

Frank Eijken(16) 30,405 *
Includes (1) 1,238 Common Shares beneficially owned by Mr. Eijken and (2) options to acquire 29,167 Common Shares that are currently exercisable. Excludes options to acquire 16,666 Common Shares that are NOT exercisable within 60 days of June 24, 2005.

Bart Soepnel(19) 26,305 *
Includes (1) 305 Common Shares beneficially owned by Mr. Soepnel; (2) 26,750 Common Shares that Mr. Soepnel has options to acquire that are currently exercisable. Excludes options to acquire 56,250 Common Shares that are NOT exercisable within 60 days of June 24, 2005.

Harry Evans Sloan(7) 3,888,007 10.9%
of SBS Broadcasting SA

Includes (1) 672,623 Common Shares owned by Roscomare Limited and beneficially owned by Mr. Sloan; (2) 396,743 Common Shares owned by Mr. Sloan; and (3) 2,818,641 Common Shares that Mr. Sloan has options to acquire that are currently exercisable. Excludes options to acquire 218,750 Common Shares that are not exercisable within 60 days of June 24, 2005.

Jrgen von Schwerin(14) 168,750 *
Includes (1) 166,250 Common Shares that Mr. von Schwerin has options to acquire; and (2) 2,500 shares of restricted stock that are currently exercisable. Excludes options to acquire 93,750 Common Shares and 12,500 shares of restricted stock that are not exercisable within 60 days of June 24, 2005.

Mr. Eijken (50) has served as Senior Vice President Sales & Marketing of SBS since January 2003. From 2000, Mr. Eijken served as Executive Director Sales and Marketing for SBS Broadcasting B.V., which operates SBSs three Dutch television channels. Prior to that, Mr. Eijken launched IP Netherlands in 1989, where he was Managing Director for ten years. IP Netherlands is the exclusive sales house for RTL Nederland, which operates the RTL Group channels in The Netherlands. From 1977 to 1989, Mr. Eijken worked at The Readers Digest in The Netherlands where his last position was Executive Vice President. Mr. Eijken is a member of the Supervisory Board of AFC Ajax N.V. Mr. Eijken is a citizen of The Netherlands.

Mr. Eijken has an agreement with SBS to serve as Senior Vice President Sales & Marketing until December 14, 2005, at an annual base salary of Euro 350,000. Mr. Eijken is entitled to an annual incentive bonus based upon performance, with a target bonus in 2005 of Euro 220,000. Mr. Eijken and his immediate family are entitled to be members of any pension or health insurance scheme established by the Company or any other member of the SBS group for its employees. On December 11, 2002, Mr. Eijken was awarded ten-year options to purchase an aggregate of 100,000 Common Shares, exercisable at \$15.21 per Common Share, which was converted to Euro 14.373 per Common Share on April 8, 2003, vesting in six equal cumulative semi-annual installments, commencing July 1, 2003 and expiring December 10, 2012. Of the options to purchase 100,000 Common Shares referred to in the preceding sentence, Mr. Eijken exercised options to acquire 33,334 Common Shares in March 2005 and 33,334 Common Shares in June 2005. In the event that Mr. Eijkens employment agreement is not renewed, all of the unvested options will vest and become exercisable on December 31, 2005. In connection with previous employment arrangements, Mr. Eijken was granted the following ten-year options to purchase SBS Common Shares on the following dates: November 22, 2000, options to purchase an aggregate of 12,500 Common Shares, exercisable

with respect to 8,333 Common Shares at \$25.50 per Common Share and \$31.875 per Common Share for the remaining 4,167 Common Shares, vesting in six equal cumulative semi-annual installments, commencing May 31, 2001 and expiring November 21, 2010. The options to purchase an aggregate of 12,500 Common Shares referred to in the preceding sentence are fully vested and currently exercisable; and February 16, 2000, options to purchase 25,000 Common Shares, exercisable at \$60 per Common Share which Mr. Eijken exchanged for 1,238 Common Shares in July 2003.

Mr. Soepnel (47) has served as Senior Vice President International Program Acquisitions since January 2003, having previously served as Vice President Program Acquisitions since 1999. Mr. Soepnel joined the Company's Dutch operations of SBS6 at the station's launch in 1995, as Director of Program Acquisitions and Scheduling. Prior to that, Mr. Soepnel served as Editor, Current Affairs Programming for Veronica since 1989, the then leading television station in Holland, where he earned promotion to Head of Acquisitions before joining SBS. With a masters degree in political science from the University of Amsterdam, Mr. Soepnel began his career as a journalist and reporter for Avro, a Dutch public television and radio broadcaster. Mr. Soepnel is a citizen of The Netherlands.

Mr. Soepnel has an agreement with SBS to serve as Senior Vice President International Program Acquisitions for a fixed term of three years and four months, effective September 1, 2003, at an annual base salary of Euro 306,168 for 2005 and Euro 315,348 from January 1 2006 through December 31, 2006. Mr. Soepnel is entitled to an annual incentive bonus based upon performance, with a target bonus of Euro 91,850 for 2005 and Euro 94,604 for 2006. Mr. Soepnel and his immediate family are entitled to be members of any pension or health insurance scheme established by the Company or any other member of the SBS group for its employees. On April 25, 2005, Mr. Soepnel was awarded ten-year options to purchase 25,000 Common Shares, exercisable at Euro 36.36 per Common Share, vesting in eight equal, semi-annual installments, commencing October 25, 2005, and expiring April 24, 2015.

In connection with previous employment arrangements, Mr. Soepnel was granted the following

ten-year options to purchase SBS Common Shares:

December 5, 2003, options to purchase 50,000 Common Shares, exercisable at Euro 25.52, per Common Share, vesting in eight equal cumulative semi-annual installments, commencing June 5, 2004 and expiring December 4, 2013.

August 8, 2003, options to purchase 3,000 Common Shares, exercisable at Euro 19.98 per Common Share, vesting in four equal cumulative semi-annual installments, commencing February 8, 2004 and expiring August 7, 2013;

November 22, 2000, options to purchase an aggregate of 5,000 Common Share, exercisable with respect to 3,333 Common Shares at \$25.50 per Common Share and exercisable at \$31.875 per Common Share for the remaining 1,667 Common Shares, vesting in six equal cumulative semi-annual installments, commencing May 31, 2001 and expiring November 21, 2010. The options to purchase an aggregate of 5,000 Common Shares referred to in the preceding sentence is fully vested and currently exercisable; and February 16, 2000, options to purchase 5,000 Common Shares, exercisable at \$60 per Common Share which Mr. Soepnel exchanged for 305 Common Shares in December 2002.

Mr. Tellenbach (44) has served as a director of SBS since December 2002. Mr. Tellenbach has served as Chief Executive Officer of SBS since August 2002 and was appointed President

in September 2001. Prior to that, Mr. Tellenbach served as Chief Operating Officer of SBS from February 2001 to August 2002. From 1999 until 2000, he was Chief Executive Officer of KirchPay TV GmbH & Co., and Chief Executive Officer of Premiere World, Germany's leading pay TV operator. From 1994 to 1999, Mr. Tellenbach served as Managing Director of VOX Fernsehen, a national general television entertainment broadcaster in Germany. Mr. Tellenbach is a citizen of Switzerland.

Mr. Tellenbach serves as President and Chief Executive Officer of SBS pursuant to an agreement between SBS and Convers Media Europe Limited Partnership (Convers Media), for a fixed term of three years, effective January 1, 2005. Under the agreement, Convers Media will receive from SBS a base management fee for calendar year 2005 of Euro 1,200,000, and for calendar years 2006, 2007 and 2008, Euro 1,250,000 per year. In addition, Convers Media is entitled to a variable annual incentive management fee (the Annual Incentive Payment), based upon the financial performance of the SBS group measured by comparing the Company's actual consolidated adjusted operating income performance against budgeted adjusted operating income for each calendar year. The target Annual Incentive Payment for calendar year 2005 is Euro 600,000, and for calendar years 2006, 2007 and 2008, is Euro 700,000 per year. The

Annual Incentive Payment will be paid in either cash, Common Shares or any combination thereof at the election of Convers Media. Mr. Tellenbach and his immediate family are entitled to be members of any pension or health insurance scheme established by the Company or any other member of the SBS group for its employees. Under the agreement, on December 14, 2004, Mr. Tellenbach was awarded ten-year options to purchase 300,000 Common Shares, exercisable at Euro 26.78 per Common Share, vesting in eight equal cumulative semi-annual installments, commencing June 14, 2005, and expiring December 13, 2014. In connection with previous management service arrangements, Mr. Tellenbach was granted the following ten-year options to purchase SBS Common Shares on the following dates:

December 5, 2003, options to purchase (i) 300,000 Common Shares, exercisable at Euro 25.52 per Common Share, vesting in eight equal cumulative semi-annual installments, commencing June 5, 2004, and expiring December 4, 2013; and (ii) a restricted stock award of 40,000 Common Shares that will vest in eight equal cumulative semi-annual installments, commencing June 5, 2004 and expiring December 4, 2014;

July 2, 2002, options to purchase 400,000 Common Shares, exercisable at Euro 14.186 per Common Share, vesting in four equal cumulative semi-annual installments, commencing January 1, 2003, and expiring July 1, 2012. Of the options to purchase 400,000 Common Shares referred to in the preceding sentence, Mr. Tellenbach exercised options to acquire 300,000 Common Shares in April 2005. The options to purchase the remaining 100,000 Common Shares are fully vested and currently exercisable; and

November 22, 2000, options to purchase an aggregate of 300,000 Common Shares, exercisable at \$27.39 per Common Share with respect to 200,000 Common Shares and with respect to 100,000 Common Shares, exercisable at \$34.24 per Common Share. In March 2003, Mr. Tellenbach elected to (i) forfeit the options to purchase 66,667 Common Shares, exercisable at \$27.39 per Common Share; and (ii) forfeit the options to purchase 33,333 Common Shares, exercisable at \$34.24 per share. The remaining options to purchase 200,000 Common Shares are fully vested and currently exercisable.

Mr. Sloan (55) has served as Executive Chairman since September 2002 and Chairman of the Board of Directors of SBS since April 1990, having previously served as Chief Executive Officer from January 1993 to September 2001. Prior to joining SBS, Mr. Sloan served for six

years as the co-chairman of New World Entertainment, Ltd., a motion picture studio and supplier of prime time network television programming that Mr. Sloan and his partner acquired in 1983. Mr. Sloan is a director of ZeniMax Media Inc. (ZeniMax) and Metro-Goldwyn-Mayer Inc. Mr. Sloan is a citizen of the United States.

Mr. Sloan has an agreement to serve as Executive Chairman of SBS and Executive Chairman of the Board of Directors for a fixed term of three years, effective September 1, 2004, at an annual base salary of \$600,000. Mr. Sloan is entitled to receive an annual strategic bonus based on performance at the discretion of the Compensation Committee if the Company meets annual operating and financial performance measures established by the Board of Directors, and a contractual target bonus based upon the financial performance of the SBS group measured by comparing the Companys actual consolidated adjusted operating income performance against budgeted adjusted operating income for the year. Mr. Sloan and his immediate family are entitled to be members of any pension or health insurance scheme established by the Company or any other member of the SBS group for its employees. Under the agreement, on July 8, 2004, Mr. Sloan was granted ten-year options to purchase 250,000 Common Shares, exercisable at \$31.00 per Common Share, vesting in eight equal cumulative semi-annual installments, commencing January 8, 2004, and expiring July 7, 2014. In connection with previous employment arrangements, Mr. Sloan was granted the following ten-year options to purchase SBS Common Shares on the following dates:

July 1, 2002, options to purchase 666,674 Common Shares, exercisable at \$17.71 per Common Share, vesting in four equal cumulative semi-annual installments, commencing March 1, 2003 and expiring July 1, 2012. These options are fully vested and currently exercisable;

September 1, 2001, options to purchase an aggregate of 100,000 Common Shares, exercisable with respect to 66,667 Common Shares at \$26.00 per Common Share and with respect to 33,333 Common Shares, exercisable at \$33.00 per Common Share, vesting in four equal cumulative semi-annual installments, commencing June 30, 2002, and expiring August 31, 2011. Of the options to purchase an aggregate of 100,000 Common Shares referred to in the preceding sentence, in March 2003, Mr. Sloan elected to (i) forfeit options to purchase 16,667 Common Shares, exercisable at \$26.00 per Common Share that vested on December 31, 2002; (ii) forfeit options to purchase 25,000 Common Shares that were due to vest on June 30, 2003, exercisable at \$33.00 per Common Share; and (iii) forfeit options to purchase 25,000 Common Shares, exercisable at \$33.00 per Common Share that were due to vest on December 31, 2003, therefore forfeiting options to purchase a total of 66,667 Common Shares. The remaining options to purchase 33,333 Common Shares are fully vested and currently exercisable;

January 1, 1999, options to purchase an aggregate of 1,000,000 Common Shares, exercisable at \$25.00 per Common Share with respect to 666,667 Common Shares and 333,333 Common Shares, exercisable at \$30.00 per Common Share, vesting in six equal cumulative semi-annual installments, commencing June 30, 1999, and expiring December 31, 2008. The options to purchase 1,000,000 Common Shares referred to in the preceding sentence are fully vested and currently exercisable;

January 1, 1997, options to purchase an aggregate of 500,000 Common Shares, exercisable at \$18.00 per Common Share for 250,000 shares and exercisable at \$22.50 per Common Share for the remaining 250,000 shares. The options to purchase an aggregate of 500,000 Common Shares referred to in the preceding sentence are fully vested and currently exercisable;

August 14, 1994, options to purchase an aggregate of 500,000 Common Shares, exercisable at \$18.00 per Common Share for 250,000 shares (which Mr. Sloan exercised on August 13,

2004), and exercisable at \$22.50 for 125,000 Common Shares and exercisable for \$27.00 for the remaining 125,000 Common Shares, with such unexercised options being fully vested and currently exercisable and having had their expiration date of August 14, 2004 extended to August 14, 2008 by the Board of Directors on July 8, 2004; and March 4, 1993, options to purchase 306,134 Common Shares, exercisable at \$16.875 per Common Share, due to expire on March 4, 2003, which was extended to March 6, 2006 by the Board of Directors on December 10, 2002. The options to purchase 306,134 Common Shares referred to in the preceding sentence are fully vested and currently exercisable.

Mr. von Schwerin (48) has served as Chief Financial Officer and Senior Vice President of SBS since November 2001. From May 2001 until November 2001, Mr. von Schwerin served as Senior Vice President Finance and Development of SBS. From 1992 to 2001, Mr. von Schwerin served in several managing director positions with ProSiebenSat.1 Group of companies, as well as Head of Finance of MGM Media Gruppe Munchen. From 1986 to 1992, Mr. von Schwerin served in several positions for Deutsche Bank in Germany and Australia, including Financial Analyst of Corporate Finance and Vice President of Project Finance. Mr. von Schwerin is a citizen of the Federal Republic of Germany.

Mr. von Schwerin has an agreement with SBS to serve as Chief Financial Officer and Senior Vice President until December 31, 2007, at an annual base salary of \$527,000 through to December 31, 2005; \$539,400 from January 2006; and \$551,800 from January 2007 for the remainder of the term of the agreement. In addition to salary, Mr. von Schwerin is entitled to an annual incentive bonus based upon the financial performance of the SBS group measured by comparing the Companys actual consolidated adjusted operating income performance against budgeted adjusted operating income for each calendar year. Mr. von Schwerins target bonus for 2005 is A175,000, A185,000 for 2006, and A195,000 for 2007. Mr. von Scherwin receives a monthly housing and cost of living allowance of A3,500 for the remainder of the term of the agreement. Mr. von Schwerin and his immediate family are entitled to be members of any pension or health insurance scheme established by the Company or any other member of the SBS group for its employees. On December 5, 2003, Mr. von Schwerin was awarded (i) ten-year options to purchase 150,000 Common Shares, exercisable at \$31.05 per Common Share, vesting in eight equal cumulative semi-annual installments, commencing June 5, 2004, and expiring December 4, 2013; and (ii) a restricted stock award of 20,000 Common Shares that vests in eight equal cumulative semi-annual installments, commencing June 5, 2004 and expiring December 4, 2013.

In connection with previous employment arrangements, Mr. von Schwerin was granted the following ten-year options to purchase SBS Common Shares on the following dates: July 2, 2002, options to purchase 100,000 Common Shares, exercisable at \$17.71 per Common Share, vesting in four equal cumulative semi-annual installments, commencing January 1, 2003, and expiring July 1, 2012. Of the options to purchase 100,000 Common Shares referred to in the preceding sentence, Mr. von Schwerin exercised options to acquire 50,000 Common Shares in April 2005. The options to purchase the remaining 50,000 Common Shares are fully vested and currently exercisable; and May 15, 2001, options to purchase an aggregate of 60,000 Common Shares, exercisable at \$25.50 per Common Share with respect to 40,000 Common Shares and exercisable at \$31.875 with respect to the remaining 20,000 Common Shares, with all such options vesting in six equal cumulative semi-annual installments, commencing November 15, 2001 and expiring May 15, 2011. The options to purchase an aggregate of 60,000 Common Shares referred to in the preceding sentence are fully vested and currently exercisable.

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