



Ströer Social Charter

Our values and social principles
How we work

STRÖER



Introduction by the Board of Management

Ströer has a highly diversified business model and is focused on the German market. Despite this focus on Germany, Ströer currently employs people from more than 60 countries. Although our cultures may differ, we do share a basic understanding with regard to our common social values. Ströer has around 10,000 employees, and they are as diverse as our business model.

Ströer is committed to internationally recognized human and social rights and, as a leading media company, sees a particular responsibility across its individual business divisions.

Our success is based on our high aspirations for growth and development, quality, innovation, and respect. We therefore uphold human rights as a matter of course.

We take it as read that all our employees support the values enshrined in this Social Charter, that they make sure they reflect them in their daily behavior, and that they put the responsibilities associated with these values into practice.

That is the fundamental prerequisite for our shared success and, with that, the continued sustainable development of Ströer.

On behalf of the general partner

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1 | Preamble

When it comes to ensuring business success, it is people who make the difference. That is why Ströer values every individual employee's contribution. We always start at the result, i.e. we analyze the goal we are trying to reach and then focus on how we want to achieve it.

In this process, we welcome everyone's ideas and opinions. That is the corporate culture we are committed to. The Ströer spirit thrives on passion, commitment, a positive mindset, and supportiveness, and it provides space to enjoy performing, creating, and achieving. Our motto is 'hiring for attitude and performance'.

This approach allows us to offer many opportunities for professional development, which ensures that we remain attractive to the people who work at Ströer and those who want to grow with the Company.

Fairness, honesty, and integrity are the guiding principles in our day-to-day dealings with customers, partners and colleagues. Ströer takes responsibility for its employees' concerns and provides a safe, healthy, and fair working environment. We are considered a reliable partner on whom employees can depend, even in difficult times, and we work closely with employee representatives to achieve this.

This is what we stand for!

2 | Our values

Our actions are based on our values:



Innovation is one of the key success factors at Ströer. The Company aims to lead the way in the out-of-home and online advertising markets as well as in its other business segments through innovation. This aspiration is bolstered by creative design and exceptional technologies.



Ströer is committed to **quality** as one of its core values. This refers not only to the value of all of its products, such as advertising media and formats, but also to the expertise of its employees who are in direct contact with customers, municipalities, and publishers. Quality means offering targeted and individual communication solutions. Besides openness, reliability, and expertise, this calls for a powerful, efficient organization in the background. Ströer does not simply want to fulfill its customers' expectations, it wants to exceed them.



Respect is the foundation of all interaction at Ströer. Employees should be able to identify with the Company, work independently, and achieve their full potential. Fairness, honesty, and integrity are the guiding principles in our day-to-day dealings with customers and colleagues.



Any company wanting to survive long term in a rapidly changing market faces many challenges. **Growth and development** are therefore essential for Ströer, not just for the Company itself, but also for its employees. Each individual employee's contribution is important to the Company's success. Success is the result of our employees' hard work. That is why it is important to Ströer that its employees use their challenges and successes to help them grow and to enhance their personal development. The Company's success goes hand in hand with the individual success of its employees.

3 | Purpose of the Ströer Social Charter

The Ströer Social Charter provides a framework of ethics for the Ströer Group with regard to its responsibilities as an international group of companies. We are acting in the knowledge that we must conduct our business responsibly and sustainably in order to protect our current and future living and working conditions. That also includes our respect for the cultural, ethical, social, political, and legal diversity of the countries and societies in which our group of companies operates.

Ströer undertakes to always respect human and social rights and to act in accordance with internationally recognized norms, guidelines, and standards, most notably

- the principles enshrined in the United Nations Global Compact,
- the International Bill of Human Rights,
- the ILO fundamental conventions,
- the OECD guidelines for multinational enterprises,
- the Guiding Principles on Business and Human Rights, and
- the Diversity Charter.

4 | Scope

The Ströer Social Charter (Our values & social principles – How we work) applies to the entirety of Ströer SE & Co. KGaA and its affiliated companies within the Ströer Group ('Ströer'). The undertakings detailed below are globally binding and form the basis for all of Ströer's actions. The Ströer Social Charter will be regularly reviewed in the light of national and international developments and adapted if necessary.

In the event that local regulations stipulate rules and practices that are more favorable to the employees than the ones contained in this Social Charter, these local regulations will, of course, be implemented and govern the behavior of the Ströer unit within the local jurisdiction. Should a principle enshrined in this Social Charter be prohibited due to local laws or regulations, or be contrary to an established local practice, then the local office will, as far as possible, adapt the implementation of said principle in such a way as to make it locally permissible and compatible with the laws of the relevant jurisdiction, but only to the extent that is absolutely necessary to be able to comply with such laws, regulations, or practices.

Ströer undertakes to encourage all of its stakeholders to apply the values of this Social Charter, including the companies in which Ströer has an equity investment, as well as its suppliers, subcontractors and partners.

Ströer undertakes to cooperate with its stakeholders to implement these social values in their companies as thoroughly as possible.

5 | Our undertakings

Human rights

5.1 | Respect for human rights

Ströer recognizes and respects the cultural, social, political, and legal diversity of all nations and societies. It undertakes to uphold and promote the human rights and basic rights that apply in the countries in which the Group operates. This is also reflected in Ströer's policy statement on respect for human rights, which the Group Board of Management approved in June 2022.

5.2 | Condemnation of forced or compulsory labor

Ströer condemns all forms of forced or compulsory labor and will not participate in any form of forced or compulsory labor, in accordance with the ILO conventions no. 29 and no. 105. Ströer categorically supports the prohibition of any kind of forced labor, human trafficking, servitude, and modern slavery.

5.3 | Condemnation of child labor

Ströer condemns child labor and undertakes not to employ people below the age at which school attendance is mandatory in the relevant country, in accordance with ILO conventions no. 138 and no. 182. Approval for employment within the Ströer Group is always based on the regulations in the relevant country.

Working for Ströer

5.4 | No discrimination in the workplace

Ströer rejects any form of discrimination in employment relationships. Ströer promotes equal opportunities and the diversity of all employees with regard to, for example, gender and gender identity, age, culture, religion, ability and disability, sexual orientation, national, ethnic or social origin.

5.5 | Equal opportunities and equal treatment

Ströer respects the right to adequate remuneration based on a contract, within the context of the relevant national labor market, and undertakes to pay all current and future employees the same wage for equivalent work.

5.6 | Respectful treatment

Ströer undertakes to treat all employees with respect and dignity and accepts its responsibility to create a harassment-free workplace for all its employees. Ströer condemns and does not tolerate any form of corporal punishment, mental or physical coercion, abuse, or harassment or the threat of such treatment.

5.7 | Right to fair pay

Ströer undertakes to operate a remuneration policy that complies with or exceeds the statutory minimum wages prescribed by national or local regulations and to provide each employee with a pay statement.

5.8 | Right to paid leave

Ströer undertakes to grant all employees paid leave of at least three working weeks, in accordance with ILO convention no. 132. This undertaking is subject to any provisions of collective agreements or other locally applicable rules or regulations that may be in force.

5.9 | Length of working days and working weeks

Ströer undertakes to comply with national and local provisions that restrict the hours of work and regulate overtime, in accordance with ILO convention no. 30.

Ströer undertakes to grant each employee at least one free day per week, in accordance with ILO conventions no. 14 and no. 106, other than in exceptional circumstances and for a limited period, as permitted under national laws and regulations.

5.10 | Provisions in the event of restructuring

In the event that job cuts become necessary due to restructuring measures, Ströer will endeavor to mitigate them by providing transfer options where possible, subject to locally applicable rules, regulations, and practices. Any employee representatives will of course be consulted if this is required under local law.

5.11 | Protection of employability

Ströer supports skills training and upgrading for the benefit of employees and the Company in order to ensure consistently high levels of performance and quality. At the same time, Ströer emphasizes and promotes employees' individual responsibility to maintain and improve their own employability.

5.12 | Health and safety of employees

The health and safety of employees represents an important value for the Company. Ströer has undertaken to respect national and local laws and standards with regard to occupational health and safety in order to ensure the protection of the health and safety of all employees. It supports the ongoing improvement of the working environment, in accordance with ILO conventions no. 155 and no. 187.

5.13 | Work-life balance

Ströer recognizes the right of every employee to maintain a balance between their work and their private life.

5.14 | Right to special leave

Ströer recognizes the right of employees to take leave for family and for medical reasons, in accordance with collective agreements and other local provisions. During this time, the Company will do its utmost to ensure that the position of the employee on leave or an equivalent position is available when they return to work at the end of that leave, particularly in accordance with ILO convention no. 103 and other locally applicable laws relating to leave for family and medical reasons.

5.15 | Right to protection for expectant parents

Ströer recognizes the importance of the arrival of a new child to a family and is aware that every employee is entitled to a leave of absence from work during this time. Ströer complies with all applicable statutory leave regulations and guarantees that as long as employees do not extend their period of leave beyond the period permitted by laws, provisions, or practice at the relevant location, the position of the employee on leave or an equivalent position will be available when they return to work at the end of their parental leave.

Environment, governance, and compliance

5.16 | Environmental protection

Ströer is committed to protecting the environment and to promoting the positive effects of sustainability in business, and it supports the ideas of its employees in this area.

5.17 | Respect for privacy and protection of personal data

Ströer undertakes to respect the confidentiality of, and protect, the personal data of its employees, customers, and other stakeholders and to only use this data in compliance with all applicable data protection regulations, in particular the European Union's General Data Protection Regulation (GDPR).

5.18 | Right to participation in public life

Ströer respects the right of each of its employees to participate in public activities (including, but not limited to, political activities), as long as the employee does not represent Ströer or give the impression that they are speaking or acting in Ströer's name, and the rights of other people are not violated. Ströer undertakes to provide all of its employees with time to cast their vote in elections, if voting takes place during working hours or if the employee's work schedule does not allow time for voting before or after their working time.

5.19 | Right to freedom of association and collaboration with employee representatives

Ströer undertakes to respect the right to freedom of association and collective bargaining, as enshrined in the ILO conventions no. 87 and no. 98. It endorses open and trust-based collaboration founded on constructive social dialogue with democratically legitimized employee representatives.

5.20 | Right to social security

Ströer undertakes to contribute to the statutory social security systems in every country in which the Group operates.

When providing social benefits for employees, Ströer will endeavor, as far as is possible and practical, to address any gaps in the state social security systems that would normally cover benefits such as medical care, invalidity insurance, or retirement provision, in accordance with ILO convention no. 102.

5.21 | Protection of whistleblowers

Ströer encourages its employees, suppliers, and business partners to report breaches of our code of conduct or of national or international laws, as well as any other compliance violations (including in relation to the supply chain) via our central compliance hotline.

The compliance hotline can be contacted in writing or by telephone, in a range of different languages. Where legally permissible, reports can also be made anonymously. All communication via the compliance hotline is encrypted and categorized as strictly confidential to protect the people making the reports. Ströer also ensures that whistleblowers do not suffer any disadvantages because of their actions.

Link to compliance hotline: <http://compliance.stroeer.de>

QR code:



6 | Implementation at Ströer

Ströer ensures that employees across the Group receive information and training with regard to the Ströer Social Charter. It also involves relevant stakeholders and expects its suppliers to agree to apply the same fundamental principles in their own companies and business relationships. These principles are detailed in the latest version of Ströer's code of conduct for suppliers and business partners.

The local management in every country where Ströer operates is responsible for complying with and enforcing the principles and standards set out in this Social Charter. Every country must develop a local action plan for the implementation of these standards at local level.

This action plan must specify suitable requirements against which local standards can be checked to ensure that they comply with the Social Charter, and that they respect the rights of employees set out in it.

In addition, Ströer has created a point of contact for human rights matters (**Ströer Human Rights: shr@stroer.de**) at Group level to deal with internal and external inquiries, in collaboration with the business units.

Compliance with the principles of human rights and social rights is the responsibility of the management teams in the individual Group units. They must appoint a contact for business partners, customers, and employees to approach if required.

Ströer reserves the right to confirm compliance by suitable means, in the form of random checks and/or in case of reasonable suspicion.

The implementation of the Ströer Social Charter is of crucial importance to Ströer. Consequently, the Board of Management of the general partner is directly responsible for the appropriate communication of the Social Charter and the social values enshrined in it across the entire group of companies.

7 | Communication and responsibilities of local management

Every Ströer company undertakes to familiarize each new employee with the Ströer Social Charter in German and English when they join the company. Where appropriate, the Ströer Social Charter will be submitted to the representative bodies during collective pay bargaining. Employees will be able to access it at all times on the local intranet.

Senior executives and other managers at Ströer and its subsidiaries must ensure that the Ströer Social Charter is available to and consistently applied by every employee currently working within the Group, regardless of their position or length of service.

8 | Reporting process

If an employee discovers non-compliance with one of the rules set out in the Ströer Social Charter or believes that violation of a rule is imminent, this should immediately be reported to SHR or to the whistleblower hotline.

Each Ströer local business unit can also establish a process that (1) allows employees to freely report any concerns and that (2) enables any assertions regarding non-compliance with this charter to be investigated so that (3) a solution can be found in the event that non-compliance is confirmed.

In connection with this process, Ströer Group will not carry out or condone any sanctions, dismissals, or discriminating measures, either directly or indirectly, against an informant acting in good faith, even if the allegations turn out to be incorrect or insignificant.

9 | Contact

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