

Key figures for the ProSiebenSat.1 Group

		06/30/2005	06/30/2004	Change
Key balance sheet figures for the ProSiebenSat.1 Group				
Total assets	(EUR m)	2.030,4	1.997,4	2%
Shareholders' equity	(EUR m)	1.060,2	960,4	10%
Liabilities	(EUR m)	840,0	949,3	-12%
Equity ratio		52%	48%	8%
Pre-tax return on equity		15%	12%	25%
Programming assets	(EUR m)	1.115,9	1.176,8	-5%
Programming assets of total assets		55%	59%	-7%
Net financial debt incl. bond	(EUR m)	392,5	423,3	-7%
		H1 2005	H1 2004	Change
Key cash flow figures for the ProSiebenSat.1 Group				
Cash flow	(EUR m)	630,6	596,9	6%
Free cash flow	(EUR m)	-94,3	-25,7	-267%
Cash flow from operating activities	(EUR m)	544,9	485,8	12%
Cash flow from investing activities	(EUR m)	-639,2	-511,5	-25%
Cash flow from financing activities	(EUR m)	-165,2	121,3	-236%
		H1 2005	H1 2004	Change
Key figures for the ProSiebenSat.1 Group				
Revenues	(EUR m)	937,8	932,3	1%
Gross profit	(EUR m)	327,5	311,9	5%
Operating profit	(EUR m)	175,4	169,7	3%
Financial loss	(EUR m)	-11,1	-52,4	79%
Pre-tax profit	(EUR m)	164,3	117,3	40%
Consolidated profit	(EUR m)	100,3	72,7	38%
EBITDA	(EUR m)	190,8	187,4	2%
EBIT	(EUR m)	174,8	169,7	3%
Pre-tax profit margin		18%	13%	38%
Programming investments	(EUR m)	465,6	530,8	-12%
Depreciation and amortization of intangible assets, property, plant and equipment	(EUR m)	15,4	17,8	-13%
Personnel expenses	(EUR m)	103,2	101,9	1%
Employees*		2.730	2.722	-/-
Key figures by stations				
Sat.1				
Total revenues	(EUR m)	395,4	396,9	-/-
Pre-tax profit	(EUR m)	62,9	62,4	1%
EBITDA	(EUR m)	65,1	65,2	-/-
Employees*		219	221	-1%
ProSieben				
Total revenues	(EUR m)	384,7	379,7	1%
Pre-tax profit	(EUR m)	84,8	97,9	-13%
EBITDA	(EUR m)	84,1	98,0	-14%
Employees*		260	257	1%
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Total revenues	(EUR m)	104,8	95,0	10%
Pre-tax profit	(EUR m)	22,2	12,4	79%
EBITDA	(EUR m)	21,9	12,0	83%
Employees*		46	48	-4%
N24				
Total revenues	(EUR m)	39,9	34,8	15%
Pre-tax profit	(EUR m)	3,7	0,2	-/-
EBITDA	(EUR m)	4,1	0,9	356%
Employees*		159	153	4%
Kennzahlen 9 Live				
Total revenues	(EUR m)	52,1	39,2	33%
Pre-tax profit	(EUR m)	18,0	12,0	50%
EBITDA	(EUR m)	18,6	12,3	51%
Employees*		100,0	98,0	2%
Key figures for SevenOne Intermedia				
Total revenues	(EUR m)	46,5	27,5	69%
Pre-tax profit	(EUR m)	6,8	4,8	42%
EBITDA	(EUR m)	8,2	5,8	41%
Employees*		124	105	18%
Key figures for MerchandisingMedia				
Total revenues	(EUR m)	13,7	23,7	-42%
Pre-tax profit	(EUR m)	3,4	4,1	-17%
EBITDA	(EUR m)	4,2	4,2	-/-
Employees*		51	88	-42%

* Averaging full-time equivalent jobs