

ProSiebenSat.1 Executive and Supervisory Board welcome PPF's elevated commitment and highlight monetization opportunity for the broadcaster's shareholders

The Executive Board and Supervisory Board of ProSiebenSat.1 published Wednesday their joint reasoned statement on the public acquisition offer in the form of a partial offer made by PPF to increase its stake to up to 29.99%.

In their reasoned statement, the Executive Board and Supervisory Board of ProSiebenSat.1 welcome PPF's elevated commitment as a long-term oriented major shareholder supporting the Executive Board and the execution of its strategy.

At the same time, the Executive Board and the Supervisory Board note that the PPF offer provides ProSiebenSat.1 shareholders interested in a short-term monetization of their shares with an opportunity to sell their ProSiebenSat.1 shares at the offer price in a currently volatile market environment.

PPF is convinced that its all-cash offer of EUR 7.00 per share is highly attractive for all shareholders of ProSiebenSat.1. The offer provides them with a certain and immediate opportunity to monetize their investment at a significant premium without bearing the risk of ProSiebenSat.1's long-term transformation process. The sole intention of the PPF offer is to allow for more active support of ProSiebenSat.1 management through the Supervisory Board for the benefit of all ProSiebenSat.1 stakeholders.

Kasper Taczek, Investment Director at PPF, comments: "We are very pleased that the Executive Board and Supervisory Board welcome our elevated commitment. We have a strong track record in successfully transforming TV businesses and would like to more actively contribute our proven expertise through an increased shareholding and proportionate Supervisory Board representation. ProSiebenSat.1's shareholders should endorse our offer, regardless whether they monetize their investment at attractive terms or support the full-fledged digital transformation of the company."

Notes for Editors:

PPF Group, a family-owned and diversified international industrial holding, operates in 25 countries in Europe, Asia, North America, and South Africa, across multiple sectors, including media, telecommunications, financial services, real estate, e-commerce, and engineering. PPF's media division CME runs TV and digital media companies in six countries and operates the region-wide SVOD platform Voyo (Subscription Video on Demand). CME's newly-launched Oneplay platform on the Czech market integrates over-the-top video streaming and paid live television for 1.4 million subscribers. PPF owns assets to the value of EUR 41.7 billion and employs 45,000 people globally (31 December 2024).

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Important notice

This announcement is neither an offer to purchase nor a solicitation of an offer to sell shares in ProSiebenSat.1. The terms of the Offer as well as other provisions relating to the Offer are set out in the offer document approved for publication by the Federal Financial Supervisory Authority (*Bundesanstalt für Finanzdienstleistungsaufsicht*). Investors and holders of ProSiebenSat.1 shares are strongly advised to read the offer document and all other documents relating to the Offer, as they contain important information. .

The Offer is exclusively subject to the laws of the Federal Republic of Germany and certain applicable provisions of securities laws of the United States of America. Any agreement that is entered into as a result of accepting the Offer will be exclusively governed by the laws of the Federal Republic of Germany and is to be interpreted in accordance with such laws.