

**STRÖER**



# Environmental Policy

Ströer SE & Co. KGaA



## Contents

1	Preamble	03
2	Environmental goals	03
3	Scope and communication of the Environmental Policy	03
4	Implementation at Ströer	04
4.1	Management approach	04
4.2	Tasks and organization	04
4.3	Reporting	05
4.4	Stakeholder engagement	05
5	Contact	05

## 1 | Preamble

In accordance with international conventions such as the United Nations Framework Convention on Climate Change (UNFCCC), the Paris Agreement (COP21), and the European Green Deal, Ströer SE & Co. KGaA ('Ströer') is committed to making a contribution to climate change mitigation and the preservation of the environment.

A key pillar of Ströer's 2030 sustainability strategy is climate action, the goals and ambitions of which have been enshrined in the climate sub-strategy of the sustainability strategy. In addition to the strategic fields of innovation, reduction, and offsetting, climate action also includes the systematic management of climate-related risks and opportunities, and the groupwide management of relevant environmental data.

## 2 | Environmental goals

Ströer's environmental management aims to avoid negative environmental impacts from its business activities or, where avoidance is not immediately possible, to continually reduce them. The Company also aims to use natural resources and energy sources more efficiently, and reduce emissions and waste as much as possible. By providing pro bono advertising, Ströer helps environmental initiatives to boost the profile of their causes, while the Company's own content formats, on its digital advertising media and online, raise awareness among the wider population.

As a company headquartered in Germany, Ströer's environmental management complies with applicable national statutory provisions that stipulate requirements for areas such as operational environmental protection, the selection and disposal of materials, and nature conservation.

Strict compliance with all legal requirements is a fundamental aspect of Ströer's activities. The Group aims to exceed statutory minimum requirements in terms of its climate action where economically feasible, and to play its part in achieving the climate goals of the Paris Agreement (COP21). To this end, Ströer has set ambitious targets in its climate strategy for reducing its greenhouse gas (GHG) emissions.

## 3 | Scope and communication of the Environmental Policy

Ströer's Environmental Policy applies across Ströer SE & Co. KGaA and all affiliated companies in the Ströer Group. It defines key elements, targets, and focus areas of the Group's environmental management, and is implemented in line with the applicable statutory requirements and specific circumstances at the Ströer Group sites. Supplementary regulations are defined in greater detail in further codes of conduct as required.

The Environmental Policy is regularly reviewed by Sustainability Management to check whether it needs adapting. This may be the case where regulatory requirements or underlying standards change.

Employees can view the Environmental Policy on the Ströer intranet. All internal and external stakeholders can also find it on the corporate website.

## 4 | Implementation at Ströer

### 4.1 | Management approach

Environmental management at Ströer covers all relevant processes and aims to ensure the effective, efficient, and sustainable use of resources. Key environmental matters and impacts are documented and followed up on, and appropriate measures are derived as required.

Because Ströer focuses on out-of-home advertising and because office work accounts for a high proportion of its activity, its ecological footprint is low by comparison with regular industrial companies. Ströer's environmental management activities are therefore centered on aspects that typically have a material influence on the environmental performance of a company of its type in this sector. They include energy consumption and associated GHG emissions, and the materials for the advertising media and their disposal/recycling at the end of their lifecycle. Other environmental aspects, such as water, biodiversity, and the avoidance of (potentially) hazardous substances in the supply chain, are considered equally important for people and the planet. Even if its sphere of influence is limited, Ströer does its utmost to reduce its environmental impact in these areas.

Ströer also requires its suppliers to meet similar environmental management standards via its code of conduct for suppliers and business partners.

### 4.2 | Tasks and organization

The Sustainability Council has overarching responsibility for environmental management at Ströer. It meets regularly to hear reports on current environment-related topics and measures within the business. The member of the Board of Management of the general partner responsible for sustainability at Ströer chairs the council and brings matters potentially requiring a decision to the Board of Management as a whole. It is also regularly kept informed about relevant regulatory and strategic developments in the environmental sphere by Investor Relations & Sustainability. The sustainability strategy and the related environmental targets are also discussed by the Board of Management of the general partner, which also decides on any measures required.

The relevant departments and business units are responsible for implementing environmental measures and are assisted by Sustainability Management if needed.

### 4.3 | Reporting

Ströer regularly reports on its sustainability strategy and the progress it is making with the matters defined therein of relevance to the environment and society. A key instrument is the groupwide sustainability report, which is published annually and falls under the remit of Sustainability Management.

Ströer also reports on the latest developments in the environmental sphere via its corporate website and intranet.

### 4.4 | Stakeholder engagement

The collaborative partnership between Ströer and its stakeholders is critical to the Company's success. Ströer regularly establishes its stakeholders' expectations with regard to green practices as part of its stakeholder dialogue and its annual materiality analysis. The findings are then incorporated into its environmental management.

A particular focus is on engaging and mobilizing employees, and Ströer strives to raise their awareness of, and commitment to, environmental matters. In addition to its reporting, the Group makes further information – for example, on energy-saving measures or the latest developments in environmental legislation – available on its intranet in order to facilitate this. Employees can also use the online 'sustainability workshop' platform at any time to submit ideas for improvements in the areas of sustainability and environment. If required, employees whose remit is directly related to environmental matters can arrange appropriate environmental training with their line manager.

## 5 | Contact

The contact details for questions and suggestions concerning the [Environmental Policy of Ströer SE & Co. KGaA](#) are as follows:

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