OUR FIVE
SUSTAINABILITY PILLARS

SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY (PUBLIC VALUE)

OUR APPROACH

ProSiebenSat.1 Group reaches around 45 million TV households every day with its stations in its TV markets in the DACH region; at the end of 2017, the websites managed by SevenOne Media, the ProSiebenSat.1 marketer, also had a monthly reach of around 38 million unique users. The distributed content contributes to the diversity of information and helps shape the opinions of viewers and users. We are aware of this social responsibility. ProSiebenSat.1 therefore makes targeted use of the wide reach of its media offerings to focus on important ecological, societal and sociopolitical issues and thus make a valuable contribution to society as a company. In doing so, we observe the principles of editorial freedom and journalistic independence. **[GRI 102-44, GRI 103-1, GRI 103-2, GRI M4, GRI M6, GRI M7]** → Foreword, page 3, → Media Law, page 40

Our public value activities serve to increase the public relevance of our TV stations and media offerings, thus setting us apart from our competitors. It is not just with our programs and campaigns that we fulfill our responsibility, but also by making our offers accessible to everyone. ProSiebenSat.1 Group is therefore continuously expanding its range of subtitled programming for deaf and hearing-impaired people and the number of stations on which subtitles are available in order to improve its dissemination of information. Due to the large number of available free TV and pay TV stations, public value measures in the ProSiebenSat.1 station family also represent a tool for brand management and brand loyalty. **[GRI 103-2, GRI M4]** → Our Projects, page 32, → Story "Accessibility", page 27

In 2011, the Group placed its public value activities in a larger social context and underscored their relevance for the Group by establishing an Advisory Board. The interdisciplinary body chaired by Bavaria's former minister president Dr. Edmund Stoiber advises ProSiebenSat.1 Group on relevant social, ethical and media-political issues and provides impetus on important topics such as education and culture. In 2017, the Advisory Board met three times. Members of the Executive Board as well as other decision-makers in the Group participated in these events. In view of ProSiebenSat.1's young target group, the Advisory Board prioritized the issue of digital education. The Board intends to use corresponding measures to strengthen the media literacy of young people in particular and give them guidance in the digital world, as these skills are increasingly becoming a prerequisite for participation in society and access to the labor market. One example of this is the SchoolsON project, which was carried out for the third time in 2017. Due to the German parliamentary elections in 2017, another public value focus with regard to diversity of opinion was a campaign to convey political issues and promote political participation among young viewer groups in particular. **[GRI 103-2, GRI M7]** → Our Projects, page 32, → Story "Parliamentary Elections", page 21

When selecting measures, we focus on topical, socially relevant issues that affect young target groups in particular, and pursue four strategic goals: **[GRI 103-2]**

- Building knowledge
- Offering opportunities
- Communicating values
- Promoting culture

FOCUS AREAS OF PUBLIC VALUE ACTIVITIES AND SPECIFIC MEASURES [GRI 102-44, GRI 103-1, GRI 103-2]

OPINION MAKING
- Programming focus areas and campaigns (e.g. German parliamentary elections)
- Green Seven
- Day of Heroines
- CHALLENGE

MEDIA LITERACY
- SchoolsON

DISSEMINATION OF INFORMATION
- Accessibility (subtitles in TV programming)

CORPORATE VOLUNTEERING
- startsocial
- Social Day
- WE HELP

DONATIONS AND SPONSORSHIP
- RED NOSE DAY
- "Wir stärken Kinder" (We support Children)
- FIRST STEPS
- GreenTec Awards

In addition to the Advisory Board as the governance committee, such projects are generally selected and implemented on the basis of a bottom-up process. For example, relevant sustainability topics are identified by the editorial teams of the TV stations as part of their journalistic work and corresponding formats and program environments are developed for them. An example of this is the sustainability brand "Green Seven." In addition, ideas for supporting social projects or implementing internal initiatives at the Company such as the refugee aid project "WE HELP" also come directly from ProSiebenSat.1's staff. In addition to the stations, departments such as Governmental Relations & Regulatory Affairs also have budgets for public value projects. We measure the success of our actions quantitatively in some cases, for example based on audience shares, employee involvement in projects such as the Social Day, or funds raised in the RED NOSE DAY campaign. The projects are generally implemented in line with regulations such as the ProSiebenSat.1 → Code of Conduct, the → International Federation of Journalists' Principles on the Conduct of Journalists, and internal guidelines on data protection, protection of young people, and the separation of advertising and programming. **[GRI 103-2, GRI 103-3]** → Our Projects, page 32, → Compliance, page 44

CORPORATE VOLUNTEERING

Corporate volunteering has become an important component of the practice of responsible corporate governance. According to a study by the UPJ network, children and young people, refugees, and development, schooling and education are among the areas in which a large majority of the companies surveyed carry out corporate volunteering activities. In its social engagement, ProSiebenSat.1 too makes targeted use of the time, work, know-how and experience of its employees who volunteer for social causes during and outside of working hours, including in the areas mentioned above, with the support of their employer. In this way, companies make an important contribution to civic engagement and a functioning community.

IT'S YOUR CHOICE TO VOTE!

[GRI 103-3, GRI M4]

#EinMann: That's the hashtag that was all but unavoidable for Twitter users on the evening of September 11, 2017. On this day, these two unassuming words made up the third most-tweeted German hashtag. It's a sign of what inspires younger people above all. "An interesting and entertaining political broadcast on German television – never thought I would ever see the day! #EinMann," is one example. And "#EinMann. A person who actually seems capable of mobilizing voters and making our democracy stronger. A great story." Another one: "I think #EinMann is just the right thing for our generation today."

#EinMann is the official hashtag for the political show *Ein Mann, eine Wahl (One Man, One Vote)* on ProSieben. The show's host is Klaas Heufer-Umlauf. The 34-year-old is best known as one half of the duo Joko und Klaas, winners of the Grimme Award, among others, for their ProSieben program *Circus HalliGalli*. That show had nothing to do with politics – it was pure entertainment. And that was exactly the missing ingredient Heufer-Umlauf, who is very politically engaged, wanted to bring to election coverage: "A political show that manages to have some humor in it" is how he described it when he presented the program in Berlin. In *Ein Mann, eine Wahl*, Heufer-Umlauf interviewed figures such as the Social Democratic Party's (SPD) chancellor candidate Martin Schulz, Free Democratic Party (FDP) head Christian Lindner and former Green Party chairman Cem Özdemir. One man, three personalities: the classically liberal, the more left-leaning, and the conservative Klaas live together in a shared apartment, talk about politics and discuss which Klaas should interview which politician. Whether he was talking with political leaders, celebrities, or voters, Klaas always grilled his counterparts with a measure of charm and irony. His questions were direct, sometimes discomforting, often funny, and always fair. His three personalities dug into political ideas and positions from various perspectives. What should Germany look like in ten years' time? That was a key question that Klaas discussed with his guests in creative settings such as during a drive in a sports car. And this was just the type of election coverage the public wanted: The first episode of *Ein Mann, eine Wahl* captured a market share of 19 percent among viewers aged 14 to 29.

Klaas Heufer-Umlauf (right) also met SPD chancellor candidate Martin Schulz.

Breaking down politics in an interesting way to a younger demographic is incredibly important, according to current studies on voter participation in Germany. Since the Bundestag elections in 1953, participation by older citizens has far outstripped the voting habits of younger people. In all elections, participation was lowest among voters between 21 and 25 years of age. Democratic society increasingly faces the challenge of anemic interest in politics precisely among the younger voters who will shape the future.

» #EinMann. A person who actually seems capable of mobilizing voters and making our democracy stronger. A great story. «

TWITTER USER
September 2017

So how can the younger generation be encouraged to exercise their right to vote? As a media company with TV stations and online platforms used primarily by younger viewers, ProSiebenSat.1 has a special responsibility to society: "Our broadcasting group reaches a young audience. We already proved that in previous Bundestag elections. Thanks to our 2017 campaign and extensive election coverage on television as well as online, we as a company are again fulfilling our responsibility to society by advocating for a broad voter participation," explained Wolfgang Link, Head of the Management Board at ProSiebenSat.1 TV Deutschland GmbH.

On March 7, 2017, around six months before Germany's parliamentary elections, Sven Pietsch, editor-in-chief at ProSiebenSat.1 TV Deutschland GmbH, spoke before the ProSiebenSat.1 Advisory Board. The interdisciplinary board chaired by former Bavarian Minister President Dr. Edmund Stoiber has advised ProSiebenSat.1 Group on social, ethical, and media policy issues since 2011, and encourages the Group to address important topics such as education and culture. Pietsch presented the planned initiatives for the Bundestag election and discussed new ideas and possible approaches with Stoiber and his colleagues. "We do not want to wag a finger and lecture youth. Instead, we aim to show them the influence that political decisions and developments can have on young people's lives," Pietsch emphasized. "The key is finding the right way to present complex topics. We speak the

younger generation's language and that enables us to get across important issues in an entertaining way."

» We do not want to wag a finger and lecture youth. Instead, we aim to show them the influence that political decisions and developments can have on young people's lives. «

SVEN PIETSCH
Editor-in-chief at ProSiebenSat.1 TV Deutschland GmbH

After conferring with the Advisory Board, Pietsch and his team decided they would repeat 2013 and put together a multi-station, cross-media campaign for the Bundestag elections in 2017 with its own slogan: "Shape your future: Go vote!" This was ProSiebenSat.1's invitation during TV shows, in advertisements and on online platforms, encouraging voters nationwide to vote. The objective was to reach young people whenever and wherever, and – this is particularly important – in a way that spoke to them. When a YouTube star with millions of fans and followers promotes voting, young fans likely listen more closely than to an official election ad by a political party. The campaign mainly worked with personalities popular with a younger target group, including YouTuber LeFloid, TV hosts Stefan Gödde and Lena Gercke, and TV chef Steffen Henssler. A total of 40 stars appeared in ads encouraging people to vote.

The success of the "Go vote!" campaign shows that these testimonials do work to mobilize the younger demographic. A study by German research institute forsa accompanying the initiative indicated that it was particularly effective in reaching first-time and young voters. Among first-time voters aged 18 to 22, 70 percent thought the campaign was a good way to motivate people to vote; 65 percent of young voters aged 18 to 29 thought so, too. It was also first-time and young voters who considered the campaign to be very credible. And more people familiar with the campaign intended to and actually did vote compared with those who did not know it.

A recent study by YouGov indicates that youth and young adults are most definitely interested in politics: In July 2017, the polling institute worked with the teen publication BRAVO to survey 14 to 17-year-olds about their political opinions. The survey showed that one-third of them actively inform themselves about political issues. Among other things, young people wished for "greater honesty and directness from politicians and a more comprehensible presentation of their political platforms." Programs like *Ein Mann, eine Wahl* provide just that: "I want to contribute to increasing voter turnout," said Heufer-Umlauf at the start of the show. And of course the objective was promoting the general understanding for politcal positions. The Twittersphere agreed: "It's politics packaged to make it interesting for younger people. And if that works for 40 of them, it's already worth it," wrote one user.

Janin Ullmann, TV presenter and actress: She is one of 40 celebrities who campaigned for the "go vote" campaign.

POLITICAL TV SHOWS

Das TV-Duell (The TV Duel): Merkel – Schulz on SAT.1
On September 3, 2017, Angela Merkel and Martin Schulz faced off in the only "TV Duel" to take place during the election campaign. The live show was broadcast by SAT.1, RTL, ARD, and ZDF, with each station represented by a host. Claus Strunz asked the Chancellor and her challenger the questions for SAT.1. Following the 90-minute verbal duel, SAT.1 also aired an extensive post-debate analysis.

Wahl 2017 – Die zehn wichtigsten Fragen der Deutschen. Klartext mit Claus Strunz (Election 2017 – Germany's Top Ten Questions. Plain Talk with Claus Strunz) on SAT.1
Four days before the major TV duel between the two top candidates for chancellor, SAT.1 invited leaders from The Left, The Greens, the Free Democratic Party and the Alternative for Germany (AfD) for a verbal sparring match. The politicians faced off during a live broadcast of *Wahl 2017 – Die zehn wichtigsten Fragen der Deutschen. Klartext mit Claus Strunz:* The Left party chairwoman Katja Kipping, The Greens' leading candidate Katrin Göring-Eckardt, FDP chief Christian Lindner and AfD top-of-the-ticket candidate Dr. Alice Weidel. Discussions centered around a representative sample of voters' most important questions collected by a polling organization.

Das SAT.1 Sommerinterview mit Martin Schulz (The SAT.1 Summer Interview with Martin Schulz) on SAT.1
During his campaign stop in Leipzig, Social Democratic Party (SPD) chancellor candidate Martin Schulz joined SAT.1 newscaster Marc Bator and Hans-Peter Hagemes, ProSiebenSat.1's Vice President News & Political Information, for an interview. The topics discussed included Germany's relationship with Turkey and the domestic security situation as well as concerns that many viewers shared: how to fix crumbling streets and schools and what to do with old diesel cars.

Faktenchecks mit Claus Strunz (Fact Checking with Claus Strunz) on SAT.1
Prior to Germany's parliamentary elections, Claus Strunz fact-checked the questions *"Fighting, stealing, groping – How safe is Germany?"* and *"Welfare, drudgery, tax evasion – How equitable is Germany?"* on SAT.1. He accompanied families during their everyday activities, met a young serial offender, and spoke with personalities including Federal Minister of Finance Wolfgang Schäuble and Bavaria's Minister of the Interior Joachim Herrmann.

#DeineWahl (#YourChoice)
Following YouTube star LeFloid's successful interview with Angela Merkel during the 2013 election campaign, several YouTubers conducted two live interviews with the Chancellor and her opponent Martin Schulz in 2017. The show was produced by Studio71, ProSiebenSat.1's digital studio, which was also responsible for editing. Viewers had the chance to submit their own questions in advance under the hashtag *#DeineWahl*. The interviews were available on the YouTubers' personal channels along with the *#DeineWahl* channel. The goal? To use a contemporary medium to ask questions important to the community. During the live stream, viewers could also participate in the discussion and react directly to statements by the politicians on social media. The concept was a success: More than 50,000 people watched the interview with Angela Merkel live, and the YouTube video has approximately two million views to date. The youth and lifestyle magazine VICE named the interview with Martin Schulz "the best political broadcast of the campaign to date" and "possibly one of the most insightful and human moments of the debates so far." Both domestic and international outlets reported the story. Even the New York Times ran a piece on the show.

taff on ProSieben
Who is the real Martin Schulz? *taff* met up with the SPD's candidate for chancellor for an interview and asked: Does he have the same favorite emoji as Chancellor Angela Merkel? How does he react to haters on social media? The candidate for chancellor also talked to the ProSieben magazine about the lows he experienced as an alcoholic and explained how he deals with it today.

ADDITIONAL ELECTION COVERAGE ON NEWS AND INFORMATION SHOWS

The ProSiebenSat.1 Group's stations also provided election coverage on their news magazines and informational shows. Specials on *SAT.1-Frühstücksfernsehen* and *akte.2017* (SAT.1), *Galileo* (ProSieben) and *Abenteuer Leben täglich* (kabel eins) provided viewers with a wealth of information about various political issues in the run-up to the election. *Galileo* viewers were even able to virtually experience what it is like to be Germany's chancellor using the app *The Choice of Germany: Das Kanzlerexperiment (The Choice of Germany: The Chancellor Experiment)*.

SCHOOLSON

SCHOOLS ON
Dreh dein Ding!

"Dreh Dein Ding" ("Shoot to Win") is the motto of the SchoolsON contest for students 12 to 20 years of age. Along with the German Children and Youth Foundation, ProSiebenSat.1 has encouraged students as a whole class or on their own initiative to produce a TV segment for *Galileo* or *taff* since 2015. In the election year 2017, entries were submitted for *ProSieben Newstime* in the special category *"Deine Wahl Spezial 2017" ("Your Election Special 2017"), among others*. The winning submission asked whether young people 16 years or older should be allowed to vote in the next parliamentary elections.

SchoolsON aims to encourage youth to be responsible and mindful when using audiovisual media. A panel of professionals judge the entries and choose the best submissions. The winners are chosen not so much based on technical execution but rather on the fundamental idea behind the video clip. The best contributions are broadcast on television. In addition to technology packages for future video productions, the winners are invited on a tour of the ProSiebenSat.1 studios with an exclusive peek behind the scenes.

» I WANT TO SHOW PEOPLE HOW BEAUTIFUL SIGN LANGUAGE 'SOUNDS' «

[GRI 103-3, GRI M4]

From special event shows and news magazines to feature films and licensed series, ProSiebenSat.1 offers a wide range of closed-captioned programming encompassing a number of different shows, stations and target groups. The broadcasting group is expanding its range of programming for people with hearing impairment, continually boosting both quality and quantity. Among commercial TV broadcasters, the Group is a pioneer in accessibility.

February 2018. Vanessa stands in front of a large green screen and shuffles nervously through the *taff* script. In front of her is a sea of cables, spotlights and cameras. One last equipment check, the stage manager nods in her direction – and then the *taff* theme song begins to play. Show time! The hosting duo of Rebecca Mir and Daniel Aminati greet the audience. Vanessa, who is following everything on a monitor, mirrors them. The only difference is that she welcomes *taff's* viewers without speaking a word: The 17-year-old is interpreting the entire program into sign language on a Facebook livestream running parallel with the television broadcast.

Vanessa (front right) translates the introduction of Rebecca Mir and Daniel Aminati.

Vanessa Feller-Jung is a CODA, or child of deaf adult. In other words, the student from Rhineland-Palatinate is hearing, but has deaf parents and grew up with sign language as a native language. Communicating using only her hands, facial expressions and gestures has fascinated Vanessa as long as she can remember: "I can often express myself better in sign language than in spoken language, because sign language requires authentic emotions." As the older of two children, Vanessa learned very early to take responsibility for her deaf parents, interpreting at parent nights or accompanying them to government offices. "Despite these challenges, I'm thankful I grew up with sign language, because it 'sounds' incredibly beautiful," Vanessa says effusively.

» We support breaking down barriers for the hearing-impaired and deaf communities. «

WERNER DANNER
***taff* Chief Editor**

However, something her father repeatedly asked bothered her for a long time. "What is music?" was the question, and she was unable to give a satisfactory answer – that is, until she started to translate songs into sign language in 2015. Encouraged by positive feedback from her family and friends, Vanessa published a video on social media. Others followed and Vanessa's fan base grew. The "Vanessas Gebärdenlieder" Facebook page now has more than 4,000 followers. Swiss rapper SIGA also saw Vanessa online and invited her to film a video with him for his song "Du." In the clip, SIGA raps while Vanessa interprets the lyrics. The single went viral – and Vanessa and SIGA kept the ball rolling. Student and rapper have been working together for three years now. Their most recent joint song, "Meine Nr. 1," was just released.

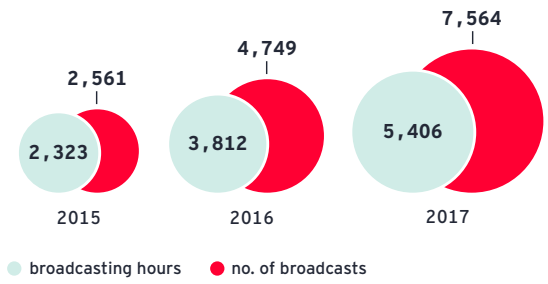
» Deaf people have the right to do everything people without disabilities do. Enjoying music and watching television are symbolic of all other everyday activities. «

VANESSA FELLER-JUNG

The pair has more in mind than just providing deaf people with a way to enjoy music. In fact, Vanessa and SIGA aim to "overcome the barriers in people's minds," as Vanessa puts it. Vanessa and SIGA contacted the *taff* editors in the interest of combating prejudices and fear of the other, and raising awareness of their project. The idea was born that Vanessa could interpret an episode of the show into sign language live on Facebook. "Every day, thousands of young viewers watch *taff*. Live sign-language interpretation of this broadcast helps us fulfill the need to break down barriers for the hearing-impaired and deaf communities," *taff* Chief Editor Werner Danner says.

In addition to simultaneous interpreting, hearing-impaired people can also enjoy television with closed captioning, which ProSiebenSat.1 has employed since 2000. Lotte Sorge, Manager of Content Acquisitions, Dubbing & Material, has been an advocate in this area for six years as the person responsible for making the broadcasting group's programming accessible: "Back then, we began by closed captioning the Sunday blockbuster on ProSieben, SAT.1 movies on Tuesdays, and some licensed series. After that, we kept constantly expanding this effort." In 2012, the state regulatory agency began requiring that at least one prime time program per day be subtitled in fulfillment of ProSiebenSat.1's public responsibility as a private broadcasting group. "At that point, we took a new approach and restructured our workflows and planning processes," Lotte recalls. And it worked: Since 2013, ProSiebenSat.1 has exceeded all of the general requirements for accessible programming. Lotte and her team were able to increase total closed-captioned broadcasting by another nearly 2,000 hours of programming in 2017.

GETTING MORE OUT OF THE TV EXPERIENCE



Over the past three years, the proportion of subtitled formats on the free TV channels SAT.1, ProSieben, kabel eins, sixx and ProSieben MAXX has again increased significantly: In 2017, almost three times as many programs were broadcast with subtitles as compared to 2015.

"Over the years, this issue has become really important to me," she says, explaining her personal dedication. Even today, she looks back with special fondness on a meeting with representatives of the German Association for the Deaf in 2013. "That was the first time I met someone with a hearing impairment personally. Experiencing how much the community wanted access to things that are a matter of course for people without disabilities gave my day-to-day work completely new meaning," Lotte recalls.

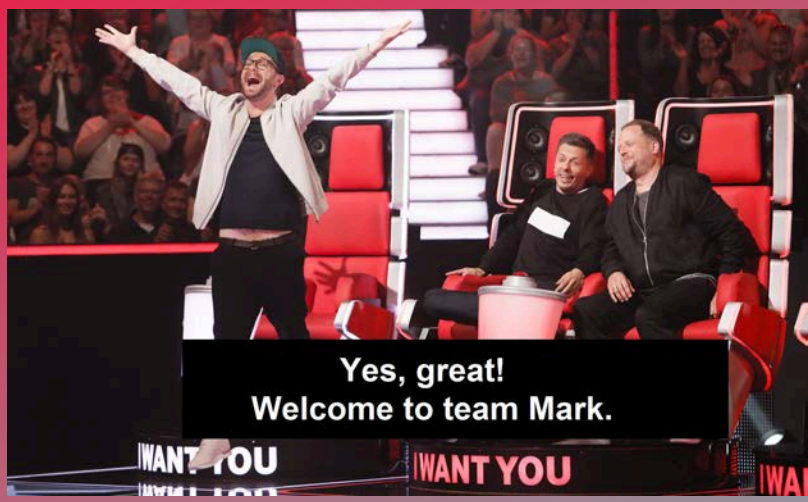
» Subtitling #GNTM was an enormous challenge that motivated us to continually update our skills. «

LOTTE SORGE
Manager Content Acquisitions Dubbing & Material

One big wish brought to Lotte by members of the deaf community in 2013 was to have the ProSieben hit *Germany's next Topmodel – by Heidi Klum* (#GNTM) subtitled. "Captioning the episodes very quickly, often the same day, and, of course, the big live finale was an enormous challenge at the start. But it motivated us to continually update our skills. Since then, captioning live shows has become routine," Lotte says. After the initial closed captioned season of #GNTM in 2015, she and her team even received thank-you letters from happy viewers: "I still have those letters at home. They really touched me."

ProSiebenSat.1 provides closed captioned programming on five broadcast TV channels: ProSieben, SAT.1, kabel eins, sixx and ProSieben MAXX. The budget earmarked for this purpose is used by the Group primarily for captioning the most popular stations and programs, with the goal of growing the range of accessible programming by continually adding new types of shows. In addition to licensed series and feature films, a particular focus is therefore on local content produced in-house. New highlights in the selection of accessible programming include the maxdome and ProSieben series jerks. (since 2018), the ProSieben science magazine *Galileo am Sonntag* (since 2018), the new season of the reality spectacle *Promi Big Brother* on SAT.1 (starting in 2018), the ProSieben shows *Get the Fuck Out of My House* (2018) and *Das Ding des Jahres* (2018) as well as the ProSieben documentary series *Uncovered* (since 2016). September 2017 also saw the first ProSieben *Tag der Gehörlosen (Deaf Day)*: On that day, all programming, not just selected shows, was broadcast in accessible form. A repeat of the event is slated for September 30, 2018.

HOW ARE TELEVISION BROADCASTS CAPTIONED?



People with hearing impairment can access television programs by reading text displayed on the lower part of the screen. This text describes the spoken content of the show as well as sounds in the environment and other audio cues such as a creaking door or applause. Most closed captioning is provided by external suppliers. In the case of live in-house productions like *Germany's next Topmodel – by Heidi Klum* or *The Voice of Germany*, everything happening on the show is translated by trained simultaneous interpreters who dictate what they hear into voice recognition software. The resulting text is then fed directly into the TV signal and can be accessed as closed captioning using teletext (page 149) or digital captioning.

The hit show *The Voice of Germany* has also been captioned since 2017. Some may wonder what value closed captioning a show about music has for the hearing impaired. "That's far too simplistic," Lotte explains. In addition to reproducing the storyline, captioning conveys the mood in the studio: "We don't just subtitle the songs and dialog. We describe sounds like applause or cheering – and judge Samu Haber even retains his accent," Lotte laughs.

Vanessa also understands that making music is much more than just playing a melody: "Deaf people can feel the emotions conveyed by music just like anyone else – and they have the right to do everything people without disabilities do. Enjoying music and watching television are symbolic of all other everyday activities." The 17-year-old has succeeded in explaining the importance of music not only to her deaf father, but also to many other people with hearing impairment in Germany. "Thank you for giving us our ears back," a fan once wrote. For Vanessa, that is a compliment that spurs her on in her work. She continues her fight for more societal acceptance and inclusion for the deaf. And she knows better than anyone that there is always a way to communicate.

BESIDES CAPTIONING, HOW DOES PROSIEBENSAT.1 CONTRIBUTE TO THE INCLUSION OF PEOPLE WITH DISABILITIES?

ProSiebenSat.1 regularly addresses issues pertaining to the lives of people with disabilities in both fiction and non-fiction programs, thus promoting their inclusion in society. This programming helps educate others and foster understanding among people with and without disabilities, while depicting real life as experienced by those with disabilities. Examples include the SAT.1 docutainment series *Projekt Superhund – Helfer auf vier Pfoten*, a theme week on Tourette's Syndrome on the news magazine *taff*, regular features on the science show *Galileo* about the everyday lives of people with disabilities and the monthly report *Challenge* on SAT.1 Gold and kabel eins, which is written and produced by people with disabilities by the Arbeitsgemeinschaft Behinderung und Medien e.V.

OUR PROJECTS

[GRI 102-2, GRI 103-3, GRI M4, GRI M7]

BUSINESS@SCHOOL

How does business work? Around 1,500 students from Germany, Austria and the USA try to answer this fundamental question every year while participating in the business@school education initiative. ProSiebenSat.1 has supported the initiative founded by The Boston Consulting Group since 2015 with practical insights into real business models, promoting the participants' basic business understanding. The students are thus not only taught methodological and practical concepts and relationships in a practical manner, but also acquire a stronger entrepreneurial spirit. In three phases, the participants analyze small and large enterprises over a school year and then develop their own business idea, including a business plan. In 2017/18, a group of students from a Hamburg high school again scrutinized ProSiebenSat.1 Group's sustainability activities particularly closely. They examined our value chains, customers and competitive conditions for financially sustainable success factors and presented their findings in a final presentation. In the 2018/19 program year, the business@school education initiative has been running for 20 years, during which time a total of around 23,500 students from 219 different schools have taken part.

→ www.business-at-school.net

CHALLENGE

Fully inclusive television – for over 30 years, Arbeitsgemeinschaft Behinderung und Medien e.V. (abm) has been raising awareness of the circumstances, concerns and interests of people with disabilities with extensive TV programming broadcast throughout Germany. ProSiebenSat.1 has supported the initiative since 2000 with the magazine show CHALLENGE, which is broadcast 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. In 2017, the youth magazine "yoin" and the talk show "Krauthausen – face to face" were the first fully inclusive series to be integrated into the format, with optional subtitles, sign-language interpreters and soundtracks with audio description. This is an important development for the accessible "television of the future," which ProSiebenSat.1 Group's stations are actively helping to shape.

DAY OF HEROINES

With full woman power and under the motto "Here's to us! Let's celebrate women," sixx celebrated International Women's Day again on March 8, 2018, under the banner of the Day of Heroines. In the TV schedules, online and on social media channels, the female TV station of ProSiebenSat.1 Group used this day to promote the empowerment and equality of women and young girls in society. In 2018, the Day of Heroines was dominated in particular by issues such as the global #metoo debate and the gender pay gap. On March 8, these issues were the subject of a women's panel discussion with Paula Lambert, which discussed women in work, relationships and family life. sixx also featured strong, female characters and their stories again in 2018 – such as in the prime-time highlight "Wild," in which a young woman, played by Reese Witherspoon, faces the challenges of the Pacific Crest Trail, a hiking trail in the USA, in order to face up to herself and her past.

FIRST STEPS

ProSiebenSat.1 and other partners honor outstanding graduation films by film school students with the FIRST STEPS Award for young talent. ProSiebenSat.1 Group uses its particular significance as a film production and distribution company to promote young, creative filmmakers and to ease their entry into the media and film industry. The award, with prize money totaling EUR 115,000, was presented for the 18th time on September 18, 2017, at Stage Theater des Westens, Berlin. Four juries awarded prizes in nine categories, including for direction of films of various lengths and styles and a cinematography prize. This year, the most prestigious and valuable individual prize in the "full-length feature film" category was won by Adrian Goiginger, directing student at Film Academy Baden-Württemberg, for his feature film *Die beste aller Welten.* Since 2012, the NO FEAR Award has also been presented to young producers who have shown particular courage in the execution of difficult subject matter. FIRST STEPS was launched as a private film industry initiative by the producers Bernd Eichinger and Nico Hofmann and is considered the most prestigious award of its kind in Germany, Austria and Switzerland.

→ www.firststeps.de/welcome.html

GALILEO KNOWLEDGE AWARD

Since it was established in 2008, the Galileo Knowledge Award honors sustainable inventions and initiatives, which promote an environmentally friendly way of life. The 2017 Galileo Knowledge Award was awarded to the inventors of Showerloop, a shower-system that reduces the water consumption of showers from around 100 liters to only 10 liters. A small change can make an enormous difference: If everyone in Germany showered using "Showerloop," seven nuclear power stations in the country would be able to cease operations. Galileo presenter Stefan Gödde handed over the Galileo Knowledge Award at the gala for the GreenTec Awards in Munich, which are among the most important environmental awards worldwide. The 2018 winner is researching resource-efficient, integrated environmental technology: BioLab Eberswalde develops sustainable, marketable mushroom-based materials in collaboration with practical and research partners. These materials degrade without creating pollution and are a convincing environmentally friendly alternative to plastic, for example for interior fittings in cars.

→ www.greentec-awards.com/en

GREEN SEVEN

Once a year, ProSieben's logo turns from red to green for Green Seven week. During the annual initiative, ProSieben uses its large reach to raise awareness among young viewers in particular for environmental protection and sustainability. For a week, a spotlight is shone on ecological issues that are communicated with program highlights in various ProSieben magazine shows. In 2017, the themed week from July 3 to 9 called attention to the consequences of climate change and the melting ice at the North Pole under the motto "Save the Ice." Galileo presenter Stefan Gödde this talked to climate researchers about topics including the threat to polar bears' natural habitats. To represent the endangered species and the complex issue of climate change, ProSieben adopted the polar bear cub Quintana, who was born on November 21, 2016, at Munich Zoo Hellabrunn. With Green Seven, ProSieben promotes a diverse range of ecologically relevant issues particularly among younger target groups – these include the protection of water („Save the Water", 2016) or the prevention of bee mortality („Save the Bees", 2015). In October 2018, ProSieben will introduce the 10th Green Seven week against the backdrop of electromobility issues.

PROMOTION OF YOUNG TALENT IN FILM

ProSiebenSat.1 also promotes young talents from German film and media schools with other initiatives besides the FIRST STEPS Awards. The Group has awarded the Mainstream Prize, which honors innovative ideas for TV films and series, together with University of Television and Film Munich annually since 2011. ProSiebenSat.1 employees follow students as they develop subjects that are then pitched to a judging panel. In 2017, the three best drafts again received prizes totaling EUR 6,000. In addition, ProSiebenSat.1 cooperates with Film Academy Baden-Württemberg and gives out the Prime Time Prize every year, whereby students can subject their concept ideas for a themed film for SAT.1. The prize money totaling EUR 9,000 for the most exceptional film concepts enables the three winners to develop their projects further. Besides financial resources and expertise, our stations also offer coveted prime-time broadcasting slots for particularly creative film ideas. In addition, students from Ludwigsburg obtain insights into our stations' activities every year by shadowing ProSiebenSat.1 employees for a day, attending an editorial meeting and receiving targeted feedback on their graduation films. ProSiebenSat.1 thus makes an important contribution to the promotion of young talent.

→ www.hff-muc.de/en_EN/
→ www.filmakademie.de/en

RED NOSE DAY

RED NOSE DAY has been a fixture of ProSieben's programming since 2003: Each year, the broadcaster calls for monetary donations for social projects that support needy children in Germany and all over the world for the charity campaign that originated in the UK. In 2017, numerous celebrities again put on red noses for a good cause and thus raised a total of nearly EUR 330,000. As well as a "CIRCUS HALLIGALLI – RED NOSE DAY SPEZIAL" on May 30, 2017, with celebrity guests such as Katy Perry, Zac Efron and rapper Marteria, our long-standing charity partner STARLIGHT EXPRESS supported RED NOSE DAY with dona-

tions once again this year. All the proceeds went to a The Ark center in Herne, which officially opened on January 26, 2018, and has since offered children from the immediate vicinity a place to go to do homework and play in a supervised environment with trained contact partners. In 2018, ProSieben celebrated RED NOSE DAY with the live show "Beginner gegen Gewinner – RED NOSE DAY Spezial" as a programming highlight on April 28. All donations received in 2018 – the live show alone brought in nearly EUR 300,000 – will go toward the construction of a sports field in Cologne-Buchforst by the Lukas Podolski Foundation and to the UNICEF campaign #STOP10SECONDS, which is helping malnourished children in South Sudan.

SOCIAL DAY

Taking social responsibility and supporting others while getting to know colleagues from other departments: Since 2013, employees – from the General Manager to trainees – have been able to take part in the corporate-volunteering initiative Social Day and volunteer at social institutions for one day during their working hours. In 2017, a total of 76 colleagues helped to implement more than ten projects in the Munich area. With their DIY skills, they supported the SOS family center in Munich-Neuaubing, the biggest hostel in Munich for homeless men, the Child and Youth Farm in Ramersdorf and an adventure playground. Each was in need of revamping and renovation, which our employees ably assisted. Since Social Day began, over 400 colleagues have swapped their office desks for hammers and drills in order to support social facilities for less privileged people.

→ www.our-responsibility.prosiebensat1.com/public-value/creating-opportunities/social-day.html

STARTSOCIAL

"Help for Helpers" is the motto of the startsocial competition co-founded by ProSiebenSat.1 in 2001 to promote voluntary social engagement. Around 500 experts from business, the public sector and social institutions throughout Germany support the practical implementation of volunteer projects: 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 2017, 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 supported the competition as panel members and coaches in 2017, contributing their expertise in various fields. startsocial promotes social initiatives with various emphases, such as migration, social justice and education, and entered its 15th round for program year 2018/19 in May 2018.

WE HELP

"Help is a joint effort" – under this motto, the WE HELP project group founded by ProSiebenSat.1 employees in 2015 campaigns tirelessly for refugees in Germany. The initiative aims to develop and implement new ideas and concepts for social engagement. At the same time, WE HELP is in close dialog with the local refugee initiative Helferkreis Unterföhring. In 2017 as in the previous year, the initiative put out an online appeal for various drives to collect clothes, shoes and hygiene products for Helferkreis Unterföhring and the Munich refugee aid association's clothing banks. Our employees also ran for this good cause in eight corporate runs throughout Germany. For every kilometer run, they received cash donations from the Group and raised a total of EUR 30,000. At the invitation of ProSiebenSat.1, some refugees again assisted the Group's Munich team. Since 2017, ProSiebenSat.1 has also sponsored the jersey of the Welcome Unterföhring soccer club, which contested its first league game as a refugee team in August 2017. The Company also made a contribution in the field of education and migration by donating laptops for Helferkreis Unterföhring's classrooms. ProSiebenSat.1 Group amplifies its engagement for the integration of refugees as a member of the "Wir zusammen" German business initiative, which is campaigning for the rapid integration of refugees into our society.

WE SUPPORT CHILDREN

Making children fit for their future and giving them opportunities is one of our society's biggest challenges. Sport is an essential part of this as an element of everyday life that promotes integration and identity. Therefore, numerous prominent athletes joined the "Wir stärken Kinder" (We support children) initiative in 2017, which was set up by Sportdeutschland.TV, ProSiebenSat.1's digital sports channel, in cooperation with the charity SOS-Kinderdorf e.V. two years ago. Top-tier athletes from various disciplines invite kids from the SOS Children's Villages to sporting events or run sports activities for them as a way of boosting community spirit. The ProSiebenSat.1 subsidiary 7Sports thus uses the reach of its digital platform Sportdeutschland.TV in order to recruit athletes to get involved in "Wir stärken Kinder" and to raise additional donations. A charity match between the celebrity-studded "ran Allstars" and "Top Chefs and Restaurateurs Football Club" was also set up to support the initiative in 2017. A total of nearly EUR 40,000 was therefore raised in 2017, which is being used for sport projects in various SOS Children's Villages. In December 2018, "Wir stärken Kinder" will host a digital fundraising gala for the first time, during which a charity match will be broadcast in the live stream with the aim of generating as many donations as possible with the support of influencers and athletes. In addition to 7Sports, the "Wir stärken Kinder" initiative also supported the German Olympic Sports Confederation and German Sports Youth.