

In the 2013 financial year, the ProSiebenSat.1 Group invested consistently in growth and developed successfully in all areas. This is a summary of the most important events.

# THE YEAR 2013 AT A GLANCE

**JULY...Annual General Meeting decides on share conversion and dividend of EUR 1.201 billion.** At the Annual General Meeting of ProSiebenSat.1 Media AG and the separate meeting of the preference shareholders on July 23, 2013, the shareholders voted in favor of the conversion of the non-voting bearer preference shares into voting registered common shares. In addition, the payment of a dividend of EUR 5.65 per entitled bearer preference share and EUR 5.63 per entitled registered common share for the 2012 financial year was resolved.

## COMPANY

**AUGUST...All ProSiebenSat.1 common shares can be traded on the stock exchange.** Since August 19, all ProSiebenSat.1 shares have been tradable on the stock exchange – both the previous registered common shares and the registered common shares resulting from the conversion of bearer preference shares. Over the course of 2013, Lavena Holding 1 GmbH sold the majority of its shares in ProSiebenSat.1 Media AG via various placements. Telegraaf Media Groep N.V. (TMG) sold its entire shareholding in September 2013. In January 2014, Lavena sold the rest of its stake. Since then, 97.4% of the ProSiebenSat.1 shares are held in free float.



**AUGUST...ProSiebenSat.1 Annual Report is again the winner in the MDAX.** (a) 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 achieved 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 under the academic leadership of Prof. Dr. Dr. h.c. Jörg Baetge.

**DECEMBER...Eastern European stations sold successfully.** By selling its portfolio in Hungary and Romania, the ProSiebenSat.1 Group disposed of all its TV and radio stations outside of the German-speaking region. The Group had already announced that it would fully divest its international station holdings when it sold its Northern European investments in December 2012. Now the corporate strategy centers on developing the ProSiebenSat.1 Group into a broadcasting, digital entertainment and commerce powerhouse.



**DECEMBER. ProSiebenSat.1 share achieves significant price growth.** (b) Over the course of the year, the share price increased by 69.0% and closed at EUR 36.00, the highest value for 12 years. The price gains reflect the Group's good business performance and the successful implementation of the growth strategy.

**JANUARY...Successful launch of SAT.1 Gold.**

The new free TV station SAT.1 Gold went on air on January 17. Its core target group is women aged 40 to 64. As well as German TV series and shows, SAT.1 Gold shows magazines such as "Süddeutsche TV Thema." In its core target group, the station achieved daily market shares of up to 1.3%, with an annual average of 0.5%.

## BROADCASTING GERMAN-SPEAKING

**JULY... New blockbuster shows established.** (c)

In 2013, SAT.1 and ProSieben established two new hit shows on the German TV market. The music show "The Voice Kids" generated strong market shares averaging at 19.8% on SAT.1. The winner of the 2013 German Television Award, the dance show "Got to Dance," earned ProSieben and SAT.1 ratings averaging 15.8% in the summer.

**SEPTEMBER...ProSieben MAXX airs with high market shares.** At the start of September, ProSieben MAXX achieved the best station launch on the German TV market for 13 years. In the fourth quarter, the station could already boast an average market share of 0.7% among men aged 30 to 59. With new TV stations, ProSiebenSat.1 increases its audience shares and gains new advertising customers.

**NOVEMBER...ProSiebenSat.1 acquires attractive feature film rights.** In 2013, the ProSiebenSat.1 Group secured valuable license rights from the Hollywood studio DreamWorks. Thanks to a master agreement with Constantin Film, all DreamWorks films that begin shooting by the end of 2016 will be aired on the Group's stations. ProSiebenSat.1 had extended its contract with Constantin Film in June and thus also secured exclusive free TV rights to German hit films like "Fack Ju Göhte."

**FEBRUARY...Launch of incubator EPIC Companies.** ProSiebenSat.1 has launched its own incubator program, EPIC Companies, which the Group uses to support start-ups. Each year, between ten and 15 founders from the European e-commerce scene receive substantial start-up funding and extensive media and consultancy services from the Group. In 2013, the incubator spawned several companies, including Petobel, an online store for pet food and accessories.

## DIGITAL & ADJACENT

**JUNE... AMPYA music-streaming service launched.** In June, the ProSiebenSat.1 Group introduced its own music-streaming platform AMPYA. AMPYA offers more than 20 million songs, videos, and music news. By the end of 2013, AMPYA had 300,000 registered users. In February, ProSiebenSat.1 launched the online ticketing platform TICKETHALL. Together with its record label Starwatch Entertainment, the Group now offers all services relevant to digital music and live entertainment.

**SEPTEMBER...ProSiebenSat.1 founds its own multi-channel network.** ProSiebenSat.1 has founded Studio71, its own multi-channel network. It bundles the Group's range of formats produced exclusively for the web. As well as on the proprietary internet platform MyVideo, hit shows like the gaming event "Last Man Standing" with over four million views are also broadcast via YouTube and other third-party platforms.

**SEPTEMBER...maxdome launched in Austria.** The video-on-demand platform maxdome started up in Austria. It is possible to access the online video library not only via the web, but also with an app on Samsung smart TVs. maxdome offers around 60,000 titles.



**DECEMBER... Group expands travel portfolio.** (d) At the end of 2013, the Group expanded its ventures portfolio further with weg.de and ferien.de. In the months before, the Group had acquired several strategic holdings in the travel market, including Germany's largest car rental website billiger-mietwagen.de. The Group now offers all services relevant to booking a trip.

**JANUARY... "The Taste" celebrates international success.** (e) The cooking show "The Taste," developed by Red Arrow, launched on the US station ABC in January 2013 as the most successful format of the last two years. The show is now on air worldwide: Red Arrow International has sold "The Taste" in over 80 countries, including Great Britain and China.

## CONTENT PRODUCTION & GLOBAL SALES



**OCTOBER... Red arrow produces for Amazon.** Red Arrow has shot a pilot for the crime series "Bosch", which has a top-class cast, for Amazon. The decision on whether the pilot will go to series will be made in early 2015. "Bosch" is based on Michael Connelly's series of novels of the same name, which has been sold over 55 million times worldwide.

**NOVEMBER... Red Arrow films its first series for Sky.** The Red Arrow subsidiary Fabrik Entertainment is shooting "100 Code," the first series for Sky. The crime series is expected to air in early 2015. Oscar winner Bobby Moresco is writing and producing "100 Code."

**DECEMBER... Joint venture with successful US producer Mark Burnett.** Red Arrow Entertainment founded a production company in London with five-time Emmy-winner Mark Burnett ("The Voice", "Survivor") and his company One Three Media. The goal of the joint venture is to develop TV formats and to establish Burnett's US formats in the British TV market.