

# Key Figures

## GROUP KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q2 2013	Q2 2012	Q2 2011	Q2 2010	Q2 2009	Q2 2008	Q2 2007	Q2 2006
Revenues	624.8	561.0	692.2	650.0	693.9	801.9	551.6	550.9
Revenue margin before income taxes (in percent)	21.6	18.3	17.3	11.9	12.2	11.0	26.0	24.8
Total costs	455.5	421.3	518.6	521.5	547.2	657.2	407.1	408.7
Operating costs <sup>1</sup>	421.1	368.2	455.6	427.8	495.7	601.5	395.5	-/-
Consumption of programming assets	202.1	202.3	273.6	214.2	261.9	318.5	230.8	235.7
Recurring EBITDA <sup>2</sup>	209.2	195.9	238.7	223.5	201.2	203.7	159.1	-/-
Recurring EBITDA margin (in percent)	33.5	34.9	34.5	34.4	29.0	25.4	28.8	-/-
EBITDA	197.6	160.2	210.4	165.1	177.3	189.3	158.8	154.8
Non-recurring items <sup>3</sup>	-11.6	-35.7	-28.3	-58.4	-23.9	-14.4	-0.3	-/-
EBIT	176.3	142.9	175.7	130.0	147.1	151.6	148.6	144.9
Financial result	-41.4	-40.4	-55.7	-52.5	-62.5	-64.3	-5.0	-8.4
Profit before income taxes	134.8	102.5	120.0	77.5	84.8	88.1	143.6	136.5
Consolidated net profit (after non-controlling interests) <sup>4</sup>	136.1	83.9	129.0	77.0	45.5	59.5	87.2	83.4
Profit from discontinued operations (net of income taxes)	45.6	11.8	47.2	25.8	-/-	-/-	-/-	-/-
Underlying net income <sup>5</sup>	104.3	99.8	95.3	87.2	52.8	73.6	88.2	-/-
Basic earnings per preference share (underlying)	0.49	0.47	0.45	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	207.5	188.2	232.2	219.7	278.0	327.2	211.8	210.0
Free cash flow	9.7	113.4	151.4	154.3	99.5	-6.7	117.8	208.2
Cash flow from investing activities	-283.8	-198.4	-258.2	-247.1	-294.3	-388.7	-219.9	-213.3

EUR m	H1 2013	H1 2012	H1 2011	H1 2010	H1 2009	H1 2008	H1 2007	H1 2006
Revenues	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)	17.4	15.8	13.0	8.4	5.9	5.2	20.1	18.4
Total costs	917.0	820.5	1,029.4	1,020.6	1,124.8	1,340.0	839.4	815.7
Operating costs <sup>1</sup>	859.4	747.1	922.6	887.7	1,032.0	1,245.7	817.5	-/-
Consumption of programming assets	431.0	421.1	535.6	460.5	540.1	672.3	478.7	477.0
Recurring EBITDA <sup>2</sup>	337.2	318.1	368.7	342.1	295.0	292.2	241.2	-/-
Recurring EBITDA margin (in percent)	28.4	30.0	28.6	27.9	22.3	19.1	22.9	-/-
EBITDA	320.7	278.0	337.9	274.3	267.7	274.1	240.8	225.5
Non-recurring items <sup>3</sup>	-16.5	-40.1	-30.8	-67.8	-27.3	-18.1	-0.4	-/-
EBIT	281.0	244.7	261.9	209.4	206.1	201.5	220.4	206.0
Financial result	-74.4	-77.6	-94.6	-106.5 <sup>6</sup>	-128.7	-122.8	-9.3	-19.4
Profit before income taxes	206.6	167.1	167.3	102.9 <sup>6</sup>	77.8	79.5	211.1	186.6
Consolidated net profit (after non-controlling interests) <sup>4</sup>	192.2	134.7	167.3	98.8 <sup>6</sup>	43.8	51.6	127.8	114.2
Profit from discontinued operations (net of income taxes)	51.2	22.3	51.7	30.9	-/-	-/-	-/-	-/-
Underlying net income <sup>5</sup>	155.3	140.9	129.1	120.0	64.4	79.6	129.9	-/-
Basic earnings per preference share (underlying)	0.73	0.67	0.61	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	489.1	457.2	581.1	574.3	658.0	678.8	481.7	459.1
Free cash flow	-12.7	20.5	5.7	15.3	-6.4	-79.9	150.3	183.8
Cash flow from investing activities	-582.8	-496.7	-620.2	-603.3	-680.0	-718.8	-480.3	-468.7

<sup>1</sup> Total costs excl. D&A and non-recurring expenses.

<sup>2</sup> EBITDA before non-recurring (exceptional) items.

<sup>3</sup> Non-recurring expenses netted against non-recurring income.

<sup>4</sup> Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media AG including discontinued operations.

<sup>5</sup> Consolidated profit for the period before the effects of purchase price allocations and non-cash special items.

<sup>6</sup> 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.

EUR m	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	1,334.6	1,573.8	1,503.5	1,622.5	1,472.8	1,282.3	1,042.9	1,027.2
Equity	1,682.1	1,358.0	1,202.4	757.3 <sup>3</sup>	492.8 <sup>3</sup>	921.7 <sup>3</sup>	1,375.4	1,291.1
Equity ratio (in percent)	37.2	27.4	19.1	12.0 <sup>3</sup>	8.3 <sup>3</sup>	15.4 <sup>3</sup>	64.6	59.0
Cash and cash equivalents	1,287.2	304.1	881.8	750.3	599.1	632.9	213.9	338.6
Financial liabilities	1,841.0	2,338.5	3,765.5	4,025.5	4,026.6	3,838.9	187.0	386.0
Leverage <sup>1</sup>	0.7 <sup>5</sup>	2.3	3.1	4.1	5.1	5.2	-/-	-/-
Net financial debt	553.8 <sup>4</sup>	2,034.4	2,842.0	3,275.1	3,427.3	3,689.1	-26.9	47.2
Employees <sup>2</sup>	3,281	2,705	4,302	3,865	5,195	5,915	3,062	2,914

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

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

3 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.

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

5 After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for the recurring EBITDA contribution of Northern and Eastern European operations for the last twelve months.

**Explanation of reporting principles in the first half/at June 30, 2013:** The figures for 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. excluding revenue and income share of the sold and deconsolidated operations in Scandinavia and held for sale in Eastern Europe. The prior year figures have also been adjusted accordingly (income statement and cash flow statement). The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The result from discontinued operations contains the net profit from the sold and held for sale entities 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. 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 year's figures were not adjusted.

## Key Figures

### SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	Q2 2013	Q2 2012	H1 2013	H1 2012
<b>Broadcasting German-speaking</b>				
External revenues	486.7	475.1	927.8	896.3
Recurring EBITDA <sup>1</sup>	182.4	178.4	293.4	287.6
Recurring EBITDA margin (in percent) <sup>2</sup>	36.2	36.2	30.4	30.9
EBITDA	172.0	145.2	279.6	251.8
<b>Digital &amp; Adjacent</b>				
External revenues	112.6	68.0	209.2	135.2
Recurring EBITDA <sup>1</sup>	24.4	18.5	44.3	35.9
Recurring EBITDA margin (in percent) <sup>2</sup>	21.6	27.1	21.1	26.5
EBITDA	24.6	16.7	43.5	34.1
<b>Content Production &amp; Global Sales</b>				
External revenues	25.4	17.9	50.5	28.9
Recurring EBITDA <sup>1</sup>	3.0	1.1	1.8	-0.5
Recurring EBITDA margin (in percent) <sup>2</sup>	7.6	4.1	2.5	-1.0
EBITDA	1.8	0.5	0.2	-1.8

1 EBITDA before non-recurring (exceptional) items.

2 Based on total segment revenues, see Note 5 "Segment reporting".

**Explanation of reporting principles in the first half and second quarter 2013:** The figures for the first half and the second quarter 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. excluding revenue and income share of the sold and deconsolidated operations in Scandinavia and held for sale 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.

The result from discontinued operations contains the net profit from the sold and held for sale entities as well as the gain on disposal of Nordic entities and is presented after taxes.

Reporting for the first half 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.