OUR VISION: CREATE A CONSUMER-CENTRIC ENTERTAINMENT AND COMMERCE CHAMPION

- CONSUMER-LED & OBSESSED
- CONTENT-LED
- DIGITAL FIRST
- TOTAL REACH
- GROWTH-DRIVEN
- PASSIONATE CREATORS

ProSiebenSat.1 Media SE
OUR AMBITION: ACCELERATE GROWTH

OUR STARTING POINT

1) Figures relate to Q3 2018 LTM, if not stated otherwise; 2) Revenue split in EUR – Entertainment: 2.7bn, Red Arrow Studios: 0.5bn, NuCom Group: 0.8bn; 3) Equity Value based on current stock price October 2018; 4) Incl. digital businesses from Entertainment, NuCom Group (referring to the segment Commerce) and Red Arrow Studios (referring to the segment Content Production and Global Sales); 5) Smart advertising includes targetable products both linear and digital; 6) TSR 31.12.16 - 31.10.18 calculated as share price performance plus dividends reinvested in security based on Bloomberg; Source: P7S1 company data; Bloomberg

AMBITION IN ~5+ YEARS

INCL. BOLT-ON M&A

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BUILDING BLOCKS OF GROUP’S TARGET REVENUES

EXTENDED REVENUES [IN EUR]

NUCOM GROUP
ENTERTAINMENT
RED ARROW STUDIOS

~0.5BN
~0.3BN
~0.1BN

Q3 2018 LTM

TARGETED GROUP REVENUES INCL. M&A

~6BN

ADJUSTED EBITDA:
~1.5BN
~0.3BN
~0.1BN
~1BN

MID SINGLE-DIGIT REVENUE CAGR (PLUS M&A)

1) Chart dimensions are illustrative and do not represent exact amounts
Source: PFSI company data
HOW WILL WE EXECUTE TO WIN?

#1 CLEAR GAME PLAN AND KPIs

#2 STREAMLINED ORGANIZATION

#3 SIMPLIFIED OPERATIONS

#4 DISCIPLINED CASH USAGE

#5 PARTNER FOR SCALE

#6 TECH ENGINE
TO SUM IT ALL UP

AMBITION IN ~5+ YEARS:
EUR 6 BN REVENUES | EUR 1.5 BN ADJ. EBITDA | +10-15% TSR P.A.¹)

ENTERTAINMENT:
A FUTURE-FIT GERMAN ENTERTAINMENT BUSINESS THAT IS MORE LOCAL, MORE DIGITAL AND MORE SMART REACH

NUCOM GROUP:
A RAPIDLY SCALED DIGITAL PLATFORM AND E-COMMERCE CHAMPION

RED ARROW STUDIOS:
A MORE SYNERGISTIC PRODUCTION FOOTPRINT

HOMEWORK AND DELIVER FIRST...

¹) Adjusted EPS growth plus dividend yield p.a.
Source: P7S1 company data
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