

ProSiebenSat.1 Group: Key figures for 2010

EURm	Q2 2010	Q2 2009	Q2 2008	Q2 2007 ⁷	Q2 2006
Revenue	760.6	693.9	801.9	551.6	550.9
Total costs	594.6	547.2	657.2	407.1	408.7
Recurring costs ¹	498.1	495.7	601.5	395.5	397.9
Consumption of programming assets	245.1	261.9	318.5	230.8	235.7
Recurring EBITDA ²	263.8	201.2	203.7	159.1	- / -
Recurring EBITDA margin (in percent)	34.7	29.0	25.4	28.8	- / -
EBITDA	205.4	177.3	189.3	158.8	154.8
Non-recurring items ³	-58.4	-23.9	-14.4	-0.3	- / -
EBIT	167.4	147.1	151.6	148.6	144.9
Financial result	-56.9	-62.5	-64.3	-5.0	-8.4
Profit before income taxes	110.6	84.8	88.1	143.6	136.5
Consolidated net profit (after non-controlling interests) ⁴	74.5	45.5	59.5	87.2	83.4
Underlying net income ⁵	85.1	52.8	73.6	88.2	- / -
Investments in programming assets	247.2	278.0	327.2	211.8	210.0
EURm	H1 2010	H1 2009	H1 2008	H1 2007 ⁷	H1 2006
Revenue	1,419.0	1,320.9	1,530.9	1,052.8	1,016.1
Total costs	1,168.8	1,124.8	1,340.0	839.4	815.7
Recurring costs ¹	1,030.3	1,032.0	1,245.7	817.5	794.9
Consumption of programming assets	523.5	540.1	672.3	478.7	477.0
Recurring EBITDA ²	392.4	295.0	292.2	241.2	- / -
Recurring EBITDA margin (in percent)	27.7	22.3	19.1	22.9	- / -
EBITDA	324.6	267.7	274.1	240.8	225.4
Non-recurring items ³	-67.8	-27.3	-18.1	-0.4	- / -
EBIT	254.0	206.1	201.5	220.4	206.0
Financial result	-112.3	-128.7	-122.8	-9.3	-19.4
Profit before income taxes	141.8	77.8	79.5	211.1	186.6
Consolidated net profit (after non-controlling interests) ⁴	95.7	43.8	51.6	127.8	114.2
Underlying net income ⁵	116.9	64.4	79.6	129.9	- / -
Investments in programming assets	645.0	658.0	678.8	481.7	459.1
EURm	06/30/2010	06/30/2009	06/30/2008	06/30/2007 ⁷	06/30/2006
Programming assets	1,622.5	1,472.8	1,282.3	1,042.9	1,027.2
Equity	730.1	465.0	893.9	1,375.4	1,291.1
Equity ratio (in percent)	11.6	7.8	15.0	64.6	59.3
Cash and cash equivalents	750.3	599.1	632.9	213.9	338.6
Net financial debt	3,275.1	3,427.3	3,689.1	-26.9	47.2
Employees ⁶	4,504	5,195	5,915	3,062	2,914

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.

⁵ Consolidated profit for the period, before the effects of purchase price allocations and non-cash currency valuation effects.

⁶ Full-time equivalent positions as of reporting date.

⁷ Consolidation of SBS Broadcasting Group in July 2007.