

## 9M 2019 Results Presentation

*Milan, 12<sup>th</sup> November 2019*



## Audience & Advertising



# ITALY | Macroeconomic scenario

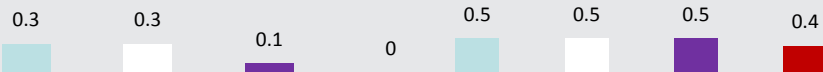
## Key Economic Indicators

### GDP & HH EXPENDITURE

y.o.y growth rate

**GDP**

**HH EXPENDITURE**



■ ISTAT (MAG. 19)     ■ BANCA ITALIA (GIU 2019)  
■ PROMETEIA (SETT. 2019)     ■ INTESA S. PAOLO (OTT. 2019)

### GOOD & SERVICE CONSUMPTION

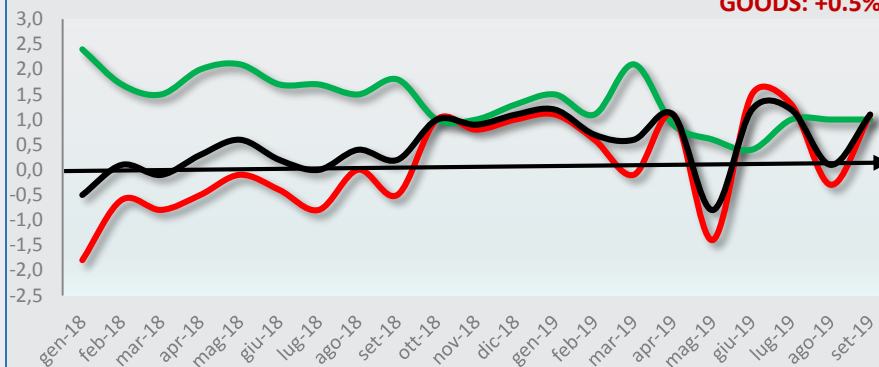
y.o.y monthly growth rate, Source: CONFCOMMERCIO

— services — good — total

**SERVICES: + 1.1%**

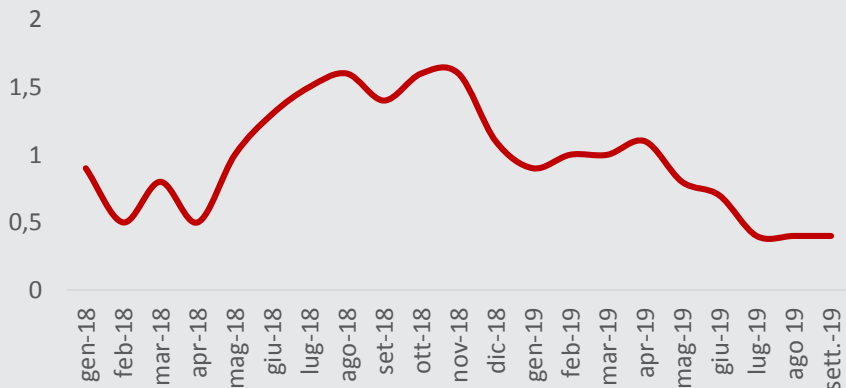
**AVG: + 0.7%**

**GOODS: +0.5%**



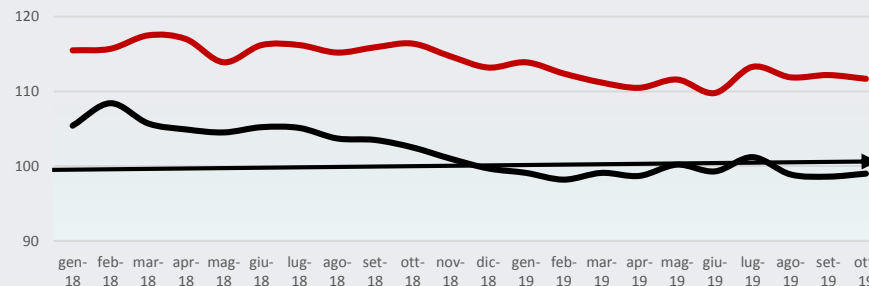
### CONSUMPTION PRICES

Inflation Rate (y.o.t monthly var.) source: ISTAT



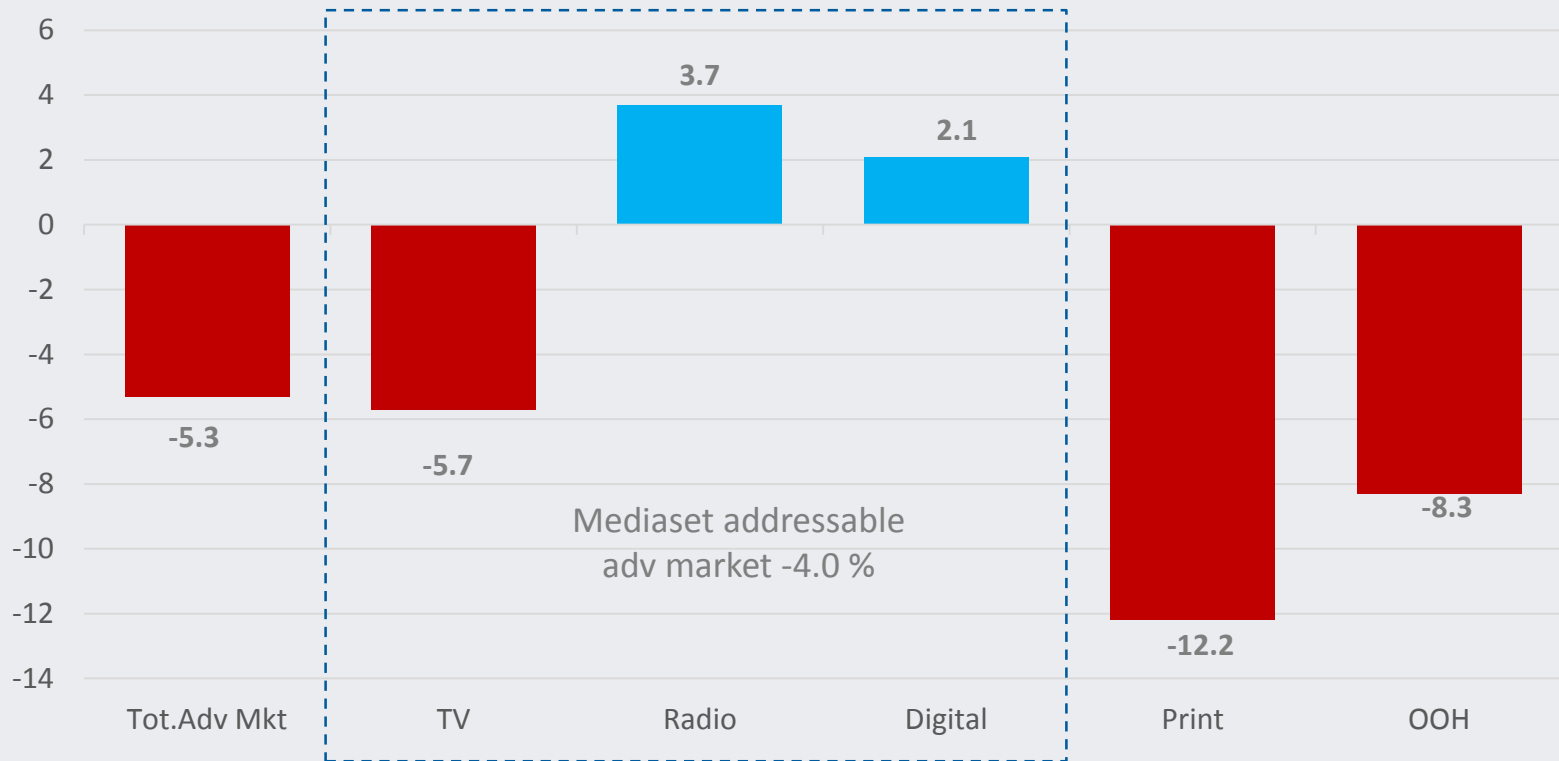
### CONFIDENCE INDICATORS (ISTAT)

— Consumers — Business



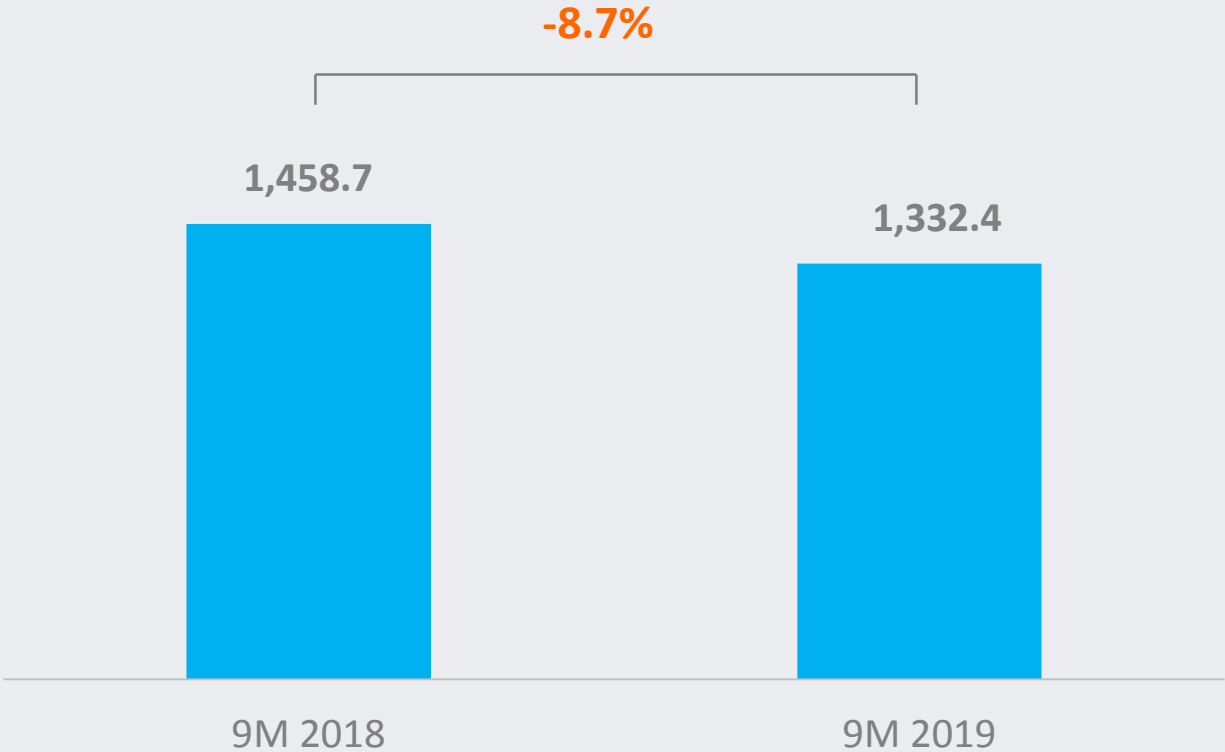
# ITALY | Analysis of the advertising market

9M 2019 vs 9M 2018 (Var %)



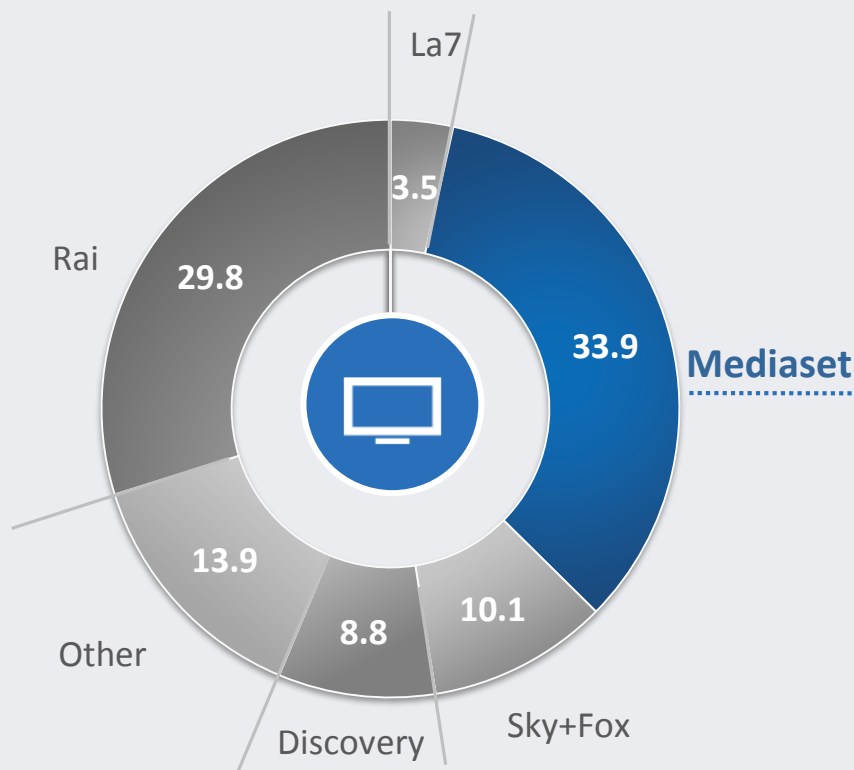
# MEDIASET 9M 2019 | Total advertising revenues

9M 2019 vs 9M 2018 (mio Eur)



# MEDIASET 9M 2019 | Audience performance

Core channels vs multichannels, commercial target (15-64 yrs, 24H)



## CORE CHANNELS 2019

<b>Mediaset</b>	<b>25.4</b>
Rai	22.6
La7	2.9

## MULTICHANNELS

<b>Mediaset DTT (Free+Pay)</b>	<b>8.5</b>
Rai DTT	7.3
Discovery	8.8
Sky Channels	8.8
Fox Channels	1.3
La7 D	0.6

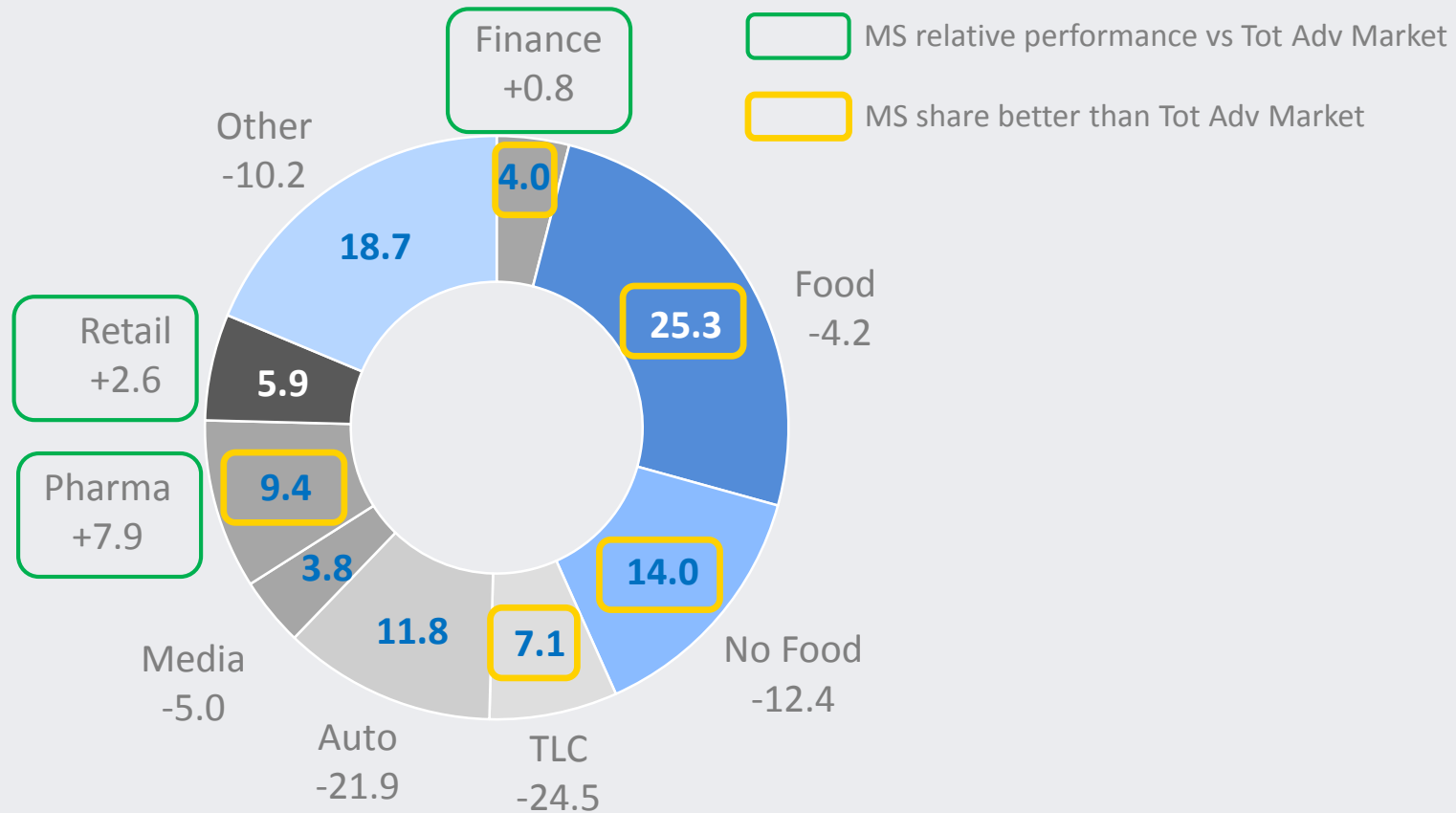
**September-October linear audience share +150 bps yoy**

**September-October digital audience 40.1%**

Source: Auditel, Live+Vosdal; included R101TV +Virgin Radio TV internal estimate

# MEDIASET 9M 2019 | Advertising breakdown by sector

9M 2019 vs 9M 2018



Source: Nielsen

## MEDIASET 2019 | Advertising and audience performance

-  9M19 advertising market share still close to 39% despite the strong discontinuities 2019 vs 2018 (Football World Cup, Football Pay TV contents, CHL)
-  August & September, first 2 months without discontinuity, showed good growth  
Champions League advertising slots already sold out until end of the year
-  Positive progression in TV audience share YTD  
The new editorial model, focused on owned properties and productions plus CHL FTA exclusivity, sustains audience (both linear and digital) and the baseline trend.



## Financials



## MEDIASET GROUP 9M 2019 | P&L Highlights

<i>(Euro mio)</i>	<b>9M 2018</b>	<b>9M 2019</b>
<b>Net Consolidated Revenues</b>	<b>2,433.5</b>	<b>2,030.4</b>
Italy	1,737.9	1,371.9
Spain	696.4	660.7
<b>EBITDA</b>	<b>753.7</b>	<b>598.2</b>
Italy	473.9	316.1
Spain	280.4	284.3
<b>EBIT</b>	<b>114.5</b>	<b>188.6</b>
Italy	(66.8)	0.2
Spain	181.7	190.2
<b>Net Profit</b>	<b>27.0</b>	<b>101.5</b>
<b>Group Net Financial Position (30/09)</b>	<b>(961.4)</b>	<b>(1,163.7)</b>
Italy	(1,090.6)	(1,298.0)
Spain	129.2	134.3
<b>Group Adjusted Net Financial Position (30/09) *</b>	<b>(961.4)</b>	<b>(735.8)</b>

\*Excluding financial liabilities according to IFRS 16 and the financial debt arising from the acquisition of ProSiebenSat.1 stake

## MEDIASET ITALIAN BUSINESS 9M 2019 | P&L results

<i>(Euro mio)</i>	9M 2018	9M 2019
<b>Total Net Revenues</b>	<b>1,737.9</b>	<b>1,371.9</b>
Total gross adv. revenues	1,458.7	1,332.4
<i>Commissions</i>	(208.2)	(188.1)
Total net adv. revenues	1,250.5	1,144.3
Other revenues	487.3	227.6
<b>Total Costs</b>	<b>(1,804.7)</b>	<b>(1,371.7)</b>
Personnel costs	(282.9)	(274.5)
Other Operating costs	(981.1)	(781.4)
Rights amortization	(478.5)	(255.8)
Other D&A	(62.2)	(60.0)
<b>Operating Profit</b>	<b>(66.8)</b>	<b>0.2</b>

# MEDIASET ITALIAN BUSINESS 9M 2019 | Investments

9M 2018

9M 2019

(Euro mio)



Technical & immaterial



402.8

**Total  
Investments**

354.0

## MEDIASET ITALIAN BUSINESS 9M 2019 | Cash flow statement

<i>(Euro mio)</i>	9M 2018	9M 2019
<b>Initial Net Financial Position (1/01)</b>	(1,527.5)	(1,042.5) *
<b>Cash Flow from Operations</b>	440.0	289.0
Investments	(402.8)	(354.0)
Disinvestments	-	5.6
Change in Net Working Capital (CNWC)	(38.9)	134.5
<b>Cash Flow from Core Activities</b>	<b>(1.6)</b>	<b>75.1</b>
Equity (investment)/disinvestment	(8.6)	(406.8)
Dividends received	129.2	89.6
Change in consolidation area	0.1	(13.4)
<b>Net Cash Flow</b>	<b>119.1</b>	<b>(255.5)</b>
Net Cash Flow discontinued operations	(40.1)	
Net financial position discontinued operation	357.8	
<b>Net Financial Position (30/09)</b>	<b>(1,090.6)</b>	<b>(1,298.0)</b>
<b>Adjusted Net Financial Position (30/09) **</b>	<b>(1,090.6)</b>	<b>(871.9)</b>

\* Initial Net Financial Position includes financial liabilities according to IFRS 16 for 138.2 mio

\*\* Excluding financial liabilities according to IFRS 16 and the financial debt arising from the acquisition of ProSiebenSat.1 stake

Back up



## MEDIASET ITALIAN BUSINESS 9M 2019 | P&L results

<i>(Euro mio)</i>	9M 2018	9M 2019
<b>Net Consolidated Revenues</b>	1,737.9	1,371.9
<b>EBITDA</b>	473.9	316.1
<b>Operating Profit</b>	(66.8)	0.2
Financial Income (Losses)	(13.2)	(16.5)
Associates	(1.4)	42.7*
<b>Pre-Tax Profit</b>	<b>(81.4)</b>	<b>26.4</b>
Taxes	11.1	(9.2)
<i>Minorities</i>	0.4	1.0
Discontinued operations	21.4 **	
<b>Net Profit</b>	<b>(48.6)</b>	<b>18.2</b>

\*Including 40% of EI Towers

\*\*EI Towers pro quota result

**MEDIASET***españa.*

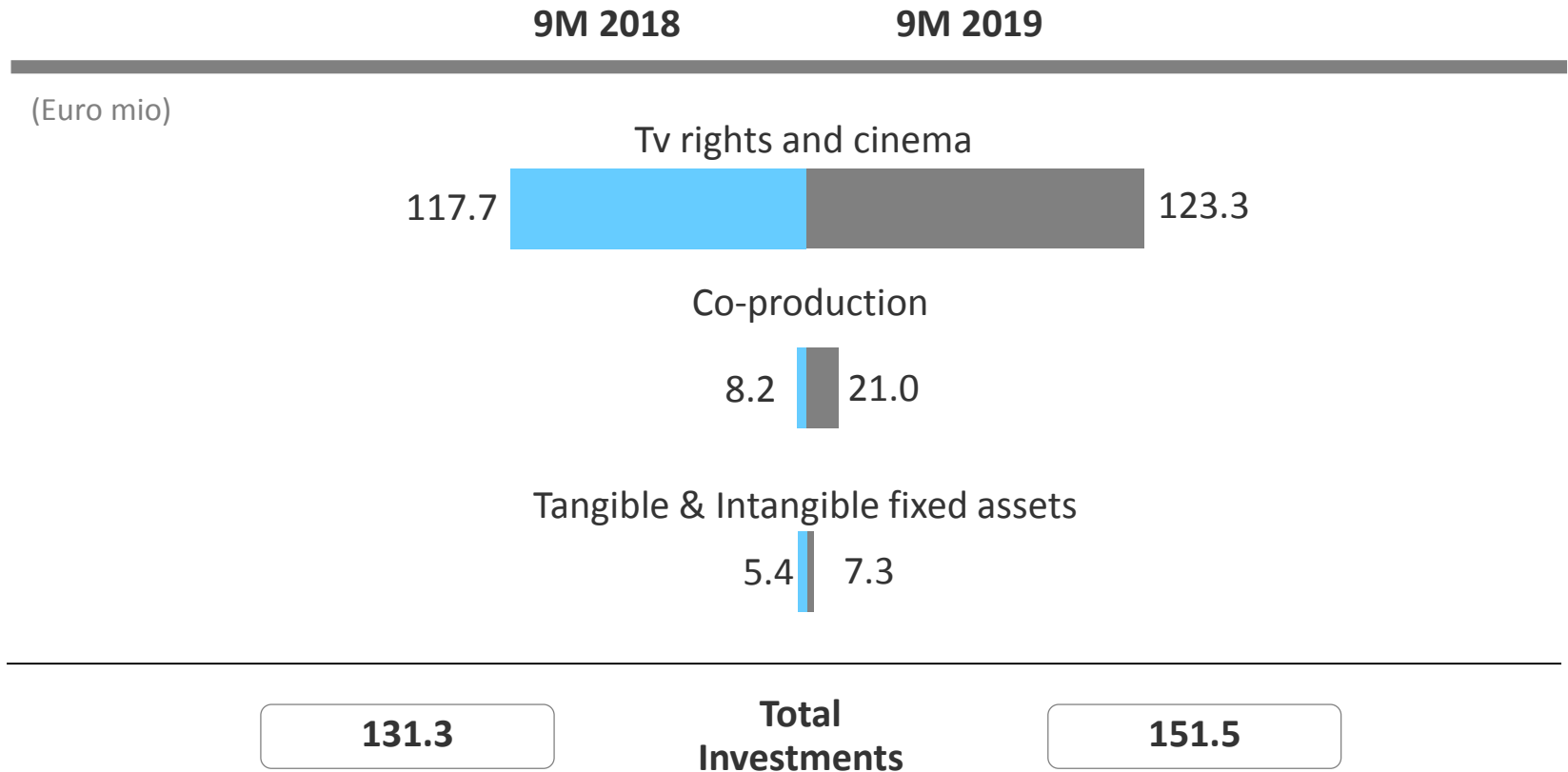
**MEDIASET SPANISH BUSINESS | Back up Slides**



## MEDIASET ESPANA 9M 2019 | P&L Results

<i>(Euro mio)</i>	<b>9M 2018</b>	<b>9M 2019</b>
<b>Net Consolidated Revenues</b>	696.4	660.7
Personnel	(76.6)	(88.4)
Other Operating Costs	(339.4)	(288.0)
<b>EBITDA</b>	<b>280.4</b>	<b>284.3</b>
Amortisation & Depreciation	(98.7)	(94.1)
<b>EBIT</b>	<b>181.7</b>	<b>190.2</b>
Financial Income (loss)	(0.2)	(0.1)
Associates	10.8	5.3
<b>Pre-Tax Profit</b>	<b>192.3</b>	<b>195.5</b>
Taxes	(45.4)	(37.3)
<b>Net Profit</b>	<b>146.9</b>	<b>157.0</b>

# MEDIASET ESPANA 9M 2019 | Investments



## MEDIASET ESPANA 9M 2019 | Cash Flow Statement

<i>(Euro mio)</i>	9M 2018	9M 2019
<b>Initial Net Financial Position (1/01)</b>	135.3	165.5
<b>Free Cash Flow</b>	<b>181.8</b>	<b>168.1</b>
- Cash Flow from Operations	261.7	269.6
- Investments/Disinvestments	(131.3)	(151.5)
- Change in Net Working Capital (CNWC)	51.4	50.0
Change in Equity	(1.6)	0.2
Equity (Investments)/Disinvest.	8.8	(6.7)
Dividends received	2.4	1.7
Dividend payments	(197.5)	(100.0)
Own stock purchase	-	(94.6)
<b>Total Net Cash Flow</b>	<b>(6.1)</b>	<b>(31.2)</b>
<b>Final Net Financial Position (30/09)</b>	<b>129.2</b>	<b>134.3</b>



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## Forward-looking Statements

*Statements contained in this document, particularly the ones regarding any Mediaset Group possible or assumed future performance, are or may be forward looking statements and in this respect they involve some risks and uncertainties.*

*Mediaset Group actual results and developments may differ materially from the ones expressed or implied by the above statements depending on a variety of factors.*

*Any reference to past performance of Mediaset Group shall not be taken as an indication of future performance.*

*This announcement does not constitute an offer to sell or the solicitation of an offer to buy the securities discussed herein.*

*The executive responsible for the preparation of the Mediaset S.p.A. accounts, Luca Marconcini, declares that, as per para. 2 art. 154-bis, of the "Testo Unico della Finanza", that the accounting information contained in this document corresponds to that contained in the company's books.*