

## KEY FIGURES: MULTI-YEAR-OVERVIEW

EUR m	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007	Q4 2006	Q4 2005
Revenues	789.3	712.4	828.9	880.4	876.8	989.3	657.2	636.0
Revenue margin before income taxes (in percent)	27.3	26.7	23.9	19.5	-14.6	14.4	27.1	23.3
Total costs	554.1	466.7	572.6	651.8	915.8	772.3	471.6	480.6
Operating costs <sup>1</sup>	509.5	434.7	520.8	576.2	621.6	695.1	460.3	-/-
Consumption of programming assets	244.6	239.0	279.3	290.1	327.5	395.6	264.2	288.8
Recurring EBITDA <sup>2</sup>	285.7	281.9	312.5	307.2	279.3	296.9	200.8	-/-
Recurring EBITDA margin (in percent)	36.2	39.6	37.7	34.9	31.9	30.0	30.6	-/-
EBITDA	269.3	266.5	292.9	293.0	251.7	281.1	200.2	167.8
Non-recurring items <sup>3</sup>	-16.5	-15.4	-19.6	-14.2	-27.6	-15.8	-0.6	-/-
EBIT	241.3	249.3	260.8	239.2	3.5	222.1	189.4	156.8
Financial result	-25.9	-58.9	-63.0	-67.3	-133.3	-79.6	-11.0	-10.0
Profit before income taxes	215.4	190.4	197.8	171.9	-128.0	142.5	178.4	147.9
Consolidated net profit (after non-controlling interests) <sup>4</sup>	99.0	129.9	181.4	113.4	-170.0	39.5	113.4	96.9
Profit from discontinued operations (net of income taxes)	-78.7	-36.2	34.4	-/-	-/-	-/-	-/-	-/-
Underlying net income <sup>5</sup>	178.9	175.9	158.8	137.1	78.2	75.3	114.4	-/-
Basic earnings per share of preference stock (underlying)	0.84	0.83	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	183.8	211.4	240.0	267.8	329.3	366.9	261.1	253.9
Free cash flow	262.8	237.5	203.5	241.6	389.2	213.9	190.7	162.7
Cash flow from investing activities	-207.5	-222.8	-285.7	-305.1	-67.1	-432.1	-268.0	-261.1
EUR m	2012	2011	2010	2009	2008	2007	2006	2005
Revenues	2,356.2	2,199.2	2,601.0	2,760.8	3,054.2	2,710.4	2,104.6	1,989.6
Revenue margin before income taxes (in percent)	19.4	15.8	12.6	8.4	-2.2	9.2	18.4	17.6
Total costs	1,768.8	1,628.0	2,045.4	2,310.7	2,851.0	2,341.9	1,672.4	1,620.3
Operating costs <sup>1</sup>	1,624.6	1,482.9	1,820.6	2,077.5	2,413.1	2,063.1	1,629.7	-/-
Consumption of programming assets	838.7	864.3	957.0	1,068.6	1,247.1	1,145.8	946.0	947.2
Recurring EBITDA <sup>2</sup>	744.8	725.5	791.5	696.5	674.5	662.9	487.0	-/-
Recurring EBITDA margin (in percent)	31.6	33.0	30.4	25.2	22.1	24.5	23.1	-/-
EBITDA	680.4	652.5	693.8	623.0	618.3	522.3	484.3	418.5
Non-recurring items <sup>3</sup>	-64.4	-73.0	-97.7	-73.5	-56.2	-140.6	-2.7	-/-
EBIT	600.9	580.5	566.8	475.1	263.5	385.3	444.3	382.7
Financial result	-144.4	-232.7	-238.2	-242.4 <sup>8</sup>	-334.9	-135.5	-57.6	-33.0
Profit before income taxes	456.5	347.8	328.6	233.1 <sup>8</sup>	-68.4	249.8	386.7	350.7
Consolidated net profit (after non-controlling interests) <sup>4</sup>	295.0	637.5	312.7	146.6 <sup>8</sup>	-129.1	89.4	240.7	220.9
Profit from discontinued operations (net of income taxes)	-30.2	373.2	78.1	-/-	-/-	-/-	-/-	-/-
Underlying net income <sup>5</sup>	355.5	272.4	275.2	186.8 <sup>8</sup>	170.4	272.8	244.8	-/-
Basic earnings per share of preference stock (underlying)	1.67	1.28	1.69	0.88	0.79	1.26	-/-	-/-
Investments in programming assets	843.3	938.9	1,098.6	1,227.2	1,397.0	1,176.7	955.0	907.3
Free cash flow	256.3	201.2	179.0	157.4	183.8	-1,675.4	292.4	70.1
Cash flow from investing activities	-945.8	-973.4	-1,186.4	-1,320.1	-1,175.0	-3,269.0	-979.6	-1,095.7
EUR m	12/31/2012	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007	12/31/2006	12/31/2005
Programming assets	1,276.9	1,531.3	1,654.6	1,526.5	1,380.0	1,317.7	1,056.3	1,057.5
Equity	1,500.9	1,441.4	1,025.9	607.0 <sup>8</sup>	506.7 <sup>8</sup>	1,090.1 <sup>8</sup>	1,240.5	1,187.7
Equity ratio (in percent)	27.7	28.6	16.2	9.8 <sup>8</sup>	8.5 <sup>8</sup>	18.2 <sup>8</sup>	64.2	58.9
Cash and cash equivalents	702.3	517.9	740.7	737.4	632.9	250.8	63.5	157.6
Financial liabilities	2,573.1	2,335.7	3,761.9	4,032.1	4,039.8	3,579.5	185.6	387.2
Leverage <sup>6</sup>	2.0	2.1	3.3	4.7	5.1	5.0	0.3	-/-
Net financial debt	1,870.8	1,817.8	3,021.0	3,294.6	3,406.7	3,328.4	121.8	227.2
Employees <sup>7</sup>	3,026	2,605	4,117	4,814	5,450	4,852	2,976	2,788

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 including discontinued operations. 5 Consolidated profit for the period, before the effects of purchase price allocations, non-cash currency valuation effects as well as expenses in the context of the antitrust-proceedings in 2012. 6 Ratio net financial debt to recurring EBITDA. 7 Full-time equivalent positions as of reporting date from continuing operations. 8 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 123.

**Explanation of reporting principles in the fourth quarter/at December 31, 2012:** The figures for 2012 relate to the key figures from continuing operations in line with IFRS 5, i.e. without the sold operations in Scandinavia and held for disposal in Eastern Europe. The 2011 figures (income statement and cash flow statement) have also been adjusted for the figures from operations in Belgium and the Netherlands sold in 2011. The figures for 2010 (income statement and cash flow statement) have only been adjusted for the figures of the operations sold in 2011. In the financial year 2011, the Belgian TV operations and the TV and Print operations in the Netherlands were deconsolidated on closing of the respective share purchase agreements in June and July 2011. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The 2011 result from discontinued operations contains the net profit as well as the gain on disposal and is presented after taxes.

## SEGMENT KEY FIGURES: MULTI-YEAR-OVERVIEW

EUR m	Q4 2012	Q4 2011	Q1-Q4 2012	Q1-Q4 2011
<b>Broadcasting German-speaking</b>				
External revenues	629.3	615.7	1,909.5	1,903.0
Recurring EBITDA <sup>1</sup>	252.0	254.4	660.3	657.7
Recurring EBITDA margin (in %) <sup>2</sup>	38.5	39.9	33.2	32.9
EBITDA	239.9	240.6	609.1	624.4
<b>Digital &amp; Adjacent</b>				
External revenues	122.8	80.7	351.2	254.4
Recurring EBITDA <sup>1</sup>	30.3	23.7	89.7	66.9
Recurring EBITDA margin (in %) <sup>2</sup>	24.6	29.2	25.4	26.2
EBITDA	26.8	21.6	80.8	39.4
<b>Content Production &amp; Global Sales</b>				
External revenues	37.3	15.8	95.4	37.7
Recurring EBITDA <sup>1</sup>	6.2	5.0	4.3	9.6
Recurring EBITDA margin (in %) <sup>2</sup>	11.1	14.6	3.1	8.8
EBITDA	5.7	4.3	1.5	8.5

<sup>1</sup> EBITDA before non-recurring (exceptional) items.

<sup>2</sup> Based on total segment revenues, see Note 35 "Segment reporting".

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**Reporting for the fourth quarter and full year 2012 is based on the new segment structure.** To ensure comparability of the current quarterly figures with those of the previous year, the figures for the previous year were adjusted to the new segment structure. There is no multi-year comparison.