

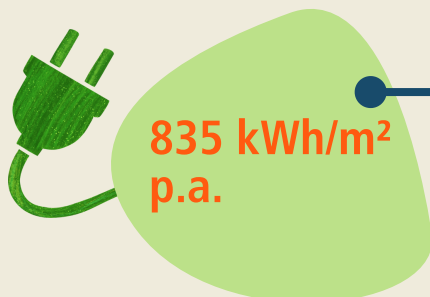
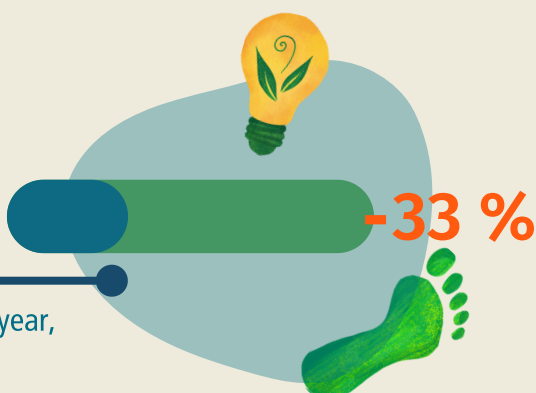
STRÖER | Sustainability Report 2021

Efficiency, innovation and responsibility
shape our Sustainability Strategy 2030

ENVIRONMENT | Climate neutrality by 2025

Corporate carbon footprint

GHG-emissions were reduced by 33% in the past year,
in particular by switching to green electricity



Relative energy consumption per sqm screen declining

Significant increase in efficiency through combination of
several measures: Digitization, optimization of settings, night
shutdown of the systems, conversion of white lettering to
black background, digital route planning

EMPLOYEES | Ensuring the quality of human resources work



Framework for fair & ethical dealings

21 principles include the topics of human rights, freedom of
association, right to collective bargaining, cooperation with employee
representatives in a spirit of partnership

Commitment to diversity & equality

Signing of the "Diversity Charter"; Foundation of the Ströer networks
"EmpowHer" and "LOUT" (LGBTQ+)

Diversity



BUSINESS PARTNER & WELFARE | Sustainable solutions

Sustainable products & product responsibility

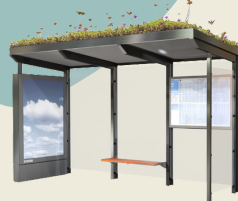
Further development of the product portfolio: greening of advertising
media, smart city solutions, air-purifying & PVC-free giant posters and
100% green electricity share in digital advertising media.



Climate neutral campaigns

Playout of (D)OOH and digital campaigns 100%
climate-neutral, through conversion to CO2-free
electricity from renewable energy sources and by
support for certified climate protection projects

Ecological
& social
contribution



Promote sustainable & social action

pro bono media volume: Generation of the greatest possible
attention in the public; strategic cooperation with UNICEF in
the field of outdoor advertising and digital communication

> 20 Mio.
Euro p.a.



GOVERNANCE | Expanding our governance systems

Bundling of the Central functions



Acting trustworthy on the market

Consolidation in one Board of Management department: Compliance,
Risk Management, Internal Auditing, Internal Control System, Data
Protection and IT security with the aim of promoting the compliance
culture introduction of a Board of Management compensation system
with ESG components