

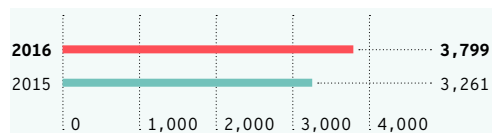
## PROSIEBENSAT.1 AT A GLANCE

ProSiebenSat.1 Group is one of the most successful independent media companies in Europe with a strong lead in the TV and digital market. The Group grows dynamically with revenues increasing by 17% to EUR 3,799 million in 2016. At the same time, recurring EBITDA rose by 10% to EUR 1,018 million. The Company employs 6,054 people in average. The most important revenue market is Germany. Here, the ProSiebenSat.1 share has been included into the German equity index DAX since March 2016.

Advertising-financed free TV is the Group's core business. The station family comprising SAT.1, ProSieben, kabel eins, sixx, SAT.1 Gold, ProSieben MAXX, and kabel eins Doku is the Number 1 in the German audience and TV advertising markets. The Group has tapped into an additional attractive business area through the distribution of its television channels in HD quality. At the same time, the Group successfully networks the wide reach of its TV business with a strong digital unit. Already today, ProSiebenSat.1 is Germany's leading video marketer on the Internet and with maxdome or Studio71 one of the most successful providers of digital entertainment. However, the Internet is not only changing the entertainment industry, digital media also influence consumer behavior. This is why, ProSiebenSat.1 has built up a successful e-commerce business of digital platforms in recent years that is now one of the Group's most important growth drivers. This broadcasting, digital entertainment and ventures & commerce portfolio is supplemented by the international program production and distribution company Red Arrow. Thus, ProSiebenSat.1 has a broadly diversified revenue and earnings base. By 2018, ProSiebenSat.1 intends to increase its revenues by EUR 2.15 billion up to around EUR 4.5 billion, compared to 2012.

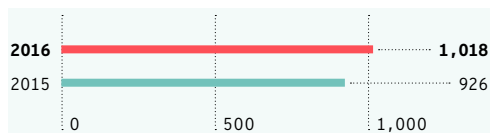
### Revenues (I)

EUR m



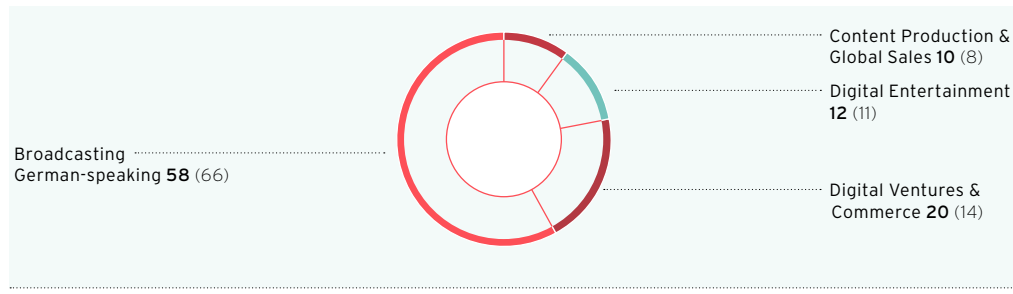
### Recurring EBITDA (II)

EUR m



### Group revenue share by segment (III)

in percent, 2015 figures in parentheses



All information relates to continuing operations.

FORECASTS 2016	ACTUAL FIGURES 2016	FORECASTS 2017
Significant increase	<b>+17 %</b> Revenues EUR 3,799 million	High single-digit increase
Slight increase	<b>+3 %</b> Broadcasting German-speaking EUR 2,210 million	Slight increase
Significant increase	<b>+19 %</b> Digital Entertainment EUR 442 million	Significant increase
Significant increase	<b>+65 %</b> Digital Ventures & Commerce EUR 768 million	Significant increase
Significant increase	<b>+38 %</b> Content Production & Global Sales EUR 362 million	Mid single-digit increase
Mid to high single-digit increase	<b>+10 %</b> Recurring EBITDA <sup>1</sup> EUR 1,018 million	Mid single-digit increase
Slight increase	<b>+3 %</b> Broadcasting German-speaking EUR 760 million	Slight increase
Significant increase	<b>-1 %</b> Digital Entertainment EUR 37 million	Significant increase
Significant increase	<b>+33 %</b> Digital Ventures & Commerce EUR 180 million	Significant increase
Significant increase	<b>+87 %</b> Content Production & Global Sales EUR 47 million	Stable to slight increase
Mid to high single-digit increase	<b>+10 %</b> Underlying net income <sup>1</sup> EUR 513 million	Mid to high single-digit increase
1.5 - 2.5	<b>1.9</b> Leverage ratio <sup>2</sup>	1.5 - 2.5
Consolidate leading market position at a high level	<b>28.0 %</b> German TV audience market <sup>3</sup> Decrease by 1.5 percentage points	Consolidate leading market position at a high level

All information relates to continuing operations and the new segment structure since the third quarter of 2016.

<sup>1</sup> From 01/01/2017 renaming in adjusted EBITDA and adjusted net income respectively.

<sup>2</sup> Adjusted for LTM recurring EBITDA from the Eastern European business.

<sup>3</sup> Relevant target group of 14- to 49-year-olds.

## KEY FIGURES OF PROSIEBENSAT.1 GROUP (IV)

EUR m	2016	2015
Revenues	3,799	3,261
Revenue margin before income taxes (in percent)	17.3	18.5
Total costs	3,056	2,555
Operating costs <sup>1</sup>	2,804	2,355
Consumption of programming assets	915	896
Recurring EBITDA <sup>2</sup>	1,018	926
Recurring EBITDA margin (in percent)	26.8	28.4
EBITDA	982	881
Reconciling items (net) <sup>3</sup>	-35	-44
EBIT	777	730
Financial result	-119	-126
Profit before income taxes	658	604
Consolidated net profit (after non-controlling interests) <sup>4</sup>	402	391
Profit from discontinued operations (net of income taxes)	-42	0
Underlying net income <sup>5</sup>	513	466
Basic earnings per share (underlying)	2.37 <sup>8</sup>	2.18
Investments in programming assets	992	944
Free cash flow	-4	-1
Cash flow from investing activities	-1,623	-1,522

EUR m	12/31/2016	12/31/2015
Programming assets	1,312	1,252
Equity	1,432	943
Equity ratio (in percent)	21.7	17.8
Cash and cash equivalents	1,271	734
Financial liabilities	3,185	2,675
Leverage <sup>6</sup>	1.9	2.1
Net financial debt	1,913	1,940
Employees <sup>7</sup>	6,054	4,880

**1** Total costs excl. D&A and expense adjustments.

**2** EBITDA before reconciling items (net).

**3** Expense adjustments netted against income adjustments.

**4** Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media SE including discontinued operations.

**5** Consolidated profit for the period attributable to shareholders of ProSiebenSat.1 Media SE before the effects of purchase price allocations and additional reconciling items.

**Explanation of reporting principles:** The figures for the financial year 2016 relate to those for continuing operations reported in accordance 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 Northern European operations (April) in the financial year 2013;

**6** Ratio net financial debt to recurring EBITDA in the last twelve months.

**7** Average full-time equivalents from continuing operations.

**8** Calculated on the basis of the volume weighted average number of shares for the financial year 2016 of 216.8 million; taking into account the shares carrying dividend rights at the reporting date, the economic underlying earnings per share amount to EUR 2.24.

Belgium (June) and Netherlands (July) in the financial year 2011. 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.

**Group Key Figures: Multi-Year Overview** (Fig. 192)

EUR m	Q4 2016	Q4 2015	Q4 2014	Q4 2013	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007
Revenues	<b>1,254</b>	1,087	966	841	789	712	829	880	877	989
Revenue margin before income taxes (in percent)	<b>20.5</b>	19.5	26.2	27.3	27.3	26.7	23.9	19.5	-14.6	14.4
Total costs	<b>958</b>	809	694	588	554	467	573	652	916	772
Operating costs <sup>1</sup>	<b>872</b>	735	646	547	510	435	521	576	622	695
Consumption of programming assets	<b>262</b>	250	255	247	245	239	279	290	328	396
Recurring EBITDA <sup>2</sup>	<b>392</b>	357	325	302	286	282	313	307	279	297
Recurring EBITDA margin (in percent)	<b>31.2</b>	32.9	33.7	35.9	36.2	39.6	37.7	34.9	31.9	30.0
EBITDA	<b>375</b>	343	317	289	269	267	293	293	252	281
Reconciling items <sup>3</sup>	<b>-17</b>	-14	-8	-13	-16	-15	-20	-14	-28	-16
EBIT	<b>307</b>	289	282	262	241	249	261	239	4	222
Financial result	<b>-50</b>	-77	-29	-32	-26	-59	-63	-67	-133	-80
Profit before income taxes	<b>257</b>	212	253	230	215	190	198	172	-128	143
Consolidated net profit (after non-controlling interests) <sup>4</sup>	<b>174</b>	142	149	59	99	130	181	113	-170	40
Profit from discontinued operations (net of income taxes)	<b>0</b>	3	-18	-96	-64	-36	34	-/-	-/-	-/-
Underlying net income <sup>5</sup>	<b>219</b>	194	180	159	164	176	159	137	78	75
Basic earnings per share (underlying) <sup>6</sup>	<b>0.98</b>	0.91	0.84	0.75	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	<b>234</b>	210	183	183	184	211	240	268	329	367
Free cash flow	<b>16</b>	77	297	306	263	238	204	242	389	214
Cash flow from investing activities	<b>-602</b>	-419	-228	-223	-208	-223	-286	-305	-67	-432

EUR m	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Revenues	<b>3,799</b>	3,261	2,876	2,605	2,356	2,199	2,601	2,761	3,054	2,710
Revenue margin before income taxes (in percent)	<b>17.3</b>	18.5	19.5	20.2	19.4	15.8	12.6	8.4	-2.2	9.2
Total costs	<b>3,056</b>	2,555	2,209	1,962	1,769	1,628	2,045	2,311	2,851	2,342
Operating costs <sup>1</sup>	<b>2,804</b>	2,355	2,047	1,836	1,625	1,483	1,821	2,078	2,413	2,063
Consumption of programming assets	<b>915</b>	896	868	859	839	864	957	1,069	1,247	1,146
Recurring EBITDA <sup>2</sup>	<b>1,018</b>	926	847	790	745	726	792	697	675	663
Recurring EBITDA margin (in percent)	<b>26.8</b>	28.4	29.5	30.3	31.6	33.0	30.4	25.2	22.1	24.5
EBITDA	<b>982</b>	881	818	758	680	653	694	623	618	522
Reconciling items <sup>3</sup>	<b>-35</b>	-44	-29	-33	-64	-73	-98	-74	-56	-141
EBIT	<b>777</b>	730	695	669	601	581	567	475	264	385
Financial result	<b>-119</b>	-126	-134	-142	-144	-233	-238	-242 <sup>9</sup>	-335	-136
Profit before income taxes	<b>658</b>	604	560	527	456	348	329	233 <sup>9</sup>	-68	250
Consolidated net profit (after non-controlling interests) <sup>4</sup>	<b>402</b>	391	346	312	295	638	313	147 <sup>9</sup>	-129	89
Profit from discontinued operations (net of income taxes)	<b>-42</b>	0	-27	-48	-30	373	78	-/-	-/-	-/-
Underlying net income <sup>5</sup>	<b>513</b>	466	419	380	356	272	275	187 <sup>9</sup>	170	273
Basic earnings per share (underlying) <sup>6</sup>	<b>2.37<sup>14</sup></b>	2.18	1.96	1.78	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	<b>992</b>	944	890	860	843	939	1,099	1,227	1,397	1,177
Free cash flow	<b>-4</b>	-1	277	330	256	201	179	157	184	-1,675
Cash flow from investing activities	<b>-1,623</b>	-1,522	-1,148	-1,018	-946	-973	-1,186	-1,320	-1,175	-3,269

## Group Key Figures: Multi-Year Overview

EUR m	12/31/2016	12/31/2015	12/31/2014	12/31/2013	12/31/2012	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007
Programming assets	<b>1,312</b>	1,252	1,212	1,202	1,277	1,531	1,655	1,527	1,380	1,318
Equity	<b>1,432</b>	943	754	584	1,501	1,441	1,026	607 <sup>9</sup>	507 <sup>9</sup>	1,090 <sup>9</sup>
Equity ratio (in percent)	<b>21.7</b>	17.8	19.3	16.4	27.7	28.6	16.2	9.8 <sup>9</sup>	8.5 <sup>9</sup>	18.2 <sup>9</sup>
Cash and cash equivalents	<b>1,271</b>	734	471	396	702	518	741	737	633	251
Financial liabilities	<b>3,185</b>	2,675	1,973	1,842	2,573	2,336	3,762	4,032	4,040	3,580
Leverage <sup>7</sup>	<b>1.9</b>	2.1	1.8 <sup>13</sup>	1.8 <sup>10</sup>	2.0 <sup>12</sup>	2.1	3.3	4.7	5.1	5.0
Net financial debt	<b>1,913</b>	1,940	1,502	1,446 <sup>11</sup>	1,780 <sup>12</sup>	1,818	3,021	3,295	3,407	3,328
Employees <sup>8</sup>	<b>6,054</b>	4,880	4,210	3,590	3,026	2,605	4,117	4,814	5,450	4,852

## Segment Group Key Figures: Multi-Year Overview (Fig. 193)

EUR m	2016	2015	2014
<b>Broadcasting German-speaking</b>			
External revenues	<b>2,210</b>	2,152	2,063
Recurring EBITDA <sup>2</sup>	<b>760</b>	734	703
Recurring EBITDA margin (in percent) <sup>5</sup>	<b>33.0</b>	33.0	32.9
EBITDA	<b>747</b>	716	687
<b>Digital Entertainment</b>			
External revenues	<b>442</b>	371	287
Recurring EBITDA <sup>2</sup>	<b>37</b>	37	33
Recurring EBITDA margin (in percent) <sup>5</sup>	<b>7.9</b>	9.8	11.3
EBITDA	<b>37</b>	29	32
<b>Digital Ventures &amp; Commerce</b>			
External revenues	<b>768</b>	465	321
Recurring EBITDA <sup>2</sup>	<b>180</b>	136	96
Recurring EBITDA margin (in percent) <sup>5</sup>	<b>23.0</b>	28.8	29.2
EBITDA	<b>168</b>	123	92
<b>Content Production &amp; Global Sales</b>			
External revenues	<b>362</b>	262	202
Recurring EBITDA <sup>2</sup>	<b>47</b>	25	19
Recurring EBITDA margin (in percent) <sup>5</sup>	<b>11.2</b>	7.9	7.8
EBITDA	<b>44</b>	22	16

- 1 Total costs excl. D&A and expense adjustments.
- 2 EBITDA before reconciling items (net).
- 3 Expense adjustments netted against income adjustments.
- 4 Consolidated net profit attributable to shareholders of ProSiebenSat.1 Media SE including discontinued operations.
- 5 Consolidated profit for the period attributable to shareholders of ProSiebenSat.1 Media SE before the effects of purchase price allocations and additional special items.
- 6 Due to the merger of share classes in 2013, from this year on basic earnings per share (underlying) are shown. Prior year figures were not determined.
- 7 Ratio net financial debt to recurring EBITDA in the last twelve months.
- 8 Average full-time equivalents from continuing operations.
- 9 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.

- 10 After reclassification of cash and cash equivalents of Eastern European operations. Adjusted for the LTM recurring EBITDA contribution of Northern and Eastern European operations.
- 11 After reclassification of cash and cash equivalents of Eastern European operations.
- 12 Before reclassification of cash and cash equivalents of Northern and Eastern European operations.
- 13 Adjusted for the LTM recurring EBITDA contribution of Eastern European operations.
- 14 Calculated on the basis of the volume weighted average number of shares for the financial year 2016 of 216.8 million; taking into account the shares carrying dividend rights at the reporting date, the economic underlying earnings per share amount to EUR 2.24.
- 15 Based on total segment revenues, see Note 2 "Segment reporting".

**Explanation of reporting principles:** The figures for the financial year 2016 relate to those for continuing operations reported in accordance 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 Northern European operations (April) in the financial year 2013;

Belgium (June) and Netherlands (July) in the financial year 2011. 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.

## LOCATIONS OF PROSIEBENSAT.1 GROUP (V)

ProSiebenSat.1 Group is one of the largest independent media corporations in Europe and represented across the world with successful brands. The company headquarters is located in Unterföhring near Munich in Germany.



### GERMANY

ProSiebenSat.1 Media SE, Headquarters

#### Broadcasting German-speaking

ProSiebenSat.1 TV Deutschland, ProSieben, SAT.1, kabel eins, sixx, SAT.1 Gold, ProSieben MAXX, kabel eins Doku, SevenOne Media, SevenOne AdFactory, ProSiebenSat.1 Produktion, ProSiebenSat.1 Applications, SevenPictures, 7Screen

#### Digital Entertainment

ProSiebenSat.1 Digital, Ampya, glomex, maxdome, Quazer, Studio71, Starwatch, ProSiebenSat.1 Licensing

#### Digital Ventures & Commerce

7Travel, 7Commerce, 7NXT, SevenVentures

#### Content Production & Global Sales

Red Arrow Entertainment Group, Red Arrow International, Redseven Entertainment, 7Stories

### DENMARK

Content Production & Global Sales  
Snowman Productions Denmark

### UNITED KINGDOM

Content Production & Global Sales  
Cove Pictures, CPL Productions, Endor Productions, Nerd TV, Red Arrow Entertainment UK, Red Arrow International (London)

### HONG KONG

Content Production & Global Sales  
Red Arrow International (Hong Kong)

### ISRAEL

Content Production & Global Sales  
July August Productions

### NORWAY

Content Production & Global Sales  
Snowman Productions Norway

### AUSTRIA

Broadcasting German-speaking  
PULS 4, ProSieben Austria, SAT.1 Österreich, kabel eins Austria, sixx Austria, SAT.1 Gold Österreich, ProSieben MAXX Austria, kabel eins Doku Austria, ProSiebenSat.1 PULS 4, SevenOne AdFactory (Austria)

Digital Ventures & Commerce  
SevenVentures (Austria)

### CANADA

Content Production & Global Sales  
Mad Rabbit

### SWEDEN

Digital Ventures & Commerce  
etraveli

### SWITZERLAND

Broadcasting German-speaking  
Puls 8, ProSieben Schweiz, SAT.1 Schweiz, kabel eins Schweiz, sixx Schweiz, SAT.1 Gold Schweiz, ProSieben MAXX Schweiz, SevenOne Media (Switzerland), SevenOne AdFactory (Switzerland)

Digital Ventures & Commerce  
SevenVentures (Switzerland)

### USA

Digital Entertainment  
Studio71, Pluto

Content Production & Global Sales  
44 Blue Studios, Band of Outsiders, Dorsey Pictures, Fabrik Entertainment, Half Yard Productions, Karga Seven Pictures, Kinetic Content, Left/Right Productions, Ripple Entertainment, Red Arrow International (New York)