



ProSiebenSat.1 Media SE
Unterföhring

Annual General Meeting of ProSiebenSat.1 Media SE on April 30, 2024
Counter motions and Election Proposals from Shareholders

Below you will find all counter motions and election proposals from shareholders within the meaning of sections 126, 127 of the German Stock Corporation Act (*Aktiengesetz – AktG*) regarding the items on the agenda of the virtual Annual General Meeting of ProSiebenSat.1 Media SE on April 30, 2024. The motions and their justifications reflect the views of the authors as communicated to ProSiebenSat.1 Media SE.

In particular, the publication of counter motions and election proposals does not imply any acknowledgement of the accuracy of the statements or assessments contained therein.

Shareholders may join any counter motions aimed exclusively at rejecting a proposed resolution by voting against the resolution proposal of the boards. Counter motions and election proposals that require a separate resolution are marked with capital letters below. Shareholders can cast their votes or issue instructions on counter motions and election proposals marked with capital letters via the Shareholders' Portal and the forms provided by the Company. Regarding the details of the procedure for exercising voting rights, please refer to the relevant information in the invitation to the 2024 Annual General Meeting.

TABLE OF CONTENTS

Countermotion/Election proposal A: Election proposal of MFE-MEDIAFOREUROPE N.V.	III
Countermotion/Election proposal B: Election proposal of PPF IM LTD.....	IV

**COUNTERMOTION/ELECTION PROPOSAL A:
ELECTION PROPOSAL OF MFE-MEDIAFOREUROPE N.V.**

By courier

To the Executive Board of
ProSiebenSat. 1 Media SE
Medienallee 7
855774 Unterföhring

Munich, March 21, 2024

Annual General Meeting on April 30, 2024 – Elections to the Supervisory Board

Dear sir or madam,

By publication in the German Federal Gazette (*Bundesanzeiger*) on March 20, 2024, you convened the Annual General Meeting of ProSiebenSat.1 Media SE ("**Company**") to be held on April 30, 2024. Agenda item 8 relates to the election of three new members to be elected by the general meeting to the Supervisory Board, which consists of a total of nine members.

As shown in the Company's share register, MFE-MEDIAFOREUROPE N.V. ("**Applicant**", "**MFE**" or "**we**") is a shareholder of the Company holding shares representing a stake in the share capital in the total amount of more than EUR 67,000,000. We will attend, or be represented at, the Annual General Meeting of the Company to be held on April 30, 2024.

Regarding agenda item 8, MFE hereby submits, in accordance with Section 127 the German Stock Corporation Act (*AktG*) in conjunction with Article 53 SE-Regulation, the following

proposal for election:

MFE proposes that

Leopoldo Attolico, self-employed consultant, Milan,

be elected to the Company's Supervisory Board instead of Pim Schmitz for the term of office stipulated in the Supervisory Board's resolution proposal.

MFE-MEDIAFOREUROPE N.V.

MFE-MEDIA
MFE Group

Naamloze Vennootschap
Official seat in Amsterdam - the Netherlands
Official address at viale Europa 46
20093 Cologno Monzese Milan Italy
Paid up Capital € 800.313.280,50
CCI number 83956859
RSIN 863048122
Fiscal Code and VAT no. IT- 09032310154

Italian Branch

20093 Cologno Monzese Milan Italy
viale Europa 46
Fiscal Code and VAT no. IT- 09032310154

Administrative Office

20093 Cologno Monzese Milan Italy
viale Europa 44/48
Phone +39 02 25141

Operational Offices

20093 Cologno Monzese Milan Italy
viale Europa 44/48
Phone +39 02 25141

00187 Rome Italy
largo del Nazareno 8
Phone +39 06 67381

Mr. Attolico has agreed that, if elected, he will undertake by way of a self-commitment to purchase shares in ProSiebenSat.1 Media SE using 20% of his fixed annual compensation on a yearly basis and to hold such shares for the duration of his membership on the Supervisory Board of ProSiebenSat.1 Media SE. Further information on this self-commitment undertaken by the members of the Supervisory Board can be found in ProSiebenSat.1 Media SE's Annual Report for the fiscal year 2022 (page 111).

Mr. Attolico is not a member of other supervisory boards to be formed under mandatory law or comparable domestic or foreign controlling boards of business enterprises.

Mr. Attolico is independent of the Company and its Executive Board within the meaning of recommendation C.7 of the German Corporate Governance Code in the version of April 28, 2022 and, in particular, has no personal or business relationships with the Company, the Executive Board of the Company and/or the Supervisory Board of the Company or with shareholders with a material shareholding in the Company. Neither he himself nor a close family member works for MFE, advises MFE or has a personal or business relationship with MFE. Mr. Attolico has no personal or business relationships with customers, suppliers or competitors of the Company; in particular, he is not a member of the governing bodies of significant competitors of the Company and does not have any advisory functions at any such competitors.

Mr. Attolico has confirmed that he is willing and able to perform his duties for the Company without restriction and that he has the time required to do so.

Reasons:

Mr. Attolico is particularly suitable to assume the office as a member of the Supervisory Board precisely with a view to the challenges that the Company is currently facing. MFE's election proposal takes into account the objectives adopted by the Supervisory Board for its composition and helps, in an excellent way, to fulfil the skills and expertise profile for the entire body as adopted by the Supervisory Board.

Mr. Attolico has international experience. As can be seen from his CV, which is set out below, he has held management positions at various international commercial and investment banks. In those positions, he advised and assisted companies from a large number of different countries in a wide variety of areas and transactions. His responsibilities also included the areas of legal, compliance, operations, risk management and controlling. He has particular expertise in planning, structuring and implementation of M&A transactions, IPOs, other capital market transactions and restructurings.

Unlike Pim Schmitz, Mr. Attolico has no relationship with a company that has business relations with the ProSiebenSat.1 Group. Mr. Attolico is therefore particularly qualified to perform the duties of a Supervisory Board member independently and free of any conflicts of interest.

In contrast to Mr. Schmitz, his professional skills comprise a wider variety of complex international transactions in particular in the areas of mergers & acquisitions, corporate finance and financing which are key for the future development of the Company. He will strengthen the existing skills profile of the Supervisory Board in many respects. In addition, he will enhance the expertise of the Supervisory Board in areas that were not previously part of its core competences, particularly in the areas of mergers & acquisitions and equity and debt financing.

Curriculum vitae Leopoldo Attolico:

PROFESSIONAL CAREER

10/2013 – 2/2024 Citigroup

- Southern Europe (Italy, Spain, Greece and Portugal) Cluster Head and Italy Country Officer (since 12/2016)
- Responsible for all Citi activities in these countries, incl. Legal, Compliance, Operations, Risks and Controls
- Regulated role (*i.e.* CEP Branch Manager) vetted and approved by both ECB and CBI)
- Lead coverage banker on selected key Italian accounts (Corporates, Public Sector and Private Equity)
- Was Head of Citi Investment Banking until 7/2021 and Vice Chairman of Investment Banking Italy until 3/2023

1/2009 – 9/2013 Deutsche Bank

- Vice Chairman Investment Banking Coverage and Advisory (Italy)
- Head of Investment Banking Coverage and Advisory Italy (until 9/2012)
- Was also:
 - Member of EMEA Regional Leaders Group
 - Member of DB Italy Executive Committee
 - Branch Manager of DB AG Milan Branch

1/2000 – 9/2008 Lehman Brothers (*Nomura between 9/2008 and 11/2008*)

- Last role: Head of M&A Southern Europe
- Head of Investment Banking Coverage Italy (2006/2007)
- Previously member of Italy Investment Banking team
- Was also:
 - Member of European IBD Executive Committee
 - Member Italian Operating Committee

1/1989– 12/1999 Intesa SanPaolo

- Head of Rome Office Banca IMI (1999)
- Head of Corporate Finance SanPaolo (1997/1998)
- Hambros Bank London – Secondment (1995/1996)
- Sanpaolo Finance/Crediop/Credipar: member of investment banking and principal investment teams

ACADEMIC ACTIVITIES

- Professor of "M&A and Investment Banking" at Luiss University in Rome (since 2018)

EDUCATION

- Degree Magna cum laude in Statistics & Economics at La Sapienza University in Rome
- Baccalaureat "C", Lycee Francais Chateaubriand, Rome

PERSONAL

- Italian citizen
- Languages: Italian, English, French
- Private place of residence: Milan (Italy)

We kindly ask you to confirm receipt of this letter in advance by e-mail to be sent to Pasquale Straziota (e-mail: Pasquale.Straziota@mediaset.it) and to make this election proposal, including the reasons therefor and the curriculum vitae of Mr. Attolico, available to the Company's shareholders in accordance with Sections 127 and 126 (1) AktG in connection with Article 53 SE-Regulation.

Yours faithfully,

Name: Marco Giordani

Title: CFO, member of the Executive Board
with sole power of representation

**COUNTERMOTION/ELECTION PROPOSAL B:
ELECTION PROPOSAL OF PPF IM LTD**

PPF IM LIMITED

A private company limited by shares

Registration number 434775

Registered office

Themistokli Dervi, 48

ATHIENITIS CENTENNIAL BUILDING

Fiat/Office 603, 6 Floor

1066 Nicosia, Cyprus

An

ProSiebenSat.1 Media SE

–Aktieninformation–

Per Email: hauptversammlung@prosiebensat1.com

	<i>English translation for convenience only</i>
Ordentlichen Hauptversammlung am 30. April 2024 – Wahlvorschlag zu Tagesordnungspunkt 8 (Wahlen zum Aufsichtsrat)	The Annual General Meeting on April 30, 2024 – Election Proposal for agenda item 8 (Elections for the Supervisory Board)
Sehr geehrte Damen und Herren, wir nehmen Bezug auf die am 20. März 2024 erfolgte Einberufung zur ordentlichen Hauptversammlung der ProSiebenSat.1 Media SE (die „ Gesellschaft “) am 30. April 2024.	Dear Ladies and Gentlemen, We refer to the Annual General Meeting of ProSiebenSat.1 Media SE (the “ Company ”) convened for April 30, 2024 on March 20, 2024.
Die PPF IM LTD, ein Tochterunternehmen der PPF Group N.V., ist derzeit als Aktionärin der Gesellschaft mit mehr als 10% am Grundkapital der Gesellschaft beteiligt. Wirtschaftlich ist die PPF Group N.V. derzeit insgesamt mit mehr als 15% an der Gesellschaft beteiligt. Der Aktienbesitz ergibt sich aus dem Aktienregister der Gesellschaft. PPF IM LTD wird sich mit ihrem Aktienbesitz zur anstehenden ordentlichen Hauptversammlung der Gesellschaft anmelden.	PPF IM LTD, a subsidiary of PPF Group N.V., currently holds a shareholding in the Company of larger than 10% of the Company's registered share capital. Economically, PPF Group N.V. currently holds an overall interest in the Company of more than 15%. The shareholding is displayed in the Company's share register. PPF IM LTD will register for attendance of the upcoming Annual General Meeting with its shareholding.
Unter dem Tagesordnungspunkt 8 stehen Wahlen zum Aufsichtsrat für insgesamt drei Sitze an. Der Aufsichtsrat schlägt dabei der Hauptversammlung vor, folgende drei Personen als Aufsichtsratsmitglieder in den Aufsichtsrat zu wählen: 8.1 Klára Brachtlová 8.2 Marjorie Kaplan 8.3 Pim Schmitz	Under agenda item 8, elections are scheduled for the appointment of three members of the Supervisory Board. The Supervisory Board proposes that the shareholders' meeting elects the following three persons as Supervisory Board members: 8.1 Klára Brachtlová 8.2 Marjorie Kaplan 8.3 Pim Schmitz

Die PPF IM LTD macht hiermit für einen der beiden zur Wahl anstehenden Sitze, für welche der Aufsichtsrat Frau Marjorie Kaplan (Tagesordnungspunkt 8.2) bzw. Herrn Pim Schmitz (Tagesordnungspunkt 8.3) zur Wahl vorschlägt, den folgenden alternativen Wahlvorschlag:	The PPF IM LTD hereby submits the following election proposal for one of the two vacancies for which the Supervisory Board proposes the election of Ms. Marjorie Kaplan (agenda item 8.2) and Mr. Pim Schmitz (agenda item 8.3) respectively:
PPF IM LTD schlägt vor, mit Wirkung ab Beendigung der ordentlichen Hauptversammlung am 30. April 2024 und für die Zeit bis zur Beendigung der Hauptversammlung, die über die Entlastung für das zweite Geschäftsjahr ab Beginn der Amtszeit beschließt, wobei das Geschäftsjahr, in dem die Amtszeit beginnt, nicht mitzurechnen ist, Christoph Mainusch, unabhängiger Medienberater, wohnhaft in Hvar, Kroatien zum neuen Aufsichtsratsmitglied zu wählen.	PPF IM LTD proposes that, with effect as from the end of the Annual General Meeting on April 30, 2024 and for the period until the end of the shareholders' meeting which resolves on the formal approval of the acts of such Supervisory Board member for the second fiscal year after the beginning of the term of office, not including the fiscal year in which the term of office begins, Christoph Mainusch, Independent Media Business Advisor, residing in Hvar, Croatia be elected as a new member of the Supervisory Board.
Christoph Mainusch hat bestätigt, dass er über die erforderliche Zeit verfügt sowie bereit und in der Lage ist, seine Aufgaben für die Gesellschaft ohne Einschränkungen wahrzunehmen.	Christoph Mainusch has confirmed that he has the time required to and is willing and able to perform his duties for the Company without any restrictions.
Herr Mainusch ist weder Mitglied in gesetzlich zu bildenden Aufsichtsräten noch in vergleichbaren in- und ausländischen Kontrollgremien von Wirtschaftsunternehmen.	Mr. Mainusch is not a member of any statutory supervisory boards or comparable domestic or foreign supervisory bodies of commercial companies.
Er ist unabhängig im Sinne von C.7 Deutscher Corporate Governance Kodex.	He is independent in the meaning of section C.7 of the German Corporate Governance Code.
Wir bitten darum, unseren Wahlvorschlag den übrigen Aktionären der Gesellschaft nebst der nachstehenden Begründung gem. §§ 126, 127 AktG zugänglich zu machen.	We request that our election proposal be made available to the other shareholders of the Company in accordance with sections 126, 127 of the German Stock Corporation Act (AktG).
Unter Bezugnahme auf die oben dargelegte Beteiligung der PPF IM LTD an der Gesellschaft, welche 10 % am Grundkapital übersteigt, beantragen wir bereits jetzt, dass gemäß § 137 AktG in der Hauptversammlung über unseren Wahlvorschlag vor den Wahlvorschlägen des Aufsichtsrats betreffend Frau Marjorie Kaplan (Tagesordnungspunkt 8.2) bzw. Herrn Pim Schmitz (Tagesordnungspunkt 8.3) Beschluss gefasst werden soll, und kündigen an, dass wir diesen Antrag vorsorglich auch in der Hauptversammlung am 30. April 2024 wiederholen werden, sollte uns die Gesellschaft nicht zuvor mitteilen, dass eine solche Wiederholung entbehrlich ist. Wir fordern Sie auf, auch hierauf die übrigen Aktionäre der Gesellschaft zusammen mit unserem Wahlvorschlag ausdrücklich hinzuweisen und durch geeignete organisatorische Vorkehrungen (etwa mit Blick	With reference to the above mentioned shareholding of PPF IM LTD in the Company, which exceeds 10% of the registered share capital, we hereby request that, pursuant to section 137 AktG, the Annual General Meeting decides on our proposal for election prior to the decision on the election proposals of the Supervisory Board concerning Ms. Marjorie Kaplan (agenda item 8.2) and Mr. Pim Schmitz (agenda item 8.3), and announce that, as a precautionary measure, we will also repeat such request at the Annual General Meeting on April 30, 2024, unless the Company confirms before that there is no need for such repetition. We request you to explicitly address such request vis-à-vis the remaining shareholders of the Company when you make our election proposal available to them and to ensure by appropriate organizational safeguards (e.g. with regard to the

<p>auf die Ausgestaltung der Abstimmungsunterlagen und des Aktionärsportals unter Ausweis unseres Wahlvorschlags als eigenständigen vorgezogenen Abstimmungspunkts mit namentlicher Nennung unseres Kandidaten) sicherzustellen, dass die Aktionäre in die Lage versetzt werden, auch durch entsprechende spezifische, auch vor der Hauptversammlung erfolgte Weisungserteilung an die von der Gesellschaft benannten Stimmrechtsvertreter oder im Wege der auch vor der Hauptversammlung erfolgten Stimmabgabe durch Briefwahl an der vorrangigen Abstimmung über unseren Wahlvorschlag teilnehmen können.</p>	<p>design of the voting materials and of the Company's internet shareholders' portal, including the presentation of our proposal as separate prioritized voting item which mentions the name of our candidate) that shareholders will be enabled to participate in the prioritized vote on our election proposal by giving explicit instructions to the proxy representatives appointed by the Company also before the Annual General Meeting or by casting their votes also before the Annual General Meeting by way of absentee voting.</p>
<p>Begründung des Wahlvorschlags:</p> <p>PPF IM LTD, ein Unternehmen der PPF Group, nominiert Christoph Mainusch als Kandidaten für die Wahl in den Aufsichtsrat der Gesellschaft und begründet diesen Vorschlag mit der herausragenden Expertise und Eignung von Christoph Mainusch.</p> <p>Christoph Mainusch verfügt über fast 40 Jahre Erfahrung in deutschen und internationalen TV- und Medienunternehmen. Seit mehr als 20 Jahren bekleidet er Top-Management-Positionen. Während seines Studiums der Betriebswirtschaftslehre in Münster und München arbeitete er als freier Mitarbeiter für den Bayerischen Rundfunk in München. Nach Stationen bei SAT.1 und Tele 5 war er als Programmdirektor 1992 maßgeblich am Aufbau des Senders RTL2 beteiligt. Ab 1995 spezialisierte er sich auf die Beratung beim Aufbau und der Restrukturierung von internationalen kommerziellen Fernsehangebietern mit seinem Beratungsunternehmen ACS Media</p> <p>Als CEO hat er 2004 den ersten nationalen kommerziellen Sender RTL Televizija in Kroatien aufgebaut, der kurz nach Sendestart die Marktführerschaft im kroatischen TV-Markt in der kommerziell relevanten Zielgruppe erzielen konnte. Ab 2009 war er als Group-CEO der Alpha Media Group in Griechenland tätig, wo er die TV-Gruppe in der seinerzeit beginnenden Wirtschaftskrise in Griechenland von Grund auf restrukturiert hat.</p> <p>Nachdem er als Berater für Turner Broadcasting Systems in Asien tätig war, wurde er 2013 zum Co-CEO von Central European Media Enterprises (CME) ernannt und verantwortete das gesamte operative TV- und Digitalgeschäft. Er entwickelte den Plan für die digitale Transformation des Unternehmens und initiierte die Umsetzung. CME war ein an der NASDAQ notiertes Unternehmen, das mehr als 30 marktführende Free- und Pay-TV-Kanäle sowie Streaming-Plattformen in sechs Ländern Mittel-</p>	<p>Reasons for the election proposal:</p> <p>PPF IM LTD, a company of PPF Group, proposes Christoph Mainusch as a candidate for election to the Supervisory Board of the Company and justifies this proposal with the outstanding expertise and suitability of Christoph Mainusch:</p> <p>Christoph Mainusch has nearly four decades of experience in German and international TV and media companies. He has held top management positions for more than 20 years. While studying business administration in Münster and Munich, he worked as a freelancer for Bayerischer Rundfunk in Munich. After positions at SAT.1 and Tele 5, he contributed in setting up the broadcaster RTL2 in 1992 and acted as its program director, the youngest program director at the time in Germany. From 1995 he specialized on advising on establishment and restructuring of international commercial television providers with his consulting firm ACS Media.</p> <p>As CEO, he was instrumental in launching the first national commercial broadcaster in Croatia in 2004, RTL Televizija, which soon became market leader at the relevant commercial target group. During 2009, as Group CEO of Alpha Media Group in Greece, he restructured its TV business during the pending economic crisis.</p> <p>After acting as a consultant for Turner Broadcasting Systems in Asia, he was appointed in 2013 Co-CEO of Central European Media Enterprises (CME), with responsibility for the entire operational TV and digital business. He developed the plan for the digital transformation of the business and initiated its implementation. CME was a NASDAQ-listed company that operated more than 30 market leading Free-to-air and Pay-TV channels as well as streaming platforms in six countries in Central and Eastern</p>

und Osteuropas betrieb. Nachdem CME zum Zeitpunkt seiner Ernennung zum Co-CEO ein defizitäres Unternehmen war, das damals mit ähnlichen Herausforderungen wie heute ProSieben konfrontiert war, entwickelte es sich zu einem hochprofitablen Unternehmen, das 2020 an PPF verkauft wurde.

Anschließend arbeitete Christoph Mainusch als unabhängiger Senior Advisor für mehrere Unternehmen, darunter Antenna Group in Griechenland und Boston Consulting Group. Er war zudem Präsident des Aufsichtsrats von RTL Televizija in Kroatien.

Christoph Mainusch übt derzeit kein Mandat bei einem anderen Unternehmen aus. Insbesondere bekleidet Christoph Mainusch weder bei PPF noch bei CME eine Funktion. Es bestehen auch kein Beratungsverhältnis zu PPF oder CME.

Der Lebenslauf von Herrn Mainusch ist diesem Schreiben ergänzend beigelegt. Wir regen dessen Veröffentlichung zur Information der Aktionäre an. Der Lebenslauf ist nicht Teil der Begründung im Sinne von § 127 Satz 1, § 126 Abs. 2 Satz 2 AktG.

Über die neue Zusammensetzung des Aufsichtsrates der Gesellschaft werden die Aktionärinnen und Aktionäre auf der geplanten Hauptversammlung der Gesellschaft am 30. April 2024 befinden. PPF IM LTD hat den Vorsitzenden des Aufsichtsrats der Gesellschaft, Dr. Andreas Wiele, bereits schriftlich über die Nominierung von Christoph Mainusch informiert.

Europe. Having been a loss-making business at the time of his appointment as Co-CEO and facing similar challenges at that time to which ProSieben now faces, CME developed into a highly profitable company which was sold to PPF in 2020.

Christoph then worked as an independent Senior Advisor for several companies, such as the Antenna Group in Greece and Boston Consulting Group. He also served as President of the Supervisory Board of RTL Televizija in Croatia.

Christoph Mainusch currently does not hold any other mandate. In particular, he holds no position at either PPF or CME. There is also no consulting relationship with PPF or CME.

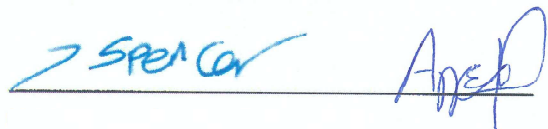
The curriculum vitae of Christoph Mainusch is attached to this letter. We suggest its publication for the information of the shareholders. The curriculum vitae is not part of the explanatory statement within the meaning of Section 127 sentence 1, Section 126 para. 2 sentence 2 AktG.

The new composition of the Company's Supervisory Board will be decided on by a shareholder vote at the Company's Annual General Meeting scheduled for 30 April 2024. PPF IM LTD has already informed the chairman of the Company's Supervisory Board about the nomination of Christoph Mainusch.

Mit freundlichen Grüßen / Sincerely

PPF IM LTD

21. März 2024 / 21 March 2024



Janette Spencer and Georgios Aggelis,
Direktoren/ Directors

Vita
CHRISTOPH MAINUSCH



PERSONAL DATA

Year of birth	1962
Nationality	German
Place of Birth	Münster, Germany

PROFESSIONAL CAREER

Since 2024	Independent Media Business Advisor
2021 - 2023	Senior Advisor TMT Business, Boston Consulting Group (BCG)
2021	Senior Advisor to the Chairman of Antenna Media Group, Athens
2013 – 2020	Group Co-CEO Central European Media Enterprises Ltd (CME), Prague - Largest media company in Central and Eastern Europe - 30+ market-leading Free- and Pay-TV channels and streaming platforms operating in 6 countries - NASDAQ-listed until 2020
2013 – 2019	Executive Director and CEO of Nova TV, Prague
2013	Advisor to the President of Turner Broadcasting System International, London
2009 – 2012	Group CEO and Member of the Board, Alpha Media Group, Athens
2004 – 2009	CEO, RTL Televizija, Zagreb
1995 – 2004	CEO, ACS Media GmbH, Munich
1992 – 1995	Program Director, RTL 2 Fernsehen, Munich

1991 – 1992	Deputy Program Director, Tele 5, Munich
1990 - 1991	Program Department, SAT.1, Hamburg and Berlin
1987 – 1990	Freelance Program Department at Bavarian Television (ARD), Munich

NON-EXECUTIVE ROLES

Since 3/2024	No mandates
2022 – 3/2024	President of the Supervisory Board, RTL Televizija, Zagreb (a subsidiary of CME)
2013 – 2020	President of the Supervisory Boards of CME operations in Bulgaria, Romania, Slovakia, Slovenia, Croatia (until 2017)
2009 - 2013	Member of the Supervisory Board at RTL Televizija, Zagreb (a subsidiary of RTL Group)
2004 - 2013	Member of the Operational Management Committee (OMC) at RTL Group, Luxembourg

Christoph Mainusch has nearly four decades of experience in German and international TV and media companies. He has held top management positions for more than 20 years. While studying business administration in Münster and Munich, he worked as a freelancer for Bayerischer Rundfunk in Munich. After positions at SAT.1 and Tele 5, he contributed in setting up the broadcaster RTL2 in 1992 and acted as its program director, the youngest program director at the time in Germany. From 1995 he specialized on advising on establishment and restructuring of international commercial television providers with his consulting firm ACS Media. As CEO, he was instrumental in launching the first national commercial broadcaster in Croatia in 2004, RTL Televizija, which soon became market leader at its relevant commercial target group. During 2009, as Group CEO of Alpha Media Group in Greece, he restructured its TV business during the pending economic crisis. After acting as a consultant for Turner Broadcasting Systems in Asia, he was appointed in 2013 Co-CEO of Central European Media Enterprises (CME), with responsibility for the entire operational TV and digital business. He developed the plan for the digital transformation of the business and initiated its implementation. CME was a NASDAQ-listed company that operated more than 30 market leading Free- and Pay-TV-channels as well as steaming platforms in six countries in Central and Eastern Europe. Having been a loss-making business at the time of his appointment as Co-CEO, and facing similar challenges at that time to which ProSieben now faces, CME developed into a highly profitable company which was sold to PPF in 2020. Christoph then worked as an independent Senior Advisor for several companies, such as the Antenna Group in Greece and Boston Consulting Group. He also served as President of the Supervisory Board of RTL Televizija in Croatia. He currently does not hold any other mandate.

Vita
CHRISTOPH MAINUSCH



PERSÖNLICHE DATEN

Jahrgang	1962
Nationalität	Deutsch
Geburtsort	Münster

BERUFLICHE LAUFBAHN

Seit 3/2024	Unabhängiger Medienberater
2021 - 2023	Senior Advisor TMT Business bei Boston Consulting Group (BCG)
2021	Senior Advisor des Chairmans der Antenna Media Group, Athen
2013 – 2020	Group Co-CEO Central European Media Enterprises Ltd (CME), Prag - Führendes Medienunternehmen in Zentral- und Osteuropa - 30+ marktführende Free- and Pay-TV Kanäle in sechs Ländern - Börsennotiert bei der US-Börse im Segment NASDAQ bis 2020
2013 – 2019	Executive Director und CEO Nova TV, Prag
2013	Advisor des Präsidenten der Turner Broadcasting System International, London
2009 – 2012	Group CEO und Mitglied des Supervisory Boards, Alpha Media Group, Athen
2004 – 2009	CEO RTL Televizija, Zagreb
1995 – 2004	CEO ACS Media GmbH, München
1992 – 1995	Programm Direktor, RTL 2 Fernsehen, München

1991 – 1992	Stv. Programm Direktor, Tele 5, München
1990 - 1991	Persönlicher Referent des Programmdirektors, SAT.1, Hamburg and Berlin
1987 – 1990	Freier Mitarbeiter in der Redaktion Spielfilm des Bayerischen Rundfunks, München

MANDATE

Seit 3/2024	Keine Mandate
2022 – 3/2024	Präsident des Supervisory Boards von RTL Televizija, Zagreb
2013 – 2020	Präsident der Supervisory Boards der CME Stationen in Bulgarien, Rumänien, Slowakei, Slovenien, Kroatien (bis 2017)
2009 - 2013	Mitglied des Supervisory Boards von RTL Televizija, Zagreb
2004 - 2013	Mitglied des Operational Management Committee (OMC) bei der RTL Group, Luxemburg

Christoph Mainusch verfügt über fast 40 Jahre Erfahrung in deutschen und internationalen TV- und Medienunternehmen. Seit mehr als 20 Jahren bekleidet er Top-Management-Positionen. Während seines Studiums der Betriebswirtschaftslehre in Münster und München arbeitete er als freier Mitarbeiter für den Bayerischen Rundfunk in München. Nach Stationen bei SAT.1 und Tele 5 war er als Programmdirektor 1992 maßgeblich am Aufbau des Senders RTL2 beteiligt. Ab 1995 spezialisierte er sich auf die Beratung beim Aufbau und der Restrukturierung von internationalen kommerziellen Fernsehanbietern mit seinem Beratungsunternehmen ACS Media. Als CEO hat er 2004 den ersten nationalen kommerziellen Sender RTL Televizija in Kroatien aufgebaut, der kurz nach Sendestart die Marktführerschaft in der relevanten kommerziellen Zielgruppe im kroatischen TV-Markt erzielen konnte. Ab 2009 war er als Group-CEO der Alpha Media Group in Griechenland tätig, wo er die TV Gruppe in der seinerzeit beginnenden Wirtschaftskrise in Griechenland von Grund auf restrukturiert hat. Nachdem er als Berater für Turner Broadcasting Systems in Asien tätig war, wurde er 2013 zum Co-CEO von Central European Media Enterprises (CME) ernannt und verantwortete das gesamte operative TV- und Digitalgeschäft. Er entwickelte den Plan für die digitale Transformation des Unternehmens und initiierte die Umsetzung. CME war ein an der NASDAQ notiertes Unternehmen, das mehr als 30 marktführende Free- und Pay-TV-Kanäle sowie Streaming-Plattformen in sechs Ländern Mittel- und Osteuropas betrieb. Nachdem CME zum Zeitpunkt seiner Ernennung zum Co-CEO ein defizitäres Unternehmen war, das damals mit ähnlichen Herausforderungen wie heute ProSieben konfrontiert war, entwickelte es sich zu einem hochprofitablen Unternehmen, das 2020 an PPF verkauft wurde. Anschließend arbeitete Christoph Mainusch als unabhängiger Senior Advisor für mehrere Unternehmen, darunter Antenna Group in Griechenland und Boston Consulting Group. Er war zudem Präsident des Aufsichtsrats von RTL Televizija in Kroatien. Ein anderes Mandat übt er derzeit nicht aus.