

Madrid, 7 May 2021

Mediaset España posts net profit of €36.7m in Q1 and expects a strong second quarter recovery

Paolo Vasile, CEO of the company, commented: “Following a tepid start to the year with regard to investment decisions – especially compared to the beginning of 2020, which was still unimpacted by the pandemic – the TV and online advertising market witnessed strong growth as of April. This promises an important recovery in 2021 for the Spanish audiovisual industry and the country’s economy as a whole”.

Mediaset España has posted total revenues of €184m, of which €171m is attributed to gross advertising revenues and €20.1m to other revenues. Total costs were pared down by 18.4% to €132.6m.

EBITDA stood at €51.3m, with a margin on net revenues of 27.9%, and EBIT was €47.1m, with a margin on net revenues of 25.6%.

Mediaset España closed the first quarter of the year with a net profit of €36.7m, which represents a 20% margin on net revenues and earnings per share of €0.12. This quarter cannot be compared like-for-like with the first quarter of 2020, as this was the only period of last year that was not directly impacted by the Covid-19 pandemic.

According to **Paolo Vasile**, CEO of Mediaset España, **“following a tepid start to the year with regard to investment decisions – especially compared to the beginning of 2020, which was still unimpacted by the pandemic – the TV and online advertising market witnessed strong growth as of April. This promises an important recovery in 2021 for the Spanish audiovisual industry and the country’s economy as a whole. Regarding Mediaset España, the positive outlook has been bolstered by the dominance of Telecinco as a favourite of the viewers, most specifically with those viewer segments that are preferred by advertisers”.**

The group generated **net revenues of €184m between January and March**, positioning itself as the television advertising investment leader with a 42% market share, according to Infoadex. **Gross advertising revenues stood at €171m, of**

which €167m is attributed to the commercial operation of its own media channels and €4m to third party media, up 36.5% versus the first quarter of 2020. The company represents **30.6% of total investment in the audiovisual market (TV + digital)** in the period, according to internal data calculated using Infoadex figures.

It also posted **€20.1m in other revenues**, primarily from sales to third-parties through the distribution company Mediterráneo and digital revenues generated from the subscription platform Mitele PLUS, which registered a **90% jump in subscribers in Q1 to a total of 208,000**. There was no Telecinco Cinema film activity over the quarter, unlike Q1 2020 when ADÚ made its debut in cinema theatres. This year, the comedy 'Operación Camarón', the action/adventure film 'Malnazidos', and the thriller 'Way Down' will all make it to the big screen.

The company pared down **total costs by 18.4% driving them down to €132.6m**, compared to the €162.5m of costs posted for the same period last year.

Mediaset España reported **EBITDA of €51.3m**, reflecting a 27.9% margin on net revenues and **EBIT of €47.1m**, representing a margin on net revenues of 25.6%.

The group's **cash generation** totalled **€84.6m** in Q1 with a **positive net financial position of €95.6m** at the end of March.

Mediaset España leads the market in the most attractive audience profile for advertisers and in digital consumption

In the first quarter of the year, Mediaset España (27.8%) was the **leading audiovisual group among the audience segment deemed most attractive for advertisers**, which includes younger, urban and dynamic (from a commercial standpoint) viewers; the group reported an average commercial target of 29.6% across all its channels, 34.5% among viewers aged 13 to 24 and 32.2% among 25- to 34-year-olds. **Telecinco (15.1%)** was the most watched channel in the period for the tenth consecutive year with its best figure in the last 12 years. **Cuatro (5.1%)** was the third most-watched private channel for younger viewers, with a 6.1% share in the 13- to 34-year-old target.

The company was also the **most viewed digital media** over the quarter with 1.64 billion views, 20% more than in the first quarter of 2020, beating its all-time record in March with 695 million videos viewed. It has reached a monthly average of 19.1 million unique users, after setting a new record in March with 20.6 million. It also boasts the **most-watched online television platform, Mitele** with 984 million views, and the **most-watched TV website, Telecinco.es** with 405 million videos viewed.

Source: TV Data: Kantar Media. Digital data: information compiled internally based on the MyMetrix Multi-Platform data and ComScore's Videometrix Multi-Platform. (January-March 2021).