

# Group Key Figures

Continuing operations in € millions		Change yoy	2014	2013	2012
<b>Group</b>					
<b>Total revenues</b>		<b>8.4 %</b>	<b>3,037.9</b>	<b>2,801.4</b>	<b>2,737.3</b>
<i>Digital media revenues share</i>			53.2 %	47.5 %	42.4 %
<b>EBITDA<sup>1)</sup></b>		<b>11.6 %</b>	<b>507.1</b>	<b>454.3</b>	<b>498.8</b>
<i>EBITDA margin<sup>1)</sup></i>			16.7 %	16.2 %	18.2 %
<i>Digital media EBITDA share<sup>2)</sup></i>			72.1 %	62.0 %	49.4 %
<b>EBIT<sup>3)</sup></b>		<b>9.7 %</b>	<b>394.6</b>	<b>359.7</b>	<b>413.6</b>
Consolidated net income		31.9 %	235.7	178.6	190.7
Consolidated net income, adjusted <sup>3)</sup>		9.3 %	251.2	229.8	258.6
<b>Segments</b>					
<b>Revenues</b>					
Paid Models		2.6 %	1,561.4	1,521.5	1,582.9
Marketing Models		10.8 %	794.1	716.5	662.8
Classified Ad Models		27.2 %	512.0	402.6	330.2
Services/Holding		6.1 %	170.5	160.8	161.4
<b>EBITDA<sup>1)</sup></b>					
Paid Models		-2.4 %	244.2	250.1	301.8
Marketing Models		6.0 %	109.7	103.4	98.1
Classified Ad Models		35.2 %	221.4	163.8	133.6
Services/Holding		-	-68.2	-63.0	-34.8
<b>Liquidity and financial position</b>					
Free cash flow <sup>4)</sup>		-0.8 %	244.1	246.1	297.3
Capex <sup>5)</sup>		-	-95.9	-94.5	-77.3
Total assets <sup>6)</sup>		16.4 %	5,557.7	4,773.8	4,808.2
<i>Equity ratio<sup>6)</sup></i>			42.4 %	47.0 %	46.9 %
Net liquidity/debt <sup>6)</sup>		-	-667.8	-471.3	-449.6
<b>Share-related key figures<sup>7)</sup></b>					
Earnings per share, adjusted (in €) <sup>8)</sup>		11.2 %	2.01	1.81	2.20
Earnings per share (in €)		27.1 %	1.71	1.34	1.64
Earnings per share (in €), discontinued		>100 %	6.37	0.65	0.78
Dividend (in €) <sup>9)</sup>		0.0 %	1.80	1.80	1.70
Year-end share price (in €)		7.2 %	50.08	46.70	32.29
Market capitalization as of December 31 <sup>10)</sup>		7.2 %	4,954.9	4,620.5	3,189.9
<b>Average number of employees</b>		<b>8.4 %</b>	<b>13,917</b>	<b>12,843</b>	<b>12,080</b>

<sup>1)</sup> Adjusted for non-recurring effects.

<sup>2)</sup> EBITDA of Services/Holding segment not allocated to digital media.

<sup>3)</sup> Adjusted for non-recurring effects and amortization and impairments from purchase price allocations.

<sup>4)</sup> Cash flow from operating activities minus capital expenditures, plus cash inflows from disposals of intangible assets and property, plant, and equipment.

<sup>5)</sup> Capital expenditures on intangible assets, property, plant, and equipment, and investment property.

<sup>6)</sup> As of December 31, 2014 and December 31, 2014, respectively.

<sup>7)</sup> Quotations based on XETRA closing prices.

<sup>8)</sup> The earnings per share (basic/diluted) adjusted for non-recurring effects and amortization and impairments from purchase price allocations were calculated on the basis of average weighted shares outstanding in the reporting period (98.9 million).

<sup>9)</sup> Dividend proposal for the financial year 2014.

<sup>10)</sup> Based on outstanding shares at the closing price, excluding treasury shares.