

THE YEAR 2016 AT A GLANCE



DECEMBER

Changes in the Executive Board.

Sabine Eckhardt has been on the Executive Board of ProSiebenSat.1 Media SE as Chief Commercial Officer (CCO) since January 1, 2017. She also assumes executive responsibility for the Seven Ventures business in the Digital Ventures & Commerce segment. On December 31, 2016, Dr. Christian Wegner left the company after twelve years. Thomas Ebeling, Christof Wahl and Sabine Eckhardt have taken over his responsibilities on January 1. From June 1, 2017, Dr. Jan Kemper will be the Chief Financial Officer (CFO) of ProSiebenSat.1 Media SE. He is currently Senior Vice President Finance at the online retailer Zalando SE. At ProSiebenSat.1, he will succeed Dr. Gunnar Wiedenfels, who will leave the Group at the end of March 2017 to move to New York as the CFO of Discovery Communications.



FEBRUARY

ProSiebenSat.1 offers new forms of marketing and advertising.

As exclusive marketing partner of Cittadino, ProSiebenSat.1 complemented its offerings with digital out-of-home advertising. This allows the Group to market digital screens in exclusive and frequently accessed locations, such as airports and gas stations, to thus reach over 250 million additional contacts every month. With TV as its main medium, ProSiebenSat.1 is constantly developing new forms of advertising and making use of its entire portfolio of video screens. In addition, the Group is focusing on innovative technologies in order to develop new advertising tools, such as addressable TV. In this context, we are combining the reach of TV with the advantages of digital media in a targeted way. This allows us to adjust advertising in TV or HbbTV to individual target groups or specific regions.

MARCH



ProSiebenSat.1 is admitted to the DAX.

ProSiebenSat.1 Media SE was the first German media group to be listed in the DAX. Since March 2016, ProSiebenSat.1 has been one of the 30 largest listed corporations in Germany in terms of market capitalization and trading volume. Over the past five years, the share's value has nearly tripled.

COMPANY

JUNE

Annual General Meeting resolves dividend of EUR 1.80 per share. ProSiebenSat.1 continued its earnings-oriented dividend policy in 2016. At EUR 1.80, the dividend went up by 12.5% or EUR 0.20 year-on-year. This represents a total payout of EUR 386 million (previous year: EUR 342 million) and a payout ratio of 82.6% of underlying net income (previous year: 81.6%).

JULY

ProSiebenSat.1 creates new segment structure. ProSiebenSat.1 modified its segment structure at the beginning of the third quarter. The former Digital & Adjacent segment was split into two separate segments: Digital Entertainment and Digital Ventures & Commerce. Christof Wahl has been responsible for the Digital Entertainment executive department since May 1, 2016. In addition, he took on the position of Chief Operating Officer (COO) and is in charge of the Online Travel, Online Price Comparison and Online Dating verticals in the Digital Ventures & Commerce segment. In addition, Jan David Frouman has been a member of the Executive Board since March. He is in charge of Content & Broadcasting, which also includes the German-speaking TV business.

OCTOBER

Growth targets for 2018 increased.

ProSiebenSat.1 Group announced its new financial targets at the 2016 Capital Markets Day. The Group aims to achieve revenues of EUR 4.5 billion by the end of 2018. This is EUR 300 million more than originally expected, corresponding to an increase of EUR 2.15 billion compared to 2012. All segments will contribute to this growth. At the same time, ProSiebenSat.1 is planning to increase adjusted EBITDA by EUR 400 million to EUR 1.15 billion (previously: EUR 1.10 billion). Overall, more than 50% of revenues are to be generated outside the TV advertising business in 2018.

NOVEMBER

ProSiebenSat.1 increases share capital by around 6.5%. With the placement of new shares from a cash capital increase, the Group achieved gross issue proceeds totaling around EUR 515 million. As a result, the Group increased its capital base and financial headroom for further strategic acquisitions in the digital business. At the same time, ProSiebenSat.1 is adhering to its well-known target range for leverage and an earnings-oriented dividend policy.

BROADCASTING GERMAN-SPEAKING

SEPTEMBER

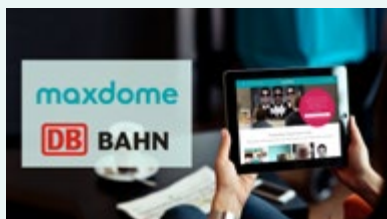
kabel eins Doku successfully launched.

ProSiebenSat.1's seventh free TV channel went on air on September 22, 2016. kabel eins Doku offers mainly documentaries about history, nature, technology and real crime. The advertising-financed documentary channel is aimed primarily at men aged 40 to 64. The Group is thus pursuing its successful multi-station strategy. ProSiebenSat.1 is gaining new viewers and advertising customers by expanding its complementary station portfolio.

OCTOBER

ProSiebenSat.1 increases technical reach thanks to new agreements.

In 2016, ProSiebenSat.1 concluded distribution agreements with various TV streaming providers, such as Waipu TV, Zattoo and MagineTV and extended existing partnerships with Telekom Deutschland and Vodafone. This ensures the distribution of free TV and pay TV channels in SD and HD quality via the IPTV network, the cable network and mobile TV offers in the long term. In addition, the SVoD portal maxdome is now available over all major cable suppliers. With these distribution partnerships, the Group is underlining its strategy to offer programs via as many distribution channels as possible.



JUNE

maxdome concludes exclusive partnership with Deutsche Bahn.

From spring 2017 onwards, passengers will be able to access free content via WiFi on Deutsche Bahn's ICE trains. ProSiebenSat.1 Group's online video library will be integrated into the ICE portal as the only video service available. This means that a changing selection of around 50 series and films will be made available to users for free. maxdome subscribers will even be able to access up to 1,000 programs. With "jerk.s.", maxdome also produced its first series: The ten-part comedy series by and with Christian Ulmen has been available online since January 2017. Thanks to a new agreement with Twentieth Century Fox Television, maxdome is also expanding its offer with successful and popular Hollywood blockbusters, including "Avatar" and "Die Hard 4."

DIGITAL ENTERTAINMENT

AUGUST

Launch of new TV apps for free TV stations.

ProSiebenSat.1 is digitally extending its successful TV brands and addressing new viewer groups in this way. The television programs of all seven stations can be watched via smartphone and tablet apps at any time and at no cost. These apps were downloaded more than 11 million times on smartphones and Smart TVs since their launch. The previously available 7TV app will remain as a separate multi-channel platform.

SEPTEMBER

ProSiebenSat.1 further internationalizes its entertainment business. In 2016, ProSiebenSat.1 invested in the US company Pluto Inc. With Pluto TV, the company operates an advertising-financed online TV service with more than 100 linear live channels. Prior to this, the Group established with glomex an international marketplace for trading premium video content. With our entertainment offerings, we aim to reach a global audience and give advertising customers additional advertising opportunities.



OCTOBER

ProSiebenSat.1 acquires PARSHIP and ElitePartner.

ProSiebenSat.1 Group has expanded its digital portfolio and acquired a majority stake in PARSHIP ELITE Group, the leading provider of online dating services in the German-speaking region. After the comparison portal Verivox and the online travel agency etraveli, this is ProSiebenSat.1's third largest acquisition over the last 18 months. With this acquisition, the Group is continuing its strategic focus on established and profitable growth companies that are market leaders in their sector but could still benefit greatly from TV advertising. ProSiebenSat.1 has bundled the acquired portals in its Online Travel, Online Price Comparison, Online Dating and Lifestyle Commerce verticals.

DIGITAL VENTURES & COMMERCE

OCTOBER

ProSiebenSat.1 expands Lifestyle Commerce vertical. In October, ProSiebenSat.1 Group acquired a 92% share in WSM Holding GmbH. WindStar Medical specializes in the development and distribution of innovative health items. In July, ProSiebenSat.1 increased its share in Stylight GmbH to 100%. Stylight is the most successful fashion aggregator in Europe and operates worldwide in 15 countries. ProSiebenSat.1 has bundled both of these investments in its Lifestyle Commerce vertical and uses its digital platforms to sell various health, nutrition, fitness, wellness and fashion offerings.



JANUARY

Red Arrow expands production network in the USA.

In January, Red Arrow acquired a majority stake in the US production company Dorsey Pictures (previously: Orion Entertainment). The acquisition is expanding Red Arrow's US production network with new program genres such as "outdoor adventure". Dorsey is one of the largest producers worldwide in this area. This was followed by the acquisition of a majority stake in 44 Blue Studios in July. This company also produces docu-series, factual entertainment and adventure, lifestyle and celebrity reality shows. With these acquisitions, Red Arrow has further expanded its factual entertainment portfolio and also strengthened its presence in the US, the most important TV market in the world. Red Arrow currently has investments in nine production companies there.

CONTENT PRODUCTION & GLOBAL SALES

FEBRUARY

Red Arrow produces more for ProSiebenSat.1 stations. In order to make even better use of potential synergies within the Group, in the medium term more in-house TV productions for ProSiebenSat.1 stations are to come from production companies of the Red Arrow Entertainment Group. In 2016, Red Arrow's internationally successful formats achieved excellent market shares on German-speaking stations. In February, the first season of the dating show "Kiss Bang Love" on ProSieben achieved a market share of up to 14.1% among 14- to 49-year-olds. The third season of "Hochzeit auf den ersten Blick" on SAT.1 achieved market shares of up to 13.3% among 14- to 49-year-olds.

OCTOBER

"Bosch" commissioned for a fourth season. In October, Amazon Studios ordered the fourth season of the crime series "Bosch" from Red Arrow. The series is produced by Red Arrow's US subsidiary Fabrik Entertainment. The third season will start on Amazon Prime in spring 2017.

PUBLIC VALUE 2016

We reach many millions of people every day with our TV stations and digital platforms. We see this as an opportunity – but also an obligation to take responsibility. We make use of the reach of our media to draw attention to important ecological, social and political issues. In doing so, we pursue four goals: We want to offer opportunities, promote culture, communicate values, and build knowledge.

RED NOSE DAY

In May 2016, the 14th "RED NOSE DAY" took place on ProSieben. Jérôme Boateng, Palina Rojinski (a), Annemarie and Wayne Carpendale and many other celebrities called on viewers to donate for children in need. We also designed 50 exclusive products with popular web stars for the first time and sold them through the RED NOSE DAY online shop. In addition, our employees raised over EUR 3,000 as part of in-house campaigns. ProSiebenSat.1 has raised nearly EUR 12.3 million in Germany for RED NOSE DAY since it started in 2003.



a

DIE ARCHE (THE ARK)

In 2016, the proceeds from RED NOSE DAY were used for "Die Arche" (b), the Christian children's and youth charity's first ranch: With this donation, the initiative financed the renovation of an old farm and the first animals were also bought. "Die Arche" offers support and education to disadvantaged children and young people at more than 20 locations in Germany. ProSiebenSat.1 has been supporting "Die Arche" since 2008.



b



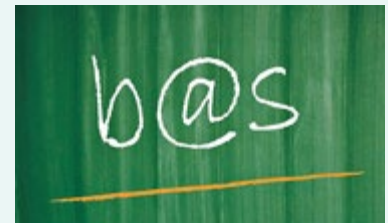
c

JUNGE HELDEN (YOUNG HEROES)

On March 8, 2016, SAT.1 mainly focused on the topic of organ donation (c). This topic was featured in SAT.1 Magazin and the station broadcast the event documentary "Bei Anruf Herz – Letzte Chance Organspende" and the award-winning TV drama "Zwei Leben. Eine Hoffnung." In this show, Annette Frier fights for her patient's life as a transplant surgeon. Together with the "Jungen Helden" association, the Ministry of Health, the German Organ Transplantation Foundation (Deutsche Stiftung für Organtransplantation – DSO) and the production company UFA FICTION, the station drew the public's attention to this difficult social issue. This was a success: On the day of the broadcast, 96% more calls were made to the DSO's info hotline.

BUSINESS@SCHOOL

Since 2015, ProSiebenSat.1 Group has been supporting The Boston Consulting Group's "business@school" (d) education initiative. The campaign is aimed at strengthening the link between business and pupils. Over a period of one year, ProSiebenSat.1 employees coach pupils from 10th to 12th grade at two high schools in Munich and give advice and support. In this context, pupils not only acquire methodological skills and knowledge, but also a stronger entrepreneurial spirit. In the final phase of the program, participants then develop their own business idea and business plan. A national expert jury chooses the best projects.



d



e

STARTSOCIAL

With "Help for Helpers" as its theme, "startsocial" (e) supports selected social projects with expertise instead of money. This is because many people may have some good ideas to resolve social issues, but often come up against problems when trying to implement them. This is exactly what experts in business, the public sector and social institutions are seeking to avoid. During the competition, they assist these enthusiastic founders with support and advice. Following a three-month coaching phase, a jury selects the best 25 projects from a total of 100. Seven of these are presented with an award from patron and German chancellor Angela Merkel. Since 2001, ProSiebenSat.1 Group has been supporting the competition as a co-founder. Our employees are also supporting startsocial scholarship holders as coaches.



WE HELP

With the **"WE HELP"** (f) project group, ProSiebenSat.1 employees in Germany are supporting refugees. In 2016, they collected more than 100 boxes with clothing and sanitary items during fundraising campaigns for the Bayernkaserne facility. Our employees also ran for this good cause during six corporate runs across Germany. For every kilometer run, they received cash donations from the Group and achieved an amount of EUR 41,000. At the invitation of ProSiebenSat.1, some refugees assisted the Munich team for the first time. Among others, the Group will also provide multimedia equipment for a refugee center that is being built in Unterföhring, where the Company is based.



GREEN SEVEN

During the annual **"Green Seven"**-theme week, (g) ProSieben uses its large reach to convince young viewers in particular to adopt a sustainable and environmentally friendly lifestyle. This has taken place for the eighth time already: From July 11 to July 17, 2016, the station urged viewers to handle this precious resource responsibly with "Save the Water" as its theme. In addition to the "Green Seven Report: Save the Water – Der weltweite Kampf ums Wasser", various ProSieben magazine programs reported on this elixir of life worth protecting. ProSiebenSat.1 also honors environmentally innovative projects and ideas every year with the "Galileo Wissenspreis" at the GreenTec Awards.

SOCIAL DAYS

With the **Social Days** (h) ProSiebenSat.1 employees have the opportunity to do good together. Since 2013, they have been helping out for a day at various social institutions in Munich. On May 12 and October 13, 2016, we also gave the clothing store of the Bayernkaserne Freimann facility a helping hand. In addition, we organized a sports and games day at the Munich support center for physically disabled people and embellished the garden of a home for blind women. 361 employees have so far taken part in the campaign to support charities and people in difficult life situations.



SCHOOLS ON

Together with the German Children and Youth Foundation (Deutsche Kinder- und Jugendstiftung), ProSiebenSat.1 invited viewers to take part in the second edition of the **"SchoolsON"** (j) video competition. With "Film to Win" as its theme, pupils and apprentices were given the opportunity to produce creative video clips for the "taff," "Galileo" and "ProSieben Newstime" TV formats. ProSiebenSat.1 broadcast the best clips on TV. In addition to a visit to the station group, the winners received a GoPro camera and video editing software for their next film. The initiative is aimed at strengthening the media skills of young people and teaching them how to handle video content responsibly.

EVERDAY HEROINES

To celebrate International Women's Day on March 8, 2016, sixx focused on a very special topic for a week with its **"Day of the Heroines."** (i) With a selection of fiction and factual formats, such as the "Like us – Unsere 30 größten Heldinnen" ranking show, the women's channel honored strong women in the areas of film, music and politics. But this was not only about women in the spotlight: With a nationwide postcard campaign, sixx invited viewers to write a message to their personal everyday heroines, honoring mothers, daughters, aunts and female colleagues.



SUPPORTING YOUNG FILMMAKERS

ProSiebenSat.1 Group supports film academies across Germany, making it easier for young talents with many projects to start out in the industry. Every year, outstanding films by graduates receive the **"FIRST STEPS Award"** (k) which was founded by us and other partners. It is the most prestigious award of its kind, with prize money worth EUR 92,000. On September 19, 2016, it was awarded for the 17th time in Berlin. With the "Young Lions" initiative, the station group also supports young talents at the Film Academy of Baden-Württemberg. Since 2015, the Group has been supporting budding filmmakers with expertise, financial resources and time slots.

CONTENT HIGHLIGHTS 2016

HITTING THE RIGHT NOTE

It's nothing but the Voice: SAT.1 broadcast the sixth season of **"The Voice of Germany"** (a) for the first time on Sunday, thus scheduling the long-running hit show on the TV evening with the highest reach of the week. And this proved successful, as Germany's most popular musical casting show regularly made both ProSieben and SAT.1 market leaders with top ratings of 23.3% (ProSieben) and 20.6% (SAT.1). An average of 17.3% of viewers aged 14 to 49 tuned in to the emotional search for Germany's most talented singer.



a

BIG BUSINESS

Up to 16.4% of viewers aged 14 to 49 joined the candidates of **"The Biggest Loser"** (c) in celebrating every kilo they lost. The SAT.1 hit show with coach Christine Theiss, which achieved an outstanding series average of 13.4% among 14- to 49-year-olds in 2016, will begin its ninth season in 2017. Meanwhile, the search for Germany's best amateur baker featured far more calories but was equally successful: **"Das große Backen"** achieved ratings of up to 17.4% among 14- to 49-year-olds. The third season of **"Hochzeit auf den ersten Blick"** also achieved good market shares of up to 13.3% of 14- to 49-year-olds.



c

SWEET TREATS AND HOT BITS

Enie van de Meiklokjes is back with more cakes and pastries in the new episodes of **"Sweet & Easy – Enie backt"** (e). The show achieved a market share of up to 4.2% of 14- to 49-year-olds and as much as 8.5% in the relevant target group (women aged between 14 and 39). And it wasn't just baking that was making things hot on sixx – Paula Lambert's show **"Sex und gute Nachtgeschichten"** remains a firm feature of this women's channel. In her documentary series **"So kommt Deutschland"** up to 3.9% of the channel's target audience of 14- to 39-year-old women accompanied Paula and her husband on their sensual road trip across Germany.



e

IT'S SHOWTIME!

Fantastic Saturday night shows were ProSieben's flagship product again in 2016: In **"DIE BESTE SHOW DER WELT"** (b), the studio audience even got to choose the "show in the show." Within the relevant target group for ProSieben (14- to 39-year-olds), up to 24.5% of viewers followed Joko Winterscheidt and Klaas Heufer-Umlauf's ratings duels. **"Schlag den Star"** also kept viewers on the edge of their seats with exciting duels: The new version of the format with Elton as the presenter achieved a market share of up to 18.2% among viewers aged 14 to 49. Top (sports) performance was also displayed by the 48 celebrity dodgeball players in **"Die große ProSieben Völkerball Meisterschaft,"** attracting a very good market share of 14.9% of viewers aged 14 to 49.



b

AN IMPRESSIVE START

Awe-inspiring nature documentaries, fascinating history features and gripping real crime shows: That's kabel eins Doku (d), ProSiebenSat.1 Group's seventh free TV station. The documentary channel was launched in September 2016. With well-known international formats such as **"Anthony Bourdain – Kulinarische Abenteuer,"** kabel eins Doku already achieved a market share of up to 1.5% in its first week in the relevant target group of male viewers aged 40 to 64.



d

LIFE IS AN ADVENTURE

On kabel eins, factual programs produced in-house were a big hit again in 2016. In **"Achtung Abzocke – Urlaubsbetrüggern auf der Spur,"** journalist Peter Giesel exposed tourist traps at holiday hotspots all around the world. Up to 8.9% of viewers aged between 14 and 49 tuned in to the documentary series. Fascinating reports on the big and small adventures of (everyday) life were also to be found in the popular general knowledge magazine programs **"Abenteuer Leben täglich"** (f) and **"Abenteuer Leben am Sonntag"**: They likewise achieved very good market shares among 14- to 49-year-olds at up to 9.0% and 8.5% respectively.



f

TV WITH A BIG HEART

SAT.1 Gold showed its particularly emotional side with two new in-house productions. With the dating show **"Herz sucht Liebe"** (g), the nostalgia and service channel claimed market shares of up to 1.8% of 14- to 49-year-old viewers. **"Haustier sucht Herz"** also helped bring new friends together: The first animal adoption day to be broadcast live on German TV helped 20 four-legged friends to find a new home and achieved an excellent market share of 3.4% in the relevant target group (women aged 40 to 64).



g

SWISS CUISINE

In the first season of the in-house production **"Schudel on the Rocks"** (h) on ProSieben Schweiz, René Schudel teamed up with famous Swiss musicians to whip up their favorite dishes. The TV chef brought in market shares of up to 11.4% of 15- to 49-year-olds. **"LandLiebeTV,"** which features reports on Switzerland and its people accompanied by related Swiss specialties prepared by TV chef Andreas C. "Studi" Studer, also started off its third season on SAT.1 Schweiz with a very good market share of 6.0%.



h

IT'S A MAN'S THING

ProSiebenMAXX achieved excellent ratings with the **National Football League** (i) again in 2016. In addition to many live games, the fans were particularly enthusiastic about the weekly football magazine show **#ranNFLsüchtig**, which drew market shares of up to 6.5% in the relevant target group of 14- to 39-year-old men. And the barbecue lovers from **"Beef-Battle – Duell am Grill"** were just as fired up. This ProSieben MAXX in-house production proved popular with viewers aged 14 to 49, reaching market shares of up to 3.1% here. In the relevant target group, the format achieved excellent market shares of up to 5.3%.



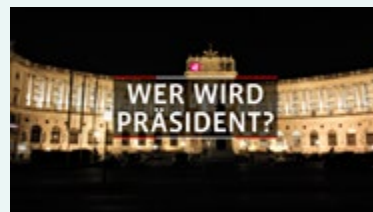
i

THIS ROCKS!

Since May 2016, Hollywood action star **Dwayne "The Rock" Johnson** and Seven Bucks Production have been producing action-packed video content together with Studio71. In its first five months, the Youtube channel "The Rock" already attracted a million subscribers and an average of seven million video views per month. It will be followed by more channels with celebrities from all different areas. Studio71 pools the web-only content of the broadcasting group as well as that of web stars and content partners from a wide variety of genres. This multi-channel network from ProSiebenSat.1 Media SE is the leading provider of web productions in the German-speaking region and among the top four worldwide.

ELECTION FEVER

It wasn't just in the USA that election fever reigned in 2016: In Austria, too, the year was dominated by presidential elections. On PULS 4, the political program **"Wer wird Präsident?"** (j) was therefore one of the most-watched formats of the year, with market shares of up to 14.8% in the relevant target group of 12- to 49-year-olds. The heavyweight round including all six candidates was followed by a duel in which Norbert Hofer and Alexander Van der Bellen went head-to-head.



j

PRIME VIEWING

With more than six million clicks, the first two seasons of the web series **"Der Lack ist ab,"** produced by the ProSiebenSat.1 subsidiary 7NXT, were already a complete success. And because the show – unlike its middle-aged protagonists – is far from past its prime, the ten new episodes of the third season were broadcast exclusively on Sat1.de and for the first time on Facebook. The chaotic couple played by Bettina Zimmermann und Kai Wiesinger achieved around 500,000 cross-platform video views. The series also was the Best International Comedy Format at the Melbourne Web Festival in 2016.