

## Group Key Figures: Multi-Year Overview

EUR m	Q3 2016	Q3 2015	Q3 2014	Q3 2013	Q3 2012	Q3 2011	Q3 2010	Q3 2009	Q3 2008	Q3 2007
Revenues	857	747	638	577	506	595	546	560	647	668
Revenue margin before income taxes (in percent)	11.9	17.4	16.1	15.7	14.6	3.1	5.1	-3.3	-3.1	-15.5
Total costs	727	621	520	457	394	496	452	534	595	730
Operating costs <sup>1</sup>	658	575	479	429	368	433	412	469	547	548
Consumption of programming assets	203	203	184	181	173	221	217	238	247	271
Recurring EBITDA <sup>2</sup>	202	178	163	151	141	164	137	94	103	125
Recurring EBITDA margin (in percent)	23.5	23.8	25.6	26.2	27.8	27.5	25.1	16.9	15.9	18.7
EBITDA	188	166	157	148	133	134	127	62	93	0
Non-recurring items <sup>3</sup>	-13	-11	-6	-3	-8	-30	-10	-32	-11	-124
EBIT	137	131	125	126	115	101	97	30	59	-57
Financial result	-35	-1	-23	-35	-41	-82	-69 <sup>9</sup>	-49	-79	-47
Profit before income taxes	102	130	103	90	74	19	28 <sup>8</sup>	-19	-20	-104
Consolidated net profit (after non-controlling interests) <sup>4</sup>	68	70	65	61	61	340	33 <sup>9</sup>	-13	-11	-78
Profit from discontinued operations (net of income taxes)	0	-4	-3	-3	11	329	13	-/-	-/-	-/-
Underlying net income <sup>5</sup>	87	79 <sup>13</sup>	75	66	51	23	29	-17	1	68
Basic earnings per share (underlying) <sup>6</sup>	0.41	0.37	0.35	0.31	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	239	223	238	189	202	303	284	301	389	328
Free cash flow	-18	-154	26	36	-27	-1	2	-114	-127	-310
Cash flow from investing activities	-344	-494	-274	-212	-242	-311	-298	-347	-407	-2,360

EUR m	Q1-Q3 2016	Q1-Q3 2015	Q1-Q3 2014	Q1-Q3 2013	Q1-Q3 2012	Q1-Q3 2011	Q1-Q3 2010	Q1-Q3 2009	Q1-Q3 2008	Q1-Q3 2007
Revenues	2,545	2,174	1,910	1,764	1,567	1,883	1,772	1,880	2,177	1,721
Revenue margin before income taxes (in percent)	15.8	18.0	16.1	16.8	15.4	9.9	7.4	3.1	2.7	6.2
Total costs	2,098	1,746	1,515	1,374	1,215	1,526	1,473	1,659	1,935	1,570
Operating costs <sup>1</sup>	1,932	1,619	1,401	1,289	1,115	1,355	1,300	1,501	1,792	1,368
Consumption of programming assets	652	646	613	612	594	756	678	779	920	750
Recurring EBITDA <sup>2</sup>	626	568	522	488	459	532	479	389	395	366
Recurring EBITDA margin (in percent)	24.6	26.1	27.3	27.7	29.3	28.3	27.0	20.7	18.2	21.3
EBITDA	608	538	502	469	411	472	401	330	367	241
Non-recurring items <sup>3</sup>	-18	-30	-21	-19	-48	-61	-78	-59	-29	-125
EBIT	470	441	413	407	360	363	306	236	260	163
Financial result	-69	-50	-105	-110	-118	-177	-175 <sup>9</sup>	-177	-202	-56
Profit before income taxes	401	392	307	297	241	186	131 <sup>9</sup>	59	60	107
Consolidated net profit (after non-controlling interests) <sup>4</sup>	228	249	197	253	196	508	131 <sup>9</sup>	31	41	50
Profit from discontinued operations (net of income taxes)	-42	-3	-9	48	34	381	44	-/-	-/-	-/-
Underlying net income <sup>5</sup>	294	271 <sup>13</sup>	239	221	192	152	116	48	80	198
Basic earnings per share (underlying) <sup>6</sup>	1.37	1.27 <sup>13</sup>	1.12	1.04	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	757	734	707	678	660	884	859	959	1,068	810
Free cash flow	-21	-78	-21	24	-7	5	-25	-121	-207	-1,889
Cash flow from investing activities	-1,022	-1,103	-920	-795	-738	-931	-901	-1,027	-1,126	-2,840

EUR m	09/30/2016	09/30/2015	09/30/2014	09/30/2013	09/30/2012	09/30/2011	09/30/2010	09/30/2009	09/30/2008	09/30/2007
Programming assets	1,343	1,301	1,286	1,331	1,627	1,573	1,683	1,535	1,361	1,319
Equity	658	750	552	528	1,417	1,269	790	467 <sup>9</sup>	872 <sup>9</sup>	1,074
Equity ratio (in percent)	12.9	16.5	15.3	15.2	26.8	26.5	12.5	7.8 <sup>9</sup>	14.2 <sup>9</sup>	18.2
Cash and cash equivalents	309	224	177	205	506	257	743	508	222	164
Financial liabilities	2,728	2,176	1,972	1,942	2,572	2,332	4,027	4,032	4,067	3,706
Leverage <sup>7</sup>	2.5	2.2	2.2 <sup>10</sup>	2.2 <sup>11</sup>	2.4	2.5	3.8	5.3	5.5	-/-
Net financial debt	2,419	1,953	1,795	1,738 <sup>12</sup>	2,066	2,075	3,284	3,534	3,817	3,542
Employees <sup>8</sup>	5,954	5,094	4,418	3,524	3,061	4,375	4,086	4,916	6,075	5,996

1 Total costs excl. depreciation and amortization 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 SE including discontinued operations.

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

6 Due to the merger of share classes in 2013, from this year on basic earnings per share (underlying) are shown. Prior year figures were not determined.

7 Ratio net financial debt to recurring EBITDA in the last twelve months.

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

9 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.

10 Adjusted for the LTM recurring EBITDA contribution of Eastern European operations.

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

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

13 Adjustment due to retrospective adjustment of changes in the fair value of put options and earn-out liabilities in the second quarter of 2016.

## Segment Key Figures: Multi-Year Overview<sup>1</sup>

EUR m	Q3 2016	Q3 2015	Q1-Q3 2016	Q1-Q3 2015
<b>Broadcasting German-speaking</b>				
External revenues	472	465	1,506	1,470
Recurring EBITDA <sup>2</sup>	147	137	479	460
Recurring EBITDA margin (in %) <sup>3</sup>	29.5	28.3	30.4	30.2
EBITDA	140	132	473	447
<b>Digital Entertainment</b>				
External revenues	99	80	304	228
Recurring EBITDA <sup>2</sup>	4	4	19	23
Recurring EBITDA margin (in %) <sup>3</sup>	3.9	5.0	6.1	9.8
EBITDA	6	3	24	17
<b>Digital Ventures &amp; Commerce</b>				
External revenues	181	125	483	293
Recurring EBITDA <sup>2</sup>	40	35	105	81
Recurring EBITDA margin (in %) <sup>3</sup>	21.9	27.7	21.3	27.4
EBITDA	36	30	97	70
<b>Content Production &amp; Global Sales</b>				
External revenues	100	74	240	174
Recurring EBITDA <sup>2</sup>	11	5	27	10
Recurring EBITDA margin (in %) <sup>3</sup>	10.1	5.8	9.4	4.7
EBITDA	11	5	25	9

1 Due to the new segmentation, the Group replaced the former "Digital & Adjacent" segment with two separate segments: "Digital Ventures & Commerce" and "Digital Entertainment" in this quarterly financial statement as well as for the financial years 2016 and 2015. For previous years no values were evaluated.

2 EBITDA before non-recurring (exceptional) items.

3 Based on total segment revenues, see Note 3 "Segment reporting".

### Explanatory Notes on Reporting Principles:

The values shown relate to key figures from continuing operations reported in line with IFRS 5. In connection with the strategic focusing on German-speaking television, the international program production and distribution business, and digital and adjacent business activities, the operations named below were deconsolidated as follows: Operations in Belgium and the Netherlands: Classification as discontinued operations since the second quarter of 2011, deconsolidation on June 8, 2011, and July 29, 2011, respectively. Operations in Denmark, Sweden, Norway and Finland: Classification as discontinued operations since the fourth quarter of 2012, deconsolidation on April 9, 2013. Operations in Hungary and Romania: Classification as discontinued operations since the

fourth quarter of 2012, deconsolidation on February 25, 2014 (Hungary), April 2, 2014 (Romanian TV) and August 4, 2014 (Romanian radio).

The income statement items of the operations in question were grouped together as a single line item, result from discontinued operations, and reported separately until their deconsolidation. In addition to the operating earnings generated until the time of the respective deconsolidations, the result from discontinued operations shown after taxes also includes the corresponding results of deconsolidation. For the income statement and cash flow statement, the respective figures for the previous year were presented on a comparable basis in line with IFRS 5. No further adjustment of figures from earlier previous years was made. The figures in the respective previous years' statements of financial position were not adjusted.