



GROUP NON-FINANCIAL REPORT

STRÖER SE & CO. KGAA,
COLOGNE DECEMBER 31, 2023

STROEER Group non-financial report for the year 2023

Ströer SE & Co. KGaA, Cologne December 31, 2023

Combined non-financial statement for the Group pursuant to section 315b and c in conjunction with section 289b to e of the German Commercial Code (HGB)

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1 SUSTAINABILITY AT STRÖER

Sustainability in thought and action is a key priority for the Ströer Group. We place high priority on maintaining a balance of interests between all parties who are involved in, or affected by, our business processes. In meeting its responsibility to society, Ströer contributes to enabling future generations to live in an intact social, economic, and ecological environment. Ströer's primary contribution in this context is acting as a reliable, top-performing partner for the advertising industry while paying a great deal of attention to environmental, societal and social concerns.

1.1 Our company

Ströer SE & Co. KGaA is a listed German company headquartered in Cologne. The Ströer Group ('Ströer') is made up of Ströer SE & Co. KGaA and its subsidiaries. Ströer is a leading provider of out-of-home and online advertising as well as all forms of dialogue marketing in Germany. Ströer offers advertisers both focused as well as comprehensive yet customized communications solutions across a broad spectrum of out-of-home and online advertising media. Ströer has something for everyone, whether major national firms or small local advertisers.

Ströer's core business is outdoor advertising, also known as out-of-home (OOH) media and includes digital out-of-home (DOOH) advertising where Ströer has around 300,000 spaces for advertising displays at its disposal in Europe, mainly in Germany. The OOH segment comprises traditional formats such as billboards or advertising columns (Morris columns) and light projectors as well as digital formats featuring LED/LCD screens. Our portfolio includes bus and tram shelters, which have the dual function of offering advertising space and supporting the local infrastructure. Ströer handles installation, care and maintenance, and lighting for its advertising spaces and street furniture.

In addition, Ströer is one of the largest marketers of online advertising in Germany (Digital & Dialog Media segment). The Ströer Group currently operates and markets several thousand websites, primarily in German-speaking countries. With the takeover of the t-online.de platform, Ströer has added news to its advertising services to become an integrated media company. t-online.de is a news portal in its own right, established as a leading provider of political news and one of Germany's leading journalistic media brands.

Ströer X and the Ranger Group are also part of the Group's Digital & Dialog Media segment. Ströer X is responsible for dialogue marketing within the Group and is one of the largest providers of call center capacity in Germany. The Ranger Group is a field sales specialist, providing direct sales services.

Ströer also holds equity interests in the DaaS and e-commerce segments. Statista is a provider of statistical data and company rankings, and AsamBeauty manufactures skincare and cosmetic products.

The Ströer Group employs more than 10,000 people at some 100 locations. In 2023, Ströer generated revenue of EUR 1.91b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX segment.

1.2 Reporting framework

Ströer's non-financial statement for the Group for financial year 2023 was prepared in accordance with the requirements of section 315 (b) and (c) in conjunction with section 289 (b) to (e) of the German Commercial Code (*Handelsgesetzbuch*, HGB) and Regulation (EU) 2020/852 of the European Parliament and of the Council of 18 June 2020 on the establishment of a framework to facilitate sustainable investment, and amending Regulation (EU) 2019/2088 (hereinafter referred to as the EU Taxonomy Regulation).

The contents of the non-financial statement for the Group depend on materiality for the Ströer Group. The non-financial statement for the Group also discloses significant risks pursuant to section 289c (3) nos. 3 and 4 of the HGB to the extent necessary for an understanding of the Group's and the Company's development, performance, position and impact of their activity on non-financial matters. There are no non-financial performance indicators that are material to the Ströer Group's business activities as are required to be reported under section 289c (3) no. 5 of the HGB. At present, the Ströer Group is predominantly managed on the basis of financial ratios and performance indicators.

The non-financial statement (NFS) was audited by the Supervisory Board for legal validity, compliance with formal and regulatory requirements, and suitability as required by section 171 (1) sentence 4 of the German Stock Corporation Act (*Aktiengesetz*, AktG). Ströer is committed to transparency in its communications with stakeholders and reports on all sustainability-related aspects of its business and the corporate environment. Ströer's reports follow the criteria laid out in the Global Reporting Initiative (GRI).

2 BASIS FOR SUSTAINABLE PRACTICES

Transitioning to sustainable ways of living and doing business poses a great challenge for society, one that needs to be met at the local, national, and international level in order to secure a sustainable future for people and the environment. Ströer has a long tradition of acting sustainably to meet this challenge. The Company believes that sustainability and business success go hand in hand. This is why Ströer is committed to the 17 sustainable development goals (SDGs) of the United Nations. The Ströer Group plays its part in helping to implement the objectives of the global 2030 Agenda for Sustainability Development and the German government's related national sustainability policy.

Ströer focuses on the areas where the Group can make a particular contribution, such as climate action, initiatives for making cities and municipalities sustainable, and promoting diversity among our employees. The Group offers solutions to support the process of transitioning to a sustainable future. Ströer also aims to avoid potential adverse impacts on people and the planet, or, where avoidance is not immediately possible, to continuously reduce them.

As a company based in Germany, Ströer supports the international frameworks in the area of sustainability that have been ratified by the federal government – such as the United Nations Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises, and the fundamental conventions of the International Labour Organization (ILO). These frameworks are taken into account in Ströer's core sustainability documents, including the Code of Conduct, the Code of Conduct for Suppliers and Business Partners, and the Ströer Social Charter.

Ströer continuously evolves its sustainability policy and sustainability activities based on the respective success achieved and changes in the relevant environment. Ströer's portfolio of services helps customers to choose the most environmentally friendly method of advertising. As part of the digitalization process in its portfolio, Ströer is steadily reducing the generation of greenhouse gases and significantly reducing resource consumption. The social and environmental impact of our business dealings is measured on an ongoing basis in order to capture, analyze and thereby permanently improve the Group's sustainability performance. Ströer assumes responsibility for its supply chain and has established processes in its product stewardship for reviewing, correcting, or blocking advertising content in order to uphold legal and moral standards. The Company continually evolves its corporate governance systems in order to incorporate the latest technological, regulatory, and civil requirements. This helps Ströer to boost its future competitiveness and fulfill the ambitions set out in its sustainability policy.

2.1 Materiality

Method and approach: The materiality analysis of the topics to be reported on under the CSR Directive Implementation Act is carried out each year on the basis of a systematic evaluation process within the Ströer Group. Ströer thereby follows the intention of the legislature, i.e. identifying and reporting on topics that are material to both the Company's net assets, financial position, and financial performance and to the reportable aspects themselves.

With this in mind, Ströer's sustainability management team regularly documented current sustainability factors and their related opportunities and risks (impacts) in 2023 using internal risk analysis, media research, ESG ratings, reporting standards, and information from internal and external stakeholders. This process serves to identify any need to adjust the current focus of sustainability work. If there is a need, the definition of topics or the selection of topics of relevance for Ströer and the Company's situation are amended. No such adjustments were made in 2023.

The updated list of sustainability topics was then incorporated into the materiality analysis, which is used to prepare the Group non-financial report and the sustainability report of Ströer SE & Co. KGaA. Based

on the updated list, all relevant business units within Ströer were asked to assess the impact of the topics on their net assets, financial position, and financial performance, and the effect of the business on stakeholders and the environment ('double materiality'). The results of this survey were presented to and evaluated by the Sustainability Council, Ströer's central steering committee for sustainability. Finally, the process and its results were reviewed by the Supervisory Board's ESG officer to ascertain whether any adjustments were required.

2.2 Management approach

Ströer combines entrepreneurship aimed at creating shareholder value with its ambition to grow sustainably through innovation and continuous improvement of the Group's products and operational processes. Ströer thinks in decades, not quarters. The global transition toward a sustainable economy is a driving force that the Group intends to use to secure its business success in tomorrow's world.

- Ströer plans to reduce net greenhouse gas emissions to zero by 2050. This is to be achieved by reducing energy consumption in our advertising media even more, optimizing our employees' mobility and travel habits, setting up our offices to be even more sustainable, and continuously improving materials management.
- Ströer consistently focuses on employees as the heart of its corporate activities. We are constantly improving human resources management, working conditions, and occupational health and safety while at the same time continuing to increase diversity and creating additional training and CPD opportunities.
- Ströer intends to increase the sustainability level of its services portfolio from year to year. To this end, the materials used are becoming increasingly more sustainable in terms of type and quantity; Ströer also carefully monitors its value chain. We are highly committed to providing pro bono advertising services for the good of society, and this will not change.
- Ströer will maintain its high level of compliance with corporate governance recommendations and improve performance even further whenever opportunities for improvement are identified. This relates to the areas of compliance, risk management, internal control, internal audit, data protection, and IT security.

Overall responsibility for sustainability management lies with the Board of Management, which aligns business policy with the requirements of socially responsible business and defines corresponding strategies and programs. The Chief Financial Officer (CFO) is responsible for developing sustainability targets and the corresponding sustainability strategy as well as for implementing the sustainability concept within the Group. The CFO is supported in this process by Ströer's sustainability management organization and the individual departments. A Sustainability Committee, which meets two to four times per year, serves as a preparatory decision-making body. The CFO represents the Board of Management on the Sustainability Committee, and representatives from the individual departments are called in as needed. The Supervisory Board of Ströer SE & Co. KGaA is responsible for overseeing the overall progress of the Group's sustainability policy and monitors the consistency of the Group's business and sustainability strategy.

3 KEY ACTION AREAS

Ströer's sustainability management organization is tasked with ensuring that the Group's operations are aligned with ecological, societal, and ethical considerations. The sustainability management organization focuses on action areas, targets, and measures and is integrated into the Group's processes and sustainability strategy. It also considers the impact of sustainability management on stakeholder requirements and interests, especially those of customers, staff, suppliers, and investors.

Non-financial aspects	HGB	Key action areas	Section
Environmental matters	Section 289c (2) no. 1	Climate change	3.1
Social matters	Section 289c (2) no. 2	Data protection	3.2
		IT security	3.3
Employee matters	Section 289c (2) no. 3	Working conditions	3.4
		Training and staff development	3.5
		Diversity and equality	3.6
		Occupational health and safety	3.7
Combatting corruption and bribery	Section 289c (2) no. 4	Anti-corruption and bribery	3.8
Human rights matters	Section 289c (2) no. 5	No formal action areas for Ströer as defined in the CSR Directive Implementation Act	–

- Based on the results of the materiality analysis, environmental matters and related topics are not considered material to the business of the Ströer Group and are therefore not addressed in depth in this report.
- In order to address sustainability as a whole, however, Ströer has included the environment aspect as a central pillar of our 2030 sustainability strategy and has made climate action an area of focus. The Group thus takes the considerable social importance of this topic into account. Ströer aims to make the entire business climate-neutral by 2025 and further enhanced the Group's climate strategy in 2023. In addition, we have already introduced a range of measures and continued to drive forward with our efforts in this area in 2023. The Company was again able to slightly increase the proportion of green electricity in its Group-wide energy consumption. Around 90% of the Group's digital advertising media is powered by green electricity, while the figure for Germany alone is 100%. The switch to green electricity is supported by the introduction of various energy-efficiency measures for our advertising media and by the optimization of our use of materials. We are already running climate-neutral advertising for our customers. Unavoidable greenhouse gas emissions are offset through certified climate change mitigation projects.
- Ströer reports in detail on this and other measures in its annual sustainability report, which it has been publishing since 2020.

3.1 Climate change

Ströer requires a notable amount of energy to render its services and create value. Significant volumes of electrical energy are consumed at numerous Ströer locations. Ströer requires heating energy in buildings and fuel to operate the Company’s fleet of vehicles, processes which still entail a considerable amount of greenhouse gas emissions.

At the same time, rising energy prices are notably impacting the Group’s finances. Against this backdrop, Ströer plans to continuously reduce its total energy consumption in the coming years by availing itself of technologies that are becoming increasingly more energy efficient and reviewing its vehicle fleet on an ongoing basis to determine the necessary size at any given time and identify more environmentally friendly transport solutions.

Ströer's operations cause significant greenhouse gas emissions, both direct and indirect. We expect to see a reduction in those emissions of 65% (Scope 1 and 2) and 35% (Scope 3) in absolute terms in the period between 2019 and 2030 based on the use of technologies and processes that are less emission heavy and by procuring electrical energy from renewable sources. Ströer has developed a dedicated roadmap for this purpose that will be systematically implemented over the course of this decade.

Climate change has not yet had a discernible impact on Ströer's business model, financial targets, or strategy, nor are any such impacts expected over the next few years. However, higher state carbon prices have already been factored into that expectation within the scope of ESG risk management. In order to keep the resulting impact within narrow limits, Ströer keeps a constant eye on all links in the value chain to determine how greenhouse gas emissions associated with providing the Group’s services can be reduced by using alternate materials, manufacturing processes, and types of energy.

The value chain elements analyzed include the production and operation of advertising media, the use of information technology (including data centers), the scope and types of vehicles in the vehicle fleet, the maintenance of office properties, and the manufacture of cosmetics. All relevant Ströer segments are involved in the ongoing optimization process, which also includes reviewing suggestions and proposals from external stakeholders.

One risk worth noting is that Ströer customers may not sufficiently appreciate Ströer's commitment to mitigating climate change, which could lead to a decrease in, or elimination of, demand for Ströer’s products and services. However, this situation also presents an opportunity in that Ströer could respond to climate change more quickly than its competitors, in which case demand for Ströer’s products and services could increase and new customers could be acquired.

Environmental risks due to climate change (examples)		
Physical risks	Non-physical risks	Transitory risks
Damage to buildings, advertising spaces, or vehicles.	Rising insurance premiums due to increased physical risks	Stricter environmental standards for assets (such as energy intensity) resulting in asset losses
Very low	Low	Medium

3.2 Data protection

Data protection means protecting personal data from unauthorized collection, processing, and disclosure in order to safeguard the interests and right to privacy of customers, business partners, and employees. With this in mind, Ströer takes all appropriate measures to ensure the security of personal data and protect it from misuse. The legal basis for data protection is the EU General Data Protection Regulation (GDPR). All Ströer employees are required to agree to adhere to the GDPR in writing.

Data protection organization At Group level, the Group Data Protection function within the GRC corporate unit (**G**overnance, **R**isk, **C**ompliance) manages the coordination of all Group companies within the data protection organization. The responsibilities of Group Data Protection include issuing groupwide data protection guidelines as well as monitoring the implementation of and compliance with agreed measures. The published data protection guidelines are revised annually and supplemented as needed. Group Data Protection also ensures the regular sharing of information within the data protection organization, for example as part of monthly data protection roundtable meetings between all relevant data protection stakeholders (Data Protection Roundtable). The Group Data Protection function is also responsible for coordinating important matters relating to data protection and running the data protection management system (DPMS) based on the IDW PS 980 audit standard in conjunction with auditing practice statement IDW PH 9.860.1. To support central data protection processes, data protection management software has been introduced across the Group. The software increases the automation and standardization of data protection processes and is used to manage data protection tasks across the entire data protection organization.

Like the GRC system, Ströer's data protection organization is decentralized. Each of the business units has an information security manager (ISM) who takes on specific tasks as defined in a Group guideline. If necessary, a data protection officer (DPO) is also appointed at the level of the Group company. Each DPO is responsible for advising and monitoring their company and acting as the contact person for data subjects on matters of data protection. The contact details of the data protection officers are publicly available. Moreover, each Group company has appointed one or more data protection coordinators (DPCs). The DPC is the link between the ISM and the relevant Group company. The DPC is also the first port of call for employees and ensures that data protection is implemented all the way down to the departments. In financial year 2023, ten ISMs, eight DPOs, and 104 DPCs were employed in the data protection organization. Compared with the previous year, 16 additional DPCs were hired in 2023 to ensure effective support for the implementation of data protection processes at Group companies.

Group guidelines, procedures, and tools have been combined in a 'data protection toolbox', which is made available to Ströer Group subsidiaries to support their compliance with data protection requirements. Employees can also find explanations of key data protection roles, requirements, and applications on the Ströer intranet. Data protection at Ströer is regularly reviewed by Internal Audit. In 2023, one data protection audit was carried out within a cluster, the main objective being to review implementing a data protection management system (DPMS) in line with the basic elements of IDW PH 9.860.1. The data protection audit also aimed to identify any gaps in the implementation of a DPMS and ultimately in the implementation of the GDPR in order to create a follow-up action plan for the relevant Ströer Group company.

Complaints and data incidents. The management of data protection and related incidents is integral to data protection compliance at Ströer. In certain cases, the GDPR stipulates that a personal data breach must be reported to the relevant supervisory authority and to the data subject. In light of this, Ströer prepared a data incident response plan for the reporting of personal data breaches and published

it as a guideline for the Ströer Group. The guideline defines how data incidents are managed in the Ströer Group and specifies the responsibilities in this context.

Complaints about data protection breaches and the loss of data can be reported to Ströer via external reporting mechanisms or via a supervisory authority. In 2023, three justified complaints were received in connection with breaches of customers' privacy by Ströer Group companies in Germany. None of the complaints received related to the theft or loss of data, and accordingly the authorities did not impose any measures on companies in the Ströer Group.

Data protection training. Ströer offers a wide range of data protection training tailored to each target group through its groupwide learning management system. Basic GDPR training for staff is mandatory for all employees of the Ströer Group. The Group's range of training modules on data protection, which are available to employees and data protection stakeholders for self-study, was also expanded. Classroom-based sessions on the topic of data protection are also on offer for decision-makers at senior management level, and new hires receive relevant training as part of the onboarding process, during which a confidentiality obligation is imposed on them. Additionally, in 2023, 17 DPCs were certified, 30 DPCs were trained, and 6,450 basic data protection training sessions were carried out.

Risks arising from breaches in data protection		
Physical risks	Non-physical risks	Transitory risks
–	Loss of reputation due to the damage-creating use or abuse of unlawfully obtained data.	Steadily increasing data security costs as data protection regulations become progressively more strict
Non-existent	Medium	Low

3.3 IT security

IT security, i.e. protecting the technical processing of information against unauthorized access and unauthorized data manipulation, is just as important to Ströer as data security, both having high priority. This includes protecting the Company's assets against cyberattacks.

Ströer has defined authenticity, integrity, confidentiality, and availability as the overarching objectives of IT security. The emphasis is on protecting the Ströer Group's most valuable assets. In order to achieve these objectives and take account of developments in the field at an organizational level, Ströer continuously enhances the Group's IT security systems. This process is based on the international ISO 27001 standard for information security.

The information security guidelines and the information security management system (ISMS) defined therein apply to all companies in the Ströer Group to the same extent. Both components specify minimum requirements that must be met by all Group companies, regardless of their individual IT security organization and associated measures already in place. In addition to these definitions, policies are developed as required for the individual companies in the Ströer Group to match local circumstances.

In 2023, Ströer continued to develop processes, organizational structures, and responsibilities on this basis in the area of IT security. A key element is the overarching Group Information Security Office, which increased its number of staff from two in 2021 to six in 2023.

The Group Information Security Office has the power to issue guidelines in IT security; it drives improvement initiatives and carries out awareness campaigns across the Group, carries out audits within the Group, and advises the Group companies. The head of the Group Information Security Office reports on a monthly basis to the relevant member of the Board of Management about IT security. This is supplemented by a quarterly status report to the full Board of Management of Ströer. The Group Information Security Office also coordinates groupwide services such as security awareness training, the attack surface management solution, risk scoring, and threat intelligence. It is assisted by employees in the departments and Group companies who deal with local IT security and data security matters.

Identifying weaknesses in systems and processes and finding solutions to remedy them are key to continuously improving IT security. To this end, Ströer uses a special software across the Group that monitors all IT-related entry gates. The software also runs regular weakness tests that automatically check the web applications against the most common weaknesses and help to remedy any security breaches, such as the recent Log4j and Log4Shell or the OpenSSL v3 bugs. Regular internal and external penetration tests are also carried out in order to identify potential technical weak points in specific test objects. In addition, red team exercises were commissioned in which an external service provider carries out comprehensive and realistic cyberattacks in order to test the ability of the security organization to withstand an attack.

Another element of our efforts to improve IT security is the empowerment of employees and raising awareness across the Group. To this end, the Group Information Security Office publishes regular articles on the topic of IT security on the intranet, runs an active cybersecurity community within the Group, and presents its IT security goals in (tech) talks at the Group companies. Phishing simulations were also carried out in order to test the workforce's security awareness in a fictitious real world scenario.

Ströer introduced mandatory training and additional training programs (such as 'sichere Entwicklung' (secure development)) in 2021 on the current challenges of cybersecurity and how to deal with it correctly. This complemented its existing mandatory basic training on IT security and data protection. In the first half of 2023, Ströer held a new mandatory cybersecurity training course for all staff, replacing the previous cybersecurity training. This new training course is to be repeated each year with a risk-weighted focus. It covers topics such as phishing and how to work securely from home and elsewhere.

Risks arising from IT security breaches (examples)		
Physical risks	Non-physical risks	Transitory risks
Destruction of IT infrastructure.	Loss of reputation due to the intrusion of third parties into internal company systems or having to pay compensation for damage to third parties.	Steadily increasing data security costs as IT security regulations become progressively more strict
Very low	Low	Low

3.4 Working conditions

Our employees are undoubtedly the most important factor in the success of Ströer in terms of the Group's financial performance. Committed, capable, motivated, and hard-working employees are at the heart of our success. That is why Ströer offers a working environment that supports the development of employee competencies to help ensure satisfied employees.

Our corporate philosophy calls for strengthening and developing the working environment as a key component. Ströer is committed to diversity and ongoing employee development in order to increase its attractiveness as an employer. Secure jobs and fair working conditions are fundamental to the well-being of our employees.

Ströer's HR work takes a customized approach to creating an attractive working environment for employees that involves individually customized measures and target group-specific communications. This includes regular onboarding days for new employees, employee surveys, and a respectful reintegration process after long absences.

Where employee assessments are concerned, Ströer relies on ongoing dialogue between managers and employees in day-to-day operations. Ströer also conducts a Healthy Workplace employee survey in order to document and assess key factors that affect the satisfaction of staff in their day-to-day work. The survey focuses on the individual psychological stresses perceived by employees, which are evaluated anonymously at team level and proactively discussed with employees to gain a comprehensive understanding of the situation.

Ströer approaches HR holistically, aiming to give applicants, employees, and former employees a positive experience of the Company and what it stands for. Ströer does this through individually tailored HR measures and communication with the target groups at every relevant touchpoint. Touchpoints include our monthly onboarding day for new staff, employee surveys, and planned returns to work following extended periods of absence, including giving departing employees a good 'send-off.' The employer brand 'Mach mehr draus' (make more out of it) is used both in external communications and within the Group.

The importance of employee matters is also reflected in the pivotal position of HR within the organizational structure. The head of HR reports to the Board of Management directly and on a regular basis. She is also a member of the Executive Committee, the highest management body in the Ströer Group after the Board of Management. Employee matters relating to sustainability are also dealt with by Ströer's Sustainability Council.

Employees by segment		
Segment/headcount at year end	2022	2023
Digital & Dialog Media	6,070	6,942
OOH Media	2,195	2,149
DaaS & E-Commerce	1,907	2,007
Holding company	404	406
Σ	10,576	11,504

Of the total of 11,504 persons employed by the Ströer Group as of year-end 2023, 17% (1,930 employees) were employed at Group companies outside of Germany. At total of 3,206 Group employees, or 28%, worked part-time as of the end of 2023. A number of labor policy concepts and

measures have thus far only been implemented across the board at the German companies for reasons of economic efficiency or differences in national labor laws.

Modern and fair working conditions are key to long-term employee retention. Ströer offers its employees various options for adapting their working hours to their individual situation or stage of life. These include general company-wide arrangements and customized arrangements for individual employees. In addition to a system of working time based on mutual trust, these include arrangements such as individual part-time working, job shares, and hybrid work patterns such as Flex Work (working from home). Flex Work has already been successfully launched in almost all Group companies.

Ströer also offers sabbaticals through its Urlaub+ model, which enables employees to increase their vacation allowance by up to 20 days' unpaid leave, thus offering them greater flexibility. At the same time, Ströer also introduced Workstation, which gives staff the option to take up to 20 days of Flex Work and work from any location in Europe outside Germany, provided that the respective requirements are met.

Ströer's business focus in western Europe is associated with high legal (social) standards for the protection of workers' rights. Ströer has documented its groupwide commitment to fair working conditions in the Ströer Social Charter in 2022. The values and social principles ('how we work') provide a framework of ethics for the entire Ströer Group. Ströer acts in the knowledge that it must conduct its business responsibly and sustainably in order to protect our current and future living and working conditions. That also includes respect for the cultural, ethical, social, political, and legal diversity of the countries and societies in which the Group operates. All employees must observe the Ströer Social Charter. The content of the Social Charter was conveyed over the course of 2023 in the context of communication activities and trainings.

Risks arising from suboptimal working conditions (examples)		
Physical risks	Non-physical risks	Transitory risks
See 3.7 Occupational health and safety	Loss of motivation due to inadequate career opportunities or below-market remuneration	Steadily rising minimum wages and/or increasingly restrictive health and safety legislation.
Non-existent	Low	Very low

3.5 Training and staff development

Ströer places high priority on training young people. We offer traditional 3-year apprenticeships and work-study programs as well as an 18-month trainee program. In addition, Ströer offers students the option to gain practical experience through internships or by working as a temporary employee during their studies. Ströer employees have access to a multitude of training and development options.

Training of young talent. Ströer sees the training of young people as an important step in assuming responsibility for their qualifications. It is also a means of securing the loyalty of a pool of talented employees at an early stage and giving them opportunities for development. In 2023, the Ströer Group provided vocational training for a total of 166 young people in Germany. The central pillar is traditional vocational training, which usually lasts three years and is performed by experienced and qualified instructors. Ströer currently offers vocational training in media design, office management, marketing communications, and IT.

Ströer also offers dual vocational training schemes (with bachelor's and master's degrees) in marketing & digital media, business administration, business informatics, and management & digitalization. Ströer pays its trainees an attractive wage and covers the fees for the entire degree course. The courses comprise practical and theoretical phases. In the practical phases, students work at the Ströer Group, which means that they can actively take on responsibility at an early stage. In the theoretical phases, they are taught at the partner universities. Ströer has partnerships with five universities in Germany that are leading in the above-mentioned subjects. These partnerships include specific project work that has been tried and tested over many years.

The third pillar is the 18-month trainee program that Ströer offers to young graduates to give them an introduction to working life. The graduate trainees get to experience different departments and corporate units and are assigned experienced mentors. The trainee program is offered in general management, HR, and sales. In addition, Ströer offers students the option to gain practical experience through internships or by working as a temporary employee during their studies. The Ströer Group also acts as a partner for students writing theses for their bachelor or master's degrees.

In addition to the education students receive at vocational schools and universities, Ströer aims to provide support through extensive on-the-job training and to maintain, at a consistently high level, the proportion of trainees in the workforce and the proportion of trainees to whom the Company subsequently offers permanent positions.

Professional development. In order to retain employees over the long term and to conserve knowledge and skills within the Group, it is imperative for the Ströer Group to offer development opportunities to its staff. To this end, managers and employees get together to identify individual development needs, agree upon targets, and discuss corresponding development plans and career prospects. When planning new training formats, the Ströer Group also takes into account the skills and knowledge required for its business and for adapting to developments in the market. This includes new technological skills, knowledge of current regulations or internal policies, and methodological knowledge.

In addition to individual development measures, Ströer also offers standardized development programs across the Group. 'JUMP'n'grow' is a talent development program that usually lasts twelve months. Participants are selected by the Ströer Executive Committee. The program includes various training courses and workshops on personal development, research, and agile working methods, and is supported with individual mentoring by experienced senior executives.

The 'JUMP up' management training program was also continued in 2023, with 'Digital Leadership' as its main area of focus. The program comprises various modules in which HR employees who are

qualified trainers prepare content tailored to the needs of the participants and the organization, and offer it to Group offices across Germany. The trainings offered to managers covered the following subjects: authenticity, modern leadership methods, delegation, appreciation, and communication.

The interactive learning platform 'JUMP'n'train' combines the existing knowledge and career development activities. Activities include classroom-based exercises, self-study courses, webinars, and workinars. The courses are continually added to, and cover topics such as IT and systems, methods and media literacy, sales, and soft skills. Content can be offered at any location thanks to new technologies such as virtual classrooms.

Employees at Ströer are also able to take a part-time degree program or study towards a qualification or certification while working. Working hours can be temporarily reduced in agreement with a manager and, depending on the subject matter and purpose of the skills development course, employees can apply for Ströer to pay for some or all of the fees. Examples of such measures are training as a first responder or youth protection officer, Scrum master, or OKR master.

These opportunities are supplemented by mandatory training sessions in order to meet regulatory requirements and to ensure that important topics are addressed across the workforce. The main topics are data protection, compliance, information security, and health and safety.

Risks arising from inadequate training and development opportunities (examples)		
Physical risks	Non-physical risks	Transitory risks
See 3.7 Occupational health and safety	Loss of motivation due to a lack of suitable continuing education opportunities or declining applicant numbers due to a lack of attractive training programs	Declining level of education and training due to declining (state) education standards, leading to a greater need for additional training.
Non-existent	Low	Low

3.6 Diversity and equality

Ströer promotes a balanced and diverse workforce and strives to ensure that its working environment is free from discrimination by using groupwide standards, and complaint and control mechanisms. Ströer maintains a corporate culture that is shaped by respect, equal opportunities, and appreciation.

This culture is founded on raising awareness among management and creating spaces for the workforce to meet and talk, and concrete working models for productively balancing individual life plans with careers.

The Group employs people from more than 100 nations with different skills, from different social backgrounds and cultures, with different genders and gender identities, and in all age groups. Diversity is a catalyst for ideas and the cornerstone for the sustainable growth of the Company. Lastly, it is a reflection of Ströer's customers and of society. For these reasons, diversity is a focal point of Ströer's HR policy.

The head of HR at Ströer is directly responsible for the topic of diversity. In this role, she is responsible for the formulation of overall policy. She also designs groupwide HR standards on diversity, and is responsible for communicating them and ensuring that they are complied with. The range of responsibilities also includes initiating measures to promote diversity in the Group, for example by enhancing working models, launching targeted recruitment drives, and offering training opportunities. She also represents Ströer in HR-related diversity issues when dealing with third parties and is the women's officer for the Group.

In 2021, Ströer signed the Diversity Charter, one of the biggest initiatives in Germany to promote diversity in the workplace. By signing the charter, Ströer is committing to promote a diverse working environment and to report on its progress. For the Group, this includes a clear commitment to equal pay. In 2023, the Group also used the Diversity Day in Germany to draw attention to the subject on large-format screens and to spark discussions with employees, dispel preconceptions, and raise awareness of language and attitudes. With an internal LGBTQ+ network and the women's network 'EmpowHer', Ströer is emphasizing the open culture of the Company and encouraging dialogue. The two networks also serve to initiate change within Ströer.

Ströer is committed to welcoming staff with diverse qualifications and different social backgrounds into the Group. 'Ströer X', which comprises the call centers, is a good example. Ströer X has a policy of allowing applicants with low academic and professional qualifications to prove their ability in a practical setting and thereby gain a foothold in professional life.

Ströer employed an almost equal number of women and men in 2023. As at the end of 2023, 53% of the Group's employees were female and 47% were male. The good gender balance is partly due to our attractive working time models, which help our staff reconcile work and family life, for example.

Age distribution of employees		
at year end	2022	2023
≤30	34%	34%
31–40	31%	31%
41–50	18%	18%
>50	17%	17%

Gender breakdown by segment		
Segment and employee headcount by gender at year end	2022	2023
Digital & Dialog Media	55%	59%
Men	27%	28%
Women	28%	31%
OHH Media	22%	19%
Men	11%	10%
Women	11%	9%
DaaS & E-Commerce	19%	19%
Men	8%	8%
Women	11%	11%
Holding	4%	3%
Men	2%	1%
Women	2%	2%
Σ	100%	100%
Men	48%	47%
Women	52%	53%

In recruitment, it is ensured that the application process is fair and recruiters are briefed on the issue of equal opportunities. The Group participates in forums and job fairs that are deliberately aimed at women. In 2023 Ströer had its own stand at the 'herCAREER' expo in Munich. herCAREER is Europe's leading trade fair for female career advancement. By participating in Social Bee gGmbH's 'The Female Accelerator Program', Ströer combined the support of women with corporate citizenship activities. Ströer is providing on-the-job training for two female immigrants to help them qualify and get certified as project managers in under a year.

Ströer's HR activities also focus on identifying the potential of talented staff within the Group and supporting them in their professional development. For Ströer, it is important to provide support for external initiatives and to have female managers from Ströer participate in such initiatives. As a founding member of the Cologne-based Mit Frauen in Führung [women in leadership] association, Ströer campaigns for equal development opportunities for women and men. A total of 16 major Cologne-based companies are members of this association, which invests in female executive staff, primarily through a cross-mentoring program. Ströer took over the baton for this association in 2023 and will forge ideas for the coming year for member companies to consider. One of the objectives will be to put the topic of unconscious bias on the agenda within the Group and at the member companies.

Ströer is also involved in the Women into Leadership initiative, which encourages networking and the sharing of ideas and information between women in leadership positions. Ströer’s internal women’s network EmpowHer emulates this mindset. Talented female staff are also encouraged to apply for the career development program JUMP’n’grow and for leadership positions within the Group.

Risks arising from inadequate diversity and equality (examples)		
Physical risks	Non-physical risks	Transitory risks
See 3.7 Occupational health and safety	Loss of reputation or liability for damage compensation due to discriminatory behavior or violations of relevant laws.	Increasing need to make changes to the workforce structure due to stricter legal requirements for diversity in the workplace
Non-existent	Very low	Low

3.7

Ströer takes its responsibility for the health and safety of its employees seriously: this includes protecting employees' mental health and preventing accidents in the workplace or any work-related illnesses. Ströer is subject to the statutory provisions of the German Health and Safety at Work Act and similar legislation in other relevant countries.

Ströer takes all action necessary to ensure the safety and health of its employees at work. Threats and risks are regularly identified in the risk assessments and meetings of the occupational health and safety committee (ASA) that are required by law. Occupational health and safety measures are then developed on the basis of these analyses.

Safety officers, first responders, and fire safety officers complete regular training courses. The mandatory instruction sessions on occupational health and safety and fire safety apply to all employees and can be booked via the interactive learning platform JUMP'n'train. All accidents at work are fully documented in accordance with the statutory regulations and corrective measures are implemented if necessary.

First aid equipment and fire extinguishers are available in all offices; larger offices also have defibrillators. The external occupational health service also visits the workplaces regularly and carries out inspections for employees working at screens, for example, and medical check-ups in accordance with the German Ordinance on Occupational Healthcare (Arb-MedVV). In 2022, Ströer appointed its own occupational health and safety specialist, who, with the help of external service providers, is tasked with assessing occupational health and safety at the Group using a holistic approach. This includes risk assessments, site visits, and meetings held by the occupational health and safety committees.

The general occupational health and safety obligations (first responders and fire safety officers, physical risk assessment, instruction, and ASA meetings) and the special occupational health and safety obligations (mental health risk assessment, compliance with working hours regulations) are delegated to the managing directors of the Group companies and managers at the sites; the delegation of tasks and obligations is documented in writing. Ströer provides employees with information on matters relating to occupational health and safety, internal contact persons, and relevant statutory provisions on the intranet. In 2023, there were a total of 46 reportable accidents at Ströer (prior year: 47). The sickness rate stood at 6.1% (prior year: 7.7%).

Risks arising from non-compliance with safety standards (examples)		
Physical risks	Non-physical risks	Transitory risks
Higher accident rates due to inadequate working conditions or increase in sick leave due to placing undue physical burdens on employees	Increase in lost working time due to mental health issues arising from unusual and/or increasing workplace stressors	Higher administrative workload due to lower legal requirements for sick notes or more restrictive workplace health requirements.
Very low	Low	Low

3.8 Combatting corruption and bribery

Ströer SE & Co. KGaA has integrated the following six Group functions into a holistic governance, risk, and compliance system (GRC system) within the Group:

- Compliance
- Risk management
- Internal control system
- Internal audit
- Data protection
- IT security

Governance, risk and compliance system

The effectiveness and efficiency of corporate governance at Ströer benefits crucially from being organized as a comprehensive, integrated GRC system. This makes it possible to identify interdependencies early so that synergies can be leveraged between Group functions. The integration enables faster and more targeted responses to deviations from the desired status in many cases as well as more effective implementation of preventative measures. Close coordination between the six Group GRC functions permits efficiency potentials to be leveraged, especially with regard to Group strategy, processes, and the technologies used, and ensures effective implementation.

The GRC corporate unit established at Ströer SE & Co. KGaA is supported by additional decentralized GRC units at all essential business units. This ensures that business-unit-specific risks and circumstances can be addressed appropriately, and that Ströer can respond quickly to individual requirements and changes. The head of the GRC corporate unit reports directly to the Board of Management of the general partner of Ströer SE & Co. KGaA and maintains a regular dialogue with the chair of the Audit Committee of Ströer SE & Co. KGaA's Supervisory Board.

The overarching corporate governance, risk & compliance principles that have been implemented apply to all the majority-held subsidiaries of Ströer SE & Co. KGaA and create minimum organizational standards and a uniform framework for the implementation and monitoring of, and reporting on, the GRC system. They mainly provide a clear allocation and demarcation of responsibilities between the respective GRC function and the business units. Within the six GRC functions, there are separate policies, responsibilities, and structures in place that enable the function-specific requirements, processes, and risks to be addressed.

The implementation of a cross-disciplinary and cross-divisional Governance, Risk and Compliance Committee ensures that the requirements placed on the GRC system are accounted for holistically and that specific requirements are taken into account. Thus, a comprehensive view of all relevant issues is achieved and a regular cross-divisional dialogue is maintained. In addition to generally advising the Board of Management on GRC issues, the committee's main areas of focus are its involvement in important compliance matters and compliance measures, and the comprehensive assessment of the Company's risk-bearing capacity and risk position. The committee meets at least twice a year and its meetings are attended by the CFO of the general partner of Ströer SE & Co. KGaA and chaired by the head of GRC.

Close cooperation with the Investor Relations & Sustainability corporate unit and the associated sustainability management team, as well as other business units of Ströer SE & Co. KGaA, ensures that sustainability aspects are an integral part of the corporate governance system – particularly risk management and the internal control system.

Significance of compliance

The long-term success of the Ströer Group can only be guaranteed if the Group's business activities adhere to ethical principles of conduct and the Company operates as part of society. Adhering to all internal and external rules and regulations (compliance) is particularly important in this context.

Compliance focuses not only on adhering to all relevant laws, regulations and provisions but also on behaving ethically and with integrity within the Ströer Group as well as towards business partners.

Combatting corruption and bribery is a central element of compliance. Ströer explicitly condemns all forms of corruption or bribery, including facilitation payments, both in relation to holders of public office and in dealings with business partners and customers.

Compliance management

The head of the GRC corporate unit is appointed as Chief Compliance Officer (CCO) by the Board of Management of the general partner. Under the decentralized structure, he or she is supported by additional compliance officers within the business units. The CCO reports directly to the CFO of the general partner on an ongoing basis, and at regular intervals to the Audit Committee of the Supervisory Board of Ströer SE & Co. KGaA. The CCO monitors adherence to the compliance processes within the Ströer Group, and supports and advises the Board of Management and all employees on compliance matters.

The CCO oversees the implementation of the compliance management system (CMS) and is responsible for continually updating and adapting it. All essential tasks, measures, and guidelines relating to compliance are organized in the CMS, which includes prevention, detection, and action components. It has a clear focus on prevention and thus avoiding any compliance violations in the first place. The CCO is also responsible for carrying out content-related and legal assessments of any compliance reports received and coordinating the investigation into these. The CCO is supported in this by the Compliance function in the GRC corporate unit.

The compliance-related principles relevant to Ströer's day-to-day activities are summarized in the Group's Code of Conduct, which serves as a guideline for clarifying issues. The Code of Conduct includes provisions concerning topics such as labor rights and human rights, corruption and bribery, data protection, conflicts of interest, antitrust law, confidentiality and communication, and sustainability and the environment as well as media-specific regulations.

Ströer's Code of Conduct also includes information on the groupwide whistleblower system, which permits compliance violations to be reported anonymously, as well as instructions for processing compliance reports. The Code of Conduct is regularly reviewed, updated, and adapted to changes in the legal framework.

Compliance hotline

Ströer encourages all employees and third parties, such as business partners or customers, to discuss their compliance-related concerns openly and to report any potential misconduct to the compliance organization as soon as possible. Suitable channels are available to employees for reporting potential misconduct, including their line manager, senior management, the compliance organization, or, for Group companies that have one, the works council. There is also a groupwide compliance hotline (whistleblowing system), which any member of staff or the public can use to anonymously report potential compliance violations. The hotline can be contacted in writing or by telephone, in a range of different languages, and is secured using a special encryption technology. As a rule, employees who have general compliance-related queries can contact the CCO, the Compliance function, and the

compliance officers in each of the business areas in order to identify any relevant events and matters promptly and, if necessary, to resolve them in line with compliance requirements.

In the 2023 reporting year, a total of 24 reports were made via the compliance hotline. All reports were fully investigated in line with internal rules and corresponding action was taken where necessary. In 2023, as in previous years, Ströer was not made aware of any cases of corruption or bribery.

Compliance culture

By taking a clear stand on compliance (tone from the top) and issuing regular, clear communications on the topic of compliance, the Board of Management of the general partner of Ströer SE & Co. KGaA contributes directly to efficient and effective implementation of the CMS and serves as a role model for employees in compliance matters. This is intended to foster a culture of compliance without fear of possible retribution. Within the Board of Management, the Chief Financial Officer is responsible for the compliance function, which includes responsibility for appropriate and effective implementation.

Compliance training

In 2023, the compliance training plan and the compliance-related training modules were further expanded. The focus was on the following trainings: Code of Conduct, Anti-Corruption, and Dealing with Conflicts of Interest. All modules were rolled out via the groupwide learning management system, and more than 94% of the staff invited to take the modules have already completed them. The training initiative is set to be continued on a wide range of topics in the years ahead, focusing on the prevention of money laundering and financing of terrorism, antitrust law, and other subjects.

Risk management

See page 46 of this annual report.

Internal control system

See page 50 of this annual report.

Internal audit

See page 51 of this annual report.

Risks arising from corruption and bribery (examples)		
Physical risks	Non-physical risks	Transitory risks
–	Higher expenses, including expenses for damage compensation or for penalties imposed due to corruption or bribery	Stricter legal requirements concerning the value of promotional merchandise and the resulting limitations on marketing campaigns
Non-existent	Medium	Very low

4 EU TAXONOMY

The Taxonomy Regulation (EU) 2020/852 is a regulatory initiative that is aimed at promoting the transition to a sustainable economy and implementing the EU's Green Deal. To this end, the EU taxonomy classifies business activities that fall under the scope of the regulation. These activities are described in detail and assigned a NACE code, which is the statistical code used by the EU to classify business activities. The EU taxonomy also establishes criteria for determining under what circumstances the business activities can be considered environmentally sustainable. We intend to classify as many business activities as possible using this classification system over the next few years. The regulation requires companies to report annually on these activities. For companies to which the Taxonomy Regulation (EU) 2020/852 applies, new reporting obligations for taxonomy-eligible business activities were effective from the 2023 reporting year. Disclosures were limited to two EU environmental objectives: climate change mitigation and climate change adaptation. Furthermore, it was not compulsory to disclose details of taxonomy-aligned business activities. This arrangement for the first year of application was designed to give companies the time to establish processes for identifying activities that fall under the reporting requirements. For the other four EU environmental objectives – the sustainable use and protection of water and marine resources, the transition to a circular economy, pollution prevention and control, and the protection and restoration of biodiversity and ecosystems – there were no criteria for determining under what circumstances business activities are considered environmentally sustainable.

Commission Delegated Regulation (EU) 2023/2486, likewise of 27 June 2023 and supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council, established the technical screening criteria for determining the conditions under which an economic activity qualifies as contributing substantially to the four additional objectives listed in the EU taxonomy other than climate change mitigation and climate change adaptation, i.e. (1) sustainable use and protection of water and marine resources, (2) transition to a circular economy, (3) pollution prevention and control, and (4) protection and restoration of biodiversity and ecosystems. The Regulation also established the criteria for determining whether the economic activity in question causes no significant harm to any of the other environmental objectives. Both of the aforementioned Regulations took effect on January 1, 2024.

4.1 Taxonomy-eligible business activity

On this basis, and in consultation with the relevant operating and corporate units and the Board of Management member responsible for sustainability, the decision was made to consider the following business activities as taxonomy-eligible and taxonomy-aligned in financial years 2022 and 2023:

Business activity	EU environmental objective	Category	Taxonomy reference
Street furniture for sustainable transport solutions: shelters	Climate change adaptation**	Enabling	6.15 Infrastructure enabling low-carbon road transport and public transport
Vehicle fleet*	Climate change adaptation**	Enabling	6.5 Transport by motorbikes, passenger cars, and light commercial vehicles
	Climate change adaptation**	Enabling	7.4 Installation, maintenance, and repair of charging stations for electric vehicles in buildings (and parking spaces attached to buildings)
Office buildings and office equipment*	Climate change adaptation**	Transitional	7.2 Renovation of existing buildings
	Climate change adaptation**	Enabling	7.3 Installation, maintenance, and repair of energy efficiency equipment

* Activity that supports Ströer's actual value-creating activities

** Target 2 of the EU taxonomy

The NACE codes relevant to climate change adaptation and the definitions and explanations provided by the EU were examined and then assessed in discussions with the relevant business units, taking regulatory developments in the EU into account along with the interpretations on implementation of other companies in order to determine the proportion of taxonomy-eligible economic activities in Group revenue, capital expenditure (CapEx) and operating expenditure (OpEx). The EU environmental objective of Transition to a circular economy will be added, which will make it possible to expand and quantify eligible activities in 2024. Unlike the adoption to climate change Ströer was not able to make any identifiable contributions in terms of the EU taxonomy to the environmental objectives of climate change mitigation, sustainable use and protection of water and marine resources, pollution prevention and control, or protection of ecosystems and biodiversity in the reporting year. However, it did not do any significant harm with respect to those objectives either.

Ströer's decision to include bus and tram shelters in the taxonomy analysis reflects the manifold touchpoints between the Group's out-of-home advertising portfolio and public transport. This applies in particular to Ströer's more than 18,000 shelters, which make an important contribution to a functioning infrastructure for low-carbon road traffic and public transport and thus to achieving the EU taxonomy goal of adapting to climate change:

- Protection from wind, rain, and snow or as shade from the sun; comfortable waiting conditions, particularly for vulnerable groups such as people with limited mobility
- Information for passengers
- Lighting helps to ensure the safety of waiting passengers and passers-by

Innovations such as air filters will be able to enhance the value of shelters for passengers even more in the future.

Unlike shelters, the supporting activities related to the vehicle fleet and office buildings/equipment are not part of Ströer's core business. Supporting activities involve exclusively CapEx and OpEx. In its final report on the EU taxonomy in March 2020, the Technical Expert Group (TEG) on Sustainable Finance suggested that this expenditure may be reported when it relates to taxonomy-aligned products and services. Whether the related revenue of the manufacturers/providers of these products and services is taxonomy-aligned will likely become clear and feasible in 2024 when the business partners adequately disclose the relevant figures. Until then, Ströer believes that CapEx and OpEx from supporting activities should not be reported as taxonomy-eligible. As a result, we have not gone into any more detail on activities 6.5, 7.2, 7.3, or 7.4 in this report.

The Ströer Group determined the data required for the 2023 report in accordance with the definitions and criteria set forth in Article 8 Annex 1 of the EU Taxonomy Regulation. The definition of revenue and CapEx for the purposes of the EU taxonomy are based on the relevant International Financial Reporting Standards (IFRS). We considered the EU environmental objectives of climate change mitigation and climate change adaptation in line with the current version of the EU taxonomy. The disclosure relates to both taxonomy-eligible and taxonomy-aligned business activities. The tables below present the figures for 2023, both in absolute terms and as a percentage of the total revenue, CapEx, and OpEx of the Ströer Group. The relevant totals for the Group were taken from Ströer's accounting system. Since Ströer does not report revenue, CapEx, and OpEx broken down by individual advertising media type, the absolute figures for bus and tram shelters were determined based on the advertising rights contracts that include shelters. A materiality threshold of > 1% was defined for EU taxonomy reporting. Taxonomy-eligible activities whose share of the total figures for the Group does not reach this threshold are considered immaterial and therefore not reported.

To calculate the revenue associated with shelters (activity 6.15), the relevant share of revenue for 2023 (numerator) was derived from the external contracts between Ströer and its partners that include shelters. This revenue was divided by the consolidated net revenue of the Group (denominator; see the consolidated income statement in accordance with IFRS for the revenue of the Ströer Group).

The CapEx calculated for the Group comprises all recognized property, plant, and equipment (IAS 16), intangible assets (excluding goodwill, IAS 38), and right-of-use assets under leases (IFRS 16) (denominator). To calculate 6.15-related CapEx, the entire portfolio of reported advertising media was analyzed and the CapEX attributable to contracts that include shelters was determined (numerator).

OpEx as defined by the EU taxonomy includes direct, non-capitalized research and development costs, building renovation, short-term leases, maintenance and repairs, and other direct expenses in connection with the regular maintenance of property, plant, and equipment – by the Company or by third parties to whom the task is outsourced – that is required in order to maintain the functionality of these assets. On this basis, the relevant total was derived from the contracts involving shelters (numerator) in order to calculate the direct expenses associated with activity 6.15. For the denominator, the Group's OpEx was calculated from the consolidated accounts using the EU taxonomy's definition.

The CapEx and OpEx KPIs are not part of a CapEx plan under the criteria of the EU taxonomy. By using contracts to identify relevant revenue and focusing on activity 6.15, it was ensured that CapEx, OpEx, and revenue were not counted more than once.

The minimum safeguards refer to minimum social standards that are required to be met. Ströer is explicitly committed to the UN Guiding Principles on Business and Human Rights. Respect for human rights is embedded in the Group's fundamental policies, including the Ströer Social Charter, the Code of Conduct for Suppliers and Business Partners, and the Policy Statement on Respect for Human Rights. Ströer discloses its policies, action plans, and outcomes in the area of human rights in the Group's annual sustainability report.

With regard to the 'Do no significant harm' criterion (DNSH), the relevant operating and corporate units were assessed against the criteria specified in the technical annex to the EU taxonomy. Ströer does not currently undertake a climate risk and vulnerability assessment or an environmental impact assessment as defined in the EU taxonomy at the level of the shelters. For this reason, the criteria for reporting the taxonomy-eligible figures for revenue, CapEx, and OpEx for activity 6.15 as taxonomy-aligned were not met in 2022.

In 2023, the taxonomy-eligible share of CapEx for activity 6.15 consisted entirely of recognized property, plant, and equipment, particularly of the cost and associated incidental acquisition costs of advertising media. The majority (> 90%) of taxonomy-eligible OpEx for activity 6.15 in 2023 comprised maintenance, repair, and servicing expenses, in addition to other costs that were allocated to each advertising medium on a flat-rate basis. The taxonomy-eligible revenue was calculated exclusively from the advertising rights contacts associated with activity 6.15.

The results of the Group's 2023 taxonomy report are testimony to the fact that the Ströer Group and its segments operate in sectors that have relatively low greenhouse gas emissions and environmental impacts. As a result, the Group's business activities and their associated NACE codes have not fallen explicitly under the EU taxonomy to date. The EU has announced that it is going to integrate more taxonomy-eligible sectors and business activities and is likely to do so over the next few years. The sectors of relevance for Ströer would need to be added early on in order to enable the Group to report adequately and fully on its environmental footprint in line with the EU taxonomy in the future.

The first year of application has also shown that businesses continue to interpret the EU taxonomy very differently. That is understandable and could provide impetus for discussions about how the EU taxonomy should evolve going forward. This also clearly underlines how difficult it is to make environmental performance comparable across sectors.

With this in mind, Ströer continues to make its sustainability efforts transparent for the capital markets by maintaining dialogue with analysts and investors, producing its sustainability report, obtaining sustainability ratings, and publishing the Group taxonomy report.

4.2 EU taxonomy and revenue

Table: Ströer's taxonomy-related disclosures for 2023 – Revenue

Business activities	Code	Revenue (EUR m)	Share of consolidated revenue (%)	Substantial contribution		Do no significant harm criterion(DNSH)					Minimum safeguards	Taxonomy-aligned share of revenue (%), 2022	Taxonomy-aligned share of revenue (%), 2021	Category (enabling activity)	Category (transitional activity)
				Climate change mitigation (%)	Climate change adaptation (%)	Climate change mitigation	Climate change adaptation	Water	Circular economy	Pollution					
A. Taxonomy-eligible business activities															
A.1 Environmentally sustainable business activities (taxonomy-aligned)															
Street furniture for sustainable transport solutions: shelters	6.15	0	0	0	100	N	/	N	N	Y	N	Y	0	/	E
Taxonomy-aligned revenue, total (A.1)		0	0	0	100								0	/	
A.2 Taxonomy-eligible business activities that are not environmentally sustainable (not taxonomy-aligned)															
Street furniture for sustainable transport solutions: shelters	6.15	161.7	8.5												
Taxonomy-eligible revenue, total (A.2)		161.7	8.5												
Total (A.1+A.2)		161.7	8.5												
B. Non-taxonomy-eligible business activities															
Non-taxonomy-eligible revenue, total (B)		1,752.6	91.5												
Total (A+ B)		1,914.3	100												

4.3 EU taxonomy and capital expenditure (CapEx)

Table: Ströer's taxonomy-related disclosures for 2023 – CapEx

Business activities	Code	CapEx (EUR m)	Share of consolidated CapEx (%)	Substantial contribution		Do no significant harm criterion (DNSH)						Minimum safeguards	Taxonomy-aligned share of CapEx (%), 2022	Taxonomy-aligned share of CapEx (%), 2021	Category (enabling activity)	Category (transitional activity)
				Climate change mitigation (%)	Climate change adaptation (%)	Climate change mitigation	Climate change adaptation	Water	Circular economy	Pollution	Ecosystems					
A. Taxonomy-eligible business activities																
A.1 Environmentally sustainable business activities (taxonomy-aligned)																
Street furniture for sustainable transport solutions: shelters	6.15	0	0	0	100	N	/	N	N	Y	N	Y	0	/	E	
Taxonomy-aligned CapEx, total (A.1)		0	0	0	100								0	/		
A.2 Taxonomy-eligible business activities that are not environmentally sustainable (not taxonomy-aligned)																
Street furniture for sustainable transport solutions: shelters	6.15	10.9	3.5													
Taxonomy-eligible CapEx, total (A.2)		10.9	3.5													
Total (A.1+A.2)		10.9	3.5													
B. Non-taxonomy-eligible business activities																
Non-taxonomy-eligible CapEx, total (B)		298.3	96.5													
Total (A+ B)		309.2	100													

4.4 EU taxonomy and operating expenses (OpEx)

Table: Ströer's taxonomy-related disclosures for 2023 – OpEx

Business activities	Code	OpEx (EUR m)	Share of consolidated OpEx (%)	Substantial contribution		Do no significant harm criterion (DNSH)							Minimum safeguards	Taxonomy-aligned share of OpEx (%), 2021	Taxonomy-aligned share of OpEx (%), 2022	Category (enabling activity)	Category (transitional activity)
				Climate change mitigation (%)	Climate change adaptation (%)	Climate change mitigation	Climate change adaptation	Water	Circular economy	Pollution	Ecosystems						
A. Taxonomy-eligible business activities																	
A.1 Environmentally sustainable business activities (taxonomy-aligned)																	
Street furniture for sustainable transport solutions: shelters	6.15	0	0	0	100	N	/	N	N	Y	N	Y	0	/	E		
Taxonomy-aligned OpEx, total (A.1)		0	0	0	100								0	/			
A.2 Taxonomy-eligible business activities that are not environmentally sustainable (not taxonomy-aligned)																	
Street furniture for sustainable transport solutions: shelters	6.15	28.9	24.4														
Taxonomy-eligible OpEx, total (A.2)		28.9	24.4														
Total (A.1+A.2)		28.9	24.4														
B. Non-taxonomy-eligible business activities																	
Non-taxonomy-eligible OpEx, total (B)		89.6	75.6														
Total (A+ B)		118.5	100														

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