

## 1Q 2019 Results Presentation

*Milan, 14<sup>th</sup> May 2019*



## Audience & Advertising



# ITALY | Macroeconomic scenario

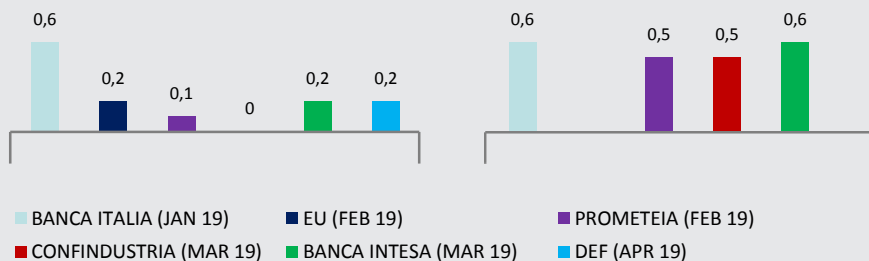
## Key Economic Indicators

### GDP & HH EXPENDITURE

y.o.y growth rate

GDP

HH EXPENDITURE



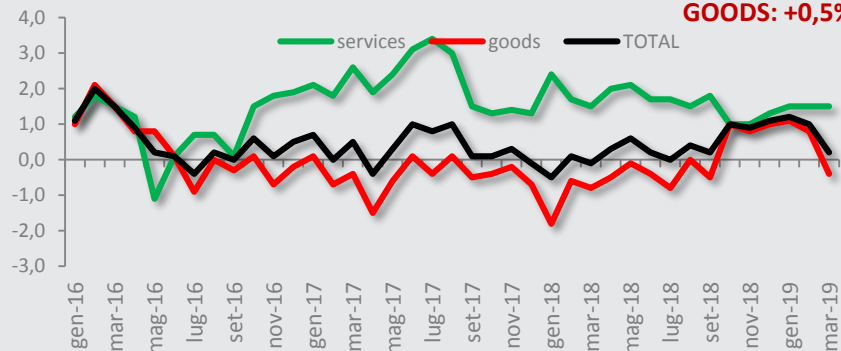
### GOOD & SERVICE CONSUMPTION

y.o.y montly growth rate, Source: CONFCOMMERCIO

SERVICES: + 1,5%

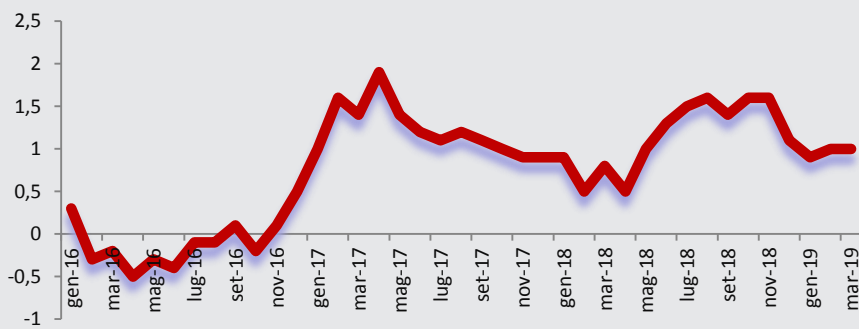
AVG: + 0,8%

GOODS: +0,5%

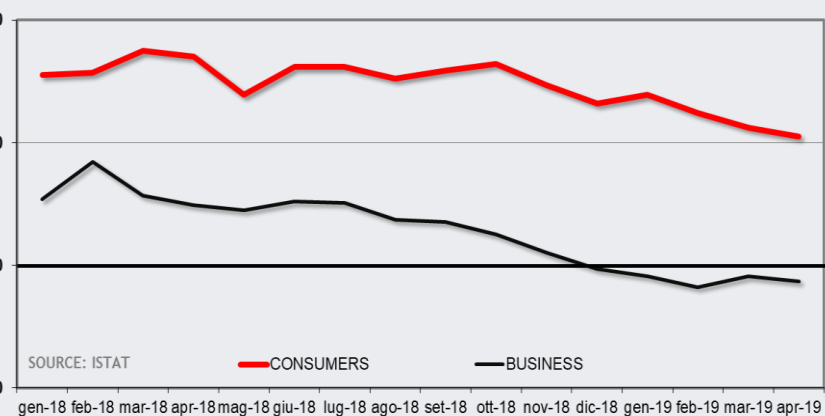


### CONSUMPTION PRICES

Inflation Rate (y.o.t monhtly var.) source: ISTAT

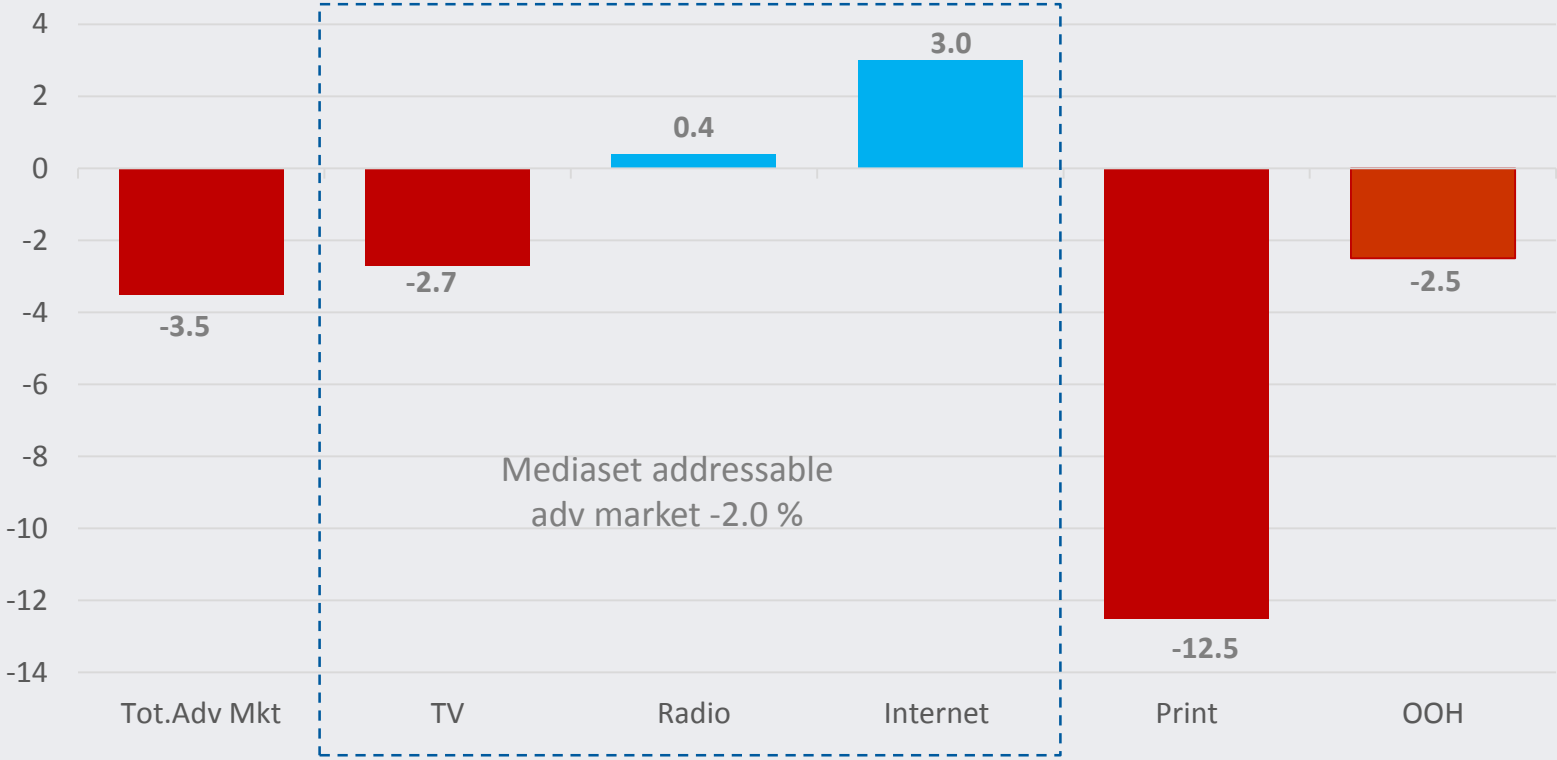


### CONFIDENCE INDEX – CONSUMER & BUSINESS



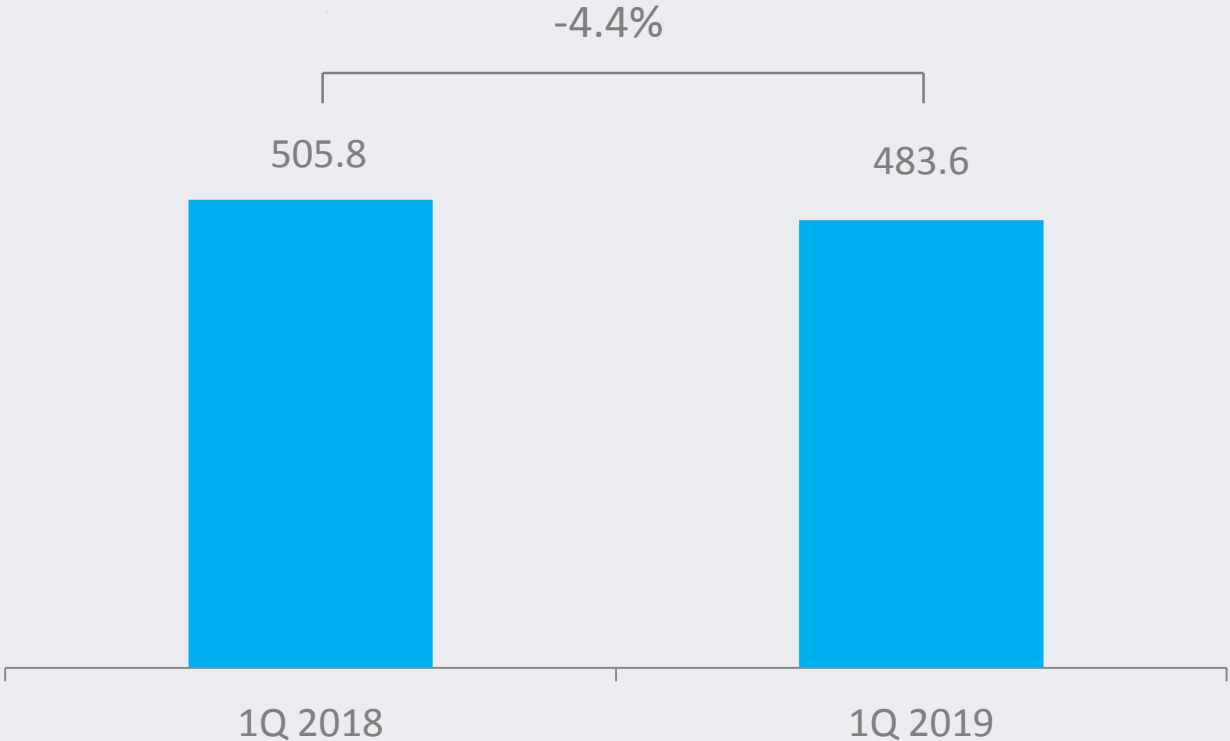
# ITALY | Analysis of the advertising market

1Q 2019 vs 1Q 2018 (Var %)



# MEDIASET 1Q 2019 | Total advertising revenues

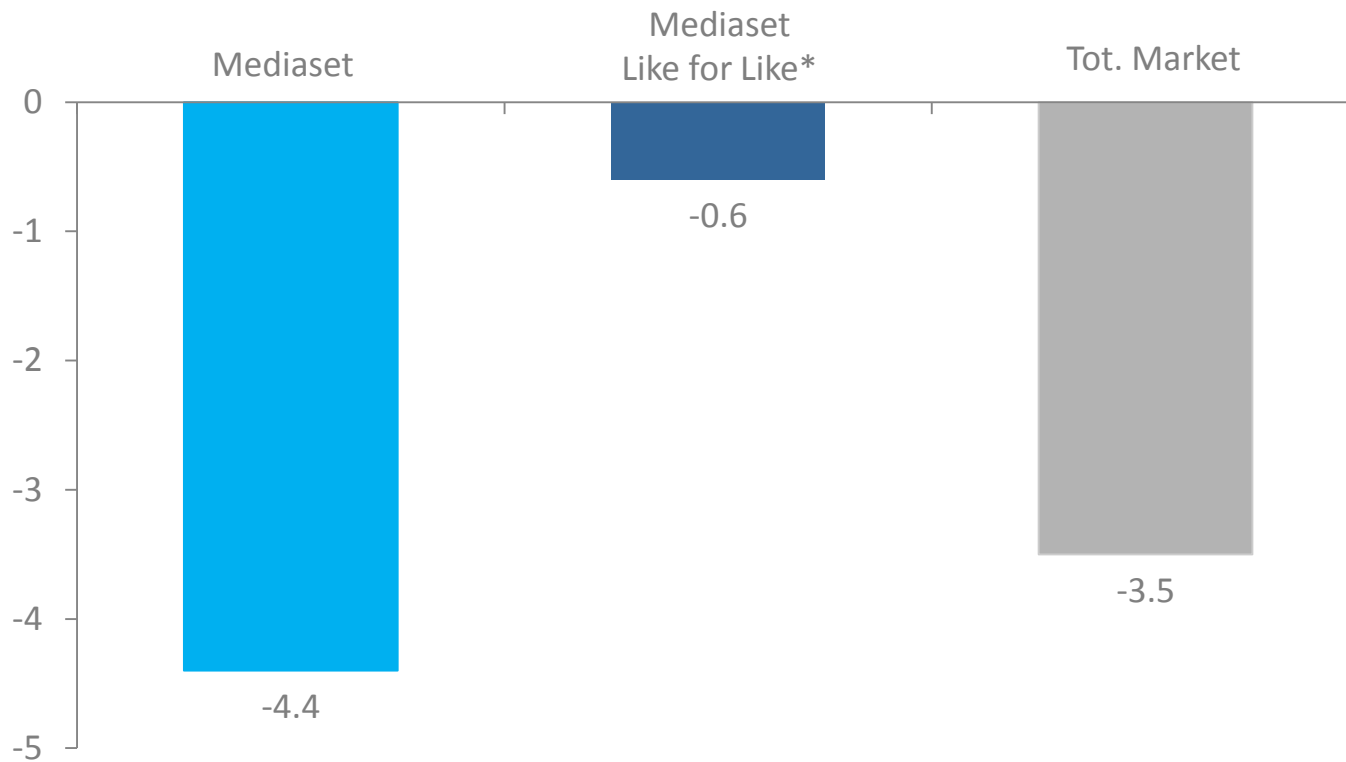
1Q 2019 vs 1Q 2018 (mio Eur)



1Q19 Total advertising market -3.5% (yoy)

# MEDIASET 1Q 2019 | Total advertising revenues

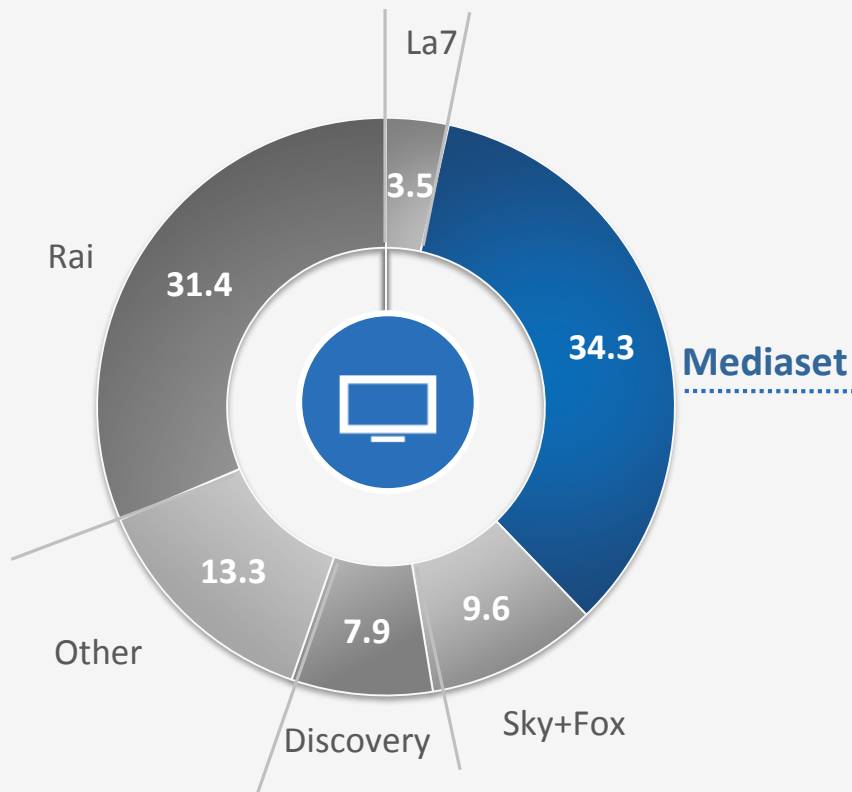
1Q 2019 vs 1Q 2018 (%)



\* excluding football discontinuity in 1Q 2019

# MEDIASET 1Q 2019 | Audience performance

Core channels vs multichannels, commercial target (15-64 yrs, 24H)



## CORE CHANNELS 2019

<b>Mediaset</b>	<b>26.4</b>
Rai	24.7
La7	2.9

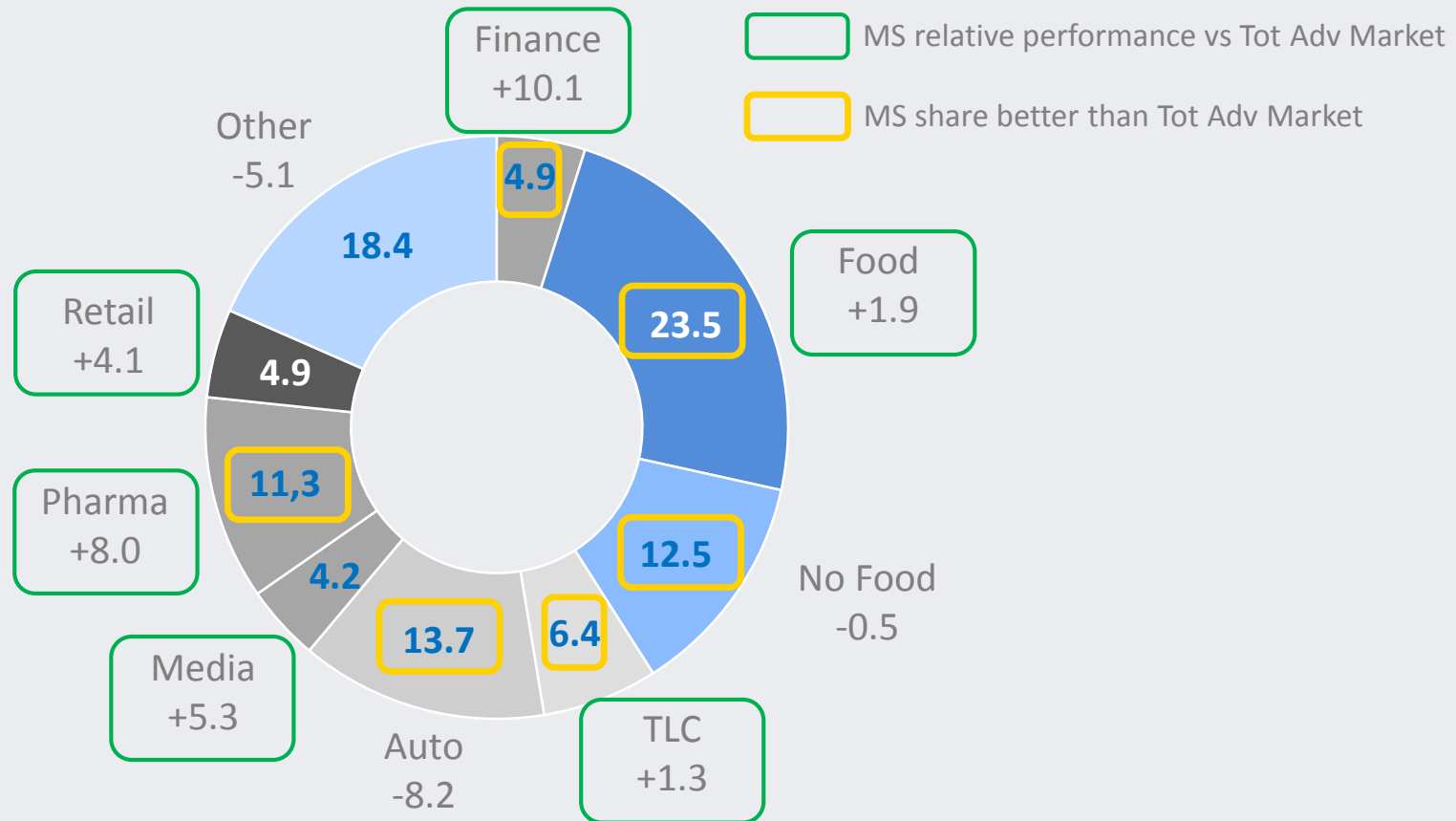
## MULTICHANNELS

<b>Mediaset DTT (Free+Pay)</b>	<b>7.9</b>
Rai DTT	6.7
Discovery	7.9
Sky Channels	8.4
Fox Channels	1.2
La7 D	0.6

Source: Auditel, Live+Vosdal; included R101TV +Virgin Radio TV internal estimate (= 0.3)

# MEDIASET 2M 2019 | Advertising breakdown by sector

1Q 2019 vs 1Q 2018



Source: Nielsen



## MEDIASET 1Q 2019 | Advertising and audience performance

-  1Q19 Mediaset performance, excluding football offer discontinuities, is in line with the market (*broadly flat yoy*) and with our expectations
-  Cross media strategy enabling stable adv market share in 1Q19 vs 1Q18
-  Leading TV audience share on commercial target
-  Mediaset adv strategy delivering results in line with our 2019 plan

## Financials



## MEDIASET GROUP 1Q 2019 | P&L Highlights

<i>(Euro mio)</i>	1Q 2018*	1Q 2019
<b>Net Consolidated Revenues</b>	<b>839.2</b>	<b>718.2</b>
Italy	609.6	492.1
Spain	229.6	226.1
<b>EBITDA</b>	<b>283.3</b>	<b>221.3</b>
Italy	185.1	122.6
Spain	98.2	98.7
<b>EBIT</b>	<b>28.7</b>	<b>78.5</b>
Italy	(35.0)	11.9
Spain	63.6	66.6
<b>Net Profit</b>	<b>3.5</b>	<b>39.8</b>
<b>Group Net Financial Position (31/03)</b>	<b>(1,377.1)</b>	<b>(791.9)</b>
Italy	(1,582.1)	(985.8)
Spain	204.9	193.9
<b>Group Net Financial Position ex IFRS 16 (31/03)**</b>	<b>(1,377.1)</b>	<b>(654.6)</b>

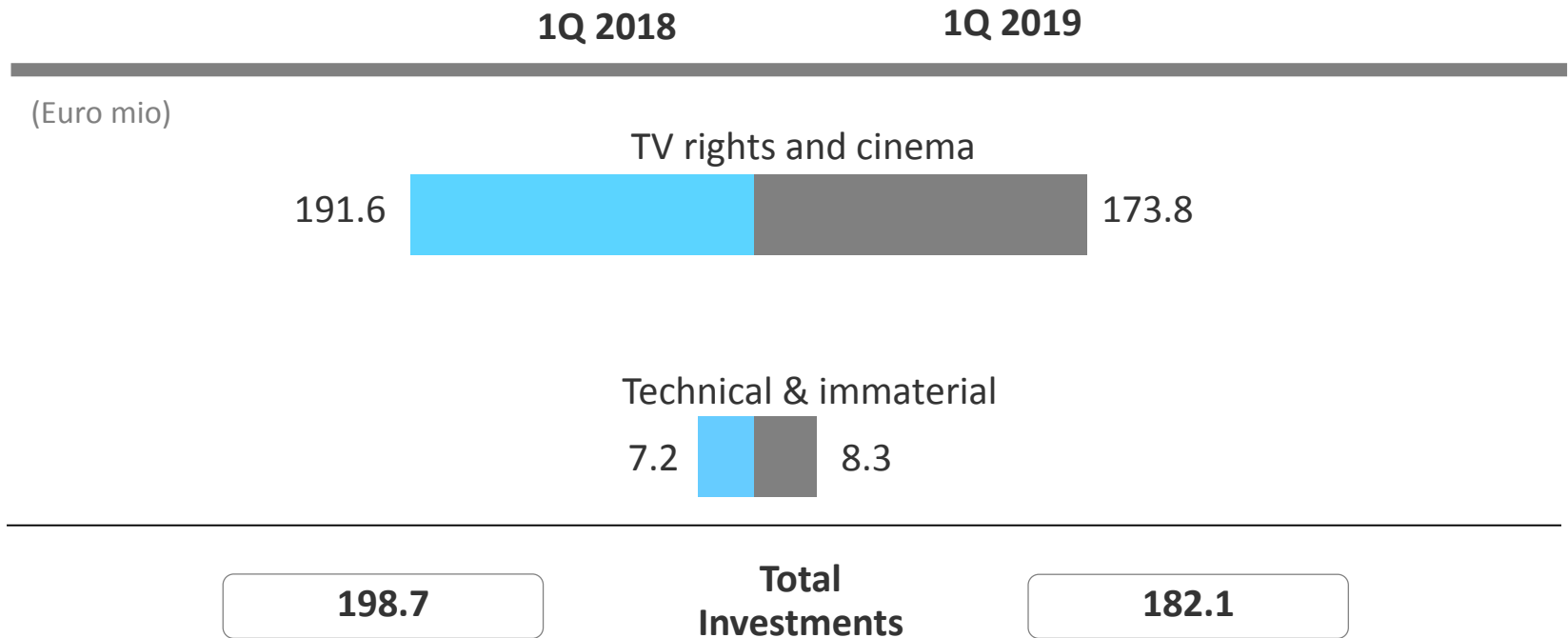
\* 1Q2018 EI Towers results are reclassified in the discontinued operations line

\*\* Including financial liabilities according to IFRS 16 for 137.3 mio in 1Q2019

## MEDIASET ITALIAN BUSINESS 1Q 2019 | P&L results

<i>(Euro mio)</i>	<b>1Q 2018</b>	<b>1Q 2019</b>
<b>Total Net Revenues</b>	<b>609.6</b>	<b>492.1</b>
Total gross adv. revenues	505.8	483.6
<i>Commissions</i>	(72.4)	(68.8)
Total net adv. revenues	433.3	414.8
Other revenues	176.3	77.3
<b>Total Costs</b>	<b>(644.6)</b>	<b>(480.3)</b>
Personnel costs	(92.4)	(94.6)
Other Operating costs	(332.2)	(274.9)
Rights amortization	(202.1)	(91.2)
Other D&A	(18.0)	(19.5)
<b>Operating Profit</b>	<b>(35.0)</b>	<b>11.9</b>

# MEDIASET ITALIAN BUSINESS 1Q 2019 | Investments



## MEDIASET ITALIAN BUSINESS 1Q 2019 | Cash flow statement

<i>(Euro mio)</i>	1Q 2018*	1Q 2019
<b>Initial Net Financial Position (1/01)</b>	(1,527.5)	(1,042.5) **
<b>Cash Flow from Operations</b>	167.8	117.6
Investments	(198.7)	(182.1)
Disinvestments	1.5	-
Change in Net Working Capital (CNWC)	(31.2)	127.0
<b>Cash Flow from Core Activities</b>	<b>(60.6)</b>	<b>62.6</b>
Equity (investment)/disinvestment	(0.6)	(5.9)
Dividends received	-	-
Change in consolidation area	-	-
<b>Net Cash Flow</b>	<b>(61.2)</b>	<b>56.7</b>
<b>Net Cash Flow discontinued operations</b>	<b>6.6</b>	<b>-</b>
<b>Final Net Financial Position (31/03)</b>	<b>(1,582.1)</b>	<b>(985.8)</b>
<b>Final Net Financial Position ex IFRS 16 (31/03)</b>	<b>(1,582.1)</b>	<b>(850.6)</b>

\* 1Q2018 EI Towers cash flow is reclassified in the discontinued operations line

\*\* Initial Net Financial Position includes financial liabilities according to IFRS 16 for 138.2 mio

Back up



## MEDIASET ITALIAN BUSINESS 1Q 2019 | P&L results

<i>(Euro mio)</i>	1Q 2018	1Q 2019
<b>Net Consolidated Revenues</b>	609.6	492.1
<b>EBITDA</b>	185.1	122.6
<b>Operating Profit</b>	(35.0)	11.9
Financial Income (Losses)	(4.9)	0.1
Associates	0.1	3.6 *
<b>Pre-Tax Profit</b>	(39.8)	15.5
Taxes	8.3	(4.4)
<i>Minorities</i>	0.1	0.3
Discontinued operations	7.3 **	
<b>Net Profit</b>	(24.1)	11.5

\*Including 40% of 2iTowers Holding S.p.A.

\*\*EI Towers pro quota result



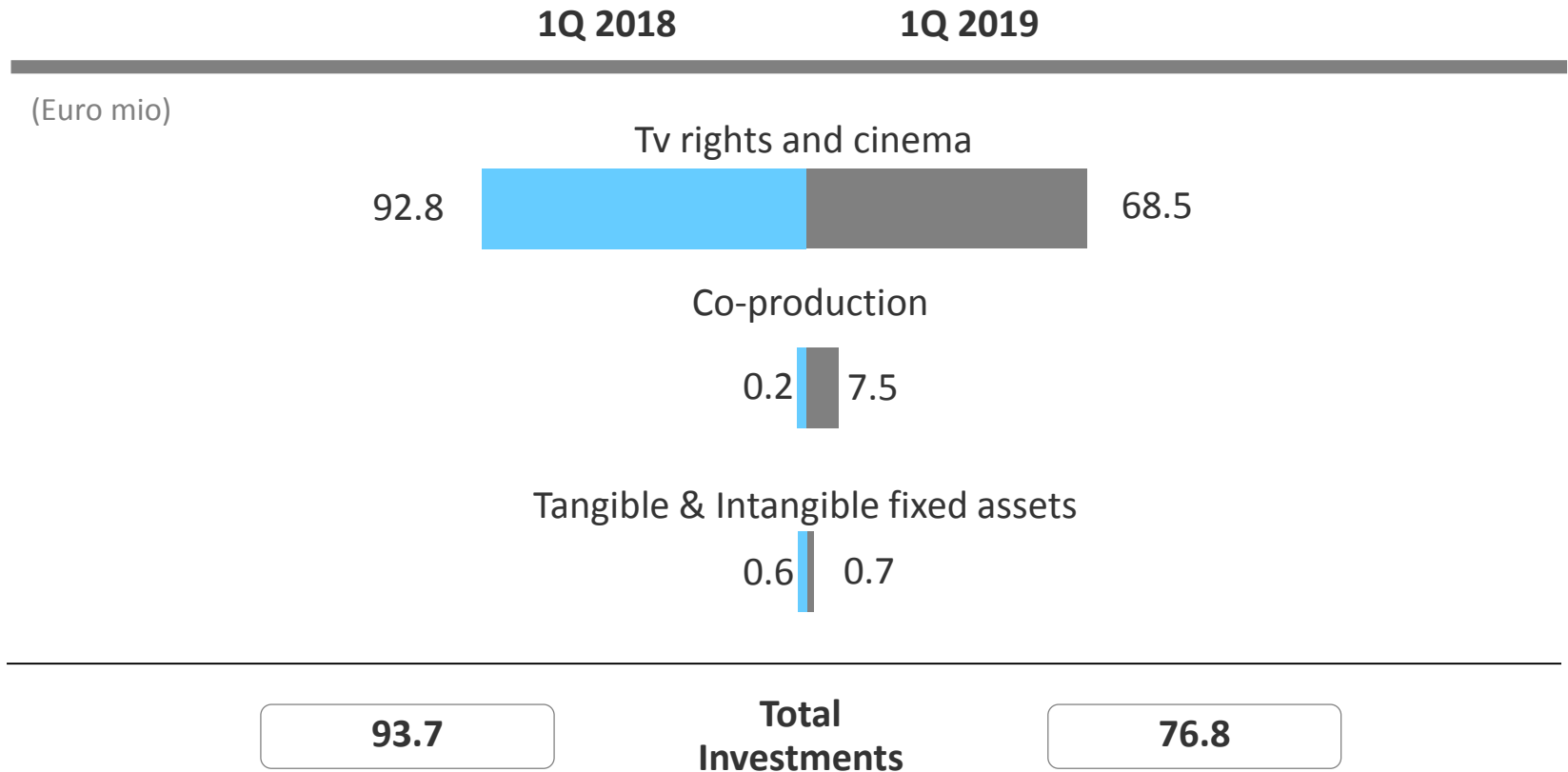
***MEDIASET*españa.**

**MEDIASET SPANISH BUSINESS | Back up Slides**

## MEDIASET ESPANA 1Q 2019 | P&L Results

<i>(Euro mio)</i>	<b>1Q 2018</b>	<b>1Q 2019</b>
<b>Net Consolidated Revenues</b>	229.6	226.1
Personnel	(25.7)	(29.5)
Other Operating Costs	(105.7)	(97.8)
<b>EBITDA</b>	<b>98.2</b>	<b>98.7</b>
Amortisation & Depreciation	(34.6)	(32.2)
<b>EBIT</b>	<b>63.6</b>	<b>66.6</b>
Financial Income (loss)	(0.2)	-
Associates	4.4	0.8
<b>Pre-Tax Profit</b>	<b>67.7</b>	<b>67.4</b>
Taxes	(14.6)	(14.1)
<b>Net Profit</b>	<b>53.2</b>	<b>53.1</b>

# MEDIASET ESPANA 1Q 2019 | Investments



## MEDIASET ESPANA 1Q 2019 | Cash Flow Statement

<i>(Euro mio)</i>	<b>1Q 2018</b>	<b>1Q 2019</b>
<b>Initial Net Financial Position (1/01)</b>	<b>135.3</b>	<b>165.5</b>
<b>Free Cash Flow</b>	<b>72.2</b>	<b>79.0</b>
- Cash Flow from Operations	92.5	92.1
- Investments/Disinvestments	(93.7)	(76.8)
- Change in Net Working Capital (CNWC)	73.5	63.6
Change in Equity	(2.1)	5.3
Equity (Investments)/Disinvest.	(0.4)	(6.4)
Own stock purchase	-	(49.5)
<b>Total Net Cash Flow</b>	<b>69.6</b>	<b>28.4</b>
<b>Final Net Financial Position (31/03)</b>	<b>204.9</b>	<b>193.9</b>



## Investor Relations Department:

**Tel:** +39 02 2514.7008

**Fax:** +39 02 2514.6719

**Email:** [investor.relations@mediaset.it](mailto:investor.relations@mediaset.it)

**WebSite:** [www.mediaset.it/investor](http://www.mediaset.it/investor)

## Forward-looking Statements

*Statements contained in this document, particularly the ones regarding any Mediaset Group possible or assumed future performance, are or may be forward looking statements and in this respect they involve some risks and uncertainties.*

*Mediaset Group actual results and developments may differ materially from the ones expressed or implied by the above statements depending on a variety of factors.*

*Any reference to past performance of Mediaset Group shall not be taken as an indication of future performance.*

*This announcement does not constitute an offer to sell or the solicitation of an offer to buy the securities discussed herein.*

*The executive responsible for the preparation of the Mediaset S.p.A. accounts, Luca Marconcini, declares that, as per para. 2 art. 154-bis, of the "Testo Unico della Finanza", that the accounting information contained in this document corresponds to that contained in the company's books.*