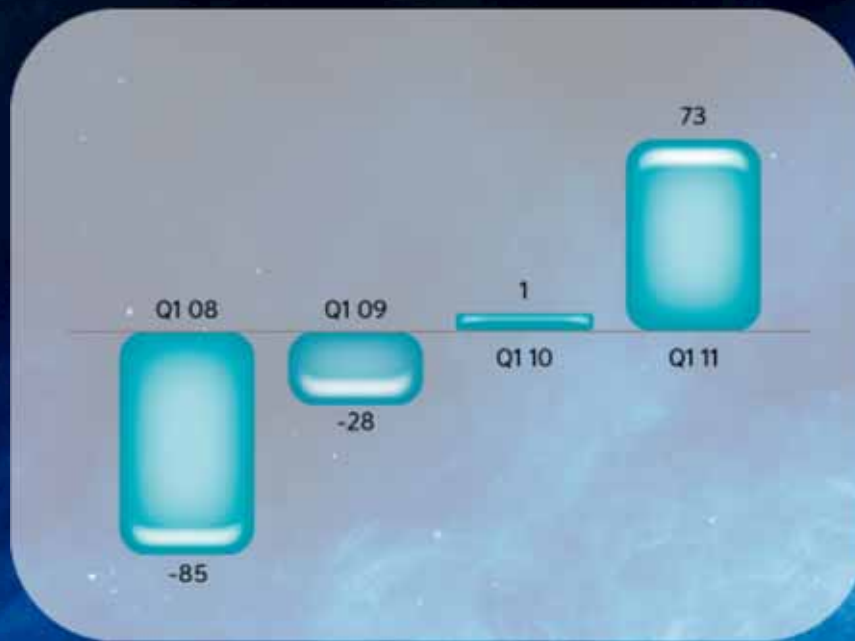




Q1 2011 Results
12 May 2011

Strong subscriber growth

Net growth (in '000)



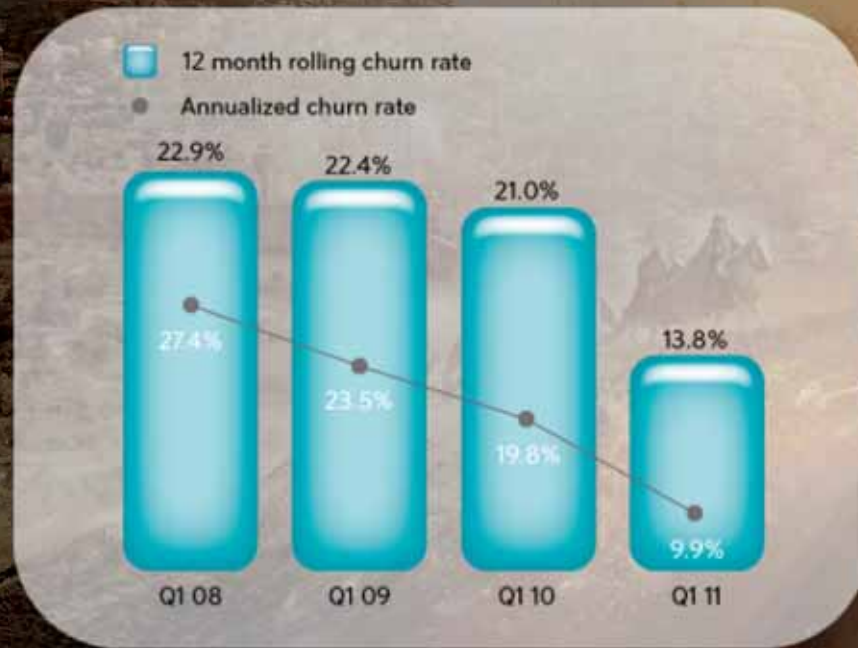
Higher gross additions

Gross additions (in '000)

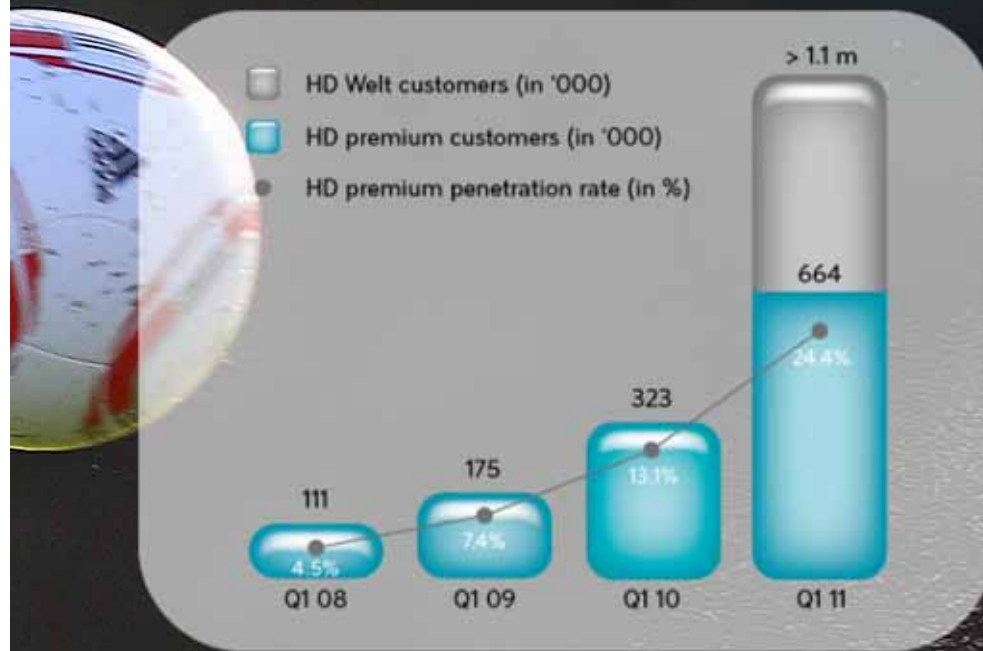


Continuously improving churn

Churn rates (in %)



HD expansion



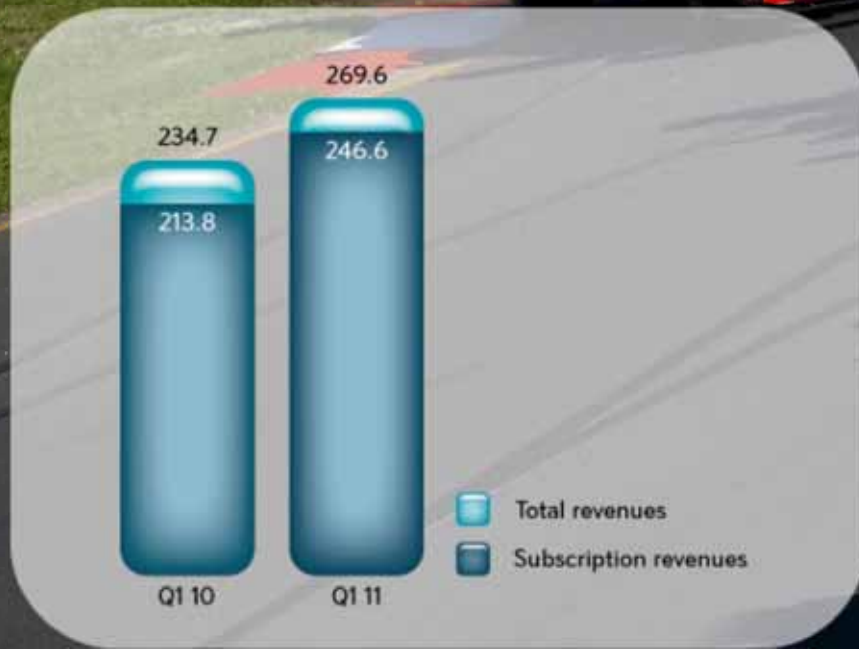
Rising ARPU

In €, monthly



Revenues

(in €m)



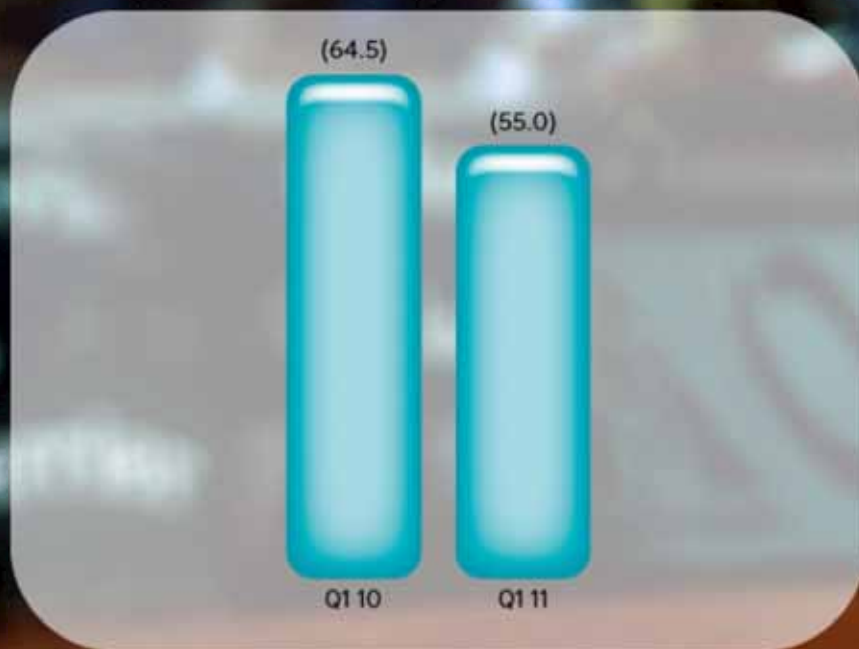
Costs

(in €m)



EBITDA

(in €m)



Cash Flow and Net Debt

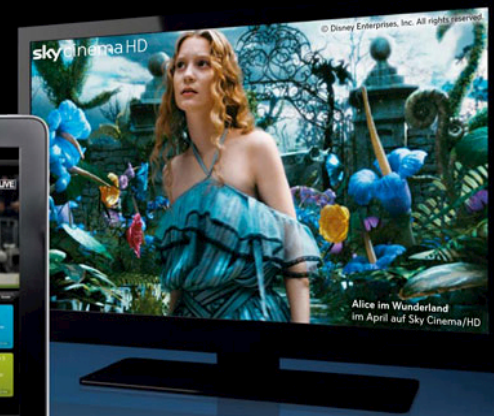
- €29m cash used for operating activities
- €13m cash used for investing activities
- €116m cash from financing measures
- Net debt of €344m



Sky Go on the web



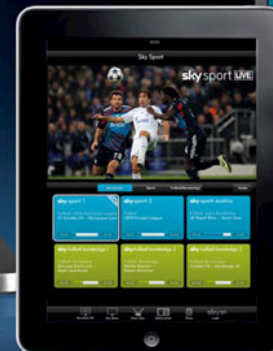
Sky Go on second TV



Sky Go on the iPhone



Sky Go on the iPad



Exclusive sport rights

- Broadcasting rights for UEFA Champions League and Europa League through 2015
- Continuation of the partnership with the European Tour through 2014

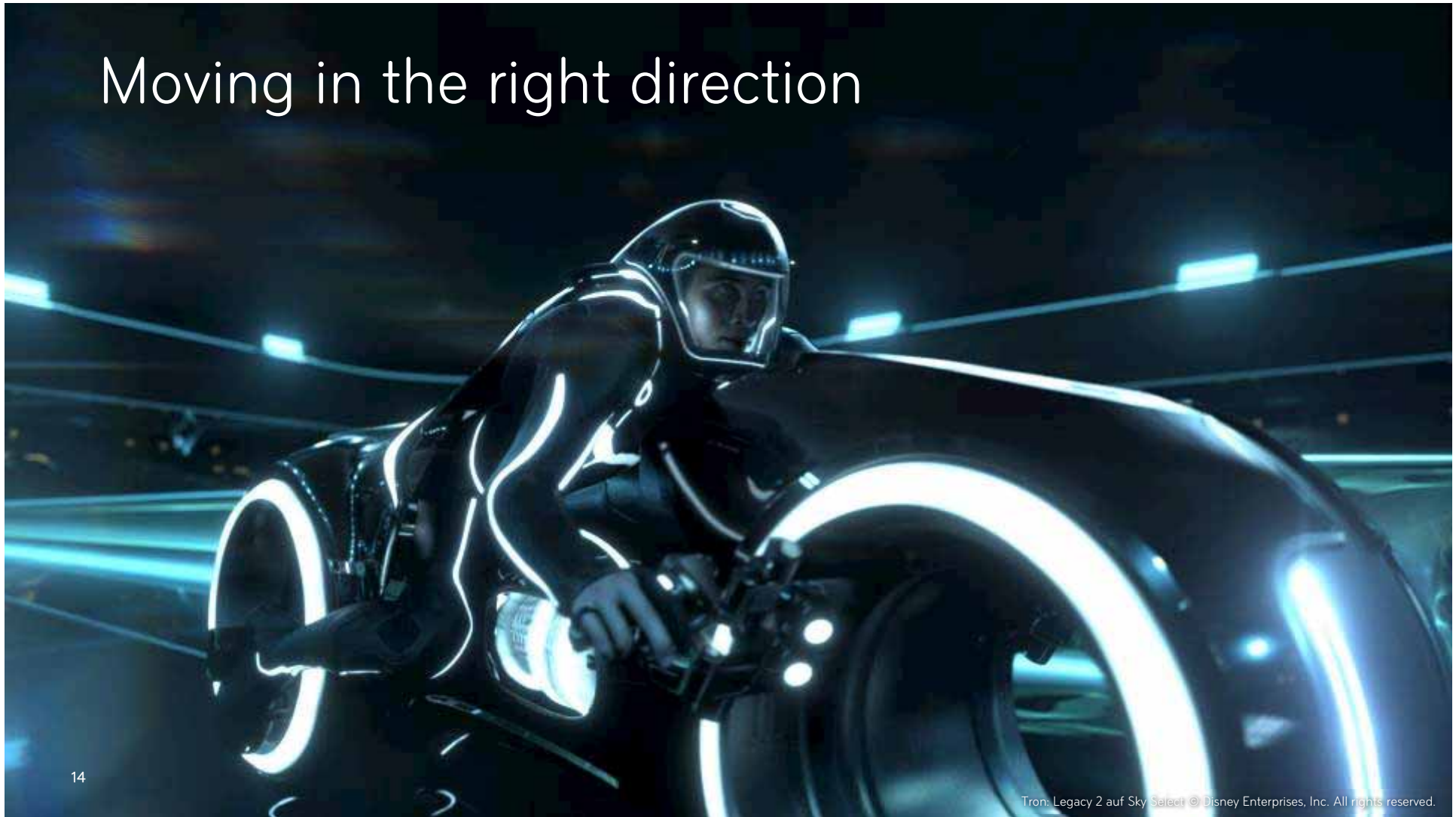


Market leading HD service

- HD+ service available to Sky satellite customers from 1 June 2011
- Launch of third Sky Sport HD channel and Sky Sport News HD planned
- Expansion to over 30 HD channels this winter
- “Best HDTV Provider” award



Moving in the right direction



Disclaimer

This presentation contains forward-looking statements based on the currently held beliefs and assumptions of the management of Sky Deutschland AG, which are expressed in good faith and, in their opinion, reasonable. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance, or achievements of Sky Deutschland AG, or media industry results, to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements. Given these risks, uncertainties and other factors, recipients of this document are cautioned not to place undue reliance on these forward-looking statements. Sky Deutschland AG disclaims any obligation to update these forward-looking statements to reflect future events or developments.

Whilst all reasonable care has been taken to ensure that the information and facts stated herein are accurate and that the opinions and expectations contained herein are fair and reasonable, no representation or warranty, expressed or implied, is made by Sky Deutschland AG with respect to the fairness, completeness, correctness, reasonableness or accuracy of any information and opinions contained herein. It is pointed out that the existing presentation may be incomplete or condensed, and it may not contain all material information concerning Sky Deutschland AG or the Sky Deutschland group.

Sky Deutschland AG reserves the right to change and complete the information in this presentation without notice.

The image features a stylized, metallic-looking logo for 'sly'. The letters are rendered in a 3D, chrome-like font with vibrant, iridescent reflections of red, green, and blue. The logo is centered against a dark background. Behind the logo, there are several horizontal, glowing light trails in shades of red, green, and blue, creating a sense of motion and depth. The overall aesthetic is futuristic and high-tech.

sly

Question & Answers

Appendix

Subscribers and Key Metrics (quarterly)

'000	Q1 11	Q4 10	Q3 10	Q2 10	Q1 10
Direct subscribers at beginning	2,653	2,521	2,476	2,471	2,470
Gross additions	140	208	161	107	123
Churn	-67	-76	-116	-101	-122
Net growth	73	131	45	6	1
Direct subscribers at end	2,726	2,653	2,521	2,476	2,471
HD penetration (%)	24.4	22.4	18.2	14.9	13.1
Subscription ARPU (in €, monthly)	30.57	30.22	29.45	28.62	28.85
Churn rate (in %, quarterly annualized)	9.9	11.8	18.5	16.3	19.8
Churn rate (in %, 12 month rolling)	13.8	16.2	18.9	20.1	21.0
Wholesale subscribers at end	133	132	130	133	132



Due to rounding differences of individual items, sums may not always add up.

Subscribers and Key Metrics (year-on-year)

'000	Q1 11	Q1 10	Change (absolute)	Change (in %)
Direct subscribers at beginning	2,653	2,470	183	7.4
Gross additions	140	123	16	13.3
Churn	-67	-122	56	45.4
Net growth	73	1	72	>100
Direct subscribers at end	2,726	2,471	255	10.3
HD penetration (%)	24.4	13.1	11.3	-
Subscription ARPU (in €, monthly)	30.57	28.9	1.72	6.0
Churn rate (in %, quarterly annualized)	9.9	19.8	-9.9	-
Churn rate (in %, 12 month rolling)	13.8	21.0	-7.2	-
Wholesale subscribers at end	133	132	1	0.6



Due to rounding differences of individual items, sums may not always add up.

Revenues and Costs

in €m	Q1 11	Q1 10	Change (absolute)	Change (in %)
Revenues				
Subscription	246.6	213.8	32.8	15.4
Hardware	7.7	6.6	1.1	16.7
Wholesale	3.5	3.4	0.1	2.8
Advertising	4.5	3.4	1.0	29.7
Other	7.4	7.6	-0.2	-2.4
Total	269.6	234.7	34.9	14.9
Costs (including depreciation)				
Program	192.1	195.3	-3.2	-1.7
Technology	41.4	37.0	4.4	11.8
Hardware	13.8	9.1	4.6	50.8
Customer service and other cost of sales	17.2	16.2	1.0	6.5
Selling expenses	49.6	32.9	16.6	50.5
General and administrative expenses	25.9	20.2	5.7	28.2
Other operating expenses/income	-2.4	-1.3	-1.0	-79.5
Total	337.5	309.4	28.1	9.1
Depreciation included	12.9	10.2	2.7	26.9
Costs (excluding depreciation)	324.6	299.2	25.3	8.5
EBITDA	-55.0	-64.5	9.5	14.8

Due to rounding differences of individual items, sums may not always add up.



Results

in €m	Q111	Q110	Change (absolute)	Change (in %)
Revenues	269.6	234.7	34.9	14.9
Operating expenses	324.6	299.2	25.3	8.5
EBITDA	-55.0	-64.5	9.5	14.8
Depreciation and amortization	12.9	10.2	2.7	26.9
Amortization of subscriber base	7.2	12.3	-5.1	-41.4
EBIT	-75.1	-87.0	11.9	13.6
Financial result	-12.4	-9.1	-3.3	-35.9
Result before taxes	-87.5	-96.1	8.6	8.9
Income taxes	0.7	-0.9	1.5	>100
Result for the period	-86.9	-97.0	10.1	10.4

Due to rounding differences of individual items, sums may not always add up.



Cash Flow and Net Debt

in €m	Q111	Q110
Cash flow from operating activities	-28.6	-62.3
Cash flow from investing activities	-12.9	-17.3
Cash flow from financing activities	115.9	76.5
Cash flow	74.3	-3.2

in €m	31.03.11	31.03.10
Cash and cash equivalents	79.3	4.9
Net debt	344.2	139.9

Due to rounding differences of individual items, sums may not always add up.

