### HALF-YEAR FINANCIAL REPORT 6M/Q2 2025 STRÖER SE & CO. KGAA STRÖER

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### THE GROUP'S FINANCIAL FIGURES AT A GLANCE

REVENUE EUR 980.2m (prior year: EUR 965.0m)	EBITDA (ADJUSTED)  EUR 266.3m  (prior year: EUR 263.3m)	EBITDA-MARGIN (ADJUSTED)  27.2%  (prior year: 27.3%)
EGMENT REVENUE  JR m	ORGANIC REVENUE GROWTH  0.5%  (prior year: 10.3%)	ADJUSTED CONSOLIDATED PROFIT EUR 52.1m (prior year: EUR 54.8m)
177.6 175.5 DoH Media Digital & DaaS &	FREE CASH FLOW BEFORE M&A TRANSACTIONS  EUR 106.2m (prior year: EUR 121.6m)	ROCE 20.7% (prior year: 20.5%)

EUR m	Q2 2025	Q2 2024	6M 2025	6M 2024
Revenue	504.7	511.5	980.2	965.0
EBITDA (adjusted)	148.9	154.9	266.3	263.3
Exceptional items	-3.7	-3.5	-6.2	-8.2
EBITDA	145.2	151.4	260.1	255.1
Amortization, depreciation, and impairment	-83.4	-79.7	-164.7	-156.6
thereof attributable to purchase price allocations and impairment losses	-3.5	-3.2	-7.2	-6.4
EBIT	61.8	71.7	95.3	98.5
Net finance income/costs	-15.7	-17.9	-31.1	-36.2
EBT	46.1	53.7	64.3	62.3
Taxes	-13.8	-16.2	-19.2	-18.8
Consolidated profit or loss for the period	32.3	37.5	45.1	43.5
Adjusted consolidated profit or loss for the period	36.0	42.3	52.1	54.8
Free cash flow (before M&A transactions)	84.7	97.1	106.2	121.6
Free cash flow (before M&A transactions) (adjusted)	33.5	46.1	-1.6	21.7
Net debt (Jun. 30/Dec. 31)			955.6	837.4

### INTERIM GROUP MANAGEMENT REPORT

This interim group management report covers the period January 1 to June 30, 2025.

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### INTERIM GROUP MANAGEMENT REPORT

### BACKGROUND OF THE STRÖER GROUP

Ströer is a leading German provider in the field of out-of-home (OOH) advertising. It offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Through its OOH+ strategy, Ströer is focusing on the strengths of the OOH business, underpinned by its related business segments Digital & Dialog Media and DaaS & E-Commerce. This combination enables the Company to continually increase recognition among 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.

In the out-of-home business, Ströer commercializes and operates around 300,000 advertising media. The portfolio includes all forms of outdoor advertising media, including traditional poster media, exclusive advertising rights at train stations, and digital out-of-home media. In the digital online advertising business, Ströer also commercializes several thousand websites, predominantly in the German-speaking countries. And in its digital publishing business, the Company publishes premium content across all digital channels and offers one of Germany's widest reaching networks with its t-online.de and special interest sites. In its dialogue marketing business, Ströer offers its customers wrap-around performance-based solutions ranging from location-specific or content-specific reach and interaction across the entire spectrum of dialogue marketing through to transactions. These businesses are complemented by our data-as-a-service and e-commerce activities.

The Group employs around 11,900 people and generated revenue of EUR 2.05b in 2024. Ströer SE & Co. KGaA is included in the MDAX index of Deutsche Börse.

### MACROECONOMIC DEVELOPMENTS

Following a modest, brief rally that saw growth rates of 3.3% in 2024, the global economy is faltering amid the ongoing discussions concerning international trade tariffs and the further expansion of trade barriers. Against this backdrop, the Organisation for Economic Co-operation and Development (OECD) revised the growth forecasts for 2025 and 2026 that it had issued in March 2025, lowering them from 3.1% and 3.0% respectively to 2.9% for both years. Much lower rates of growth are anticipated in the European Union. In its spring forecast, the European Commission predicts growth in real terms of 1.1% for 2025 and 1.5% for 2026.

For Germany, the general expectation is that economic growth will not start to pick up strongly until 2026. The OECD is predicting growth of just 0.4% for the German economy in 2025, before 2026 ushers in better prospects of growth again at 1.2%. The Munich-based ifo Institute of Economic Research and the Kiel Institute for the World Economy (IfW), meanwhile, are both anticipating marginal growth of 0.3% in 2025 followed by a tangible recovery in 2026 with growth forecasts of 1.5% and 1.6% respectively.

Overall, the individual forecasts issued by the various institutes entail a high level of uncertainty, in relation to both global growth and growth in Europe and Germany. The predicted rates of growth may differ widely from the actual growth achieved, especially in view of the trade tariffs and trade barriers.

### FINANCIAL PERFORMANCE OF THE GROUP

Following a very good first quarter, the Ströer Group's figures for the second quarter of 2025 were encouraging on the whole. Against an economic backdrop that continues to be dominated by significant geopolitical uncertainty, Ströer was not quite able to match the record level of revenue or EBITDA (adjusted) that it had achieved in the second quarter of 2024, but the Group nevertheless recorded the second-best figures in its history. In the prior-year period, the figures for the OOH Media segment had benefited from Germany's hosting of the EURO 2024 soccer tournament. Specifically, Ströer generated **revenue** totaling EUR 504.7m in the second quarter of 2025 (prior year: EUR 511.5m). For the first half of the year as a whole, revenue climbed by another EUR 15.2m to a record EUR 980.2m (prior year: EUR 965.0m). At 0.5% for the first six months, however, organic revenue growth remained considerably lower than in the prior-year period because the figures for the first half of 2024 had been very strong (prior year: 10.3%). Nominal revenue growth was also considerably lower at 1.6% (prior year: 11.6%).

In the same period, the **cost of sales** recorded a moderate rise of EUR 8.8m to EUR 569.7m (prior year: EUR 560.9m). This increase was due in part to higher personnel expenses stemming from acquisitions made in the last quarters and from the general rise in personnel expenses. A rise in running costs in out-of-home advertising also contributed to this increase. **Gross profit** came to EUR 410.5m, which was EUR 6.4m higher than in the prior-year period (prior year: EUR 404.0m).

At EUR 322.4m, the Group's **selling and administrative expenses** also increased modestly in the reporting period (prior year: EUR 313.1m). This increase was primarily driven by the higher personnel expenses and by minor growth in IT costs. Selling and administrative expenses as a percentage of revenue rose slightly to 32.9% (prior year: 32.4%). Meanwhile **other net operating income** was roughly on a par with the prior-year period at EUR 3.0m (prior year: EUR 2.8m), although both income and expenses were down overall. Compared with the prior-year period, the Group's **share of the profit or loss of investees accounted for using the equity method** decreased marginally to a profit of EUR 4.2m (prior year: profit of EUR 4.7m).

All in all, the macroeconomic uncertainties that of late have been stemming from the ongoing debate surrounding a massive increase in international trade tariffs, coupled with strong prior-year figures thanks to the EURO 2024 soccer tournament, meant that **EBIT** for the first six months of 2025 fell by a moderate EUR 3.2m to EUR 95.3m. **EBITDA (adjusted)**, by contrast, edged up by EUR 3.0m to EUR 266.3m (prior year: EUR 263.3m). At 20.7%, the return on capital employed **(ROCE)** remained at a very encouraging level (prior year: 20.5%).

The Group's **net finance income/costs** improved by EUR 5.2m to net costs of EUR 31.1m in the first half of 2025 (prior year: net costs of EUR 36.2m). Besides general funding costs for existing loan liabilities, expenses from unwinding the discount on IFRS 16 lease liabilities have constituted a significant element of this item since the introduction of IFRS 16. Of the aforementioned net finance costs of EUR 31.1m (prior year: EUR 36.2m), the unwinding of the discount on IFRS 16 lease liabilities accounted for costs of EUR 15.4m (prior year: costs of EUR 15.7m), exchange rate effects accounted for income of EUR 3.2m (prior year: costs of EUR 0.7m), and the remaining costs of EUR 18.8m were largely attributable to the interest on loan liabilities (prior year: costs of EUR 19.9m).

Compared with the first half of 2024, the Group's tax base increased slightly overall. As a result, the **tax expense** rose marginally year on year to EUR 19.2m (prior year: EUR 18.8m).

All in all, the Ströer Group matched its very encouraging **consolidated profit for the period** from the first half of the prior year, in fact just surpassing it with a profit of EUR 45.1m (prior year: EUR 43.5m). **Adjusted consolidated profit for the period**, meanwhile, was down slightly compared with the first six months of 2024 at EUR 52.1m (prior year: EUR 54.8m).

### FINANCIAL POSITION

### Liquidity and investment analysis

EUR m	6M 2025	6M 2024
Cash flows from operating activities	145.8	162.6
Cash received from the disposal of intangible assets and property, plant, and equipment	0.4	0.2
Cash paid for investments in intangible assets and property, plant, and equipment	-40.0	-41.2
Cash received and cash paid in relation to investees accounted for using the equity method and to financial assets	0.1	0.7
Cash received from and cash paid for the sale and acquisition of consolidated entities	-0.9	0.0
Cash flows from investing activities	-40.3	-40.2
Cash flows from financing activities	-108.9	-119.3
Change in cash	-3.5	3.1
Cash at the end of the period	72.0	75.4
Free cash flow before M&A transactions (incl. IFRS 16 payments for the principal portion of lease liabilities)	-1.6	21.7
Free cash flow before M&A transactions	106.2	121.6

The Ströer Group generated **cash flows from operating activities** of EUR 145.8m in the first six months of 2025, meaning that it was unable to repeat the strong figure for the first half of 2024 (prior year: EUR 162.6m). While EBITDA advanced once again compared with the first half of 2024, making a positive contribution to the change in cash flows (net inflow of EUR 4.9m), the negative effects in working capital reduced cash flow much more substantially than in the prior-year period (net outflow of EUR 14.7m). At the same time, the Ströer Group's tax payments were much higher year on year (EUR 7.1m), meaning that the Group's cash flows from operating activities declined by EUR 16.8m.

Cash flows from investing activities, on the other hand, were virtually unchanged, with a net outflow of EUR 40.3m that was at roughly the same level as in the prior-year period (prior year: net outflow of EUR 40.2m). The only factors of note in this connection were — as in 2024 — the investments in intangible assets and property, plant, and equipment, whereas the cash paid in connection with M&A activities was not material. In light of the virtually unchanged investing activities, free cash flow before M&A transactions amounted to EUR 106.2m (prior year: EUR 121.6m), with the decline largely reflecting the aforementioned effects in working capital and the increase in tax payments. Taking into account IFRS 16 payments for the principal portion of lease liabilities, free cash flow before M&A transactions amounted to a net outflow of EUR 1.6m (prior year: net inflow of EUR 21.7m).

The main influence on **cash flows from financing activities** was the payment of a dividend of EUR 128.5m to the shareholders of Ströer SE & Co. KGaA (prior year: EUR 103.3m), as well as the IFRS 16 payments for the principal portion of lease liabilities of EUR 107.8m (prior year: EUR 99.9m). The gross figures for borrowing and loan repayments had been significantly higher in the prior-year

period than in the first six months of 2025 as Ströer had placed a new note loan of EUR 268.0m in the capital markets in the first half of 2024 and, in return, repaid the amounts drawn down under the syndicated loans. Overall, cash flows from financing activities came to a net outflow of EUR 108.9m in the first half of 2025 (prior year: net outflow of EUR 119.3m).

At the end of the second quarter, cash stood at EUR 72.0m.

### **Financial structure analysis**

The Ströer Group's **non-current liabilities** went up by a total of EUR 150.1m in the first six months of 2025 to reach EUR 1,703.3m (Dec. 31, 2024: EUR 1,553.2m). This increase was seasonal, being chiefly due to the distribution of a dividend of EUR 128.5m to the shareholders of Ströer SE & Co. KGaA. Furthermore, liabilities from note loans with a nominal amount of EUR 68.0m, which had been recognized under current financial liabilities, were repaid in June 2025 and refinanced by drawing on committed long-term credit lines. There was a countervailing decline in non-current IFRS 16 lease liabilities, which went down by EUR 58.2m in the reporting period.

**Current liabilities**, meanwhile, fell by EUR 165.1m in the same period to EUR 691.5m (Dec. 31, 2024: EUR 856.6m). This was partly due to the aforementioned repayment of maturing note loans with a nominal amount of EUR 68.0m. Other changes mainly related to trade payables (down by EUR 27.8m) and current provisions (down by EUR 23.1m). As in the first half of the prior year, these reductions were in line with the usual seasonal fluctuation.

The Group's **equity** amounted to EUR 395.1m at the end of the second quarter, which was EUR 81.6m lower than at the end of the prior year (Dec. 31, 2024: EUR 476.6m). Within this figure, the profit of EUR 45.1m for the first half of 2025 was outweighed by the distribution of a dividend of EUR 128.5m to the shareholders of Ströer SE & Co. KGaA. Due to seasonal effects, the equity ratio of 14.2% as at June 30, 2025 was therefore lower than at the end of the prior year (Dec. 31, 2024: 16.5%). Adjusted for the lease liabilities accounted for in accordance with IFRS 16, the equity ratio was 21.5% as at the reporting date (Dec. 31, 2024: 25.1%).

### Net debt

The Ströer Group bases the calculation of its net debt on the loan agreements in place with its lending banks. The additional lease liabilities that have had to be recognized since the introduction of IFRS 16 are explicitly excluded from the calculation of net debt, both for the credit facilities and for the note loans. This is because the contracting parties do not believe that the financial position of the Ströer Group has changed as a result of the new standard being introduced. To maintain consistency, the positive impact of IFRS 16 on EBITDA (adjusted) is also excluded from the calculation of the leverage ratio.

EUR m		Jun. 30, 2025	Dec. 31, 2024
(1)	Lease liabilities (IFRS 16)	782.6	847.2
(2)	Liabilities from credit facilities	567.8	358.6
(3)	Liabilities from note loans	402.1	469.9
(4)	Liabilities to purchase own equity instruments	32.9	39.2
(5)	Liabilities from dividends to be paid to non- controlling interests	3.3	5.1
(6)	Other financial liabilities	54.4	79.3
(1)+(2)+(3)+(4)+(5)+(6)	Total financial liabilities	1,843.1	1,799.3
	Total financial liabilities excluding lease liabilities (IFRS 16) and liabilities to purchase		
(2)+(3)+(5)+(6)	own equity instruments	1,027.6	912.9
(7)	Cash	72.0	75.5
(2)+(3)+(5)+(6)-(7)	Net debt	955.6	837.4

Net debt increased from EUR 837.4m at the end of 2024 to EUR 955.6m as at June 30, 2025, a rise of EUR 118.2m. This increase was seasonal, being essentially due to the distribution of a dividend of EUR 128.5m to the shareholders of Ströer SE & Co. KGaA, which simultaneously led to a corresponding rise in bank liabilities. The leverage ratio (defined as the ratio of net debt to EBITDA (adjusted)) stood at 2.47 at the end of the second quarter of 2025, which was higher than the ratio of 2.14 at the end of 2024. Compared with the ratio of 2.28 at the end of the second quarter of 2024, however, the increase was not as steep.

### **New credit facilities**

The Ströer Group increased the credit facility of EUR 75.0m that it had concluded with three syndicate banks in June 2023 to EUR 150.0m in June 2025. The new facility has a term of two years with the possibility to extend the financing by a further year if needed. It has a variable interest rate of Euribor plus a margin that ranges between 150bp and 245bp depending on the leverage ratio.

In June 2025, the Ströer Group also agreed a new credit facility with one of its syndicate banks with a volume of EUR 100.0m. The facility, including options to extend the financing, has a total term of up to two years. It has a variable interest rate of Euribor plus a margin that increases over time from an initial 100bp to up to 230bp.

The volume of all three credit facilities of the Ströer Group totaled EUR 900.0m as at June 30, 2025.

### **NET ASSETS**

### Analysis of the asset structure

At the end of the second quarter of 2025, the Ströer Group's **non-current assets** came to a total of EUR 2,383.4m and were thus down by EUR 77.6m compared with the end of the prior year (Dec. 31, 2024: EUR 2,461.0m). Of this decrease, EUR 62.6m was primarily attributable to a reduction in IFRS 16 right-of-use assets, with depreciation very significantly outweighing additions under new leases. Additions to other property, plant, and equipment and intangible assets were only slightly lower than the corresponding depreciation and amortization, resulting in only modest changes to these items. Investments in investees accounted for using the equity method were also down compared with December 31, 2024, falling by just over EUR 6.6m as a result of profit distributions to their respective shareholders.

In the same period, the Group's **current assets** decreased by EUR 19.0m to EUR 406.4m (Dec. 31, 2024: EUR 425.4m). This included, in particular, a fall of EUR 29.3m in trade receivables, which — as in the case of trade payables — was within the usual range. There was a countervailing rise in current tax assets, which were up by EUR 14.8m due to advance tax payments made during the reporting period.

### FINANCIAL PERFORMANCE OF THE SEGMENTS

### **Out-of-Home Media**

EUR m	Q2 2025	Q2 2024	Cha	nge	6M 2025	6M 2024	Cha	nge
Segment revenue, thereof	245.1	242.4	2.7	1.1%	454.9	424.3	30.6	7.2%
OOH (Classic OOH)	140.0	144.5	-4.5	-3.1%	255.2	250.8	4.4	1.8%
DOOH (Digital OOH)	93.0	84.9	8.0	9.5%	174.3	148.8	25.6	17.2%
Services	12.1	13.0	-0.9	-6.6%	25.4	24.7	0.6	2.5%
EBITDA (adjusted)	117.1	117.2	-0.2	-0.1%	203.3	190.3	13.0	6.8%
			-0.6 percentage				-0.2 pe	ercentage
EBITDA margin (adjusted)	47.8%	48.4%		points	44.7%	44.9%		points

At EUR 454.9m, the **revenue** generated by the OOH Media segment in the first half of 2025 was substantially higher than in the equivalent period of 2024 (prior year: EUR 424.3m). Ströer, with an attractive portfolio of advertising media and a strong sales performance, once again significantly outperformed the market as a whole in out-of-home advertising. The growth in traditional out-of-home advertising products was particularly encouraging in this regard, although it was eclipsed in the second quarter by the strong figures for the prior-year period when Germany had hosted the EURO 2024 soccer tournament. The snap election in Germany and the revenue of RBL Media, which we acquired in the fourth quarter of 2024, had a positive impact on revenue in the reporting period.

Against this backdrop, revenue in the **OOH** product group increased by EUR 4.4m to EUR 255.2m. The **DOOH** product group, which consists of our digital out-of-home products (particularly public video and roadside screens), registered a further very substantial increase in revenue, which went up by EUR 25.6m to EUR 174.3m in the reporting period. Our high-performance network of digital advertising media notched up strong year-on-year growth on the back of improved capacity utilization and the further strategic expansion of our portfolio. Ever more customers are opting for programmatic placement of advertising using our digital advertising media. At EUR 25.4m, revenue in the **Services** product group was up on the first half of 2024 (prior year: EUR 24.7m). This product group includes the local marketing of digital products to small and medium-sized customers as well as complementary activities that are a good fit with the customer-centric offering in the out-of-home advertising business.

The OOH Media segment increased its earnings too, generating **EBITDA** (adjusted) of EUR 203.3m in the reporting period, which was EUR 13.0m higher than in the same period of 2024 (prior year: EUR 190.3m). The **EBITDA** margin (adjusted) was virtually unchanged on the prior-year period at 44.7% (prior year: 44.9%).

<b>Digital</b>	& D	ialoc	ı Med	ia

EUR m	Q2 2025	Q2 2024	Ch	ange	6M 2025	6M 2024	Ch	ange
Segment revenue, thereof	209.7	215.3	-5.7	-2.6%	415.9	418.7	-2.8	-0.7%
Digital	104.7	107.6	-3.0	-2.8%	202.8	203.5	-0.7	-0.3%
Dialog	105.0	107.7	-2.7	-2.5%	213.1	215.2	-2.1	-1.0%
EBITDA (adjusted)	30.9	37.4	-6.5	-17.3%	58.9	68.6	-9.7	-14.2%
		-2.6 percentage				-2.2 pei	rcentage	
EBITDA margin (adjusted)	14.7%	17.4% points		14.2%	16.4%	ро	ints	

At EUR 415.9m, the **revenue** generated by the Digital & Dialog Media segment in the first half of 2025 was largely on a par with the equivalent period of 2024 (prior year: EUR 418.7m). Following a period of growth in the first quarter of 2025, a lackluster market slowed business performance in the second quarter. The **Digital** product group, which encompasses our online advertising business and our programmatic marketing activities, achieved revenue of EUR 202.8m in the first six months, which was on a par with the prior-year figure of EUR 203.5m. Within our broad-based publisher portfolio, our high-reach online portal t-online.de once again generated year-on-year revenue growth amid overall challenging market conditions. The **Dialog** product group, which comprises our call center activities and direct sales activities (door to door), achieved revenue of EUR 213.1m in the reporting period, which was largely in line with the prior-year figure of EUR 215.2m. The call center business, in particular, notched up further significant growth thanks in part to a number of smaller additional investments at the beginning of 2025. In the prior-year period, the revenue figure had still contained parts of our business activities in France, which we sold midway through 2024. The state of the labor market made it harder to expand the sales organization in either sales channel.

Overall, the segment delivered **EBITDA** (adjusted) of EUR 58.9m in the period under review (prior year: EUR 68.6m). This figure was influenced by a number of factors – such as a rise in ancillary wage costs – in our Dialog business units, which have a high headcount. The **EBITDA** margin (adjusted) was lower than in the prior-year period at 14.2% (prior year: 16.4%).

DaaS & E-Commerce

EUR m	Q2 2025	Q2 2024	Cha	inge	6M 2025	6M 2024	Cha	inge
Segment revenue, thereof	84.7	85.6	-0.9	-1.1%	175.5	177.6	-2.0	-1.2%
Data as a Service	40.3	39.7	0.6	1.5%	82.5	79.8	2.7	3.3%
E-Commerce	44.4	45.9	-1.5	-3.3%	93.0	97.8	-4.7	-4.8%
EBITDA (adjusted)	8.9	8.9	0.0	-0.3%	20.3	21.2	-0.9	-4.1%
		0.1 percentage				-0.4 p€	ercentage	
EBITDA margin (adjusted)	10.5%	10.5%	•	points	11.6%	11.9%		points

In the first half of 2025, the DaaS & E-Commerce segment recorded **revenue** of EUR 175.5m (prior year: EUR 177.6m). The **Data as a Service** product group saw a EUR 2.7m rise to EUR 82.5m owing to continued growth in business with new and existing customers in Germany and internationally, although the rise was curbed by negative exchange rate effects in the second quarter. The

**E-Commerce** product group – which encompasses AsamBeauty's business – reported lower revenue than in the prior-year period at EUR 93.0m (prior year: EUR 97.8m). This was because the figure for the first half of 2024 had contained much higher revenue from wholesale distribution business in China. The challenging consumer spending situation weighed particularly heavily on business in Germany.

Overall, the segment delivered **EBITDA** (adjusted) of EUR 20.3m in the period under review (prior year: EUR 21.2m). Asam's revenue, coupled with ongoing targeted investment in the dynamic expansion of the platforms, meant that the **EBITDA** margin (adjusted) of 11.6% was just below the corresponding prior-year figure of 11.9%.

### **EMPLOYEES**

As at June 30, 2025, the Ströer Group had 11,869 employees (December 31, 2024: 11,858). Of this total, 2,221 people were employed in Out-of-Home Media, 7,247 in Digital & Dialog Media, 1,989 in DaaS & E-Commerce, and 412 in the holding company.

### **OPPORTUNITIES AND RISKS**

For a description of the opportunities and risks, please refer to the information in the group management report for the year ended December 31, 2024. This information still applies and can be found on pages 45 to 57 of the 2024 annual report.

The uncertainty stemming from the still challenging macroeconomic environment, the ongoing war in Ukraine, the conflict in the Middle East, and the potential for trade disputes to intensify could lead to a decline in advertising spend in our core markets, particularly in the event of a significant recession with a resulting fall in consumer spending. This could in turn lead to lower revenue and earnings owing to the sensitivity of the advertising market to economic trends.

All in all, however, and taking the macroeconomic risks into consideration, we continue to conclude that there are no risks at present that could jeopardize the Company's ability to continue as a going concern.

### **FORECAST**

The Management Board of the general partner of Ströer SE & Co. KGaA confirms in principle its guidance for the 2025 financial year as set out in the 2024 annual report, based on a more subdued summer business than originally expected, with greater dependence on business development in the fourth quarter.

### SUBSEQUENT EVENTS

Please refer to note 12 of these consolidated interim financial statements for information on subsequent events.

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### CONSOLIDATED INCOME STATEMENT

EUR k	Q2 2025	Q2 2024	6M 2025	6M 2024
Revenue	504,730	511,517	980,201	964,959
Cost of sales	-288,850	-289,119	-569,737	-560,916
Gross profit	215,880	222,398	410,464	404,043
Selling expenses	-87,160	-84,892	-176,508	-169,304
Administrative expenses	-72,016	-72,946	-145,849	-143,806
Other operating income	7,405	9,212	12,159	14,031
Other operating expenses	-4,908	-4,912	-9,162	-11,191
Share of the profit or loss of investees accounted for using the equity method	2,614	2,803	4,245	4,749
Finance income	4,330	1,244	6,393	1,612
Interest expense from leases (IFRS 16)	-7,871	-7,985	-15,440	-15,693
Other finance costs	-12,159	-11,209	-22,013	-22,149
Profit or loss before taxes	46,115	53,713	64,288	62,292
Income taxes	-13,788	-16,211	-19,222	-18,761
Consolidated profit or loss for the period	32,327	37,502	45,066	43,531
Thereof attributable to:				
Shareholders of the parent company	28,343	32,901	36,878	33,751
Non-controlling interests	3,983	4,601	8,188	9,780
	32,327	37,502	45,066	43,531
Earnings per share				
Basic earnings per share (EUR)	0.51	0.59	0.66	0.61
Diluted earnings per share (EUR)	0.51	0.59	0.66	0.61

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

EUR k	Q2 2025	Q2 2024	6M 2025	6M 2024
	22.227	27 502	45.000	42 524
Consolidated profit or loss for the period	32,327	37,502	45,066	43,531
Other comprehensive income				
Amounts that will not be reclassified				
to profit or loss in future periods				
Actuarial gains and losses	0	0	0	0
Income taxes	0	0	0	0
	0	0	0	0
Amounts that could be reclassified				
to profit or loss in future periods				
Exchange differences on translating				
foreign operations	-1,474	278	-1,581	535
Income taxes	0	0	0	0
	-1,474	278	-1,581	535
Other comprehensive income, net of income taxes	-1,474	278	-1,581	535
Total comprehensive income, net of income taxes	30,853	37,780	43,485	44,066
Thereof attributable to:				
Shareholders of the parent company	26,713	33,200	35,053	34,350
Non-controlling interests	4,140	4,580	8,432	9,716
	30,853	37,780	43,485	44,066

# CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Assets (EUR k) Ju		
	Jun. 30, 2025	Dec. 31, 2024
Non-current assets		
Intangible assets	1,162,565	1,163,280
Property, plant, and equipment	1,148,710	1,219,843
Investments in investees accounted for using the equity method	16,471	23,101
Financial assets	3,020	3,020
Other financial assets	1,306	1,023
Other non-financial assets	7,952	8,045
Deferred tax assets	43,391	42,674
Total non-current assets	2,383,415	2,460,987
Current assets		
Inventories	44,760	40,586
Trade receivables	204,946	234,229
Other financial assets	12,633	13,580
Other non-financial assets	52,476	56,758
Current tax assets	19,589	4,799
Cash	720 77	75 /101
	75,032	10,401

Equity and liabilities (EUR k)	Jun. 30, 2025	Dec. 31, 2024
Equity		
Issued capital	55,848	55,848
Capital reserves	770,418	770,004
Retained earnings	-443,042	-358,121
Accumulated other comprehensive income/loss	-4,055	-2,231
	379,169	465,500
Non-controlling interests	15,890	11,114
Total equity	395,059	476,614
Non-current liabilities		
Provisions for pensions and similar obligations	33,203	33,655
Other provisions	31,304	30,464
Financial liabilities from leases (IFRS 16)	597,435	655,654
Other financial liabilities	988,276	780,534
Other liabilities	1,790	1,661
Deferred tax liabilities	51,242	51,225
Total non-current liabilities	1,703,251	1,553,193
Current liabilities		
Other provisions	50,129	73,265
Financial liabilities from leases (IFRS 16)	185,132	191,526
Other financial liabilities	72,255	171,605
Trade payables	219,281	247,056
Other liabilities	144,577	151,413
Current income tax liabilities	20,168	21,758
Total current liabilities	691,542	856,623

2,886,430

2,789,852

Total equity and liabilities

2,886,430

2,789,852

**Total assets** 

### CONSOLIDATED STATEMENT OF CASH FLOWS

EUR k	6M 2025	6M 2024
Cash flows from operating activities		
Profit or loss for the period	45,066	43,531
Expenses (+)/income (–) from net finance income/costs and net tax income/expense	50,283	54,991
Amortization, depreciation, and impairment (+) on non-current assets	56,725	52,360
Depreciation and impairment (+) on right-of-use assets under leases (IFRS 16)	107,980	104,257
Share of the profit or loss of investees accounted for using the equity method	-4,245	-4,749
Cash received from profit distributions of investees accounted for using the equity method	8,129	6,695
Interest paid (–) in connection with leases (IFRS 16)	-15,461	-16,251
Interest paid (–) in connection with other financial liabilities	-22,523	-19,226
Interest received (+)	92	114
Income taxes paid (–)/received (+)	-31,673	-24,559
Increase (+)/decrease (-) in provisions	-18,146	-18,665
Other non-cash expenses (+)/income (–)	350	105
Gain (–)/loss (+) on the disposal of non-current assets	-70	-6
Increase (–)/decrease (+) in inventories, trade receivables,		
and other assets	32,186	-10,977
Increase (+)/decrease (–) in trade payables and		
other liabilities	-62,891	-5,011
Cash flows from operating activities	145,803	162,609
Cash flows from investing activities		
Cash received (+) from the disposal of intangible assets and property, plant, and equipment	381	194
Cash paid (–) for investments in intangible assets and property, plant, and equipment	-40,005	-41,164
Cash received (+)/cash paid (–) in relation to investees accounted for using the equity method		
and to financial assets	145	730
Cash received (+) from/cash paid (–) for the acquisition of consolidated entities	-864	0
Cash flows from investing activities	-40,343	-40,239
Cash flows from financing activities		
Cash received (+) from equity contributions	0	5,004
Dividend distributions (–)	-133,596	-107,086
Cash received (+) from/cash paid (–) for the sale of shares not involving a change	·	·
of control	0	-973
Cash received (+) from/cash paid (–) for the acquisition of shares not involving a change		
of control	-56	-1,000
Cash paid (–) for transaction costs in connection with borrowings	-525	-790
Cash received (+) from borrowings	297,531	422,552
Cash repayments (–) of borrowings	-164,512	-337,068
Cash payments (–) for the principal portion of lease liabilities (IFRS 16)	-107,761	-99,921
Cash flows from financing activities	-108,919	-119,283

Cash and cash equivalents at the end of the period		
Change in cash and cash equivalents	-3,459	3,087
Cash and cash equivalents at the beginning of the period	75,491	72,313
Cash and cash equivalents at the end of the period	72,032	75,401
Composition of cash and cash equivalents		
Cash	72,032	75,401
Cash and cash equivalents at the end of the period	72,032	75,401

# CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Issued capital	Capital reserves	Retained earnings	Retained earnings Accumulated other	Total	Non-	Total
				income/loss		controlling	equity
			•	Exchange differences		***************************************	
				foreign		Sississis	
				operations			
EUR k							
Jan. 1, 2024	55,706	761,335	-377,374	-3,632	436,035	8,837	444,872
Consolidated profit or loss for the period			33,751		33,751	9,780	43,531
Other comprehensive income				266	599	-64	535
Total comprehensive income			33,751	599	34,350	9,716	44,066
Changes in the basis of consolidation							
Acquisition of treasury shares							
Share-based payment	142	2,662			5,804		5,804
Effects from changes in ownership interests in subsidiaries without loss of control			-1,119		-1,119	119	-1,000
Obligation to purchase own equity instruments			210		210	-210	
Dividends			-103,319		-103,319	-3,589	-106,908
Jun. 30, 2024	55,848	766,997	-447,851	-3,033	371,961	14,873	386,834

EUR k							
Jan. 1, 2025	55,848	770,004	-358,121	-2,231	465,500	11,114	476,614
Consolidated profit or loss for the period			36,878		36,878	8,188	45,066
Other comprehensive income				-1,825	-1,825	244	-1,581
Total comprehensive income			36,878	-1,825	35,053	8,432	43,485
Changes in the basis of consolidation							
Acquisition of treasury shares							
Share-based payment		414			414		414
Effects from changes in ownership interests in subsidiaries without loss of control							
Obligation to purchase own equity instruments			6,652		6,652	-332	6,320
Dividends		0	-128,451		-128,451	-3,324	-131,775
Jun. 30, 2025	55,848	770,418	-443,042	-4,055	379,169	15,890	395,059

### NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

### General

### 1 Information on the Company and Group

Ströer SE & Co. KGaA is a listed corporation. The Company has its registered office at Ströer-Allee 1, 50999 Cologne, Germany. It is entered in the Cologne commercial register in department B under HRB no. 86922.

The purpose of Ströer SE & Co. KGaA and the entities (the 'Ströer Group' or the 'Group') included in the condensed consolidated interim financial statements ('consolidated interim financial statements') is the provision of services in the areas of media, advertising, marketing, and communication including, but not limited to, the marketing of out-of-home media and the brokerage and marketing of online advertising space. The Group markets all forms of out-of-home media, from traditional large formats and transportation media through to digital media.

For a detailed description of the Group structure and the operating segments, please refer to the relevant information in our annual report for the year ended December 31, 2024.

### 2 Basis of presentation

The consolidated interim financial statements for the period January 1 to June 30, 2025 have been prepared in accordance with the requirements of IAS 34 'Interim Financial Reporting'. They must be read in conjunction with the consolidated financial statements for the period ended December 31, 2024.

The disclosures required by IAS 34 on changes to individual line items in the consolidated statement of financial position, consolidated income statement, and consolidated statement of cash flows are included in the interim group management report.

Due to rounding differences, figures in tables may differ slightly from the actual figures.

These consolidated interim financial statements and the interim group management report have not been reviewed by an auditor.

### 3 Accounting policies

The figures disclosed in these consolidated interim financial statements were determined in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union. The accounting policies applied in the consolidated interim financial statements were the same as those applied in the consolidated financial statements for the year ended December 31, 2024.

The following standard issued by the IASB and implemented in European law was applied in the preparation of the consolidated interim financial statements for the first time with effect from January 1, 2025:

- Lack of Exchangeability (Amendments to IAS 21; applying a consistent approach in assessing whether a currency can be exchanged)

Initial application of this standard did not have any material effects on the net assets, financial position, or financial performance of the Group.

### 4 Accounting estimates

Preparation of the consolidated interim financial statements in compliance with IFRS requires assumptions and estimates to be made that have an impact on the figures disclosed in the consolidated financial statements or consolidated interim financial statements. The estimates are based on empirical data and other information on the transactions to be recognized. Actual results may differ from such estimates. The same accounting estimate procedures and assumptions as used in the consolidated financial statements for the year ended December 31, 2024 were applied to the estimates shown in these consolidated interim financial statements.

### 5 Related party disclosures

For the disclosures on related parties, please refer to the consolidated financial statements for the year ended December 31, 2024. There were no material changes between that date and June 30, 2025.

### 6 Segment information

The Ströer Group has grouped its business activities into three segments that operate independently in the market, working in close cooperation with the Group holding company Ströer SE & Co. KGaA. The three segments are Out-of-Home Media, Digital & Dialog Media, and DaaS & E-Commerce.

While the OOH, DOOH, and Services product groups are allocated to the Out-of-Home Media segment, the Digital & Dialog Media segment comprises the Digital and Dialog product groups. The DaaS & E-Commerce segment consists of the Data as a Service and E-Commerce product groups.

The following table shows the reconciliation of segment earnings to the figures included in the consolidated financial statements:

EUR k	Q2 2025	Q2 2024
Total segment earnings – EBITDA (adjusted)	156,880	163,538
Reconciliation items	-8,013	-8,676
EBITDA (adjusted)	148,867	154,862
Adjustments	-3,673	-3,505
EBITDA	145,194	151,357
Depreciation (right-of-use assets under leases (IFRS 16))	-54,795	-52,813
Amortization and depreciation (other non-current assets)	-28,232	-26,286
Impairment losses (including goodwill impairment)	-352	-595
Net finance income/costs	-15,700	-17,949
Profit or loss before taxes	46,115	53,713

EUR k	6M 2025	6M 2024
Total segment earnings – EBITDA (adjusted)	282,499	280,104
Reconciliation items	-16,232	-16,800
EBITDA (adjusted)	266,268	263,304
Adjustments	-6,213	-8,165
EBITDA	260,054	255,139
Depreciation (right-of-use assets under leases (IFRS 16))	-107,404	-104,257
Amortization and depreciation (other non-current assets)	-56,725	-51,462
Impairment losses (including goodwill impairment)	-576	-898
Net finance income/costs	-31,061	-36,230
Profit or loss before taxes	64,288	62,292

### REPORTING BY OPERATING SEGMENT

		Digital &	DaaS &		
EUR k	00H Media	Dialog Media	E-Commerce	E-Commerce Reconciliation	Group
Q2 2025					
External revenue	211,233	208,862	84,635	0	504,730
Internal revenue	33,874	814	21	-34,710	0
Segment revenue	245,107	209,676	84,656	-34,710	504,730
EBITDA (adjusted)	117,064	30,901	8,915	-8,013	148,867
Q2 2024					
External revenue	212,575	213,390	85,553	0	511,517
Internal revenue	29,810	1,956	25	-31,790	0
Segment revenue	242,385	215,346	85,577	-31,790	511,517
EBITDA (adjusted)	117,219	37,376	8,943	-8,676	154,862

6M 2025  External revenue Internal revenue Segment revenue		Digiod Media	E-Commerce Reconciliation		5
External revenue Internal revenue Segment revenue					
Internal revenue Segment revenue	390,389	414,350	175,462	0	980,201
Segment revenue	64,503	1,527	52	-66,082	0
EDITOA (adinotad)	454,892	415,877	175,514	-66,082	980,201
EDITUR (aujusteu)	203,345	58,857	20,297	-16,232	266,268
6M 2024					
External revenue	372,060	415,393	177,506	0	964,959
Internal revenue	52,240	3,320	57	-55,617	0
Segment revenue	424,300	418,713	177,563	-55,617	964,959
EBITDA (adjusted)	190,330	009'89	21,173	-16,800	263,304

### REPORTING BY PRODUCT GROUP

EUR k	Н00	роон	OOH DOOH Services	Digital	Dialog	Data as a Service (	ommo:	E- Recon- erce ciliation	Group
Q2 2025									
Segment	140,015	92,985	12,107	92,985 12,107 104,665 105,012	105,012	40,293	40,293 44,363 -34,710	-34,710	504,730
Q2 2024									
Segment	144,484	84,942	12,959	107,649	107,697	39,711	144,484 84,942 12,959 107,649 107,697 39,711 45,866 -31,790	-31,790	511,517

EUR k	Н00	D00H	Services	Digital	Dialog	Data as a E- OOH DOOH Services Digital Dialog Service Commerce	E- ommerce	E- Recon- ce ciliation	Group
6M 2025									
Segment	255,202	174,327	255,202 174,327 25,363 202,782 213,094	202,782	213,094	82,466	93,048	-66,082	980,201
6M 2024									
Segment	250,805	148,753	250,805 148,753 24,742 203,479 215,235	203,479	215,235		97,762	79,801 97,762 -55,617	964,959

### 7 Reconciliation: organic growth

The following tables present the reconciliation to organic revenue growth. For the first half of 2025, they show that the increase in revenue (excluding foreign exchange rate effects) of EUR 5.3m and adjusted revenue for the prior-year period of EUR 961.6m gives organic revenue growth of 0.5%.

EUR k	Q2 2025	Q2 2024
Revenue for Q2 of prior year (reported)	511,517	454,779
Entities sold	-1,614	-2,745
Revenue for Q2 of prior year (restated)	509,903	452,034
Foreign exchange rate effects	-744	826
Organic revenue growth	-11,852	52,067
Revenue for Q2 of current year (restated)	497,307	504,927
Acquisitions	7,423	6,590
Revenue for Q2 of current year (reported)	504,730	511,517

EUR k	6M 2025	6M 2024
Revenue for 6M of prior year (reported)	964,959	864,706
Entities sold	-3,389	-5,626
Revenue for 6M of prior year (restated)	961,569	859,080
Foreign exchange rate effects	277	1,435
Organic revenue growth	5,281	88,239
Revenue for 6M of current year (restated)	967,127	948,754
Acquisitions	13,073	16,205
Revenue for 6M of current year (reported)	980,201	964,959

# 8 Reconciliation of the consolidated income statement to the management accounting figures

Q2 2025 EUR m	Income statement in accordance with IFRS	Redassification of Redassification Income statement amortization, of for management depreciation, exceptional accounting and impairment tems purposes	Reclassification of exceptional items	Income statement for management accounting purposes	Amortization and depreciation from purchase price allocations	Exchange rate effects from intragroup loans	Elimination of exceptional items Tax and impairment normalization losses	of Adjusted Is income It statement Is Q2 2025	Adjusted income statement Q2 2024
Revenue	504.7			504.7				504.7	511.5
Cost of sales	-288.8	70.5	0.3	-218.0				-218.0	-222.8
Selling expenses	-87.2								
Administrative expenses	-72.0								
Total selling and administrative expenses	-159.2	12.8	0.1	-146.3				-146.3	-144.3
Other operating income	7.4								
Other operating expenses	-4.9								
Total other operating income and other operating expenses	2.5		3.3	5.8				5.8	7.6
Share of the profit or loss of investees accounted for using the equity method	2.6			2.6				2.6	2.8
EBITDA (adjusted)				148.9				148.9	154.9
Amortization, depreciation, and impairment		-83.4		-83.4	3.5			-79.9	-76.5
EBIT (adjusted)				65.5	3.5			0.69	78.4
Exceptional items			-3.7	-3.7			3	3.7 0.0	0.0
Net finance income/costs	-15.7			-15.7		-2.0		-17.7	-18.6
Income taxes	-13.8			-13.8			-1.6	-15.4	-17.5
Consolidated profit or loss for the period	32.3	0.0	0.0	32.3	3.5	-2.0	-1.6 3	3.7 36.0	42.3

6M 2025									
	Income statement	Reclassification of amortization,	Reclassification of	Income for m	de A	Exchange rate effects	Elimination of exceptional items		Adjusted
EUR m	in accordance with IFRS	depreciation, and impairment	exceptional	accounting	purchase price allocations	rrom intragroup Ioans	lax and impairment normalization losses	statement 6M 2025	Statement 6M 2024
Revenue	980.2			980.2				980.2	965.0
Cost of sales	-569.7	139.5	9.0	-429.6				-429.6	-428.2
Selling expenses	-176.5								
Administrative expenses	-145.8								
Total selling and administrative expenses	-322.4	25.2	0.1	-297.0				-297.0	-287.5
Other operating income	12.2								
Other operating expenses	-9.2								
Total other operating income and other operating expenses	3.0		5.5	8.5				8.5	9.3
Share of the profit or loss of investees accounted for using the equity method	4.2			4.2				4.2	4.7
EBITDA (adjusted)				266.3				266.3	263.3
Amortization, depreciation, and impairment		-164.7		-164.7	7.2			-157.5	-150.2
EBIT (adjusted)				101.6	7.2			108.7	113.1
Exceptional items			-6.2	-6.2			6.2	0.0	0.0
Net finance income/costs	-31.1			-31.1		-3.2		-34.3	-35.9
Income taxes	-19.2			-19.2			-3.1	-22.3	-22.4
Consolidated profit or loss for the period	45.1	0.0	0.0	45.1	7.2	-3.2	-3.1 6.2	52.1	54.8

Selected notes to the consolidated income statement, consolidated statement of financial position, and consolidated statement of cash flows and other notes

### 9 Seasonality

The Group's revenue and earnings are seasonal in nature. While the fourth quarter is generally characterized by significantly higher revenue and earnings, the first quarter in particular tends to be somewhat weaker. Sometimes, however, this seasonality is eclipsed by significant changes in the macroeconomic backdrop.

### 10 Financial instruments

The following table shows the financial assets and liabilities measured and recognized at fair value on a recurring basis as at June 30, 2025 and December 31, 2024:

			Carrying	amount purs	uant to IFRS 9	
EUR k	Measure- ment category pursuant to IFRS 9	Carrying amount as at Jun. 30, 2025	Amortized cost	Fair value through other compre- hensive income	Fair value through profit or loss	Fair value as at Jun 30, 2025
Assets	11113 3	2023	COST	meonie	profit of 1033	30, 2023
Cash	AC	72,032	72,032			72,032
Trade receivables	AC	204,946	204,946			204,946
Other non-current financial assets	AC	1,306	1,306			1,306
Other current financial assets	AC	12,633	12,633			12,633
Equity instruments measured at fair value through other comprehensive income	FVTOCI	3,020		3,0201		3,020
Equity and liabilities						
Trade payables	AC	219,281	219,281			219,281
Non-current financial liabilities <sup>2</sup>	AC	972,892	972,892			974,355
Current financial liabilities <sup>2</sup>	AC	54,726	54,726			54,726
Contingent purchase price liabilities	FVTPL	0	•		0	. (
Obligation to purchase own equity instruments	AC	32,913	32,913			32,913
Thereof aggregated by measurement category pursuant to IFRS 9: Assets measured at amortized cost	AC	290,917	290,917			290,917
	AC	250,517	250,511			230,317
Equity instruments measured at fair value through other comprehensive income	FVTOCI	3,020		3,0201		3,020
Financial liabilities measured at fair value through profit or loss	FVTPL	0			0	(
Financial liabilities measured at amortized cost	AC	1,279,812	1,279,812			1,281,275
EUR k	Measure- ment category pursuant to IFRS 9	Carrying amount as at Dec. 31, 2024	Amortized cost	Fair value through other compre- hensive income	Fair value through profit or loss	Fair value as at Dec. 31, 2024
Assets						
Cash	AC	75,491	75,491			75,491
Trade receivables	AC	234,229	234,229			234,229
Other non-current financial assets	AC	1,023	1,023			1,023
Other current financial assets	AC	13,580	13,580			13,580
Equity instruments measured at fair value through other comprehensive income	FVTOCI	3,020		3,0201		3,020
Equity and liabilities						
Trade payables	AC	247,056	247,056			247,056
Non-current financial liabilities <sup>2</sup>	AC	765,150	765,150			765,450
Current financial liabilities <sup>2</sup>	AC	147,756	147,756			147,756
Contingent purchase price liabilities	FVTPL	0			0	(

Obligation to purchase own equity instruments	AC	39,233	39,233		39,233
Thereof aggregated by measurement category pursuant to IFRS 9:					
Assets measured at amortized cost	AC	324,323	324,323		324,323
Equity instruments measured at fair value through other					
comprehensive income	FVTOCI	3,020		3,020 <sup>1</sup>	3,020
Financial liabilities measured at fair value through profit or					
loss	FVTPL	0		0	0
Financial liabilities measured at amortized cost	AC	1,199,195	1,199,195		1,199,495

<sup>&</sup>lt;sup>1</sup> Other equity investments (Level 3).

Due to the short terms of cash and cash equivalents, trade receivables, trade payables, other financial assets, and current financial liabilities, it is assumed that the fair values correspond to the carrying amounts.

The fair values of the liabilities to banks included in non-current financial liabilities are calculated as the present values of the estimated future cash flows, taking into account Ströer's own credit risk (Level 2 fair values). Market interest rates with matching maturities are used for discounting. It is therefore assumed that the carrying amount of non-current financial liabilities is equal to the fair value as at the reporting date. The only deviation from this was among the note loans, where fixed-rate tranches with a volume of EUR 172.5m were determined to have a slightly higher fair value of EUR 174.0m as at the reporting date.

The fair value hierarchy levels and their application in respect of the Group's assets and liabilities are described below:

- Level 1: Quoted market prices are available in active markets for identical assets or liabilities. The quoted market price for the financial assets held by the Group is equivalent to the current bid price. These instruments are assigned to Level 1.
- Level 2: Quoted or market prices for similar financial instruments in an active market or for identical or similar financial instruments in a market that is not active or inputs other than quoted market prices that are based on observable market data. An instrument is assigned to Level 2 if all significant inputs required to determine the fair value of the instrument are observable in the market.
- Level 3: Valuation techniques that use inputs that are not based on observable market data. Instruments assigned to Level 3 include, in particular, unquoted equity instruments.

Changes in the assessment of the level to be used for measuring the assets and liabilities are made at the time that any new facts are established.

<sup>&</sup>lt;sup>2</sup> Excluding the obligation to purchase own equity instruments, excluding contingent purchase price liabilities (Level 3), and excluding lease liabilities (IFRS 16).

### 11 Shareholder meeting

This year's shareholder meeting of Ströer SE & Co. KGaA was held virtually on June 4, 2025. In total, around 49 million no-par-value shares were represented, equivalent to around 88% of the share capital. At the shareholder meeting, the proposal of the Supervisory Board and general partner to pay a dividend of EUR 2.30 per dividend-bearing no-par-value share was adopted.

### 12 Subsequent events

No material events have occurred since the reporting date.

Cologne, August 13, 2025

Ströer SE & Co. KGaA represented by: Ströer Management SE

(general partner)

Udo Müller Co-CEO Christian Schmalzl Co-CEO

duncey

Henning Gieseke CFO

und lind

### RESPONSIBILITY STATEMENT

To the best of our knowledge, and in accordance with the applicable financial reporting principles for interim financial reporting, the condensed consolidated interim financial statements give a true and fair view of the net assets, financial position, and financial performance of the Group, and the interim group management report includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected future development of the Group for the remaining months of the financial year.

Cologne, August 13, 2025

Ströer SE & Co. KGaA

represented by: Ströer Management SE

(general partner)

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### FINANCIAL CALENDAR

9M/Q3 2025 quarterly statement

November 11, 2025

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