

## ProSiebenSat.1 Group: Key figures for 2011

EURm	Q1 2011	Q1 2010	Q1 2009	Q1 2008	Q1 2007 <sup>8</sup>
Revenues	682.8	658.4	627.0	729.1	501.2
Total costs	593.1	574.2	577.6	682.7	432.2
Recurring costs <sup>1</sup>	541.3	532.2	536.3	644.1	422.1
Consumption of programming assets	297.4	278.4	278.2	353.8	248.0
Recurring EBITDA <sup>2</sup>	142.6	128.6	93.8	88.5	82.1
Recurring EBITDA margin (in percent)	20.9	19.5	15.0	12.1	16.4
EBITDA	134.8	119.2	90.4	84.8	82.0
Non-recurring items <sup>3</sup>	-7.8	-9.4	-3.4	-3.7	-0.1
EBIT	90.8	86.6	59.0	49.9	71.9
Financial result	-35.1	-54.9 <sup>7</sup>	-66.2	-58.4	-4.4
Profit/loss before income taxes	55.7	31.7 <sup>7</sup>	-7.0	-8.5	67.5
Consolidated net profit/loss (after non-controlling interests) <sup>4</sup>	38.3	21.7 <sup>7</sup>	-1.7	-7.9	40.6
Underlying net income <sup>5</sup>	39.2	32.3 <sup>7</sup>	11.6	6.1	41.7
Investments in programming assets	395.7	397.8	380.0	351.6	269.9
EURm	03/31/2011	03/31/2010	03/31/2009	03/31/2008	03/31/2007
Programming assets	1,738.7	1,638.8	1,460.0	1,290.4	1,066.8
Equity	1,093.9	656.9 <sup>7</sup>	443.5 <sup>7</sup>	1,012.2 <sup>7</sup>	1,293.6
Equity ratio (in percent)	17.4	10.6 <sup>7</sup>	7.5 <sup>7</sup>	16.8 <sup>7</sup>	63.7
Cash and cash equivalents	611.1	604.1	509.0	296.4	95.5
Net financial debt	3,152.3	3,430.7	3,512.4	3,414.8	90.0
Employees <sup>6</sup>	4,873	4,801	5,460	5,985	3,062

<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. The Value 2011 is adjusted by 11.2 EUR m due to impairment of the trademark 9Live as well due to first consolidation effects of maxdome by 18.2 EUR m. <sup>6</sup> Full-time equivalent positions as of reporting date. <sup>7</sup> After changes in accounting policies according to IAS 8 and corresponding adjustment of previous-year figures. <sup>8</sup> Consolidation of SBS Broadcasting Group in July 2007.