

ProSiebenSat.1 Group: Key figures for 2011

EURm	Q2 2011	Q2 2010	Q2 2009	Q2 2008	Q2 2007 ⁸
Revenue	692.2	650.0	693.9	801.9	551.6
Total costs	518.6	521.5	547.2	657.2	407.1
Recurring costs ¹	455.6	427.8	495.7	601.5	395.5
Consumption of programming assets	253.3	214.2	261.9	318.5	230.8
Recurring EBITDA ²	238.7	223.5	201.2	203.7	159.1
Recurring EBITDA margin (in percent)	34.5	34.4	29.0	25.4	28.8
EBITDA	210.4	165.1	177.3	189.3	158.8
Non-recurring items ³	-28.3	-58.4	-23.9	-14.4	-0.3
EBIT	175.7	130.0	147.1	151.6	148.6
Financial result	-55.7	-52.5	-62.5	-64.3	-5.0
Profit before income taxes	120.0	77.5	84.8	88.1	143.6
Consolidated net profit (after non-controlling interests) ⁴	129.0	77.0	45.5	59.5	87.2
Profit from discontinued operations (net of income taxes)	47.2	25.8	- / -	- / -	- / -
Underlying net income ⁵	142.5	87.2	52.8	73.6	88.2
Investments in programming assets	232.2	219.7	278.0	327.2	211.8
EURm	H1 2011	H1 2010	H1 2009	H1 2008	H1 2007 ⁸
Revenue	1,288.0	1,226.1	1,320.9	1,530.9	1,052.8
Total costs	1,029.4	1,020.6	1,124.8	1,340.0	839.4
Recurring costs ¹	922.6	887.7	1,032.0	1,245.7	817.5
Consumption of programming assets	515.3	460.5	540.1	672.3	478.7
Recurring EBITDA ²	368.7	342.1	295.0	292.2	241.2
Recurring EBITDA margin (in percent)	28.6	27.9	22.3	19.1	22.9
EBITDA	337.9	274.3	267.7	274.1	240.8
Non-recurring items ³	-30.8	-67.8	-27.3	-18.1	-0.4
EBIT	261.9	209.4	206.1	201.5	220.4
Financial result	-94.6	-106.5 ⁷	-128.7	-122.8	-9.3
Profit before income taxes	167.3	102.9 ⁷	77.8	79.5	211.1
Consolidated net profit (after non-controlling interests) ⁴	167.3	98.8 ⁷	43.8	51.6	127.8
Profit from discontinued operations (net of income taxes)	51.7	30.9 ⁷	- / -	- / -	- / -
Underlying net income ⁵	181.7	120.0	64.4	79.6	129.9
Investments in programming assets	581.1	574.3	658.0	678.8	481.7
EURm	06/30/2011	06/30/2010	06/30/2009	06/30/2008	06/30/2007 ⁸
Programming assets	1,503.5	1,622.5	1,472.8	1,282.3	1,042.9
Equity	1,202.4	757.3 ⁷	492.8 ⁷	921.7 ⁷	1,375.4
Equity ratio (in percent)	19.1	12.0 ⁷	8.3 ⁷	15.4 ⁷	64.6
Cash and cash equivalents	881.8	750.3	599.1	632.9	213.9
Net financial debt	2,842.0	3,275.1	3,427.3	3,689.1	-26.9
Employees ⁶	4,302	3,865	5,195	5,915	3,062

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 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 122. ⁸ Consolidation of SBS Broadcasting Group in July 2007.

Explanation of reporting principles in the second quarter or the first half-year of 2011

The figures for 2011 relate to the key figures from continuing operations in line with IFRS 5. The previous-year figures for the income statement and the cash flow statement have been adjusted accordingly. According to IFRS, key figures from the previous-year statement of financial position are not to be adjusted. The Belgian activities were deconsolidated with the completion of the contract for the sale of the participation in June 2011. The sale of the Dutch TV and Print activities has not been completed as of the reporting date. As a result these companies are reported as discontinued operations and as held-for-sale assets and liabilities.