

# Key Figures

## GROUP KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q1 2013	Q1 2012	Q1 2011	Q1 2010	Q1 2009	Q1 2008	Q1 2007	Q1 2006
Revenues	562.8	499.4	595.8	658.4	627.0	729.1	501.2	465.3
Revenue margin before income taxes (in percent)	12.8	12.9	7.9	4.8	-1.1	-1.2	13.5	10.8
Total costs	461.5	399.3	510.8	574.2	577.6	682.7	432.2	407.0
Operating costs <sup>1</sup>	438.3	378.9	467.0	532.2	536.3	644.1	422.1	-/-
Consumption of programming assets	228.9	218.8	262.0	278.4	278.2	353.8	248.0	241.3
Recurring EBITDA <sup>2</sup>	128.0	122.2	130.0	128.6	93.8	88.5	82.1	-/-
Recurring EBITDA margin (in percent)	22.7	24.5	21.8	19.5	15.0	12.1	16.4	-/-
EBITDA	123.1	117.8	127.5	119.2	90.4	84.8	82.0	70.6
Non-recurring items <sup>3</sup>	-4.9	-4.4	-2.5	-9.4	-3.4	-3.7	-0.1	-/-
EBIT	104.8	101.8	86.2	86.6	59.0	49.9	71.9	61.1
Financial result	-33.0	-37.2	-38.9	-54.9 <sup>8</sup>	-66.2	-58.4	-4.4	-11.0
Profit before income taxes	71.8	64.6	47.3	31.7 <sup>8</sup>	-7.0	-8.5	67.5	50.1
Consolidated net profit (after non-controlling interests) <sup>4</sup>	56.1	50.8	38.3	21.7 <sup>8</sup>	-1.7	-7.9	40.6	30.7
Profit from discontinued operations (net of income taxes)	5.6	10.5	4.5	-/-	-/-	-/-	-/-	-/-
Underlying net income <sup>5</sup>	50.9	41.1	33.8	32.3 <sup>8</sup>	11.6	6.1	41.7	-/-
Basic earnings per share of preferred stock (underlying)	0.24	0.20	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	281.6	269.0	348.9	397.8	380.0	351.6	269.9	249.1
Free cash flow	-22.4	-92.8	-141.1	-139.0	-103.4	-73.1	32.6	-24.5
Cash flow from investing activities	-299.1	-298.3	-362.0	-400.7	-383.0	-340.4	-260.4	-255.4

EUR m	03/31/2013	03/31/2012	03/31/2011	03/31/2010	03/31/2009	03/31/2008	03/31/2007	03/31/2006
Programming assets	1,334.1	1,595.0	1,738.7	1,638.8	1,460.0	1,290.4	1,066.8	1,061.4
Equity	1,594.1	1,476.4	1,093.9	656.9 <sup>8</sup>	443.5 <sup>8</sup>	1,012.2 <sup>8</sup>	1,293.6	1,214.8
Equity ratio (in percent)	28.8	29.3	17.4	10.6 <sup>8</sup>	7.5 <sup>8</sup>	16.8 <sup>8</sup>	63.7	59.5
Cash and cash equivalents	655.4	414.2	611.1	604.1	509.0	296.4	95.5	129.7
Financial liabilities	2,574.2	2,337.0	3,763.7	4,034.9	4,021.6	3,711.3	185.8	384.6
Leverage <sup>6</sup>	2.1 <sup>9</sup>	2.2	3.4	4.7	5.2	4.5	1.1	-/-
Net financial debt	1,829.0 <sup>9</sup>	1,922.9	3,152.3	3,430.7	3,512.4	3,414.8	90.0	254.6
Employees <sup>7</sup>	3,205	2,605	4,253	4,801	5,460	5,985	3,062	2,885

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, before the effects of purchase price allocations and non-cash currency valuation effects.

6 Ratio net financial debt to recurring EBITDA in the last twelve months.

7 Full-time equivalent positions as of reporting date from continuing operations.

8 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.

9 Before reclassification of cash and cash equivalents from the Northern and Eastern European business.

Explanation of reporting principles in the first quarter/at March 31, 2013: The figures for 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. without the sold operations in Scandinavia and held for disposal in Eastern Europe. The prior year figures have also been adjusted accordingly. The figures for 2010 (income statement and cash flow statement) have only been adjusted for the figures of the operations sold in 2011. 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 balance sheet previous years figures were not adjusted.

# Key Figures

## SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q1 2013	Q1 2012
<b>Broadcasting German-speaking</b>		
External revenues	441.1	421.2
Recurring EBITDA <sup>1</sup>	111.0	109.1
Recurring EBITDA margin (in percent) <sup>2</sup>	24.1	24.9
EBITDA	107.6	106.6
<b>Digital &amp; Adjacent</b>		
External revenues	96.7	67.2
Recurring EBITDA <sup>1</sup>	20.0	17.4
Recurring EBITDA margin (in percent) <sup>2</sup>	20.6	25.8
EBITDA	18.9	17.3
<b>Content Production &amp; Global Sales</b>		
External revenues	25.1	11.0
Recurring EBITDA <sup>1</sup>	-1.2	-1.5
Recurring EBITDA margin (in percent) <sup>2</sup>	-3.4	-7.5
EBITDA	-1.6	-2.3

<sup>1</sup> EBITDA before non-recurring (exceptional) items.

<sup>2</sup> Based on total segment revenues, see Note 5 "Segment reporting".

Explanation of reporting principles in the first quarter/at March 31, 2013: The figures for 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. without the sold operations in Scandinavia and held for disposal in Eastern Europe. The 2012 figures (income statement and cash flow statement) have also been adjusted accordingly. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. Reporting for the first quarter 2013 is based on the new segment structure. To ensure

comparability of the current quarterly figures with those of the previous year, the figures for the previous year were adjusted to the new segment structure. There is no multi-year comparison.