

January 16, 2014

Lavena Holding 1 GmbH sells final share package of 36.3 million shares of ProSiebenSat.1 Media AG

Munich. Kohlberg Kravis Roberts & Co. L.P. (together with its affiliates, "KKR") and funds advised by Permira ("Permira Funds") announce that Lavena Holding 1 GmbH ("LH1"), the holding company held jointly by KKR and the Permira Funds, is intending to sell in the market a total of 36.3 million shares of ProSiebenSat.1 Media AG ("ProSiebenSat.1"), by way of an accelerated book building to institutional investors. The share sale is the logical final exit step of the former majority shareholders who had started their investment in the media company in December 2006. Following the transaction, KKR and Permira Funds will have no further stakes in ProSiebenSat.1.

Johannes Huth, head of KKR in Europe and chairman of the ProSiebenSat.1 supervisory board, said: "ProSiebenSat.1 is a success story. The company has developed extremely well, there is an excellent management team in place and the growth potential is exciting."

Dr. Jörg Rockenhäuser, head of Permira in Germany and member of ProSiebenSat.1's supervisory board said: "ProSiebenSat.1's performance speaks for itself. The company has significantly increased its EBITDA over the past seven years and also repositioned itself as a digital powerhouse under the leadership of CEO Thomas Ebeling. As a result ProSiebenSat.1 is a leading media group in Europe today and well positioned to capture future growth opportunities in the digital age."

This final sale of the sponsors will further strengthen ProSiebenSat.1's liquidity and therewith enhance its German MDAX index weighting.

Book building will start immediately. This press release does not constitute an offer to sell, and the sale of ProSiebenSat.1's shares by LH1 does not constitute a public offering.

Disclaimer

Some of the information in this press release may contain predictions, expectations or forward-looking statements. These statements may entail known or unknown risks or uncertainties. Actual results and developments may therefore differ materially from the expressed expectations and assumptions. The performance of financial markets, the development of exchange rates, amendments to national and international laws, in particular concerning tax regulations, may also have an impact. Except as provided by law, KKR, the Permira Funds and the Lavena Group, undertake no obligation to update forward-looking statements.

The preference shares will not be or have not been registered under the U.S. Securities Act of 1933, as amended (the "Securities Act") and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act.

About KKR

Founded in 1976 and led by Henry Kravis and George Roberts, KKR is a leading global investment firm with \$90.2 billion in assets under management as of September 30, 2013. With offices around the world, KKR manages assets through a variety of investment funds and accounts covering multiple asset classes. KKR seeks to create value by bringing operational expertise to its portfolio companies and through active oversight

and monitoring of its investments. KKR complements its investment expertise and strengthens interactions with fund investors through its client relationships and capital markets platform. KKR & Co. L.P. is publicly traded on the New York Stock Exchange (NYSE: KKR) and “KKR”, as used in this release, includes its subsidiaries, their managed investment funds and accounts, and/or their affiliated investment vehicles, as appropriate. For additional information, please visit KKR’s website at www.kkr.com.

About Permira

Permira is a private equity firm with a European heritage and a global reach. The firm advises funds with a total committed capital of approximately €22 billion. The Permira funds, raised from pension funds and other institutions, make long-term investments in companies with the ambition of transforming their performance and driving sustainable growth. The firm's teams are based in Frankfurt, Guernsey, Hong Kong, London, Luxembourg, Madrid, Menlo Park, Milan, New York, Paris, Stockholm and Tokyo. They specialise in five key sectors of activity: Consumer, Financial Services, Healthcare, Industrials and TMT. The Permira Funds have made over 200 private equity investments since 1985 and are currently invested in 24 companies. For more information visit: www.permira.com

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