

# Sogecable

BBVA Spanish Media Conference

Madrid February 23<sup>rd</sup> 2005

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This presentation contains forward-looking statements subject to risks, uncertainties and assumptions. Statements about beliefs and expectations are not guarantees of future performance. Please note that our results could differ materially from those shown in the following forward-looking statements.

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- Net Turnover up 21%
- Subscriber revenues exceeding €1 bn
- EBITDA reached € 286.1m, up 67.5%
- EBIT losses reduced by 92.0%
- Restructuring process completed
- Net losses cut by 52.6 %

*(Million euros)*

2004

2003

Net Turnover

1,414.3

1,169.2

EBITDA

286.1

170.8

Restructuring Costs

-75.6

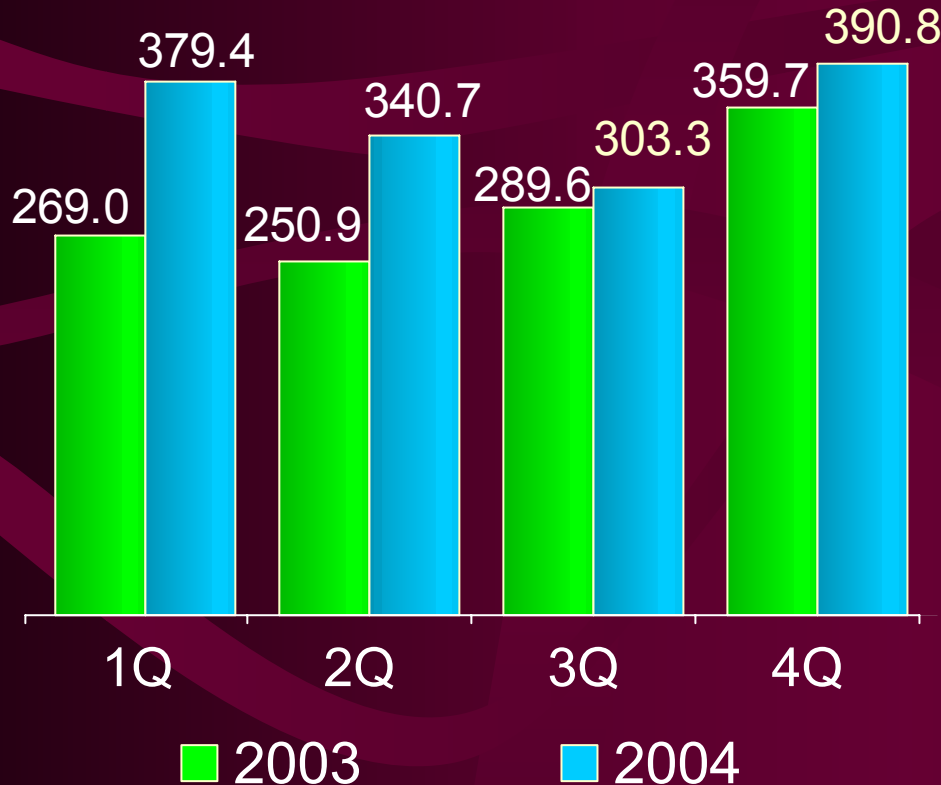
-266.3

Net Results

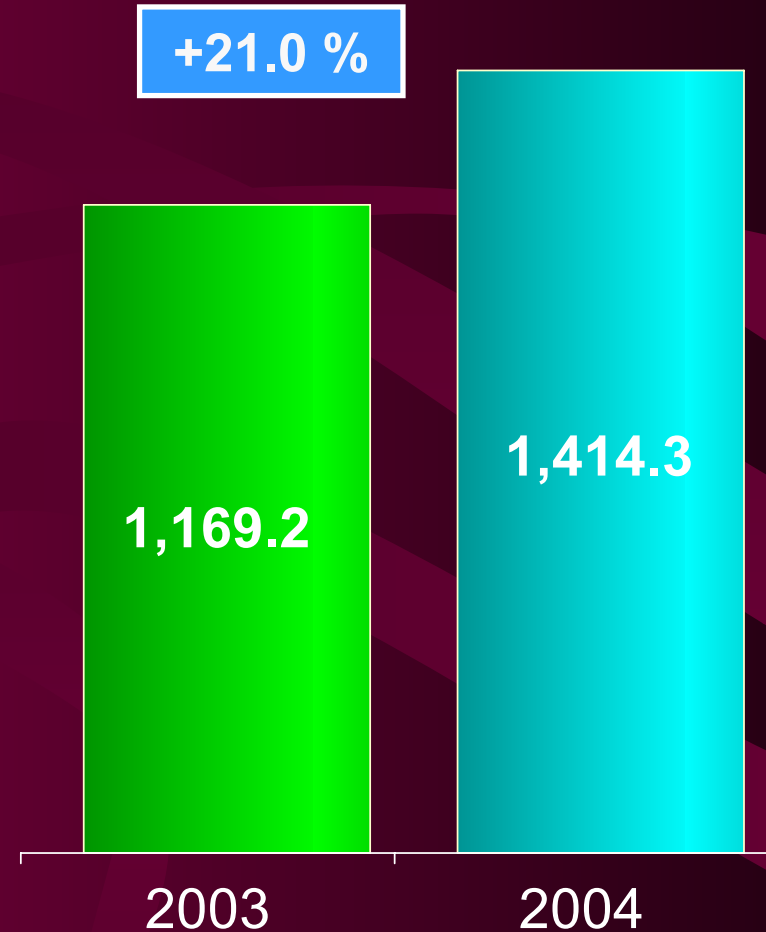
-156.2

-329.6

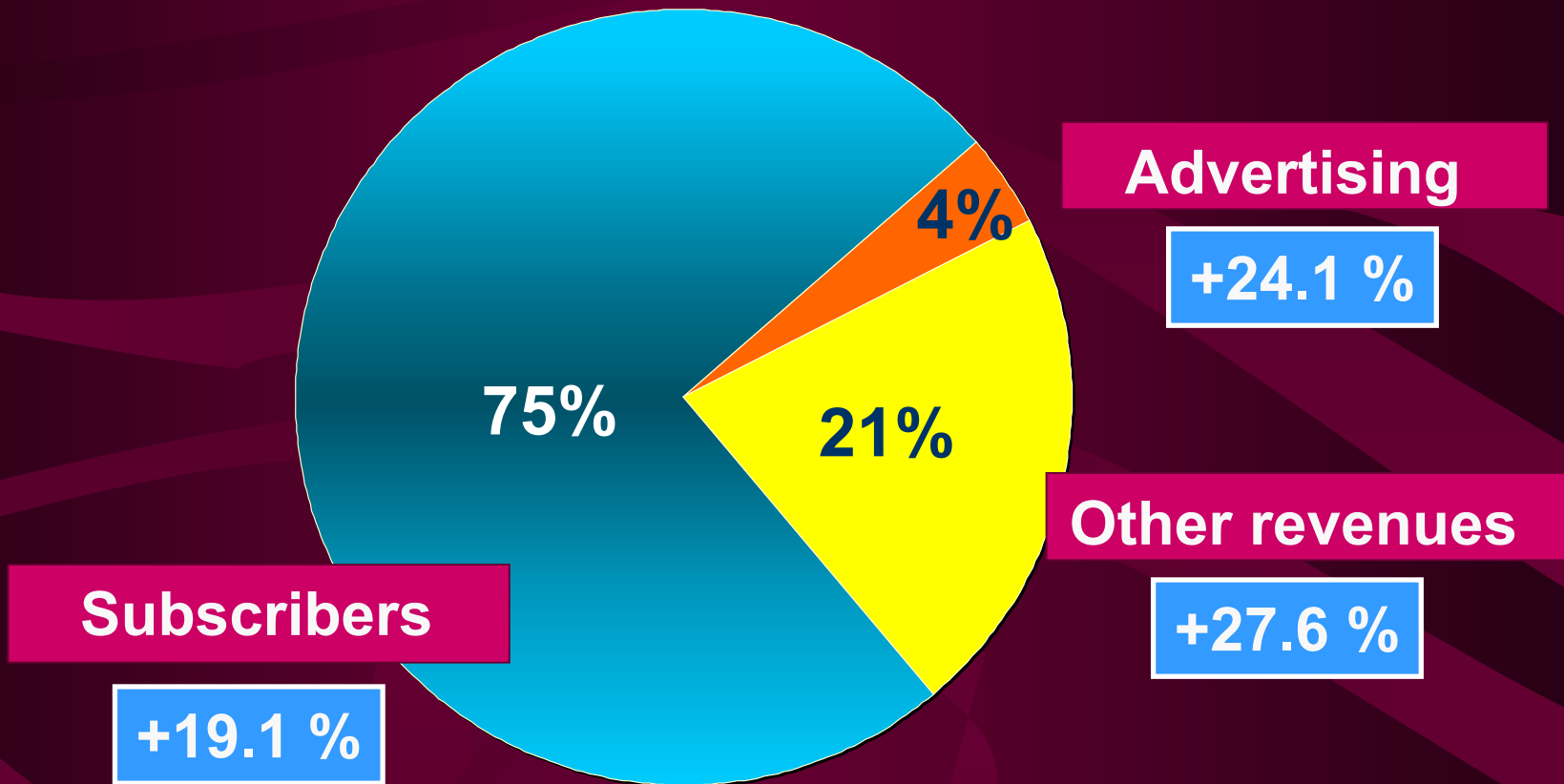
Quarterly evolution



Year-on-year comparison



(Million euros)



*(Percentages show increase in comparison to Sogecable's previous year revenues)*

Quarterly evolution

Year-on-year comparison



(Million euros)

(Million euros)

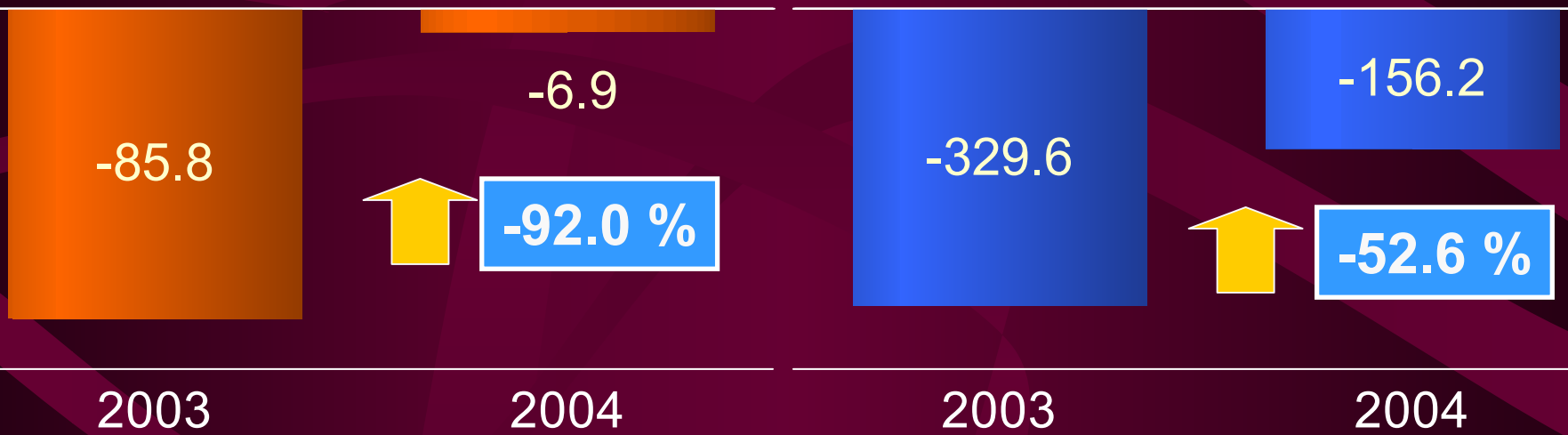


*2002 & 1H03 data add VD, AVS & SGC standalone EBITDA*



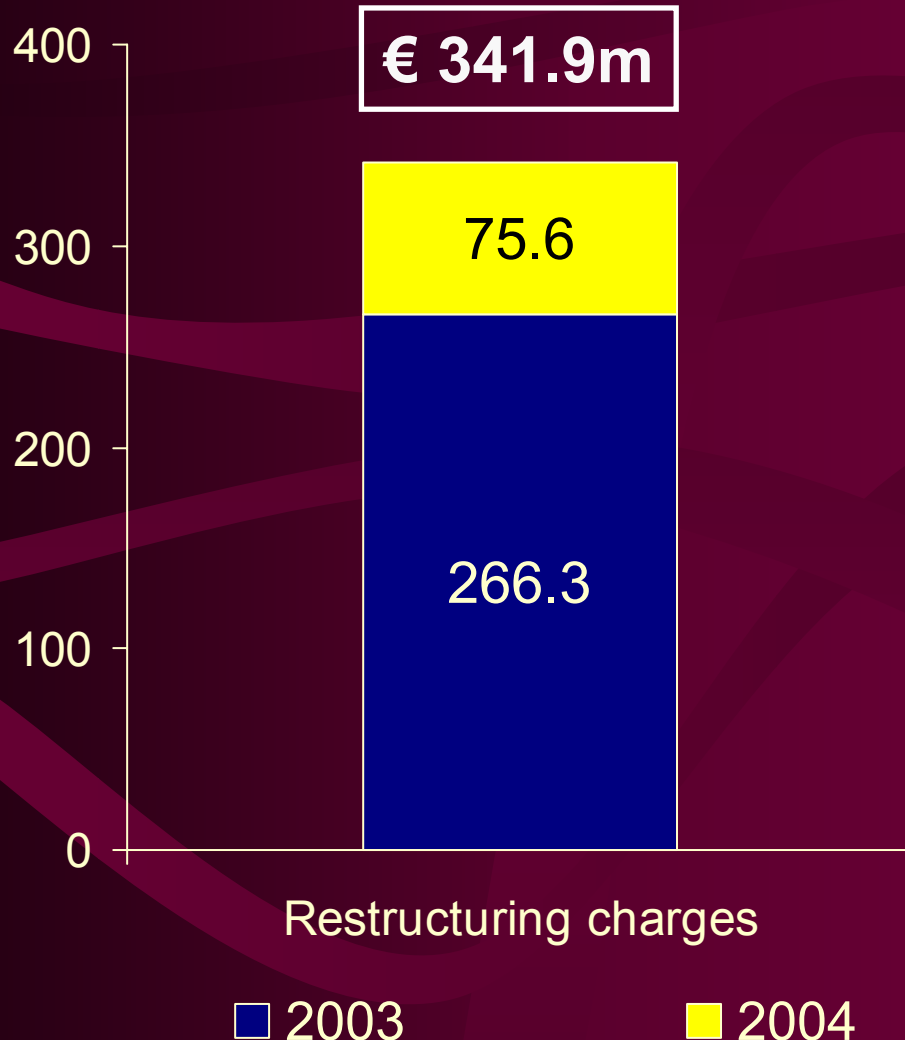
EBIT

Net Results



(Million euros)

(Million euros)



Costs within initial estimates

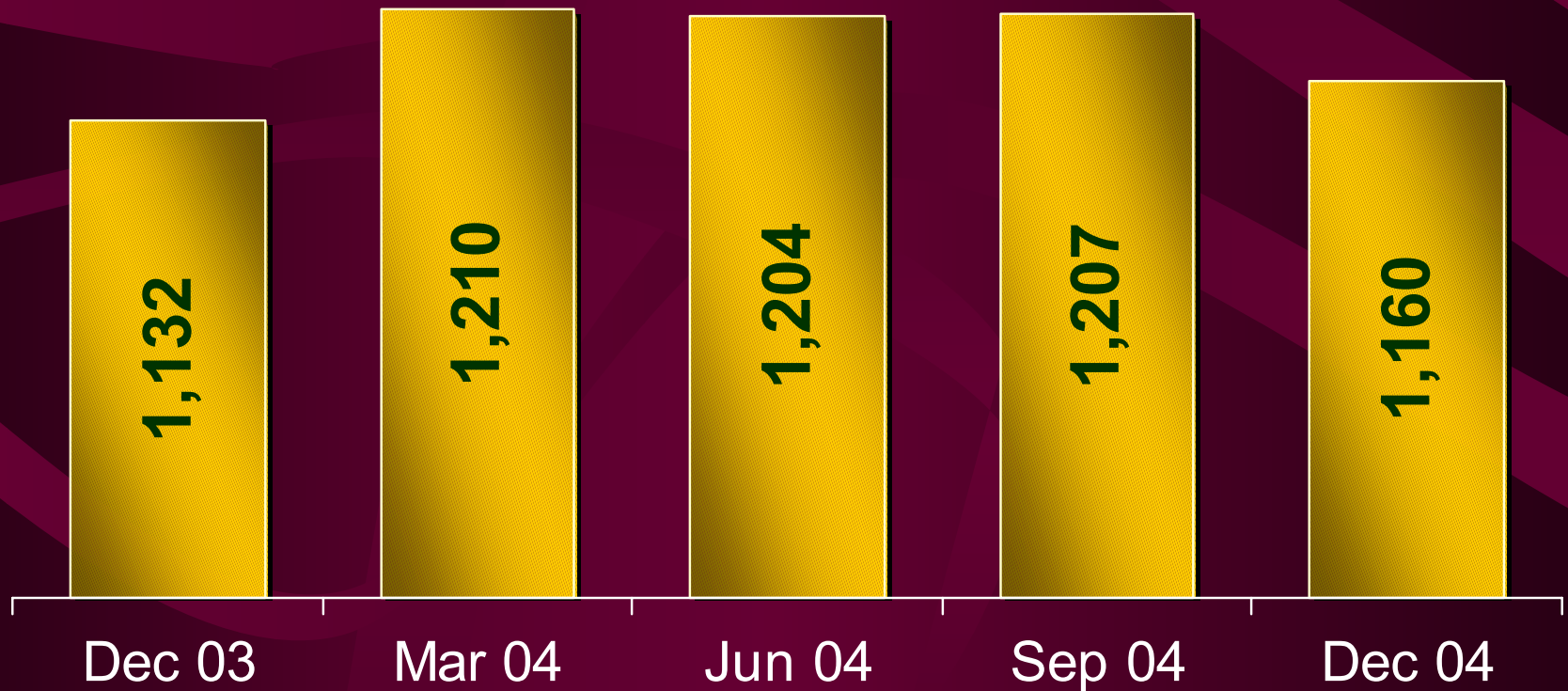
All goals achieved

Cost structure will allow margin increases from revenue growth

Debt spread to decline

(Million euros)

€ 1,400m maximum initially expected



Maximize top line in all activities

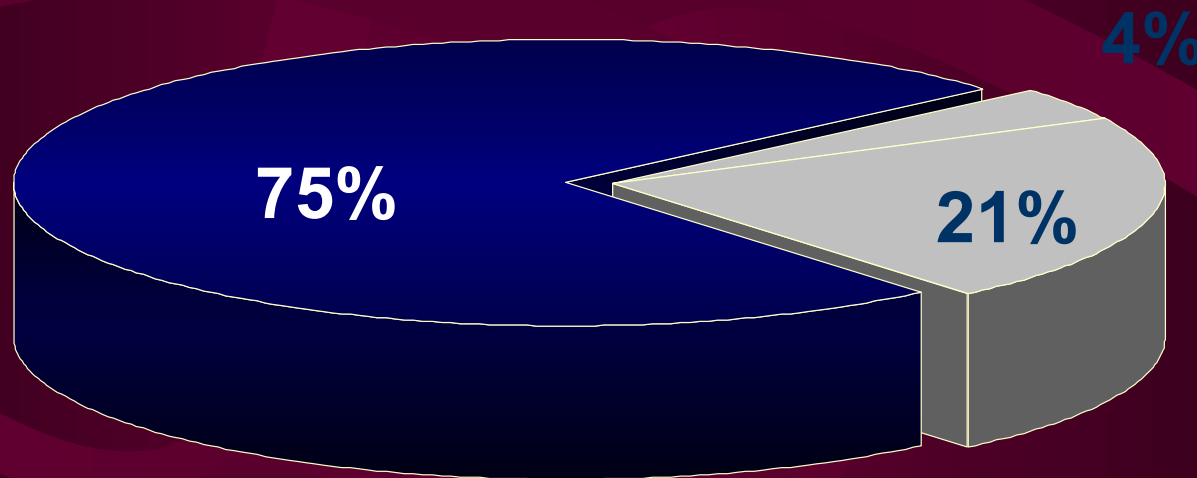
Undisputed leadership as content carrier

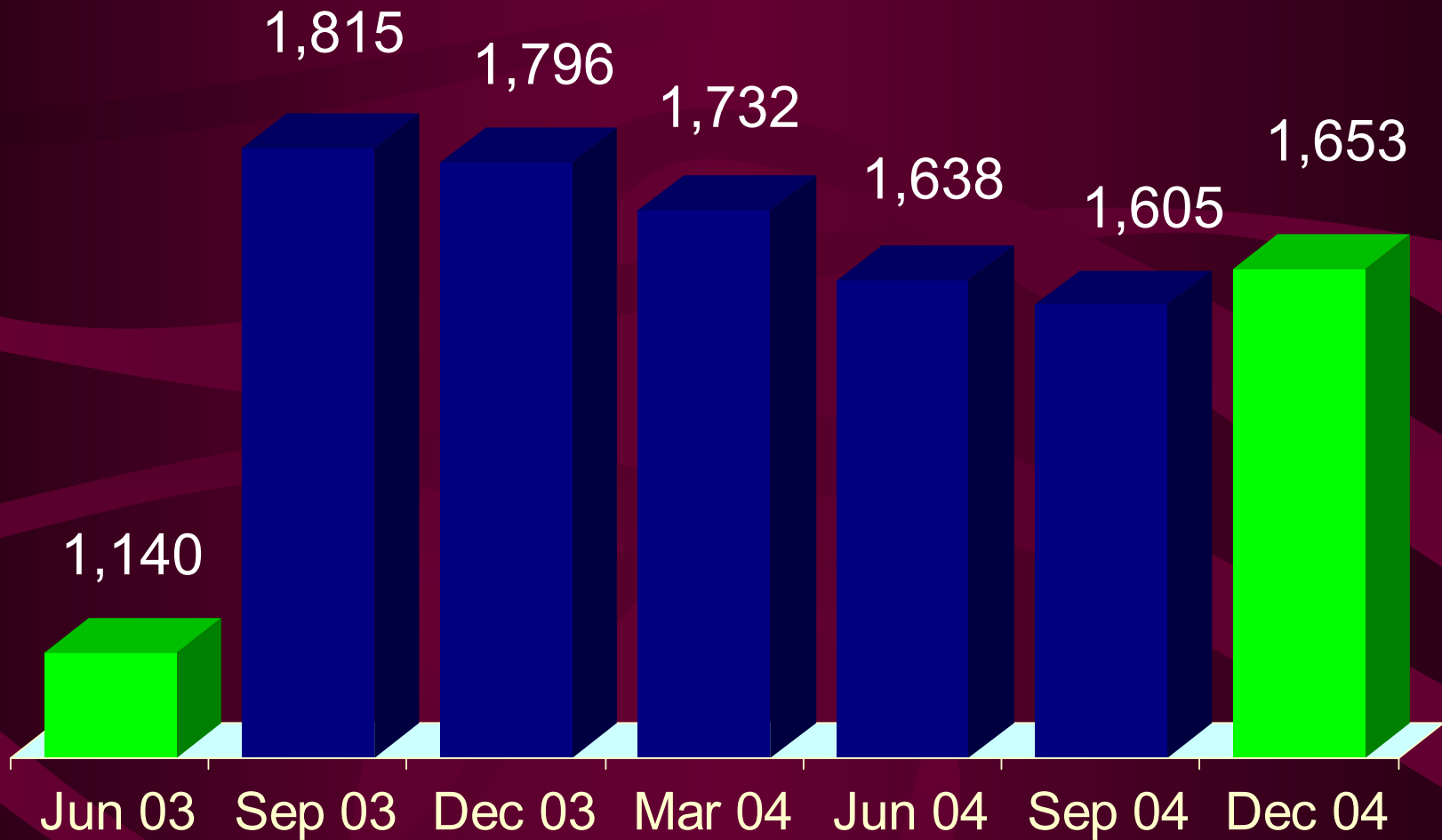
Strong EBITDA levels to grow from

Cost & operating restructure completed

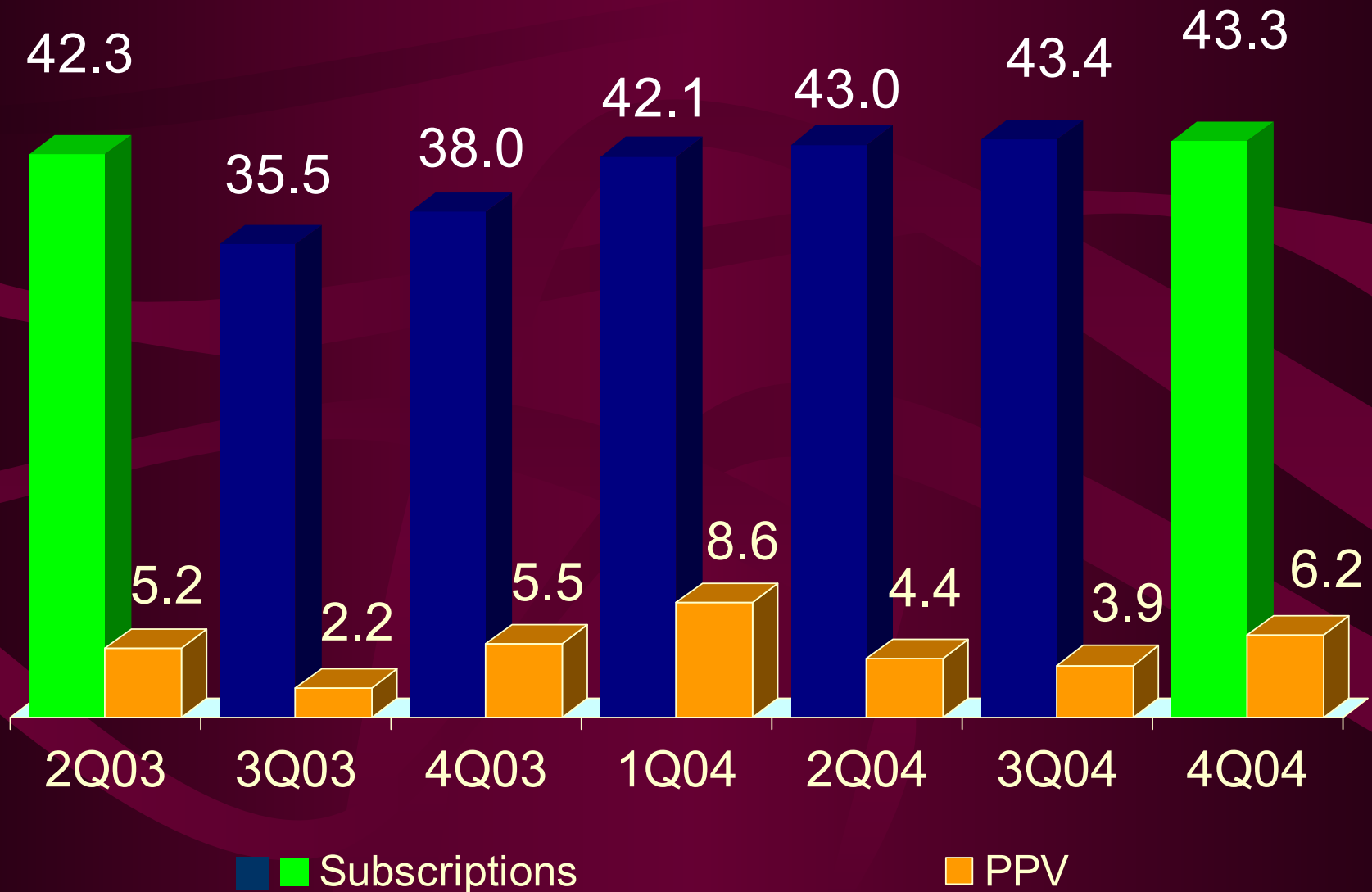
Cash flow generation expected

*Pay-TV activities*





*(Thousands of subscribers)*



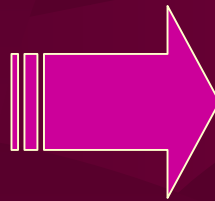
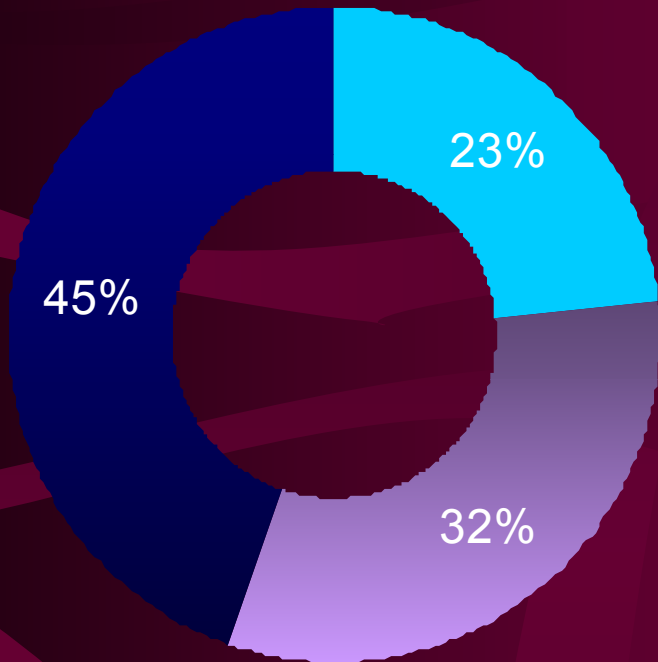
*(Million euros)*



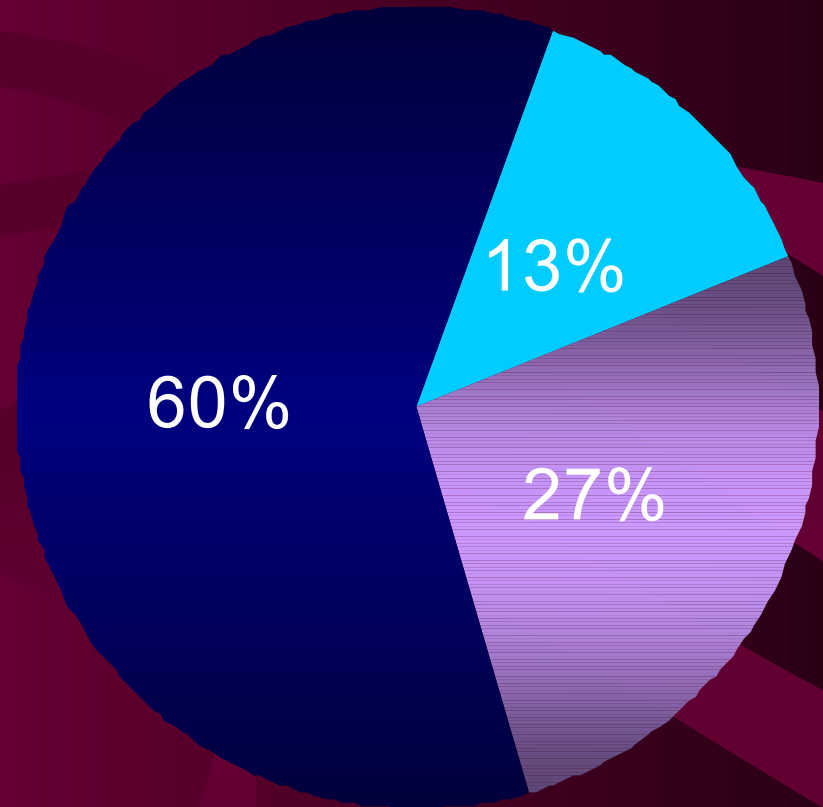
Continuous increase year-on-year



December 2003



December 2004



■ Basic tier

■ Intermediate tier

■ Full tier

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# Premium coverage of football

Worldwide rights of La Liga for any means



Game of the week exclusive in pay-tv on **CANAL+**

8 games per week in PPV bases

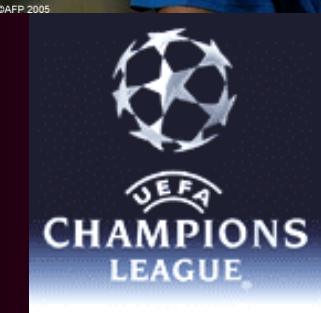
Only **DIGITAL+** customers to enjoy full coverage

UEFA Champions League

Exclusive match every Tuesday

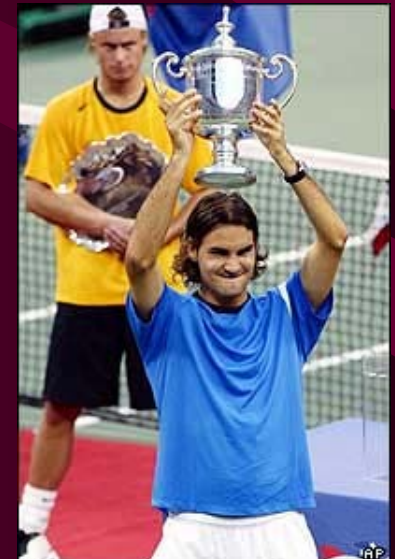
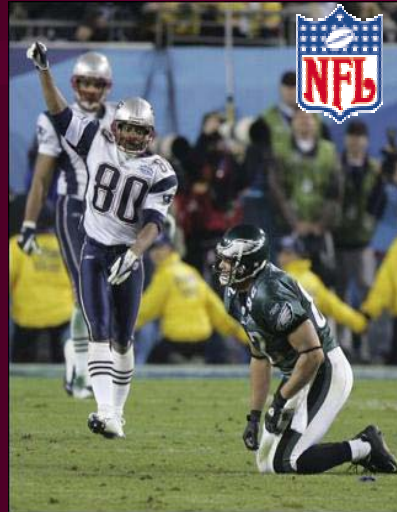
Full coverage on sport packages

Only **DIGITAL+** fulfill fan demands



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And any remarkable sport event



Exclusive pay-tv deals

All relevant product available

The finest and widest selection

Pay-tv, PPV & channel choice available





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Undisputed leadership in Spain's pay-tv

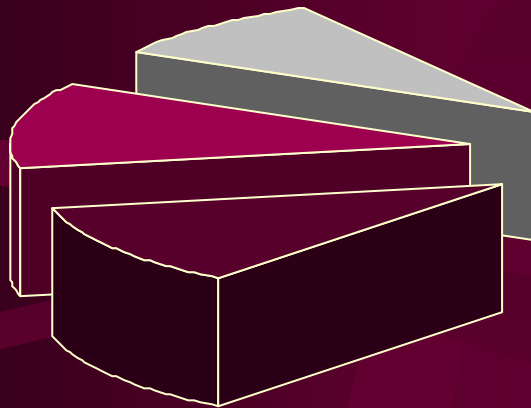
**DIGITAL +**

1.65 m

Penetration rate: 12%

Telecom pay-tv

0.9 m



**DIGITAL +**  
TOTAL

**DIGITAL +**  
FAMILIAR

**DIGITAL +**  
DEPORTE

**DIGITAL +**  
CINE

1,000,000 subscribers at top tier choices

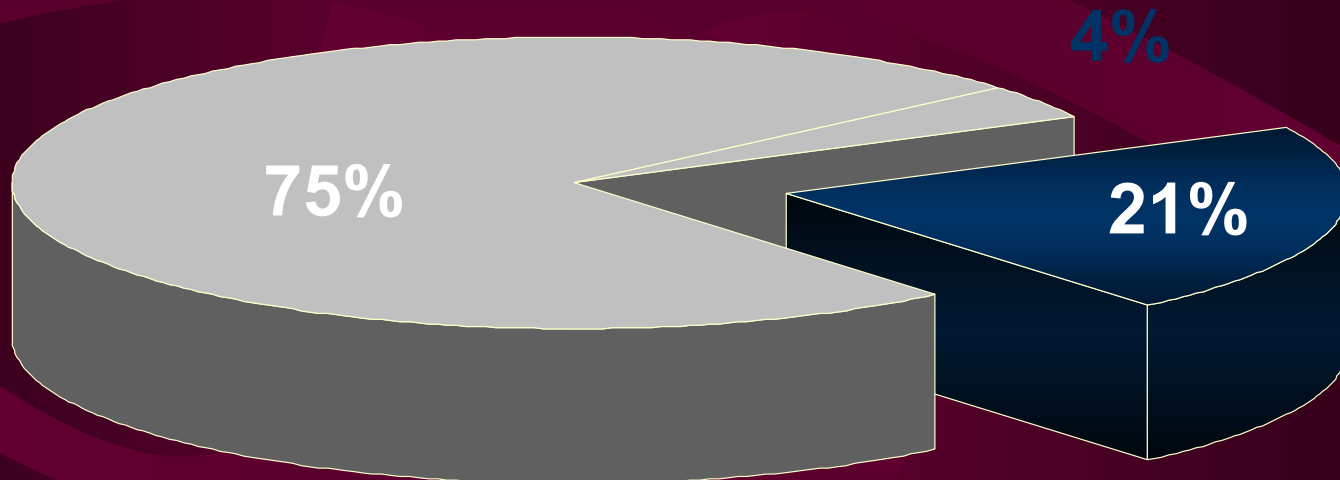
Content driven commercial campaigns directed to traditional & new customer segments

Churn rate rapidly approaching historical CSD levels

- Initiatives in client marketing & management
- Customer service improved
- Credit card guarantees

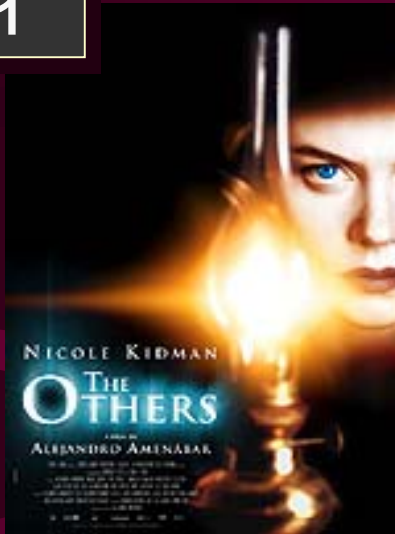
Upside potential derived from new technological opportunities

*Other revenues*





2001



2003



2004



ACADEMY AWARD NOMINATIONS



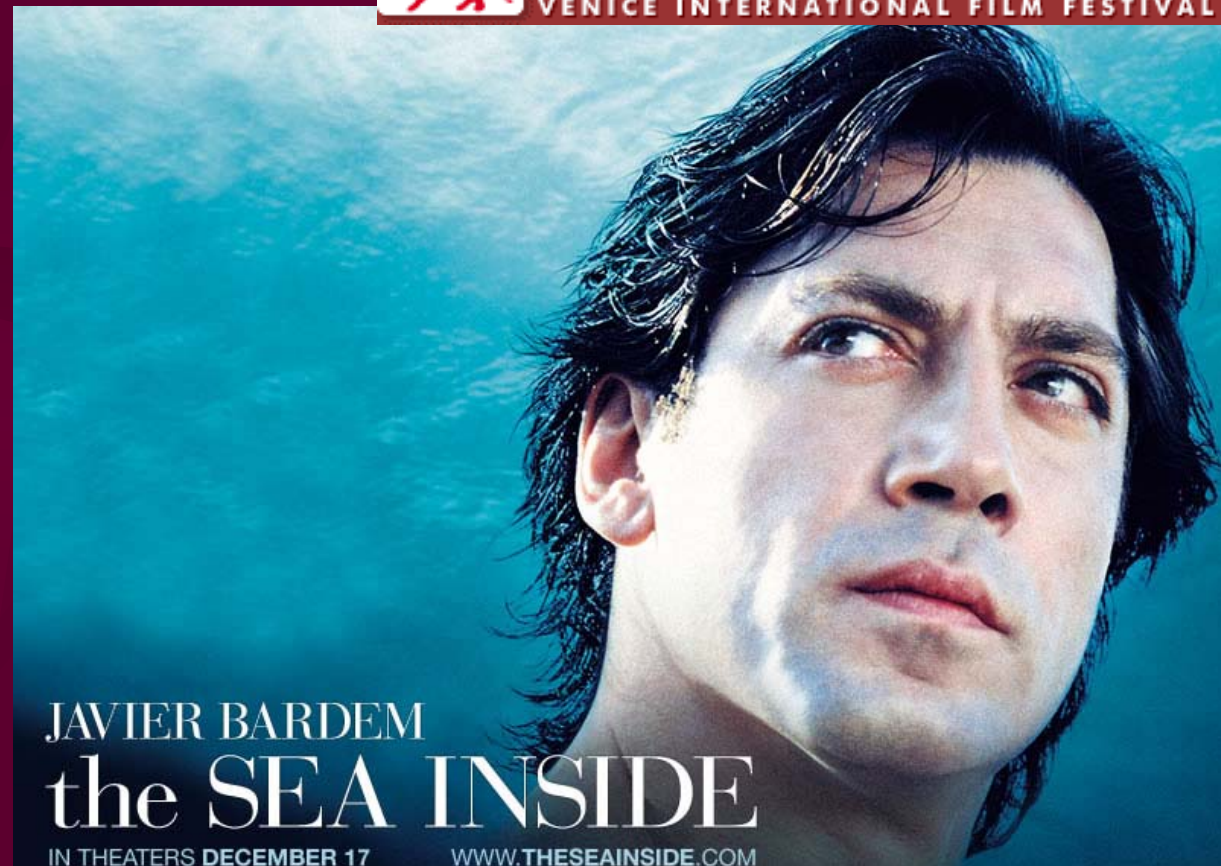
GOLDEN GLOBE AWARDS



GOYA AWARDS



VENICE INTERNATIONAL FILM FESTIVAL





Content distribution to be maximize

Key contents secured exclusive

Sublicencing of non-core football rights

Equal access to other players

FTA

Pay-TV

PPV

Goals

Internat'l

1 match  
per week

Game of the  
week exclusive

8 games per  
week

3-G Alerts

Full offer

FORTA

DIGITAL +

DIGITAL +

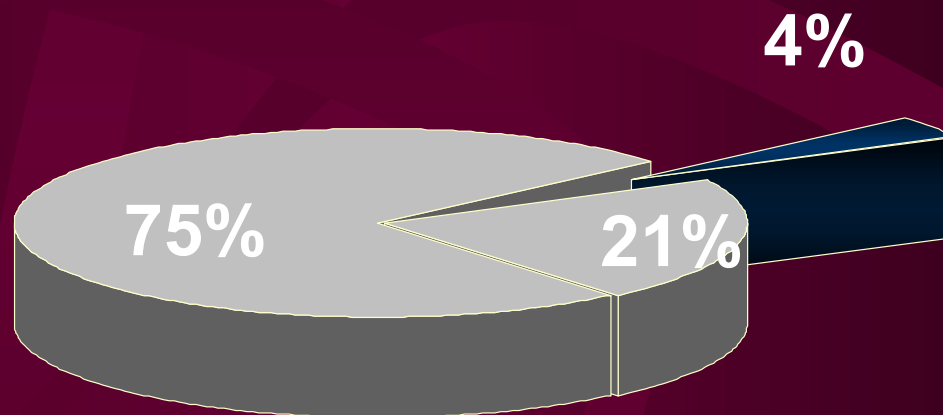
Mobile

Abroad

CANAL+

Telecoms

## Advertising



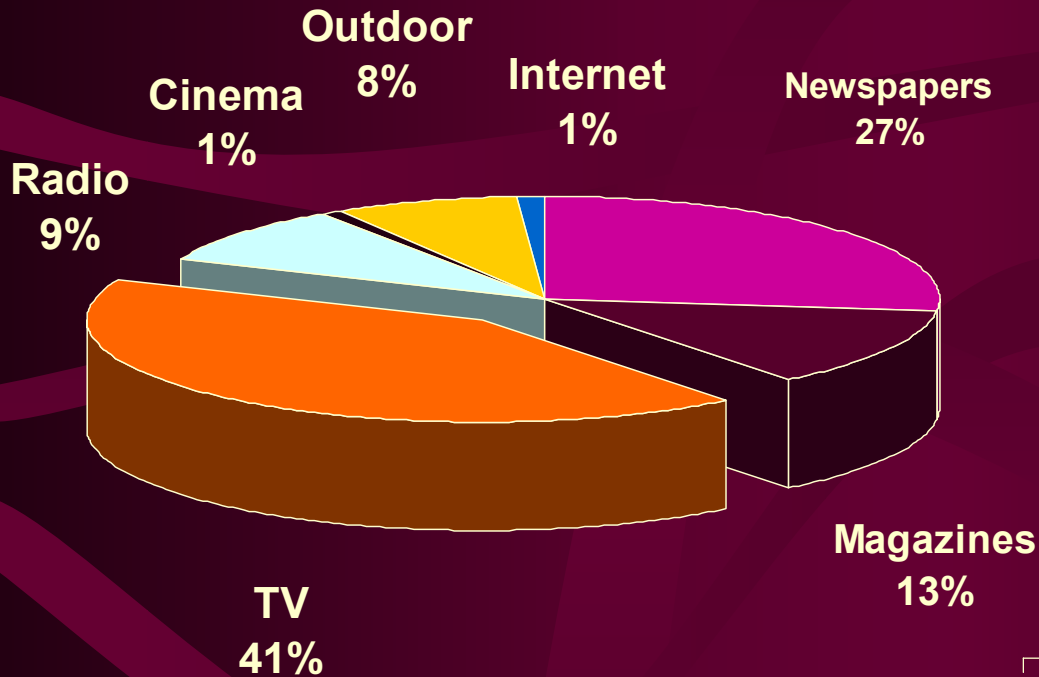
## SGC Ad revenues

(Million euros)



*Percentage shows revenues in comparison to total turnover*

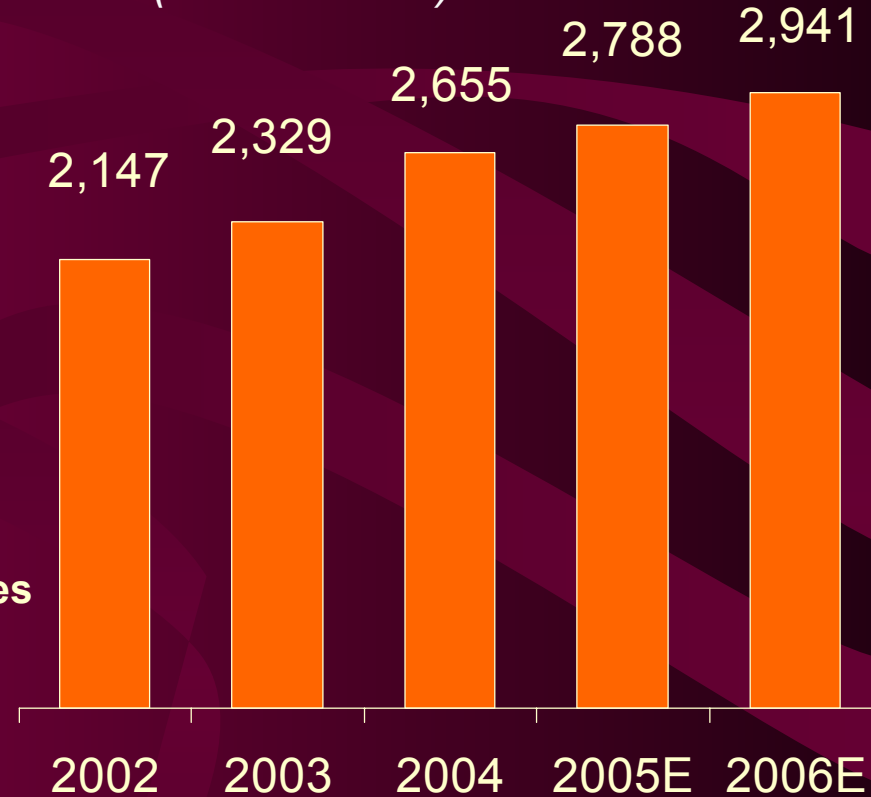
## Spanish Ad Market by medium



Source: Zenith Optimedia

## TV Ad Market

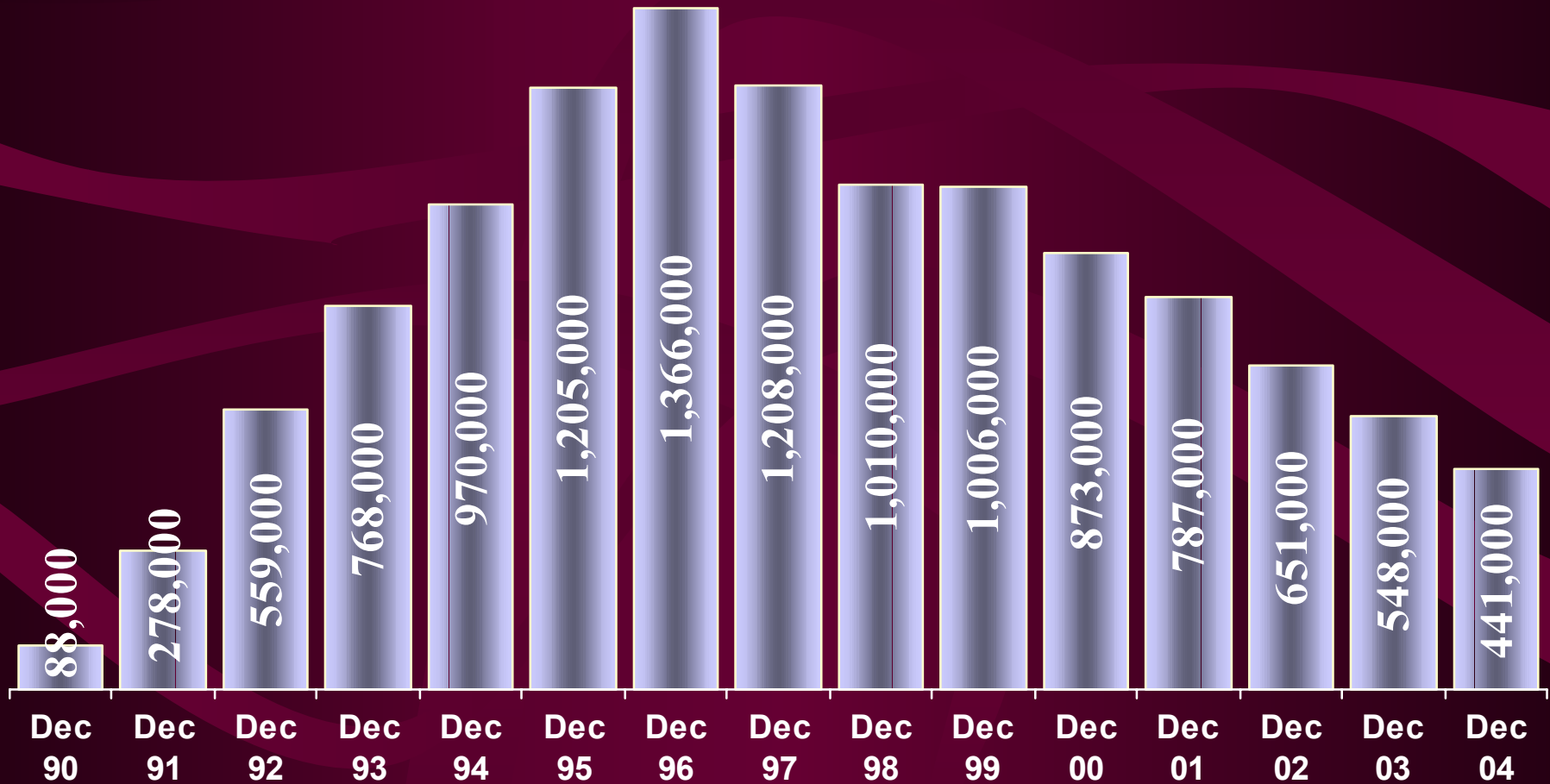
(Million euros)



Source: Sofres (actual)  
Morgan Stanley (future estimates)

Board of Ministers's approval required to change current model

Formal request submitted to Spanish cabinet Feb.22<sup>nd</sup> 2004



Channel already tunned in every TV set in Spain

Transmission & technical services on

Opportunity to migrate the remaining analogue subscribers

Reduced start-up costs: FTA contents

Guidance to be provided in case of approval



Strong 2004 financial results

Excellent growth opportunities on pay-tv activities

Margins increases benefiting from turnover growth

Content distribution to enhance profitability

Licence modification to FTA requested to the government

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