

ProSiebenSat.1 Group: Key Figures 2010

in EUR m	Q1 2010	Q1 2009	Q1 2008	Q1 2007 ⁷	Q1 2006
Revenue	658.4	627.0	729.1	501.2	465.3
Total expenses	574.2	577.6	682.7	432.2	407.0
Recurring costs ¹	532.2	536.3	644.1	422.1	397.4
Consumption of programming assets	278.4	278.2	353.8	248.0	241.0
Recurring EBITDA ²	128.6	93.8	88.5	82.1	- / -
Recurring EBITDA margin (in percent)	19.5	15.0	12.1	16.4	- / -
EBITDA	119.2	90.4	84.8	82.0	70.6
Non-recurring items ³	-9.4	-3.4	-3.7	-0.1	- / -
EBIT	86.6	59.0	49.9	71.9	61.1
Financial result	-55.4	-66.2	-58.4	-4.4	-11.0
Profit/loss before income taxes	31.2	-7.0	-8.5	67.5	50.1
Consolidated net income (after non-controlling interests) ⁴	21.2	-1.7	-7.9	40.6	30.7
Underlying net income ⁵	31.8	11.6	6.1	41.7	- / -
Investments in programming assets	397.8	380.0	351.6	269.9	249.1
in EUR m	03/31/2010	03/31/2009	03/31/2008	03/31/2007	03/31/2006
Programming assets	1,638.8	1,460.0	1,290.4	1,066.8	1,061.4
Shareholders' equity	630.2	415.7	984.4	1,293.6	1,214.8
Equity ratio (in percent)	10.2	7.0	16.3	63.7	59.5
Cash and cash equivalents	604.1	509.0	296.4	95.5	129.7
Net financial debt	3,430.7	3,512.4	3,414.8	90.0	254.6
Employees ⁶	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 income attributable to Shareholders of ProSiebenSat.1 Media AG

⁵ The consolidated profit for the period, before the effects of purchase price allocations and non-cash currency valuation effects.

⁶ Full-time equivalent positions.

⁷ Consolidation of SBS Broadcasting Group in July 2007.