

**Key Figures for the ProSiebenSat.1 Group
Diversification' earnings position for Q1-Q4 2004**

		12/31/2004	12/31/2003	Change
Key figures for SevenOne Intermedia				
Total revenues	(EUR m)	64,3	59,9	7%
Pre-tax profit	(EUR m)	11,0	9,9	11%
EBITDA	(EUR m)	11,3	10,4	9%
Employees*		107	107	0%
Key figures for Merchandising				
Total revenues	(EUR m)	51,3	67,6	-24%
Operating profit	(EUR m)	4,4	7,0	-37%
EBITDA	(EUR m)	6,0	7,3	-18%
Employees*		92	109	-16%

* Averaging full-time equivalent jobs