

RED NOSE DAY...^(e) In December 2013, the eleventh RED NOSE DAY took place on ProSieben. 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 the campaign began in 2003. ProSiebenSat.1 Group employees supported RED NOSE DAY again this year – with more than EUR 20,000 in total. In 2013, all RED NOSE DAY proceeds again went to organizations that care for children in need, including “Die Arche e.V.,” the “Off Road Kids” project and the “Lichtpunkte” education initiative by the German Children and Youth Foundation. The international children’s rights organization “Save the Children” was also supported with donations.



DIE ARCHE ...^(f) The Christian children’s and youth charity “Die Arche e.V.” was founded in Berlin in 1995 and helps socially disadvantaged children and young people. “Die Arche” (“The Ark”) is now active in 15 locations in Germany and supports more than 2,500 children and young people. There are also two facilities in Switzerland, and other locations are planned. As well as healthy eating, the children and young people at “Die Arche” benefit from numerous education and sports facilities and individual counseling. In 2013, the project was again supported by RED NOSE DAY. Thanks to the donations, “Die Arche” in Berlin-Hellersdorf was able to equip a newly renovated gymnasium with sports equipment. The ProSiebenSat.1 Group’s employees also got involved with the social institution and made a personal Christmas wish come true for the children at “Die Arche” in Munich.



TOLERANCE DAY...^(g) In 2013, ProSieben again campaigned for respectful cooperation and against prejudice with “Tolerance Day.” In the documentary “Mein unbekannter Nachbar,” ProSieben showed that you do not have to go abroad to learn about foreign cultures. Celebrities like presenters Funda Vanroy and Simon Gosejohann visited families from various countries in a Berlin apartment block. Their mission was to get to know and understand the unknown neighbors. ProSieben also showed the US feature film “The Blind Side” with Sandra Bullock on “Tolerance Day.” The film is based on true events and tells the story of an orphaned African-American boy who overcomes numerous challenges to become a professional football player. In addition, everyone could make their own contribution to “Tolerance Day” on the website www.bekenne-farbe.de and become part of a virtual human chain stretching around the world.



GREEN SEVEN...^(h) The company pushes ecological issues like environmental protection into the public consciousness with initiatives such as “Green Seven.” Under the motto “green is beautiful,” the ProSieben campaign went on air for the fifth time in the week from May 20 to 26, 2013. Among other things, the campaign was accompanied by the BBC Earth documentary “One Life,” which tells moving and exciting stories from the animal kingdom. By frequently focusing shows such as “taff” and “Galileo” on the issue, the station also explained how every individual can do their bit to protect the environment.

STARTSOCIAL...⁽ⁱ⁾ Many people have good ideas, but fail at putting them into practice. This is where the “startsocial” competition comes in. The principle is “help for helpers.” For three months, experts from industry, the public sector and social institutions lend their support and know-how to founders of selected social projects. Finally, an expert jury chooses the 25 best initiatives, which are awarded the Federal Prize by Chancellor Angela Merkel as patron. Since 2001, the ProSiebenSat.1 Group has supported the “startsocial” initiative as a co-founder.



FIRST STEPS AWARD...^(j) It is often hard for students and graduates of film schools to make the leap into practice. In order to support talented young individuals on this path, ProSiebenSat.1 has spent many years funding numerous projects to promote young talent. For example, the best films by students graduating from German film schools every year receive the FIRST STEPS Award. The award includes prize money of EUR 72,000 and is the most prestigious of its kind in Germany. 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.



RED NOSE DAY...^(e) In December 2013, the eleventh RED NOSE DAY took place on ProSieben. 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 the campaign began in 2003. ProSiebenSat.1 Group employees supported RED NOSE DAY again this year – with more than EUR 20,000 in total. In 2013, all RED NOSE DAY proceeds again went to organizations that care for children in need, including “Die Arche e.V.,” the “Off Road Kids” project and the “Lichtpunkte” education initiative by the German Children and Youth Foundation. The international children’s rights organization “Save the Children” was also supported with donations.



DIE ARCHE ...^(f) The Christian children’s and youth charity “Die Arche e.V.” was founded in Berlin in 1995 and helps socially disadvantaged children and young people. “Die Arche” (“The Ark”) is now active in 15 locations in Germany and supports more than 2,500 children and young people. There are also two facilities in Switzerland, and other locations are planned. As well as healthy eating, the children and young people at “Die Arche” benefit from numerous education and sports facilities and individual counseling. In 2013, the project was again supported by RED NOSE DAY. Thanks to the donations, “Die Arche” in Berlin-Hellersdorf was able to equip a newly renovated gymnasium with sports equipment. The ProSiebenSat.1 Group’s employees also got involved with the social institution and made a personal Christmas wish come true for the children at “Die Arche” in Munich.



TOLERANCE DAY...^(g) In 2013, ProSieben again campaigned for respectful cooperation and against prejudice with “Tolerance Day.” In the documentary “Mein unbekannter Nachbar,” ProSieben showed that you do not have to go abroad to learn about foreign cultures. Celebrities like presenters Funda Vanroy and Simon Gosejohann visited families from various countries in a Berlin apartment block. Their mission was to get to know and understand the unknown neighbors. ProSieben also showed the US feature film “The Blind Side” with Sandra Bullock on “Tolerance Day.” The film is based on true events and tells the story of an orphaned African-American boy who overcomes numerous challenges to become a professional football player. In addition, everyone could make their own contribution to “Tolerance Day” on the website www.bekenne-farbe.de and become part of a virtual human chain stretching around the world.



GREEN SEVEN...^(h) The company pushes ecological issues like environmental protection into the public consciousness with initiatives such as “Green Seven.” Under the motto “green is beautiful,” the ProSieben campaign went on air for the fifth time in the week from May 20 to 26, 2013. Among other things, the campaign was accompanied by the BBC Earth documentary “One Life,” which tells moving and exciting stories from the animal kingdom. By frequently focusing shows such as “taff” and “Galileo” on the issue, the station also explained how every individual can do their bit to protect the environment.

STARTSOCIAL...⁽ⁱ⁾ Many people have good ideas, but fail at putting them into practice. This is where the “startsocial” competition comes in. The principle is “help for helpers.” For three months, experts from industry, the public sector and social institutions lend their support and know-how to founders of selected social projects. Finally, an expert jury chooses the 25 best initiatives, which are awarded the Federal Prize by Chancellor Angela Merkel as patron. Since 2001, the ProSiebenSat.1 Group has supported the “startsocial” initiative as a co-founder.



FIRST STEPS AWARD...^(j) It is often hard for students and graduates of film schools to make the leap into practice. In order to support talented young individuals on this path, ProSiebenSat.1 has spent many years funding numerous projects to promote young talent. For example, the best films by students graduating from German film schools every year receive the FIRST STEPS Award. The award includes prize money of EUR 72,000 and is the most prestigious of its kind in Germany. 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.

