

STRÖER



Continued Success of (D)OoH

Oddo | Ströer Paris Roadshow

September 17, 2024 Paris | Ströer SE & Co. KGaA

Agenda



Group Update



Financials



Outlook

Business segments at a glance

OOH Media

in EUR million	2022	2023	Delta
Revenue	790.9	856.4	8.3%
EBITDA (adj.)	373.0	391.2	4.9%
EBITDA margin (adj.)	47.2%	45.7	-1.5%pts

#1 OOH provider in Germany MARKET SHARE

Area-wide marketing & operation of around 300,000 advertising spaces and 20,000 items of street furniture

Product variety at the touchpoints street, building & means of transportation; Reach of up to 80%

Industry standards through continuous research & development

Complementing the digital infrastructure of cities with advertising media

Digital & Dialog Media

in EUR million	2022	2023	Delta
Revenue	743.7	815.8	9.7%
EBITDA (adj.)	177.8	155.0	-12.8%
EBITDA margin (adj.)	23.9%	19.0%	-4.9%pts

#1 digital marketer in Germany

High-quality portfolio reaches around 50 million UU per month

Strong market position in news and diverse premium content for digital natives

Full call-center services with focus on outbound sales & cross/up-selling activities

Comprehensive field service

DaaS & E-Commerce

in EUR million	2022	2023	Delta
Revenue	294.4	350.9	19.2%
EBITDA (adj.)	20.7	54.3	> 100%
EBITDA margin (adj.)	7.0%	15.5%	+8.4%pts

ASAMBEAUTY |

Leading digital beauty private label platform in DACH, strong retail business

Statista |

Leading global provider of business, consumer and industry data
Subscription-based B2B model

Results 6M 2024

m€		6M 2023	6M 2024	▲
Revenues	Reported growth	864.7	965.0	+12%
	Organic growth ⁽¹⁾	+7.3%	+10.3%	+3.0%pts
EBITDA (adjusted)		227.2	263.3	+16%
EBIT (adjusted)		84.3	113.1	+34%
Net income (adjusted) ⁽²⁾		40.0	54.8	+37%
Free Cash Flow (adjusted)		-15.6	21.7	n/a
Capex		62.8	41.0	-35%

⁽¹⁾Excluding exchange rate effects and effects from (de)consolidation and discontinuation of operations

⁽²⁾Adjusted for exceptional items and additional other reconciling factors in D&A (PPA related amortization and impairment losses), in financial result and in income taxes

Q2 2024 Market Dynamics: (D)OoH outperforming the Ad Market

German Ad Market with positive Momentum in the second Quarter

Global Points of Reference

Reported Net Revenues

Alphabet ⁽²⁾	+14%
Youtube ⁽²⁾	+13%
Meta ⁽³⁾	+22%

Local German Peers

Gross numbers! Inflated by ~6-7%-points vs. net revenues⁽¹⁾

Desktop/Mobile ⁽⁴⁾	+12%	German Ad Market ⁽⁴⁾	+9%
TV Germany ⁽⁴⁾	+10%	Print Germany ⁽⁴⁾	+1%
Radio Germany ⁽⁴⁾	+8%	OoH Germany ⁽⁴⁾	+18%

Ströer

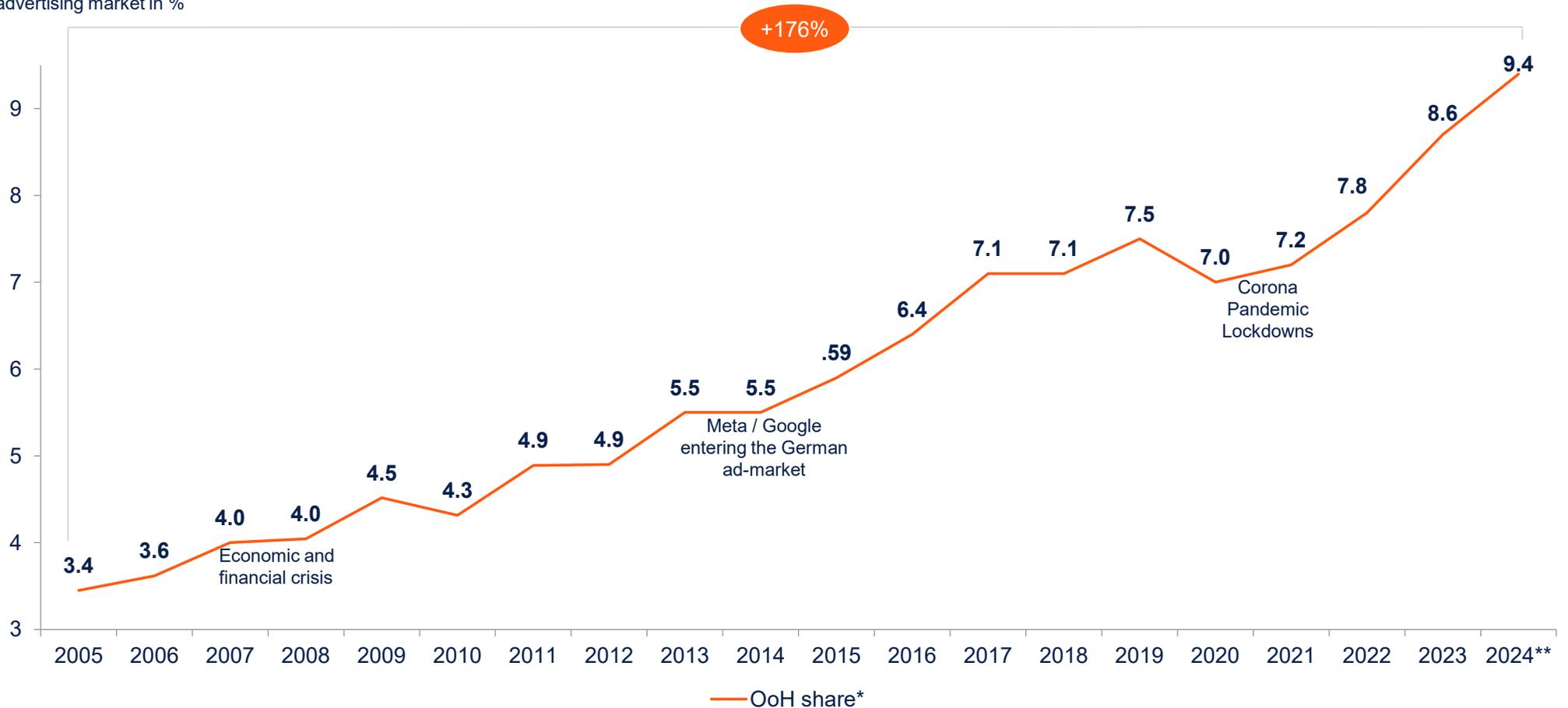
Reported Net Revenues

Ströer DOoH	+29%
Ströer OoH	+21%
Ströer Group	+12%

⁽¹⁾Internal estimates & ZAW; ⁽²⁾Alphabet IR; ⁽³⁾Meta; ⁽⁴⁾Nielsen Numbers (gross) for Q2 2024

Robust, sustained growth in the OoH segment in Germany

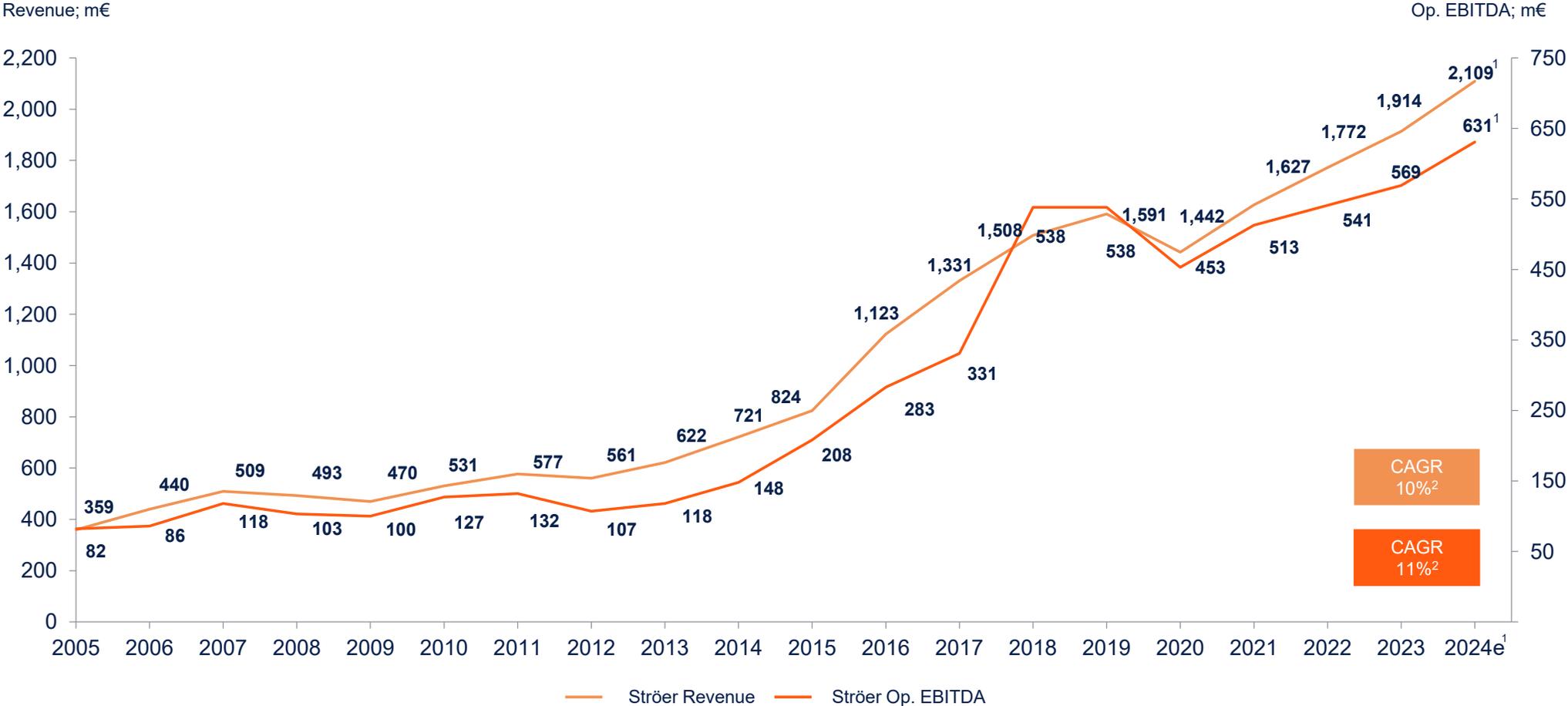
OoH market share of the total advertising market in %



Source: Nielsen Media Research, gross advertising excluding mailing |

* OoH incl. posters, transport media incl. public video and infoscreen, at-retail media incl. mall video, ambient media ** 01-07/2024

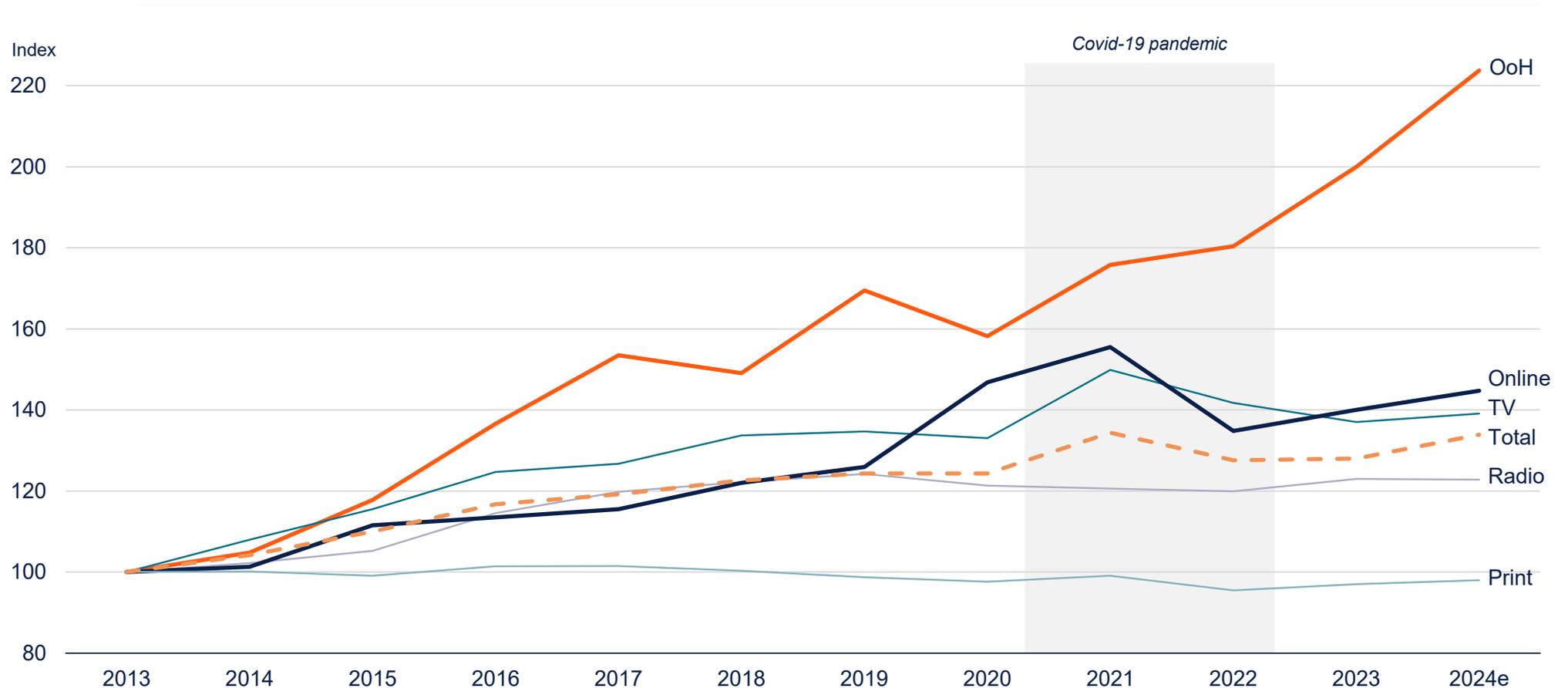
Steady & continuous growth of Ströer's key financial figures



¹ 2024: Factset Consensus (09.09.2024), ² CAGR 2005 – 2024e
Source: Ströer Data

OoH Category structurally & constantly increases Market Shares

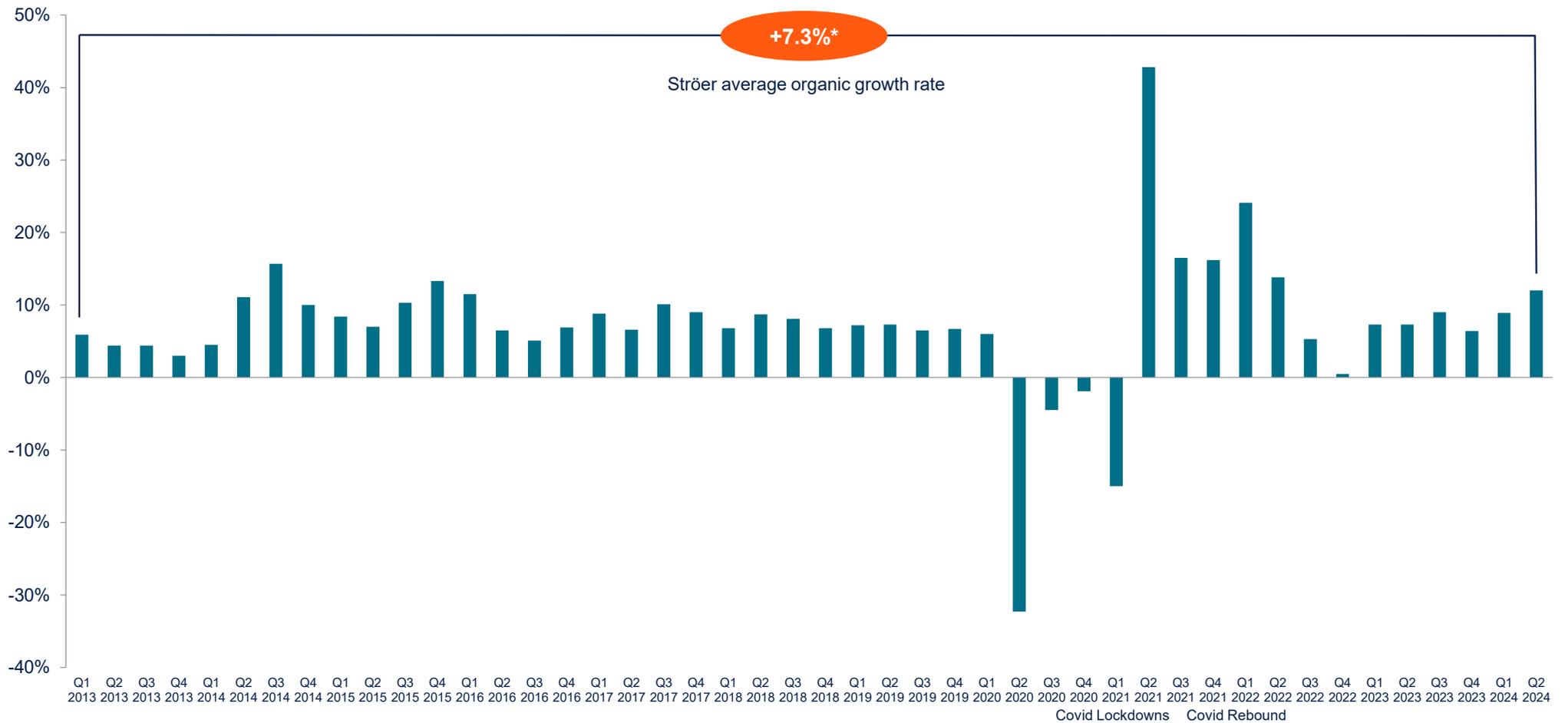
Accelerating Momentum since the End of the Pandemic



Source: Nielsen Numbers (gross) 2013 - 2023; 2024 projection based on econometric modelling and estimated net growth of ~ 5.6% in Q1/2024

Ströer consistently outperforms the advertising industry

Organic growth in the last 46 quarters



Source: Ströer Data; *Median

A turning Point for Out of Home Media

Out of a Niche and into a seamlessly integrated leading digital Medium

Lead medium until 1990s:
Print

Key OoH product
Billboards

Normal campaign size
~ 400k€

Booking logics
Selecting individual sites



Lead medium until 2010s:
TV

Key OoH product
Street furniture / scroller

Normal campaign size
~ 1.5m€

Booking logics
Pre-defined networks of sites



Lead medium today:
“Digital”

Key OoH product
DOoH

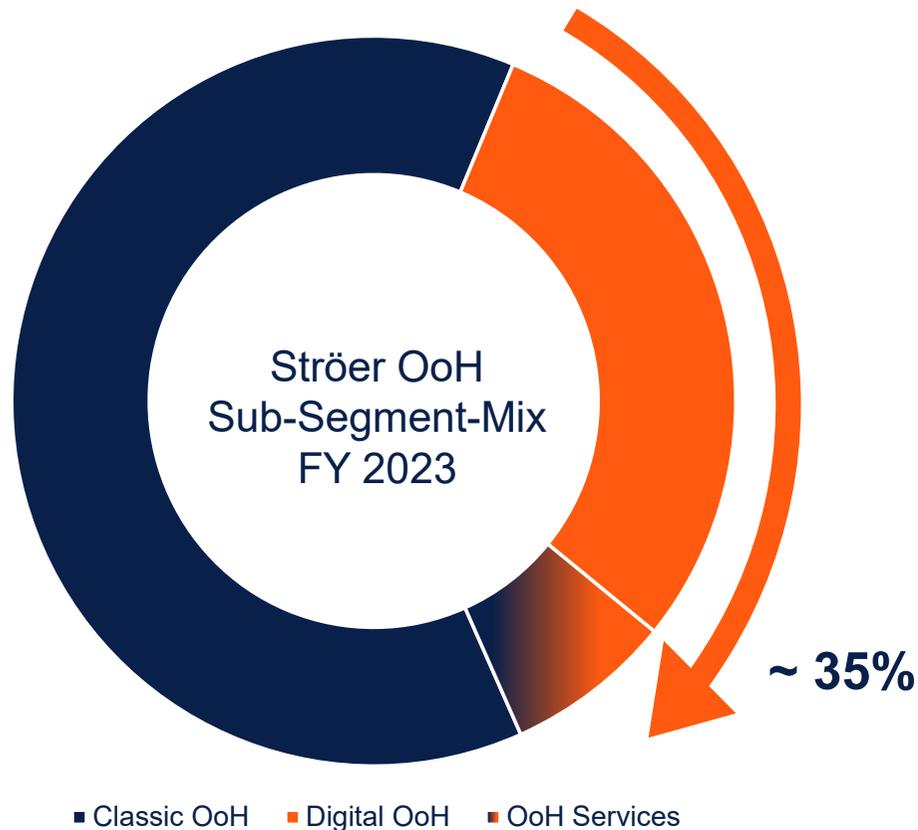
Normal campaign size
Anything >1k€

Booking logics
Programmatic audience buying



Long-term Drivers for Structural Growth of Digital out of Home

In parallel: Classic OoH Business with low to mid single digit momentum



1. Constantly **improving product**: on-going digitization and enhanced targeting features based on already 70% nationwide audience coverage
2. Full integration in **programmatic** digital media universe, **low entry barriers** for new clients
3. Excellent access to local **SME businesses** and national **key accounts via OoH+ model**
4. > 60% OoH market share in a (fully) **consolidated market**, ~80% market share in premium DOoH assets

Increasing overall Relevance for DOoH

Historic Entry Barriers eliminated



One of the best carbon footprints per Contact of all Media Channels



Classical broadcast channels under pressure due to decreasing viewtimes



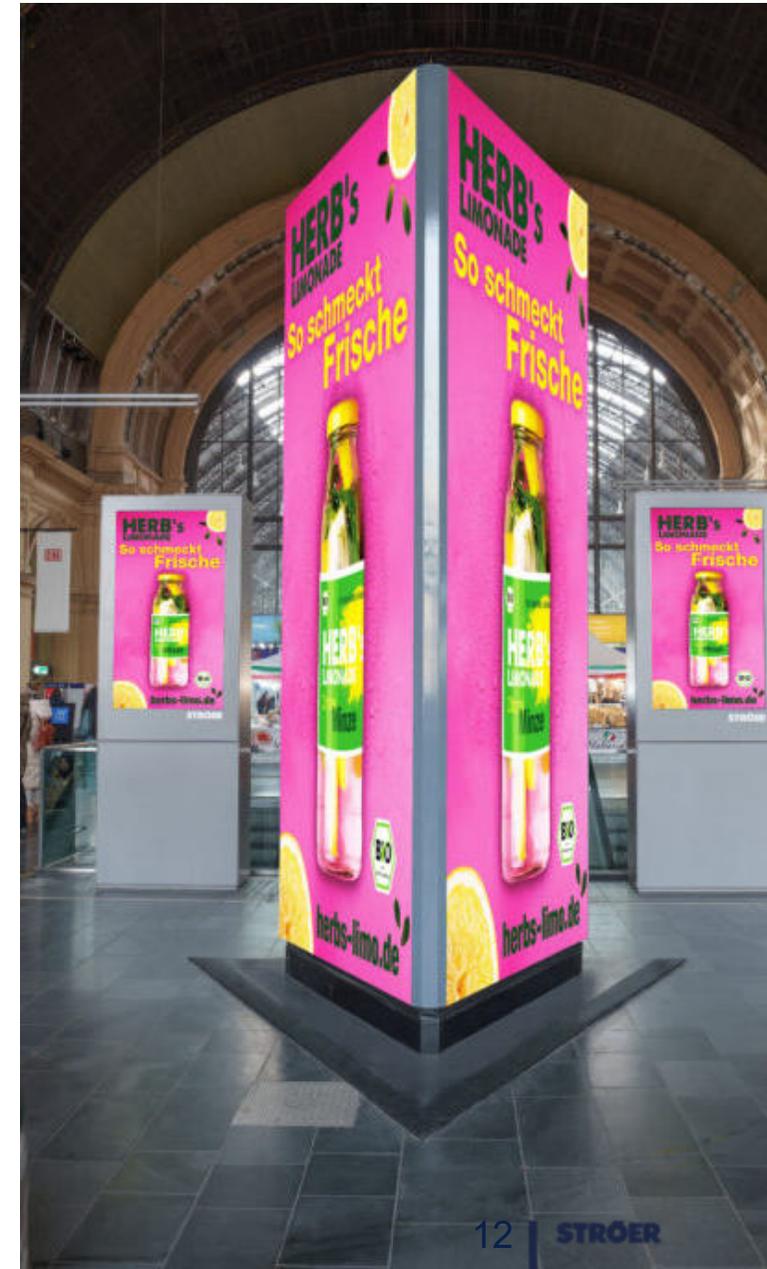
No other digital channel delivers contacts the way DOoH does

- Fast built of reach
- Broad (if needed)
- Geospatially precise
- Flexible



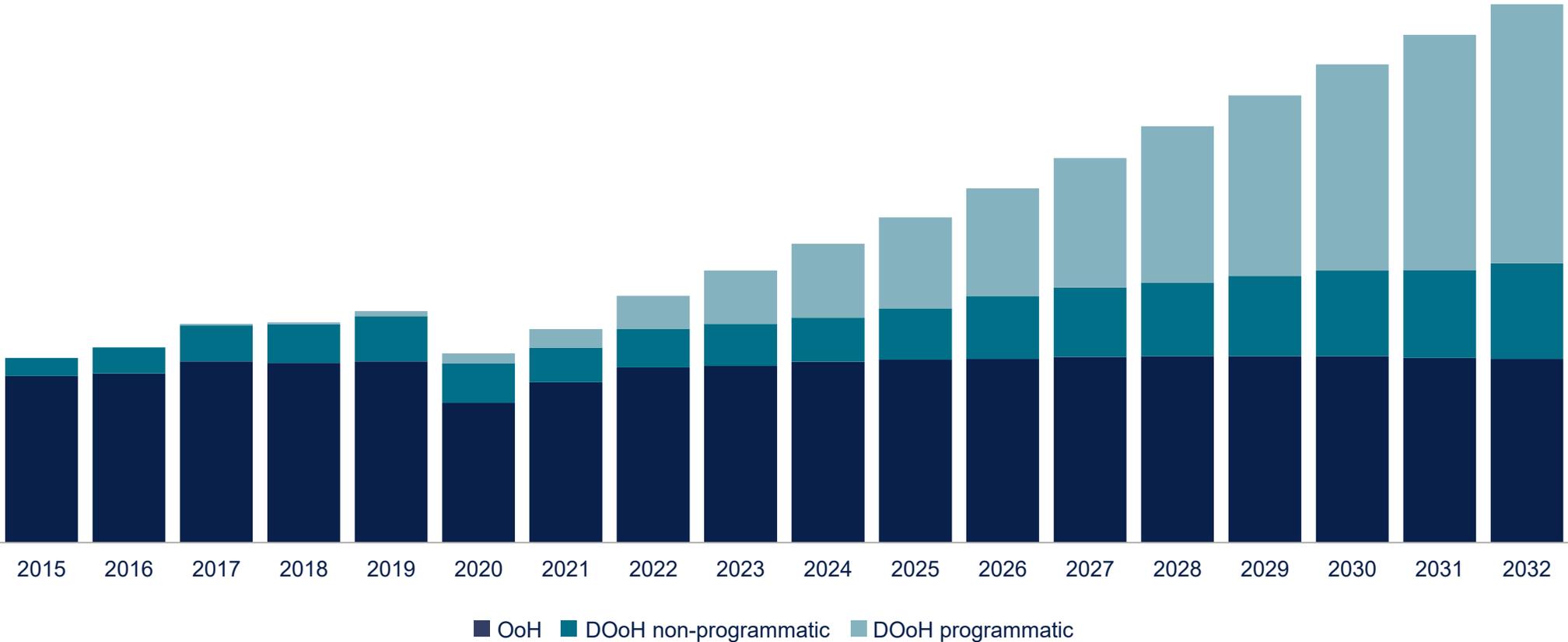
Entry barriers for SMEs to use DOoH eliminated

- Easy access to granular inventory via common demand platforms
- Huge availability of premium adspaces due to very broad and granular supply
- Campaign setup in near real-time instead of 1-2 months preparation
- Cross channel planning will be focusing on contacts as the central KPI



Market Projections indicate sustainable further Growth of (D)OoH

Digitization and Programmatic (DOoH) Advertising as Key Levers

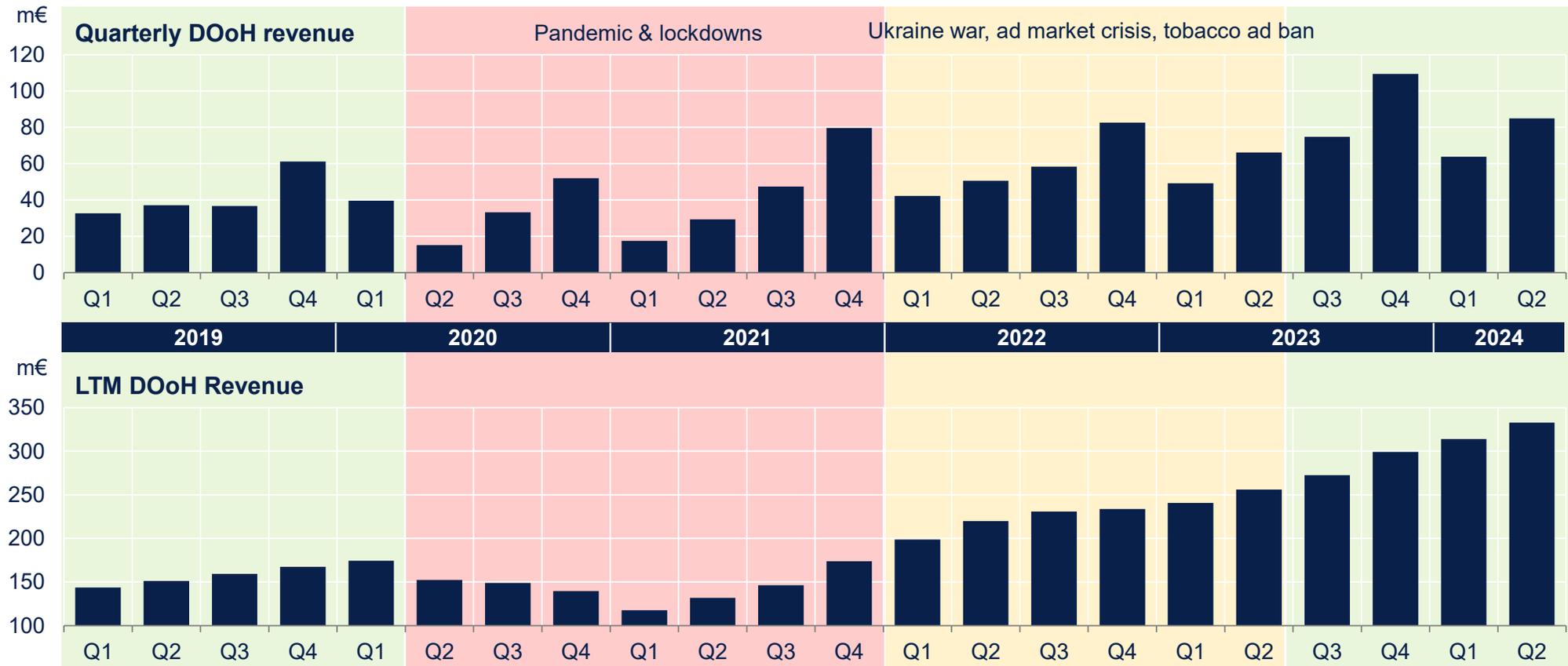


Net advertising revenue Out of Home in Germany
 Source: [IDOOH](#) (Institute for Digital Out of Home Media GmbH) - Market growth OoH according to PwC Entertainment & Media Outlook 2022 with adjustments from IDOOH

Accelerating DOoH-Momentum in “normalising Market”!

Quarterly & LTM Development biased by Macro Environment for almost 4 Years

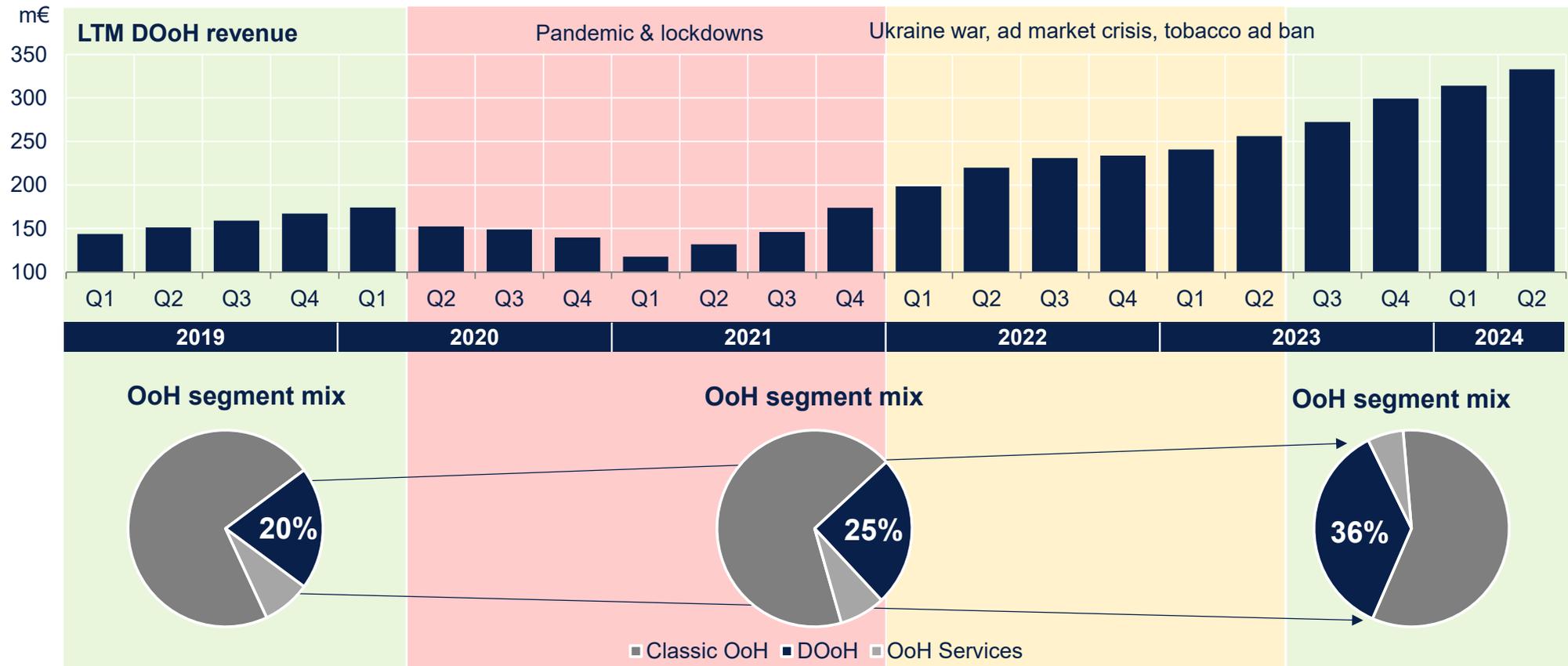
Drop of pre-pandemic LTM by ~35% to low-point during pandemic; since then, DOoH tripled



DOoH making up ~40% of OoH Business by End of 2024

Challenging Environment for Ad Market was an additional Catalyst for DOoH

Share of DOoH within our OoH business doubled in the last 4 years

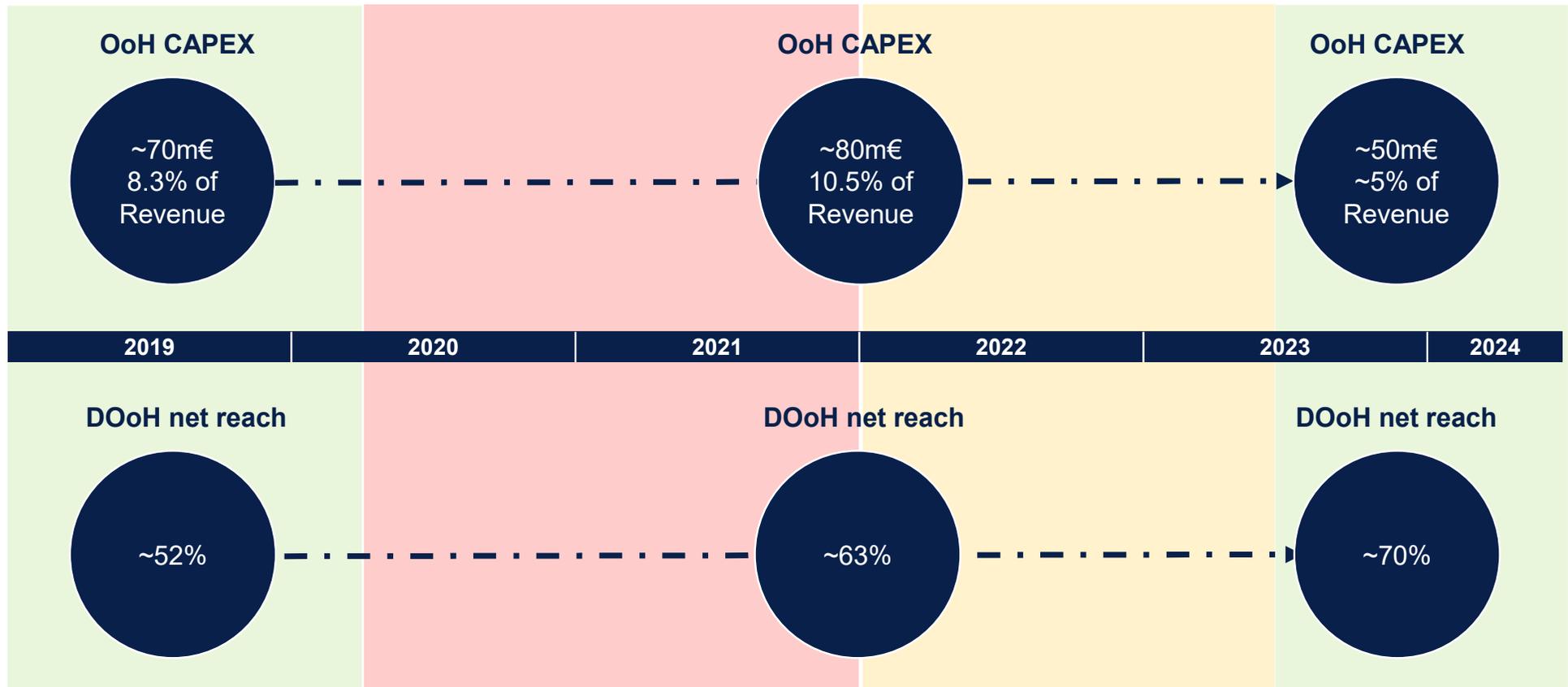


Sub-Segment „OoH Services“ includes roughly 45% of Income streams related to Digital/DOoH

Anti-cyclical long-term Investment into digital Infrastructure pays off

Strategic Investments took DOoH to a new Level of Audience Coverage

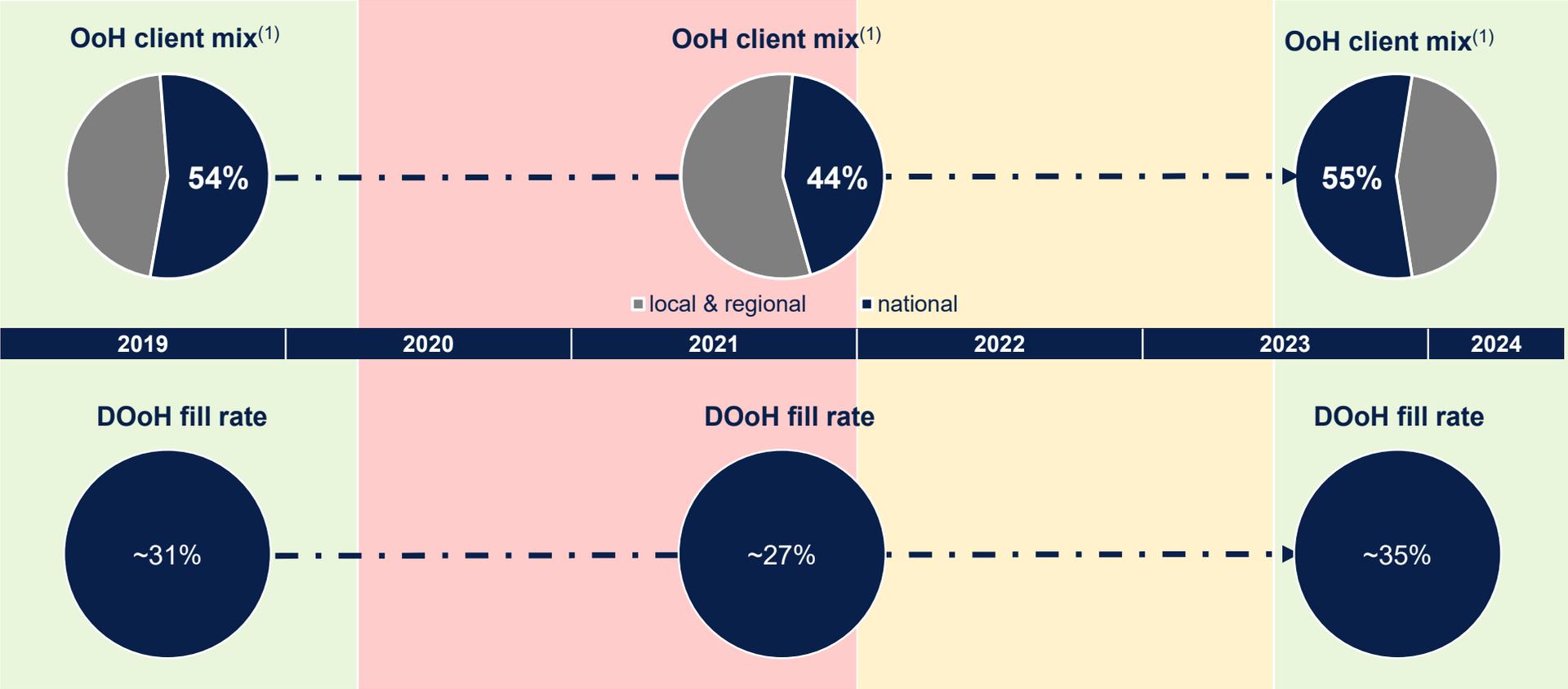
CAPEX: in absolute terms stable going forward and as share of revenue declining year over year



National Customers bounced back driven by DOoH and Programmatic

Still 2/3 of Ad Inventory (worth >0.5bn net Revenue) filled with Content

Massive potential for further operational leverage



(1)OoH Germany Core

On-going quantitative Upgrade of DOoH Network

Optimizing specific Audiences and Locations, Demand-oriented Approach

Current CAPEX-level ensures further expansion of digital footprint for long-term perspectives

Number of Screens / Locations & Formats	End of 2023	Jun 2024	FY 2024e	H1 2024 (new screens net)
Roadside Premium (>2m ²)	1,997	2,076	~ +200	+79
Indoor Premium* (>2m ²)	5,680	5,767	~ +250	+87
Ambient & Retail (any format)	13,682	13,928	~ +800	+246
owned				
3 rd party	24,355**	25,110**	opportunistic	

Numbers only reflect German OoH Core business

*Only high frequency locations: Train Stations, Shopping Malls, Public Transportation Systems

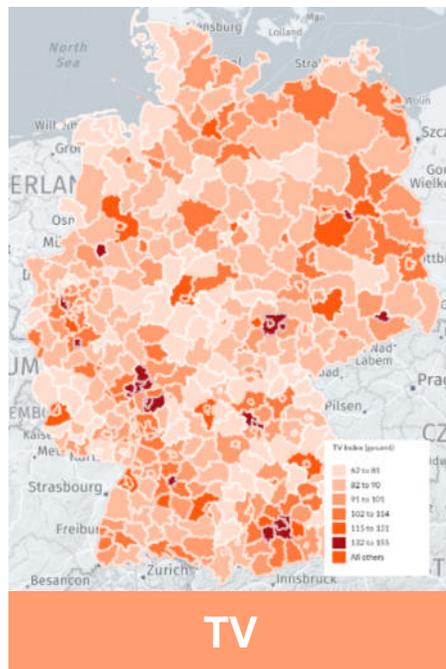
**3rd party results reflect inventory reduction from screens at MediaMarkt and Saturn as of 2024

Our “TV Boost“ Product driving Market Share Gains (1)

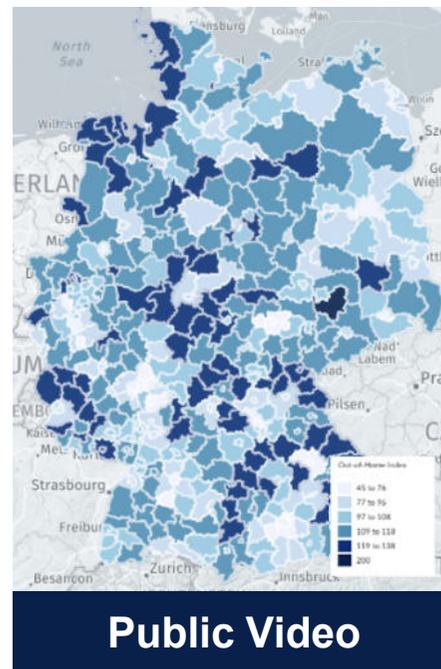
Public Video Closing Performance Gaps of TV Campaigns

National TV campaigns suffer from unbalanced regional contact levels (number of contacts).

New data from AEOS* enables Programmatic Public Video to **balance** and **boost TV campaigns**.



TV campaign with unbalanced contact levels (not adjustable below national level!)



Programmatic Public Video campaign filling contact level gaps from TV (fully adjustable on city level!)

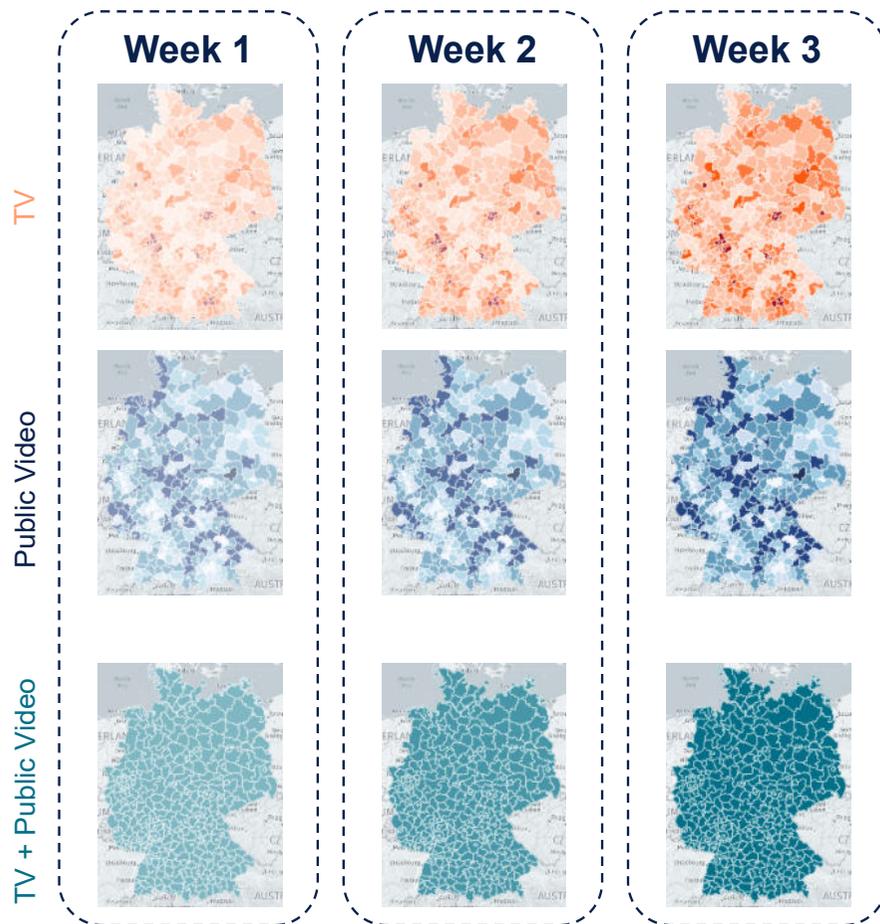


TV + Public Video campaign with fully balanced contact levels

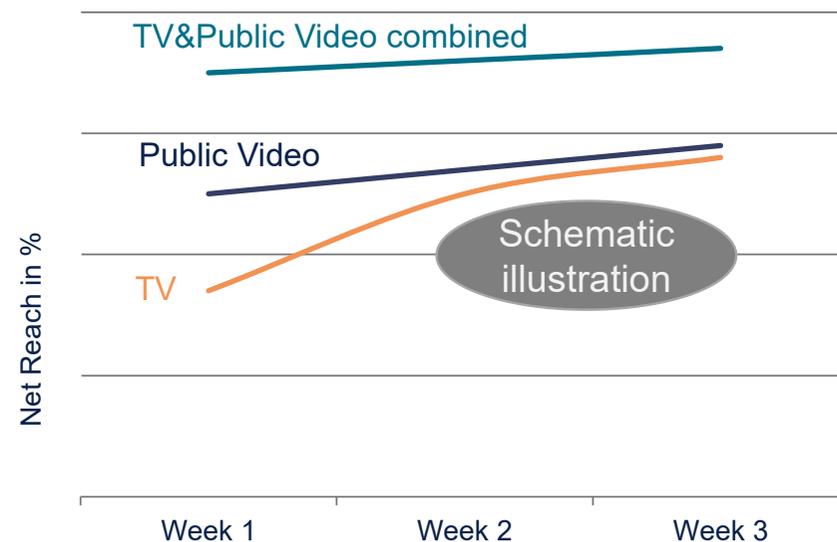
*AEOS (all eyes on screens, formerly Adscanner); AEOS collects anonymized usage data from almost one million cable and IPTV customers of Vodafone in Germany

Our “TV Boost“ Product driving Market Share Gains (2)

Public Video balancing and boosting TV net Reach



- New data from iDOOH* available in 2024 enables Public Video to optimize TV net reach (number of persons)
- Public Video will be able to fill geographical gaps in net reach for TV clients
- Declining TV viewership leads to lower net reach at the campaign start. AESOS data combined with iDOOH data enable Programmatic Public Video to boost net reach almost in realtime**



* IDOOH (Institute for Digital Out of Home Media) is going to update their media study Public & Private Screens (P&PS) and implement dynamic data sources;

** based on daily TV reports from AESOS

Qualitative Product Enhancement of DOoH Network going forward

Focus on Highlights for Advertisers and Category Drivers

“Domination”: e.g. Hamburg main station planned for 2025



“Cut Through”: Motion Cubes rollout 2024/2025



“Sustainability”: Green Digital since 2023



“Innovation”: 3D installations since 2023



Strong & sustainable Momentum across all Client Industries

Scalable, Award-winning Concepts with Public Video as the Core

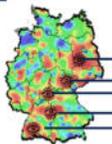
TV Plus – pharma

Public video closes TV's performance gaps



all eyes on screens x STRÖER

tracking own / competitor brands on TV → identifying reach over- / underdelivery in zip codes → targeting "red" regions on DOOH



Audience targeting – FMCG



Audience uplift through target group optimization

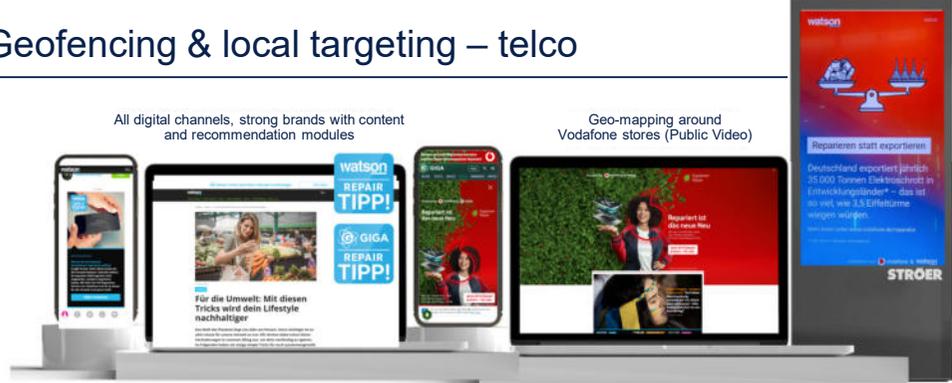
2.7 x higher target group reach

local targeting audience targeting

Geofencing & local targeting – telco

All digital channels, strong brands with content and recommendation modules

Geo-mapping around Vodafone stores (Public Video)



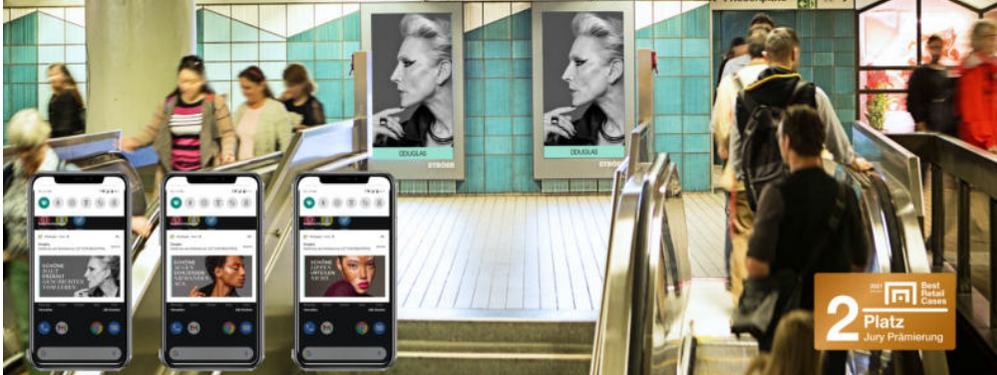
42.26 mio. Ad impressions

186,484 Clicks

30.07 mio. Public Video contacts

3.65 % Ø CTR GIGA social posts

Mobile public activation – retail



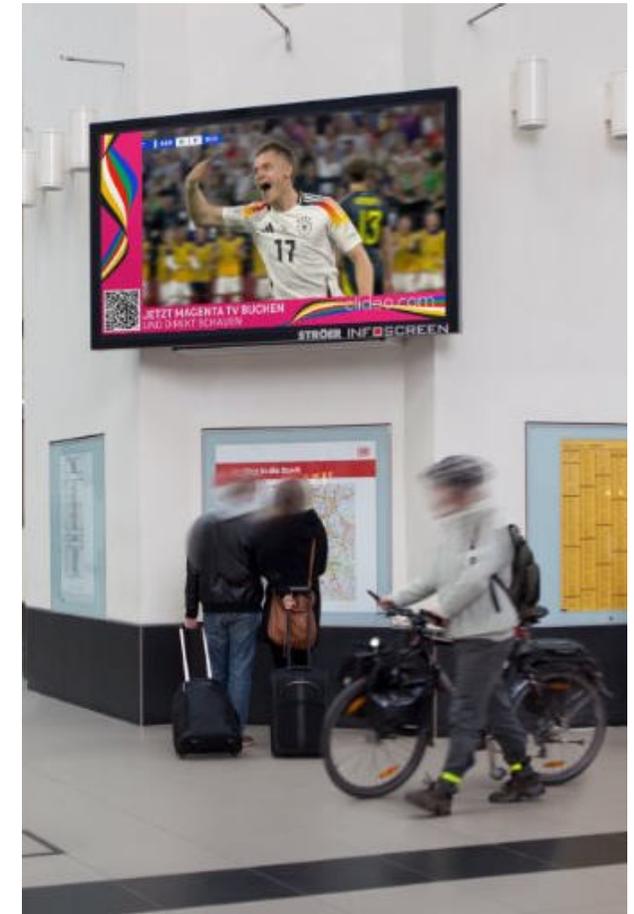
2 Platz Best Retail Cases Jury Prämierung

Gold Standard Case with Deutsche Telekom for the UEFA Euro 2024

DOoH as the Fusion of Mass Audience, Targeting/Data, Content and Automation

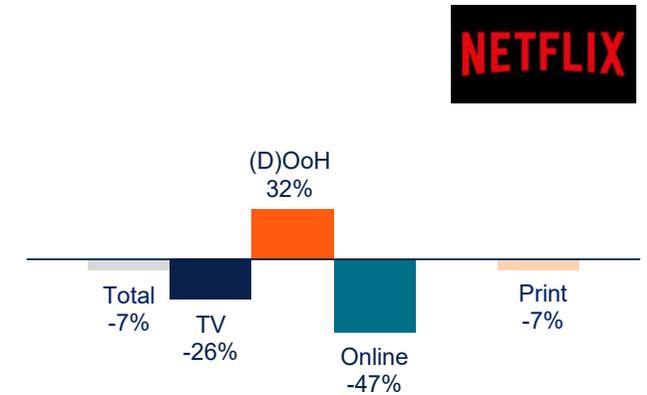
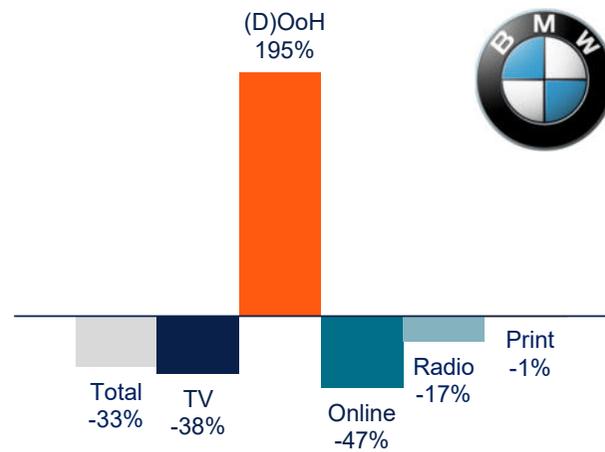
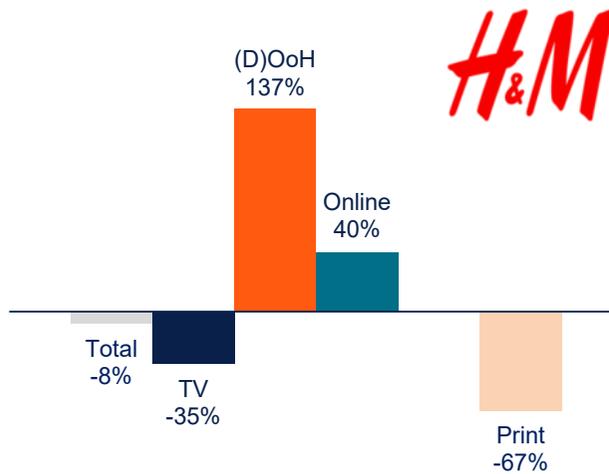
Live broadcast of goals during the European Championship

- Content and advertising in an entertainment environment
- Ströer tech stack enables near real-time playout
- Highly frequented Public Video touchpoints scale and reach mass audience
- Granular targeting options (e.g. with DCO)
- Complexity managed by fully automated programmatic systems
- Exceptionally positive feedback by the audience



Structural Change: (D)OoH Uplift 2023 vs. 2022

Major Players shift Budgets from TV & Print to (D)OoH



Source: Nielsen Numbers (gross) 2022 - 2023

Agenda



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Outlook

Profit and Loss Statement Q2 2024

m€	Q2 2023	Q2 2024	▲
Revenues	454.8	511.5	+12%
Organic growth	+7.3%	+11.5%	+4.2%pts
EBITDA (adjusted)	130.0	154.9	+19%
Exceptional items	-1.5	-3.5	>-100%
EBITDA	128.6	151.4	+18%
Depreciation & Amortization ⁽¹⁾	-76.7	-79.7	-4%
EBIT	51.9	71.7	+38%
Financial result ⁽¹⁾	-14.7	-17.9	-22%
EBT	37.2	53.7	+44%
Tax result ⁽²⁾	-10.3	-16.2	-58%
Net Income	26.9	37.5	+39%
Adjustments ⁽³⁾	4.3	4.8	+12%
Net Income (adjusted)	31.2	42.3	+36%

⁽¹⁾Thereof attributable to IFRS 16 in D&A 52.8m€ (PY: 49.5m€) and in financial result 8.0m€ (PY: 7.2m€)

⁽²⁾Tax rate according to IFRS is 30.2% (PY: 27.6%)

⁽³⁾Adjusted for exceptional items (+3.5m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +3.2m€), in financial result (-0.7m€) and in income taxes (-1.3m€)

Free Cash Flow Perspective Q2 & 6M 2024

m€	Q2		6M	
	2023	2024	2023	2024
EBITDA (adjusted)	130.0	154.9	227.2	263.3
- Exceptional items	-1.5	-3.5	-4.3	-8.2
EBITDA	128.6	151.4	222.9	255.1
- Interest	-17.9	-21.1	-28.6	-35.4
- Tax	-12.1	-11.6	-27.2	-24.6
-/+ WC	-18.0	3.0	-25.5	-16.0
-/+ Others	6.9	-3.1	-1.5	-16.6
Operating Cash Flow	87.5	118.6	140.1	162.6
Investments (before M&A)	-31.5	-21.6	-62.8	-41.0
Free Cash Flow (before M&A)	56.0	97.1	77.3	121.6
Lease liability repayments (IFRS 16) ⁽²⁾	-57.1	-51.0	-92.9	-99.9
Free Cash Flow (adjusted)⁽³⁾	-1.1	46.1	-15.6	21.7

Comment

- Free Cash Flow (adj.) positive and significantly improved in Q2 and 6M
- Q2 Cash out from interest with reduced increase compared to Q1
- Q2 improvement in WC mostly driven by seasonality
- Delta in Others for Q2/6M includes higher utilization of provisions and improved at-equity result
- Stable bank leverage ratio despite earlier dividend payment than last year (Q3), Excluding dividend: leverage at 2.0x and thus improved compared to PY like-for-like



⁽¹⁾Net debt and adj. EBITDA of last 12 month adjusted for IFRS 16

⁽²⁾Part of Cash Flow from financing activities; ⁽³⁾Before M&A and incl. IFRS 16 lease liability repayments

Segment Perspective – OoH Media

m€	Q2			▲	6M			▲
	2023	2024			2023	2024		
Segment revenue, thereof	201.0	242.4		+20.6%	358.2	424.3		+18.5%
Classic OoH	118.9	144.5		+21.5%	213.2	250.8		+17.7%
Digital OoH	66.1	84.9		+28.5%	115.3	148.8		+29.0%
OoH Services	15.9	13.0		-18.7%	29.7	24.7		-16.7%
EBITDA (adjusted)	91.1	117.2		+28.6%	150.0	190.3		+26.9%
EBITDA margin (adjusted)	45.4%	48.4%		+3.0%pts	41.9%	44.9%		+3.0%pts

Comment

- OoH Media with accelerated organic growth of 22.0% in Q2 (6M: 19.9%)
- Classic OoH with growth acceleration to more than 20% in Q2, supported by good momentum around UEFA EURO 2024
- Digital OoH with consistently strong performance in Q2 against higher comps
- OoH Services with stable organic sales
- EBITDA (adj.) with positive margin trajectory in Q2/6M, EBITDA (adj.) before IFRS 16 effects with margin improvement of 5%-points in Q2/6M

Segment Perspective – Digital & Dialog Media

m€	Q2			▲	6M			▲
	2023	2024			2023	2024		
Segment revenue, thereof	191.9	215.3		+12.2%	371.7	418.7		+12.6%
Digital	96.4	107.6		+11.6%	181.4	203.5		+12.2%
Dialog	95.5	107.7		+12.8%	190.4	215.2		+13.1%
EBITDA (adjusted)	30.9	37.4		+20.8%	63.9	68.6		+7.4%
EBITDA margin (adjusted)	16.1%	17.4%		+1.2%pts	17.2%	16.4%		-0.8%pts

Comment

- Digital with ongoing double-digit revenue growth especially due to continuing increase of programmatic sales
- Dialog also with double-digit revenue growth in Q2, supported by acquisition of additional call center locations in PY – Call Centers and Direct Marketing activities with improved mid-single digit organic revenue growth in Q2
- EBITDA (adj.) with increase in Q2, more than compensating for slight decline in Q1

Segment Perspective – DaaS & E-Commerce

m€	Q2			▲	6M		
	2023	2024			2023	2024	▲
Segment revenue, thereof	83.4	85.6		+2.6%	171.2	177.6	+3.7%
Data as a Service	37.0	39.7		+7.3%	75.5	79.8	+5.7%
E-Commerce	46.4	45.9		-1.1%	95.7	97.8	+2.1%
EBITDA (adjusted)	14.9	8.9		-39.9%	27.3	21.2	-22.3%
EBITDA margin (adjusted)	17.8%	10.5%		-7.4%pts	15.9%	11.9%	-4.0%pts

Comment

- Statista with accelerated revenue growth driven by platform business
- Asam with broadly stable revenues in Q2; solid growth in Retail and eCom channels compensate for decline in international wholesale distribution
- EBITDA (adj.) with decrease resulting from lower gross profit from wholesale distribution and higher marketing intensity at Asam
EBITDA (adj.) clearly above 2022 levels

Agenda



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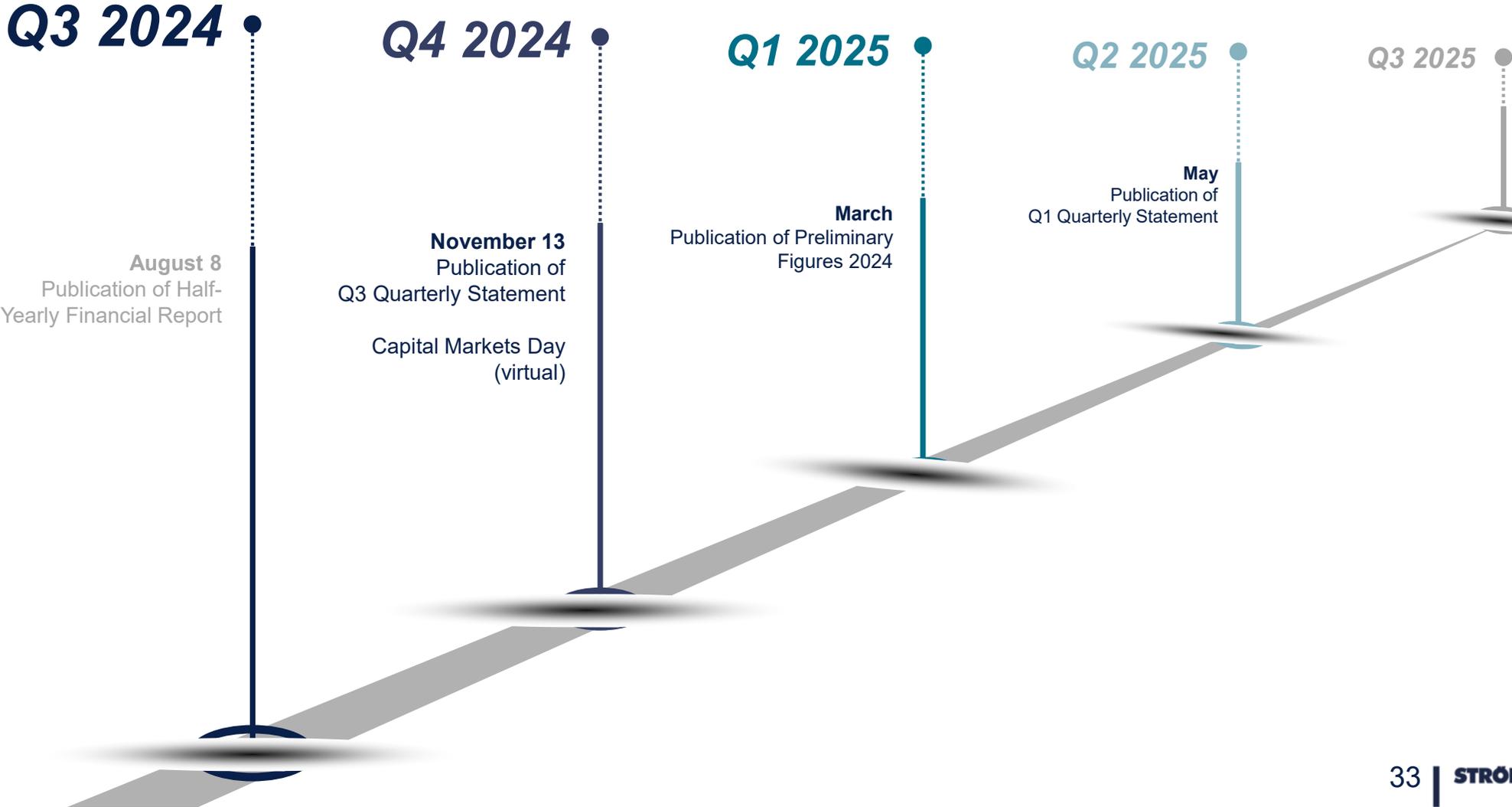
Outlook

Outlook

- **For Q3 2024, we expect organic revenue development as follows:**
 - OoH around +10% (Classic/Services low single digit, DOoH more than +20%, Digital and Dialog up mid-single digit)
 - Statista back to double digit growth (~ mid to high teens); Asam DACH up high single digit but in total down high single digit due to development in international wholesale
- **Full-year guidance: OoH exceeding the initial expectation as published in our Full-year guidance by 40 Million Euro. On group level this will be offset by lower Asam sales in a non-core medical wholesale product in China.**
 - Organic revenue growth noticeably higher than 2023 (+7.5%) and substantial operational leverage based on:
 - EBITDA margin (adj.) around prior year level & IFRS effects roughly stable
 - Therefore EBIT (adj.) with double the growth rate of EBITDA (adj.)
 - Free cash flow (adj.) significantly above growth rate of EBIT (adj.)



Financial Calendar 2024 / 2025





OOH+

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BACKUP

 
**Alle Spiele live
bei MagentaTV**
Sei bei der UEFA EURO 2024™ voll dabei!

1st HY 2024 Market Dynamics: (D)OoH outperforming the Ad Market

German Ad Market with positive Momentum in the first six Months

Global Points of Reference

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Alphabet ⁽²⁾	+16%
Youtube ⁽²⁾	+17%
Meta ⁽³⁾	+25%

Local German Peers

Gross numbers! Inflated by ~6-7%-points vs. net revenues⁽¹⁾

Desktop/Mobile ⁽⁴⁾	+9%	German Ad Market ⁽⁴⁾	+10%
TV Germany ⁽⁴⁾	+11%	Print Germany ⁽⁴⁾	+4%
Radio Germany ⁽⁴⁾	+11%	OoH Germany ⁽⁴⁾	+23%

Ströer Group & Core Business

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⁽¹⁾Internal estimates & ZAW; ⁽²⁾Alphabet IR; ⁽³⁾Meta; ⁽⁴⁾Nielsen Numbers (gross) for 1-6/2024

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Exceptional items	-4.3	-8.2	-91%
EBITDA	222.9	255.1	+14%
Depreciation & Amortization ⁽¹⁾	-152.7	-156.6	-3%
EBIT	70.2	98.5	+40%
Financial result ⁽¹⁾	-28.4	-36.2	-28%
EBT	41.9	62.3	+49%
Tax result ⁽²⁾	-11.5	-18.8	-63%
Net Income	30.3	43.5	+44%
Adjustments ⁽³⁾	9.7	11.2	+16%
Net Income (adjusted)	40.0	54.8	+37%

⁽¹⁾Thereof attributable to IFRS 16 in D&A 104.3m€ (PY: 97.6m€) and in financial result 15.7m€ (PY: 14.1m€)

⁽²⁾Tax rate according to IFRS is 30.1% (PY: 27.6%)

⁽³⁾Adjusted for exceptional items (+8.2m€) and additional other reconciling factors in D&A (PPA related amortization and impairment losses, +6.4m€), in financial result (+0.3m€) and in income taxes (-3.6m€)