

## Group KPI Summary (unaudited)

All figures (000) unless stated	FY 13	FY 14	FY 15	FY 16	FY 17	FY18	Change
UK and Ireland (£m)	7,018	7,377	7,820	8,255	8,600	8,931	+4%
Germany and Austria (€m)	1,433	1,657	1,808	1,988	2,162	2,283	+6%
Italy (€m)	2,817	2,809	2,740	2,739	2,800	2,970	+6%
<b>Revenue @ constant currency (£m)</b>	<b>10,784</b>	<b>11,334</b>	<b>11,848</b>	<b>12,445</b>	<b>12,997</b>	<b>13,585</b>	<b>+5%</b>
UK and Ireland	31,634	34,775	38,036	40,373	41,958	44,689	+2,731
Germany and Austria	5,543	6,164	7,133	8,042	8,774	8,887	+113
Italy	7,320	8,227	8,614	8,640	8,978	9,241	+263
<b>Total products</b>	<b>44,497</b>	<b>49,166</b>	<b>53,783</b>	<b>57,055</b>	<b>59,710</b>	<b>62,817</b>	<b>+3,107</b>
UK and Ireland	11,153	11,495	12,001	12,446	12,726	12,996	+270
Germany and Austria	3,453	3,813	4,280	4,626	4,991	5,191	+200
Italy	4,756	4,725	4,725	4,742	4,783	4,823	+40
<b>Retail customers</b>	<b>19,362</b>	<b>20,033</b>	<b>21,006</b>	<b>21,814</b>	<b>22,500</b>	<b>23,010</b>	<b>+510</b>
UK and Ireland	3,677	4,041	4,028	3,923	3,492	3,345	(147)
Germany and Austria	124	213	146	144	129	160	+31
Italy	-	-	-	-	-	-	-
<b>Wholesale customers</b>	<b>3,801</b>	<b>4,254</b>	<b>4,174</b>	<b>4,067</b>	<b>3,621</b>	<b>3,505</b>	<b>(116)</b>
<b>Total customers</b>	<b>23,163</b>	<b>24,287</b>	<b>25,180</b>	<b>25,881</b>	<b>26,121</b>	<b>26,515</b>	<b>+394</b>
<b>ARPU</b>							
UK and Ireland	£46	£46	£47	£47	£47	£45	
Germany and Austria	€ 35	€ 36	€ 34	€ 35	€ 34	€32	
Italy	€ 42	€ 43	€ 43	€ 42	€ 42	€45	
<b>Churn</b>							
UK and Ireland	10.7%	10.9%	9.8%	11.2%	11.5%	10.3%	
Germany and Austria	12.3%	10.4%	8.6%	9.9%	12.6%	15.0%	
Italy	13.9%	10.3%	9.6%	11.1%	9.1%	10.1%	

- Revenue at constant currency is translated at €1.13 and excludes the 53<sup>rd</sup> week impact in FY16 and the one-off sale of Rio Olympic rights in FY17
- Wholesale customers are defined as customers taking at least one paid-for Sky channel. The customer numbers are as reported to us at the end of June 2018.
- In the UK and Ireland, paid-for products includes TV, Sky+ HD, Multiscreen, Sky Go Extra, Broadband, Line Rental, Telephony, Sky Mobile, Ultra HD and Sky Kids app.
- In Italy, paid-for products includes TV, Multivision, Ultra HD, Sky Go plus and paying HD.
- In Germany and Austria, paid-for products includes TV, Multiscreen, Premium HD and Sky Go Extra.
- ARPU is quarterly annualised, residential and presented as a monthly amount.
- Churn is 12 month rolling and includes residential customers only, unless otherwise stated.
- UK revenue excludes impact of Sky Bet and pre-acquisition sales to Sky Italy.
- FY13, FY14 and FY15 Revenue numbers for Germany and Austria and Italy are on a pro-forma basis.