

Group Key Figures: Multi-Year Overview

EUR m	Q4 2013	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007	Q4 2006	Q4 2005
Revenues	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)	27.3	27.3	26.7	23.9	19.5	-14.6	14.4	27.1	23.3
Total costs	587.9	554.1	466.7	572.6	651.8	915.8	772.3	471.6	480.6
Operating costs ¹	547.3	509.5	434.7	520.8	576.2	621.6	695.1	460.3	-/-
Consumption of programming assets	247.2	244.6	239.0	279.3	290.1	327.5	395.6	264.2	288.8
Recurring EBITDA ²	302.1	285.7	281.9	312.5	307.2	279.3	296.9	200.8	-/-
Recurring EBITDA margin (in percent)	35.9	36.2	39.6	37.7	34.9	31.9	30.0	30.6	-/-
EBITDA	288.7	269.3	266.5	292.9	293.0	251.7	281.1	200.2	167.8
Non-recurring items ³	-13.4	-16.5	-15.4	-19.6	-14.2	-27.6	-15.8	-0.6	-/-
EBIT	262.1	241.3	249.3	260.8	239.2	3.5	222.1	189.4	156.8
Financial result	-32.3	-25.9	-58.9	-63.0	-67.3	-133.3	-79.6	-11.0	-10.0
Profit before income taxes	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	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)	-95.6	-63.7	-36.2	34.4	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	158.9	163.8	175.9	158.8	137.1	78.2	75.3	114.4	-/-
Basic earnings per share (underlying) ⁶	0.75	0.77	0.83	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	182.5	183.8	211.4	240.0	267.8	329.3	366.9	261.1	253.9
Free cash flow	306.4	262.8	237.5	203.5	241.6	389.2	213.9	190.7	162.7
Cash flow from investing activities	-223.4	-207.5	-222.8	-285.7	-305.1	-67.1	-432.1	-268.0	-261.1

EUR m	2013	2012	2011	2010	2009	2008	2007	2006	2005
Revenues	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)	20.2	19.4	15.8	12.6	8.4	-2.2	9.2	18.4	17.6
Total costs	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	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	858.7	838.7	864.3	957.0	1,068.6	1,247.1	1,145.8	946.0	947.2
Recurring EBITDA ²	790.3	744.8	725.5	791.5	696.5	674.5	662.9	487.0	-/-
Recurring EBITDA margin (in percent)	30.3	31.6	33.0	30.4	25.2	22.1	24.5	23.1	-/-
EBITDA	757.8	680.4	652.5	693.8	623.0	618.3	522.3	484.3	418.5
Non-recurring items ³	-32.6	-64.4	-73.0	-97.7	-73.5	-56.2	-140.6	-2.7	-/-
EBIT	668.9	600.9	580.5	566.8	475.1	263.5	385.3	444.3	382.7
Financial result	-142.0	-144.4	-232.7	-238.2	-242.4 ⁹	-334.9	-135.5	-57.6	-33.0
Profit before income taxes	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	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)	-47.6	-30.2	373.2	78.1	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	379.7	355.5	272.4	275.2	186.8 ⁹	170.4	272.8	244.8	-/-
Basic earnings per share (underlying) ⁶	1.78	1.68	1.28	1.69	0.88	0.79	1.26	-/-	-/-
Investments in programming assets	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	330.1	256.3	201.2	179.0	157.4	183.8	-1,675.4	292.4	70.1
Cash flow from investing activities	-1,018.3	-945.8	-973.4	-1,186.4	-1,320.1	-1,175.0	-3,269.0	-979.6	-1,095.7

Group Key Figures: Multi-Year Overview

EUR m	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	1,201.6	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	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)	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	395.7	702.3	517.9	740.7	737.4	632.9	250.8	63.5	157.6
Financial liabilities	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 ¹⁰	2.0 ¹²	2.1	3.3	4.7	5.1	5.0	0.3	- / -
Net financial debt	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	3,590	3,026	2,605	4,117	4,814	5,450	4,852	2,976	2,788

Segment Key Figures: Multi-Year Overview

EUR m	2013	2012
Broadcasting German-speaking		
External revenues	1,997.8	1,926.0
Recurring EBITDA ²	678.6	665.1
Recurring EBITDA margin (in percent) ¹³	32.7	33.3
EBITDA	649.9	613.2
Digital & Adjacent		
External revenues	483.7	334.8
Recurring EBITDA ²	105.4	84.9
Recurring EBITDA margin (in percent) ¹³	21.6	25.3
EBITDA	100.9	76.6
Content Production & Global Sales		
External revenues	123.8	95.4
Recurring EBITDA ²	10.6	4.3
Recurring EBITDA margin (in percent) ¹³	6.3	3.1
EBITDA	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 Up to 2010, the adjusted basic earnings per preference share are reported. Due to the merger of the share classes in 2012, from 2011 the basic earnings per common 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. Adjusted for the LTM recurring EBITDA contribution of Northern and Eastern European operations for the last twelve months.

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 Based on total segment revenues, see Note 35 "Segment reporting".

Explanation of reporting principles in the fourth quarter / at December 31, 2013: The figures for the 2013 financial year and the fourth quarter of 2013 relate to the key figures from continuing operations in line with IFRS 5, i.e. not including the revenues and earnings contributions of the sold Northern European activities deconsolidated as of April 9, 2013, and the Eastern European activities classified as held-for-sale until the completion of the sale transaction. For the income statement and cash flow statement, the figures for the previous year were presented on a comparable basis. 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 or held for sale and the gain on disposal of the Northern European subsidiaries and is presented after taxes.

Reporting for the fourth quarter and full year 2013 is based on the new segment structure. To ensure comparability of the current quarterly figures with those of the

The 2011 figures (income statement and cash flow statement) have also been adjusted for the figures from operations in Belgium and the Netherlands sold in 2011. This relates to the Belgian TV operations and the TV and Print operations in the Netherlands, which were deconsolidated on closing of the respective share purchase agreements in June and July 2011. The income statement items of these entities 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.

previous year, the figures for the previous year were adjusted to the new segment structure. There is no multi-year comparison.