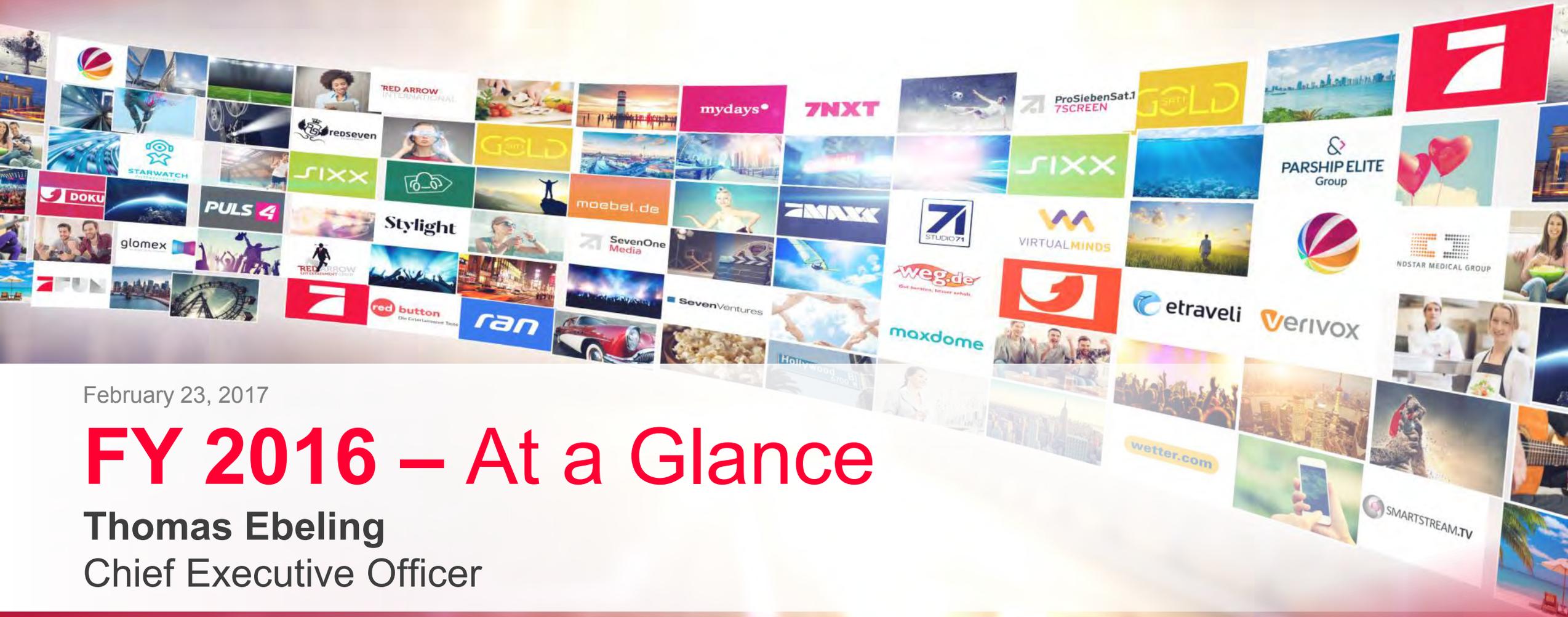


February 23, 2017

FY 2016

IR Presentation



February 23, 2017

FY 2016 – At a Glance

Thomas Ebeling
Chief Executive Officer



Our major highlights in Q4 2016 until YTD 2017 ...

European MCN partnership



Major extended distribution deal



Acquisition of Austrian TV station ATV¹⁾



New BOSCH license deal with Amazon



Strategic data partnership



Cooperation agreement for thematic branded windows





... continuing our track record from Q1 to Q3 2016

Launch of new channel



New and extended distribution deals



New channel apps



Bolt-on M&A deals



U.S. expansion of Red Arrow



Launch of global content marketplace



New addressable TV and HbbTV offerings





Key financials in FY 2016

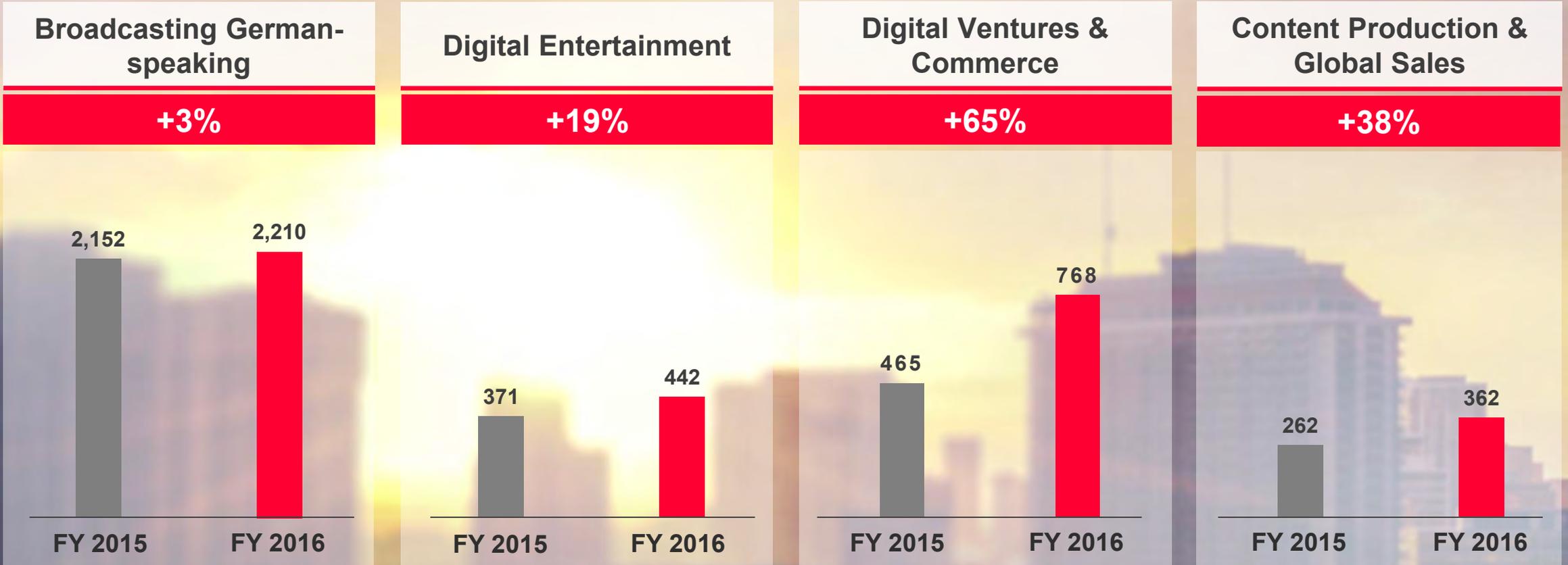
[FY 2016 vs. FY 2015; in EUR m]

Revenues	3,799	+17%	
Recurring EBITDA	1,018	+10%	
Underlying net income	513	+10%	



FY 2016: Group revenue growth driven by all segments

Ext. segment revenues
[in EUR m; growth rates in %]





We have met our 2016 targets

Group revenue growth to exceed +15%



German TV ad market to grow 2% plus in 2016



P7S1 TV ad revenue growth slightly below market



Digital Entertainment and Digital Ventures & Commerce with double-digit revenue growth



Recurring EBITDA and underlying net income above prior year



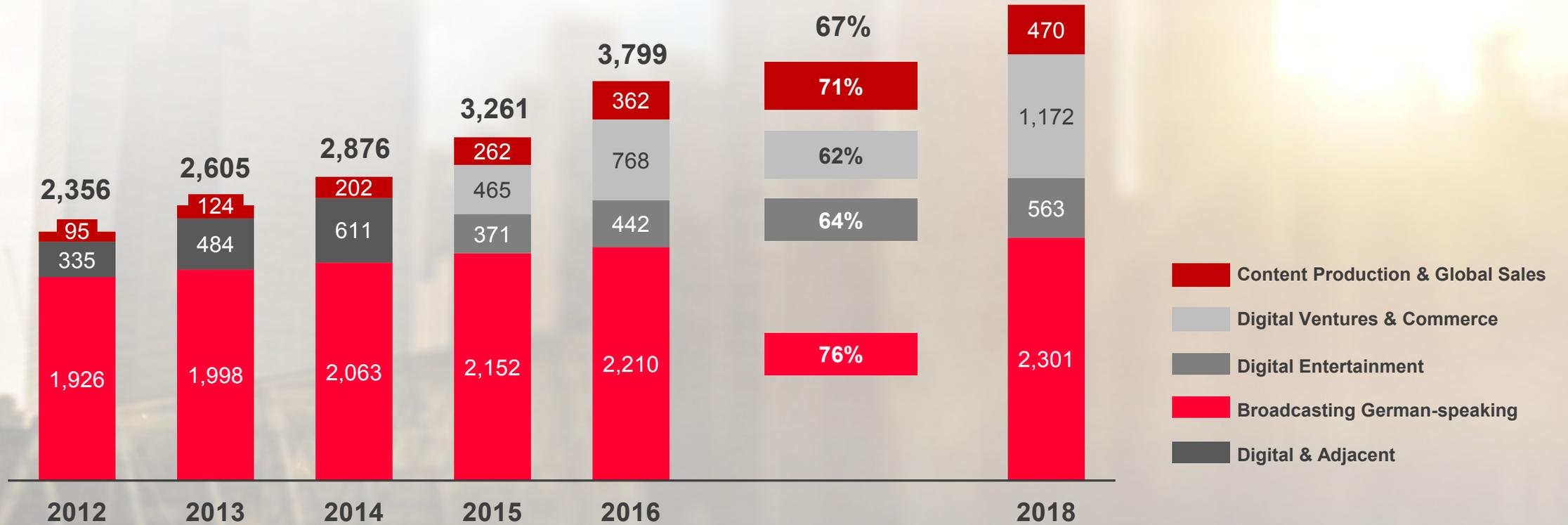


Well on track to achieve our 2018 target

External segment and Group revenues
[in EUR m; FY 2012-2016, 2018 target]

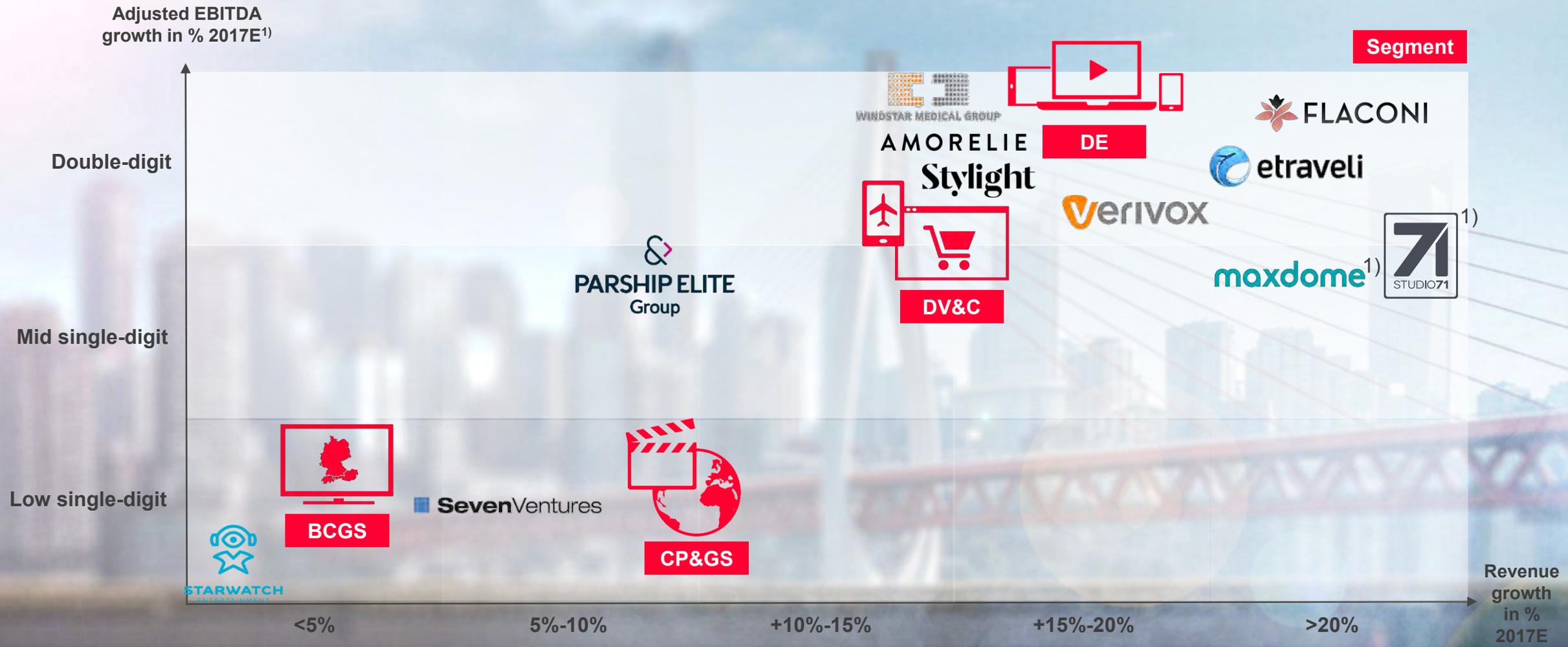
Degree of achievement¹⁾

2018 Group revenue growth target: EUR 4,506m





Dynamic revenue growth outlook for our core digital assets





Our Vision

Become a leading international Omnichannel Entertainment & Commerce Brand Powerhouse

Our Mission

Delight, inspire and support consumers with our Entertainment and Commerce products



Combining Entertainment and Commerce is our unique advantage

Entertainment

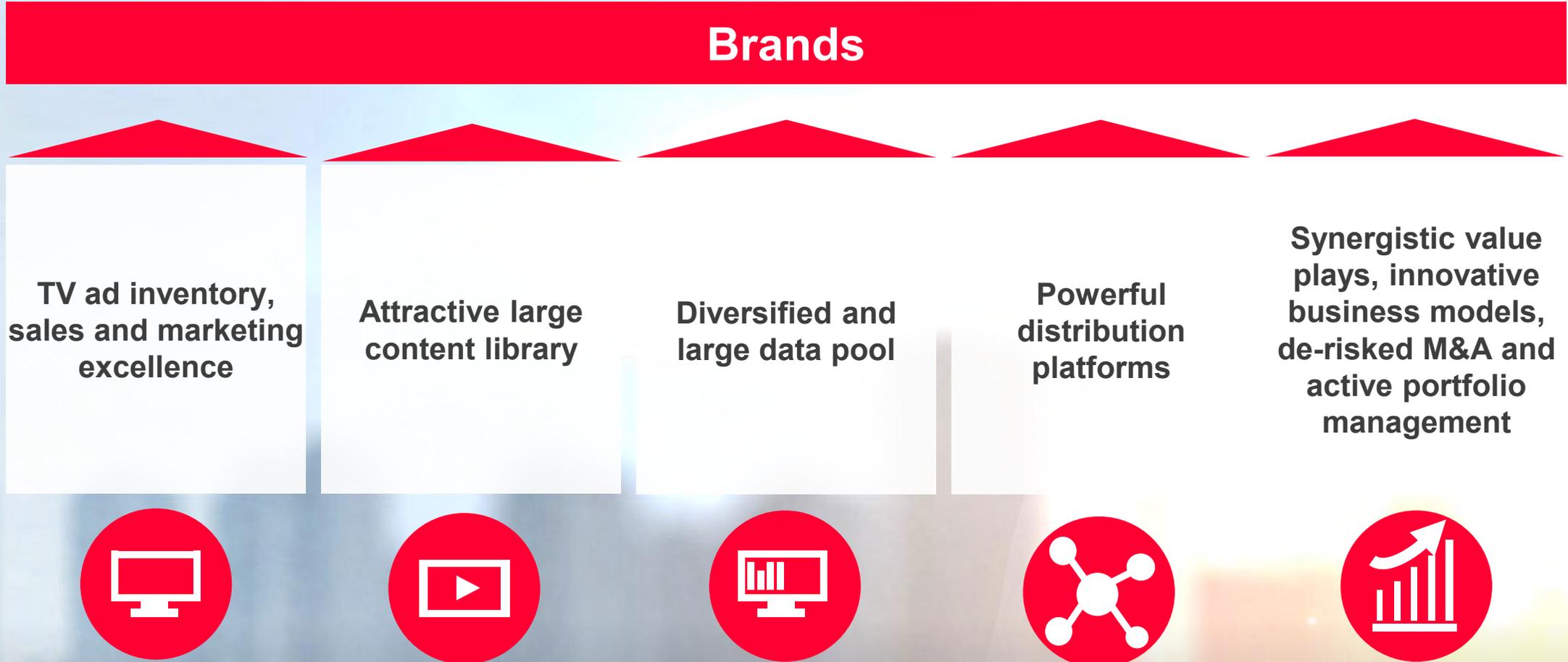
Pushing digital commerce assets with TV maximizes the **value of our idle ad inventory** and results in **tangible TV synergies**

Commerce

Commerce sales and data enable and strengthen **TV ad synergies** and **competitiveness**



We create great brands and value with our core platforms and skills





Our bolt-on M&A strategy – strengthen portfolio and create synergies

Broadcasting

Participate in intra-market consolidation

Content Production

Continue to build presence in Anglo-Saxon markets

Digital Entertainment

Support competitiveness of AdVoD business

Digital Commerce

Create synergies with TV ad business and with Wellbeing activities

Health & Wellbeing

Build attractive high-margin verticals



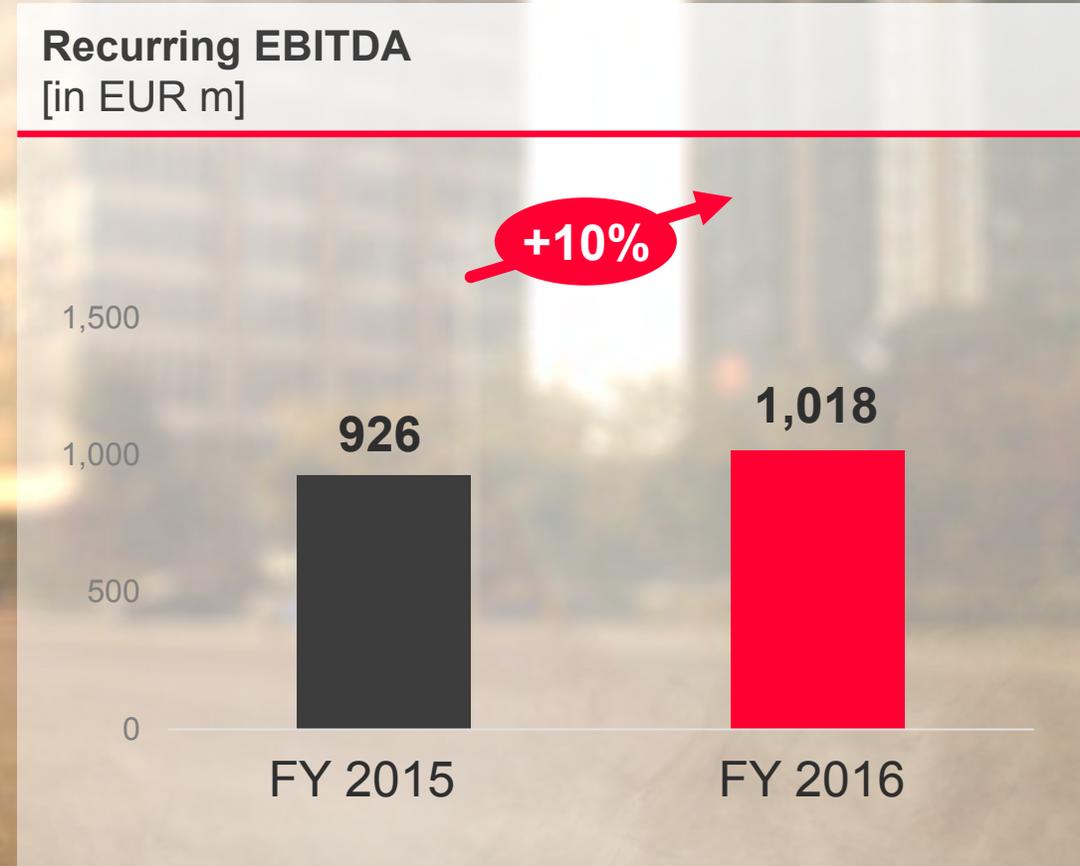
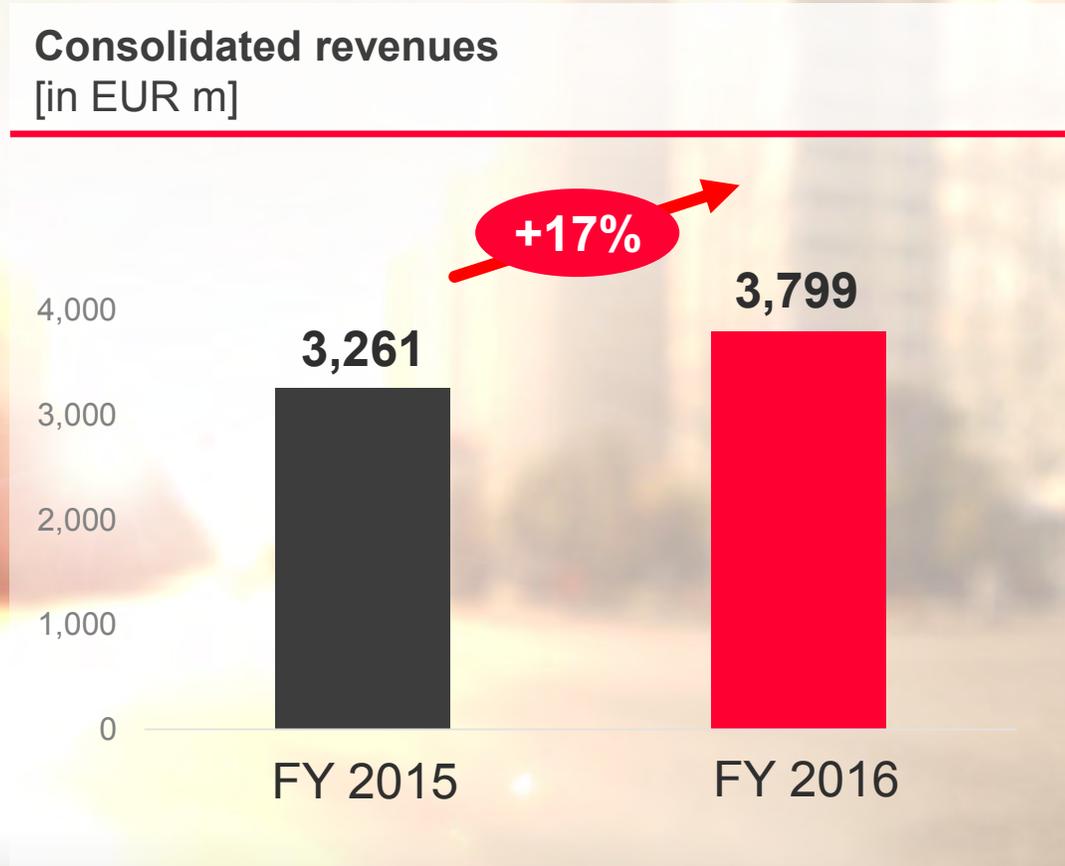
February 23, 2017

FY 2016 – Financial Performance

Dr. Gunnar Wiedenfels
Chief Financial Officer



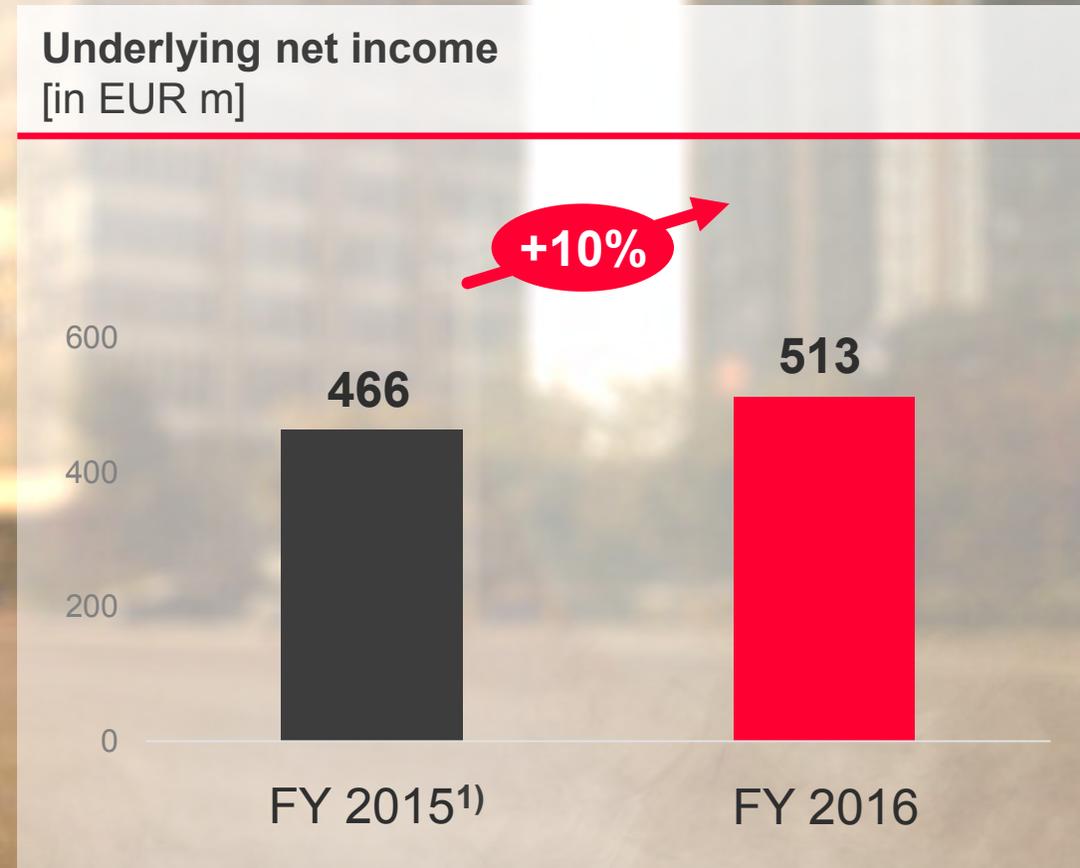
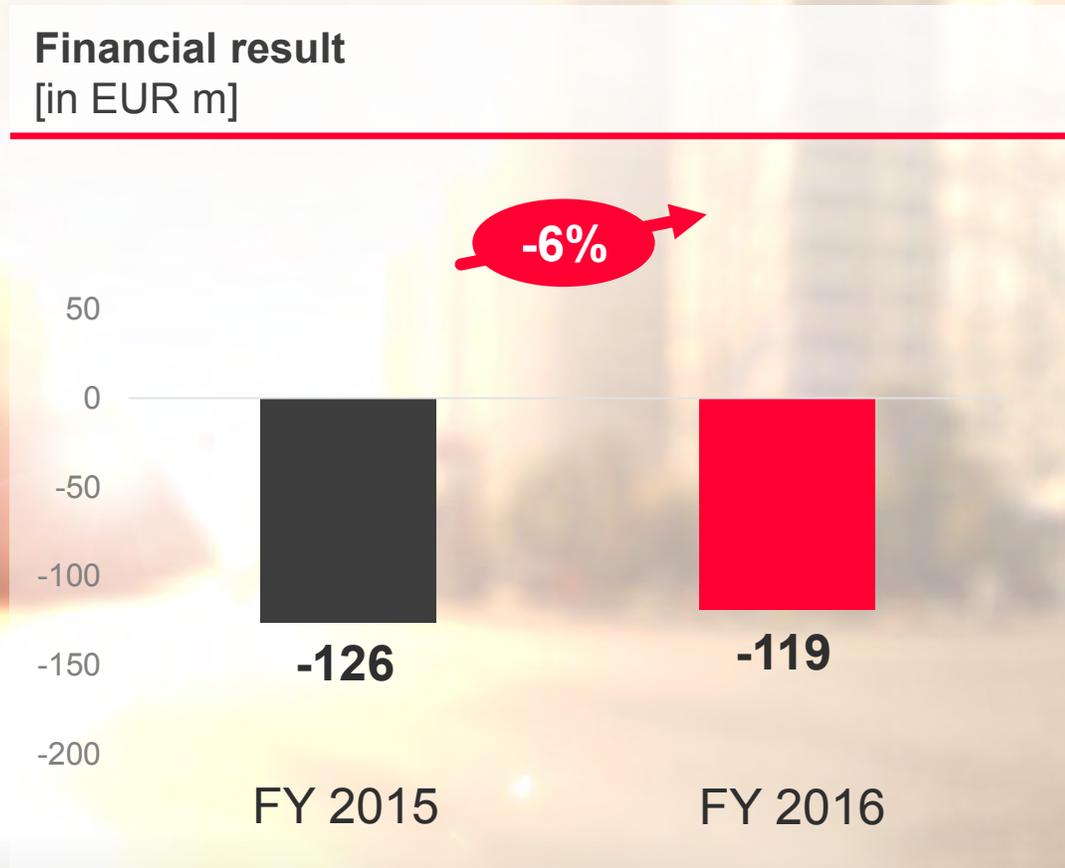
FY 2016: Dynamic revenue and recurring EBITDA increase



FY 2016: Recurring EBITDA margin of 27%



FY 2016: Strong underlying net income growth also on full-year basis



Broadcasting German-speaking: Solid revenue growth and profitability



External revenues and recurring EBITDA [in EUR m]



	Q4 2016	Q4 2015	YoY	FY 2016	FY 2015	YoY	Comments
Ext. revenues	704	682	+3%	2,210	2,152	+3%	Overall solid revenue growth in Q4 and FY 2016. TV ad revenue growth in Q4 picked up at year-end after soft start in October. Continued double-digit distribution revenue growth in 2016.
TV advertising	642	622	+3%	2,017	1,974	+2%	
Distribution	33	31	+5%	123	112	+10%	
Rec. EBITDA	281	274	+2%	760	734	+3%	Stable and attractive margin despite launch of new kabel eins Doku channel.



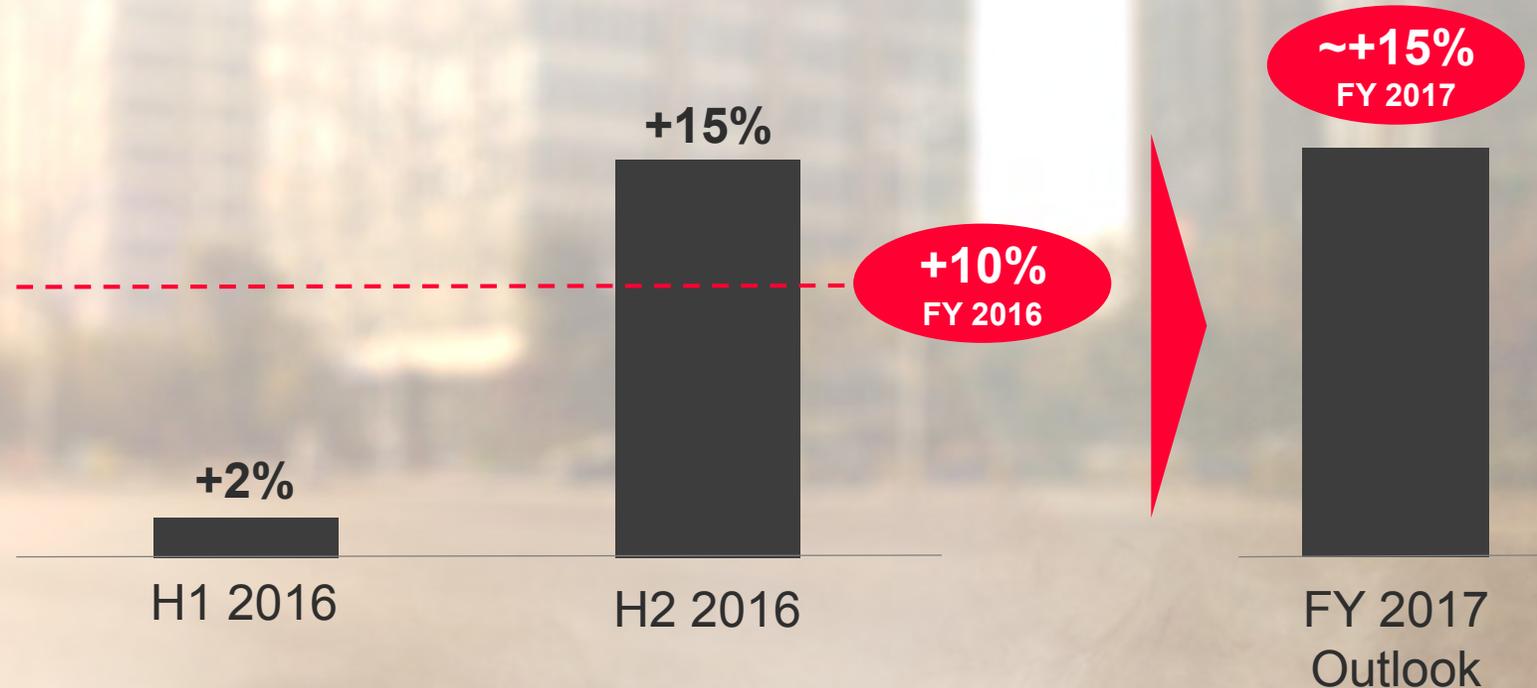
Organic growth of Digital back on track in H2 2016 and going into 2017

Digital businesses¹⁾

[organic revenue growth rate in %]

H1 2016 characteristics

- **SevenVentures** with high previous year comparables
- **Adjacent** revenue decline
- **Travel** market challenges
- **2015 acquisitions** with strong growth vs. prior year baseline, but reported as inorganic contribution



Digital Entertainment: Continued double-digit growth in AdVoD & PayVoD

External revenues and recurring EBITDA [in EUR m]



	Q4 2016	Q4 2015	YoY	FY 2016	FY 2015	YoY	Comments
Ext. revenues	138	143	-3%	442	371	+19%	Solid growth in AdVoD and PayVoD/maxdome. Q4/FY 2016 revenues affected by deconsolidation of Games business and decline in Adjacent. FY 2016 revenues reflect consolidation effects of CDS and AdTech business (Virtual Minds, Smartstream).
AdVoD	98	83	+17% ¹⁾	296	181	+63%	
PayVoD	21	19	+14%	82	70	+17%	
Adjacent	19	28	-33%	45	71	-37%	
Games	0	12	-100%	20	48	-59%	
Rec. EBITDA	17	14	21%	37	37	-1%	Q4/FY 2016 rec. EBITDA affected by revenue decline in Adjacent.



Digital Ventures & Commerce: Dynamic growth in almost all verticals



External revenues and recurring EBITDA
[in EUR m]

	Q4 2016	Q4 2015	YoY	FY 2016	FY 2015	YoY	Comments
Ext. revenues	286	172	+66%	768	465	+65%	Continued strong growth across all commerce verticals both organically and through acquisitions. Revenue decline in SevenVentures reflects strong prior-year comparable figures as well as shift of a larger customer to traditional TV advertising business.
Online Dating	30	./.	./.	30	./.	./.	
Online Price Comparison	48	44	+7% ¹⁾	122	58	>+100%	
Online Travel	83	54	+56%	316	179	+76%	
Lifestyle Commerce	92	37	>+100%	176	87	>+100%	
SevenVentures	33	37	-12%	124	141	-12%	
Rec. EBITDA	75	55	+37%	180	136	+33%	Continued double-digit rec. EBITDA growth and margin.



Content Production & Global Sales: Continued double-digit growth

External revenues and recurring EBITDA
[in EUR m]



	Q4 2016	Q4 2015	YoY	FY 2016	FY 2015	YoY	Comments
Ext. revenues	122	88	+38%¹⁾	362	262	+38%	Organic revenue growth primarily driven by business in the U.S. and Germany. In addition, consolidation effects from acquisitions of Karga Seven, Dorsey Pictures and 44 Blue.
Total revenues	137	103	+34%	421	319	+32%	
Rec. EBITDA	20	15	+35%	47	25	+87%	Profitability well above our 10% rec. EBITDA margin target.



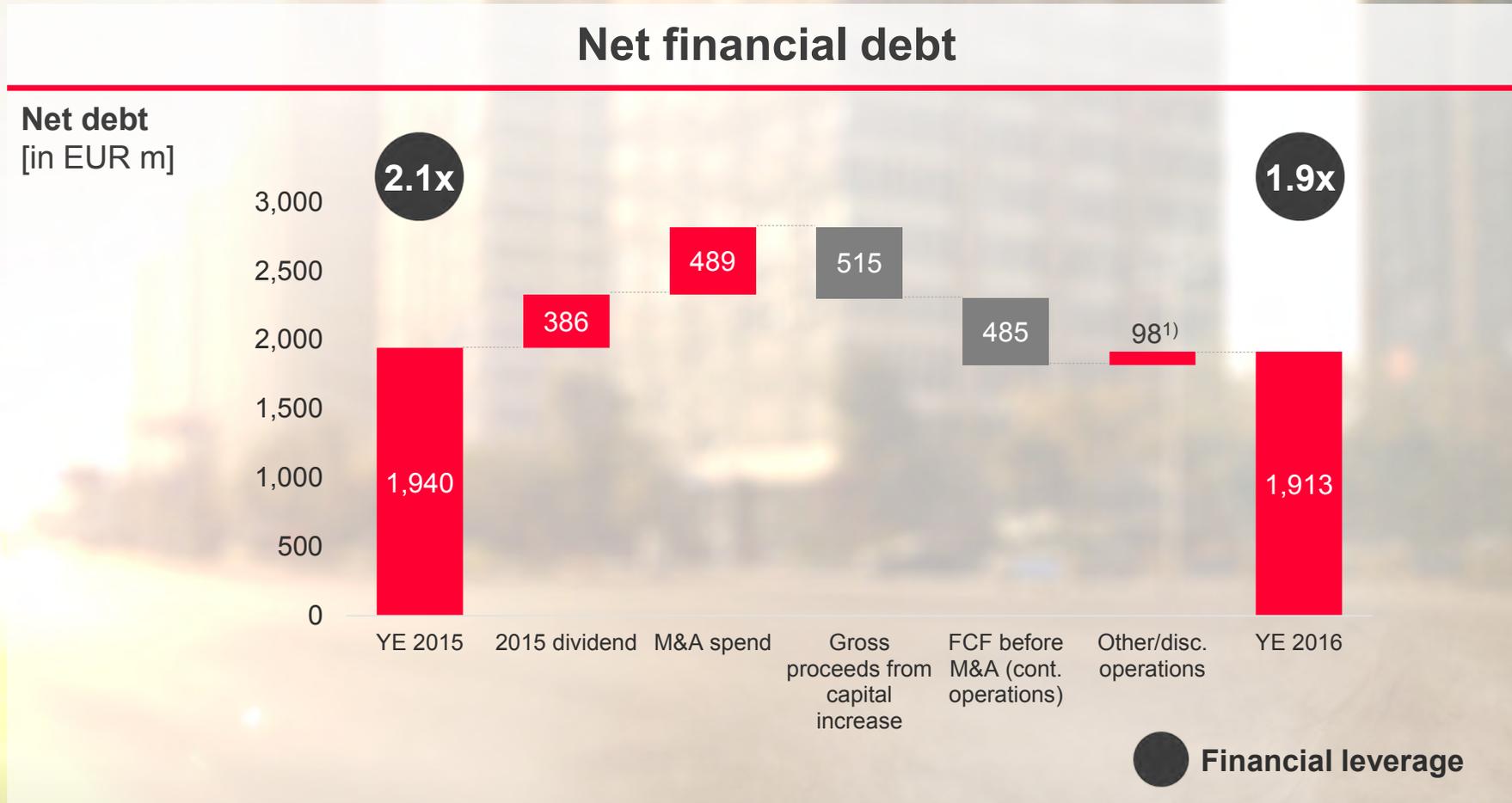
Q4/FY 2016: Group P&L – improvement of all key metrics

[in EUR m]	Q4 2016	Q4 2015	Δ	FY 2016	FY 2015	Δ
Revenues	1,254	1,087	+15%	3,799	3,261	+17%
Recurring EBITDA	392	357	+10%	1,018	926	+10%
Non-recurring items	-17	-14	+20%	-35	-44	-21%
EBITDA	375	343	+9%	982	881	+12%
Depreciation and amortization	-68	-55	+24%	-206	-151	+36%
Thereof PPA ¹⁾	-16	-16	+5%	-55	-32	+70%
Operating result (EBIT)	307	289	+6%	777	730	+6%
Financial result	-50	-77	-35%	-119	-126	-6%
Thereof interest result	-19	-23	-18%	-84	-86	-3%
Thereof valuation effects ¹⁾	-31	-50	-39%	-24	-28	-16%
Earnings before tax (EBT)	257	212	+21%	658	604	+9%
Net income²⁾	174	138	+25%	444	391	+14%
Underlying net income³⁾	219	194⁴⁾	+13%	513	466⁴⁾	+10%

Continuing operations; 1) Adjusted in underlying net income; 2) Result for the period attributable to shareholders of ProSiebenSat.1 Media SE; 3) Adjusted for valuation effects of Group Share Plan, PPA as well as valuation effects of at-equity investments, put-options and earn out liabilities and financial assets among others; 4) Restated due to retrospective adjustment of valuation effects of put-options and earn-out liabilities



Balance sheet flexibility maintained post capital raise



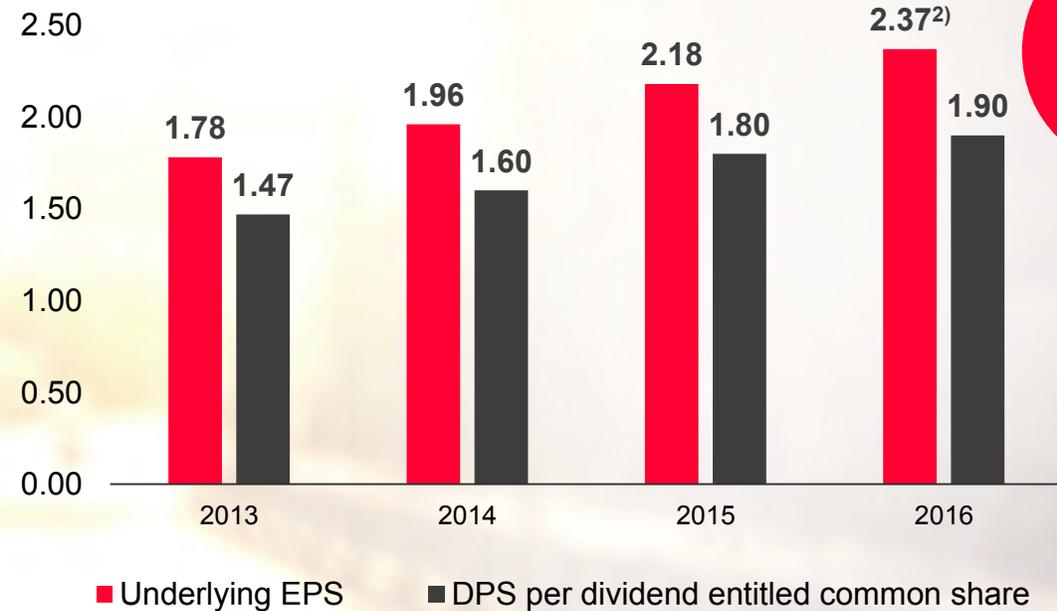


2016 Dividend proposal

2016 Dividend proposal

- Dividend per share: **EUR 1.90**
- Total dividend pay-out¹⁾: **EUR 435m**
- Pay-out ratio: **84.7%**
- AGM on May 12, 2017
- Dividend payment on May 17, 2017

2013-16 Underlying EPS and DPS in Euro



Dividend yield 5.2%³⁾

1) Dividend pay-out calculated on the basis of 228.8m shares (4.2m treasury shares not entitled to a dividend); proposed 2016 dividend subject to Supervisory Board and AGM resolution; 2) Based on time-weighted average number of shares of 216.8m in 2016 (IAS 33), 2016 EPS based on dividend-entitled number of shares post capital increase of EUR 2.24 3) Based on share price of EUR 36.61 on December 30, 2016



Our 2017 financial outlook

Group revenue growth

**at least high single-digit
increase (%)**

Adjusted EBITDA

above prior year

Adjusted net income

above prior year

Financial leverage

1.5x – 2.5x

Dividend pay-out ratio

80 – 90%¹⁾



Our key achievements

Maintained the **leading position** in the German TV market



Acquisition of Austrian TV station **ATV** to strengthen our market position¹⁾



Increased reach through **new TV apps** on mobile and Smart TVs



Extension of our channel family with **kabel eins Doku**



Partnership with **Scripps Networks** to launch thematic branded windows



Push of our “own your grid” strategy with **Red Arrow** content



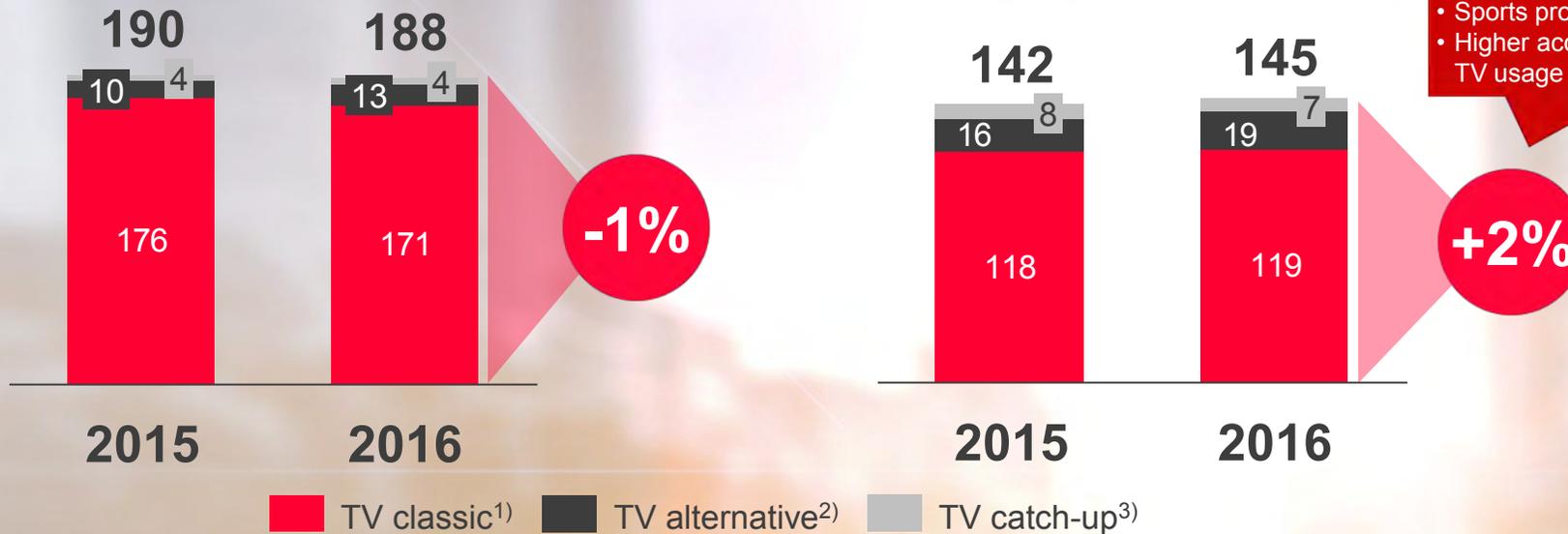


Stable TV consumption in 2016

Daily TV consumption

Commercial target group (A 14-49)
[Ø daily TV viewing in minutes]

Young segment (A 14-29)
[Ø daily TV viewing in minutes]



Mainly driven by

- Sports programming in 2016 vs. 2015
- Higher acceptance and coverage of TV usage via mobile devices

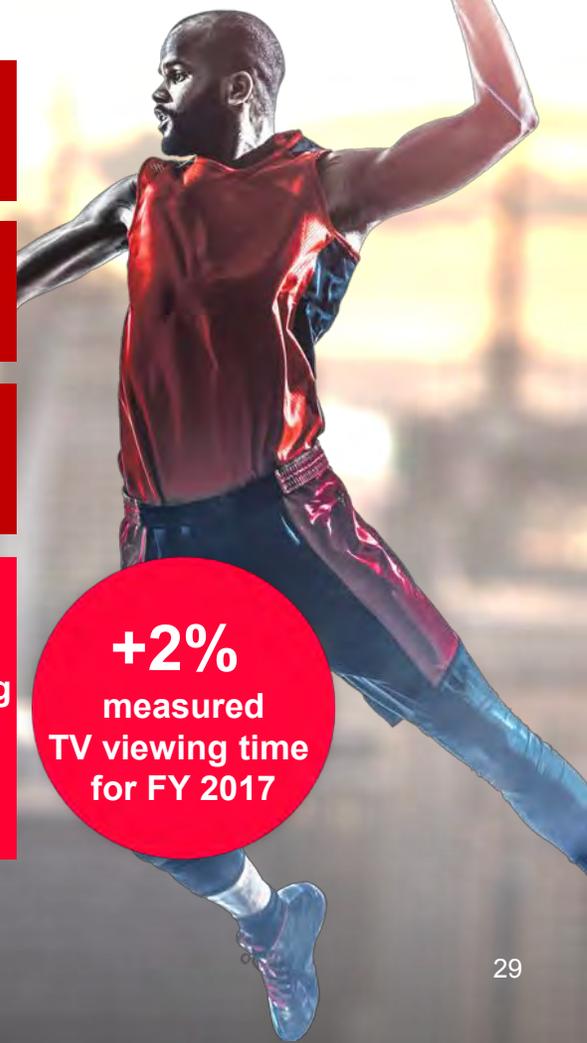
TV consumption remaining stable, also in young audience target group

1) Source: AGF in cooperation with GfK/TV Scope/SevenOne Media; Basis: All German-speaking TV households; 2) Linear TV viewing on PC, laptop, tablet or smartphone via online stream, recording or broadcast signal; Source: SevenOne Media based on Viewtime Report, SevenOne Media/forsa (2016); 3) Source: SevenOne Media based on Viewtime Report, SevenOne Media/forsa (2016)



TV panel upgrade to adequately reflect video consumption

Implemented and planned TV panel adaptations			
More TV usage situations	Complete coverage of 2nd, 3rd, ... TV sets	2015	✓
	Upgrade of single household measurement	2015	✓
Panel extension	Inclusion of German-speaking non-EU foreigners (e.g. Turkish population)	01/2016	✓
Live streaming ¹⁾	Web browser	Q2 2017	Upcoming in 2017
	Mobile & Smart TV apps (e.g. channel apps)	Q3 2017	



+2%
measured
TV viewing time
for FY 2017



Our 2016 ratings reflect Olympics and soccer cup aired on publics

Audience share [in %]	Summer Olympics & soccer cup		Summer Olympics & soccer cup		Summer Olympics & soccer cup	
	FY 2012	FY 2014	FY 2014	FY 2014	FY 2016	FY 2016
 Germany¹⁾ (A 14-49)	27.8	28.7	28.7	28.7	28.0	28.0
 Austria²⁾ (A 12-49)	20.9	21.7	21.7	21.7	23.0	23.0
 Switzerland³⁾ (A 15-49)	18.3	17.3	17.3	17.3	17.8	17.8

PULS 4
with
strongest ratings
in history
(4.1%)

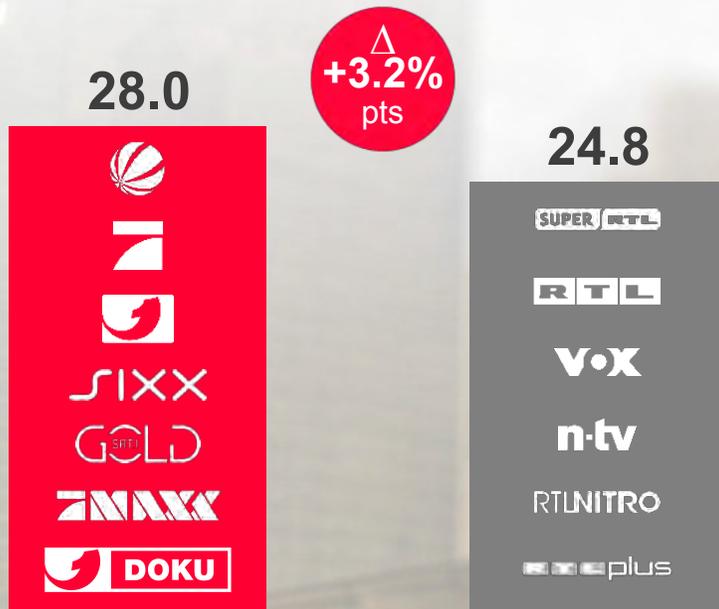
1) GER, basis: All German TV households (GER+EU/German-speaking), A 14-49, Mon-Sun, 3-3 h; Source: AGF in cooperation with GfK/TV Scope/ProSiebenSat.1 TV Deutschland; 2) AT, basis: A 12-49, Mon-Sun, 3-3 h; Source: AGTT/GfK: Fernsehforschung/Reporting; 3) CH, basis: German-speaking Switzerland, A 15-49 incl. guests, Mon-Sun, (2-2 h), overall signal, overnight +7, change in CH measurement system in 2013; Source: Mediapulse TV-Panel (Instar Analytics)



We are the leader in the German TV market ...

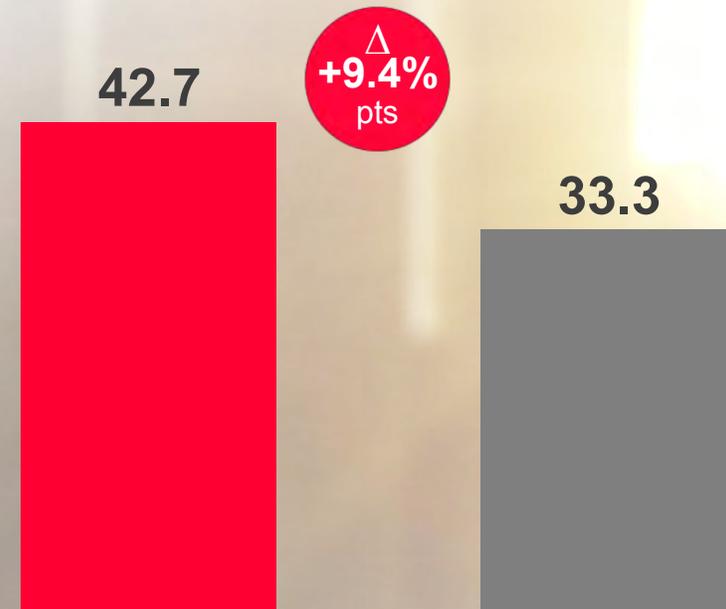
Audience share (A 14-49)¹⁾

[FY 2016, in %]



Share of advertising²⁾

[FY 2016, in %]





... and acquire **ATV** to strengthen our market position in Austria



Create an Austrian TV top leader

Rationale

Acquisition of Austrian **ATV Group** with two FTA channels by ProSiebenSat.1 Austria¹⁾

Integrate ATV into our station family and thus **strengthen our position** in the Austrian TV market

New pillar to **secure our aggregator role** and complementary channel portfolio



We aired top content across all our genres ...

Examples

Blockbuster movie



Up to **31.8%**

Premium sitcom



Up to **21.6%**

Lighthouse entertainment



Up to **23.3%**

Events



Up to **43.5%**

Scripted reality



Up to **20.4%**

Reality event



Up to **16.7%**

Daily factual



Up to **18.8%**

Local fiction



Up to **13.8%**

Overlap with Netflix content limited with ~10%¹⁾

● 2016 audience shares

1) Own estimate: Comparison 2016 grid (in hours) of all P7S1 channels with content offering of Netflix (as of February, 2017); Basis: All German TV households (German-speaking), A 14-49 years, Mon-Sun, full day 3-3h; Source: AGF in cooperation with GfK/TV Scope/ProSiebenSat.1 TV Deutschland



... have an attractive 2017 line-up for commissioned content ...

Examples

New shows

Little Big Stars
H1 2017

Global format hit



It's Showtime
Q2 2017



Paul Panzers Comedy Spieleabend
H1 2017



Global Gladiators
Q2 2017



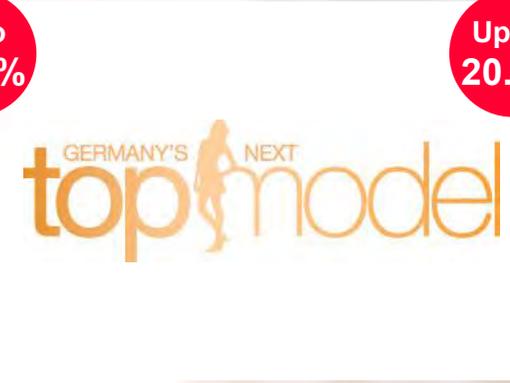
New seasons

The Voice of Germany
Q4 2017



Up to 23.3%

Germany's Next Topmodel
H1 2017



Up to 20.4%

The Great Bake Off
Q4 2017



Up to 17.4%

Die Beste Show der Welt
Q2 2017



Up to 16.9%

● 2016 audience shares



... and bring nearly all of the biggest new US hits to Germany

Examples

Blockbuster

The Martian
Q3 2017¹⁾



© The Martian © 2015 Twentieth Century Fox Film Corporation and TSG Entertainment Finance LLC. All rights reserved.

Mission Imp. – Rogue Nation
Q3 2017



New series

Lethal Weapon
H1 2017



Criminal Minds: Beyond Borders
H1 2017



© ABC Studios

THIS IS US
Q2/Q3 2017¹⁾



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MacGyver
Q3 2017¹⁾



MACGYVER

New seasons

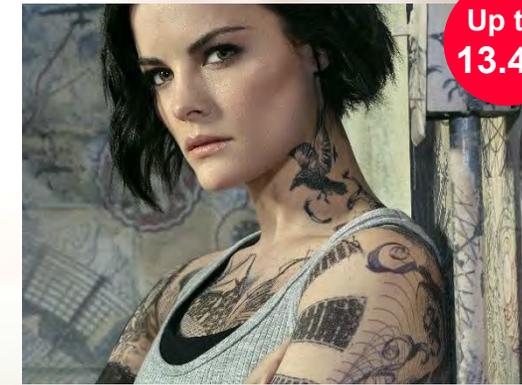
Criminal Minds
Q1 2017



© ABC Studios

Up to
14.9%

Blindspot
H1 2017



Up to
13.4%

2016 audience shares

Most successful new US series in 2016/17



We successfully launched seven new TV apps on mobile and Smart TV ...

Launched in **August 2016** on iOS, Android and Samsung SmartTVs

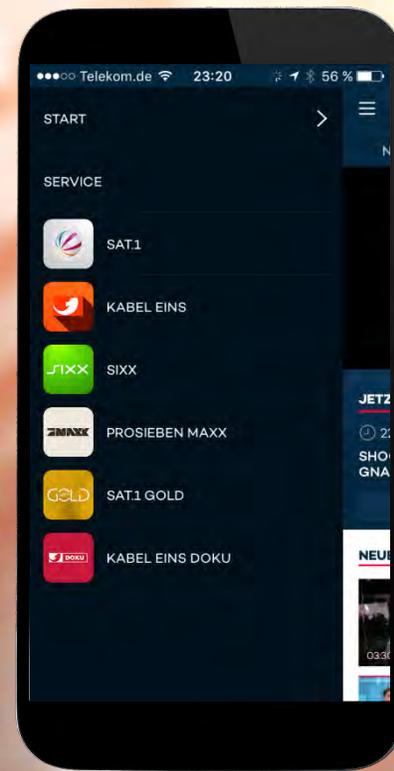
Free **24/7 live stream**

Free **7-day catch-up**

Online **exclusive bonus** and **newsroom content**

Second screen features for TV program ping-pong

11m
apps
installed after
4 months¹⁾



+ Enable vertical thematic channels within apps and converge with commerce offerings



... driving incremental reach of a broad selection of key shows

Examples

Incremental reach through online/mobile offerings¹⁾ [not unique views; FY 2016]

The Voice of Germany



+19%
vs.
TV²⁾ only

GNTM



+71%
vs.
TV²⁾ only

Promi Big Brother



+29%
vs.
TV²⁾ only

The Biggest Loser



+18%
vs.
TV²⁾ only

1) Via ProSieben/Sat1 websites, ProSieben/Sat1 mobile apps, ProSieben/Sat1 Smart TV apps, HbbTV, 7TV products and syndications;
2) Basis: A 14-49, "TV contacts" with >1 min. of viewing, multiple views per user possible; Source: AGF in cooperation with GfK/TV Scope/P7S1 TV Deutschland/Google Analytics/Webtrekk



Red button drives clear differentiation in product and monetization

Additional monetization

TV channel logo at the top

News & entertainment

Comprehensive media library

Connected shop

Harmonized overall look for all TV channels in blue-grey

Sponsoring/promotion

TV live signal

~6m potentially addressable users so far¹⁾

The screenshot shows a TV interface with a top navigation bar including 'Start', 'Mediathek', 'Themenchannel', 'News & Magazin', 'Spiele', 'EPG', 'Gewinnspiele', and 'Shop'. A 'zum TV' button and the 'SIXX' channel logo are on the right. The main content area features a 'Herzlich willkommen!' section with a 'NEWSTICKER' list on the left and a 'Sweet & Easy' video player on the right. Below the video is a 'SHOP' section with 'RED BUTTON SHOP' branding. A 'Promotion' banner for WWF is also visible. A red dashed box highlights the main content area.

Improved product propositions

Enhanced **consumer offering**

HbbTV driver for **addressable TV**

Additional monetization



We extended our channel family with kabel eins Doku

New launch ...



... with top 3 format highlights



“Das Doku-Magazin”

up to 1.1%



“Ungeklärt – Mord verjährt nicht”

up to 3.0%



“Mysteries at the Museum”¹⁾

up to 1.7%

2016 audience share since launch (September 22, 2016)

0.2%
A 14-49

0.3%
M 40-64

Key target group



We agreed to launch four thematic windows with Scripps Networks ...



Channel



Rationale

Multi-year license agreement: branded windows to be launched on four TV channels by spring 2017

Exclusive **volume of >1,200 hours** of factual entertainment programming to premiere on German television

Cooperation includes **extensive online rights**



... to address attractive target groups and create new environments

Unique lifestyle content for premium target group

Print attack with thematic TV content

Loyal viewers and low time shift usage

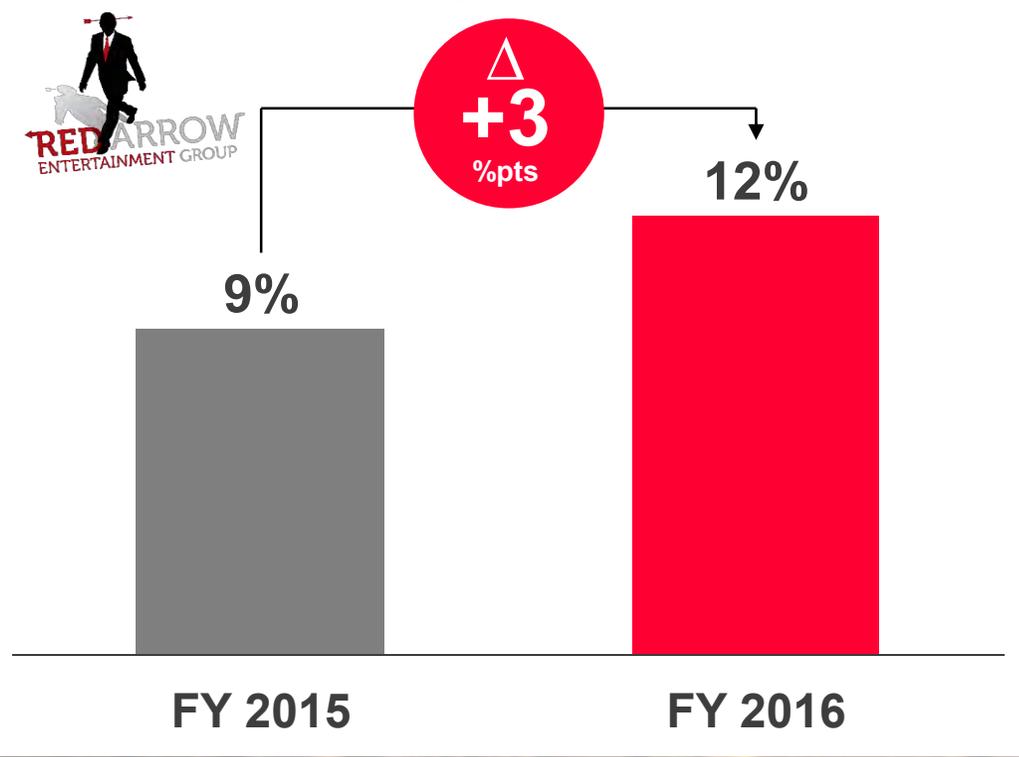
Push of own digital and commerce revenues



We make use of Red Arrow content to push our “own your grid” strategy

Red Arrow share of local commissioned content

As % of commissioned spendings



Format highlights

Superpets
H2 2017



Up to 11.3%

Married at First Sight
Q4 2017



Up to 13.3%

Kiss Bang Love
H1 2017



Up to 15.4%

The Taste
Q4 2017



Up to 12.0%

 2016 & YTD 2017 audience shares



Red Arrow continuously improves its KPIs ...

Number of productions ¹⁾	Number of hours produced ²⁾	Number of returning shows ³⁾	Returning shows' rate ⁴⁾	Shows in the catalogue ⁵⁾	Number of international sales clients ⁵⁾
<p>510+</p> <p>VS.</p> <p>300+ in FY 2015</p>	<p>2,600+</p> <p>VS.</p> <p>1,300+ in FY 2015</p>	<p>180+</p> <p>VS.</p> <p>100+ in FY 2015</p>	<p>63%</p> <p>VS.</p> <p>56% in FY 2015</p>	<p>900+</p> <p>VS.</p> <p>850+ in FY 2015</p>	<p>300+</p> <p>VS.</p> <p>230+ in FY 2015</p>

1) Incl. pilots, new and returning productions, multiple seasons counted as separate productions; 2) Incl. 7Stories; 3) Returning shows with revenues booked in 2016; 4) % returning shows as of revenues (without H1 revenues of 44 Blue); 5) Cumulative 2010 to 2016



... and successfully extended its footprint in the essential US market

High-quality US investments in 2016

New



Leading outdoor programming producer

New



Award-winning factual entertainment producer

New¹⁾



Digital content producer and digital IP creator

US accounts for **75%** of total CP&GS revenues²⁾



Diversified production and customer portfolio to minimize volatility

Diversified slate of new and returning shows in all genres catering to 200+ broadcasters and platforms worldwide			
FICTION	BOSCH	Season 4 greenlighted	+	abc	A&E	NBC
REAL REALITY	<i>Kiss Bang Love</i>	Sold to 10+ territories		TLC	usa network	HISTORY
SOCIAL EXPERIMENTS	MARRIED AT FIRST SIGHT	Sold to 24+ territories		HGTV	Discovery CHANNEL	Lifetime
FACTUAL	Galileo	Produced in 30+ countries		amazon instant video	NETFLIX	You Tube

Build-up strong IP assets and create new blockbuster formats for long-term sustainable value

Our formats are produced in **>35** territories

Format ready-mades are sold into **>130** territories

Ø 8-10 new format launches per year



Our on-air shows engage audiences worldwide

New BOSCH license deal signed in Q4



New season

One of the longest running original drama series on Amazon

Season 4 greenlighted by Amazon Prime Video



New season

Co-production with ABC Australia for genre drama

Season 2 commissioned by Sundance TV



New local version

Provocative dating format licensed to 10+ territories

Successfully premiered on FYI in the US



New

Emotionally charged new social experiment

Picked up by TF1 Group and ProSiebenSat.1



Broadcasting German-speaking & Red Arrow: Outlook 2017

- 1 Continue to strengthen core channels**
- 2 Launch new thematic magazines, windows and potentially channels**
- 3 Develop innovative multi-channel consumer offerings targeting millennials**
- 4 Leverage TV Germany – Red Arrow relationship for content creation**
- 5 Leverage TV to drive data access, registrations and reach**



February 23, 2017

Broadcasting German-speaking Ad Market Performance

Thomas Ebeling
Chief Executive Officer



Positive TV ad performance in 2016

Continued solid net TV advertising market growth in 2016



P7S1 German-speaking TV advertising revenues slightly below TV ad market



Further increase of TV share in media mix¹⁾



Positive pricing development continued



Growing number of addressable TV advertising campaigns

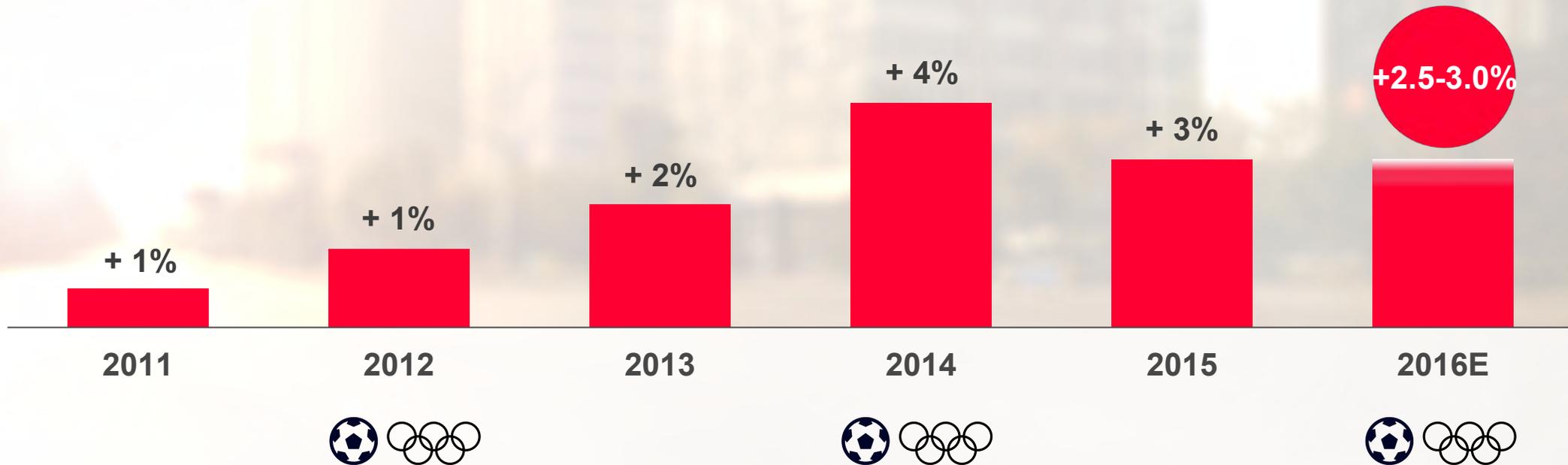




2016 another year with very solid German TV ad market growth

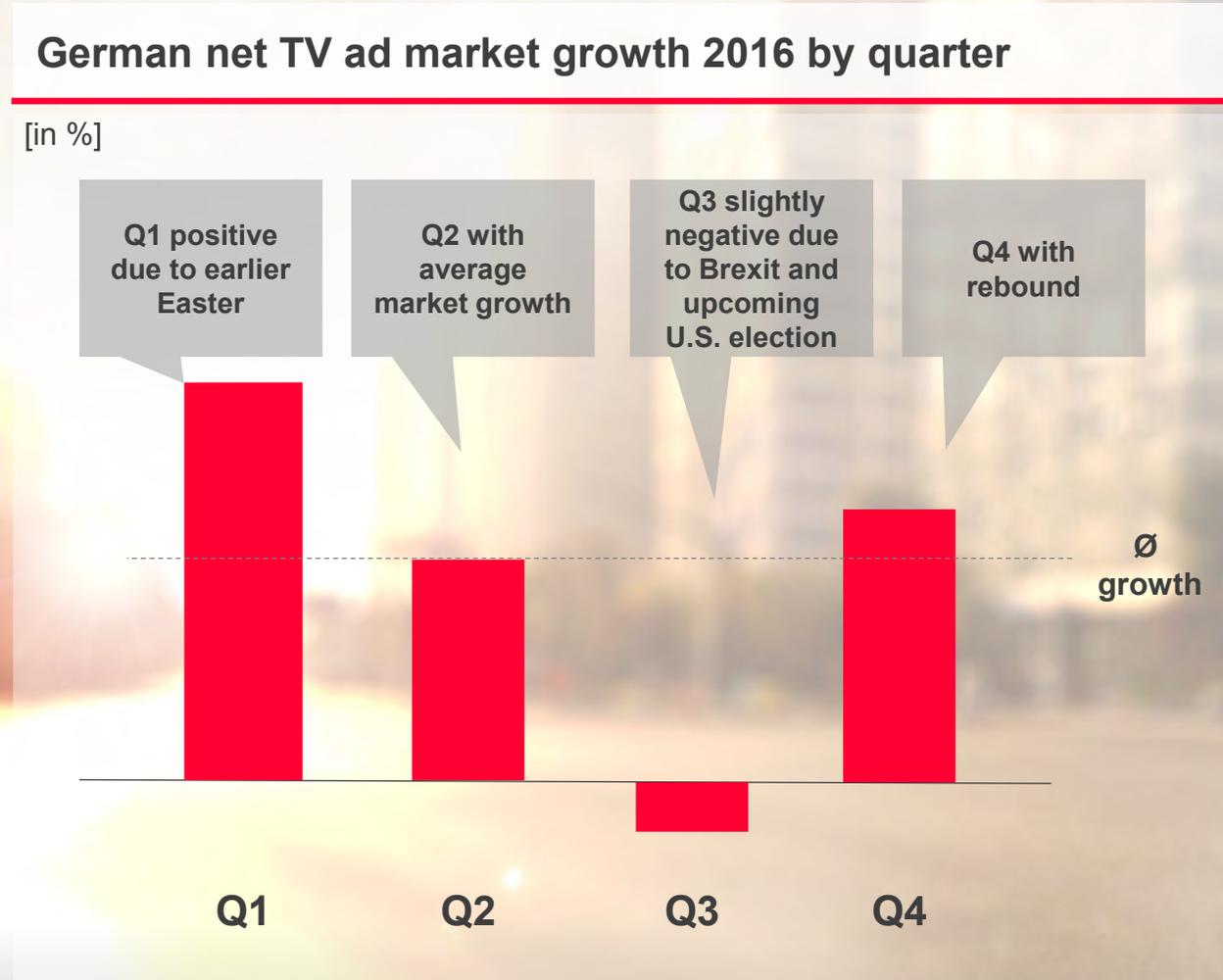
German net TV ad market growth

Annual net TV ad market growth rate
[in %]





Recovery of TV ad spending at year-end after softness in October



TV ad market growth Q4 2016

Overall improved TV ad spendings at year-end after soft start in October

Positive development at year-end driven by broad customer range

In addition, one of our customers – with a large reduction in October – significantly increased TV ad spending at year-end



TV continues to benefit at the expense of other media

Gross ad spendings, Germany

[2016 vs. 2015; in % and %pts]

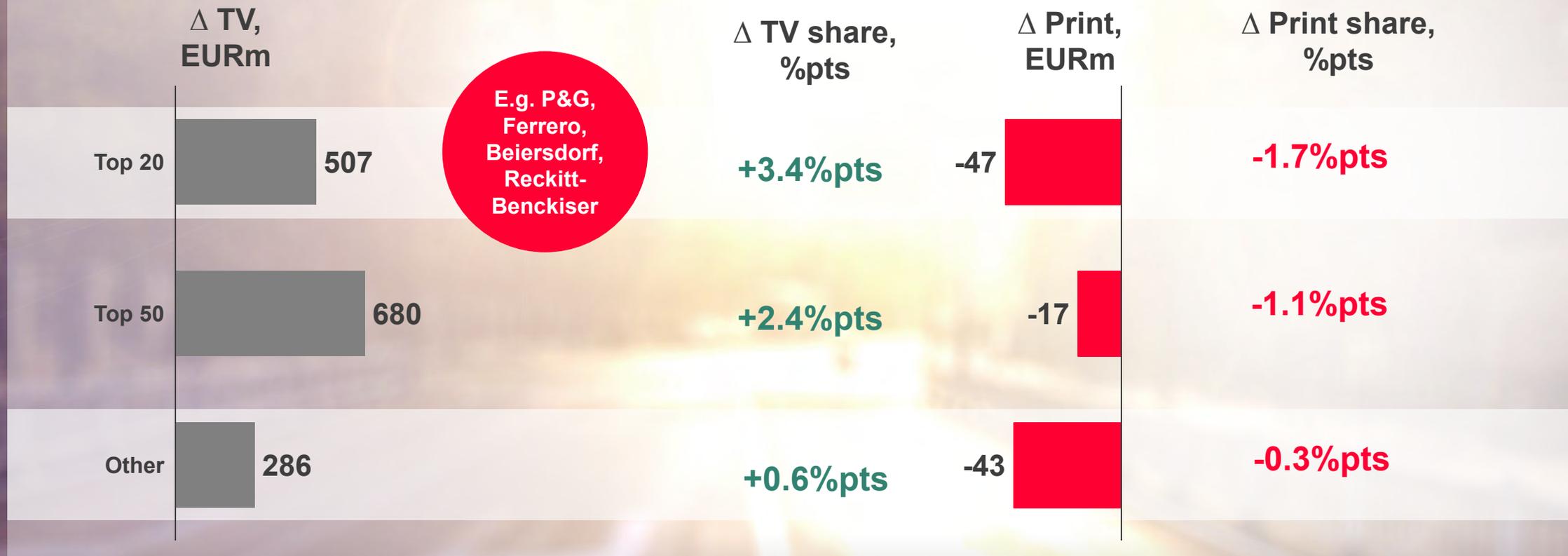
	Share of segment	Change in media mix
Total	100.0%	
TV	48.2%	+0.8%pts
Online	11.0%	-0.4%pts
Radio	5.9%	+0.2%pts
Newspapers	15.8%	-0.2%pts
Magazines	12.3%	-0.9%pts
Outdoor, Cinema	6.8%	+0.5%pts



Leading global advertising customers have further increased TV share

Gross TV ad spendings by advertiser size cluster, Germany

[2016 vs. 2015; in EURm and %pts]

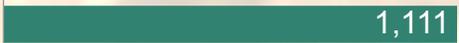




8 out of 10 biggest industries increased TV budgets

Gross TV ad spendings of top 10 TV industries, Germany

[2016 vs. 2015; in EURm and %pts]

	in EUR m	in EUR m	Share	Δ	Δ TV in media mix
Total	 1,111	15.091	100.0%	+8.0%	+0.8%pts
Trade & Shipment	 88	2.141	14.2%	+4.3%	-0.3%pts
Cosmetics & Toiletries	 245	1.849	12.3%	+15.3%	+1.3%pts
Food	 84	1.803	11.9%	+4.9%	+1.2%pts
Business Services	 220	1.529	10.1%	+16.8%	+1.4%pts
Telecommunication	-137 	961	6.4%	-12.5%	-1.7%pts
Pharmacy	 135	871	5.8%	+18.4%	+1.6%pts
Motor Vehicles	 124	860	5.7%	+16.9%	+4.4%pts
Beverages	 74	851	5.6%	+9.6%	+1.8%pts
Finance	-78 	544	3.6%	-12.5%	-0.9%pts
Detergents	 100	506	3.4%	+24.6%	+1.3%pts

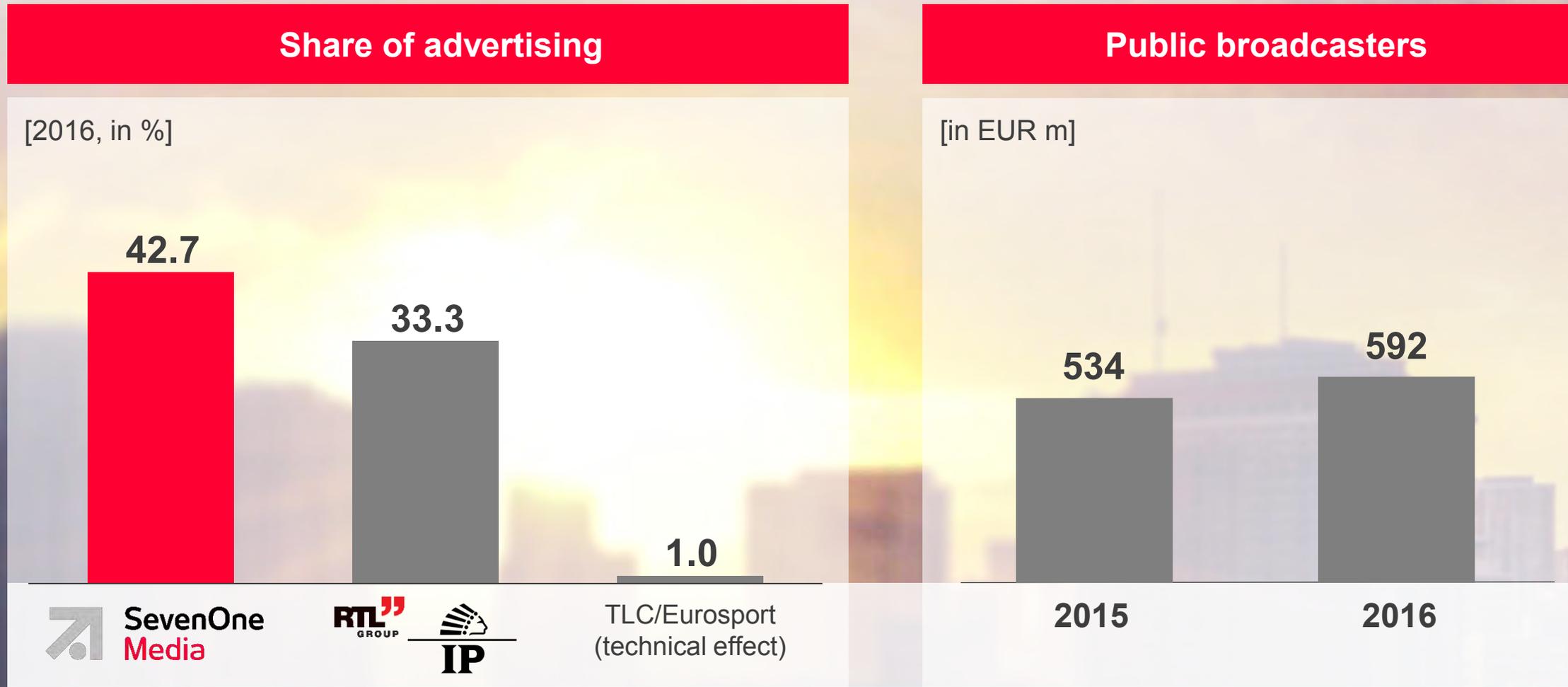


Continued leadership position in TV ad market

ProSiebenSat.1 gross TV ad market share [in %]		FY 2016	FY 2015	
	Germany	42.7%	44.4%	
	Austria	36.6%	37.0%	
	Switzerland	26.9%	29.2%	



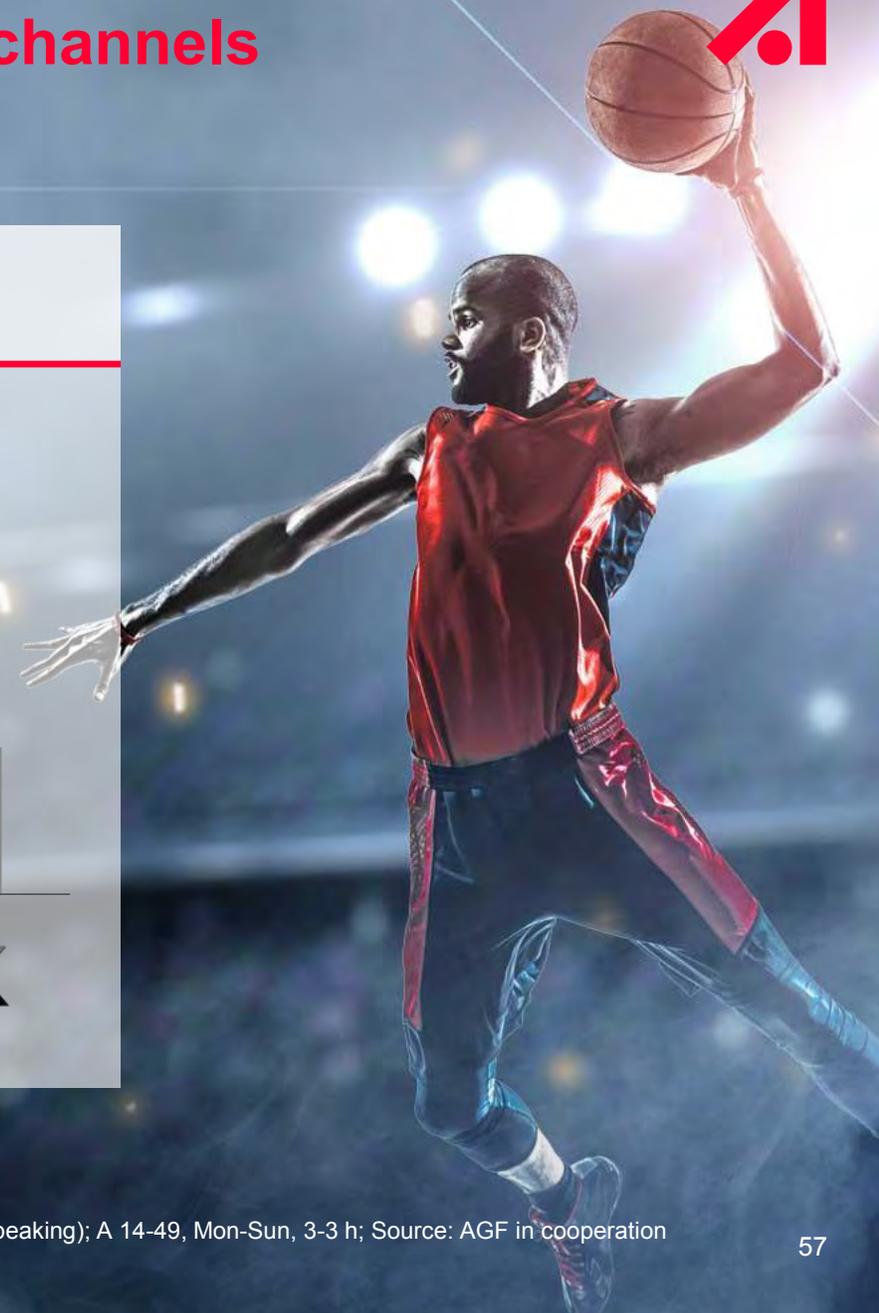
P7S1 leadership position – 2016 with technical and sports effects



FY 2016: CPT increase of all ProSiebenSat.1 core channels



Gross CPT growth
[2016 vs. 2015; in %]





Market leader in HbbTV-enabled addressable TV advertising

Addressable TV



- 1:1 communication and targeting
- Interaction and online features
- Adserver connection

Toyota

Jetzt **red button** drücken | Datenschutz

ANZEIGE

AMPYA & TOYOTA präsentieren die
C-HR LIVE GIGS
mit
ROOSEVELT

JETZT TICKETS GEWINNEN

Coca Cola

Mit **red button** zur Mediathek | / Datenschutz

ANZEIGE

Erlebe die
Coca-Cola
Weihnachtsparade
durch München
17. Dezember 2016

coca-cola.de | TASTE THE FEELING

Philips

Jetzt **red button** drücken | Datenschutz

ANZEIGE

Philips Sonicare
Jetzt **GRATIS**
4 Bürstenköpfe
sichern*

*UVP 27,99 €

Jetzt kaufen

PHILIPS
sonicare

95
campaigns
63 clients
2016

Aldi

Jetzt **red button** drücken | Datenschutz

ANZEIGE

ALDI life MUSIK
POWERED BY
napster

ZU DEN RAPORTAGEN

Penny

Jetzt **red button** drücken | Datenschutz

ANZEIGE

*Penny macht
Weihnachtswunder
wahr.*

PENNY

Dr. Oetker

Jetzt **red button** drücken | Datenschutz

ANZEIGE

Dr. Oetker

Jetzt entdecken

43
campaigns
27 clients
2015

Eurowings

Jetzt **red button** drücken | Datenschutz

ANZEIGE

**FLIEGEN SIE GÜNSTIG
DEM BESSEREN
WETTER HINTERHER.**

29⁹⁹
inkl. Meilen

Eurowings
Lufthansa Group

Nespresso

Jetzt **red button** drücken | Datenschutz

ANZEIGE

Neu
NESPRESSO
EXPERT & MILK

JETZT ENTDECKEN >

EWE

Jetzt **red button** drücken | Datenschutz

ANZEIGE

JUST REINGESCHNEIT:

EWE



Development of addressable TV ad formats

HbbTV 1.0-1.5

HbbTV 2.0, set top box cooperation and IP livestream

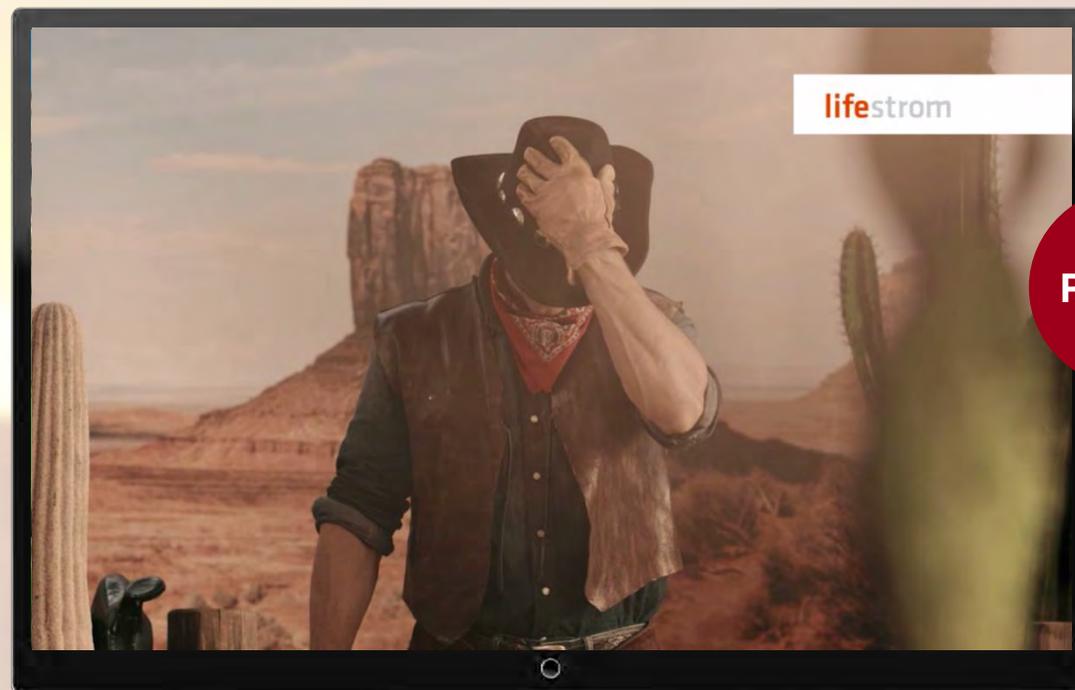
SwitchIn Classic



SwitchIn XXL PURE



Spot Fullscreen Overlay



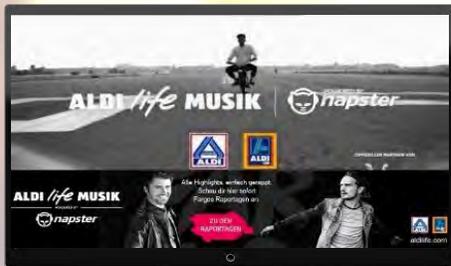
Today

Planned

SwitchIn Freestyle

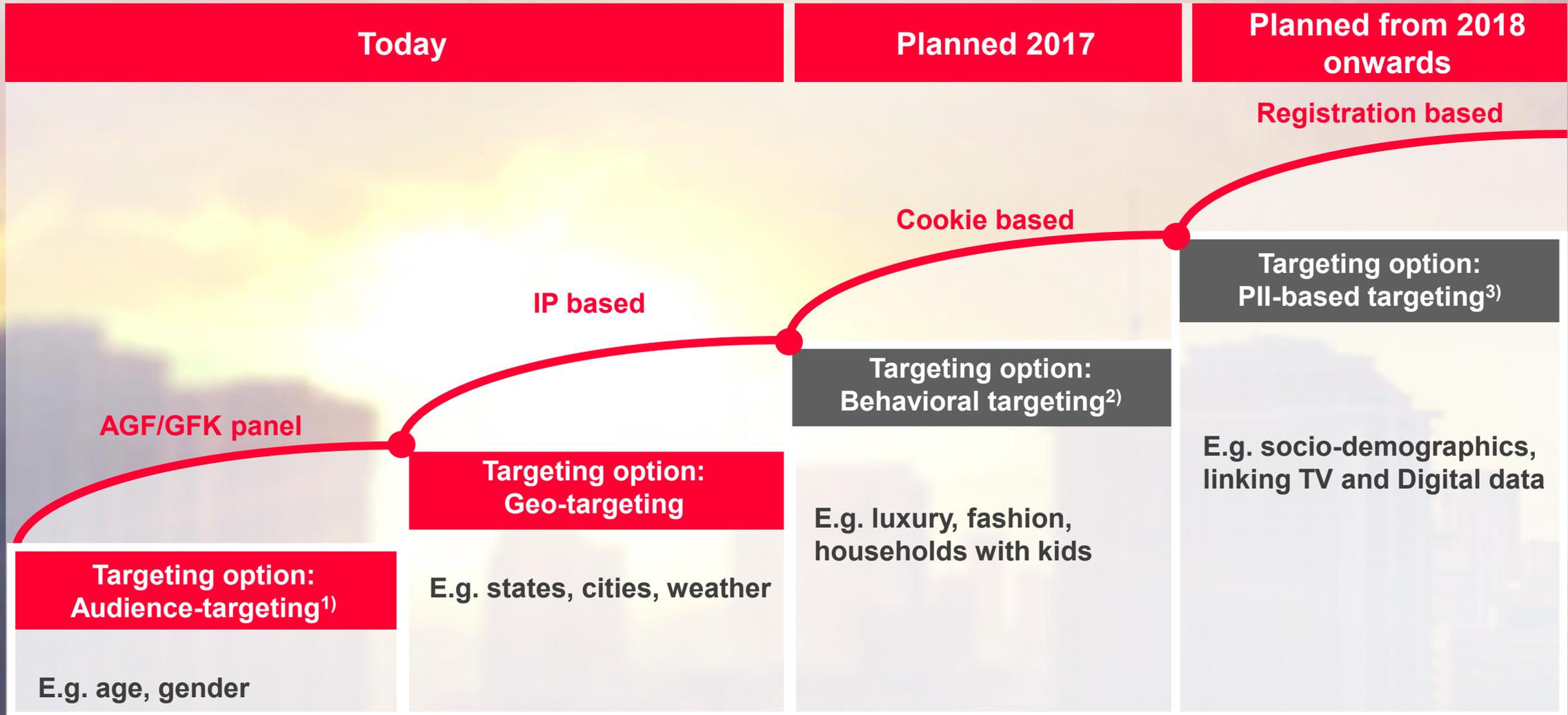


Red Button Spot Overlay

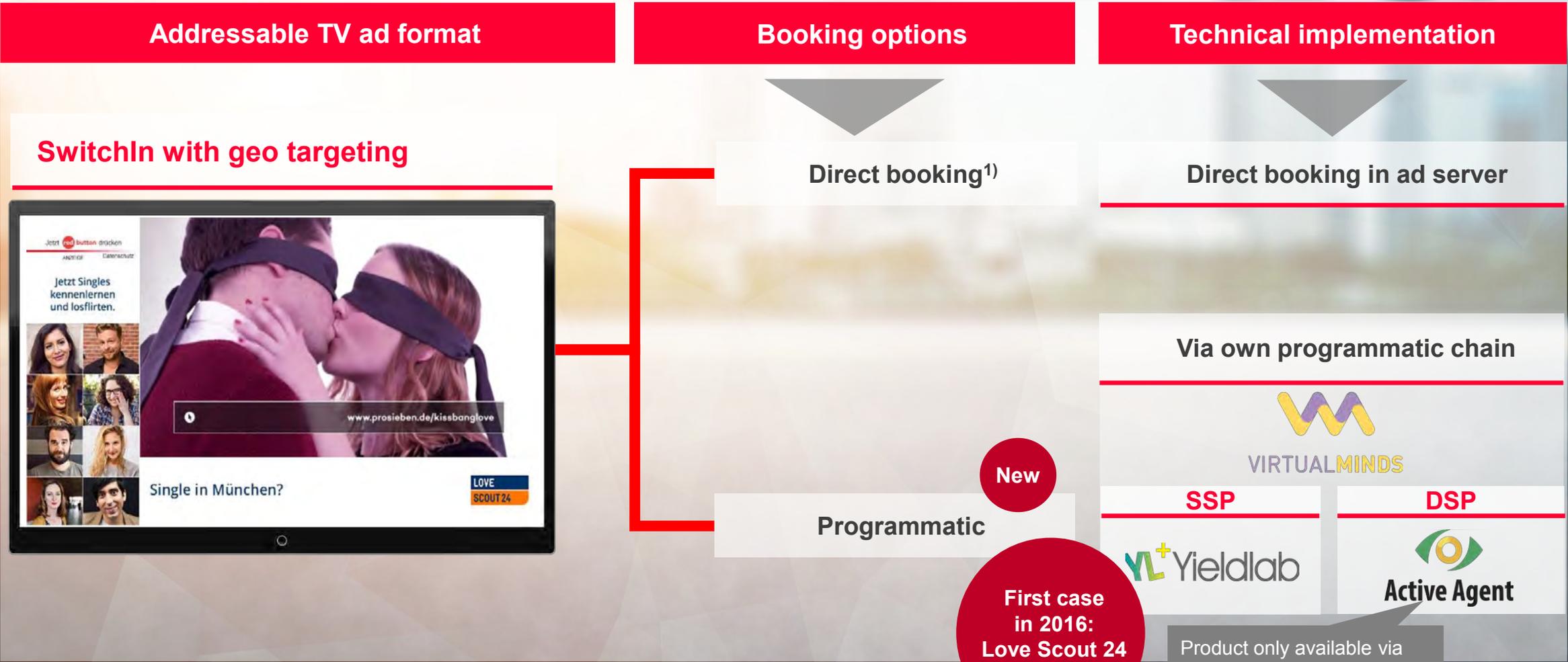




Development of multiple targeting options for addressable TV ads



First programmatic addressable TV campaign sold via own AdTech stack



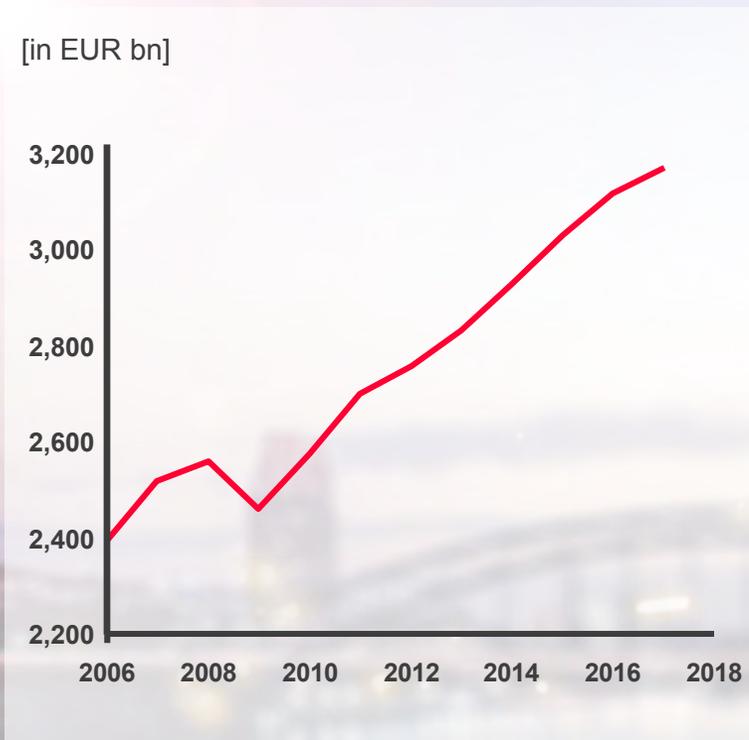
New
First case in 2016: Love Scout 24 campaign

Product only available via Active Agent to further push our DSP



Macro indicators signal robust economic growth in Germany

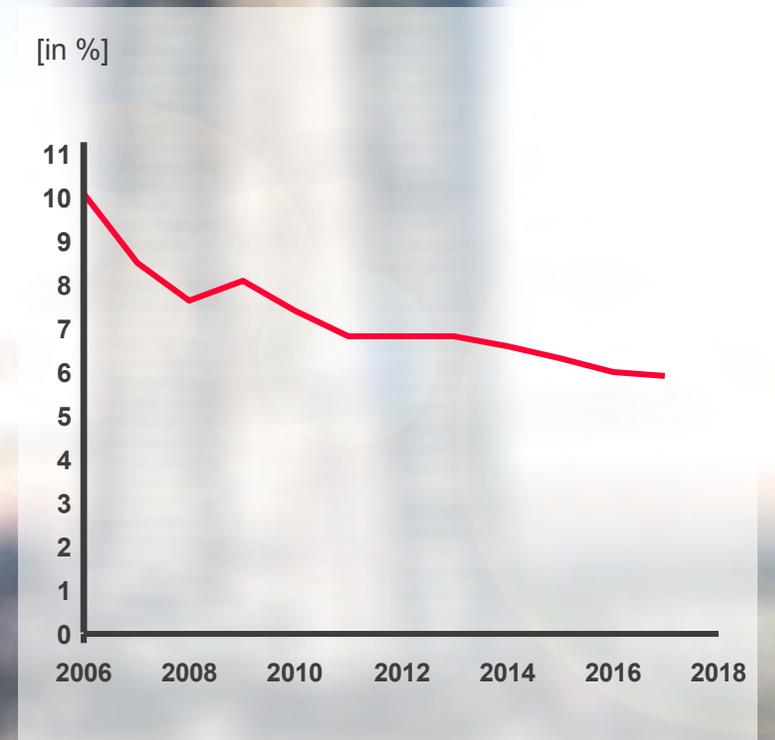
GDP¹⁾



Private consumption²⁾



German unemployment rate³⁾

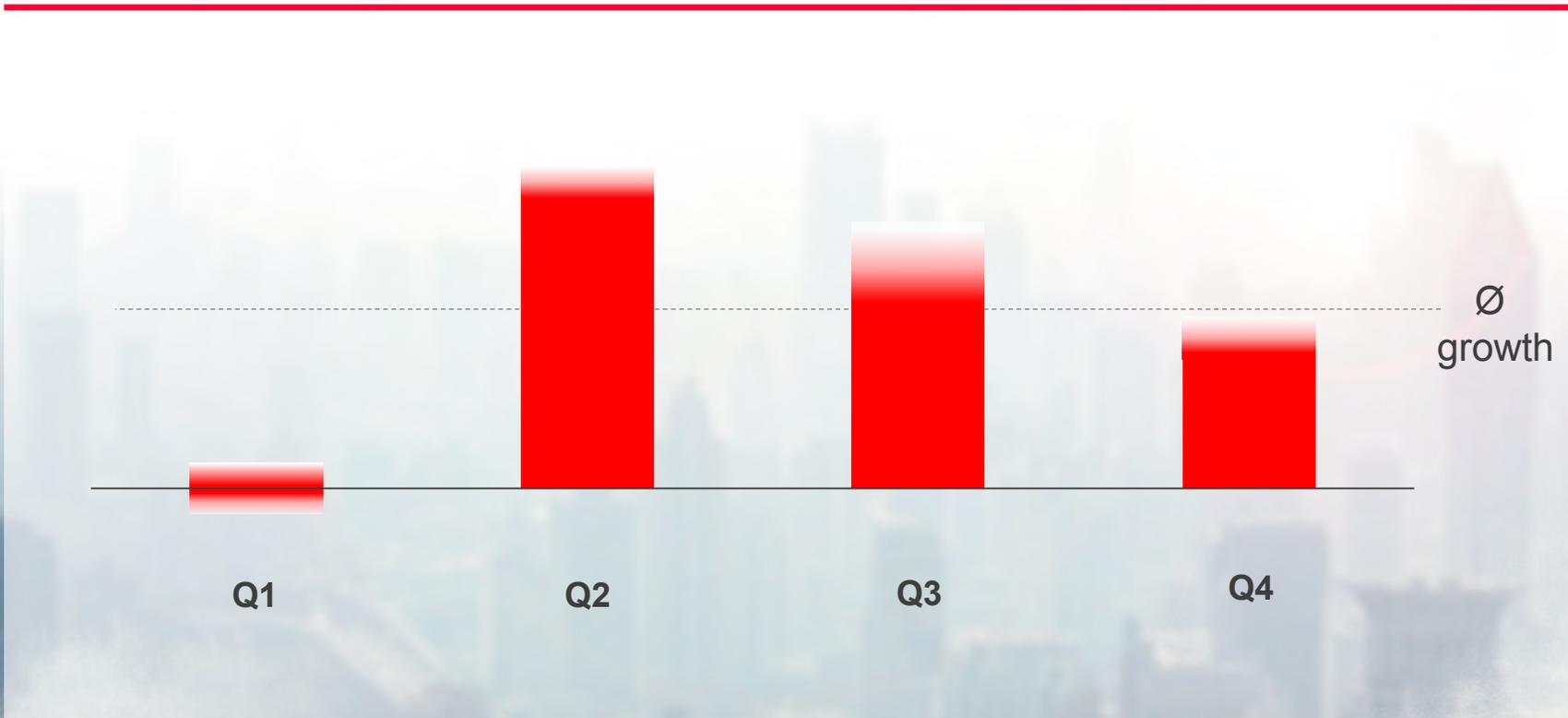




We expect a stronger TV ad revenue shift from Q1 into Q2 due to Easter

Estimated 2017 German net TV ad market growth

[market growth rate in %]



Comments

Q1 2017 stable due to negative Easter effect and strong prior year

Q2 2017 benefitting from later Easter in April

Q3 might benefit from lower comparables in 2016

Q4 with somewhat tougher comparable figures in 2016



We expect continued TV ad market growth: Range of +2-3% in 2017

German net TV ad market estimates 2017

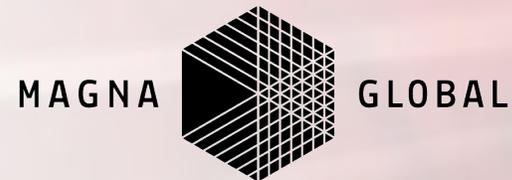
+2.9%



+2.5%



+1.0%



+2-3%





Sales outlook 2017

- 1 German net TV ad market growth of +2-3%**
- 2 P7S1 broadly in line with positive net TV ad market**
- 3 Continued increase of TV share in media mix**
- 4 Further increase of CPTs**
- 5 Scaling of addressable TV as top priority**



Dynamic growth of Distribution continues

Continued double-digit growth of +10%



Dynamic increase of HD subscriptions with +1m in 2016 (total: 7.2m)



Long-term extension of contract with major mobile, cable and IPTV operator Vodafone



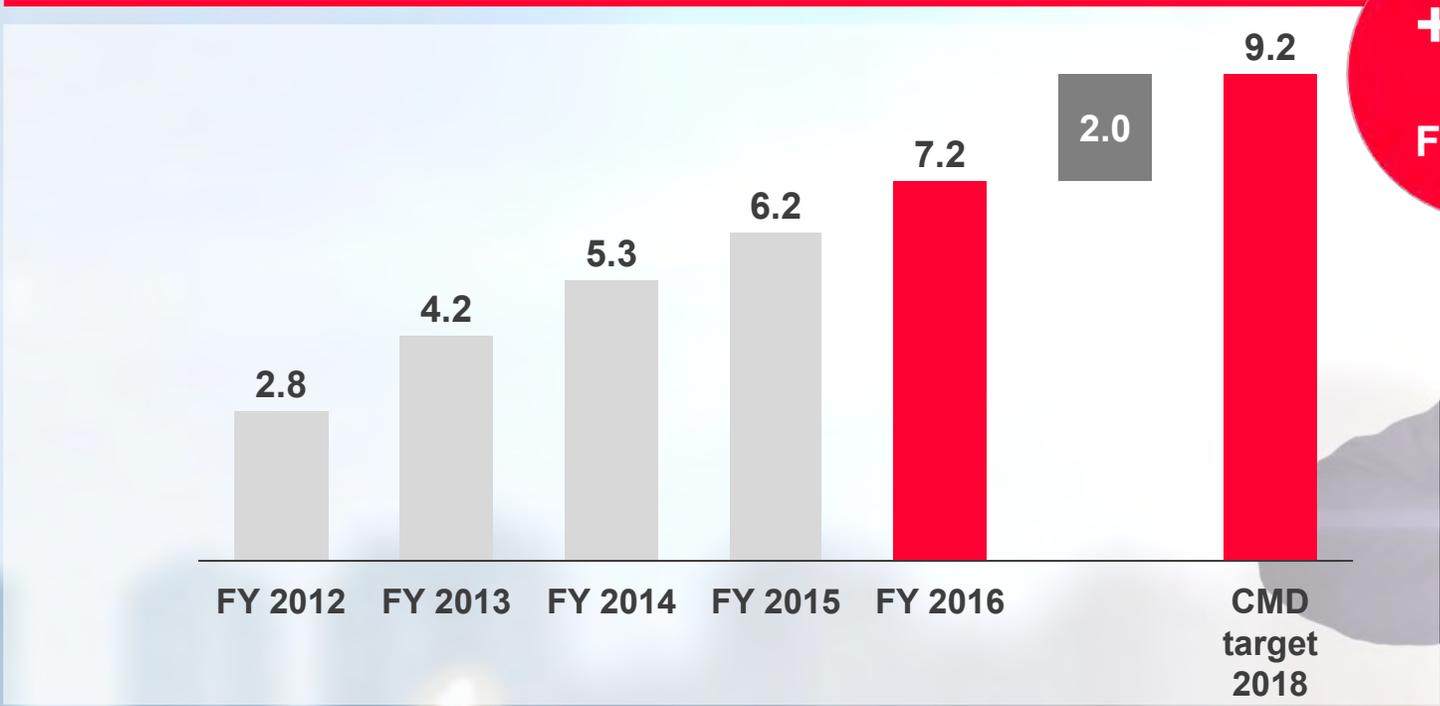
New and extended deals further strengthen Distribution presence



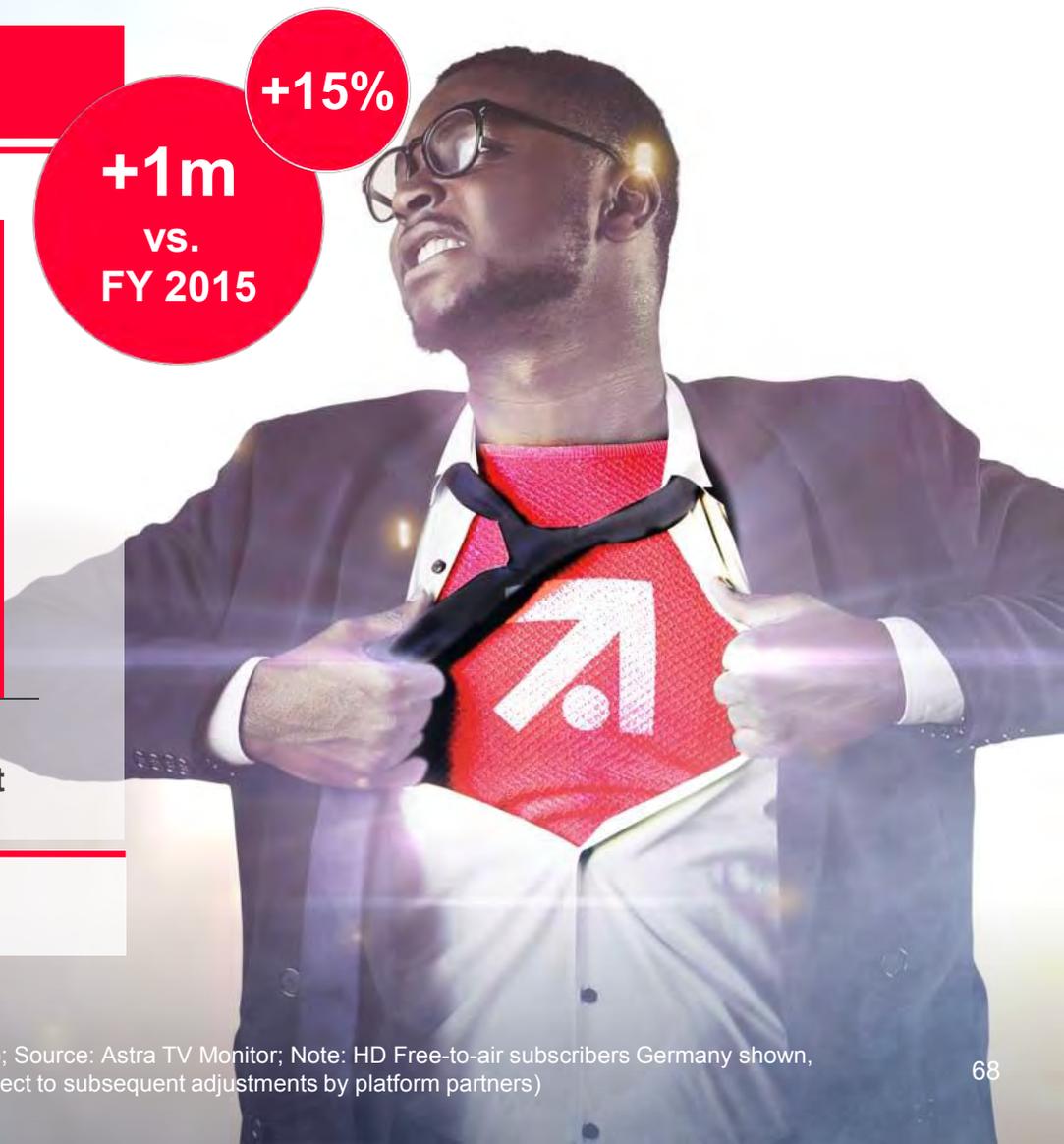


7.2m HD subscribers 2016 – well on track to reach 2018 target

HD FTA subscriber development [in m]



HD penetration ¹⁾	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	CMD target 2018
	7.1%	10.6%	13.4%	15.7%	18.9%	23.2%

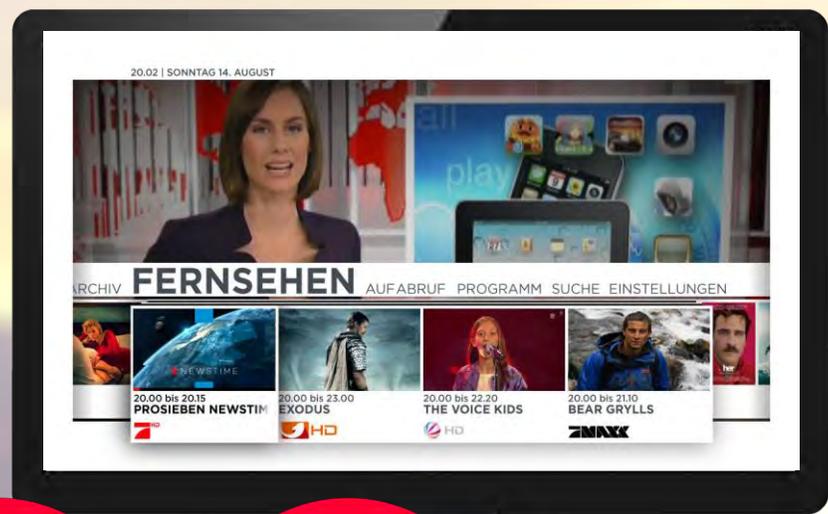


¹⁾ HD penetration based on total TV households in Germany (39.6m); Source: Astra TV Monitor; Note: HD Free-to-air subscribers Germany shown, paying subscriber figures as reported by platform partners (EoP; subject to subsequent adjustments by platform partners)



Extension of our contract with major cable and IPTV operator Vodafone

Contract Extension with Vodafone Kabel Deutschland



~8m
Cable and IPTV households¹⁾

>30m
Vodafone mobile and DSL client base¹⁾



Distribution of all P7S1 FTA and Pay TV channels

Integration of maxdome in newly launched Vodafone platform "Giga TV"

Comprehensive mobile coverage and new rights features (e.g. nPVR and Instant Restart)



We secured long-term deals at attractive terms with key partners

Long-term contract extension



Long-term contract extension



Long-term contract extension



Long-term contract extension for product bundling



Long-term contract extension for product bundling





We secured best in class Distribution to drive TV reach and revenues

									Reach
Satellite		✓	✓	✓	✓	✓	✓	✓	17.9m HH²⁾ (46% of total HH)
Cable		✓	✓	✓	✓	✓	✓	✓	16.5m HH²⁾ (42% of total HH)
IPTV		✓	✓	✓	✓	✓	✓	✓	2.7m HH²⁾ (7% of total HH)
Terrestrial		✓	✓	✓	✓	✓	✓	✓	1.9m HH²⁾ (5% to total HH)
Mobile¹⁾		✓	✓	✓	✓	✓	✓	✓	>4m unique users ³⁾
Phones/ tablets		✓	✓	✓	✓	✓	✓	✓	>78m devices ⁴⁾
Connected Smart TVs		✓	✓	✓	✓	✓	✓	✓	>17m devices ⁴⁾
Streaming devices		✓	✓	✓	✓	✓	✓	✓	>3m devices ⁵⁾

Free TV via platforms
 Free TV via P7S1 app (live and/or catch-up) and mobile aggregator

1) Complementary to cable, satellite, terrestrial and IPTV distribution; 2) Astra Monitor report 2015 published 03/2016 (adjusted data base on new official population statistics), Telekom publications and P7S1 assumptions; 3) Unique users per month, company publications, AGOF figures and P7S1 assumptions; 4) SNL Kagan 2016, Statista and P7S1 assumptions (~78m smartphone sales in D 2014-16); 5) Digitalisierungsbericht and P7S1 assumptions



We further expanded and strengthened our portfolio

AdVoD product further strengthened by launching new channel apps



S71 further internationalized with strategic partners TF1 (FR) and Mediaset (IT)



Minority investment in Pluto.tv and merger with Quazer



maxdome's top 3 position strengthened with new distribution deals



Content marketplace glomex launched



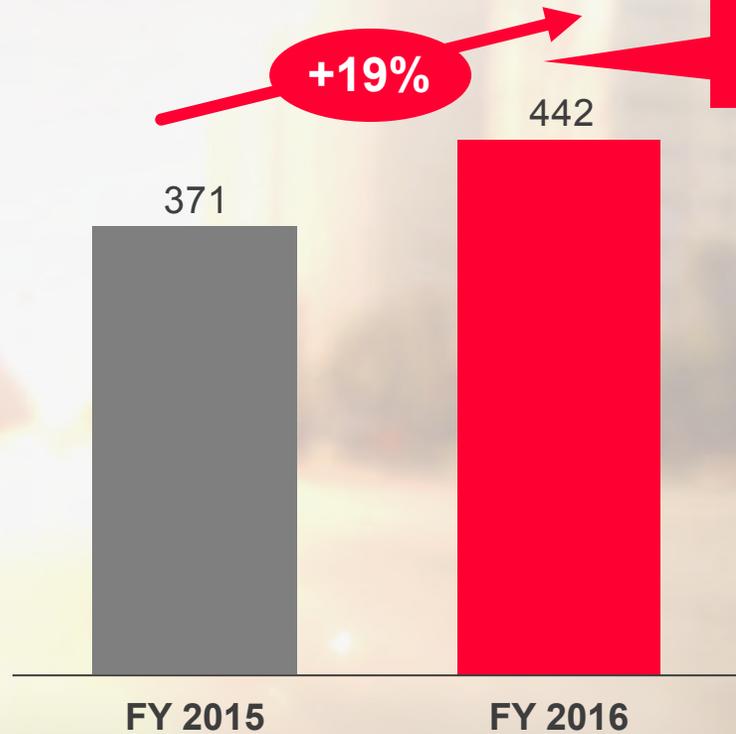
Further expansion of our AdTech business





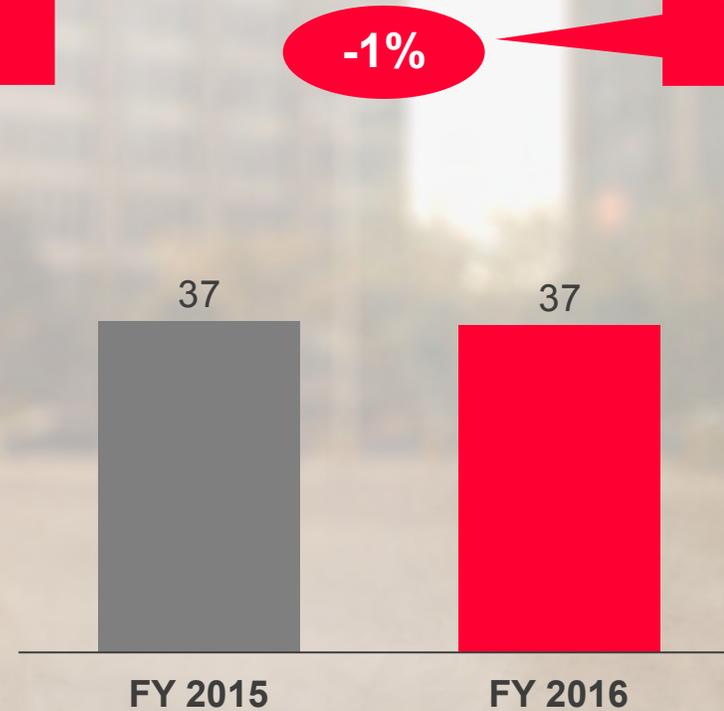
Digital Entertainment continues its strong revenue growth

External revenues
[in EUR m]



Core DE growth¹⁾ excl.
Games & Adjacent:
+ 50%

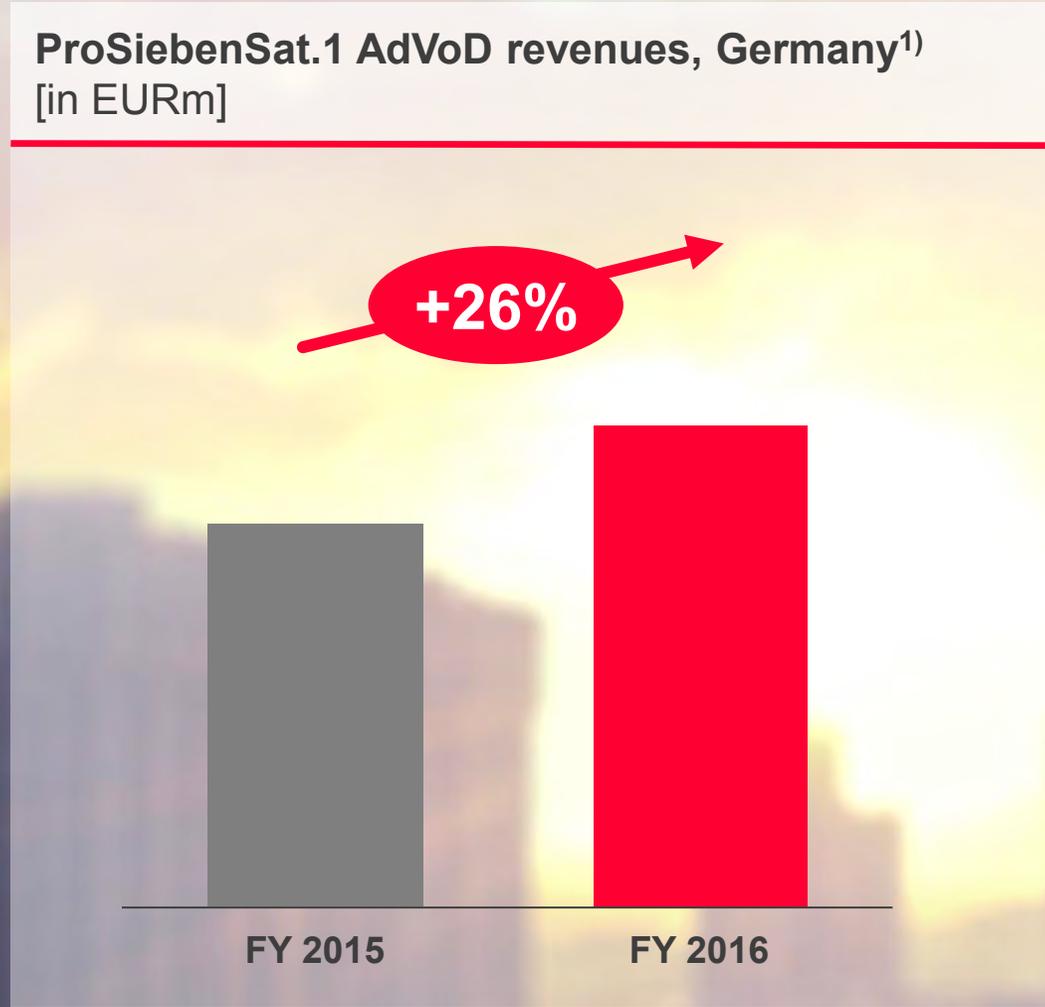
Entity rec. EBITDA
in EUR m]



Core DE growth¹⁾ excl.
Games & Adjacent:
+ 80%



We further strengthened our AdVoD business in Germany



Launch of seven TV channel apps

11m apps installed²⁾

Multi-channel network

+74% video views in Germany³⁾

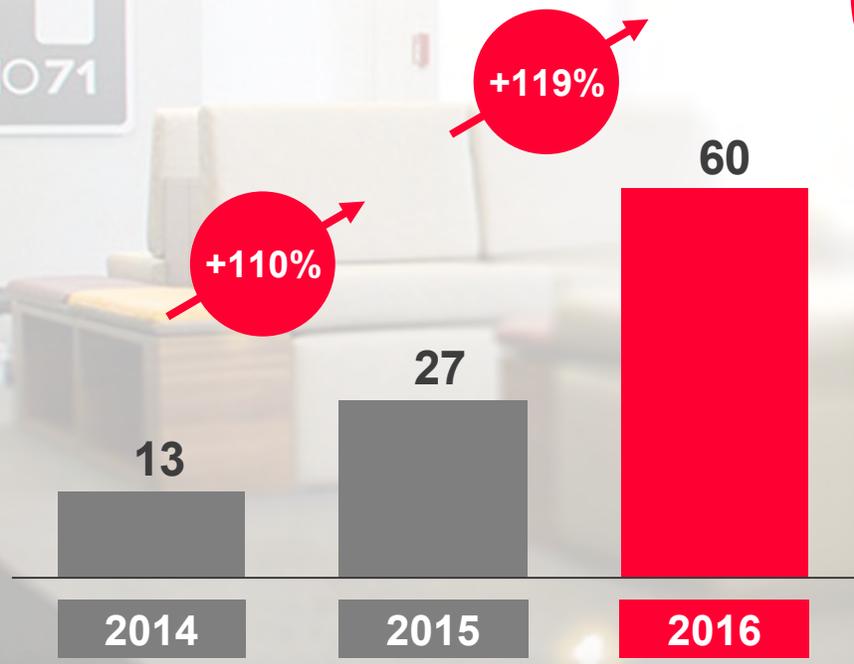
ProSiebenSat.1 Media SE | February 23, 2017 | 1) P7S1 AdVoD business, external view, incl. own and operated platforms, Studio71 (GER only), mandates, digital-out-of-home, glomex and AdTech; 2) Total installs of individual channel apps (mobile downloads ~2m and Smart TV apps ~9m incl. preinstalls) Aug 28-Dec 31, 2016; 3) Source: Internal data Full year 2016 vs. PY (GER only, excl. US)



Studio71 remains market leader with a strong growth in video views ...

Strong growth of VV continued

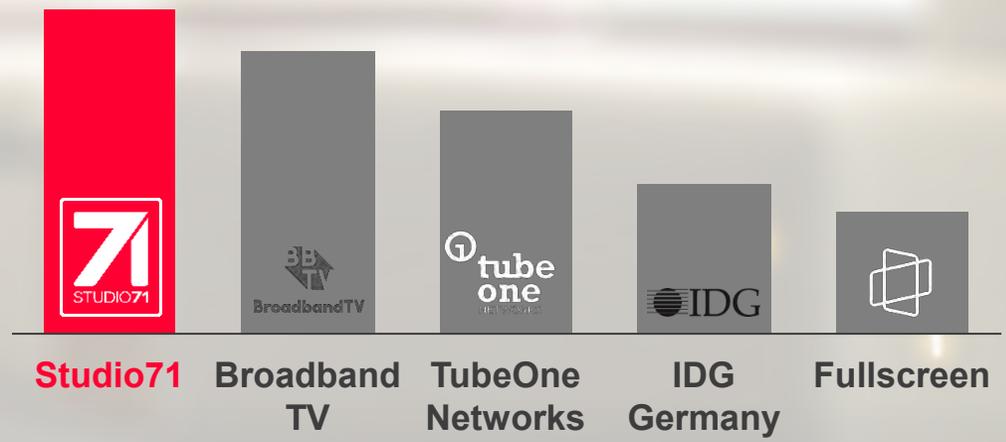
Studio71 global video views¹⁾
[in bn]



>420m
subscribers

#1 MCN in Germany²⁾

Global #4 MCN³⁾



1) Basis: Before CDS acquisition pro forma incl. CDS; Source: YouTube CMS, own calculations, quarterly VVs; 2) ComScore YouTube Partners Report November 2016 (content views, desktop only, excl. music MCNs, Maker not listed), Studio71 GER and Studio71 US combined; 3) Monthly video views, last 30 days January 2017, based on SocialBlade "Top 250 YouTube Networks" report (excl. music MCNs)



... and continues its international expansion with new partnerships

Strategic rationale for international partnerships

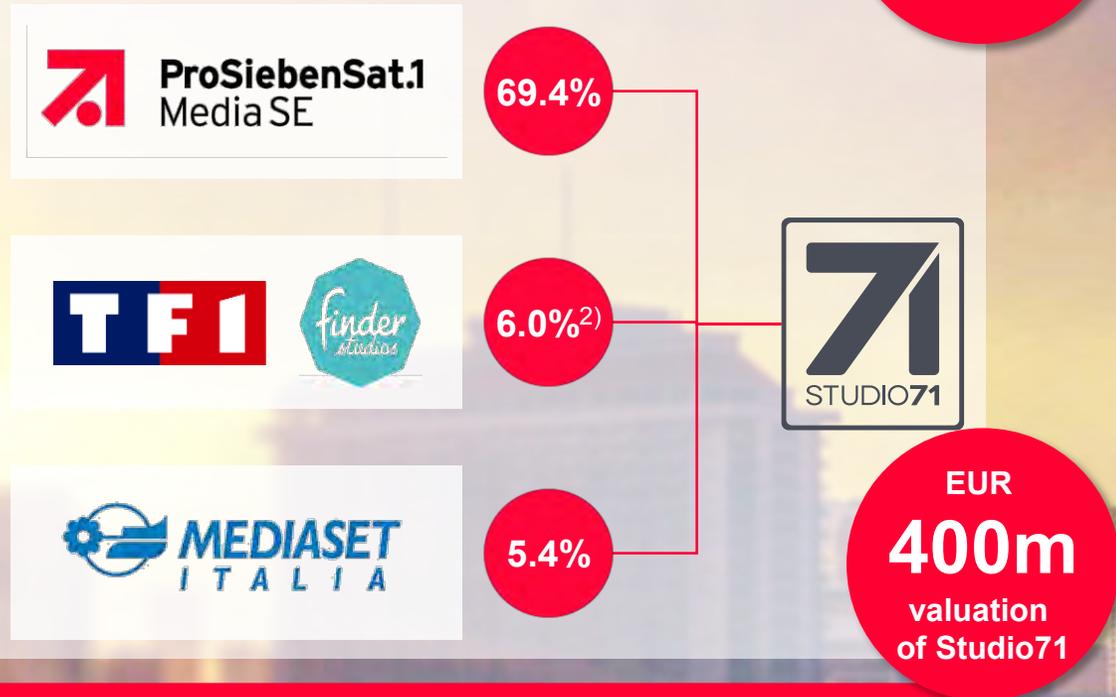
Leveraging of **partner sales teams/offices with local joint ventures**

Ability to launch **multi-territory campaigns for global advertisers**

Improving access and relationships with **local influencers and creators**

Deal overview and structure¹⁾

Signed December 2016



International expansion at low additional costs, leveraging efficiencies from our existing operations and synergies with our strategic partners

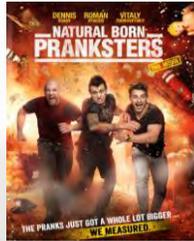


We pursue key initiatives to reach break-even for Studio71

Sign more top creators



Grow IP Business



>100%
growth
in global IP
business

Expand to new platforms

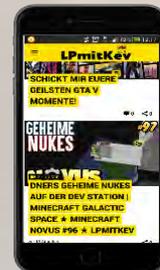


Build leading branded entertainment



>33m €
Global BE
sales
in 2016

Launch new commerce offerings



Realize further ping-pong actions with TV



Profitable in Q4 2017 and FY 2018



We merged our new lean-back product Quazer with U.S. based Pluto.tv

Market position

>60%
market
growth¹⁾

Factual video



>40%
market
growth¹⁾

Fictional video



QUAZER

One of the
best rated
Apps
on Apple TV
in 2016²⁾



On-Demand/Lean-Forward

Lean-Back

Strategic minority
investment in Pluto.tv

New generation of online
linear streaming

Focus on **factual content**



maxdome protects its top 3 position as local partner of choice

maxdome

+17%

PayVod
revenues¹⁾

1m

SVoD
subscribers²⁾

+43%
YoY
growth

Top 3

Market
position³⁾



unitymedia

ROSSMANN



telecolumbus

PENNY.



BAHN

REWE



mobilcom
debitel



maxdome subscriber base growing in-line with market 2016³⁾

maxdome is the local partner of choice



maxdome launched first original series *jerks.* with great press echo



“Ingenious. This show deserves to win all German TV awards.”

DWDL.de
das www.medienmagazin.de

“*jerks.* addresses topics you don’t want to discuss in public.”

SPIEGEL ONLINE

“Unsavory, not like a horror movie, but like ‘it’s nice to meet your mother with the answer being ‘that’s my wife’.”

WELT

>1m

Facebook reach within first week¹⁾

8.8m

equivalent advertising value²⁾ within first week³⁾

Now being aired on ProSieben

Extension of Unitymedia cable partnership, new partner Tele Columbus



The image illustrates the transition of the Maxdome service from Unitymedia to Tele Columbus. On the left, the Unitymedia Maxdome interface is shown on a TV screen, displaying a list of top series including 'How I Met Your Mother', 'Mad Men', '2 Broke Girls', and 'Breaking Bad'. Below the screen are Unitymedia product boxes for '3play COMFORT 120' and 'TV PREMIUM', along with the Unitymedia logo and a set-top box with a remote. A large red arrow points to the right, where the Tele Columbus Maxdome interface is shown on a TV screen, featuring a grid of action films like 'It Follows', 'San Andreas', 'Ex Machina', 'Mad Max: Fury Road', 'Chappie', and 'Jurassic World'. Below this screen is a Humax set-top box with a remote, branded with the Tele Columbus logo.



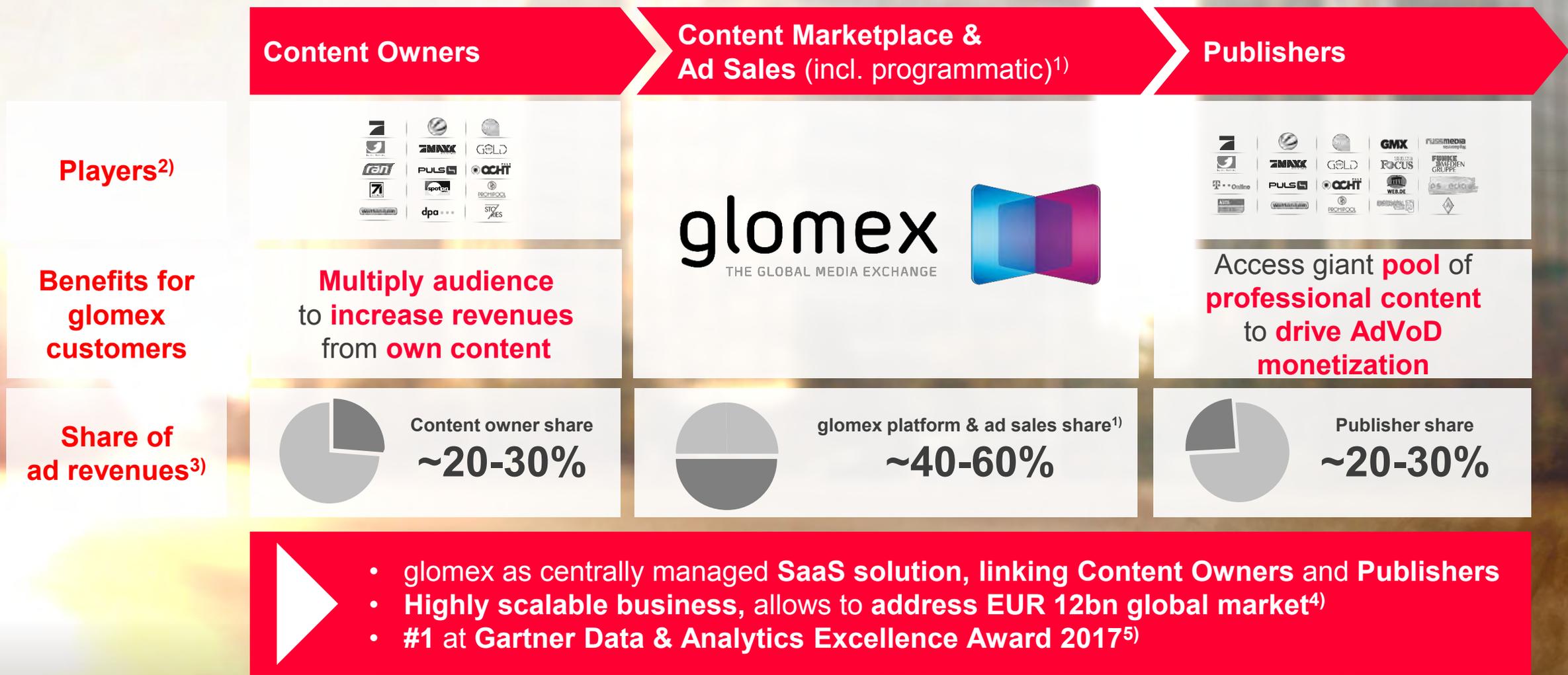
We have a clear plan to reach break-even for maxdome

B2B	Utilize best-in-class B2B distribution	
Own IP	Continue investing in own IP through cooperation , e.g. with Red Arrow	
Ad income	Expand advertising revenues , e.g. through concept sales	

Profitable in Q4 2017 and FY 2018



glomex content marketplace: Scalable tech, addressing global AdVoD market



ProSiebenSat.1 Media SE | February 23, 2017 | 1) Ad sales may be managed by glomex or Sales Houses; 2) glomex examples; 3) Revenue split for glomex Media Exchange Service; 4) Source: Magna Global (June 2016); Global AdVoD net advertising market incl. in-stream video and in-page video and social videos; 5) For best data management and infrastructure



We acquired The ADEX and now fully cover the AdTech value chain ...



The ADEX enables advertisers and publishers to **future-proof their business** by collecting, managing & segmenting proprietary user data and facilitate **data-driven targeted advertising and personalization**



... securing our independence from global digital competitors

Two alternative AdTech strategies

- 1** Using 3rd party AdTech
- 2** Acquiring own AdTech

Agency / advertiser



Rationale for own AdTech solution

Securing independence from global digital competitors

Backing up our **proprietary (TV) data** in our own ecosystem

Maintaining transparency across the value chain



We are collecting data from multiple sources in our own tech stack ...



Digital

TV

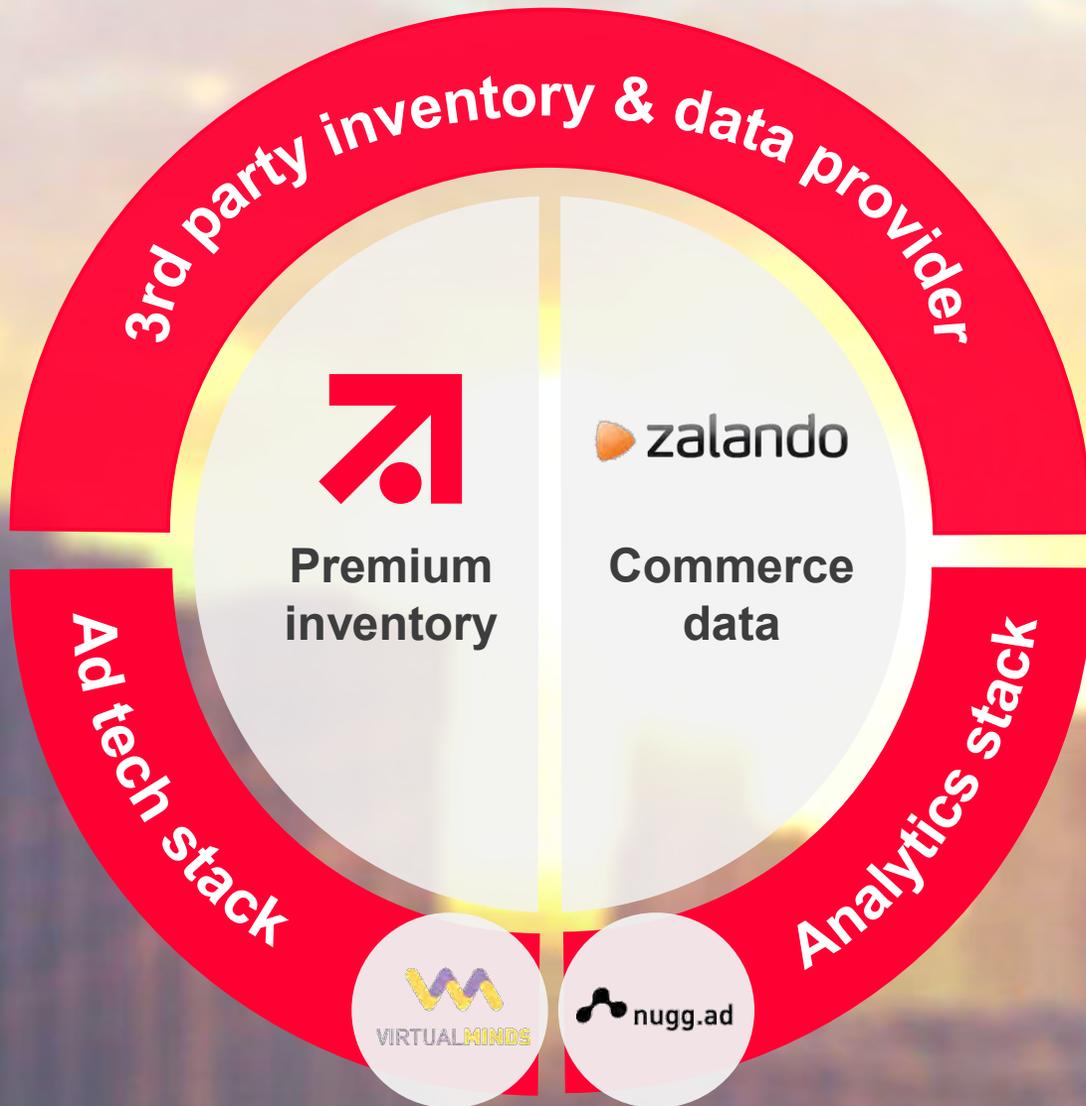


... in order to strengthen reach and depth of our proprietary data pool

Platforms & Brands ¹⁾	Total unique profiles ²⁾	Thereof in-depth commerce profiles ³⁾	
 <p>Desktop Web</p>		<p>25m+</p>	<p>8m+</p>
 <p>Mobile Web⁴⁾</p>		<p>40m+</p>	<p>5m+</p>
 <p>HbbTV⁴⁾</p>		<p>10m+</p>	<p>New products in pipeline</p>



We formed a strategic Coop with Zalando for audience-driven advertising ...



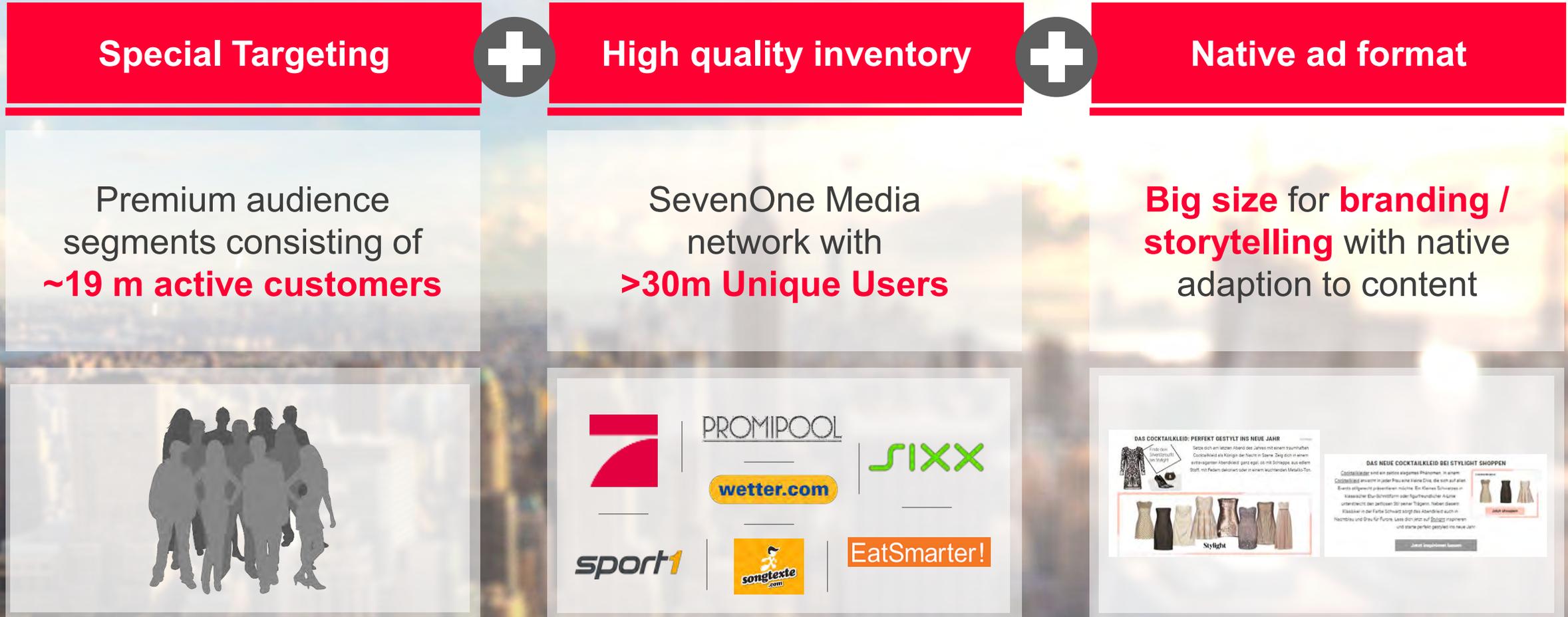
Tailored targeting products in premium environments

Advertising campaigns over private programmatic auctions

Coop open to third party inventory and data partners



... offering significant benefits to our customers





Our Zalando ad product is exclusively delivered through own tech

Strong combination of data brands and own technology

Unique targeting products at best-in-class (“Facebook-like”) usability via Active Agent

Easy and simple buy of targeted audiences – through a few clicks for advertisers

Initial offering: **Precise fashion-interested target groups**

ZALANDO MEDIA SOLUTIONS

Active Agent

Fashion products
Users interest by fashion product category

Clothing
Users interest in fashion product category Clothing

Shoes
Users interest in fashion product category Shoes

Accessoires
Users interest in fashion product category Accessoires

Young Families
People shopping and visiting frequently kids fashion and interested in kids products

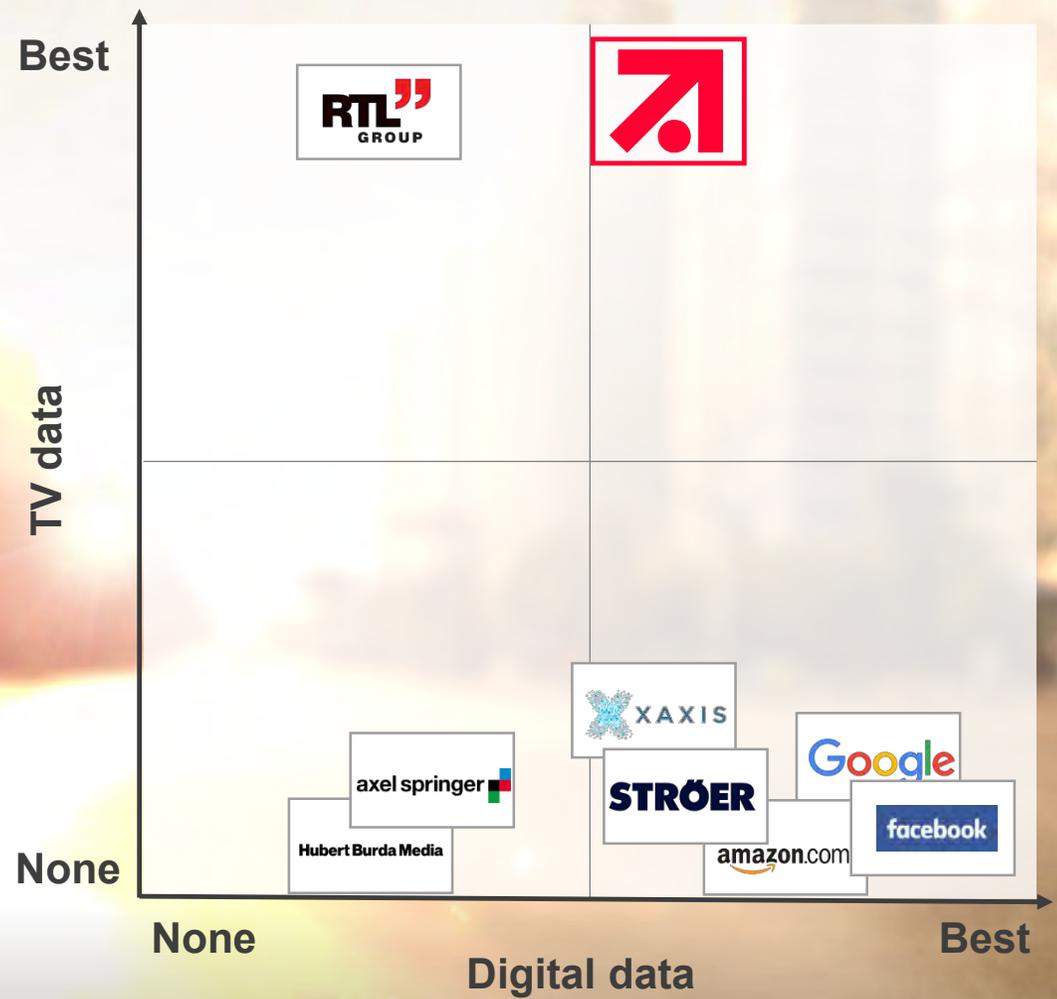
Sport Enthusiasts
Frequent shoppers and visitors of sport fashion and interested in sports

Nature Lovers
Frequent shoppers and visitors of outdoor products

Luxury Lovers
People looking for and buying premium brands and products



We have a unique strategic position to combine TV and digital data



P7S1 and **RTL**: The only media players with significant **proprietary TV data** in Germany, especially via HbbTV

Global digital players ahead in digital data – **without access to TV data**

P7S1 with an unique strategic positioning:
Competitive digital data, unique TV data, and own technology



With a single log-in, we will be able to link TV and digital data

One log-in on every device ...

Desktop



Mobile



HbbTV



Our USP

... enables us to offer advanced targeting products in TV & Digital

Addressable TV

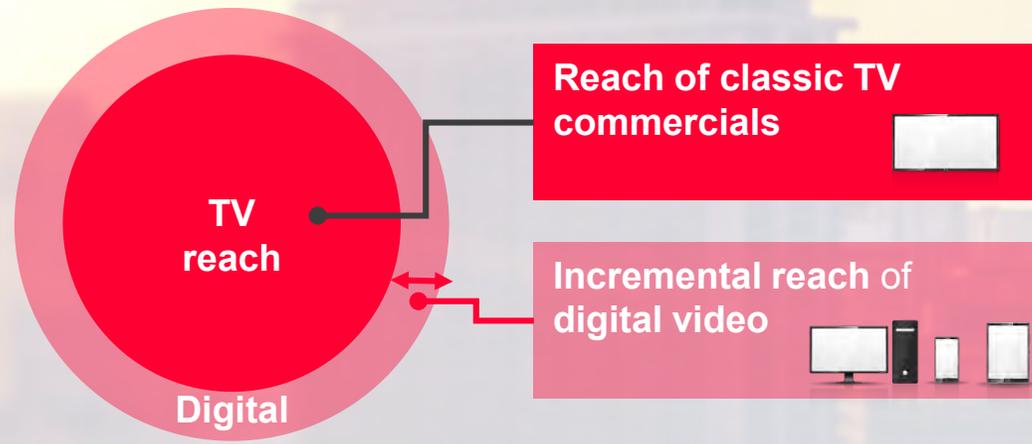
Desktop & mobile targeting segments

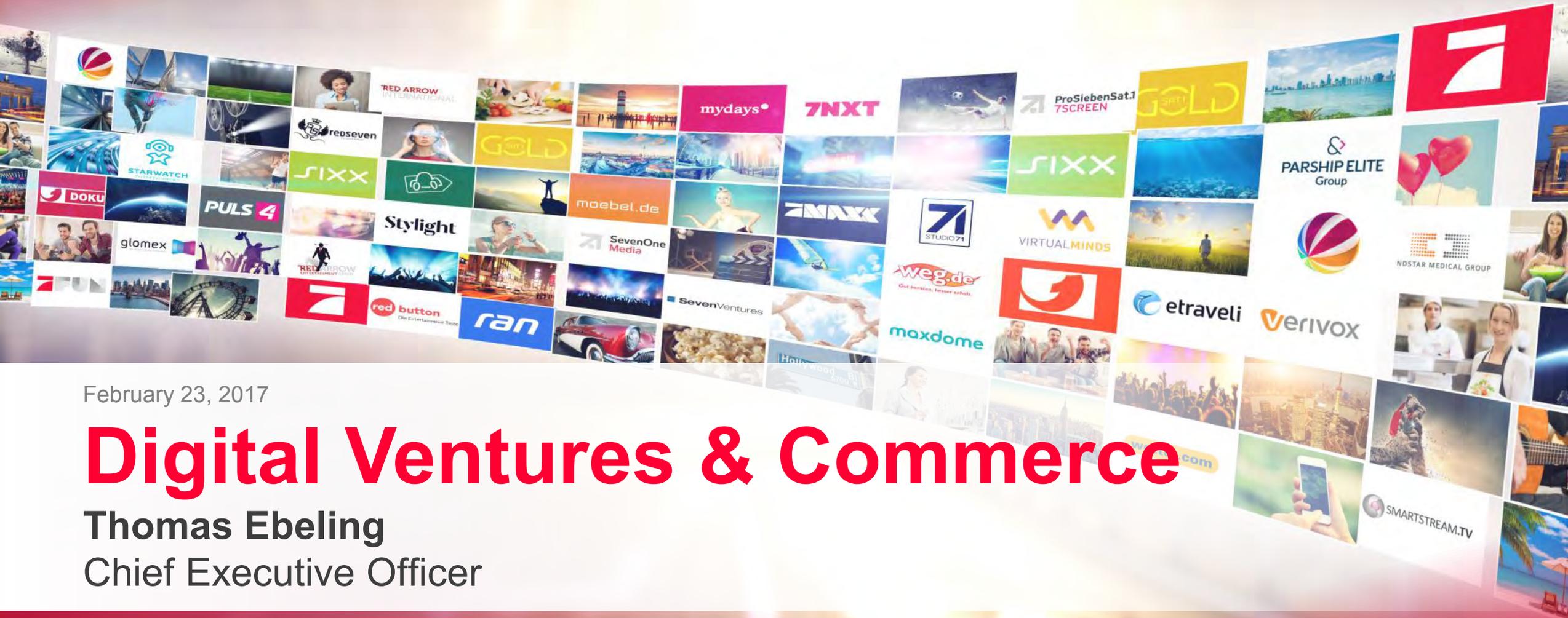


Enriched addressable TV targeting



Incremental reach





February 23, 2017

Digital Ventures & Commerce

Thomas Ebeling
Chief Executive Officer



Key achievements of Digital Ventures & Commerce in 2016

Digital Ventures & Commerce with dynamic 65% YoY revenue growth



Strategic Käuferportal investment in Online Price Comparison vertical



Lighthouse M&A deal with Parship Elite Group



Stylight acquisition in Lifestyle Commerce vertical



Successful build-up of Wellbeing Ecosystem

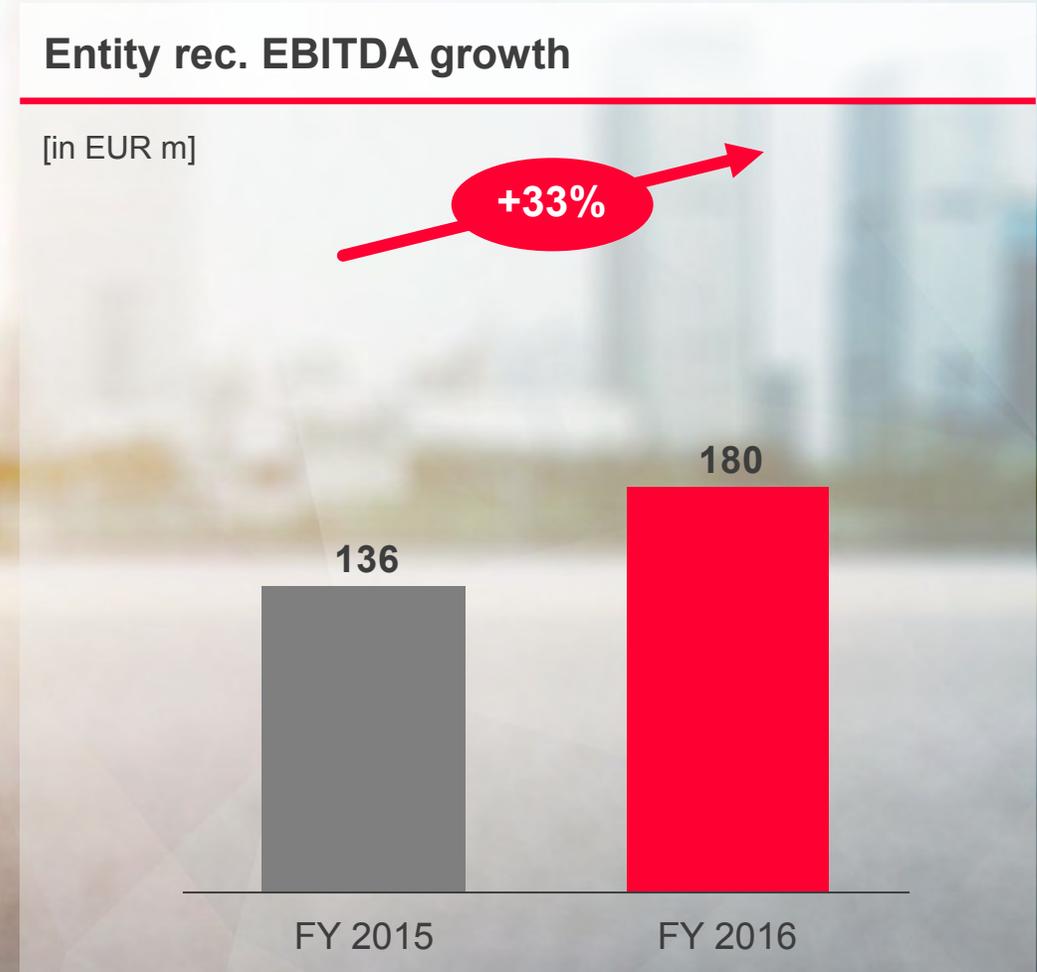
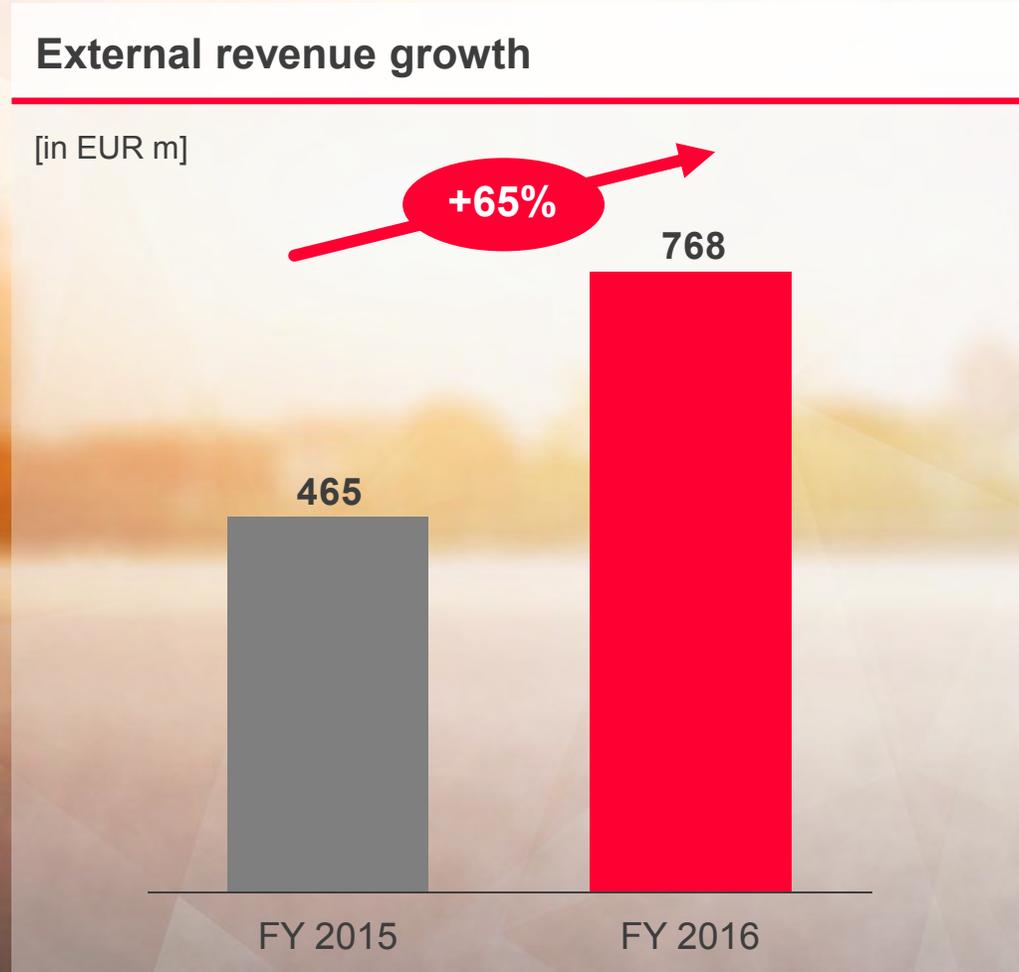


SevenVentures with high-profile deals





We continuously grow organically and through acquisitions ...





... and further expanded our portfolio with new assets ...

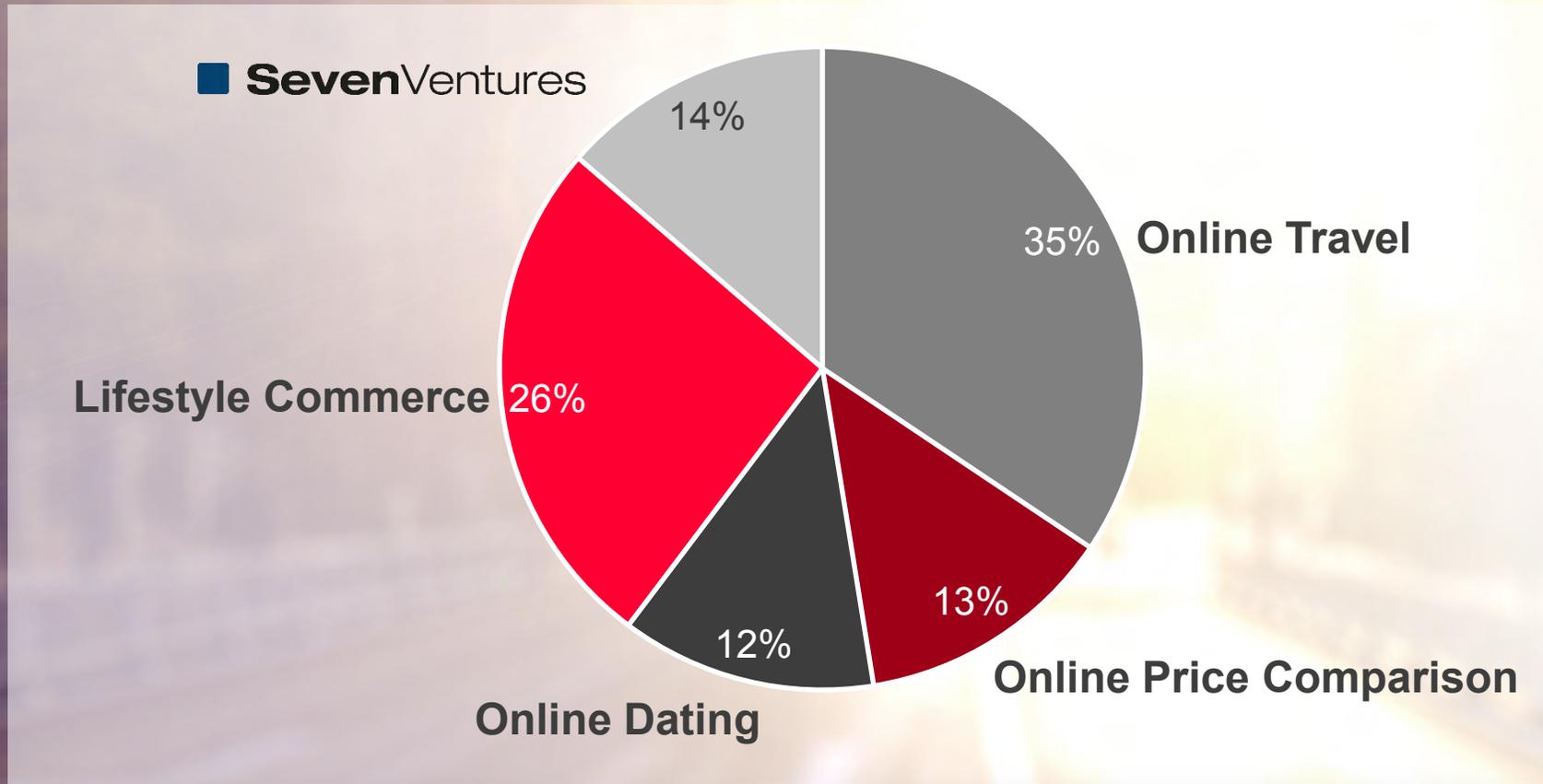
Online Travel	Online Price Comparison	Online Dating	Lifestyle Commerce
			100% stake²⁾
	New¹⁾	New	
			New
			 New¹⁾

SevenVentures



... leading to a balanced revenue contribution of our verticals

Pro forma ext. revenues 2016¹⁾



Top 3 assets

- etraveli
- Verivox
- PARSHIP ELITE Group

~40%
of revenues



Our portfolio is based on clear investment criteria

Selection criteria for verticals		Criteria fit			
		High	Medium	Low	
		Online Travel	Online Price Comparison	Online Dating	Lifestyle Commerce
Attractive market financials	Structural growth market	High	Medium	High	High
	Attractive revenue and EBITDA margin potential	Medium	Medium	Medium	Medium
Robust business model	Asset-light business model potential	Medium	Medium	Medium	Medium
	Digital transformation potential	Medium	High	High	Low
Strong TV synergies	Highly TV responsive	Medium	Medium	Medium	Medium
	Additional ad sales potential	Medium	High	High	Medium
	Data synergies	Medium	High	Medium	Medium
	Sales platforms for products of our customers	High	High	Low	Medium
Non-TV synergies	Omnichannel sales potential	Low	High	High	Medium
Manageable risk exposure	Protected from tech disruption	High	Medium	Medium	Medium
	Entry barriers for global giants	High	High	Medium	Medium



We follow a staged approach to superior value creation and growth ...





... and have identified a comprehensive list of synergy levers

Ad-related synergies

Advertising / sales promotions (WKZ)

- TV ad sales
- Online ad sales
- Other ad sales (e.g. position 0, native advertising)
- Sales promotions (WKZ)

Formats

- Advertorial/Branded Entertainment: TV
- Product placement: TV
- Infomercials: TV
- Advertorial/Branded Entertainment: Studio71
- Product placement: Studio71

Commerce cross-selling

- Internal P7S1 digital platform distribution
- Commerce transaction revenue
- Commerce subscription revenue
- Private label brand sales: own private label

Content synergies

- Usage of P7S1 content for assets: RedArrow/TVD/PSD
- Usage of P7S1 content for assets: Studio71
- Usage of asset content for P7S1 TV/websites/formats
- Usage of Commerce asset content on multiple Commerce sites

Data synergies

- Data sales to 3rd party

Commerce

- Data-driven commerce upside: Conversion uplift
- Data-driven commerce upside: Engagement increase
- Data-driven commerce upside: Cross-selling across/within assets

Advertising

- Data-enabled CPM increase / defense
- Data-enabled SOM sales: New sales customer from print
- Data-enabled SOM sales: Higher SOA (e.g. due to data consulting)

Platform brands

Omnichannel distribution of platform brands

- External digital platform distribution
- Mass retail
- Special retail
- Homeshopping/ Infomercials
- Direct sales



Strong synergy potential of our assets in TV ad segments (1/2)

		Potential						
			High	Medium	Low			
		Synergy potential (illustrative excerpt)						
		Assets	TV ad segments	Ad-related	Cross-selling	Content	Data	Pltf. Brands ¹⁾
Online Travel	 	Gifts		High	High	Medium	High	
		Leisure		High	High	Medium	High	
		Experience		High	High	Medium	High	
		Information		High	Medium	High	High	
		Travel		High	High	High	High	
Online Price Comparison	 	Energy	High	High	High	High	High	
		Insurance	High	High	High	High	High	
		Banking	High	High	High	High	High	
		Car Rental	High	High	High	High	High	
		Telco	High	High	High	High	High	
	Real Estate	High	Medium	Medium	High	Medium		
	Insurance	High	Medium	Medium	High	Medium		



Strong synergy potential of our assets in TV ad segments (2/2)

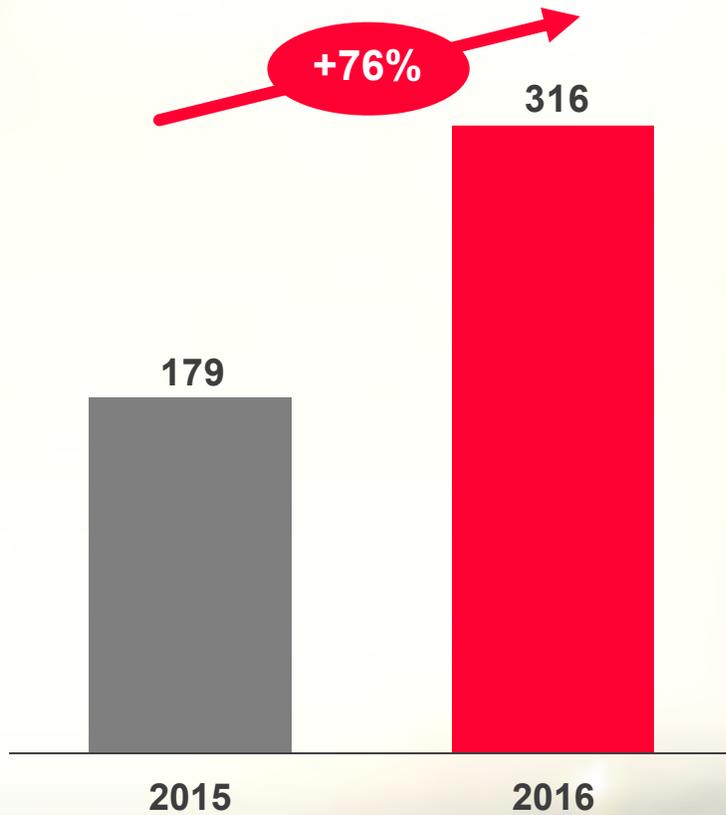
		Potential						
			High	Medium	Low			
		Synergy potential (illustrative excerpt)						
		Assets	TV ad segments	Ad-related	Cross-selling	Content	Data	Pltf. Brands ¹⁾
Online Dating	PARSHIP ELITE Group	Relationship	High	High	High	High	High	
			High	High	High	High	High	
Lifestyle Commerce	Stylight	Fashion	High	High	High	High	High	
		Fitness	High	High	High	High	High	
		Home & Living	High	High	High	High	High	
		Beauty	High	High	High	High	High	
	FLACONI	Sensual Lifestyle	High	High	High	High	High	
	AMORELIE	OTC	High	High	High	High	High	
	WINDSTAR MEDICAL GROUP	Health & Food	High	High	High	High	High	
	Vitafy	Home & Living	High	High	High	High	High	
7NXT								
moebel.de								



Travel vertical with dynamic growth ...

Online Travel external revenues¹⁾

[in EUR m]



Key highlights

etraveli continued **strong growth** and successfully expanded into **new markets**

Stabilization of our packaged tour business in difficult market environment

Successful **revenue growth** of **Billiger-Mietwagen** and **mydays**



... supported by strong market positions of our assets

				High	Medium	Low
	Market position	Market share	Global competition	Growth rate	Margin	
	#3 ¹⁾	Light Red	Dark Red	Dark Red	Dark Red	Dark Red
	#1 ²⁾	Dark Red	Light Red	High	Dark Red	Dark Red
	#4 ³⁾	Light Red	Light Red	Light Red	Light Red	Light Red
	#1 ⁴⁾	Dark Red	High	Light Red	Dark Red	Dark Red
	#1 ⁵⁾	Dark Red	Light Red	Dark Red	Dark Red	Dark Red

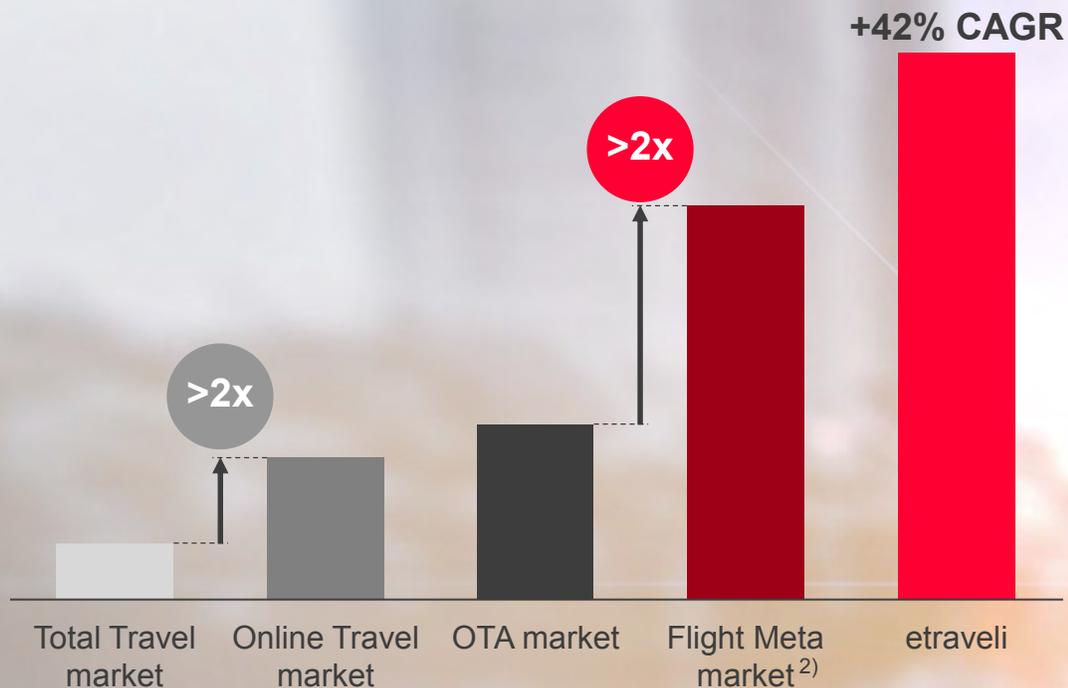
1) Flight online travel (OTA), Europe; 2) Online voucher market, Germany 3) Weg.de: OTA packaged tours market, Germany; tropo: Independent virtual tour operators, Germany; 4) Digital ad market in weather segment (Display & Video), Germany; 5) Car rental supplies sites & OTAs, Germany



etraveli continued its strong growth story in new and existing markets

Total transaction value growth in Europe

CAGR (2014 – 2016E/A)¹⁾



Key growth drivers



Market share gains in core markets (e.g. Scandinavia, Germany and UK)



Overall **growth of Meta search engines** driving our OTA business



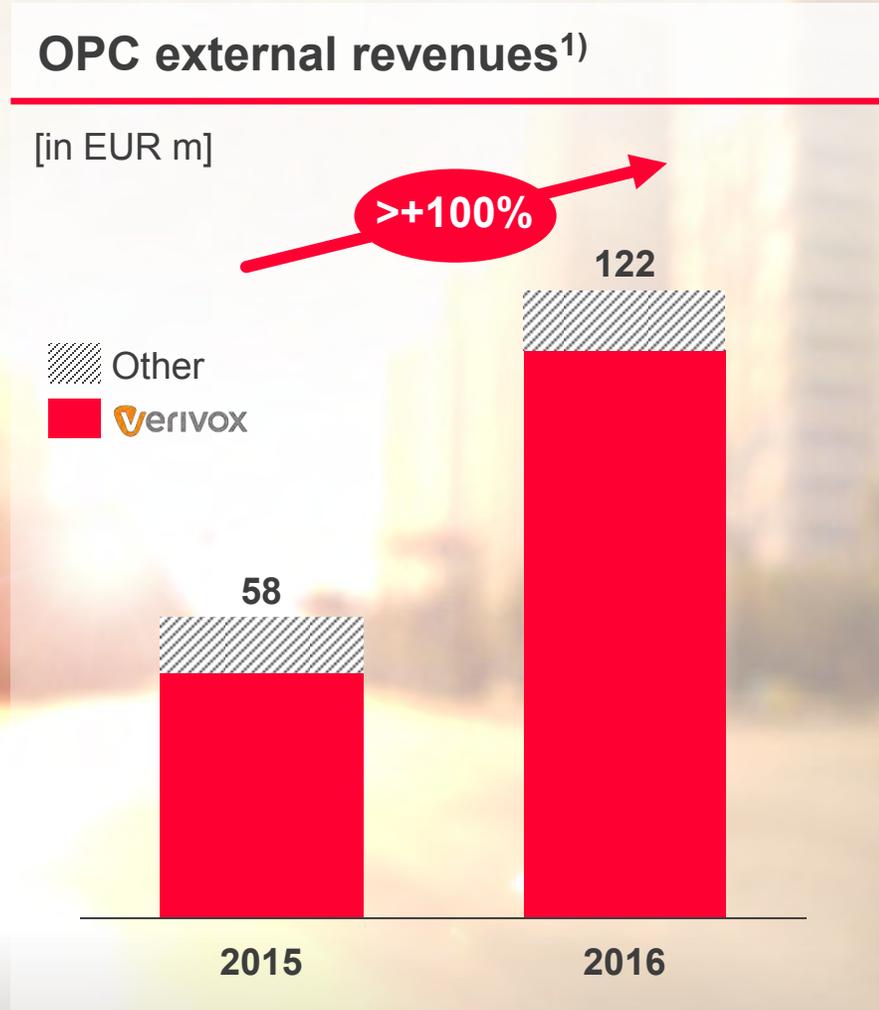
Increased **ancillary revenues** (e.g., revenues from non ticket sources)³⁾



Low cost **internationalization** with **6 new countries** launched in 2016⁴⁾



Outstanding Verivox performance driving OPC ...



Key highlights

We successfully leverage **our assets** (e.g., Preis24) in existing and new Verivox verticals

Verivox defended **#1 position** in **Energy vertical**

Käuferportal minority acquisition with **complementary products** and **services** to **Verivox**



... with double-digit growth in all key Verivox verticals

Key vertical development¹⁾

 #1					
	preis24.de			weg.de	billiger-mietwagen.de
Energy	TelCo	Insurance	Financial Services	OTA	Car Rental
				New ³⁾	New ³⁾



Growth driven by strong **TV impact** with **ROI >140%**²⁾

Synergetic integration of **P7S1 assets** to push verticals

Omnichannel expansion (e.g. flagship store)



We bought the two most successful Matchmaking brands¹⁾

Parship ♥

The biggest and most experienced Matchmaking service

#1 in Matchmaking

>1.5m registrations per year


ElitePartner

The premium matchmaker for academics & high class singles

#1 in premium segment

>0.3m registrations per year

Parship Elite Group with >80% market share in Matchmaking segment²⁾



Parship Elite Group has a strong foundation ...

Strong position



High **average revenues per user** and **attractive margins** in core business



Technological **leadership** with **16 years of experience**



Well-known and **established lighthouse brands**

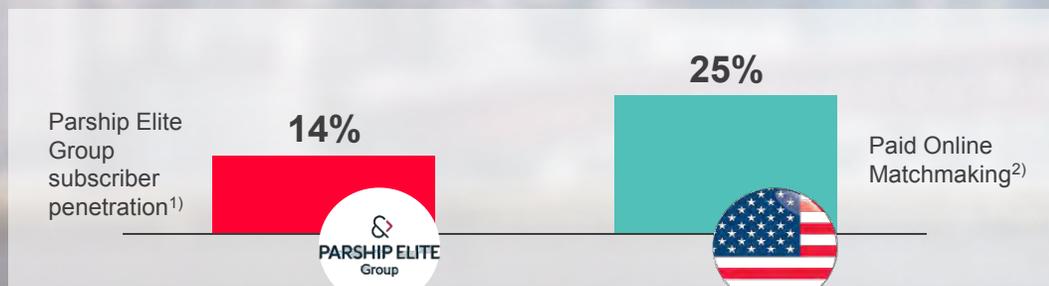


Good **market penetration** with **potential** for further growth





... and national and international growth opportunities



Growth opportunities

Leveraging **synergy potential** with Lifestyle Commerce assets



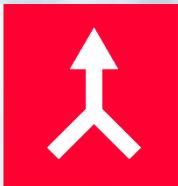
Expansion into business segments **adjacent to relationship**



Internationalization of business model to further countries



Consolidation of dating market in German-speaking countries

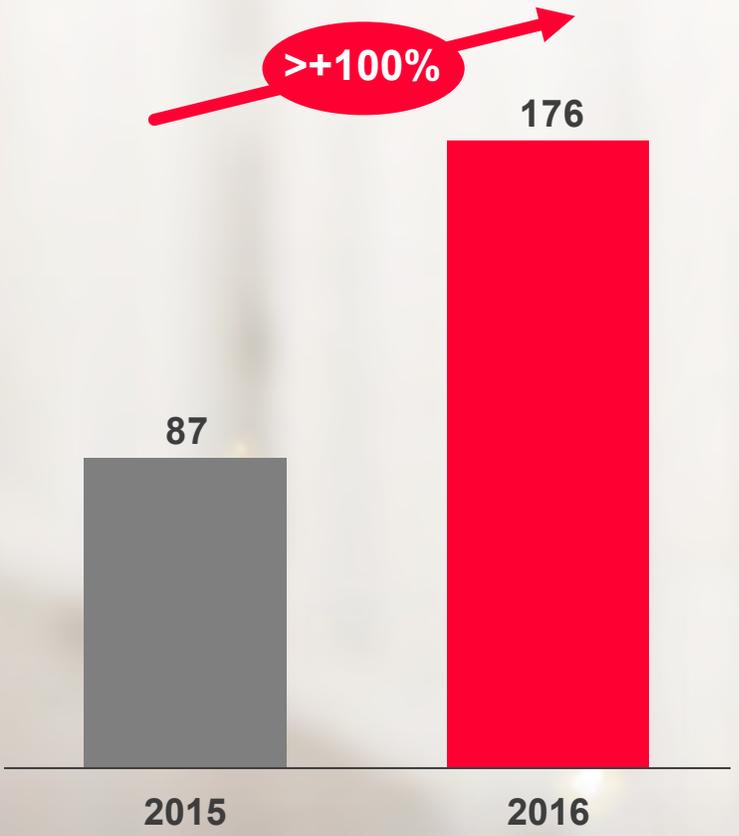




Lifestyle Commerce with strong growth trajectory

Lifestyle Commerce ext. revenues¹⁾

[in EUR m]



Key Highlights

Acquisition of Stylight complements our Lifestyle Commerce Ecosystem

Amorelie and Flaconi with strong revenue growth

Successful ongoing **build-up of our Wellbeing** portfolio with Windstar anchor acquisition





We continue to build our Ecosystem around Wellbeing

Wellbeing Ecosystem		Lifestyle businesses around Wellbeing					Travel
		Health & Fitness	Health Food & Functional nutrition	Fashion	Beauty	Home & Living	
TV	TV reach¹⁾ <i>Selected examples</i>						
	Branded formats <i>Selected examples²⁾</i>		New	New			New³⁾
Platforms	Lead Gen platforms						
	Engagement platforms						
	Omnichannel sales approach						
Products	Platform brands	New	New⁴⁾	New			



Windstar as our anchor asset in OTC with high synergy potential



Valuable OTC platform for P7S1 ...

... leveraging synergies with P7S1 Group

Distributor into mass market

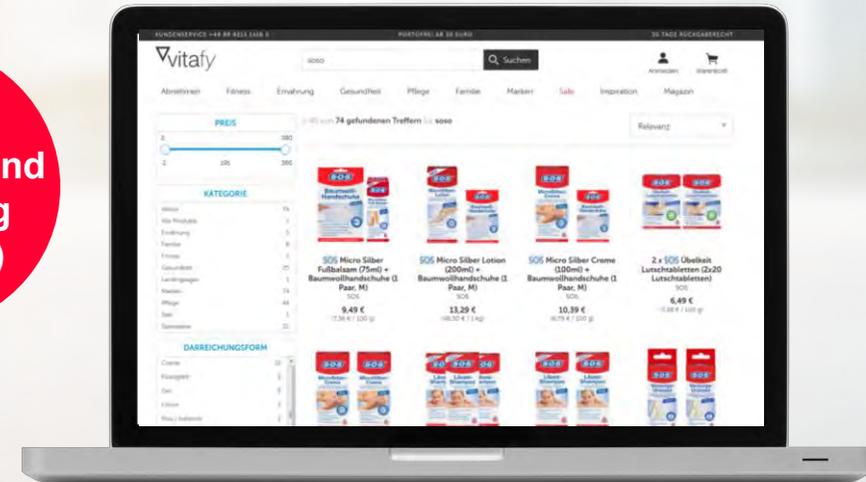
Development of exclusive products

Owner of regulatory know-how in OTC

Supporter in branding of OTC products

Focus on umbrella brand advertising (e.g. SOS)

Distribution of Windstar brands on Vitafy





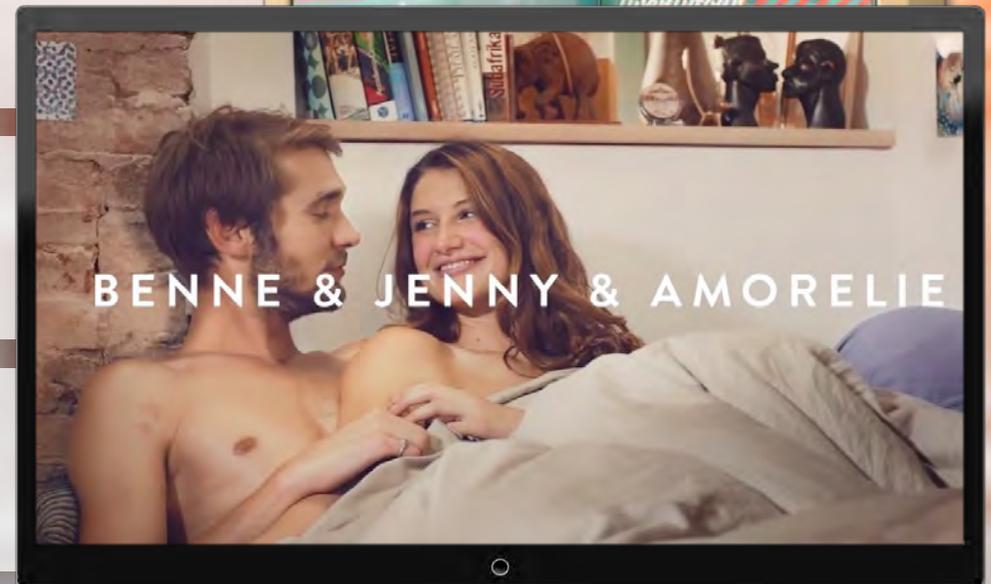
Amorelie is becoming a highly successful sensual lifestyle brand

Extension of proposition towards **partner relationship experience** and **sensual lifestyle**

Successful sale of **Amorelie Christmas calendars**

9 platform brands launched over the last 24 months

Strong growth of offline sales driven by “Amorelie Toyparties”





Stylight StyleLoft realized synergetic power of P7S1 group

Stylight

Push **Stylight brand** and **direct traffic**

7NXT

Promotion of **7NXT products**



Broadcasted on **ProSieben/SAT.1/Sixx**



Host: **Viviane Geppert** from **SAM**



Inhouse production by **RedSeven**



Show guests from **Studio71 webstars**

Significant uplift of already strong conversion rate on Stylight of up to +200%



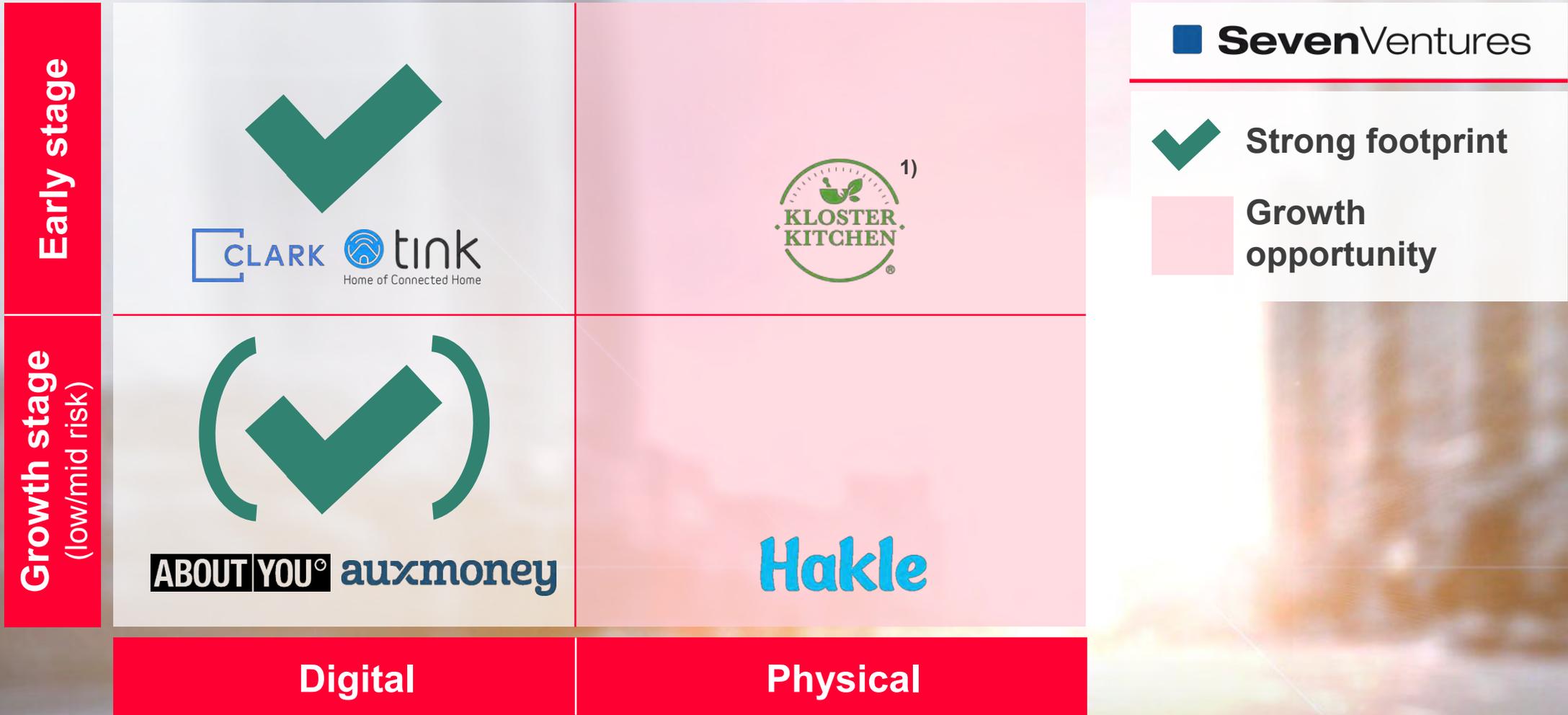
SevenVentures has closed high profile deals in 2016

Selection of new deals in 2016





We will further expand our SevenVentures investment model





February 23, 2017

FY 2016 – Summary & Outlook

Thomas Ebeling
Chief Executive Officer



Our 2017 outlook

At least high single-digit Group revenue growth



German TV ad market to grow +2-3%



ProSiebenSat.1 TV ad revenues to grow broadly in line with market



Digital Entertainment and Digital Ventures & Commerce with double-digit revenue growth



Adjusted EBITDA and adjusted net income above prior year



Positive dividend outlook and dividend policy unchanged



Disclaimer



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