



According to an in house report based on the data from Rentrak's TOP 20

• **Telecinco Cinema closes its best year ever with 12 million viewers and 60% of Spanish cinema box office in 2014**

- Its films “Ocho Apellidos Vascos” (56M € and 9,474,233 viewers), “El Niño” (16,2M € and 2,720,085 viewers), “Carmina y Amen” (1.9M € and 380,015 viewers) and “Perdona si te llamo amor” (2M € and 366,944 viewers) have obtained a total revenue of 76 million Euros, representing 60% of the Spanish cinema market share
- Ghislain Barrois, CEO of Telecinco Cinema: *"The public is interested in films that we present, whatever the genre. With them not only have we starred in a unique exercise in Mediaset España's 15 years of film activity, but we have also contributed to a very large extent to the return of confidence in Spanish cinema, reaching an influx of public in cinemas never seen before "*
- “Ocho Apellidos Vascos” has broken the record in Spanish cinema history this year, to become the highest grossing film of the Spanish industry and the second highest grossing in our country, second only to the 3D Hollywood blockbuster “Avatar”
- “El Niño” has taken second place in the 2014 box office ranking, also entering at number 13 of the Top 20 grossing Spanish films in Spanish history
- “Carmina y Amén” and “Perdona si te llamo amor” have completed Telecinco Cinema's success this year with two million Euros in revenue each
- With a total revenue of 127 million Euros, the Spanish film celebrates the best year ever, surpassing the 2012 record of 119.9 million Euros thanks to the excellent contribution also by Telecinco Cinema with “The Impossible” and “the Adventures of Tadeo Jones”.
- *"So we closed a brilliant 2014 and inaugurated a new year in which we will give our best so that, with Telecinco Cinema's projects, the Spanish industry maintains this excellent connection with the public and critical acclaim and in turn consolidate this stronghold of Spanish cinema inside and outside our borders. We can count on the greatest filmmakers of our country, Alejandro Amenábar, J.A. Bayona, Emilio Martínez Lázaro, Enrique Gato y Daniel Calparsoro, among others, those who are currently working on big projects such as “Regresión”, “Un monstruo viene a verme” the sequel to “Ocho Apellidos vascos”, “Atrapa la bandera” the second part of “Las Aventuras de Tadeo Jones” and “Cien Años de Perdón” respectively "concludes Barrois*

2014: Four premieres, four different genres -comedy, thriller, drama and romantic comedy - a great reward: applause and warmth of the viewers, who attended the cinema en masse to see **Telecinco Cinema** films in the best year in the history of Spanish cinema. **“Ocho Apellidos Vascos”, “El Niño”, “Carmina y Amén” y “Perdona si te llamo amor”**, the four film productions of Mediaset España's

subsidiary that have been released in 2014, have accumulated a **total revenue of 76 million Euros**, which translates into **59.8% of the global box office of Spanish cinema**, which registered the best data of its history with more than 127 million Euros, according to an in house report on the data from TOP 20 Rentrak.

Telecinco Cinema's outstanding contribution to the share of Spanish cinema has been particularly sustained in **“Ocho Apellidos Vascos”**, a comedy directed by Emilio Martínez Lázaro and starring Dani Rovira, Clara Lago, Karra Elejalde and Carmen Machi, grossing **56 million Euros and 9.5 million viewers** and has entered into the history books of national cinematography to position itself as the highest grossing Spanish film in history and the **second highest grossing film in Spain** only surpassed by the US production "Avatar".

Moreover, **"El Niño"**, a thriller directed by Daniel Monzón, with screenplay by Jorge Guerricaechevarría and starring Luis Tosar and Jesus Castro, has established itself as the second highest grossing film of the year with **more than 16 million Euros (2, 7 million viewers)**, becoming No. 13 in the **ranking of the 20 most-watched Spanish films in history**.

"Carmina y Amen," directed by Paco León and starring Carmina Barrios and María León, with nearly 2 million in takings and almost 400,000 viewers, and **“Perdona si te llamo amor”**, a romantic comedy by Joaquín Llamas with Daniele Liotti and Paloma Bloyd leading the cast, also with 2 million Euros and over 360,000 viewers, have completed a historic year for **Telecinco Cinema**, which **has reconfirmed its position as the engine of the Spanish film industry, tripling the box office obtained by the productions of its main competitor**, Atresmedia Cinema, which have grossed 23.2 million Euros (about 18.3%) with "Torrente 5", "La isla mínima", "Pancho, el perro millonario", "Kamikaze", "Mindscape" y "Open Windows".

| FILM | BOX OFFICE | VIEWERS |
|----------------------------|------------|-----------|
| “Ocho Apellidos Vascos” | 55.980.873 | 9.474.233 |
| “El Niño” | 16.130.552 | 2.720.085 |
| “Perdona si te llamo amor” | 2.038.034 | 366.944 |
| “Carmina y Amén” | 1.931.134 | 380.015 |

A Historic year for Spanish cinema

The excellent performance at the box office for Telecinco Cinema's productions has built the **best box office data in the history of Spanish cinema**, with **127 million Euros in takings** it has exceeded 119.9 million raised in 2012, another successful year for Mediaset España's film production company with "Lo Imposible" and "Las Aventuras de Tadeo Jones" at the top of the box office ranking for that year.

According to Rentrak Spain, in 2014 the **Spanish films have grossed 78.8% more than in 2013** and viewers increased by 92.7%, with 21.2 million.

Finally, Spanish cinema ended the year with **25.7% of the market share, the best figure in the last 37 years**.

"In 2014 the Telecinco Cinema factory has shown that the public is interested in the films that we present, whatever their genre. With them we have not only starred in a unique exercise in Mediaset España's 15 years of film activity, but we have also contributed to a very large extent to the recovery of confidence on the part of viewers in Spanish cinema, reaching an influx in public in cinemas never seen before," explains Ghislain Barrois, CEO of Telecinco Cinema.

Barrois recalls in turn, that ***"this extraordinary balance is an exceptional event and completely isolated within the film industry, a completely remote activity on aggregate profitability in Mediaset España in the 15 years of obliged investment in this sector, and despite the positive results in specific years such as 2014 or 2012, as a whole the company continues to show losses in its accounts."***

The new Movies by Amenábar, Bayonne, Martínez Lázaro, Calparsoro and Gato, are new bets for Telecinco Cinema in 2015 and 2016

A Nevertheless, in order to always find profitability in any of the activities of Mediaset España, after this outstanding balance, Ghislain Barrois added: ***"So we closed a brilliant 2014 and inaugurated a new year in which we will give our best so that, with Telecinco Cinema's projects, the Spanish industry maintains this excellent connection with the public and critical acclaim and in turn consolidate this stronghold of Spanish cinema inside and outside our borders. We can count on the greatest filmmakers of our country, Alejandro Amenábar, J.A. Bayona, Emilio Martínez Lázaro, Enrique Gato y Daniel Calparsoro, among others, those who are currently working on big projects such as "Regresión", "Un monstruo viene a verme" the sequel to "Ocho Apellidos vascos", "Atrapa la bandera" the second part of "Las Aventuras de Tadeo Jones" and "Cien Años de Perdón respectively. Film proposals on which we gamble for genre diversity again with the production quality and genuine promotion mechanism of Mediaset España as common denominators "***.

So on the one hand, Telecinco Cinema will release **"Regression"**, in 2015. It is a **film directed and written by Alejandro Amenábar**, starring Oscar nominee **Ethan Hawke and Emma Watson**. The film reunites Telecinco Cinema with the filmmaker after the success of "Agora", this time at the hands of MOD Entertainment, MOD Productions, Himenóptero, First Generation Films and Telefónica Studios in association with FilmNation Entertainment, with the participation of Telefilm Canada and Canal + and in collaboration with Mediaset España. It tells the story of a detective investigating the case of a young woman who accuses her father of committing an unspeakable crime. When he unexpectedly and without remembering what happened admits his guilt, a renowned psychologist joins the event to help him relive his repressed memories, unmasking a sinister conspiracy.

Furthermore, Telecinco Cinema is currently immersed in filming, with Apaches Entertainment and Películas La Trini, **"Un monstruo viene a verme"**, the new film by **Juan Antonio Bayona** starring **Liam Neeson, Felicity Jones, Sigourney Weaver and Lewis McDougal**. Based on a novel by Patrick Ness, tells the story of Conor a 12 year old boy who tries to cope with the illness of his mother with the help of a monster coming to visit at night. With this film Bayona closes a trilogy about the mother-child relationships that began with "El Orfanato" and continued with "The

Impossible", both of which are Spanish cinema successes and have gone hand in hand with Mediaset España's cinematographic subsidiary.

Moreover, the filming for **"Cien años de perdón"** has just finished, directed by **Daniel Calparsoro** scripted by **Jorge Guerricaechevarría**, and includes **Luis Tosar, Rodrigo de la Serna, Raúl Arévalo, Jose Coronado y Patricia Vico** in the cast. A story that shows how what seemed to be a clean and easy bank robbery in Valencia ends with complications, and nothing goes as planned, causing mistrust and confrontation between the two leaders of the gang. "Cien años de perdón" is a production by Vaca Films, Morena Films and Invasor Producciones AIE for Telecinco Cinema, in coproduction with K&S Films (Argentina), Telefónica Studios y La Fermé Productions (Francia) and in association with Fox International Production. The film, which includes the participation of Mediaset España, Canal +, Canal + Francia y Telefe and with the support of ICAA, INCAA y Eurimages, will be distributed by Twentieth Century Fox Film Corporation.

In the sphere of comedy, which has provided so much enjoyment to Telecinco Cinema in recent years, 2015 will be the year in which the sequel for **"Ocho Apellidos Vascos"** will be produced, once again with the direction of **Emilio Martínez Lázaro**, scripted by **Borja Cobeaga and Diego San José**, actors **Dani Rovira, Clara Lago, Karra Elejalde y Carmen Machi**, and the production by LaZona, Kowalski Films and Snow Films A.I.E. for Telecinco Cinema, in collaboration with CANAL+ and distributed by Universal Pictures International Spain.

In animation **"Atrapa la bandera"** is the title of the first of the projects that are part of historical global distribution agreement with Paramount Pictures and which **marks the return to the direction of an animation film this summer for Enrique Gato** following the success of "Las Aventuras de Tadeo Jones" – the highest grossing national animated movie in the history of the Spanish Box Office with 40 million Euros worldwide. Produced by Telecinco Cinema, Telefónica Studios, 4 Cats and Los Rockets AIE with the participation of Mediaset España, Canal + y Movistar TV, with animation by Lightbox Animation Studios, the film tells how a crazy Texas millionaire, determined to erase the feat of Apollo XI astronauts and their famous first steps on the moon from history, it was decided to colonize the moon and exploit its natural resources. But the only one who is able to stop him, is not NASA nor the President of the USA, but a friendly and determined boy of twelve, with the help of his grandfather, a veteran astronaut, his girlfriend and a robotic chameleon.

At the same time, this year Telecinco Cinema will dive straight into the production of the **second part of "Las Aventuras of Tadeo Jones"** with Telefónica Studios 4 Cats and "Tadeo Jones and the Secret of Midas" AIE with the participation of Mediaset España, Canal + and Movistar TV and animation by Lightbox Animation Studios.

