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In accordance with article 226 of the Consolidated Text of the Spanish Securities Markets Law (*texto refundido de la Ley del Mercado de Valores, aprobado por Real Decreto Legislativo 4/2015, de 23 de octubre*), Promotora de Informaciones, S.A. (“Prisa” or the “Company”) announces the following

RELEVANT INFORMATION

With respect to the capital increase with preferential subscription rights of the Company (the “**Capital Increase**”) and following the relevant information published on February 26, 2019, March 8, 2019 and March 20, 2019 (with registration numbers 275178, 275835 and 276277, respectively), the Company informs that, after the completion of the preferential subscription period and the allocation period of additional shares, all of the 150,243,297 shares offered in the Capital Increase have been subscribed for in an aggregate amount (including nominal value and issue premium) equal to 199,823,585.01 euros, as detailed below:

– *Preferential Subscription Period*

During the preferential subscription period ended on April 6, 2019, 149,974,442 new shares of the Company were subscribed for by exercising the preferential subscription rights, representing 99.82% of the Capital Increase.

– *Allocation Period of Additional Shares*

During the preferential subscription period 2,942,998,076 additional shares were requested. Accordingly, during the allocation period of additional shares that took place today, 268,855 new shares of the Company were subscribed for, representing 0.18% of the capital increase. Given that the number of additional shares requested was higher than the shares not subscribed for during the preferential subscription period, the corresponding pro rata allocation has been done in accordance with the provisions of the securities note that forms part of the prospectus approved by the Spanish National Securities Commission (*Comisión Nacional del Mercado de Valores*) on March 21, 2019 (the “**Securities Note**”).

The aggregate number of new shares subscribed for during the preferential subscription period, together with the number of additional shares requested represent a demand of over 20 times the new shares offered in the Capital Increase.

As a consequence of the above and given that the 150,243,297 shares offered in the Capital Increase have been fully subscribed for, the beginning of the discretionary allocation period described in paragraph D of section 5.1.3 of the Securities Note will not proceed.

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In accordance with the timetable set out in the Securities Note, it is expected that tomorrow, April 12, 2019, the Capital Increase will be executed through the corresponding public deed and the acquisition of the 25% of Grupo Santillana Educación Global, S.L. by Prisa Activos Educativos, S.L.U., wholly owned subsidiary of Prisa, will be closed. All of the above will be duly announced to the market through the corresponding relevant information.

Madrid, April 11, 2019.

Mr. Xavier Pujol Tobeña

General Counsel and Secretary to the Board of Directors

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IMPORTANT NOTICE

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The issue, exercise or sale of securities in the offering are subject to specific legal or regulatory restrictions in certain jurisdictions. The Company assumes no responsibility in the event there is a violation by any person of such restrictions.

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The Company has not authorized any offer to the public of securities in any Member State of the European Economic Area other than Spain. With respect to each Member State of the European Economic Area other than Spain and which has implemented the Prospectus Directive (each, a “**Relevant Member State**”), no action has been undertaken or will be undertaken to make an offer to the public of securities requiring publication of a prospectus in any Relevant Member State. As a result, the securities may only be offered in Relevant Member States (a) to any legal entity which is a qualified investor as defined in Article 2(1)(e) of the Prospectus Directive; or (b) in any other circumstances which do not require the publication by the Company of a prospectus pursuant to Article 3 of the Prospectus Directive. For the purposes of this paragraph, the expression an “offer of securities to the public” means the communication in any form and by any means of sufficient information on the terms of the offer and the securities to be offered so as to enable an investor to decide to exercise, purchase or subscribe the securities, as the same may be varied in that Member State by any measure implementing the Prospectus Directive in that Member State and the expression “Prospectus Directive” means Directive 2003/71/EC (and amendments thereto, including the 2010 PD Amending Directive, to the extent implemented in the Relevant Member State), and includes any relevant implementing measure in the Relevant Member State and the expression “2010 PD Amending Directive” means Directive 2010/73/EU.

This communication is directed only at (i) persons who are outside the United Kingdom or (ii) in the United Kingdom, persons who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the “**Order**”), or who are high net worth entities, and other persons to whom it may lawfully be communicated, falling within Article 49(2) of the Order (all such persons together being referred to as “**relevant persons**”). Any investment or investment activity to which this communication relates will only be available to and will only be engaged in with, relevant persons. Any person who is not a relevant person must not act or rely on this document or any of its contents.

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This communication is an advertisement for the purposes of Article 15 of Prospectus Directive 2003/71/EC and Article 28 of Spanish Royal Decree 1310/2005 of 4 November (Real Decreto 1310/2005 de 4 de noviembre). Investors should not purchase (or subscribe for) any shares referred to in this announcement except on the basis of information in the prospectus approved and registered with the Spanish Securities Market Commission (Comisión Nacional del Mercado de Valores) on 21 March 2019 and published by the Company in connection with the Offering and the admission of the shares in the capital of the Company to trading on the Spanish Stock Exchanges, which can be consulted in electronic format in the websites of Prisa (www.prisa.es) and the Spanish National Securities Commission (Comisión Nacional del Mercado de Valores) (www.cnmv.es).

Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“**MiFID II**”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “**MiFID II Product Governance Requirements**”), and after analyzing the target market of the subscription rights and the new shares (the “**Securities**”), its has determined that such Securities are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II Product Governance Requirements; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “**Target Market Assessment**”). Notwithstanding the forgoing, distributors should note that: the price of the Securities may decline and investors could lose all or part of their investment; the Securities offer no guaranteed income and no capital protection; and an investment in the Securities is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom.

Each distributor is responsible for undertaking its own target market assessment in respect of the Securities and determining appropriate distribution channels.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the Securities.

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