
Press release



ProSiebenSat.1 Announces Changes to its Executive Board

- Marco Giordani has been appointed as the new Chief Executive Officer of ProSiebenSat.1, succeeding Bert Habets
- Bob Rajan to join on an interim basis as Chief Financial Officer, succeeding Martin Mildner
- Markus Breitenecker steps down from his Chief Operating Officer role
- Leadership changes underscore commitment to accelerate the strategic transformation of ProSiebenSat.1

Unterföhring, October 21, 2025. Today, the Supervisory Board of ProSiebenSat.1 Media SE has resolved on significant changes to its Executive Board.

Marco Giordani, currently Chief Financial Officer (CFO) of MFE-MEDIAFOREUROPE N.V. ("MFE"), assumes the role of Chief Executive Officer (CEO) of ProSiebenSat.1 Media SE ("ProSiebenSat.1") effective immediately. Bert Habets is handing over his role as CEO to Marco Giordani in best mutual consent and will take on the role of senior advisor to ProSiebenSat.1 with a particular focus on a seamless transition period until the end of the year.

Bob Rajan will join ProSiebenSat.1 as Chief Financial Officer (CFO), with immediate effect, succeeding Martin Mildner, who will leave the company in best mutual consent. Bob Rajan will take on this position on an interim basis, primarily to drive forward the reorganization process and to enhance the company's profitability.

In addition, Markus Breitenecker, previously Chief Operating Officer of ProSiebenSat.1 has decided to step down from his role with immediate effect and in best mutual consent; his position will not be replaced on the level of the Executive Board.

Maria Kyriacou, Chairwoman of the Supervisory Board of ProSiebenSat.1 Media SE: "We warmly welcome Marco Giordani as CEO of ProSiebenSat.1. His appointment reflects the ambition to further accelerate the strategic transformation with a clear focus on excellence and a leading market position in entertainment. Marco brings deep operational expertise, strong financial acumen, a proven track record in leading complex organizations and will fully focus on ProSiebenSat.1 going forward. We also welcome Bob Rajan as new CFO. His experience in transformation and restructuring will be instrumental in enabling ProSiebenSat.1 to fully focus on growth in the future."

Maria Kyriacou adds: "On behalf of the Supervisory Board, I would like to express our sincere gratitude to Bert Habets for his leadership and strong commitment during a decisive transformative period for ProSiebenSat.1. He has been the driving force behind our strategic shift towards Entertainment. He strengthened and broadened the entire Entertainment portfolio while at the same time introducing cost efficiencies and leading various rounds of restructurings. Thanks to his decisive leadership, Joyn is now at the heart of our vision to become the leading AVoD streamer in the German-speaking region. Furthermore, Bert truly embodied our company's values and DNA in every decision he made from day one."

We also would like to thank Martin Mildner for his valuable contribution as CFO of the Group. He strengthened our financial foundations through decisive efficiency measures, successful portfolio streamlining including the sale of Verivox as well as the exit of General Atlantic, which put ProSiebenSat.1 back in full control over its Commerce & Ventures business.

A very special thank you also to Markus Breitenecker for his commitment over 30 years: He built up ProSiebenSat.1 in Austria, founded the current number 1 private TV-channel PULS 4 as well as the news-channel PULS 24 and established the superstreamer Joyn as the market leader in Austria. In his role within the Group, Markus modernized the sales organization and improved the usability of Joyn, which is the strongest growing AVoD streamer in Germany. With Embedding being part of the new Reformstaatsvertrag, he laid the foundation for embedding content of partners on Joyn.”

Marco Giordani has served as CFO of MFE since 2000, where he played a pivotal role in driving the group’s expansion strategy, optimizing operations, and strengthening the company’s financial position. Prior to his role as CFO at MFE, Giordani held senior leadership roles at the Group and worked extensively in the media and retail sectors. He brings more than three decades of leadership in finance, strategy, and steering global media organizations. His combination of strategic vision, operational leadership, and financial expertise uniquely positions him to lead ProSiebenSat.1 into its next chapter.

Bob Rajan is Managing Director at Alvarez & Marsal and has more than 25 years experience in transformation, performance improvement, and interim C-suite leadership. His expertise will support ProSiebenSat.1’s ongoing transformation and help the company to fully focus on growth.

These changes mark an important step in ProSiebenSat.1’s development as the company continues to adapt to evolving market dynamics and position itself for long-term success.

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