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## FINANCIAL RESULTS

Mediaset España increases net profit to €146.9 million in the first nine months of the year

The company has posted its highest third-quarter EBITDA in a decade

- The company led the advertising market in the first nine months of 2018 with a 43.7% share, according to Infoadex, versus the 40.9% of its nearest competitor
- The company's total net revenues reached €696.4 million
- Total operating costs (€502.8m) remained flat at exactly the same figure as a year ago, despite the company holding the full broadcast rights to the World Cup in Russia
- Thanks to its efficient management, Mediaset España has reported EBITDA of €193.7 million, reflecting a margin on total revenues of 27.8%, and EBIT of €181.7 million, which represents a margin on total revenues of 26.1%
- The company generated a free cash flow of €181.8 million and improved its net financial position to reach €129.2 million
- THIRD QUARTER: total net revenues came in at €188.6 million, leading to a 6.4% improvement in net profit to €21.7 million versus the same quarter of 2017. Operating costs (€154m) were down by almost 5% on the third quarter of 2017 (€162m)
- Mediaset España was the audiovisual group leader to September in TV ratings, online following and social media impact

Mediaset España has confirmed its position as leader in sales and content management and has demonstrated its ability to adapt operating costs to the advertising market landscape. The company has also harnessed its solid in-house production and acquisition model to strengthen its position as the overall leader in the Spanish free-to-air TV market.

**Gross advertising revenues** from in-house platforms came in at **€672.5 million**. Including advertising sales for other media companies (€14.6 million) and commissions, **net advertising revenues amounted to €657.2 million**. **Total net revenues** for the period, including other non-advertising revenues of **€39.2 million**, were **€696.4 million**.

With a **share of 43.7%**, the company is once again the Spanish **TV advertising market leader**, comfortably outperforming the market average and well ahead of its closest competitor (40.9%), over which Mediaset España now has a 2.8-point advantage, according to Infoadex.

Mediaset España has contained **total operating costs** at exactly the same figure as the same period last year, **€502.8 million**. This is a remarkable milestone as it includes the **acquisition of the broadcast rights to the 2018 FIFA World Cup in Russia**, an event that attracted high ratings figures and offered advertisers the year's best platform for their spots.

**EBITDA stood at €193.7 million**, representing a margin on total net revenues of 27.8%. **EBIT amounted to €181.7 million**, which reflects a 26.1% margin on total revenues.

As for the bottom line, Mediaset España has posted **net profit of €146.9 million, a rise of 0.6% versus the same period last year**, reflecting a margin on total revenues of 21.1% and earnings per share of €0.45.

Once again, the company has underscored the strength of its balance sheet, which closed September with a positive net financial position of €129.2 million, an increase of 29 million on September 2017 and a free cash flow of €181.1 million.

[Third quarter: Mediaset España registered total net revenues of €188.6 million and posted net profit of €21.7 million](#)

In the third quarter of 2018, Mediaset España reported total net revenues of €188.6 million and net profit of €21.7 million, an increase of 6.4% versus the same period last year.

Operating costs were down by almost 5% on the third quarter of 2017 to €154 million, while EBITDA came in at €34.5 million, the best third-quarter result for the past ten years and reflecting a margin of 18.3% on total net revenues. EBIT grew by 13% to stand at €29.4 million, representing a margin on total net revenues of 15.6%.

[Mediaset España is just one quarter away from being crowned the leader in ratings and online following for a another year](#)

The Mediaset España **family of channels** was the January-September leader in total day (29%), commercial target (31.1%), day time (28.8%) and prime time (29.3%), and especially among viewers aged 13-24 (35.8%) and 25-34 (32.4%). **Telecinco (14%)** is once again the most-watched channel, especially in the coveted commercial target

(13.2%) and prime time (14.9%). **Cuatro (6.2%)** is the third most-watched private channel in commercial target (7.7%) and by viewers aged under 55 (7.4%). The group's **themed channels (8.8%)** have grown to a share of 10.2% in commercial target, with **Factoría de Ficción (3%)** now the uninterrupted leader in this period since 2012 and the third most-watched channel among viewers aged 13-24 (8.4%). **Divinity (2.1%)** is the leading channel aimed at women in commercial target (2.5%), securing a 3.2% share among women aged 16-44. **Energy (1.8%)** has managed to grow to 2.1% in commercial target. **Boing (1.3%)** has been the most-watched commercial children's channel since 2013 with a 10.9% share among those aged 4-12. **Be Mad (0.6%)** has grown to 0.9% in commercial target and to 1% in core target, men aged 16-44.

In the digital sphere, **Mediaset España is the media group with the highest online audio-visual consumption**, with a total of 6.256 billion minutes viewed by a monthly average of 11.7 million unique users. With 1.7 billion videos viewed, the group is positioned sixth in the global video ranking, behind Google, VEVO, Broadband TV, Facebook and Warner Music. **Telecinco.es** is the leading commercial TV website with an average of over 7.6 million unique users, while **Mitele** is the most popular TV content platform, with 1.05 billion videos viewed. The content and programme-related apps have reached a total of **9.5 million downloads** since January 2017.

Mediaset España generated **22.7 million comments on social media** between January and September, 46.2% of all TV-related comments. The company's 200 official active accounts have **32.8 million followers**.

\* Source: ComScore's Multiplataforma and Videometrix Multiplataforma. January-September 2018 data.