



## ProSiebenSat.1 Group: Personnel and organisational changes reflect strategy of the new European Group

- **New Group Content Unit**
  - **Gábor Kereszty to head Group Content Production**
  - **Jan Frouman in charge of Group Content Acquisitions**
- **Zoltán Várdy managing director at TV 2 in Hungary**
- **Eric van Stade in charge of TV activities in the Netherlands**
- **Quinton Holland to head Group Controlling**
- **Christian Wegner to head ProSiebenSat.1 Produktion and become Director of Operations**
- **Frank Meissner to become Managing Director Technology & Production at N24**
- **Michael Krautwald to head management of SevenOne Media**
- **Andrea Malgara in charge of international strategic B2B marketing**
- **Bart Becks to head New Media & Innovation International**

**Munich, August 22, 2007.** After taking over the SBS Broadcasting Group, ProSiebenSat.1 will rapidly implement its structure as a pan-European TV group. As one of the most important organizational and strategic innovations, the company has created a new Group Content unit. With this measure, the Group which reaches 200 million TV viewers in 13 countries, underlines its commitment to programming.

The new Group Content unit has two divisions. Group Content Acquisitions will be responsible for the acquisition of licensed programs and formats at group level. It will be headed by Jan Frouman, 36, in addition to his responsibilities as Executive Vice President German TV at the ProSiebenSat.1 Group. He will be supported in group acquisitions by Rüdiger Böss. Group Content Production will lead the group-wide coordination of in-house and commissioned productions. It is to be headed by Gábor Kereszty, 40, former Managing Director of TV 2 as well as the owner and manager of Interaktiv, one of Hungary's most successful production companies. Kereszty took over the management of TV 2 in Hungary and achieved the station's turn around. He will be supported by Stefan Thul who also keeps his current function as Head of commissioned productions for Germany and by Daniela Matei. Gábor Kereszty and Jan Frouman will report to ProSiebenSat.1 Group CEO Guillaume de Posch.

Gábor Kereszty's successor as Managing Director at TV 2 in Hungary will be Zoltán Várdy, 36, the former commercial director at TV 2 and Vice President of

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Sales at SBS. Várdy will report to Patrick Tillieux, the ProSiebenSat.1 Group's Chief Operating Officer, who is in charge of Group operations, international TV, radio and print.

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Eric van Stade, 46, will be in charge of the Group's TV activities in the Netherlands. Thus he is responsible for the channels SBS 6, Veronica and NET 5 and also for Veronica magazine. Eric van Stade joined SBS Broadcasting Group as Program Manager of SBS 6 in 1999. Before that he was executive producer at John de Mol Productions. He takes over from Patrick Tillieux, who will concentrate on his function as Chief Operating Officer of the Group and to whom he will report.

At the headquarter of the Group in Munich, Quinton Holland, 39, as Director Group Controlling is to take over responsibility for centralized controlling of the Group. Quinton Holland joined SBS Broadcasting Group in 2000 as head of finance and accounting. Prior to that he worked for ABN AMRO in London for the Equities and Corporate Finance divisions. Quinton Holland reports to Lothar Lanz, CFO of ProSiebenSat.1. Group.

#### **New organisation line-up in technology, further technology investments**

Next to strengthening the programming division, the ProSiebenSat.1 Group also aims for technological leadership. The Group is currently evaluating further technology investments. This entails personnel changes.

Christian Wegner, 33, has become Managing Director of ProSiebenSat.1 Produktion on August 1, 2007. In addition to his work at ProSiebenSat.1 Produktion, Wegner will also be Director of Operations for the ProSiebenSat.1 Group. In his new function he will steer the Broadcast and IT facilities at Group level. Coming from McKinsey, he joined ProSiebenSat.1 Produktion's management in May 2004. Since 2006 he has been responsible for strategy, finance, creative solutions and broadcasting services. Christian Wegner will report to Patrick Tillieux.

Frank Meissner, 44, formerly Managing Director at ProSiebenSat.1 Produktion and Director of Operations at ProSiebenSat.1 Media AG, has become Managing Director Technology & Production at German news station N24. In his new function and together with Torsten Rossmann, Managing Director N24 and Spokesperson of the Management, he will be responsible for making N24 Europe's most modern news station. With the establishment of an innovative technical platform for news production, N24 will be further developed as news supplier and as multimedia news brand. In addition to his tasks at N24, he will be in charge of sports productions realised by the ProSiebenSat.1 Group.



### **Changed responsibilities in sales division, expansion of international sales activities**

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The group will also extend its international activities and new pan-European initiatives in the sales division. Peter Christmann, 42, will concentrate on his duties as ProSiebenSat.1 Group's Executive Board member Sales and Marketing as well as being in charge of the new International Sales division. Michael Krautwald, 40, will head the management of SevenOne Media, the ProSiebenSat.1 Group's advertising sales company. He will report to Peter Christmann. Krautwald joined SevenOne Media in 2004 as Managing Director Sales. Within the sales and marketing division of the Executive Board, Andrea Malgara, 42, will take over strategic marketing in the context of international sales, in addition to his current duties as Managing Director Marketing at SevenOne Media. Malgara joined the ProSiebenSat.1 Group in 1995.

### **New media & diversification to strengthen international activities**

In the New Media and Diversification division, international expansion will be strengthened by Bart Becks. Bart Becks, 35, will head the Innovation and New Media International unit. He will be responsible for the overall coordination of international new media services as well as for the development and international implementation of new services of the Group, in particular online, mobile, idTV, music, licencing and merchandising. Bart Becks previously worked as Senior Vice President New Media at SBS Broadcasting Group. Before that Bart Becks served as Chief Executive Officer at Belgacom Skynet, and as Chairman and CEO of Skynet iMotion Activities, heading the Internet and digital media activities of Belgacom group. He will keep his roles as Vice President of IAB Belgium (Interactive Advertising Bureau) and as member of the Strategy Council of IAB Europe. Bart Becks reports to Marcus Englert, Member of the Executive Board for New Media.