

Key Figures for the ProSiebenSat.1 Group

		12/31/2004	12/31/2003	Change
Key balance sheet figures for the ProSiebenSat.1 Group				
Total assets	(EUR m)	2.059,2	1.897,9	8%
Shareholders' equity	(EUR m)	1.004,1	601,8	67%
Liabilities	(EUR m)	995,7	1.230,7	-19%
Equity ratio		49%	32%	53%
Pre-tax return on equity		22%	10%	120%
Programming assets	(EUR m)	1.109,9	1.148,2	-3%
Programming assets of total assets		54%	60%	-10%
Net financial debt incl. bond	(EUR m)	278,7	664,8	-58%
		2004	2003	Change
Key cash flow figures for the ProSiebenSat.1 Group				
Cash flow	(EUR m)	1.114,8	1.115,3	-/ -
Cash flow from operating activities	(EUR m)	1.056,4	1.184,3	-11%
Cash flow from investing activities	(EUR m)	-933,7	-1.099,6	15%
Cash flow from financing activities	(EUR m)	110,1	-90,2	222%
		2004	2003	Change
Key figures for the ProSiebenSat.1 Group				
Revenues	(EUR m)	1.834,6	1.807,1	2%
Gross profit	(EUR m)	569,1	442,7	29%
Operating profit	(EUR m)	286,2	130,8	119%
Financial loss	(EUR m)	-68,7	-69,7	1%
Pre-tax profit	(EUR m)	217,5	61,1	256%
Consolidated profit for the year	(EUR m)	133,6	39,4	239%
EBITDA	(EUR m)	321,3	188,7	70%
EBIT	(EUR m)	285,2	128,9	121%
Pre-tax profit margin		12%	3%	300%
Programming investments	(EUR m)	923,4	1.108,6	-17%
Depreciation and amortization of intangible assets, property, plant and equipment and current assets	(EUR m)	35,1	57,9	-39%
Personnel expenses	(EUR m)	200,6	212,5	-6%
Employees*		2.699	2.899	-7%

* Averaging full-time equivalent jobs