



ProSiebenSat.1 Media SE
The power of television



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Growing to the next level

Capital Markets Day 2015

Thomas Ebeling
Summary & Outlook



The essence of our strategy ...

We **grow our audience share** with existing and new channels and **attack print**

We leverage **TV & digital synergies** as **unique foundation** for our success

We continuously build **new innovative Commerce** and **Digital Entertainment verticals**

We pursue our proven **“String of Pearls” M&A approach**

We further build our **tech and data expertise**



... leading to our positive business outlook

We will further strengthen our **market leading positions** in **German-speaking TV, Ventures & Commerce** and **Digital Entertainment**



Our outstanding performance allows us to **increase 2018 CMD revenue** and **rec. EBITDA growth targets**



We continue to **deliver attractive shareholder returns**





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