Group Key Figures: Multi-Year Overview

EUR m	**Q2 2014**	Q2 2013	Q2 2012	Q2 2011	Q2 2010	Q2 2009	Q2 2008	Q2 2007	Q2 2006
Revenues	**691.1**	624.8	561.0	692.2	650.0	693.9	801.9	551.6	550.9
Revenue margin before income taxes (in percent)	**19.3**	21.6	18.3	17.3	11.9	12.2	11.0	26.0	24.8
Total costs	**518.0**	455.5	421.3	518.6	521.5	547.2	657.2	407.1	408.7
Operating costs[1]	**476.1**	421.1	368.2	455.6	427.8	495.7	601.5	395.5	-/-
Consumption of programming assets	**209.0**	202.1	202.3	273.6	214.2	261.9	318.5	230.8	235.7
Recurring EBITDA[2]	**219.1**	209.2	195.9	238.7	223.5	201.2	203.7	159.1	-/-
Recurring EBITDA margin (in percent)	**31.7**	33.5	34.9	34.5	34.4	29.0	25.4	28.8	-/-
EBITDA	**208.7**	197.6	160.2	210.4	165.1	177.3	189.3	158.8	154.8
Non-recurring items[3]	**-10.4**	-11.6	-35.7	-28.3	-58.4	-23.9	-14.4	-0.3	-/-
EBIT	**177.5**	176.3	142.9	175.7	130.0	147.1	151.6	148.6	144.9
Financial result	**-44.2**	-41.4	-40.4	-55.7	-52.5[9]	-62.5	-64.3	-5.0	-8.4
Profit before income taxes	**133.3**	134.8	102.5	120.0	77.5[9]	84.8	88.1	143.6	136.5
Consolidated net profit (after non-controlling interests)[4]	**96.2**	136.1	83.9	129.0	77.0[9]	45.5	59.5	87.2	83.4
Profit from discontinued operations (net of income taxes)	**6.9**	45.6	11.8	47.2	25.8	-/-	-/-	-/-	-/-
Underlying net income[5]	**108.1**	104.3	99.8	95.3	87.2	52.8	73.6	88.2	-/-
Basic earnings per share (underlying)[6]	**0.51**	0.49	-/-	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	**215.4**	207.5	188.2	232.2	219.7	278.0	327.2	211.8	210.0
Free cash flow	**99.4**	9.7	113.4	151.4	154.3	99.5	-6.7	117.8	208.2
Cash flow from investing activities	**-271.6**	-283.8	-198.4	-258.2	-247.1	-294.3	-388.7	-219.9	-213.3

EUR m	**H1 2014**	H1 2013	H1 2012	H1 2011	H1 2010	H1 2009	H1 2008	H1 2007	H1 2006
Revenues	**1,272.2**	1,187.6	1,060.4	1,288.0	1,226.1	1,320.9	1,530.9	1,052.8	1,016.1
Revenue margin before income taxes (in percent)	**16.1**	17.4	15.8	13.0	8.4	5.9	5.2	20.1	18.4
Total costs	**994.7**	917.0	820.5	1,029.4	1,020.6	1,124.8	1,340.0	839.4	815.7
Operating costs[1]	**922.6**	859.4	747.1	922.6	887.7	1,032.0	1,245.7	817.5	-/-
Consumption of programming assets	**428.6**	431.0	421.1	535.6	460.5	540.1	672.3	478.7	477.0
Recurring EBITDA[2]	**359.3**	337.2	318.1	368.7	342.1	295.0	292.2	241.2	-/-
Recurring EBITDA margin (in percent)	**28.2**	28.4	30.0	28.6	27.9	22.3	19.1	22.9	-/-
EBITDA	**344.6**	320.7	278.0	337.9	274.3	267.7	274.1	240.8	225.5
Non-recurring items[3]	**-14.7**	-16.5	-40.1	-30.8	-67.8	-27.3	-18.1	-0.4	-/-
EBIT	**287.3**	281.0	244.7	261.9	209.4	206.1	201.5	220.4	206.0
Financial result	**-82.5**	-74.4	-77.6	-94.6	-106.5[9]	-128.7	-122.8	-9.3	-19.4
Profit before income taxes	**204.9**	206.6	167.1	167.3	102.9[9]	77.8	79.5	211.1	186.6
Consolidated net profit (after non-controlling interests)[4]	**132.5**	192.2	134.7	167.3	98.8[9]	43.8	51.6	127.8	114.2
Profit from discontinued operations (net of income taxes)	**-5.9**	51.2	22.3	51.7	30.9	-/-	-/-	-/-	-/-
Underlying net income[5]	**163.8**	155.3	140.9	129.1	120.0	64.4	79.6	129.9	-/-
Basic earnings per share (underlying)[6]	**0.77**	0.73	-/-	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	**469.3**	489.1	457.2	581.1	574.3	658.0	678.8	481.7	459.1
Free cash flow	**-46.9**	-12.7	20.5	5.7	15.3	-6.4	-79.9	150.3	183.8
Cash flow from investing activities	**-646.9**	-582.8	-496.7	-620.2	-603.3	-680.0	-718.8	-480.3	-468.7

Group Key Figures: Multi-Year Overview

EUR m	**06/30/2014**	06/30/2013	06/30/2012	06/30/2011	06/30/2010	06/30/2009	06/30/2008	06/30/2007	06/30/2006
Programming assets	**1,232.6**	1,334.6	1,573.8	1,503.5	1,622.5	1,472.8	1,282.3	1,042.9	1,027.2
Equity	**425.6**	1,682.1	1,358.0	1,202.4	757.3[9]	492.8[9]	921.7[9]	1,375.4	1,291.1
Equity ratio (in percent)	**12.5**	37.2	27.4	19.1	12.0[9]	8.3[9]	15.4[9]	64.6	59.0
Cash and cash equivalents	**146.4**	1,287.2	304.1	881.8	750.3	599.1	632.9	213.9	338.6
Financial liabilities	**1,970.2**	1,841.0	2,338.5	3,765.5	4,025.5	4,026.6	3,838.9	187.0	386.0
Leverage[7]	**2.2[11]**	0.7[11]	2.3	3.1	4.1	5.1	5.2	-/-	-/-
Net financial debt	**1,823.7[10]**	553.8[10]	2,034.4	2,842.0	3,275.1	3,427.3	3,689.1	–26.9	47.2
Employees[8]	**4,173**	3,281	2,705	4,302	3,865	5,195	5,915	3,062	2,914

1 Total costs excl. D&A and non-recurring expenses.
2 EBITDA before non-recurring (exceptional) items.
3 Non-recurring expenses netted against non-recurring income.
4 Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media AG including discontinued operations.
5 Consolidated profit for the period attributable to shareholders of ProSiebenSat.1 Media AG before the effects of purchase price allocations and additional special items.
6 Due to the merger of the share classes in 2013, from this year on the basic earnings per share (underlying) are shown.
7 Ratio net financial debt to recurring EBITDA in the last twelve months.
8 Full-time equivalent positions as of reporting date from continuing operations.
9 After changes in accounting policies according to IAS 8 and corresponding adjustment of previous-year figures. For information regarding the change in accounting policy, please refer to the Annual Report 2010, page 123.
10 After reclassification of cash and cash equivalents of Eastern European operations.
11 After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for LTM recurring EBITDA contribution from the Northern and Eastern European business.

Segment Key Figures: Multi-Year Overview

EUR m	**Q2 2014**	Q2 2013	Q2 2012	**H1 2014**	H1 2013	H1 2012
Broadcasting German-speaking						
External revenues	**511.2**	486.7	475.1	**960.4**	927.8	896.3
Recurring EBITDA[1]	**188.4**	182.4	178.4	**308.2**	293.4	287.6
Recurring EBITDA Marge (in percent)[2]	**35.7**	36.2	36.2	**31.1**	30.4	30.9
EBITDA	**184.5**	172.0	145.2	**303.5**	279.6	251.8
Digital & Adjacent						
External revenues	**149.2**	112.6	68.0	**255.1**	209.2	135.2
Recurring EBITDA[1]	**30.8**	24.4	18.5	**54.6**	44.3	35.9
Recurring EBITDA Marge (in percent)[2]	**20.5**	21.6	27.1	**21.3**	21.1	26.5
EBITDA	**25.2**	24.6	16.7	**48.4**	43.5	34.1
Content Production & Global Sales						
External revenues	**30.7**	25.4	17.9	**56.7**	50.5	28.9
Recurring EBITDA[1]	**1.3**	3.0	1.1	**-1.2**	1.8	-0.5
Recurring EBITDA Marge (in percent)[2]	**3.4**	7.6	4.1	**-1.6**	2.5	-1.0
EBITDA	**1.2**	1.8	0.5	**-2.0**	0.2	-1.8

1 EBITDA before non-recurring (exceptional) items.
2 Based on total segment revenues, see Note 6 "Segment reporting".

Explanation of reporting principles in the first half of the year / at June 30, 2014: The figures for the first half of 2014 relate to the key figures from continuing operations in line with IFRS 5, i.e. not including the revenues and earnings contributions of the disposed operations deconsolidated in February 2014 (Hungary) and April 2014 (Romania) and the remaining Romanian activities classified as held-for-sale until the closing of the sale transaction. The income statement items of the entities concerned are grouped as a single line item, result from discontinued operations, and reported separately. The result from discontinued operations presented after taxes for the first half of 2014 includes the result generated by the disposed companies in Hungary and Romania up to deconsolidation, the respective deconsolidation results and the ongoing earnings contributions of the remaining Romanian companies still held for sale. For the income statement and cash flow statement, the key figures for 2013 and 2012 were presented on a comparable basis. In the financial year 2011 the Belgian TV operations and the TV and Print operations in the Netherlands were deconsolidated on closing of the respective share purchase agreements in June and July 2011. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The 2011 result from discontinued operations contains the net profit as well as the gain on disposal and is presented after taxes. The figures for 2010 (income statement and cash flow statement) have only been adjusted for the figures of the operations sold in 2011.

The previous year's figures in the statement of financial position were not adjusted.

Since the start of the 2013 financial year, ProSiebenSat.1 Media AG has reported in an amended segment structure. The Pay TV business, which until then was allocated to the Digital & Adjacent segment, is now shown in the Broadcasting German-speaking segment. The figures for the 2012 financial year were adjusted to the new segment structure. The multi-year comparison does not go any further.