

GROUP KEY FIGURES: MULTI-YEAR OVERVIEW in EUR m

	Q4 2017	Q4 2016	Q4 2015	Q4 2014	Q4 2013
Revenues	1,324	1,254	1,087	966	841
Adjusted EBITDA ¹	390	392	357	325	302
Adjusted EBITDA margin (in percent)	29.4	31.2	32.9	33.7	35.9
EBITDA	382	375	343	317	289
EBIT	333	307	289	282	262
Profit before income taxes	238	257	212	253	230
Consolidated net profit from continuing operations (after non-controlling interests) ²	167	174	142	149	59
Adjusted net income ³	219	225 ⁹	194	180	159
Basic earnings per share (adjusted)	0.96	1.01 ⁹	0.91	0.84	0.75
Investments in programming assets	274	234	210	183	183
Free cash flow before M&A (continued)	351	334	242	310	315
Free cash flow	243	16	77	297	306
Cash flow from investing activities	-422	-602	-419	-228	-223

	2017	2016	2015	2014	2013
Revenues	4,078	3,799	3,261	2,876	2,605
Adjusted EBITDA ¹	1,050	1,018	926	847	790
Adjusted EBITDA margin (in percent)	25.8	26.8	28.4	29.5	30.3
EBITDA	1,084	982	881	818	758
EBIT	820	777	730	695	669
Profit before income taxes	646	658	604	560	527
Consolidated net profit from continuing operations (after non-controlling interests) ²	471	402	391	346	312
Adjusted net income ³	550	536 ⁹	466	419	380
Basic earnings per share (adjusted)	2.40	2.47 ⁹	2.18	1.96	1.78
Investments in programming assets	1,048	992	944	890	860
Free cash flow before M&A (continued)	468	485	470	444	406
Free cash flow	728	-4	-1	277	330
Cash flow from investing activities	-894	-1,623	-1,522	-1,148	-1,018

	12/31/2017	12/31/2016	12/31/2015	12/31/2014	12/31/2013
Programming assets	1,198	1,312	1,252	1,212	1,202
Equity	1,252	1,432	943	754	584
Equity ratio (in percent)	19.1	21.7	17.8	19.3	16.4
Cash and cash equivalents	1,552	1,271	734	471	396
Financial liabilities	3,185	3,185	2,675	1,973	1,842
Leverage ⁴	1.6 ¹⁰	1.9	2.1	1.8 ⁶	1.8 ⁷
Net financial debt	1,632 ¹⁰	1,913	1,940	1,502	1,446 ⁸
Employees ⁵	6,483	6,565	5,584	4,210	3,590

¹ EBITDA before reconciling items (net).

² Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media SE including discontinued operations.

³ Consolidated profit for the period attributable to shareholders of ProSiebenSat.1 Media SE before the effects of purchase price allocations and additional special items.

⁴ Ratio net financial debt to adjusted EBITDA in the last twelve months.

⁵ Full-time equivalent positions as of reporting date from continuing operations.

⁶ Adjusted for the LTM adjusted EBITDA contribution of Eastern European operations.

⁷ After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for the LTM adjusted EBITDA contribution of Northern and Eastern European operations.

⁸ After reclassification of cash and cash equivalents of Eastern European operations.

⁹ Adjusted due to changes in reporting practices for non-IFRS figures from the beginning of financial year 2017. The Annual Report 2016 comprises more detailed information on pages 73 and 74.

¹⁰ After reclassification of cash and cash equivalents of Tropo.

SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW in EUR m

	2017	2016	2015
Broadcasting German-speaking			
External revenues	2,239	2,210	2,152
Adjusted EBITDA ¹	767	760	734
Adjusted EBITDA margin (in percent) ²	32.2	33.0	33.0
EBITDA	544	747	716
Digital Entertainment			
External revenues	463	442	371
Adjusted EBITDA ¹	32	37	37
Adjusted EBITDA margin (in percent) ²	6.5	7.9	9.8
EBITDA	10	37	29
Digital Ventures & Commerce			
External revenues	996	768	465
Adjusted EBITDA ¹	221	180	136
Adjusted EBITDA margin (in percent) ²	22.1	23.0	28.8
EBITDA	562	168	123
Content Production & Global Sales			
External revenues	352	362	262
Adjusted EBITDA ¹	36	47	25
Adjusted EBITDA margin (in percent) ²	8.5	11.2	7.9
EBITDA	27	44	22

¹EBITDA before non-recurring (exceptional) items.

²Based on total segment revenues, see Note 2 "Segment reporting".

Explanatory Notes on Reporting Principles:

The values shown relate to key figures from continuing operations reported in line with IFRS 5, i.e. not including the revenue and earnings contributions of the entities sold. The following entities were deconsolidated in the in the past:

Hungary (February) and Romania (April and August respectively) in the financial year 2014; the Northern European operations (April) in the financial year 2013.

The income statement items of the relevant entities are presented separately as a single figure, result from discontinued operations. This figure also contains the respective gain on disposal and is presented after tax.

The previous years' figures in the statement of financial position were not adjusted.