

Madrid, 27 February 2018

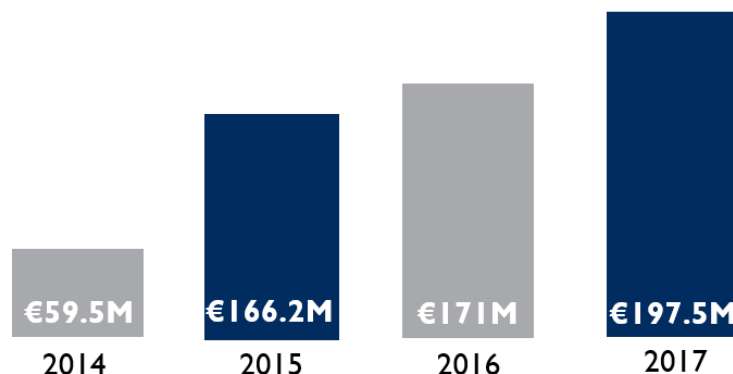
2017 RESULTS

The group's best annual results since 2008

Mediaset España posts net profit of €197.5M, up 15.5% year on year

- Total net revenues were up for the fourth year running to €996.3M
- The company secured a 1.6% increase in gross advertising revenues through its own media to stand at €946.4M, despite not owning the rights to any major sporting events this year
- The company secured an advertising investment market share of 43.3%, making it the uninterrupted market leader since 2004 (Infoadex)
- With savings of €16.8M, operating costs were down 2.2% to €734M
- It obtained the strongest operating margins since 2008: EBITDA stood at €262.2M, up 8.8% on 2016, with a margin on total revenues of 26.3%, and EBIT was €245.3M, up 9.3% year on year, with a margin on total revenues of 24.6%
- The company's net financial position at the end of December was €135.3M, following shareholder remuneration worth a total of €275.7M (€100M in treasury stock buy-backs and €175.7M in dividends). Free cash flow stood at €229.3M
- Fourth quarter results: The group obtained EBITDA of €63.5M, up 11.9% year on year, and net profit of €51.4M (+31.3%)
- The company successfully defended its position as the leader by TV ratings, online video views and social media impact

NET PROFIT GROWTH



Mediaset España closed 2017 with the strongest financial figures since 2008. The commercial potential of the company, which has been advertising market leader since 2004, coupled with effective resource management, allowed it to **increase net profit by 15.5% versus 2016 to a total of €197.5M**.

Gross advertising revenues from the group's own media grew by 1.6% over the year to €946.4M, despite not having acquired the broadcasting rights for any major sporting events, as it did in 2016 for the UEFA European Championship. Including advertising sales for third parties (€23.3M) and commissions, total **net advertising revenues amounted to €928.7M**. These figures positioned the group as the **advertising market leader in 2017 with a 43.3% share**, securing an even broader advantage of almost 2 percentage points over its main competitor, Atresmedia (41.4%), which saw its own market share fall 0.7% year on year.

Mediaset España's **net revenue increased for the fourth year running (+0.4%) to €996.3M**, including €67.6M in non-advertising revenues. These included the proceeds from the four cinema releases by Telecinco Cinema, which were the four best-selling Spanish movies of the year.

In terms of resource management, Mediaset España **successfully pared back operating costs by 2.2% to €734M**, versus €750.8M in 2016.

These improved revenues, coupled with effective cost management, gave rise to **EBITDA of €262.2M**, which represents a margin on total net revenues of 26.3% and an 8.8% increase versus 2016. **EBIT stood at €245.3M**, up 9.3% versus 2016, with a margin on total revenues of 24.6%. Both the EBITDA and EBIT for 2017 were the strongest figures reported by the company since the beginning of the financial crisis and the advertising market downturn in mid-2008.

The **net profit** of €197.5M – up 15.5% on the €171M registered in 2016 – represents a **margin on total net revenues of 19.8%** and **earnings per share (EPS) of €0.60**.

Once again, Mediaset España has demonstrated the strength of its balance sheet, with a **positive net financial position at the end of December of €135.3M**, following a dividend pay-out of €175.7M, a €100M treasury stock buy-back and free cash flow generation of €229.3M in 2017. This figure, which comes close to the EBIT margin reported for the period, clearly positions Mediaset España as one of the top European groups by operating profitability and cash flow generation capacity.

[Fourth quarter 2017: Mediaset España obtains total net revenues of €295M and net profit of €51.4M \(+31.3%\)](#)

In the fourth quarter of the year, Mediaset España reported **total net revenues of €295M** and operating costs of €231.5M. EBITDA stood at **€63.5M**, up 11.9% versus Q4 2016, with a margin on total net revenues of 21.5%. Finally, the **net profit obtained in the fourth quarter of 2017 stood at €51.4M**, up 31.3% on the figure reported for Q4 2016.

[A leader for yet another year in TV audience, videos viewed on the Internet and social media impact](#)

Mediaset España confirmed its position in 2017 as **the audiovisual leader**, both in linear TV consumption, as well as online and social media impact:

TV:

- The **Mediaset España family of channels** confirmed its leadership position for the seventh year running in **total individuals** in 2017 (**28.7%**) and was the first option once again in commercial target (30.4%) and prime time (28.5%), as well as the first choice among young people aged 13-24 (35.1%) for the seventh year straight.
- **Telecinco (13.3%)**, the most viewed channel for the sixth consecutive year, has been the commercial TV leader for 18 years, as well as the first option in commercial target (12.5%) and prime time (13.5%).
- **Cuatro (6.2%)**, the third national private channel in terms of commercial target (7.2%), has consolidated its appeal among the millennial audience (7.4%).
- **Factoría de Ficción (3.1%)**, the leader in themed channels for the sixth year running (69 monthly victories), is the third leading national television channel among young people aged 13-24 (8.9%).
- **Divinity (2.2%)**, leader in the 16-44 female segment (3.6%), as well as commercial target (2.8%), is the third leading themed channel together with Nova.
- **Energy (2%)** has registered its best result so far, reaching 2.2% in commercial target.
- **Boing (1.3%)** is the leading commercial channel for children for the fifth year running, after reaching a 12.2% share among children aged 4-12.
- **Be Mad (0.6%)** has gained a further two tenths of a percentage point over 2016, increasing its national average in commercial target (0.8%) and among males aged 16-44 (0.9%).

Internet and social media:

- **Mediaset España** has positioned itself as the **audiovisual company with the highest online video consumption**, with a monthly average of 81.1 million videos viewed and an average of 348 million minutes played every month, placing it in sixth position in the global Internet ranking, behind Google Sites, Openload, Facebook, Vevo and BroadBand TV.
- It has also seen an **8.2% increase in the number of unique users** compared to 2016, up to 11.5 million.
- **Telecinco.es is the leader among TV sites**, with 7.7 million unique users and an average of 26.7 million videos viewed per month.
- **Cuatro.com** has attracted 3.6 million unique users.
- **Mitele**, with a monthly average of 2.5 million unique users and 48 million videos viewed, has been the leading TV content platform.

- Mediaset España **is the audiovisual leader in terms of social impact**, with 36.5 million comments in social networks, 48.4% of those concerning television. Its 180 active accounts have **40.3 million followers**.
- As of the end of the year, the company's catalogue of **official apps** had registered **15.4 million downloads**, with "Mitele", "GH" and "La Voz" being the top three.

* Source: ComScore's Multiplataforma and Videometrix. Average calculated based on ComScore data. The Videometrix data only refer to PCs and do not take into account the month of January, since Mediaset España's data were affected by a technical issue beyond the company's control.