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RESPONSE TO COVID-19 CRISIS
**GERMANY WITH FIRST MEASURES TO EASE THE LOCKDOWN**

**COVID-19 Status Quo in Germany**

- **January 27th** First infection in Germany
- **March 13th** Closure of schools in Bavaria
- **March 23rd** Social contact restrictions in Germany
- **April 20th** First measures to ease lockdown in Germany: Shops with up to 800 square meters, car dealers, bicycle dealers and bookstores allowed to reopen. Social contacts restricted until May 4th, events until August 3rd
- **Beginning of May** Step-by-step opening of some facilities (e.g. barber shops)
- **Starting end of April** Many states decided to have an obligation to wear masks in public transport and supermarkets
- **March 21st - April 19th** Lockdown in Bavaria, e.g.:  
  - No events and assemblies  
  - Operating any facility not necessary for everyday life is prohibited (e.g. tennis court)  
  - Social contacts restricted to people one lives with

1) Data derived from Robert Koch Institute on May 4, 2020
### IN RELATIVE TERMS TV AND ONLINE VIDEO ARE OUTPERFORMING OTHER TRADITIONAL MEDIA

**Change in daily reach since beginning of COVID-19 lockdown**

In %; March 2–March 15 vs. March 16–March 29, 2020; A14-69

<table>
<thead>
<tr>
<th>Media</th>
<th>Change in Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>8</td>
</tr>
<tr>
<td>Ad VoD</td>
<td>15</td>
</tr>
<tr>
<td>Online Activities</td>
<td>5</td>
</tr>
<tr>
<td>Print</td>
<td>-14</td>
</tr>
<tr>
<td>Radio</td>
<td>-12</td>
</tr>
<tr>
<td>Out-of-Home</td>
<td>-34</td>
</tr>
<tr>
<td>Cinema</td>
<td>-100</td>
</tr>
</tbody>
</table>

- Video usage uptake due to confinement measures
- Print and radio daily reach down due to people commuting less to workplace
- OOH reach notably down due to limited mobility, especially in urban areas

Source: TV: AGF Videoforschung in cooperation with Gfk; videoSCOPES, Market standard: TV; ADVOD, Online, Print, Radio Media Activity GuideViewTime Report 01/2020, farsa SevenOne Media, OOH: Mobility Report RK4, March 16 - March 29, 2020 vs. Py; Cinema: own estimates based on 100% closure
CURRENT CRISIS LEADING TO CONTRARY DEVELOPMENTS

Viewing time and specific group assets positively impacted by COVID-19...

- **+16%** TVV March 2020 vs. PM
- **+11%** 0 daily net viewers March 2020 vs. PM (A 14-29)
- **+12%** Joyn AGOF Unique Users March vs. PM reaching 4m
- **+19%** Parship Group registrations during Easter holidays vs. PY

...but major industries show declining TV advertising spendings

Top 20 of TV relevant industries with highest reduction in TV advertising spend (gross) (Jan 1, 2020 - March 31, 2020 vs. PY)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>-35%</td>
</tr>
<tr>
<td>Building Industry</td>
<td>-21%</td>
</tr>
<tr>
<td>Gastronomy</td>
<td>-20%</td>
</tr>
<tr>
<td>Individual needs</td>
<td>-13%</td>
</tr>
<tr>
<td>Food</td>
<td>-6%</td>
</tr>
</tbody>
</table>

1) Basis: TV, TVC (Web, Mobile, Smart TV, HbbTV), TTV/Joyn, Studio71 (TV-SE); 2) Basis: All German Households, Mon-Sun, 3-3h, weeks in m, mRin of consecutive viewing; Source: AGF in cooperation with GfK/videoScope/ProSiebenSat.1, TV Deutschland; 3) Basis: 16+, Source: AGOF Daily Digital Facts/ProSiebenSat.1 TV Deutschland; 4) April 19 - April 22, 2019 vs. April 10 - April 13, 2020; 5) © 2020 The Nielsen Company (Germany) GmbH
BRANDS THAT ADVERTISE IN TIMES OF CRISIS SECURE MARKET SHARES IN THE LONG-TERM

Market share winners vs. market share losers
Analysis of 959 manufacturer brands 2001-2009; Index 2001=100

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1) Advertising investments and market shares winner and loser brands. Index 2001=100. Source: GfK/Serviceplan GfK Consumer Scan/Haushaltspanel/Nielsen; 2) Article: The P&G ramps up marketing amid coronavirus demand: “This is not a time to go off air”, by Katie Deighton

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“There’s a big upside here in terms of reminding consumers of the benefits that they’ve experienced with our brands and how they’ve [met] their family’s needs, which is why this is not a time to go off air.”

Jon Moeller, CFO Procter&Gamble

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100  116  115  145  186
115  128  93  2009
88  93  84  2008
66  73  67  2007
66  88  73  2005
66  93  67  2003
66  88  67  2001

Recession
Recession

Ad spend winners
Market share winners
Ad spend losers
Market share losers

ProSiebenSat.1 Media SE
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RESPONSE TO COVID-19 CRISIS
**ENTERTAINMENT AT THE CORE OF PROSIEBENSAT.1**

### ProSiebenSat.1 Group

- **Leading Entertainment player** in Germany, Austria and Switzerland, combining Entertainment, Commerce and Content Production pillars to form one synergistic business model that reduces dependency on advertising revenues and creates value for our stakeholders.

### Red Arrow Studios

- **226** RAS productions in 2019
- **>1.4bn** YouTube subscribers

  - Production & Distribution house with cross-platform competences in IP creation, retention and exploitation
  - High-quality productions (short- and long-form) across major genres

### SevenOne Entertainment Group

- **~Ø62m** monthly viewers\(^3\)
- **27.1%** audience share in GER YTD\(^2\)
- **27.6%** audience share in AUT YTD\(^3\)
- **#1** TV marketer SevenOne Media\(^4\)
- **~4m** monthly Unique Users on Joyn\(^5\)

  - One Entertainment Group operates leading Entertainment platforms both in linear (e.g. ProSieben, SAT.1) and digital (e.g. Joyn)
  - Focusing on more live and local content to cater for local demand with leading content brands, e.g. Galileo, taff, GNTM
  - Continuous innovation to drive digital reach and monetization, e.g. FYEO, d-force
  - Investments in Data (e.g. 7Pass, netID), AdTech will improve cross-device targeting and monetization options of our reach

### NuCom Group

- **>60m** monthly visits on our NuCom verticals\(^6\)

  - Commerce house building strong B2C brands, delivering utility and value to their customers
  - Focusing on growth stage in asset lifecycle to realize value once brand has matured

---

1) Total station portfolio without HbbTV, Smart TV, YouTube and Joyn. Target group 3+: average of three months in Q1 2020; at least 1 of PT51's 7 channels in Germany is watched for at least 1 minute consecutively per month; 2) Basis: All German TV Households, MonSun, 3/3 h, A 14:49, Jan 1 – April 26, 2020; Source: AGF in cooperation with GRK videonScope/ProSiebenSat.1 TV Deutschland; 3) Basis: A 12:49; Jan 1 – April 26, 2020; Source: AGT/Gin TELTEST; 4) Based on Nielsen Brutto Werbestatistik FY 2019; 5) Basis: 16+; Source: AGDF Daily Digital Facts/ProSiebenSat.1 TV Deutschland; 6) Average value Q4 2019 based on company data.
SEVENONE ENTERTAINMENT GROUP

**Factual**
- Longest-running German TV science format
- Regularly >1m reach\(^1\)
- >50m monthly video views on YouTube\(^2\)
- Strong Factual Corona Specials since March

**Live**
- Record ratings before & since Corona restrictions
- In March alone, total of 17.3m contacts\(^3\)
- Ø 25.5% and up to 26.4% market share\(^3\)

**Entertainment**
- Ø 17.2% and up to 19.8% market share\(^3\)
- Digital fan event “Virtual GNTMX” in May with live Meet & Greet on social media accounts

**Reality**
- Best local SAT.1 channel production since TVOG 2017
- Lifts Wednesday Prime by up to +2.36pts\(^4\)
- Ø 17.6% and up to 20.6% market share\(^4\)

**Sports**
- Record ratings for virtual NFL Draft with Ø 8.5%\(^5\)
- Extended Free TV partnership with WWE
- Attractive eSports portfolio and continued co-operation with ESL

---

1) Basis: All German TV Households, Mon-Sun, 3:3 h, A 14:49; Source: AGF in cooperation with GRF/VideoScope/ProSiebenSat.1 TV Deutschland
2) Source: YouTube Analytics
3) Season 2, TVC Web, TVC Mobile Apps, TVC Smart TV Apps, TVC HbbTV, JOYN/7TV, Syndication, Facebook, YouTube.de
4) Basis: All German TV households, Mon-Sun, 3:3 h, 3+; Source: AGF in cooperation with GRF/VideoScope/ProSiebenSat.1 TV Deutschland
5) In of consecutive viewing

© ProSieben/Willi Weber
GROUP OVERVIEW & OPERATIONAL UPDATE

RED ARROW STUDIOS

International content creation and Distribution

German-speaking content creation

Balls to Dare
up to 12%2)

Three levers to deliver our growth plan

- Manage for success evaluate partnerships for scale
- Build and grow local footprint partner with best creators
- Scale globally, drive profitability

Note: 1) Vienna Blood season 1; Love is Blind season 1, seasons 2 and 3 commissioned; Bosch season 6, season 7 commissioned; Game On!-season 1; Z! basis: all German TV households, A 14-49, Mon-Sun, 3:3h; Source: AGR in cooperation with GfK/VideoScope/P731 TV Deutschland. 2) Q1 2020, excluding unconsolidated subsidiary in France; Source: P731 company data, YouTube analytics © ProSieben/Sat.1 Media SE
NUCOM GROUP

**Lead Companies**
- Verivox
- Parship
- eharmony
- Jochen Schweizer
- Mydays
- Flaconi

**Strategic Options**
- Aroundhome

**Consumer Need**
- Savings
- Love
- Experiences
- Well-being

**Revenues Q1 2020**
- **EUR 61m** +15% YoY
- **EUR 59m** +12% YoY
- **EUR 14m** -1% YoY
- **EUR 93m** +21% YoY

Note: NuCom Group shareholder structure: ProSiebenSat.1 Media SE: 71.6.0% plus EUR 609m preferred equity, General Atlantic: 28.4%; © ProSieben/Willi Weber
PROSIEBENSAT.1 MEDIA SE AND GENERAL ATLANTIC HAVE SIGNED AGREEMENT TO ACQUIRE MEET GROUP

Transaction Overview

- A leading online dating and social entertainment platform (FY 2019: Revenue: USD 211.7m; Adj EBITDA: USD 42.2m)
- ProSiebenSat.1 Media SE and General Atlantic to acquire The Meet Group, Inc. for USD 497m; Cash consideration of USD 6.30 per common share
- Closing conditions: Approval of the transaction by holders of a majority of outstanding MEET shares of common stock and customary regulatory approvals
- Expected closing in H2 2020
- Envisaged shareholder structure: ProSiebenSat.1 Media SE: 55.0% plus EUR 609m Preferred Equity, General Atlantic: 45.0%

Online Dating Segment

MATCHMAKING  ONLINE DATING
+ SOCIAL ENTERTAINMENT

Parship  THE MEET GROUP

- Add scale to the Parship portfolio: building an ecosystem across matchmaking, online dating and social entertainment
- Attractive value creation: Highly synergistic combination

Note: FY 2019 financial results as reported of The Meet Group; © ProSieben/Willi Weber
GROUP OVERVIEW & OPERATIONAL UPDATE

VALUE CREATION OF MATCHMAKING BUSINESS

Vision to IPO matchmaking vertical in 2022

Global scale
- Leading online dating platform
- Access to ~18m MAUs\(^1\) of MEET
- Global workforce of ~600 employees across North America and Europe

Growth
- ~3x increase of total addressable market (TAM) to ~EUR 2.3bn via entry into the online dating and social entertainment segment
- Sizeable and strongly growing (+8% and +11% CAGR) TAM\(^2\) of online dating and social entertainment

Synergy potential
- Significant revenue opportunities through collaboration (benefit from TV reach in German-speaking markets, cross-selling of users between platforms, know-how transfer etc.)
- Cost optimization and scale efficiencies

Revenue diversification
- From one revenue model to three with advertising and in-app video spend to complement subscription revenues
- Live video business the fastest growing revenue stream

Note: The Meet Group transaction is subject to shareholder and regulatory approval

ProSiebenSat.1 Media SE

1) Q4 2019 figures as reported of the MEET Group; 2) NuCom management estimate based on 3rd party consulting firm report; © ProSieben/Willi Weber
Q1 FINANCIALS

OVERALL SOLID REVENUE DEVELOPMENT IN DEMANDING MARKET ENVIRONMENT

External revenues: Group & segments [in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group</strong></td>
<td>926</td>
<td>913</td>
<td>+1%</td>
</tr>
<tr>
<td>Organic</td>
<td>912</td>
<td>918</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>SevenOne Entertainment Group</strong></td>
<td>563</td>
<td>579</td>
<td>-3%</td>
</tr>
<tr>
<td>Organic</td>
<td>563</td>
<td>581</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Red Arrow Studios</strong></td>
<td>134</td>
<td>135</td>
<td>-0%</td>
</tr>
<tr>
<td>Organic</td>
<td>134</td>
<td>138</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>NuCom Group</strong></td>
<td>228</td>
<td>199</td>
<td>+15%</td>
</tr>
<tr>
<td>Organic</td>
<td>214</td>
<td>199</td>
<td>+8%</td>
</tr>
</tbody>
</table>

Note: SevenOne Entertainment Group refers to former segment Entertainment; Organic growth refers to portfolio and currency-adjusted growth.

COMMENTS

- Revenue decline of SevenOne Entertainment Group mainly resulting from lower TV core advertising revenues (-6%) partly offset by Digital & smart advertising (+32%), Distribution (+9%) and Other (+5%)
- About flat revenue development of Red Arrow Studios based on decline in Production (-16%) and increase in Global Sales (+5%) and Studio71 (+17%) revenues
- Growth of NuCom reflecting revenue increase in Consumer Advice (+15%), Matchmaking (+12%) and Beauty & Lifestyle (+21%)
GROUP ADJUSTED EBITDA DEVELOPMENT AFFECTED BY SEVENONE ENTERTAINMENT

Adjusted EBITDA: Group & segments [in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>157</td>
<td>190</td>
<td>-17%</td>
</tr>
<tr>
<td>SevenOne Entertainment Group</td>
<td>141</td>
<td>178</td>
<td>-21%</td>
</tr>
<tr>
<td>Red Arrow Studios</td>
<td>8</td>
<td>8</td>
<td>+0%</td>
</tr>
<tr>
<td>NuCom Group</td>
<td>15</td>
<td>19</td>
<td>-20%</td>
</tr>
<tr>
<td>Reconciliation (Holding &amp; other)</td>
<td>-8</td>
<td>-16</td>
<td>-49%</td>
</tr>
</tbody>
</table>

**Q1 FINANCIALS**

**COMMENTS**

- Group adjusted EBITDA primarily reflects adjusted EBITDA decline of SevenOne Entertainment Group due to lower advertising revenues.
- Red Arrow Studios’ adjusted EBITDA development in line with about flat revenue development in Q1 2020.
- Adjusted EBITDA of NuCom Group reflects less favorable revenue mix in Q1 2020 as well as growth investments.
- Reconciliation result - which mainly includes holding costs - had a positive effect on Group adjusted EBITDA.

*Note: SevenOne Entertainment Group refers to former segment Entertainment excluding holding (now reported in "Reconciliation")*
### IMPROVEMENT OF FCF BEFORE M&A DUE TO STRICT CASH MANAGEMENT

**EBIT, net income, adjusted net income, FCF before M&A**  
[in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT</td>
<td>80</td>
<td>129</td>
<td>-38%</td>
</tr>
<tr>
<td>Net income(^1)</td>
<td>37</td>
<td>122</td>
<td>-70%</td>
</tr>
<tr>
<td>Adjusted net income(^2)</td>
<td>58</td>
<td>94</td>
<td>-38%</td>
</tr>
<tr>
<td>FCF before M&amp;A</td>
<td>-28</td>
<td>-61</td>
<td>-54%</td>
</tr>
</tbody>
</table>

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**COMMENTS**

- EBIT reflects change in revenue mix in Q1 2020 with declining advertising revenues and revenue growth of the NuCom Group.
- Net income below prior year’s level due to overall lower operating profitability as well as decrease of other financial result to -EUR 9m (Q1 2019: EUR 67m) mainly resulting from valuation effects.
- Narrowing FCF before M&A loss due to strict cash management; Q1 2020 reflects seasonality.

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1) Attributable to shareholders of PTSI; 2) Refers to adjusted net income attributable to shareholders of PTSI
SOLID LIQUIDITY POSITION AND NO FINANCIAL COVENANTS FOR GROUP'S DEBT INSTRUMENTS

Net financial debt
[in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>12/31/2019</th>
<th>03/31/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>2,245</td>
<td>2,294</td>
</tr>
<tr>
<td>Leverage</td>
<td>2.6x</td>
<td>2.7x</td>
</tr>
</tbody>
</table>

Financial leverage

- ProSiebenSat.1 Group with cash position of EUR 898m at the end of Q1 2020 and, hence, significant liquidity available
- Additional financing headroom resulting from RCF in the amount of EUR 750m
  - Draw-down of EUR 350m from RCF at beginning of April, adding to cash balance
  - Additional EUR 400m without financial covenant obligations from RCF remain available

Debt profile [in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>FY 2019</th>
<th>Q1 2020</th>
<th>Maturity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Notes</td>
<td>600</td>
<td>600</td>
<td>Apr-21</td>
</tr>
<tr>
<td>Term Loan</td>
<td>151</td>
<td>151</td>
<td>Apr-23</td>
</tr>
<tr>
<td>RCF (74m of 750m)</td>
<td>0</td>
<td>0</td>
<td>Apr-23</td>
</tr>
<tr>
<td>Promissory Loans</td>
<td>275</td>
<td>275</td>
<td>Dec-23</td>
</tr>
<tr>
<td>Term Loan</td>
<td>1,949</td>
<td>1,949</td>
<td>Apr-24</td>
</tr>
<tr>
<td>RCF (676m of 750m)</td>
<td>0</td>
<td>0</td>
<td>Apr-24</td>
</tr>
<tr>
<td>Promissory Loans</td>
<td>225</td>
<td>225</td>
<td>Dec-26</td>
</tr>
<tr>
<td>Other loans and borrowings</td>
<td>(5)</td>
<td>(8)</td>
<td>Misc.</td>
</tr>
<tr>
<td>Total gross debt</td>
<td>3,195</td>
<td>3,192</td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>(950)</td>
<td>(898)</td>
<td></td>
</tr>
<tr>
<td>Total net debt</td>
<td>2,245</td>
<td>2,294</td>
<td></td>
</tr>
</tbody>
</table>

- Our Group financing instruments totaling EUR 3.2bn gross are not governed by financial covenants
- Remaining volume-weighted tenor of over 3 years with final maturities in 2024/26. The first debt maturity will be EUR 600m notes due in April 2021
- We remain committed to our general financial leverage target range of 1.5x to 2.5x net debt/adjusted EBITDA

1) Includes deductions of finance costs/disagio according to IFRS
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04 RESPONSE TO COVID-19 CRISIS
# RESPONSE TO COVID-19 CRISIS

## SEGMENT COST STRUCTURES AND MEASURES TO SECURE GROUP LIQUIDITY

### Illustrative cost split by segment (based on FY 2019)

- Administrative expenses & other (largely fixed)
- Program costs (rather fixed)
- Cost of sales and selling expenses (partly fixed)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Administrative expenses</th>
<th>Program costs</th>
<th>Cost of sales and selling expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>SevenOne Entertainment Group</td>
<td>&gt;35%</td>
<td>~55%</td>
<td>&lt;10%</td>
</tr>
<tr>
<td>Red Arrow Studios</td>
<td>~85%</td>
<td>~15%</td>
<td>&gt;15%</td>
</tr>
<tr>
<td>NuCom Group</td>
<td>&lt;85%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Measures

<table>
<thead>
<tr>
<th>Measure</th>
<th>P&amp;L cost savings</th>
<th>Cash savings</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction of personnel expenses, e.g. hiring freeze for non-essential positions, reduction of overtime, short-time work</td>
<td>++</td>
<td>++</td>
<td>Short term</td>
</tr>
<tr>
<td>Reduction of programming expenses by c. EUR 50m vs. previously planned increase of 50m vs. FY 2019</td>
<td>+++</td>
<td>++</td>
<td>Short/mid term</td>
</tr>
<tr>
<td>Reduction of other operating expenses, e.g. marketing, consulting, travel</td>
<td>++</td>
<td>++</td>
<td>Short term</td>
</tr>
<tr>
<td>Optimization of net working capital, e.g. by improvement of payment terms</td>
<td>++</td>
<td></td>
<td>Short term</td>
</tr>
<tr>
<td>Review of CAPEX</td>
<td>++</td>
<td></td>
<td>Short term</td>
</tr>
<tr>
<td>Postponement of all projects without payback in the short term, mainly IT</td>
<td>++</td>
<td>++</td>
<td>Immediate</td>
</tr>
<tr>
<td>Reduction of tax pre-payments (VAT and income tax)</td>
<td>+++</td>
<td></td>
<td>Immediate</td>
</tr>
</tbody>
</table>

1) Number of plus signs represents magnitude of P&L and cash savings

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ProSiebenSat.1 Media SE

20
# WITHDRAWAL OF OUTLOOK AND DIVIDEND AS EXTRAORDINARY ONE-TIME MEASURES

## Financial Outlook

- Withdrawal of 2020 financial outlook due to lack of visibility on COVID-19 related impacts and economic uncertainty

## Dividend

- Withdrawal of initial 2019 dividend proposal to preserve an additional liquidity of EUR 192m
- Current dividend policy with a pay-out-ratio of 50% of Group adjusted net income confirmed

## Annual General Meeting

- AGM to be held on June 10, 2020 as non-physical AGM

## Q2 2020

- All segments are expected to be heavily impacted by the crisis
- SevenOne Entertainment Group: In April 2020, TV core advertising revenues are expected to be down by c. 40% vs. PY
- Red Arrow Studios’ business continues to be impacted by postponements of productions
- NuCom Group with a mixed picture as some assets are more affected by the restrictions of public life whereas others benefit from its mere e-commerce positioning; NuCom Group benefits from its diversified portfolio set-up in this situation
P7S1 APPROACH TO SUSTAINABILITY

P7S1 defines sustainable entrepreneurial activity as an integrated approach for improving its economic, environmental and social performance.

P7S1's Group-wide sustainability strategy entitled with “We love to sustain” is based on the UN Sustainable Development Goals (SDGs); P7S1 also signed the United Nations Global Compact at the beginning of 2020.

P7S1 has expanded the sustainability organization and enhanced the governance structures: Sustainability Board (installed in 2019), sustainability department led by the Chief Sustainability Officer (established in 2020).

External audit of P7S1 Non-financial Report with reasonable assurance; additional engagement of auditor to perform an independent limited assurance on the Sustainability/GRI Report.
# SELECTED KEY FIGURES AND STRATEGIC GOALS

## ENVIRONMENTAL

<table>
<thead>
<tr>
<th>FIGURES</th>
<th>2017</th>
<th>2018&lt;sup&gt;1)&lt;/sup&gt;</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total energy consumption in GWh</td>
<td>49.91</td>
<td>44.64</td>
<td>-11%</td>
</tr>
<tr>
<td>GHG emissions - Scope 1 (CO₂ equivalents) in metric tons</td>
<td>2,456</td>
<td>1,910</td>
<td>-22%</td>
</tr>
<tr>
<td>Total GHG emissions (location-based) - Scope 1, 2 and 3 (CO₂ equivalents) in metric tons&lt;sup&gt;2)&lt;/sup&gt;</td>
<td>29,883</td>
<td>34,319</td>
<td>+15%</td>
</tr>
</tbody>
</table>

## GOALS

- Definition of climate strategy and setting of climate targets in 2020
- Increase efforts for “Green Productions” at P7S1 and in the industry
- Establish Media4Sustainability as sustainable business model and support campaigns on climate protection
- LEED (Leadership in Energy and Environmental Design) certificate for "New Campus" building project

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<sup>1)</sup> Energy and emission data for 2019 to be disclosed on June 25, 2020 in the Sustainability/GRI Report.
<sup>2)</sup> Excluding emissions from TV consumption of programs broadcast (scope 3).
# SELECTED KEY FIGURES AND STRATEGIC GOALS

## SOCIAL

<table>
<thead>
<tr>
<th>FIGURES</th>
<th>2018</th>
<th>2019</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio of women at first management level below Executive Board</td>
<td>42.9%</td>
<td>25.0%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FIGURES</th>
<th>2019</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio of women at second management level below Executive Board</td>
<td>34.2%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Please note: Target by 06/2022

## GOALS

- Expansion of information literacy and increase of public value formats
- Enhance access to media barrier-free content
- Improve gender equality and inclusion at ProSiebenSat.1
- Focus on audiovisual diversity in media industry
- Promotion of corporate volunteering by an incentive model
**ESG RATINGS, INDICES AND RANKINGS**

**CDP**
- Climate Change
  - Score: C
  - Average performance: C

**DAX® 50 ESG**
- Inclusion in index

**FTSE Russell**
- Rating: 4.7
  - Subsector average: 2.5
  - Industry average: 2.3

**ISS ESG**
- Quality Score
  - Environment: 2
  - Social: 3
  - Governance: 1

**ISS**
- Rating: C-
  - Decile rank: 2
  - (High relative performance)

**MSCI**
- Rating: AA
  - Industry-adjusted score: 8.2

**SAM**
- Company score: 30
  - Industry AVERAGE: 30

**Sustainalytics**
- Overall Score: 56
  - Relative position: 33 out of 91

**Vigeo Eiris**
- No inclusion in indices

**DVFA**
- #1 in MDAX
  - Scorecard for Corporate Governance 2019

*Note: as of May 2020*
## GROUP P&L

<table>
<thead>
<tr>
<th>[in EUR m]</th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>926</td>
<td>913</td>
<td>+1%</td>
</tr>
<tr>
<td>Adjusted EBITDA</td>
<td>157</td>
<td>190</td>
<td>-17%</td>
</tr>
<tr>
<td>Reconciling items</td>
<td>-12</td>
<td>-10</td>
<td>+22%</td>
</tr>
<tr>
<td>EBITDA</td>
<td>145</td>
<td>180</td>
<td>-20%</td>
</tr>
<tr>
<td>Depreciation, amortization and impairments</td>
<td>-64</td>
<td>-51</td>
<td>+26%</td>
</tr>
<tr>
<td>Thereof PPA</td>
<td>-16</td>
<td>-12</td>
<td>+27%</td>
</tr>
<tr>
<td>Operating result (EBIT)</td>
<td>80</td>
<td>129</td>
<td>-38%</td>
</tr>
<tr>
<td>Financial result</td>
<td>-38</td>
<td>49</td>
<td>n/a</td>
</tr>
<tr>
<td>Thereof interest result</td>
<td>-16</td>
<td>-10</td>
<td>+60%</td>
</tr>
<tr>
<td>Result before income taxes (EBT)</td>
<td>43</td>
<td>178</td>
<td>-76%</td>
</tr>
<tr>
<td>Net income&lt;sup&gt;1)&lt;/sup&gt;</td>
<td>37</td>
<td>122</td>
<td>-70%</td>
</tr>
<tr>
<td>Adjusted net income&lt;sup&gt;2)&lt;/sup&gt;</td>
<td>58</td>
<td>94</td>
<td>-38%</td>
</tr>
<tr>
<td>Net financial debt</td>
<td>2,294</td>
<td>2,206</td>
<td>+4%</td>
</tr>
</tbody>
</table>

<sup>1</sup> Attributable to shareholders of ProSiebenSat.1 Media SE  
<sup>2</sup> Refers to adjusted net income attributable to shareholders of ProSiebenSat.1 Media SE  

Note: Net financial debt as of 03/31/2020 respectively as of 03/31/2019
### SEVENONE ENTERTAINMENT GROUP

#### External revenues and adjusted EBITDA
[in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td>563</td>
<td>579</td>
<td>-3%</td>
</tr>
<tr>
<td>Advertising</td>
<td>486</td>
<td>507</td>
<td>-4%</td>
</tr>
<tr>
<td>TV core advertising</td>
<td>447</td>
<td>478</td>
<td>-6%</td>
</tr>
<tr>
<td>Digital &amp; smart advertising</td>
<td>39</td>
<td>30</td>
<td>+32%</td>
</tr>
<tr>
<td>Distribution</td>
<td>41</td>
<td>38</td>
<td>+9%</td>
</tr>
<tr>
<td>Other</td>
<td>36</td>
<td>34</td>
<td>+5%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>141</td>
<td>178</td>
<td>-21%</td>
</tr>
</tbody>
</table>

Note: Organic growth refers to portfolio and currency adjusted growth

### COMMENTS

- TV core advertising revenue decline (-EUR 31m) partly offset by growth in all other revenue categories (+EUR 15m)
- Digital & smart advertising revenues continue to grow dynamically (+32% YoY) even in more demanding advertising environment
- Distribution business with solid revenue growth of 9%
- Lower segment profitability (-EUR 37m) primarily as a result of advertising revenue decline
# RED ARROW STUDIOS

## External revenues and adjusted EBITDA [in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td>134</td>
<td>135</td>
<td>-0%</td>
</tr>
<tr>
<td>Production</td>
<td>53</td>
<td>64</td>
<td>-16%</td>
</tr>
<tr>
<td>Global Sales</td>
<td>23</td>
<td>22</td>
<td>+5%</td>
</tr>
<tr>
<td>Studio71</td>
<td>57</td>
<td>49</td>
<td>+17%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>8</td>
<td>8</td>
<td>+0%</td>
</tr>
</tbody>
</table>

Note: Organic growth refers to portfolio and currency-adjusted growth.

---

## COMMENTS

- Red Arrow Studios with overall solid revenue (-0% YoY) and adjusted EBITDA performance (+0% YoY)

- Decline in production revenues (-16% YoY) partly resulting from comparably strong revenues in prior year due to higher volume of scripted productions in the UK (Production Q1 2019: +41% YoY) as well as first effects from lockdown measures.

- Studio71 with strong start into the year across all territories (+17% YoY), supported by significant growth in YouTube watch time (+18% YoY)
**NUCOM GROUP**

**External revenues and adjusted EBITDA**
[in EUR m]

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External revenues</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic</td>
<td>214</td>
<td>199</td>
<td>+8%</td>
</tr>
<tr>
<td>Consumer Advice</td>
<td>61</td>
<td>53</td>
<td>+15%</td>
</tr>
<tr>
<td>Matchmaking</td>
<td>59</td>
<td>53</td>
<td>+12%</td>
</tr>
<tr>
<td>Experiences</td>
<td>14</td>
<td>15</td>
<td>-1%</td>
</tr>
<tr>
<td>Beauty &amp; Lifestyle</td>
<td>93</td>
<td>77</td>
<td>+21%</td>
</tr>
<tr>
<td>Other</td>
<td>-/-</td>
<td>1</td>
<td>-100%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>15</td>
<td>19</td>
<td>-20%</td>
</tr>
</tbody>
</table>

**Comments**

- Consumer Advice business still benefiting from remaining consolidation effects. However, key asset Verivox has started to stabilize/grow again.
- Strong performance of Matchmaking vertical (+12% YoY) supported by successful turnaround of eharmony in the U.S.
- Experience business with overall still stable development (-1% YoY) despite slowdown in March.
- Strong performance of Beauty & Lifestyle business (+21% YoY) supported by strong growth of Flaconi and Windstar as a result of increased demand for cosmetic and hygiene products.

*Note: Organic growth refers to portfolio and currency-adjusted growth.*
FCF BEFORE M&A IMPROVED TO EUR 373M ON LAST 12-MONTH BASIS (BEFORE COVID-19 CRISIS)

Net financial debt
[in EUR m]

<table>
<thead>
<tr>
<th>03/31/2019</th>
<th>Dividend</th>
<th>M&amp;A Capex</th>
<th>Disposals</th>
<th>FCF before M&amp;A</th>
<th>Others</th>
<th>03/31/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>-2,206</td>
<td>-269</td>
<td>-226</td>
<td>-188</td>
<td>373</td>
<td>-30</td>
<td>-2,294</td>
</tr>
</tbody>
</table>

- EUR 162m Net M&A related capex

Financial leverage: net debt/LTM adjusted EBITDA (adjusted EBITDA of EUR 839m (previous year: EUR 1002m)); Note: IFRS net debt as per PTV1 definition (i.e. excluding EUR 180m lease liabilities (03/31/2019: EUR 170m) and EUR 53m real estate liabilities (03/31/2019: EUR 37m))
## OVERVIEW OPERATIONAL KPIS

### SevenOne Entertainment Group

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total video viewtime&lt;sup&gt;3&lt;/sup&gt;</td>
<td>282bn min</td>
<td>283bn min</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Total daily TV consumption (AGF)&lt;sup&gt;2&lt;/sup&gt;</td>
<td>254 min</td>
<td>249 min</td>
<td>+2.1%</td>
</tr>
<tr>
<td>Audience share&lt;sup&gt;3&lt;/sup&gt;</td>
<td>26.7%</td>
<td>27.9%</td>
<td>-1.2% pts</td>
</tr>
<tr>
<td>Gross TV advertising market share&lt;sup&gt;4&lt;/sup&gt;</td>
<td>47.7%</td>
<td>46.7%</td>
<td>+1.0% pts</td>
</tr>
<tr>
<td>TV core advertising revenue share&lt;sup&gt;5&lt;/sup&gt;</td>
<td>92%</td>
<td>94%</td>
<td>-2% pts</td>
</tr>
<tr>
<td>Digital &amp; smart advertising revenue share&lt;sup&gt;6&lt;/sup&gt;</td>
<td>8%</td>
<td>6%</td>
<td>+2% pts</td>
</tr>
<tr>
<td>HD subscribers&lt;sup&gt;7&lt;/sup&gt;</td>
<td>10.2m</td>
<td>9.7m</td>
<td>+5%</td>
</tr>
</tbody>
</table>

### Red Arrow Studios

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAS # of productions&lt;sup&gt;3&lt;/sup&gt;</td>
<td>104</td>
<td>125</td>
<td>-17%</td>
</tr>
<tr>
<td>RAS # of hours produced&lt;sup&gt;3&lt;/sup&gt;</td>
<td>277</td>
<td>230</td>
<td>+20%</td>
</tr>
<tr>
<td>RAS # of returning shows&lt;sup&gt;3&lt;/sup&gt;</td>
<td>58</td>
<td>61</td>
<td>-5%</td>
</tr>
<tr>
<td>RAS Titles in catalogue</td>
<td>5.1k</td>
<td>4.1k</td>
<td>+24%</td>
</tr>
<tr>
<td>Studio71 # of web channels&lt;sup&gt;2&lt;/sup&gt;</td>
<td>1.4k</td>
<td>1.4k</td>
<td>+1%</td>
</tr>
<tr>
<td>Studio71 monthly video views&lt;sup&gt;3&lt;/sup&gt;</td>
<td>10.2bn</td>
<td>10.2bn</td>
<td>+0%</td>
</tr>
<tr>
<td>Studio71 # of YouTube subscribers&lt;sup&gt;2&lt;/sup&gt;</td>
<td>1.5bn</td>
<td>1.3bn</td>
<td>+15%</td>
</tr>
<tr>
<td>Studio71 monthly minutes watched&lt;sup&gt;3&lt;/sup&gt;</td>
<td>52bn</td>
<td>44bn</td>
<td>+18%</td>
</tr>
</tbody>
</table>

### NuCom Group

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Advice # of transactions&lt;sup&gt;1,2&lt;/sup&gt;</td>
<td>0.8m</td>
<td>0.9m</td>
<td>-16%</td>
</tr>
<tr>
<td>Matchmaking # of registrations</td>
<td>1.5m</td>
<td>1.4m</td>
<td>+6%</td>
</tr>
<tr>
<td>Experiences # of orders</td>
<td>0.2m</td>
<td>0.2m</td>
<td>-11%</td>
</tr>
<tr>
<td>Beauty &amp; Lifestyle # of transactions&lt;sup&gt;3&lt;/sup&gt;</td>
<td>0.9m</td>
<td>0.7m</td>
<td>+33%</td>
</tr>
</tbody>
</table>

---

<sup>1</sup>  Viewtime for linear PTV channels and digital platforms (TV websites, mobile apps, SmartTV, HoF/FV, TVT) incl. Studi7! Germany (TV Content) and Join (EST). Join figures based on Join video views and an estimated viewtime per video viewed (based on tickets). Viewtime measurement for Join is not available yet. 2) Total TV Market: Target group: 14+; 3) PT1: free to air audience shares (A-H/FV); 4) Gross TV advertising in % of total advertising market spendings (incl. e.g. YouTube, Facebook, Instagram); Search: Source: Nielsen 5) TV core advertising revenues in % of total advertising revenues; 6) Digital & smart revenues (e.g., APS advertising, Addressable TV, digital platforms) in % of total advertising revenues; 7) HD/FTA subscribers, Germany.

<sup>3</sup>  Includes new orders and Silver Tour bookings. 2) NuCom orders include new customers only in 2020 vs. new and existing customers in 2019; 3) Includes Flaconi and Amorelie (EBC only)}
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