

Our company's commitment pursues four goals: We want to offer people opportunities, promote culture, disseminate values and create knowledge.

PUBLIC VALUE

TOLERANCE DAY (PROSIEBEN).....(a) On February 19, 2012, the second "Tolerance Day" took place on ProSieben. In a TV and social media campaign, stars like Joko and Klaas again promoted respectful cooperation. Amongst others, they called for a virtual chain of lights, in which people from all around the world participated. In magazine shows such as "taff" and "Galileo", ProSieben considered the topic of tolerance from different angles. The station also showed the movies "Invictus" and "Gran Torino", which tackle the issue of racism. At prime time, with an audience share of 17.4%, "Gran Torino" reached nearly 2.6 million viewers. A survey also showed that 44.3% of viewers aged between 14 and 49 and 52.9% of 14 to 29 year olds rated the campaign day as "good" or "very good".



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RED NOSE DAY 2012.....(b) In December 2012, the tenth RED NOSE DAY took place on ProSieben. Viewers were again asked to donate for needy children. RED NOSE DAY is the most well-known charity brand in Germany – and also one of the most successful. The company has raised over EUR 10 million in donations since ProSieben imported the idea from England in 2003. ProSiebenSat.1 Group employees also supported RED NOSE DAY again this year with almost EUR 30,000 in total. Since RED NOSE DAY was founded, over 30 aid projects for children have benefited from the donations. In 2012, all proceeds again went to organizations that care for children in need, including "Die Arche e.V.", Kindernothilfe and the St. Nikolaus children's hospice.



.....b

DIE ARCHE.....(c) The Christian children's and youth charity "Die Arche e.V." was founded in Berlin in 1995 and helps children and young people growing up in difficult circumstances. Currently, the staff support more than 2,000 children and young people in ten German cities with a program for promoting social skills, education and sports facilities, healthy eating and individual counseling. In 2012, RED NOSE DAY supported the project again. The ProSiebenSat.1 Group's employees also got involved. They made sure that 85 children between the ages of 13 and 18 had a present under the Christmas tree this year. Heidi Stopper, the ProSiebenSat.1 Group's HR Executive, gave the children their presents at the "Arche" Christmas party. She was supported by "Galileo" host Funda Vanroy.



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GREEN SEVEN...^(d) Environmental protection is very important and is given a lot of space in the ProSiebenSat.1 Group's program. The company pushes environmental issues further into the public consciousness with initiatives such as "Green Seven". In the week from May 14 to 20, 2012, the ProSieben campaign went on air for the fourth time. The station explained in various shows such as "taff" and "Galileo" how everyone can contribute a bit to protect the environment. The "Green Seven" campaign week was accompanied by highlights such as the first showing of the nature film "Unsere Ozeane" ("Our Oceans") and of the documentary "Population Zero" at prime time.



RAN HELPS HAITI...^(e) In May 2012, the time had come to formally open the ran football school "Camp Nous" in Port-au-Prince. 120 boys and girls have found a new home there. Under the motto "study in the morning, kick in the afternoon", not only is football-playing talent supported but the children also receive a well-founded education. In the afternoons and on weekends, the school also opens its gates to children from the surrounding area to offer them schooling. The school thereby provides new prospects for children who lost everything in the devastating earthquake. After the catastrophe in 2010, the SAT.1 sport editorial team organized the "ran hilft Haiti" campaign as part of RED NOSE DAY, raising more than EUR 500,000. With these donations and support from Rotary Germany, 80 Haitians, under the direction of a German construction company based in Port-au-Prince, built the ran football school.



ACCESSIBLE TELEVISION...^(f) 80,000 people in Germany are deaf. Another 13 million are hearing impaired. For these people, the ProSiebenSat.1 Group has broadcast more than 250 feature films with subtitles every year since 2000 – on ProSieben, kabel eins and since September 4, 2012 on SAT.1 as well. There, all self-produced German feature films and series now also have an audio play version. Now audiences can experience event-movies like "Die Tore der Welt" ("World Without End") not only with subtitles, but with their complete soundscape. The sound of hammer on metal will now appear just like the indication of romantic music. Thanks to this enhancement, the station group has further improved its status in German private TV as a frontrunner in accessible television.



CHALLENGE...^(g) Each episode of the monthly show "Challenge" on kabel eins is a portrait of a different person with a disability. Since 2010, these reports make clear that the challenges, cares and dreams of disabled people are often as varied as those of people without mental or physical disabilities. "Challenge" thus promotes better mutual understanding, shows a nuanced picture of the everyday lives of people with disabilities and encourages them to take active part in social life.

HELP FOR HELPERS...^(h) Many people have good ideas, but fail at putting them into practice. This is where the "startsocial" competition comes in. For three months, business experts lend their support to founders of selected social projects. Finally, an expert jury chooses the 25 best initiatives, which are awarded the Federal Prize by Chancellor Merkel as patron. Since 2001, the ProSiebenSat.1 Group has supported the "startsocial" initiative as a co-founder. The ProSiebenSat.1 Group's stations support interchange between business and social engagement with TV advertising worth millions of euro every year.



PROSIEBENSAT.1 PROMOTES YOUNG TALENT...⁽ⁱ⁾ It is often hard for students and graduates of film schools to make the leap into practice. For years, ProSiebenSat.1 has supported various projects to promote this potential. In Germany as a whole, ProSiebenSat.1 works with seven institutions, including the Bayerische Akademie für Fernsehen and the Hamburg Media School. As well as financial sponsoring, the students are taught by SAT.1 television professionals, which builds a bridge between theory and practice. The best films by students graduating from German film schools every year receive the FIRST STEPS Award. With its prize money of EUR 72,000, this award is the most prestigious of its kind in Germany. The graduates can also make contacts in the film industry. SAT.1 initiated the competition in 2001 as a co-founder. Since 2009 it has been supported by all stations of the ProSiebenSat.1 Group.

