

2017 RESULTS

Consolidated Income Statement

million €	2017	2016	Var %
Gross Advertising Revenues	969,7	962,9	0,7%
Multiplex Mediaset España	946,4	931,2	1,6%
Other	23,3	31,7	-26,5%
Discounts	-41,0	-36,0	13,8%
Net Advertising revenues	928,7	926,9	0,2%
Other Revenues	67,6	65,1	3,8%
Total Net Revenues	996,3	992,0	0,4%
TV Rights Amortisation	-186,8	-205,5	-9,1%
Personnel	-105,6	-105,9	-0,2%
Other Operating Costs	-441,5	-439,5	0,5%
Total Operating Cost	-734,0	-750,8	-2,2%
Adjusted EBITDA	262,2	241,1	8,8%
Amortizations & Depreciations	-8,9	-8,7	2,3%
PPA Amortizations	-8,0	-8,0	0,0%
EBIT	245,3	224,4	9,3%
Equity Consolidated Results	3,3	1,5	-
Financial results	-1,2	-0,1	-
EBT	247,4	225,8	9,6%
Income Taxes	-50,1	-55,1	-
Minority Interest	0,2	0,3	-
NET PROFIT	197,5	171,0	15,5%

EPS & Margins

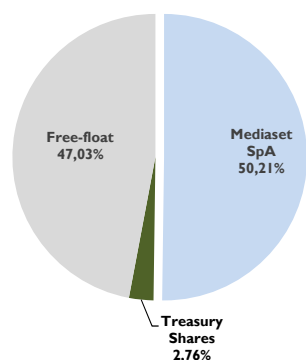
	2017	2016
Adjusted EBITDA margin	26,3%	24,3%
EBIT margin	24,6%	22,6%
Net Profit margin	19,8%	17,2%
EPS (€)*	€0,60	€0,51

* excluding treasury shares at 31.12

Cash Flow & Net Financial Position

million €	2017	2016
Operating Free Cash Flow	229,3	242,5
Net Cash Position	135,3	177,4

2017 - Shareholders Structure



Consolidated Balance Sheet

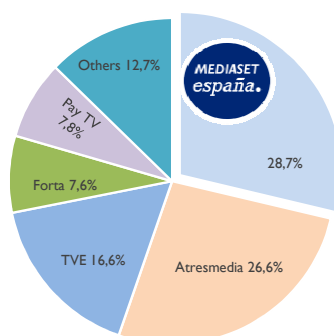
million €	2017	2016
Fixed assets	569,4	580,9
Financial	314,7	321,1
Non Financial	254,7	259,9
Audiovisual Rights and Pre-payments	156,4	171,9
TV, Third Party Rights	106,4	132,5
TV, Spanish Fiction Rights	27,0	20,6
Co-production / distribution	23,0	18,9
Pre-paid taxes	101,0	113,0
TOTAL NON-CURRENT ASSETS	826,8	865,8
Current assets	272,3	243,7
Financial investments and cash	135,9	193,3
TOTAL CURRENT ASSETS	408,2	436,9
TOTAL ASSETS	1.235,0	1.302,7
SHAREHOLDERS' EQUITY	900,1	983,3
Non-current provisions	13,4	9,2
Non-current payables	19,0	11,8
Non-current financial liabilities	0,0	13,7
TOTAL NON-CURRENT LIABILITIES	32,4	34,7
Current payables	301,9	282,6
Current financial liabilities	0,6	2,2
TOTAL CURRENT LIABILITIES	302,5	284,8
TOTAL LIABILITIES	1.235,0	1.302,7

Net Investments

million €	2017	2016
TV Rights Non-Fiction	106,5	125,3
Co-production / Distribution	19,4	16,3
Tangible & Intangible fixed assets	14,2	14,6
TV Rights - Fiction	47,4	35,4

24h Audience Share

Total Individuals 2017



TV Advertising Market

Share 2017

