

**MEDIASET** *españa.*



# 1H 2018 Results Presentation

(January - June)

*Madrid, July 25<sup>th</sup> 2018*

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# ***Highlights***

***Madrid, July 25<sup>th</sup> 2018***

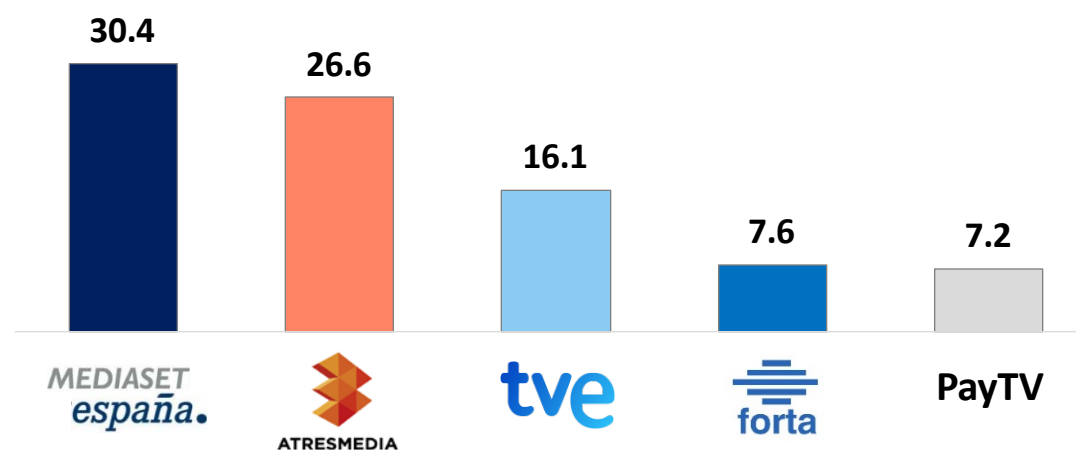
# Mediaset España 2Q 2018 Results at a Glance

MEDIASETespaña.

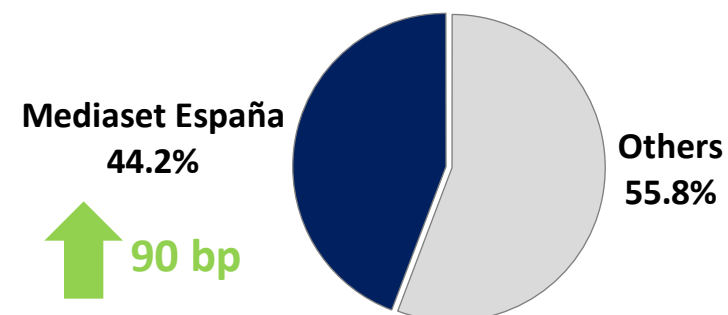
## 2Q 18 Financials

	2Q 17	2Q 18
<b>Total net revenues</b>	<b>268.1</b>	<b>278.3</b>
Total operating costs	181.3	186.4
<b>EBITDA</b>	<b>86.9</b>	<b>91.9</b>
<i>EBITDA margin</i>	32.4%	33.0%
<b>EBIT</b>	<b>82.5</b>	<b>88.7</b>
<i>EBIT margin</i>	30.8%	31.9%
<b>NET PROFIT</b>	<b>65.1</b>	<b>72.1</b>
<b>EPS</b>	<b>0.19 €</b>	<b>0.22 €</b>
Free Cash Flow	138.9	133.2
Net cash position	117.9	80.1

## 2Q 18 Audience Share



## 2Q 18 Advertising Market Share



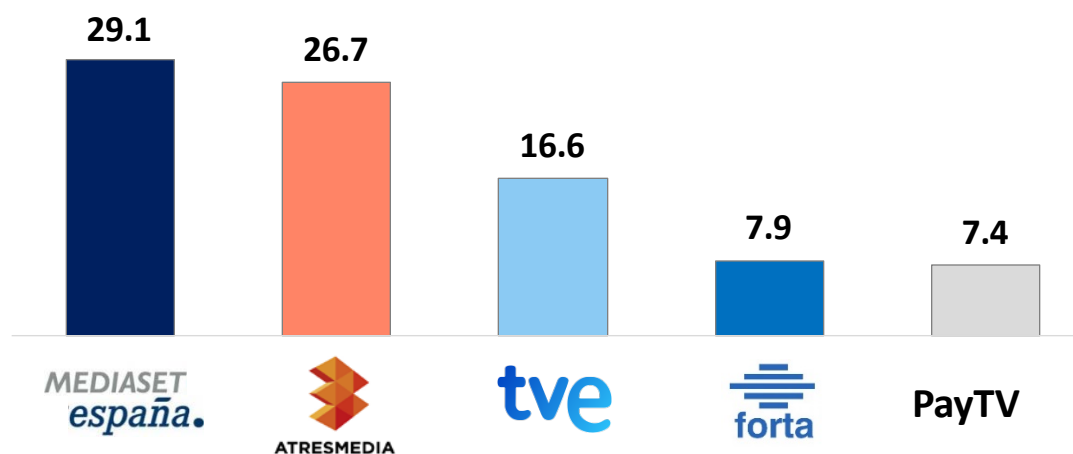
# Mediaset España 1H 2018 Results at a Glance

MEDIASETespaña.

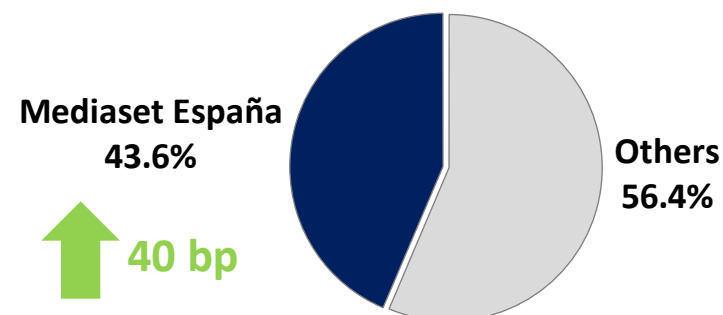
## 1H 18 Financials

	1H 17	1H 18
<b>Total net revenues</b>	<b>508.5</b>	<b>507.9</b>
Total operating costs	340.5	348.7
<b>EBITDA</b>	<b>168.0</b>	<b>159.2</b>
<i>EBITDA margin</i>	33.0%	31.3%
<b>EBIT</b>	<b>159.2</b>	<b>152.3</b>
<i>EBIT margin</i>	31.3%	30.0%
<b>NET PROFIT</b>	<b>125.7</b>	<b>125.2</b>
<b>EPS</b>	<b>0.38 €</b>	<b>0.38 €</b>
Free Cash Flow	138.9	133.2
Net cash position	117.9	80.1

## 1H 18 Audience Share



## 1H 18 Advertising Market Share

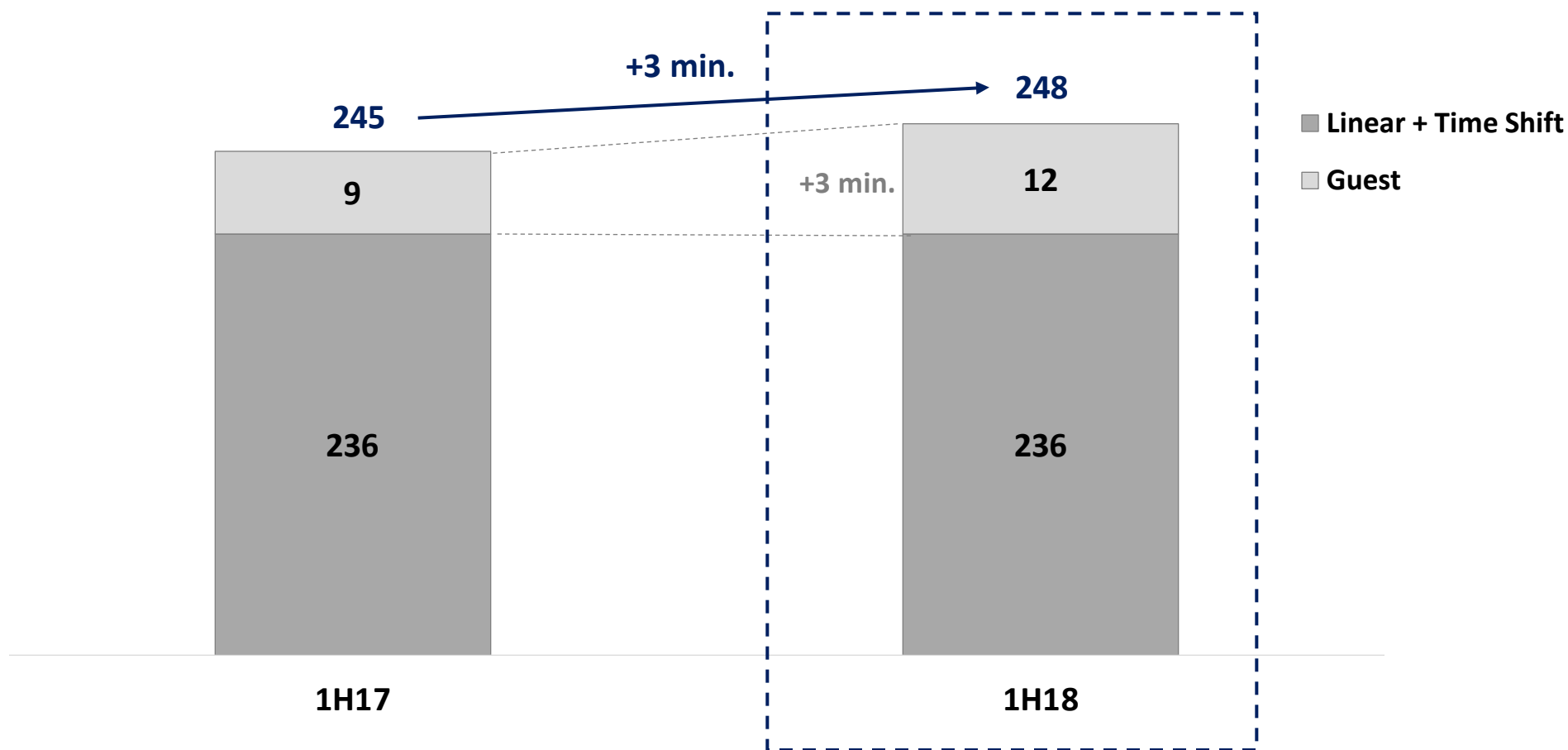




# ***Business Performance***

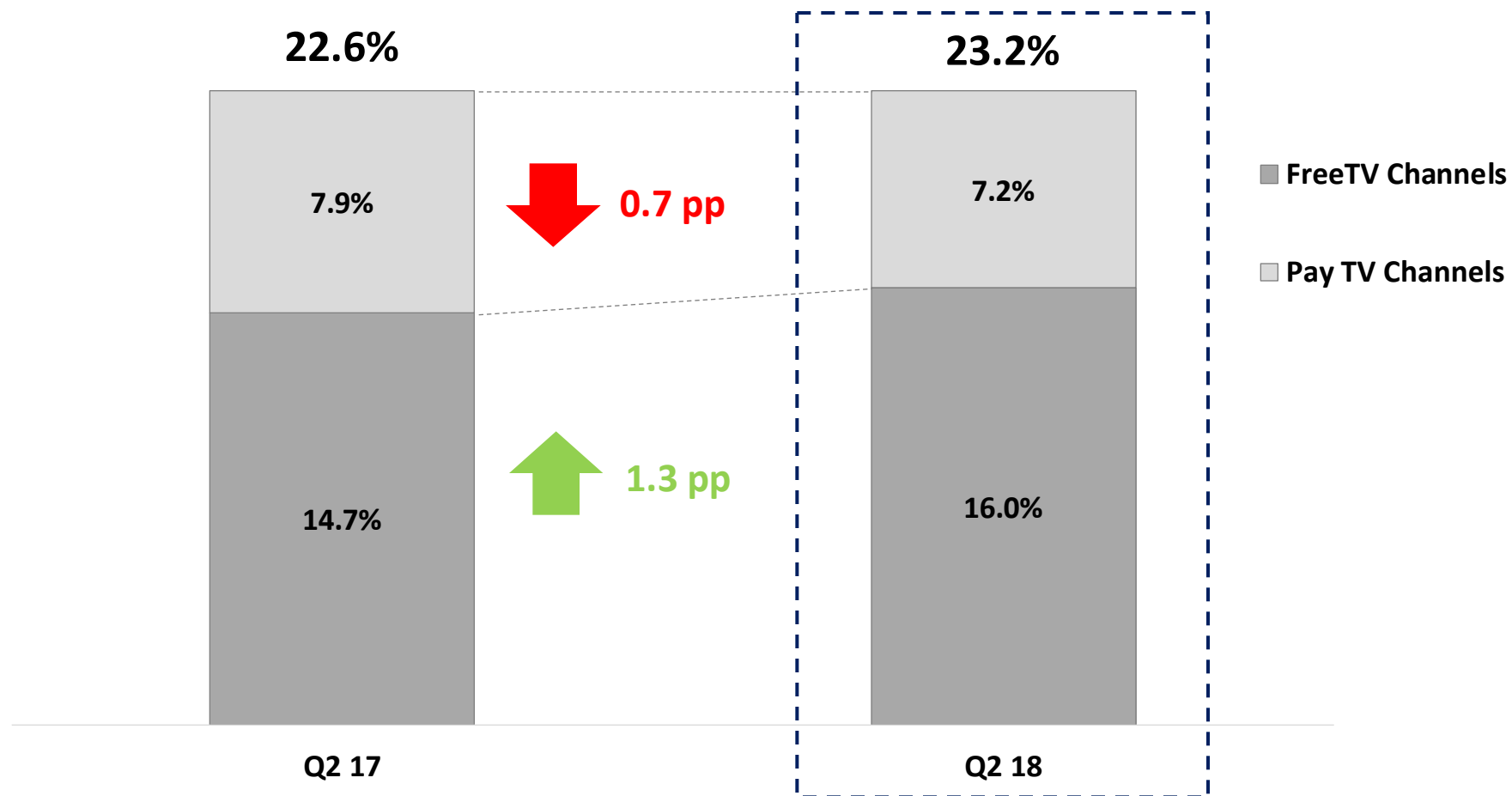
***Madrid, July 25<sup>th</sup> 2018***

## TV Consumption Breakdown 2018



Source: Kantar Media

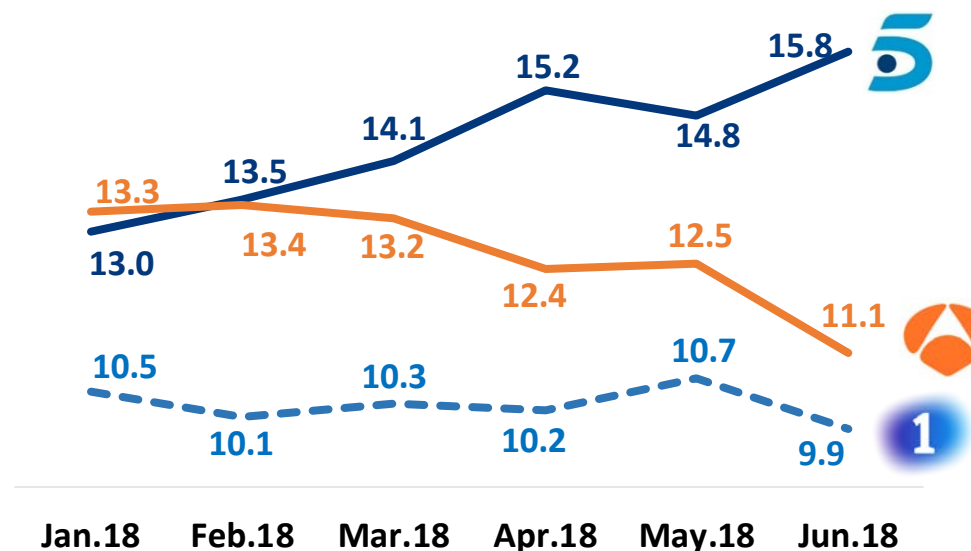
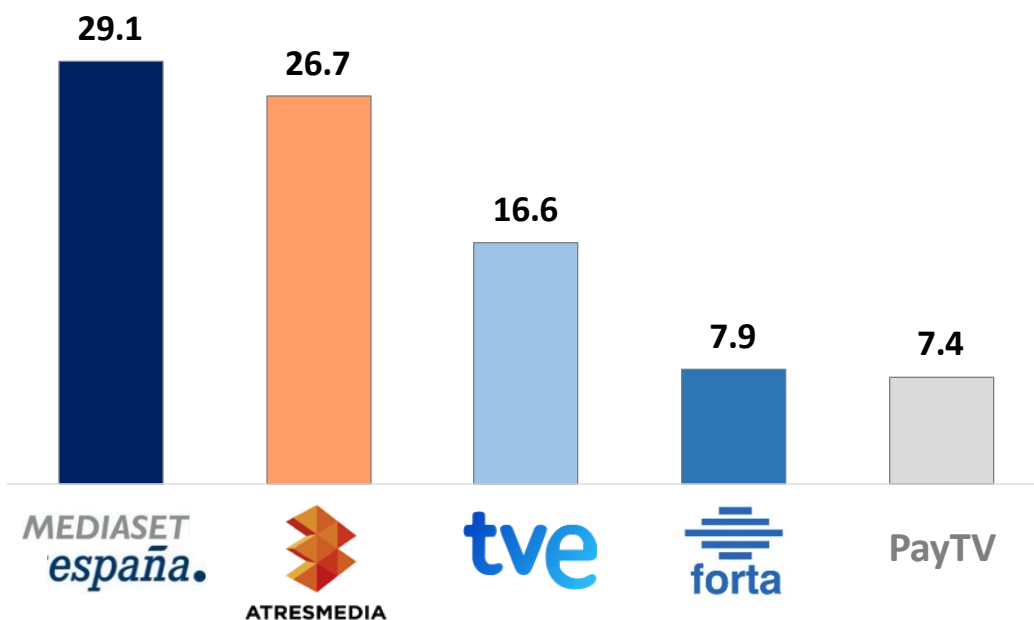
## PayTV Consumption 2018



Source: Kantar Media



## Audience Share



Audience share leading positions reinforced in H1 2018 with outstanding main channel figures

# BUSINESS PERFORMANCE 1H 2018

## World Cup 2018 – June / July 2018

June  
↓  
July

Match			Av. Share	Av. Viewers
Spain vs. Portugal			68.0%	10.4 million
Spain vs. Morocco			70.3%	11.6 million
Spain vs. Iran			68.9%	11.5 million
Spain vs. Russia			72.4%	12.8 million
France vs. Croatia (Final)			57.3%	8.2 million



### Telecinco Channel:

26 games broadcasted  
5.8 mill. average viewers  
45.6% average share



### Cuatro Channel:

30 games broadcasted  
2,8 mil. average viewers  
23.7% average share

**HbbTV**



## Internet

1

**11.9 million** monthly unique **users** in the digital channel in H1 2018

2

**900 million videos** viewed (6th player in the market) from January to May (\*)

3

**4.2 million minutes** consumed (highest figure amongst audiovisual players) from January to May (\*)

4

Mediaset España's channels in **YouTube** (launched in April 2018) reached **67.6 million views**

5

**Internet advertising revenues** in 1H 2018 **grew by 28.3%** vs 1H 2017

(\*) June data not released yet

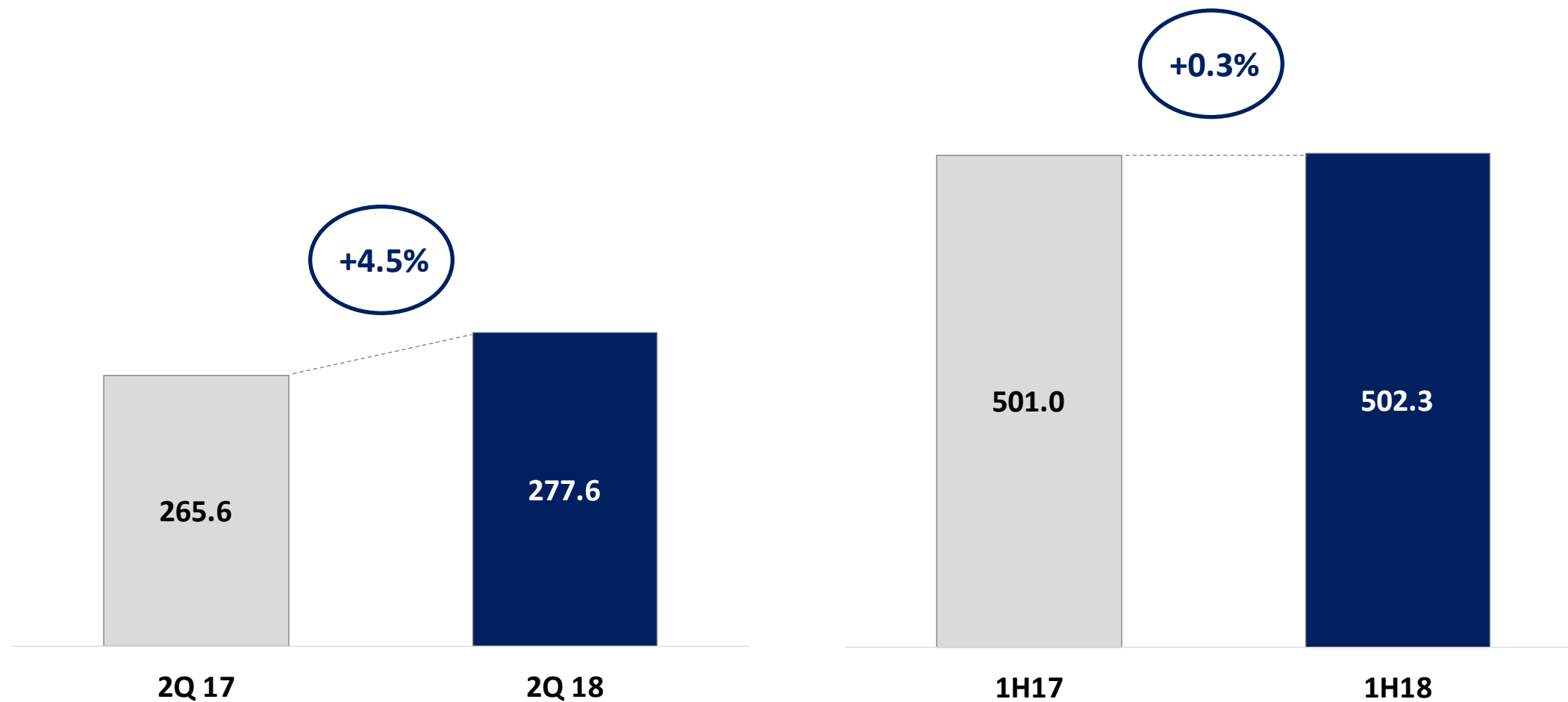




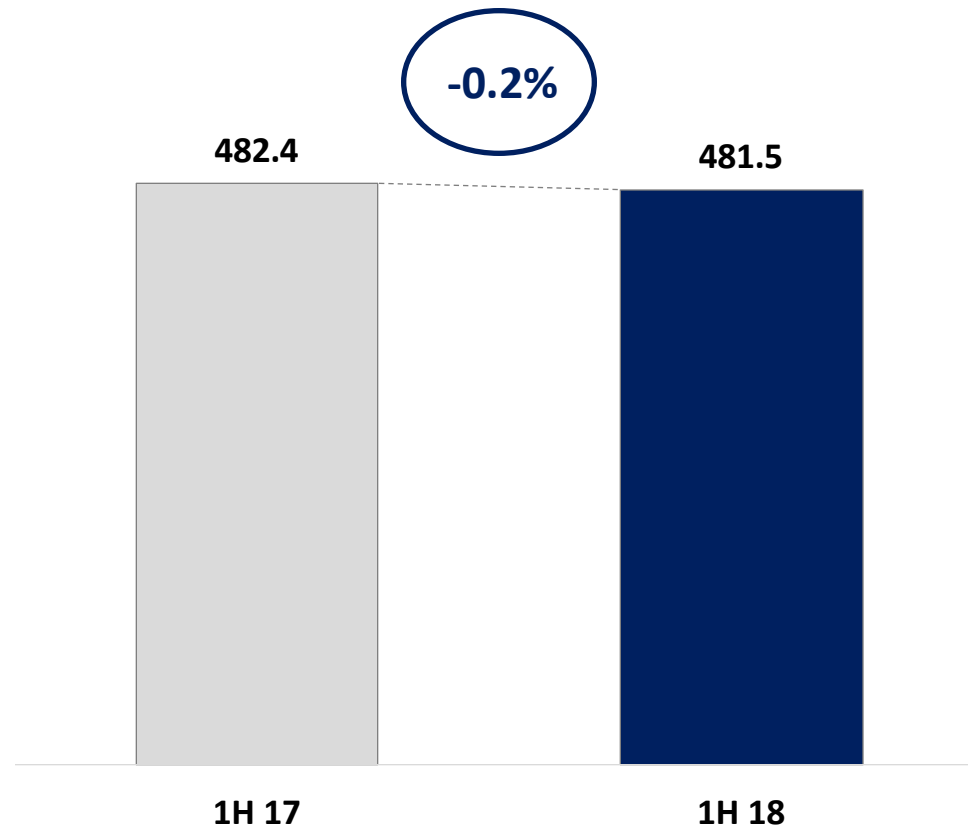
# ***Financial Review***

***Madrid, July 25<sup>th</sup> 2018***

## Gross Advertising Revenues



## TV Advertising Revenues

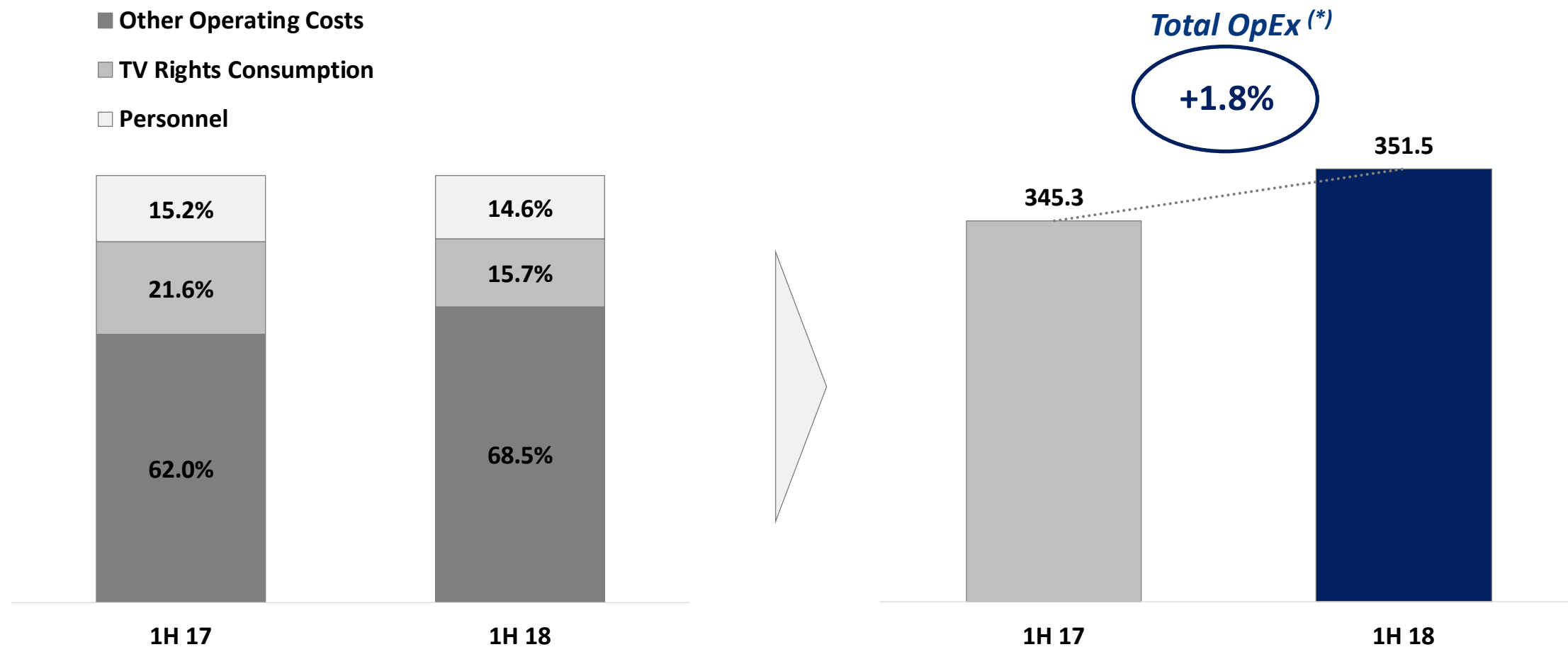


	2Q18	1H18
<i>Audience</i>	30.3%	28.9%
<i>Var%</i>	+2.9%	-0.4%
<i>Seconds</i>	-0.8%	-3.0%
<i>GRP'S 20</i>	+3.0%	+0.3%
<i>C/GRP 20</i>	+1.2%	-0.8%

Source: Infoadex

## OpEx Breakdown

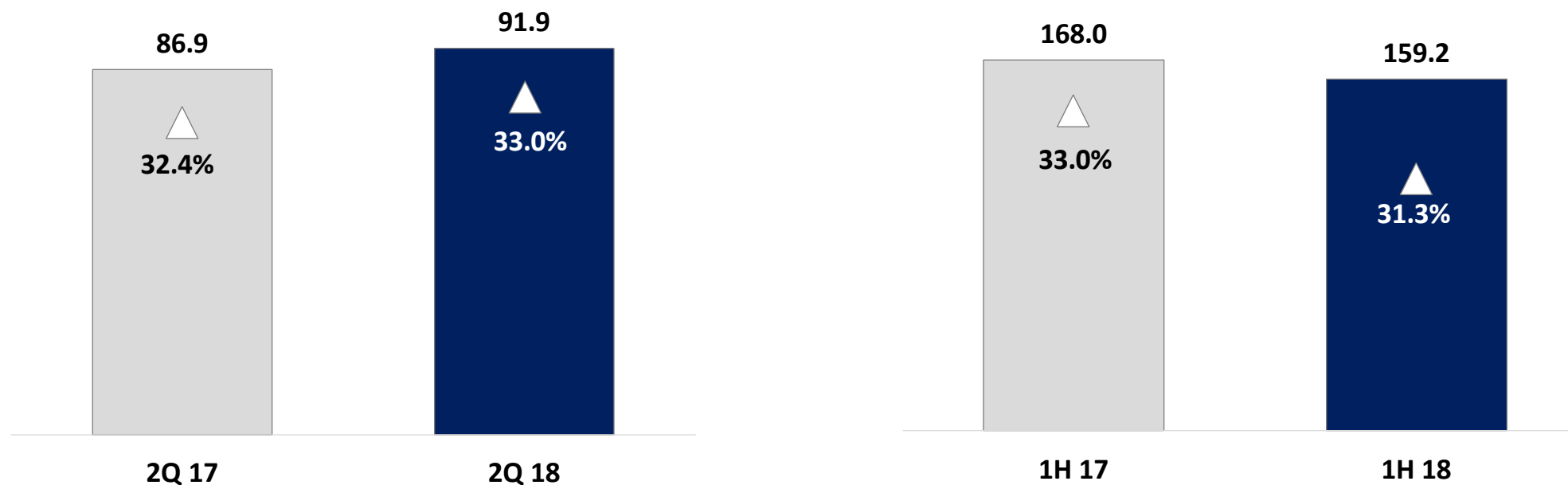
- Other Operating Costs
- TV Rights Consumption
- Personnel



(\*) Other D&A included

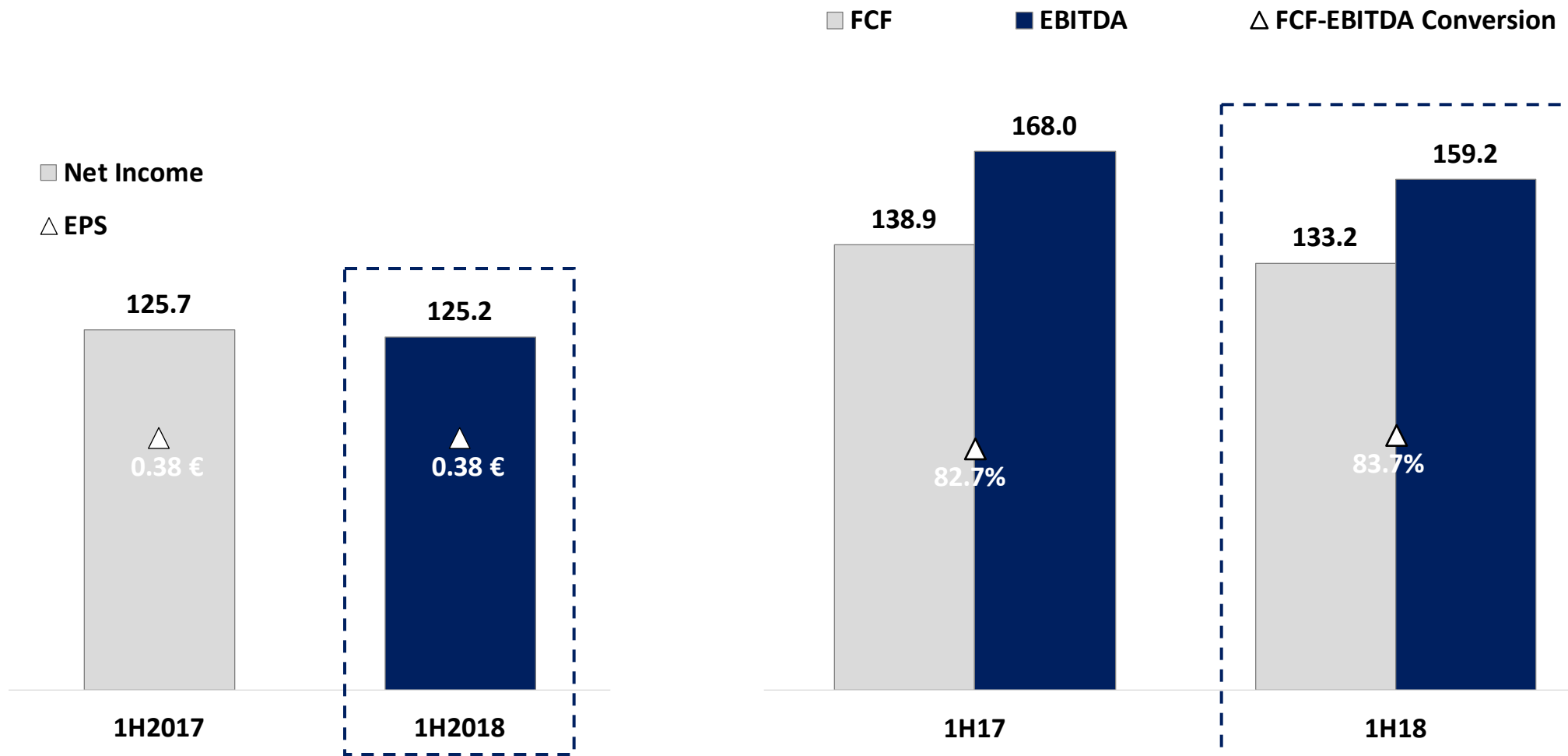


## Margin Evolution & Adjusted EBITDA



Strong margin performance (one of the highest in the industry) despite a challenging environment.

## Net Income & Cash Conversion





# ***Final Remarks***

***Madrid, July 25<sup>th</sup> 2018***

**1** **Cost guidance improved** from 770 € million to 760 € million in 2018

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**2** **Internet advertising revenues** growth rate in 2018 **above 20%**

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**3** **Leading in audience share and advertising market share**

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# *Appendix*

*Madrid, July 25<sup>th</sup> 2018*

## Profit & Loss Accounts - I

MEDIASETespaña.

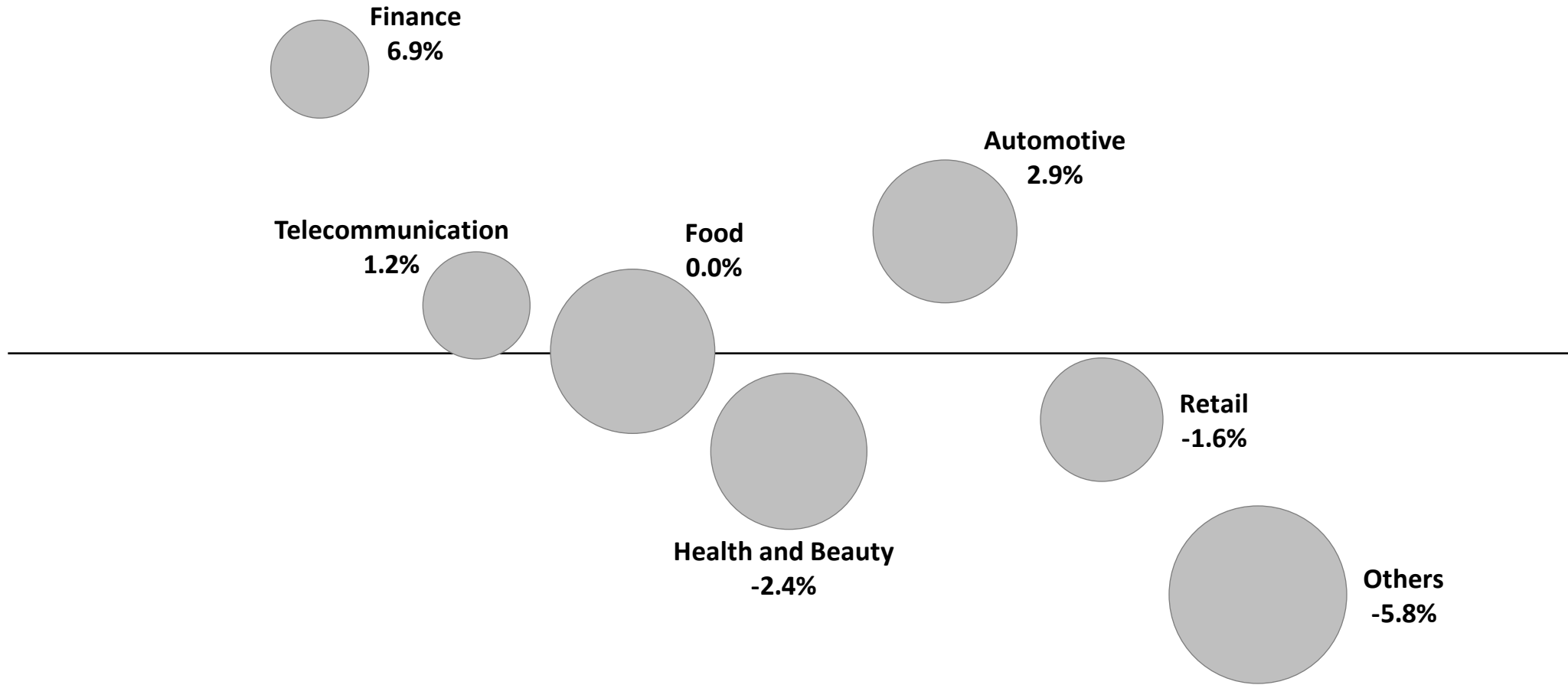
EUR mil.	2Q 18	2Q 17	Var (%)
<b>Gross Advertising Revenues</b>	<b>277.6</b>	<b>265.6</b>	<b>4.5%</b>
<i>Mediaset España's Media</i>	271.7	260.9	4.1%
<i>Third Party Media</i>	5.9	4.7	27.3%
Commission	(12.3)	(10.9)	12.7%
<b>Net advertising revenues</b>	<b>265.3</b>	<b>254.7</b>	<b>4.2%</b>
Other revenues	12.9	13.4	(3.6%)
<b>Total Net Revenues</b>	<b>278.3</b>	<b>268.1</b>	<b>3.8%</b>
Rights Amortisation	(24.5)	(40.0)	(38.9%)
Personnel	(25.9)	(26.4)	(2.0%)
Other operating costs	(136.0)	(114.8)	18.5%
<b>Total Costs</b>	<b>(186.4)</b>	<b>(181.3)</b>	<b>2.8%</b>
<b>EBITDA</b>	<b>91.9</b>	<b>86.9</b>	<b>5.8%</b>
<i>EBITDA Margin</i>	33.0%	32.4%	

## Profit & Loss Accounts - II

MEDIASETespaña.

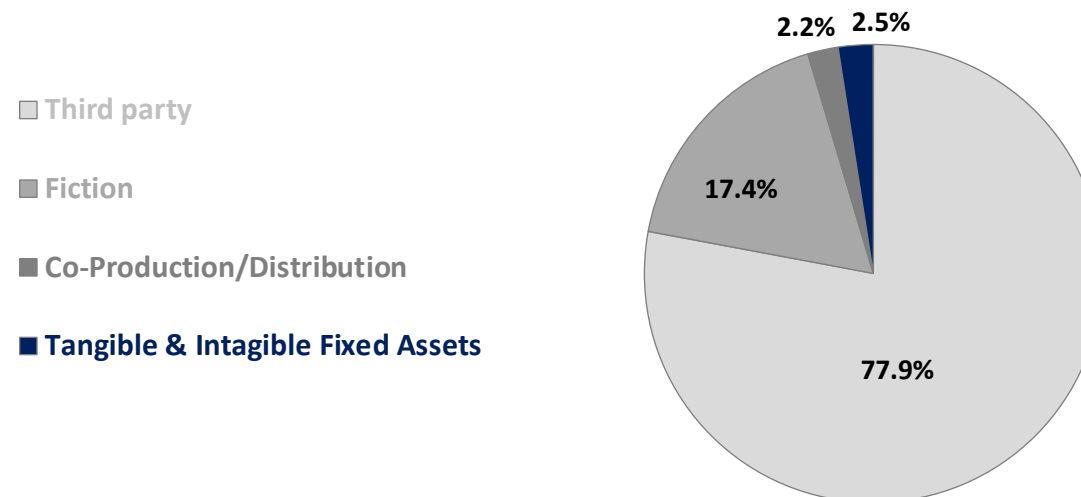
EUR mil.	2Q 18	2Q 17	Var (%)
<b>EBITDA</b>	<b>91.9</b>	<b>86.9</b>	<b>5.8%</b>
<i>EBITDA Margin</i>	33.0%	32.4%	
Other amortisations, provisions	(1.2)	(2.4)	(49.6%)
Amortisation PPA	(2.0)	(2.0)	0.0%
<b>EBIT</b>	<b>88.7</b>	<b>82.5</b>	<b>7.6%</b>
<i>EBIT Margin</i>	31.9%	30.8%	
Equity Cons. Results and Depr. Fin. Assets	5.9	0.4	
Financial results	0.1	(0.6)	
<b>Pre-tax Profit</b>	<b>94.7</b>	<b>82.3</b>	<b>15.0%</b>
Income taxes	(22.6)	(17.4)	30.1%
Minority interests	0.0	0.2	
<b>Net Profit</b>	<b>72.1</b>	<b>65.1</b>	<b>10.6%</b>

# Advertising Revenues by TV Sector – 1H 18



(% yoy Variation)

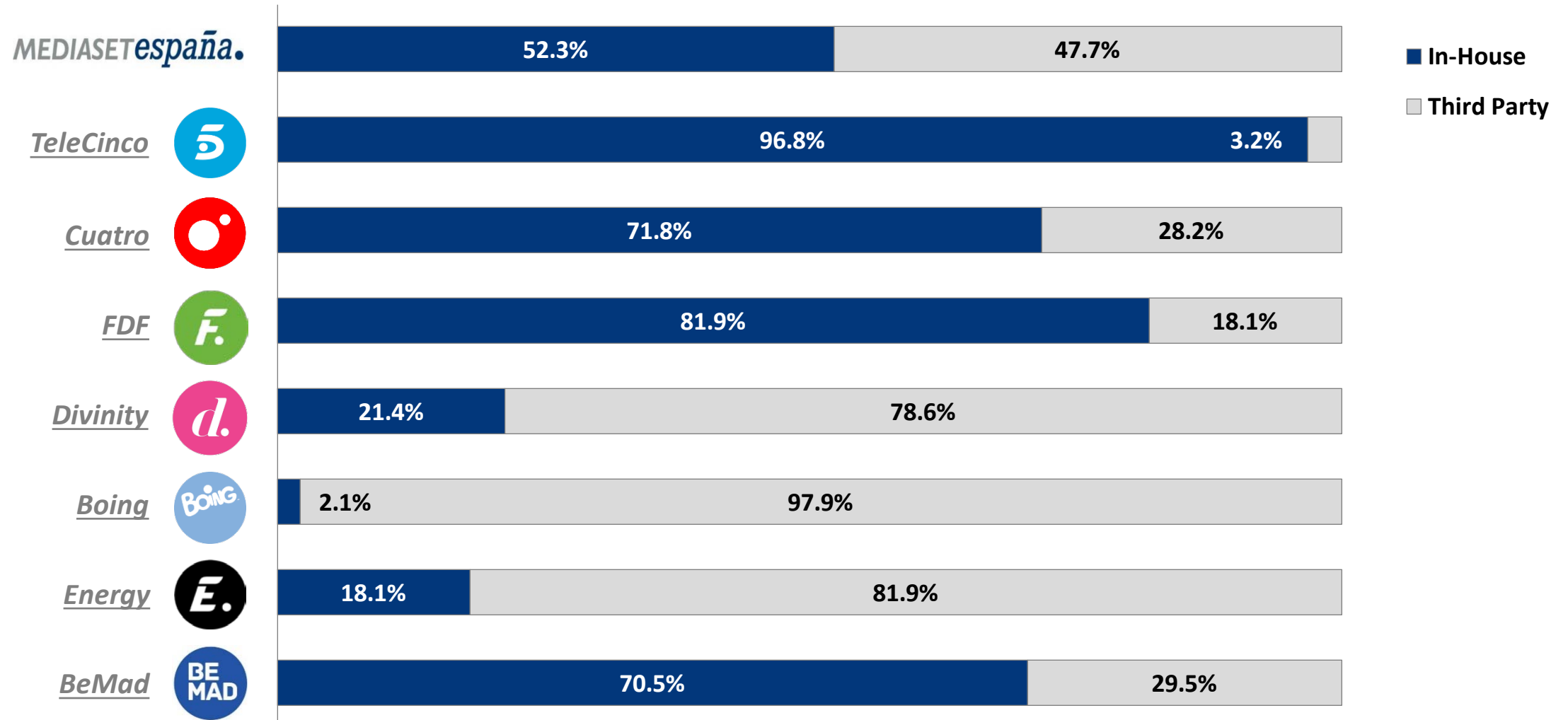




mill. EUR	1H 18	1H 17	Var (%)
Third party	87.8	88.7	(1.0%)
Fiction	19.7	22.2	(11.6%)
Co-Production/Distribution	2.4	11.2	(78.2%)
Tangible and Intangible Fixed Assets	2.8	5.9	(52.8%)
<b>Total Capex</b>	<b>112.7</b>	<b>127.9</b>	<b>(11.9%)</b>

# Origin of Contents

MEDIASETespaña.



EUR mil.	1H 18	FY 17
<b>Tangible assets</b>	<b>558.4</b>	<b>569.4</b>
Financial	310.7	314.7
Non Financial	247.7	254.7
<b>Audiovisual rights and Pre-payments</b>	<b>208.2</b>	<b>156.4</b>
Third parties	152.1	106.4
Fiction	37.7	27.0
Co-production / Distribution	18.5	23.0
<b>Pre-paid taxes</b>	<b>82.7</b>	<b>101.0</b>
<b>TOTAL NON-CURRENT ASSETS</b>	<b>849.2</b>	<b>826.8</b>
Current assets	243.1	272.3
Financial investments and cash	80.2	135.9
<b>TOTAL CURRENT ASSETS</b>	<b>323.3</b>	<b>408.2</b>
<b>TOTAL ASSETS</b>	<b>1,172.5</b>	<b>1,235.0</b>

EUR mil.	1H 18	FY 17
<b>Shareholders`equity</b>	<b>827.2</b>	<b>900.1</b>
Non-current provisions	13.7	13.4
Non-current payables	23.4	19.0
Non-current financial liabilities	0.0	0.0
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>37.1</b>	<b>32.4</b>
Current payables	308.2	301.9
Current financial liabilities	0.1	0.6
<b>TOTAL CURRENT LIABILITIES</b>	<b>308.2</b>	<b>302.5</b>
<b>TOTAL LIABILITIES</b>	<b>1,172.5</b>	<b>1,235.0</b>

EUR mill.	1H 18	1H 17	Var. € million
<b>Initial cash position</b>	<b>135.3</b>	<b>177.4</b>	<b>-42.2</b>
<b>Free cash flow</b>	<b>133.2</b>	<b>138.9</b>	<b>-5.7</b>
<i>Cash flow from operations</i>	209.0	220.7	-11.7
<i>Net investments</i>	-112.7	-127.9	15.3
<i>Change in net working capital</i>	36.8	46.1	-9.3
Change in equity	-1.6	2.2	-3.8
Financial investments	9.1	-1.4	10.5
Dividends received	1.6	1.9	-0.2
Dividend payments	-197.5	-175.7	-21.8
Treasury shares	0.0	-25.4	25.4
<b>Total net cash flow</b>	<b>-55.2</b>	<b>-59.6</b>	<b>4.4</b>
<b>Final net cash position</b>	<b>80.1</b>	<b>117.9</b>	<b>-37.7</b>
<i>Free cash flow/EBIT</i>	87.4%	87.2%	

## CORPORATE EVENTS

**1** Q3 2018 Results: 24th October 2018 (Tentative)

**2** FY 2018 results: February 2019 (Tentative)

## MARKETING EVENTS

**1** London: 5/6<sup>th</sup> September

**2** London: 11<sup>th</sup> September

**3** Paris: 12<sup>th</sup> September

**4** Barcelona: 19/20<sup>th</sup> September

**5** Paris: 2<sup>nd</sup> October

**6** Paris: 29<sup>th</sup> November

**7** London: 12<sup>th</sup> December

# MEDIASETespaña.



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