

MEDIASETespaña.



9M16

Results presentation (January- September)



Madrid, October 26th 2016

9M16 HIGHLIGHTS

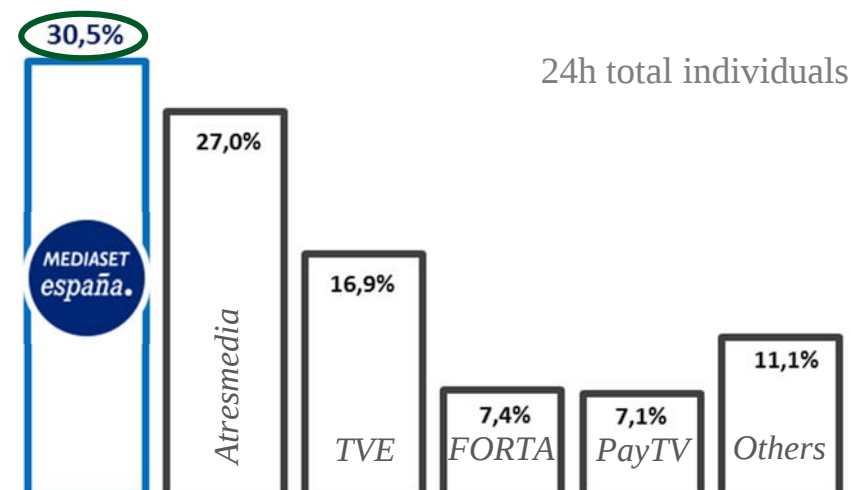
9M16 FINANCIALS

€ Million	9M16	9M15	Var.
Total net revenues	711,7	674,7	5,5%
Total operating costs	527,2	530,3	-0,6%
EBITDA adj*	184,4	144,4	27,8%
<i>EBITDA margin</i>	25,9%	21,4%	
EBIT	170,7	131,4	29,9%
<i>EBIT margin</i>	24,0%	19,5%	
NET PROFIT	131,8	113,8	15,8%
EPS adjusted**	0,39 €	0,32 €	0,07 €
Free Cash Flow	183,0	161,7	21,3 €
Net cash position	118,4	205,7	

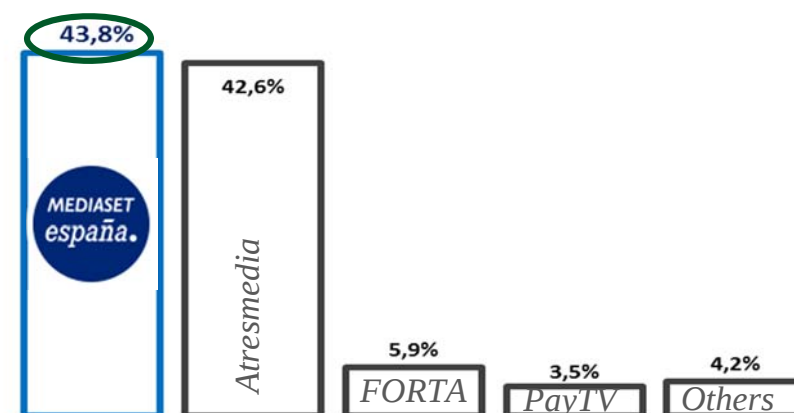
* EBITDA Adj, includes TV rights consumption

** Adjusted excluding the treasury stocks owned at September 30th

9M16 AUDIENCE SHARE



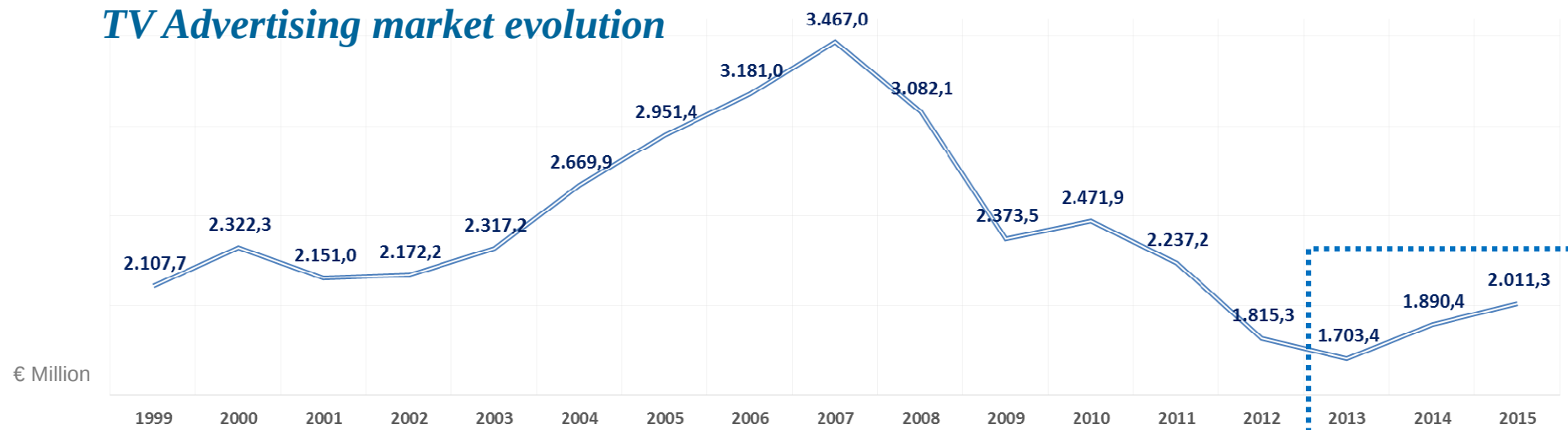
9M16 ADVERTISING MARKET SHARE



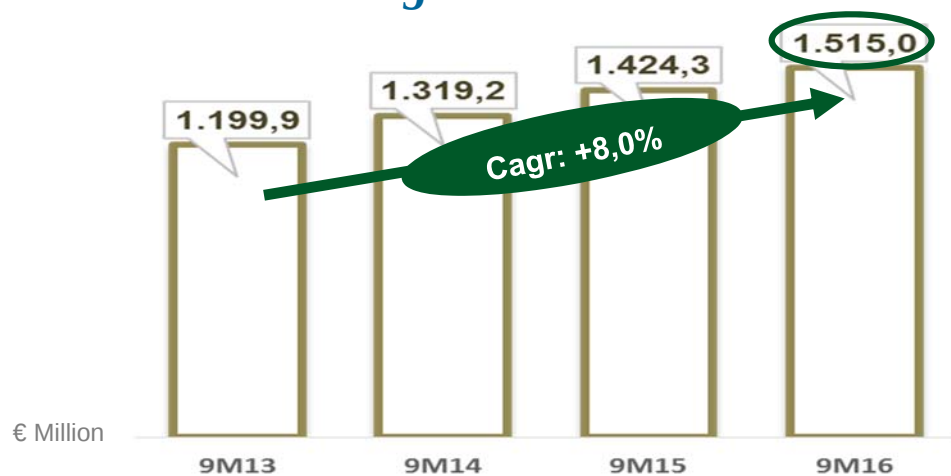
Source: Kantar media and Infoadex

9M16 FINANCIALS

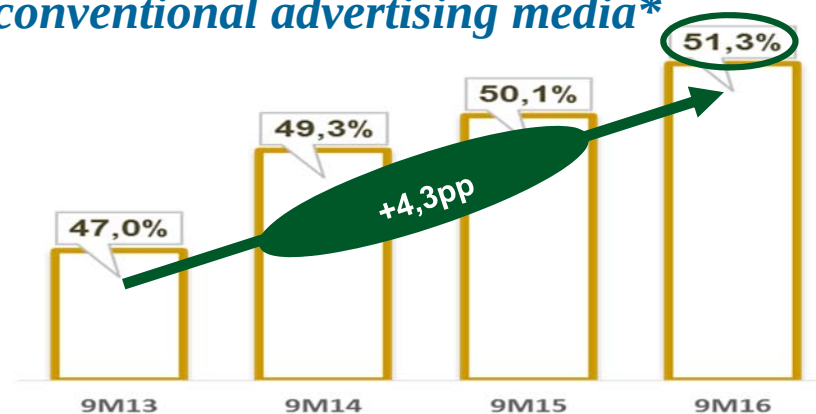
TV Advertising market evolution



TV advertising market evolution



TV market share among conventional advertising media*

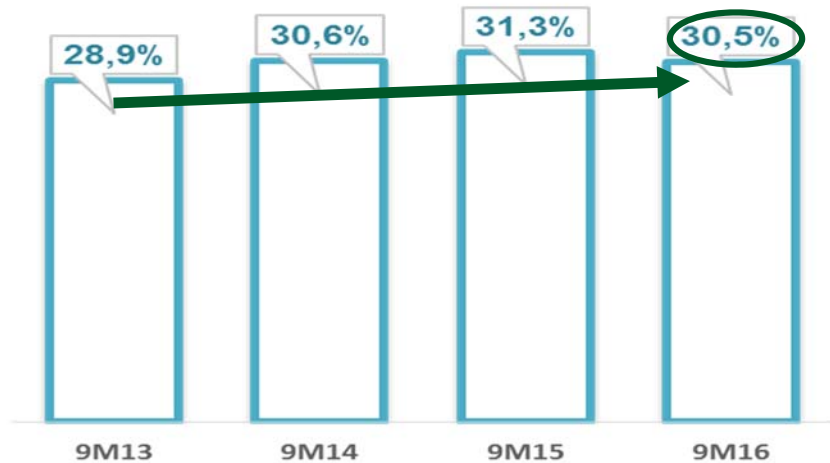


Source: Infoadex

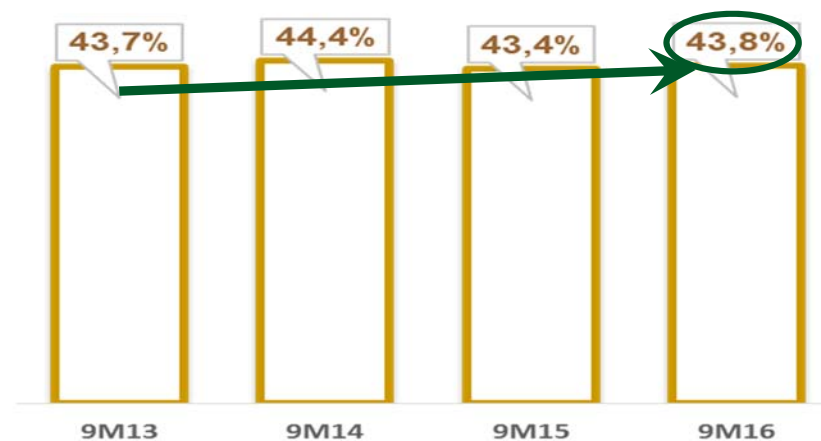
*quarterly numbers just include the graphic formats

9M13-16 FINANCIALS

Audience evolution

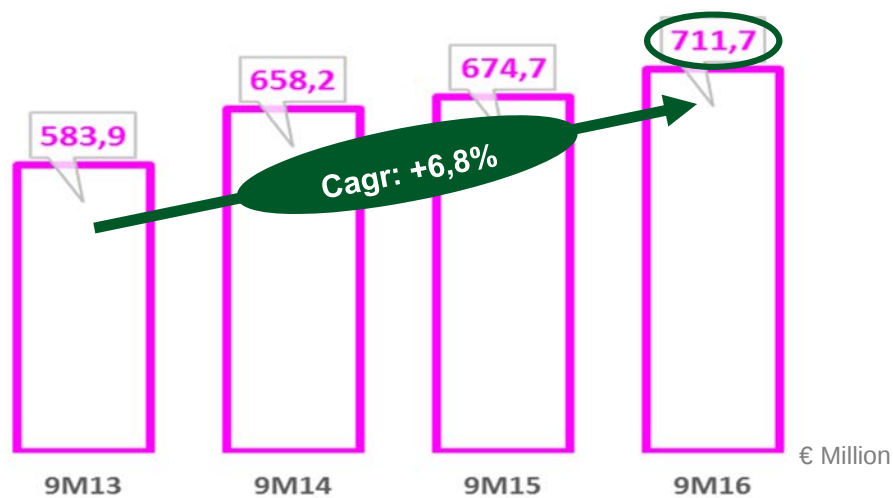


Adv. market share evolution

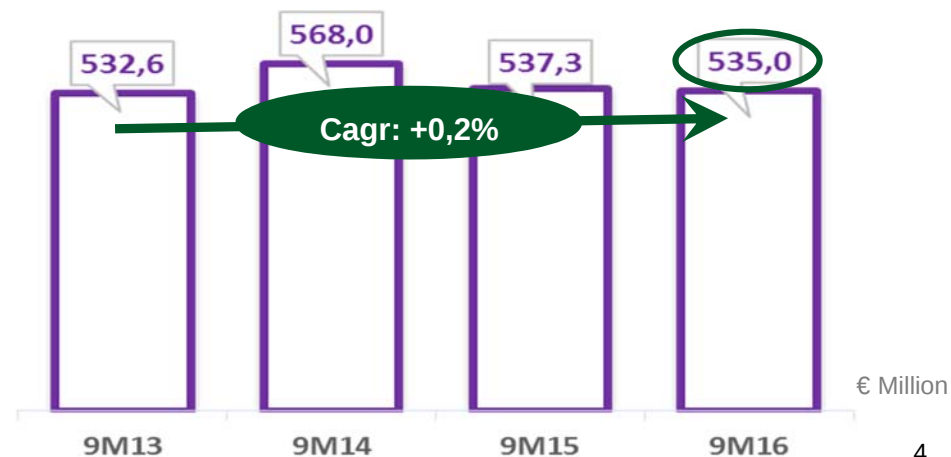


Source: Kantar media and Infoadex

Total net revenues evolution

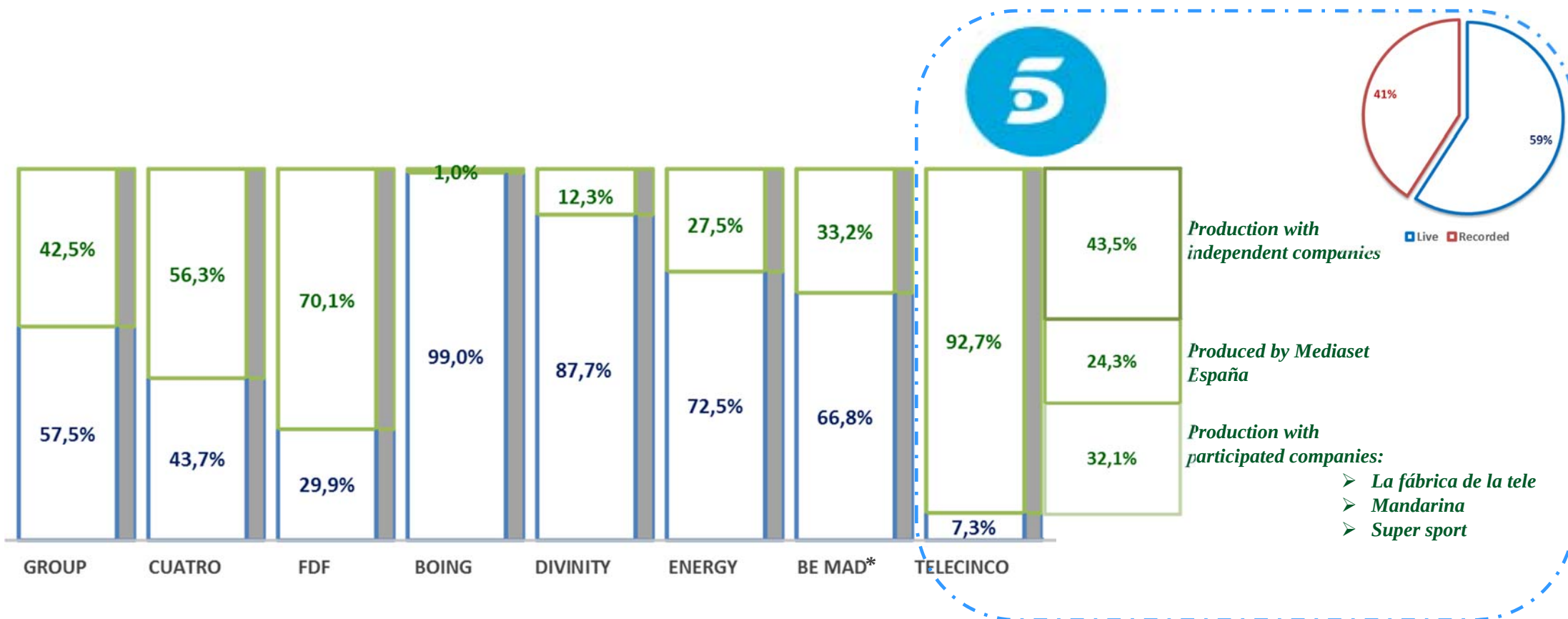


Cost evolution



9M16 Group's programming mix

In-house production vs. library in terms of broadcasted hours



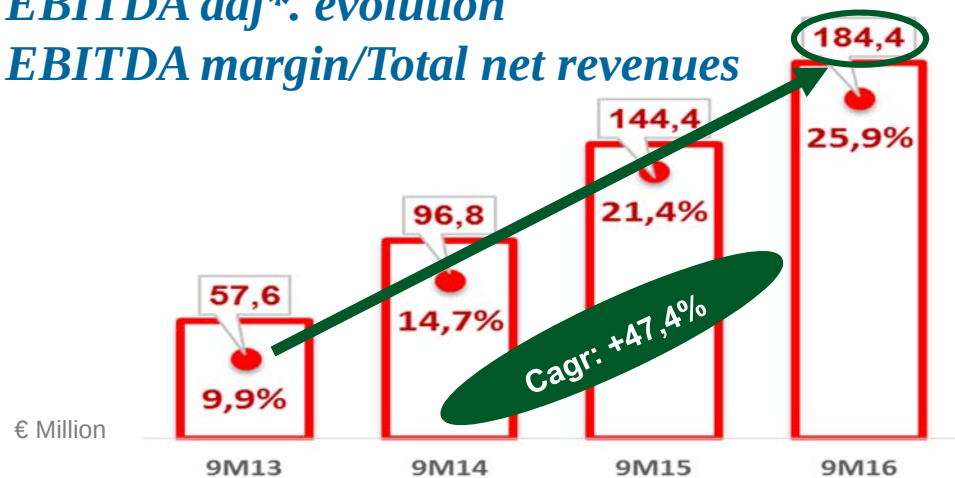
In-house production
 Third party rights

* Broadcasting since April 21st 2016

9M13-16 FINANCIALS

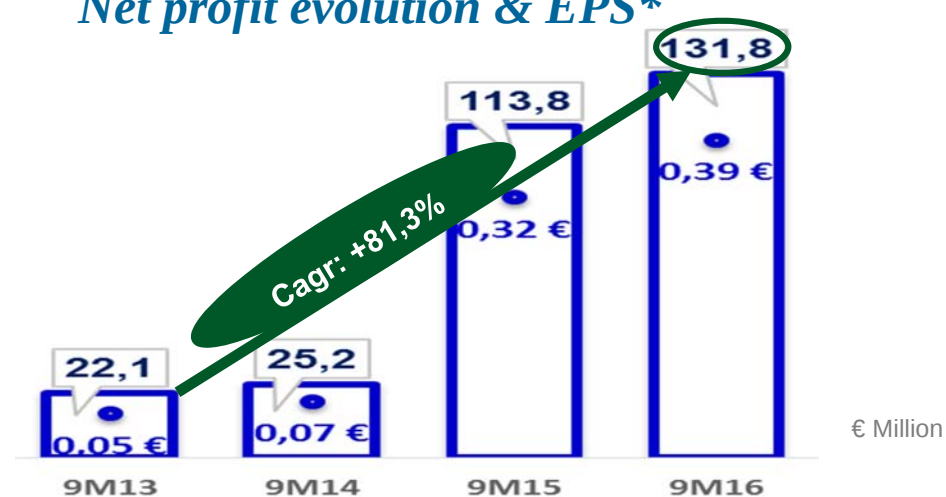
EBITDA adj*. evolution

EBITDA margin/Total net revenues



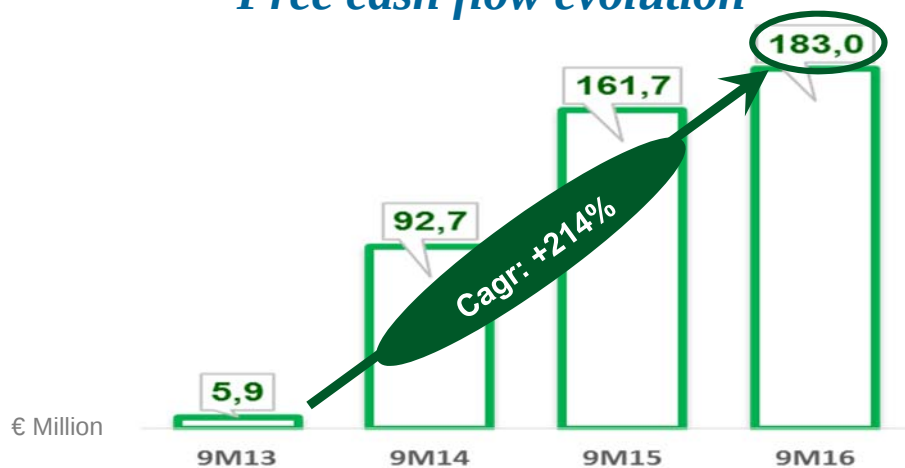
* EBITDA Adj, includes TV rights consumption

Net profit evolution & EPS*

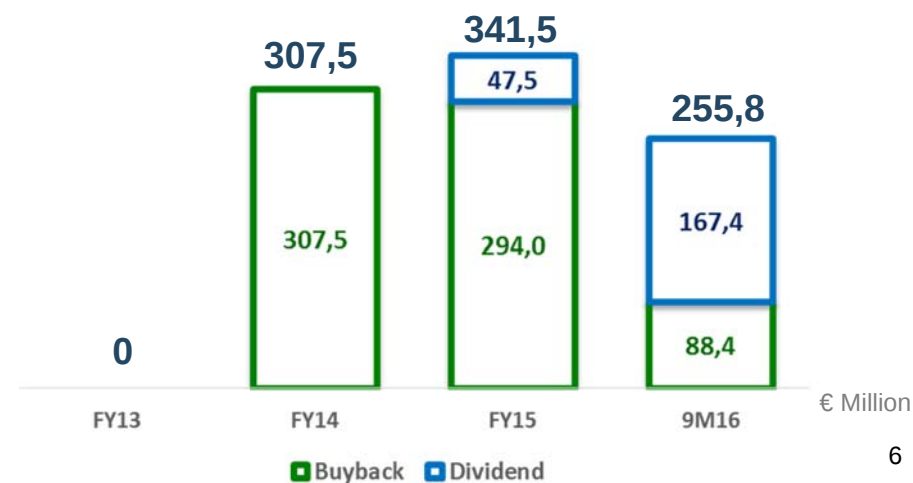


** EPS (€) adjusted excluding treasury stocks as of Sept. 30th

Free cash flow evolution



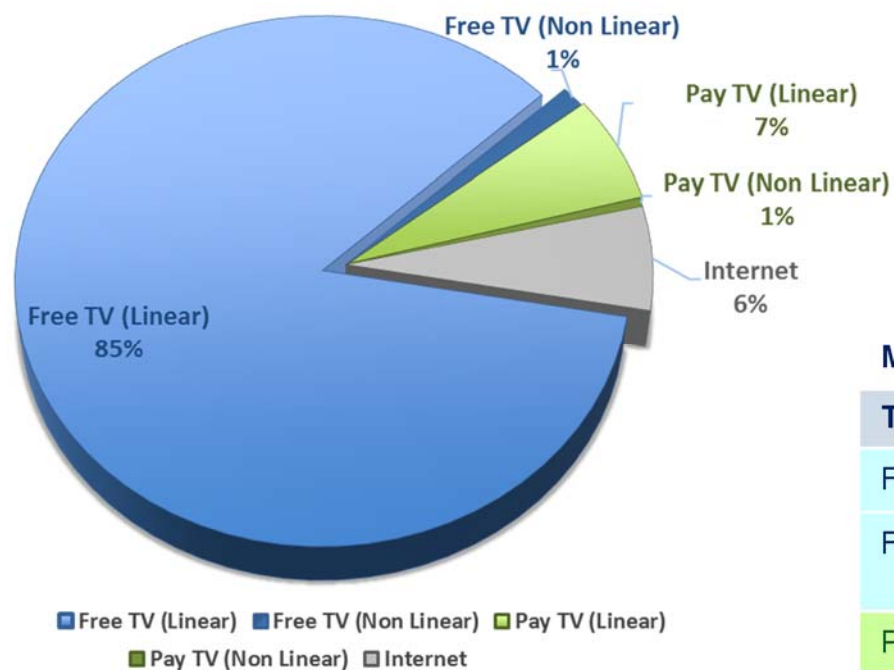
Shareholders remuneration





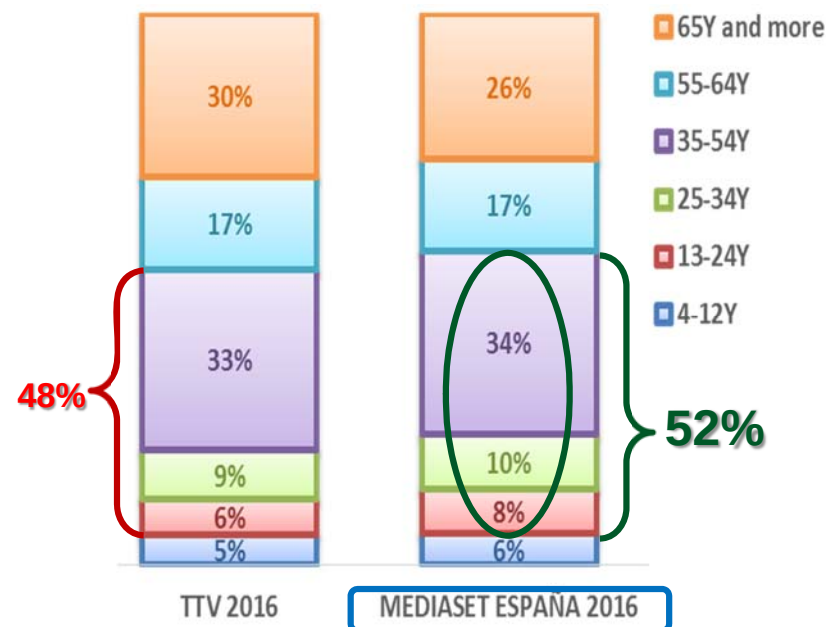
9M16 audiovisual consumption

Total audio-visual consumption (average minutes per person):
87% of consumption is Free TV (Linear+Non-Linear+OTT)



Minutes per day	9M16
TOTAL	247
Free TV (linear)	211
Free TV (nonlinear)	3,2
Pay TV (linear)	16
Pay TV (nonlinear)	1,3
Internet video	15,7

Total TV consumption by age groups:

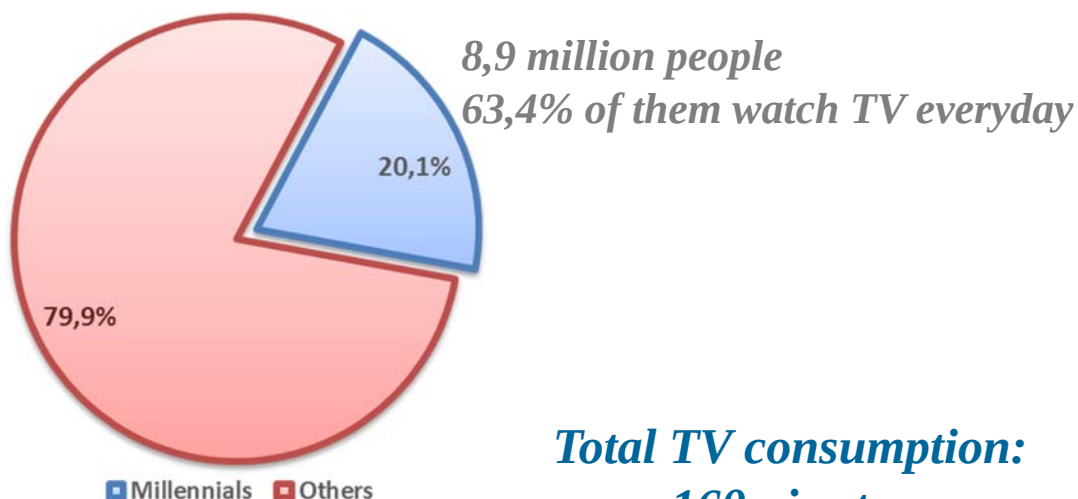


Source: Kantar media and ComScore
 (does not include mobile phones)

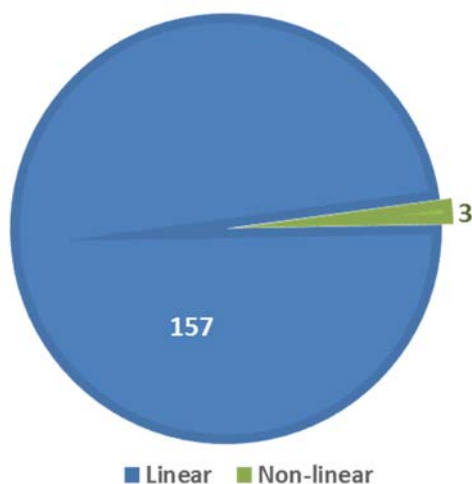


Spanish millennials (21-36 years old)

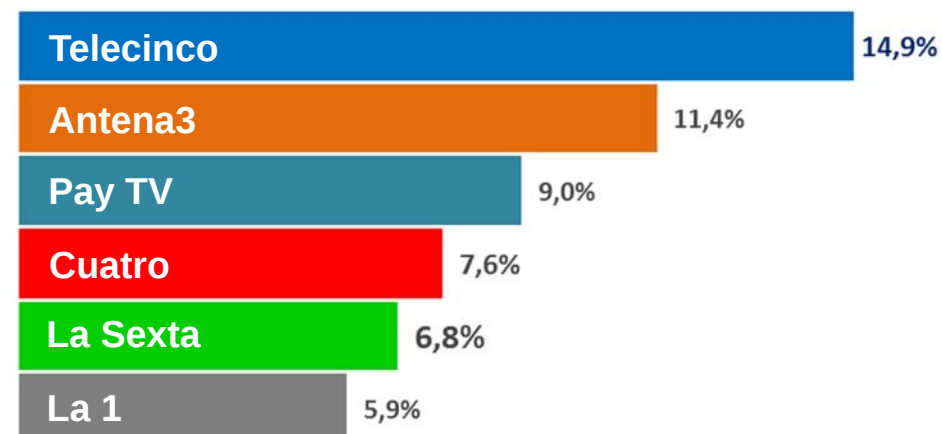
Spanish population



Total TV consumption: 160minutes



Audience YTD*



Weekly viewing trends*

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2h30-7h00	20,7%	20,6%	20,2%	20,0%	20,3%	21,1%	20,7%
7h00-14h00	13,8%	13,7%	13,6%	13,6%	13,5%	14,3%	13,7%
14h00-17h00	13,8%	13,4%	13,6%	13,5%	13,6%	13,9%	13,7%
17h00-20h30	11,8%	11,6%	11,8%	11,9%	12,0%	12,3%	13,1%
20h30-24h00	14,2%	14,2%	14,2%	13,9%	12,8%	12,3%	14,6%
24h00-2h30	17,9%	17,7%	17,8%	17,5%	16,3%	15,4%	17,6%

Source: Kantar media and Barlovento Comunicación

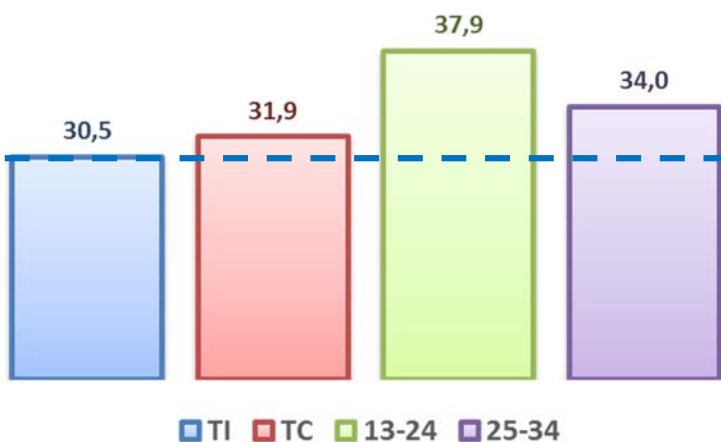
*Average audience 1/1-18/10/16



Leaders among all age groups (in particular millennials)

Prime time (22h30 – 0h30) 9M16* audience

Mediaset España 9M16* audience



Total individuals

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
MEDIASETespaña.	29,6	32,8	29,6	33,9	34,0	29,5	31,4
ATRESMEDIA TELEVISION	30,5	28,5	25,9	25,3	25,4	29,3	26,6
tve	14,9	15,4	20,3	17,8	15,2	14,9	16,9

13-24Y

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
MEDIASETespaña.	35,8	43,2	36,6	40,5	37,6	37,7	37,6
ATRESMEDIA TELEVISION	34,6	31,6	29,9	29,4	28,5	26,8	28,9
tve	9,7	8,0	14,1	12,0	10,2	11,4	12,5

25-34Y

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
MEDIASETespaña.	34,4	40,2	33,4	37,2	36,4	34,4	36,5
ATRESMEDIA TELEVISION	35,3	32,3	30,3	30,4	30,7	27,9	30,2
tve	9,6	8,7	15,6	13,1	10,5	12,0	12,2

Source: Kantar media

* Average audience January 1st – September 30th 2016

TI: Total individuals

TC: Target commercial 16-59 years old



Cinema



2016: another outstanding year

2016YTD* box-office results

Ranking of the 2016 most successful
Spanish movies

Gross Box-office (€)

1	A monster calls	17,2m*
2	Cien años de perdón	6,7m
3	Cuerpo de élite	6,5m*
4	KIKI, el amor se hace	6,2m
5	Zipi y Zape...	2,4m



Historic Spanish box-office results

		Gross Box-office (€)	Year
1	8 apellidos vascos	57,7m	2014
2	The Impossible	42,3m	2012
3	8 apellidos catalanes	36,2m	2015
4	Los Otros	27,2m	2001
5	The Orphanage	25,0m	2007



€ Million

Source: Rentrak as of October 26th 2016; only movies released in 2016; *movies actually in the theatres



Internet

September 2016: the beginning of the new season

Total videos viewed
(million)

89m



58m



Total pages viewed
(million)

117m



32m



Average number of
visits per user

7



3



Video views ranking per
media company

Total
minutes
(million)

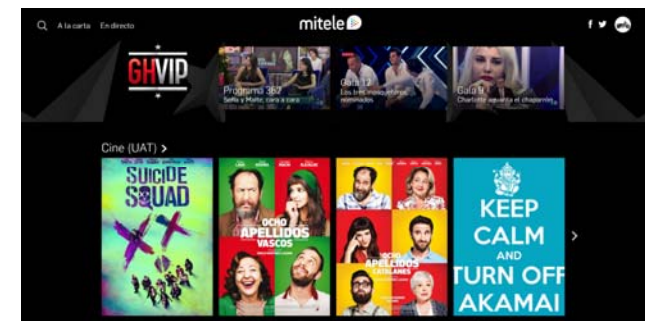
Minutes per
unique
viewer

1 **MEDIASETespaña.** 498 261

3 **rtve** 191 131

2 **ATRESMEDIA** 181 107

4h21minutes
per person:
our best record



9M16 HIGHLIGHTS

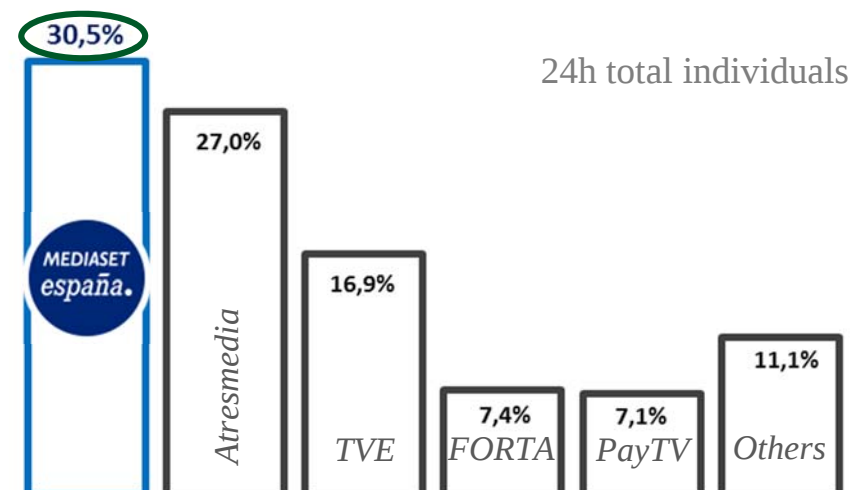
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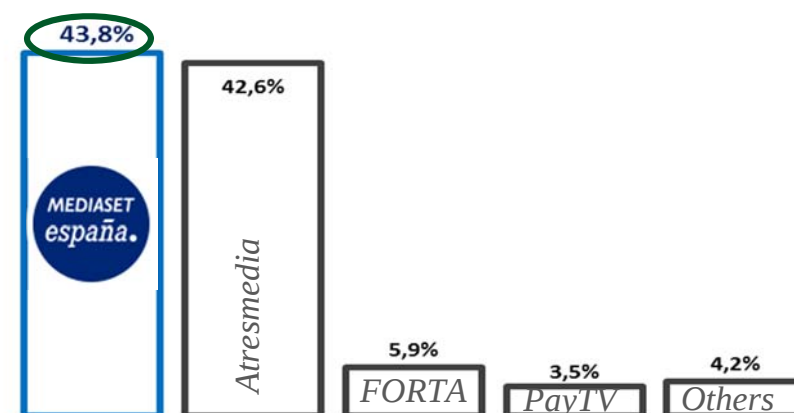
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9M16 ADVERTISING MARKET SHARE



Source: Kantar media and Infoadex

MEDIASETespaña.



Q&A SESSION

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