



## Group KPI Summary (unaudited)

All figures (000) unless stated	H1 13	H1 14	H1 15	H1 16	H1 17	H1 18	Growth (6 months)
<b>Revenue growth</b>	<b>5.4%</b>	<b>5.7%</b>	<b>4.9%</b>	<b>5.0%</b>	<b>5.3%</b>	<b>4.6%</b>	<b>4.6%</b>
UK and Ireland	4.4%	7.1%	5.6%	6.3%	4.8%	4.0%	4.0%
Germany and Austria	15.2%	17.1%	9.3%	10.3%	9.6%	7.6%	7.6%
Italy	4.0%	-3.7%	-	-2.6%	4.2%	4.3%	4.3%
<b>Total products</b>	<b>41,995</b>	<b>47,381</b>	<b>51,952</b>	<b>55,866</b>	<b>59,037</b>	<b>61,668</b>	<b>1,958</b>
UK and Ireland	29,513	33,307	36,555	39,573	41,528	43,614	1,656
Germany and Austria	5,223	5,895	6,794	7,714	8,528	8,994	220
Italy	7,259	8,179	8,603	8,579	8,981	9,060	82
<b>Retail customers</b>	<b>18,938</b>	<b>19,757</b>	<b>20,607</b>	<b>21,477</b>	<b>22,317</b>	<b>22,865</b>	<b>365</b>
UK and Ireland	10,742	11,330	11,750	12,283	12,651	12,906	180
Germany and Austria	3,363	3,667	4,123	4,494	4,857	5,191	200
Italy	4,833	4,760	4,734	4,700	4,809	4,768	-15
<b>Wholesale customers</b>	<b>3,876</b>	<b>3,892</b>	<b>4,235</b>	<b>4,208</b>	<b>3,894</b>	<b>3,540</b>	<b>-81</b>
UK and Ireland	3,751	3,624	4,080	4,063	3,759	3,421	-71
Germany and Austria	125	268	155	145	135	119	-10
Italy	-	-	-	-	-	-	-
<b>Total customers</b>	<b>22,814</b>	<b>23,649</b>	<b>24,842</b>	<b>25,685</b>	<b>26,211</b>	<b>26,405</b>	<b>284</b>
<b>ARPU</b>							
UK and Ireland (£)	£45	£46	£47	£47	£47	£46	-£1
Germany and Austria (€)	€34	€36	€35	€35	€35	€33	-€1
Italy (€)	€43	€43	€43	€42	€42	€44	€2
<b>Churn</b>							
UK and Ireland	10.4%	10.9%	10.5%	10.2%	11.6%	11.2%	-0.3%
Germany and Austria	12.1%	11.4%	8.3%	9.8%	10.6%	14.2%	1.6%
Italy	14.9%	13.1%	10.0%	9.9%	9.5%	9.6%	0.5%

- Revenue growth is based on local currency revenues for Italy and Germany and constant currency for total revenue and excludes the sale of Rio Olympics 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 December 2017.
- 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, Multiscreen, fully & partially paid HD, Sky Go Extra, and Ultra HD.
- In Germany and Austria, paid-for products includes TV, HD and Multiscreen 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 growth excludes impact of Sky Bet and pre-acquisition sales to Sky Italy.
- FY13 to FY15 Revenue growth numbers for Germany and Austria and Italy are on a pro-forma basis.