



Informazione Regolamentata n. 0186-24-2019	Data/Ora Ricezione 29 Maggio 2019 08:05:56	MTA
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Societa' : MEDIASET

Identificativo : 119112

Informazione
Regolamentata

Nome utilizzatore : MEDIASETN01 - BIANCHI

Tipologia : REGEM; 2.2

Data/Ora Ricezione : 29 Maggio 2019 08:05:56

Data/Ora Inizio : 29 Maggio 2019 08:05:57

Diffusione presunta

Oggetto : MEDIASET ACQUIRES 9.6% STAKE IN
THE GERMAN BROADCASTER
PROSIEBENSAT.1

Testo del comunicato

Vedi allegato.

**MEDIASET ACQUIRES 9.6% STAKE
IN THE GERMAN BROADCASTER PROSIEBENSAT.1****MEDIASET CEO PIER SILVIO BERLUSCONI:
«STRENGTHENING OUR ALLIANCE WITH PROSIEBENSAT.1
IS A SIGN OF CONFIDENCE IN THE FUTURE OF FREE-TO-AIR EUROPEAN TV»**

Mediaset (ISIN: IT0001063210) has announced the acquisition of a 9.6% stake in the German broadcaster ProSiebenSat.1 Media (ISIN: DE000PSM7770) corresponding to up to 9.9% of the voting rights, excluding treasury stocks.

Mediaset Italia and Mediaset España have a strong relationship with ProSiebenSat.1 in the European Media Alliance (EMA) for five years. The goal of this Alliance is to develop scale economies which are crucial for the future of European TV.

Pier Silvio Berlusconi (50), Chief Executive Officer of Mediaset since 2001, said *«The friendly acquisition of a stake in ProSiebenSat.1 is a long-term choice, aimed at creating value with an increasingly international outlook. It strengthens our existing industrial relationship. Mediaset is proud to invest in the future of free-to-air European television. And it is with the future precisely in mind, that the Mediaset Group, by becoming a shareholder of ProSiebenSat.1, confirms its esteem for the current management.*

The rapid process of globalisation that is determining the international scenario is such that European media companies like us need to join forces if we are to continue to compete, or even just resist, in terms of our European cultural identity, eventual attacks by the global giants.

It is in this spirit of collaboration and shared vision that Mediaset, the leader in Italy and Spain, has decided to invest in ProSiebenSat.1. An investment that, we are sure, will create tangible value for both groups».

ProSiebenSat.1 is one of Europe's leading television groups with a leadership position in Germany, Austria and Switzerland. The company has a broad-based shareholder structure and is listed on the Frankfurt Stock Exchange.

The investment announced today will not have any impact on the valuations made at a meeting of the Board of Directors of Mediaset, scheduled for 25 July 2019, regarding the proposal for the distribution of dividends for fiscal 2018 that would need to be put to an Extraordinary Shareholders' Meeting.

Cologno Monzese, 29 May 2019

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ABOUT MEDIASET GROUP

The Mediaset Group, the leading commercial television operator in Italy and Spain, is one of Europe's biggest independent media companies. Mediaset Italia has been listed on the Milan Stock Exchange since 1996, and Mediaset Espana on the Madrid Stock exchange since 2004.

The group's core business is generalist commercial TV and, in Italy, Mediaset has three national channels (Canale 5, Italia 1 and Retequattro), while in Spain the group has two national channels Telecinco and Cuatro.

In recent years Mediaset has launched 10 new free-to-air thematic channels: Iris, La5, 20, Focus, Mediaset Italia2, Mediaset Extra, Top Crime, Boing, Cartoonito and the all-news channel TgCom24. %

In December 2013 Mediaset launched “Infinity”, an online video streaming service that makes available over 6.000 movies, fiction and tv series over the web.

In 2016 Mediaset debuted in radio publishing business. The new RadioMediaset society includes R101, Radio 105, Virgin Radio, Radio Montecarlo and Radio Subasio. RadioMediaset is already the first radio group in Italy.

As head of the Mediaset Group since 2001, both in Italy and Spain, Pier Silvio Berlusconi ([Silvio Berlusconi's son](#)) has strongly developed and diversified the Italian activities and has given a great boost to the development of the Spanish business (i.e listing the company on the stock exchange).

Fine Comunicato n.0186-24

Numero di Pagine: 4