

CONSOLIDATED FINANCIAL STATEMENTS

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DIGITAL & ADJACENT

In this segment, ProSiebenSat.1 bundles its Online Video, Online Games, Ventures & Commerce and Music activities. We consistently gain **ACCESS TO NEW MARKETS** with strong growth prospects.

484
EUR m

SEGMENT REVENUES

External revenues in the Digital & Adjacent segment rose by 44.5% to EUR 484 million in 2013 (previous year: EUR 335 million). The digital commerce business contributed EUR 222 million to revenues, again driving the segment's growth the most.

48
%

MARKET SHARE

In 2013, SevenOne Media was the number one in the German advertising market for in-stream video ads with a market share of 48%.

CLAAS VAN DELDEN, MANAGING DIRECTOR SEVENVENTURES

Last year, ProSiebenSat.1 expanded its online travel segment considerably, and this business area is expected to continue growing dynamically in the future. Claas van Delden (39) is responsible for the development of the travel segment. The business administration graduate and Managing Director of SevenVentures is convinced of the strategic investments in the travel sector: "In the medium term, we want to generate a three-digit million amount with our activities in the travel segment."

Mr. van Delden, what makes the online travel market so attractive for ProSiebenSat.1?

CLAAS VAN DELDEN: Its incredible momentum: The internet travel market is one of the largest e-commerce markets and also benefits enormously from TV advertising. This combination creates an extremely interesting field of investment for us.

In 2013, SevenVentures acquired an array of leading companies in the travel sector, specifically billiger-mietwagen.de, mydays and the online travel providers weg.de and ferien.de. What target are you pursuing by doing this?

CLAAS VAN DELDEN: The acquisitions complement our existing platforms, the tour operator tropo, the websites reise.com and wetter.com, and our stake in HolidayInsider. We have thus built up our own "house of travel" in less than two years. Our target is to offer all of a vacationer's needs from a single source: from flights, accommodation and rental cars to all important climate and weather data and things to do and see at the destination.

What advantages arise from the interaction of the individual travel brands?

CLAAS VAN DELDEN: The potential synergy is enormous. The individual offers mutually strengthen and promote each other, and can pass traffic among themselves. For example, we can offer a weg.de customer trips from our tour operator tropo and follow up a booking by offering a rental car from billiger-mietwagen's range. In addition to the growth driver of TV advertising, the close cooperation of the companies adds a second important aspect. This intensive integration with mutual push effects makes the concept so unique and promising of success.

Do you still reach internet users interested in travel via traditional television advertising?

CLAAS VAN DELDEN: Very well, in fact. Travel brands are virtually tailor-made for the visual and emotive medium of TV. They are therefore a focus of our e-commerce strategy. Television advertising builds up high reach and therefore awareness in internet-savvy target groups faster than any other medium.

You mentioned the „house of travel“. Do you plan to establish further "houses"?

CLAAS VAN DELDEN: Yes, we are at the moment building up comparable thematic clusters in the fashion or home & living area. Also in these segments, we want to bundle leading offers that are mutually complementary. The sectors may differ one from another, but they all have one thing in common: Their growth is based on a strong and solid fundament – and this is our successful TV business.





**“In the medium term,
we want to generate a
three-digit million amount
with our activities in the
travel segment.”**

CLAAS VAN DELDEN
Managing Director,
Seven Ventures GmbH

Income Statement

Income statement of ProSiebenSat.1 Group (Fig. 90)

EUR m		2013	2012	Change	Change in %
CONTINUING OPERATIONS					
1.	Revenues	[8] 2,605.3	2,356.2	+249.1	+10.6%
2.	Cost of sales	[9] -1,431.8	-1,266.4	-165.4	-13.1%
3.	Gross profit	1,173.5	1,089.8	+83.7	+7.7%
4.	Selling expenses	[10] -243.5	-229.9	-13.7	-6.0%
5.	Administrative expenses	[11] -285.7	-243.9	-41.8	-17.2%
6.	Other operating expenses	[12] -0.8	-28.6	+27.8	+97.2%
7.	Other operating income	[13] 25.4	13.4	+12.0	+89.2%
8.	Operating profit	668.9	600.9	+68.0	+11.3%
9.	Interest and similar income	6.5	3.0	+3.4	>+100%
10.	Interest and similar expenses	-135.0	-156.2	+21.2	+13.6%
11.	Interest result	[14] -128.5	-153.2	+24.7	+16.1%
12.	Income from investments accounted for using the equity method	[15] 5.1	10.3	-5.2	-50.1%
13.	Other financial result	[15] -18.6	-1.5	-17.1	>-100%
14.	Financial result	-142.0	-144.4	+2.4	+1.7%
15.	Profit before income taxes	526.9	456.5	+70.4	+15.4%
16.	Income taxes	[16] -162.2	-127.4	-34.8	-27.3%
17.	Profit for the period from continuing operations	364.6	329.1	+35.6	+10.8%
DISCONTINUED OPERATIONS					
18.	Profit from discontinued operations (net of income taxes)	[3] -47.6	-30.2	-17.4	-57.6%
19.	Profit for the period	317.0	298.8	+18.2	+6.1%
Attributable to shareholders of ProSiebenSat.1 Media AG					
		312.1	295.0	+17.1	+5.8%
Non-controlling interests					
		4.9	3.9	+1.0	+26.2%
EUR					
Earnings per share					
	Basic earnings per share	[17] 1.47	1.39	+0.08	+5.8%
	Diluted earnings per share	[17] 1.45	1.38	+0.07	+5.1%
Earnings per share from continuing operations					
	Basic earnings per share	[17] 1.69	1.53	+0.16	+10.5%
	Diluted earnings per share	[17] 1.67	1.52	+0.15	+9.9%
Earnings per share from discontinued operations					
	Basic earnings per share	[17] -0.22	-0.14	-0.08	-57.1%
	Diluted earnings per share	[17] -0.22	-0.14	-0.08	-57.1%

Statement of Comprehensive Income

Statement of comprehensive income of ProSiebenSat.1 Group (Fig. 91)

EUR m	2013	2012	Change	Change in %
Profit for the period	317.0	298.8	+18.2	+6.1%
Items subsequently reclassified to profit or loss				
Change in foreign currency translation adjustment ¹	-16.6	45.1	-61.7	-/-
Changes in fair value of cash flow hedges ²	14.7	-27.2	+41.9	-/-
Deferred tax on other comprehensive income ³	-4.0	8.1	-12.2	-/-
Items subsequently not reclassified to profit or loss				
Effects from valuation of pension obligations	-0.9	-/-	-0.9	-/-
Deferred tax on effects from valuation of pension obligations	0.2	-/-	+0.2	-/-
Deconsolidation reclassifications	-35.7	-/-	-35.7	-/-
Other comprehensive income for the period	-42.3	26.0	-68.3	>-100.0%
Total comprehensive income for the period	274.7	324.9	-50.2	-15.5%
Attributable to shareholders of ProSiebenSat.1 Media AG				
	269.7	321.0	-51.3	-16.0%
Non-controlling interests				
	5.0	3.9	+1.1	+28.8%

1 Includes non-controlling interests from change in foreign currency translation adjustment in 2013 of 0.1 EUR m (2012: 0.0 EUR m) as well as amounts associated with assets and liabilities held for sale of 1.2 EUR m (2012: 32.8 EUR m).

2 Includes amounts associated with assets and liabilities held for sale of 0.0 EUR m (2012: -1.4 EUR m).

3 Includes amounts associated with assets and liabilities held for sale of 0.0 EUR m (2012: 0.4 EUR m).

Statement of Financial Position

Statement of financial position of ProSiebenSat.1 Group (Fig. 92)

EUR m		12/31/2013	12/31/2012	Change
A. Non-current assets				
I.	Intangible assets	[19] 1,164.5	1,062.6	+101.9
II.	Property, plant and equipment	[20] 204.8	198.7	+6.1
III.	Investments accounted for using the equity method	[21] 15.9	5.3	+10.6
IV.	Non-current financial assets	[24] 60.9	61.2	-0.2
V.	Programming assets	[22] 1,064.6	1,110.7	-46.1
VI.	Non-current tax assets	0.0	0.0	0.0
VII.	Other receivables and non-current assets	[24] 4.0	2.9	+1.1
VIII.	Deferred tax assets	[16] 20.7	25.8	-5.1
		2,535.4	2,467.1	+68.3
B. Current assets				
I.	Programming assets	[22] 137.1	166.2	-29.2
II.	Inventories	[23] 1.3	0.7	+0.5
III.	Current financial assets	[24] 4.8	- / -	+4.8
IV.	Trade receivables	[24] 326.3	268.7	+57.6
V.	Current tax assets	49.3	37.8	+11.5
VI.	Other receivables and current assets	[24] 37.4	98.4	-60.9
VII.	Cash and cash equivalents	[25] 395.7	702.3	-306.5
VIII.	Assets held for sale	68.8	1,671.4	-1,602.6
		1,020.7	2,945.5	-1,924.8
Total assets		3,556.0	5,412.6	-1,856.6

Statement of
Financial Position

EUR m		12/31/2013	12/31/2012	Change
A. Equity	[26]			
I. Subscribed capital		218.8	218.8	-/-
II. Capital reserves		585.7	581.6	+4.1
III. Consolidated equity generated		-55.8	833.4	-889.2
IV. Treasury shares		-37.6	-47.4	+9.7
V. Accumulated other comprehensive income from continuing operations		-97.0	-102.0	+5.0
VI. Accumulated other comprehensive income associated with assets and liabilities held for sale		-15.6	31.8	-47.4
VII. Other equity		-24.6	-20.5	-4.1
Total equity attributable to shareholders of ProSiebenSat.1 Media AG		573.9	1,495.8	-922.0
VIII. Non-controlling interests		10.2	5.0	+5.2
		584.1	1,500.8	-916.7
B. Non-current liabilities				
I. Non-current loans and borrowings	[29]	1,842.0	2,342.2	-500.2
II. Other non-current financial liabilities	[29]	225.9	317.0	-91.1
III. Trade payables	[29]	20.6	-/-	+20.6
IV. Other non-current liabilities	[30]	4.4	4.4	0.0
V. Provisions for pensions	[27]	15.5	12.8	+2.7
VI. Other non-current provisions	[28]	3.8	5.3	-1.5
VII. Deferred tax liabilities	[16]	81.5	66.7	+14.9
		2,193.7	2,748.4	-554.7
C. Current liabilities				
I. Current loans and borrowings	[29]	0.0	230.9	-230.8
II. Other current financial liabilities	[29]	85.5	36.1	+49.4
III. Trade payables	[29]	352.5	322.2	+30.3
IV. Other current liabilities	[30]	223.2	202.6	+20.5
V. Provisions for taxes		21.4	20.8	+0.6
VI. Other current provisions	[28]	55.4	52.2	+3.2
VII. Liabilities associated with assets held for sale		40.2	298.6	-258.4
		778.3	1,163.4	-385.2
Total equity and liabilities		3,556.0	5,412.6	-1,856.6

Cash Flow Statement

Cash flow statement of ProSiebenSat.1 Group (Fig. 93)

EUR m	2013	2012
Profit from continuing operations	364.6	329.1
Profit from discontinued operations (net of income taxes)	-47.6	-30.2
of which gain on the sale of discontinued operations (net of tax)	77.0	-/-
Profit for the period	317.0	298.8
Income taxes	162.2	127.4
Financial result	142.0	144.4
Depreciation/amortization and impairment of intangible and tangible assets	88.9	79.5
Consumption/reversal of impairment of programming assets	847.2	835.9
Change in provisions for pensions and other provisions	21.3	12.1
Gain/loss on the sale of assets	-3.2	-4.0
Other non-cash income/expenses	2.9	-7.4
Cash flow from continuing operations	1,626.1	1,517.0
Cash flow from discontinued operations	108.2	346.2
Cash flow total	1,734.3	1,863.2
Change in working capital	-14.8	-32.8
Dividends received	5.9	5.5
Income tax paid	-135.6	-129.1
Interest paid	-137.0	-160.0
Interest received	3.8	1.6
Cash flow from operating activities of continuing operations	1,348.3	1,202.1
Cash flow from operating activities of discontinued operations	58.4	363.1
Cash flow from operating activities total	1,406.8	1,565.2
Proceeds from disposal of non-current assets	3.6	0.2
Payments for the acquisition of intangible and tangible assets	-93.8	-88.4
Payments for the acquisition of financial assets	-18.2	-2.0
Proceeds from disposal of programming assets	12.1	19.9
Payments for the acquisition of programming assets	-860.2	-843.3
Payments for loans to associated companies	-/-	-/-
Payments for loans to Group companies - not consolidated	-2.6	-/-
Payments for loans to other investments	-0.8	-/-
Cash flows from obtaining control of subsidiaries or other business	-56.6	-27.1
Cash flows from losing control of subsidiaries or other business	-1.7	-5.2
Cash flow from investing activities of continuing operations	-1,018.3	-945.8
Cash flow from investing activities of discontinued operations	1,181.9	-317.9
of which proceeds from disposal of discontinued operation (net of cash disposed of)	1,312.3	9.2
Cash flow from investing activities total	163.6	-1,263.7
Free cash flow of continuing operations	330.1	256.3
Free cash flow of discontinued operations	1,240.3	45.2
Free cash flow	1,570.4	301.5

Cash Flow Statement continued

EUR m	2013	2012
Free Cashflow (amount carried over from page 166)	1,570.4	301.5
Dividends paid	-1,201.4	-245.7
Repayment of interest-bearing liabilities	-1,032.5	-0.5
Proceeds from issuance of interest-bearing liabilities	300.6	230.8
Repayment of finance lease liabilities	-9.0	-9.6
Proceeds from the sale of treasury shares	9.7	5.1
Repurchase of treasury shares	-/-	-/-
Payments for shares in other entities without change in control	-1.4	0.1
Proceeds from the issue of share capital from non-controlling interests	0.0	0.2
Payments in connection with refinancing measures	-8.8	-2.3
Dividend payments to non-controlling interests	-10.5	-9.1
Cash flow from financing activities of continuing operations	-1,953.2	-30.9
Cash flow from financing activities of discontinued operations	-2.3	-0.8
Cash flow from financing activities total	-1,955.5	-31.7
Effect of foreign exchange rate changes of continuing operations on cash and cash equivalents	-0.9	2.5
Effect of foreign exchange rate changes of discontinued operations on cash and cash equivalents	-2.2	2.4
Change in cash and cash equivalents total	-388.2	274.8
Cash and cash equivalents at beginning of reporting period	792.6 ¹	517.9
Cash and cash equivalents at end of reporting period	404.5¹	792.6¹
Cash and cash equivalents classified under assets held for sale at end of reporting period	-8.8	-90.4
Cash and cash equivalents of continuing operations at end of reporting period (statement of financial position)	395.7	702.3

¹ Includes cash and cash equivalents from held for sale entities.

Statement of Changes in Equity

Statement of Changes in Equity

Statement of changes in equity of ProSiebenSat.1 Group 2012 (Fig. 94)

EUR m	Subscribed capital	Capital reserves	Consolidated equity generated	Treasury shares	Accumulated other comprehensive income					Total equity attributable to ProSiebenSat.1 Media AG	Non-controlling interests	Total equity
					Foreign currency translation adjustment	Fair value changes of cash flow hedges	Valuation of provisions for pensions	Deferred taxes	Other equity			
December 31, 2011 – reported	218.8	575.5	782.3	-52.5	-8.4	-115.7	-/-	31.8	-0.4	1,431.4	10.0	1,441.4
Adjustment from the adoption of IAS 19 (2011)	-/-	-/-	3.8	-/-	-/-	-/-	-5.3	1.5	-/-	0.0	-/-	0.0
December 31, 2011 – adjusted	218.8	575.5	786.1	-52.5	-8.4	-115.7	-5.3	33.2	-0.4	1,431.4	10.0	1,441.4
Profit for the period	-/-	-/-	295.0	-/-	-/-	-/-	-/-	-/-	-/-	295.0	3.9	298.8
Other comprehensive income ¹	-/-	-/-	-/-	-/-	45.0	-27.2	-/-	8.1	-/-	26.0	0.0	26.0
Total comprehensive income	-/-	-/-	295.0	-/-	45.0	-27.2	-/-	8.1	-/-	321.0	3.9	324.9
Dividends paid	-/-	-/-	-245.7	-/-	-/-	-/-	-/-	-/-	-/-	-245.7	-9.5	-255.2
Share-based payments	-/-	6.3	-/-	-/-	-/-	-/-	-/-	-/-	-/-	6.3	-/-	6.3
Other changes	-/-	-0.2	-2.0	5.1	-/-	-/-	-/-	-/-	-20.1	-17.1	0.6	-16.5
December 31, 2012 – adjusted	218.8	581.6	833.4	-47.4	36.6	-142.9	-5.3	41.4	-20.5	1,495.8	5.0	1,500.8

¹ Includes amounts associated with assets and liabilities held for sale from foreign currency translation (32.8 EUR m), valuation of cash flow hedges (-1.4 EUR m) and from deferred taxes (0.4 EUR m).

Statement of changes in equity of ProSiebenSat.1 Group 2013 (Fig. 95)

EUR m	Subscribed capital	Capital reserves	Consolidated equity generated	Treasury shares	Accumulated other comprehensive income					Total equity attributable to ProSiebenSat.1 Media AG	Non-controlling interests	Total equity
					Foreign currency translation adjustment	Fair value changes of cash flow hedges	Valuation of provisions for pensions	Deferred taxes	Other equity			
December 31, 2012 – reported	218.8	581.6	829.6	-47.4	36.6	-142.9	-/-	39.9	-20.5	1,495.9	5.0	1,500.9
Adjustment from the adoption of IAS 19 (2011)	-/-	-/-	3.8	-/-	-/-	-/-	-5.3	1.5	-/-	0.0	-/-	0.0
December 31, 2012 – adjusted	218.8	581.6	833.4	-47.4	36.6	-142.9	-5.3	41.4	-20.5	1,495.8	5.0	1,500.8
Profit for the period	-/-	-/-	312.1	-/-	-/-	-/-	-/-	-/-	-/-	312.1	4.9	317.0
Other comprehensive income ¹	-/-	-/-	-/-	-/-	-16.7	14.7	-0.9	-3.8	-/-	-6.7	0.1	-6.6
Deconsolidation reclassifications	-/-	-/-	-/-	-/-	-36.8	1.4	-/-	-0.4	-/-	-35.7	-/-	-35.7
Total comprehensive income	-/-	-/-	312.1	-/-	-53.5	16.1	-0.9	-4.2	-/-	269.7	5.0	274.7
Dividends paid	-/-	-/-	-1,201.4	-/-	-/-	-/-	-/-	-/-	-/-	-1,201.4	-10.5	-1,211.8
Share-based payments	-/-	9.2	-/-	-/-	-/-	-/-	-/-	-/-	-/-	9.2	-/-	9.2
Other changes	-/-	-5.1	0.0	9.7	-/-	-/-	-/-	-/-	-4.1	0.5	10.7	11.2
December 31, 2013	218.8	585.7	-55.8	-37.6	-16.9	-126.8	-6.2	37.2	-24.6	573.9	10.2	584.1

¹ Includes amounts associated with assets and liabilities held for sale from foreign currency translation (1.2 EUR m).