

In the 2012 financial year, the ProSiebenSat.1 Group invested in new growth areas, continued to strengthen its core business and optimized its portfolio.

THE YEAR 2012 AT A GLANCE

MAY...Annual General Meeting decides on dividends and appoints new Supervisory Board members. At the Annual General Meeting on May 15, 2012, the shareholders resolved to pay a dividend of EUR 1.17 per entitled preference share and EUR 1.15 per entitled common share for the financial year 2011. The dividend was paid out on May 16, 2012. Moreover, drs. Fred Th. J. Arp of Telegraaf Media Groep N.V. and Stefan Dziarski of Permira Beteiligungsberatung GmbH were appointed to the Supervisory Board.

COMPANY

AUGUST...ProSiebenSat.1 Annual Report is the winner in the MDAX. In the competition "The Best Annual Report," the ProSiebenSat.1 Group won first place among all MDAX companies. In the overall ranking of all stock market indices, the Group took second place. The award is evidence of the high quality of the ProSiebenSat.1 Annual Report in terms of content and the company's transparent financial communication. The ranking is compiled each year by "manager magazine" under the academic leadership of Prof. Dr. Dr. h.c. Jörg Baetge.

SEPTEMBER.. Heidi Stopper is new member of the Executive Board. (a) In September, the Supervisory Board of ProSiebenSat.1 Media AG appointed Heidi Stopper to the Executive Board. As of October 1, 2012, she took on the newly created "Human Resources" Executive Board division. HR development and recruiting are directly linked to the ProSiebenSat.1 Group's corporate objectives and have gained considerable strategic significance in recent years.



DECEMBER.. Disposal of Northern European TV and radio activities. The ProSiebenSat.1 Group sold its TV and radio activities in Norway, Sweden, Finland and Denmark to the US media company Discovery Communications. The transaction was based on an enterprise value of EUR 1.325 billion. In future, ProSiebenSat.1 will concentrate even more closely on the integration of its German-speaking TV and digital activities, because this area has the greatest growth and synergy potential.

JANUARY...ProSiebenSat.1 secures attractive Hollywood rights. In 2012, the ProSiebenSat.1 Group further enhanced its programming with attractive US series and Hollywood blockbusters. In January, the Group concluded a multi-year license agreement with Warner Bros. International Television Distribution ("Superman", "Harry Potter"). In April, the Group purchased the exclusive free TV license for the international blockbuster "The Hunger Games". In August followed an agreement with the Hollywood studio Paramount Pictures ("World War Z").

BROADCASTING GERMAN-SPEAKING

JULY...sixx starts in Austria. (b) On July 3, 2012, sixx Austria launched successfully. After six months, the women's channel had already achieved a market share of 1.1% in the target group of 12 to 49 year olds. In March 2012, ProSiebenSat.1 acquired the private station Austria 9, relaunched it and brought it on air as sixx Austria.



NOVEMBER.. Second season of "The Voice of Germany" with high market share. In this show, only the voice counts: The music show "The Voice of Germany" delighted German audiences again in 2012. The format captured TV market shares of up to 30.2% on SAT.1 and ProSieben. The music show was also a big hit in digital media. The show's app had around 100,000 users, 1.7 million users visited the "The Voice of Germany" website during broadcast and the social TV platform "The Voice Connect" posted 1.9 million interactions.

NOVEMBER.. Stefan Raab launches first political talk show for young target group. In recent years, ProSiebenSat.1 has succeeded in introducing young people to political issues with several shows in a way that is suited to the target group. In November, Stefan Raab launched "Absolute Mehrheit – Meinung muss sich wieder lohnen", the first political talk show for young viewers on German television. Among 14 to 29 year olds, the show reached an audience share of 24.9% and is therefore much more popular with young people than the public stations' talk show formats.

BROADCASTING INTERNATIONAL

JANUARY...VOX starts in Norway. In Norway, a new station went on air in January – VOX. The channel is aimed primarily at viewers over 30 years. In addition to TV classics, it also broadcasts current movies, series and comedy formats. In 2012, VOX achieved an audience share of 1.1%. The combined share of Norwegian stations TVNorge, FEM, MAX and VOX came to 19.0%.

JUNE...New radio stations strengthen Danish portfolio. (c) In June, the Danish SBS radio group purchased three new stations, Radio 100, Radio Klassik and Radio Soft, further improving its strong market position.



SEPTEMBER...New TV stations in Finland and Hungary. In September, a new station went on air in Finland – Kutonen. Its core target group is men aged 15 to 34. The station achieved an audience share of 1.3% in 2012. Hungary saw the launch of Super TV2, a new pay TV station for the core target group of 18 to 49 year olds. The entertainment station emphasizes exclusive content and shows previews, premieres of films and series as well as local hit formats.

JANUARY...Games business goes international. In early 2012, ProSiebenSat.1 Games secured Europe-wide exclusive licenses to eight online games from the US games developer Sony Online Entertainment. The portfolio includes blockbusters such as “DC Universe™ Online”, “EverQuest® II” and “PlanetSide 2”. For the international marketing of its portfolio, the Group agreed partnerships with TF1 in France and the Turkish Dogan Media Group in 2012. The games business is the fastest growing entertainment sector in the world and is therefore one of the ProSiebenSat.1 Group's most important growth drivers in digital business.

DIGITAL & ADJACENT

MAY...ProSieben FUN goes on air. (d) From May 2012, there has been a new pay TV station. ProSieben FUN shows a young, varied range of programming and is the Group's third German pay TV station after SAT.1 emotions and kabel eins CLASSICS.



OCTOBER...maxdome extends technical reach. maxdome is the ProSiebenSat.1 Group's video-on-demand portal and Germany's largest online video library with more than 50,000 titles. Since October, maxdome users can also access the service on their televisions via the Sony Playstation 3. With the implementation, maxdome extended its technical reach to over ten million devices, and is also integrated in nearly all new hybrid TVs.

NOVEMBER...New investments in Ventures business. The ProSiebenSat.1 Group's Ventures activities are based on an innovative business model: The Group provides advertising space to start-up companies and receives revenue share and/or equity participation in return. In 2012, the ProSiebenSat.1 Group increased the number of investments to 51. Among others, the company acquired majority interests in the price-comparison platform Preis24.de as well as the travel business Tropo.

DECEMBER...MyVideo becomes online TV station. In 2012, ProSiebenSat.1 converted the internet platform MyVideo into an online TV station. The Group showed popular US series such as “Spartacus” on MyVideo before the TV broadcast as an “online first” premiere. In addition, ProSiebenSat.1 produced four live shows exclusively for the web and opened its own production studio in Cologne for this purpose. MyVideo got more than one million hits in the first month with the web show “Let's Play Together”.

MAY...Red Arrow Entertainment enters Israeli TV market. In May, Red Arrow acquired a majority interest in the Israeli production company July August Productions. The new subsidiary specializes in the development and production of TV shows, series and feature films. The entry into the Israeli TV market gives the Red Arrow Entertainment Group new opportunities for growth: The country is among the most productive and creative TV markets in the world.

CONTENT PRODUCTION & GLOBAL SALES

JUNE...Red Arrow International opens branch in Hong Kong. (e) In mid-2012, the ProSiebenSat.1 program distribution company opened its own office in Hong Kong. From there, the company supports the entire Asian market. More than 50% of all TV households worldwide are in Asia. Several ProSiebenSat.1 formats like “Galileo” or “Mein Mann kann” are already on air in Asia. In 2012, among other things, Red Arrow International sold the TV show “You Deserve It” to the Chinese state broadcaster CCTV.



AUGUST...Red Arrow Entertainment expands further in English-speaking region. In 2012, the Red Arrow Entertainment Group broadened its investment portfolio in the most important international TV markets, the USA and Great Britain. In August, the company acquired a majority interest in the American production company Left/Right. The company was the Red Arrow Entertainment Group's biggest acquisition so far. In Great Britain, too, Red Arrow significantly strengthened the content of its portfolio with the production companies CPL Productions, Endor Productions and NERD. The Red Arrow Entertainment Group unites a total of 18 holdings in nine countries under one roof.

DECEMBER...Red Arrow programs on air around the world. In 2012, Red Arrow International sold the TV series “Jo” with Jean Reno in over 120 countries. Great Britain's biggest private station ITV1 acquired the rights to the SAT.1 show “Mein Mann kann” – the format has already been taken by more than 30 countries. In addition, the Red Arrow production subsidiary Kinetic Content developed the innovative cooking show “The Taste”, successfully aired by the US station ABC in January 2013. Red Arrow International is one of the five most successful programming distributors in the world and sold programming in over 150 countries in 2012.