

Key Figures

GROUP KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q3 2013	Q3 2012	Q3 2011	Q3 2010	Q3 2009	Q3 2008	Q3 2007	Q3 2006
Revenues	576.9	506.5	594.5	546.0	559.5	646.5	668.4	431.3
Revenue margin before income taxes (in percent)	15.7	14.6	3.1	5.1	-3.3	-3.1	-15.5	5.0
Total costs	456.9	394.1	496.1	452.2	534.1	595.2	730.3	385.0
Operating costs ¹	429.1	368.0	432.7	412.1	469.3	547.3	548.2	374.5
Consumption of programming assets	180.5	173.0	220.7	217.2	238.4	247.3	271.4	204.8
Recurring EBITDA ²	151.0	141.0	163.6	136.9	94.3	103.1	124.8	59.5
Recurring EBITDA margin (in percent)	26.2	27.8	27.5	25.1	16.9	15.9	18.7	13.8
EBITDA	148.4	133.1	133.7	126.6	62.3	92.5	0.4	58.7
Non-recurring items ³	-2.7	-7.9	-29.9	-10.3	-32.0	-10.6	-124.4	-0.8
EBIT	125.7	114.8	101.0	96.6	29.8	58.6	-57.2	48.9
Financial result	-35.2	-40.9	-82.4	-68.7 ⁶	-48.5	-78.9	-46.5	-27.2
Profit before income taxes	90.4	74.0	18.6	27.9 ⁶	-18.7	-20.0	-103.7	21.7
Consolidated net profit (after non-controlling interests) ⁴	60.5	61.3	340.3	32.5 ⁶	-12.7	-10.7	-77.9	13.1
Profit from discontinued operations (net of income taxes)	-3.3	11.2	328.9	12.8	-/-	-/-	-/-	-/-
Underlying net income ⁵	65.6	50.7	22.9	29.1	-16.7	0.6	68.4	14.1
Basic earnings per share (underlying)	0.31	0.24	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	188.6	202.4	302.8	284.4	301.4	388.9	328.0	234.7
Free cash flow	36.4	-27.1	-1.4	2.3	-114.1	-126.9	-309.6	-82.0
Cash flow from investing activities	-212.0	-241.6	-311.2	-297.6	-347.2	-407.1	-2,359.5	-242.9

EUR m	Q1 - Q3 2013	Q1 - Q3 2012	Q1 - Q3 2011	Q1 - Q3 2010	Q1 - Q3 2009	Q1 - Q3 2008	Q1 - Q3 2007	Q1 - Q3 2006
Revenues	1,764.5	1,566.9	1,882.5	1,772.1	1,880.4	2,177.4	1,721.2	1,447.4
Revenue margin before income taxes (in percent)	16.8	15.4	9.9	7.4	3.1	2.7	6.2	14.4
Total costs	1,373.9	1,214.7	1,525.5	1,472.8	1,658.9	1,935.2	1,569.6	1,200.8
Operating costs ¹	1,288.5	1,115.1	1,355.3	1,299.8	1,501.3	1,791.5	1,368.0	1,169.4
Consumption of programming assets	611.6	594.1	756.2	677.7	778.5	919.6	750.2	681.8
Recurring EBITDA ²	488.2	459.1	532.3	479.0	389.3	395.3	366.0	286.2
Recurring EBITDA margin (in percent)	27.7	29.3	28.3	27.0	20.7	18.2	21.3	19.8
EBITDA	469.0	411.1	471.6	400.9	330.0	366.6	241.2	284.1
Non-recurring items ³	-19.1	-48.0	-60.7	-78.1	-59.3	-28.6	-124.8	-2.1
EBIT	406.7	359.5	362.9	306.0	235.9	260.1	163.2	254.9
Financial result	-109.7	-118.5	-177.0	-175.2 ⁶	-177.2	-201.6	-55.9	-46.6
Profit before income taxes	297.0	241.1	185.9	130.8 ⁶	59.1	59.6	107.3	208.3
Consolidated net profit (after non-controlling interests) ⁴	252.7	196.0	507.6	131.3 ⁶	31.1	40.9	49.9	127.3
Profit from discontinued operations (net of income taxes)	47.9	33.5	380.6	43.7	-/-	-/-	-/-	-/-
Underlying net income ⁵	221.1	191.6	152.1	116.4	47.7	80.4	197.5	130.4
Basic earnings per share (underlying)	1.04	0.91	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	677.7	659.6	883.9	858.7	959.4	1,067.7	809.8	693.9
Free cash flow	23.7	-6.5	4.5	-24.5	-120.5	-206.7	-1,889.3	101.8
Cash flow from investing activities	-794.6	-738.3	-931.4	-900.9	-1,027.2	-1,125.9	-2,839.8	-711.6

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 before the effects of purchase price allocations and non-cash special items.

⁶ 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.

EUR m	09/30/2013	09/30/2012	09/30/2011	09/30/2010	09/30/2009	09/30/2008	09/30/2007	09/30/2006
Programming assets	1,331.4	1,627.0	1,573.0	1,682.5	1,534.6	1,360.7	1,319.0	1,054.4
Equity	527.9	1,416.6	1,269.1	790.4	466.7	871.8	1,074.0	1,132.0
Equity ratio (in percent)	15.2	26.8	26.5	12.5	7.8	14.2	18.2	57.7
Cash and cash equivalents	204.5	506.3	257.3	743.4	508.4	221.5	163.7	29.3
Financial liabilities	1,942.0	2,571.8	2,332.4	4,027.4	4,032.1	4,067.3	3,705.5	341.2
Leverage ¹	2.2 ⁴	2.4	2.5	3.8	5.3	5.5	-/-	-/-
Net financial debt	1,737.5 ³	2,065.5	2,075.0	3,283.8	3,534.4	3,816.7	3,541.5	311.6
Employees ²	3,524	3,061	4,375	4,086	4,916	6,075	5,996	2,999

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

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

3 After reclassification of cash and cash equivalents of Eastern European activities.

4 After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for the recurring EBITDA contribution of Northern and Eastern European operations for the last twelve months.

Explanation of reporting principles in the nine month period/at September 30, 2013: The figures for 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. excluding revenue and income share of the sold and deconsolidated operations in Scandinavia and held for sale in Eastern Europe. The prior year figures have also been adjusted accordingly (income statement and cash flow statement). The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The result from discontinued operations contains the net profit from the sold and held for sale entities as well as the gain on disposal of Nordic and is presented after taxes.

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.

Key Figures

SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q3 2013	Q3 2012	Q1 - Q3 2013	Q1 - Q3 2012
Broadcasting German-speaking				
External revenues	421.9	396.0	1,349.7	1,292.3
Recurring EBITDA ¹	126.6	124.3	420.0	411.8
Recurring EBITDA margin (in percent) ²	28.9	30.2	30.0	30.7
EBITDA	123.5	120.5	403.1	372.3
Digital & Adjacent				
External revenues	124.1	81.2	333.4	216.4
Recurring EBITDA ¹	27.2	20.0	71.6	55.9
Recurring EBITDA margin (in percent) ²	21.8	24.5	21.3	25.7
EBITDA	27.2	16.8	70.6	50.9
Content Production & Global Sales				
External revenues	30.9	29.2	81.4	58.2
Recurring EBITDA ¹	-2.1	-1.4	-0.3	-1.9
Recurring EBITDA margin (in percent) ²	-5.9	-3.9	-0.3	-2.3
EBITDA	-1.1	-2.3	-0.8	-4.2

1 EBITDA before non-recurring (exceptional) items.

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

Explanation of reporting principles in the nine month period and third quarter 2013: The figures for the first nine months and the third quarter 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. without the sold and deconsolidated operations in Scandinavia and held for sale in Eastern Europe. The 2012 figures (income statement and cash flow statement) have also been adjusted accordingly. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The result from discontinued operations

contains the net profit from the sold and held for sale entities as well as the gain on disposal of Nordic entities and is presented after taxes.

Reporting for the nine months 2013 is based on the new segment structure. To ensure comparability of the current quarterly figures with those of the previous year, the figures for the previous year were adjusted to the new segment structure. There is no multi-year comparison.