

Madrid, 07 June 2019

Mediaset Spa and Mediaset España have merged to form MFE-MEDIAFOREUROPE NV, a European communication and entertainment powerhouse

- **Mediaset Spa (Italy) and Mediaset España will continue to pursue their commercial and editorial activity in their respective countries, where taxes will be payable in full, as before.**
- **The current operational structure of Mediaset España, where Alejandro Echevarría chairs the Board of Directors, will remain unchanged.**
- **As with many other major multinationals, the holding company for both branches will be based in the Netherlands.**

MFE-MEDIAFOREUROPE NV is founded. The Boards of Directors of **Mediaset Spa (Italy) and Mediaset España** have reached an agreement today to **merge both companies** under the **new holding MFE-MEDIAFOREUROPE NV**, which will be **headquartered in the Netherlands** and will trade in the Spanish and Italian stock markets. The 9.6% share in ProSiebenSat1 recently acquired by Mediaset SPA will be transferred over to the new company.

The current operational structure of Mediaset España, where Alejandro Echevarría chairs the Board of Directors, will remain unchanged.

The merger between Mediaset Spa and Mediaset España facilitates business opportunities that are hard to secure for standalone companies, and will likely boost investments in both Italy and Spain. The synergies that are already in the pipeline could also rapidly expand by adding a third or fourth country to the project.

Following the merger, the operational activities and headquarters of both companies will remain as before. Taxes will be paid in full in both countries on a case-by-case basis. Production and employment will not vary in each country, ensuring no relocations are set to take place.

MFE will develop a new operational model in a bid to generate value for future international expansion challenges, including the necessary creation of a platform to keep up with other global players and new advertising technology in the future.

The new holding company will approve a Treasury Stock Buyback Plan for €270 million, pay out dividends of close to €100 million throughout 2019 and yield savings through cost synergies of €100-110 million per annum in 2023, offering an immediate benefit for all shareholders.

The holding company will not make any changes to the editorial line of television and multimedia content in both countries, or to the base of administrative and production teams. It does, however, seek synergies in technological management, major content negotiation and costs.