

A background image showing a person holding a camera, overlaid with a semi-transparent orange banner. The banner contains the event title and date. The person is slightly out of focus, and the camera is the central focus of their hands.

Antena 3

Analyst & Investor Day

London, Oct. 27th 2006



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Welcome !

Bernd Reichart, Head of IR

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9:00 - 9:15

WELCOME

Bernd Reichard (Head of IR)

9:15 - 9:30

SHARE BUYBACK

Maurizio Carlotti (CEO Antena 3)

9:30 - 10:00

THE CONTENT SIDE OF THE TV BUSINESS:
ANTENA 3 TELEVISION IN 2007

Mikel Lejarza (General Manager A3TV)

10:00 - 10:30

THE COMMERCIAL SIDE OF THE TV BUSINESS:
ATRES ADVERTISING WARM WELCOME TO THE
2007 MARKET ENVIRONMENT

Eduardo Olano (General Manager Atres Advertising)

Miguel García (Managing Director Atres Advertising)

10:30 - 11:00

COFFEE BREAK



11:00 - 11:30

EXPLOITING NEW SOURCES OF REVENUES:
NEW TECHNOLOGIES AND THEIR POTENTIAL

Giorgio Sbampato (General Manager New Business)

11:30 - 12:15

"WHAT'S UP, ANTENA 3?!"

Maurizio Carlotti (CEO Antena 3)

12:15 - 13:00

LUNCH BREAK

13:00 - 13:30

REVIEW OF THE Q32006 RESULTS

Silvio González (COO Antena 3)

13:30 - 14:15

Q&A SESSION
ANTENA 3 MANAGEMENT