



Environmental Policy

Ströer SE & Co. KGaA

Table of Contents

1 | Preamble - 3 -

2 | Environmental Protection Objectives - 3 -

 2.1 | Climate Protection and Energy Saving - 3 -

3 | Taking climate risks into account - 4 -

4 | Circular economy and waste management..... - 5 -

5 | Scope and communication of the environmental policy - 5 -

6 | Implementation at Ströer..... - 5 -

 6.1 | Management approach..... - 5 -

 6.2 | Responsibilities and organisation..... - 6 -

 6.3 | Reporting..... - 7 -

 6.4 | Stakeholder Engagement - 7 -

7 | Contact - 7 -

1 | Preamble

Ströer SE & Co. KGaA and the companies covered by the scope of this policy, hereinafter collectively referred to as 'Ströer', take environmental considerations into account in the course of their business activities and their corporate decision-making processes.

The aim of environmental management is to identify significant adverse environmental impacts, to manage them in accordance with applicable legal requirements and, where technically feasible and taking into account economic and operational constraints, to prevent or reduce them.

This policy sets out the principles, responsibilities and priorities of environmental management in force at the time of its publication. It does not constitute a guarantee that all environmental impacts will be completely avoided or that individual measures will be implemented in the same way in every company and at every site.

2 | Environmental Protection Objectives

Ströer's objective in environmental management is to avoid the negative environmental impacts of its business activities or, should immediate avoidance not be possible, to continuously reduce them. Environmental issues relevant to Ströer include, in particular, energy consumption, the associated greenhouse gas emissions, the use of materials, and the generation, recycling and disposal of waste.

Ströer may support environmental initiatives through free or discounted advertising services ('pro bono') and disseminate environmental information via its own media channels. Such activities constitute a contribution to public communication. They are not to be equated with a measurable improvement in Ströer's own environmental performance, unless separate evidence of this is provided.

At the time of publication of this policy, Ströer does not have an approved climate transition plan. Whether such a plan will be developed, and what its content will be, depends in particular on the further clarification of regulatory requirements, the availability of reliable data and methods, and the setting of long-term corporate targets.

2.1 | Climate Protection and Energy Saving

Ströer assesses and implements measures that can contribute to reducing energy consumption or the associated greenhouse gas emissions. Which measures are implemented depends on their specific scope of application, the available data, and the relevant technical, economic and operational conditions.

Use of renewable energy

Ströer explores opportunities to increase the proportion of electricity or other energy sources from renewable sources in its operational processes. A particular focus may be on the outdoor advertising sector. The actual proportion of renewable energy may vary depending on the company, location, supply contract and the availability of suitable offers.

Technical development of advertising media

In the field of outdoor advertising, Ströer assesses the use of, amongst other things, LED technology, customised power electronics and control systems for new installations, replacements and technical upgrades. Whether and to what extent a technical change reduces energy consumption or greenhouse gas emissions depends in particular on the respective baseline system, operating time, brightness control, electricity consumption, the electricity mix used and, where applicable, additional operational requirements.

New advertising media are developed and tested in the company's own prototype production facility. In doing so, environmental requirements can be taken into account alongside functional, technical and economic criteria.

Conversion of the vehicle fleet

A further measure to reduce greenhouse gas emissions is the gradual increase in the proportion of electric vehicles within the fleet. This transition is taking place within the scope of existing technical and economic possibilities.

Energy management in accordance with ISO 50001

Ströer operates a certified energy management system in accordance with DIN EN ISO 50001 for the ten most energy-intensive Group companies whose energy flows are not mapped by a separate external audit. The management system supports the systematic recording, analysis and evaluation of significant energy consumption, as well as the identification and implementation of measures to improve energy performance.

3 | Taking climate risks into account

Ströer takes climate-related risks into account as part of the planning, sustainability and risk management processes designed for this purpose.

These may include, in particular:

- physical risks, for example due to extreme weather events or long-term temperature changes,
- transitional risks, for example as a result of regulatory developments, technological changes or changes in energy prices.

The identification of a risk does not necessarily mean that this risk will actually materialise.

Conversely, it cannot be inferred from the description of the processes that all climate-related risks are fully identified or ruled out.

Risks assessed as material are analysed within the framework of the relevant corporate processes. Where necessary and appropriate, risk management measures are reviewed or implemented. The methodology, time frame and scope of consolidation are determined by the applicable internal and regulatory requirements.

4 | Circular Economy and Waste Management

In the analogue outdoor advertising sector, waste is generated in particular through the use and replacement of advertising materials and consumables, including paper, coated speciality papers, adhesives and resins. The recyclability and the appropriate disposal method depend on the material composition, coating, contamination and the disposal infrastructure available in each case.

Digital advertising media can replace physical posters in certain applications, thereby avoiding specific paper- or print-related waste streams. However, this does not automatically result in a lower overall environmental impact. Digital advertising media require energy and cause further environmental impacts during manufacture, maintenance and disposal, particularly due to electronic components.

End-of-life electrical and electronic components are sent for appropriate recovery or disposal in accordance with the applicable legal requirements. Statements regarding recycling rates or complete closed-loop recycling are only made where corresponding evidence is available for the relevant scope.

At AsamBeauty, waste is generated primarily in the areas of production, packaging and general operational waste disposal. In accordance with the existing internal process description, waste is collected separately and taken away by waste management service providers commissioned for this purpose. Classification under waste legislation is carried out in accordance with the applicable regulations, including the Waste Catalogue Regulation.

Statistics provided by waste management service providers can be used to analyse waste volumes and identify potential improvement measures. Their validity depends, amongst other things, on data coverage, methodology and comparability.

5 | Scope and Communication of the Environmental Policy

Ströer's Environmental Policy applies to the whole of Ströer SE & Co. KGaA and its affiliated companies within the Ströer Group (consolidated group). The policy sets out overarching principles and priorities. It does not imply that all the management systems, measures and data collection procedures described have already been fully and uniformly implemented across all included companies and sites.

The Investor Relations/Sustainability department reviews the policy regularly and as and when necessary. A need for adjustment may arise in particular from changes to legal requirements, reporting standards, corporate structures, business activities or significant environmental aspects.

The policy is made available to employees via internal communication channels and to external stakeholders via the company website. Published versions must be marked with a clear version number and publication date.

6 | Implementation at Ströer

6.1 | Management approach

Ströer incorporates relevant operational processes into its environmental management. Which processes and environmental impacts are considered significant depends on the assessment methodology applied in each case, the scope of consolidation under consideration and the available data.

Material environmental issues can be identified and tracked. On this basis, measures can be defined and their implementation and impact assessed using appropriate qualitative or quantitative criteria. The Environmental Policy addresses the material environmental impacts identified as part of the materiality analysis, as well as the associated risks and opportunities.

Environmental aspects relevant to the business model may include, in particular:

- energy consumption by advertising media, buildings and operational processes,
- associated greenhouse gas emissions
- waste
- Transitional and physical climate risks

6.2 | Responsibilities and Organisation

All sustainability matters fall under the responsibility of the Chief Financial Officer (CFO), a member of the Executive Board of the general partner and the Board's ESG Officer. His responsibilities include – in consultation with the full Executive Board – setting strategic guidelines on environmental and climate issues, as well as overseeing the associated material impacts, risks and opportunities.

His area of responsibility also covers the field of human rights and the Group's associated due diligence obligations, as well as all central governance issues. The full Executive Board of the general partner bears overall responsibility for compliance with the Ströer Social Charter and Ströer's Policy Statement on Respect for Human Rights.

The Head of Investor Relations & Sustainability reports directly to the Executive Board's ESG Officer and oversees the implementation of cross-organisational sustainability issues. In this role, he is specifically responsible for Ströer's sustainability management system and works to ensure it is continuously updated and adapted. He is supported in this by the Group Sustainability Management function, which is part of the Investor Relations & Sustainability division, as well as by Central Controlling. The central and business divisions are responsible for the practical implementation of sustainability issues.

Ströer's Sustainability Council is the Group's central steering body for sustainability, which meets regularly under the chairmanship of the Executive Board's ESG Officer. The council comprises decision-makers from all relevant business and specialist divisions at Ströer and serves to coordinate and align key cross-functional sustainability issues. Within the subsidiaries AsamBeauty and Statista, additional roles or points of contact for sustainability have been established. To synchronise the measures aimed at achieving the Group's sustainability objectives across divisions and companies, the sustainability management team works directly with the respective divisions and subsidiaries.

Overall oversight of Ströer's sustainability performance is carried out by the ESG Officer of the Supervisory Board of Ströer SE & Co. KGaA.

As a member of this body and of the Audit Committee, he ensures the appropriate implementation of regulatory requirements and strategically relevant sustainability issues by the personally limited partners. Environmental issues, occupational health and safety matters, and social issues are therefore among the matters covered by this supervisory role. Within the Audit Committee and the Supervisory Board of Ströer SE & Co. KGaA, he specifically raises sustainability issues at meetings and in committees and ensures the continuous monitoring of the sustainability targets set and the associated measures. Against this background, the sustainability targets and their achievement, the materiality analysis and sustainability reporting are discussed regularly and in detail by the Supervisory

Board of Ströer SE & Co. KGaA during meetings of the Audit Committee and, where necessary, at further Supervisory Board meetings.

Ströer's sustainability organization



The implementation of environmental measures is the responsibility of the relevant specialist and business divisions. Where necessary, support is provided by the central Sustainability Management function.

6.3 | Reporting

Since the 2024 financial year, Ströer has published sustainability information in the Group Management Report, taking into account the applicable regulatory requirements.

This Environmental Policy is publicly available on the company's website and is reviewed on an ongoing basis.

6.4 | Stakeholder Engagement

The expectations of key stakeholder groups – including customers, employees, landlords, concession grantors, suppliers, business partners, analysts and investors – can be identified through, amongst other things, stakeholder dialogues or materiality analysis, and incorporated into the further development of environmental management where necessary. In addition, Ströer provides information on sustainability for employees via the intranet.

7 | Contact

Questions and suggestions regarding the environmental policy of Ströer SE & Co. KGaA can be addressed to the following contact.

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