

## THE GROUP'S FINANCIAL FIGURES AT A GLANCE

### Continued Operations

<p><b>Revenue</b></p> <p><b>EUR 1,582.5m</b></p> <p>(prior year: EUR 1,283.0m)</p> <p><b>SEGMENT REVENUE</b> In EUR m</p> <table border="1"> <caption>Segment Revenue Data</caption> <thead> <tr> <th>Segment</th> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td>OOH Media</td> <td>590.0</td> <td>663.7</td> </tr> <tr> <td>Digital OOH &amp; Content</td> <td>528.1</td> <td>567.0</td> </tr> <tr> <td>Direct Media</td> <td>190.1</td> <td>377.7</td> </tr> </tbody> </table>	Segment	2017	2018	OOH Media	590.0	663.7	Digital OOH & Content	528.1	567.0	Direct Media	190.1	377.7	<p><b>OPERATIONAL EBITDA</b></p> <p><b>EUR 543.4m</b> (prior year: EUR 475.4m)</p> <p><b>ORGANIC REVENUE GROWTH</b></p> <p><b>7.6%</b> (prior year: 9.2%)</p> <p><b>FREE CASH FLOW BEFORE M&amp;A TRANSACTIONS</b></p> <p><b>EUR 306.4m</b> (prior year: EUR 285.7m)</p>	<p><b>OPERATIONAL EBITDA-MARGIN</b></p> <p><b>34.3%</b> (prior year: 37.0%)</p> <p><b>ADJUSTED EARNINGS PER SHARE</b></p> <p><b>EUR 3.42</b> (prior year: EUR 3.07)</p> <p><b>ROCE</b></p> <p><b>19.3%</b> (prior year: 18.2%)</p>
Segment	2017	2018												
OOH Media	590.0	663.7												
Digital OOH & Content	528.1	567.0												
Direct Media	190.1	377.7												

In EUR m	After adjustment for IFRS 11 and IFRS 16 2018 <sup>1)</sup>	After adjustment for IFRS 11 and IFRS 16 2017 <sup>1)</sup>	Before adjustment for IFRS 11 and IFRS 16 2018	Before adjustment for IFRS 11 and IFRS 16 2017
<b>Revenue (reported)</b>	<b>1,582.5</b>	<b>1,283.0</b>	<b>1,582.5</b>	<b>1,283.0</b>
IFRS 11 adjustment	-	-	14.0	14.0
<b>Revenue (management View)</b>	<b>1,582.5</b>	<b>1,283.0</b>	<b>1,596.5</b>	<b>1,297.1</b>
<b>Operational EBITDA</b>	<b>543.4</b>	<b>475.4</b>	<b>367.8</b>	<b>326.7</b>
Adjustment effects	28.9	13.3	29.5	15.1
IFRS 11 adjustment	-	-	5.3	5.1
<b>EBITDA</b>	<b>514.4</b>	<b>462.1</b>	<b>333.1</b>	<b>306.5</b>
Amortization, depreciation and impairment losses	344.1	306.7	173.2	162.8
thereof attributable to purchase price allocations and impairment losses	68.8	64.4	70.1	65.6
<b>EBIT</b>	<b>170.3</b>	<b>155.4</b>	<b>159.9</b>	<b>143.7</b>
Financial result	34.1	28.7	12.7	7.9
<b>EBT</b>	<b>136.2</b>	<b>126.7</b>	<b>147.2</b>	<b>135.8</b>
Taxes	22.0	16.4	25.2	19.8
<b>Consolidated profit for the period</b>	<b>114.2</b>	<b>110.3</b>	<b>122.0</b>	<b>116.0</b>
<b>Adjusted consolidated profit for the period</b>	<b>199.6</b>	<b>172.9</b>	<b>213.0</b>	<b>185.7</b>
<b>Free cash flow (before M&amp;A transactions)</b>	<b>306.4</b>	<b>285.7</b>	<b>151.0</b>	<b>145.5</b>
<b>Net Debt (31 Dec)<sup>2)</sup></b>	<b>517.7</b>	<b>463.9</b>	<b>512.1</b>	<b>457.1</b>

1) The "IFRS 11 adjustment" relates to the alignment of the internal reporting to the external reporting. This alignment had an effect on several non-GAAP KPIs. The "IFRS 16 adjustment" results from the first-time application of this new standard.

2) The calculation of the Ströer Group's net debt is based on its existing loan agreements with lending banks and, hence, the introduction of IFRS 16 had no impact in this regard. Against this background only the "IFRS 11 adjustment" had an impact on net debt.