

## ProSiebenSat.1 Group: Key figures for Q3 2012 (Multi-Year-Overview)

EUR m	Q3 2012	Q3 2011	Q3 2010	Q3 2009	Q3 2008	Q3 2007	Q3 2006
Revenues	636.9	594.5	546.0	559.5	646.5	668.4	431.3
Revenue margin before income taxes (in percent)	14.1	3.1	5.1	-3.3	-3.1	-15.5	5.0
Total costs	512.5	496.1	452.2	534.1	595.2	730.3	385.0
Operating costs <sup>1</sup>	472.3	432.7	412.1	469.3	547.3	548.2	374.5
Consumption of programming assets	222.3	220.7	217.2	238.4	247.3	271.4	204.8
Recurring EBITDA <sup>2</sup>	167.3	163.6	136.9	94.3	103.1	124.8	59.5
Recurring EBITDA margin (in percent)	26.3	27.5	25.1	16.9	15.9	18.7	13.8
EBITDA	155.1	133.7	126.6	62.3	92.5	0.4	58.7
Non-recurring items <sup>3</sup>	-12.2	-29.9	-10.3	-32.0	-10.6	-124.4	-0.8
EBIT	127.1	101.0	96.6	29.8	58.6	-57.2	48.9
Financial result	-37.0	-82.4	-68.7 <sup>8</sup>	-48.5	-78.9	-46.5	-27.2
Profit before income taxes	90.1	18.6	27.9 <sup>8</sup>	-18.7	-20.0	-103.7	21.7
Consolidated net profit (after non-controlling interests) <sup>4</sup>	61.3	340.3	32.5 <sup>8</sup>	-12.7	-10.7	-77.9	13.1
Profit from discontinued operations (net of income taxes)	- / -	328.9	12.8	- / -	- / -	- / -	- / -
Underlying net income <sup>5</sup>	65.1	22.9	29.1	-16.7	0.6	68.4	14.1
Basic earnings per preference share (underlying)	0.31	0.11	- / -	- / -	- / -	- / -	- / -
Investments in programming assets	280.0	302.8	284.4	301.4	388.9	328.0	234.7
Free Cash flow	-27.8	-1.4	2.3	-114.1	-126.9	-309.6	-82.0
Cash flow from investing activities	-326.2	-311.2	-297.6	-347.2	-407.1	-2,359.5	-242.9
EUR m	Q1-Q3 2012	Q1-Q3 2011	Q1-Q3 2010	Q1-Q3 2009	Q1-Q3 2008	Q1-Q3 2007	Q1-Q3 2006
Revenues	1,995.0	1,882.5	1,772.1	1,880.4	2,177.4	1,721.2	1,447.4
Revenue margin before income taxes (in percent)	14.5	9.9	7.4	3.1	2.7	6.2	14.4
Total costs	1,593.9	1,525.5	1,472.8	1,658.9	1,935.2	1,569.6	1,200.8
Operating costs <sup>1</sup>	1,450.2	1,355.3	1,299.8	1,501.3	1,791.5	1,368.0	1,169.4
Consumption of programming assets	753.0	756.2	677.7	778.5	919.6	750.2	681.8
Recurring EBITDA <sup>2</sup>	552.4	532.3	479.0	389.3	395.3	366.0	286.2
Recurring EBITDA margin (in percent)	27.7	28.3	27.0	20.7	18.2	21.3	19.8
EBITDA	499.0	471.6	400.9	330.0	366.6	241.2	284.1
Non-recurring items <sup>3</sup>	-53.4	-60.7	-78.1	-59.3	-28.6	-124.8	-2.1
EBIT	408.7	362.9	306.0	235.9	260.1	163.2	254.9
Financial result	-119.2	-177.0	-175.2 <sup>8</sup>	-177.2	-201.6	-55.9	-46.6
Profit before income taxes	289.5	185.9	130.8 <sup>8</sup>	59.1	59.6	107.3	208.3
Consolidated net profit (after non-controlling interests) <sup>4</sup>	196.0	507.6	131.3 <sup>8</sup>	31.1	40.9	49.9	127.3
Profit from discontinued operations (net of income taxes)	- / -	380.6	43.7	- / -	- / -	- / -	- / -
Underlying net income <sup>5</sup>	241.1	152.1	116.4	47.7	80.4	197.5	130.4
Basic earnings per preference share (underlying)	1.15	0.72	- / -	- / -	- / -	- / -	- / -
Investments in programming assets	864.6	883.9	858.7	959.4	1,067.7	809.8	693.9
Free Cash flow	6.1	4.5	-24.5	-120.5	-206.7	-1,889.3	101.8
Cash flow from investing activities	-965.1	-931.4	-900.9	-1,027.2	-1,125.9	-2,839.8	-711.6
EUR m	09/30/2012	09/30/2011	09/30/2010	09/30/2009	09/30/2008	09/30/2007	09/30/2006
Programming assets	1,627.0	1,573.0	1,682.5	1,534.6	1,360.7	1,319.0	1,054.4
Equity	1,416.6	1,269.1	790.4	466.7	871.8	1,074.0	1,132.0
Equity ratio (in percent)	26.8	26.5	12.5	7.8	14.2	18.2	57.7
Cash and cash equivalents	506.3	257.3	743.4	508.4	221.5	163.7	29.3
Financial liabilities	2,571.9	2,332.4	4,027.4	4,032.1	4,067.3	3,705.5	341.2
Leverage <sup>6</sup>	2.4	2.5	3.8	5.3	5.5	- / -	- / -
Net financial debt	2,065.5	2,075.0	3,283.8	3,534.4	3,816.7	3,541.5	311.6
Employees <sup>7</sup>	4,628	4,375	4,086	4,916	6,075	5,996	2,999

<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 from continuing operations for the period, before the effects of purchase price allocations and non-cash currency valuation effects. <sup>6</sup> Ratio net financial debt to recurring EBITDA in the last twelve months. <sup>7</sup> Full-time equivalent positions as of reporting date from continuing operations. <sup>8</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.

### Explanation of reporting principles:

The figures for the third quarter and Q1-Q3 of the financial year 2011 relate to the key figures from continuing operations reported in line with IFRS 5. The income statement items of the entities deconsolidated in 2011 including the gain on sale are aggregated and reported separately, net of income tax, as result from discontinued operations. There were no discontinued operations in the third quarter and in Q1-Q3 of the financial year 2012.