



ProSiebenSat.1
Media SE

company PROFILE

PROSIEBENSAT.1 AT A GLANCE

FROM A HIGHLY DIVERSIFIED CONGLOMERATE TO A FOCUSED MEDIA POWERHOUSE

Who we are



- ProSiebenSat.1 is the home of popular entertainment and reliable infotainment.
- One of the leading entertainment providers in the German-speaking region

Team



> **6.000** employees²⁾

With offices in Germany, Austria, Switzerland, Denmark, the UK, Israel and the USA

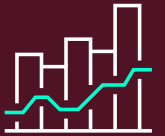
Reach



ø~**61 m**

Monthly total video reach of P7S1's linear TV channels and Joyn (status quo)¹⁾

Publicly Traded



- On Prime Standard
- Listed on the Frankfurt & Luxemburg stock exchanges
- Majority shareholder: MFE - MEDIAFOREUROPE

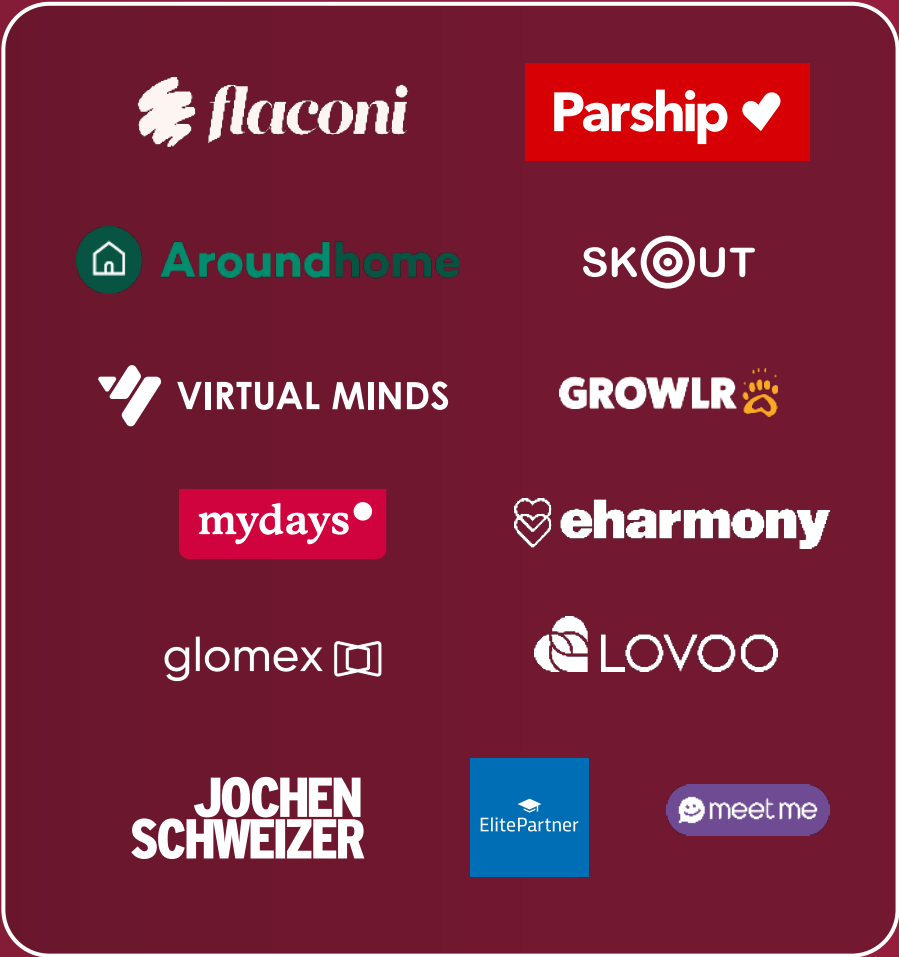
PROSIEBENSAT.1 IS ORGANIZED INTO TWO SEGMENTS

SELECTION OF COMPANIES

ENTERTAINMENT



COMMERCE & DATING



THE HEART OF PROSIEBENSAT.1: LINEAR TV CHANNELS, BRANDS UND FORMATS

SELECTION OF FORMAT HIGHLIGHTS

joyn 

Germany's Next
Topmodel by
Heidi Klum



Joko & Klaas gegen
ProSieben
(Joko & Klaas vs.
ProSieben)



ran Handball



joyn 

The Voice of Germany



joyn 

Villa der Versuchung
(Villa of Temptation)



Promi Big Brother



joyn 

Morlock Motors –
Big Deals im Westerwald
(Morlock Motors - Big
deals in the Westerwald)



joyn

The Race



OUR FOCUS: CROSS-PLATFORM LOCAL AND LIVE CONTENT

JOYN AS A SIGNIFICANT PART OF THE MULTI-PLATFORM STRATEGY

joyn

Our streaming platform Joyn is our primary digital growth platform through which we distribute and monetize our content – in addition to our TV channels and other external platforms.

9.6M

Monthly Video Users Q4 2025¹⁾
+22% vs. PY

16.3BN

Minutes Video Viewtime Q4 2025¹⁾
+33% vs. PY

+16%

Joyn AVoD Revenues
Q4 2025 vs. PY²⁾

NEW

Creator Reality
in Q1 2026

Strong
P7S1
Brand

“LOVE HUNTER” is the biggest driver for growth.

“Germany’s Next Topmodel” and
“Promis unter Palmen” (Celebrities
under the Palm Trees) still strongest
contents.



KEY FIGURES AT A GLANCE: FULL YEAR 2025

IN MIO EURO

GROUP REVENUES

3,675

REVENUES BY SEGMENT

COMMERCE
& DATING

1,508

2,167

ENTERTAINMENT

GROUP EBITDA

241



FIVE STRATEGIC PRIORITIES

CONTENT



We invest

in distinctive local and live content to deepen emotional viewer connection.

MULTI-PLATFORM



We increase

total video reach through a broadened multi-platform approach.

MONETIZATION



We expand

monetization to multiple platforms and through cross-selling of our premium media.

TECH & AI



We innovate

leveraging cutting-edge technology and AI to improve product offerings and processes.

FINANCIALS



We focus

on cost discipline and cash generation while sharpening our portfolio for growth.

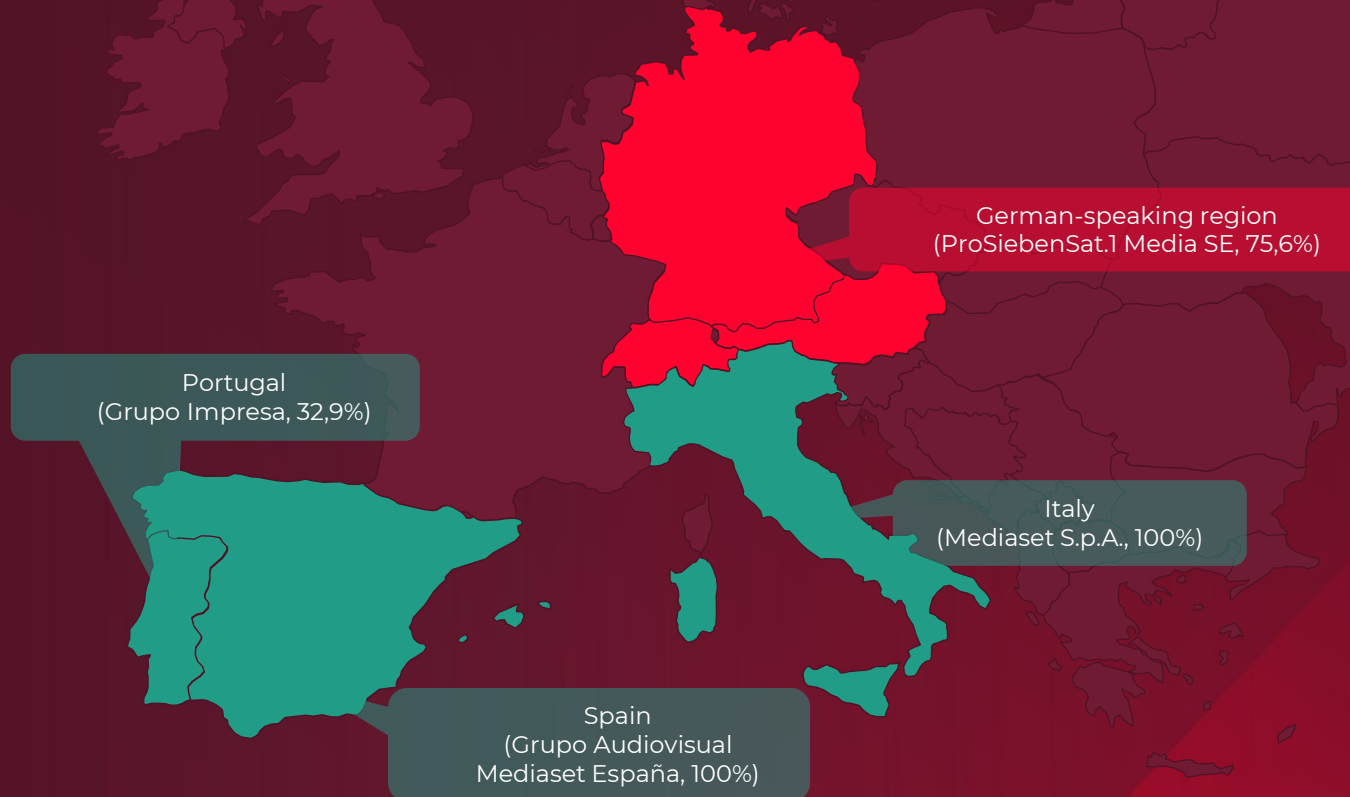
PROSIEBENSAT.1 IS PART OF A EUROPEAN MEDIA NETWORK

MAJORITY SHAREHOLDER MFE - MEDIAFOREUROPE

- MFE is a **European media group operating in six key markets.**
- Together, MFE and ProSiebenSat.1 reach a total of **approximately 220 million people.**



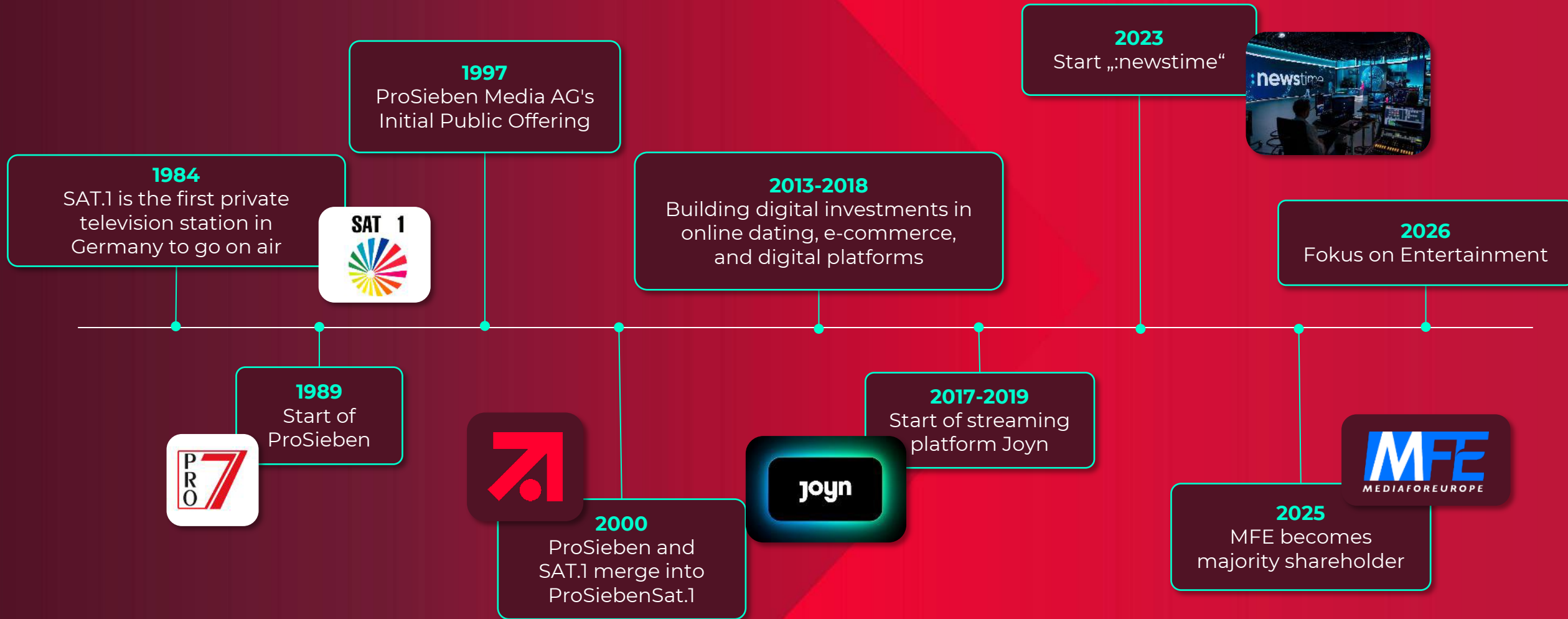
Shareholder Structure¹⁾



Strategic Importance: As part of one of Europe's largest media networks, ProSiebenSat.1 can benefit from pan-European scale advantages in partnership with MFE.

OUR HISTORY – IMPORTANT MILESTONES

FROM GERMANY'S FIRST PRIVATE BROADCASTER TO A LEADING ENTERTAINMENT PLAYER IN THE GERMAN-SPEAKING REGION



OUR FIVE VALUES OF CORPORATE CULTURE



PASSION

WE LOVE WHAT WE DO



INNOVATION

WE BELIEVE IN IDEAS



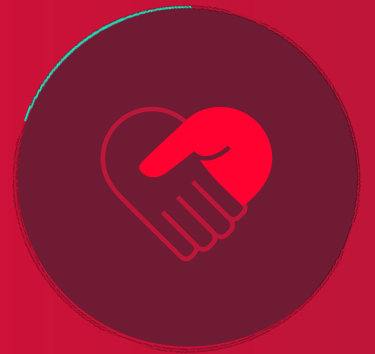
COURAGE

COURAGE AND CURIOSITY
ARE WHAT DRIVE US



GOAL ORIENTATION

WE THINK AND ACT AS
ENTREPRENEURS



RESPONSIBILITY

WE TAKE A STANCE

SUSTAINABILITY @P7S1

OUR GOAL

Our goal is to implement sustainability, diversity and inclusion as an **integral management concept** in all areas of the P7S1 Group. Sustainable management as the basis for all our business decisions is to become a matter of course.

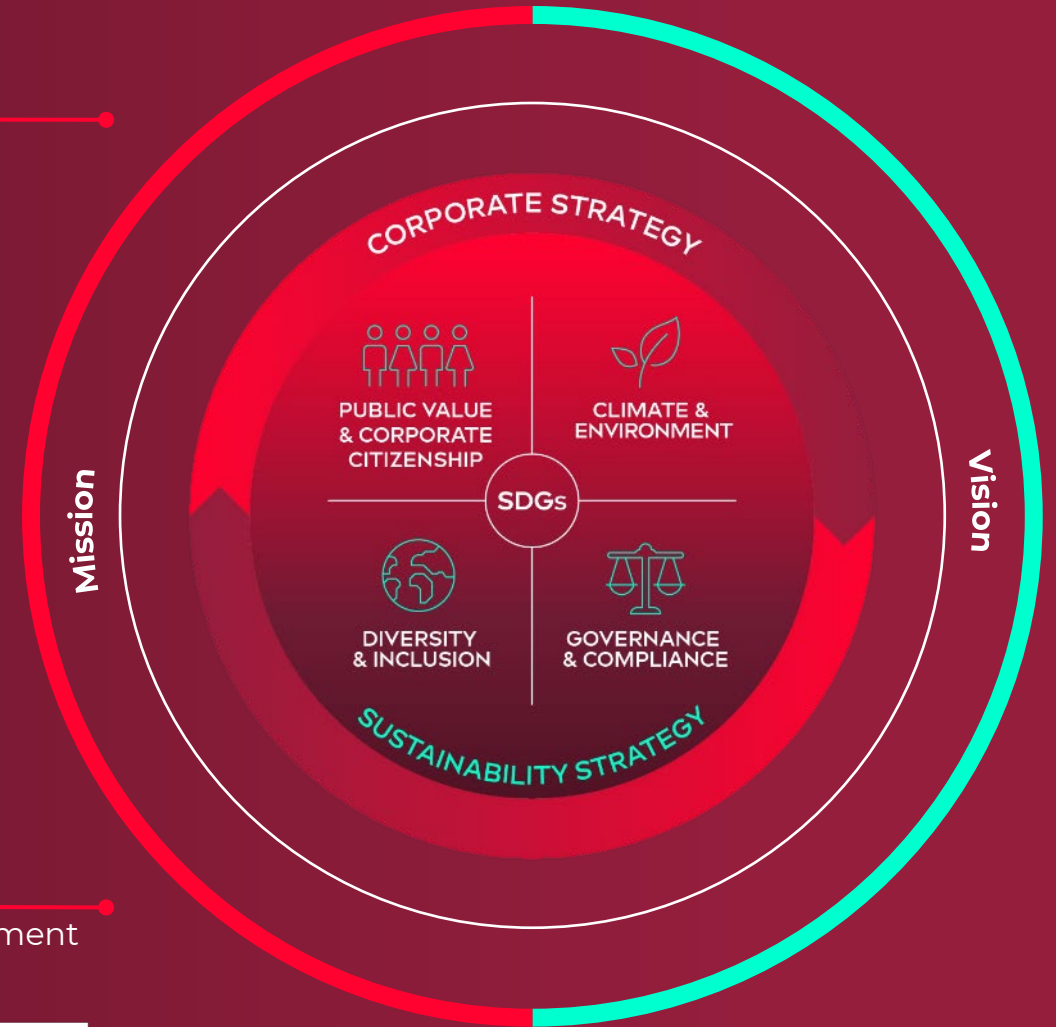
We take our corporate and social responsibility very serious. That's why we are committed to supporting the formation of opinions and promotion of democracy, championing diversity and equality as well as advancing climate and environmental protection, among other initiatives.

OUR PRINCIPLES

- We campaign for socially relevant issues.
- We promote equal rights and equal opportunities.
- We are committed to ecological sustainability and climate protection.
- We stand for openness and honesty.

SDGS

P7S1's Group-wide sustainability strategy is based on the UN Sustainability Development Goals (SDGs); P7S1 is signatory of the United Nation Global Compact.



OUR AREAS OF ACTION

PUBLIC VALUE & CORPORATE CITIZENSHIP



We champion societal issues. Public option formation & promotion of democracy are at the core of our responsibility.

Public Value brings topics of societal relevance into public awareness – through news formats, documentaries, or advocacy campaigns.

Through Corporate Citizenship, we support social initiatives and promote volunteering. We assist NGOs through donations and pro bono media placements.

DIVERSITY & INCLUSION



We advocate for equality and equal opportunity.

We foster an inclusive corporate culture and accessible offerings such as subtitles and audio descriptions. Female Mentoring promotes the proportion of women in leadership positions, and community engagement drives greater diversity within our organization.

CLIMATE & ENVIRONMENT



We are committed to ecological sustainability and climate protection.

Our focus is on the continuous reduction of our CO₂e footprint through increased efficiency and enhanced use of renewable energy.

By 2030, we aim to achieve operational greenhouse gas neutrality.

GOVERNANCE & COMPLIANCE



As a company, we stand for openness and integrity.

Our integrated approach to sustainable business practices continuously improves our economic, environmental, and social performance.

Through responsible action, we strengthen trust in our organization.

