

Key figures for the ProSiebenSat.1 Group

		03/31/2005	03/31/2004	Change
Key balance sheet figures for the ProSiebenSat.1 Group				
Total assets	(EUR m)	1.896,7	1.910,3	-1%
Shareholders' equity	(EUR m)	1.040,6	633,7	64%
Liabilities	(EUR m)	785,3	1.211,2	-35%
Equity ratio		55%	33%	67%
Pre-tax return on equity		5%	7%	-29%
Programming assets	(EUR m)	1.104,5	1.209,1	-9%
Programming assets of total assets		58%	63%	-8%
Net financial debt incl. bond	(EUR m)	310,8	792,8	-61%
		Q1 2005	Q1 2004	Change
Key cash flow figures for the ProSiebenSat.1 Group				
Cash flow	(EUR m)	274,2	278,7	-2%
Free cash flow	(EUR m)	-31,4	-125,8	75%
Cash flow from operating activities	(EUR m)	198,5	176,3	13%
Cash flow from investing activities	(EUR m)	-229,9	-302,1	24%
Cash flow from financing activities	(EUR m)	-175,2	70,6	-348%
		Q1 2005	Q1 2004	Change
Key figures for the ProSiebenSat.1 Group				
Revenues	(EUR m)	430,0	436,3	-1%
Gross profit	(EUR m)	130,7	133,4	-2%
Operating profit	(EUR m)	57,1	60,4	-5%
Financial loss	(EUR m)	-10,1	-16,9	40%
Pre-tax profit	(EUR m)	47,1	43,5	8%
Consolidated profit	(EUR m)	28,7	25,1	14%
EBITDA	(EUR m)	64,2	69,1	-7%
EBIT	(EUR m)	56,8	60,4	-6%
Pre-tax profit margin		11%	10%	10%
Programming investments	(EUR m)	223,0	303,2	-26%
Depreciation and amortization of intangible assets, property, plant and equipment	(EUR m)	7,1	8,7	-18%
Personnel expenses	(EUR m)	50,8	49,9	2%
Employees*		2.699	2.746	-2%
Key figures by stations				
Sat.1				
Total revenues	(EUR m)	186,9	192,7	-3%
Pre-tax profit	(EUR m)	19,5	23,7	-18%
EBITDA	(EUR m)	21,3	24,7	-14%
Employees*		219	219	- / -
ProSieben				
Total revenues	(EUR m)	192,4	174,5	10%
Pre-tax profit	(EUR m)	25,9	34,8	-26%
EBITDA	(EUR m)	25,3	34,8	-27%
Employees*		258	261	-1%
Kabel 1				
Total revenues	(EUR m)	49,1	46,5	6%
Pre-tax profit	(EUR m)	8,7	2,8	211%
EBITDA	(EUR m)	8,5	2,6	227%
Employees*		45	48	-6%
N24				
Total revenues	(EUR m)	19,9	17,4	14%
Pre-tax profit	(EUR m)	2,5	0,1	- / -
EBITDA	(EUR m)	2,7	0,5	440%
Employees*		158	149	6%
Key figures for SevenOne Intermedia				
Total revenues	(EUR m)	20,7	13,4	54%
Pre-tax profit	(EUR m)	1,8	2,3	-22%
EBITDA	(EUR m)	2,7	2,8	-4%
Employees*		126	104	21%
Key figures for MerchandisingMedia				
Total revenues	(EUR m)	6,7	11,7	-43%
Pre-tax profit	(EUR m)	0,6	2,1	-71%
EBITDA	(EUR m)	2,0	2,2	-9%
Employees*		50	88	-43%

* Averaging full-time equivalent jobs