

Madrid, 28 July 2021

Net profit grows to €85.4m in the first half of 2021 thanks to dominant commercial profile of Mediaset España's in-house productions

Mediaset España secured this growth thanks to its extensive variety of live in-house productions, its unwavering dominance among high quality, young, urban audiences who attract the strongest advertiser demand, and its absolute leadership position in lineal and digital TV audience figures.

First half results: net profit climbed 22% year on year to €85.4m. Total revenues grew 12.9% to €423.6m, including €406.1m in gross advertising revenues (+25%), and €35.8m in other revenues. EBITDA stood at €112.8m, reflecting an EBITDA margin of 26.6%, and EBIT totalled €103.8m, with an EBIT margin of 24.5%.

Second quarter results: net profit grew 130% to stand at €48.6m and net revenue jumped 65% to €239.6m, of which €228.3m was generated through advertising on its own media channels, an increase of 88.3%. EBITDA stood at €61.5m and EBIT was €56.6m.

The **commercial profile** of Mediaset España's content, which is unparalleled in the Spanish general interest TV sector and boasts an extremely high proportion of live programming and in-house production, has proven to be the **perfect antidote to the current fragmentation of the global audiovisual sector.**

Mediaset España's dominance among the highest quality audience segments – which attract the strongest advertiser demand – drove **net profit to 85.4 million euros**, increasing the Spanish market leader's advantage over its competitors thanks to its **original, vibrant, quality content**, which responds perfectly to the needs of Spanish TV audiences.

Mediaset España's DNA lies at the heart of this success; the company's in-house programming – mostly live and screened in prime time slots on its main channels – differs immensely from the ready-made content churned out by other operators, which stems from cultures that bear no resemblance to modern Spain or contemporary cosmopolitan life.

After a highly conservative start to the year in terms of advertiser investment decisions due to the pandemic, the TV and digital advertising market posted robust growth in the second half of the year, setting the scene for a convincing recovery by the Spanish audiovisual sector in 2021 if the public health crisis remains under control.

Mediaset España posted net profit of €85.4m in the first half of the year, up 22% versus the same period last year, which was impacted to a large degree by the devastating consequences of the global Covid-19 pandemic. The profit reported reflects a margin on net revenues of 20.2% and earnings per share of €0.27.

The group posted **net revenues year to June of €423.6m, up 12.9% year on year**, and positioned itself once again as the television advertising market leader with a 43.2% market share, according to Infoadex.

Gross advertising revenues stood at €406.1m, up 25% versus the first six months of 2020. Of that total, €395.3m was generated through advertising on the group's own media channels and €10.8m through third-party advertising sales, up 23.1% and 172.7% year on year, respectively. The company accounted for **30.7% of audiovisual market (TV + Digital) investment** over the period, according to internal calculations based on Infoadex figures.

Total costs in the first half of the year climbed to **€310.7m**, up 12.8% due to the quality of the in-house production content offered by Mediaset España's main channels, the exclusive broadcasting rights for the Euro 2020 Championship, and the base effect of the comparison with the pandemic-induced lockdown period in 2020.

As a result, Mediaset España posted **EBITDA of €112.8m**, reflecting an EBITDA margin of 26.6%, and **EBIT of €103.8m**, giving an EBIT margin of 24.5%.

The group achieved **cash generation of €141.4m** in the first half of the year and closed March with a **positive net financial position of €156.7m**.

Mediaset España grows second quarter profit by 130% to 48.6 million euros

In the second quarter of year as a stand-alone period, Mediaset España generated net profit of **€48.6m, an improvement of more than 130%** versus Q2 2020, when figures were severely impacted by the Covid-19 crisis and the corresponding lockdown measures.

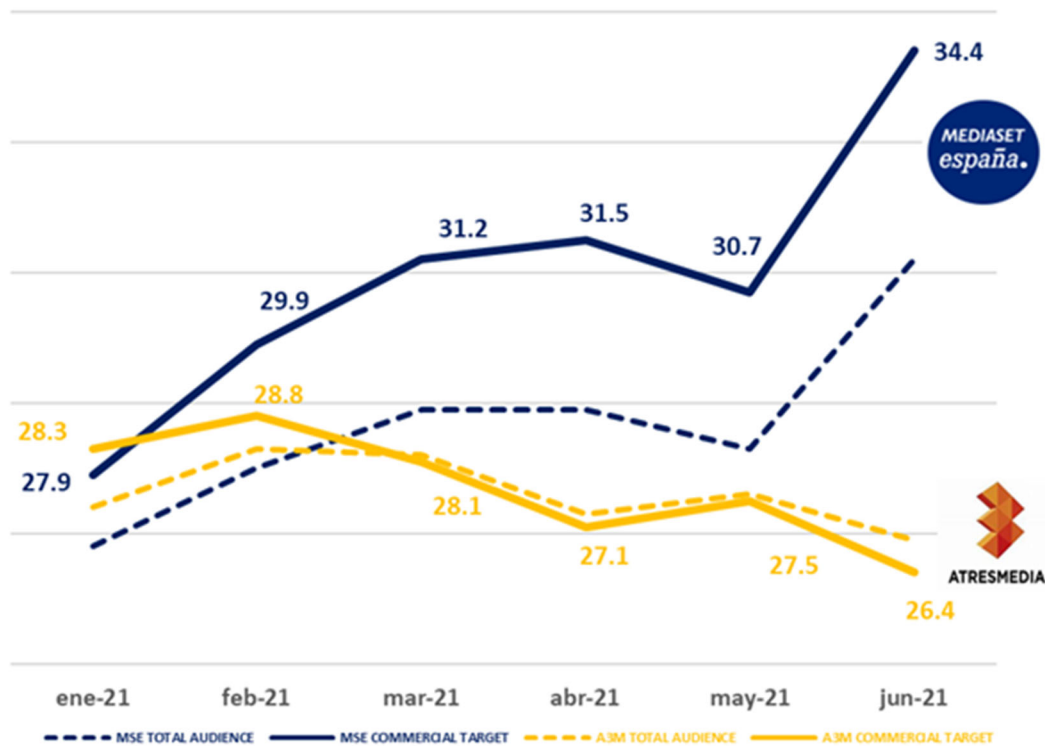
Net revenues in the second quarter climbed 65% to €239.6m, of which €228.3m was generated through advertising on the group's own media channels and €6.7m through advertising on third-party platforms, both of which increased substantially versus Q2 2020, climbing 88.3% and 574.7% respectively.

Q2 EBITDA totalled €61.5m and EBIT stood at €56.6m.

Mediaset España, the linear and digital TV audience leader, boasts an unparalleled commercial profile

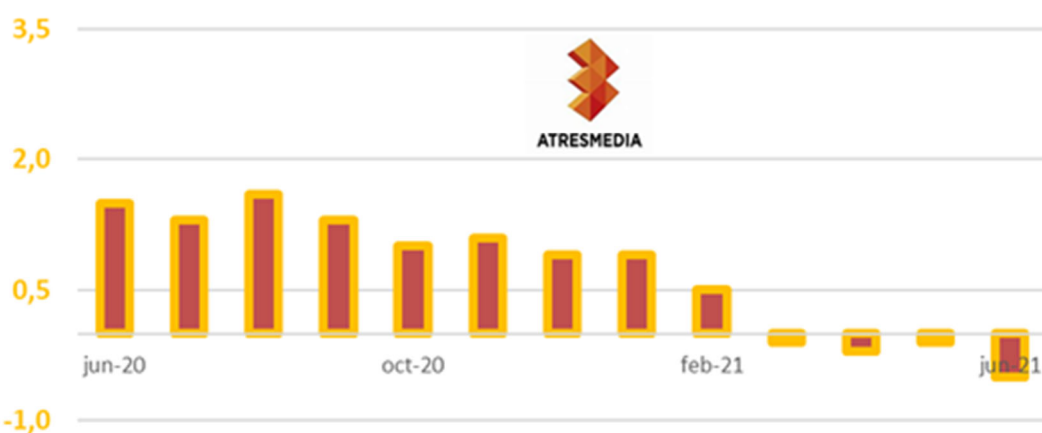
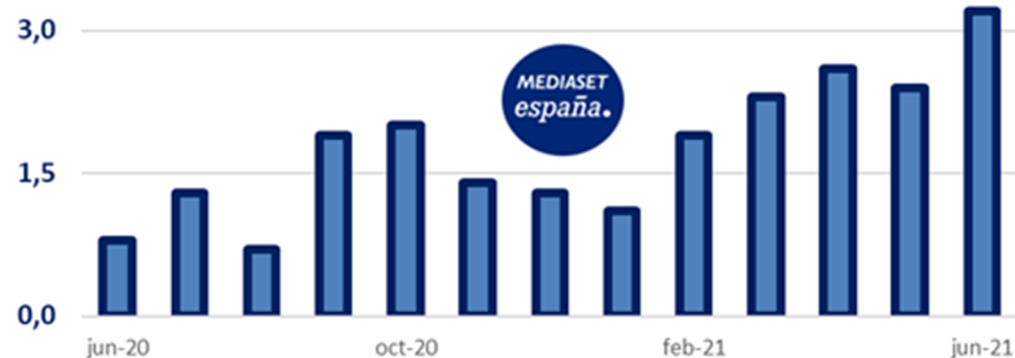
With a 28.6% share in total day, not only did Mediaset España top the viewer tables in linear TV, it was also **the most-watched audiovisual group once again in the first half of 2021 among the most attractive audience segment for advertisers**, which comprises young, urban, commercially dynamic viewers; Mediaset España boasts an unparalleled profile among these viewers in the current audiovisual landscape.

The group's channels averaged **30.8% in commercial target, rising to 35.6% among viewers aged 13-24 and 32.9% among 25-34s**, trending consistently upwards every month since the beginning of 2021 and affording Mediaset España a healthy lead over any other TV operator.



As a whole, Mediaset España's in-house productions have successfully converted their audience figures by total individual viewers into the viewer segments comprising the commercial target, charting a robust advantage over the company's closest competitor and clearly evidencing the company's close affinity with the most attractive audience segments for advertisers:

Positive/Negative conversion points



Telecinco was the most-watched channel over the period for the tenth year running with a 15.5% share, almost one percentage point higher than in the first half of 2020, and an increase in commercial target over the period to 16.1%.

In **digital**, it was the **most-watched channel** with a total of 2.64 billion views, up 25% versus the first quarter of 2020, positioning it just behind Google in second place on the Comscore ranking. It posted a record monthly average of 19.2 million unique users, up 4% year on year. It also boasts the most-viewed television **platform and website: Mitele**, with 1.5 billion views, up 32% versus the first half of last year with over 3.1 million unique users, and **Telecinco.es**, with over 700 million videos watched, up 62% year on year, and an average of 11.5 million users.

Sources: TV data: Kantar Media. Digital data: compiled in-house based on data from Comscore's MyMetrix Multi-Platform and Video Metrix Multi-Platform. (January-March 2021).