
Press Release



ProSiebenSat.1 reorganizes Executive Board / Wolfgang Link leaves the Company

Page 1

Unterföhring, June 12, 2023. Wolfgang Link, former Chief Entertainment Officer and CEO of Seven.One Entertainment Group, has decided to leave the Group by best mutual agreement as of July 15, 2023, after 14 years with ProSiebenSat.1. Due to the strategic realignment of the Group and the focus on the core business Entertainment, ProSiebenSat.1 Group CEO Bert Habets will directly manage the Entertainment segment in the future. Wolfgang Link will remain with the company as an advisor until at least the end of the year.

As a member of the Executive Board, Wolfgang Link was responsible for the Entertainment segment and was also CEO of Seven.One Entertainment Group. Until his appointment to the Executive Board in March 2020, he held various management positions at ProSiebenSat.1. He established an integrated entertainment house by combining the sales entity with the individual station brands as well as the content, digital and distribution areas. In addition, he decisively advanced the development of the newsroom and created the basis for innovative and local entertainment formats. Most recently, Wolfgang Link was responsible for the complete takeover of Joyn.

Dr. Andreas Wiele, Chairman of the Supervisory Board of ProSiebenSat.1 Media SE: "On behalf of the entire Supervisory Board, I would like to thank Wolfgang Link for his outstanding work and commitment to the company over the many years of his tenure. For example, he brought successful formats like 'The Voice of Germany' and 'The Masked Singer' to Germany and led the company from a pure free TV provider to a digital, platform-independent entertainment company. Wolfgang Link is leaving the company on the best of terms, and I also personally wish him all the best on his future path." **Wiele continued:** "The reorganization of the Executive Board is the logical consequence of the focus on the entertainment business. Here, Bert Habets can set new accents as CEO. The downsizing of the Executive Board is also in line with the Group-wide transformation program to optimize structures and costs."

ProSiebenSat.1 announced at the end of March that it would focus on its entertainment business in the future and expand its digital business. The streaming platform Joyn will be of central importance here. At the same time, initiatives such as the Group's own newsroom, more local program content and closer cooperation with creators from its own network are intended to help increase ProSiebenSat.1's reach across platforms.

Bert Habets, Group CEO of ProSiebenSat.1 Media SE: "ProSiebenSat.1 continues to be an entertainment icon. I am certain that we will make the most of this company's great potential if we act decisively and consistently, despite



the difficult market environment. The transformation of the Group is essential, and we will continue to invest heavily in local and international content in the future.” **Habets continued:** “Through Wolfgang Link, ProSiebenSat.1 has built up many excellent stars and talents like Joko & Klaas, produced top-class local content and created an innovative content house. I thank Wolfgang for the cooperative partnership and look forward to having him continue with us as an advisor.”

Page 2 of 2

Wolfgang Link: “I look back on the past 14 years with great gratitude. Together with a great team, we have written a piece of entertainment history. I say thank you from the bottom of my heart to all colleagues, artists, producers, advertisers and business partners who have accompanied me on this fantastic journey. It was and is a great privilege to inform and entertain Germany with great content every day. I look forward to continuing to serve ProSiebenSat.1 as an advisor.”

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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.