# Quarterly Statement

*as of September 30, 2018*

# Group Key Figures

| in € millions | Q3/2018 | Q3/2017 | Change | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|---|---|---|
| | 3rd Quarter | | | 9 Months | | |
| **Group** | | | | | | |
| **Revenues[1]** | **765.1** | **747.9** | **2.3 %** | **2,326.0** | **2,222.0** | **4.7 %** |
| *Digital share [1) 2)]* | *69.8 %* | *65.9 %* | | *69.2 %* | *66.1 %* | |
| **EBITDA, adjusted[3]** | **186.9** | **156.1** | **19.7 %** | **541.4** | **473.4** | **14.4 %** |
| *EBITDA margin, adjusted [1) 3)]* | *24.4 %* | *20.9 %* | | *23.3 %* | *21.3 %* | |
| *Digital EBITDA share [2]* | *83.9 %* | *77.3 %* | | *81.2 %* | *77.1 %* | |
| EBIT, adjusted[3] | 134.5 | 122.0 | 10.2 % | 387.9 | 373.4 | 3.9 % |
| Net income | 61.9 | 46.4 | 33.2 % | 247.4 | 163.4 | 51.4 % |
| Net income, adjusted[3] | 87.4 | 74.9 | 16.8 % | 256.7 | 244.4 | 5.0 % |
| **Segments** | | | | | | |
| Revenues | | | | | | |
| Classifieds Media | 305.0 | 254.3 | 19.9 % | 890.2 | 745.3 | 19.4 % |
| News Media | 357.6 | 369.9 | −3.3 % | 1,089.6 | 1,095.3 | −0.5 % |
| Marketing Media[1] | 89.0 | 109.8 | −19.0 % | 306.8 | 336.8 | −8.9 % |
| Services/Holding | 13.5 | 13.9 | −2.8 % | 39.3 | 44.6 | −11.8 % |
| EBITDA, adjusted[3] | | | | | | |
| Classifieds Media | 130.2 | 107.7 | 20.9 % | 353.5 | 307.6 | 15.0 % |
| News Media | 51.6 | 54.2 | −4.8 % | 165.1 | 165.1 | 0.0 % |
| Marketing Media | 16.0 | 15.9 | 0.6 % | 62.7 | 56.3 | 11.4 % |
| Services/Holding | −11.0 | −21.7 | – | −39.9 | −55.6 | – |
| **Liquidity and financial position** | | | | | | |
| Free cash flow (FCF)[3] | 86.1 | 92.4 | −6.9 % | 220.9 | 226.3 | −2.4 % |
| FCF excl. effects from headquarter real estate transactions[3) 4)] | 109.2 | 105.4 | 3.6 % | 280.3 | 268.5 | 4.4 % |
| Capex[5] | −53.9 | −40.5 | – | −156.4 | −130.1 | – |
| Capex excl. effects from headquarter real estate transactions[4) 5)] | −31.6 | −31.8 | – | −104.1 | −96.2 | – |
| Total assets[1) 6)] | 6,418.0 | 6,436.4 | −0.3 % | 6,418.0 | 6,436.4 | −0.3 % |
| *Equity ratio [1) 3) 6)]* | *45.8 %* | *43.5 %* | | *45.8 %* | *43.5 %* | |
| Net debt/liquidity[3) 6) 7)] | −1,317.4 | −1,020.2 | – | −1,317.4 | −1,020.2 | – |
| **Share-related key figures** | | | | | | |
| Earnings per share, adjusted (in €)[3) 8)] | 0.72 | 0.60 | 21.5 % | 2.08 | 1.98 | 5.0 % |
| Earnings per share (in €)[8] | 0.53 | 0.35 | 54.2 % | 2.11 | 1.29 | 62.9 % |
| Closing price (in €)[9] | 57.95 | 54.37 | 6.6 % | 57.95 | 54.37 | 6.6 % |
| Market capitalization[9) 10)] | 6,252.5 | 5,866.3 | 6.6 % | 6,252.5 | 5,866.3 | 6.6 % |
| **Average number of employees** | **16,347** | **15,879** | **2.9 %** | **16,367** | **15,745** | **3.9 %** |

No audit review was carried out with regard to the financial information contained in the Quarterly Statement.

1) Adjustments of prior-year figures due to the retrospective application of IFRS 15, see section "New accounting standards", page 11 et seq.
2) Based on the operating business (without the segment Services/Holding).
3) Explanations regarding relevant key performance indicators, page 12. Regarding the first-time application of IFRS 16 see section "New accounting standards", page 11 et seq.
4) Referring to the new headquarter building in Berlin as well as the sale of the new headquarter building and the Axel-Springer-Passage as well as the sale of the office building complex in Hamburg.
5) Capital expenditures for intangible assets and property, plant and equipment, and investment property.
6) As of September 30, 2018, and December 31, 2017, respectively.
7) Incl. leasing liabilities in the amount of € 359.6 million (PY: € 0.3 million), see section "New accounting standards", page 11 et seq.
8) Calculation based on average weighted shares outstanding in the reporting period (107.9 million; PY: 107.9 million).
9) Quotations based on XETRA closing prices.
10) Based on shares outstanding as of September 30, 2018, excluding treasury shares (107.9 million; PY: 107.9 million).

# *Business performance and position of the Group*

## *At a glance*

### *Development of revenues and earnings*

The development in the first nine months of the current financial year was in line with our expectations for the Group. Group revenues of € 2,326.0 million were 4.7 % above the previous year's level. Both the value in the reporting period and the corresponding figure in the previous year take into account the first-time application of the new IFRS 15 accounting standard (see section "New accounting standards", page 11 et seq.). Organically, i.e. adjusted for consolidation and currency effects, total revenues increased by 3.6 %. Once again, growth was driven particularly by our digital classifieds.

The adjusted EBITDA of € 541.4 million exceeded the previous year's figure (€ 473.4 million) by 14.4 %. The increase in earnings was driven particularly by the Classifieds Media, with the adoption of the new accounting standard for lease accounting IFRS 16 for the first time starting from January 2018 also having an impact (see section "New accounting standards" on page 11 et seq.). Organically, i.e. adjusted for consolidation and currency effects, as well as the effects of IFRS 16, adjusted EBITDA increased by 6.7 %. The adjusted EBIT was € 387.9 million and therefore up by 3.9 %, compared with the prior-year level (€ 373.4 million). The adjusted EBIT increased organically by 3.4 %. The adjusted earnings per share reached € 2.08 and was 5.0 % above the prior-year value (€ 1.98). Also organically, the adjusted earnings per share increased by 6.7 %.

### *Outlook 2018*

For the financial year 2018, we continue to expect **Group revenues** to increase in the low to mid single-digit percentage range. In addition to consolidation and currency effects, the application of new accounting standards will have an impact in 2018 (see section "New Accounting standards" on page 11 et seq.), so that we additionally provide an expectation for the organic development of our key performance indicators. Taking into account these effects, we also continue to expect revenue growth to be in the low to mid single-digit percentage range.

We continue to expect double-digit percentage growth in **revenues** for the **Classifieds Media segment**. We expect organic revenue growth for the Classifieds Media segment to be in the low double-digit percentage range since the publication of the half-year results, after previously expecting growth in the high single-digit to low double-digit percentage range. With the publication of the quarterly statement as of September 30, 2018, we are adjusting our full-year forecast for the **Marketing Media segment** because of the fact that development was below expectations due to a number of factors in particular in the subsegment Performance Marketing (see page 8). For the full year, we now expect the segment's **revenues** to decline in the low double-digit percentage range, after a decline in the high single-digit percentage range had previously been expected. For the organic revenue growth, we have adjusted the forecast from a high single-digit percentage growth to a development approximately at the previous year's level. For the adjusted **segment EBITDA**, we now expect a decline in the mid to high single-digit percentage range, after previously expecting an increase in the high single-digit percentage range. For the organic development of adjusted EBITDA, we have adjusted our forecast from growth in the low double-digit percentage range to a decline in the low to mid single-digit percentage range. Revenue and adjusted EBITDA guidance for the other segments and the Group remain unchanged.

We continue to expect the **adjusted Group EBITDA** to increase by an amount in the low double-digit percentage range. Looking at the organic growth in adjusted EBITDA, we continue to expect an increase in the mid to high single-digit percentage range.

Our expectation for the **adjusted EBIT** also remains unchanged: Due to higher depreciation, amortization, and impairments, we expect an increase in the low single-digit percentage range, and organically a growth in the low to mid single-digit percentage range.

For the **adjusted earnings per share**, we raise the forecast with the publication of the quarterly statement as of September 30, 2018. For the full year, we expect an increase in the mid single-digit percentage range, after previously expecting an increase in the low to mid single-digit percentage range. For organic growth, we now expect an increase in the high single-digit percentage range, after previously forecasting an increase in the mid to high single-digit percentage range.

## *Business performance*

At the beginning of January 2018, we transferred the **Axel Springer high-rise building in Berlin** to the Axel Springer Pensionstreuhandverein. Thereby the plan assets to cover our pension obligations increased by € 140.4 million. As part of a long-term lease, we will continue to use the property as headquarters.

Following the approval of the French antitrust authorities at the end of January 2018, the purchase of 100 % of shares of Concept Multimédia, which had already been contractually agreed in 2017, was completed at the beginning of February. The purchase price, taking into account purchase price adjustments on the basis of net debt and net working capital, amounted to € 95.3 million. In particular, Concept Multimédia, headquartered in Aix-en-Provence and Paris, runs under the core brand of **Logic-Immo.com**, a real estate portal in France, as well as additional online portals for luxury real estate and new builds.

The agreement between Axel Springer and Télévision Française (TF1) for the **sale** of Axel Springer's stake in the French **aufeminin Group** in January 2018, was completed by the end of April 2018. The purchase price amounted to € 291.5 million. The financial resources of the aufeminin Group at the time of the transaction amounted to € 72 million.

At the end of April 2018, Axel Springer acquired 11.5 % of the British company **Purplebricks** as part of a capital increase and the purchase of existing shares of the shareholders. Purplebricks was established in April 2014 in the UK and operates purplebricks.co.uk, the leading national transaction-based digital real estate platform. The company is also active in Australia, the USA and Canada. Since December 2015, Purplebricks has been listed on the London Stock Exchange. The purchase price for the equity investment amounted to € 143.2 million, corresponding to a price per share of £ 3.60. In July, Axel Springer acquired additional shares at a price per share of £ 3.07 and a total value of € 10.4 million and increased its stake to around 12.5 %. In the course of the equity investment, Dr. Andreas Wiele, Executive Board member Classifieds Media of Axel Springer SE, took over a seat on the Board of Directors of the company. In October, Axel Springer and Purplebricks concluded an agreement on a joint investment in **Homeday**. Homeday, headquartered in Berlin, operates a transaction-based digital real estate platform, homeday.de. Axel Springer and Purplebricks will each hold 50 % of the joint holding company, which will acquire 22 % of Homeday GmbH. In addition, Axel Springer's existing stake of approximately 4 % will be transferred to the joint holding company. The closing of the transaction is subject to approval by the antitrust authorities.

At the beginning of May 2018, StepStone acquired the employer branding specialist **Universum**. The acquisition cost amounted to € 41.0 million and may in the future, due to contingent purchase price liabilities, increase in total by a maximum of SEK 75.0 million (approximately € 7.2 million). Based in Stockholm, Universum is one of the world's leading employer branding specialists, assisting companies to analyze, define, develop and communicate their own employer brand. The Swedish company was founded in 1988 and now serves around 2,000 customers in more than 35 countries.

In the second quarter, Axel Springer sold its remaining share of about 7 % in the Turkish **Doğan TV** to Doğan Holding. For this purpose, we had received put options for the staggered back-sale of our equity investment from the Doğan Holding, on the basis of which we expected proceeds of around € 171 million in the years 2020/2022. During the first quarter of 2018, Doğan Holding initiated the sale of all media activities to the Turkish media group Demirören. In the event of such a sale, Axel Springer has agreed with Doğan Holding in April on the early exercisability of the put options for a total purchase price of € 160 million. Axel Springer then exercised the put options in May 2018. The sale has not produced any material earnings effects.

## *Financial performance of the Group*

During the reporting period, **revenues** were € 2,326.0 million and therefore 4.7 % above the prior-year figure (€ 2,222.0 million). The development of revenue is partly characterized by consolidation effects, above all due to the inclusion of Logic-Immo, Universum and affilinet. The deconsolidation of aufeminin had a counteracting effect starting in the second quarter. Organically, Axel Springer recorded a revenue increase of 3.6 %. The previous year's figures were adjusted retrospectively due to the first-time application of IFRS 15 (see section "New accounting standards" on page 11 et seq.).

**Revenues from digital activities** increased from € 1,438.3 million by 10.0 % to € 1,582.0 million. The digital portion of revenues related to the operating business performance was 69.2 % (PY: 66.1 %).

**Organic revenue development for digital media** is illustrated in the table below. Consolidation and currency effects have been adjusted.

**Revenue Development Digital Media, organic**

| yoy | 9M/2018 | Q3/2018 |
|---|---|---|
| **Digital Media** | **9.1 %** | **8.5 %** |
| Classifieds Media | 10.8 % | 9.8 % |
| News Media | 12.1 % | 11.3 % |
| Marketing Media | 1.3 % | 0.8 % |

**International revenues** increased from € 970.7 million by 7.0 % to € 1,038.3 million and thus amounted to 44.6 % (PY: 43.7 %) of Axel Springer's revenues.

Compared with the prior year, **adjusted EBITDA** increased by 14.4 % to € 541.4 million (PY: € 473.4 million). The margin increased to 23.3 % (PY: 21.3 %). Organically, adjusted EBITDA was 6.7 % above the prior year.

**Adjusted EBITDA of digital media** increased by 15.7 % from € 408.0 million to € 472.1 million. In terms of operating business, the share of digital business in adjusted EBITDA was at 81.2 % (PY: 77.1 %).

Compared with the prior year, **adjusted EBIT** increased by 3.9 % to € 387.9 million (PY: € 373.4 million). Organically, adjusted EBIT was 3.4 % above the prior year.

**Net income** developed as follows:

**Net Income**

| € millions | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|
| **Net income** | **247.4** | **163.4** | **51.4 %** |
| Non-recurring effects | –53.6 | 31.3 | – |
| Depreciation, amortization, and impairments of purchase price allocations | 76.3 | 73.8 | 3.3 % |
| Taxes attributable to these effects | –13.4 | –24.1 | – |
| **Net income, adjusted[1]** | **256.7** | **244.4** | **5.0 %** |
| Attributable to non-controlling interest | 32.4 | 30.7 | 5.4 % |
| **Adjusted net income[1] attributable to shareholders of Axel Springer SE** | **224.3** | **213.6** | **5.0 %** |
| **Earnings per share, adjusted (in €)[1) 2)]** | **2.08** | **1.98** | **5.0 %** |
| **Earnings per share (in €)[2]** | **2.11** | **1.29** | **62.9 %** |

[1] Explanations with respect to the relevant key performance indicators, page 12.
[2] Calculation based on average weighted shares outstanding in the reporting period (107.9 million; PY: 107.9 million).

The non-recurring effects in the reporting period mainly related to income from the sale or contribution of business activities and real estate in the amount of € 72.9 million. (PY: € –11.0 million) and were almost exclusively attributable to the sale of our interest in the aufeminin Group (€ 49.4 million before disposal-related costs), as well as to the transfer of the Axel Springer high-rise building in Berlin to the Axel Springer Pensionstreuhandverein (€ 34.9 million.). The non-recurring effects furthermore included mainly expenses related to the Executive Board remuneration program 2016 (LTIP) to the amount of € –7.9 million. (PY: € –8.9 million).

# *Financial performance of the operating segments*

## *Classifieds Media*

In the Classifieds Media all business models are summarized, which generate their revenues mainly in the online classifieds business. The segment is sub-divided into Jobs, Real Estate, and General/Other. From 2018 we will be showing meinestadt.de in the subsegment Jobs (previously General/Other). The previous year's figures have been adjusted accordingly.

**Key Figures Classifieds Media**

| € millions | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|
| **Revenues** | **890.2** | **745.3** | **19.4 %** |
| Advertising revenues | 860.6 | 732.6 | 17.5 % |
| Other revenues | 29.6 | 12.6 | >100 % |
| | | | |
| **Jobs** | **431.6** | **359.2** | **20.2 %** |
| **Real Estate** | **278.2** | **215.5** | **29.1 %** |
| **General/Other** | **180.4** | **170.5** | **5.8 %** |
| | | | |
| **EBITDA, adjusted[1]** | **353.5** | **307.6** | **15.0 %** |
| Jobs | 165.7 | 146.4 | 13.2 % |
| Real Estate | 132.6 | 109.7 | 20.9 % |
| General/Other | 63.4 | 58.4 | 8.6 % |
| | | | |
| **EBITDA margin, adjusted** | **39.7 %** | **41.3 %** | |
| Jobs | 38.4 % | 40.7 % | |
| Real Estate | 47.7 % | 50.9 % | |
| General/Other | 35.1 % | 34.2 % | |

[1] Segment EBITDA, adjusted includes non-allocated costs of € 8.2 million (PY: € 6.8 million).

Revenues in the Classifieds Media segment increased compared to the prior-year period by 19.4 % to € 890.2 million (PY: € 745.3 million). In addition to an improvement in the operational performance of the job portals in particular, consolidation effects also contributed to this, mainly due to the inclusion of Logic-Immo in real estate and Universum in the area of job portals.

Adjusted for consolidation and currency effects, the increase was 10.8 %. The job portals achieved a revenue increase of 20.2 %, adjusted for consolidation and currency effects it was 16.4 %. Once again, business in Continental Europe contributed to growth. The real estate portals showed an increase of 29.1 %. Particularly the consolidation of Logic-Immo contributed to the strong growth. Adjusted for the consolidation effects, the growth was at 6.3 %. In the subsegment General/Other, the revenue increase was 5.8 %, essentially due to the organic growth of 4.4 %.

The adjusted EBITDA of the segment increased considerably by 15.0 % to € 353.5 million (PY: € 307.6 million). In addition to improved operating results, the initial application of the new accounting standard IFRS 16 and consolidation effects, especially the inclusion of Logic-Immo and Universum, contributed to the increase. Organically, i.e. adjusted for the above as well as for the currency effects, the increase was 8.0 %. The margin in the first nine months of 39.7 % was below the previous year's level (41.3 %). The main reasons for this were investments in marketing, product and technology, as well as the inclusion of companies whose returns were below the segment average, especially in the first half of the year. In the third quarter, the margin of 42.7 % was slightly above the previous year's value (42.4 %). The adjusted EBITDA for the job portals increased by 13.2 % compared to the prior year. The decisive factor was the business in Continental Europe. The real estate portals recorded an adjusted EBITDA increase of 20.9 %, particularly driven by the inclusion of Logic-Immo and earnings improvements at the Immowelt Group. The subsegment General/Other increased adjusted EBITDA by 8.6 %. The organic increase in adjusted EBITDA was 6.6 % for the Jobs subsegment due to planned investments in brand and product. Adjusted Real Estate EBITDA increased organically by 12.8 % due to improved earnings at Immowelt and SeLoger. The organic increase in adjusted EBITDA in the General/Other subsegment was 4.0 %

The adjusted EBIT in the Classifieds Media segment increased by 8.9 % from € 271.5 million to € 295.6 million. Depreciation, amortization and impairment / write-ups increased by 60.4 % to € 57.9 million (PY: € 36.1 million).

**Key Figures Classifieds Media 3rd Quarter**

| € millions | Q3/2018 | Q3/2017 | Change |
|---|---|---|---|
| **Revenues** | **305.0** | **254.3** | **19.9 %** |
| Advertising revenues | 292.8 | 250.3 | 17.0 % |
| Other revenues | 12.2 | 4.0 | >100 % |
| | | | |
| **Jobs** | **153.6** | **129.2** | **18.8 %** |
| **Real Estate** | **94.4** | **72.2** | **30.8 %** |
| **General/Other** | **57.0** | **52.9** | **7.8 %** |
| | | | |
| **EBITDA, adjusted[1]** | **130.2** | **107.7** | **20.9 %** |
| Jobs | 67.2 | 56.0 | 19.8 % |
| Real Estate | 46.8 | 37.7 | 24.1 % |
| General/Other | 18.9 | 16.5 | 14.1 % |
| | | | |
| **EBITDA margin, adjusted** | **42.7 %** | **42.4 %** | |
| Jobs | 43.7 % | 43.4 % | |
| Real Estate | 49.5 % | 52.2 % | |
| General/Other | 33.1 % | 31.3 % | |

[1] Segment EBITDA, adjusted includes non-allocated costs of € 2.6 million (PY: € 2.6 million).

## *News Media*

The News Media segment mainly comprises the BILD and WELT Group in the national segment, and in the international area primarily the digital media offerings in Europe and the USA.

**Key Figures News Media**

| € millions | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|
| **Revenues** | **1,089.6** | **1,095.3** | **–0.5 %** |
| Advertising revenues | 480.6 | 462.3 | 4.0 % |
| Circulation revenues | 449.4 | 483.7 | –7.1 % |
| Other revenues | 159.6 | 149.3 | 6.9 % |
| | | | |
| **National** | **781.8** | **809.3** | **–3.4 %** |
| Advertising revenues | 307.2 | 311.6 | –1.4 % |
| Circulation revenues | 359.9 | 386.2 | –6.8 % |
| Other revenues | 114.6 | 111.5 | 2.8 % |
| | | | |
| **International** | **307.8** | **286.1** | **7.6 %** |
| Advertising revenues | 173.4 | 150.7 | 15.1 % |
| Circulation revenues | 89.4 | 97.5 | –8.3 % |
| Other revenues | 45.0 | 37.8 | 18.8 % |
| | | | |
| **EBITDA, adjusted** | **165.1** | **165.1** | **0.0 %** |
| National | 115.9 | 129.9 | –10.8 % |
| International | 49.2 | 35.2 | 39.8 % |
| | | | |
| **EBITDA margin, adjusted** | **15.1 %** | **15.1 %** | |
| National | 14.8 % | 16.1 % | |
| International | 16.0 % | 12.3 % | |

Revenues in the News Media segment were € 1,089.6 million and 0.5 % below the prior-year value (€ 1,095.3 million). 36.8 % of revenues were generated through digital activities. In the national area of the segment News Media, where 26.2 % of revenue comes from digital activities, revenues totaled € 781.8 million, and thus were 3.4 % lower than the prior-year figure. Organically, i.e. adjusted for consolidation and currency effects, the decrease was 4.2 %. Revenues at News Media International increased by 7.6 % to € 307.8 million. The organic growth was 11.6 %. Business developments of Business Insider in particular continued to be very dynamic. The digital proportion of revenues from the News Media International was 63.9 %.

The adjusted EBITDA was € 165.1 million and therefore on the prior-year level (€ 165.1 million). Organically, i.e. adjusted for consolidation and currency effects and effects from the application of IFRS 16, the adjusted EBITDA was 8.8 % below the corresponding prior-year figure, which was characterized by positive non-recurring effects and an exceptionally successful BILD special edition in the second quarter and strong advertising revenues in the third quarter. The margin of the segment remained stable at 15.1 %. The adjusted EBITDA in subsegment News Media National amounting to € 115.9 million was 10.8 % below the prior-year level (€ 129.9 million), organic EBITDA was 17.4 % below the prior-year figure. In addition to the above-mentioned effects, higher marketing expenses also had an effect here. In the international segment, the adjusted EBITDA increased significantly (39.8 %) to € 49.2 million (PY: € 35.2 million). The organic increase was also strong at 23.9 %. This was mainly due to the improvement in earnings of Business Insider.

The adjusted EBIT in the News Media segment declined by 18.7 %, from € 139.4 million to € 113.3 million. Depreciation, amortization and impairment / write-ups increased by 101.1 % from € 25.7 million to € 51.7 million.

### Key Figures News Media 3rd Quarter

| € millions | Q3/2018 | Q3/2017 | Change |
|---|---|---|---|
| **Revenues** | **357.6** | **369.9** | **–3.3 %** |
| Advertising revenues | 150.2 | 147.4 | 1.9 % |
| Circulation revenues | 154.3 | 168.9 | –8.6 % |
| Other revenues | 53.0 | 53.6 | –1.0 % |
| | | | |
| **National** | **257.4** | **275.8** | **–6.7 %** |
| Advertising revenues | 92.8 | 98.1 | –5.4 % |
| Circulation revenues | 126.0 | 137.1 | –8.1 % |
| Other revenues | 38.5 | 40.6 | –5.1 % |
| | | | |
| **International** | **100.2** | **94.1** | **6.4 %** |
| Advertising revenues | 57.3 | 49.3 | 16.4 % |
| Circulation revenues | 28.3 | 31.8 | –11.1 % |
| Other revenues | 14.5 | 13.0 | 11.6 % |
| | | | |
| **EBITDA, adjusted** | **51.6** | **54.2** | **–4.8 %** |
| National | 35.0 | 41.4 | –15.6 % |
| International | 16.7 | 12.8 | 30.3 % |
| | | | |
| **EBITDA margin, adjusted** | **14.4 %** | **14.7 %** | |
| National | 13.6 % | 15.0 % | |
| International | 16.6 % | 13.6 % | |

## *Marketing Media*

In the Marketing Media segment, it is mainly idealo, Bonial and finanzen.net, as well as aufeminin, until its disposal at the end of April 2018 that are included in the reach-based marketing subsegment. The performance-based marketing consists of the Awin Group.

### Key Figures Marketing Media

| € millions | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|
| **Revenues[1]** | **306.8** | **336.8** | **–8.9 %** |
| Advertising revenues[1] | 227.9 | 248.5 | –8.3 % |
| Other revenues | 78.9 | 88.4 | –10.7 % |
| | | | |
| **Reach Based Marketing[1]** | **176.3** | **226.5** | **–22.2 %** |
| **Performance Marketing[1]** | **130.5** | **110.4** | **18.3 %** |
| | | | |
| **EBITDA, adjusted[2]** | **62.7** | **56.3** | **11.4 %** |
| Reach Based Marketing | 46.3 | 43.6 | 6.2 % |
| Performance Marketing | 22.6 | 19.3 | 17.4 % |
| | | | |
| **EBITDA margin, adjusted[1]** | **20.4 %** | **16.7 %** | |
| Reach Based Marketing[1] | 26.2 % | 19.2 % | |
| Performance Marketing[1] | 17.3 % | 17.5 % | |

[1] Adjustments of prior-year figures due to the retrospective application of IFRS 15 in the amount of € 332.6 million, see section "New accounting standards", page 11 et seq.
[2] Segment EBITDA, adjusted includes non-allocated costs of € 6.2 million (PY: € 6.6 million).

Development in the Marketing Media segment was below expectations in the first nine months of the financial year, mainly due to the Performance Marketing subsegment. Alongside a lower than expected order intake, currency effects in the US business, among others, negatively influenced revenues in the first nine months. In addition, higher integration costs for the merger of AWIN and affilinet had a negative impact on EBITDA. Revenues in the Marketing Media segment declined by 8.9 % to € 306.8 million (PY: € 336.8 million). Adjusted for consolidation and currency effects, revenues were (1.3 %) slightly above the prior-year figure. In terms of Reach Based Marketing, revenues amounting to € 176.3 million were significantly (–22.2 %) below the previous year's figure, largely due to the deconsolidation of aufeminin from the end of April 2018. The decline in revenues was also attributable to the discontinuation of Bonial's US activities at the end of 2017, which is also the main driver of the 0.8 % organic decline. Revenues in Performance Marketing increased significantly by 18.3 % to € 130.5 million. The increase was particularly influenced by the positive effect of the first-time consolidation of affilinet. Organic growth was at 4.8 %.

The adjusted EBITDA in the segment increased from € 56.3 million by 11.4 % to € 62.7 million, largely due to an organic improvement in earnings by 8.9 %. Compared with the same period of the previous year, the return in the segment increased from 16.7 % to 20.4 %. In Reach Based Marketing adjusted EBITDA increased by 6.2 % to € 46.3 million (PY: € 43.6 million). Here, again, the de-consolidation of aufeminin had an impact. The organic increase was 22.4 % and mainly due to the elimination of start-up losses of Bonial's US activities. The adjusted EBITDA in the subsegment Performance Marketing improved from € 19.3 million to € 22.6 million. Due to the above listed factors, organically, earnings were 20.2 % below the previous year's level.

Adjusted EBIT in the Marketing Media segment increased by 4.8 % from € 43.1 million to € 45.2 million. Depreciation, amortization and impairment / write-ups increased by 33.1 % to € 17.6 million in the reporting period (PY: € 13.2 million).

**Key Figures Marketing Media 3rd Quarter**

| € millions | Q3/2018 | Q3/2017 | Change |
|---|---|---|---|
| **Revenues[1]** | **89.0** | **109.8** | **–19.0 %** |
| Advertising revenues[1] | 67.4 | 78.8 | –14.5 % |
| Other revenues | 21.6 | 31.0 | –30.3 % |
| | | | |
| **Reach Based Marketing[1]** | **46.7** | **73.5** | **–36.5 %** |
| **Performance Marketing[1]** | **42.3** | **36.4** | **16.4 %** |
| | | | |
| **EBITDA, adjusted[2]** | **16.0** | **15.9** | **0.6 %** |
| Reach Based Marketing | 11.3 | 12.3 | –7.8 % |
| Performance Marketing | 6.7 | 5.8 | 13.9 % |
| | | | |
| **EBITDA margin, adjusted[1]** | **18.0 %** | **14.5 %** | |
| Reach Based Marketing[1] | 24.3 % | 16.7 % | |
| Performance Marketing[1] | 15.7 % | 16.1 % | |

[1] Adjustments of prior-year figures due to the retrospective application of IFRS 15 in the amount of € 111.8 million, see section "New accounting standards", page 11 et seq.

[2] Segment EBITDA, adjusted includes non-allocated costs of € 2.0 million (PY: € 2.2 million).

## *Services/Holding*

Group services, which also include the three domestic printing plants, as well as holding functions, are reported within the Services/Holding segment. The services of the Group Services are procured by in-house customers at standard market prices.

**Key Figures Services/Holding**

| € millions | 9M/2018 | 9M/2017 | Change |
|---|---|---|---|
| **Revenues** | **39.3** | **44.6** | **–11.8 %** |
| | | | |
| **EBITDA, adjusted** | **–39.9** | **–55.6** | |

Revenues in the Services/Holding segment decreased by 11.8 % compared to the comparable prior-year period and were € 39.3 million (PY: € 44.6 million). In addition to a market-related decline in the printed products business, the decline in revenues is partly due to changes in the recognition of rental incomes in connection with the initial application of IFRS 16.

The adjusted EBITDA improved from € –55.6 million to € –39.9 million, partly as a consequence of lower project expenses and positive effects of stock option program expenses.

The EBIT in the Services/Holding segment increased from € –80.6 million to € –66.2 million. Depreciation, amortization and impairments / write-ups of € 26.3 million were slightly above the prior-year level (€ 25.0 million).

**Key Figures Services/Holding 3rd Quarter**

| € millions | Q3/2018 | Q3/2017 | Change |
|---|---|---|---|
| **Revenues** | **13.5** | **13.9** | **–2.8 %** |
| | | | |
| **EBITDA, adjusted** | **–11.0** | **–21.7** | |

# *Financial position and liquidity*

The increase in intangible assets was in particular due to the initial consolidation of the acquisitions relating to Logic-Immo and Universum. The increase in property, plant and equipment was mainly attributable to the initial application of the new lease accounting standard (IFRS 16, see section "New accounting standards" on page 11). In this context, as of January 1, 2018, right-of-use assets from leases were recognized on the balance sheet for the first time, their carrying amount as of September 30, 2018, was € 240.8 million (including contractual right-of-use assets from the lease of the Axel-Springer-Passage and the Axel Springer high-rise building in Berlin). This was offset by the derecognition of the remaining carrying amount of the Axel Springer high-rise building in Berlin due to the transfer to the Axel Springer Pensionstreuhandverein. The development of non-current assets included, on one hand, the acquisition of 12.5 % of the shares in Purplebricks (€ 153.7 million) and on the other hand the premature exercise of our put options to dispose all remaining shares in Doğan TV for a total purchase price of € 160.0 million.

The reduction in assets and liabilities held for sale resulted from the disposals of the aufeminin Group and our print activities in Slovakia at the end of April and at end of July 2018, respectively.

Equity increased from € 2,802.4 million to € 2,942.2 million, the equity ratio from 43.5 % to 45.8 %. In addition to the dividend payments to the shareholders of Axel Springer SE and the receipt of the net income in the reporting period, the development was characterized by the derecognition of existing non-controlling interests in connection with the sale of the aufeminin Group and the derecognition of liabilities from existing put options derecognized into equity with no effect on income with respect to 35 % of the non-controlling interests in the Immowelt Group (€ 159.8 million).

The reduction in provisions for pensions was related to the increase in plan assets as a result of the transfer of the Axel Springer high-rise building in Berlin to the Axel Springer Pensionstreuhandverein; as a result, plan assets increased by € 140.4 million.

The reduction in other provisions was in particular due to the utilization of bonus provisions to be built-up during the course of the year as well as the utilization of provisions for restructuring measures. The change in other liabilities resulted in particular from the derecognition of unexercised put options concerning the acquisition of 35 % of the non-controlling interests in the Immowelt Group.

The increase in financial liabilities to € 1,557.7 million (December 31, 2017: € 1,237.0 million) concerned with € 359.6 million the increase in lease liabilities (see section "New accounting standards" on page 11); of this amount, € 153.6 million was attributable to the lease of the Axel-Springer-Passage and the Axel Springer high-rise building in the reporting period. This increase was responsible for the increase in net debt to € –1,317.4 million (December 31, 2017: € –1,020.2 million). Cash and cash equivalents increased to € 240.2 million in the reporting period (December 31, 2017: € 216.8 million). As of September 30, 2018, € 347.5 million (December 31, 2017: € 365.0 million) of the long-term credit facility, which was increased to € 1,500.0 million in May 2018 (31 December 2017: € 1,200.0 million) was utilized. Furthermore, there were liabilities from a promissory note loan of € 808.5 million (December 31, 2017: € 879.0 million).

Cash flow from operating activities in the reporting period amounted to € 382.4 million and was therefore 5.5 % above the value of the prior-year period (€ 362.4 million). Among other factors, this development was due to the first-time application of the new lease accounting standard and the associated disclosure of the repayment portion of rental and lease payments in cash flow from financing activities (see section “New Accounting standards” on page 11 et seq.). This was offset by higher net tax payments.

Cash flow from investing activities amounted to € –53.7 million (PY: € –281.6 million) and comprised, in addition to the increased capital expenditures for intangible assets and property, plant and equipment for our new building in Berlin, in particular payments (less cash acquired) for the acquisition of 100 % of Logic-Immo and Universum during the reporting period, as well as € 153.7 million for the acquisition of our non-controlling interest in Purplebricks. On the other hand, there is the receipt of the purchase price of € 291.5 million minus cash given up of € 72.0 million from the disposal of our shares in the aufeminin Group and the purchase price from the sale of our print activities in Slovakia (€ 56.9 million). Furthermore, the payment of € 160.0 million for the premature exercise of option rights with respect to the disposal of all remaining shares in Doğan TV is included. In the prior year, mainly payments (less cash acquired) for the acquisition of shares in ShareASale as well as the exercise of option rights to acquire non-controlling interests in Immoweb and Onet were included.

The cash flow from financing activities of €–319.8 million (PY: € –46.5 million) was mostly due to the payment of dividends to shareholders of Axel Springer SE. The repayment portion of rental and lease payments was reported in cash flow from financing activities for the first time (see section "New accounting standards" on page 11 et seq.). The higher level of financial liabilities recorded in the prior year was mainly related to the reorganization of our promissory note loans in the prior-year period. In addition, the prior-year figure included payments for the exercise of option rights relating to the acquisition of remaining non-controlling interests in the Awin Group.

## *New accounting standards*

Effective January 1, 2018, we have applied the new revenue recognition standard, IFRS 15 "Revenue from Contracts with Customers," for the first time and retrospectively. In the case of Axel Springer, IFRS 15 particularly concerns contracts in which it is necessary to assess whether a principal or agent position exists. We are now acting as an agent in the Performance Marketing subsegment, taking into account the newly introduced control principle and the changed indicators in the contractual relationships of our business model. As a result of this change, both revenues and cost of materials of the Performance Marketing subsegment are reduced. The reporting of revenues and costs of materials for the comparable period was adjusted accordingly by € 332.6 million. There were no effects on our Group key performance indicators adjusted EBITDA and adjusted EBIT or on the balance sheet disclosure. The adjusted EBITDA margin of the Group and of the Marketing Media segment increased accordingly. In addition, the retrospective application of the new standard resulted in a minor adjustment of the opening balance sheet as at January 1, 2017 for other immaterial conversion effects. For further explanations, including the expected effects on the financial year 2018, please refer to our Annual Report 2017, see page 115 et seq.

Furthermore, as of January 1, 2018, we applied the new lease accounting standard (IFRS 16) prematurely and recognized the cumulative effects in equity at the date of initial application. Based on the leases existing at the time of initial application (excluding the lease agreements concluded on January 1, 2018 for the lease of the Axel-Springer-Passage and the Axel Springer high-rise building), the following effects on the consolidated financial statements arose: For the first time, right-of-use-assets in the amount of € 199.1 million and lease liabilities increasing our net debt in the amount of € 216.0 million were recognized. Due to the recognition of depreciation, amortization and impairments on right-of-use assets and interest compounding effects of the lease liabilities instead of the lease expenses previously recognized in the operating result, adjusted Group EBITDA increased by € 33.9 million in the reporting period. There were no significant effects on adjusted Group EBIT and net income. Free cash flow for the reporting period increased by € 44.8 million due to the disclosure of the repayment portion of lease payments in cash flow from financing activities. For further explanations, including the expected effects on the financial year 2018, please refer to our Annual Report 2017, see page 115 et seq.

## *Explanations with respect to the relevant key performance indicators*

In accordance with the International Financial Reporting Standards (IFRS), the performance indicators used in this Quarterly Statement, adjusted EBITDA (earnings before interest, taxes, depreciation, and amortization), adjusted EBITDA margin, adjusted EBIT (earnings before interest and taxes), adjusted net income, adjusted earnings per share, free cash flow, net debt/liquidity and equity ratio are undefined performance indicators to be regarded as additional information. The definitions in the Annual Report 2017 on page 33 et seq. apply unchanged.

# *Consolidated Statement of Financial Position*

**€ millions**

| **ASSETS** | **09/30/2018** | **12/31/2017** | **01/01/2017** |
|---|---|---|---|
| **Non-current assets** | **5,350.4** | **4,994.1** | **5,393.0** |
| Intangible assets | 3,999.3 | 3,904.4 | 4,162.3 |
| Property, plant, and equipment | 700.9 | 451.7 | 519.2 |
| **Investment property** | **0.0** | **0.0** | **29.8** |
| Non-current financial assets | 540.2 | 526.8 | 563.3 |
| Investments accounted for using the equity method | 312.9 | 167.5 | 221.0 |
| Other non-current financial assets | 227.3 | 359.3 | 342.3 |
| Receivables due from related parties | 7.9 | 12.1 | 23.4 |
| Receivables from income taxes | 0.0 | 0.6 | 0.4 |
| Other assets | 40.7 | 44.0 | 39.5 |
| Deferred tax assets | 61.5 | 54.6 | 55.0 |
| **Current assets[1)]** | **1,067.6** | **1,442.3** | **1,064.1** |
| Inventories | 28.0 | 19.8 | 21.6 |
| Trade receivables | 657.1 | 693.9 | 614.6 |
| Receivables due from related parties | 16.8 | 17.2 | 16.6 |
| Receivables from income taxes | 23.3 | 21.7 | 65.0 |
| Other assets[1)] | 102.1 | 105.6 | 122.2 |
| Cash and cash equivalents | 240.2 | 216.8 | 224.1 |
| Assets held for sale | 0.0 | 367.3 | 0.0 |
| **Total assets[1)]** | **6,418.0** | **6,436.4** | **6,457.1** |

[1)] Adjustment of prior year figures as of January 1, 2017 and December 31, 2017 due to the retrospective application of IFRS 15 (by € 0.9 million); see p. 11 ("New accounting standards").

**€ millions**

| EQUITY AND LIABILITIES | 09/30/2018 | 12/31/2017 | 01/01/2017 |
|---|---|---|---|
| **Equity[1)]** | **2,942.2** | **2,802.4** | **2,639.5** |
| Shareholders of Axel Springer SE[1)] | 2,477.4 | 2,291.0 | 2,218.3 |
| Non-controlling interests | 464.8 | 511.4 | 421.2 |
| **Non-current provisions and liabilities** | **2,095.8** | **2,036.1** | **2,427.2** |
| Provisions for pensions | 205.3 | 343.2 | 350.4 |
| Other provisions | 78.7 | 79.8 | 69.8 |
| Financial liabilities | 1,336.7 | 1,062.0 | 1,258.3 |
| Trade payables | 2.9 | 0.1 | 0.2 |
| Liabilities due to related parties | 31.5 | 23.7 | 6.5 |
| Other liabilities | 60.7 | 158.1 | 211.6 |
| Deferred tax liabilities | 380.0 | 369.3 | 530.5 |
| **Current provisions and liabilities** | **1,380.1** | **1,598.0** | **1,390.4** |
| Provisions for pensions | 18.8 | 20.4 | 21.2 |
| Other provisions | 139.0 | 186.0 | 183.2 |
| Financial liabilities | 220.9 | 175.1 | 1.0 |
| Trade payables | 439.0 | 462.0 | 379.6 |
| Liabilities due to related parties | 31.1 | 40.8 | 23.1 |
| Liabilities from income taxes | 40.2 | 60.9 | 37.3 |
| Other liabilities | 490.9 | 581.6 | 745.1 |
| Liabilities related to assets held for sale | 0.0 | 71.2 | 0.0 |
| **Total equity and liabilities[1)]** | **6,418.0** | **6,436.4** | **6,457.1** |

[1)] Adjustment of prior year figures as of January 1, 2017 and December 31, 2017 due to the retrospective application of IFRS 15 (by € 0.9 million); see p. 11 ("New accounting standards").

# *Consolidated Income Statement*

| € millions | Q3/2018 | Q3/2017 | 9M/2018 | 9M/2017 |
|---|---|---|---|---|
| Revenues[1] | 765.1 | 747.9 | 2,326.0 | 2,222.0 |
| Other operating income | 20.6 | 17.9 | 136.7 | 47.8 |
| Change in inventories and internal costs capitalized | 24.3 | 20.6 | 69.6 | 62.3 |
| Purchased goods and services[1] | −131.1 | −135.4 | −406.5 | −402.0 |
| Personnel expenses | −296.5 | −287.0 | −899.4 | −854.5 |
| Depreciation, amortization, and impairments | −81.6 | −55.2 | −229.8 | −173.8 |
| Other operating expenses | −202.7 | −221.4 | −637.9 | −640.3 |
| Income from investments | 1.3 | −0.5 | 6.5 | 6.6 |
| Result from investments accounted for using the equity method | −0.5 | −1.2 | −2.8 | −1.6 |
| Other investment income | 1.8 | 0.7 | 9.3 | 8.3 |
| Financial result | −5.3 | −6.0 | −14.8 | −7.7 |
| Income taxes | −32.1 | −34.3 | −103.0 | −97.1 |
| **Net income** | **61.9** | **46.4** | **247.4** | **163.4** |
| Net income attributable to shareholders of Axel Springer SE | 57.4 | 37.2 | 227.3 | 139.5 |
| Net income attributable to non-controlling interests | 4.4 | 9.2 | 20.2 | 23.8 |
| **Basic/diluted earnings per share (in €)** | **0.53** | **0.35** | **2.11** | **1.29** |

1) Adjustment of prior year figures due to the retrospective application of IFRS 15 (by € 332.6 million for 9M/2017 and by € 111.8 Million for Q3/2017); see p. 11 ("New accounting standards").

# *Consolidated Statement of Cash Flows*

| € millions | 9M/2018 | 9M/2017 |
|---|---|---|
| **Net income** | **247.4** | **163.4** |
| Reconciliation of net income to the cash flow from operating activities | | |
| Depreciation, amortization, impairments, and write-ups | 229.8 | 173.8 |
| Result from investments accounted for using the equity method | 2.8 | 1.6 |
| Dividends received from investments accounted for using the equity method | 7.2 | 3.3 |
| Result from disposal of consolidated subsidiaries and business units and intangible assets, property, plant, and equipment, and financial assets | −80.4 | −10.7 |
| Changes in non-current provisions | 11.7 | −13.4 |
| Changes in deferred taxes | −12.9 | −27.1 |
| Other non-cash income and expenses | −3.9 | −7.0 |
| Changes in trade receivables | 53.4 | 52.0 |
| Changes in trade payables | −25.8 | −29.1 |
| Changes in other assets and liabilities | −46.9 | 55.6 |
| **Cash flow from operating activities** | **382.4** | **362.4** |
| Proceeds from disposals of intangible assets, property, plant, and equipment, and investment property less costs of disposal | −5.2 | −6.0 |
| Proceeds from disposals of consolidated subsidiaries and business units, less cash and cash equivalents given up | 283.3 | 6.8 |
| Proceeds from disposals of non-current financial assets | 166.7 | 19.2 |
| Proceeds from / disbursements of investments in short-term financial funds | 0.0 | 4.0 |
| Purchases of intangible assets, property, plant, equipment, and investment property | −156.4 | −130.1 |
| Purchases of shares in consolidated subsidiaries and business units less cash and cash equivalents acquired | −154.7 | −150.0 |
| Purchases of investments in non-current financial assets | −187.5 | −25.4 |
| **Cash flow from investing activities** | **−53.7** | **−281.6** |
| Dividends paid to shareholders of Axel Springer SE | −215.8 | −205.0 |
| Dividends paid to other shareholders | −11.3 | −8.5 |
| Purchase of non-controlling interests | −2.7 | −62.9 |
| Repayments of liabilities under finance leases | −44.8 | −0.3 |
| Proceeds from other financial liabilities | 345.4 | 533.2 |
| Repayments of other financial liabilities | −385.4 | −315.1 |
| Other financial transactions | −5.3 | 12.0 |
| **Cash flow from financing activities** | **−319.8** | **−46.5** |
| Cash flow-related changes in cash and cash equivalents | 9.0 | 34.3 |
| Changes in cash and cash equivalents due to exchange rates | −0.5 | −7.3 |
| Changes in cash and cash equivalents due to changes in companies included in consolidation | 0.1 | −0.3 |
| Cash and cash equivalents at beginning of period | 216.8 | 224.1 |
| Changes to cash and cash equivalents in connection with assets held for sale | 14.9 | 0.0 |
| **Cash and cash equivalents at end of period** | **240.2** | **250.8** |

# *Consolidated Segment Report*

**Operating segments**

| | Classifieds Media | | News Media | | Marketing Media | | Services/Holding | | Consolidated totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| **€ millions** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** |
| **Revenues**[1)] | **305.0** | **254.3** | **357.6** | **369.9** | **89.0** | **109.8** | **13.5** | **13.9** | **765.1** | **747.9** |
| Internal revenues | 0.2 | 0.2 | 1.0 | 1.2 | 1.0 | 0.6 | 31.7 | 39.0 | | |
| Segment revenues[1)] | 305.2 | 254.5 | 358.5 | 371.0 | 90.0 | 110.4 | 45.2 | 52.8 | | |
| **EBITDA, adjusted**[2)] | **130.2** | **107.7** | **51.6** | **54.2** | **16.0** | **15.9** | **−11.0** | **−21.7** | **186.9** | **156.1** |
| **EBITDA margin, adjusted**[1),2)] | **42.7%** | **42.4%** | **14.4%** | **14.7%** | **18.0%** | **14.5%** | | | **24.4%** | **20.9%** |
| Thereof income from investments | −0.8 | 0.4 | 3.5 | 1.1 | 0.2 | −0.4 | 0.0 | 0.1 | 2.8 | 1.2 |
| Thereof accounted for using the equity method | −0.8 | 0.4 | 2.1 | 0.5 | 0.2 | 0.3 | 0.0 | −0.8 | 1.5 | 0.4 |
| Depreciation, amortization, impairments, and write-ups (except from non-recurring effects and purchase price allocations) | −20.2 | −12.9 | −17.5 | −8.6 | −5.8 | −4.7 | −8.9 | −7.9 | −52.4 | −34.1 |
| **EBIT, adjusted**[3)] | **110.0** | **94.8** | **34.1** | **45.7** | **10.2** | **11.2** | **−19.9** | **−29.7** | **134.5** | **122.0** |
| Amortization and impairments from purchase price allocations | −13.7 | −14.0 | −3.2 | −5.4 | −12.3 | −1.8 | 0.0 | 0.0 | −29.2 | −21.2 |
| Non-recurring effects | −4.2 | −2.1 | −2.7 | −12.6 | 1.9 | 4.8 | −1.0 | −4.2 | −6.0 | −14.1 |
| **Segment earnings before interest and taxes** | **92.1** | **78.8** | **28.2** | **27.6** | **−0.2** | **14.2** | **−20.9** | **−33.9** | **99.3** | **86.8** |
| Financial result | | | | | | | | | −5.3 | −6.0 |
| Income taxes | | | | | | | | | −32.1 | −34.3 |
| **Net income** | | | | | | | | | **61.9** | **46.4** |

1) Adjustment of prior year figures due to the retrospective application of IFRS 15 in the Marketing Media segment (by € 111.8 million); see p. 11 ("New accounting standards").
2) Adjusted for non-recurring effects, see p. 12 ("Explanation with respect to the relevant key performance indicators").
3) Adjusted for non-recurring effects and amortization and impairments from purchase price allocations, see p. 12 ("Explanation with respect to the relevant key performance indicators").

**Geographical information**

| | Germany | | Other countries | | Consolidated totals | |
|---|---|---|---|---|---|---|
| **€ millions** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** | **Q3/2018** | **Q3/2017** |
| Revenues[1)] | 432.3 | 432.2 | 332.8 | 315.7 | 765.1 | 747.9 |

### Operating segments

| € millions | Classifieds Media 9M/2018 | Classifieds Media 9M/2017 | News Media 9M/2018 | News Media 9M/2017 | Marketing Media 9M/2018 | Marketing Media 9M/2017 | Services/Holding 9M/2018 | Services/Holding 9M/2017 | Consolidated totals 9M/2018 | Consolidated totals 9M/2017 |
|---|---|---|---|---|---|---|---|---|---|---|
| **Revenues[1]** | **890.2** | **745.3** | **1,089.6** | **1,095.3** | **306.8** | **336.8** | **39.3** | **44.6** | **2,326.0** | **2,222.0** |
| Internal revenues | 0.6 | 0.6 | 6.0 | 5.0 | 11.3 | 1.6 | 97.3 | 117.9 | | |
| Segment revenues[1] | 890.8 | 745.8 | 1,095.6 | 1,100.3 | 318.1 | 338.5 | 136.7 | 162.5 | | |
| **EBITDA, adjusted[2]** | **353.5** | **307.6** | **165.1** | **165.1** | **62.7** | **56.3** | **−39.9** | **−55.6** | **541.4** | **473.4** |
| **EBITDA margin, adjusted[1,2]** | **39.7%** | **41.3%** | **15.1%** | **15.1%** | **20.4%** | **16.7%** | | | **23.3%** | **21.3%** |
| Thereof income from investments | −1.2 | 0.8 | 7.6 | 5.3 | 5.1 | 4.7 | −0.5 | 0.1 | 11.0 | 10.9 |
| Thereof accounted for using the equity method | −1.2 | 0.8 | 4.8 | 2.3 | 1.0 | 0.0 | −0.5 | 0.0 | 4.1 | 3.1 |
| Depreciation, amortization, impairments, and write-ups (except from non-recurring effects and purchase price allocations) | −57.9 | −36.1 | −51.7 | −25.7 | −17.6 | −13.2 | −26.3 | −25.0 | −153.5 | −100.0 |
| **EBIT, adjusted[3]** | **295.6** | **271.5** | **113.3** | **139.4** | **45.2** | **43.1** | **−66.2** | **−80.6** | **387.9** | **373.4** |
| Amortization and impairments from purchase price allocations | −41.0 | −42.2 | −9.2 | −17.1 | −26.1 | −14.5 | 0.0 | 0.0 | −76.3 | −73.8 |
| Non-recurring effects | −6.1 | −5.9 | −10.3 | −20.4 | 43.7 | 5.7 | 26.4 | −10.8 | 53.6 | −31.3 |
| **Segment earnings before interest and taxes** | **248.5** | **223.4** | **93.8** | **101.8** | **62.8** | **34.3** | **−39.9** | **−91.3** | **365.2** | **268.2** |
| Financial result | | | | | | | | | −14.8 | −7.7 |
| Income taxes | | | | | | | | | −103.0 | −97.1 |
| **Net income** | | | | | | | | | **247.4** | **163.4** |

[1] Adjustment of prior year figures due to the retrospective application of IFRS 15 in the Marketing Media segment (by € 332.6 million); see p. 11 ("New accounting standards").
[2] Adjusted for non-recurring effects, see p. 12 ("Explanation with respect to the relevant key performance indicators").
[3] Adjusted for non-recurring effects and amortization and impairments from purchase price allocations, see p. 12 ("Explanation with respect to the relevant key performance indicators").

### Geographical information

| € millions | Germany 9M/2018 | Germany 9M/2017 | Other countries 9M/2018 | Other countries 9M/2017 | Consolidated totals 9M/2018 | Consolidated totals 9M/2017 |
|---|---|---|---|---|---|---|
| Revenues[1] | 1,287.7 | 1,251.4 | 1,038.3 | 970.7 | 2,326.0 | 2,222.0 |

# *Additional Information*

## *Financial calendar 2018/2019*

| | |
|---|---|
| **Capital Markets Day**<br>Video webcast | **December 12, 2018** |
| **Annual Report 2018**<br>Annual results press conference, telephone conference for investors and analysts, audio webcast | **March 7, 2019** |
| **Annual General Meeting**<br>Video webcast of the speech of the CEO | **April 17, 2019** |
| **Quarterly Statement as of March 31, 2019**<br>Telephone conference, audio webcast | **May 7, 2019** |
| **Interim Financial Report as of June 30, 2019**<br>Telephone conference, audio webcast | **August 14, 2019** |
| **Quarterly Statement as of September 30, 2019**<br>Telephone conference, audio webcast | **November 6, 2019** |

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