by correspondence, the shareholder must also register in due time for the virtual Ordinary General Meeting of Ströer SE & Co. KGaA on November 4, 2020 in Cologne and must provide proof of his or her shareholding in due time (at the latest by 24:00 hours (CET) on October 28, 2020). Please consult the notice of convocation for further information concerning registration and the provision of proof of your shareholding.

The following methods are available to you if you should wish to vote by correspondence:

- **Use of the password-protected GM-Portal under the internet address <http://ir.stroeer.com/gm/>, which will also be available on the day of the virtual General Meeting until the start of the voting. The access data necessary for the GM-Portal are contained in the voting card, which is sent to the shareholders after proper registration and proper proof of their shareholding.**
- **Letter or e-mail**

For letter or e-mail correspondence, please use the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“: Use this form to cast your votes by correspondence in relation to the resolutions proposed by the management.

Then, please send (by post or e-mail) the form „AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE“ **together with the number of your voting card** directly to :

- **By post to:**
Ströer SE & Co. KGaA
c/o Link Market Services GmbH
Landshuter Allee 10, 80637 Munich, Germany
- **or by e-mail to:** **inhaberaktien@linkmarketservices.de**

Important note:

We kindly ask you to send this form to the above address by November 3, 2020, 18:00 (CET) (receipt). This does not affect the possibility of using the password-protected GM-Portal under the internet address <http://ir.stroeer.com/gm/> for voting by correspondence; the GM-Portal will also be available on the day of the virtual General Meeting until the start of the voting.

If the vote by correspondence is filled out incompletely or incorrectly, the respective votes will not be considered in the General Meeting.

Ströer SE & Co. KGaA does not guarantee and is not responsible for the opportunity of voting by correspondence as far as it is not premeditated nor grossly negligent.

For questions concerning the vote by correspondence you can reach our
General Meeting-Hotline
Monday through Friday, except holidays, from 9 a.m. to 5 p.m. (CET)
at **+49 (0) 89 / 210 27 222**

AUTHORIZATION AND INSTRUCTIONS TO THE VOTING REPRESENTATIVES RESPECTIVELY VOTE BY CORRESPONDENCE

Please send this form completely filled out by giving your admission card number that you received after proper and in time registration to the General Meeting (via regular mail or e-mail) until November 3, 2020, 18.00 hours (CET) (inbound) directly to the following address:

Ströer SE & Co. KGaA
c/o Link Market Services GmbH
Landshuter Allee 10
80637 Munich
Germany
e-mail: inhaberaktien@linkmarketservices.de

admission card details

Name(s) _____ Voting card number _____ number of shares on voting card _____

Please mark the appropriate box necessarily and give instructions resp. cast your votes:

O **Authorization:**
I/We hereby authorize the voting representatives of Ströer SE & Co. KGaA, Mrs. Doreen Dibold and Mr. Rolf Heidkamp, each of them individually and with the right to delegate this authority to represent me/us in the virtual Ordinary General Meeting of Ströer SE & Co. KGaA on November 4, 2020 in Cologne by disclosure of my/our name in the list of participants and to exercise my/our voting rights or have them exercised as marked below.

R **Vote by correspondence:**
I/We cast my/our votes by correspondence for the virtual Ordinary General Meeting of Ströer SE & Co. KGaA on November 4, 2020 in Cologne as follows.

Instructions resp. cast of votes
(Please provide an instruction resp. cast a vote on the agenda items with regard to the management's proposals. Only one instruction resp. cast of vote can be provided for each agenda item.)

Agenda items	Yes	No	Abstention
Item 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 6	-	-	-
a) Ms. Barbara Liese-Bloch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Mr. Dr. Karl-Georg Altenburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Item 13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The instructions refer to the resolution proposals of the administration published in the Federal Gazette.

I/We hereby confirm to have read and accept the "Information concerning the granting of authority and the issuing of instructions to the voting representatives of the company" as well as the „Information concerning vote by correspondence“.

Place _____ Date _____ Signature 1. shareholder or other mark indicating end of text acc. to § 126 b BGB (German Civil Code) Signature 2. shareholder or other mark indicating end of text acc. to § 126 b BGB (German Civil Code)

Please provide your telephone number in case of any queries: _____