

# Gestevisión Telecinco S. A.



28th July 2004



## 2004 First Half Results

## Highlights of the First Half 2004

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-  Record total net revenues: €403.9 million ( + 26.3%)
-  Cost control: total costs €237.8 million (+ 4.5%)
-  Margins:
  - EBITDA /Net Revenues 42.9% (vs. 31.3% in 1H03)
  - Net Profit/Net Revenues 27.6% (vs. 20.2% in 1H2003)
-  Net Profit: 111.3 €million (+72.4%)
-  Audience share :
  - All Individuals, 24h: 22.4%, the best 1H of the last 4 years
  - All Individuals, Prime Time: 23.5% historical record
  - Commercial Target: 24h 25.6% , Prime Time 27.8%

# Gestevisión Telecinco S. A.

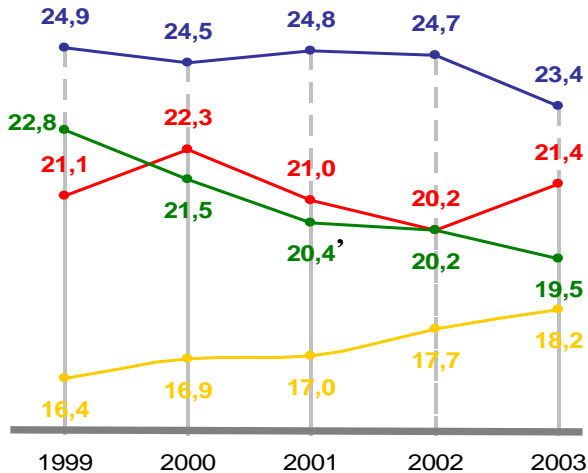


BROADCASTING

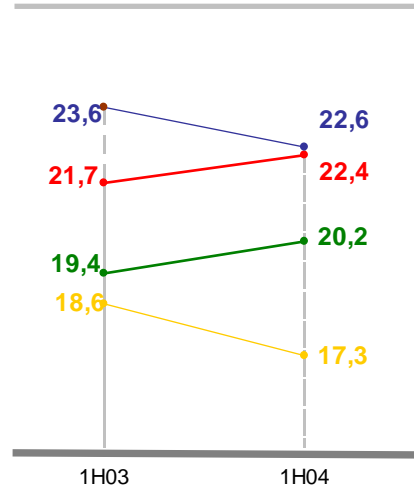


2004 First Half Results

# Spanish TV Audience Share | 24 Hours, Individuals



1H04/03



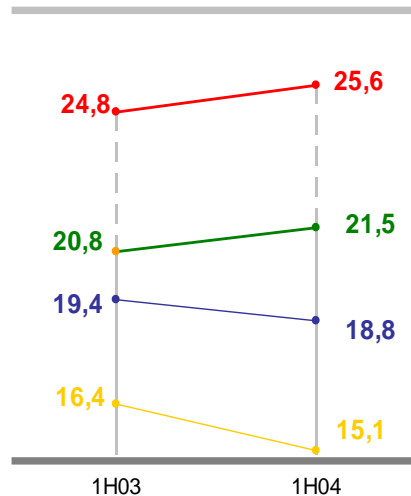
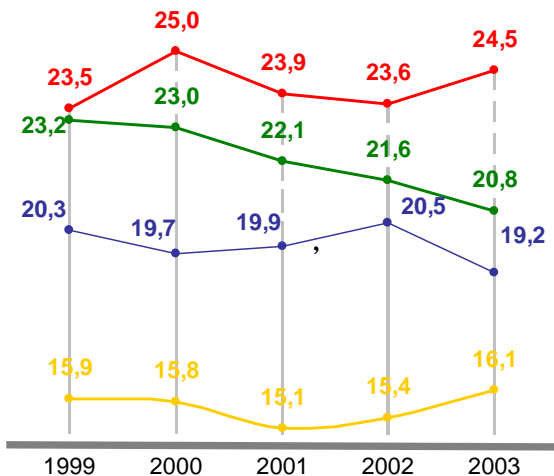
**Increased market share. Undisputed leadership among privat TV channels, maintaining the advantage over Antena 3TV**

Source: Sofres, 24 hours, Individuals (4+ years)



# Spanish TV Audience Share | 24 Hours, Commercial Target

1H04/03

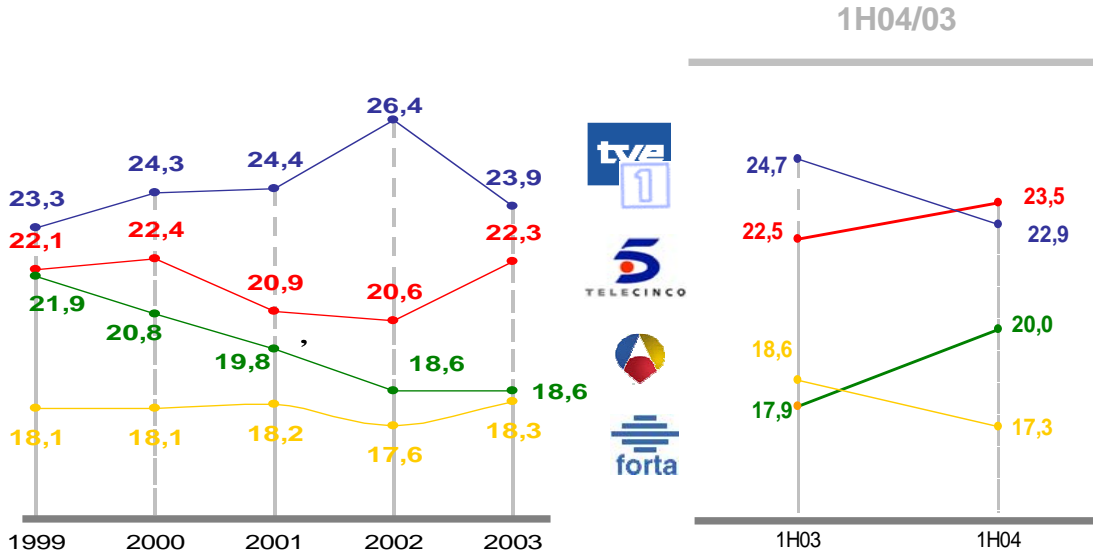


**Record audience share, far ahead of competitors**

Source: Sofres, 24 hours, Commercial target (13-54 years)



# Spanish TV Audience | Prime Time, Individuals

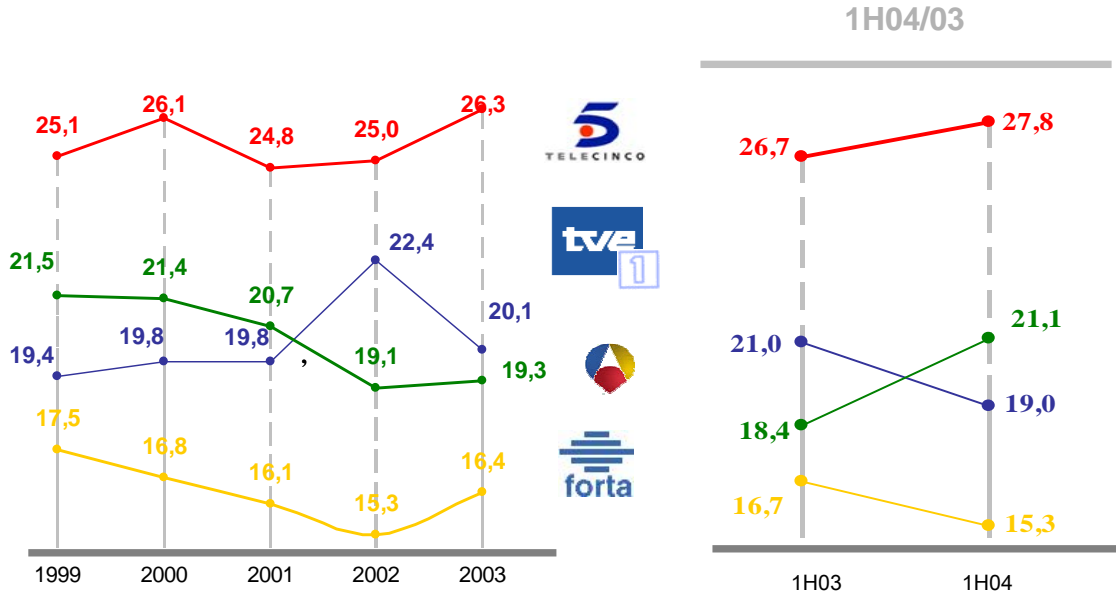


**Leader in Prime Time outperforming TVE for the first time, 3.5 percentage points ahead of Antena 3TV**

Source: Sofres, Prime Time individuals (4+ years)



# Spanish TV Audience | Prime Time, Commercial Target



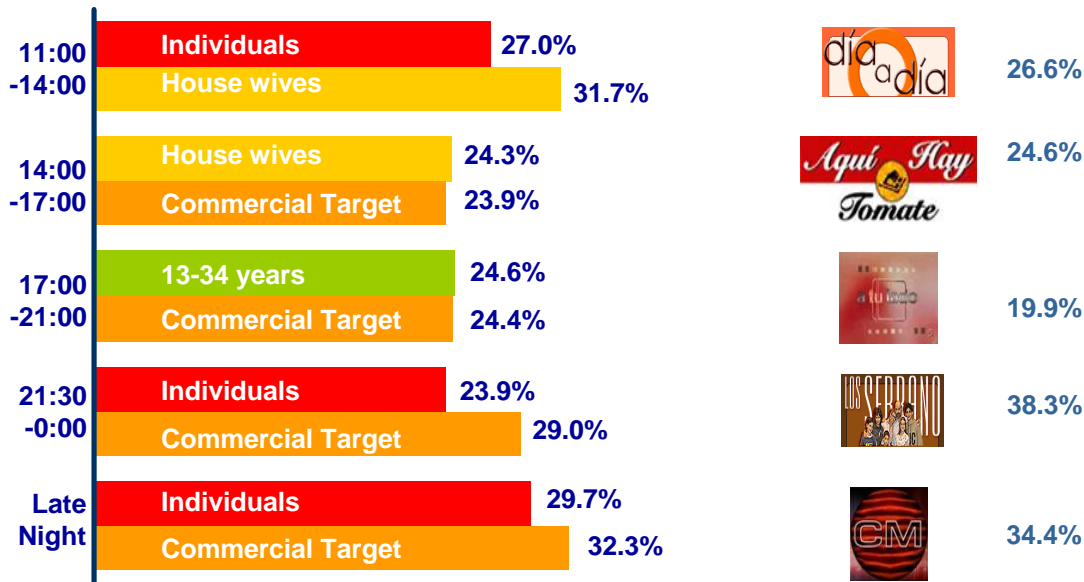
**Undisputed leadership, best performance of the sector, 6.7 percentage points ahead of Antena 3TV**

Source: Sofres, Prime time, Commercial Target (13-54 years)



# TELECINCO | 1H04 Programming and Audience (I)



## Monday to Friday



Balanced Audience Share Throughout the Day

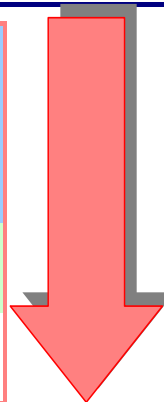


# TELECINCO | 1H04 Programming and Audience (II)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
24,4%	26,5%	35,5%	26,7%	23,8%	25,5%	26,7%



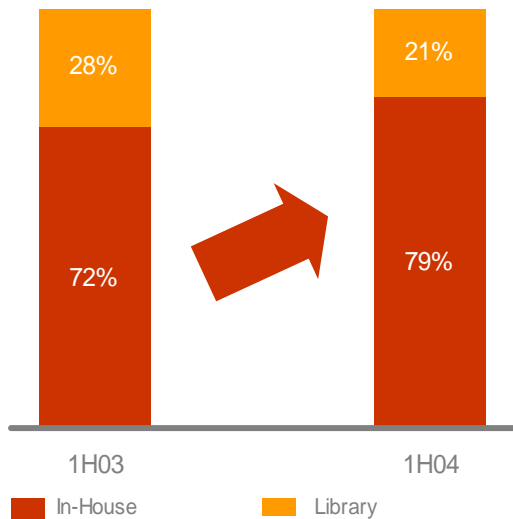
Operación Triunfo 3 (21,5%)	Memoria de España (20,2%)	Cine de TVE1 (16,9%)	Paco y Veva (20,5%)	Pequeños grandes genios (13,4%)	Noche de fiesta (20,5%)	La película de la semana
10 en Ibiza (17,4%)	Smallville (20,1%)	Limite cero (10%)	24 (15,4%)	Un,dos,tres (22,4%)	El día del espectador (18,5%)	La noche del cine español (18,1%)
	Acción.3 (19,8%)		Sin rastro (17,2%)			Manolito Gafotas (20,8%)
			Cine Antena 3 (16,5%)			



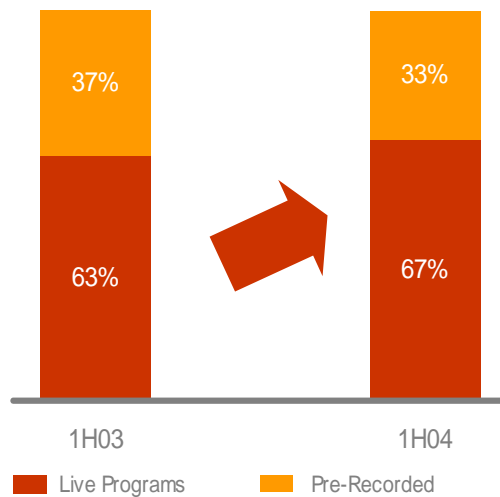
**Stable and focused on valuable audience target**

# TELECINCO | 1H04 Programming mix

## In-House Production vs. Library



## Live Programs vs. Pre-Recorded



**Increased in-house production and live-programs**

# Gestevisión Telecinco S. A.

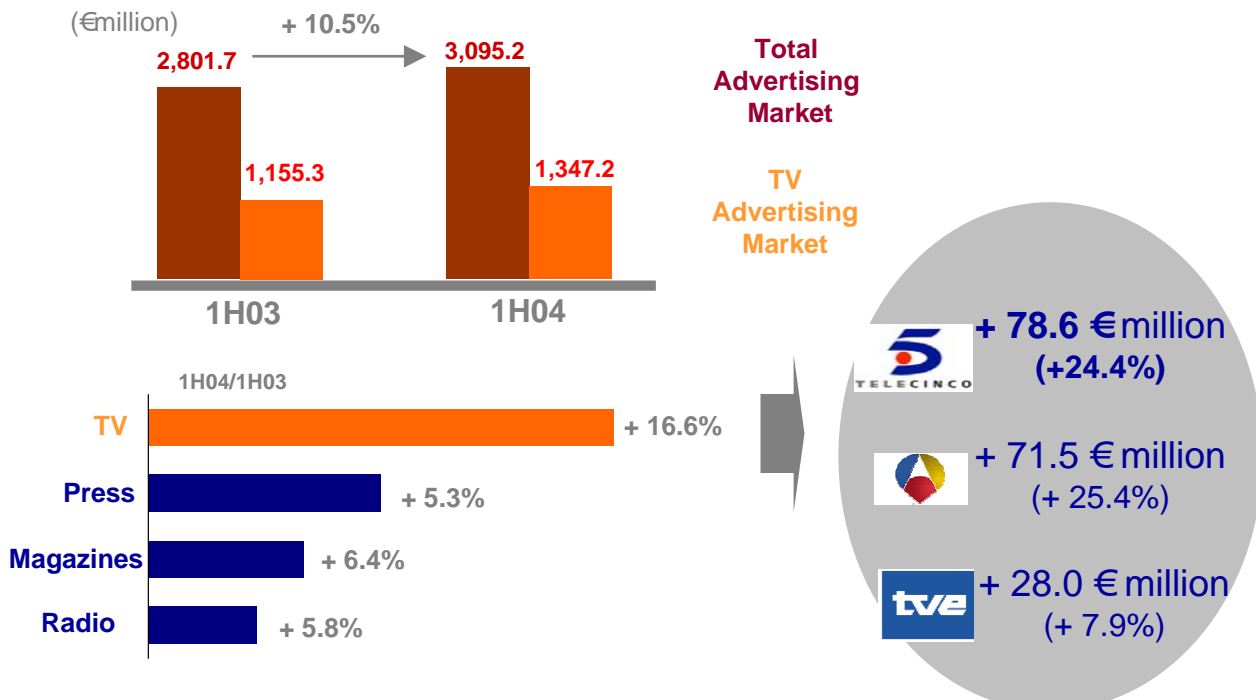


**ADVERTISING**



**2004 First Half Results**

# Spanish Advertising Market

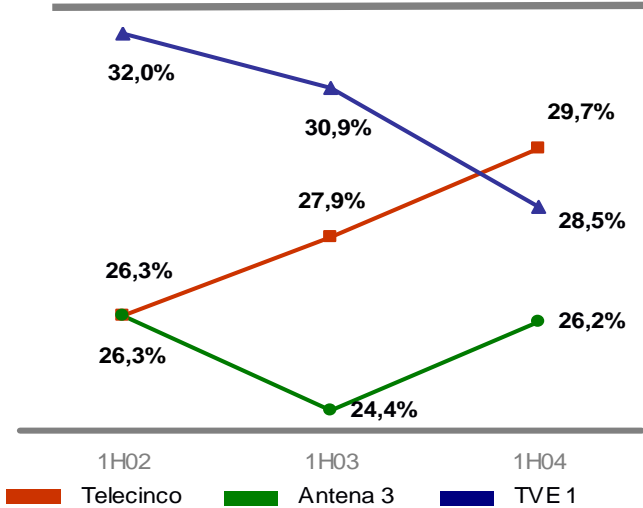


**TV advertising share increasing, Telecinco has obtained - in absolute terms - the highest increase in advertising revenues**

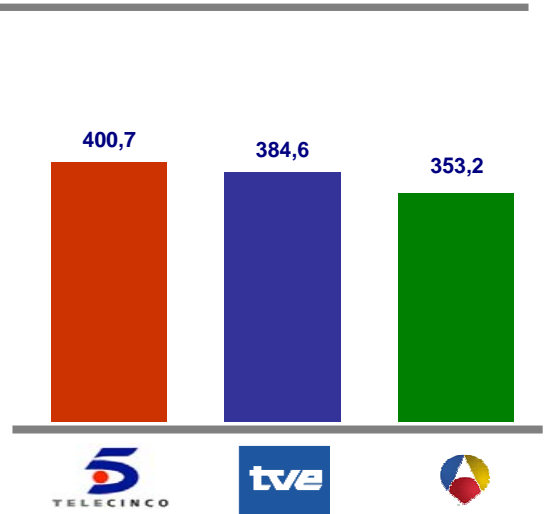
Source: InfoAdex

# Telecinco, Leader on Turnover

## TV Advertising Market Share (%)



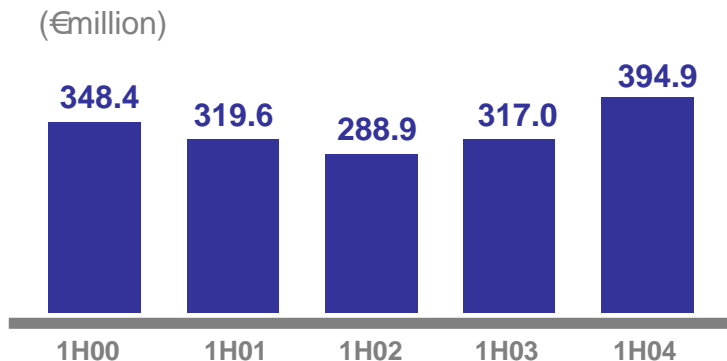
## Gross TV Advertising Revenues 1H04 (€million.)



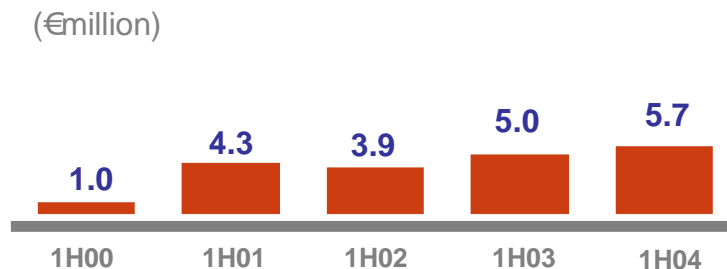
Source: InfoAdex



# Gross TV Advertising Revenues\*



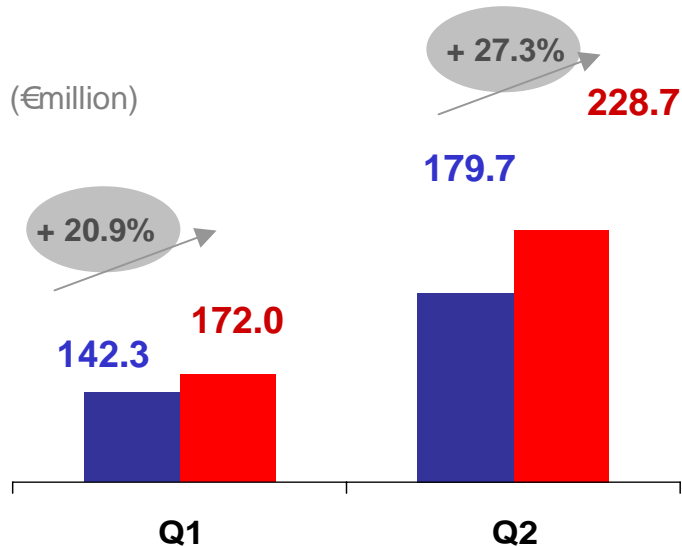
**1H04/1H03:  
+24.6%**



**1H04/1H03:  
+14.0%**

\* Publiespaña and Publimedia Gross TL5-TV advertising revenues

# Gross TV Advertising Revenues by Quarter\*

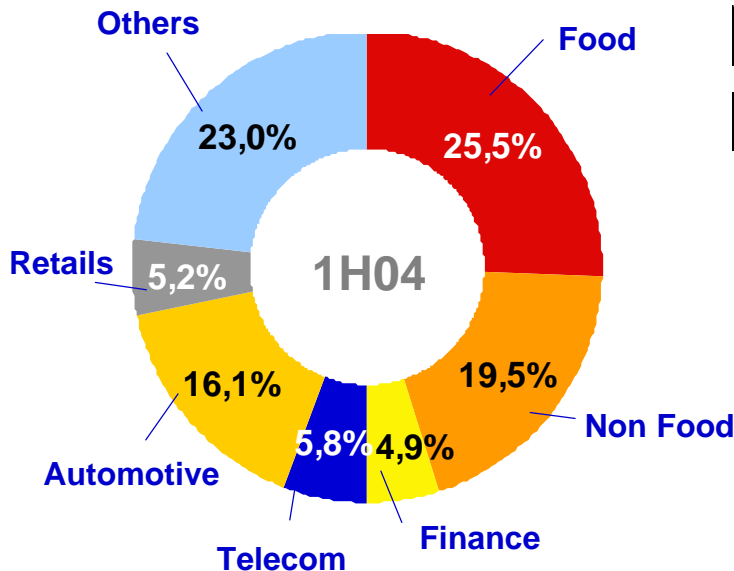


\* Publiespaña and Publimedia Gross TL5-TV advertising revenues

**Exceptional growth in the first quarters of 2004**

# Advertising by Sectors

**Sector Breakdown**  
(% on total Adv sales)



**Sector Growth**  
(1H04 vs. 1H03)

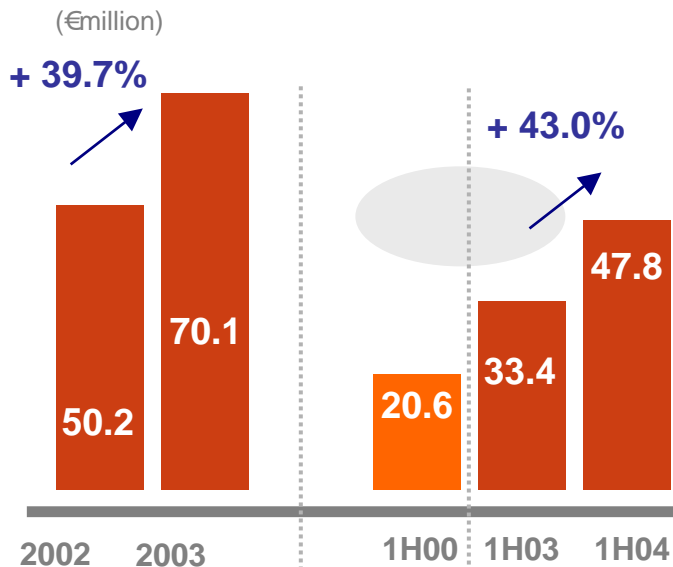


Source: Publiespana

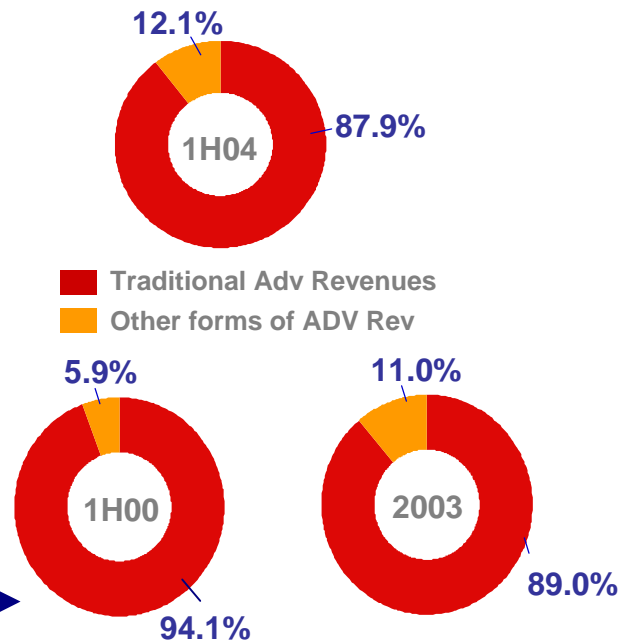


# Special Initiatives

## Special Initiatives Revenues Trend



## Special Initiatives % of Tot. Sales



Source: Publiespana

# Gestevisión Telecinco S. A.



FINANCIALS



## 2004 First Half Results

# TELECINCO | Combined 1H04 Financial Results

(€million)	1H04	1H03	Var. %
<b>Total Net Revenues</b>	<b>403.91</b>	<b>319.75</b>	<b>26.3 %</b>
<b>Total Costs</b>	<b>(237.78)</b>	<b>(227.56)</b>	<b>4.5 %</b>
Personnel	(35.98)	(33.24)	8.2 %
Operating Costs	(117.54)	(101.33)	16.0 %
Amortisation & Depreciation	(84.26)	(92.99)	(9.4 %)
<b>EBIT</b>	<b>166.13</b>	<b>92.19</b>	<b>80.2 %</b>
<b>Pre-tax Profit</b>	<b>163.31</b>	<b>92,89</b>	<b>75.8 %</b>
<b>NET PROFIT</b>	<b>111.31</b>	<b>64.56</b>	<b>72.4 %</b>
<b>EBITDA (1)</b>	<b>173.66</b>	<b>100.05</b>	<b>73.6%</b>
<b>EBITDA/NET REVENUES</b>	<b>42.9%</b>	<b>31.3%</b>	<b>--</b>
<b>EBIT/NET REVENUES</b>	<b>41.1%</b>	<b>28.8%</b>	<b>--</b>
<b>NET PROFIT/NET REVENUES</b>	<b>27.6%</b>	<b>20.2%</b>	

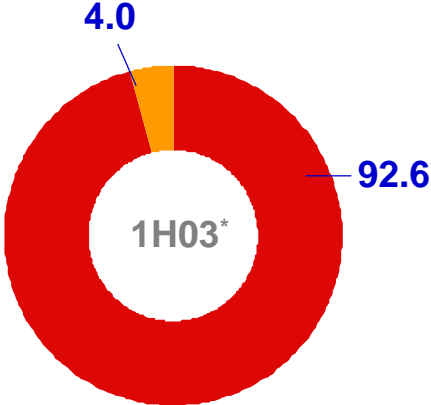
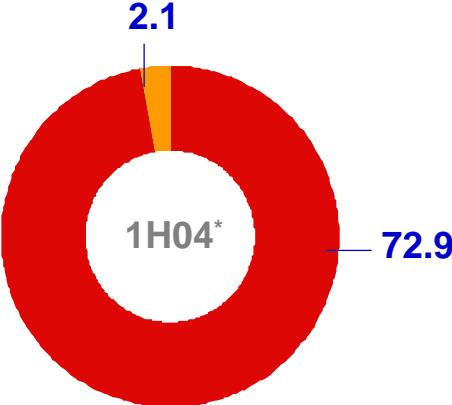
# TELECINCO | Combined Cash Flow Statement

(€million)	1H04	1H03	Var. %
<b>Net Financial Position</b>	<b>252.13</b>	<b>142.30</b>	<b>77.2 %</b>
<b>Free Cash Flow</b>	<b>142.44</b>	<b>60.91</b>	<b>133.8 %</b>
Cash Flow from Operations	200.07	161.11	24.2 %
Investments	(75.02)	(96.59)	(22.3%)
Change in Net Working Capital	17.39	(3.61)	--
<b>Equity (Investments)/Disinvest.</b>	<b>(10.75)</b>	<b>(0.04)</b>	<b>--</b>
<b>Dividends</b>	<b>(250.0)</b>	<b>(21.13)</b>	<b>--</b>
<b>Total Net Cash Flow</b>	<b>(118.31)</b>	<b>39.74</b>	<b>--</b>
<b>Net Financial Position</b>	<b>133.82</b>	<b>182.04</b>	<b>(26.5 %)</b>

# TELECINCO | Investments

€75.0 million

€96.6 million



■ TV Rights ■ Tangible & Intangible Fixed Assets



# TELECINCO | Back up Slides

## 1. Combined Financial Statements

(see Folleto Informativo CNMV and Preliminary Offering Memorandum)

# Combined Profit & Loss Account (I)

(€million)	2001	2002	2003	1H03	1H04
Gross TV Advertising Revenues	588.21	576.12	644.82	322.58	402.82
Commissions	(47.31)	(46.47)	(52.81)	(25.86)	(28.84)
Net TV Advertising Revenues	540.90	529.65	592.01	296.72	373.98
Other Revenues	50.41	55.09	51.23	23.03	29.93
<b>TOTAL NET REVENUES</b>	<b>591.31</b>	<b>584.74</b>	<b>643.24</b>	<b>319.75</b>	<b>403.91</b>
Personnel	(60.26)	(64.77)	(67.70)	(33.24)	(35.98)
TV Rights Amortisation	(150.53)	(159.24)	(175.36)	(85.13)	(76.73)
Other Operating Costs	(191.27)	(209.59)	(207.10)	(101.33)	(117.54)
<b>EBITDA<sup>(1)</sup></b>	<b>189.25</b>	<b>151.14</b>	<b>193.08</b>	<b>100.05</b>	<b>173.66</b>

- Post-rights amortisation

# Combined Profit & Loss Account (II)

(€million)	2001	2002	2003	1H03	1H04
<b>EBITDA<sup>(1)</sup></b>	<b>189.25</b>	<b>151.14</b>	<b>193.08</b>	<b>100.05</b>	<b>173.66</b>
Other Amortisation & Depreciation	(13.03)	(15.52)	(15.84)	(7.86)	(7.53)
<b>EBITA</b>	<b>176.22</b>	<b>135.62</b>	<b>177.24</b>	<b>92.19</b>	<b>166.13</b>
Goodwill Amortisation	(3.40)	(4.09)	(2.58)	(1.64)	0
<b>EBIT</b>	<b>172.82</b>	<b>131.53</b>	<b>174.66</b>	<b>90.55</b>	<b>166.13</b>
Equity Consolidated Results	(1.84)	(1.20)	0.45	0.14	0.54
Financial Results	7.21	5.50	4.82	3.08	2.37
Extraordinary Results	(25.65)	(14.51)	(8.90)	(0.89)	(5.73)
<b>EBT</b>	<b>152.54</b>	<b>121.32</b>	<b>171.03</b>	<b>92.88</b>	<b>163.31</b>
Income Taxes	(40.31)	(35.58)	(48.40)	(28.33)	(52.00)
Minority Interests	(0.12)	0.10	0.00	0.01	0.00
<b>Net Profit</b>	<b>112.11</b>	<b>85.84</b>	<b>122.63</b>	<b>64.56</b>	<b>111.31</b>

(1) Post-rights amortisation



## Combined Cash Flow

(€million)	2001	2002	2003	1H03	1H04
Consolidated Net Profit	112.1	85.8	122.6	64.6	111.3
Depreciation & Amortization	164.2	175.2	190.6	92.7	83.6
TV Rights	150.5	159.2	175.4	85.1	76.7
Other	13.7	16.0	15.2	7.6	6.9
Provisions	30.2	13.4	6.9	2.4	8.5
Other	(0.2)	4.1	1.5	1.4	(3.3)
<b>CASH FLOW GENERATED</b>	<b>306.2</b>	<b>278.6</b>	<b>321.6</b>	<b>161.1</b>	<b>200.1</b>
Capex TV Rights	(212.8)	(192.0)	(138.0)	(92.6)	(72.9)
Other Capex	(23.6)	(14.4)	(8.1)	(4.0)	(2.1)
<b>INVESTING CASH FLOW</b>	<b>(236.4)</b>	<b>(206.4)</b>	<b>(146.2)</b>	<b>(96.6)</b>	<b>(75.0)</b>
Change in Working Capital	42.2	(11.4)	(37.0)	(3.6)	17.4
<b>OPERATING FREE CASH FLOW</b>	<b>111.9</b>	<b>60.7</b>	<b>138.4</b>	<b>60.9</b>	<b>142.4</b>
Financial Investments	(12.8)	0.1	(0.4)	0	(10.8)
Dividends Paid	(92.0)	(49.8)	(28.2)	(21.2)	(250.0)
<b>CHANGE IN NET ASSETS</b>	<b>(104.8)</b>	<b>(49.7)</b>	<b>(28.5)</b>	<b>(28.2)</b>	<b>(260.8)</b>
<b>CHANGE IN CASH POSITION</b>	<b>7.2</b>	<b>11.0</b>	<b>109.7</b>	<b>39.7</b>	<b>(118.3)</b>
INITIAL CASH POSITION	124.2	131.4	142.4	142.3	252.1
FINAL CASH POSITION	131.4	142.4	252.1	182.0	133.8

# Combined Balance Sheet

(€ml.)	2001	2002	2003	1H04
<b>Fixed assets</b>	<b>94.9</b>	<b>85.1</b>	<b>73.6</b>	<b>78.6</b>
<b>Library</b>	<b>265.8</b>	<b>288.1</b>	<b>247.3</b>	<b>246.9</b>
TV Rights	183.9	199.6	163.5	189.4
Co-production / distribution	16.9	26.8	19.8	10.7
Pre-payment of co-production / distribution	65.0	61.7	64.0	46.8
<b>Current assets</b>	<b>126.5</b>	<b>146.3</b>	<b>152.0</b>	<b>190.5</b>
<b>Short-term fin. investments</b>	<b>119.3</b>	<b>128.0</b>	<b>254.3</b>	<b>124.3</b>
<b>Cash</b>	<b>22.7</b>	<b>23.8</b>	<b>2.0</b>	<b>13.9</b>
<b>TOTAL ASSETS</b>	<b>629.2</b>	<b>671.3</b>	<b>729.2</b>	<b>654.2</b>
<b>Shareholders' equity</b>	<b>368.1</b>	<b>404.1</b>	<b>498.6</b>	<b>359.9</b>
<b>Provisions</b>	<b>53.5</b>	<b>43.7</b>	<b>46.3</b>	<b>54.0</b>
<b>Receivables</b>	<b>197.0</b>	<b>214.1</b>	<b>180.1</b>	<b>235.9</b>
<b>Financial liabilities</b>	<b>10.6</b>	<b>9.4</b>	<b>4.2</b>	<b>4.4</b>
<b>TOTAL LIABILITIES</b>	<b>629.2</b>	<b>671.3</b>	<b>729.2</b>	<b>654.2</b>



# TELECINCO | Back up Slides

## 2. Combined vs. Consolidated format of the Income Statement

## Profit & Loss Account (I), Combined vs Consolidated format

€ million	Consolidated Gestevisión 1H2003	Contribution Publiespaña 1H2003	Combined Telecinco 1H2003
Gross TV Advertising Revenues	264.515	58.064	322.579
Commissions		(25.861)	(25.861)
Net TV Advertising Revenues	264.515	32.203	296.718
Other Revenues	21.203	1.827	23.030
<b>TOTAL NET REVENUES</b>	<b>285.718</b>	<b>34.030</b>	<b>319.748</b>
Personnel	(27.712)	(5.529)	(33.241)
TV Rights Amortisation	(85.129)		(85.129)
Other Operating Costs	(99.977)	(1.353)	(101.330)
<b>EBITDA<sup>(1)</sup></b>	<b>72.900</b>	<b>27.148</b>	<b>100.048</b>

- Post-rights amortisation

## Profit & Loss Account (II) Combined vs. Consolidated format

€million	Consolidated Gestevisión 1H2003	Contribution Publiespaña 1H2003	Combined Telecinco 1H2003
<b>EBITDA<sup>(1)</sup></b>	<b>72.900</b>	<b>27.148</b>	<b>100.048</b>
Other Amortisation & Depreciation	(7.563)	(0.298)	(7.861)
<b>EBITA</b>	<b>65.337</b>	<b>26.850</b>	<b>92.187</b>
Goodwill Amortisation	(1.638)		(1.638)
<b>EBIT</b>	<b>63.699</b>	<b>26.850</b>	<b>90.549</b>
Equity Consolidated Results	(0.078)	(0.222)	0.144
Financial Results	1.830	1.252	3.082
Extraordinary Results	(0.882)	(0.005)	(0.887)
<b>EBT</b>	<b>64.569</b>	<b>28.319</b>	<b>92.888</b>
Income Taxes	(18.129)	(10.203)	(28.332)
Minority Interests	(0.006)		0.006
<b>Net Profit</b>	<b>46.446</b>	<b>18.116</b>	<b>64.562</b>

- Post-rights amortisation

## Profit & Loss Account (I) Combined vs. Consolidated format

€million	Consolidated Gestevisión 1H2004	Contribution Publiespaña 1H2004	Combined Telecinco 1H2004
Gross TV Advertising Revenues	369.009	33.814	402.823
Commissions	(17.967)	(10.880)	(28.847)
Net TV Advertising Revenues	351.042	22.934	373.976
Other Revenues	29.814	0.118	29.932
<b>TOTAL NET REVENUES</b>	<b>380.856</b>	<b>23.052</b>	<b>403.908</b>
Personnel	(32.937)	(3.038)	(35.975)
TV Rights Amortisation	(76.726)		(76.726)
Other Operating Costs	(115.059)	(2.485)	(117.544)
<b>EBITDA<sup>(1)</sup></b>	<b>156.134</b>	<b>17.529</b>	<b>173.663</b>

- Post-rights amortisation

# Profit & Loss Account (II) Combined vs. Consolidated format

€ million	Consolidated Gestevisión 1H2004	Contribution Publiespaña 1H2004	Combined Telecinco 1H2004
<b>EBITDA<sup>(1)</sup></b>	<b>156.134</b>	<b>17.529</b>	<b>173.663</b>
Other Amortisation & Depreciation	(7.384)	(0.150)	(7.534)
<b>EBITA</b>	<b>148.750</b>	<b>17.379</b>	<b>166.129</b>
Goodwill Amortisation			
<b>EBIT</b>	<b>148.750</b>	<b>17.379</b>	<b>166.129</b>
Equity Consolidated Results	0.404	0.167	0.571
Financial Results	1.709	0.662	2.371
Extraordinary Results	(5.713)	(0.05)	(5.763)
<b>EBT</b>	<b>145.150</b>	<b>18.158</b>	<b>163.308</b>
Income Taxes	(45.781)	(6.214)	(51.995)
Minority Interests	(0.001)		0.001
<b>Net Profit</b>	<b>99.370</b>	<b>11.944</b>	<b>111.314</b>

(1) Post-rights amortisation



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# Gestevisión Telecinco S. A.



28th July 2004



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