

Group Key Figures: Multi-Year Overview

EUR m	Q4 2014	Q4 2013	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007	Q4 2006	Q4 2005
Revenues	965.9	840.8	789.3	712.4	828.9	880.4	876.8	989.3	657.2	636.0
Revenue margin before income taxes (in percent)	26.2	27.3	27.3	26.7	23.9	19.5	-14.6	14.4	27.1	23.3
Total costs	694.2	587.9	554.1	466.7	572.6	651.8	915.8	772.3	471.6	480.6
Operating costs ¹	645.6	547.3	509.5	434.7	520.8	576.2	621.6	695.1	460.3	-/-
Consumption of programming assets	255.0	247.2	244.6	239.0	279.3	290.1	327.5	395.6	264.2	288.8
Recurring EBITDA ²	325.1	302.1	285.7	281.9	312.5	307.2	279.3	296.9	200.8	-/-
Recurring EBITDA margin (in percent)	33.7	35.9	36.2	39.6	37.7	34.9	31.9	30.0	30.6	-/-
EBITDA	316.9	288.7	269.3	266.5	292.9	293.0	251.7	281.1	200.2	167.8
Non-recurring items ³	-8.2	-13.4	-16.5	-15.4	-19.6	-14.2	-27.6	-15.8	-0.6	-/-
EBIT	281.8	262.1	241.3	249.3	260.8	239.2	3.5	222.1	189.4	156.8
Financial result	-29.1	-32.3	-25.9	-58.9	-63.0	-67.3	-133.3	-79.6	-11.0	-10.0
Profit before income taxes	252.7	229.8	215.4	190.4	197.8	171.9	-128.0	142.5	178.4	147.9
Consolidated net profit (after non-controlling interests) ⁴	149.4	59.4	99.0	129.9	181.4	113.4	-170.0	39.5	113.4	96.9
Profit from discontinued operations (net of income taxes)	-18.4	-95.6	-63.7	-36.2	34.4	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	180.4	158.9	163.8	175.9	158.8	137.1	78.2	75.3	114.4	-/-
Basic earnings per share (underlying) ⁶	0.84	0.75	-/-	-/-	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	182.8	182.5	183.8	211.4	240.0	267.8	329.3	366.9	261.1	253.9
Free cash flow	297.3	306.4	262.8	237.5	203.5	241.6	389.2	213.9	190.7	162.7
Cash flow from investing activities	-227.9	-223.4	-207.5	-222.8	-285.7	-305.1	-67.1	-432.1	-268.0	-261.1

EUR m	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
Revenues	2,875.6	2,605.3	2,356.2	2,199.2	2,601.0	2,760.8	3,054.2	2,710.4	2,104.6	1,989.6
Revenue margin before income taxes (in percent)	19.5	20.2	19.4	15.8	12.6	8.4	-2.2	9.2	18.4	17.6
Total costs	2,209.0	1,961.9	1,768.8	1,628.0	2,045.4	2,310.7	2,851.0	2,341.9	1,672.4	1,620.3
Operating costs ¹	2,046.9	1,835.8	1,624.6	1,482.9	1,820.6	2,077.5	2,413.1	2,063.1	1,629.7	-/-
Consumption of programming assets	867.8	858.7	838.7	864.3	957.0	1,068.6	1,247.1	1,145.8	946.0	947.2
Recurring EBITDA ²	847.3	790.3	744.8	725.5	791.5	696.5	674.5	662.9	487.0	-/-
Recurring EBITDA margin (in percent)	29.5	30.3	31.6	33.0	30.4	25.2	22.1	24.5	23.1	-/-
EBITDA	818.4	757.8	680.4	652.5	693.8	623.0	618.3	522.3	484.3	418.5
Non-recurring items ³	-28.9	-32.6	-64.4	-73.0	-97.7	-73.5	-56.2	-140.6	-2.7	-/-
EBIT	694.5	668.9	600.9	580.5	566.8	475.1	263.5	385.3	444.3	382.7
Financial result	-134.4	-142.0	-144.4	-232.7	-238.2	-242.4 ⁹	-334.9	-135.5	-57.6	-33.0
Profit before income taxes	560.1	526.9	456.5	347.8	328.6	233.1 ⁹	-68.4	249.8	386.7	350.7
Consolidated net profit (after non-controlling interests) ⁴	346.3	312.1	295.0	637.5	312.7	146.6 ⁹	-129.1	89.4	240.7	220.9
Profit from discontinued operations (net of income taxes)	-27.1	-47.6	-30.2	373.2	78.1	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	418.9	379.7	355.5	272.4	275.2	186.8 ⁹	170.4	272.8	244.8	-/-
Basic earnings per share (underlying) ⁶	1.96	1.78	-/-	-/-	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	889.7	860.2	843.3	938.9	1,098.6	1,227.2	1,397.0	1,176.7	955.0	907.3
Free cash flow	276.5	330.1	256.3	201.2	179.0	157.4	183.8	-1,675.4	292.4	70.1
Cash flow from investing activities	-1,148.4	-1,018.3	-945.8	-973.4	-1,186.4	-1,320.1	-1,175.0	-3,269.0	-979.6	-1,095.7

figures audited

Group Key Figures: Multi-Year Overview

EUR m	12/31/2014	12/31/2013	12/31/2012	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007	12/31/2006	12/31/2005
Programming assets	1,211.9	1,201.6	1,276.9	1,531.3	1,654.6	1,526.5	1,380.0	1,317.7	1,056.3	1,057.5
Equity	753.9	584.1	1,500.8	1,441.4	1,025.9	607.0 ⁹	506.7 ⁹	1,090.1 ⁹	1,240.5	1,187.7
Equity ratio (in percent)	19.3	16.4	27.7	28.6	16.2	9.8 ⁹	8.5 ⁹	18.2 ⁹	64.2	58.9
Cash and cash equivalents	470.6	395.7	702.3	517.9	740.7	737.4	632.9	250.8	63.5	157.6
Financial liabilities	1,973.1	1,842.0	2,573.1	2,335.7	3,761.9	4,032.1	4,039.8	3,579.5	185.6	387.2
Leverage ⁷	1.8 ¹³	1.8 ¹⁰	2.0 ¹²	2.1	3.3	4.7	5.1	5.0	0.3	-/-
Net financial debt	1,502.5	1,446.3 ¹¹	1,780.4 ¹²	1,817.8	3,021.0	3,294.6	3,406.7	3,328.4	121.8	227.2
Employees ⁸	4,210	3,590	3,026	2,605	4,117	4,814	5,450	4,852	2,976	2,788

Segment Group Key Figures: Multi-Year Overview

EUR m	2014	2013	2012
Broadcasting German-speaking			
External revenues	2,062.7	1,997.8	1,926.0
Recurring EBITDA ²	702.8	678.6	665.1
Recurring EBITDA margin (in percent) ¹⁴	32.9	32.7	33.3
EBITDA	686.8	649.9	613.2
Digital & Adjacent			
External revenues	610.7	483.7	334.8
Recurring EBITDA ²	129.3	105.4	84.9
Recurring EBITDA margin (in percent) ¹⁴	21.0	21.6	25.3
EBITDA	123.6	100.9	76.6
Content Production & Global Sales			
External revenues	202.2	123.8	95.4
Recurring EBITDA ²	19.1	10.6	4.3
Recurring EBITDA margin (in percent) ¹⁴	7.8	6.3	3.1
EBITDA	16.0	11.5	1.5

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 share classes in 2013, from this year on basic earnings per share (underlying) are shown. Prior year figures were not determined.

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.

Explanation of reporting principles in the financial year 2014 / at December 31, 2014:

The figures for the 2014 financial year and the fourth quarter of 2014 relate to those for continuing operations reported in accordance with IFRS 5, i.e. not including the contributions to revenues and earnings of operations sold and deconsolidated in February 2014 (Hungary) and April/August 2014 (Romania). 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 includes both the net profit generated by the companies sold in Hungary and Romania as well as the respective gain on disposal and is presented after taxes. The figures for the financial years 2013 and 2012 for the income statement and the cash flow statement have been presented on a comparable basis. In the

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. Adjusted for the LTM recurring EBITDA contribution of Northern and Eastern European operations.

11 After reclassification of cash and cash equivalents of Eastern European activities.

12 Before reclassification of cash and cash equivalents from the Northern and Eastern European activities.

13 Adjusted for the LTM recurring EBITDA contribution of Eastern European operations.

14 Based on total segment revenues, see Note 36 "Segment reporting".

financial year 2011 the Belgian TV operations and the Dutch TV and print operations were deconsolidated on closing of the respective share purchase agreements in June and July 2011 respectively. The income statement items for the operations concerned are reported separately as the 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 the cash flow statement) have only been restated for the figures of the operations sold in the financial year 2011. The previous year's figures in the statement of financial position were not adjusted.

figures audited