

## Group Key Figures: Multi-Year Overview

EUR m	Q4 2016	Q4 2015	Q4 2014	Q4 2013	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007
Revenues	<b>1,254</b>	1,087	966	841	789	712	829	880	877	989
Revenue margin before income taxes (in percent)	<b>20.5</b>	19.5	26.2	27.3	27.3	26.7	23.9	19.5	-14.6	14.4
Total costs	<b>958</b>	809	694	588	554	467	573	652	916	772
Operating costs <sup>1</sup>	<b>872</b>	735	646	547	510	435	521	576	622	695
Consumption of programming assets	<b>262</b>	250	255	247	245	239	279	290	328	396
Recurring EBITDA <sup>2</sup>	<b>392</b>	357	325	302	286	282	313	307	279	297
Recurring EBITDA margin (in percent)	<b>31.2</b>	32.9	33.7	35.9	36.2	39.6	37.7	34.9	31.9	30.0
EBITDA	<b>375</b>	343	317	289	269	267	293	293	252	281
Reconciling items <sup>3</sup>	<b>-17</b>	-14	-8	-13	-16	-15	-20	-14	-28	-16
EBIT	<b>307</b>	289	282	262	241	249	261	239	4	222
Financial result	<b>-50</b>	-77	-29	-32	-26	-59	-63	-67	-133	-80
Profit before income taxes	<b>257</b>	212	253	230	215	190	198	172	-128	143
Consolidated net profit (after non-controlling interests) <sup>4</sup>	<b>174</b>	142	149	59	99	130	181	113	-170	40
Profit from discontinued operations (net of income taxes)	<b>0</b>	3	-18	-96	-64	-36	34	-/-	-/-	-/-
Underlying net income <sup>5</sup>	<b>219</b>	194	180	159	164	176	159	137	78	75
Basic earnings per share (underlying) <sup>6</sup>	<b>0.98</b>	0.91	0.84	0.75	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	<b>234</b>	210	183	183	184	211	240	268	329	367
Free cash flow	<b>16</b>	77	297	306	263	238	204	242	389	214
Cash flow from investing activities	<b>-602</b>	-419	-228	-223	-208	-223	-286	-305	-67	-432

EUR m	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Revenues	<b>3,799</b>	3,261	2,876	2,605	2,356	2,199	2,601	2,761	3,054	2,710
Revenue margin before income taxes (in percent)	<b>17.3</b>	18.5	19.5	20.2	19.4	15.8	12.6	8.4	-2.2	9.2
Total costs	<b>3,056</b>	2,555	2,209	1,962	1,769	1,628	2,045	2,311	2,851	2,342
Operating costs <sup>1</sup>	<b>2,804</b>	2,355	2,047	1,836	1,625	1,483	1,821	2,078	2,413	2,063
Consumption of programming assets	<b>915</b>	896	868	859	839	864	957	1,069	1,247	1,146
Recurring EBITDA <sup>2</sup>	<b>1,018</b>	926	847	790	745	726	792	697	675	663
Recurring EBITDA margin (in percent)	<b>26.8</b>	28.4	29.5	30.3	31.6	33.0	30.4	25.2	22.1	24.5
EBITDA	<b>982</b>	881	818	758	680	653	694	623	618	522
Reconciling items <sup>3</sup>	<b>-35</b>	-44	-29	-33	-64	-73	-98	-74	-56	-141
EBIT	<b>777</b>	730	695	669	601	581	567	475	264	385
Financial result	<b>-119</b>	-126	-134	-142	-144	-233	-238	-242 <sup>9</sup>	-335	-136
Profit before income taxes	<b>658</b>	604	560	527	456	348	329	233 <sup>9</sup>	-68	250
Consolidated net profit (after non-controlling interests) <sup>4</sup>	<b>402</b>	391	346	312	295	638	313	147 <sup>9</sup>	-129	89
Profit from discontinued operations (net of income taxes)	<b>-42</b>	0	-27	-48	-30	373	78	-/-	-/-	-/-
Underlying net income <sup>5</sup>	<b>513</b>	466	419	380	356	272	275	187 <sup>9</sup>	170	273
Basic earnings per share (underlying) <sup>6</sup>	<b>2.37<sup>14</sup></b>	2.18	1.96	1.78	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	<b>992</b>	944	890	860	843	939	1,099	1,227	1,397	1,177
Free cash flow	<b>-4</b>	-1	277	330	256	201	179	157	184	-1,675
Cash flow from investing activities	<b>-1,623</b>	-1,522	-1,148	-1,018	-946	-973	-1,186	-1,320	-1,175	-3,269

EUR m	12/31/2016	12/31/2015	12/31/2014	12/31/2013	12/31/2012	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007
Programming assets	<b>1,312</b>	1,252	1,212	1,202	1,277	1,531	1,655	1,527	1,380	1,318
Equity	<b>1,432</b>	943	754	584	1,501	1,441	1,026	607 <sup>9</sup>	507 <sup>9</sup>	1,090 <sup>9</sup>
Equity ratio (in percent)	<b>21.7</b>	17.8	19.3	16.4	27.7	28.6	16.2	9.8 <sup>9</sup>	8.5 <sup>9</sup>	18.2 <sup>9</sup>
Cash and cash equivalents	<b>1,271</b>	734	471	396	702	518	741	737	633	251
Financial liabilities	<b>3,185</b>	2,675	1,973	1,842	2,573	2,336	3,762	4,032	4,040	3,580
Leverage <sup>7</sup>	<b>1.9</b>	2.1	1.8 <sup>13</sup>	1.8 <sup>10</sup>	2.0 <sup>12</sup>	2.1	3.3	4.7	5.1	5.0
Net financial debt	<b>1,913</b>	1,940	1,502	1,446 <sup>11</sup>	1,780 <sup>12</sup>	1,818	3,021	3,295	3,407	3,328
Employees <sup>8</sup>	<b>6,054</b>	4,880	4,210	3,590	3,026	2,605	4,117	4,814	5,450	4,852

## Segment Group Key Figures: Multi-Year Overview

EUR m	2016	2015	2014
<b>Broadcasting German-speaking</b>			
External revenues	2,210	2,152	2,063
Recurring EBITDA <sup>2</sup>	760	734	703
Recurring EBITDA margin (in percent) <sup>15</sup>	33.0	33.0	32.9
EBITDA	747	716	687
<b>Digital Entertainment</b>			
External revenues	442	371	287
Recurring EBITDA <sup>2</sup>	37	37	33
Recurring EBITDA margin (in percent) <sup>15</sup>	7.9	9.8	11.3
EBITDA	37	29	32
<b>Digital Ventures &amp; Commerce</b>			
External revenues	768	465	321
Recurring EBITDA <sup>2</sup>	180	136	96
Recurring EBITDA margin (in percent) <sup>15</sup>	23.0	28.8	29.2
EBITDA	168	123	92
<b>Content Production &amp; Global Sales</b>			
External revenues	362	262	202
Recurring EBITDA <sup>2</sup>	47	25	19
Recurring EBITDA margin (in percent) <sup>15</sup>	11.2	7.9	7.8
EBITDA	44	22	16

1 Total costs excl. D&A and expense adjustments.

2 EBITDA before reconciling items (net).

3 Expense adjustments netted against income adjustments.

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

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

12 Before reclassification of cash and cash equivalents of Northern and Eastern European operations.

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

14 Calculated on the basis of the volume weighted average number of shares for the financial year 2016 of 216.8 million; taking into account the shares carrying dividend rights at the reporting date, the economic underlying earnings per share amount to EUR 2.24.

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

**Explanation of reporting principles:** The figures for the financial year 2016 relate to those for continuing operations reported in accordance 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;

Belgium (June) and Netherlands (July) in the financial year 2011. 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.