
Press Release



ProSiebenSat.1 extends contract with Group CEO Bert Habets

Unterföhring, April 18, 2025. The Supervisory Board of ProSiebenSat.1 Media SE has extended Bert Habets' (54) contract as Chairman of the Executive Board (Group CEO) for another three years until October 2028. This equips Bert Habets with the mandate to continue the consistent transformation of ProSiebenSat.1. The strategy established by Habets aims to sharpen the focus of the company on its core business and develop it into the leading entertainment company in the DACH region.

ProSiebenSat.1 has achieved significant successes since Bert Habets took office: Under his leadership, Joyn has been established as the most successful ad-supported, freely available streaming platform in the German-speaking region with 10 million monthly users. Bert Habets and his leadership team have taken decisive measures to strengthen the company's competitiveness and cost base in a challenging market environment. Furthermore, the company has successfully streamlined its portfolio to focus on its core business, as evidenced by the recent Verivox, Urban Sports Club, and About You divestments.

Dr. Andreas Wiele, outgoing Chairman of the Supervisory Board of ProSiebenSat.1 Media SE:

"I would like to congratulate Bert Habets on the extension of his contract. With this decision, the Supervisory Board is sending an important signal of stability which also finds the support of my designated successor Maria Kyriacou. Bert Habets' strong identification with the company, his leadership skills, and integrity, coupled with his media expertise and strategic foresight, continue to make him the ideal person for this task. I am confident that Bert Habets will continue to steer the company on the right path toward sustainable and profitable growth."

Bert Habets, Group CEO of ProSiebenSat.1 Media SE: "In recent years, we have reached important milestones in transforming ProSiebenSat.1 into a digital entertainment company. I therefore look forward to continuing to work on our strategic goals and further growing and strengthening our Entertainment footprint in DACH together with my highly committed team. I would like to thank the Supervisory Board for the trust it has placed in me and look forward to continuing our work together."

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