

# GROUP KEY FIGURES: MULTI-YEAR OVERVIEW

## GROUP KEY FIGURES: MULTI-YEAR OVERVIEW in EUR m

	Q4 2018	Q4 2017	Q4 2016	Q4 2015	Q4 2014
Revenues	1,323	1,324	1,254	1,087	966
Adjusted EBITDA <sup>1</sup>	379	390	392	357	325
Adjusted EBITDA margin (in %)	28.6	29.4	31.2	32.9	33.7
EBITDA	20	382	375	343	317
Operating result (EBIT)	-44	333	307	289	282
Result before income taxes	-63	238	257	212	253
Net result attributable to shareholders of ProSiebenSat.1 Media SE	-31	167	174	142	149
Adjusted net income <sup>2</sup>	236	219	225 <sup>6</sup>	194 <sup>8</sup>	180
Adjusted earnings per share	1.04	0.96	1.01 <sup>6</sup>	0.91 <sup>8</sup>	0.84
Payments for the acquisition of programming assets	359	274	234	210	183
Free cash flow before M&A	138	351	334	242	310
Free cash flow	63	243	16	77	297
Cash flow from investing activities	-487	-422	-602	-419	-228

	2018	2017	2016	2015	2014
Revenues	4,009	4,078	3,799	3,261	2,876
Adjusted EBITDA <sup>1</sup>	1,013	1,050	1,018	926	847
Adjusted EBITDA margin (in %)	25.3	25.8	26.8	28.4	29.5
EBITDA	570	1,084	982	881	818
Operating result (EBIT)	348	820	777	730	695
Result before income taxes	344	646	658	604	560
Net result attributable to shareholders of ProSiebenSat.1 Media SE	248	471	402	391	346
Adjusted net income <sup>2</sup>	541	550	536 <sup>6</sup>	466 <sup>8</sup>	419
Adjusted earnings per share	2.36	2.40	2.47 <sup>6</sup>	2.18 <sup>8</sup>	1.96
Payments for the acquisition of programming assets	1,070	1,048	992	944	890
Free cash flow before M&A	244	468	485	470	444
Free cash flow	-78	728	-4	-1	277
Cash flow from investing activities	-1,536	-894	-1,623	-1,522	-1,148

	12/31/2018	12/31/2017	12/31/2016	12/31/2015	12/31/2014
Programming assets	1,113	1,198	1,312	1,252	1,212
Equity	1,070	1,252	1,432	943	754
Equity ratio (in %)	16.5	19.1	21.7	17.8	19.3
Cash and cash equivalents	1,031	1,552	1,271	734	471
Financial debt	3,194	3,185	3,185	2,675	1,973
Leverage ratio <sup>3</sup>	2.1	1.6 <sup>7</sup>	1.9	2.1	1.8 <sup>5</sup>
Net financial debt	2,163	1,632 <sup>7</sup>	1,913	1,940	1,502
Employees <sup>4</sup>	6,583	6,483	6,565	5,584	4,210

<sup>1</sup> EBITDA before reconciling items.

<sup>2</sup> Net result attributable to shareholders of ProSiebenSat.1 Media SE before the amortization and impairments from purchase price allocations, adjusted for the reconciling items.

<sup>3</sup> Ratio net financial debt to adjusted EBITDA in the last twelve months.

<sup>4</sup> Full-time equivalent positions as of reporting date.

<sup>5</sup> Adjusted for the LTM adjusted EBITDA contribution of Eastern European operations.

<sup>6</sup> Adjusted due to changes in reporting practices for non-IFRS figures from the beginning of financial year 2017. The Annual Report 2016 comprises more detailed information on pages 73 and 74.

<sup>7</sup> After reclassification of cash and cash equivalents of assets held for sale.

<sup>8</sup> Adjustment due to retrospective adjustment of changes in the fair value of put-options and earn-out liabilities in the second quarter of 2016.

# SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW

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	2018	2017	2016
<b>Entertainment</b>			
External revenues	2,626	2,737	2,694
Adjusted EBITDA <sup>1</sup>	881	898	898
Adjusted EBITDA margin (in %) <sup>2</sup>	32.4	32.1	32.9
EBITDA	461	651	884
<b>Content Production &amp; Global Sales</b>			
External revenues	552	523	495
Adjusted EBITDA <sup>1</sup>	31	19	34
Adjusted EBITDA margin (in %) <sup>2</sup>	5.1	3.1	6.2
EBITDA	26	8	25
<b>Commerce</b>			
External revenues	831	818	610
Adjusted EBITDA <sup>1</sup>	103	135	86
Adjusted EBITDA margin (in %) <sup>2</sup>	12.3	16.5	14.0
EBITDA	84	464	79

<sup>1</sup> EBITDA before reconciling items.

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

### Explanatory Notes on Reporting Principles:

The values shown until the financial year 2016 relate to key figures from continuing operations reported in line with IFRS 5, i.e. not including the revenue and earnings contributions of the entities sold. The following entities were deconsolidated in the in the past: Hungary (February) and Romania (April and August respectively) in the financial year 2014.

The income statement items of the relevant entities are presented separately as a single figure, result from discontinued operations. This figure also contains the respective gain on disposal and is presented after tax.

The previous years' figures in the statement of financial position were not adjusted.