

RIGHT OF ASSISTANCE

Shareholders holding any number of shares with voting rights may attend the General Meeting. The shareholders must have registered the ownership of the shares in the corresponding book-entry accounting register five (5) days before the date of the General Meeting and that they are provided with the corresponding Attendance-Delegation Card issued by the Company itself, in accordance with the provisions of article 26 of the Articles of Association, article 7 of the Regulations of the General Shareholders' Meeting and article 179 of the Companies Law.

In order to prove the identity of the shareholder or the person who validly represents them, at the entrance of the premises where the General Meeting is held, the attendees may be requested to provide, along with the attendance card, the documents proving the status of representative of the legal entity shareholder, the presentation of the National Identity Document or any other similar official document.

RIGHT OF REPRESENTATION

In accordance with the provisions of articles 27 of the Articles of Association, 12 of the General Meeting Regulations and in this call, shareholders with the right to attend may be represented at the General Meeting by another person even if they are not shareholders.

The representation may be granted by completing the delegation section included in the Attendance-Delegation Card or by any other form permitted by law. The document stating the representation must contain or include the Agenda, the identification of the representative, the request for instructions for the exercise of the right to vote and the indication of the direction in which the representative will vote in case it does not give precise instructions, subject where appropriate, to the provisions of the Law. If not specified, it will be understood that the representation has been granted in favor of the Chairman of the Board.

In the case of a public request for representation, the representative may not exercise the right to vote corresponding to the shares represented in those items of the Agenda in which he is in a situation of conflict of interest, unless he has received from the proxy, precise voting instructions for each of said points and without prejudice to the possibility of designating another representative for said cases.

There will be a conflict of interest in the cases established in the applicable legislation. In any case, it will be understood that the administrators are in a situation of conflict of interest in the cases set out in the Companies Act.

Unless expressly stated otherwise, when the directors formulate a public request for representation, the exercise of the voting rights corresponding to the represented shares shall be exercised by the Chairman of the Meeting. Unless expressly stated otherwise, the proxy shall be deemed to provide precise voting instructions in favor of the proposals made by the Board of Directors at each Meeting.

The delegation may also include those points that, although not foreseen in the Agenda of the call, are dealt with at the General Meeting, considering that unless expressly stated otherwise, the represented party gives precise instructions for the representative to abstain. If the delegation does not include them, it will be understood that the represented shareholder instructs his representative to abstain in the voting of those points.

SPECIAL MEANS OF INFORMATION

In accordance with the provisions of the Public Limited Companies Act, the Company has a website (<http://www.mediaset.es/inversores/es/>) to meet the right for information of shareholders and to disseminate relevant information required by the legislation on the securities market.

The Company's website will enable an Electronic Forum Meeting, which will be accessible to both the individual shareholders as well as the voluntary associations under the provisions of the Public Limited Companies Act, which may constitute, in order to facilitate communication prior to the convening of the General Board.

VOTING AND PROXY BY MEANS OF REMOTE COMMUNICATIONS

The Board of Directors has decided, in compliance with Articles 27 & 33 of the Articles of Association and Sections 16 & 26 of the General Meeting Regulations, to authorise shareholders' right to voting by proxy via remote communication means in advance of the date of the Meeting, provided all legal requirements as well as those specified for this event are met.

1. Voting by remote communication:

Shareholders with the right to vote but who do not attend the General Meeting may, in advance of the date of the General Meeting, vote by remote communication via one of the following methods:

(i) Electronic means:

Procedure: Shareholders wishing to cast their vote, in advance of the General Meeting, by remote communication must access the Company's website (<http://www.mediaset.es/inversores/es/>) and go to the space dedicated to the Shareholders' General Meeting entitled "Delegation and Electronic Vote" and follow the instructions given therein.

Identification: The safeguards required by the Board of Directors, pursuant to Section 25 of the General Meeting Regulations, to guarantee proper identification and authentication of shareholders exercising their voting rights prior to the celebration of the General Meeting via electronic means comprise a recognised electronic certificate and advanced electronic signature, under the terms of the Electronic Signature Act 59/2003 of 19th December, provided they are based upon (i) the Electronic User Certificate, issued by the Spanish Public

Certification Authority (CERES) reporting to the Royal National Mint (FNMT-RCM) and of which cancellation has not been notified; or (ii) the recognised electronic certificate incorporated in the National Electronic Identity Document, issued in accordance with the Royal Decree 1553/2005 of 23rd December, regulating the issuance of the National Identity Document and its electronic signature certificates.

All shareholders in possession of an electronic signature which complies with any of the two above requirements and use it for identification purposes may issue their vote relating to the Agenda items.

Requirements: Only votes issued by shareholders and received by the Company within the dates specified in the following paragraph 3 shall be considered as valid.

(ii) By post:

Procedure: Shareholders wishing to cast their vote by post, in advance of the General Meeting, must fill in the section headed “Vote by Remote Communication” on the Attendance/Proxy Card issued to them by the Company.

Once the Card has been duly filled in and signed, it may be sent by one of the following methods:

- a. By post, addressed to: MEDIASET ESPAÑA COMUNICACION, S.A.” (Shareholders’ Annual General Meeting), Carretera de Fuencarral a Alcobendas nº 4, 28049 Madrid.
- b. Using the prepaid reply envelope supplied with the Card.
- c. By personal delivery at the address given above.

Requirements: Only votes issued by shareholders and received by the Company within the dates specified in following paragraph 3 shall be considered as valid.

2. Proxy voting by remote communication:

Shareholders with the right to vote but who do not attend the General Meeting may, in advance of the date of the meeting, designate a proxy by one of the following remote communication methods:

(i) Electronic means:

Procedure: Shareholders wishing to designate a proxy, in advance of the General Meeting, by electronic means must access the Company’s website (<http://www.inversores.mediaset.es/es/home.htm>) and go to the space dedicated to the Shareholders’ Annual General Meeting under the heading “Proxying and Electronic Vote” and follow the instructions given therein.

Identification: The safeguards required by the Board of Directors, pursuant to Section 25 of the Annual General Meeting Regulations, to guarantee proper identification and authentication of shareholders designating a proxy prior to the celebration of the General Meeting via remote electronic means comprise a recognised electronic certificate and advanced electronic signature, under the terms of the Electronic Signature Act 59/2003 of 19th December, provided they are based upon (i) the Electronic User Certificate, issued by the Spanish Public Certification Authority (CERES) reporting to the Royal National Mint (FNMT-RCM) and of which cancellation has not been notified; or (ii) the recognised electronic certificate incorporated in the National Electronic Identity Document, issued in accordance with the Royal Decree 1553/2005, of 23rd December, regulating the issuance of the National Identity Document and its electronic signature certificates.

All shareholders in possession of an electronic signature which complies with any of the two above requirements and use it for identification purposes may grant a proxy through remote communication means.

Requirements: Only proxies issued by shareholders and received by the Company within the dates specified in following paragraph 3 shall be considered as valid.

Shareholders designating a proxy via electronic means are obliged to inform the designated person of such delegation and obtain his or her acceptance. Delegation will be considered accepted when the proxy identifies him or herself by means of his or her National Identity Document or Passport on the designated day and place of the General Meeting, within the two hours prior to its time of commencement, allowing the Shareholders Registry personnel to verify the proxy, who will present, if necessary, a copy of the electronic delegation.

Should shareholders delegate in the Chairman of the Board, communication and acceptance will be considered effected on receipt of the said electronic delegation by the company in the proper form and within the specified date.

The proxy may only cast a vote on behalf of his or her assigner by attending the meeting in person.

(ii) By post:

Procedure: Shareholders wishing to designate a proxy by post, in advance of the General Meeting, must fill in the section headed “Vote by Proxy” on the Attendance/Proxy Card issued to them by the Company.

Shareholders wishing to delegate in the Chairman of the Board must post their Attendance/Proxy Card, duly filled in and signed, to the Company’s registered offices.

Shareholders wishing to delegate in a third party must post a photocopy of their Attendance/Proxy Card, duly filled in and signed, to the Company’s registered offices.

Once the Card has been duly filled in and signed, it (or a photocopy) may be sent by one of the following methods:

- a. By post, addressed to: MEDIASET ESPAÑA COMUNICACIÓN, S.A. (General Shareholders' Meeting), Carretera de Fuencarral a Alcobendas nº 4, 28049 Madrid.
- b. Using the prepaid reply envelope supplied with the Card.
- c. By personal delivery at the address given above.

Requirements: Only proxies issued by shareholders and received by the Company within the dates specified in following paragraph 3 shall be considered as valid.

Shareholders designating a proxy by post are obliged to inform the designated person of such delegation and obtain his or her acceptance. Delegation will be considered accepted when the proxy identifies him or herself by means of his or her National Identity Document or Passport on the day and at the place of the General Meeting, within the two hours prior to its time of commencement, allowing the Shareholders Registry personnel to verify the proxy, who will present, if necessary, the original of the proxy card.

Should shareholders delegate in the Chairman of the Board, communication and acceptance will be considered effected on receipt of the said original proxy card by the company.

The proxy may only cast a vote on behalf of his or her assigner by attending the meeting in person.

3. Term for exercising the right to vote and proxy by remote communication:

In order to be valid, designation of proxies and votes cast in advance of the General Meeting by remote communication means (electronic or postal) must be received at the Company's registered offices or through the Company's website before midnight on the day prior to the meeting. Beyond this time, proxies will not be deemed designated and votes will not be considered cast.

COMMON RULES FOR EXERCISING THE RIGHT TO PROXY AND REMOTE COMMUNICATION VOTE

1. Priority between voting by proxy/remote communication and physically attending the General Meeting:
 - (a) Shareholders who attend the General Meeting after voting by proxy or voting in advance of the General Meeting by remote communication, via whichever means, render their delegation or vote null and void.
 - (b) Similarly, any vote, regardless of the means employed in casting it, will cancel any previous or subsequent delegation by remote communication.

2. Should a shareholder assign more than one valid delegations via remote communication, in advance of the date of the General Meeting, the last one received by the Company will prevail.
3. Should a shareholder issue more than one vote via remote communication for one single item on the Agenda, the last vote received by the Company will prevail and any others received before that vote will be considered invalid.
4. When electronic means are employed to cast a vote or designate a proxy, in advance of the General Meeting, only one electronic transaction will be allowed for each operation (one vote and one delegation).
5. Votes cast or proxies designated via remote communication, in advance of the date of the General Meeting, will be rendered null and void from the moment the shareholder no longer owns the shares conferring attendance rights. The shareholder is responsible for guarding his or her electronic signature enabling him or her to vote or delegate via electronic means.
6. Shareholders who are legal persons or who are not resident in Spain should consult the Shareholders Services Office (Oficina de Atención del Accionista) to examine the possibility of adapting the mechanisms for remote communication proxy and voting in advance of the date of the General Meeting to their particular circumstances. Likewise, shareholders who are legal persons should notify the Company of any modification or cancellation of their representatives' powers. The Company cannot accept any responsibility until receipt of such notification.
7. The Company reserves the right to modify, suspend, cancel or restrict the electronic voting and proxy mechanisms whenever necessary for technical or security reasons.
8. The Company may not be held responsible for damages to shareholders arising from malfunction, overload, line failure, faulty connection, postal services failure or any other incident of a similar nature beyond its control, preventing shareholders from using these remote communication voting and proxy mechanisms.

For any further information regarding submission of documentation and any other aspect of this meeting notice, shareholders are invited to visit the Information Office located at the Company's registered offices in Madrid, Carretera de Fuencarral a Alcobendas, nº 4, or call the Shareholder Service Office [Oficina de Atención del Accionista], telephone +34 91 358 87 17.

PRESENCE OF A PUBLIC NOTARY

In accordance with the provisions of the Corporate Enterprise Act and of the General Meeting Regulations, the Board of Directors has resolved to request the presence of a Public Notary to take the minutes of the General Meeting.

PROTECTION OF PERSONAL DATA

Shareholder's personal data provided to the Company in exercise or delegation of their right to attend and vote at the Meeting or to be provided for this purpose by the banks and securities companies and agencies in which shareholders deposited and guarded their actions will be dealt with by the Company in order to manage the development, implementation and control of the existing shareholding relationship with respect to the calling and holding of the Annual General Meeting. For these purposes, the data is included in the files under the responsibility of MEDIASET ESPAÑA COMUNICACION, S.A.

The owner of the data will, in any case and where legally appropriate, have a right of access, rectification, opposition or cancellation of the data collected by the Company. These rights may be exercised in compliance with the terms and conditions established for that purpose in the legislation, sending a letter to the Company, Carretera de Fuencarral a Alcobendas, 4 (28049 Madrid).

If the attendance card or shareholder proxy includes personal data relating to a third party, the holder must inform the third party of the contents of the above and satisfy any other requirements that may be applicable for the correct transfer of personal data to the Company. The Company is not obliged to take any further action.

GENERAL INFORMATION

- The General Meeting is expected to be held on first call.
- Attendance/Proxy Cards will only be issued by the Company.
- There will be no payment or gift for attending the Meeting.