

ProSiebenSat.1 Group: Key figures for 2010

EUR m	Q4 2010	Q4 2009	Q4 2008 ⁹	Q4 2007 ⁸	Q4 2006
Revenue	954,1	880,4	876,8	989,3	657,2
Total costs	654,5	651,8	915,8	772,3	471,6
Recurring costs ¹	599,9	576,2	621,6	695,1	460,3
Consumption of programming assets	311,2	290,1	327,5	395,6	264,2
Recurring EBITDA ²	358,6	307,2	279,3	296,9	200,8
Recurring EBITDA margin (in percent)	37,6	34,9	31,9	30,0	30,6
EBITDA	338,9	293,0	251,7	281,1	200,2
Non-recurring items ³	-19,7	-14,2	-27,6	-15,8	-0,6
EBIT	304,2	239,2	3,5	222,1	189,4
Financial result	-65,1	-67,3	-133,3	-79,6	-11,0
Profit/loss before income taxes	239,0	171,9	-128,0	142,5	178,4
Consolidated net profit/loss (after non-controlling interests) ⁴	181,5	113,4	-170,0	39,5	113,4
Underlying net income ⁵	194,3	137,1	78,2	75,3	114,4
Investments in programming assets	279,6	267,8	329,3	366,9	261,1
EUR m	2010	2009	2008 ⁹	2007 ⁸	2006
Revenue	3.000,0	2.760,8	3.054,2	2.710,4	2.104,6
Total costs	2.341,7	2.310,7	2.851,0	2.341,9	1.672,4
Recurring costs ¹	2.105,2	2.077,5	2.413,1	2.063,1	1.629,7
Consumption of programming assets	1.077,7	1.068,6	1.247,1	1.145,8	946,0
Recurring EBITDA ²	905,9	696,5	674,5	662,9	487,0
Recurring EBITDA margin (in percent)	30,2	25,2	22,1	24,5	23,1
EBITDA	807,6	623,0	618,3	522,3	484,3
Non-recurring items ³	-98,3	-73,5	-56,2	-140,6	-2,7
EBIT	669,6	475,1	263,5	385,3	444,3
Financial result	-240,5	-242,4 ⁷	-334,9	-135,5	-57,6
Profit/loss before income taxes	429,0	233,1 ⁷	-68,4	249,8	386,7
Consolidated net profit/loss (after non-controlling interests) ⁴	312,7	146,6 ⁷	-129,1	89,4	240,7
Underlying net income ⁵	357,2	186,8 ⁷	170,4	272,8	244,8
Investments in programming assets	1.233,5	1.227,2	1.397,0	1.176,7	955,0
EUR m	12/31/2010	12/31/2009	12/31/2008 ⁹	12/31/2007 ⁸	12/31/2006
Programming assets	1.654,6	1.526,5	1.380,0	1.317,7	1.056,3
Equity	1.025,9	607,0 ⁷	506,7 ⁷	1090,1 ⁷	1.240,5
Equity ratio (in percent)	16,2	9,8 ⁷	8,5 ⁷	18,2 ⁷	64,2
Cash and cash equivalents	740,7	737,4	632,9	250,8	63,5
Net financial debt	3.021,0	3.294,6	3.406,7	3.328,4	121,8
Employees ⁶	4.749	4.814	5.450	4.852	2.976

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.

⁵ Consolidated profit for the period, before the effects of purchase price allocations and non-cash currency valuation effects. The 2008 figure is also adjusted for impairment of EUR 180.0 million for SBS goodwill.

⁶ Full-time equivalent positions as of reporting date.

⁷ After changes in accounting policies according to IAS 8 and corresponding adjustment of previous-year figures.

⁸ Consolidation of SBS Broadcasting Group in July 2007.

⁹ More deconsolidated in November 2008.