

Group Key Figures

Continuing operations in € millions	Change yoy	2014	2013	2012
Group				
Total revenues	8.4 %	3,037.9	2,801.4	2,737.3
<i>Digital media revenues share</i>		<i>53.2 %</i>	<i>47.5 %</i>	<i>42.4 %</i>
EBITDA¹⁾	11.6 %	507.1	454.3	498.8
<i>EBITDA margin¹⁾</i>		<i>16.7 %</i>	<i>16.2 %</i>	<i>18.2 %</i>
<i>Digital media EBITDA share²⁾</i>		<i>72.1 %</i>	<i>62.0 %</i>	<i>49.4 %</i>
EBIT ³⁾	9.7 %	394.6	359.7	413.6
Consolidated net income	31.9 %	235.7	178.6	190.7
Consolidated net income, adjusted ³⁾	9.3 %	251.2	229.8	258.6
Segments				
Revenues				
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
EBITDA¹⁾				
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
Liquidity and financial position				
Free cash flow ⁴⁾	-0.8 %	244.1	246.1	297.3
Capex ⁵⁾	-	-95.9	-94.5	-77.3
Total assets ⁶⁾	16.4 %	5,557.7	4,773.8	4,808.2
<i>Equity ratio⁶⁾</i>		<i>42.4 %</i>	<i>47.0 %</i>	<i>46.9 %</i>
Net liquidity/debt ⁶⁾	-	-667.8	-471.3	-449.6
Share-related key figures⁷⁾				
Earnings per share, adjusted (in €) ^{3) 8)}	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 €) ⁹⁾	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 ¹⁰⁾	7.2 %	4,954.9	4,620.5	3,189.9
Average number of employees	8.4 %	13,917	12,843	12,080

¹⁾ Adjusted for non-recurring effects.

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

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

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

⁵⁾ Capital expenditures on intangible assets, property, plant, and equipment, and investment property.

⁶⁾ As of December 31, 2014 and December 31, 2014, respectively.

⁷⁾ Quotations based on XETRA closing prices.

⁸⁾ 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).

⁹⁾ Dividend proposal for the financial year 2014.

¹⁰⁾ Based on outstanding shares at the closing price, excluding treasury shares.