

## ProSiebenSat.1 Group: Key figures for Q1 2012

EURm	Q1 2012	Q1 2011	Q1 2010	Q1 2009	Q1 2008	Q1 2007	Q1 2006
Revenues	634.8	595.8	658.4	627.0	729.1	501.2	465.3
Revenue margin before income taxes (in percent)	11.8	7.9	4.8	-1.1	-1.2	13.5	10.8
Total costs	525.6	510.8	574.2	577.6	682.7	432.2	407.0
Operating costs <sup>1</sup>	494.9	467.0	532.2	536.3	644.1	422.1	- / -
Consumption of programming assets	273.3	262.0	278.4	278.2	353.8	248.0	241.3
Recurring EBITDA <sup>2</sup>	141.6	130.0	128.6	93.8	88.5	82.1	- / -
Recurring EBITDA margin (in percent)	22.3	21.8	19.5	15.0	12.1	16.4	- / -
EBITDA	137.2	127.5	119.2	90.4	84.8	82.0	70.6
Non-recurring items <sup>3</sup>	-4.4	-2.5	-9.4	-3.4	-3.7	-0.1	- / -
EBIT	110.9	86.2	86.6	59.0	49.9	71.9	61.1
Financial result	-35.7	-38.9	-54.9 <sup>7</sup>	-66.2	-58.4	-4.4	-11.0
Profit before income taxes	75.2	47.3	31.7 <sup>7</sup>	-7.0	-8.5	67.5	50.1
Consolidated net profit (after non-controlling interests)	50.8	38.3	21.7 <sup>7</sup>	-1.7	-7.9	40.6	30.7
Profit from discontinued operations (net of income taxes)	- / -	4.5	- / -	- / -	- / -	- / -	- / -
Underlying net income <sup>4</sup>	54.5	33.8	32.3 <sup>7</sup>	11.6	6.1	41.7	- / -
Investments in programming assets	343.2	348.9	397.8	380.0	351.6	269.9	249.1
Free-Cash-Flow	-111.8	-141.1	-139.0	-103.4	-73.1	32.6	-24.5
Cash-Flow from investing activities	-378.0	-362.0	-400.7	-383.0	-340.4	-260.4	-255.4
EURm	03/31/2012	03/31/2011	03/31/2010	03/31/2009	03/31/2008	03/31/2007	03/31/2006
Programming assets	1,595.1	1,738.7	1,638.8	1,460.0	1,290.4	1,066.8	1,061.4
Equity	1,476.4	1,093.9	656.9 <sup>7</sup>	443.5 <sup>7</sup>	1,012.2 <sup>7</sup>	1,293.6	1,214.8
Equity ratio (in percent)	29.3	17.4	10.6 <sup>7</sup>	7.5 <sup>7</sup>	16.8 <sup>7</sup>	63.7	59.5
Cash and cash equivalents	414.2	611.1	604.1	509.0	296.4	95.5	129.7
Financial liabilities	2,337.1	3,763.7	4,034.9	4,021.6	3,711.3	185.8	384.6
Leverage <sup>5</sup>	2.2	3.4	4.7	5.2	4.5	1.1	- / -
Net financial debt	1,922.9	3,152.3	3,430.7	3,512.4	3,414.8	90.0	254.6
Employees <sup>6</sup>	4,141	4,253	4,801	5,460	5,985	3,062	2,885

<sup>1</sup> Total costs excl. D&A and non-recurring expenses. <sup>2</sup> EBITDA before non-recurring (exceptional) items. <sup>3</sup> Non-recurring expenses netted against non-recurring income. <sup>4</sup> Consolidated profit from continuing operations for the period, before the effects of purchase price allocations and non-cash currency valuation effects. <sup>5</sup> Ratio net financial debt to recurring EBITDA in the last twelve months. <sup>6</sup> Full-time equivalent positions as of reporting date from continuing operations. <sup>7</sup> 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.

### Explanation of reporting principles in the first quarter or the March 31, 2012.

The figures relate to the key figures from continuing operations in line with IFRS 5. The previous-year figures for the income statement and the cash flow statement have been adjusted accordingly. According to IFRS 5, key figures from the previous-year statement of financial position are not to be adjusted. The Belgian activities and the Dutch TV and Print activities were deconsolidated with the completion of the contracts for the sale of the participation in June and July 2011. As a result these companies are separately reported as discontinued operations. The result from discontinued operations contains the net profit and the profit of deconsolidation after taxes.