

ProSiebenSat.1 TV Deutschland and Scripps Networks Interactive agree to multi-year strategic cooperation

- Exclusive volume deal of more than 1.200 hours of factual entertainment programming to premiere on German television
- Branded blocks to be launched on TV channels sixx, ProSieben MAXX and kabel eins Doku by Spring 2017
- Cooperation includes extensive online rights

Unterfoehring, February 6, 2017. German broadcaster ProSiebenSat.1 TV Deutschland GmbH and leading U.S. developer of lifestyle content Scripps Networks Interactive, have announced an extensive, multi-year license agreement. This strategic cooperation will be launched in Spring 2017 with branded blocks of Scripps Networks' popular television brands HGTV, DIY Network, Food Network and Travel Channel on ProSiebenSat.1 TV Deutschland channels. The volume deal boasts more than 1.200 hours of high-quality lifestyle and factual entertainment programming to premiere on German television. In addition to broadcasting rights, the cooperation includes extensive online rights.

Katja Hofem, member of the Management board of ProSiebenSat.1 TV Deutschland GmbH and responsible for New Channel Development, said: "Our exclusive partnership with one of the leading developers of lifestyle content is unique in the German TV market. Scripps Networks' programming, centering on food, home and gardening, DIY and travel, is the perfect fit for our audiences, and will offer attractive new marketing environments for our advertising clients and our own commerce business."

"The collaboration with ProSiebenSat.1 TV Deutschland significantly expands our growing international footprint in one of Europe's most dynamic territories," said Jim Samples, President, International, Scripps Networks Interactive. "The deal will bring our flagship lifestyle brands to a previously untapped audience."

Scripps programming has already aired successfully on a number of ProSiebenSat.1 TV Deutschland channels, including „Fixer Upper“ on sixx, which scored audience shares of up to 3.4 percent in the key demographic (aged 14-49) and up to 6.7 percent within the channel's target audience of female viewers aged 14 to 39. sixx will air brand new shows such as HGTV's "Listed Sisters" and Food Network's "Giada in Italy". ProSieben MAXX will air DIY-related programmes such as "Treehouse Guys" on Saturday nights, as well as Food Network programming such as "Guy's Big Bite". The channel kabel eins Doku will continue airing documentaries such as "Mysteries at the Museum" Mondays through Fridays, and carry programming from the Travel Channel. The deal also includes shows that companies of ProSiebenSat.1's production network, Red Arrow Entertainment Group, produce for Scripps Networks in the U.S., including "Booze Traveler", produced by Red Arrow's Karga Seven Pictures.

About ProSiebenSat.1 TV Deutschland GmbH

ProSiebenSat.1 TV Deutschland GmbH is a 100-percent subsidiary of ProSiebenSat.1 Media SE. Since 2009, the German free TV stations SAT.1, ProSieben and kabel eins have worked together under one roof. In May 2010 they received reinforcement from the women's channel sixx; since January and September 2013 respectively, the portfolio has been augmented by



SAT.1 Gold, for women between 40 and 64, and ProSieben MAXX, a station aimed at men. In September 2016, the portfolio was extended with kabel eins Doku. Alongside the traditional free TV business, the complementary station portfolio also includes the basic pay TV channels SAT.1 emotions, ProSieben FUN and kabel eins classics. The station family offers strong station brands that enjoy high recognition value, focused profiles and a colorful mix of popular, well-known, and innovative programs – most of which in HD quality. As a result of the optimal coordination of the brands, strategies and programming schedules, the broadcasting group guarantees viewers the best entertainment on German television in the future, as well.

About Scripps Networks Interactive

Scripps Networks Interactive, Inc. (Nasdaq:SNI) is one of the leading developers of engaging lifestyle content in the home, food and travel categories for television, the Internet and emerging platforms. The company's lifestyle media portfolio comprises popular television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, which collectively engage more than 190 million U.S. consumers each month. International operations include TVN, Poland's premier multi-platform media company; UKTV, an independent commercial joint venture with BBC Worldwide; Asian Food Channel, the first pan-regional TV food network in Asia; and lifestyle channel Fine Living Network. The company's global networks and websites reach millions of consumers across North and South America, Asia-Pacific, Europe, the Middle East and Africa. Scripps Networks Interactive is headquartered in Knoxville, Tenn. For more information, please visit <http://www.scrippsnetworksinteractive.com>.

Basis: All TV households in Germany (TV-Panel D+EU). Source: AGF in cooperation with GfK / TV Scope / ProSiebenSat.1 TV Deutschland Audience Research. Issued: 5.2.2017

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