



# INTEGRATING SUSTAINABILITY

**Society • Diversity • Environment  
• Governance & Compliance**

**ProSiebenSat.1 Media SE  
Sustainability Report 2019**

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### General Disclosures

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### Economic

GRI:  
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### Media-specific Disclosures

GRI:  
103-1 - 103-3, M4,  
M6, M7

**OUR  
RESPON  
SIBILITY**





# FOREWORD

## — GRI 102-14 Statement from senior decision-maker

Dear Sir or Madam,

As a media company, we have a very particular social responsibility and we take it very seriously. This is why we are committed to freedom of opinion and the promotion of democracy, to diversity and equal opportunities, to climate and environmental protection, and to governance and compliance. We feel that the need for global sustainable development and a fundamental transformation of the economy and society has become even greater with the COVID-19 pandemic. In respect of working life as well, many employees are currently asking themselves the question: How do we want to work together? Going forward, “new work” will become an even more important topic. There needs to be some clarity about the conditions in which our and future generations want to live and work together in the future.

In May of this year, we on the Executive Board adopted our company’s sustainability goals. This resolution represents a further milestone that was preceded by the development of a holistic sustainability strategy. We also laid the organizational groundwork for the implementation of this strategy throughout the Group by creating a Corporate Sustainability Office. This puts us in a very good position to systematically develop the sustainability performance and key non-financial figures of ProSiebenSat.1 and to respond even more appropriately to the interests of our various stakeholders. These include particularly our employees, shareholders, viewers and users, and business partners.

**>>  
AS A COMPANY, WE WANT  
TO OPERATE INCLUSIVELY,  
SUSTAINABLY, AND IN AN  
ENVIRONMENTALLY AND  
SOCIAALLY RESPONSIBLE  
MANNER.**

We have set ourselves ambitious targets for the future. As indicated by the title of this Sustainability Report



(“Integrating Sustainability”), the next step entails tying sustainability aspects even more strongly to ProSiebenSat.1’s corporate strategy. As a company, we want to operate inclusively, sustainably, and in an environmentally and socially responsible manner. As a media group, it is essential that we depict – and above all promote – a culturally diverse and democratic society. This also forms part of our sense of identity. Consequently, we have not only set ourselves the target of becoming a climate-neutral company by 2030. We also intend to take an even stronger stance on issues that are relevant to social policy, stand up for equal opportunities and gender equality, and continue to professionalize our diversity management policy.

To further underline our commitment to sustainability and the corporate responsibility of ProSiebenSat.1, in January 2020 we signed the United Nations (UN) Global Compact. We therefore explicitly commit to its ten principles in the areas of human rights, labor standards, environment and climate, and anti-corruption. In this report, we draw on specific examples and interesting reports to show you how we are putting our intentions into practice and continually integrating sustainability into our business processes and models.

**Christine Scheffler**

Member of the Executive Board and Chief Human Resources Officer  
ProSiebenSat.1 Media SE

# STRATEGY AND GOALS

## – GRI 102-14 Statement from senior decision-maker

At the end of 2018, ProSiebenSat.1 developed a Group-wide sustainability strategy entitled “We love to sustain”. It was presented internally in 2019, adopted by the board and has been implemented gradually ever since. The objective of the strategic process was to tie sustainability aspects more strongly to ProSiebenSat.1's

corporate strategy and to strengthen the Group's integrated approach towards economic, environmental, and social performance. It also included the reevaluation of current sustainability activities and their alignment to the new strategy.

## SUSTAINABILITY STRATEGY “WE LOVE TO SUSTAIN”



## STRATEGIC PROCESS

- Analysis of current situation and sector benchmarking
- Reviewing the materiality analysis and surveying stakeholders
- Defining priorities and selecting relevant UN Sustainable Development Goals (SDGs)
- Formulating the sustainability strategy (approach, action areas and principles, key topics)
- Defining sustainability goals, strategic measures, and KPIs

Our sustainability strategy is based on the UN Sustainable Development Goals (SDGs). They call on all enterprises to use their creativity and aptitude for innovation to overcome the challenges of sustainable development. The UN Sustainable Development Goals (SDGs) define global priorities and sustainable development goals for 2030 and aim to mobilize global efforts to achieve a common set of goals and targets. The SDGs call for global action by governments, business, and civil society to end poverty and create a life of dignity and opportunity for all within the confines of the planet.

ProSiebenSat.1 Group also wants to contribute to this global transformation. We have classified the following six goals as particularly relevant to our business activities and their contribution to the SDGs in the context of strategic development:

**RELEVANT UN GOALS FOR SUSTAINABLE DEVELOPMENT (SDGS)**



Because of the strategic process, we have transferred our sustainability management to four action areas in which we group our activities by topic area and formulate separate guidelines each.

Since January 2020, ProSiebenSat.1 has also been a signatory to the United Nations (UN) Global Compact and is thus explicitly committed to its ten principles in the areas of human rights, labor standards, environment and climate, and preventing corruption. The United Nations Global Compact is the world's biggest and most important initiative for responsible corporate governance. Based on ten universal principles and the SDGs, it pursues the vision of an inclusive and sustainable global economy. By joining the Global Compact, ProSiebenSat.1 - alongside over 13,000 other companies and organizations from civil society, politics, and

academia in more than 160 countries - demonstrates that we are willing to help shaping this vision and strengthening our commitment to sustainability. It also requires us to report annually on the progress achieved in implementing the principles and activities to promote sustainable development (communication on progress).

-> [Report profile, page 66](#)



As well as implementing the sustainability strategy in the Group and putting the defined measures into action, there was also a focus on specifying and configuring the sustainability goals in 2019 and the first half of 2020. The current goals along with the corresponding road map were adopted by the Sustainability Board in April 2020 and resolved by the Executive Board in May. They include the development and implementation of a Group-wide set of climate protection measures by means of which the Group aims to achieve climate neutrality by 2030. In addition, the Group intends to implement a targeted diversity management, improve inclusion at the company, and encourage employee involvement in volunteer work. As a media company, we want to incorporate our sustainability goals in an improved and more targeted way in our programming with our TV channels as well as in the influencer marketing of Studio71, one of the world's leading multi-platform networks and providers of digital content and web productions. We therefore want to focus increasingly on socio-politically relevant issues in terms of media and content and address these issues with the young target group.

**ACTION AREAS AND PRINCIPLES**

<p><b>Society</b></p>	<p><b>Diversity</b></p>	<p><b>Environment</b></p>	<p><b>Governance &amp; Compliance</b></p>
<p><b>We form opinions and promote democracy.</b></p>	<p><b>We promote equal rights and equal opportunities.</b></p>	<p><b>We are committed to ecological sustainability and climate protection.</b></p>	<p><b>We stand for openness and honesty.</b></p>

# ORGANIZATION AND MANAGEMENT

## – GRI 102-18 Governance structure

At the time this report was published, non-financial aspects, sustainability performance indicators, and ESG (environment, social, governance) information belonged to Christine Scheffler's Executive Board department. During the reporting period, they were assigned to the area of responsibility of the Deputy CEO/Group General Counsel. In implementing the sustainability strategy, the Group has also taken various measures to expand the sustainability organization and enhance the governance structures.

In 2019, a Sustainability Board was set up. It forms a centralized and interdisciplinary body for managing, monitoring, and developing the sustainability strategy. The Sustainability Board is consisting of managers and specialists from relevant central functions and operating divisions as well as a works council representative. In 2019 it was chaired by the Deputy CEO, but since March 2020, it has been chaired by Executive Board member and Chief Human Resources Officer Christine Scheffler. The Sustainability Board met three times in 2019. In May 2019, the sustainability strategy and the Board's charter were discussed and adopted. At the meeting in July, key topics included the UN Global Compact and the sustainable marketing model Media4Sustainability. At the meeting in October, guests were invited, and additional project ideas were presented.

In January 2020, a separate sustainability department (the Corporate Sustainability Office) headed by the Chief Sustainability Officer was also established. The Corporate Sustainability Office is responsible for the coordination, implementation, and communication of sustainability activities and for stakeholder dialog.

**“In the Corporate Sustainability Office, our goal is to implement sustainability as an integral management concept in all Group divisions of ProSiebenSat.1. Sustainable management as the basis for all our business decisions should form part of our sense of identity. We have set ourselves ambitious goals as part of our sustainability strategy, with the United Nations Sustainable Development Goals as guidance. We know that we can do even better – and we are working on this with full commitment. Our approach is to get started and continuously keep developing. Sociopolitical discussion and dialog with relevant stakeholders is important, as only together can we achieve our global goals.”**

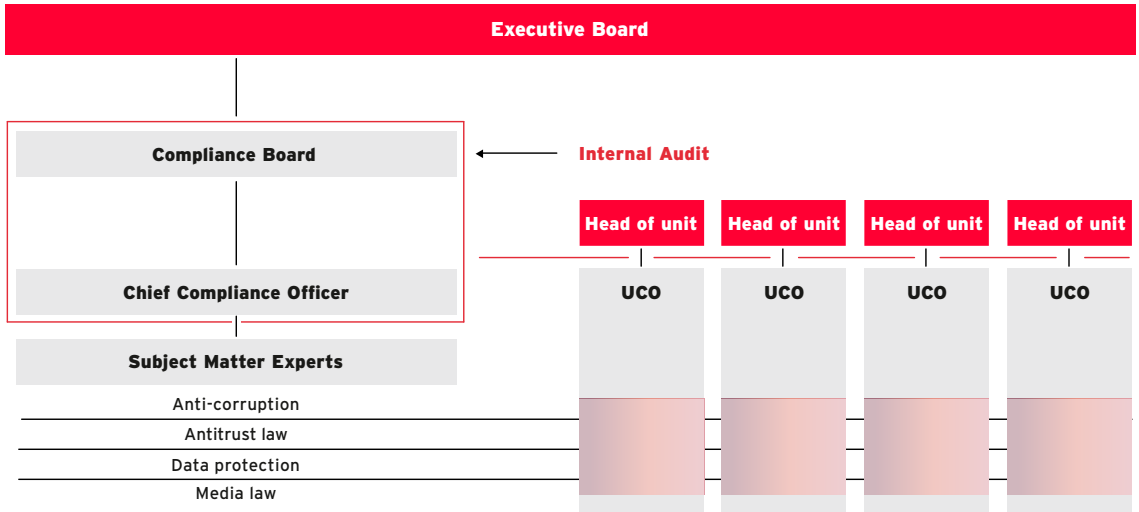
**Annette Kümmel,**  
Chief Sustainability Officer of ProSiebenSat.1 Media SE

Organizationally speaking, the Compliance Management System (CMS) also covers certain topic areas for

## SUSTAINABILITY ORGANIZATION



## COMPLIANCE ORGANIZATION



sustainability at ProSiebenSat.1 – such as prevention of corruption offenses and violations of antitrust law and the safeguarding of data protection and compliance with the provisions of the Interstate Broadcasting Agreement under media law. A major aim is to anchor integrity and lawful conduct in the thoughts and actions of all employees on a lasting basis and hereby prevent violations of laws and regulations from the outset. The Executive Board of ProSiebenSat.1 Media SE has overall responsibility for CMS as the parent company of ProSiebenSat.1 Group. The Compliance Board and the Group Chief Compliance Officer (CCO) assist the Executive Board in implementing, monitoring and improving the CMS. The CCO is responsible for implementing the CMS in the Group, carries out risk analyses and training, and advises the Executive Board on the development and

implementation of appropriate risk mitigation measures. Unit Compliance Officers (UCOs) are also appointed for Group companies and are responsible for the CMS at their asset.

**“We stand for openness and honesty. However, we are not only concerned with compliance, but also with responsible behavior – especially in everyday life when handling data or intellectual property, as well as in competition or the protection of minors.”**

**Moritz Graf von Merveldt,**  
Chief Compliance Officer of ProSiebenSat.1 Media SE

Since 2011, the Group has placed its public value activities in a larger social context and underscored their relevance for the Group by establishing an Advisory Board. The body with interdisciplinary members chaired by Bavaria's former minister president Dr. Edmund Stoiber advises ProSiebenSat.1 Group on relevant social, ethical, and media-policy issues and provides impetus especially on topics such as education and culture. This includes communicating political information and encouraging political participation, especially among young viewer groups. In 2019, the Advisory Board met three times, including one extraordinary meeting regarding ProSiebenSat.1 Group's activities in the run up to the European election, which the Advisory Board considered particularly relevant in the context of the Group's public value measures. In addition to the Advisory Board members, these meetings were attended by members of the Executive Board and other decision-makers in the Group.

**“Broadcasting must live up to its responsibilities – this has always been part of ProSiebenSat.1's DNA. And on top of this, ProSiebenSat.1 as a commercial enterprise has also succeeded in putting its global responsibility into practice in a strategy and targeted measures. The Advisory Board has supported this development right from the start. I am impressed by how fast and thoroughly the company is acting on this.”**

**Dr. Edmund Stoiber,**

Chairman of the Advisory Board of ProSiebenSat.1 Media SE



**SUSTAIN  
ABILITY  
MAGAZINE**

# PUBLIC VALUE HIGHLIGHTS





# OUR PROGRAMME

WE REACH MILLIONS OF VIEWERS EVERY DAY WITH OUR TV AND DIGITAL OFFERINGS. AS A MEDIA COMPANY, WE ARE AWARE OF OUR RESPONSIBILITY AND USE THIS ENORMOUS REACH TO DRAW VIEWERS' ATTENTION TO SOCIALLY RELEVANT TOPICS WITH THEMED FILMS AND CAMPAIGNS.

1



"It will be hard, it will be bitter, and for some people nearly impossible to believe." These words began the fictitious exhibition *Männerwelten* ("Men's Worlds") with which Joko and Klaas called attention to **violence against women**. They thus devoted the 15 minutes of airtime that they won in the show **"Joko und Klaas gegen ProSieben"** to a topic that is part of many women's everyday lives - and which nevertheless, even in times of the "me too" debate, remains a societal taboo. However, the reactions in the press and above all on social media show that we need to talk about it. The topic was discussed online in more than 20,000 tweets using the hashtag #Männerwelten.

→ [youtube.com/watch?v=ucOP2k7z1b4](https://youtube.com/watch?v=ucOP2k7z1b4)

2

"Disgusting." "When I see her stupid face, I feel sick." "A human pig." Hate comments, offensive and insulting remarks, and abusive posts: When **"Germany's next Topmodel"** airs on ProSieben, the candidates do not only receive acclaim. For the show's 15th season, ProSieben cooperated with the "Alliance Against Cyberbullying" to launch the **anti-cyberbullying campaign "Share Respect. Not Hate."**, which can be seen on TV and online, for more respect on social media.



→ [youtube.com/watch?v=vczD8Y07cko](https://youtube.com/watch?v=vczD8Y07cko)

# 3

Because every vote counts: As part of the **“Go vote!” mobilization campaign**, ProSiebenSat.1, with the aid of influencers and well-known faces from its stations, called attention to the **European election** in May 2019. In the week preceding the election, various shows on the Group’s stations, such as “taff,” the SAT.1 breakfast show, and “Galileo,” also provided comprehensive information focusing on Europe. Over 11 million people were reached through traditional TV alone - among them just under 3 million young and, above all, first-time voters under the age of 29.



→ [youtube.com/watch?v=CT3gQyNMRoM](https://youtube.com/watch?v=CT3gQyNMRoM)



# 4

How crystal meth can change and destroy people - ProSieben looked at this topic in the adaptation of **“9 Tage wach”**: In the **drugs drama**, Jannik Schümann plays a crystal meth addict. The film was based on the bestselling autobiography of the same name by actor and author Eric Stehfest, who collaborated on the screenplay. The film performed strongly among viewers aged between 14 and 39 with a market share of 13.6%. After the film, ProSieben also showed the documentary “Dropout - die Doku mit Eric Stehfest.”

# CORONA MEASURES

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AS A MEDIA COMPANY, OUR RESPONSIBILITY IN THE CURRENT CRISIS LIES ABOVE ALL IN PROVIDING OUR VIEWERS WITH NEWS AND INFORMATION: PROSIEBENSAT.1 HAS THEREFORE SET UP SPECIAL FORMATS, CAMPAIGNS AND PROJECTS WITHIN A VERY SHORT TIME TO PROVIDE INFORMATION AND HELP.

Improvising in response to current events is routine in the world of news. At the beginning of the coronavirus pandemic, however, the exceptional situation became the “new normal.” The ProSiebenSat.1 stations responded to the viewers’ increased need for information with increasingly frequent news reports, special broadcasts arranged at short notice, and new key topics – and the news teams put in a top performance.

“This situation is a particular challenge,” says Sven Pietsch, Chief Editor at SevenOne Entertainment. “Both due to the quantity of work and due to the enduring disruption, because things change very often and very quickly.” This way of working is extremely demanding, he says. “But it’s about the essence of our work: journalistic activity.” Especially in a time in which there are numerous conspiracy theories going around, it is important to reliably provide viewers with credible information. “As a private media company, we are obliged to classify facts and to inform. We take this responsibility very seriously.” Nevertheless, important messages may also be presented in an entertaining way. For example, when Joko & Klaas stage a conspiracy quiz show, “Galileo” provides its viewers with facts and knowledge from A to Z, or the SAT.1 breakfast show delivers the essential news into Germany’s living rooms every morning. “In the time of coronavirus, the enthusiasm and conviction with which our colleagues in the editorial teams do their jobs are once again plain to see. That’s really great.” And an important contribution to society.



## IT'S ABOUT THE ESSENCE OF OUR WORK: JOURNALISTIC ACTIVITY.

**SVEN PIETSCH**

Chief Editor  
at Seven One Entertainment



# 1

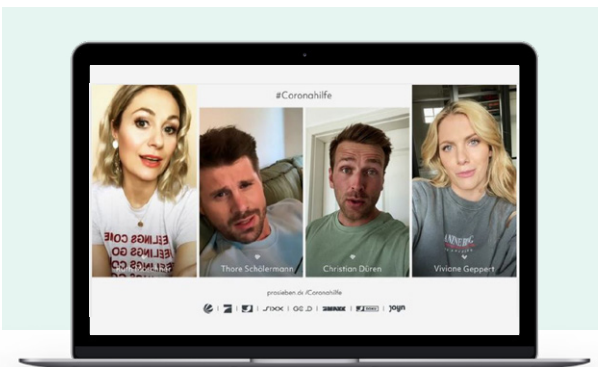


News shows like “ProSieben Spezial: Corona-Update. Live.” and “BILD Corona Spezial” on SAT.1 informed viewers regularly about the latest events. The stations’ magazine shows, including “Galileo,” “taff” and “akte.” also address topics relating to coronavirus. In the special broadcast “ProSieben LIVE: Deutschland fragt zu Corona,” viewers were able to put their questions to experts: The

guests in the studio were the Bavarian Minister President Dr. Markus Söder, doctor and biochemist Prof. Alexander Kekulé, businessman Frank Thelen, and child and youth psychotherapist Beate Leinberger. Vice Chancellor Olaf Scholz took part in the broadcast via live link.

→ [prosieben.de/tv/prosieben-live-deutschland-fragt-zu-corona](https://prosieben.de/tv/prosieben-live-deutschland-fragt-zu-corona)

# 2



In the corona aid TV spots [#wirbleiben-zuhause](#), [#wirsagendanke](#) and [#wirlaltendurch](#), well-known faces from the stations urge viewers to follow the government’s protective measures. In addition, the websites [prosieben.de/coronahilfe](https://prosieben.de/coronahilfe) and [sat1.de/coronahilfe](https://sat1.de/coronahilfe) provide information on how individuals can help under the motto “With each other. For each other.”

→ [prosieben.de/coronahilfe](https://prosieben.de/coronahilfe)

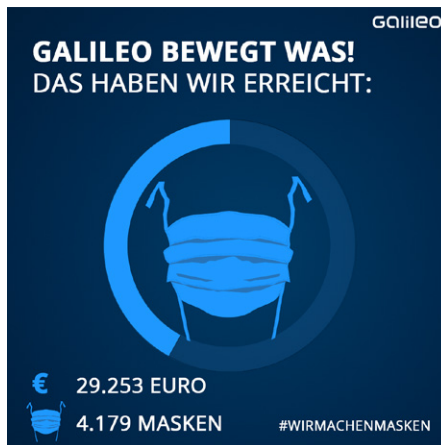
→ [sat1.de/news/corona/coronahilfe](https://sat1.de/news/corona/coronahilfe)



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# 3

#wirmachenmasken: The ProSieben science magazine show "Galileo" took the initiative to reduce the risk of infection with COVID-19 in social work with children. The "Galileo makes a difference!" campaign collected donations of around EUR 29,000 and over 4,000 community masks for children's social institutions.



→ [galileo.tv/corona/maskenspende](https://galileo.tv/corona/maskenspende)



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# 4

Famous women from various industries are raising awareness of domestic violence, which has sadly increased in significance in times of quarantine, with the "silence makes you defenseless" campaign. They include model Stefanie Giesinger, actor Katy Karrenbauer, and television presenter Marlene Lufen. The campaign, produced for the aid organization WEISSER RING e.V., comprises TV spots, digital advertising, influencer mobilization and a fundraising campaign with merchandise on the campaign website → [www.schweigen-machtschutzlos.de](https://www.schweigen-machtschutzlos.de).

**“DON'T  
HATE ME.”**



**CELEBRATE  
ME!”**

“QUEEN OF DRAGS”, AIRED ON PROSIEBEN IN 2019, IS THE FIRST PRIME TIME DRAG QUEEN SHOW ON GERMAN TELEVISION. THIS IS A TV FORMAT THAT MAKES CLEAR ONCE AGAIN THAT TELEVISION HAS THE OPPORTUNITY AND THE PRIVILEGE TO MOVE PEOPLE - AS A REFLECTION OF A PLURALISTIC SOCIETY, WHICH STILL HAS SOME CATCHING UP TO DO WHEN IT COMES TO TOLERANCE, EVEN IN THE 21<sup>ST</sup> CENTURY; AS A CLEAR SIGNAL AGAINST HATE SPEECH AND DISCRIMINATION; AND AS A CREATIVE SOURCE OF INSPIRATION FOR NEW THINGS. WHAT THIS NEEDS IS COURAGE ON THE PART OF MAKERS AND AUDIENCES, A SHOW CONCEPT THAT ENTERTAINS AND INFORMS, AND A FOCUS ON DIVERSITY AND RESPECT.



Prejudice is a tricky subject. It stereotypes, simplifies. It is widespread and persistent. It is part of everyday life. We often nurture and combat at it in equal measure. Everyone is prejudiced, except yourself - or maybe you are? Episode 1 of “Queen of Drags”: A look at the large “Glam Space” behind the show’s stage. In the hectic preparations for the show, drag queen Katy Bähm spills a tin of glitter powder - starting an argument with rival Aria Addams. A catfight over a bit of glitter? It’s fellow competitor Candy Crash who defuses the situation in seconds, with a wink: “I was sure there would be major drama between us drag queens. But not over glitter.”

Moments like these have stuck in the memory for Christiane Heinemann. As Managing Director of Redseven Entertainment, the production company behind “Queen of Drags,” she was on set for filming in Los Angeles in late summer 2019. “It quickly became clear to us that all viewers have stereotypes in their minds. But we have the chance to use the show to





The first season of "Queen of Drags" achieved a market share of up to 11.4% (adults aged 14 to 49) and 15 million video views on all platforms (for the duration of the season plus one catch-up week). Young viewers are particularly interested in the topic: On average, 17.2% of 14- to 29-year-olds watch the weekly shows.

reveal what lies behind these stereotypes. Therefore, we depict prejudices to a certain extent, in order to break them down in the next moment, and to show that there is often much more behind the facade than people think."

Some viewers thought they already knew everything about drag before the end of the first show. While the episode aired in November 2019, the Internet quickly revealed its ugliest side. Deeply entrenched prejudices were expressed in homophobic hate comments: "Can you take this stupid fairy ball off the schedules?" one user commented on Facebook. "Disgusting freak show," wrote another. "Now these mentally ill fags are getting airtime." Even the ProSieben viewer editorial team was swamped with hate-filled comments: "How can you show this brainless shit with (...) idiots who don't know what they are?"

## INFO

### What does "drag" mean?

There are various theories about the origin of the term "drag": It could be an acronym for "dressed resembling a girl." Alternatively, the term could come from the theater scene of the late 19th century, when "to drag" referred to long skirts being dragged along the ground. In Germany, the Anglicism "drag" began replacing the German term "transvestism" from the beginning of the 1990s. In contrast to transvestism, drag highlights the political intentions. "Drag queens" usually refers to people who identify as male, when they put on clothing and roles that, according to the heterosexual norm, are meant for the other gender, and significantly overdo it. By extremely exaggerating the gender norms and roles shown in their optics and behavior, drag queens call these very norms into question. Drag queens are therefore part of a community grouped under the acronym LGBTIQ\* (lesbian, gay, bisexual, transgender, intersex, queer). The term as a whole and in its constituent parts stands for people who depart from the heterosexual norm due to their gender identity, sexual orientation, or physical body.



It's social media storms like this that highlight the necessity and intention of the new ProSieben show "Queen of Drags": The show seeks to educate and entertain. Over six episodes, ten drag artists compete for the title of best drag queen. The cameras follow them as they live together in the villa and practice for the shows, which have a different theme every week. Their performances are judged by a panel comprising Heidi Klum, Bill Kaulitz, and Conchita Wurst. "We are giving the drag artists a platform, telling their deeply personal stories, shining a light on their backgrounds - and have the amazing show elements at the end of every episode," says Heinemann, explaining the mix of documentary, reality TV, and talent show. Things aren't always what they seem at first glance - the show does not eschew this idea as such: "Who says that entertainment cannot also be education?"

The team from Redseven and ProSieben followed this approach consistently from the very first concept phase. "Above all, it required courage. We wanted to bring the drag queens out of their niche and allow them to shine in prime time," says Elisabeth Sofeso, the broadcaster's Executive Producer of "Queen of Drags." "It's a good fit for us, for ProSieben, because it is new, different, and courageous." The top priority is to make the drag show world of the stage, which is as extravagant and colorful as expected, relevant, and, as Sofeso puts it, "enduringly profound, by giving the people behind the characters



**We are Family:** Jury member Heidi Klum with Bill Kaulitz (right) visiting the Drag Queen Villa.



**THANKS TO THE LARGE REACH THAT THE BEST BROADCAST SLOT OF THE DAY GIVES US, WE CAN TARGET THE FOCUS ON NEW ISSUES THAT MIGHT PLAY OUT OUTSIDE THE REAL LIVES OF SOME VIEWERS.**

**CHRISTIANE HEINEMANN**

Managing Director  
Redseven Entertainment

In addition to her role as Managing Director, ProSieben's former head of entertainment also produces shows of her own. Together with Executive Producers Alex Koch and Susan Schadwinkel and their colleagues at ProSieben, she helped to develop the "Queen of Drags" concept.



## WHO SAYS THAT ENTERTAINMENT CANNOT ALSO BE EDUCATION?

**CHRISTIANE HEINEMANN**

Managing Director  
Redseven Entertainment

space to tell their very emotional and personal stories. We wanted to depict our protagonists in all their facets as well as give them the big stage they deserve.”

This ProSieben show is not the first time that drag culture has been part of German public life. Drag queens, such as Olivia Jones and Lilo Wanders, have long been part of the TV landscape in Germany. “But the topic remained on the margins, which is why we wanted to make the impressive world of drag queens tangible for audiences,” says Sofeso. What people think they know is often limited to reductive stereotypes: “Lots of people think it’s ‘just’ gay men who dress as women. However, a drag queen is not automatically homosexual. And drag queens don’t want to be women. It’s a sophisticated and multifaceted art form. We thus thought about how to get viewers interested in this topic in an entertaining way. The main show in prime time is intended to show what it means to be a drag queen, why our candidates have chosen this path, and how they live. Hardly anyone knows that there is much more behind it than a bit of fun and fancy dress – namely a culture all of its own, which involves messages that are relevant to society and deserves serious respect.”



**Team meeting on set: show participant Kathy Bähm, Stephan Hahn (Executive Producer ProSieben), Isabella Soric (Consumer Engagement Manager MAC Cosmetics Germany) and Christiane Heinemann (from left to right).**



## **WE WANTED TO DEPICT OUR PROTAGONISTS IN ALL THEIR FACETS AS WELL AS GIVE THEM THE BIG STAGE THEY DESERVE**

**ELISABETH SOFESO**

Executive Producer  
Content Creation ProSieben

As Executive Producer at ProSieben, Elisabeth, known as Lizi, is responsible for the content of the format. She acts as an interface between the broadcaster and producers and has accompanied "Queen of Drags" together with Executive Producer Stephan Hahn from the initial idea right through to broadcast. Lizi has worked closely with judge Heidi Klum on "Germany's next Topmodel" for years: "Heidi is a big fan of the drag scene and was, like for GNTM, heavily involved in the development of the show."

The drag queens present these messages themselves in episode 4, talk about their motivation to participate in the show, problems with their sexuality, and experiences of marginalization and discrimination. Often in tears. And all united in the purpose of education. "A lot of bad things happen to us. Friends have been beaten up, spat at, threatened. Where I live, I could never walk down

the street holding hands with a man," says Aria Addams. Vava Vilde adds: "We can encourage others! I am on this show not just for myself, but for an entire community, and to shed light on things that receive too little attention."

Sofeso has long thought about the day that episode was filmed. "Even today, in a globalized world, respect and tolerance cannot be taken for granted. Unfortunately, the question of where you come from, who you love, or what you look like plays a role all too often. And as long as that is the case, we want to educate the public, in the hope that shows like 'Queen of Drags' will reach people and cause them to reflect." It is becoming clear on social media that the show has been a help towards this goal. In line with queen Catherrine Leclery's motto "don't hate me, celebrate me!" hate comments have dropped into the background, crowded out by the oncoming "loves-torm": "My dad just googled 'drag queen' for the first time. In this way, you have motivated at least one viewer to learn about and get interested in the topic," wrote one Twitter user. Another wrote: "ten gay men are pre-



**WE CAN ENCOURAGE OTHERS!  
I AM ON THIS SHOW NOT JUST  
FOR MYSELF, BUT FOR AN  
ENTIRE COMMUNITY, AND TO  
SHED LIGHT ON THINGS THAT  
RECEIVE TOO LITTLE ATTENTION.**

Vava Vilde  
Drag Queen



sented in #QueenofDrags as multi-dimensional human beings with strengths, weaknesses, talents, and problems. (...) That's a fucking big deal." And: "Outing, homosexual partnerships, drag ... I love that these issues are being talked about in prime time."

For Heinemann, too, the prime time slot does not automatically mean that the issue is already an accepted part of society. "The online hate comments alone made it clear that there is still a lot that has to change. But thanks to the large reach that the best



broadcast slot of the day gives us, we can target the focus on new issues that might play out outside the real lives of some viewers. For example, we promote tolerance and openness, educate and take a stand against prejudice, so that diversity does not just take place on screen, but is also lived in reality."

## INFO

### Diversity at ProSiebenSat.1

It's all in the mix: ProSiebenSat.1 values the diversity of individual characteristics, experience, and expertise that its employees and managers contribute to the Company, and regards diversity as an important success factor for the Group's development. It is part of our identity not only as a media group, but also as an employer, that we seek to create conditions in the personnel arena that promote diversity in the workforce and accommodate the individual interests of our employees. Against this backdrop, ProSiebenSat.1 Group signed the Diversity Charter ("Charta der Vielfalt") back in 2014. This highlights our commitment to creating a working environment free from prejudice and exclusion. We hire employees at all hierarchical levels solely based on objective criteria and promote them based on their skills and expertise alone. Factors such as age, disability, ethnic background and nationality, sex and gender identity, religion and ideology, and sexual orientation do not play a role. We draw further attention to the topic of diversity with internal initiatives and campaigns, including for Diversity Day and Pride Week. Since spring 2020, some employees have formed an LGBTIQ+ group in order to raise awareness of the topic and establish a network for interested parties within the Company.



Together at a distance: Usually, Linda Stark and Benedikt describe "The Masked Singer" together in Vienna. Because of the coronavirus protection measures, however, for the second season, they had to work in their respective home studios in Cologne (Benedikt) and Berlin (Linda).

# PICTURES IN YOUR MIND

PROSIEBEN ENSURES THAT VISUALLY STUNNING SHOWS SUCH AS “THE MASKED SINGER,” WHICH IS ALL ABOUT OPTICS, BECOME JUST AS ENTERTAINING FOR BLIND AND VISUALLY IMPAIRED PEOPLE AS FOR ALL OTHER VIEWERS. A SPECIAL APP IS USED TO DESCRIBE EXACTLY WHAT IS CURRENTLY BEING SHOWN ON-SCREEN, CREATING ACCESSIBLE TELEVISION FOR EVERYONE.

Last year, ProSieben was the first private broadcaster to offer live audio description. One of the people responsible was Jeannette Diem, Senior Manager Content Acquisitions Dubbing & Material. She has been championing ProSiebenSat.1’s accessible offerings for years and is in charge of dubbing shows as well as subtitles and audio description. Why is accessible TV so relevant, and what makes the audio description of “The Masked Singer” particularly special? She spoke about this with Benedikt Hahn, audio describer at AUDIO2, a provider of accessible solutions for film and television productions.

●●● **How long has ProSiebenSat.1 been offering audio description, and how did that come about?**

**Jeannette Diem:** Accessibility has been a topic within the broadcasting group since the early days. Back in 2000, we introduced the first subtitles, and in the course of the years, we have continued to expand our offerings for people with hearing impairment in terms of both quality and quantity. Last year, we subtitled an average of 22% of our shows for deaf people. But of course we would like to give all people with disabilities the opportunity to access our content, including blind people. In 2019, we therefore consulted with associations of the blind. At this particular time, our hit show “Germany’s next Topmodel” was being broadcast on ProSieben, and we were wondering: why not broadcast the final with audio description for blind and visually impaired people?

●●● **Was it easy to, just like that, put this plan into action?**

Together with our partner AUDIO2, we rapidly found a solution to provide audio description for our blind and visually impaired audience via an app. This meant that ProSieben was the first private station to offer live audio description last year: for the grande finale of GNTM as well as for the entire first season of “The Masked Singer.” We continued to offer this service for the new seasons of both shows in 2020. It is very simple to use via the ProSieben Live Audio app.

●●● **Benedikt, you and your colleagues from AUDIO2 provided the audio description for the first and second seasons of “The Masked Singer.” What makes working on this show so special?**

“The Masked Singer” is a lavishly produced live show, full of spectacular images, which of course has primarily to do with the flamboyant costumes. We describe them live for our blind and visually impaired audience, just like the pre-filmed intros and everything else happening in the show. The challenge is that we do not know what is going to happen before broadcast. Our job is to sense the perfect moment for a description during the live show.

●●● **What challenges did you have to overcome when providing audio description for “The Masked Singer”?**

**Benedikt Hahn:** It is always about describing both the general impression and the details, without cross-talking the singing or Matthias Opdenhövel’s important presenting parts. After all, the show clearly emphasizes the voices of the celebrities, and everyone is trying to guess



**THE MEDIA IS AN IMPORTANT PART OF OUR SOCIETY. IT OFFERS US NOT ONLY INFORMATION BUT ALSO TOPICS OF CONVERSATION.**

**JEANNETTE DIEM**

Senior Manager Content  
Acquisitions Dubbing &  
Material at ProSiebenSat.1

For years, Jeannette and her colleagues have been advocating for the broadcasting group’s accessible offering. Nowadays, ProSieben broadcasts an average of 20 programs with subtitles on a daily basis. Since 2019, the station has also been offering live audio descriptions for its successful formats “Germany’s next Topmodel” and “The Masked Singer.”

**INFO**

**What is audio description?**

*Audio description* means the description of images using sound, with the aim of improving audiovisual media as an experience for blind and visually impaired people. In breaks between dialog, specially trained audio describers audibly describe central elements of the plot, characters, body language, and facial expressions, without detracting from the atmosphere of a film or show. In the case of a planned audio description, for example for a film, an editor goes through the material together with a blind person, who is consulted as a reference, and produces a description that is then read by a narrator. In the case of a live audio description, in contrast, the audio describers describe the image as they are seeing it.



is the people behind the masks. Our descriptions are therefore minimal and carefully timed so as not to interrupt the show itself. We always have to weigh up what description could be necessary for blind or visually impaired people to obtain important information that they would miss otherwise. With our type of presentation, we are trying to provide lively descriptions for our listeners. This demands a great deal of concentration and is exhausting. Therefore, there are always two of us describing a live show, and we are taking turns.

●●● **Do you prepare for the shows in a particular way?**

**Benedikt Hahn:** Not even we know which celebrities are hidden behind the masks, and of course we join in the guessing. In advance, we look closely at photos of the costumes, for instance, and think about how we can describe them for our audience in the best way possible. By focusing on certain details, we can give blind and visually impaired fans an idea of the costumes, for example the chameleon's two-toned sequins or the myriad flowers on the hare's dress. But most of our descriptions are created in the moment: we jump in at the deep end and describe the events as they happen.

●●● **Why is it so important to offer audio description for major live shows?**

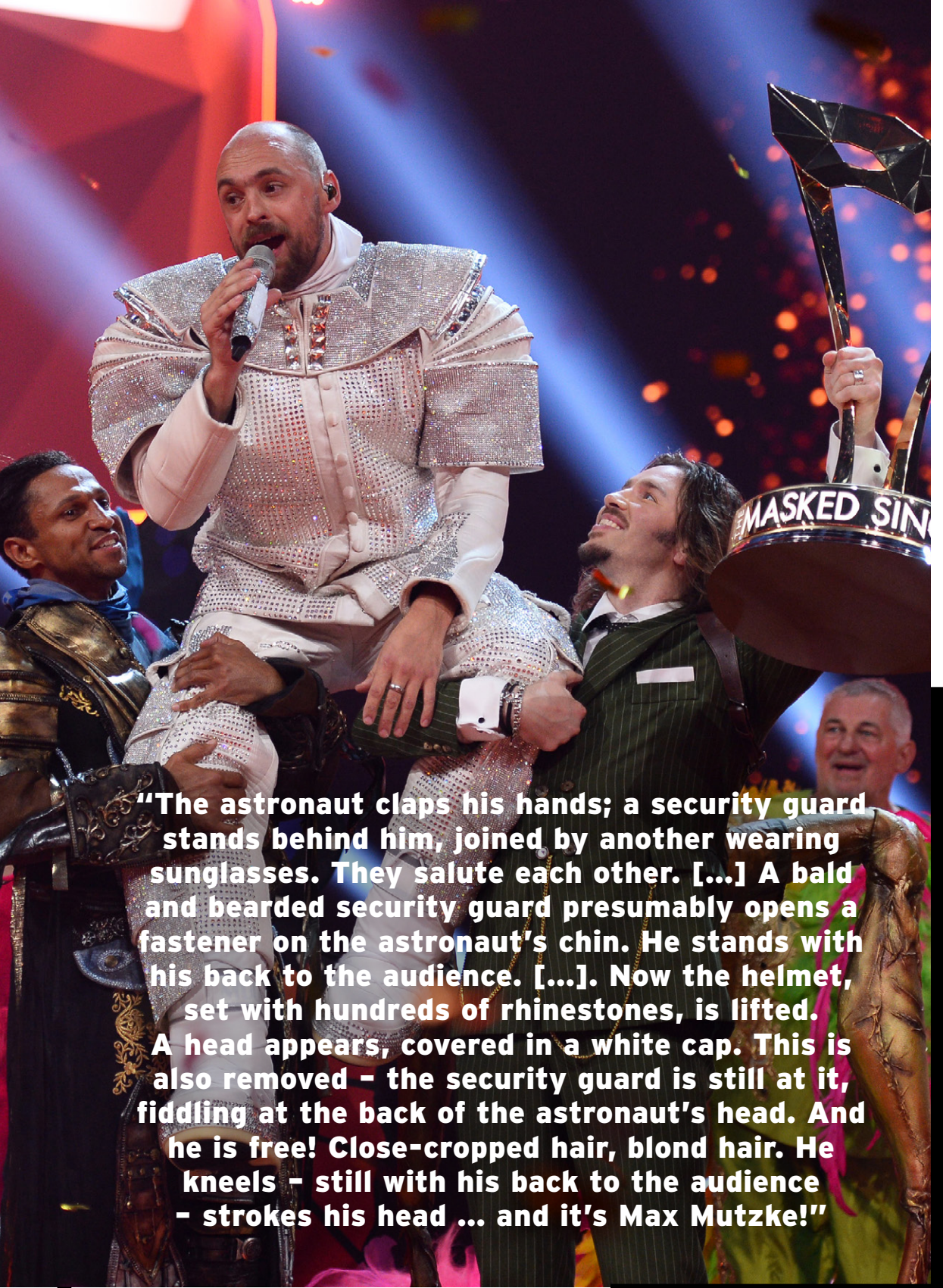
**Jeannette Diem:** The media is an important part of our society. It offers us not only information but also topics of conversation. We are delighted that blind and visually impaired people can follow a visually stunning show like "The Masked Singer" with great interest and without major restrictions. The positive feedback motivates me and my two again and again in creating accessible content.



**Apart from Linda and Benedikt, Alexandra Kloiber-Karner also provides audio description for "The Masked Singer" on a regular basis.**

**Benedikt Hahn:** I agree completely with Jeannette. I think it's great that this show, this TV event, offers live audio description. We receive feedback on a regular basis from blind and visually impaired people. One of them recently told me that they actually one another: "Did you see 'The Masked Singer' yesterday?" They use these exact words, they are able to join in the conversation like all other viewers and they talk about the costumes. Without live audio description, "The Masked Singer" would be just another music show for this community. The costumes, the atmosphere, the intricate details - they would miss out on all of this. Instead, they can participate in the discussion about the pink monster or the fluff ball. More inclusion. More accessibility for all. That's great!





**"The astronaut claps his hands; a security guard stands behind him, joined by another wearing sunglasses. They salute each other. [...] A bald and bearded security guard presumably opens a fastener on the astronaut's chin. He stands with his back to the audience. [...]. Now the helmet, set with hundreds of rhinestones, is lifted. A head appears, covered in a white cap. This is also removed - the security guard is still at it, fiddling at the back of the astronaut's head. And he is free! Close-cropped hair, blond hair. He kneels - still with his back to the audience - strokes his head ... and it's Max Mutzke!"**

Thanks to Benedict's descriptions, blind and visually impaired viewers were made aware of every single detail when the astronaut in the 2019 final of "The Masked Singer" took off his mask.



In his home studio in Cologne, Benedikt described the high-end costumes of the second season of "The Masked Singer."



## WITH OUR TYPE OF PRESENTATION, WE ARE TRYING TO PROVIDE LIVELY DESCRIPTIONS FOR OUR LISTENERS.

**BENEDIKT HAHN**

Audio Describer at AUDIO2

As an actor and audio describer, Benedikt is not only on screen or on stage across the country: He also lends his voice to foreign-language actors and characters, narrates programs, or is responsible for the audio description of major TV shows.

### INFO

## Challenge - the first fully inclusive series

In the "Challenge" reporting series, people with various disabilities produce reports for fellow people with disabilities. The show's goal? To motivate people with disabilities to play an active role in society according to their abilities and to teach non-disabled people about life with a disability. "Challenge" is a show produced by Arbeitsgemeinschaft Behinderung und Medien e.V. (abm) and is broadcast once a month on SAT.1 GOLD and Kabel Eins.

Moreover, abm, Bayerische Medien Technik GmbH (bmt) and Institut für Rundfunktechnik (IRT) have jointly developed and are implementing the pilot project "Television for All - Fully Inclusive with HbbTV". As part of the collaboration between abm and ProSiebenSat.1, abm's media library was integrated into the SAT.1 GOLD and Kabel Eins stations' HbbTV offering this year. "Challenge" is now completely accessible, i.e. it is offered with subtitles, audio description, a sign-language interpreter, and simple language and is therefore the first fully inclusive series!





Greater environmental protection in cinema, series and television productions - this is what the film and television industry declared to on 19 February 2020 in Berlin and signed a joint industry declaration.

# CLEAN SHOOT!

REducing CO<sub>2</sub> emissions, protecting resources, keeping plastic waste to a minimum: environmental and climate protection is an increasingly important aspect of film and television productions. In 2019, ProSiebenSat.1 launched the "Clean Shoot!" pilot initiative, an extensive package of measures to make TV productions greener.

Contemporary media reporting is awash with images of the island of plastic in the Pacific Ocean, of the destruction of the Amazon rainforest, and of swaths of parched land as one of many consequences of climate change. And because it is the TV and media companies that are sending these images around the globe, they have a special responsibility themselves, says Stefan Thul from ProSiebenSat.1: "Even though film and television production accounts for a small proportion of

total CO<sub>2</sub> emissions and environmental pollution, we as media have a high profile that we can use to prompt a rethink in society and business. And we all must live up to this role model function."

As Executive Vice President Production Management at ProSiebenSat.1, Stefan Thul is responsible for the business management and administration of all of the Group's film and television productions. He describes his department as "the eye of a needle": "There are no productions on our channels that do not cross our desk to be commissioned by us, be it 'The Masked Singer', 'Taff' or 'Jerks.' It was therefore only logical that the topic of 'green productions', i.e. ecologically sustainable productions, was initiated and rolled out centrally by us."



**AS MEDIA HAVE  
A HIGH PROFILE  
THAT WE CAN  
USE TO PROMPT  
A RETHINK IN  
SOCIETY AND  
BUSINESS.**

**STEFAN THUL**

Executive Vice President  
Production Management  
ProSiebenSat.1

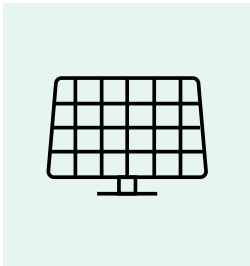
## **FOUR KEY ACTION AREAS**

The industry has been discussing climate and environmental protection since long before Greta Thunberg: "Both in our team and at conferences, our industry's ecological footprint was repeatedly on the agenda. Eventually we said to ourselves: 'It's not rocket science, let's just get on with it for ProSiebenSat.1.'" In June 2019, representatives from all areas of the broadcasting and production business came together. They were advised by the external sustainability expert Philipp Gassmann. Half a year later, they had come up with an extensive package of measures with 14 targets for green productions called "Clean shoot!". It centered on the action areas of reducing CO<sub>2</sub> emissions, protecting natural resources, avoiding environmentally unfriendly substances and reducing plastic as well as waste in all productions.

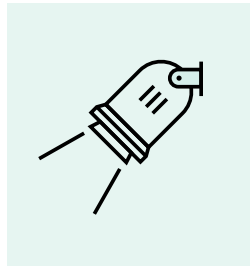
Thul goes into the details: "Our greatest potential savings are in electricity consumption and travel for shoots and research. If, for example, we use LED technology for lighting, we can achieve energy savings of around 90%. With green electricity, we emit 90% less CO<sub>2</sub> compared to the German electricity mix. And before every flight, we now check whether traveling by train or, even better, video conferences are an option. We will limit flights within Germany to the absolute minimum." In addition, the "Clean shoot!" package contains recommendations for waste separation and the use of materials for film set constructions as well as a ban on disposable plastic tableware and bottles, to name just a few examples.

# 14 TARGETS

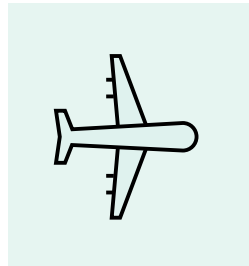
In the "Clean shoot!" initiative, ProSiebenSat.1 has formulated 14 targets for ecologically sustainable television and film productions, including:



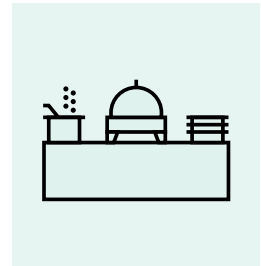
**Energie:** All production sites, studios and offices are exclusively to use green electricity. We will thus emit 90% less CO<sub>2</sub> compared to the German electricity mix.



**Light:** LED technology makes energy savings of up to 90% possible. Therefore, 90% of the calculated units are to be LED lamps.



**Travel/flights:** Flights within Germany are to be limited to the necessary minimum. Before every flight, it should be considered whether traveling by train or video conferences are good alternatives.



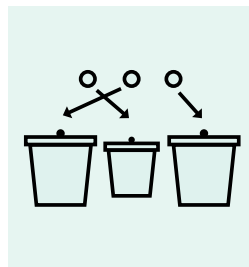
**Catering:** Catering is to promote regional and ecological food, with a share of at least 50%. Moreover, a vegetarian alternative must always be offered. The aim is to reduce meat consumption.



**Environmentally unfriendly and toxic substances:** Styrofoam, PVC, isocyanate, solvent-based paints, and other environmentally harmful substances must be avoided.



**Plastic:** Disposable plastic tableware and disposable plastic bottles are not allowed. Disposable plastic - even in the office - is generally to be avoided and replaced by more environmentally friendly solutions.



**Waste separation:** Proper waste separation (paper, glass, plastic, metal, organic waste) is mandatory at all production sites and offices.

# WE WANT TO CREATE A JOINT MARKET MOVEMENT

In January 2020, ProSiebenSat.1 sent the catalog of measures to around 100 producers, starting the one-year pilot phase. Since then, the project has been successively expanded to all of the Group's new German productions. The clear objective is to reduce the processes' negative environmental impact as far as possible, in dialog with the entire film and television industry. "We want to create a joint market movement," says Thul. "At the moment, the market is not yet in a state that allows us to implement every individual measure in every production. An example: Access to green electricity on shoots outside our own campus is simply not available yet. But the more we ask, the more we can achieve." There has already been some initial success: For instance, one of the major studio service providers in Cologne now purchases green electricity at the urging of ProSiebenSat.1.

Stefan Thul's team is currently testing the practical implementation of the recommendations before they go into routine operation in the summer. They are also integrating a CO<sub>2</sub> calculator into TV calculations for a standardized calculation of emissions for all producers. This will create a reliable data base that documents the actual pollution level of individual projects. Only after the pilot phase does Thul intend to decide which measures are to become binding commission criteria for producers. What are currently recommendations will then be mandatory for contractors.

And how is "Clean shoot!" being received by producers? "Our pilot project has fallen on fertile ground," says Thul. "The great thing about our industry is that it has lots of enthusiastic people who by nature are open to new ideas. Many production companies, like our in-house subsidiary Redseven Entertainment, had already started their own research or initiatives with regard to 'green productions' and are delighted that they have now been given a detailed guideline with specific recommendations. It has been well received!"

The extent to which the film and television industry is pulling together here, is also demonstrated in a joint industry declaration for sustainability in film and series production. On February 19, 2020, numerous industry representatives, among them Annette Kümmel, Chief Sustainability Officer at ProSiebenSat.1, signed this declaration at the invitation of the Minister of State for Culture and Media. The clear goal: To put sustainability more on the agenda, bringing ecologically, economically and socially responsible action to the fore.



### THREE QUESTIONS FOR:

## Tobias Gramann, Production Manager at Redseven Entertainment

Redseven Entertainment is one of the German production firms with an exemplary approach to environmental and climate protection. The subsidiary of Red Arrow Studios has been promoting "green shoots" for some time and has formulated its own internal guidelines.



The Redseven Entertainment team has been pushing "green shoots" for some time, also thanks to Tobias Gramann, production manager of the ProSieben-Sat.1 subsidiary.

●●● **Tobias, at Redseven you are responsible for overarching topics like sustainability. How are you making your productions greener?**

Before every production, there has always been a big meeting in which we talk through and plan every aspect of the production with the management and everyone involved. Since 2019, sustainability has been a fixed topic at these meetings. We examine the feasibility of every individual target of our own catalog of measures with all services providers, from the caterer to the set builder and the lighting and sound engineer. In all this, prevention is the top priority, be it the prevention of waste, air travel, or electricity consumption. However, it is also important to retrospectively measure your advances. We keep very precise documentation in order to benefit from our experiences in the next production.

●●● **While Stefan Thul's team launched the "Clean shoot!" campaign, Redseven defined its own measures for ecological sustainability. How did that come about?**

We each independently recognized the necessity of environmental and climate protection targets for our own activities. You could say that great pioneers think alike. When we found out, we of course

immediately shared our findings, compared our concepts, and discovered that both sides had defined almost identical recommendations. We then fine-tuned another couple of points so that, together, we came up with a really detailed and well-founded package. And we are still in close contact with our "Clean shoot!" colleagues about our progress.

●●● **What effect is your green engagement having on employee motivation and potential applicants?**

Our engagement is certainly creating a brand new incentive for the young generation, who are again increasingly opting for careers in production. The topic is also popular among employees - simply because it is plain to see that we can all make a contribution to better environmental and climate protection through more conscious action.

# **GRI REPORT**



# GENERAL DISCLOSURES

## ORGANIZATIONAL PROFILE

- **GRI 102-1 Name of the organization**
- **GRI 102-2 Activities, brands, products, and services**  
(Other disclosures: → [Organization and Group Structure](#) in the Annual Report 2019)
- **GRI 102-3 Location of headquarters**
- **GRI 102-4 Locations of operations**  
(Other disclosures: → [Organization and Group Structure](#) in the Annual Report 2019)
- **GRI 102-5 Ownership and legal form**  
(Other disclosures: → [The ProSiebenSat.1 Media SE Share](#) and → [Organization and Group Structure](#) in the Annual Report 2019)
- **GRI 102-6 Markets served**  
(Other disclosures: → [Organization and Group Structure](#) in the Annual Report 2019)
- **GRI 102-7 Scale of the organization**  
(Other disclosures: → [Organization and Group Structure](#) and → [Report on Economic Position: The Financial Year 2019](#) in the Annual Report 2019)
- **GRI 102-8 Information on employees and other workers**  
(Other disclosures: → [Employees, page 52](#), → [Diversity, page 56](#))
- **GRI 102-9 Supply chain**  
(Disclosures: → [Organization and Group Structure](#) and → [Group Earnings](#) in the Annual Report 2019)
- **GRI 102-10 Significant changes to the organization and its supply chain**  
(Disclosures: → [Significant Events and Changes in the Scope of Consolidation](#) in the Annual Report 2019)
- **GRI 102-11 Precautionary principle or approach**  
(Disclosures: → [Environmental, page 48](#))
- **GRI 102-12 External initiatives**  
(Disclosures: → [Sustainability at ProSiebenSat.1, page 6](#), → [Governance, page 42](#), → [Stakeholder Engagement, page 42](#), → [Diversity, page 56](#), → [Management Declaration](#) in the Annual Report 2019, → [Projects](#))
- **GRI 102-13 Membership of associations**  
(Disclosures: → [Stakeholder Engagement, page 42](#))

ProSiebenSat.1 unites leading entertainment brands with an international production business and a rapidly growing commerce portfolio under one roof. It is therefore one of the most diversified media companies in

Europe. Our objective is to offer entertainment - whenever, wherever and on any device. With our 15 free and pay TV stations, we are able to reach over 45 million TV households in Germany, Austria and Switzerland. At the same time, around 36 million unique users a month use the online offerings marketed by ProSiebenSat.1.

Our family includes formats such as "The Masked Singer," "Germany's next Topmodel" and "Joko & Klaas gegen ProSieben" and superstars such as Heidi Klum and Dwayne Johnson. Shows like "Bosch," "Married at First Sight" and "Queen of Drags" are in-house productions of our production and distribution network Red Arrow Studios. In addition, ProSiebenSat.1 Group's global digital studio Studio71 generated an average of 9.9 billion video views a month with its web channels in 2019 (previous year: 9.2 billion).

Our NuCom Group is a rapidly growing e-commerce player with leading portfolio companies in the areas of consumer advice, online dating, experiences, and beauty & lifestyle.

ProSiebenSat.1 Group has over 7,000 employees who devote tremendous passion to entertaining and inspiring our viewers and customers every single day.

ProSiebenSat.1 Group concluded the 2019 financial year largely as it expected: Despite challenges in the TV advertising business, the Group increased its revenues by 3% to EUR 4,135 million (previous year: EUR 4,009 million); the organic increase was 2%. The Group's adjusted EBITDA declined as expected in the year as a whole, decreasing by 14% to EUR 872 million (previous year: EUR 1,013 million). This reflects the decision announced by the Group to continue investing in the future of the entertainment business and the growth of NuCom Group. Lower TV core advertising revenue also had an impact on adjusted EBITDA. Adjusted net income is essentially a result of the changes in adjusted EBITDA and the investment in Joyn and, as expected, fell by 28% or EUR 154 million to EUR 387 million (previous year: EUR 541 million).

## KEY FIGURES OF PROSIEBENSAT.1 GROUP in EUR m

	2019	2018
Revenues	4,135	4,009
Revenue margin before income taxes (in %)	13.8	8.6
Total costs	3,592	3,710
Operating costs <sup>1</sup>	3,297	3,027
Consumption of programming assets	958	1,319
Adjusted EBITDA <sup>2</sup>	872	1,013
Adjusted EBITDA margin (in %)	21.1	25.3
EBITDA	838	570
Reconciling items <sup>3</sup>	-34	-443
Operating result (EBIT)	578	348
Adjusted EBIT	684	850
Financial result	-6	-4
Result before income taxes	572	344
Adjusted net income <sup>4</sup>	387	541
Net income	412	250
Net income attributable to shareholders of ProSiebenSat.1 Media SE	413	248
Net income attributable to non-controlling interests	-1	1
Adjusted earnings per share (in EUR)	1.71	2.36
Payments for the acquisition of programming assets	1,072	1,070
Free cash flow	207	-78
Cash flow from investing activities	-294	-468
Free cash flow before M&A	339	244

	12/31/2019	12/31/2018
Employees <sup>5</sup>	7,253	6,583
Programming assets	1,204	1,113
Equity	1,288	1,070
Equity ratio (in %)	19.5	16.5
Cash and cash equivalents	950	1,031
Financial debt	3,195	3,194
Leverage ratio <sup>6</sup>	2.6	2.1
Net financial debt	2,245	2,163

<sup>1</sup> Total costs excl. expense adjustments, depreciation, amortization and impairments.

<sup>2</sup> EBITDA before reconciling items.

<sup>3</sup> Expense adjustments less income adjustments.

<sup>4</sup> Net income attributable to shareholders of ProSiebenSat.1 Media SE before the amortization and impairments from purchase price allocations, adjusted for the reconciling items. These include valuation effects recognized in other financial result, valuation effects of put-options and earn-out liabilities, as well as valuation effects from interest rate hedging transactions. Moreover, the tax effects resulting from such adjustments are also adjusted. See → [Annual Report 2018](#).

<sup>5</sup> Full-time equivalent positions as of reporting date.

<sup>6</sup> Ratio of net financial debt to adjusted EBITDA in the last twelve months.

## SEGMENTS OF PROSIEBENSAT.1 GROUP

ProSiebenSat.1 Group renamed its segments in the first quarter of 2020. Its reporting segments are now SevenOne Entertainment Group (formerly Entertainment), Red Arrow Studios (formerly Content Production & Global Sales) and NuCom Group (formerly Commerce).

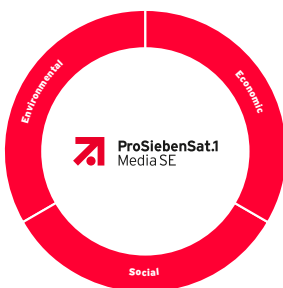
## BUSINESS PERFORMANCE IN THE FIRST QUARTER OF 2020

Until the restrictions on public and economic life in response to COVID-19 began to make an impact from mid-March, the first quarter of 2020 was going well for ProSiebenSat.1 Group. Overall, the Group closed the quarter with a slight revenue increase of 1% to EUR 926 million (previous year: EUR 913 million). There was a minor 1% fall in organic revenues. The non-TV advertising business accounted for 52% of Group revenues in the first quarter of the year (previous year: 48%); the digital share of consolidated revenues was 35% (previous year: 30%).

## STRATEGY

- **GRI 102-14 Statement from senior decision-maker**  
(Other disclosures: → [Foreword, page 5](#), → [Strategy and Goals, page 6](#))

## INTEGRATED SUSTAINABILITY APPROACH



For ProSiebenSat.1, sustainability is not limited merely to environmental and climate protection. The Group defines sustainable entrepreneurial activity as an integrated approach for improving both its economic as well as environmental and social performance. We are aware of our corporate and social responsibility and see it as a comprehensive challenge. For us, success not only means sustainably increasing ProSiebenSat.1 Group's financial results. It also implies consistently enhancing the Group's sustainability performance and key non-financial figures and harmonizing the interests of our target groups, especially employees, shareholders, audiences, users and customers. As a business, we want to operate inclusive, sustainable, and environmentally and socially responsible. As a media group, we want to reflect and above all promote a tolerant and democratic society.

## ETHICS AND INTEGRITY

- **GRI 102-16 Values, principles, standards, and norms of behavior**  
(Other disclosures: → [Organization and Management, page 8](#), → [Governance, page 42](#), → [Anti-Discrimination, page 58](#), → [Product Governance, page 59](#))

ProSiebenSat.1 Group has laid down basic guidelines and policies in its Code of Conduct. The stipulations therein define the general standards for conduct in business, legal and ethical matters. They serve as a binding reference and regulatory framework for all members of the Executive Board, the management, and the employees of the Group for dealing with each other and with external stakeholders. We are convinced that our business success also depends on the trust of our customers, business partners, and shareholders in our independence and integrity. Adherence to high ethical standards and our overall social commitment are therefore just as crucial as compliance with all relevant laws.

## GOVERNANCE

### – GRI 102-18 Governance structure

(Other disclosures: → [Organization and Management, page 8](#), → [Organization and Group Structure](#), → [Corporate Governance Report](#) and → [Management Declaration](#) in the Annual Report 2019)

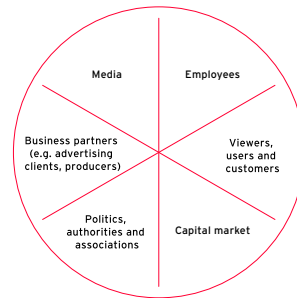
The Executive Board and Supervisory Board of ProSiebenSat.1 Media SE believe that corporate governance is an essential component of responsible management and control that is geared towards long-term value creation. The German Corporate Governance Code (Deutscher Corporate Governance Kodex – DCGK) establishes a standard for transparent control and management of the company, which is particularly aligned to the interests of the shareholders.

## STAKEHOLDER ENGAGEMENT

- **GRI 102-40 List of stakeholder groups**
- **GRI 102-41 Collective bargaining agreements**  
(Disclosures: → [GRI Content Index, page 68](#))
- **GRI 102-42 Identifying and selecting stakeholders**
- **GRI 102-43 Approach to stakeholder engagement**
- **GRI 102-44 Key topics and concerns raised**

Continuous dialog with stakeholders makes an important contribution for the development of ProSiebenSat.1 Group, its sustainability strategy, and the annual reporting on key sustainability issues. The stakeholder groups relevant to ProSiebenSat.1 were last fundamentally evaluated as part of the “We love to sustain” sustainability strategy developed and published in 2018/2019. In dialogue with our internal and external stakeholders, we continuously check whether changes and adjustments to the orientation and focus of sustainability management and the corresponding reporting are required. Society, for which we also bear responsibility as a company, is our overriding concern.

## IMPORTANT STAKEHOLDER GROUPS



The media business is a people business. It is therefore essential that we retain our talented employees and bring well educated, gifted and creative people on board. For employees, it is increasingly important in this context that we live up to our corporate responsibility and promote a sustainable company philosophy. In addition to the internal communication of sustainability issues, ProSiebenSat.1 has been in regular dialog with the sustainability working group since 2019, in which employees from various companies and departments have joined forces to promote even more sustainability in their working environment and implement concrete measures in close coordination with the Corporate Sustainability Office. → [Employees, page 52](#)

Our aim is to center all our decisions around the consumers of our offerings. We want to excite our viewers and users with content on all platforms. In Germany, the Group increased its stations' combined audience share for the second time in a row in 2019, posting growth of 0.4 percentage points compared to the previous year. Over the year as a whole, the Group achieved a market share of 28.2% among 14- to 49-year-old viewers and thus the best annual market share since 2015. → [Media-Specific Disclosures, page 63](#)

In numerous roadshows and conferences, we inform investors and analysts about the business performance of ProSiebenSat.1 and the company outlook and answer questions from the capital market on ESG issues (environment, social, governance). We are in regular contact with our shareholders and, among other things, answer questions at the Annual General Meeting. The requirements for the disclosure of non-financial information are steadily increasing in terms of quantity and quality. The number of rating agencies and research houses that assess our sustainability performance in the economic, social and environmental fields also increased further in the reporting period. Our aim is to respond to the various inquiries promptly and comprehensively.

## ESG RATINGS, INDICES AND RANKINGS



Climate Change  
Score: C  
Average performance: C



Rating: AA  
Industry-adjusted  
score: 8.2



Inclusion in Index



Now a Part of S&P Global

Company score: 30  
Industry AVERAGE: 30



Rating: 4.7  
Subsector average: 2.5  
Industry average: 2.3



Overall Score: 56  
Relative position:  
33 out of 91



Quality Score  
Environment: 2  
Social: 3  
Governance: 1



No inclusion in indices



Rating: C-  
Decile rank: 2  
(High relative performance)



#1 in MDAX  
Scorecard for Corporate  
Governance 2019

The ProSiebenSat.1 Media SE share is also part of the DAX<sup>®</sup> 50 ESG launched in March 2020. This index tracks the performance of the 50 largest, most liquid German market stocks that are particularly sustainable. The companies included in the index are evaluated according to standardized ESG criteria on the basis of Global Standards Screening.

As a listed group and one of the largest European media companies, ProSiebenSat.1 is particularly in the public eye. Governmental Relations & Regulatory Affairs is the contact for external stakeholders from politics and regulation. In national and international dialog with representatives of governments, parliaments and authorities, we bring our politically independent positions to the discussion directly or via memberships in various associations and organizations.

### SELECTED MEMBERSHIPS

- AGF Videoforschung
- Arbeitsgemeinschaft Media-Analyse (agma)
- Arbeitsgemeinschaft Online Forschung (AGOF)
- BITKOM
- Bundesverband Digitale Wirtschaft (BVDW)
- European Group of Television Advertising (egta)
- Filmförderungsanstalt (FFA)
- FilmFernsehFonds Bayern (FFF Bayern)
- Freiwillige Selbstkontrolle Fernsehen (FSF)
- Freiwillige Selbstkontrolle Multimedia-Dienstleister (FSM)
- Initiative D21
- Initiative for a Competitive Online Marketplace (ICOMP)
- Verband Privater Medien (VAUNET)
- Vereinigung der bayerischen Wirtschaft (vbw)
- German Economic Council

## REPORTING PRACTICE

– **GRI 102-45 Entities included in the consolidated financial statements**

(Disclosures: → [List of Subsidiaries and Associated Companies](#) in the Annual Report 2019)

– **GRI 102-46 Defining report content and topic boundaries**

(Other disclosures: → [Report Profile, page 66](#))

– **GRI 102-47 List of material topics**

(Other disclosures: → [GRI Report, page 39](#))

– **GRI 102-48 Restatements of information**

(Disclosures: → [GRI Content Index, page 68](#))

– **GRI 102-49 Changes in reporting**

(Disclosures: → [GRI Content Index, page 68](#))

– **GRI 102-50 Reporting period**

(Disclosures: → [Report Profile, page 66](#))

– **GRI 102-51 Date of most recent report**

(Disclosures: → [Report Profile, page 66](#))

– **GRI 102-52 Reporting cycle**

(Disclosures: → [Report Profile, page 66](#))

– **GRI 102-53 Contact point for questions regarding the report**

(Disclosures: → [Contact and About, page 78](#))

– **GRI 102-54 Claims of reporting in accordance with the GRI Standards**

(Disclosures: → [Report Profile, page 66](#), → [GRI Content Index, page 68](#))

– **GRI 102-55 GRI content index**

(Disclosures: → [GRI Content Index, page 68](#))

– **GRI 102-56 External assurance**

(Disclosures: → [Report Profile, page 66](#), → [Assurance, page 76](#))

In 2017, we conducted a materiality analysis due to the first-time application of the CSR Directive Implementation Act, which complied with both the statutory requirements and the definition of materiality according to GRI, and have validated it every year since.

In the combined non-financial report (NFR) for financial year 2019, ProSiebenSat.1 Group reports on the main non-financial aspects with the corresponding information needed in order to understand the parent company's and the Group's business development, results and position and the effects of the business activities in this regard. We used the standards of the Global Reporting Initiative (GRI) as a basis when preparing the NFR. For financial year 2019, we identified four non-financial aspects for ProSiebenSat.1 Group on which we make disclosures in the NFR in accordance with section 289c (3) of the German Commercial Code (HGB) regarding the concepts followed, the due diligence processes used, the results, and the related key figures.

Although ProSiebenSat.1 Group as a media group does not operate in a manufacturing sector with high resource consumption and energy intensity, we are aware of our ecological responsibility as a company. Together with our employees and in dialog with our other stakeholders, we want to contribute to help mitigate climate change and to protect the environment, for example through the careful and efficient use of natural resources and by reducing our energy consumption and CO<sub>2</sub> emissions. Nevertheless, we consider the environmental impact of our business activities to be limited and have therefore not identified environmental matters as a key non-financial aspect in accordance with section 289c (3) HGB.

According to the GRI definition, aspects that report on the key economic, environmental and social impacts of the organization or that significantly influence the assessments and decisions of stakeholders are classed as material. Because this definition of materiality is broader than the one used in the NFR, the sustainability report covers additional topics, including the environment and climate protection. The topics reported include the result of the regular validation of the materiality analysis, the implementation and development of the ProSiebenSat.1 sustainability strategy, and the

## MATERIAL NON-FINANCIAL ASPECTS IN THE NON-FINANCIAL REPORT

Employee-related matters	Social matters	Respect for human rights	Anti-corruption and antitrust law
<ul style="list-style-type: none"> <li>▶ Employee retention and people development</li> <li>▶ Employer branding and recruiting</li> <li>▶ Diversity</li> </ul>	<ul style="list-style-type: none"> <li>▶ Social responsibility</li> <li>▶ Product governance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Anti-discrimination</li> </ul>	<ul style="list-style-type: none"> <li>▶ Anti-corruption</li> <li>▶ Antitrust law</li> </ul>



continuous dialog with internal and external stakeholder groups. They are also reflected in our sustainability management action areas. → [Strategy and Goals, page 6](#)

**MATERIAL TOPICS IN THE SUSTAINABILITY REPORT**

Economic	Environmental	Social
Economic performance	Energy	Employee retention and people development
Anti-corruption	Emissions	Employer branding and recruitment
Antitrust law	Waste	Occupational health and safety
		Diversity and equal opportunity
		Anti-discrimination
		Data protection
		Information security
		Media law (advertising guidelines, journalistic independence, protection of young people)
<b>Media-Specific Disclosures</b>		
Social responsibility (Public value)	Dissemination of information	Viewer interaction

# ECONOMIC

## ECONOMIC PERFORMANCE

- GRI 201-1 Direct economic value generated and distributed
- GRI 201-2 Financial implications and other risks and opportunities due to climate change

The → [Annual Report 2019](#) provides comprehensive information on the economic performance of ProSiebenSat.1 Group. Together with the Sustainability Report, it provides an holistic overview of the Group's corporate performance based on financial and non-financial information.

### DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED

in EUR m	2019	2018
Revenues	4,135	4,009
Gross profit	1,757	1,440
Personnel expenses	707	679
Wages and salaries	619	600
Social security contributions and expenses for pensions and other employee benefits	87	79
Other operating expenses	-11	-14
Other operating income	35	50
Income taxes	-161	-94
Net result attributable to shareholders of ProSiebenSat.1 Media SE	413	248
Adjusted net income <sup>1</sup>	387	541
Dividend payments	-	269
Cash flow from investing activities	-1,396	-1,536

<sup>1</sup> Net income attributable to shareholders of ProSiebenSat.1 Media SE before the amortization and impairments from purchase price allocations, adjusted for the reconciling items. These include valuation effects recognized in other financial result, valuation effects of put-options and earn-out liabilities, as well as valuation effects from interest rate hedging transactions. Moreover, the tax effects resulting from such adjustments are also adjusted.

At the Annual General Meeting on June 10, 2020, the shareholders of ProSiebenSat.1 Media SE approved the proposal of the Executive Board and the Supervisory Board to carry forward all the distributable profit to the next accounting period due to the uncertain environment as a result of COVID-19 and thus to distribute no dividend for financial year 2019.

We have not identified any financial implications or other significant risks and opportunities due to climate change for our business activities at present.

## ANTI-CORRUPTION AND ANTITRUST LAW

### Management Approach Disclosures

- GRI 103-1 Explanation of the material topic and its boundary
- GRI 103-2 The management approach and its components
- GRI 103-3 Evaluation of the management approach

ProSiebenSat.1 Group believes that sustained economic success in a competitive environment can only be achieved by ensuring that all action taken is in compliance with the applicable laws. Therefore, preventing corruption and violations of antitrust law is highly relevant to business and represents an important success factor for achieving our corporate goals. In addition to the prevention of corruption, the Group's compliance management system organizationally encompasses the avoidance of antitrust violations as well as adherence to the data protection processes and media law requirements of the German Interstate Broadcasting Treaty (Rundfunkstaatsvertrag). The major aim is to anchor integrity and lawful conduct in the thoughts and actions of all employees on a lasting basis and hereby prevent violations of laws and regulations from the outset.

→ [Organization and Management, page 8](#)

The Group has laid down basic guidelines and policies in its Code of Conduct. The stipulations therein define the general standards for conduct in business, legal and ethical matters. They serve as a binding reference and regulatory framework for all members of the Executive Board, the management, and the employees of the Group for dealing with each other and with external stakeholders. Another central compliance instrument for ProSiebenSat.1 Group is the whistleblower system, which comprises internal and external reporting channels. → [Anti-Discrimination, page 58](#)

## Anti-Corruption

- **GRI 205-1 Operations assessed for risks related to corruption**
- **GRI 205-2 Communication and training about anti-corruption policies and procedures**
- **GRI 205-3 Confirmed incidents of corruption and actions taken**

14 companies underwent a compliance check in 2016. As well as issues such as antitrust and media law and data protection, this check also examined risks related to corruption. The companies assessed included central units such as ProSiebenSat.1 TV Deutschland and Seven-One Media, which generate a high proportion of the consolidated revenues. With regard to the main competition and corruption issues, one of our key focal points is the advertising sales model owing to how financially important it is to the ProSiebenSat.1 business model. This risk assessment remains valid.

In addition, ProSiebenSat.1 Group has implemented training in the fields of antitrust law, anti-corruption, data protection and media law, which includes both online and classroom training. The online training, which is offered in English and German on a two- to three-year cycle and is mandatory for all employees, is intended to provide a basic understanding of the main compli-

ance risks. The classroom training is targeted at risk groups and is carried out by Legal Affairs, Group Compliance, HR Law, Corporate Information Security, the Data Protection Officer and the Youth Protection Officer for their individual areas. In addition, ProSiebenSat.1 Group offers all-day seminars for the managers of German affiliated companies at its P7S1 Academy in order to give them a comprehensive overview of their rights and obligations and the relevant legal bases. → [Product Governance, page 59](#)

In 2019, as in the previous year, no investigations became known against the Group, its subsidiaries or employees of ProSiebenSat.1 Group with regard to corruption offenses. No fines or financial penalties were imposed.

## Anti-Competitive Behavior

- **GRI 206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices**

In 2019, as in the previous year, no investigations became known against the Group, its subsidiaries or employees of ProSiebenSat.1 Group with regard to anti-trust violations. No fines or financial penalties were imposed.

## TRAINING ON COMPLIANCE RELATED TOPICS

Topic	2019			2018		
	Live		WBT	Live		WBT
	Sessions	Attendees		Sessions	Attendees	
Media, copyright, advertising law, German Unfair Competition Act	9	247	4,235	10	164	2,921
Compliance	13	250		7	121	
Antitrust law			2,469			1,884
General Act on Equal Treatment (AGG), labor law	-	-		-	-	
Data protection	6	77	2,621	7	33	6,139
Information security	6	146	2,205	-	-	2,465
Youth protection	6	84	536	6	38	473
Occupational health and safety	4	171	5,820	12	135	5,075
Tax law	9	79	-	5	37	-
Management seminars	3	22	-	4	33	-

# ENVIRONMENTAL

## MANAGEMENT APPROACH DISCLOSURES

- **GRI 103-1 Explanation of the material topic and its boundary**
- **GRI 103-2 The management approach and its components**
- **GRI 103-3 Evaluation of the management approach**

Although ProSiebenSat.1 Group as a media group does not operate in a manufacturing sector with high resource consumption and energy intensity, we are aware of our ecological responsibility as a company. Working with our employees and in dialog with our other stakeholders, we want to contribute to help mitigate climate change and to protect the environment, for example through the careful and efficient use of natural resources and by reducing our energy consumption and CO<sub>2</sub> emissions. Operational responsibility for recording and consolidating environmental activity data lies with the Corporate Procurement & Real Estate department for the headquarters in Unterföhring and is decentralized for the ProSiebenSat.1 investments, where it rests with the respective management teams. The Corporate Communications central function and the Corporate Sustainability Office are responsible for CO<sub>2</sub> reporting and determining other reported environmental performance indicators.

We developed our first-ever holistic sustainability strategy for the Group in 2018, which we have been specifically implementing since the start of 2019. In this strategy, the environment is one of four key action areas. Our aim is to be climate neutral by 2030. Primarily, we want to achieve this target by reducing our energy consumption. In the future, we also plan to offset CO<sub>2</sub> with our own climate protection projects and certificates. Extensive, Group-wide measures will be implemented successively from 2020. In this context, the road map includes measures relating to green productions and green events, travel management and the travel policy, vehicle fleet management and the company car policy, and the disposal and recycling of waste. In addition, sustainability certification in accordance with the LEED model (Leadership in Energy and Environmental Design) is planned for the new campus in Unterföhring, currently under construction. → [Strategy and Goals, page 6](#)

ProSiebenSat.1 has been recording the Group's greenhouse gas emissions since 2015. We are continually working to improve the data quality of our carbon footprint and to ensure that our Company's measurement data has the highest possible coverage rate. At our site in Unterföhring, we supplied our office buildings, production studios and computer centers exclusively with green electricity in 2019. ProSiebenSat.1 has successively expanded the environmentally friendly heating supply, and since 2019 has exclusively used geothermal energy in Unterföhring. We also use the waste heat from our computer centers in Unterföhring to heat the office buildings. The ongoing conversion to energy-efficient LED lighting is standard. In the reporting period, the Group also adjusted its travel policy to urge its employees to reduce business trips to a minimum and instead to push up-to-date alternatives such as video calls. If a digital meeting is not feasible, short-haul flights should be avoided where possible. More environmentally friendly solutions should be selected, such as Deutsche Bahn, whose long-distance trains are powered by electricity from renewable energy sources. In addition, the measures for waste separation and reduction are being optimized on an ongoing basis. The canteens on the ProSiebenSat.1 campus have already completely eliminated single-use plastics.

## ENVIRONMENTALLY FRIENDLY MOBILITY SOLUTIONS

In recent years, ProSiebenSat.1 has increased the number of hybrid vehicles in its fleet and set up e-charging stations on the campus in Unterföhring. The Group also negotiated framework agreements with car-sharing providers. There is also the option of leasing a job bicycle. We also offer our employees job tickets for public transport at reduced prices. Around two thirds of the workforce in the DACH region already commute by bus and train between home and work.

Since the start of 2020, the Company has been conducting a pilot project in the field of green productions under the title "Clean shoot." The aim is to reduce CO<sub>2</sub> emissions, protect natural resources, avoid environmentally unfriendly substances, and reduce plastic as well as waste in all TV and film productions. In February 2020, we also signed the joint declaration for the sustainable production of film and television productions in Germany. → [Clean Shoot! \(Sustainability Magazine\), page 32](#)

Thanks to our wide reach, we can shift focus onto socially relevant and environmental issues and thus raise awareness of the sustainable use of natural resources. Once a year, ProSieben's logo therefore turns from red to green for "Green Seven" week. The station uses its large reach to raise awareness of sustainability among young viewers in particular. The content is focused on environmental issues. In October 2019, "Save the Oceans" week drew attention to the consequences of the pollution of the oceans with plastic waste. The heart of "Green Seven 2019" was the 90-minute documentary "Save The Oceans - The Plastics Experiment." In addition, the ProSieben magazine shows "taff" and "Galileo" broadcast reports on the topic of plastic waste for a whole week starting on October 14. → [Projects](#)

In addition, the first "Green Seven Summit" took place in 2019, a three-day sustainability conference on Sylt sponsored by ProSiebenSat.1. Under a theme that translates as "making waves for climate protection," the event was held from September 29 to October 1, 2019, alongside the Mercedes-Benz Windsurf World Cup Sylt, and comprised an extensive framework program with panel discussions, keynote speeches, and workshops. The guests included Prof. Dr. Maja Göpel, Secretary General of the German Advisory Council on Global Change, and Prof. Dr. Karen Helen Wiltshire, Vice-Director of Alfred Wegener Institute Helmholtz Centre for Polar and Marine Research.

At the "Green Seven Summit," ProSiebenSat.1 also unveiled its Media4Sustainability business model and announced the cooperation with Media4Planet (M4P), the first provider of sustainable advertising space in support of the UN Sustainable Development Goals. M4P bundles media partners' advertising space at favorable conditions and sells it to sustainable enterprises, initiatives, and projects. Most of the proceeds are to be used to support the climate protection campaign of the United Nations Environment Programme (UNEP) as well as other projects and NGOs.

## WETTER.COM

In 2019, wetter.com, a subsidiary of ProSiebenSat.1 Group, stepped up its efforts for climate and environmental protection by offsetting CO2 emissions. The weather website is thus supporting the protection of the April Salumei rainforest in Papua New Guinea. wetter.com is also a member of the "Leaders for Climate Action" initiative.

## ENERGY

- **GRI 302-1 Energy consumption within the organization**
- **GRI 302-2 Energy consumption outside of the organization**
- **GRI 302-3 Energy intensity**

ProSiebenSat.1's energy consumption mainly involves the purchase of electricity and heat. The total energy consumption (incl. electricity) within the Group fell to approximately 41 GWh in the reporting period (previous year: approximately 45 GWh), primarily due to lower heat consumption. Energy consumption outside the Group is indicated indirectly in the carbon footprint though the Scope 3 emissions.

### TOTAL ENERGY CONSUMPTION

in GWh

Energy source	2019	2018
Vehicle fleet	8.01	8.49
Fuel oil	0.16	0.20
Diesel	0.00	0.00
Natural gas	0.00	0.63
Electricity	19.96	19.81
Heat	12.59	15.51
<b>Total</b>	<b>40.72</b>	<b>44.64</b>

The fuel consumption of company cars in Germany in 2019 amounted to 377 thousand liters of gasoline (previous year: 364 thousand liters) and 269 thousand liters of diesel (previous year: 313 thousand liters). This equates to energy consumption of 6.2 GWh (previous year: 8.3 GWh) and thus a decline of around 25% on the previous year. The total consumption of electricity at the headquarters in Unterföhring was around 16 GWh in 2019, as in the previous year. For the generation of heat, environmentally friendly geothermal energy was largely used rather than fuel oil or natural gas. In total, ProSiebenSat.1's energy consumption for heating and

cooling in Unterföhring amounted to around 7 GWh (previous year: around 11 GWh) in the reporting period and was thus significantly below the previous year's figure. The decline must be viewed in the light of the demolition work at the Unterföhring site and a warmer winter than in the previous year.

## ENERGY INTENSITY

	2019	2018	2017
Energy consumption in GWh	40.72	44.64	49.91
Revenues in EUR m	4,135	4,009	4,078
FTE	7,265	6,239	6,169
<b>Energy consumption / revenues in MWh/EUR m</b>	<b>9.85</b>	<b>11.13</b>	<b>12.24</b>
<b>Energy consumption / FTE in MWh/FTE</b>	<b>5.60</b>	<b>7.15</b>	<b>8.09</b>

## EMISSIONS

- GRI 305-1 Direct (Scope 1) GHG emissions
- GRI 305-2 Energy indirect (Scope 2) GHG emissions
- GRI 305-3 Other indirect (Scope 3) GHG emissions
- GRI 305-4 GHG emissions intensity

Our carbon footprint includes direct greenhouse gas emissions (Scope 1), indirect greenhouse gas emissions (Scope 2) and greenhouse gas emissions from upstream and downstream stages in the value chain (Scope 3). Detailed information on the reporting of greenhouse gas emissions can be found in the → [Accompanying Notes on the Carbon Footprint](#).

- Scope 1: As it was the case in the previous year, the direct emissions are mainly generated by ProSiebenSat.1's vehicle fleet.
- Scope 2: The significant year-on-year decrease in energy indirect emissions (market-based) is due to the purchase of green electricity at the Unterföhring site.
- Scope 3: Business trips and commuting are respons-

## PROSIEBENSAT.1 GROUP'S CARBON FOOTPRINT<sup>1</sup>

Greenhouse gas emissions (CO<sub>2</sub> equivalent) in metric tons

	2019		2018		2017		2016		2015	
<b>Scope 1 - Direct greenhouse gas emissions</b>	<b>2,110</b>		<b>1,910</b>		<b>2,456</b>		<b>2,371</b>		<b>2,933</b>	
– Vehicle fleet										
– Fuel oil										
– Diesel										
<b>Scope 2 - Indirect greenhouse gas emissions<sup>2</sup></b>	<b>10,557</b>	<b>2,882</b>	<b>11,804</b>	<b>10,460</b>	<b>12,478</b>	<b>4,035</b>	<b>12,058</b>	<b>3,471</b>	<b>11,384</b>	<b>2,800</b>
	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)
– Electricity										
– District heating and geothermal energy										
<b>Scope 3 - Greenhouse gas emissions from upstream and downstream stages of the value chain</b>	<b>16,292</b>		<b>20,605</b>		<b>17,356</b>		<b>15,130</b>		<b>9,787</b>	
– Fuels and energy-related activities not included in Scope 1 or 2										
– Waste from operating processes										
– Employee commuting										
– Business travel (plane, train, rental car and taxi)										
<b>Total emissions from Scope 1, 2 and 3</b>	<b>28,959</b>	<b>21,284</b>	<b>34,319</b>	<b>32,975</b>	<b>29,883</b>	<b>23,847</b>	<b>29,559</b>	<b>20,973</b>	<b>24,104</b>	<b>15,520</b>
	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)	(location-based)	(market-based)

<sup>1</sup> When calculating the carbon footprint, we were guided by the criteria and definitions of the Sustainability Reporting Guidelines (Standards) of the Global Reporting Initiative (GRI). The data was collected on the basis of internal guidelines. In addition, we aligned the calculation of our carbon footprint and selected data on indirect CO<sub>2</sub> emissions (Scope 3) to the following standards: the Greenhouse Gas (GHG) Protocol - Corporate Accounting and Reporting Standard, the Corporate Value Chain Accounting and Reporting Protocol of the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). All of ProSiebenSat.1 Group's own sites and employees were included in the carbon footprint.

<sup>2</sup> Energy consumption by the production studios and computer centers outside of the Unterföhring and Berlin sites is not included.



ible for the majority of the reported greenhouse gas emissions from upstream and downstream stages in the value chain.

### GREENHOUSE GAS EMISSIONS FROM UPSTREAM AND DOWNSTREAM STAGES OF THE VALUE CHAIN (SCOPE 3)

in percent

	2019	2018
Employee commuting	39.7	46.9
Business travel (plane, train, rental car, taxi)	47.9	41.3
Fuels and energy-related activities not included in Scope 1 or 2	12.1	11.6
Waste from operating processes	0.3	0.2

### GHG EMISSIONS INTENSITY

	2019	2018	2017
Greenhouse gas emissions in t	21,284	32,975	23,847
Revenues in EUR m	4,135	4,009	4,078
FTE	7,265	6,239	6,169
<b>Greenhouse gas emissions / revenues in t/EUR m</b>	<b>5.15</b>	<b>8.23</b>	<b>5.85</b>
<b>GHG emissions / FTE in t/FTE</b>	<b>2.93</b>	<b>5.29</b>	<b>3.87</b>

## WASTE

### — GRI 306-2 Waste by type and disposal method

Due to the “New Campus” construction project, the waste generated at the Unterföhring site in the reporting period increased to 4,028 metric tons (previous year: 2,724 metric tons). In the 2019 waste balance, 3,228 metric tons (previous year: 1,745 metric tons) were directly attributable to the upstream demolition work. Any waste that cannot be reclaimed is disposed in an environmentally responsible manner. When doing so, ProSiebenSat.1 complies with the local regulations and classifies waste as hazardous or non-hazardous in accordance with the relevant national legislation. The volume of hazardous waste (e.g. insulating material and construction materials containing asbestos) fell from 734 to 46 metric tons in 2019 on account of the advanced demolition work. Municipal waste (domestic-type waste produced by trade and industry) decreased to 122 metric tons (previous year: 305 metric tons), primarily likewise as a result of the said construction work.

### WASTE BALANCE FOR THE UNTERFÖHRING SITE

in metric tons

	2019	2018
Non-hazardous waste	3,982	1,990
Hazardous waste	46	734
<b>Total</b>	<b>4,028</b>	<b>2,724</b>

## ENVIRONMENTAL COMPLIANCE

### — GRI 307-1 Non-compliance with environmental laws and regulations

As in the previous year, no cases of non-compliance with environmental laws and regulations were identified for 2019.

# SOCIAL

## EMPLOYEES

### Management Approach Disclosures

- **GRI 103-1 Explanation of the material topic and its boundary**
- **GRI 103-2 The management approach and its components**
- **GRI 103-3 Evaluation of the management approach**

The media industry is being transformed by the advance of digitalization more rapidly and fundamentally than many other industries. One of the most important keys to our future success is therefore to transform our Group into a modern and digitally successful business. Part of this transformation is adequate human resources management: It therefore forms part of our self-conception as an employer to create personnel-related conditions through our HR work that support this transformation process and cater to the individual interests of our employees. With our overall offer, which includes performance-based compensation, additional company benefits, personal development opportunities and an attractive working environment, we want to acquire, retain, and develop dedicated and qualified employees for ProSiebenSat.1 Group. The material topics for us are therefore employee retention and people development, employer branding and recruitment, and diversity as well as its management. → [Diversity, page 56](#)

Employee issues and diversity management fall under the operational sphere of the HR department, which is led by the Chief Human Resources Officer. The Human Resources department supports the Executive Board, managers and employees with a business-oriented portfolio of products, guidelines and processes in order to make ProSiebenSat.1 Group attractive and successful in business in the long term. Besides quarterly reporting on personnel risks as part of Group-wide risk management, internal HR reporting plays an important role. In the HR organization, the HR Business Partners in particular are closely connected to the operating business units and are thus made aware of specific employee concerns. Teams of experts for all HR issues from recruitment, talent development, compensation & benefits and labor law to administrative and process issues complete our HR work.

ProSiebenSat.1 Group attaches great importance to work-life-balance and has a broad range of offerings in this area. It comprises various family services and social benefits as well as sports programs and healthy meals on campus. Alongside flexible working hours, out-of-office work and the option to take a sabbatical, we also offer a work-life-training series. These measures are gender-neutral. We abide by the applicable laws on part-time work and also endeavor, within the limits of operational possibility, always to find individual solutions for our employees according to their situation.

### EMPLOYEES IN FULL-TIME AND PART-TIME EMPLOYMENT BY GENDER (GRI 102-8)

Employees by Headcount (HDC) as of December 31, 2019

	2019			2018 <sup>1</sup>		
	Part-time	Full-time	Total	Part-time	Full-time	Total
Women	868	2,551	3,419	799	2,228	3,027
Men	407	3,124	3,531	380	2,832	3,212
	<b>1,275</b>	<b>5,675</b>	<b>6,950</b>	<b>1,179</b>	<b>5,060</b>	<b>6,239</b>

<sup>1</sup> Adjusted  
Not including international investments in the Content Production & Global Sales segment except Studio71.

In the period under review, the Group's average number of employees (calculated on the basis of full-time equivalents) rose by 11% to 7,265 (previous year: 6,532). While the average number of employees in the Entertainment segment hardly changed year-on-year (+1% to 3,659 employees), there was a 7% increase in workforce in the Content Production & Global Sales segment to 1,477 employees and, in particular due to acquisitions, a strong increase in employees in the Commerce segment by 40% to 2,129 employees. In Germany, Austria and Switzerland, the Group had an average of 6,071 full-time equivalents in the reporting period (previous year: 5,458). As in the previous year, this amounts to 84% of the Group as a whole.

## EMPLOYEES BY EMPLOYMENT CONTRACT AND REGION (GRI 102-8)

Employees by Headcount (HDC) as of December 31, 2019

	Temporary		Permanent	
	2019	2018	2019	2018
Germany	1,245	990	4,803	4,447
Austria / Switzerland	24	18	505	509
US	0	0	219	158
UK	0	0	33	23
Other	0	3	121	91
	<b>1,269</b>	<b>1,011</b>	<b>5,681</b>	<b>5,228</b>

Not including international investments in the Content Production & Global Sales segment except Studio71.

## COVID-19

ProSiebenSat.1 Group's priority is the health of its employees. After the outbreak of the coronavirus crisis, a mandatory home-office rule was introduced for all employees, so the employees have been working from home since mid-March. Only employees working in business-critical infrastructure such as the Playout Center are exempt. Business trips were reduced to the necessary minimum, and live productions were filmed without a studio audience. Washable and reusable masks are handed out to employees on campus. In addition, a works agreement has been concluded on the maintenance of operations during the pandemic, in which ProSiebenSat.1 pledges, among other things, to protect employees. A "COVID-19 Taskforce" was also formed, which together with Group Security, Occupational Health and Safety and the works council is working to implement the German Federal Ministry of Labor and Social Affairs' SARS-CoV-2 Occupational Health and Safety Standard.

ProSiebenSat.1 also offers support for employees who want to volunteer for social projects. Among our corporate volunteering offerings, for example, we sponsor the startsocial competition, which we co-founded in 2001. Around 500 experts from business, the public sector and social institutions throughout Germany support the practical implementation of volunteer projects with various emphases, such as migration, social justice and education. In a four-month coaching phase, a total of 100 selected initiatives receive specialist advice, personal contacts and detailed feedback in order to develop and realize their ideas. In 2019, 25 of the most compelling projects were again selected by an expert panel and invited to Berlin for the national prize-giving ceremony. Seven initiatives received monetary prizes totaling EUR 35,000 altogether, including a special award from the German Chancellor. ProSiebenSat.1 employees once again volunteered as coaches in 2019, contributing their expertise in various fields.

## Employment

### – GRI 401-1 New employee hires and employee turnover

ProSiebenSat.1 Group offers innovative and forward-looking education concepts for talented young people in the media business and is thus continually socio-politically engaged in the field of vocational education. With our management traineeships, trainee programs, Chamber of Industry and Commerce apprenticeships and dual courses of study, there is a range of ways for talented young people to get started at ProSiebenSat.1 Group. In this way, we intend to create a strong foundation of qualified young talents with an extensive internal network and specific company and industry knowledge. In 2019, 183 young talents (previous year: 168) were trained at ProSiebenSat.1 Group; as in the previous year, around three quarters were subsequently hired.

We take various measures to acquire the right talents for ProSiebenSat.1 Group. Success depends on the one hand on the dissemination of content for all target groups, such as our "Faces of ProSiebenSat.1" campaign. On the other hand, we believe it is important to address target groups that are critical to success, such as talents in the tech sector through campaigns like "Connect.Code.Create." By supporting initiatives such as "Global Digital Women" and our own employer branding events specifically for female target groups, we also want to position ourselves as an attractive employer for women. In addition, the careers page ([-> www.karriere.prosiebensat1.com/en](http://www.karriere.prosiebensat1.com/en)) went live as the central platform after an extensive relaunch in 2019. By combining the

careers page with the jobs portal, we have improved the link between careers information and specific job opportunities.

Alongside sourcing channels such as social media, direct approach and university partnerships, we also approach new candidates via an employee recommendation program and by hosting regular events for schoolchildren, such as "Girls' Day," with our partners. In total, Group Recruiting received around 31,300 applications in 2019 (previous year: around 33,700). In addition to application numbers, external employer rankings such as Universum and Trendence are an important measure of the success of our HR marketing strategy in employer branding and recruitment.

### SELECTED EMPLOYER RANKINGS

EMPLOYER BRANDING AWARD  
HR Marketing & Recruitment – Global Player  
GOLD for careers page [karriere.prosiebensat1.com](http://karriere.prosiebensat1.com)

UNIVERSUM  
Business  
19th place (previous year: 20th place)

UNIVERSUM  
IT  
32nd place (previous year: 32nd place)

UNIVERSUM  
Humanities / Social Sciences / Education  
5th place (previous year: 4th place)

TRENDEANCE SCHOOL STUDENT BAROMETER  
Total  
12th place (previous year: 10th place)

TRENDEANCE YOUNG PROFESSIONALS  
Total  
52nd place (previous year: 50th place)

TRENDEANCE YOUNG PROFESSIONALS  
Media / advertising  
2nd place (previous year: 2nd place)

### NEW EMPLOYEE HIRES BY AGE GROUP, GENDER AND REGION

Employees by Headcount (HDC)

	New hires		New hire rate	
	2019	2018	2019	2018
<b>Age group</b>				
<30 years	907	722	53.9%	49.1%
30-50 years	1,151	826	25.0%	19.8%
>50 years	71	62	10.8%	10.2%
	<b>2,129</b>	<b>1,610</b>	<b>30.6%</b>	<b>25.8%</b>
<b>Gender</b>				
Women	1,105	780	32.3%	25.8%
Men	1,024	830	29.0%	25.8%
	<b>2,129</b>	<b>1,610</b>	<b>30.6%</b>	<b>25.8%</b>
<b>Region</b>				
Germany	1,853	1,372	30.6%	25.2%
Austria / Switzerland	84	117	15.9%	22.2%
US	145	74	66.2%	46.8%
UK	16	12	48.5%	52.2%
Other	31	35	25.6%	37.2%
	<b>2,129</b>	<b>1,610</b>	<b>30.6%</b>	<b>25.8%</b>

Not including international investments in the Content Production & Global Sales segment except Studio71.

Especially when undergoing a transformation process, we believe it is crucial to retain qualified and dedicated employees within the Company. The average duration of employment at ProSiebenSat.1 Group amounted to 5.7 years (previous year: 6.1 years). The turnover rate in the Group was 15.6% in financial year 2019 (previous year: 15.4%). The continuing relatively high fluctuation is due to the organizational restructuring of the Group.

**iTo calculate the turnover rate, the number of employees who left during the reporting period is divided by the number of employees on the reporting date of December 31. The reasons for leaving include terminations and severance agreements. Departures due to fixed-term contracts, the end of an apprenticeship, entering retirement and death are not taken into account.**

## TURNOVER BY AGE GROUP, GENDER AND REGION

Employees by Headcount (HDC)

In percent	Turnover rate	
	2019	2018
<b>Age group</b>		
<30 years	18.5	20.3
30-50 years	14.7	15.1
>50 years	14.0	5.6
	<b>15.6</b>	<b>15.4</b>
<b>Gender</b>		
Women	15.9	15.8
Men	15.2	15.0
	<b>15.6</b>	<b>15.4</b>
<b>Region</b>		
Germany	14.9	15.0
Austria / Switzerland	14.0	13.1
US	38.4	41.1
UK	18.2	17.4
Other	11.6	8.5
	<b>15.6</b>	<b>15.4</b>

Not including international investments in the Content Production & Global Sales segment except Studio71.

## Occupational health and safety

### – GRI 403-3 Employees with a high frequency or high risk of work-related ill health

Most employees of ProSiebenSat.1 do not work in a production environment. They are therefore only exposed to risks related to their occupation to a minor degree. However, we are aware of other potential health risks that could arise from work-related stress or a lack of physical activity, for example. We bundle numerous service offerings relating to occupational health management in our work-life-program. We offer the opportunity for balance between work and life, for example with our sports program and individual health advice ("Body Check"). Talks and work-life-training at the ProSiebenSat.1 Academy raise awareness of energy and resources and provide tips, for example in the form of time and stress management. There is also a company doctor at the Unterföhring Campus as well as the opportunity to book massages and osteopathic therapy. Our occupational safety team makes regular workplace inspections and provides advice on ergonomics. Alongside flexible working hours, out-of-office work and the option to take a sabbatical, we also offer a work-life training series that aims to strike a balance between employees' professional challenges and personal life goals. Through operational integration management, we ensure that sick employees overcome their incapacity to

work, that their repeated incapacity is avoided, and that their job is retained.

## Training and Education

### – GRI 404-1 Average hours of training per year per employee

Our employees are a key factor for the Company's success. To support its employees in today's professional tasks and to prepare for future challenges, especially through digitalization, ProSiebenSat.1 Group invested a total of EUR 4.5 million in its education and training programs in 2019 (previous year: EUR 3.5 million). Part of this was attributable to the courses offered by the P7S1 Academy, which offers the Group's employees technical and personal training. In 2019, a total of 492 events (with 5,849 participants) were held in the P7S1 Academy (previous year: 596 and 7,560), including 58 manager training courses with 371 participants (previous year: 87 and 758). There is also an opportunity for self-improvement through job rotation, job shadowing or mentoring programs.

## TRAINING AND EDUCATION

Employees by Headcount (HDC)

Average hours	2019	2018
Women	8.6	12.0
Men	6.4	8.5
	<b>7.5</b>	<b>10.2</b>
Top Management	0.1	1.1
Senior Management	2.6	5.2
Middle Management	6.2	11.4
Team Lead	9.9	13.7
Not management level	7.3	9.7
	<b>7.5</b>	<b>10.2</b>
Production	4.7	6.0
Administration	10.2	13.3
Sales	11.9	17.0
	<b>7.5</b>	<b>10.2</b>

Core ProSiebenSat.1 Group companies (especially headquarters in Unterföhring).

In the field of Talent and Management Development, we support the development of employees at the headquarters in Unterföhring through individual offers such as job rotation, mentoring, 360 degree feedback, and coaching. We want to use our manager development programs to strengthen the performance and development of managers at all levels. This includes mandatory training for first-time managers and seminars for managing directors. We also have an internal network for female managers ("LeadingWomen@P7S1").



## DIVERSITY

### Management Approach Disclosures

- **GRI 103-1 Explanation of the material topic and its boundary**
- **GRI 103-2 The management approach and its components**
- **GRI 103-3 Evaluation of the management approach**

Social and economic trends are changing our working world. Demographic development, globalization, changing values, falling employment figures, a growing proportion of women in the working population, and more people from migrant backgrounds are the conditions under which businesses are operating today. We are convinced that diversity management will help us react to these trends. We appreciate the diversity of the workforce and want to be an attractive employer for skilled workers and young talents. The aim is to align the processes and structures of organizations such that all employees feel appreciated and motivated to live up to their potential.

Against this backdrop, ProSiebenSat.1 Group signed the Diversity Charter in 2014 and strives to follow the guidelines specified in it. Thereby, we emphasize our commitment to creating a working environment free of prejudice and exclusion that specifically promotes diversity among employees. Our internal guidelines also stipulate that employees at all hierarchy levels must be hired exclusively according to objective criteria and promoted solely on the basis of their abilities. → ["Don't hate me. Celebrate me!" \(Sustainability Magazine\), page 18](#)

Other factors such as age, disability, ethnic background and nationality, sex and gender identity, religion and ideology, and sexual orientation and identity should not play a role. The average age of ProSiebenSat.1 Group employees as of December 31, 2019 was 36.8 years (previous year: 37.1 years). As of the end of 2019, people of 52 different nationalities were employed in the core companies of ProSiebenSat.1 Group.

## LGBTIQ

In ProSiebenSat.1's view, an open-minded working climate with regard to sexual orientation and gender identity means that employees do not have to hide an important part of their personality. Applicants also see LGBTIQ engagement as an indicator of the openness of the corporate culture. More information can be found in the → [Sustainability Magazine, page 12](#).

Diversity is aided in particular by the best possible balance ratio of men and women in the workforce and in management positions. In 2019, 49.4% (previous year: 48.8%) of employees in the Group were women. The figure is slightly above the average proportion of women in German companies, which according to the latest figures from the Federal Statistical Office was 48.1%. In 2019, the proportion of female managers also increased from 32.5% to 34.8%. When filling management positions in the Group, know-how and personal aptitude are equally important for men and women. In addition, we have integrated "gender equality" into the ProSiebenSat.1 sustainability strategy as a United Nations Sustainable Development Goal (SDG) that is particularly relevant to us. The internal and external communication of this goal sends a clear signal to potential managers and to decision-makers at all management levels in the selection process.

### EMPLOYEES BY EMPLOYMENT CONTRACT AND GENDER (GRI 102-8)

Employees by Headcount (HDC) as of December 31, 2019

	Temporary		Permanent	
	2019	2018	2019	2018
Women	703	546	2,716	2,481
Men	566	465	2,965	2,747
<b>Total</b>	<b>1,269</b>	<b>1,011</b>	<b>5,681</b>	<b>5,228</b>

Not including international investments in the Content Production & Global Sales segment except Studio71.

## Diversity and equal opportunity

### – GRI 405-1 Diversity of governance bodies and employees

#### DIVERSITY OF GOVERNANCE BODIES

as of December 31, 2019 in Percent

	Executive Board		Supervisory Board	
	2019	2018	2019	2018
<b>Gender</b>				
Women	0	20	33	33
Men	100	80	67	67
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Age group</b>				
<30 years	0	0	0	0
30-50 years	33	80	33	33
>50 years	67	20	67	67
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

With Christine Scheffler's appointment to the Executive Board from March 2020, the proportion of women on the Executive Board as of the date the report was compiled was 33%.

#### DIVERSITY OF EMPLOYEES

Employees by Headcount (HDC) as of December 31, 2019 in Percent

		2019	2018
Top Management	Women	29	11
	Men	71	89
Senior Management	Women	17	17
	Men	83	83
Middle Management	Women	27	28
	Men	73	72
Team Lead	Women	36	34
	Men	64	66
Not management level	Women	54	53
	Men	46	47
Top Management	<30 years	0	0
	30-50 years	57	44
	>50 years	43	56
Senior Management	<30 years	0	0
	30-50 years	61	69
	>50 years	39	31
Middle Management	<30 years	0	0
	30-50 years	72	72
	>50 years	28	48
Team Lead	<30 years	3	4
	30-50 years	83	85
	>50 years	14	11
Not management level	<30 years	22	21
	30-50 years	66	68
	>50 years	12	12
Production	Women	44	44
	Men	56	56
Administration	Women	59	56
	Men	41	44
Sales	Women	54	53
	Men	46	47
Production	<30 years	19	18
	30-50 years	66	68
	>50 years	15	15
Administration	<30 years	17	16
	30-50 years	72	73
	>50 years	11	11
Sales	<30 years	17	18
	30-50 years	71	71
	>50 years	12	11

Core ProSiebenSat.1 Group companies (especially headquarters in Unterföhring).

## ANTI-DISCRIMINATION

### Management Approach Disclosures

- **GRI 103-1 Explanation of the material topic and its boundary**
- **GRI 103-2 The management approach and its components**
- **GRI 103-3 Evaluation of the management approach**

ProSiebenSat.1 Group does not tolerate discrimination on the basis of age, disability, ethnic background and nationality, sex and gender identity, religion and ideology, or sexual orientation and identity. The Group promotes a corporate culture that forbids any type of sexual violence or abuse of power. For years, we have taken up a clear position against such behavior with our Code of Conduct. All employees are encouraged to report discrimination or violations of other principles set out in the Code of Conduct to the Company's Compliance Officers, for example. In addition, we provide the workforce all over Germany with mandatory training on the General Act on Equal Treatment (AGG). Via the private media association VAUNET, we participate in the Themis advice center against sexual harassment and violence, which provides assistance for those affected in the film, television and theater industry.

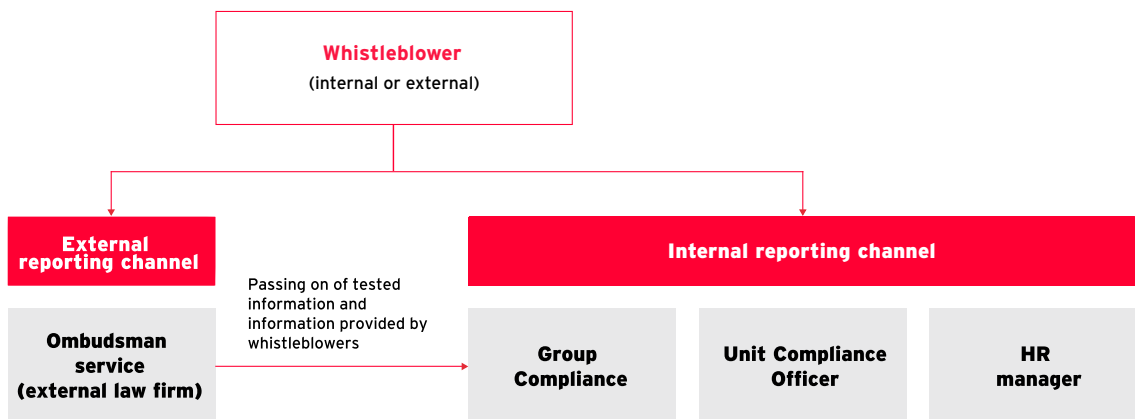
Moreover, based on a company agreement concluded in 2018, employees and third parties have the opportunity to report legal violations anonymously via an external Ombuds Office as part of the pre-existing reporting system with exclusively internal channels. The Ombuds Office accepts complaints and reports by telephone or e-mail, checks their plausibility and then forwards them to Group Compliance. In the event of reports of serious suspicions and after internal evaluation, the Chief Compliance Officer promptly informs the management.

### Non-Discrimination

- **GRI 406-1 Incidents of discrimination and corrective actions taken**

In 2019, a total of four cases (previous year: seven) were recorded in connection with sexual harassment and other discrimination. All procedures were concluded in the reporting period.

## PROSIEBENSAT.1 GROUP'S WHISTLEBLOWER SYSTEM



# PRODUCT RESPONSIBILITY

## Management Approach Disclosures

- **GRI 103-1 Explanation of the material topic and its boundary**
- **GRI 103-2 The management approach and its components**
- **GRI 103-3 Evaluation of the management approach**

We see product governance, with its central components of data protection and media law, not only as a legal requirement but also as an important competitive factor with a lasting impact on trust in ProSiebenSat.1 Group's products, offerings and brands and thus also on the economic success of the Group. Data protection and media law provisions are covered by the compliance management system (CMS).

**i For information on compliance training, please refer to the Anti-Corruption and Antitrust Law section.**

ProSiebenSat.1 Group has implemented processes and measures to protect personal data against misuse. The aim is to ensure compliance with data protection on the basis of a risk-oriented data protection management system and to protect personal and other sensitive data from loss, destruction, unauthorized access, or unauthorized use, processing, or disclosure.

## INFORMATION SECURITY

The sufficient security of business processes, IT, infrastructure and critical information is a strategic factor for the competitiveness and continued existence of ProSiebenSat.1. The strategic goals of data protection and information security comprise maximizing business continuity and minimizing business losses, complying with laws and regulatory requirements (compliance), preventing and minimizing the effects of security breaches, taking precautions for the authorized use of systems and information, and avoiding damage and unauthorized processing. The Information Security Policy defines our fundamental guidelines for the use of ProSiebenSat.1 Group information. Fulfilling legal requirements and regulations as well as complying with internal security rules are essential for ProSiebenSat.1 Group. Data protection and safeguarding the Company's assets in the form of information are two of the most important factors for ProSiebenSat.1 Group's compliance objectives.

The media law provisions of the CMS particularly deal with journalistic independence, the principles of the separation of advertising and programming, the requirements for product placement and protection of young people, and the prevention of surreptitious advertising and broadcasting of legally prohibited advertising. A number of individual topics also form part of the Code of Conduct.

- ProSiebenSat.1 Group is committed to differentiating between editorial reporting and broadcasts for advertising purposes. At relevant compliance events, the individuals responsible, such as TV editors, receive training on bans and the consequences of violations. In justified individual cases in which the use of surreptitious advertising is suspected, an ad hoc supervisory committee may take action. The Group is also committed to following the provisions of the German Interstate Broadcasting Agreement and the "Common Guidelines of the State Media Authorities for advertising, for ensuring separation of advertising and programming, and for sponsorship on television and radio." In particular, every employee must make sure that the ban on influencing programming, the ban on surreptitious advert-

## DATA PROTECTION PROCESSES AT PROSIEBENSAT.1 GROUP

<b>Data protection compliance</b>	Performance of an initial risk analysis including a compliance check in the context of introducing/ changing automated procedures for processing personal data in order to meet the requirements of data protection law (Articles 5, 6 GDPR).
<b>Commissioned processing</b>	Process for legally compliant preparation of agreements under data protection law in order to meet the requirements of Articles 26, 28 GDPR.
<b>Information to public authorities</b>	Process for legally compliant disclosure of personal data to public authorities.
<b>Information to be provided and rights of the data subject</b>	Legally compliant information and processing of data subjects' requests for the fulfillment of articles: <ul style="list-style-type: none"> <li>– Transparent information (Articles 12 et seq. GDPR)</li> <li>– Rights of access (Article 15 GDPR)</li> <li>– Right to rectification and erasure (Article 16 GDPR)</li> <li>– Right to erasure (Article 17 GDPR)</li> <li>– Data portability (Article 20 GDPR)</li> <li>– Rights to object (Article 21 GDPR)</li> </ul>
<b>Data breach notification</b>	Process for legally compliant reporting of data breaches (= third parties unlawfully obtaining personal data) in accordance with Articles 33, 34 GDPR.

ising and the labeling obligations are complied with. In addition, the content and scheduling of a sponsored broadcast may not be influenced by the sponsor such that the responsibility and editorial independence of the broadcaster is impaired.

## ADVERTISING GUIDELINES

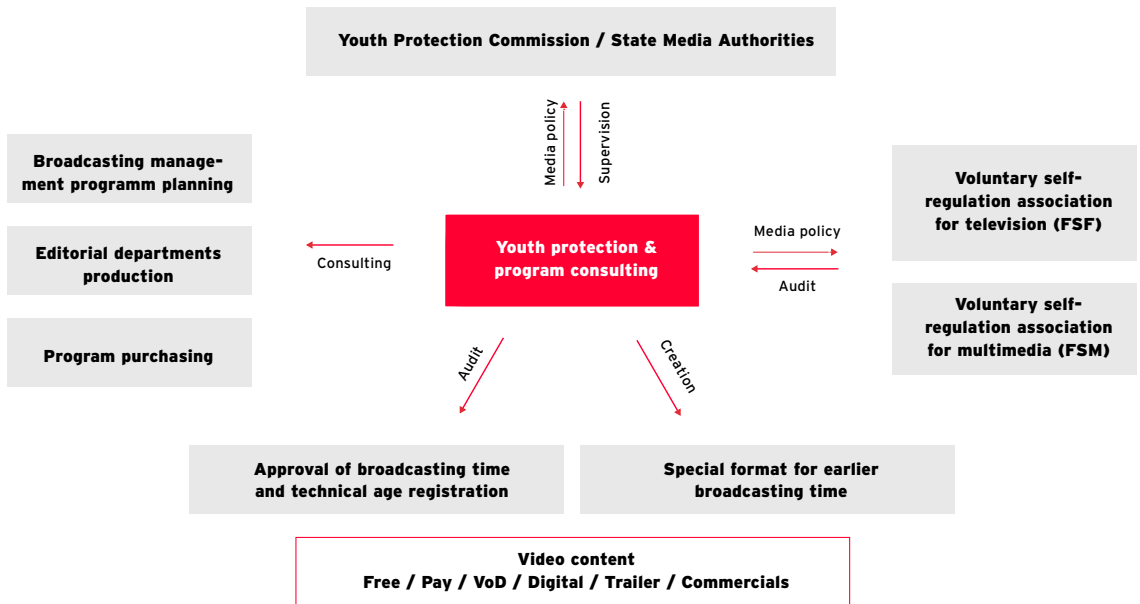
The ProSiebenSat.1 advertising guidelines on the separation of advertising and programming also contain specific explanations of placement bans for certain products and services. They provide employees with binding guidelines as part of their employment contract. For the German stations, the guidelines serve the preservation of journalistic credibility and safeguard the independence of the content from third-party influences as the top-level programming guidelines. For the TV stations in Austria and Switzerland, the respective national laws apply.

- To ensure journalistic independence and comply with fundamental media regulations, the Group formulated guidelines which are binding for all of the Company's program makers in Germany. The "Guidelines for Ensuring Journalistic Independence" specify the understanding of the journalistic principles set forth in the Press Code of the German Press Council. In accordance with internal guidelines, journalists and editors working for ProSiebenSat.1 Group must follow the International Federation of Journalists' "Principles on the Conduct of Journalists". According to these principles, they are essentially free to report as they see fit independently of social, economic or political interest groups. As a media company, political independence is of the utmost importance to us. Cash and non-cash donations to political parties are therefore not permitted unless the donation is approved by the Executive Board of ProSiebenSat.1 Media SE in advance. Generally, the guidelines stipulate that editorial content must not be influenced by private or commercial interests of third parties or by personal or economic interests of employees. → [Public Value Highlights, page 12](#), → [Media-Specific Disclosures, page 63](#)

- Youth protection officers at ProSiebenSat.1 Group are tasked with making sure that all TV and online content for which the Group is responsible is offered in an age-appropriate way. The aim is to make it difficult for children and young people to access content that is inappropriate for their age group. The German Interstate Treaty on Youth Protection in the Media defines clear guidelines in this respect. The Group's Youth Protection Officers work independently of the management and are responsible for ensuring that content that is inappropriate for children and young people is broadcast only at the legally prescribed broadcasting times. At the same time, they are expected to use technical means (e.g. PIN procedures) to ensure the protection of young people from the dissemination of content on the Group's websites that could potentially harm their development. To this end, the youth protection officers are involved in the production and purchasing of programs at an early stage. They assess scripts in advance, support productions, and prepare expert reports. Within the Company they perform an advisory role, while externally they are available to viewers and users as contact persons for complaints, for example. Independently from the work of the youth protection officers, TV and online editors receive regular training on youth protection regulations. As well as providing employee training and internal guidelines, we support the protection of young people via various organizations, such as the Voluntary Self-Regulation of Television Association (Freiwillige Selbstkontrolle Fernsehen, FSF) and the Voluntary Self-Monitoring of Multimedia Service Providers Association (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter, FSM).



## YOUTH PROTECTION PROCESSES AT PROSIEBENSAT.1 GROUP



### Public Policy

#### – GRI 415-1 Political contributions

In 2019, as in the previous year, ProSiebenSat.1 Group did not make any monetary donations or donations in kind to political parties.

### Customer Health and Safety

#### – GRI 416-2 Incidents of non-compliance concerning the health and safety impacts of products and services

For 2019, we recorded a total of eleven violations (previous year: 17) of program principles and journalistic due diligence as well as provisions for the protection of minors and personal rights. No fines or financial penalties were imposed in the reporting period.

**iProSiebenSat.1 reports on publicly confirmed incidents of non-compliance concerning media law. No further information (e.g. compensation payments or warnings) is provided.**

### Marketing and Labeling

#### – GRI 417-2 Incidents of non-compliance concerning product and service information and labeling – GRI 417-3 Incidents of non-compliance concerning marketing communications

In 2019, we identified five incidents (previous year: 0) of non-compliance with regulations or voluntary codes concerning information on the labeling of products and services. No fines or financial penalties were imposed in the reporting period.

**iProSiebenSat.1 reports on publicly confirmed incidents of non-compliance with regulations or voluntary codes concerning information on the labeling of products and services. No further information (e.g. compensation payments or warnings) is provided.**

In this respect, we identified a total of 21 incidents (previous year: 27) of integrity, GTC and advertising violations with regard to the advertising of our own products in 2019. No fines or financial penalties were imposed in the reporting period.

**iIn this section, we report on publicly confirmed incidents of non-compliance with statutory regulations, but do not provide any disclosures regarding incidents of non-compliance with voluntary codes.**

## Customer Privacy

### – GRI 418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data

In 2019, there were eight cases (previous year: seven) of substantiated complaints regarding the violation of customers' privacy at companies of ProSiebenSat.1 Group in Germany. Furthermore, there were twelve cases (previous year: seven) of data leaks, data theft, or data loss that had to be reported in accordance with the General Data Protection Regulation (GDPR). No fines or financial penalties were imposed in the reporting period as a result of data protection violations.

**i Due to the small number of incidents, we are not reporting by complainant.**

## Socioeconomic Compliance

### – GRI 419-1 Non-compliance with laws and regulations in the social and economic area

In 2019, ProSiebenSat.1 identified a total of eleven violations (previous year: five) with compensation payments of approximately EUR 5,000 for non-compliance with laws and regulations relating to the provision and use of products and services. No fines or financial penalties were imposed in the reporting period.

**i With regard to socioeconomic compliance, we report on financial penalties but do not provide disclosures on non-financial penalties.**

# MEDIA-SPECIFIC DISCLOSURES

- GRI 103-1 Explanation of the material topic and its boundary
- GRI 103-2 The management approach and its components
- GRI 103-3 Evaluation of the management approach

ProSiebenSat.1 Group can reach around 45 million TV households with its stations in its TV markets in the GSA region (Germany, Austria and Switzerland). In Germany, the Group increased its combined audience share among 14- to 49-year-olds by 0.4 percentage points to 28.2% in 2019 (previous year: 27.8%). The Austrian broadcasting group ProSiebenSat.1 PULS 4 achieved a combined audience share of 28.4% among viewers aged between 12 and 49 years (previous year: 28.6%). In Switzerland, the ProSiebenSat.1 station's audience share among 15- to 49-year-olds in the full-year was on a par with the previous year at 17.7%. At the end of 2019, the digital offerings managed by SevenOne Media GmbH, ProSiebenSat.1 Group's marketer, also had a monthly reach of around 36 million unique users (aged 16 and above) after around 34 million in the previous year. In addition, ProSiebenSat.1 Group's global digital studio Studio71 generated an average of 9.9 billion video views a month with its web channels in 2019 (previous year: 9.2 billion).

We want to offer viewers and users entertainment on all screens with the right offers at the right time, no matter where. Moreover, the content distributed by the TV stations and digital platforms also contributes to pluralism and the diversity of information and helps to shape the opinions of viewers and users. This is a great privilege but also a special responsibility for ProSiebenSat.1 Group. As a media group, our reach gives us significant social and journalistic responsibility. Considering this, we aim to continue our socio-political engagement in the future and further increase the amount of informational and public value formats. We will try to focus on issues that are particularly relevant to young people. In all our activities, we are committed to a free and democratic order, which is based in particular on the fundamental right to freedom of opinion, and observe the principles of editorial freedom and journalistic independence.

Following the initiative for the German federal election in 2018, ProSiebenSat.1 launched "Go vote!" in May 2019, a campaign encouraging participation in the European Parliament election. Featuring famous faces from its stations as well as influencers, the call to action prompted notably the younger generation to exercise their right to vote. The campaign centered on "Go vote!"

commercials on the group's entertainment platforms and was flanked by extensive reporting in magazines, news and information formats in the run-up to the election. In addition, ProSiebenSat.1 Group wants to use its theme-based films to raise awareness of societal problems and provoke thought. To this end, ProSiebenSat.1 uses its expertise as an entertainment group in order to present difficult topics such as organ donation or stalking in an emotive manner and to make them accessible to a wide audience. Theme-based films such as "Die Ungehorsame" ("The Disobedient"), "Zwei Leben. Eine Hoffnung" ("Two Lives. A hope") and "Nackt. Das Netz vergisst nie" ("Naked. The Net never forgets") have met with a great audience response in the past and stimulated discussion. In 2019, SAT.1 cooperated with the police's crime prevention units to raise awareness about spiked drinks, stalking and intervening when others are threatened. The thrillers "Lautlose Tropfen" ("Silent Drops"), "Dein Leben gehört mir" ("Your Life belongs to me") and "Ein ganz normaler Tag" ("A perfectly normal Day") told the dramatic stories of three women, representing victims whose stories often remain unheard.

[→ Public Value Highlights, page 12](#), [→ Projects](#)

## DISSEMINATION OF INFORMATION

### – M4

ProSiebenSat.1 is committed to barrier-free access to its services. For this reason, we offer subtitled programming areas and audio description for deaf and hard of hearing people on our channels, among others, in order to improve the dissemination of information. Already in 2000, ProSieben introduced the first regular subtitle service for the deaf on private television. Accessible content is broadcast on nearly all of the Group's stations, and the amount is increasing all the time. In addition, the first shows with live audio description were offered in 2019.

Moreover, the German Interstate Broadcasting Agreement of broadcasters of nationwide programs promotes the expansion of accessible offerings within the limits of technical and financial possibility. Individual states and the German government have published action plans to implement the UN Convention on the Rights of Persons

with Disabilities, which also aim to include more accessible formats on television. The state media authorities regularly monitor the expansion. According to their seventh monitoring, looking at the period from September 15 to December 15, 2019, the number of subtitled shows on ProSiebenSat.1 stations rose by 11% from 3,105 to 3,458. The broadcast time increased by 14%. On average, ProSiebenSat.1 broadcast around 22% of the shows with special subtitles for the hearing impaired, an increase of four percentage points.

ProSiebenSat.1 also cooperates with Arbeitsgemeinschaft Behinderung und Medien e.V. (abm), which is responsible for extensive TV programming broadcast throughout Germany for the circumstances, concerns and interests of people with disabilities. The Group has supported the initiative since 2000 with the magazine show "CHALLENGE," which is broadcasted on kabel eins and SAT.1 Gold on the first Saturday of every month. In a thirty-minute report, our fellow citizens with disabilities are encouraged to participate actively in social life according to their own requirements. In addition, "CHALLENGE" informs non-disabled people about life with a disability, dismantles prejudices and promotes inclusive thinking. → [Pictures in Your Mind \(Sustainability Magazine\), page 26](#), → [Projects](#)

## VIEWER INTERACTION

### — M6


TV viewers and users of our digital entertainment platforms are among the most important stakeholders. Direct interaction with them is therefore of great importance for ProSiebenSat.1. With individual research, close cooperation with the respective editorial teams and press representatives, the Audience Relations / Social Media department wants to guarantee optimum customer service and viewer retention. Its tasks also include community management for the Facebook pages of the stations and shows. In 2019, the department processed around 80,000 inquiries (previous year: around 68,000). Viewers' feedback reveals moods, trends and opinions. In contrast to ratings, viewer contact allows qualitative aspects of broadcast program content to be evaluated directly and immediately.

→ [Stakeholder Engagement, page 42](#)

## MEDIA LITERACY

### — M7

ProSiebenSat.1 is also committed to the promotion of media competence in its target groups, especially in the digital field. An example is the project #FemaleEmpowerment by Studio71. The digital studio of ProSiebenSat.1 initiated the international funding program #FemaleEmpowerment in 2020, and will support ten selected female artists in building and growing their own channels by the end of the year. The backdrop is the digital gender gap: In Germany, girls and women are still outnumbered on YouTube, both in absolute numbers and in terms of view numbers, as a recent study by the Malisa Foundation shows. In April, the program of Studio71 started with a Digital Kickoff Week, in which the participants were given a comprehensive insight into the market, success criteria were established and first analyses of the YouTube channels were carried out. In addition, measures to increase reach were discussed such as channel maintenance to successful cross-promotional measures. This is followed by the supervision period, during which the quantitative and qualitative development of the participants' channels is ensured at individual level by female mentors.



**FURTHER  
INFOR  
MATION**

# REPORT PROFILE

- **GRI 102-46 Defining report content and topic boundaries**
- **GRI 102-50 Reporting period**
- **GRI 102-51 Date of most recent report**
- **GRI 102-52 Reporting cycle**
- **GRI 102-54 Claims of reporting in accordance with the GRI Standards**
- **GRI 102-56 External assurance**

The ProSiebenSat.1 2019 Sustainability Report summarizes the key environmental, societal and social developments. In combination with the Annual Report 2019, it provides a comprehensive description of ProSiebenSat.1 Group's performance on the basis of financial and non-financial information. The Sustainability Report essentially consists of the Sustainability Magazine and GRI Report and has been prepared in accordance with the GRI Standards: core option. In addition, the Sustainability 2019 Report serves as the Communication on Progress (COP), which all companies participating in the UN Global Compact are obliged to publish annually.

When defining the report content, we observed the principles of "stakeholder inclusiveness," "sustainability context", "materiality", and "completeness". The sections "Our Responsibility" and "GRI Report" of the Sustainability Report were subjected to an independent audit with limited assurance by EY (Ernst & Young) Wirtschaftsprüfungsgesellschaft. Such audits are based on the relevant ISAE 3000 (Revised) standard.

The Sustainability Report covers ProSiebenSat.1 Group's scope of consolidation as of the end of financial year 2019 and was published on June 25, 2020. The reporting period covers financial year 2019 and, to remain up to date, some events from the first half of 2020. In most cases, the reference date for the key figures is December 31, 2019. The financial data was taken unchanged from the 2019 Annual Report published on March 5, 2020. The Sustainability Report also refers in particular to non-financial information already disclosed in the Combined Separate Non-Financial Report in accordance with sections 315b, 315c and sections 289b to 289c of the German Commercial Code (HGB). The editorial deadline for the activities described in the report was June 15, 2020. The report is prepared annually. The previous ProSiebenSat.1 Sustainability Report was published on June 27, 2019.

## REPORTING SCOPE AND DATA AVAILABILITY

The organizational reporting scope for the disclosures contained in the Sustainability Report in relation to concepts and key figures for our sustainability performance essentially includes all Group companies and corresponds to the scope of consolidation of ProSiebenSat.1 Group, which is managed centrally by ProSiebenSat.1 Media SE. The scope of consolidation is defined in accordance to the control concept of IFRS 10. Exceptions and restrictions with regard to the scope of reporting for the individual topics and data collection for key figures are described below or are indicated accordingly in the information on the individual topics.

- In particular, parts of the international business in the Content Production & Global Sales segment, with the exception of Studio71, are not included in the examination of the concepts or the data collection for the key non-financial figures relating to employees. Thus, the talent & management development and talent acquisition corporate functions are not implemented in this form at some individual investments due to the relatively small number of employees. Due to contract manufacturing, the number of employees in the production sector is characterized by high volatility.
- The information on ProSiebenSat.1 Group's social responsibility, which particularly relates to the activities in the strategic action areas of society and diversity and in this report is mainly provided with the media-specific disclosures in the Sustainability Magazine and in the GRI Report, primarily relates to the Group's business activities in German TV programming (Entertainment segment).
- With the compliance management system (CMS), ProSiebenSat.1 Group covers significant legal areas relevant for non-financial reporting (anti-corruption, antitrust law, data protection, and media law) throughout the Group. The media law concepts relate only to selected Group companies due to different legal regulations in foreign countries and a lack of



relevance to many companies, for example in the production sector. These primarily include ProSiebenSat.1 Media SE as the holding company and the companies in the Entertainment segment. For reported key figures in connection with product governance and compliance, acquired companies are included in data collection no later than in the reporting period in which they have been consolidated in

- financial reporting for a full financial year.
- This carbon footprint does not include the energy consumption and resulting CO<sub>2</sub> emissions of our production studios and computer centers outside the sites in Unterföhring and Berlin due to a lack of data. Further information on the reporting of greenhouse gas emissions can be found in the “Accompanying Notes on the Carbon Footprint”.

# GRI CONTENT INDEX

This report has been prepared in accordance with the GRI Standards: Core option. All of the standards applied refer to the version published by the GRI in 2016. The links to the Annual Report 2019 always relate to the start of the section that includes information on the relevant standard disclosures. Indicators that apply to the media section in accordance with the GRI are abbreviated as M. At the same time, the Content Index provides information on how we contribute to the UN Sustainable Development Goals (SDGs). SDGs that we consider particularly relevant in the context of our sustainability management are bold.

## UNIVERSAL STANDARDS

### ORGANIZATIONAL PROFILE

Universal Standards	Link	Comment	SDG
GRI 102-1	Name of the organization	<a href="#">→ Organizational Profile, page 39</a>	
GRI 102-2	Activities, brands, products, and services	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Annual Report 2019</a>	
GRI 102-3	Location of headquarters	<a href="#">→ Organizational Profile, page 39</a>	
GRI 102-4	Location of operations	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Annual Report 2019</a>	
GRI 102-5	Ownership and legal form	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>	
GRI 102-6	Markets served	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Annual Report 2019</a>	The ProSiebenSat.1 Group does not publish any further information on revenues by market beyond the breakdown by segments and regions.
GRI 102-7	Scale of the organization	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>	
GRI 102-8	Information on employees and other workers	<a href="#">→ Organizational Profile, page 39</a> <a href="#">→ Employees, page 52</a> <a href="#">→ Diversity, page 56</a>	<b>8, 9</b> The ProSiebenSat.1 Group uses its contractual partners' employees or staff bound by instructions only to a very minor extent in comparison to its overall workforce
GRI 102-9	Supply chain	<a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>	
GRI 102-10	Significant changes to the organization and its supply chain	<a href="#">→ Annual Report 2019</a>	
GRI 102-11	Precautionary Principle or approach	<a href="#">→ Environmental, page 48</a>	
GRI 102-12	External initiatives	<a href="#">→ Strategy and Goals, page 6</a> <a href="#">→ Governance, page 42</a> <a href="#">→ Stakeholder Engagement, page 42</a> <a href="#">→ Diversity, page 56</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Projects</a>	
GRI 102-13	Membership of associations	<a href="#">→ Stakeholder Engagement, page 42</a>	

### STRATEGY

Universal Standards	Link	Comment	SDG
GRI 102-14	Statement from senior decision-maker	<a href="#">→ Foreword, page 5</a> <a href="#">→ Strategy and Goals, page 6</a> <a href="#">→ Strategy, page 41</a>	

## ETHICS AND INTEGRITY

Universal Standards		Link	Comment	SDG
GRI 102-16	Values, principles, standards, and norms of behavior	<a href="#">→ Organization and Management, page 8</a> <a href="#">→ Ethics and Integrity, page 41</a> <a href="#">→ Governance, page 42</a> <a href="#">→ Anti-Discrimination, page 58</a> <a href="#">→ Product Responsibility, page 59</a>		16

## GOVERNANCE

Universal Standards		Link	Comment	SDG
GRI 102-18	Governance structure	<a href="#">→ Organization and Management, page 8</a> <a href="#">→ Governance, page 42</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>		

## STAKEHOLDER ENGAGEMENT

Universal Standards		Link	Comment	SDG
GRI 102-40	List of stakeholder groups	<a href="#">→ Stakeholder Engagement, page 42</a>		
GRI 102-41	Collective bargaining agreements		For all decisions that affect our employees, we work closely with the legal representation of the employees. Since 2015, there has also been a European Employee Board (EEB) at ProSiebenSat.1. The corresponding indicator is not yet reported at present.	8
GRI 102-42	Identifying and selecting stakeholders	<a href="#">→ Stakeholder Engagement, page 42</a>		
GRI 102-43	Approach to stakeholder engagement	<a href="#">→ Stakeholder Engagement, page 42</a>		
GRI 102-44	Key topics and concerns raised	<a href="#">→ Stakeholder Engagement, page 42</a>		

## REPORTING PRACTICE

Universal Standards		Link	Comment	SDG
GRI 102-45	Entities included in the consolidated financial statements	<a href="#">→ Annual Report 2019</a>	Detailed information on the assessment of greenhouse gas emissions can be found in the <a href="#">→ "Explanatory Notes on ProSiebenSat.1 Group's Carbon Footprint"</a>	
GRI 102-46	Defining report content and topic boundaries	<a href="#">→ Reporting Practice, page 44</a> <a href="#">→ Report Profile, page 66</a>		
GRI 102-47	List of material topics	<a href="#">→ Reporting Practice, page 44</a> <a href="#">→ GRI Report, page 39</a>		
GRI 102-48	Restatement of informations		The report does not include any material restatements in comparison to the previous year.	
GRI 102-49	Changes in reporting		There were no material changes in reporting in comparison to the previous year.	
GRI 102-50	Reporting period	<a href="#">→ Report Profile, page 66</a>		
GRI 102-51	Date of most recent report	<a href="#">→ Report Profile, page 66</a>		
GRI 102-52	Reporting cycle	<a href="#">→ Report Profile, page 66</a>		

Universal Standards	Link	Comment	SDG
<b>GRI 102-53</b>	Contact point for questions regarding the report	<a href="#">→ Contact - Corporate Communications</a> <a href="#">→ Impressum, page 78</a>	
<b>GRI 102-54</b>	Claims of reporting in accordance with the GRI Standards	<a href="#">→ Report Profile, page 66</a> <a href="#">→ GRI Content Index, page 68</a>	
<b>GRI 102-55</b>	GRI content index	<a href="#">→ GRI Content Index, page 68</a>	
<b>GRI 102-56</b>	External assurance	<a href="#">→ Report Profile, page 66</a> <a href="#">→ Assurance, page 76</a>	

## TOPIC-SPECIFIC STANDARDS

### ECONOMIC - ECONOMIC PERFORMANCE

Topic-specific Standards	Link	Comment	SDG
GRI 201-1	Direct economic value generated and distributed	→ <a href="#">Economic Performance, page 46</a> → <a href="#">Annual Report 2019</a>	8, 9
GRI 201-2	Financial implications and other risks and opportunities due to climate change	→ <a href="#">Economic Performance, page 46</a> → <a href="#">Annual Report 2019</a>	13

### ECONOMIC - ANTI-CORRUPTION AND ANTITRUST LAW

Topic-specific Standards	Link	Comment	SDG
<b>Management approach disclosures</b>			
GRI 103-1	Explanation of the material topic and its boundary	→ <a href="#">Organization and Management, page 8</a> → <a href="#">Governance, page 42</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Anti-Discrimination, page 58</a> → <a href="#">Annual Report 2019</a>	
GRI 103-2	Management approach and its components	→ <a href="#">Organization and Management, page 8</a> → <a href="#">Governance, page 42</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Anti-Discrimination, page 58</a> → <a href="#">Annual Report 2019</a>	
GRI 103-3	Evaluation of the management approach	→ <a href="#">Organization and Management, page 8</a> → <a href="#">Governance, page 42</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Anti-Discrimination, page 58</a> → <a href="#">Annual Report 2019</a>	
<b>Anti-corruption</b>			
GRI 205-1	Operations assessed for risks related to corruption	→ <a href="#">Anti-Corruption and Antitrust Law, page 46</a>	16
GRI 205-2	Communication and training about anti-corruption policies and procedures	→ <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Product Responsibility, page 59</a>	16
GRI 205-3	Confirmed incidents of corruption and actions taken	→ <a href="#">Anti-Corruption and Antitrust Law, page 46</a>	16
<b>Anti-competitive behavior</b>			
GRI 206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	→ <a href="#">Anti-Corruption and Antitrust Law, page 46</a>	16

### ENVIRONMENTAL

Topic-specific Standards	Link	Comment	SDG
<b>Management approach disclosures</b>			
GRI 103-1	Explanation of the material topic and its boundary	→ <a href="#">Strategy and Goals, page 6</a> → <a href="#">Sustainability Magazine, page 32</a> → <a href="#">Environmental, page 48</a> → <a href="#">Projects</a>	

Topic-specific Standards		Link	Comment	SDG
<b>GRI 103-2</b>	Management approach and its components	→ <a href="#">Strategy and Goals, page 6</a> → <a href="#">Sustainability Magazine, page 32</a> → <a href="#">Environmental, page 48</a> → <a href="#">Projects</a>		
<b>GRI 103-3</b>	Evaluation of the management approach	→ <a href="#">Strategy and Goals, page 6</a> → <a href="#">Sustainability Magazine, page 32</a> → <a href="#">Environmental, page 48</a> → <a href="#">Projects</a>		
<b>Energy</b>				
<b>GRI 302-1</b>	Energy consumption within the organization	→ <a href="#">Environmental, page 48</a>		7, 8, 12, <b>13</b>
<b>GRI 302-2</b>	Energy consumption outside of the organization	→ <a href="#">Environmental, page 48</a>		7, 8, 12, <b>13</b>
<b>GRI 302-3</b>	Energy intensity	→ <a href="#">Environmental, page 48</a>		7, 8, 12, <b>13</b>
<b>Emissions</b>				
<b>GRI 305-1</b>	Direct (Scope 1) GHG emissions	→ <a href="#">Environmental, page 48</a>	Detailed information on the assessment of greenhouse gas emissions can be found in the → <a href="#">"Explanatory Notes on ProSiebenSat.1 Group's Carbon Footprint"</a>	3, 12, <b>13</b> , 14, 15
<b>GRI 305-2</b>	Energy indirect (Scope 2) GHG emissions	→ <a href="#">Environmental, page 48</a>	Detailed information on the assessment of greenhouse gas emissions can be found in the → <a href="#">"Explanatory Notes on ProSiebenSat.1 Group's Carbon Footprint"</a>	3, 12, <b>13</b> , 14, 15
<b>GRI 305-3</b>	Other indirect (Scope 3) GHG emissions	→ <a href="#">Environmental, page 48</a>	Detailed information on the assessment of greenhouse gas emissions can be found in the → <a href="#">"Explanatory Notes on ProSiebenSat.1 Group's Carbon Footprint"</a>	3, 12, <b>13</b> , 14, 15
<b>GRI 305-4</b>	GHG emissions intensity	→ <a href="#">Environmental, page 48</a>	Detailed information on the assessment of greenhouse gas emissions can be found in the → <a href="#">"Explanatory Notes on ProSiebenSat.1 Group's Carbon Footprint"</a>	<b>13</b> , 14, 15
<b>Waste</b>				
<b>GRI 306-2</b>	Waste by type and disposal method	→ <a href="#">Environmental, page 48</a>		3, 6, 12, 15
<b>Environmental Compliance</b>				
<b>GRI 307-1</b>	Non-compliance with environmental laws and regulations	→ <a href="#">Environmental, page 48</a>		<b>16</b>

## SOCIAL - EMPLOYEES

Topic-specific Standards		Link	Comment	SDG
<b>Management approach disclosures</b>				
<b>GRI 103-1</b>	Explanation of the material topic and its boundary	→ <a href="#">Employees, page 52</a> → <a href="#">Diversity, page 56</a> → <a href="#">Annual Report 2019</a> → <a href="#">Annual Report 2019</a>		
<b>GRI 103-2</b>	Management approach and its components	→ <a href="#">Employees, page 52</a> → <a href="#">Diversity, page 56</a> → <a href="#">Annual Report 2019</a> → <a href="#">Annual Report 2019</a>		



Topic-specific Standards		Link	Comment	SDG
<b>GRI 103-3</b>	Evaluation of the management approach	<a href="#">→ Employees, page 52</a> <a href="#">→ Diversity, page 56</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>		
<b>Employment</b>				
<b>GRI 401-1</b>	New employee hires and employee turnover	<a href="#">→ Employees, page 52</a>		<b>5, 8, 10</b>
<b>Labor/management relations</b>				
<b>GRI 402-1</b>	Minimum notice periods regarding operational changes		Essentially, all companies at the Unterföhring location, the PULS 4 station in Vienna, ATV Privat TV GmbH & Co. KG in Vienna, the sales offices of SevenOne Media and SevenOne AdFactory, the Freiburg site of SilverTours GmbH and Sat.1 Norddeutschland are represented by an employee representative body. In addition, the European Employee Board (EEB) represents the Group's employees at European level. Since February 7, 2019, the Unterföhring joint operation has also had a representative body for severely disabled persons. The deadline for notification of operational changes is usually one month.	<b>8</b>
<b>Occupational Health and Safety</b>				
<b>GRI 403-3</b>	Workers with high incidence or high risk of diseases related to their occupation	<a href="#">→ Employees, page 52</a>		<b>8</b>
<b>Training and education</b>				
<b>GRI 404-1</b>	Average hours of training per year per employee	<a href="#">→ Employees, page 52</a>		<b>4, 5, 8, 10</b>

## SOCIAL - DIVERSITY

Topic-specific Standards		Link	Comment	SDG
<b>Management approach disclosures</b>				
<b>GRI 103-1</b>	Explanation of the material topic and its boundary	<a href="#">→ Sustainability Magazine, page 18</a> <a href="#">→ Diversity, page 56</a> <a href="#">→ Annual Report 2019</a>		
<b>GRI 103-2</b>	Management approach and its components	<a href="#">→ Sustainability Magazine, page 18</a> <a href="#">→ Diversity, page 56</a> <a href="#">→ Annual Report 2019</a>		
<b>GRI 103-3</b>	Evaluation of the management approach	<a href="#">→ Sustainability Magazine, page 18</a> <a href="#">→ Diversity, page 56</a> <a href="#">→ Annual Report 2019</a>		
<b>Diversity and equal opportunity</b>				
<b>GRI 405-1</b>	Diversity of governance bodies and employees	<a href="#">→ Diversity, page 56</a>		<b>5, 8, 10</b>

## SOCIAL - ANTI-DISCRIMINATION

Topic-specific Standards		Link	Comment	SDG
<b>Management approach disclosures</b>				
<b>GRI 103-1</b>	Explanation of the material topic and its boundary	<a href="#">→ Anti-Discrimination, page 58</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>		
<b>GRI 103-2</b>	Management approach and its components	<a href="#">→ Anti-Discrimination, page 58</a> <a href="#">→ Annual Report 2019</a> <a href="#">→ Annual Report 2019</a>		

Topic-specific Standards		Link	Comment	SDG
GRI 103-3	Evaluation of the management approach	→ <a href="#">Anti-Discrimination, page 58</a> → <a href="#">Annual Report 2019</a> → <a href="#">Annual Report 2019</a>		
<b>Non-discrimination</b>				
GRI 406-1	Incidents of discrimination and corrective actions taken	→ <a href="#">Anti-Discrimination, page 58</a>		5, 8, 10

## SOCIAL - PRODUCT RESPONSIBILITY

Topic-specific Standards		Link	Comment	SDG
<b>Management approach disclosures</b>				
GRI 103-1	Explanation of the material topic and its boundary	→ <a href="#">Ethics and Integrity, page 41</a> → <a href="#">Governance, page 42</a> → <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Product Responsibility, page 59</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Annual Report 2019</a>		
GRI 103-2	Management approach and its components	→ <a href="#">Ethics and Integrity, page 41</a> → <a href="#">Governance, page 42</a> → <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Product Responsibility, page 59</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Annual Report 2019</a>		
GRI 103-3	Evaluation of the management approach	→ <a href="#">Ethics and Integrity, page 41</a> → <a href="#">Governance, page 42</a> → <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Anti-Corruption and Antitrust Law, page 46</a> → <a href="#">Product Responsibility, page 59</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Annual Report 2019</a>		
<b>Public policy</b>				
GRI 415-1	Political contributions	→ <a href="#">Product Responsibility, page 59</a>		16
<b>Customer Health and Safety</b>				
GRI 416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	→ <a href="#">Product Responsibility, page 59</a>		16
<b>Marketing and Labeling</b>				
GRI 417-2	Incidents of non-compliance concerning product and service information and labeling	→ <a href="#">Product Responsibility, page 59</a>		16
GRI 417-3	Incidents of non-compliance concerning marketing communications	→ <a href="#">Product Responsibility, page 59</a>		16
<b>Customer privacy</b>				
GRI 418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	→ <a href="#">Product Responsibility, page 59</a>		16
<b>Socioeconomic compliance</b>				

Topic-specific Standards		Link	Comment	SDG
<b>GRI 419-1</b>	Non-compliance with laws and regulations in the social and economic area		→ <a href="#">Product Responsibility, page 59</a>	16

## OTHER ASPECTS

Media-specific Standards		Link	Comment	SDG
<b>Management approach disclosures</b>				
<b>GRI 103-1</b>	Explanation of the material topic and its boundary		→ <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Projects</a>	
<b>GRI 103-2</b>	Management approach and its components		→ <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Projects</a>	
<b>GRI 103-3</b>	Evaluation of the management approach		→ <a href="#">Sustainability Magazine, page 12</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Projects</a>	
<b>Indicators</b>				
<b>M4</b>	Content dissemination		→ <a href="#">Sustainability Magazine, page 26</a> → <a href="#">Media-specific Disclosures, page 63</a> → <a href="#">Projects</a>	
<b>M6</b>	Audience interaction		→ <a href="#">Stakeholder Engagement, page 42</a> → <a href="#">Media-specific Disclosures, page 63</a>	
<b>M7</b>	Media literacy		→ <a href="#">Media-specific Disclosures, page 63</a>	

# ASSURANCE

## Independent auditor's limited assurance report

The assurance engagement performed by Ernst & Young (EY) relates exclusively to the German PDF-version of the sections "Our Responsibility" and "GRI Report" in the Sustainability Report 2019 of ProSiebenSat.1 Media SE. The following text is a translation of the original German Independent Assurance Report.

## TO PROSIEBENSAT.1 MEDIA SE, UNTERFÖHRUNG

We have performed a limited assurance engagement on the sections "Our Responsibility" and "GRI Report" in the Sustainability Report of ProSiebenSat.1 Media SE for the reporting period from 1 January 2019 to 31 December 2019 (hereafter the report).

Our engagement exclusively relates to the German PDF-version of the report. Our engagement did not include any prospective disclosures, prior year disclosures and links to other web pages. The report is published as a PDF-version at [-> sustainability-report2019.prosiebensat1.com](https://sustainability-report2019.prosiebensat1.com).

## MANAGEMENT'S RESPONSIBILITY

The legal representatives of the Company are responsible for the preparation of the report in accordance with the Sustainability Reporting Standards of the Global Reporting Initiative (hereafter "GRI criteria").

This responsibility includes the selection and application of appropriate methods to prepare the report as well as making assumptions and estimates related to individual sustainability disclosures which are reasonable in the circumstances. Furthermore, the legal representatives are responsible for such internal controls that they have considered necessary to enable the preparation of a report that is free from - intended or unintended - material misstatement.

## AUDITOR'S DECLARATION RELATING TO INDEPENDENCE AND QUALITY CONTROL

We are independent from the Company in accordance with the provisions under German commercial law and professional requirements, and we have fulfilled our

other professional responsibilities in accordance with these requirements.

Our audit firm applies the national statutory regulations and professional pronouncements for quality control, in particular the by-laws regulating the rights and duties of Wirtschaftsprüfer and vereidigte Buchprüfer in the exercise of their profession [Berufssatzung für Wirtschaftsprüfer und vereidigte Buchprüfer] as well as the IDW Standard on Quality Control 1: Requirements for Quality Control in audit firms [IDW Qualitätssicherungsstandard 1: Anforderungen an die Qualitätssicherung in der Wirtschaftsprüferpraxis (IDW QS 1)].

## AUDITOR'S RESPONSIBILITY

Our responsibility is to express a limited assurance conclusion on the information in the sections "Our Responsibility" and "GRI Report" in the report based on the assurance engagement we have performed.

We conducted our assurance engagement in accordance with the International Standard on Assurance Engagements (ISAE) 3000 (Revised): "Assurance Engagements other than Audits or Reviews of Historical Financial Information", issued by the International Auditing and Assurance Standards Board (IAASB). This Standard requires that we plan and perform the assurance engagement to obtain limited assurance about whether the sections "Our Responsibility" and "GRI Report" in the report of the Company for the reporting period from 1 January 2019 to 31 December 2019 has been prepared, in all material respects, in accordance with the GRI criteria. In a limited assurance engagement the assurance procedures are less in extent than for a reasonable assurance engagement and therefore a substantially lower level of assurance is obtained. The assurance procedures selected depend on the auditor's professional judgment.

Within the scope of our assurance engagement, which has been conducted between March and June 2020, we performed amongst others the following assurance and other procedures:

- Inquiries of employees concerning the sustainability strategy, sustainability principles and sustainability management of ProSiebenSat.1 Media SE,
- Inquiries of employees responsible for the preparation of the sections "Our Responsibility" and "GRI

Report" in order to assess the sustainability reporting system, the data capture and compilation methods as well as internal controls to the extent relevant for the limited assurance engagement,

- Identification of likely risks of material misstatement in the sections "Our Responsibility" and "GRI Report",
- Inspection of the relevant documentation of the systems and processes for compiling, aggregating and validating sustainability data in the reporting period and testing such documentation on a sample of basis,
- Inquiries and inspection of documents on a sample basis relating to the collection and reporting of selected sustainability data,
- Analytical measures at group level and on the level of selected sites regarding the quality of the reported data,
- Critical review of the draft report to assess plausibility and consistency.

## ASSURANCE CONCLUSION

Based on our assurance procedures performed and assurance evidence obtained, nothing has come to our attention that causes us to believe that the sections "Our Responsibility" and "GRI Report" of the Sustainability Report of ProSiebenSat.1 Media SE for the period from 1 January 2019 to 31 December 2019 has not been prepared, in all material respects, in accordance with the GRI criteria.

## INTENDED USE OF THE ASSURANCE REPORT

We issue this report on the basis of the engagement agreed with ProSiebenSat.1 Media SE. The assurance engagement has been performed for the purposes of the Company and the report is solely intended to inform the Company as to the results of the assurance engagement and must not be used for purposes other than those intended. The report is not intended to provide third parties with support in making (financial) decisions.

## ENGAGEMENT TERMS AND LIABILITY

The "General Engagement Terms for Wirtschaftsprüfer and Wirtschaftsprüfungsgesellschaften [German Public Auditors and Public Audit Firms]" dated 1 January 2017 are applicable to this engagement and also govern our relations with third parties in the context of this engagement ([-> www.de.ey.com/general-engagement-terms](http://www.de.ey.com/general-engagement-terms)). In addition, please refer to the liability provisions contained there in no. 9 and to the exclusion of liability towards third parties. We assume no responsibility, liability or other obligations towards third parties unless we have concluded a written agreement to the contrary with the respective third party or liability cannot effectively be precluded.

We make express reference to the fact that we do not update the assurance report to reflect events or circumstances arising after it was issued unless required to do so by law. It is the sole responsibility of anyone taking note of the result of our assurance engagement summarized in this assurance report to decide whether and in what way this result is useful or suitable for their purposes and to supplement, verify or update it by means of their own review procedures.

Munich, 23 June 2020

Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft



Richter  
Wirtschaftsprüferin  
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### PROSIEBENSAT.1 GROUP ON THE INTERNET

This and other publications are available on the Internet, along with information about ProSiebenSat.1 Group, at

→ [www.ProSiebenSat1.com/en](http://www.ProSiebenSat1.com/en)

### FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements regarding ProSiebenSat.1 Media SE and ProSiebenSat.1 Group. Such statements may be identified by the use of such terms as "expects," "intends," "plans," "assumes," "pursues the goal," and similar wording. Various factors, many of which are outside the control of ProSiebenSat.1 Media SE, could affect the Company's business activities, success, business strategy and results. Forward-looking statements are not historical facts, and therefore incorporate known and unknown risks, uncertainties and other important factors that might cause actual results to differ from expectations. These forward-looking statements are based on current plans, goals, estimates and projections, and take account of knowledge only up to and including the date of preparation of this report. Given these risks, uncertainties and other important factors, ProSiebenSat.1 Media SE undertakes no obligation, and has no intent, to revise such forward-looking statements or update them to reflect future events and developments. Although every effort has been made to ensure that the provided information and facts are correct, and that the opinions and expectations reflected here are reasonable, ProSiebenSat.1 Media SE assumes no liability and offers no warranty as to the completeness, correctness, adequacy and/or accuracy of any information or opinions contained herein.



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