

MEDIASET *españa.*

Madrid, 13th April

After approval at the Annual General Meeting held today
TELECINCO CHANGES ITS CORPORATE IDENTITY TO
A NEW BUSINESS DIMENSION AND BECOMES
MEDIASET SPAIN

- **Mediaset España Comunicación, S.A. is the new company brand formed by the family of Telecinco channels, Cuatro, LaSiete, Fiction Factory, Boing and Divinity, and Publiespaña subsidiaries, Publimedia Management, Atlas, Connect 5 and Telecinco Cinema**
- **The new look maintains the characteristic features of Telecinco's logo, the tilde on the "ñ" present at the top of the "5", the point common to all channels and blue as a corporate color**

Telecinco's shareholders have approved to adopt a new corporate brand for the company at the Annual General Meeting, which from today is now called Mediaset Spain Communication, SA

A new identity in line with the new dimension of the largest audiovisual group in Spain after the acquisition of Cuatro and 22% of Digital +, which today brings together the family of channels consisting of Telecinco, Cuatro, LaSiete, Fiction Factory, Boing and Divinity, and Publiespaña subsidiaries, Publimedia Management, Atlas, Connect 5 and Telecinco Cinema.

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cuatro



A new logo that combines visual elements characteristic of Telecinco and Mediaset

The development of the new visual identity Mediaset Spain, was conducted by the agency Summa, has brought together the essence of the corporate shareholder Mediaset and the strong identifying elements of Telecinco.

On the one hand, the new logo shares the Gill Sans Italic font with the original Italian, and introduces Corporate Demi Italic point in "España" for enhanced contrast, differentiating the two units of the new image.

Furthermore, the characteristic number "5" from Telecinco has been incorporated as part of the "ñ" in España and eventually included the area shared by all channels of the group, promoting the role of new corporate identity and umbrella brand.

Regarding the colour, the new logo features the grey of Mediaset next to the blue of Telecinco, as a secondary corporate colour. The result is a powerful and distinctive combination, where both words take center stage.

** New logo is sent by e-mail*

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