

# 1Q16 RESULTS PRESENTATION

(January – March)



**MADRID, MAY 4<sup>TH</sup> 2016**



# 1Q16 HIGHLIGHTS

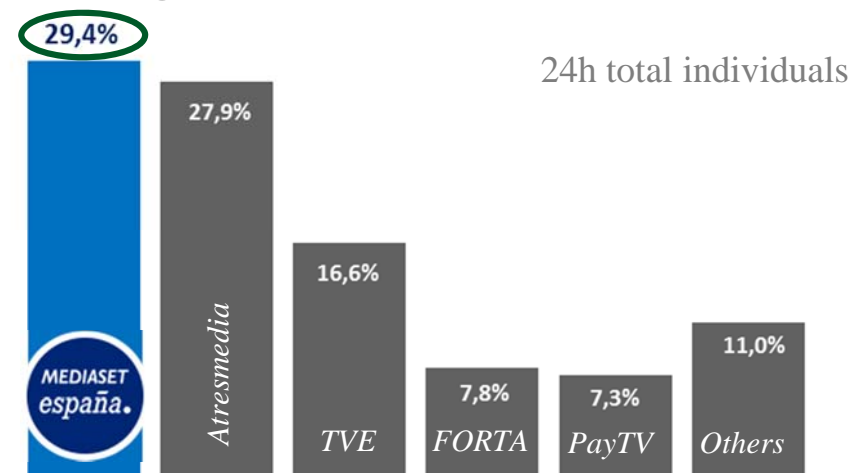
## 1Q16 FINANCIALS

€ Million	1Q16	1Q15	Var.
Total net revenues	230,7	220,7	4,6%
Total operating costs	160,0	174,0	-8,1%
<b>EBITDA adj*</b>	<b>70,8</b>	46,7	<b>51,6%</b>
<i>EBITDA margin</i>	<i>30,7%</i>	21,2%	<i>+9,5pp</i>
<b>EBIT</b>	<b>65,6</b>	42,1	<b>55,7%</b>
<i>EBIT margin</i>	<i>28,4%</i>	19,1%	<i>+9,3pp</i>
<b>NET PROFIT</b>	<b>50,1</b>	36,4	<b>37,8%</b>
<b>EPS adjusted**</b>	<b>0,15 €</b>	0,10 €	0,05 €
<b>Free Cash Flow</b>	<b>67,6</b>	49,6	<b>18,0 €</b>
<b>Net cash position</b>	<b>168,1</b>	299,6	

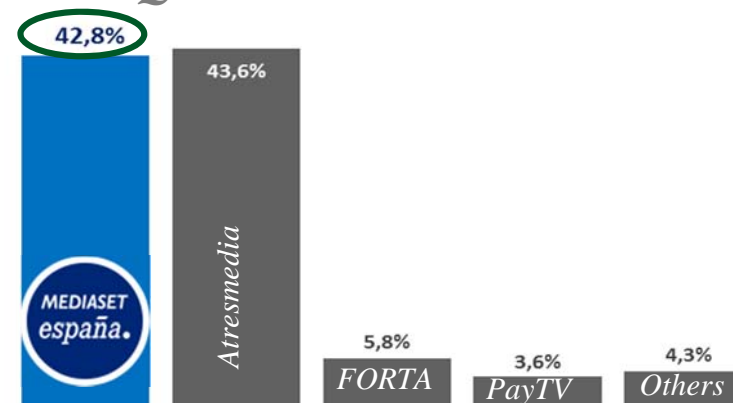
\* EBITDA Adj, includes TV rights consumption

\*\* Adjusted excluding the treasury stocks owned at March 31<sup>st</sup>

## 1Q16 AUDIENCE SHARE



## 1Q16 MARKET SHARE

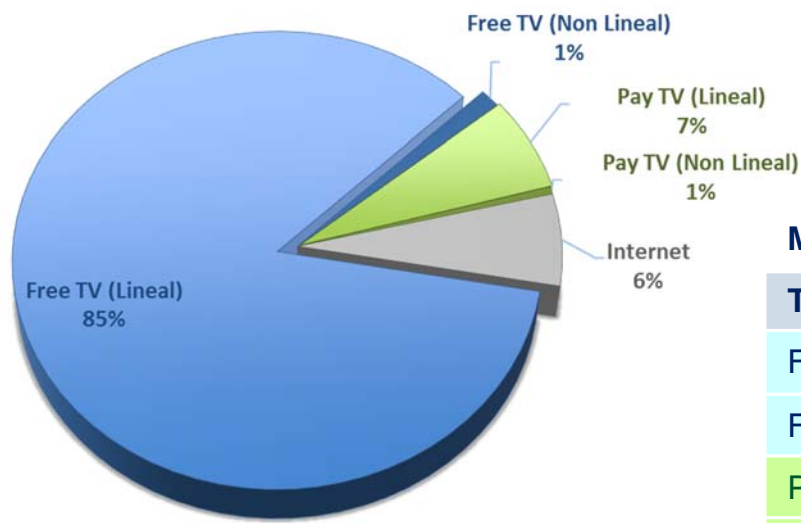


Source: Kantar media and Infoadex



# 1Q16 audiovisual consumption

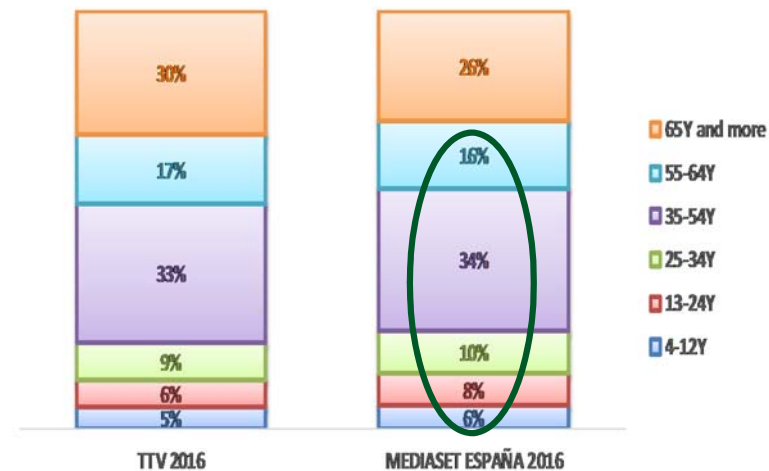
*Total audio-visual consumption* (average minutes per person):  
*more than 86% of consumption is free TV*  
 (Linear+Non-Linear+OTT)



## Minutes per day 1Q16

<b>TOTAL</b>	<b>271</b>
Free TV (linear)	230
Free TV (nonlinear)	3,5
Pay TV (linear)	18
Pay TV (nonlinear)	1,4
Internet video	17,6

## Total TV consumption by age groups:

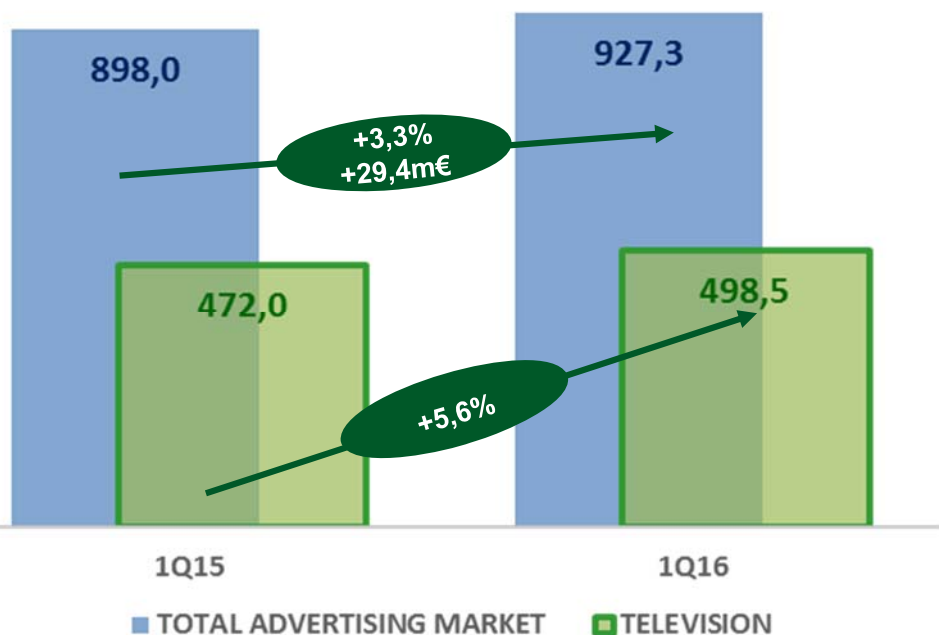


Source: Kantar media and ComScore  
 (does not include mobile phones)



# 1Q16 Total advertising market

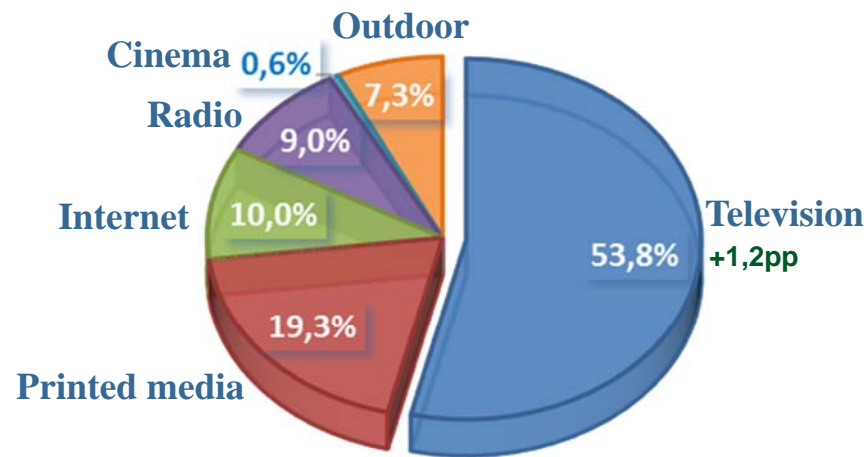
Advertising market evolution



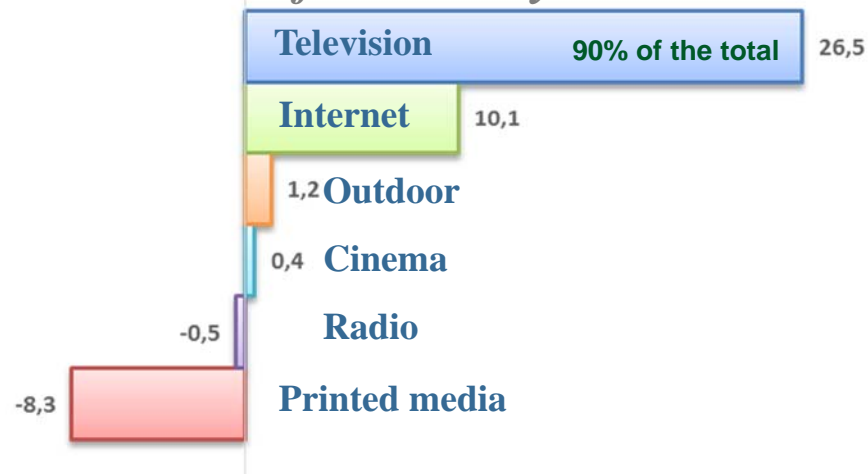
€ Million

Source: Infoadex  
 Internet data only includes graphic formats

Market share per media

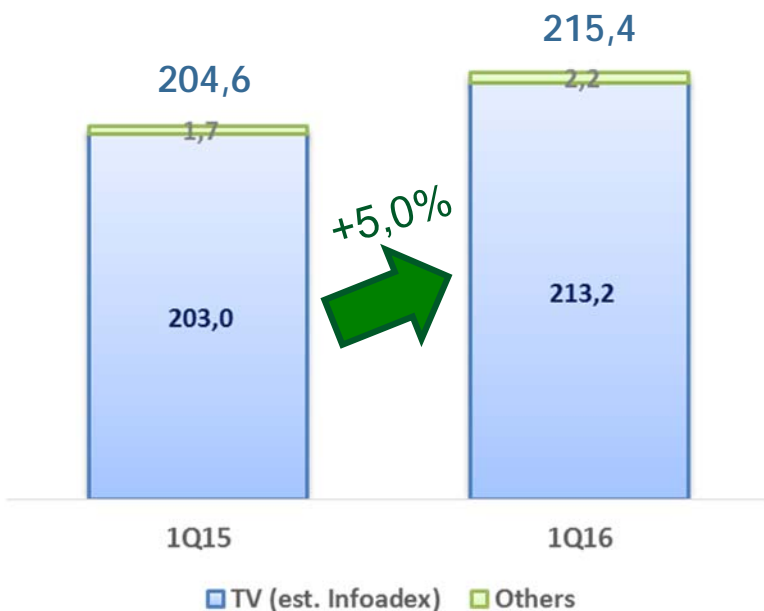


Performance by media (m€)

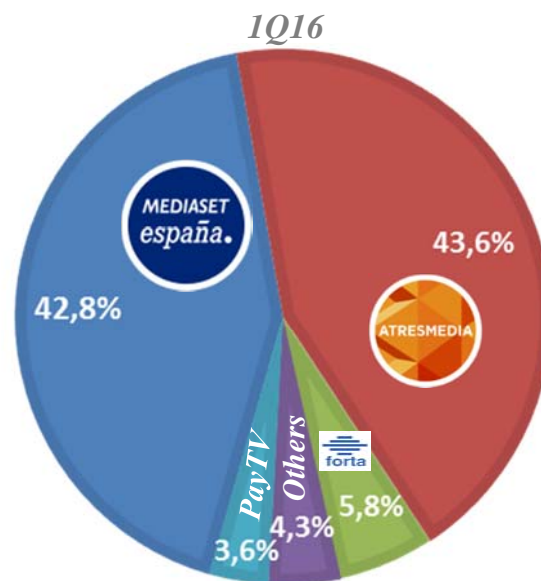


# 1Q16 Mediaset España advertising revenues & share

*Own media's advertising revenues*



*Mediaset España maintains its 1Q TV market share*



*MEDIASETespaña. TV Commercial strategy*

	Audience	Var %	Seconds	GRP (20'')	C/GRP's
1Q16	29.4%	-6.7%	+13.7%	+2.8%	+2.3%

€ Million

Source: Infoadex, Kantar media and Publiespaña



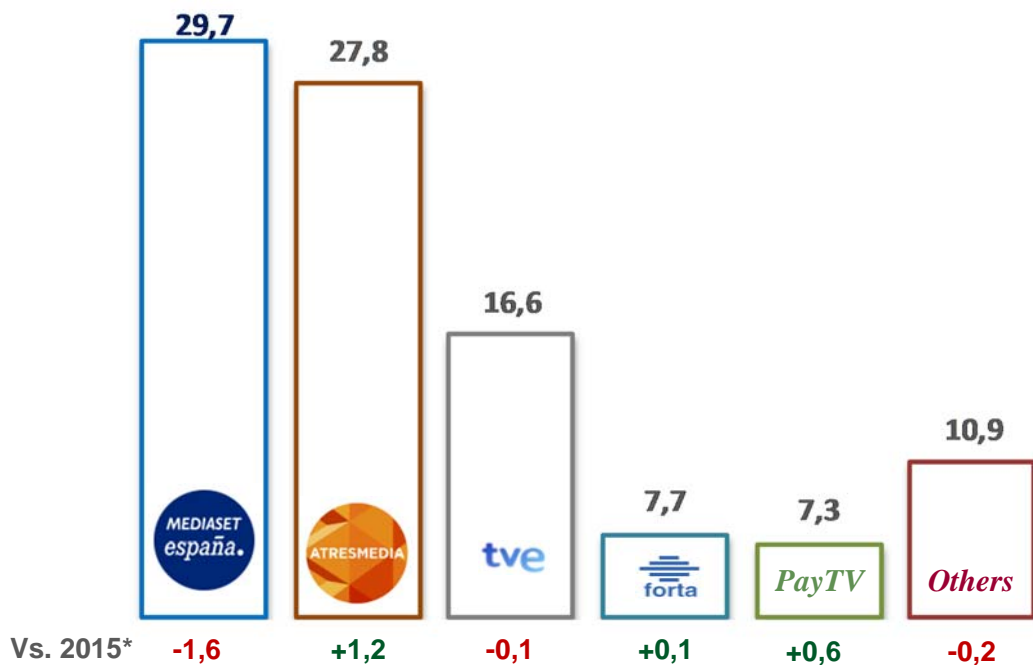


# 2016 audience\*

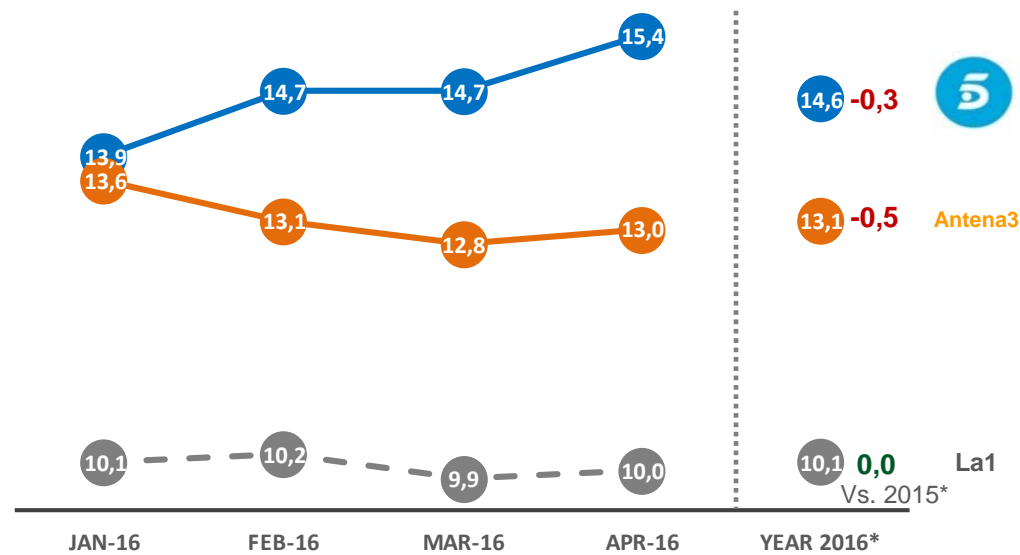
*Mediaset España and its main channel Telecinco leads*

24h audience  
Total individuals

*Audience share YTD\* per groups*



*Audience\* share per channel*



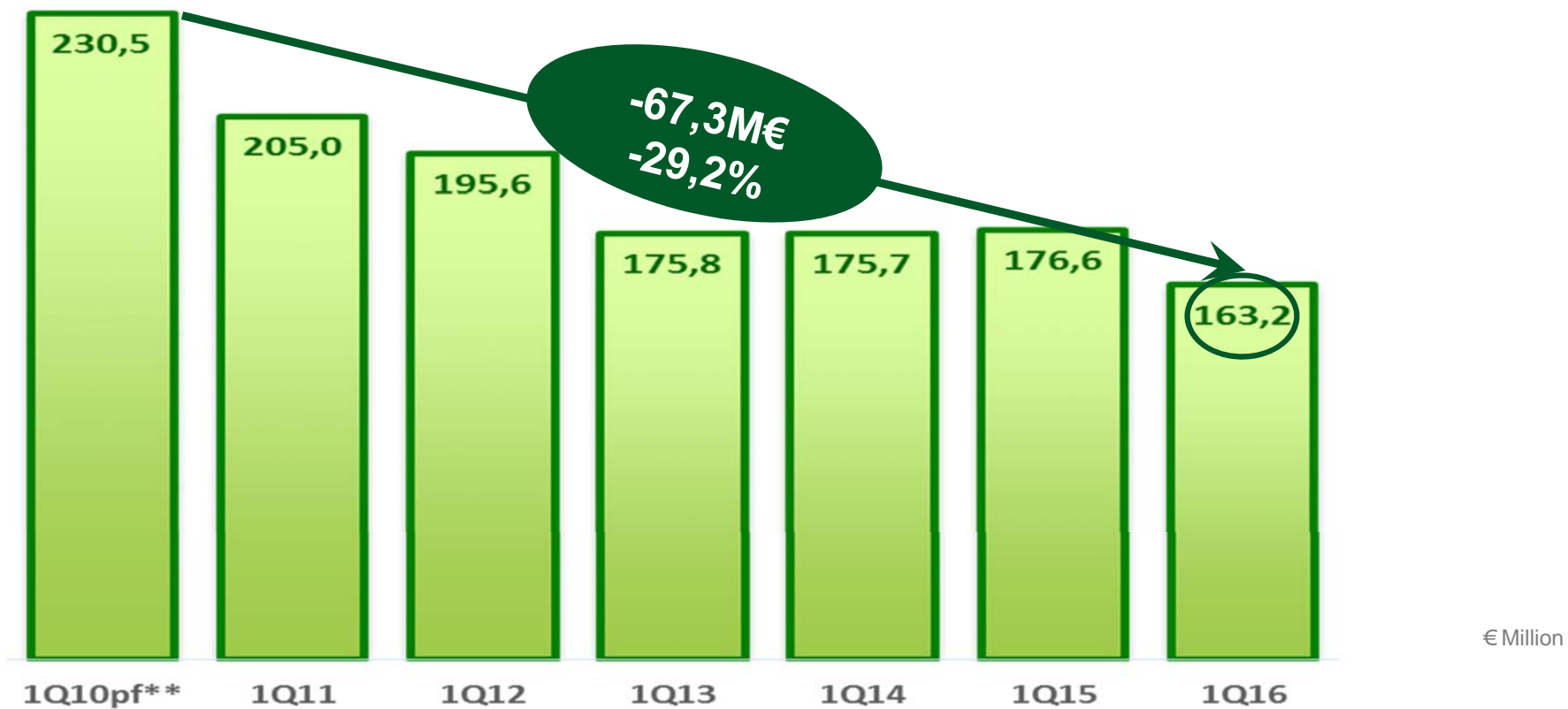
Source: Kantar media

\*Average audience January 1st – April 30th



## Cost management

*More than 67m€ savings in 6Y (-29%)*

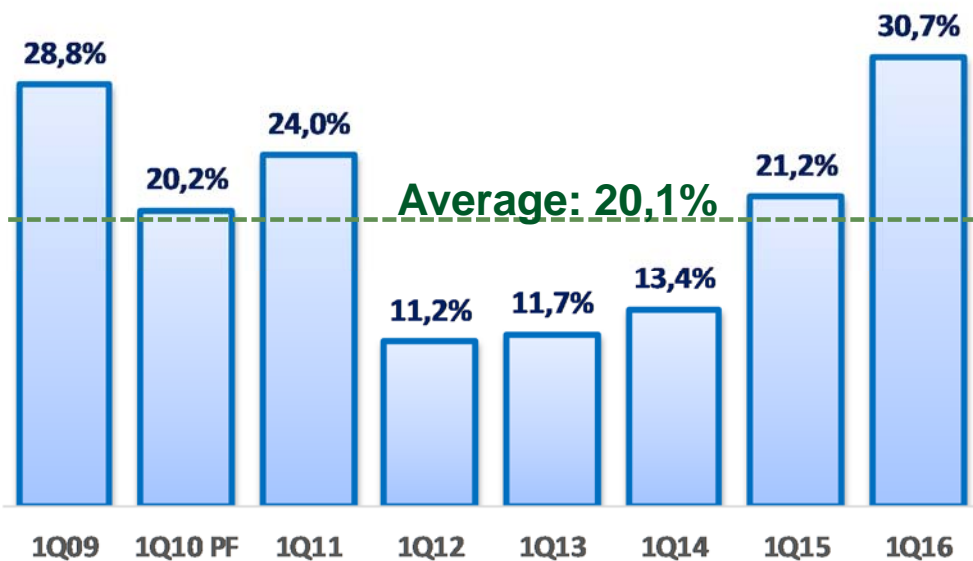


\*\*Pro-forma consolidated P&L accounts under IFRS of Mediaset España's Group and Sogecuatro's Group

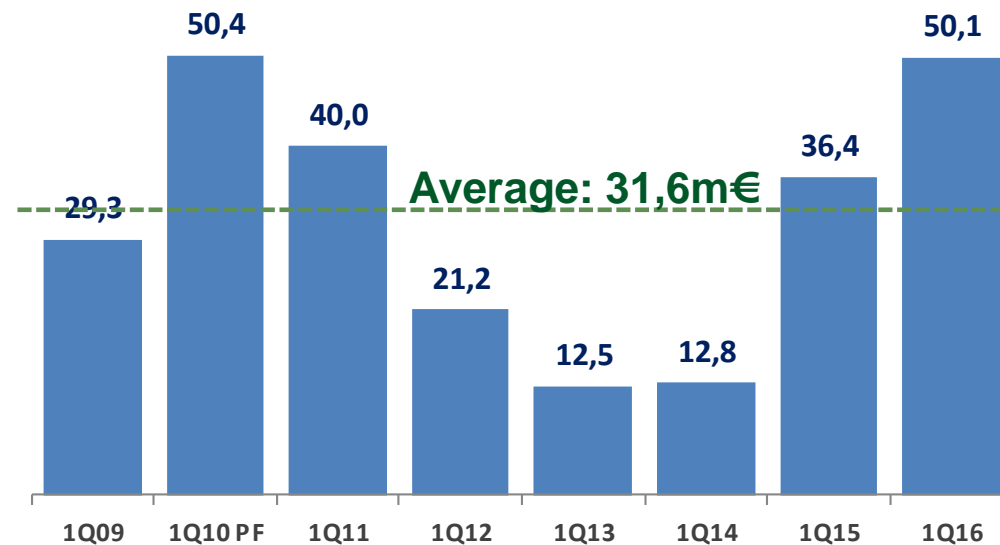
## A growth story: 1Q 2009-2016

*Steadily moving towards pre-crisis levels*

### *EBITDA margin\**



### *Net profit*



€ Million

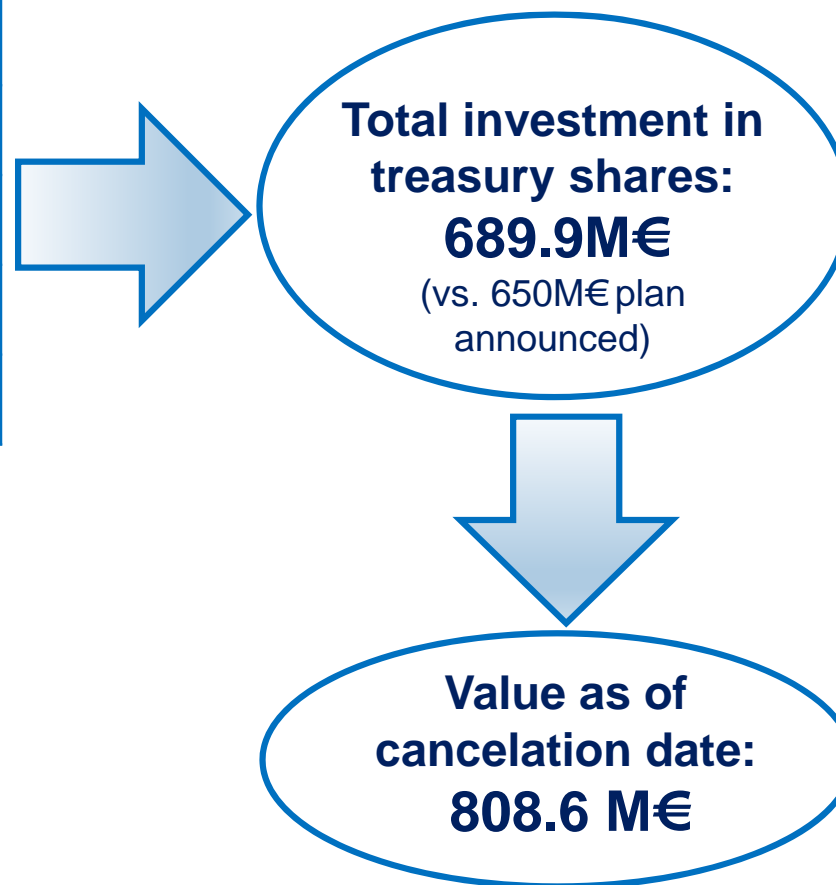
\* EBITDA/Total net revenues





## Buyback plans execution

Year	Milestones	Shares n°.	Average price	Total
2014	Treasury shares and market acquisition	34,583,222	€8.89	307.5M€
2015	Market acquisition	25,597,593	€11.50	294.0M€
2016	Market acquisition	9,963,121	€8.87	€88.4M€
<b>TOTAL</b>		<b>70,143,936</b>	<b>€9.83</b>	<b>€689.9M€</b>



Year	Milestones	Shares n°.
Pre 2015	Existing shares	406,861,426
2015	Shares cancelled at the AGM on April 15 <sup>th</sup> 2015	40,686,142
2016	Shares cancelled* at the AGM on April 13 <sup>th</sup> 2016	29,457,794
<b>New share count</b>	<b>Cancellation of 70,143,936 shares</b>	<b>336,717,490</b>

\* Pending the cancelation at the "Commercial Registry"



# Cinema



*2016: promising starting to the year and a new release by the year end*

## 2016YTD\* box-office results

Ranking of the 2016 most successful Spanish movies

Gross Box-office (€)

- 1 **Cien años de perdón** 6,6m\*
- 2 **KIKI, el amor se hace** 4,6m\*
- 3 El pregón 1,8m
- 4 Julieta 1,7m\*
- 5 Tenemos que hablar 1,3m

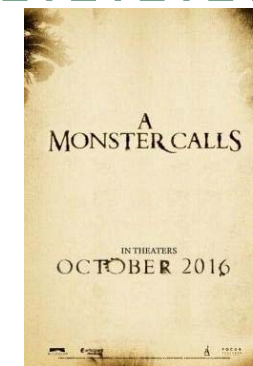


## Historic Spanish box-office results

Gross Box-office (€) Year

- 1 **8 apellidos vascos** 57,7m 2014
- 2 **Lo Imposible** 42,3m 2012
- 3 **8 apellidos catalanes** 36,2m 2015
- 4 Los Otros 27,2m 2001
- 5 **El Orfanato** 25,0m 2007

*To be released by October 2016*



\*Source: Rentrak as of May 31st 2016

€ Million

### *Mediaset España, what else?*

- ✓ *Leader in audience share*
- ✓ *Leader in internet*
- ✓ *Leader in cinema*
- ✓ *Maintaining market share and improving the power-ratio*
- ✓ *Leaders in profitability (margins, net profit, cash generation)*
- ✓ *Leaders in shareholders remuneration*



# Q&A SESSION

## 1Q16 RESULTS PRESENTATION

(January – March)

Madrid, May 4<sup>th</sup> 2016



MEDIASETespaña.

