
Press release



ProSiebenSat.1 strengthens focus on Entertainment business

- **Strengthening the leading position in the German-speaking entertainment market:** ProSiebenSat.1 places streaming service Joyn at the center of its Entertainment activities.
- **Viewers & Users First:** ProSiebenSat.1 concentrates on maximizing viewing time across all platforms.
- **Expansion of media synergies in Commerce & Ventures:** The Group is increasingly focusing on cooperation with young digital companies in the German-speaking region on the basis of its media-for-equity-/revenue model.
- **Focus on operating business at Dating & Video:** Following the successful establishment of ParshipMeet Group, ProSiebenSat.1 is focusing on operating performance in order to realize value for all stakeholders in the medium-term.

Unterföhring, March 28, 2023. ProSiebenSat.1 today presents the sharpened strategic focus, with which the Group addresses the challenges of the market environment and the changing media landscape, while at the same time leveraging the Group's growth potential.

Bert Habets, Group CEO of ProSiebenSat.1 Media SE: "We at ProSiebenSat.1 have everything it takes to reach millions of people day by day. Now we want to translate this even better into growth and become even more attractive, especially digitally. To do this, we are consistently putting our viewers and users first so that they spend as much time as possible with us and our offerings. Finally, we will monetize this maximized viewing time profitably with smart advertising technologies. In the future, also our investment focus will be on our Entertainment business. I am convinced that we will thus strengthen our leading position in the German-speaking entertainment market and achieve our medium-term revenue growth target of 4 to 5% on average per year."

ProSiebenSat.1 is clearly putting **Entertainment** in the focus and expands the digital business: The streaming platform Joyn will be the center of the digital entertainment presence and is becoming the entertainment & lifestyle brand for the whole family in the German-speaking region. To this end, ProSiebenSat.1 is also strengthening Joyn's aggregator approach. At the same time, initiatives such as the own newsroom, more local programming content, and closer cooperation with creators from our network contribute to increase ProSiebenSat.1's reach platform-independently. The Group will be able to monetize in particular the increasing digital reach ever better through smart Advanced TV advertising products and thus increase the digital share of its advertising revenues. In addition, cooperation within the industry is an important part of the strategy. Growth ambitions in the Entertainment segment also include that the Group regularly reviews opportunities for acquisitions.

The **Commerce & Ventures** segment has a strategic proximity to the Entertainment business. For more than ten years, ProSiebenSat.1 has been investing in attractive young companies via media synergies, thus increasing their brand awareness. ProSiebenSat.1 will continue this successful path in the future, increasingly relying on the media-for-equity-/revenue model. In this way, the Group's own inventory is additionally monetized in a proven way. ProSiebenSat.1 is furthermore concentrating on developing the Group's majority investments operationally and continues to implement the "best owner" strategy in the medium-term. This means that ProSiebenSat.1 verifies which companies the Group can take to the next level of development with its expertise and reach.

After ProSiebenSat.1 built up ParshipMeet Group into one of the globally leading online dating providers, starting in 2012 with a media-for-revenue investment, the Group is now focusing on strengthening the operational performance of the **Dating & Video** business. Against this backdrop, ParshipMeet Group is working on re-organizing and more strongly integrating its activities so that its brands complement each other even better with regard to products, target groups and user intentions. The goal here remains to maximize value for all stakeholders of ParshipMeet Group in the medium- to long-term and to realize it at the appropriate time.

With this strategic direction, ProSiebenSat.1 wants to sustainably strengthen its market position as the leading entertainment & commerce company in Germany, Austria and Switzerland.

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About ProSiebenSat.1 Group

ProSiebenSat.1 is the home of popular entertainment and infotainment and a leading entertainment and commerce player in the German-speaking region. Our Entertainment portfolio is complemented by digital consumer brands in our Commerce & Ventures and Dating & Video segments. Our strategy is centered around our Entertainment offerings: From lighthouse formats such as "The Masked Singer" and "Wer stiehlt mir die Show?" (Stealing the Show) to successful in-house productions like "Germany's Next Topmodel – by Heidi Klum": We offer the best entertainment – whenever, wherever and on any device. We combine our 15 free and pay TV channels and our digital streaming platform Joyn with our production, distribution, and sales business. We gear our offerings entirely to the needs of our viewers and users. We continuously strengthen our reach and monetize it in a variety of ways: In addition to marketing advertising spots in the Entertainment segment, we invest advertising time in young digital companies and in exchange receive shares in the companies themselves or in their revenues. With our investment and commerce activities, we built digital consumer brands such as flaconi, Jochen Schweizer mydays or Verivox by using our TV reach and advertising power. The Dating & Video segment was also established in line with this principle: With ParshipMeet Group, we have created a leading globally operating player in the dating segment and cover a broad spectrum of online dating to social entertainment offerings. Behind ProSiebenSat.1 are around 7,000 employees, who delight our audience and customers with great passion every day.