

## ALEJANDRO ECHEVARRÍA BUSQUET

As Chairman of the Board of Directors of Mediaset España, S.A (a position he has held since May 1996) Alejandro Echevarría holds the highest position in the company and this professional period of his also coincides with the most important development in the chain's history: being a pioneer in the implementation of digital technology in television (Telecinco News 1998), for being courageous when facing the changes and evolution of content in line with the public's preferences, having been effective in the commercial management of these changes through its subsidiary Publiespaña, for making the most successful stock exchange launch of a company in the sector. A combination of factors that have led to Telecinco being the most watched channel in Spain during the last five years and one of the most profitable networks across Europe.

Born in Bilbao 1942, he holds a degree in Business Administration from the Escuela Superior de Técnicos de Empresa in San Sebastián and is specialised in Administration from the Higher School.

Before making his brilliant incursion into the media sector, he held various management positions in the automotive and household appliance industries, and it was from 1980 when he was appointed CEO of the El Correo Español - El Pueblo Vasco, a newspaper which undertook a major technological and publishing renovation, becoming the first in Grupo Correo (previously known as Grupo Correo-Prensa Española) and currently Grupo Vocento, one of the three leading multimedia groups in Spain with interests in national press (ABC), regional, radio, Internet and audio-visual production. He is currently a board member of El Diario Vasco, El Diario Montañés and Diario El Correo newspapers as well as in the companies as Acciona, Tubacex, Consulnor, and CVNE.

Moreover, he has also been president of the Unión de Televisiones Comerciales Asociadas (UTECA) until March 2011; as well as member of the jury for the Prince of Asturias Award for Communication and Humanities. He is vice president of the Deusto Business School and patron of Fundaciones Ingenieros de Caminos, Novia Salcedo, and De Ayuda contra la Drogadicción.

Previously, he was Bopard member of the Oficina de la Justificación de la Difusión (OJD), president of SAPISA (Servicios Auxiliares de Prensa Independiente), Agencia Colpisa and the Asociación de Editores de Diarios de España (A.E.D.E). He had also been president of the

Editores Asociados para la Televisión Independiente S.A. (TEVISA) and was a member of the Board of Directors of Antena 3 Television (1989-1994). He was also a member of the Board of the University of Deusto.

His professional work has been recognized with several awards, among which are the Best Basque Businessman (1998), Best Business Management (Future magazine 1998), Company Value in Media Award (Organizing Committee of Company Values , 2000), winner of Cordelles Jaume (ESADE, 2001), Miguel Moya (APM 2009) and Ilustre de Bilbao (Bilbao City Council 2009), the ASTER Communication Award 2013 for the best career (Business & Marketing School - ESIC) and Ramon Rubial Lifetime Achievement Award 2014.