

ProSiebenSat.1 Group: Key figures for 2011

EURm	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007	Q4 2006	Q4 2005
Revenues	873.7	828.9	880.4	876.8	989.3	657.2	636.0
Revenue margin before income taxes (in percent)	20.7	23.9	19.5	-14.6	14.4	27.1	23.3
Total costs	633.7	572.6	651.8	915.8	772.3	471.6	480.6
Operating costs ¹	560.4	520.8	576.2	621.6	695.1	460.3	- / -
Consumption of programming assets	324.0	279.3	290.1	327.5	395.6	264.2	288.8
Recurring EBITDA ²	317.7	312.5	307.2	279.3	296.9	200.8	- / -
Recurring EBITDA margin (in percent)	36.4	37.7	34.9	31.9	30.0	30.6	- / -
EBITDA	280.8	292.9	293.0	251.7	281.1	200.2	167.8
Non-recurring items ³	-36.9	-19.6	-14.2	-27.6	-15.8	-0.6	- / -
EBIT	243.8	260.8	239.2	3.5	222.1	189.4	156.8
Financial result	-63.1	-63.0	-67.3	-133.3	-79.6	-11.0	-10.0
Profit before income taxes	180.7	197.8	171.9	-128.0	142.5	178.4	147.9
Consolidated net profit (after non-controlling interests) ⁴	129.9	181.4	113.4	-170.0	39.5	113.4	96.9
Profit from discontinued operations (net of income taxes)	-5.6	34.4	- / -	- / -	- / -	- / -	- / -
Underlying net income ⁵	157.3	158.8	137.1	78.2	75.3	114.4	- / -
Investments in programming assets	277.1	240.0	267.8	329.3	366.9	261.1	253.9
Free-Cash-Flow	256.5	203.5	241.6	389.2	213.9	190.7	162.7
Cash-Flow from investing activities	-297.2	-285.7	-305.1	-67.1	-432.1	-268.0	-261.1
EURm	2011	2010	2009	2008	2007	2006	2005
Revenues	2,756.2	2,601.0	2,760.8	3,054.2	2,710.4	2,104.6	1,989.6
Revenue margin before income taxes (in percent)	13.3	12.6	8.4	-2.2	9.2	18.4	17.6
Total costs	2,159.2	2,045.4	2,310.7	2,851.0	2,341.9	1,672.4	1,620.3
Operating costs ¹	1,915.7	1,820.6	2,077.5	2,413.1	2,063.1	1,629.7	- / -
Consumption of programming assets	1,080.2	957.0	1,068.6	1,247.1	1,145.8	946.0	947.2
Recurring EBITDA ²	850.0	791.5	696.5	674.5	662.9	487.0	- / -
Recurring EBITDA margin (in percent)	30.8	30.4	25.2	22.1	24.5	23.1	- / -
EBITDA	752.4	693.8	623.0	618.3	522.3	484.3	418.5
Non-recurring items ³	-97.6	-97.7	-73.5	-56.2	-140.6	-2.7	- / -
EBIT	606.7	566.8	475.1	263.5	385.3	444.3	382.7
Financial result	-240.1	-238.2	-242.4 ⁸	-334.9	-135.5	-57.6	-33.0
Profit before income taxes	366.6	328.6	233.1 ⁸	-68.4	249.8	386.7	350.7
Consolidated net profit (after non-controlling interests) ⁴	637.5	312.7	146.6 ⁸	-129.1	89.4	240.7	220.9
Profit from discontinued operations (net of income taxes)	375.0	78.1	- / -	- / -	- / -	- / -	- / -
Underlying net income ⁵	309.4	275.2	186.8 ⁸	170.4	272.8	244.8	- / -
Investments in programming assets	1,161.0	1,098.6	1,227.2	1,397.0	1,176.7	955.0	907.3
Free-Cash-Flow	260.8	179.0	157.4	183.8	-1,675.4	292.4	70.1
Cash-Flow from investing activities	-1,228.7	-1,186.4	-1,320.1	-1,175.0	-3,269.0	-979.6	-1,095.7
EURm	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007	12/31/2006	12/31/2005
Programming assets	1,531.3	1,654.6	1,526.5	1,380.0	1,317.7	1,056.3	1,057.5
Equity	1,441.4	1,025.9	607.0 ⁸	506.7 ⁸	1,090.1 ⁸	1,240.5	1,187.7
Equity ratio (in percent)	28.6	16.2	9.8 ⁸	8.5 ⁸	18.2 ⁸	64.2	58.9
Cash and cash equivalents	517.9	740.7	737.4	632.9	250.8	63.5	157.6
Financial liabilities	2,335.7	3,761.9	4,032.1	4,039.8	3,579.5	185.6	387.2
Leverage ⁶	2.1	3.3	4.7	5.1	5.0	0.3	- / -
Net financial debt	1,817.8	3,021.0	3,294.6	3,406.7	3,328.4	121.8	227.2
Employees ⁷	4,112	4,117	4,814	5,450	4,852	2,976	2,788

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 from continuing operations for the period, before the effects of purchase price allocations and non-cash currency valuation effects. ⁶ Ratio net financial debt to recurring EBITDA ⁷ Full-time equivalent positions as of reporting date from continuing operations. ⁸ 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 fourth quarter or the December 31, 2011

The figures for 2011 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.