



**STRÖER**

# Gaining share – in any Environment

UniCredit / Kepler Cheuvreux – 22<sup>nd</sup> German Corporate Conference – Frankfurt

January 18, 2023 | Ströer SE & Co. KGaA

# Traditional Model vs. OoH in a Digital World

We have given a clear Answer for our Company

**“Offline World”: Media in Silos**



**Pure Play OoH Company**

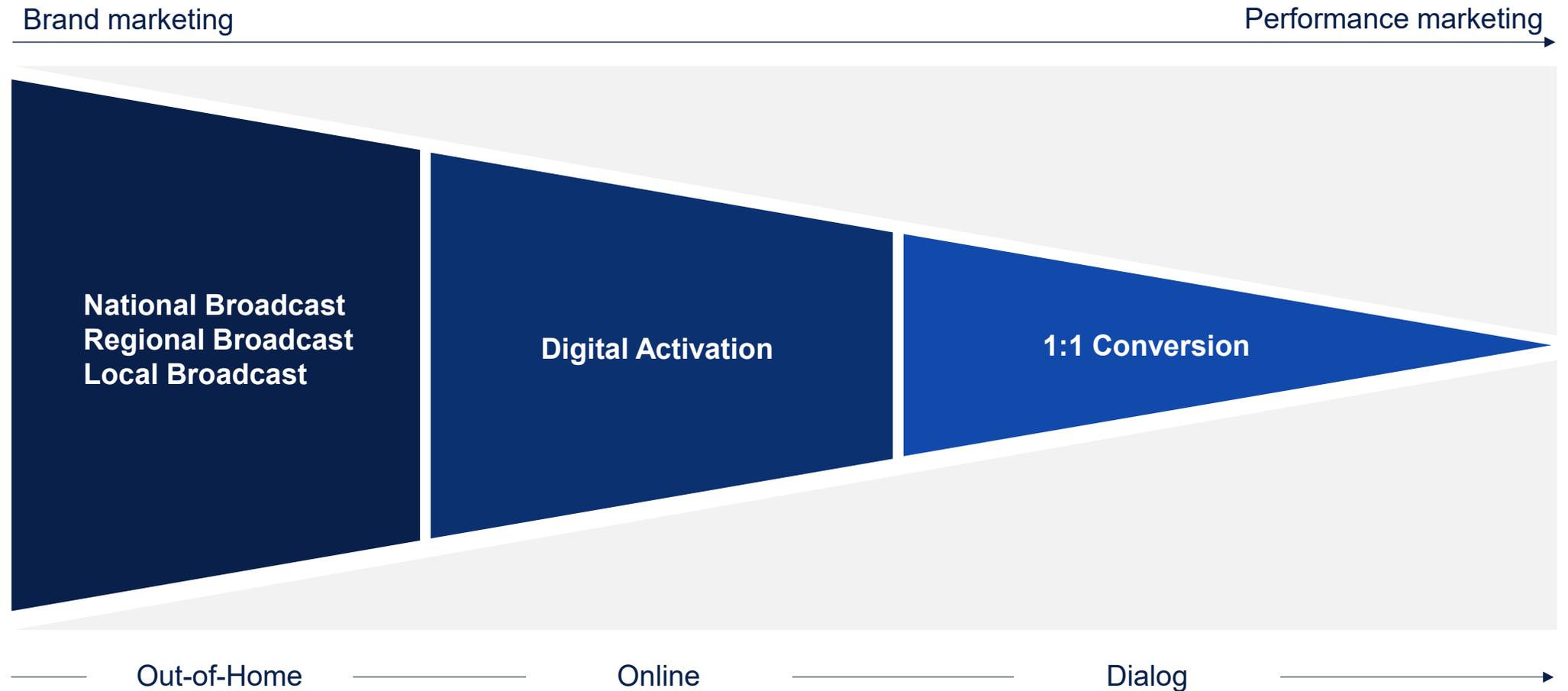
**“Digital World”: Integrated Media**



**OOH<sup>+</sup>**

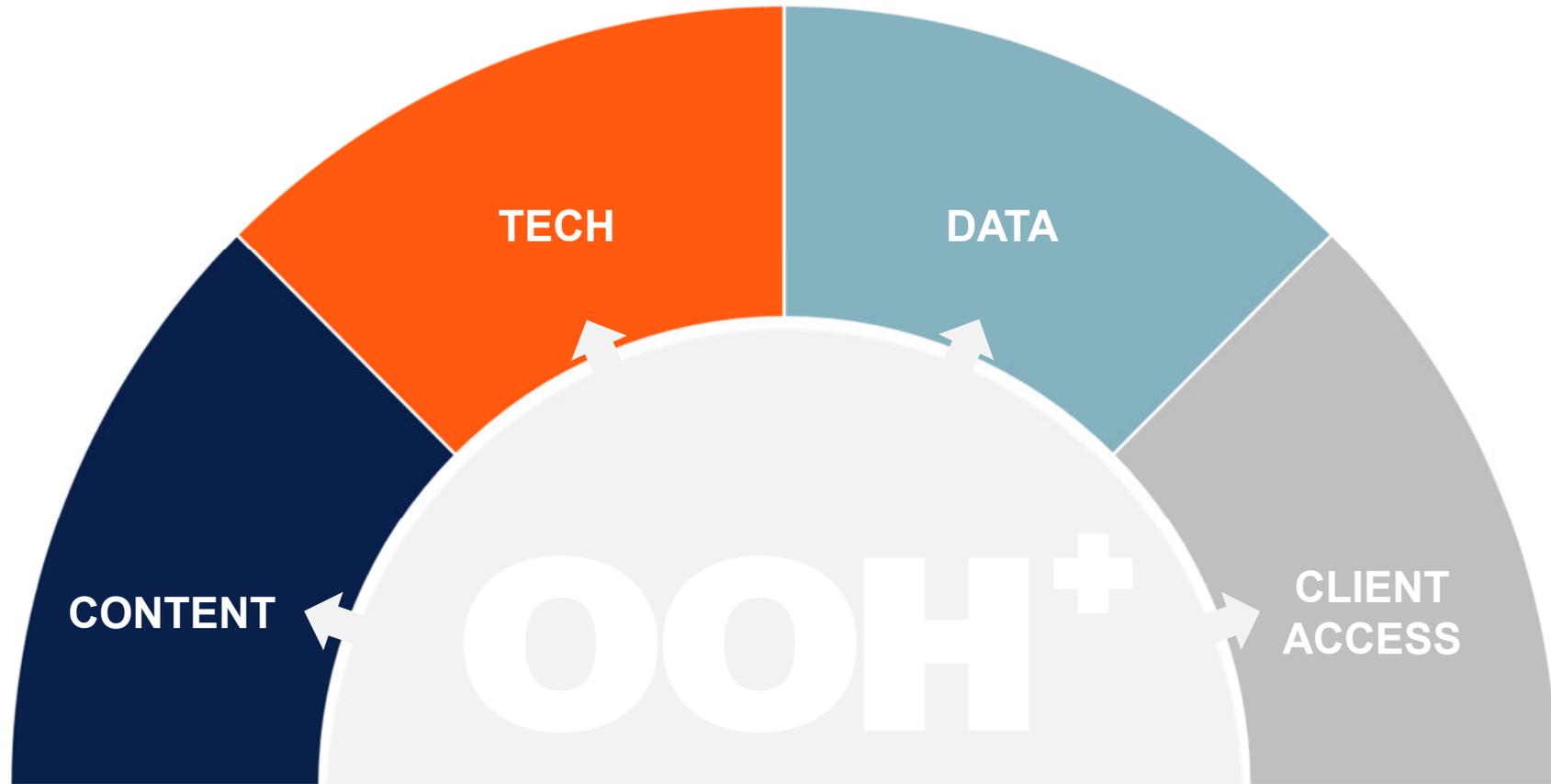
# Advertisers tend to shift more towards Performance during Crisis

OoH PLUS Model is flexible for all Client Needs



# OoH Plus: 4 Key Areas of Synergies to drive OoH Growth

Incremental Value for Advertisers and Municipalities/Landlords



# Q3 Market Dynamics: Resilient Business, Strong DOOH Dynamics

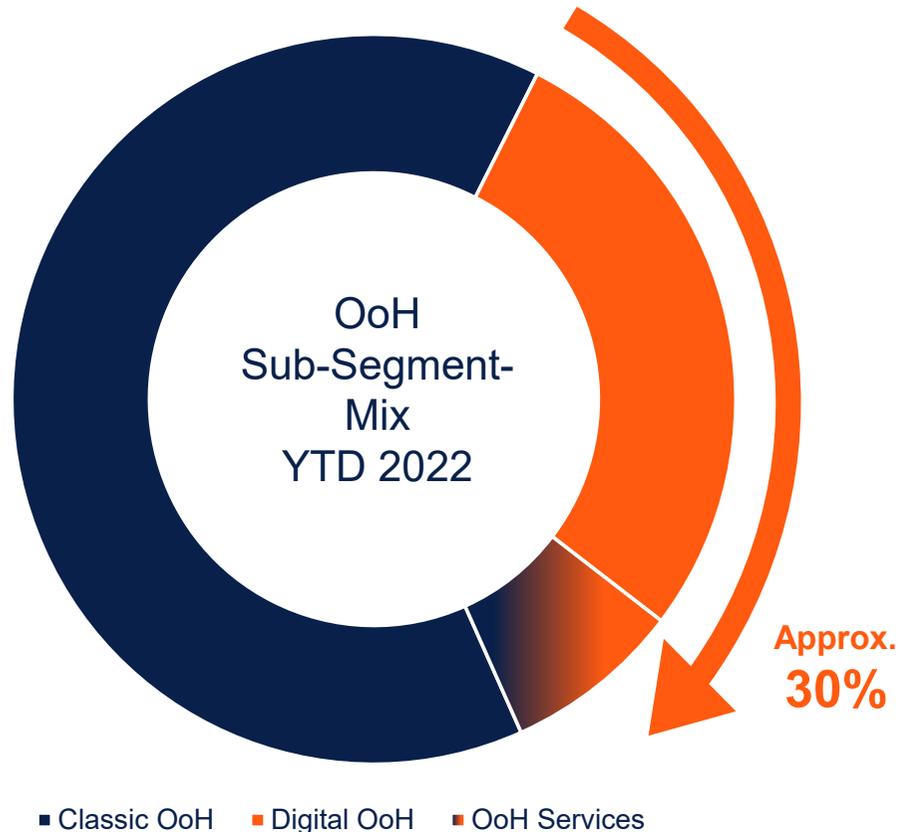
Outperforming Local German Competition by >10 points



\* Nielsen Numbers (gross) for Q3; reported net numbers of public companies indicated similar or slightly worse trend on net revenue basis.

# Three Key Drivers for Resilient Performance of Core OoH Business

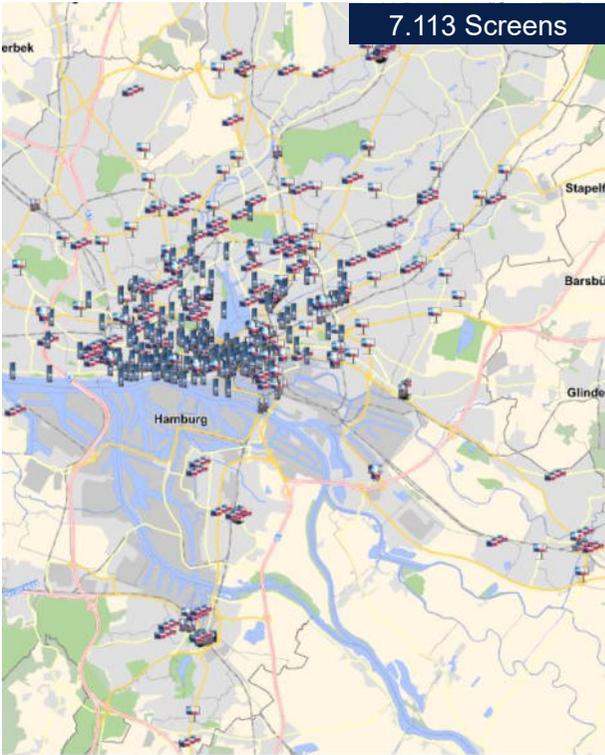
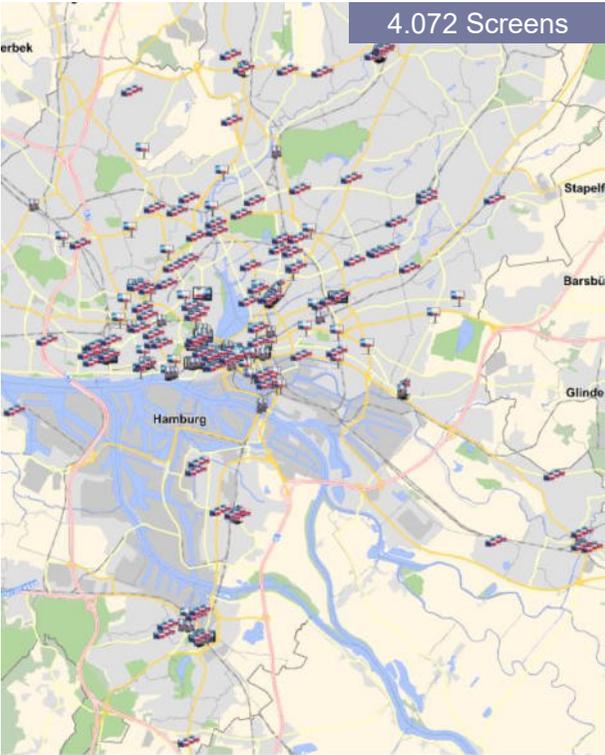
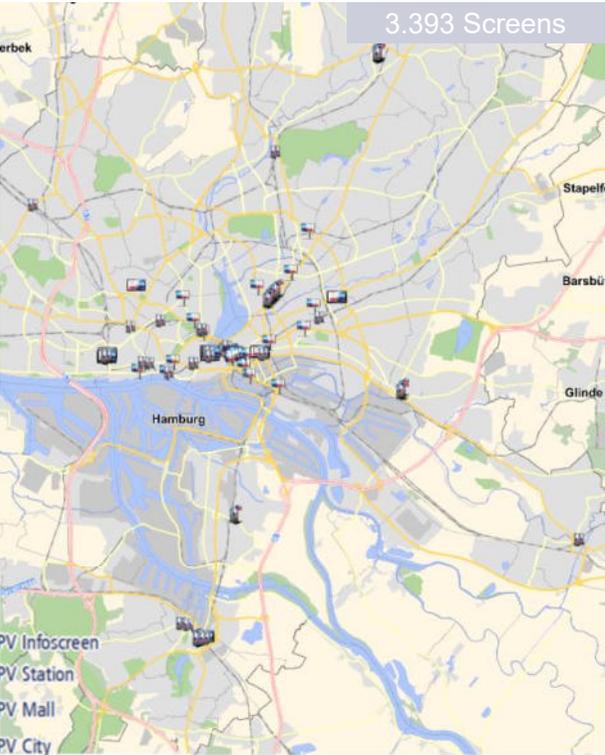
In parallel: downside Protection in challenging Times



1. The **digitization** of inventory + higher demand incl. programmatic driving DOoH share
2. >60% of OoH revenue coming from highly resilient (thousands of) **local customers**
3. >60% OoH market share in a (fully) **consolidated market**

# Example: Digitisation in Hamburg

Incremental Inventory pushes Reach beyond Performance of Local Print Products



- Legend**
- PV Infoscreen
  - PV Station
  - PV Mall
  - PV City
  - PV City (Pillar)
  - PV Ambient
  - PV Roadside
  - PV Giant (Mega Vision)
  - PV Giant (Super Motion)

2017

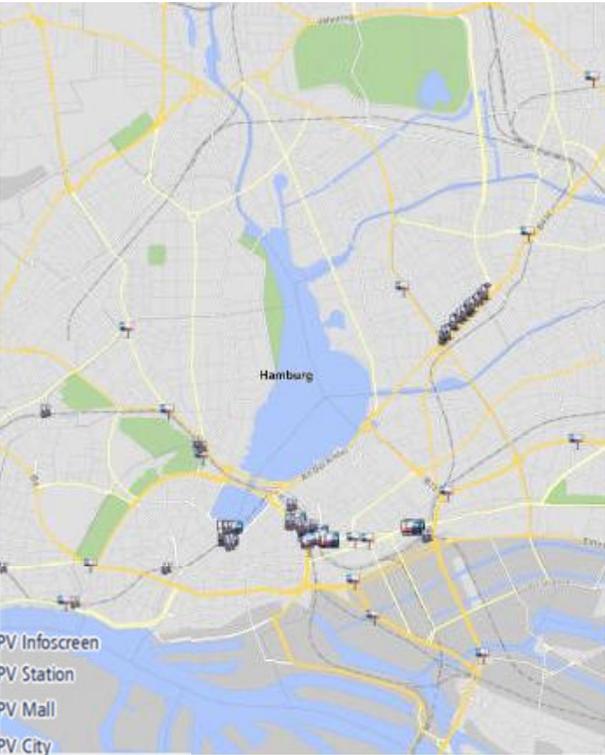
2020

2023\*

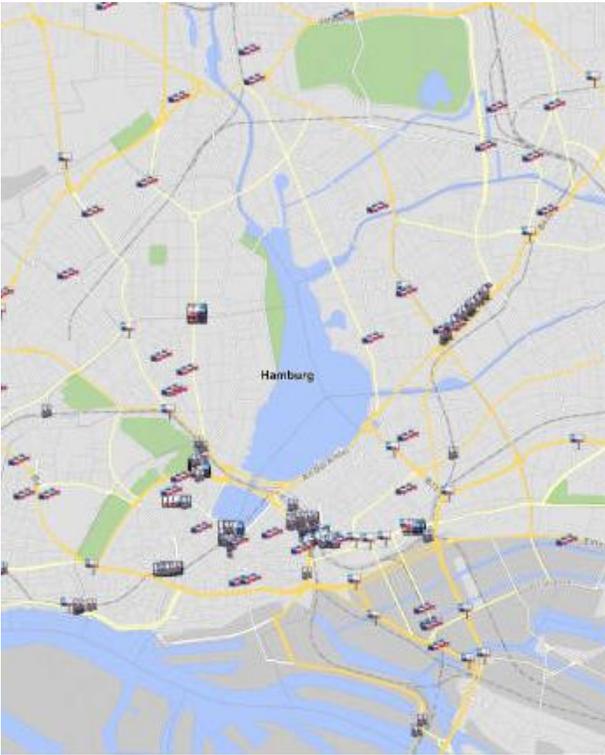
\*Estimated Screens

# Example: Digitisation in Hamburg Downtown

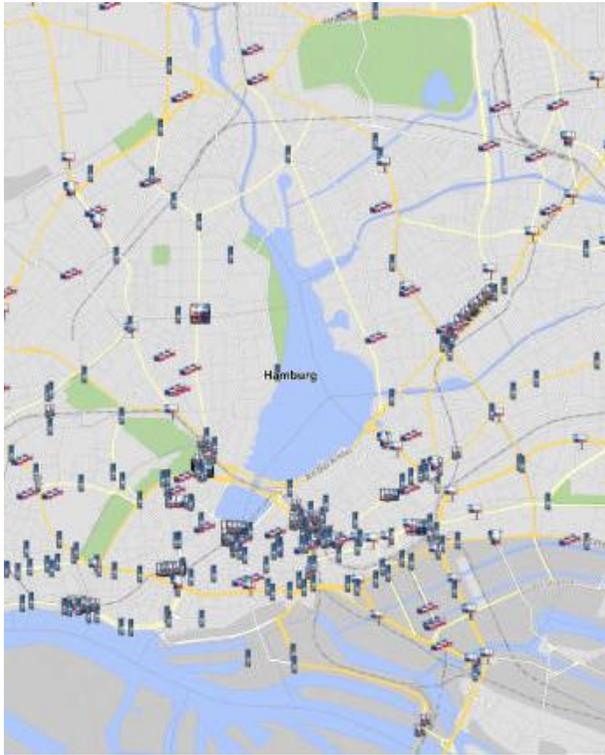
Incremental Inventory pushes Reach beyond Performance of Local Print Products



2017



2020



2023\*

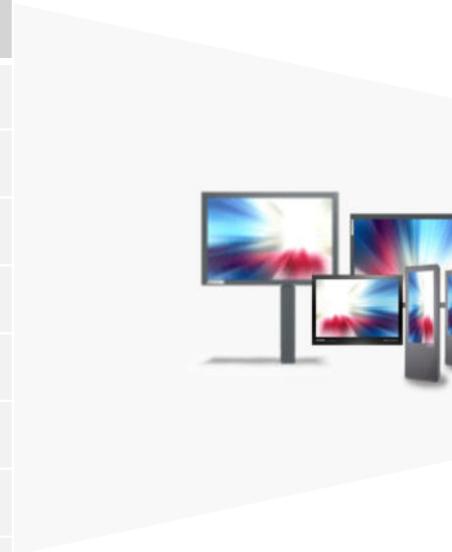
- Legend
- PV Infoscreen
  - PV Station
  - PV Mail
  - PV City
  - PV City (Pillar)
  - PV Ambient
  - PV Roadside
  - PV Giant (Mega Vision)
  - PV Giant (Super Motion)

\*Estimated Screens

# Accelerated Digitization of Out-of-Home Infrastructure

## Impressive combined D-OoH Net Reach

City	Combined net reach in %	GRPs
Berlin	60.9	444
Hamburg	82.7	946
Munich	65.6	795
Cologne	77.9	832
Frankfurt	60.5	487
Stuttgart	77.6	1,050
Düsseldorf	70.2	547
Essen	64.6	512



# 65%

D-OoH net reach  
in top 10 cities

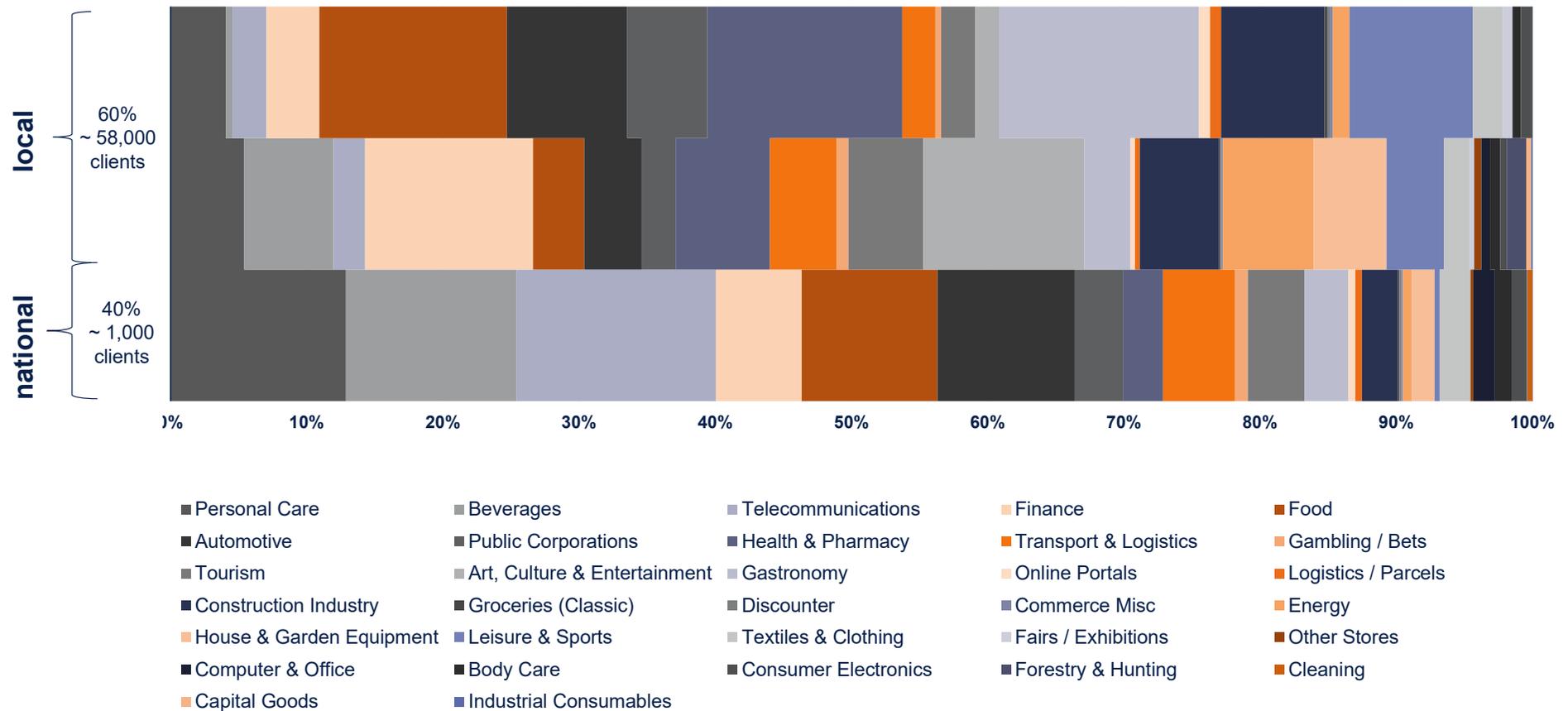


### National broadcast offer:

Public Video RON (Station, Mall, Infoscreen, Roadside, City, City Tower), 1 week, 10 sec. spot, Ø ad pressure

# Diversified OoH Business across Sales Channels and Industries

Heterogeneous client structure makes OoH business highly resilient\*



Source: Ströer Data, \* Averg. OOH Germany 2019 - 2021

# Sustainability – New sustainability report of Ströer published and corporate carbon footprint substantially reduced

## Third sustainability report of Ströer

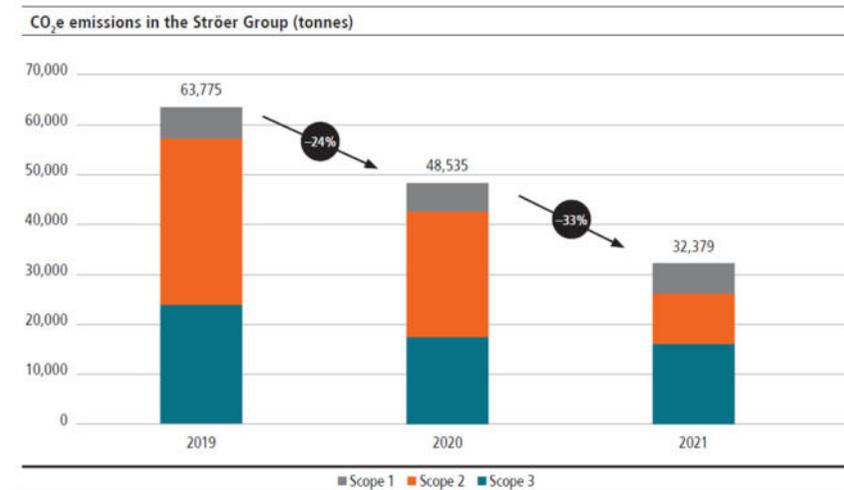


Prepared in accordance with Global Reporting Initiative (GRI) guidelines

Scope and depth of the topics and data significantly increased

Materiality analysis for Ströer Group conducted, taking double materiality into account

## Corporate carbon footprint (CCF) 2019-2021



Calculation of Ströer's CCF and full disclosure for 2019-2021 in new sustainability report, including material emission sources

In 2021, CCF fell by 33% compared to 2020, more than 14,000 t CO<sub>2</sub>e saved by switching to green energy

# Recap Strategy and what we have been executing in 2022

## Clear Focus on strong organic Growth Levers

1 Accelerated digitization of Out-of-Home infrastructure



2 OoH Plus leveraging network effects to drive OoH growth



3 Non-Core assets fully on growth track



# Disclaimer

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**OOH+**

