

## Group Key Figures: Multi-Year Overview

EUR m	Q2 2017	Q2 2016	Q2 2015	Q2 2014	Q2 2013
Revenues	962	886	772	691	625
Adjusted EBITDA <sup>1</sup>	270	254	238	219	209
Adjusted EBITDA margin (in percent)	28.1	28.7	30.8	31.7	33.5
EBITDA	258	258	226	209	198
EBIT	205	211	193	178	176
Profit before income taxes	179	201	173	133	135
Consolidated net profit from continuing operations (after non-controlling interests) <sup>2</sup>	117	94	117	96	136
Adjusted net income <sup>3</sup>	144	133 <sup>10</sup>	122 <sup>12</sup>	108	104
Basic earnings per share (adjusted)	0.63	0.62 <sup>10</sup>	0.57 <sup>12</sup>	0.51	0.49
Investments in programming assets	273	242	193	215	208
Free cash flow before M&A (continued)	40	31	124	141	67
Free cash flow	-20	0	76	99	10
Cash flow from investing activities	-366	-310	-259	-272	-284

EUR m	H1 2017	H1 2016	H1 2015	H1 2014	H1 2013
Revenues	1,872	1,688	1,427	1,272	1,188
Adjusted EBITDA <sup>1</sup>	458	424	390	359	337
Adjusted EBITDA margin (in percent)	24.5	25.1	27.3	28.2	28.4
EBITDA	421	420	371	345	321
EBIT	314	333	310	287	281
Profit before income taxes	276	299	262	205	207
Consolidated net profit from continuing operations (after non-controlling interests) <sup>2</sup>	181	160	180	133	192
Adjusted net income <sup>3</sup>	233	213 <sup>10</sup>	193 <sup>12</sup>	164	155
Basic earnings per share (adjusted)	1.02	0.99 <sup>10</sup>	0.90 <sup>12</sup>	0.77	0.73
Investments in programming assets	523	519	511	469	489
Free cash flow before M&A (continued)	70	94	134	100	50
Free cash flow	-37	-2	76	-47	-13
Cash flow from investing activities	-685	-677	-609	-647	-583

EUR m	06/30/2017	06/30/2016	06/30/2015	06/30/2014	06/30/2013
Programming assets	1,371	1,319	1,279	1,233	1,335
Equity	1,068	628	675	426	1,682
Equity ratio (in percent)	17.4	11.8	17.4	12.5	37.2
Cash and cash equivalents	758	672	193	146	1,287
Financial liabilities	3,183	2,677	1,974	1,970	1,841
Leverage <sup>4</sup>	2.3 <sup>11</sup>	2.1	2.0 <sup>6</sup>	2.2 <sup>7</sup>	0.7 <sup>9</sup>
Net financial debt	2,425 <sup>11</sup>	2,005	1,782	1,824 <sup>8</sup>	554 <sup>8</sup>
Employees <sup>5</sup>	6,546	5,985	4,578	4,173	3,281

1 EBITDA before reconciling items (net)

2 Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media SE including discontinued operations.

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

4 Ratio net financial debt to adjusted EBITDA in the last twelve months.

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

6 Adjusted for the LTM adjusted EBITDA contribution of Eastern European operations.

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

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

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

10 Adjusted due to changes in reporting practices for non-IFRS figures from the beginning of financial year 2017. The Annual Report 2016 comprises more detailed information on pages 73 and 74.

11 After reclassification of cash and cash equivalents of eTRAVELi Holding AB.

12 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

EUR m	Q2 2017	Q2 2016	Q2 2015	H1 2017	H1 2016	H1 2015
<b>Broadcasting German-speaking</b>						
External revenues	529	541	535	1,031	1,034	1,005
Adjusted EBITDA <sup>1</sup>	208	201	197	345	332	323
Adjusted EBITDA margin (in percent) <sup>2</sup>	37.0	35.6	35.6	31.3	30.8	31.0
EBITDA	205	206	193	321	332	315
<b>Digital Entertainment</b>						
External revenues	108	110	79	205	205	148
Adjusted EBITDA <sup>1</sup>	7	16	12	5	15	19
Adjusted EBITDA margin (in percent) <sup>2</sup>	6.2	13.4	14.7	2.4	7.1	12.4
EBITDA	8	19	8	4	18	14
<b>Digital Ventures &amp; Commerce</b>						
External revenues	227	152	98	457	302	168
Adjusted EBITDA <sup>1</sup>	45	29	25	92	66	46
Adjusted EBITDA margin (in percent) <sup>2</sup>	19.7	18.1	25.1	20.0	20.9	27.1
EBITDA	35	25	21	80	60	41
<b>Content Production &amp; Global Sales</b>						
External revenues	89	77	54	168	141	100
Adjusted EBITDA <sup>1</sup>	12	11	4	21	15	5
Adjusted EBITDA margin (in percent) <sup>2</sup>	10.9	11.0	5.9	10.0	8.9	3.8
EBITDA	12	10	3	21	14	4

<sup>1</sup> EBITDA before reconciling items (net).

<sup>2</sup> Based on total segment revenues, see Note 2 "Segment reporting".

### Explanation of reporting principles:

The values shown relate to key figures from continuing operations reported in line 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. 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.