

Key Figures

Group Key Figures: Multi-Year Overview

EUR m	Q1 2014	Q1 2013	Q1 2012	Q1 2011	Q1 2010	Q1 2009	Q1 2008	Q1 2007	Q1 2006
Revenues	581.1	562.8	499.4	595.8	658.4	627.0	729.1	501.2	465.3
Revenue margin before income taxes (in percent)	12.3	12.8	12.9	7.9	4.8	-1.1	-1.2	13.5	10.8
Total costs	476.8	461.5	399.3	510.8	574.2	577.6	682.7	432.2	407.0
Operating costs ¹	446.5	438.3	378.9	467.0	532.2	536.3	644.1	422.1	-/-
Consumption of programming assets	219.6	228.9	218.8	262.0	278.4	278.2	353.8	248.0	241.3
Recurring EBITDA ²	140.1	128.0	122.2	130.0	128.6	93.8	88.5	82.1	-/-
Recurring EBITDA margin (in percent)	24.1	22.7	24.5	21.8	19.5	15.0	12.1	16.4	-/-
EBITDA	135.9	123.1	117.8	127.5	119.2	90.4	84.8	82.0	70.6
Non-recurring items ³	-4.3	-4.9	-4.4	-2.5	-9.4	-3.4	-3.7	-0.1	-/-
EBIT	109.9	104.8	101.8	86.2	86.6	59.0	49.9	71.9	61.1
Financial result	-38.3	-33.0	-37.2	-38.9	-54.9 ⁹	-66.2	-58.4	-4.4	-11.0
Profit before income taxes	71.6	71.8	64.6	47.3	31.7 ⁹	-7.0	-8.5	67.5	50.1
Consolidated net profit (after non-controlling interests) ⁴	36.2	56.1	50.8	38.3	21.7 ⁹	-1.7	-7.9	40.6	30.7
Profit from discontinued operations (net of income taxes)	-12.8	5.6	10.5	4.5	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	55.7	50.9	41.1	33.8	32.3 ⁹	11.6	6.1	41.7	-/-
Basic earnings per share (underlying) ⁶	0.26	0.24	-/-	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	253.8	281.6	269.0	348.9	397.8	380.0	351.6	269.9	249.1
Free-Cash-Flow	-146.3	-22.4	-92.8	-141.1	-139.0	-103.4	-73.1	32.6	-24.5
Cash-Flow from investing activities	-375.3	-299.1	-298.3	-362.0	-400.7	-383.0	-340.4	-260.4	-255.4

EUR m	03/31/2014	03/31/2013	03/31/2012	03/31/2011	03/31/2010	03/31/2009	03/31/2008	03/31/2007	03/31/2006
Programming assets	1,229.0	1,334.1	1,595.0	1,738.7	1,638.8	1,460.0	1,290.4	1,066.8	1,061.4
Equity	633.2	1,594.1	1,476.4	1,093.9	656.9 ⁹	443.5 ⁹	1,012.2 ⁹	1,293.6	1,214.8
Equity ratio (in percent)	17.9	28.8	29.3	17.4	10.6 ⁹	7.5 ⁹	16.8 ⁹	63.7	59.5
Cash and cash equivalents	250.5	655.4	414.2	611.1	604.1	509.0	296.4	95.5	129.7
Financial liabilities	1,842.9	2,574.2	2,337.0	3,763.7	4,034.9	4,021.6	3,711.3	185.8	384.6
Leverage ⁷	2.0¹⁰	2.1 ¹¹	2.2	3.4	4.7	5.2	4.5	1.1	-/-
Net financial debt	1,592.3¹²	1,829.0 ¹¹	1,922.9	3,152.3	3,430.7	3,512.4	3,414.8	90.0	254.6
Employees ⁸	3,570	3,205	2,605	4,253	4,801	5,460	5,985	3,062	2,885

1 Total costs excl. D&A and non-recurring expenses.

2 EBITDA before non-recurring (exceptional) items.

3 Non-recurring expenses netted against non-recurring income.

4 Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media AG including discontinued operations.

5 Consolidated profit for the period attributable to shareholders of ProSiebenSat.1 Media AG before the effects of purchase price allocations and additional special items.

6 Due to the merger of the share classes in 2013, from this year on the basic earnings per share (underlying) are shown.

7 Ratio net financial debt to recurring EBITDA in the last twelve months.

8 Full-time equivalent positions as of reporting date from continuing operations.

9 After changes in accounting policies according to IAS 8 and corresponding adjustment of previous-year figures. For information regarding the change in accounting policy, please refer to the Annual Report 2010, page 123.

10 After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for LTM recurring EBITDA contribution from the Northern and Eastern European business.

11 Before reclassification of cash and cash equivalents from the Northern and Eastern European activities.

12 After reclassification of cash and cash equivalents of Eastern European operations.

Key Figures

Segment Key Figures: Multi-Year Overview

EUR m	Q1 2014	Q1 2013	Q1 2012
Broadcasting German-speaking			
External revenues	449.2	441.1	421.2
Recurring EBITDA ¹	119.8	111.0	109.1
Recurring EBITDA Marge (in percent) ²	25.8	24.1	24.9
EBITDA	119.0	107.6	106.6
Digital & Adjacent			
External revenues	105.9	96.7	67.2
Recurring EBITDA ¹	23.8	20.0	17.4
Recurring EBITDA Marge (in percent) ²	22.4	20.5	25.8
EBITDA	23.2	18.9	17.3
Content Production & Global Sales			
External revenues	26.0	25.1	11.0
Recurring EBITDA ¹	-2.5	-1.2	-1.5
Recurring EBITDA Marge (in percent) ²	-7.0	-3.3	-7.5
EBITDA	-3.3	-1.6	-2.3

¹ EBITDA before non-recurring (exceptional) items.

² Based on total segment revenues, see Note 5 "Segment reporting".

Explanation of reporting principles in the first quarter / at March 31, 2014: The figures for 2014 relate to the key figures from continuing operations in line with IFRS 5, i.e. not including the revenues and earnings contributions of the sold Hungarian activities deconsolidated on February 25, 2014, and the Romanian activities classified as held for sale until the closing of the sale transaction. The income statement items of the entities concerned are grouped as a single line item, result from discontinued operations, and reported separately. The result from discontinued operations for the first quarter of 2014 includes both the net profit generated by the companies sold or held for sale and the deconsolidation result of the Hungarian subsidiaries and is presented after taxes. For the income statement and cash flow statement, the figures for the previous years (2013 and 2012) were presented on a comparable basis. The figures for 2010 (income statement and cash flow statement) have only been adjusted for the figures of the operations sold in

2011. In the financial year 2011 the Belgian TV operations and the TV and Print operations in the Netherlands were deconsolidated on closing of the respective share purchase agreements in June and July 2011. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The 2011 result from discontinued operations contains the net profit as well as the gain on disposal and is presented after taxes. The balance sheet previous year's figures were not adjusted.

Since the start of the 2013 financial year, ProSiebenSat.1 Media AG has reported in an amended segment structure. The Pay TV business, which until then was allocated to the Digital & Adjacent segment, is now shown in the Broadcasting German-speaking segment. The figures for the 2012 financial year were adjusted to the new segment structure. The multi-year comparison does not go any further.