

ProSiebenSat.1 Group: Key figures for 2011

EURm	Q3 2011	Q3 2010	Q3 2009	Q3 2008	Q3 2007
Revenue	594.5	546.0	559.5	646.5	668.4
Total costs	496.1	452.2	534.1	595.2	730.3
Recurring costs ¹	432.7	412.1	469.3	547.3	548.2
Consumption of programming assets	220.7	217.2	238.4	247.3	271.4
Recurring EBITDA ²	163.6	136.9	94.3	103.1	124.8
Recurring EBITDA margin (in percent)	27.5	25.1	16.9	15.9	18.7
EBITDA	133.7	126.6	62.3	92.5	0.4
Non-recurring items ³	-29.9	-10.3	-32.0	-10.6	-124.4
EBIT	101.0	96.6	29.8	58.6	-57.2
Financial result	-82.4	-68,7 ⁷	-48.5	-78.9	-46.5
Profit before income taxes	18.6	27,9 ⁷	-18.7	-20.0	-103.7
Consolidated net profit (after non-controlling interests) ⁴	340.3	32,5 ⁷	-12.7	-10.7	-77.9
Profit from discontinued operations (net of income taxes)	328.9	12.8	- / -	- / -	- / -
Underlying net income ⁵	22.9	29.1	-16.7	0.6	68.4
Investments in programming assets	302.8	284.4	301.4	388.9	328.0
EURm	Q1-Q3 2011	Q1-Q3 2010	Q1-Q3 2009	Q1-Q3 2008	Q1-Q3 2007
Revenue	1,882.5	1,772.1	1,880.4	2,177.4	1,721.2
Total costs	1,525.5	1,472.8	1,658.9	1,935.2	1,569.6
Recurring costs ¹	1,355.3	1,299.8	1,501.3	1,791.5	1,368.0
Consumption of programming assets	736.0	677.7	778.5	919.6	750.2
Recurring EBITDA ²	532.3	479.0	389.3	395.3	366.0
Recurring EBITDA margin (in percent)	28.3	27.0	20.7	18.2	21.3
EBITDA	471.6	400.9	330.0	366.6	241.2
Non-recurring items ³	-60.7	-78.1	-59.3	-28.6	-124.8
EBIT	362.9	306.0	235.9	260.1	163.2
Financial result	-177.0	-175,2 ⁷	-177.2	-201.6	-55.9
Profit before income taxes	185.9	130,8 ⁷	59.1	59.6	107.3
Consolidated net profit (after non-controlling interests) ⁴	507.6	131,3 ⁷	31.1	40.9	49.9
Profit from discontinued operations (net of income taxes)	380.6	43.7	- / -	- / -	- / -
Underlying net income ⁵	152.1	116.4	47.7	80.4	197.5
Investments in programming assets	883.9	858.7	959.4	1,067.7	809.8
EURm	09/30/2011	09/30/2010	09/30/2009	09/30/2008	09/30/2007
Programming assets	1,573.0	1,682.5	1,534.6	1,360.7	1,319.0
Equity	1,269.1	790,4 ⁷	466,7 ⁷	871,8 ⁷	1,074.0
Equity ratio (in percent)	26.5	12,5 ⁷	7,8 ⁷	14,2 ⁷	18.2
Cash and cash equivalents	257.3	743.4	508.4	221.5	163.7
Net financial debt	2,075.0	3,283.8	3,534.4	3,816.7	3,541.5
Employees ⁶	4,375	4,086	4,916	6,075	5,996

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 Full-time equivalent positions as of reporting date from continuing operations. ⁷ 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 122.

Explanation of reporting principles in the third quarter or the September 30, 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, 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.