

## ProSiebenSat.1 Group: Key figures for 2010

EURm	Q3 2010	Q3 2009	Q3 2008	Q3 2007 <sup>7</sup>	Q3 2006
Revenue	626.9	559.5	646.5	668.4	431.3
Total costs	518.4	534.1	595.2	730.3	385.1
Recurring costs <sup>1</sup>	475.0	469.3	547.3	548.2	374.5
Consumption of programming assets	243.0	238.4	247.3	271.4	204.8
Recurring EBITDA <sup>2</sup>	154.9	94.3	103.1	124.8	59.5
Recurring EBITDA margin (in percent)	24.7	16.9	15.9	18.7	13.8
EBITDA	144.1	62.3	92.5	0.4	58.7
Non-recurring items <sup>3</sup>	-10.8	-32.0	-10.6	-124.4	-0.8
EBIT	111.4	29.8	58.6	-57.2	48.9
Financial result	-66.7	-48.5	-78.9	-46.5	-27.2
Profit/loss before income taxes	44.6	-18.7	-20.0	-103.7	21.7
Consolidated net profit (after non-controlling interests) <sup>4</sup>	32.0	-12.7	-10.7	-77.9	13.1
Underlying net income <sup>5</sup>	42.2	-16.7	0.6	68.4	14.1
Investments in programming assets	308.9	301.4	388.9	328.0	234.7
EURm	Q1-Q3 2010	Q1-Q3 2009	Q1-Q3 2008	Q1-Q3 2007 <sup>7</sup>	Q1-Q3 2006
Revenue	2,045.9	1,880.4	2,177.4	1,721.2	1,447.4
Total costs	1,687.2	1,658.9	1,935.2	1,569.6	1,200.8
Recurring costs <sup>1</sup>	1,505.3	1,501.3	1,791.5	1,368.0	1,169.4
Consumption of programming assets	766.5	778.5	919.6	750.2	681.8
Recurring EBITDA <sup>2</sup>	547.3	389.3	395.3	366.0	286.2
Recurring EBITDA margin (in percent)	26.8	20.7	18.2	21.3	19.8
EBITDA	468.7	330.0	366.6	241.2	284.1
Non-recurring items <sup>3</sup>	-78.6	-59.3	-28.6	-124.8	-2.1
EBIT	365.4	235.9	260.1	163.2	254.9
Financial result	-179.0	-177.2	-201.6	-55.9	-46.6
Profit before income taxes	186.4	59.1	59.6	107.3	208.3
Consolidated net profit (after non-controlling interests) <sup>4</sup>	127.7	31.1	40.9	49.9	127.3
Underlying net income <sup>5</sup>	159.3	47.7	80.4	197.5	130.4
Investments in programming assets	953.9	959.4	1,067.7	809.8	693.9
EURm	09/30/2010	09/30/2009	09/30/2008	09/30/2007 <sup>7</sup>	09/30/2006
Programming assets	1,682.5	1,534.6	1,360.7	1,319.0	1,054.4
Equity	762.6	438.9	844.0	1,074.0	1,132.0
Equity ratio (in percent)	12.1	7.3	13.8	18.2	57.7
Cash and cash equivalents	743.4	508.4	221.5	163.7	29.3
Net financial debt	3,283.8	3,534.4	3,816.7	3,541.5	311.6
Employees <sup>6</sup>	4,726	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.

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

<sup>6</sup> Full-time equivalent positions as of reporting date.

<sup>7</sup> Consolidation of SBS Broadcasting Group in July 2007.