

# **STRÖER**

**2020 PROGRESS REPORT  
ON SUSTAINABILITY PERFORMANCE**  
Ströer SE & Co. KGaA

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## 1 | FOREWORD

### Dear reader,

Ströer has a long history of sustainable and environmentally friendly business practices. This is the second year in which we are documenting our performance in this area, enabling us to meet the growing demand from our customers and employees for transparency with regard to sustainability, and to integrate the increasingly stringent requirements of national and European policymakers into our day-to-day business in a clear way.

Through its Green Deal, the European Union is planning to reduce greenhouse gas emissions by 55% by 2030 compared to the base year of 1990, and to achieve full climate neutrality by 2050. The expectation is that an effective circular economy will have become established in Europe by then, with a significant increase in the recycling rate and the reuse of materials along the entire value chain.

Ströer did not record its CO<sub>2</sub> emissions in 1990, but within the next decade the Company will significantly reduce its greenhouse gas emissions. Our operations will be completely carbon-neutral by 2025, and any emissions that Ströer has not reduced by then will be offset through appropriate measures. We have also been working very hard to reuse materials more often for some time now.

Over the past year, in particular, we have launched a series of processes and taken numerous measures to improve sustainability. Today, we can be proud of the pace of our progress and of what we have already achieved. But we will not rest on our laurels; we will continue to work on further improvements at all levels in 2021. This progress report provides a good impression of the steps that we took in 2020. While we are far from meeting all of our targets yet, we have planned and initiated the action that will be required to enable us to do so.

In the environmental sphere, we aim to switch our advertising media and offices almost completely to green electricity by the end of 2021. The necessary changes to our contracts were initiated during the year under review. Our numerous measures to reduce energy consumption are having a noticeable, positive effect on various sustainability indicators, though it should be noted that the government restrictions to combat the SARS-CoV-2 virus and the resultant impairment of business performance are exaggerating these figures. This means that 2022 is likely to be the first year to provide meaningful data that can be compared to 2019.

In the area of welfare and the community, Ströer is working very hard to strengthen its culture of sustainability across all hierarchy levels and to raise awareness among its stakeholders. Ströer is using the reach of its media to publicize the need for greater sustainability and more community-focused action, for example by championing charitable projects worthy of support. Furthermore, we entered into a strategic partnership with UNICEF, the United Nations children's charity, in the summer of 2021. And last but not least, Ströer assumes responsibility for actions in the supply chain.

In the area of corporate governance, Ströer actively promotes a sustainable corporate culture and has developed a code of conduct to provide transparent and standardized guidelines for collaboration across the Company. IT security benefited from this in 2020. Ströer invested extensively in further groupwide improvements and launched processes that will progressively and significantly enhance IT security by 2022.

As a family-owned company, Ströer is aware of its responsibilities and has made sustainability in thought and deed part of its corporate culture. A sustainability-oriented mindset can only be embedded within a company in a meaningful way if it becomes a long-term pillar of corporate strategy and is directly relatable to the Company's core business. There is no inherent contradiction between sustainability and business success; in fact, one depends on the other. We prefer to think in decades, not quarters.

Udo Müller  
Founder/Co-CEO

Christian Schmalzl  
Co-CEO

Dr. Christian Baier  
COO

Henning Gieseke  
CFO

## 2 | PROGRESS REPORT

Ströer's 2020 progress report outlines the essential elements of the Company's sustainability strategy and pertinent developments in 2020. The statements made in the relevant report in 2019, which also details the long-term 2030 Sustainability Strategy, remain valid.

Ströer has set itself a timeline of up to ten years for achieving its sustainability goals. Some targets in the strategy will be achieved a lot earlier, some later, and some perhaps not until 2030. Nevertheless, Ströer is fully committed to achieving each of the sustainability targets as early as possible.

### 2.1 Sustainability in 2020

Despite all the challenges presented by coronavirus, Ströer recorded very good results – in relative terms – in a difficult market environment, enabling the Company to invest EUR 95m. The focus was on further expanding its digital and dialog-oriented business segments, which primarily covers the Company's position in digital advertising media and the automated, programmatic marketing of digital inventory. By expanding these areas, Ströer also aims to improve its overall sustainability performance, as the switch from traditional out-of-home advertising using posters to digital advertising media powered by green electricity reduces the emission of pollutants and ties the business more closely into the circular economy. The remaining task is to offset the CO<sub>2</sub> emissions generated by the manufacture of advertising media.

#### Key data

EUR m	2018	2019 <sup>[1]</sup>	2020
Revenue	1,507.8	1,591.1	1,442.2
Earnings before interest, tax, depreciation, and amortization (EBITDA adjusted)	538.2	538.3	452.8
Taxes	-21.9	-19.9	-12.8
Cash flows from operating activities (continuing operations)	409.8	451.5	380.0
Capital expenditure	111.9	81.4	95.4
Total assets <sup>[2]</sup>	2,998.4	2,854.5	2,621.6
Number of employees <sup>[3]</sup>	12,514	12,210	10,003

<sup>[1]</sup> Restated

<sup>[2]</sup> On December 31 of each year.

<sup>[3]</sup> Based on full-time positions as at December 31 of each year. The significant drop in the number of employees in 2020 resulted mainly from the sale of part of the dialog segment.



## 2.2 Business model

Ströer SE & Co. KGaA, a listed German company with its headquarters in Cologne, is a leading provider of out-of-home and online advertising as well as all forms of dialog marketing in Germany. Ströer offers both focused and holistic communication solutions across the entire media spectrum that are tailored to the advertiser's needs, from large national organizations to small local advertisers.

Ströer's core business is out-of-home (OOH) media. Under the OOH+ strategy, this core business is complemented by the Digital OOH & Content and Direct Media segments to deliver an even stronger service offering. Ströer offers customers the possibility to combine all relevant media channels and to use them in parallel in order to convey their advertising message with maximum impact. Ströer is the only vendor to offer this.



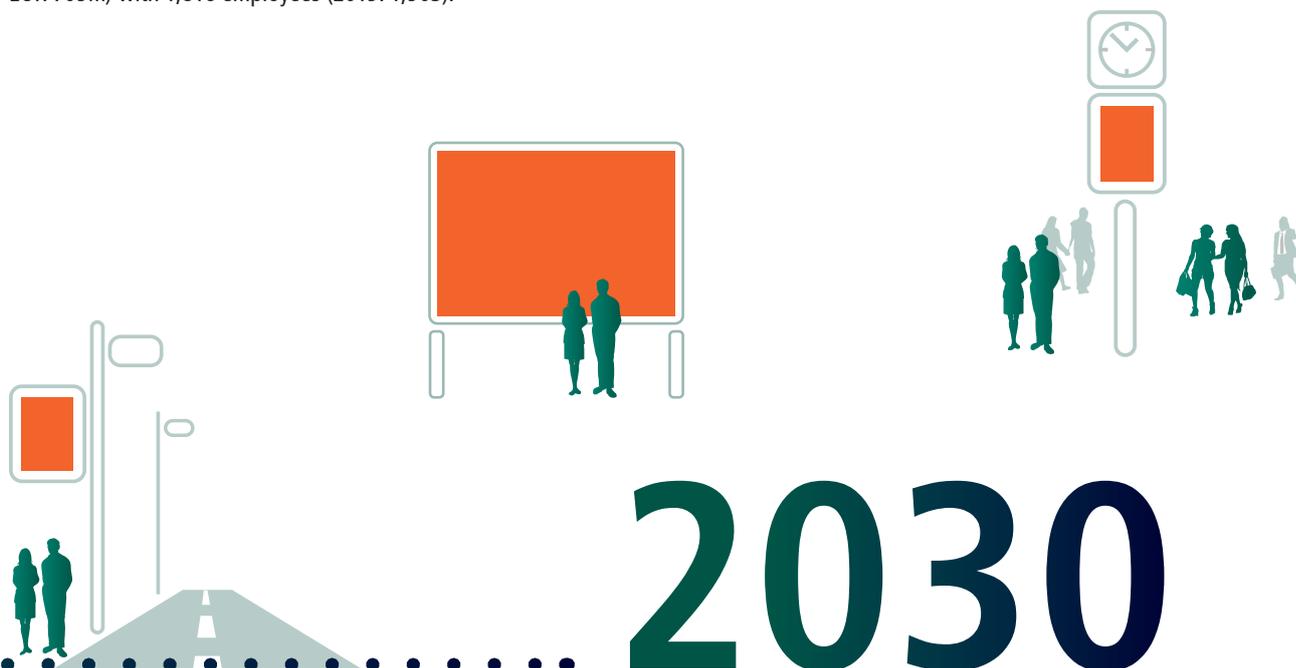
In the out-of-home business, Ströer uses around 300,000 advertising media in Europe, predominantly in Germany. The service offering includes traditional formats, such as posters or screens and projectors, and digital formats featuring LED/LCD screens. Ströer organizes the set-up, maintenance, servicing, and illumination of all advertising media, street furniture, and advertising on the side of buildings. In the OOH business, Ströer generated EUR 548m in 2020 (2019: EUR 709m) with 1,816 employees (2019: 1,903).

With the complementary digital out-of-home & content business, Ströer is one of the leading providers of online advertising in Germany. The Ströer Group currently operates and commercializes several thousand websites, predominantly in the German-speaking countries. In the digital OOH & content business, Ströer generated EUR 548m in 2020 (2019: EUR 588m) with 2,572 employees (2019: 2,431).

The acquisition of *t-online.de* represented a milestone in Ströer's evolution from an advertising services provider into a news provider, and thus an integrated media company. *t-online.de* is Ströer's own news portal, and an established political medium and journalistic force in Germany. The news service is complemented by key information on business and social matters thanks to Ströer's equity investment in Statista, a leading data provider.

The direct media segment is a further addition to the OOH business. This segment includes the sale of products and services by phone and the operation of call centers on behalf of customers (dialog marketing). Ströer is one of the largest providers of call center capacity in Germany and Europe. In the direct media business, Ströer generated EUR 369m in 2020 (2019: EUR 341m) with 5,148 employees (2019: 7,381).

The combination of these three segments enables the Company to continually expand its offering and increase its relevance to advertising customers, while its strong market presence and long-term contracts in the German market provide an excellent basis for it to capture an increasing share of a growing market over the coming years.



### 2.3 Ströer's concept of sustainability

Sustainable business means trying to balance the interests of those involved in and those affected by the business process. Sustainability is synonymous with decency, integrity, and fairness. Sustainable business practices avoid knowingly disadvantaging third parties. The United Nations (UN) describes sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

For Ströer, sustainability involves effective environmental protection and energy savings, comprehensive product

stewardship, recycling where possible and avoiding waste, and having a personnel policy that focuses on employee welfare. But above all, it means ensuring effective compliance, risk management, comprehensive data protection, and IT security, and having a transparent corporate governance policy aligned with the interests of all stakeholders.

Ströer abides by the principle of sustainability throughout the value chain, and has developed a supplier code of conduct, incorporating sustainability criteria, with which the Company's mainly domestic suppliers must comply. Its international suppliers must follow the Responsible Business Alliance's code of conduct.

The main aspects of sustainability in the Ströer business segments <sup>(1)</sup>			
	Environment	Welfare and community	Governance
Head office	<ul style="list-style-type: none"> <li>• Energy consumption</li> <li>• Office buildings and vehicle fleet</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> <li>• Compliance</li> <li>• Risk management</li> <li>• Supervision</li> </ul>
Out-of-home advertising	<ul style="list-style-type: none"> <li>• Energy consumption and material requirements of advertising media</li> <li>• Energy consumption of office buildings</li> <li>• Production and logistics</li> <li>• Value chain</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> <li>• Customer relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> </ul>
Digital content business	<ul style="list-style-type: none"> <li>• Energy consumption of data centers, websites, and office buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> <li>• Customer relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> </ul>
Direct media	<ul style="list-style-type: none"> <li>• Energy consumption of office buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> <li>• Customer relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> </ul>
Production (Asambeauty)	<ul style="list-style-type: none"> <li>• Energy consumption of production processes</li> <li>• Energy consumption of office buildings</li> <li>• Raw materials</li> <li>• Value chain</li> <li>• Waste management</li> <li>• Water management</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> <li>• Customer relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> </ul>
Statista	<ul style="list-style-type: none"> <li>• Energy consumption of data centers, websites, and office buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Personnel matters</li> <li>• Customer relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Data protection</li> <li>• IT security</li> </ul>

<sup>(1)</sup> Following a restructuring from 2021 onwards, out-of-home advertising will form the Out-of-home Media segment, the digital content business and direct media the Digital & Dialog Media segment, and Asambeauty and Statista the DaaS & E-Commerce segment.

So far, climate change has not had a noticeable impact on Ströer's business. In the coming years, however, climate change could force significant adjustments to the businesses of Ströer's customers, and thus influence their approach to advertising. Ströer aims to anticipate this development now by using digitalization and cross-sector approaches to design

additional advertising concepts and formats that continue to be more appealing to customers than the offerings of competitors – not least because they already take into account sustainability requirements that will become more stringent going forward.

## 2.4 The guiding principles of efficiency, innovation, and responsibility

Ströer combines its commercially focused business strategy with its sustainability strategy, which prioritizes environmental issues, social responsibility, and corporate governance aspects. This results in efficient practices that conserve resources and reduce emissions, innovative practices that use more environmentally friendly materials and processes, and responsible practices that ensure that Ströer readjusts where efficiency and innovation have not yet led to the desired level of sustainability.

To Ströer, efficiency, innovation, and responsibility mean:

- Optimizing all beneficial aspects of sustainability based on cost-benefit considerations.
- Using novel products and work processes to offer more attractive services or to introduce more aspects of the circular economy.

- Targeting expenditure only at sustainable activities in the absence of opportunities for rationalization and innovation.

Ströer can implement the sustainability strategy particularly effectively when it comes to protection of the environment. The Company continuously optimizes its processes in the name of efficiency while systematically reducing its consumption of resources. This results in lower carbon emissions. Under the guiding principle of innovation, Ströer is driving forward the ongoing technological improvement of screens in out-of-home advertising and the development of new, environmentally friendly advertising concepts. Ströer is also pursuing innovative ways of greenscaping street furniture and using renewable energy. The guiding principle of responsibility promotes the use of more expensive green electricity, rather than conventionally generated power, and of more sustainable materials in advertising media.



blowUP media Benelux transformed the Belgian spa resort of Knokke into a 100m<sup>2</sup> square meter vertical garden that absorbs a net tonne of CO<sub>2</sub> annually.

The spectrum of sustainability at Ströer			
Category	Environment	Welfare and community	Governance
Efficiency	<ul style="list-style-type: none"> <li>Continuously optimizing operational processes and using the latest technology to continually reduce energy and resource consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Further standardizing/digitalizing HR management frees up more time for better employee support.</li> <li>Ströer pays close attention to key standards along the entire value chain.</li> </ul>	<ul style="list-style-type: none"> <li>Introducing a consistent, groupwide data protection regime.</li> <li>Ensuring uniform, groupwide IT security.</li> <li>Harmonizing organizational structures and standards across the Group.</li> </ul>
Innovation/ environment	<ul style="list-style-type: none"> <li>Transitioning out-of-home advertising from conventional materials to digital technology improves the overall environmental footprint.</li> <li>Improved LED technology reduces energy consumption of screens by up to a third.</li> <li>Ströer supports customers in the development of new, environmentally friendly advertising concepts.</li> <li>Greenscaping street furniture improves micro-climate and aesthetics.</li> <li>Going forward, the street furniture used by Ströer will offer a range of added benefits for a better 'smart city'.</li> </ul>	<ul style="list-style-type: none"> <li>Introducing systematic knowledge management is expected to more effectively retain experience in the Company.</li> <li>Participating in various initiatives aimed at permanently increasing the proportion of women, especially in management positions.</li> <li>Awareness of the need for greater sustainability must be raised right from initial training.</li> <li>Creating sustainability sites within <i>t-online.de</i> and <i>watson.de</i> with the aim of raising awareness in society.</li> </ul>	
Responsibility	<ul style="list-style-type: none"> <li>Increased reliance on green electricity instead of conventional energy sources significantly reduces CO<sub>2</sub> emissions.</li> <li>Using sustainable materials and designs for advertising media in order to conserve resources in accordance with the principles of the circular economy.</li> </ul>	<ul style="list-style-type: none"> <li>The provision of advertising free of charge or at heavily discounted rates (pro bono) for customers such as non-governmental organizations or for public-benefit purposes such as the search for missing children is to be retained, or even expanded.</li> <li>Participating in events that promote more sustainable behavior in society with the aim of raising public awareness. One example is the Greentech Festival in Berlin and related marketing activities.</li> </ul>	<ul style="list-style-type: none"> <li>Establishing a sustainability team within the Company tasked with assessing sustainable (capital investment) projects.</li> <li>Establishing a consultancy service to promote more sustainability in advertising and 'more sustainable content'.</li> </ul>

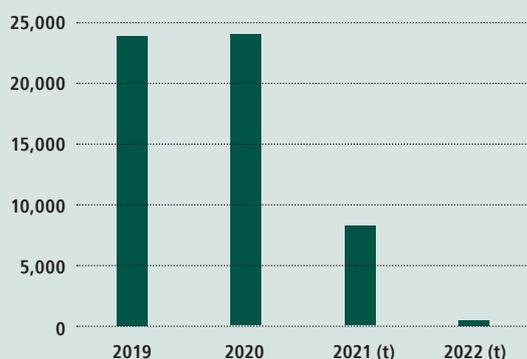
## ADVERTISING GOES GREEN: CLIMATE-NEUTRAL BY 2025

Ströer plans to make all of the Group's business operations completely climate-neutral from 2025 onwards. This target will be achieved in three ways. First, Ströer will continue to reduce its energy consumption. Second, Ströer will gradually switch its energy supply from conventional to green electricity. Third, Ströer will offset any remaining greenhouse gases it generates through suitable carbon offsetting projects around the world.

This covers not only the greenhouse gases generated during the course of business but also any significant amount of CO<sub>2</sub> released during the manufacture of the advertising media. While these emissions are generated only once, the expansion of digital advertising media, as is the case at Ströer, means that they are ongoing. Ströer also aims to completely offset these emissions through certified climate change mitigation projects.

Ströer has already taken the first steps toward climate neutrality. In 2020, for example, the Company decided to only place out-of-home and digital campaigns that have zero negative impact on the climate. Customers can now run carbon-neutral advertising campaigns with Ströer without incurring additional costs, a step that was made possible by combining a range of measures. Since mid-2021, out-of-home advertising through Ströer is now completely carbon neutral at no extra charge.

Greenhouse gases generated by Ströer out-of-home advertising (Scope 2) in tonnes, CO<sub>2</sub> equivalent



(t) = target



Zero-carbon giant posters: Since the start of the year, all giant posters offered by blowUP media have been produced carbon-neutrally.

The most important measure is to no longer power out-of-home advertising media with gray electricity (a mixture of electrical energy of unknown origin, which could come from fossil fuels, nuclear power, or from renewable energy sources), but only with green electricity, which comes exclusively from renewable energy sources. This means a huge reduction in greenhouse gas emissions caused by out-of-home advertising. Only a small amount of gray electricity remains, which is generated during the physical transmission of the electricity.

Another measure is the documenting of all CO<sub>2</sub> sources in the campaign, for example the electricity used in the data centers for the campaign's data processing. Other sources of emissions in conventional out-of-home advertising include the paper and textiles used, the printing process, and waste disposal. Finally, there are the logistics of out-of-home advertising, such as changing the poster, cleaning it, or repairing it.

Guided by the principles of efficiency, innovation, and responsibility, Ströer will continue its efforts to reduce its greenhouse gas emissions, and expand its offsetting measures as required. Ströer will also formulate a detailed plan outlining each optimization step on the way to carbon neutrality by 2025. This plan will be presented in next year's progress report.

### 3 | CLIMATE ACTION AND THE ENVIRONMENT: PROGRESS TOWARD MEETING OUR TARGET

Ströer has identified potential for optimizing its green credentials in its advertising media, in its vehicle fleet, and in the servicing of its sites. Another area where noticeable improvements are possible is in the commute to and from work. Measures to be taken in the areas outlined above include cutting energy consumption and related greenhouse gas emissions, reducing material consumption, and using renewable materials.

With this in mind, Ströer has set several relevant targets for the Group:

- Reduce energy consumption
- Reduce greenhouse gas emissions, especially carbon dioxide (CO<sub>2</sub>)
- Use sustainable materials
- Develop carbon-neutral advertising
- Make a tangible contribution to shaping the 'smart city'

With regard to these targets, which cannot be met to the desired extent overnight, Ströer took a number of measures in 2020 that have shown rapid success already or are expected to prove highly successful in the coming years. For example, Ströer is driving forward innovative developments in display and lighting technology, and collaborating with companies in Germany and abroad. In particular, Ströer is bringing its experience in the use, usability, and service life of products to bear to further reduce the power consumption of out-of-home advertising. At the same time, the demand for poster paper, which can only be disposed of by incineration, is to be continuously reduced. The long-term goal is largely paper-free, predominantly digital out-of-home advertising powered by energy from renewable sources.



#### 3.1 Reducing energy consumption



**GOAL:** To significantly reduce the power consumption of digital LED displays by 25% from a 2019 baseline by 2025. This will be complemented by additional energy savings in other advertising media.

To reduce the power consumption of the Company's advertising media and street furniture, a variety of measures were implemented depending on the type of advertising media.

#### SIGNIFICANT PROGRESS

- The night-time shutdown of installations has been extended where ambient lighting is otherwise sufficient (improved stand-by management), for example in train and underground stations outside of operating hours or for installations near street lighting.
- Ströer has redefined the quality standard for the brightness of its projectors and now employs a fully automatic brightness control system that requires less power while maintaining the same image quality. It measurably extends the service life of the projectors and significantly reduces their energy consumption.
- Ströer is increasingly using powerful sensors for ambient light measurement which continuously adjust the brightness of the advertising media depending on the weather and light conditions.
- Digital systems with built-in LCD and LED technology are dimmed.
- As part of its digitalization drive, Ströer has developed its own LED module designed for the lowest possible energy consumption and a long service life. This versatile module will be used in a range of advertising media with screen sizes between nine and 65 square meters.
- In consultation with the customer, the percentage of the color black in advertisements is increased during playback, which reduces energy consumption.
- Our advertising media increasingly feature optimized control units, and LEDs and other components are being selected specifically according to their energy efficiency.



### 3.2 Cutting CO<sub>2</sub> emissions



**GOAL:** To significantly reduce CO<sub>2</sub> emissions by 2030 compared to 2020 levels. Ströer has now brought the deadline forward and will be fully carbon-neutral by 2025 at the latest (see 'Advertising goes green : climate-neutral by 2025' on page 7).

The main sources of emissions at Ströer are the (out-of-home) advertising business, the servicing of its premises, and the vehicle fleet. Relative emissions in these areas are continually being reduced. Additionally, there are the CO<sub>2</sub> emissions generated by its employees' office commute.

In 2020, Ströer initiated a number of measures to cut greenhouse gas emissions by reducing energy consumption or changing the type of energy used. Some of these measures were implemented in the second half of 2020 or are being implemented during 2021, which is why significant visible effects will only become apparent in the figures for 2021 and 2022.

Ströer will also support a number of projects around the world aimed at reducing CO<sub>2</sub> in the atmosphere, including extensive reforestation, including rainforest, in South America. These measures apply if energy savings and the purchase of energy from renewable sources alone cannot reduce Ströer's greenhouse gas emissions to zero. In which case, the offsetting projects mentioned above will be used.

### SIGNIFICANT PROGRESS

- Integrated solar power systems developed inhouse can completely cover the energy needed to illuminate outdoor advertising columns and City Stars, eliminating the need to purchase any further electricity. As a result, CO<sub>2</sub> emissions drop to zero and there is considerably less construction involved as the advertising medium does not need power cables.
- The gradual switch of the electricity supply contracts for advertising media and street furniture to 100% green electricity began at the beginning of 2021. By June 30, 2021, 80% of our advertising media's electricity consumption had already been converted to renewable energy sources. By December 31, 2021, almost all of the out-of-home advertising infrastructure will be carbon-neutral. Most of the power supplied to the offices used by Ströer was also switched to green electricity at the turn of 2020/2021.
- For the second half of 2021, Ströer has initiated a comprehensive analysis of the Company's key logistics service providers, examining different transportation methods (air, ship, truck, and rail) in terms of sustainability and CO<sub>2</sub> emissions. The results of this analysis will be used in 2022 to improve sustainability in Ströer's logistics. >>>



Rainforest in South America

### 3.3 Using sustainable materials

**GOAL:** To significantly increase the use of sustainable materials, as a proportion of total materials, for advertising media by 2030.

With this goal in mind, Ströer examined the main areas of its material consumption. With regard to the materials used for the manufacture of advertising media, including steel, glass, aluminum, rubber, and plastic, it has proven almost impossible to find renewable substitutes, and the search is ongoing. However, Ströer pays close attention to the purity and separability of the materials it uses, and thus to the recyclability of the complete systems at the end of their useful life or in the event of significant damage. Ströer has created an increasingly standardized design for its advertising media (the same components in as many different media as possible) to keep the costs and material consumption of production, maintenance, and repair processes to a minimum.

This contrasts with conventional advertising posters, which are only partially recyclable. Often, the materials (poster board, adhesive) are not water-soluble. This means that only 40% of advertising materials can be recycled, with 60% of posters incinerated as household or hazardous waste (thermal recycling). Ströer is pursuing a comprehensive digitalization strategy in its out-of-home advertising to reduce this problem and to promote the shift towards a circular economy.

#### SIGNIFICANT PROGRESS

- In the areas of waste disposal and recycling, Ströer began recording all relevant material flows in 2020 to enable the Company to identify optimization potential and report comprehensively on these areas in the future. There is a particular focus on documenting the disposal of decommissioned advertising media and street furniture by type and weight. The number of posters affixed to conventional billboards is also recorded according to marketing type and frequency of replacement.
- In its product development, Ströer increasingly ensures that the products and components used meet the requirements of an improved circular economy. Examples of this are the growing use of modular designs when developing new products, and reusing components from decommissioned systems to extend the lifecycles of essential components, such as computers, controllers, and motors for poster changers, in the event of a fault. 

### 3.4 Energy-dependent advertising rates

**GOAL:** To be able to base the advertising rate on the energy required to display the advertisement (LED technology).

Ströer has now scrapped this goal as the Company will ensure that its out-of-home advertising business is carbon-neutral from 2022 onwards at no additional cost to customers. Ströer also aims to make the Group's entire business carbon-neutral by 2025 at the latest. While Ströer continues to work on cutting energy consumption, it is unlikely to base its pricing on the energy efficiency of different advertising formats.

### 3.5 Carbon-neutral advertising

**GOAL:** To offer companies sustainable and carbon-neutral advertising by offsetting the CO<sub>2</sub> emissions associated with it.

As of mid-2021, Ströer already offers a number of carbon-neutral advertising formats. The plan is to make the entire product portfolio carbon-neutral by the turn of 2021/2022.

#### SIGNIFICANT PROGRESS

- In 2020, Ströer measured the amount of greenhouse gases generated by out-of-home advertising. Based on the findings, the Company developed a program to minimize the impact of out-of-home and digital campaigns and make them carbon-neutral.
- Starting in 2020, Ströer has been switching its out-of-home advertising almost completely to renewable energy sources (green electricity).
- Since mid-2021, 80% of the energy used by its advertising media is green electricity.
- Ströer will offset any remaining CO<sub>2</sub> emissions generated by advertising, for example from data centers, printing, and paper consumption and disposal, by supporting certified climate change mitigation projects.
- All out-of-home advertising offered by Ströer will be carbon-neutral no later than early 2022, at no additional cost or effort for customers. 

### 3.6 The smart city



**GOAL:** To offer more functionality in Ströer street furniture to support the transition toward the 'smart city'.

Over the next decade, street furniture is set to become more than an advertising medium; it will be part of an urban system known as the 'smart city'. With this development in mind, Ströer will use street furniture to offer a range of additional benefits for an even more efficient infrastructure in cities in the future. Several projects are in the test phase, while some are already being implemented.

#### SIGNIFICANT PROGRESS

- Ströer has tested a range of plants for greenscaping street furniture in recent years. In addition to looking appealing, the plants should help to improve air quality and create insect-friendly zones. They also need to be hardy as they are exposed to both intense sunlight and longer periods of drought. Ströer started greenscaping its first shelter roofs in 2020, for example in Bonn, Bergisch Gladbach, and Kamp-Lintfort. Greenscaping is now set to be rolled out across Germany in stages.
- The shelter is equipped with sensors to measure air quality, which significantly increases the number of measuring points without taking up additional public space. This enables municipal authorities to take more targeted action to combat air pollution. The technology was presented at the Greentech Festival in Berlin in the summer of 2021.
- Shelters can also be equipped with air filters, primarily to reduce particulates. The system was well received by visitors to the Greentech Festival in Berlin in the summer of 2021.





## GREENTECH FESTIVAL INNOVATION PLATFORM

In June 2021, the Greentech Festival took place for the third time at two locations in Berlin, Kraftwerk Berlin and Magazin in der Heeresbäckerei. The festival was also livestreamed around the world online.

The Greentech Festival is a showcase for the latest technologies for a sustainable lifestyle and has rapidly grown into one of the leading and most successful international green technology events.

The event consists of several formats, including exhibitions, conferences, concerts, and award ceremonies, and offers a diverse approach to the topic of sustainability. The Greentech Festival is one of the largest events of its kind in the world.

With more than 80 exhibitors from the fields of mobility, energy, smart cities, food, lifestyle, and the media, the event presents its visitors with a broad spectrum of innovative green technologies and aims to inspire a more sustainable way of life.

As in the previous two years, Ströer was a premium partner of the Greentech Festival in 2021 and supported it with a high-reach sustainability campaign on the Company's public video network. Ströer was also an exhibitor at the event and presented its own approach to sustainable infrastructure, such as systems to improve the environment and IT-based information solutions (see the overview of the multifunctionality of street furniture).



## MULTIFUNCTIONALITY OF STREET FURNITURE

Over time, Ströer aims to equip its street furniture, such as benches, shelters, outdoor advertising columns, street lights, clock towers, and billboards, with additional functionality that goes beyond what they were originally designed for. A shelter will soon offer more than protection from the rain, and a bench more than just a place to sit.

### Filter system

The space beneath benches usually remains unused, but not at Ströer. In the future, filter systems will be placed there to remove particulates, especially tire wear and soot, from the surrounding air with a purification level of 90%. The systems' position at street level ensures that they work particularly effectively.



### Green roof

Greenscaping the roofs of street furniture with succulents like sedum improves the micro-climate and the aesthetics. While the exact impact of greenscaping can be difficult to quantify, it does have a positive effect in the long term, looks more appealing, and absorbs more water.



### Solar power

Ströer is equipping its street furniture with photovoltaic systems to provide their own power. This makes them 100% environmentally friendly to run and obviates the need for costly and sometimes noisy construction work to lay power lines.



### Insect hotel

Insect or bug hotels provide nesting space for insects. They particularly benefit a range of bee and wasp species, and the environment overall, by providing holes and tubes of varying diameters for nesting. An insect hotel is easy to integrate into street furniture and requires no maintenance other than the occasional removal of cobwebs.





### Information boards

Ströer equips its street furniture at bus stops with updated timetables and travel information, enabling transport companies to change departure times, provide information on delays, or specify new routes at any time. Important alerts can also be displayed if required. What makes the displays so unique is that they require almost no energy (see chapter 4.5, Infrastructure improvements).

### Measuring station

Shelters are equipped with sensors to measure air quality, which significantly increases the number of measuring points without taking up additional public space. This enables municipal authorities to take more targeted action to combat air pollution. The technology was presented at the Greentech Festival in Berlin in the summer of 2021.



## 4 | WELFARE AND COMMUNITY: PROGRESS TOWARD MEETING OUR TARGET

Ströer believes that the way in which it interacts with employees and customers is an important facet of sustainability. Going forward, Ströer wants to devote even more time to supporting and developing its workforce. It also aims to make working hours and the place of work more flexible, for the benefit of both the Company and its employees. For Ströer's sites this means a transformation from conventional offices into spaces where people can meet informally and share creative ideas.

Ströer has also set itself several targets in the area of welfare and community:

- Automating HR processes
- Offering more flexible and optimized working hours
- Institutionalizing pro-bono advertising
- Raising public awareness of the need for greater sustainability
- Improving urban infrastructure

Corporate responsibility is another important aspect for Ströer. In this context, the Company offers advertising space at cost or heavily discounted rates (pro bono) to non-profit organizations such as children's charities and environmental organizations, or for public-benefit purposes such as the search for missing children. Ströer also believes that raising public awareness of more sustainable lifestyles and improving sustainable infrastructure in urban areas is in the common interest.

### 4.1 Automating administrative processes

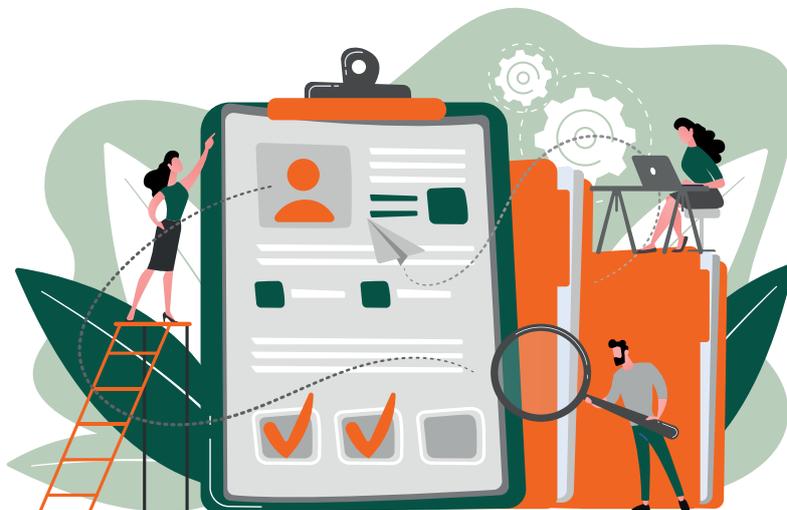


**GOAL: To automate administrative processes and free up more time for employee support and development.**

Over the past decades, Ströer steadily increased its workforce in line with the rapid growth of its business. As the expansion of the HR department did not keep pace during this period, the proportion of its time dedicated to administrative processes continually grew, leaving less and less time for employee development.

#### SIGNIFICANT PROGRESS

- In 2020, Ströer started switching numerous HR formats from paper to digital across large parts of the Group. These include, for example, the personnel file itself and the automated display of employment contracts, the creation of master data, and the formulation and documentation of target agreements. Consultations with the works council, for example, are now also recorded this way. This ensures that all personnel-related information is available at any time and does not deteriorate in quality.
- Alongside these new processes, Ströer also created additional training and development opportunities through inhouse training. Examples include the 'workinars' held in 2020 and which focused on teaching leadership skills. The successful format, covering topics such as 'long-distance leadership', will be continued in 2021. >>>



#### 4.2 More flexible working hours



**GOAL:** To use the experience of organizing Flex Work in the first and second quarters of 2020 to develop even more attractive and flexible working hours and family-friendly working time models.

Ströer has many years' experience with Flex Work, i.e. with variable working hours and work locations. There are currently 269 working time models at Ströer covering a range of days, times, and breakdowns.

During the coronavirus pandemic in 2020 and 2021, employees were free to take advantage of Flex Work as they wanted, although the offices remained open at all times. Positive outcomes for employees during this period include time savings, greater flexibility, better work-life balance, less stress, and lower costs. But there were also negative aspects such as social isolation, more distractions, a lack of mutual motivation, less sophisticated workplace equipment, and the blurring of professional and private life.

##### SIGNIFICANT PROGRESS

- Thanks to the experience gained through Flex Work, Ströer successfully implemented remote working across the Company during the pandemic.
- At the same time, the assessment that the disadvantages outweigh the advantages when Flex Work is used excessively over a longer period of time was confirmed. This is because Ströer's corporate culture and creativity works best when employees interact in person, rather than just virtually.
- While individual circumstances have varied, the experiences of 2020 and 2021 have highlighted the need to fine-tune the balance between Flex Work and working in the office. >>>

#### 4.3 Pro-bono advertising



**GOAL:** To offer advertising space at cost or heavily discounted rates (pro bono) to customers such as non-government organizations or for public-benefit purposes such as the search for missing children.

Ströer will continue its long-standing partnerships with charities and non-profit organizations. Ströer supports a wide range of charitable and cultural initiatives, some of them as long-standing partners, others with ad hoc aid. Our support focuses on children, development aid, and art. Ströer either covers the full cost of the campaign, including materials, or waives its fee for the service provided.

##### SIGNIFICANT PROGRESS

- After several years of working together, Ströer AG and the German Committee for UNICEF, the United Nations children's charity, agreed a strategic partnership for an initial term of three years.
- Under this agreement, Ströer provides reach and presence in public spaces for UNICEF's programmatic campaigns or to support emergency aid projects and appeals for donations (see the 'Partnership with UNICEF' box).
- The partnership with UNICEF covers out-of-home advertising, including digital formats, and editorial content in online media. >>>



### PARTNERSHIP WITH UNICEF

The partnership with UNICEF agreed in the summer of 2021 covers out-of-home advertising, including digital formats, and editorial content in online media. Ströer supports UNICEF in its efforts to promote the rights and interests of children in Germany and around the world, and to raise public awareness of children's rights. To this end, the Company provides a nationwide presence in German towns and cities. The partnership will also focus on developing and delivering joint campaigns to promote children's rights in Germany and, in particular, on publicizing and anchoring children's rights in German schools. The partnership launched this summer in time for UNICEF's 75<sup>th</sup> anniversary in December 2021.

### SELECTED PRO-BONO SERVICES PERFORMED BY STRÖER

- Ströer regularly works with partners such as SOS Children's Villages, the German Children's Fund, Kindernothilfe (supporting children in need), and the v. Bodelschwingh Foundation Bethel.
- #wirfürschule (children), an initiative to develop the school of the future.
- Every year on March 21, World Down Syndrome Day (children) helps to raise public awareness of Down syndrome.
- ARWED (children), an association of parent's groups for children who take or are at risk of taking drugs, supports parents in Rhineland-Westphalia with information and advice on children with drug problems.
- Impacc (development aid), a non-profit organization that supports green start-ups in Africa.
- Internationale Photoszene Köln (art) supports artistic photography and aims to permanently strengthen Cologne's position as a hub for photography.
- The Young Euro Classic (art) in Berlin is the leading international youth orchestra festival and focuses on European classical music tradition and its evolution.
- Corona School is a project aimed at helping all schoolchildren reach educational milestones and celebrate progress in learning, regardless of their social, cultural or financial backgrounds.
- #kochenfürhelden (#cookingforheroes) is a grassroots restaurants movement that has emerged during the coronavirus crisis. The charitable initiative provides meals to anyone who is working to ensure that our life can continue under the current circumstances.

#### 4.4 Raising awareness of the need for greater sustainability



**GOAL:** To add comprehensive information on consumer behavior and economic activity to the sustainability sections of the *t-online.de* and *watson.de* portals in order to raise awareness among the wider population of the need for greater sustainability.

Through its news and information portals, Ströer has the ability to present topical and consumer-oriented sustainability content to the public and to encourage more sustainable lifestyles.

#### SIGNIFICANT PROGRESS

- In 2020, Ströer added specialized editorial content to its *t-online.de* and *watson.de* portals to significantly expand its reporting on a wide range of sustainability topics. Both portals have developed their own formats for this purpose, tailored to the information requirements of their respective audiences. Over time, the editorial offering of topical, scientific, technological, and political developments relating to sustainability will be enhanced and expanded.
- *t-online.de* reports on sustainability in eight key areas. The editorial content includes information on topical, scientific, technological, and political events as well as developments relating to the climate and the environment. It also features information on finances, career, diet, health, gardening, and the home, covering every aspect of sustainability in daily life.
- *watson.de* reports on sustainability as one of six core topics. Information on environmental factors is complemented by extensive advice for a healthier and more sustainable lifestyle. >>>

#### 4.5 Infrastructure improvements



**GOAL:** To provide the infrastructure needed for additional services. This gives municipal authorities the ability to manage traffic flows to ensure greater efficiency and sustainability, for example, or to maximize local benefit by improving the information they provide.

Going forward, it will be increasingly important that systems in urban areas are effective enough to make environmentally friendly public transport more attractive than the car.

#### SIGNIFICANT PROGRESS

- Ströer is installing energy-efficient timetables that can be continually updated at stops on public transport networks. To date, timetables printed on paper have been updated every quarter or every six months, and temporary changes such as rail replacement services or additional connections during major events cannot be taken into account. This is exactly what electronic paper using E Ink technology offers. Black and white microparticles change their position in minute chambers to create an image that resembles a printed page. To achieve this, the chambers only need one electrical charge for the microparticles to change their position as required. Once that has been achieved, the written or drawn content is retained for weeks without any power needing to be applied. In bright sunlight, electronic paper is just as easy to read as normal paper. Thanks to this technology, which was also presented at the Greentech Festival in Berlin in the summer of 2021, it is possible to display the latest timetables, disaster alerts, and other information. >>>



## 5 | CORPORATE GOVERNANCE: PROGRESS TOWARD MEETING OUR TARGET

Ströer aims to make its operations more sustainable over the coming years while driving the change toward more environmentally friendly behavior in the economy. Processes and standards within the Group are being harmonized and brought in line with the high standards at head office to create a solid basis for greater sustainability.

With this in mind, Ströer has set several relevant targets for the Group:

- Protecting the IT infrastructure
- Protecting (customer) data
- Ensuring that the composition of the Supervisory Board enables it to carry out its duties effectively
- Establishing a sustainability workshop run by committed volunteers from the workforce with the aim of improving our sustainable corporate culture
- Continuously improving Ströer's overall sustainability performance

### 5.1 Improving IT security



**GOAL:** To ensure that structures are harmonized through standardized cybersecurity guidelines across the Group.

In 2020, Ströer engaged a well-respected external consulting firm to put the security structures for the Company's IT to the test. All relevant subsidiaries were included in the second half of 2020 and a comprehensive audit of the current state of IT protection in each company was carried out. As IT is often managed by the subsidiaries rather than through the IT department at head office, the analysis identified differing levels of performance.

One of the outcomes of this analysis was the definition of appropriate performance and security levels that are mandatory across the Group. The companies within the Ströer Group now have high security standards in place to ensure that their technologies and procedures are up to date.

### SIGNIFICANT PROGRESS

- Stage 1: The starting point for improving cybersecurity was the analysis of all Group companies to identify any security gaps. The results of this analysis provided the basis for individual 'task packages' and the appropriate tools were made available to close any gaps identified. This stage has already been successfully completed.
- Stage 2: Ströer has developed a 'cybersecurity strategy' for the entire Group under the leadership of the IT department at head office. The strategy is a guideline for the security levels that Ströer IT must meet from now on (the minimum requirements have been significantly increased) and the procedures to be used for monitoring and optimization. It includes a definition of the specific duties and responsibilities of each employee. This stage has also been successfully completed.
- Stage 3: Going forward, Ströer will provide very close support to areas within the Group that are particularly exposed to potential cyberattacks, for example websites, and will continuously monitor their vulnerability. Ströer will also run a campaign to increase awareness among the workforce of the need for IT security. And finally, IT protection will be more closely interlinked with data protection and compliance to create uniform reporting and response processes in the event of attacks and incidents, and thus faster response times. This stage of the process has already been initiated and is scheduled for completion by 2022. ➡➡➡



## 5.2 Improving data protection



**GOAL:** To put in place data protection that is specific to each business segment on the basis of uniform, groupwide data protection guidelines.

In 2020, Ströer began to increase the effectiveness of its data protection processes by organizing them according to each business segment and introducing centralized tools. The first step was to create new structures across the Group while taking uniform standards and specifications into account.

The second step was to adapt the decentralized processes and operational data protection activities to the requirements of each business segment's activities. For example, data protection in relation to the activities of the *t-online.de* team requires a different focus and different specifications to those that apply in units handling production activities. These adapted processes enable effective and efficient procedures while improving the overall organization of data protection. This strategy of uniform standards across the Group combined with adapted processes at unit level will be developed further and extended to other areas of corporate governance.

### SIGNIFICANT PROGRESS

- Each business segment now has its own data protection officer and coordinator.
- All relevant employees have received the training they need to complete their tasks and have access to the appropriate tools. The introduction of a centralized data protection system started in 2021.
- The integration of data protection into a central corporate governance function makes it possible to take a holistic view of data protection risks. >>>

## 5.3 Changes on the Supervisory Board



**GOAL:** To maintain or improve the level of qualifications and the independence of the members of the Supervisory Board.

In view of the current Group structure, the quality of the supervisory function is hugely important, especially in the eyes of investors. The shareholder representatives on the Supervisory Board of Ströer SE & Co. KGaA ('Supervisory Board') are appointed solely on the basis of performance and ability. This requirement presents Ströer with the challenge of identifying an attractive selection of candidates in a very narrow market segment who have the requisite expertise and skill to oversee a fully integrated advertising and media company with a commercial focus on Germany. Due to Ströer's particular business model, but also to the media industry's relatively small share of the German economy, the group of potential candidates is comparatively small compared to other industries.

When appointing members to the Supervisory Board, the shareholder representatives on the Supervisory Board give priority to expertise and market knowledge, in accordance with the requirements formulated by the Supervisory Board in its profile of skills and expertise. With the exception of one, all members of the Supervisory Board meet the requirements and recommendations of the German Corporate Governance Code (DCGK). Due to the small number of suitable candidates, any requirements and recommendations from investment companies or proxy advisors that go beyond this, in particular regarding internal mandates in the companies of Ströer Supervisory Board members, cannot always be fully taken into account.

Although business relationships exist between the companies of the Ströer Group and the companies in which the members of the Supervisory Board are active, they are not material in terms of their scope and are communicated transparently by Ströer. The arm's length principle is always applied and is supported by expert reports in all material transactions. Furthermore, the objectivity and neutrality of decisions taken by each member of the Supervisory Board of the general partner are examined with regard to these business relationships.

### The capabilities of shareholder representatives on the Supervisory Board of Ströer SE & Co. KGaA

Assessment criteria	DCGK ▼	Investors ▼	Assessment criteria	DCGK ▼	Investors ▼
<b>Qualifications, diversity, and organization</b> The members of the Supervisory Board as a whole have the knowledge, skills, and experience required to properly perform their duties.	●	●	<ul style="list-style-type: none"> <li>A member of the Supervisory Board is independent if they have no personal or business relationship with the Company that could constitute a material and not merely temporary conflict of interest.</li> </ul>	④	④
Compliance with the statutory gender ratio (≥ 30%).	●	–	<ul style="list-style-type: none"> <li>A member of the Supervisory Board is independent if they do not act as the representative of a shareholder.</li> </ul>	–	●
The Supervisory Board specifies targets for its composition and defines a profile of skills and expertise.	●	–	<ul style="list-style-type: none"> <li>A member of the Supervisory Board is independent if the company for which the member works does not provide goods and services valued at more than USD 10,000 to the Supervisory Board company.</li> </ul>	–	④
There is an age limit for members of the Supervisory Board.	●	–	<ul style="list-style-type: none"> <li>A member of the Supervisory Board is independent if the company for which the member works does not have a material business relationship with Ströer (material = more than 1% of sales).</li> </ul>	–	–
The length of membership of the Supervisory Board is disclosed.	●	–	<ul style="list-style-type: none"> <li>A member of the Supervisory Board is independent if they have been a member of the Supervisory Board for no longer than twelve years.</li> </ul>	●	●
<b>Diligence</b> Each member of the Supervisory Board has sufficient time to perform their duties.	●	●	The proportion of independent shareholder representatives is greater than 50%, i.e. there is no personal or business relationship with the company that would constitute a material and not merely temporary conflict of interest.	⑤	⑤
A member of the Supervisory Board who is not a member of the executive board of a listed company shall not hold more than five supervisory board mandates at listed companies that are not part of the Group, or comparable functions, whereby one position as supervisory board chair counts twice. Executive board members of listed companies shall hold no more than two (DCGK)/five (investors) supervisory board mandates at listed companies that are not part of the Group, or comparable functions, and (DCGK) shall not be the chair of a supervisory board of a listed company that is not part of the Group.	①	②	<b>Conflicts of interest</b> Members of the Supervisory Board are obliged to act in the Company's best interests. In making their decisions, they must not pursue personal interests or take advantage of business opportunities to which the Company is entitled.	●	●
<b>Independence</b> On the shareholder side, the Supervisory Board shall have an appropriate (as deemed by the shareholders) number of independent members. The ownership structure shall be taken into account in this regard. A member of the Supervisory Board is considered independent if they are independent of the Company and its Board of Management, and independent of any controlling shareholder.	③	●	Each member of the Supervisory Board shall disclose conflicts of interest to the chair of the Supervisory Board without delay.	●	●

Assessment criteria	DCGK ▼	Investors ▼
Each member of the Board of Management shall disclose conflicts of interest without delay to the chair of the Supervisory Board of the general partner, Ströer Management SE, and the chair or spokesperson of the Board of Management, and inform the other members of the Board of Management.	●	●
Members of the Supervisory Board shall not exercise any governance or advisory functions for significant competitors of the Company, and shall not have a personal relationship with a significant competitor.	●	●
<b>Committees</b> The Supervisory Board establishes an Audit Committee to examine the financial reporting, the financial reporting process, the effectiveness of the internal control system, the risk management system, the internal audit system, the auditing of financial statements, and compliance.	●	●
The chair of the Audit Committee shall be independent and have expertise and experience in the application of accounting principles and internal control procedures, and be familiar with the auditing of financial statements. The chair of the Supervisory Board shall not chair the Audit Committee.	●	●
The chair of the Supervisory Board and the chair of the Audit Committee are independent of the Company.	●	●
The Supervisory Board shall form a Nomination Committee, composed exclusively of shareholder representatives. This committee suggests suitable candidates for the Supervisory Board's proposals to the shareholder meeting regarding the election of its members.	●	●
<p>▼ The German Corporate Governance Code (DCGK) and the key corporate governance requirements of international market participants (investors) include standard market criteria for assessing the capabilities of supervisory bodies.</p> <p>● Criterion met</p> <p>○ Criterion not met</p> <p>– Criterion not relevant to this requirement</p> <p>As at August 2021</p>		

①: The chair of the Supervisory Board, Christoph Vilanek, chairs the executive board of Freenet AG and is a member of the supervisory boards of two listed companies outside the Group. He therefore holds no more than the two relevant offices recommended by the German Corporate Governance Code (DCGK). In this scenario, however, he should not take on a position as chair of the supervisory board of a listed company that is not part of the Group. Mr. Vilanek is the chair of the Supervisory Boards of Ströer SE & Co. KGaA and Ströer Management SE and consequently does not fully meet the requirements of the DCGK in this respect. No other members of the Supervisory Board of Ströer SE & Co. KGaA hold any mandates that result in 'overboarding'.

②: The chair of the Supervisory Board, Christoph Vilanek, chairs the executive board of Freenet AG and is a member of the supervisory boards of two listed companies outside the Group. According to the assessment of numerous international investors, a person on the executive board of a listed company should hold no more than five other mandates as a member of a supervisory or executive board. In this context, being the chair of an executive board counts three times and being the chair of a supervisory board counts twice. This means that Mr. Vilanek holds a total of six mandates and therefore does not fully comply with the corporate governance requirements of numerous international investors in this respect. No other member of the Supervisory Board of Ströer SE & Co. KGaA holds any relevant mandates.

③: In accordance with the DCGK, the Supervisory Board has decided that at least six of eight shareholder representatives must be independent. The Supervisory Board therefore met its self-imposed targets at both the end of December 2020 and the end of August 2021.

④: Based on the rules of the DCGK, Ms. Barzen was not independent in 2020, but has been independent since January 1, 2021 following the termination of a business relationship. If the stricter criteria of a proxy advisor are applied, Ms. Barzen is still not independent in 2021 due to a consultancy agreement with an annual remuneration of EUR 24,000.

⑤: See table 'The independence of the shareholder representatives on the Ströer Supervisory Board as at August 31, 2021'.

The independence of the shareholder representatives on the Ströer Supervisory Board as at August 31, 2021				
Member of the Supervisory Board	Audit Committee	Nomination Committee	According to DCGK criteria	According to criteria of international investors
Christoph Vilanek, Dipl.-Kfm. Chair of the executive board of Freenet AG Chair of the Supervisory Board Member of the Supervisory Board since 2013	□		●	●
Dr. Karl-Georg Altenburg, Dipl.-Ing. Executive Vice President & Vice Chair of the Board of Directors of Plastic Energy Global S.L. Member of the Supervisory Board since 2020			●	●
Angela Barzen, Dipl.-Kfr. Freelance business coach and trainer for managers and companies Member of the Supervisory Board since 2019			●	①
Martin Diederichs <sup>[1]</sup> , attorney Member of the Supervisory Board between 2010 and 2014, and since 2018	□	□ Chair	●	●
Barbara Liese-Bloch, Dipl.-Betriebsw. Managing Director of MONOFIL-TECHNIK Gesellschaft für Synthesemonofile mbH Member of the Supervisory Board since 2020			●	●
Petra Sontheimer, Dipl.-Kfr. Executive coach/transformation consultant at Cidpartners GmbH Member of the Supervisory Board since 2018		□	●	●
Ulrich Voigt, Dipl.-Sparkassenbetriebsw. Chair of the board of management of Sparkasse Köln-Bonn Member of the Supervisory Board since 2013	□ Chair	□	●	●
<input type="checkbox"/> Committee member <input checked="" type="checkbox"/> independent <input type="checkbox"/> not independent				

①: Not independent as the Supervisory Board member's company supplies goods and services worth more than USD 10,000 per year to companies in the Ströer Group.

<sup>[1]</sup> Martin Diederichs is the ESG officer of the Supervisory Board.

Dirk Ströer, a member since 2004 and previously deputy chair of the Supervisory Board, left the Board on May 31, 2021.

Simone Thiäner, a member since 2019, left the Board on June 30, 2020.

Vicente Vento Bosch, a member since 2015, left the Board on November 4, 2020.

#### 5.4 Launch of a sustainability workshop



**GOAL: To further develop a sustainable corporate culture by launching a sustainability workshop.**

Ströer launched a sustainability workshop in 2020 to make employees even more aware of the importance of sustainability, to provide a boost to existing initiatives, and to create greater awareness of appropriate sustainable practices. The workshop's purpose is to channel the employees' commitment in this area and to offer targeted support. It also provides a platform for presenting ideas and inspiring others to engage with them.

Ströer's Sustainability Council, in which the relevant managers from the Group's segments are represented, reviews and discusses these ideas and selects the most suitable ones. Any suggestions that help Ströer to become an even more sustainable company are implemented. Targeted additional investment spending may be approved for this purpose.

#### SIGNIFICANT PROGRESS

- The sustainability workshop is a platform where ideas on sustainability can be presented, discussions can take place, and employees can work together on sustainability matters. >>>

To mark the launch of the sustainability workshop, Ströer is making September 2021 a 'sustainability month' in order to show employees which sustainability projects the Company is currently working on or has already implemented, and which still need to be worked on in the future. This covers the entire

spectrum of sustainability, from process optimization and materials management to product development, the supply chain, and partnerships. Ströer will use the 'sustainability month' to showcase its commitment to sustainability and to encourage employees to get involved in related activities.

On each Friday during 'sustainability month', the day will start with a short talk given by members of leading sustainability institutions. These will be followed by interactive formats on the subjects of environment, governance, and welfare and community. In afternoon workshops, employees will work on identifying future topics and areas for action. On the final day, there will be a range of event formats on topics that could not be covered on the other days or that require further discussion.

#### 5.5 Ongoing improvement of Ströer's sustainability performance



**GOAL: To continually improve Ströer's sustainability performance.**

A rating agency will be engaged to evaluate sustainability at Ströer, with assessments taking place at regular intervals and any changes noted. Ströer will report on this, thus meeting one of the key transparency requirements of the United Nations' Global Compact. The Company initiated the necessary processes in 2020 and will have a comprehensive assessment of its sustainability performance carried out in the near future.

## 6 | SUSTAINABILITY IN MAJOR SUBSIDIARIES

Major subsidiaries in the Ströer Group, such as Statista and Asambeauty, and product specialists such as blowUP media, handle their own sustainability reporting. In the interest of completeness, we will mention selected key data for these companies in this report.

### 6.1 Asambeauty



The subsidiary Asambeauty manufactures cosmetics. The company, based in Unterföhring near Munich, is particularly committed to operating its business sustainably, which encompasses everything from its selection of raw materials through to its production and distribution logistics.

Asambeauty has been making a range of skincare products (such as creams and shampoos) and cosmetics (such as lipstick, mascara, and make-up) since 1964. The company conducts its own research and development, and manufactures almost all of its products at its two German production sites in Beilngries and Steinach. This ensures it can meet the high standards of quality and sustainability that it has set itself.

Asambeauty manufactures not only the final product but also key active ingredients. This ensures that Asambeauty skincare products are vegan and free from parabens, mineral oils, aluminum salts, and solid microplastics.



### SKIN CARE USING GRAPES

At its Steinach site in Rhineland-Palatinate, Asambeauty extracts the active ingredient OPC (oligomeric procyanidins), which is used in food supplements and skincare products, from pomace, the residue from pressing grapes (skins, wood, seeds). Asambeauty sells any remaining pomace it does not need as organic fertilizer.

Asambeauty is systematically switching to sustainable, green, and resource-efficient containers and packaging. New purchasing criteria are being defined and new packaging is being designed with sustainability in mind, on the proviso that it does not impact on the quality of the product. Asambeauty is making greater use of glass, for example, and has used 400 tonnes less plastic, equivalent to around 56 million plastic bags, since 2018 as a result. Internally, the company has replaced plastic bottles with water dispensers, and disposable packaging for takeaway lunches with glass bowls.

Where plastic is still in use, for example for tubes and bottles, there is now a greater emphasis on using recycled materials. Asambeauty sources plastic granules from Plastic Bank, a Canadian company founded in 2013 that sets up recycling systems in emerging and developing countries to alleviate local poverty and combat plastic pollution in the oceans.

Asambeauty has converted many processes to paperless digital receipt and signature management. Any remaining paper it procures must be certified by the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification Schemes (PEFC).

#### Key ESG and HR data for Asambeauty in 2020

Sickness rate <sup>[1]</sup>	4%
Women in management <sup>[2]</sup>	17%
No. of accidents at work	7
Gender split m/f	20%/80%
Average period of service	4.2 years
Staff turnover	9%
New hires	105

<sup>[1]</sup> Proportion of sickness-related absence relative to planned working time.

<sup>[2]</sup> At senior management level and the two subordinate levels of management.

## SOCIAL SPONSORSHIP

- Asambeauty supports Münchner Tafel, a food bank for Munich residents in need, through donations and volunteering.



- Asambeauty is a partner of the non-profit **German Bone Marrow Donor Center (DKMS)** and supports the 'Look Good Feel Better' cosmetics seminars for cancer patients.
- In 2020, Asambeauty promoted a German food retailer's 'Buy a bag, support a food bank' campaign via its social media accounts. Customers were able to purchase pre-packed bags of non-perishable food worth five euros in participating branches of this retailer and its online shop, and donate them to local food banks.



- As part of an e-commerce campaign at the beginning of November 2020, Asambeauty donated one euro to a charity for every order received within seven days of the start of the campaign. The amount donated was EUR 40,000.

Since 2020, Asambeauty has also made increasing use of Flex Work, which allows employees to decide where to work from (remote working). At the same time, Asambeauty increasingly conducted discussions and meetings via video and telephone, and reduced the number of business trips. Greenhouse gas emissions caused by business travel and commuting to the office have been significantly reduced as a result.

## 6.2 Statista



Becoming carbon neutral has a high priority at Statista. The company prepared its first climate audit in 2019, according to which total greenhouse gas emissions amounted to 968 tonnes of CO<sub>2</sub> equivalent. The largest share was accounted for by business-related air travel (51%), employee travel (20%), and the external data center (11%).

Statista supports two climate change mitigation projects to offset the company's greenhouse gas emissions. A project in the Brazilian rainforest protects areas of the Amazon from commercial logging while creating alternative sources of income for local families. In the second project, more than a million plants of a native giant bamboo species were planted in Nicaragua.

Diversity, integrity, and equal opportunities are also very important to Statista. At the end of 2020, the company employed around 1,000 people at 13 locations around the world. The workforce is made up of 70 different nationalities, with women accounting for 53% and men 47%. One in five positions at the top three management levels is held by a woman. Statista has steadily increased its workforce, doubling the number of employees in its IT operations team between the end of 2020 and mid-2021, for example.

### Key ESG and HR data for Statista in 2020

Sickness rate <sup>[1]</sup>	2%
Women in management <sup>[2]</sup>	21%
No. of accidents at work	0
Gender split m/f	47%/53%
Average period of service	2.4 years
Staff turnover	11%
New hires	189

<sup>[1]</sup> Proportion of sickness-related absence relative to planned working time.

<sup>[2]</sup> At senior management level and the two subordinate levels of management.

IT security is another aspect of ESG that Statista is focusing on. In 2020, the IT infrastructure was made even more resistant to cyberattack through permanent optimization of the access systems. The same applies to data protection. A step-by-step training concept was set up for all data protection coordinators following the recruitment of highly qualified employees, and the documentation, transparency, and control of sensitive processes was brought up to date.

### 6.3 blowUP media

## blowUP media®

In 2020, the Ströer subsidiary blowUP media, a specialist in large-format advertising, laid the foundations for new sustainable options when booking giant posters. Available from mid-2021 onwards, the options available to advertisers include a completely PVC-free giant poster. Depending on the product type, the new giant poster is made from up to 100% recycled materials, which measurably improves a campaign's environmental footprint.

Giant posters are also available with an air-purifying coating. 'The Pure', which is already in use at blowUP media in the UK, is an ultra-thin, transparent layer of active titanium dioxide that uses photocatalytic properties to break down pollutants such as nitrogen oxides from exhaust fumes. A giant poster with a surface area of 500 square meters has

the air-purifying effect of 35 large deciduous trees, and acts almost like a vertical hanging garden.

Since 2021, all giant posters offered by blowUP media are produced carbon-neutrally. Working closely with its printers and the well-respected climate protection agency Nature Office, blowUP media analyzed the carbon emissions of the poster material used in its customers' advertising, and off-sets these through an appropriate project.

#### Key ESG and HR data for blowUP media in 2020

Sickness rate <sup>[1]</sup>	1%
Women in management <sup>[2]</sup>	22%
No. of accidents at work	0
Gender split m/f	55%/45%
Average period of service	10.1 years
Staff turnover	8%
New hires	6

<sup>[1]</sup> Proportion of sickness-related absence relative to planned working time.

<sup>[2]</sup> At senior management level and the two subordinate levels of management.



## 7 | ESG DATA

Ströer records a wide range of quantitative sustainability data. Some figures were recorded for the first time in 2020, while for others there is comparative data available from 2019. The values were either measured, extrapolated from a representative sample, or determined with the aid of appropriate standard values.

Whichever method is used, the figures are meaningful and paint an accurate picture of Ströer. It should be noted that the government restrictions to combat the SARS-CoV-2 virus in 2020 and 2021 have led to distortions and, in some cases, masked successes and positive developments in Ströer's actual sustainability performance to a considerable extent. As most of Ströer's figures cannot be sufficiently adjusted for these effects, it is likely that figures comparable to 2019 will not be available until the report for 2022.

### 7.1 Energy consumption

Energy consumption at Ströer essentially comprises the electricity required to operate its advertising media, the electricity and heating required to operate its offices and other properties, and the fuel consumption of its vehicle fleet. This does not include the energy consumed during employees'

commute to work. However, their commutes are included in the figures for Ströer's greenhouse gas emissions.

While the number of digital advertising media increased significantly in 2020, relative energy consumption remained almost the same. The minimal increase of 0.3% results from the significant increase in out-of-home advertising media with screen sizes of 28 square meters or more. These screens consume more energy as their brightness has to be adjusted upwards, for example in strong sunlight. In indoor settings, such as train stations and shopping malls, screens do not need to be so bright and therefore consume a lot less energy. That said, a relative energy saving of around 10% has been achieved for large-format roadside screens by optimizing the technology. The increases in efficiency described on the previous pages will only be clearly reflected in the figures for the following years. The switch to green, renewable energy will be completed over the course of 2021.

The energy-saving measures were particularly effective for large-format roadside screens with a screen size of ten square meters, where specific energy consumption fell by 10% to 1,206 kWh per square meter of screen annually within just a year.

Table 7.1.1 | Energy consumption of out-of-home advertising

in kWh	2019 absolute	2020 absolute	2019 relative to (screen) size in m <sup>2</sup>	2020 relative to (screen) size in m <sup>2</sup>
Energy used by digital advertising	11,119,145	13,023,249	944 kWh/m <sup>2</sup>	947 kWh/m <sup>2</sup>
Proportion of renewable energy	3.8%	3.0%		
of which large-format roadside screens	3,874,000	5,194,800	1,340 kWh/m <sup>2</sup>	1,206 kWh/m <sup>2</sup>
of which small-format advertising media	3,799,727	3,855,314	655 kWh/m <sup>2</sup>	650 kWh/m <sup>2</sup>
Energy used by classic advertising	29,863,506	28,048,889	44 kWh/m <sup>2</sup>	41 kWh/m <sup>2</sup>
Proportion of renewable energy	0%	0%		
Σ Total energy used by out-of-home advertising	40,982,651	41,072,138	59 kWh/m <sup>2</sup>	59 kWh/m <sup>2</sup>

Table 7.1.2 Energy consumption of property<sup>[1]</sup>

in kWh	2019 absolute <sup>[2]</sup>	2020 absolute <sup>[2]</sup>	2019 relative to office space in m <sup>2</sup> <sup>[2]</sup>	2020 relative to office space in m <sup>2</sup> <sup>[2]</sup>
Electricity	4,755,254		42.6 kWh/m <sup>2</sup>	
Heating	8,430,204		75.5 kWh/m <sup>2</sup>	
of which natural gas	5,612,787			
of which district heating	2,817,417			

<sup>[1]</sup> Not including the subsidiaries Asambeauty and Statista.

<sup>[2]</sup> Due to the significant delay in the invoicing of service charges by office space lessors, no figures more current than 2019 will be available until the 2021 progress report.

Table 7.1.3 Energy consumption of the vehicle fleet

Fuel type	2019 absolute	2020 absolute
Diesel	1,332,108 l	1,230,800 l
Gasoline	252,114 l	193,636 l

## 7.2 Greenhouse gas emissions

To derive the level of greenhouse gas emissions from energy consumption, emissions are calculated using the average CO<sub>2</sub> emission factors in the German electricity mix and district heating (scope 1 and 2). Greenhouse gas emissions upstream and downstream in the value chain (scope 3) are calculated using standard values.

With regard to property servicing and data centers, only the figures for 2019 were available when this report went to press because there are some considerable delays to the invoicing of service charges by lessors.

All greenhouse gas emissions are factored in and converted into quantities of carbon dioxide, or CO<sub>2</sub> equivalent (CO<sub>2</sub>e), based on their impact on the climate.

### Scope 1 (direct emissions)

Recording of direct CO<sub>2</sub> emissions that are generated at the emission sources at the Company's sites. These include the Company's power plants, heating systems, emergency power generators, vehicle fleet including leased vehicles, and the fuel consumed by rental vehicles.

### Scope 2 (internal direct emissions)

Recording of indirect CO<sub>2</sub> emissions caused by the Company's suppliers during the generation of the energy that is purchased to create the Company's products/services. This includes the purchase of electricity, heat, cooling, or steam for the Company's use.

### Scope 3 (external indirect emissions)

Recording of all other CO<sub>2</sub> emissions caused along the value chain by suppliers, while the products are in use, and when they are transported or disposed of. These include upstream emissions associated with fixed and current assets, and with transportation, business travel, hired labor commuting, and working from home, as well as downstream emissions associated with the delivery, processing, and use of products, and with end-of-life use, franchise operations, and strategic or financial investments.

Table 7.2.1 Greenhouse gas emissions of out-of-home advertising

CO <sub>2</sub> equivalent	2019 absolute <sup>[1]</sup>	2020 absolute <sup>[1]</sup>	2019 relative to (screen) size in m <sup>2</sup>	2020 relative to (screen) size in m <sup>2</sup>
Scope 2:				
Electricity consumption of digital advertising	6,314.2 t	7,457.0 t	536 kg/m <sup>2</sup>	542 kg/m <sup>2</sup>
Scope 2:				
Electricity consumption of classic advertising	17,628.4 t	16,557.3 t	26 kg/m <sup>2</sup>	24 kg/m <sup>2</sup>

<sup>[1]</sup> Source: Climate Partner

Table 7.2.2 Greenhouse gas emissions of property<sup>[1]</sup>

CO <sub>2</sub> equivalent	2019 absolute <sup>[2], [3]</sup>	2020 absolute <sup>[3]</sup>	2019 relative to office space in m <sup>2</sup> <sup>[3]</sup>	2020 relative to office space in m <sup>2</sup> <sup>[3]</sup>
Electricity (scope 2)	2,807.0 t		25.1 kg/m <sup>2</sup>	
Heating (scope 1)	1,129.8 t		16.7 kg/m <sup>2</sup>	
Heating (scope 2)	539.7 t			

<sup>[1]</sup> Not including the subsidiaries Asambeauty and Statista.

<sup>[2]</sup> Source: Climate Partner

<sup>[3]</sup> Due to the significant delay in the invoicing of service charges by office space lessors, no figures more current than 2019 will be available until the 2021 progress report.

Table 7.2.3 Greenhouse gas emissions of the vehicle fleet

CO <sub>2</sub> equivalent	2019	2020
Scope 1: Fuel	4,082.5 t	3,684.0 t

Source: Climate Partner

Table 7.2.4 Greenhouse gas emissions generated by employees (Office commute)

CO <sub>2</sub> equivalent	2019 <sup>[1]</sup>	2020 <sup>[2]</sup>
Scope 3: Employees	14,378 t	4,802 t

<sup>[1]</sup> Based on the extrapolation of around 1,700 pieces of primary data.

<sup>[2]</sup> Based on the extrapolation of around 2,000 pieces of primary data.



### 7.3 Material

One of the criteria that Ströer uses to select the material for advertising media is its sustainability. Ströer's advertising media are increasingly being developed and produced with a focus on recyclability and lower material and energy consumption. Ströer has created an increasingly standardized design for its advertising media to keep the costs and material consumption of production, maintenance, and repair processes to a minimum. The Company also avoids materials made of more than one component and ensures that its products can be completely broken down. This significantly improves recyclability and promotes the shift towards a circular economy.

In the event that advertising media are damaged by vehicles or bad weather, or as a result of vandalism or material wear, they are repaired or completely replaced and partially or fully recycled. Any electrical and electronic components that are still intact are often returned to Ströer's spare parts warehouse, while the remaining parts are passed on to professional recycling companies. Ströer calculates the information it provides on the circular economy on the basis of data that is able to be collected and on the average values for the waste management sector provided by the German Federal Statistical Office.

Conventional advertising posters are only partially recyclable, and the materials used (poster board, adhesive) are often not water-soluble. This means that only 40% of advertising materials can be recycled, with 60% of posters incinerated as household or hazardous waste (thermal recycling).

Ströer does not record the volume of water used or the quantity of waste generated in our offices as these figures are within the expected range for this type of building, and therefore low, and because these figures are almost irrelevant to Ströer's overall sustainability performance.

#### 7.3.1 The circular economy in out-of-home advertising

in tonnes	2019 absolute	2020 absolute
Procurement of advertising media, street furniture, and spare parts	2,713	1,569
Procurement of advertising materials (regular and specialty paper, adhesives, and resins)	7,509	5,607
Decommissioned advertising media, street furniture, and spare parts	— <sup>(1)</sup>	220
Recycling rate	— <sup>(1)</sup>	74%

<sup>(1)</sup> Data not yet recorded in 2019.

#### 7.3.2 Recycling of advertising media

in tonnes in 2020 <sup>(1)</sup>	Quantity decommissioned	Proportion recyclable	Proportion processed outside of Ströer	Quantity returned to use (circular economy)
Electrical/electronic components	112.7	80%	90%	81.2
Small parts, transportation materials, etc.	7.6	70%	60%	3.2
Glass	9.7	65%	100%	6.4
Casings	89.4	100%	80%	71.5
Σ	219.4	87%	85%	162.3
<b>Recycling rate</b>				<b>74%</b>

<sup>(1)</sup> Data not yet recorded in 2019.

## 7.4 Employees

7.4.1 HR data	
KPI	Year 2020
Sickness rate <sup>[1]</sup>	5%
Women in management <sup>[2]</sup>	19%
No. of accidents at work	63 <sup>[3]</sup>
Gender split m/f	49%/51% <sup>[4]</sup>
Average period of service	4.6 years <sup>[5]</sup>
Staff turnover	
whole Group	28%
excluding the Dialog Group	16%
New hires	3,631
of which Dialog Group <sup>[6]</sup>	2,309
New trainees	45
of which Dialog Group	13
Trainees offered a permanent contract	34
of which Dialog Group	4
Training (hrs/employee)	28

<sup>[1]</sup> Proportion of sickness-related absence relative to planned working time.

<sup>[2]</sup> Management levels one to three below the Ströer Board of Management.

<sup>[3]</sup> 2019: 66 accidents at work.

<sup>[4]</sup> 2019: 51% men/49% women.

<sup>[5]</sup> 2019: 4.8 years.

<sup>[6]</sup> The Dialog Group comprises the Ströer call centers. Staff turnover is significantly higher in call centers than in the traditional advertising business.

7.4.1 Mandatory training	
No. of employee training sessions	Year 2020
Data protection	7,357
Compliance	4,534
IT security	3,268
Health and safety	9,455
Fire safety	3,974
Driver training	2,834



### TRAINEE ROLES AT STRÖER

- Marketing communications
- Office management
- Media design
- Web design
- Application developer
- Systems integration specialist
- Journalist (internship)

Ströer employed 118 trainees in 2020 (not including the Dialog Group and Asambeauty).

### DEGREE APPRENTICESHIP (BACHELOR)

- Business administration
- Marketing & digital media
- Business informatics
- Marketing

Ströer employed 33 students in the courses listed above in 2020 (not including the Dialog Group and Asambeauty).

Ten of the eleven students who passed their final exams were offered a permanent contract.

### DEGREE APPRENTICESHIP (MASTER)

- Innovation & business transformation
- Management

Ströer employed one student on a degree apprenticeship (master) in 2020.



## 8 | FORMAL SUSTAINABILITY COMMUNICATION

■ Sustainability Report 2020: progress report

□ Sustainability Report 2019: 2030 sustainability strategy

Strategy areas in the Global Reporting Initiative (GRI) classification system		
Area	Indicator	Page
GRI 102: Name of the organization	Organizational profile	
	102-2 Activities, brands, products, and services	■ 3
	102-6 Markets served	■ 3
	102-8 Information on employees and other workers	■ 2, 16 et seq., 33
	102-9 Supply chain	□ 20
	Strategy	
	102-14 Statement from senior decision-maker	■ 1
	102-15 Key impacts, risks, and opportunities	■ 4
	Ethics and integrity	
	102-16 Values, principles, standards, and norms of behavior	■ 20, □ 21
	Governance	
	102-22 Composition of the highest governance body and its committees	■ 21 et seq.
	102-23 Chair of the highest governance body	■ 24
	102-24 Nominating and selecting the highest governance body	■ 21 et seq.
102-25 Conflicts of interest	■ 21 et seq.	
102-27 Collective knowledge of highest governance body	■ 21 et seq.	
102-30 Effectiveness of risk management processes	■ 4, 23	
GRI 103/201 Management approach/ economic performance	Management approach disclosures	
	103-1 Explanation of the material topic and its Boundary	■ 3 et seq.
	201-2 Financial implications and other risks and opportunities due to climate change	■ 4
GRI 204: Procurement practices	204-1 Proportion of spending on local suppliers	□ 20
GRI 205: Anti-corruption	Management approach disclosures	
	205-2 Communication and training about anti-corruption policies and procedures	■ 33, □ 21 et seq.
	205-3 Confirmed incidents of corruption and actions taken	□ 21
GRI 302: Energy	Management approach disclosures	
	302-1 Energy consumption within the organization	■ 8, 29 et seq.
	302-3 Energy intensity	■ 29 et seq.
	302-4 Reduction of energy consumption	■ 29 et seq.
	302-5 Reduction in energy requirements of products and services	■ 5 et seq., 8, 29 et seq.
GRI 305: Emissions	Management approach disclosures	
	305-1 Direct (Scope 1) GHG emissions	■ 30 et seq.
	305-2 Energy indirect (Scope 2) GHG emissions	■ 7
	305-4 GHG emissions intensity	■ 30 et seq.
	305-5 Reduction of GHG emissions	■ 7, 9
GRI 402: Labor/ management relations	Management approach disclosures	■ 16 et seq.
GRI 404: Training and education	Management approach disclosures	
	404-2 Programs for upgrading employee skills and transition assistance programs	■ 16, □ 16
	404-3 Percentage of employees receiving regular performance and career development reviews	□ 18
GRI 413: Local communities	Management approach disclosures	■ 17 et seq.
GRI 414: Supplier social assessment	Management approach disclosures	
	414-1 New suppliers that were screened using social criteria	□ 20
	414-2 Negative social impacts in the supply chain and actions taken	□ 20
GRI 418: Customer privacy	Management approach disclosures	
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	■ 21, □ 20	
GRI 419: Socio-economic compliance	Management approach disclosures	
	419-1 Non-compliance with laws and regulations in the social and economic area	■ 20 et seq., 33, □ 21 et seq.

Strategy areas in the Task Force on Climate-Related Financial Disclosures (TCFD) classification system		
Area	Indicator	Page
Strategy	Disclose the actual and potential impacts of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning	□ 7
Risk management	Disclose how the organization identifies, assesses, and manages climate-related risks	□ 7
Metrics and targets	Disclose the metrics and targets used to assess and manage relevant climate-related risks	■ 6, □ 28 et seq.

Strategy areas in the Sustainability Accounting Standards Board (SASB) classification system for the marketing and advertising sector		
Area	Indicator	Page
Data protection	Discuss guidelines and practices in relation to behavioral advertising and consumer protection	■ 20 et seq., □ 22

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### Design and layout

Ligaturas GmbH – Reportdesign . Hamburg . Germany

### Photos

Ströer archive  
 Illustrations by vectorjuice  
 ©UNICEF/UNI212395/Frank Dejongh

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