

PROSIEBENSAT.1 GROUP



ProSiebenSat.1 Group is one of the most successful independent media companies in Europe with a strong lead in the TV and the digital market. The most important revenue market is Germany. Here, the ProSiebenSat.1 share has been included into the German equity index DAX since March 2016 and can be traded on both the Frankfurt and Luxembourg stock exchanges.

Advertising-financed free TV is the Group's core business. The station family comprising SAT.1, ProSieben, kabel eins, sixx, SAT.1 Gold, ProSieben MAXX, and kabel eins Doku is the Number 1 in the German audience and TV advertising markets.

The Group has tapped into an additional attractive business area through the distribution of its television channels in HD quality. At the same time, the Group successfully networks the wide reach of its TV business with a strong digital unit. Already today, ProSiebenSat.1 is Germany's leading video marketer on the Internet and with maxdome or Studio71 one of the most successful providers of digital entertainment.

However, the Internet is not only changing the entertainment industry, digital media also influence consumer behavior. This is why, ProSiebenSat.1 has built up a successful e-commerce business of digital platforms in recent years that is now one of the Group's most important growth drivers. This broadcasting, digital entertainment and ventures & commerce portfolio is supplemented by the international program production and distribution company Red Arrow. Thus, ProSiebenSat.1 has a broadly diversified revenue and earnings base. By 2018, ProSiebenSat.1 intends to increase its revenues by EUR 2.15 billion up to around EUR 4.5 billion, compared to 2012.

PROSIEBENSAT.1 HEADQUARTERS

UNTERFÖHRING NEAR MUNICH

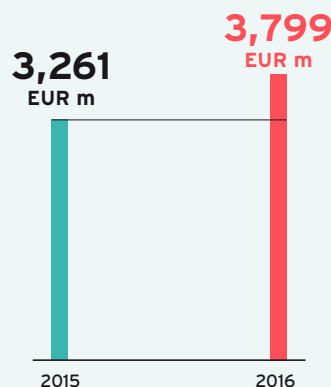


**>6,000
EMPLOYEES**

Since July 7, 1997 ProSieben, Germany's first television stock, is listed for official trading on the Frankfurt Stock Exchange and employs 6,054 people in average in 2016.

**+17
Percent**

In 2016 the Group generated 3,799 EUR m of revenues



**1,018
EUR m**

of recurring EBITDA was reached by the Group in 2016, 10% more than in the previous year.

SHARE PRICE AND BASIC DATA



ProSiebenSat.1
Media SE

SHARE PRICE			
BASIC SHARE INFORMATION			
NAME ProSiebenSat.1 Media SE		Share capital 233 EUR m	
TYPE OF STOCK Common shares	STOCK EXCHANGES Frankfurt Stock Exchange (Frankfurter Wertpapierbörse); Luxembourg Stock Exchange (Bourse de Luxembourg)	TRADING SEGMENT FSE: Regulated Market / Prime Standard; LSE: Regulated Market	
SECTOR Media	ISIN DE000PSM7770	WKN PSM777	COMMON CODE 095725104
SEDOL BCZMIB2	XETRA SYMBOL PSM	REUTERS PSMGn.DE	BLOOMBERG PSM GY

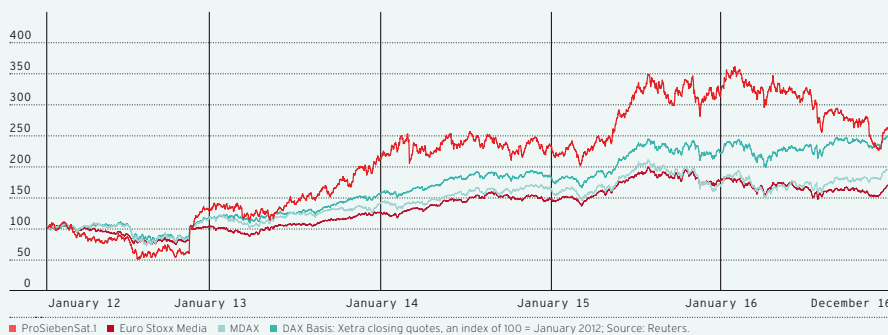


CLOSING PRICE OF THE
PROSIEBENSAT.1 SHARE AT
THE END OF 2016 (XETRA)

36.61
Euro

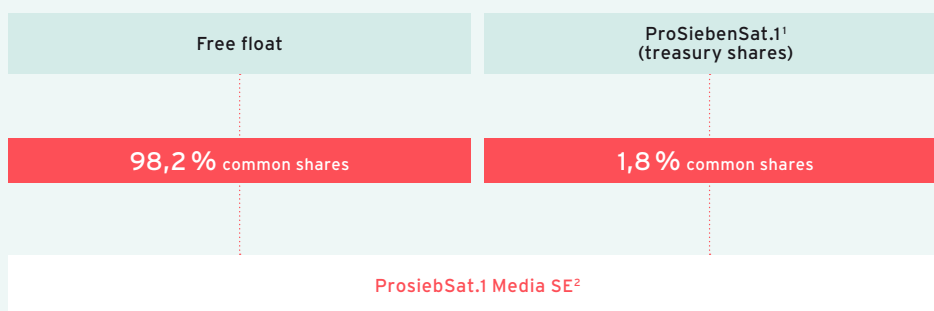
Total XETRA
trading volume
231.2 million units

PRICE PERFORMANCE OF THE ProSiebenSat.1 share



SHAREHOLDER STRUCTURE AS OF DECEMBER 31, 2016 OF

ProSiebenSat.1 Media SE



¹ Shares are not entitled to vote nor to a dividend.

² The share capital of ProSiebenSat.1 Media SE amounts to EUR 233,000,000.00 and is divided into 233,000,000 registered common shares.

VISION & STRATEGY



ProSiebenSat.1
Media SE

We are the first media group to systematically connect TV, content production, digital entertainment offerings as well as e-commerce and to benefit from the resulting synergies. Our main objective with this strategy is to achieve sustained and profitable growth in a dynamic competitive environment. Today our growth is based on 4 segments.



Broadcasting German-speaking

TV activities in Germany, Austria and Switzerland are allocated to the Broadcasting German-speaking segment. With a population of over 80 million, Germany is Europe's largest television market and we are a market leader here. Our success is based on a multi-station strategy: The individual stations serve different core target groups and thus complement each other.

A second and increasingly important source of revenues in the TV segment is distribution. For example, ProSiebenSat.1 has for many years taken a share in the technical activation fees that cable network, satellite and IPTV operators generate from the distribution of ProSiebenSat.1 HD stations.



Digital Entertainment

ProSiebenSat.1 pursues a digital entertainment strategy and covers modern forms of media use in this way. The Group bundles its online video business activities in the Digital Entertainment segment. This includes, among others, the pay-video-on-demand portal maxdome, the multi-channel network (MCN) Studio71 and the areas of ad-tech and data. We are also operating our own record label and are active in the areas of artist management and music and live entertainment.

By extending and integrating TV formats on digital platforms, the Group is strengthening viewer retention and creating new, cross-media advertising space at the same time. As a result, the Company offers its customers a high advertising reach with digital media as well. ProSiebenSat.1 reaches around 30 million unique users every month in the German market with advertising-financed online websites alone.



Content Production & Global Sales

The Red Arrow Entertainment Group complements our value-adding processes. This company develops, produces and sells programs. Red Arrow is a global company, but it focuses on the US. In addition to high revenues, the USA is also strategically relevant for Red Arrow because TV content in English can be sold more easily around the world. The activities of the Red Arrow Entertainment Group are bundled in the Content Production & Global Sales segment.

ProSiebenSat.1 has been pushing the Company's digital transformation since 2009. This endeavor has been so successful that in the past we have not only achieved but also exceeded our revenue and earnings targets multiple times. With revenues of EUR 3,799 million and a recurring EBITDA of EUR 1,018 million, 2016 was a new record year.

Our vision for the next years is to position ProSiebenSat.1 as a leading omnichannel entertainment & commerce brand powerhouse with an international presence. In everything we do, we aim to delight, inspire, and support the users of our offerings while providing our advertising customers with unique added value.



Digital Ventures & Commerce

Raising brand awareness quickly is a decisive competitive factor, especially for young companies in an early stage of development. We therefore use our wide reach to develop digital business areas or to acquire companies, for instance, in the commerce areas of travel, lifestyle, online dating and online comparison portals. The Group is advertising these brands on its TV stations and accelerating their growth thanks to free advertising time.

GROUP REVENUE SHARE 2016 BY SEGMENT

362 EUR m

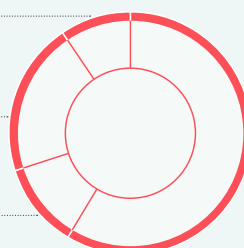
Content Production &
Global Sales

768 EUR m

Digital Ventures &
Commerce

442 EUR m

Digital
Entertainment



2,210 EUR m

Broadcasting
German-speaking

FINANCIAL CALENDAR¹



ProSiebenSat.1
Media SE



03/16/2017

**Publication of
the Annual Report
2016**



02/23/2017

**Press Conference /
IR Conference on
figures 2016**



05/11/2017

**Publication of the
Quarterly Statement for
the First Quarter of 2017**



05/12/2017

**Annual
General
Meeting**



11/09/2017

**Publication of the Quarterly
Statement for the
Third Quarter of 2017**



08/03/2017

**Publication of the
Half-Yearly Financial
Report of 2017**

¹ Calendar information without guarantee