

ADDITIONAL INFORMATION

260	Group Key Figures: Multi-Year Overview
261	Segment Key Figures: Multi-Year Overview
262	Finance Glossary
264	Media Glossary
266	Index of Figures and Tables
269	Editorial Information
270	Financial Calendar

Group Key Figures:
Multi-Year Overview

GROUP KEY FIGURES: MULTI-YEAR OVERVIEW (Fig. 150)

EUR m	Q4 2012	Q4 2011	Q4 2010	Q4 2009	Q4 2008	Q4 2007	Q4 2006	Q4 2005
Revenues	789.3	712.4	828.9	880.4	876.8	989.3	657.2	636.0
Revenue margin before income taxes (in percent)	27.3	26.7	23.9	19.5	-14.6	14.4	27.1	23.3
Total costs	554.1	466.7	572.6	651.8	915.8	772.3	471.6	480.6
Operating costs ¹	509.5	434.7	520.8	576.2	621.6	695.1	460.3	-/-
Consumption of programming assets	244.6	239.0	279.3	290.1	327.5	395.6	264.2	288.8
Recurring EBITDA ²	285.7	281.9	312.5	307.2	279.3	296.9	200.8	-/-
Recurring EBITDA margin (in percent)	36.2	39.6	37.7	34.9	31.9	30.0	30.6	-/-
EBITDA	269.3	266.5	292.9	293.0	251.7	281.1	200.2	167.8
Non-recurring items ³	-16.5	-15.4	-19.6	-14.2	-27.6	-15.8	-0.6	-/-
EBIT	241.3	249.3	260.8	239.2	3.5	222.1	189.4	156.8
Financial result	-25.9	-58.9	-63.0	-67.3	-133.3	-79.6	-11.0	-10.0
Profit before income taxes	215.4	190.4	197.8	171.9	-128.0	142.5	178.4	147.9
Consolidated net profit (after non-controlling interests) ⁴	99.0	129.9	181.4	113.4	-170.0	39.5	113.4	96.9
Profit from discontinued operations (net of income taxes)	-78.7	-36.2	34.4	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	178.9	175.9	158.8	137.1	78.2	75.3	114.4	-/-
Basic earnings per share of preferred stock (underlying)	0.84	0.83	-/-	-/-	-/-	-/-	-/-	-/-
Investments in programming assets	183.8	211.4	240.0	267.8	329.3	366.9	261.1	253.9
Free cash flow	262.8	237.5	203.5	241.6	389.2	213.9	190.7	162.7
Cash flow from investing activities	-207.5	-222.8	-285.7	-305.1	-67.1	-432.1	-268.0	-261.1

EUR m	2012	2011	2010	2009	2008	2007	2006	2005
Revenues	2,356.2	2,199.2	2,601.0	2,760.8	3,054.2	2,710.4	2,104.6	1,989.6
Revenue margin before income taxes (in percent)	19.4	15.8	12.6	8.4	-2.2	9.2	18.4	17.6
Total costs	1,768.8	1,628.0	2,045.4	2,310.7	2,851.0	2,341.9	1,672.4	1,620.3
Operating costs ¹	1,624.6	1,482.9	1,820.6	2,077.5	2,413.1	2,063.1	1,629.7	-/-
Consumption of programming assets	838.7	864.3	957.0	1,068.6	1,247.1	1,145.8	946.0	947.2
Recurring EBITDA ²	744.8	725.5	791.5	696.5	674.5	662.9	487.0	-/-
Recurring EBITDA margin (in percent)	31.6	33.0	30.4	25.2	22.1	24.5	23.1	-/-
EBITDA	680.4	652.5	693.8	623.0	618.3	522.3	484.3	418.5
Non-recurring items ³	-64.4	-73.0	-97.7	-73.5	-56.2	-140.6	-2.7	-/-
EBIT	600.9	580.5	566.8	475.1	263.5	385.3	444.3	382.7
Financial result	-144.4	-232.7	-238.2	-242.4 ⁸	-334.9	-135.5	-57.6	-33.0
Profit before income taxes	456.5	347.8	328.6	233.1 ⁸	-68.4	249.8	386.7	350.7
Consolidated net profit (after non-controlling interests) ⁴	295.0	637.5	312.7	146.6 ⁸	-129.1	89.4	240.7	220.9
Profit from discontinued operations (net of income taxes)	-30.2	373.2	78.1	-/-	-/-	-/-	-/-	-/-
Underlying net income ⁵	355.5	272.4	275.2	186.8 ⁸	170.4	272.8	244.8	-/-
Basic earnings per share of preferred stock (underlying)	1.67	1.28	1.69	0.88	0.79	1.26	-/-	-/-
Investments in programming assets	843.3	938.9	1,098.6	1,227.2	1,397.0	1,176.7	955.0	907.3
Free cash flow	256.3	201.2	179.0	157.4	183.8	-1,675.4	292.4	70.1
Cash flow from investing activities	-945.8	-973.4	-1,186.4	-1,320.1	-1,175.0	-3,269.0	-979.6	-1,095.7

GROUP KEY FIGURES: MULTI-YEAR OVERVIEW

EUR m	12/31/2012	12/31/2011	12/31/2010	12/31/2009	12/31/2008	12/31/2007	12/31/2006	12/31/2005
Programming assets	1,276.9	1,531.3	1,654.6	1,526.5	1,380.0	1,317.7	1,056.3	1,057.5
Equity	1,500.9	1,441.4	1,025.9	607.0 ⁸	506.7 ⁸	1090.1 ⁹	1,240.5	1,187.7
Equity ratio (in percent)	27.7	28.6	16.2	9.8 ⁸	8.5 ⁸	18.2 ⁹	64.2	58.9
Cash and cash equivalents	702.3	517.9	740.7	737.4	632.9	250.8	63.5	157.6
Financial liabilities	2,573.1	2,335.7	3,761.9	4,032.1	4,039.8	3,579.5	185.6	387.2
Leverage ⁶	2.0	2.1	3.3	4.7	5.1	5.0	0.3	- / -
Net financial debt	1,870.8	1,817.8	3,021.0	3,294.6	3,406.7	3,328.4	121.8	227.2
Employees ⁷	3,026	2,605	4,117	4,814	5,450	4,852	2,976	2,788

SEGMENT KEY FIGURES: MULTI-YEAR OVERVIEW (Fig. 151)

EUR m	Q4 2012	Q4 2011	Q1-Q4 2012	Q1-Q4 2011
Broadcasting German-speaking				
External revenues	629.3	615.7	1,909.5	1,903.0
Recurring EBITDA ²	252.0	254.4	660.3	657.7
Recurring EBITDA margin (in percent) ⁹	38.5	39.9	33.2	32.9
EBITDA	239.9	240.6	609.1	624.4
Digital & Adjacent				
External revenues	122.8	80.7	351.2	254.4
Recurring EBITDA ²	30.3	23.7	89.7	66.9
Recurring EBITDA margin (in percent) ⁹	24.6	29.2	25.4	26.2
EBITDA	26.8	21.6	80.8	39.4
Content Production & Global Sales				
External revenues	37.3	15.8	95.4	37.7
Recurring EBITDA ²	6.2	5.0	4.3	9.6
Recurring EBITDA margin (in percent) ⁹	11.1	14.6	3.1	8.8
EBITDA	5.7	4.3	1.5	8.5

1 Total costs excluding D&A and non-recurring expenses.

2 EBITDA before non-recurring (exceptional) items.

3 Non-recurring expenses netted against non-recurring income.

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

5 Consolidated profit for the period, before the effects of purchase price allocations, non-cash currency valuation effects as well as expenses in the context of the antitrust proceedings in 2012.

6 Ratio net financial debt to recurring EBITDA.

7 Full-time equivalent positions as of reporting date from continuing operations.

8 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.

9 Based on total segment revenues, see Note 35 "Segment Reporting".

Explanation of reporting principles in the fourth quarter/at December 31, 2012: The figures for 2012 relate to the key figures from continuing operations in line with IFRS 5, i.e. without the sold operations in Scandinavia and held for sale in Eastern Europe. The 2011 figures (income statement and cash flow statement) have also been adjusted for the figures from operations in Belgium and the Netherlands sold in 2011. The figures for 2010 (income statement and cash flow statement) have only been adjusted for the

Reporting for the fourth quarter and full year 2012 is based on the new segment structure. To ensure comparability of the current quarterly figures with those of the

figures of the operations sold in 2011. In the financial year 2011, the Belgian TV operations and the TV and Print operations in the Netherlands were deconsolidated on closing of the respective share purchase agreements in June and July 2011. The income statement items of the entities concerned are separately presented as a single line item result from discontinued operations. The 2011 result from discontinued operations contains the net profit as well as the gain on disposal and is presented after taxes.

previous year, the figures for the previous year were adjusted to the new segment structure. There is no multi-year comparison.

Finance Glossary

C

Cash flow hedge

Guarding against the risk of variable cash flows with derivative financial instruments.

Cash flow statement

The cash flow statement shows how cash and cash equivalents have changed as a result of cash inflows and outflows during the period. It is broken down into cash flow from operating activities, cash flow from investing activities and cash flow from financing activities. Cash and cash equivalents shown in the cash flow statement correspond to the cash and cash equivalents reported on the statement of financial position as of at the reporting date. Cash flow from operating activities is derived indirectly from the consolidated profit or loss from continuing operations for the period.

Credit facility

Defined loan framework at one or more banks which can be utilized to cover credit requirements.

D

Derivative finance instruments

Financial instruments whose value or price depends on future prices or other asset values (underlyings). These include swaps and options.

E

EBIT

Abbreviation for Earnings before Interest and Taxes.

EBITDA

Abbreviation for Earnings before Interest, Taxes, Depreciation and Amortization.

F

Financial covenants

Obligations in the context of loan contracts. These relate primarily to key financial indicators that the borrower has to comply with.

Free cash flow

A key parameter for assessing the financial strength of the Group. Total cash and cash equivalents generated in operating business less the balance of cash used and generated in the context of investing activities.

H

Hedge accounting

Shows an economic hedge relationship in line with IAS 39. Here what are often opposing value changes of the hedged underlying transactions and the derivative financial instruments used for hedging are recorded in accounting terms.

I

Impairment on programming assets

Recognition of unscheduled value reductions on programming assets, e.g. broadcasting rights that are not broadcast due to media-law restrictions or licenses that expire prior to broadcasting.

Impairment test

Examination of the value of assets, especially for goodwill and intangible assets with indefinite useful lives. If the carrying amount exceeds the recoverable amount, then an impairment must generally be recognized in the income statement.

Interest rate swaps

Derivative financial instruments to swap cash flows. For example, with interest rate swaps a swap is made between fixed and floating rate cash flows.

L**Leverage**

Shows how high net debt is in relation to recurring EBITDA in the last twelve months.

Leverage factor

Common key ratio for measuring the debt position. It is calculated as the ratio of net financial debt to recurring EBITDA of the last twelve months.

N**Net financial debt**

Total loans and borrowings minus cash and cash equivalents and current financial assets.

O**Operating costs**

Total costs excluding depreciation and amortization as well as non-recurring expenses. Relevant cost variable for calculating recurring EBITDA.

P**Programming assets**

Rights to TV program content (e.g. feature films, series, commissioned productions) capitalized as a separate item due to their particular importance for the financial position and performance at the ProSiebenSat.1 Group. Feature films and series are posted on the statement of financial position as of the beginning of the license term. Commissioned productions are capitalized as broadcast-ready programming assets as of their date of formal acceptance. Until being broadcast, sport rights are included in advance payments. They are then posted to programming assets. When programs are broadcast, a program consumption item is posted in the income statement.

R**Recurring EBITDA**

Earnings before Interest, Taxes, Depreciation and Amortization. Describes earnings before interest, taxes, depreciation and amortization, adjusted for non-recurring items.

Revolving Credit Facility (RCF)

A credit framework that can be repaid and then utilized again within a specific time period.

T**Term loan**

Loan in which the loan obligation is repaid at the end of the agreed duration (secured term loan).

Total costs

Total of cost of sales, selling expenses and administrative expenses, as well as other operating expenses.

U**Underlying net income**

Consolidated net income adjusted for amortization and impairment taken on intangible assets identified in the context of business combinations and thus the related tax effects and further non-cash special items.

W**Working capital**

Calculated on the basis of current assets minus current liabilities, thus providing an assessment of liquidity.

Media Glossary

#

360-degree marketing

Denotes advertising concepts and offers which combine several media. In the context of its 360-degree marketing for advertising customers, the ProSiebenSat.1 Group develops networked campaign concepts which link up to 13 different platforms. Most important are TV, online, mobile, video-on-demand, games, teletext, testimonials, events and licensing.

A

Arbeitsgemeinschaft Fernsehforschung (AGF)

In the Arbeitsgemeinschaft Fernsehforschung (Working Group of Television Research), the ARD and ZDF broadcasters, the ProSiebenSat.1 Media AG station groups and the RTL Deutschland media group join forces to carry out and develop continual quantitative television audience research in Germany (ratings). The data collected exclusively for the AGF by the GfK TV research department is recognized in the television market as the common currency for advertising and program planning. The AGF/GfK television panel includes 5,000 households consisting of almost 10,500 persons, which report on a daily basis (reporting basis D+EU television panel). This shows the television consumption of 71.75 million people from the age of 3 or 36.24 million television households (as of January 1, 2013).

C

Cost per mille (CPM)

Allows price/performance comparison and thus an assessment of the efficiency of advertising media. It indicates how much it costs to reach 1,000 contacts in a target group.

G

GfK Fernsehforschung

GfK Fernsehforschung is a department within the GfK Group (Gesellschaft für Konsumforschung) that collects TV consumption data for Germany exclusively on behalf of the Arbeitsgemeinschaft Fernsehforschung (AGF). On a daily basis, GfK Fernsehforschung records the TV consumption of the households on the television panel, the people living in these households and their guests with electronic measuring instruments. This data is considered "the currency" in Germany's TV market.

H

High definition (HD)

High-definition video content as opposed to standard definition (SD). HD content is predominantly distributed via television, Blu-ray and the internet. On televisions, the standards used are 720p, 1080i und 1080p. Online, HD content is streamed (e.g. on YouTube) or distributed in various file formats (e.g. avi, mp4, mkv, mov) and specifications. "Native HD" means that the content was produced with HD devices from the start, and that it does not need to be upscaled to be broadcast in HD. HD content is transferred between devices via HDMI und can be protected against copying (HDCP). The HD standard is in further development.

Hybrid TV

Hybrid TV refers to televisions and set-top boxes that have an in-built internet interface so they can show TV and internet content.

I

IPTV

Stands for Internet Protocol Television (IPTV). Films and television are transmitted over the internet – and in contrast to traditional broadcasting, not via cable or satellite. IPTV is neither a standard nor a design, and therefore only a generic term that may be encountered in various forms.

M

Media-for-revenue-share/media-for-equity

Describes a business model introduced by the ProSiebenSat.1 Group where start-up companies receive advertisement time in return for a revenue share and/or equity.

N**Net advertising revenue**

Advertising revenues less discounts, self-promotional advertising, agency commissions, etc.

Nielsen Media Research

Subsidiary of the American market research institute AC Nielsen. Nielsen Media Research, based in Hamburg, is devoted to monitoring the advertising market. It determines the gross advertising revenues (AdEx data) of the most important media types and advertising media (television, consumer and trade magazines, newspapers, radio, online and billboards) according to economic field, product group and family, company and brand.

P**Pay-per-view**

Pay TV where the viewer pays only for the shows they actually watch.

Real-time-response test (RTR)

An instrument of market and program research: When initial sequences or a pilot episode of new TV formats are screened, test persons document their response and reactions using a type of remote control, with accuracy down to the second and in real time. This makes it possible to measure intuitive and spontaneous reactions without the participants first having to verbalize their impressions.

S**Second screen**

A term describing the use of a second screen (mobile devices such as smartphones, tablets and notebooks) in parallel with broadcast television.

Social TV

The linking of social media and television.

U**Unique user**

The "unique user" is the basis of the AGOF Internet Facts. The unit expresses how many people in a given period were exposed to an advertising medium or individual booking units and equates to net reach. The unique user is the basis for the calculation of the reach and audience structure of online advertising media and the regulation of essential factors for media planning such as weekly consumption, monthly consumption and building exposure.

V**Video-on-demand**

Allows the user to stream or download videos at any time.

Z**Zentralverband der deutschen Werbewirtschaft (ZAW)**

As a combination of associations whose members are business advertisers, the Zentralverband der deutschen Werbewirtschaft e.V. (ZAW) brings together the interests of the advertising industry, represents them to the outside world and determines the advertising investments (net) of all media types and advertising media on an annual basis. The association is dedicated to all matters concerning the advertising industry with the intention of making government regulation unnecessary.

Index of Figures and Tables

Back cover

I	Group revenues from continuing operations	
II	Recurring EBITDA from continuing operations	
III	Revenues by segment from continuing operations	
IV	Revenues by region from continuing operations	
V	Key figures of the ProSiebenSat.1 Group for the 2012 financial year (including discontinued operations)	
VI	Key figures of the ProSiebenSat.1 Group for the 2012 financial year	
VII	Group structure	
VIII	Locations of the ProSiebenSat.1 Group	

Reports from the Executive and Supervisory Board

1	Members of the Supervisory Board of ProSiebenSat.1 Media AG as of December 31, 2012	27
2	Information on Committee Members	32
3	Committee Members as of December 31, 2012	33
4	Directors' Dealings disclosures	36

Group Management Report

5	Segments of the ProSiebenSat.1 Group	43
6	Segment structure of the ProSiebenSat.1 Group	46
7	Strategic fields of action of the ProSiebenSat.1 Group	48
8	Overview of important key performance indicators	49
9	Planning clock	50
10	Compensation of Executive Board Members	54
11	Development of stock options held by active members of the Executive Board in the 2012 financial year	54
12	Compensation of Executive Board Member Andreas Bartl (resigned in 2012)	55
13	Development of stock options of Executive Board Member Andreas Bartl in the 2012 financial year (resigned in 2012)	55
14	Compensation of Supervisory Board Members for the 2012 financial year	57
15	Change in total revenues in broadcasting [2000 = 100]	58
16	Performance of gross domestic product in Germany	61
17	Shares german gross TV advertising market	61
18	Media mix german gross advertising market	62
19	Development of TV advertising markets	63
20	Audience shares of the ProSiebenSat.1 Group	64
21	Use of online services	65
22	Comparison of the actual and forecast business performance for the group	70
23	Comparison of the actual and forecast business performance for the segments	70
24	Revenue performance 2012 from continuing operations by region	72

25	Revenue performance 2012 from continuing operations by quarter	72
26	Recurring EBITDA performance 2012 from continuing operations by quarter	72
27	Portfolio measures and changes in the scope of consolidation in 2012	74
28	Portfolio measures and changes in the scope of consolidation in 2011	75
29	Key figures of the ProSiebenSat.1 Group for 2012	76
30	Key figures of the ProSiebenSat.1 Group for the fourth quarter of 2012	77
31	Revenues by segment from continuing operations	78
32	Total costs from continuing operations	79
33	Reconciliation of operating costs from continuing operations	79
34	Reconciliation of recurring EBITDA from continuing operations	80
35	Reconciliation of underlying net income from continuing operations	81
36	Reconciliation of revenues including discontinued operations	82
37	Reconciliation of consolidated net profit after minority interests including discontinued operations	82
38	Debt financing and maturities as of december 31, 2012	84
39	Group-wide corporate financing	85
40	Group net financial debt	86
41	Ratio net financial debt before reclassification to LTM recurring EBITDA	86
42	Cash flow statement	87
43	Investments by segment from continuing operations	89
44	Change in cash and cash equivalents	90
45	Balance sheet structure	91
46	Accounting assumptions and estimates	93
47	Revenue share by segment from continuing operations in the 2012 financial year	94
48	Key figures Broadcasting German-speaking segment	94
49	Key figures Digital & Adjacent segment	95
50	Key Figures Content Production & Global Sales segment	95
51	Employees by region	96
52	Employees by segment	96
53	Proportion of women and men in the whole group	97
54	Proportion of women and men in the german core market	97
55	Retention rate of apprentices and trainees in Germany in 2012	99
56	ProSiebenSat.1 share: price performance	102
57	ProSiebenSat.1 share: key data	103

58	ProSiebenSat.1 share: basic data	103	89	Statement of changes in equity of ProSiebenSat.1 Group for 2011	160
59	Analysts' recommendations	104	90	Statement of changes in equity of ProSiebenSat.1 Group for 2012	160
60	Shareholder structure of ProSiebenSat.1 Media AG of December 31, 2012	104	91	Fully consolidated subsidiaries	162
61	Relevant set, including market share of the Top 10 stations	106	92	Acquisition left/right	163
62	ProSiebenSat.1 program awards 2012	108	93	Other acquisitions 2012	166
63	Top 5 station websites in Germany on Facebook	109	94	Acquisition maxdome	168
64	Top 5 formats of the ProSiebenSat.1 Group on Facebook	109	95	Acquisition burda:ic	169
65	Market shares of TV stations in 2012	113	96	Other acquisitions 2011	170
66	Market shares of selected political talk shows on german television	113	97	Held-for-sale-assets and associated liabilities	171
67	Risk management process	120	98	Income statement discontinued operations	172
68	Development of the individual risks as of December 31, 2012	121	99	Impact of deconsolidation on the group	173
69	Operating risks	121	100	Exchange rates	175
70	Financial risks	130	101	Useful lives of property, plant and equipment	178
71	Disclosures on the internal controlling and risk management system in relation to the group reporting process (section 315 (2) no. 5 of the german commercial code) with explanatory notes	131	102	Summary of chosen measurement methods	186
72	Compliance risks	134	103	Revenues	192
73	Overview of opportunities	135	104	Other operating income	194
74	Simultaneous use of TV and internet	136	105	Interest result	194
75	TV related internet use	137	106	Result from investments accounted for using the equity method and other financial result	195
76	Global sales of screen devices	138	107	Income tax expenses	196
77	Forecasts for real gross domestic product in countries important for ProSiebenSat.1	143	108	Change in expected tax rates	196
78	Anticipated development of the TV advertising market in countries important for ProSiebenSat.1	143	109	Reconciliation of tax expenses	197
79	Anticipated development of the overall advertising market in countries important for ProSiebenSat.1	143	110	Allocation/origin of deferred taxes	198
80	Growth targets 2015 and degree of achievement 2012	147	111	Earnings per share	199
81	Segments of the ProSiebenSat.1 Group	147	112	Personnel expenses	200
82	Forecast for group key figures – 2-year view	147	113	Number of employees	200
83	Forecast for segment key figures – 2-year view	148	114	Depreciation and amortization	200
84	Note on forward-looking statements on future earnings, financial position and performance	150	115	Changes in intangible assets	201
			116	Disclosures on goodwill impairment testing	203
			117	Disclosures on impairment testing of brands	204
			118	Statement of changes in property, plant and equipment	206
			119	Minimum lease payments	207
			120	Information on investments accounted for using the equity method	208
			121	Non-current financial assets	208
			122	Changes in programming assets	209
			123	Accounts receivable and other assets	210
			124	Changes in credit allowances	210
			125	Aging structure	211
			126	Accumulated other comprehensive income	212
			127	Allocation of profit	213
			128	Capital structure	214
			129	Present value of obligation	215
			130	Overview actuarial parameters	216
			131	Other provisions	217
			132	Financial liabilities	218
Consolidated Financial Statements					
85	Income statement of ProSiebenSat.1 Group	154			
86	Statement of comprehensive income of ProSiebenSat.1 Group	155			
87	Statement of financial position of ProSiebenSat.1 Group	156			
88	Cash flow statement of ProSiebenSat.1 Group	158			

133	Other liabilities	220
134	Cash flow by segment	221
135	Other financial obligations	224
136	Interest rate risks	226
137	Currency-related transactions and balances	227
138	Currency risks	228
139	Financial liabilities by maturity	230
140	Carrying amounts and fair values of financial instruments	231
141	Fair value hierarchy levels	232
142	Segment information continuing operations 2012	235
143	Segment information continuing operations 2011	235
144	Reconciliation of segment information	236
145	Entity-wide disclosures	237
146	Stock options plans	240
147	Members of the executive board of ProSiebenSat.1 Media AG	249
148	Members of the supervisory board of ProSiebenSat.1 Media AG	249
149	List of affiliated companies and investments of ProSiebenSat.1 Media AG	250

Additional Information

150	Group key figures: Multi-year overview	260
151	Segment key figures: Multi-year overview	261
152	Financial calendar	270

Editorial Information

How to reach us

Press

ProSiebenSat.1 Media AG
Corporate Communications
Medienallee 7
85774 Unterföhring
Tel. +49 [89] 95 07 – 11 45
Fax +49 [89] 95 07 – 11 59
E-Mail: info@ProSiebenSat1.com

Investor Relations

ProSiebenSat.1 Media AG
Investor Relations
Medienallee 7
85774 Unterföhring
Tel. +49 [89] 95 07 – 15 11
Fax +49 [89] 95 07 – 15 21
E-Mail: aktie@ProSiebenSat1.com

Published by

ProSiebenSat.1 Media AG
Medienallee 7
85774 Unterföhring
Tel. +49 [89] 95 07 – 10
Fax +49 [89] 95 07 – 11 21
www.ProSiebenSat1.com
HRB 124 169 AG München

Content and Design

ProSiebenSat.1 Media AG
Corporate Communications

hw.design.gmbh

Photocredits: Title © Thomas Dashuber, ProSieben/Richard Hübner // Dabei sein ist alles page 2, 3, 5 © Thomas Dashuber, page 4 © ProSieben/Richard Hübner // Die wollen nur spielen page 6, 7, 8, 9 © Natalie Bothur, page 7 © Thomas Dashuber // Beteiligung am Lern-Erfolg page 10, 11 © Georgja Kuhn // Executive Board page 14, 17, 18, 19 © Thomas Dashuber // Supervisory Board page 20 © Julian Baumann // Broadcasting German-speaking page 38, 39 © Thomas Dashuber // The year 2012 at a glance page 40, 41 Thomas Dashuber // TV Highlights page 66, 67 a) © ProSieben/Richard Hübner, b) © ProSieben/Willi Weber, c) © SAT.1/Nela König, d) © 2009 Columbia Pictures Industries, Inc. All Rights Reserved., e) © Jugendfilm-Verleih GmbH, f) © sixx/Arne Weyhardt, g) © Mark Howells www.permanenttourist.ch, h) © Nick Albert, i) © Matthias Clamer/NBC Universal Inc., j) © Rasmus Mogensen/Kanal 5, // Public Value page 116, 117 a) © ProSieben/David Saretzki, b) © ProSiebenSat.1 Media AG/L.Lenz, c) © ProSiebenSat.1 Media AG/Stefan Heigl, d) © ProSieben/Benedikt Müller, e) © SAT.1/Andres Martinez Casares, f) © 2011 Tandem Productions GmbH / World Without End (T5) Productions Inc., g) © kabel eins, h) © startsocial/Thomas Effinger, i) © Dominik Giger // Programming Outlook page 144, 145 a) © ProSieben/Arne Weyhardt, b) © ProSieben/Willi Weber, c) © 20th Century Fox International Television, d) © SAT.1/Hardy Brackmann, e) © 20th Century Fox International Television, f) © kabel eins/Witters/ran – UEFA Europa League, g) © Warner Bros., h) © SAT.1 Gold, i) © SAT.1 Schweiz, j) © Gerry Frank Photography 2012 // Digital & Adjacent page 152, 153 © Thomas Dashuber // Content Production & Global Sales page 258, 259 © Patrick Strattner



ClimatePartner[®]
klimaneutral

Druck | ID: 53152-1303-1005

THE PROSIEBENSAT.1 GROUP ON THE INTERNET

This and other publications are available on the Internet, along with information about the ProSiebenSat.1 Group, at <http://www.prosiebensat1.com/>

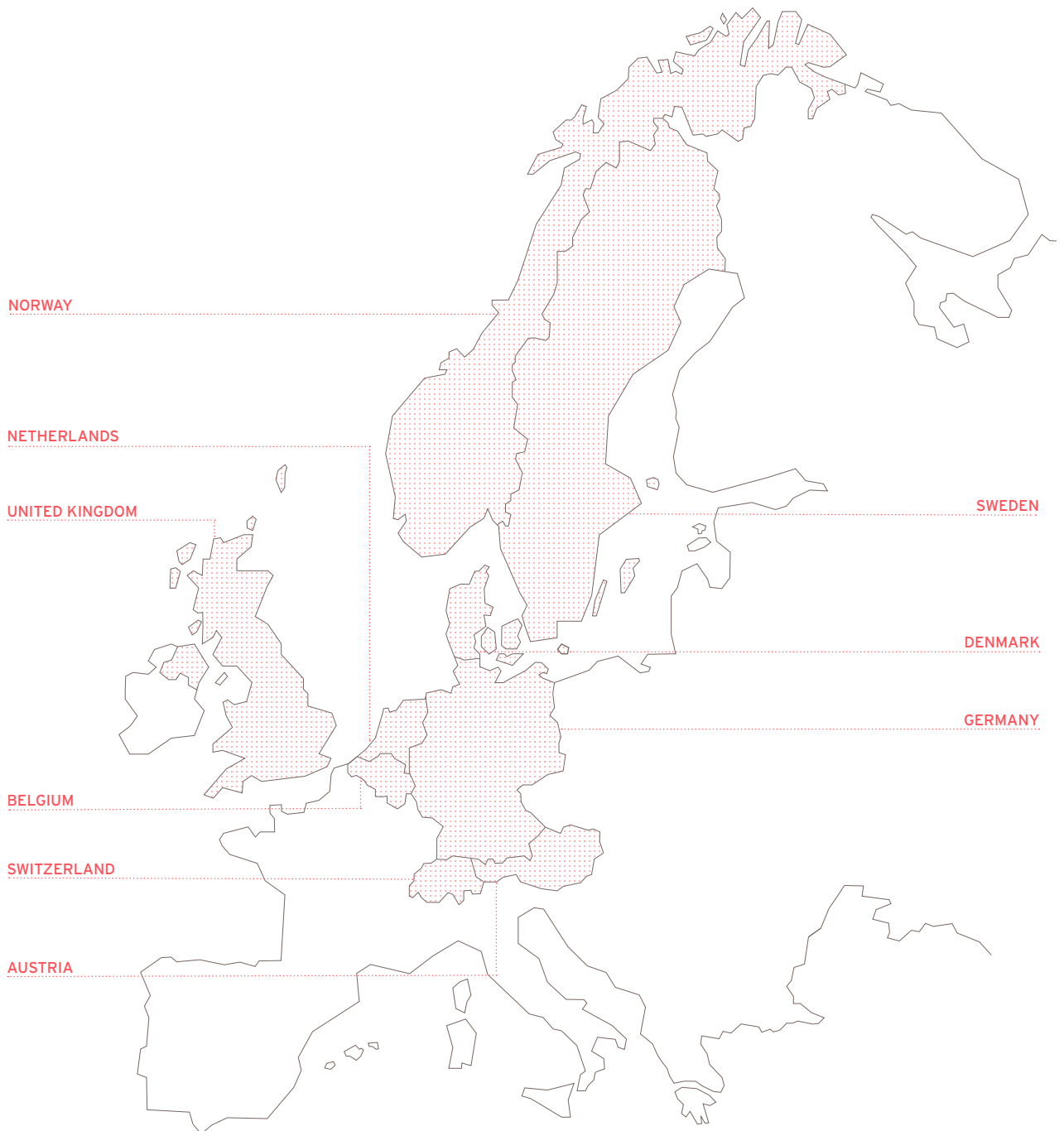
Forward-looking statements. This report contains forward-looking statements regarding ProSiebenSat.1 Media AG and the ProSiebenSat.1 Group. Such statements may be identified by the use of such terms as “expects,” “intends,” “plans,” “assumes,” “pursues the goal,” and similar wording. Various factors, many of which are outside the control of ProSiebenSat.1 Media AG, could affect the Company’s business activities, success, business strategy and results. Forward-looking statements are not historical facts, and therefore incorporate known and unknown risks, uncertainties and other important factors that might cause actual results to differ from expectations. These forward-looking statements are based on current plans, goals, estimates and projections, and take account of knowledge only up to and including the date of preparation of this report. Given these risks, uncertainties and other important factors, ProSiebenSat.1 Media AG undertakes no obligation, and has no intent, to revise such forward-looking statements or update them to reflect future events and developments. Although every effort has been made to ensure that the provided information and facts are correct, and that the opinions and expectations reflected here are reasonable, ProSiebenSat.1 Media AG assumes no liability and offers no warranty as to the completeness, correctness, adequacy and/or accuracy of any information or opinions contained herein.

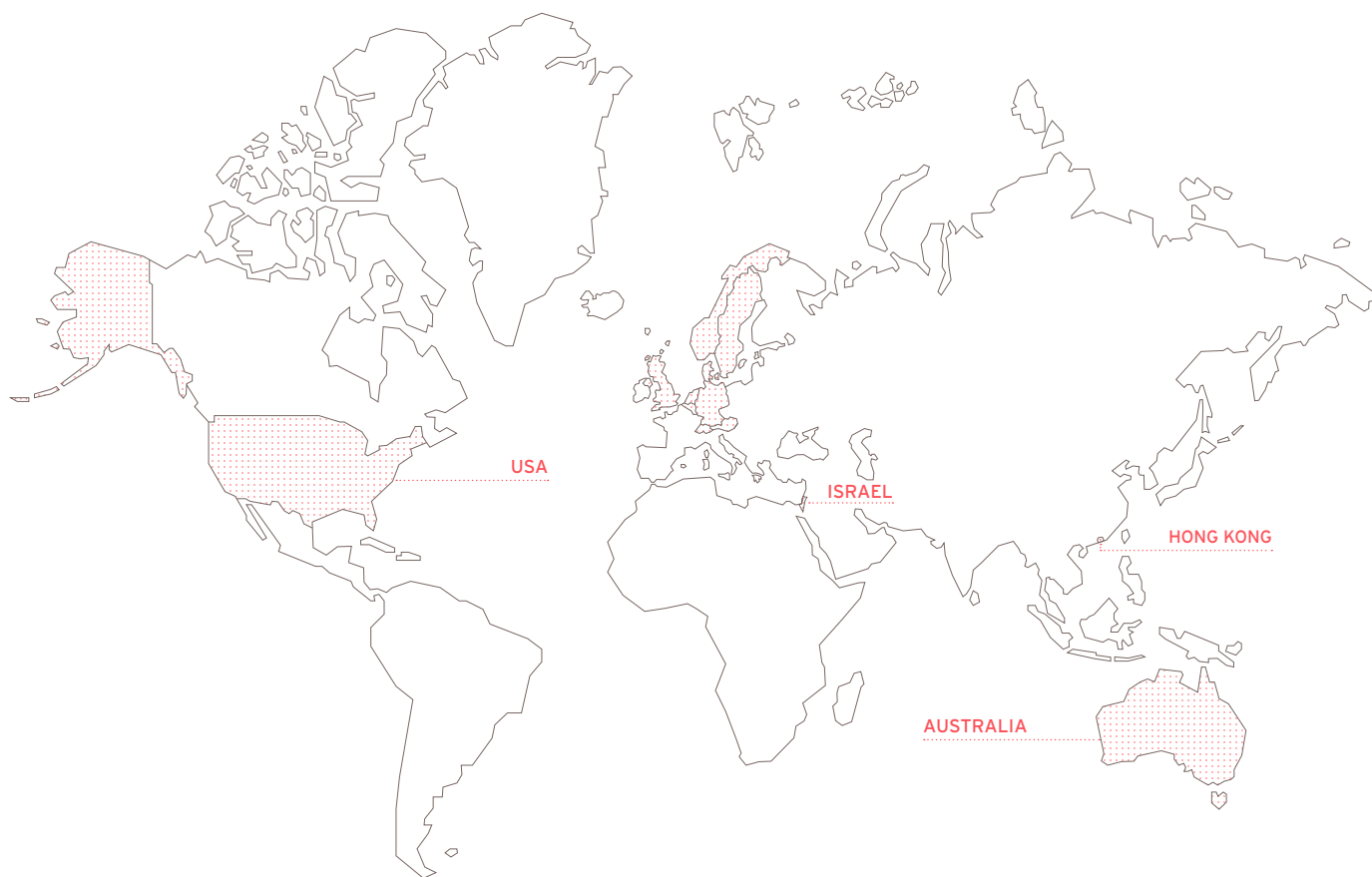
FINANCIAL CALENDAR (Fig. 152)

02/28/2013	Press Conference/IR Conference on preliminary figures 2012 Press Release, Press Conference in Munich, Conference Call with analysts and investors
03/28/2013	Publication of the Annual Report 2012
05/07/2013	Publication of the Quarterly Report Q1 2013 Press Release, Conference Call with analysts and investors, Conference Call with journalists, Webcast
07/23/2013	Annual General Meeting 2013
07/24/2013	Dividend payment
08/01/2013	Publication of the Quarterly Report Q2 2013 Press Release, Conference Call with analysts and investors, Conference Call with journalists, Webcast
11/07/2013	Publication of the Quarterly Report Q3 2013 Press Release, Conference Call with analysts and investors, Conference Call with journalists, Webcast

LOCATIONS OF THE PROSIEBENSAT.1 GROUP (VIII)

The ProSiebenSat.1 Group is represented across the world with successful brands. The company headquarters is located in Unterföhring near Munich in Germany.





GERMANY

ProSiebenSat.1 Media AG, Headquarters

Broadcasting German-speaking

kabel eins, ProSiebenSat.1 TV Deutschland GmbH, ProSieben, SAT.1, SAT.1 Gold, SevenOne Brands GmbH, SevenOne AdFactory, SevenOne Media, SevenPictures GmbH, sixx

Digital & Adjacent

Covus Games GmbH, kabel eins Classics, lokalisten media GmbH, maxdome, My Video, ProSieben Digital Media GmbH, ProSiebenSat.1 Digital GmbH, ProSiebenSat.1 Games GmbH, ProSiebenSat.1 Licensing GmbH, SAT.1 Comedy, SevenSenses GmbH, SevenVentures GmbH, Starwatch Entertainment GmbH, wer-weiss-was GmbH, wetter.com AG

Content Production & Global Sales

Producers at Work, ProSiebenSat.1 Welt GmbH, Red Arrow Entertainment Group GmbH, Red Arrow International GmbH, Redseven Artists & Events GmbH, Redseven Entertainment GmbH

AUSTRALIA

Content Production & Global Sales
Granada Media Australia

AUSTRIA

Broadcasting German-speaking
kabel eins Austria, ProSieben Austria, Puls 4, Sat.1 Österreich, SevenOne Media Austria, sixx Austria

BELGIUM

Content Production & Global Sales
Sultan Sushi

DENMARK

Content Production & Global Sales
Snowman Productions

HONG KONG

Content Production & Global Sales
Red Arrow International, Hong Kong

ISRAEL

Content Production & Global Sales
Omri Marcus, Partner

NETHERLANDS

Content Production & Global Sales
Sultan Sushi, Dick de Rijk, Partner

NORWAY

Content Production & Global Sales
Snowman Productions

SWEDEN

Content Production & Global Sales
Hard Hat, Snowman Productions

SWITZERLAND

Broadcasting German-speaking
kabel eins Schweiz, ProSieben (Schweiz), SAT.1 Schweiz, SevenOne Media (Schweiz)

UNITED KINGDOM

Content Production & Global Sales
CPL Productions, Endor Productions, Nerd., Red Arrow Entertainment UK, The Mob Film co.

USA

Content Production & Global Sales
Fabrik Entertainment, Genetic Entertainment, Kinetic Content LLC, Left/Right, The Gurin Company, The Mob Film Co.

