

Press release

ProSiebenSat.1 reinforces three-pillar structure and builds management team to support the growth and transformation strategy

- Group establishes new management structure: two respective co-CEOs lead each segment.
- Wolfgang Link and Michaela Tod are appointed as co-CEOs of Entertainment pillar which will be structured as a stand-alone company.
- Sabine Eckhardt, Executive Board Member Sales & Marketing, leaves the company by mutual consent.
- Michaela Tod assumes responsibilities from Sabine Eckhardt going forward.
- Rainer Beaujean will become new CFO of ProSiebenSat.1.
- Dr. Jan Kemper, Group CFO and Executive Board Member Commerce, leaves the company by mutual consent.
- 2018 preliminary results outlook in line with guidance. Year to date Q1 trading off to a solid start with digital entertainment, NuCom Group and Red Arrow Studios all growing double digit. Update on full year 2019 guidance will be provided on March 7.

Max Conze, CEO of ProSiebenSat.1 Media SE: "We are making good progress on our transformational journey to build a consumer centric, digital first entertainment to commerce powerhouse. Having clear companies and CEOs leading the business with a sharper and efficient holding structure will help us accelerate further. Congratulations to Wolfgang Link and Michaela Tod in their appointment as CEOs Entertainment. Together they combine extensive content and German entertainment experience with global digital and transformation skill sets. Conrad and I look forward to working closely with Rainer as we chart the future of the Group. He brings deep CFO experience and is no stranger to transformation. Sabine has been an integral part of ProSiebenSat.1 for 15 years and is a great leader of the industry and inspiring leader for our employees. Can't wait to see what mission she champions next. Jan has been a trusted partner during my first eight months. He has been instrumental in the set-up of the NuCom Group and a great leader for his teams. I wish them both the very best in their next career moves."

Unterföhring, February 19, 2019. ProSiebenSat.1 Group continues to implement its three-pillar strategy: As of April 1, 2019, ProSiebenSat.1 will establish a new Executive Committee on holding level, consisting of the CEO, CFO and Deputy CEO Group General Counsel. At the same time, the pillars Entertainment, Red Arrow Studios and NuCom Group will be led by two co-CEOs respectively. All co-CEOs as well as some key functional leaders will be part of a broader Executive Board, reporting to CEO Max Conze. With this, more operative decision-making power will be transferred to the individual pillars thus setting up the Group significantly more agile and effective and pushing ahead with its transformation even more consistently.

Wolfgang Link, Chief Content & Channel Officer Entertainment, will be appointed as co-CEO Entertainment. He will be responsible for the linear and the digital content as well as all platforms. Having many years of experience in the live entertainment and production segment and ten years at ProSiebenSat.1, he will lead the new stand-alone formed Entertainment pillar together

with Michaela Tod, who will join ProSiebenSat.1 as co-CEO Entertainment in April 2019. She will be responsible for the management and further development of the Sales, AdTech, SevenVentures and Marketing divisions. She previously spent over 14 years with the British technology group Dyson. In her last position, she led Dyson's Greater China region as President. In three years, she grew the China business from a startup to a company with over 1,500 employees and one of Dyson's top three markets. She has been at the digital frontier working closely with Alibaba, Tencent and others and brings a global outlook to ProSiebenSat.1.

The Content Production & Global Sales pillar will continue to be led by James Baker, Red Arrow Studios, and Reza Izad, Studio71. As co-CEOs of NuCom Group, Claas van Delden and Dr. Florian Tappeiner manage the Commerce business. Each will report directly to CEO Max Conze.

Sabine Eckhardt and Dr. Jan Kemper leave the Group by mutual consent

After 15 years at ProSiebenSat.1 Sabine Eckhardt, Executive Board Member Sales & Marketing, has decided to leave the Group by mutual consent as of April 30, 2019. In her responsibilities are the sales subsidiaries SevenOne Media and SevenOne AdFactory, the investment business of SevenVentures, the marketing organization as well as all advertising technology companies like Virtual Minds and esome. Prior to her appointment to the Executive Board, she held various managing director positions within ProSiebenSat.1. Eckhardt successfully converted the Group's sales structures into a modern integrated sales house and pushed ahead with the development of innovative advertising technologies and products. By doing so, she set up the advertising business at ProSiebenSat.1 in an efficient and future-oriented way.

After almost two years as CFO, Dr. Jan Kemper will leave ProSiebenSat.1 on March 31, 2019 by mutual consent to pursue new professional challenges. He joined the Group as CFO in June 2017 and has played a crucial leadership role in professionalizing the Group's finance function and strengthening its management team. He took over Executive Board responsibility for the Group's M&A activities in August 2017, and made a major contribution to the Group's three-pillar strategy. He was instrumental in the formation of the NuCom Group with growth investor General Atlantic as a major shareholder, oversaw the disposal of the Group's travel activities and the acquisition of the match-making pioneer eHarmony. Being responsible for the Group's Commerce segment since February 2018, Jan Kemper successfully put NuCom on its path towards becoming the leading Europe-centered growth platform in consumer internet.

Rainer Beaujean takes over finance department

His successor Rainer Beaujean, current CFO of the listed packaging manufacturer Gerresheimer AG, will begin his position as Chief Financial Officer on July 1, 2019. Since 2000, Beaujean has managed the financial departments of several large corporations. Starting at T-Online, Beaujean also held the position of CEO between 2004 and 2006 and pushed ahead with the internationalization of the group. During his time at Demag Cranes, he led the company from the SDax to the MDax and was responsible for its refinancing. At Gerresheimer, he has been responsible for important transforming M&A transactions like Sensile Medical and Centor over the past seven years and recently spent seven months serving as spokesperson of the management board. During the transition period, Ralf Peter Gierig, the longstanding Deputy CFO of ProSiebenSat.1, will take over as interim CFO reporting to Max Conze.

Dr. Werner Brandt, Chairman of the Supervisory Board of ProSiebenSat.1 Media SE: "The implementation of a holding structure is the logical continuation of the three-pillar strategy. More independence and autonomy in operational business will help ProSiebenSat.1 to transform its business model faster and with more agility. We would like to express our deep gratitude to Sabine Eckhardt and Jan Kemper. With her professionalism and leadership strengths, Sabine Eckhardt has decisively shaped the sales and marketing of the entire Group in an extraordinary performance over the past 15 years. Sabine's innovative strength and her sense for trends make her one of the most

prominent minds in the media industry. Jan Kemper has been responsible for establishing a highly effective and efficient Finance function which is now well equipped for the future. With his deep experience of e-commerce and digital growth companies, he played a major role in the transformation of the Group. He oversaw numerous important M&A deals, and has firmly enabled NuCom's growth trajectory. We wish both the very best for their future. At the same time, I am delighted to welcome Michaela and Rainer at ProSiebenSat.1. They bring exceptional track record, deep experience and are focused on profitable growth."

Sabine Eckhardt: "ProSiebenSat.1 is a dynamic company and I am proud to have worked so many years in such an innovative environment. Now the time has come to create great things somewhere else. The biggest thank you goes to all my outstanding teams who have supported and accompanied me over the last 15 years."

Dr. Jan Kemper: "These were two extremely intense and rewarding years at ProSiebenSat.1. I feel very lucky to have worked with such a fantastic team – together, we have navigated the company through challenging waters, we initiated the necessary transformation of our core Entertainment business and established the NuCom Group as a successful diversification play. We can be proud of what we have achieved during this time."

Overview of the holding structure of ProSiebenSat.1 Group:



ProSiebenSat.1 Group

ProSiebenSat.1 is the leading German entertainment player with a strong e-commerce business. We want to offer great entertainment – whenever, wherever and on any device. Every day, 45 million TV households in Germany, Austria and Switzerland enjoy our 14 free and pay TV channels. Overall, ProSiebenSat.1 generates 1 billion video views per month with its online offers. Every year, we invest more than one billion euros in 120,000 hours of programming.

Successful formats like "Germany's next Topmodel", "The Voice of Germany", "Grey's Anatomy" and "Young Sheldon" as well as top-notch stars like Heidi Klum, Joko and Klaas or Dwayne Johnson belong to our family. Shows like "Bosch" and "Married at First Sight" are created within our production and distribution business Red Arrow Studios. Our global video channel network Studio71 achieves 96 billion video views per year and operates more than 1,300 web channels.

Our NuCom Group is a growing e-commerce player with ten leading portfolio companies that offer online price comparison, gifting/events, dating and beauty, retailing with 360 million interactions a year. ProSiebenSat.1 are 6,500 passionate creators that love to entertain and delight our viewers and consumers each day.

Contact:

Stefanie Rupp-Menedetter

Head of Group Communications

T +49 89 95 07-2598

M +49 172 835 2703

Stefanie.Rupp@ProSiebenSat1.com

Susanne Brieu

Deputy Head of Corporate & Finance Communications

T +49 89 9507-1137

M +49 15140655766

Susanne.Brieu@prosiebensat1.com

ProSiebenSat.1 Media SE

Medienallee 7

85774 Unterföhring, Germany

Press releases online: www.ProSiebenSat1.com

Twitter: [@P7S1Group](https://twitter.com/P7S1Group)