

SEGMENT INFORMATION¹ OF THE PROSIEBENSAT.1 GROUP - NEW REPORTING STRUCTURE FROM JANUARY 1, 2021 - REVENUES

Previous reporting (until December 31, 2020) in EUR m

New reporting (from January 1, 2021) in EUR m

Seven.One Entertainment Group			Entertainment		
	2,286	482		2,768	
Advertising	1,961	129	Advertising	2,090	
o/w Advertising DACH	1,961	-88	o/w Advertising DACH	1,873	
1) o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	135	-135	o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	0	
o/w Studio71	0	46	4) o/w Studio71	46	
Advertising RoW	0	217	Advertising RoW	217	
o/w Studio71	0	217	4) o/w Studio71	217	
Distribution	169	0	Distribution	169	
Other	156	-40	Other	116	
1) o/w Seven Growth (markt guru, wetter.com)	3	-3	o/w Seven Growth (markt guru, wetter.com)	0	
2) o/w Program Sales	49	-49	o/w Program Sales	0	
o/w Studio71	0	12	4) o/w Studio71	12	
Content	0	394	Content	394	
o/w Content	0	263	3) o/w Production	263	
o/w Global Sales	0	82	3) o/w Global Sales	82	
o/w Program Sales	0	49	2) o/w Program Sales	49	
Red Arrow Studios	620	-620	Red Arrow Studios	0	
3) Production	263	-263	Production	0	
3) Global Sales	82	-82	Global Sales	0	
4) Studio71	275	-275	Studio71	0	
NuCom Group	807	138	Commerce & Ventures	945	
Advertising	0	135	Advertising	135	
o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	0	135	1) o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	135	
Consumer Advice	211	0	Consumer Advice	211	
Experiences	87	0	Experiences	87	
Beauty & Lifestyle	509	0	Beauty & Lifestyle	509	
Other	0	3	Other	4	
o/w Seven Growth (markt guru, wetter.com)	0	3	1) o/w Seven Growth (markt guru, wetter.com)	3	
ParshipMeet Group	333	0	Dating	333	
Group	4,047	0	Group	4,047	

PRELIMINARY AND UNAUDITED

¹ FY 2020 figures restated to reflect the segment structure implemented from January 1, 2021

SEGMENT INFORMATION¹ OF THE PROSIEBENSAT.1 GROUP - NEW REPORTING STRUCTURE FROM JANUARY 1, 2021 - ADJUSTED EBITDA

Previous reporting (until December 31, 2020) in EUR m

New reporting (from January 1, 2021) in EUR m

Seven.One Entertainment Group	571	-9	Entertainment		561
1) o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	52	-52	o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)		0
o/w Red Arrow Studios (Production & Global Sales)	0	45	2) o/w Red Arrow Studios (Production, Global Sales)		45
o/w Studio71	0	-3	3) o/w Studio71		-3
Red Arrow Studios	42	-42	Red Arrow Studios		0
2) o/w Red Arrow Studios (Production, Global Sales)	45	-45	o/w Red Arrow Studios (Production & Global Sales)		0
3) o/w Studio71	-3	3	o/w Studio71		0
NuCom Group	32	52	Commerce & Ventures		84
o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)	0	52	1) o/w SevenVentures, SevenAccelerator, Seven Growth (markt guru, wetter.com)		52
ParshipMeet Group	80	0	Dating		80
Reconciliation (Holding & other)	-19	0	Reconciliation (Holding & other)		-19
Group	706	0	Group		706

PRELIMINARY AND UNAUDITED

¹ FY 2020 figures restated to reflect the segment structure implemented from January 1, 2021