



3Q2020 Results

PROMOTORA DE INFORMACIONES, S.A.

October, 28th, 2020



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GENERAL OVERVIEW

Prisa accelerates its strategic transformation, reinforces its flexibility and financial strength and boots its digital business transformation with subscription models

- ❑ Prisa refinances its debt until 2025 and agrees Santillana Spain disposal for an EV 465 million euro.
- ❑ The refinancing agreement reduces the Group's net debt by more than 30% and increases its liquidity. The company will have more than 275 million euros to meet its liquidity needs and to develop its strategic business plans.
- ❑ These agreements provide PRISA with considerable flexibility to accelerate the group's strategy sheet focused on Ed-Tech subscription models in Latin America and on the digital development and subscription models of its media businesses.
- ❑ PRISA sets the framework for a future separation of the Education and Media businesses

Perimeter effect: The results of the 9 months of 2020, include Media Capital as a discontinued operation. The company has agreed the sale of the remaining 64.47% of Media Capital stake to a group of Portuguese investors for an amount of 36.9 million euros. The operation has obtained the necessary approvals from the creditors and expects to materialize before the end of the year. Santillana Spain remains within the scope of the results of the first 9 months of the year. After the announced sale operation, it will be registered as discontinuity from October, 2020 with retroactive effect to January, 2020.

- ❑ In January-September period, the Covid-19 had an estimated negative impact on the group's revenues of -166 million euros and on EBITDA of -119.4 million euros.
- ❑ The education business shows resilience by maintaining margins in a difficult environment marked by Covid-19 where schools in most countries where Santillana is present have not yet opened face-to-face assistance. Revenue falls in local currency by 6.5% (-14.9% in euros) with digital revenues representing 26% of the total and 53% of total private sales in LatAm. The number of students on subscription models grew by 20% in the first nine months of the year to reach 1,726,000 students. The good behavior of the subscription models and public sales, mainly in Brazil, offsets partially the fall of LatAm's didactic business and Spain (being 2020 a year without significant novelties). Highlights in the period, the maintenance of margins despite the fall in revenue and the performance of Brazil, which increases its EBITDA by more than 4x to reach 23.6 million euros, due to the sales of the PNL19 that were recorded on Q12020 and for the registration in 3Q2020 of the replacement sales that last year were recorded in the 4T.
- ❑ Media business has been particularly affected by Covid-19 crisis, showing falls in revenue over the period of -37.6% in Radio (1Q -21.1%; 2Q -54.3%; 3Q -33.7%) and of -25.8% in News (1Q -15%; 2Q -38.9%; 3Q -21.7%) due to the declines in the advertising market and print copies sale. Both business reduces its costs.
 - ❑ Radio makes progress in its strategy of creating new digital audio content, multichannel distribution and product innovation that is reflected in the growth of the consumption of streaming hours and podcast downloads that have reached in September 61.2 million (+12%) and 25.4 million (+63%), respectively.
 - ❑ News boost the transformation of its digital model with the launch in early May of the EL PAÍS payment system. It now has 117,421 subscribers, of which 71,021 are digital exclusives with an ARPU close to 9. The payment model is proving to be a model that works economically and with great potential for future development. This puts the focus on the growth of subscription income that will allow the consolidation of the digital business developed in recent years, making it more robust and scalable. 41% of News revenues are already digital.



GENERAL OVERVIEW

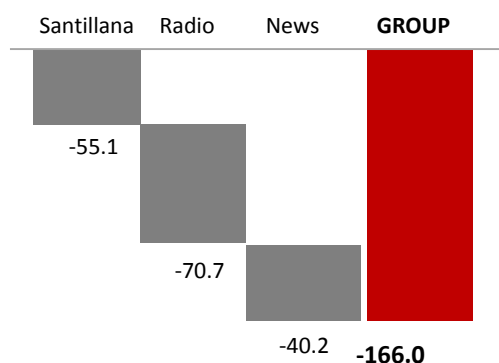
- ❑ **Compliance with the 40 million euro contingency plan implemented in all business units to reduce the negative effects of the Covid-19.** By September, over 80% of expected plan has been executed.
- ❑ **FX has had negative effect on revenues of -44.0 million euros and on EBITDA of -5.4 million euros** mainly due to devaluations in Mexico, Argentina and Brazil.
- ❑ **Net result affected mainly by impairments from the sale of Media Capital amounting to 77 million euros, by the impairment of all the outstanding tax credits in Spain amounting to 64.5 million euros** and by impairments to radio assets in Mexico and Chile amounting to 21.9 million euros.
- ❑ **Net Bank Debt at the end of the period stands at EUR 1,107 million compared to EUR 1,061 as of December 2019. Which means a Net Debt/EBITDA ratio of 7.8x. The pro-forma debt ratio for the announced operations is 6.7x.**



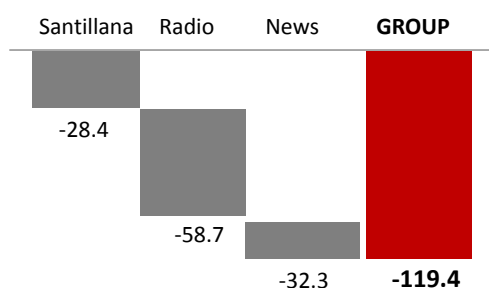
COVID-19 IMPACT ON 9M2020 RESULTS

- ❑ **COVID-19 is having an unprecedented impact on the economy and society, harming industries and businesses around the world.** The virus is significantly affecting the countries where Grupo PRISA is present.
- ❑ **At Grupo PRISA, the media are suffering the most, while the education business is currently proving to be more resilient, despite the fact that the campaigns have been affected by the difficulties of an environment where schools in most of the countries where Santillana is present have not yet begun their face-to-face activity.**
- ❑ **Since the crisis began, PRISA, as a business group focused on two sectors as essential as education and the media, has given the highest priority to the continuity of its activities, taking the necessary measures to protect health and safety of its employees, suppliers and customers; and, at the time, has reaffirm its social commitment by offering access to comprehensive and rigorous information, quality entertainment and online educational services in support of families and schools in Spain and Latin America.**
- ❑ **In January-September period, Covid-19 has had in the group an estimated negative impact on revenues of -166 million euros and on EBITDA of -119.4 million euros.**
- ❑ **The Company has put in place a 40 million contingency plan (March-December) to reduce the negative impacts of Covid-19, which includes cost reductions in all items and that it is being rigorously fulfilled. As of September, over 80% of the planned plan has been executed and it is expected that by the end of the year, the savings plan will surpass the 40 million committed.**
- ❑ **Consequences for the Group's future operations continue to be uncertain and will depend to a large extent on the evolution and spread of the pandemic in the coming months, as well as on the responsiveness and adaptation of all impacted economic agents.**
- ❑ **On 1Q2020 Results release and given the uncertainty that existed to that date, the company invalidated the 2020 Outlook communicated to the market at the end of February.** It is not yet possible to estimate impacts, and it is premature to carry out a detailed assessment or quantification of the possible impacts that Covid-19 will have on the Group in the coming months, due to the uncertainty of its consequences in the short, medium and long term, and especially with regard to the risk of changes in certain financial aggregates and the risk of valuation of the assets and liabilities on the balance sheet. For Q4, it is expected that Media advertising will continue with similar falls as the market and that Education will be affected by FX evolution, by the lack of novelties in the public purchase of Ensino Medio in Brazil and by the beginning of the South campaign, which could be affected by the lack of opening of schools in person.

ESTIMATED IMPACT ON 9M2020 REVENUE



ESTIMATED IMPACT ON 9M2020 EBITDA





EDUCATION

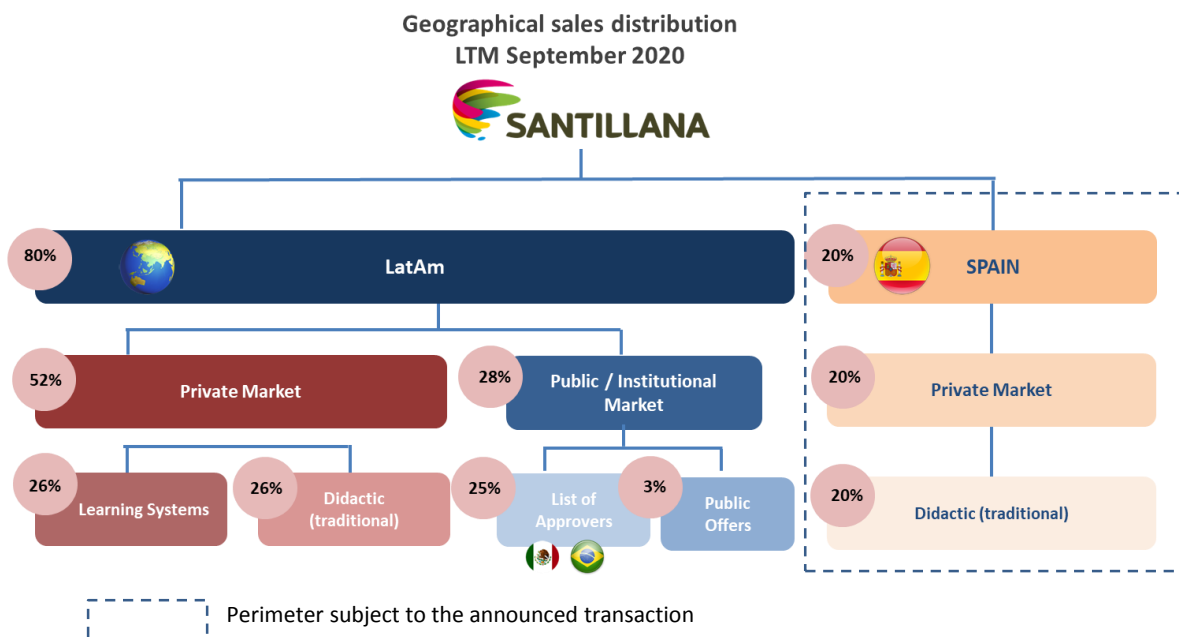
Business description and market position

Perimeter effect: On October 19th 2020, the company has agreed to sell Santillana Spain's business to Sanoma for an EV of 465 million euros. The figures as of September include the business of Santillana Spain in the perimeter. As from October 2020 with retroactive effect to January 2020, Santillana Spain's business will be accounted for as a discontinued operation.

The sale of Santillana Spain's business, allows Santillana to focus its efforts on boosting subscription models in Latin America, where it has a unique value proposition, being the only Pan-LatAm platform that is leading the expansion of subscription models outside Brazil. With 1,726,000 students in subscription models, it has the competitive advantage of being the only global operator in all markets. Santillana is focused on the K-12 education market, which is the largest in size, most attractive and most resilient due to its compulsory education nature.

Within the K-12 market, Santillana, once sold the business of Santillana Spain, develops its activities in 2 areas with different market dynamics:

- A** LatAm's Private Market: 52%* of total Santillana sales (65% proforma Santillana Spain disposal). Focused on transformation into subscription model.
- B** LatAm's Public / Institutional Market: 28%* of total Santillana sales (35% proforma Santillana Spain disposal). With established programs in Brazil and Mexico and share growth.



Leadership in the K-12, with special focus on subscription models and with the opportunity to transform students of traditional education (didactic) into subscription models

* Data for LTM September 2020



EDUCATION

Business description and market position

A LatAm's private Market K-12+

A 52%* of Santillana's revenue are generated on LatAm's private market. (65% proforma Santillana Spain disposal).

In the LatAm's private market within the K-12, there are 18 million students of which approximately 11.4 million study through didactic methodology and 6.6 million through subscription models.

A big transformation in the educational development of all Latin American countries is taking place, education is being transformed from a didactic/traditional book sales model to a contents and services sale through improve technology (subscription model). This model provides business improvement to Schools and companies, as well as educational improvement to students.

LatAm's private market sharing between didactic/traditional education and subscription model and Santillana's global positioning is shown below:

Leading Market Positioned Across LatAm...		Addressable Market	Santillana (% Market Share)
Private Students	Traditional	~11.4m ⁽¹⁾	~5.3m ⁽¹⁾ (~30%)
	Subscription	~6.6m	~1.7m ⁽²⁾ (~26%)
# Schools		120,000	16,800 (~14%)

...Underpinned by Rooted Presence Across Countries



Relevant Data by Country (Students)				
		Addressable Market	Santillana	Market Share %
Brazil (~8.0m Students)	Traditional	~3.3m	~1.3m	22% ⁽²⁾
	Subscription	~4.7m	~0.6m	12.6% ⁽³⁾
Mexico (~3.5m Students)	Traditional	~2.7m	~0.7m	15%
	Subscription	~0.5m	~0.2m	49%
Colombia (~1.8m Students)	Traditional	~1.2m	~0.8m	37%
	Subscription	~0.6m	~0.5m	80% ⁽¹⁾

1. Students users of Santillana books. From 1 subject to full curriculum. Not Santillana's exclusively.
 2. Santillana's exclusively students

Santillana is the only Pan-LatAm education operator present in all Latin American countries with an undisputed leadership position in most of them. It is the only Pan-LatAm operator that has developed subscription models outside Brazil.

Santillana develops a key role in the technological development of educational systems of the countries in which it operates through the implementation and development of the technology in the educational learning system. Santillana has created a scalable technological platform for any user in any region. Its offer includes a comprehensive service aimed at schools, teachers and students, which incorporates technology, training and counseling. Subscription models (UNO, Compartir, Farias Brito, Educa and English subscription model) account for 26%* of Santillana's total revenues and 50%* of total private education revenue in LatAm. **Santillana's subscription models are present in 15 Latin America countries.**

Santillana, today, has its full focus on the transformation and growth of subscription models. Its leadership and undisputed positioning in the didactic business in most Latin American countries and its achievements in positioning its subscription models, provides Santillana a privileged position to successfully accelerate this transformation.

* Data for LTM September 2020.



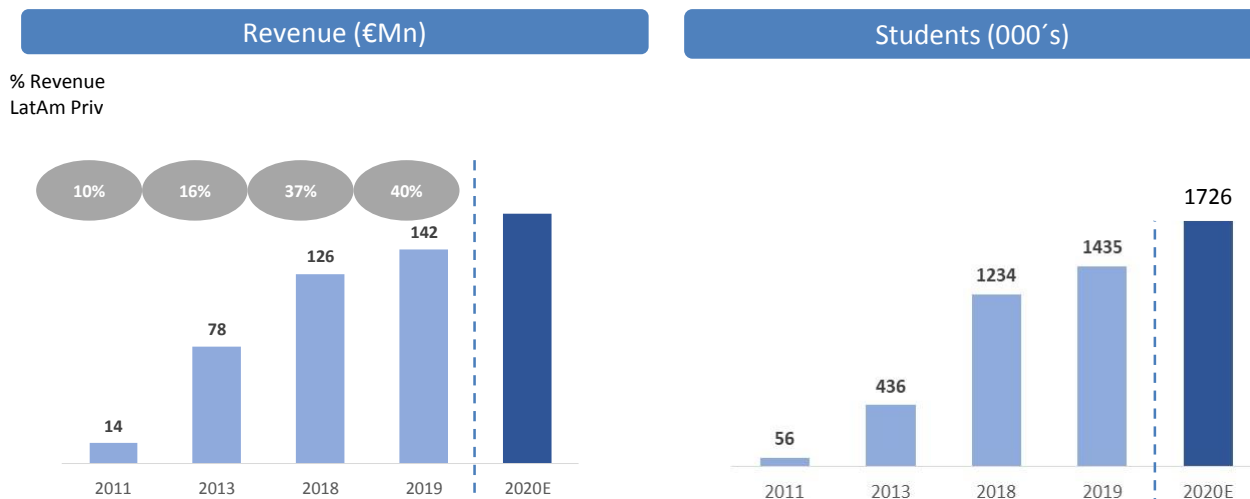
EDUCATION

Business description and market position

SUBSCRIPTION MODELS

The subscription model business offers more revenue visibility vs. didactic model, with signed contracts for 3 and 4 years period with an average revenue per student higher than the average price per student of the didactic model. **The average renewal rate on such systems is close to 90% with an EBITDA margin approx. of 30%.**

The evolution of subscription models since its launching has been as follows:



SUBSCRIPTION MODELS IN THE COVID-19 ENVIRONMENT

Santillana's subscription models have shown during this pandemic and economic crisis that we are experiencing due to Covid-19, greater resistance and its comprehensive pedagogical proposal has been more reinforced by adapting much better to an online education with a blended offer formed of printed and digital content and a wide range of services that we have been able to offer to schools without interruption through our technological platforms.

Santillana has achieved in the first nine months of 2020 a growth in students of 20% to reach 1,726,000 students. In this environment of crisis that we are experiencing, there has been, since April, a drop in enrollment in schools linked to our subscription models of southern campaign by 4% and northern campaign by 10%, with special emphasis on early childhood education. This drop is already reflected in the figure of 1,726,000 students

In Brazil, Santillana has been the Company which has grown the most in students in 2020 compared to the main competitors, from 427,000 students in 2019 to 591,000 by 2020 (+39%)

In the context of the exceptional circumstances caused by Covid-19, with the temporary closure of schools, Santillana has guaranteed its customers the school activity in total normality, through its platforms and digital resources. Interactions in its education systems have increased by more than 482%.

Covid-19 is representing a fundamental change in education, accelerating the digital transformation of both students and teachers.



EDUCATION

Business description and market position

B LatAm's Public/Institutional Market K-12

Santillana participates in LatAm's Public Market through different governments tenders where Brazil and Mexico are the most relevant countries. Revenue coming from Public Sales accounts for 28%* of Santillana's total sales. (35% proforma Santillana Spain disposal).

In Brazil, which is the most relevant country, government purchases through PNLD** program and follows a purchasing schedule of Fundamental I, Fundamental II, and Ensino Medio, with a system of novelties and repositions every 3 or 4 years.

Santillana has managed in recent years to significantly increase its share in Brazilian government orders thanks to the commercial effort and its product offering. In 2019, the share achieved in FII stood at 32.5%, leading the program and doubling the share compared to previous cycle.

Government buying dynamics, especially in Brazil, usually generate both temporal and volume variations between the various years of the educational cycle. Despite this fact, it is a very profitable business with growth prospects with long-term inflation.

By 2020, no novelties are expected and FI, FII and Ensino Medio repositions are expected. By 2021, novelties on Ensino Medio interdisciplinary books and subject books are expected, as well as FI and FII repositions.

As of September 2020, orders for FII and Ensino Medio (subject books) for 2020 have already been issued, being the amounts in line with what is expected. FI Repositions (whose amount is also in line with expectations and whose registration will take place according to the government's collection schedule) are pending, and may fluctuate from 4Q 2020 to 1Q 2021. (The total amount amounts to 123 million Reais).

* Data for LTM September 2020.

** PNLD refers to *Programa nacional do Livro Didático* in Brazil.



EDUCATION

9M 2020 Main Headlines

- ❑ In the current macro context and in view of difficulties faced in most schools that have not yet opened face-to-face assistance by Covid-19, education sales show resilience with a 6.5% drop in local currency (-14.9% in euros). The good performance of subscription models and public sales especially in Brazil partially compensates for the decline experienced in the didactic business. Digital revenue represents 26% of the total and 50% of total private income in LatAm in the period.
 - ❑ **Subscription models grow in revenue by 15% in local currency (1% in Euros) to reach 103 million euros with a growth in students of 20% to surpass 1,726,000 students.** Santillana's technology platform has achieved a record of connectivity and content usage since the beginning of confinement guaranteeing its customers the school activity normally. During this period, Santillana opened its technology platforms to all its students in Spain and Latin America in order to help and support the continuity of the educational process.
 - ❑ **Didactic business sales in LatAm show a fall of 35% in local currency (41% in euros) explained by (i) sales from some South area countries (mainly Argentina, Chile, Ecuador and Peru) that have been affected by the lock down of the supply chain before campaigns are completed, (ii) sales from some North area countries (mainly Mexico, Dominican Republic and Puerto Rico) where the campaign has suffered from the difficulties of the macroeconomic environment and the non-face-to-face start of classes and (iii) the transition of students to subscription models.**
 - ❑ **Public sales reach 68.3 million euros with growth of 44% (75% in local currency) mainly explained by the outstanding sales of Brazil's 2019 PNLD that have been recorded in 1Q2020 and and by the advance of reposition sales that have been recorded in the 3Q while last year they were registered in 4Q.**
 - ❑ **Spain shows revenue fall, as 2020 is a year without significant novelties in line with expectations.**
- ❑ **EBITDA reaches EUR 110.1 million compared to EUR 129.2 million in the same period of 2019. Fall in local currency of 9.4% (-14.8% in euros).**
- ❑ **Margins maintenance thanks to the savings made mainly in staff expenses and external services.**
- ❑ **Negative FX impact on revenues of €-38.8 Mn and €-7.0 Mn on EBITDA by currency devaluation mainly in Argentina, Brazil and Mexico.**
- ❑ **Covid-19 impact on Santillana's first 9 months results has had an estimated negative impact on revenues of €-55.1Mn and on EBITDA of €-28.4Mn.**
- ❑ **For the 4Q of the year, remain as pending, returns of the North area campaigns (Mexico mainly), the beginning of the South area campaign and the registration of Brazil's reposition public sales (FI) whose final amount to be registered in 2020 (123 million Reais) will depend on i) the government's collection schedule, which may occur between Q4 2020 and Q1 2021 and ii) FX evolution.**



EDUCATION

Revenue Breakdown

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Operating Revenues: breakdown						
Education sales	389,1	457,3	(14,9)	146,3	204,0	(28,3)
Private Latam	195,5	258,8	(24,5)	41,3	69,4	(40,5)
Didactic	92,3	156,7	(41,1)	15,4	38,4	(59,8)
Learning systems	103,2	102,0	1,1	25,8	31,0	(16,7)
Public sales	68,3	47,4	44,1	20,4	28,8	(29,2)
Spain*	125,2	151,1	(17,1)	84,7	105,8	(20,0)
Other revenues	3,3	3,8	(14,7)	1,5	1,1	28,9
Operating Revenues	392,3	461,1	(14,9)	147,8	205,2	(28,0)
Operating Revenues at constant currency: breakdown						
Education sales	427,7	457,3	(6,5)	160,0	204,0	(21,6)
Private Latam	219,3	258,8	(15,3)	45,7	69,4	(34,1)
Didactic	101,9	156,7	(35,0)	(4,2)	38,4	---
Learning systems	117,3	102,0	15,0	50,0	31,0	61,2
Public sales	83,2	47,4	75,4	29,5	28,8	2,6
Spain*	125,2	151,1	(17,1)	84,7	105,8	(20,0)
Other revenues	3,5	3,8	(8,3)	1,5	1,1	32,8
Operating Revenues	431,2	461,1	(6,5)	161,5	205,2	(21,3)

P&L

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Reported Results						
Operating Revenues	392,3	461,1	(14,9)	147,8	205,2	(28,0)
Spain business	121,5	147,9	(17,9)	81,7	102,6	(20,3)
International business	269,4	311,6	(13,5)	65,4	102,2	(36,0)
Global Educational IT & HQ	1,4	1,6	(8,1)	0,7	0,3	109,5
Expenses	282,3	331,9	(15,0)	92,3	137,8	(33,1)
Spain business	63,8	77,9	(18,1)	35,4	46,3	(23,6)
International business	201,5	236,3	(14,7)	51,2	85,7	(40,2)
Global Educational IT & HQ	16,9	17,7	(4,8)	5,6	5,7	(2,0)
EBITDA	110,1	129,2	(14,8)	55,5	67,4	(17,5)
Spain business	57,6	70,0	(17,7)	46,3	56,3	(17,7)
International business	67,9	75,3	(9,9)	14,2	16,5	(14,2)
Global Educational IT & HQ	(15,4)	(16,2)	4,4	(4,9)	(5,4)	8,7
<i>EBITDA Margin</i>	28,1%	28,0%		37,6%	32,8%	
EBIT	71,0	86,4	(17,8)	40,6	51,9	(21,7)
Spain business	49,0	61,1	(19,7)	39,7	49,5	(19,7)
International business	40,9	45,4	(10,1)	7,7	9,6	(19,9)
Global Educational IT & HQ	(18,8)	(20,1)	6,4	(6,9)	(7,3)	6,2
<i>EBIT Margin</i>	18,1%	18,7%		27,5%	25,3%	
Results at constant currency						
Operating Revenues on constant currency	431,2	461,1	(6,5)	161,5	205,2	(21,3)
Spain business	121,5	147,9	(17,9)	81,7	102,6	(20,3)
International business	308,3	311,6	(1,1)	79,1	102,2	(22,7)
Global Educational IT & HQ	1,4	1,6		0,7	0,3	109,5
EBITDA on constant currency	117,1	129,2	(9,4)	57,0	67,4	(15,4)
Spain business	57,6	70,0	(17,7)	46,3	56,3	(17,7)
International business	74,9	75,3	(0,6)	15,6	16,5	(5,5)
Global Educational IT & HQ	(15,4)	(16,2)		(4,9)	(5,4)	8,7
<i>EBITDA Margin</i>	27,2%	28,0%		35,3%	32,8%	
EBIT on constant currency	73,7	86,4	(14,7)	40,6	51,9	(21,7)
Spain business	49,0	61,1	(19,7)	39,7	49,5	(19,7)
International business	43,5	45,4	(4,3)	7,7	9,6	(20,2)
Global Educational IT & HQ	(18,8)	(20,1)		(6,9)	(7,3)	6,2
<i>EBIT Margin</i>	17,1%	18,7%		25,1%	25,3%	

* Spain's figure includes 5.2Mn in 2020 and 4.6 Mn in 2019 for Portugal and others



RADIO

Business description and market position

PRISA Radio is the largest Spanish language radio platform. As of September 2020 it has presence in 10 countries, over 21 million listeners, 61.2 million of streaming hours consumption, 25.4 million Podcasts download (including Podium podcast) and with excellent market positioning in the main Spanish-speaking radio markets. PRISA Radio is the absolute leader in Spain, Colombia and Chile.

In Spain, we highlight the competitive strength of radio business through its brands (Cadena Ser, Los40, Cadena Dial, Los40Classic and Radiolé). According to the latest EGM survey, **Cadena Ser maintains absolute leadership in the market with 4.113 thousand listeners** (market share of 34% of Spain’s generalist radio). **Los40 ranks 2nd position in Spain after SER and holds first place in the music radio market with audience shares of 22%.**

In Chile and Colombia, the group's radios are leaders with respective audience share of 42% and 26%, respectively. **In Mexico (equity accounted)**, ranks for the first time first position in Mexico City with an audience share of 18%.

Prisa Radio Market Positioning by Region

Spain (Revenue / EBITDA 9M20: €91.7m / €-1.5m)



Spain figures include Headquarters

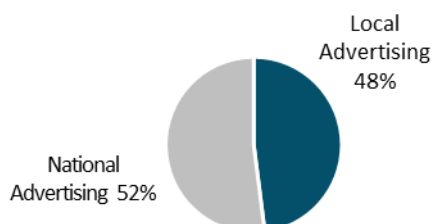
International (Revenue / EBITDA 9M20: €33.6m / €-5.0m)



* Audience leadership in Mexico City, most relevant market

Diversified business portfolio by geography and nature

Advertising revenues split





RADIO

Business description and Market position

DIGITAL POSITIONING

PRISA radio is the leading global platform in Spanish with a focus on becoming the largest producer and distributor of audio in Spanish.

Advances in its strategy of creating new digital audio content, multichannel distribution, and product innovation are reflecting the growth of streaming hours and podcast downloads that reached 61.2 million and 23.8 million respectively in September. Additionally, Podium Podcast, our leading platform with unique sound catalog in Spain and LatAm has reached 1.6 million downloads.

Millions	JANUARY - SEPTEMBER			SEPTIEMBRE		
	2020	2019	% Chg.	2020	2019	% Chg.
	TLH			TLH		
Spain	27,4	23,3	18%	28,4	24,7	15%
International	31,0	30,7	1%	32,8	30,1	9%
TOTAL	58,3	54,0	8%	61,2	54,8	12%
	PODCASTS DOWNLOADS			PODCASTS DOWNLOADS		
Spain	15,7	7,8	102%	17,4	8,9	96%
International	5,7	5,3	8%	6,4	5,5	15%
TOTAL	21,4	13,1	64%	23,8	14,4	65%
	PODIUM PODCAST			PODIUM PODCAST		
TOTAL	1,5	1,1	35%	1,6	1,2	39%

TLH: Total listened hours



RADIO

9M2020 Main Headlines

- ❑ Progress towards its strategy of creating new digital audio content, multichannel distribution and product innovation that is having its reflection in the growth of the consumption of streaming hours and podcast downloads that have reached in September the figure of 61.2 million and 25.4 million respectively.
- ❑ Leadership in Spain, Colombia and Chile, and for the first time in Mexico City.
- ❑ Radio results in 9M2020 have been affected by Covid-19 impact, as there have been significant falls in the advertising market and being the advertising its main source of revenue both in Spain and LatAm. Revenues in the period amount to €122.5 Mn vs. €196.4 Mn in the same period of the previous year, a fall of 37.6% (-35.1% in local currency).
- ❑ Advertising both national and local has experienced similar declines in the period. With similar behavior to market excluding revenue coming from events.
- ❑ In Spain Q3 shows a fall on revenue of -17% with better behavior than Q2 where revenue fall by -50%.
- ❑ EBITDA reaches €-6.2 Mn vs. €41.8 Mn in the same period of the previous year, fall of €48Mn (€-49 Mn in local currency).
- ❑ FX has had an impact on revenues of €-5.1 Mn and on EBITDA of €+1Mn.
- ❑ Covid-19 has had an estimated negative impact on revenues of -70.7 Mn and -58.7 Mn on EBITDA.

P&L

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Reported Results						
Operating Revenues	122,5	196,4	(37,6)	41,1	61,9	(33,7)
Spain	91,7	133,2	(31,2)	30,8	37,2	(17,1)
Latam	33,6	66,2	(49,2)	11,1	25,7	(56,7)
Adjustments & others	(2,8)	(3,0)	6,1	(0,9)	(0,9)	7,3
Reported Expenses	128,7	154,6	(16,7)	42,1	48,2	(12,7)
Spain	93,2	108,1	(13,8)	30,8	33,7	(8,4)
Latam	38,6	49,3	(21,6)	12,1	15,4	(21,6)
Adjustments & others	(3,1)	(2,8)	(10,2)	(0,9)	(0,9)	5,3
EBITDA	(6,2)	41,8	---	(1,0)	13,7	---
Spain	(1,5)	25,0	---	(0,0)	3,5	---
Latam	(5,0)	16,9	---	(1,0)	10,2	---
Adjustments & others	0,3	(0,1)	---	(0,0)	(0,0)	94,3
<i>EBITDA Margin</i>	-5,1%	21,3%	---	-2,5%	22,1%	---
EBIT	(39,2)	28,4	---	(5,4)	9,4	---
Spain	(10,3)	16,6	---	(2,9)	0,7	---
Latam	(25,7)	11,9	---	(2,5)	8,7	---
Adjustments & others	(3,2)	(0,1)	---	(0,0)	(0,0)	94,3
<i>EBIT Margin</i>	-32,0%	14,4%	---	-13,2%	15,1%	---
	2020	2019	% Chg.	2020	2019	% Chg.
Results at constant currency						
Operating Revenues on constant currency	127,5	196,4	(35,1)	42,8	61,9	(30,9)
Spain	91,7	133,2	(31,2)	30,8	37,2	(17,1)
Latam	38,7	66,2	(41,6)	12,8	25,7	(50,0)
Adjustments & others	(2,8)	(3,0)	6,1	(0,9)	(0,9)	6,3
EBITDA on constant currency	(7,2)	41,8	---	(1,0)	13,7	---
Spain	(1,5)	25,0	---	(0,0)	3,5	---
Latam	(6,1)	16,9	---	(1,0)	10,2	---
Adjustments & others	0,3	(0,1)	---	(0,0)	(0,0)	94,3
<i>EBITDA Margin</i>	-5,7%	21,3%	---	-2,3%	22,1%	---
EBIT on constant currency	(43,3)	28,4	---	(5,6)	9,4	---
Spain	(10,3)	16,6	---	(2,9)	0,7	---
Latam	(29,8)	11,9	---	(2,7)	8,7	---
Adjustments & others	(3,2)	(0,1)	---	(0,0)	(0,0)	94,3
<i>EBIT Margin</i>	-33,9%	14,4%	---	-13,0%	15,1%	---



NEWS

Business description and market position

EL PAÍS

EL PAÍS is the largest global news platform in Spanish and continues to advance its strategic roadmap of growth and consolidation.

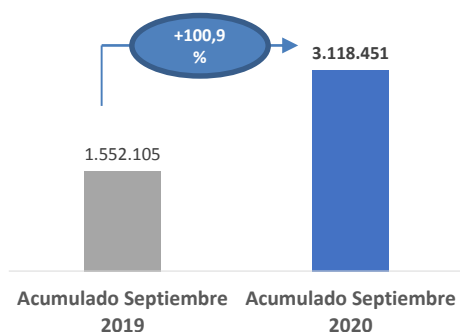
Having successfully completed a first stage of geographical expansion and strong global growth, in July 2019 the company ushered in a new era with the implementation of a new "Customer Strategy" where the following important milestones have been met:

- Read under log-on launch on July 24, 2019.
- Activation of the digital subscription model on May 1, 2020.

REGISTRATION MODEL

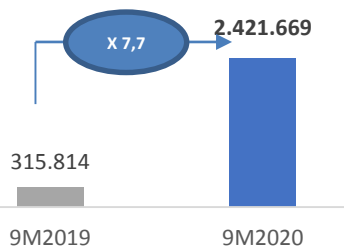
Navigation under logging is the cornerstone on which the customer strategy is built. Through it, it is possible (i) extract knowledge from readers, to rely on it, develop models of propensity for registration and subscription, among other use cases and (ii) to obtain first-party data, essential for the development of the advertising model especially in a context aimed at the disappearance of cookies. It is to highlight since the reading-under-registration initiative, the number of registered readers has experienced strong growth reaching 3,118,451 readers in September 2020. During the first 9M2020, 2,421,669 people have navigated EL PAÍS in an identified way consuming 14% of the total page views on a monthly average.

REGISTERED READERS

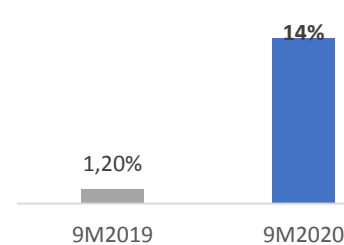


LOG-IN NAVIGATION

LOG-IN NAVIGATION READERS*



% LOG-IN NAVIGATION CONSUMPTION



* Number of different readers who have navigated in an identified way in El País in the period eliminating duplication

SUBSCRIPTION MODEL

The most relevant milestones in the launch of El País subscription model have been the following:

- Launch of the communication campaign occurred on 1st March 2020 "Suscríbete a los hechos" as a preview of the activation of the payment model initially planned for 15 March.
- In the exceptional circumstances caused by the coronavirus, EL PAÍS decided to continue to offer its readers free digital access according to its public service mission. For this reason, activation of the subscription model was postponed to May 1st.
- Finally, the launch of the subscription model occurred on May 1, 2020, while essential information from the coronavirus is freely accessible

El País has opted for the launch of a metered subscription model, more flexible than a hard paywall model, where unlike this, the site is left open for all users until they have read 10 free articles per month. The launch price is 10 euros per month, with a promotion of the first month at 1€ for the monthly format and with a 20% discount for annual subscriptions.

El País has reached as of today 71,021 digital-only subscribers (out of a total base of 117,421 subscribers) with an ARPU close to 9 euros. 28% of digital –only subscriptions are annual while 22% come from outside Spain



NEWS

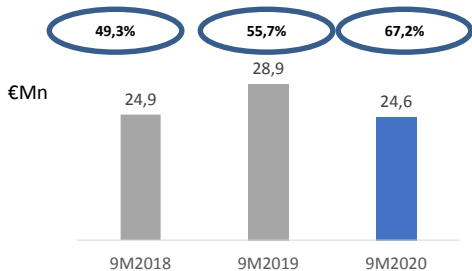
Business description and market position

DIGITAL ADVERTISING

EL PAÍS's digital advertising has been experiencing a strong growth in recent years to represent in the 9M2020, 67.2% of its total advertising. The greatest weight on EL PAÍS digital advertising comes from branded content and direct advertising whose revenue is not affected by the launch of the payment model, since the determinant factor of advertising investment is marked by the strength of the El País brand and the positioning of the product. The remaining advertising corresponding to the indirect one will be affected in part mainly by the disappearance of certain formats. Therefore, the % of advertising affected by the launch of the payment model is estimated to be less than 5% of the total.

DIGITAL ADVERTISING * EL PAIS

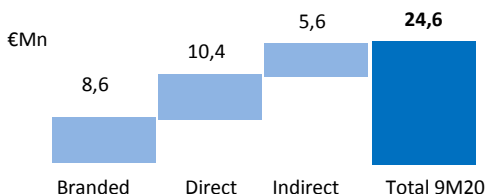
% Digital AD / Total AD



* Data for gross advertising having been affected 9M2020 results by COVID-19 impact

** The estimate of advertising affected includes the following assumptions: 1) Branded content does not close; 2) direct advertising has great cover weight that does not close; 3) indirect advertising will be affected of around 20/25% by the disappearance of certain formats and smaller print copies by the abandonment of non-subscribers once the paywall appears to them

DIGITAL ADVERTISING* EL PAIS BY CONCEPT



Company's focus is on the development of digital advertising products of differential value and compatible with the digital subscription model enhancing (i) the branded content that is experiencing strong growth as differential content, (ii) direct agreements with leveraged advertisers on the brand safety of the site and the data itself (iii) the joint reach of the WEMASS market place to product develop and offer advertisers direct agreements based on audiences (and later on own data).

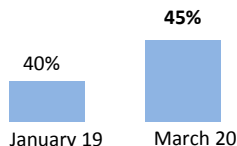
BRAND STRENGTH

EL PAÍS leadership and the growth of its audiences has been built in recent years around a brand strength whose recognition and prestige globally represents a solid foundation for the future development of the digital model.

The latest data on a study of brand indicators conducted to press readers in Spain after the campaigns carried out in 2019 "Y tú qué piensas" and in 2020 "Suscríbete a los hechos", show very positive results that recognize the strength and loyalty of the brand.

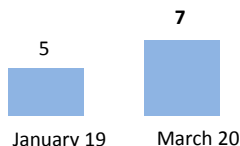
TOP OF MIND

% of people who name the brand spontaneously in the first place



NET PROMOTER SCORE

Reader loyalty and degree of recommendation on a scale of 0 to 10

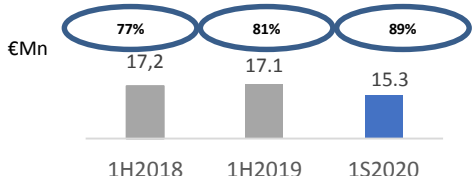


AS

Diario As, the sports newspaper almost 100% digital, strengthens its growth and international expansion with the achievement of leadership as a Spanish-speaking sports newspaper worldwide according to Comscore as of June 2020, where it has reached 108 million unique browsers. The sports newspaper already has 90% digital advertising with a large international presence.

AS DIGITAL ADVERTISING *

% Digital AD / Total AD



* Data for gross advertising, with 1H2020's results affected by Covid-19 impact

AS GLOBAL PRESENCE



As Arabia is also present in countries in the Middle East and North Africa



NEWS

9M 2020 Main Headlines

- ❑ After the launching in early may the paywall model, El País reaches 71,021 digital-only subscribers with an ARPU close to 9 euros, proving to be an economic model that works, and with great potential to be developed. Focus on the growth of subscription revenue that will consolidate the digital business developed in recent years, making it more robust and scalable.
- ❑ EL PAÍS already has 3,118,451 registered readers, showing great growth since the launch of the paywall.
- ❑ News results affected by Covid-19 crisis, conditioning both advertising revenues that fall by 28.1% and sale of print copies revenues falling by 22%.
- ❑ Q3 shows a fall on revenue of -21.7% improving Q2 behavior where the fall was of -38.9%
- ❑ Digital revenue already represent 41%* of News' total revenue, growing its contribution by 25%.
- ❑ EBITDA in the period reaches EUR-17 Mn vs. EUR +1.1 Mn in the same period of the previous year, which means fall of €18.1 million.
- ❑ Covid-19 has had an estimated negative impact in revenues of EUR-40.2 million and EUR-32.3 million on EBITDA.

* % of total revenues excluding PBS & IT

P&L

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Reported Results						
Total Press Operating Revenues	113,5	152,9	(25,8)	37,9	48,4	(21,7)
PRESS Operating Revenues	100,3	136,4	(26,5)	33,8	42,2	(19,9)
<i>Advertising</i>	51,9	72,2	(28,1)	16,8	20,8	(19,2)
<i>Circulation</i>	36,2	46,5	(22,0)	13,2	15,7	(16,2)
<i>Add-ons and Others</i>	12,1	17,7	(31,6)	3,8	5,7	(32,7)
PBS & IT	13,2	16,5	(20,4)	4,1	6,2	(34,4)
Total Press Reported Expenses	130,4	151,8	(14,1)	41,2	48,9	(15,7)
PRESS Reported Expenses	117,2	134,5	(12,9)	37,4	43,0	(13,0)
PBS & IT Reported Expenses	13,2	17,3	(23,3)	3,8	5,9	(35,6)
Total Press Reported EBITDA	(17,0)	1,1	---	(3,3)	(0,5)	---
PRESS Reported EBITDA	(16,9)	1,8	---	(3,6)	(0,8)	---
<i>EBITDA Margin</i>	-16,9%	1,3%		-10,7%	-2,0%	
PBS & IT	(0,1)	(0,7)	89,8	0,3	0,3	(11,7)
Total Press Reported EBIT	(26,0)	(6,2)	---	(5,9)	(3,0)	(97,1)
PRESS Reported EBIT	(24,5)	(4,1)	---	(5,7)	(2,8)	(102,7)
<i>EBIT Margin</i>	-24,5%	-3,0%		-16,8%	-6,6%	
PBS & IT	(1,5)	(2,1)	29,9	(0,2)	(0,2)	(9,9)

Advertising breakdown

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Reported Results						
Advertising	51,9	72,2	(28,1)	16,8	20,8	(19,2)
<i>Digital</i>	36,0	41,1	(12,4)	11,9	12,6	(6,2)
<i>El País</i>	21,5	25,1	(14,4)	6,4	7,6	(14,9)
<i>As</i>	13,3	14,4	(7,1)	5,1	4,6	10,9
<i>Others</i>	1,2	1,6	(28,4)	0,4	0,5	(29,9)
<i>Print</i>	15,9	31,1	(48,9)	4,9	8,1	(39,5)
<i>El País</i>	12,2	24,6	(50,4)	3,6	6,5	(43,7)
<i>As</i>	1,9	4,1	(53,1)	0,6	1,2	(45,6)
<i>Others</i>	1,7	2,3	(25,2)	0,6	0,5	35,4



TOTAL GROUP

9M 2020 Main Operating Headlines

- ❑ Progress towards on the Company's roadmap with the refinancing and sales agreement for Santillana Spain, which gives PRISA considerable flexibility to accelerate the group's strategic plan focused on Ed-Tech subscription models in Latin America and on the digital development and subscription models of its media businesses.
- ❑ Perimeter effect: Media Capital is recorded as discontinuity operation. The company has sold the remaining 64.47% of Media Capital stake to a group of Portuguese investors for an amount of 36.9 million euros. The operation has obtained the necessary approvals from the creditors and expects to materialize before the end of the year. Santillana Spain remains within the scope of the results of the first 9 months of the year. After the announced sale operation, it will be accounted as discontinuity since October, 2020 with retroactive effect to January, 2020.
- ❑ Santillana shows resistance despite having been affected the didactic business by the lock down of the supply chain and difficulties in a physically closed school environment in most countries. Media business have been impacted by significant declines in the advertising market.
- ❑ Focus on the growth and expansion of digital subscription models and on the boost of digital advertising and audio. The group's digital revenues grows its contribution by 26%.
- ❑ Costs savings during the period complying with the contingency plan of €40 million put in place to reduce the negative impacts that Covid-19 crisis may have on the business. Compliance of over 80% of the plan.
- ❑ Negative FX impact on revenues of -44.0 million and -5.4 million on EBITDA mainly due to devaluations in Argentina, Brazil and Mexico.
- ❑ Net result affected mainly by impairments from the sale of Media Capital amounting to 77 million euros, by the impairment all the outstanding tax credits in Spain amounting to 64.5 million euros and by impairments to radio assets in Mexico and Chile amounting to 21.9 million euros.

P&L

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Reported Results						
Operating Revenues	616,0	796,9	(22,7)	223,2	311,2	(28,3)
Reported EBITDA	82,1	114,2	(28,1)	50,0	79,6	(37,1)
EBITDA Margin	13,3%	14,3%		22,4%	25,6%	
Reported EBIT	(0,1)	49,6	---	27,7	56,9	(51,3)
EBIT Margin	0,0%	6,2%		12,4%	18,3%	
Financial Result	(59,7)	(61,4)	2,9	(21,9)	(22,0)	0,3
Interests on debt	(52,9)	(44,2)	(19,8)	(19,0)	(15,7)	(21,4)
Other financial results	(6,8)	(17,3)	60,8	(2,9)	(6,3)	54,1
Result from associates	(6,8)	1,1	---	0,1	0,5	(77,8)
Profit before tax	(66,6)	(10,7)	---	5,9	35,5	(83,3)
Income tax expense	80,4	29,6	172,1	4,5	16,4	(72,9)
Results from discontinued activities	(76,5)	(69,9)	(9,5)	(1,4)	(76,9)	98,2
Minority interest	(14,2)	0,3	---	(2,6)	1,1	---
Net Profit	(209,3)	(110,4)	(89,5)	2,8	(58,9)	---
MC impairment	77,3	76,4		0,0	76,4	(100,0)
Mediapro ruling		40,8		0,0	0,0	---
Tax impairments	64,5			0,0	0,0	---
Radio Assets impairments	21,9			0,0		
Comparable Net Profit	(45,6)	6,8	---	2,8	17,5	(84,3)
Comparable Results						
Operating Revenues	616,0	796,9	(22,7)	223,2	311,2	(28,3)
EBITDA	82,1	165,3	(50,3)	50,0	79,6	(37,1)
EBITDA Margin	13,3%	20,7%		22,4%	25,6%	
EBIT	18,9	100,6	(81,2)	27,7	56,9	(51,3)
EBIT Margin	3,1%	12,6%		12,4%	18,3%	
Comparable Results at constant currency						
Operating Revenues on constant currency	660,0	796,9	(17,2)	238,6	311,2	(23,3)
EBITDA on constant currency	87,6	165,3	(47,0)	50,9	79,6	(36,1)
EBITDA Margin	13,3%	20,7%		21,3%	25,6%	
EBIT on constant currency	17,0	100,6	(83,2)	26,9	56,9	(52,8)
EBIT Margin	2,6%	12,6%		11,3%	18,3%	

Adjustments between reported results and comparable results are due to the 2019 adjustment of Mediapro's ruling described on page 26, the adjustments of the Media Capital impairments (2019 and 2020) and Tax credits and radio assets impairments.



TOTAL GROUP

Cash Flow Statement

€ Million	Sep.	Sep. 2019	Chg. 20/19	
	2020		Abs.	%
EBITDA	82,1	165,3	-83,1	-50,3%
Redundancies expenses	4,8	8,2	-3,5	-42,0%
EBITDA (excluding redundancies)	86,9	173,5	-86,6	-49,9%
Change in working capital	-11,3	-66,5	55,2	83,0%
Redundancies paid	-4,8	-11,5	6,6	57,8%
Taxes paid	-15,3	-22,4	7,1	31,6%
Other cash flows and adjustments from operations	-4,4	0,7	-5,1	---
Capex	-41,0	-48,3	7,3	15,0%
Financial investments	-0,1	1,1	-1,2	---
CASH FLOW BEFORE FINANCING ACTIVITIES	10,0	26,6	-16,6	-62,5%
Interests paid	-23,7	-20,9	-2,8	-13,5%
Dividends received	10,9	0,1	10,9	---
Dividends paid	-1,1	-5,6	4,5	80,5%
Other cash flows from financing activities	-25,8	-30,5	4,6	15,1%
- NIIF 16	-22,9	-24,5	1,6	6,5%
-Others	-3,0	-6,0	3,0	50,6%
CASH FLOW FROM FINANCING ACTIVITIES	-39,7	-56,9	17,2	30,2%
Fx impact, perimeter effect and others			0,0	---
CASH FLOW BEFORE DIVESTMENTS	-29,8	-30,3	0,5	1,8%
Divestments	8,2	3,7	4,6	125,3%
CASH FLOW BEFORE OPERATIONS	-21,5	-26,6	5,1	19,2%
CASH FLOW BEFORE OPERATIONS EX. WK	-10,2	39,9	-50,1	---
Capital increase	0,0	197,5	-197,5	-100,0%
Media Capital sale	7,2	10,0	-2,8	-28,4%
25% Santillana acquisition	0,0	-313,2	313,2	100,0%
Dividends paid to DLJ	0,0	-29,5	29,5	100,0%
3iAcquisition	0,0	-36,1	36,1	100,0%
Mediapro	0,0	-51,0	51,0	100,0%
Cash flow from discontinued operations (Media Capital)	0,0	-0,5	0,5	---
CASH FLOW	-14,3	-249,5	235,2	94,3%

* Cash Flow excludes FX effect in Cash of Balance Sheet



TOTAL GROUP

Financial Net Debt

TOTAL FINANCIAL DEBT

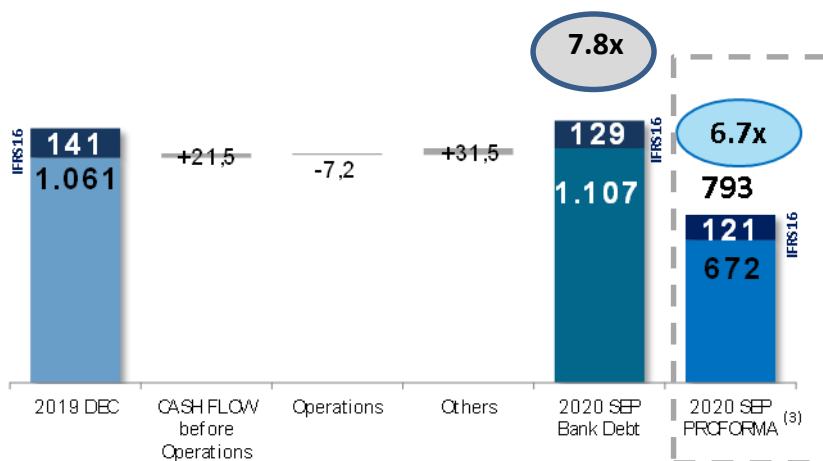
€ Million	Sep. 2020	Dec. 2019	Chg. 20/19	
			Abs.	%
- Financial debt	1.324,0	1.215,1	109,0	9,0%
- Non- current financial debt	1.172,2	1.164,9	7,4	0,6%
- Current financial debt	151,8	50,2	101,6	202,5%
Short term financial investments	-6,4	-4,7	-1,7	-35,0%
Cash & cash equivalents	-223,7	-166,6	-57,1	-34,3%
Fair value	13,1	17,4	-4,3	-25,0%
TOTAL BANK DEBT EXCLUDING MEDIA CAPITAL	1.107,0	1.061,1	45,9	4,3%
IFRS 16 liabilities	129,5	140,7	-11,2	-8,0%
TOTAL BANK DEBT w/IFRS16	1.236,5	1.201,8	34,7	2,9%

TOTAL FINANCIAL DEBT BY BUSINESS UNIT*

€ Million	Sep. 2020	Dec. 2019	Chg. 20/19	
			Abs.	%
Prisa Holding+ Prisa Gestión Financiera+PAE+Otr	1.076,8	1.067,0	9,7	0,9%
- Financial debt	1.290,6	1.193,6	97,0	8,1%
- Cash, Short term financial investments and interc	-213,8	-126,6	-87,3	-68,9%
Santillana	-27,1	-38,4	11,3	29,3%
Radio	-1,8	3,8	-5,5	---
Press	59,2	28,7	30,4	106,0%
TOTAL BANK DEBT	1.107,0	1.061,1	45,9	4,3%

* Includes intragroup debt

9M2020 Bank net debt evolution is shown below:



Debt proforma Santillana Spain disposal and refinancing



TOTAL GROUP

Balance

€ Million	ASSETS	
	09/30/2020 (*)	12/31/2019
FIXED ASSETS	462,99	652,46
Property, plan and equipment	167,57	190,73
Goodwill	109,61	151,07
Intangible assets	108,48	125,01
Long term financial investments	15,81	20,67
Investment in associates	24,69	48,71
Deferred tax assets	36,83	116,25
Other non current assets	0,02	0,03
CURRENT ASSETS	814,96	919,70
Inventories	57,92	84,42
Accounts receivable	293,99	383,35
Short term financial investments	7,92	4,74
Cash & cash equivalents	223,70	166,58
Assets held for sale	231,43	280,61
TOTAL ASSETS	1.277,95	1.572,16
€ Million	LIABILITIES	
	09/30/2020 (*)	12/31/2019
SHAREHOLDERS EQUITY	-686,23	-411,60
Issued capital	70,87	666,13
Reserves	-621,03	-965,19
Income attributable to the parent company	-209,30	-182,30
Minority interest	73,23	69,76
NON CURRENT LIABILITIES	1.323,98	1.331,84
Long term financial debt	1.172,24	1.164,87
Other long term financial liabilities	112,72	117,21
Deferred tax liabilities	17,88	24,99
Provisions	18,22	22,14
Other non current liabilities	2,92	2,64
CURRENT LIABILITIES	640,21	651,92
Short term financial debt	151,80	50,19
Other current financial liabilities	17,01	23,75
Trade accounts payable	185,94	270,52
Other short term liabilities	84,87	107,42
Accrual accounts	31,13	35,77
Liabilities held for sale	169,45	164,28
TOTAL LIABILITIES	1.277,95	1.572,16

*Media Capital's assets and liabilities have been reclassified as assets and liabilities held for sale.

IFRS16 Impact

As of September 2020, the financial liability resulting from the application of the rule amounts to EUR 129.5 million



CLOSING FACTS

MEDIA CAPITAL SALE

As of May 14th 2020, PRISA and Pluris Investments, S.A. ("Pluris") a Portuguese company whose ultimate beneficial owner is Mr. Mario Ferreira, have executed the acquisition by Pluris of shares amounting to 30.22% of the issued share capital of Prisa's Portuguese listed subsidiary Grupo Media Capital SGPS, S.A. ("Media Capital") (the "Transaction").

The Transaction has been carried out through a block trade transfer of the shares for a price of EUR 10,500,000.

The implicit valuation of the Transaction is of an enterprise value of EUR 130Mn, based on the financial position of Media Capital as of closing of the first quarter of the year. This valuation is above the last market estimates made by analysts, which include considerations on the potential impact of Covid-19 on media assets. Likewise, it implies higher multiples than those of FTA companies, which are trading at around 6x/7x.

This transaction will result in an accounting loss in Prisa's individual and consolidated accounts of approximately EUR 29Mn euros.

The Transaction is part of the divestment policy initiated by Prisa, to which end, it has been undertaken by the Parties to seek, in a coordinated manner, for new potential investors that could facilitate Prisa's additional divestment in Media Capital, and to this end the Parties have agreed on certain conditions for the transfer of its shares.

Prisa reiterates that it considers Pluris a suitable investor for Media Capital, considering its commitment to promote a forward-looking project that strengthens Media Capital's position in the market, as well as its competitiveness and efficiency, providing financial support, if needed, and supporting the management team with its experience.

After carrying out, through a financial institution, a market sounding process to search for potential investors, Vertix, SGPS, S.A. ("Vertix"), a wholly owned subsidiary of Prisa, has signed on the date hereof with a plurality of investors independent agreements for the sale of shares of the Portuguese listed company Grupo Media Capital SGPS, S.A. ("Media Capital"), which together represent the entire shareholding (64.47%) held by Vertix in Media Capital (the "Transaction").

The Transaction, which has been authorized by Pluris Investments, S.A. ("Pluris") within the framework of the shareholders' agreement signed with Vertix, is conditional on obtaining a waiver from certain financial creditors of Prisa, as well as the authorization of the Portuguese regulatory authorities that may be necessary.

The Transaction is expected to be carried out simultaneously through independent block transfers of the shares for a total price of € 36,850,047.74, which implies an implicit valuation (enterprise value) of € 150Mn based on the Media Capital's financial position at the end of the second quarter of this year and a premium of 63% compared to the price per share offered by the entity Cofina SGPS, SA in its voluntary public offer on the shares of Media Capital published on August 12.

According to the Company's estimates, this transaction will mean an accounting loss in Prisa's individual and consolidated accounts of approximately € 48.5Mn.

The Operation is part of the non-essential asset divestment policy initiated by Prisa a few months ago and is in line with the already announced roadmap for targeting its strategic education and media assets.

AGREEMENT WITH LENDERS

In April 2020 Prisa agreed with the financial creditors of the Override Agreement and the Super Senior Credit Policy, among other aspects, a flexibility in compliance with the financial ratios (covenants) to which the Group is subject and for a period that runs until March 2021. Therefore, this agreement gives Prisa greater flexibility in the fulfilment of its financial obligations.



CLOSING FACTS

SANTILLANA SPAIN DISPOSAL

Prisa, through its subsidiary Grupo Santillana Educación Global, S.L.U. (“Santillana”), has signed an agreement with the Sanoma Corporation, a European learning and Finnish media company, for the sale of the Spanish educational business of Santillana addressed at pre K12 and K-12 segments (the “Transaction”).

Santillana's activity in public and private markets in Latin America has been excluded from the Transaction and will continue to be developed by Prisa through Santillana. Furthermore, Santillana will maintain the ownership of all its brands, and will execute, on the closing date of the Transaction, an exclusive license agreement in favor of Sanoma for, among other rights, the use of the “Santillana” and “Loqueleo” trademarks in the European Union, excluding Portugal, and the “Richmond” trademark in Spain.

The Transaction was unanimously approved by the Company's Board of Directors meeting held yesterday, 18 October 2020.

The price of the Transaction has been set at an amount of 465 million euros and will be fully paid in cash on the closing date of the Transaction, once the net debt of the business subject of the Transaction at 30 June 2020 has been discounted, estimated at 53 million euros. Such closing is subject to (i) obtaining the required authorization from the Spanish competition authority (or confirmation that such authorization is not required); (ii) obtaining the necessary consents from the Company's creditors with the majority of whom (representing 79.7%) an agreement of principles has been reached (Term Sheet) on the date hereof and which has been the subject of the Inside Information published today; and (iii) the mandatory approval at Prisa's General Shareholders Meeting pursuant to article 160.(f) of the Spanish Companies' Act

AGREEMENT WITH LENDERS

Prisa has entered into a lock-up agreement (the “Lock-up Agreement”) which contains a term sheet that sets out, among other aspects, the essential terms on which the group's syndicated financial debt will be restructured.

The agreement, negotiated with a representative group of its main financial creditors, concerns the debt arising from the syndicated facility agreement currently totalling €1,148m, dated 11 December 2013 (as amended on various occasions since then), that will be totally restructured in the coming months (the “Restructuring”).

The Lock-up Agreement came into effect in respect of the banks that signed or acceded to it, which represent 79.7% of the syndicated indebtedness to be restructured. Following this, the Company will seek support for the Lock-up Agreement from the rest of the creditors (including the senior-ranking debt), or at least the minimum number needed to ensure that the arrangement can be implemented in terms that are binding for all creditors.

The terms of the Restructuring were also unanimously approved at the Company board meeting held yesterday, 18 October 2020.

The basic terms of the Restructuring consist in: (i) partial repayment of the debt to be restructured in an amount of €400 million; (ii) a significant time extension for the maturity of the remaining financial debt, until 2025; and (iii) adaptation of the financial conditions of the debt to the group's new position in terms of generating cash. On top of these essential terms, the agreed Restructuring allows Prisa to incur further senior-ranking debt to strengthen its liquidity position in the future, and to complete certain actions of business reorganisation. Finally, the basic terms include a relaxation of certain financial covenants and Prisa's commitment to achieving a leverage cap in December 2023.

The agreed Restructuring will therefore make the Group's financial indebtedness more flexible and give it a financial structure that allows the Group to fulfil its financial commitments, ensuring the Group's stability in the short and medium term.

The Restructuring is conditional on successfully completing the selling of certain Santillana K-12 and pre K-12 business assets in Spain. The Restructuring also needs to be binding on all creditors owed the financial debt to be restructured. In the event, therefore, that it is not possible to get those creditors' full support for the arrangement, the Company will take legal or judicial action to enable it to take effect generally. In view of the law applicable to this debt, an English-law scheme of arrangement is foreseen as the possible procedure for this.



APPENDIX

1. FX Evolution	25
2. Revenue breakdown and adjustments	26

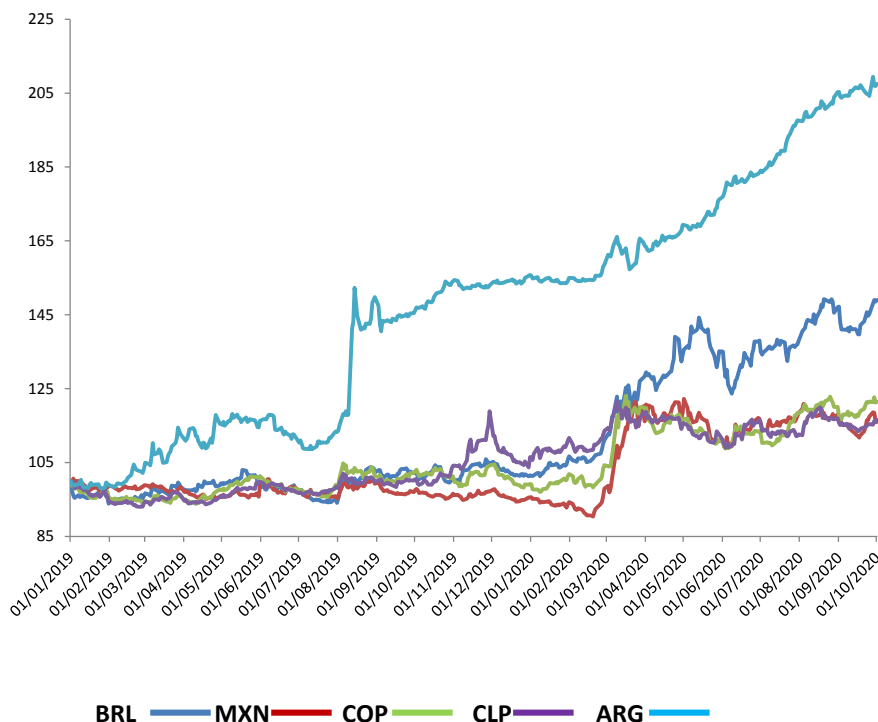


TOTAL GROUP

FX Evolution

The Group's results in Latin America have been affected by **FX Evolution in the region**, mainly in Argentina, Brazil and Mexico.

FX impact on the Group's revenue and EBITDA in 9M2020 has been negative. **The impact has been of -44.0 million euros on revenue and of -5.4 million euros on EBITDA.**



	BRL	MXN	COP	CLP	ARG
1Q2019	4,28	21,81	3.560,74	758,39	44,29
2Q2019	4,40	21,47	3.642,38	767,90	49,36
3Q2019	4,41	21,61	3.718,19	785,13	55,95
4Q2019	4,56	21,32	3.768,78	836,72	65,70
1Q2020	4,91	22,06	3.907,73	886,42	67,82
2Q2020	5,92	25,67	4.229,51	905,36	74,48
3Q2020	6,29	25,82	4.365,30	912,46	85,71

Source: Bloomberg



TOTAL GROUP

Breakdown of operating revenue and comparable EBITDA by B.U.

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Operating Revenues						
GROUP	616,0	796,9	(22,7)	223,2	311,2	(28,3)
Education	392,3	461,1	(14,9)	147,8	205,2	(28,0)
Radio	122,5	196,4	(37,6)	41,1	61,9	(33,7)
Press Total - includes PBS&IT	113,5	152,9	(25,8)	37,9	48,4	(21,7)
Others	(12,3)	(13,6)	9,4	(3,5)	(4,2)	15,9
	0					
€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Comparable EBITDA						
GROUP	82,1	165,3	(50,3)	50,0	79,6	(37,1)
Education	110,1	129,2	(14,8)	55,5	67,4	(17,5)
Radio	(6,2)	41,8	---	(1,0)	13,7	---
Press Total - includes PBS&IT	(17,0)	1,1	---	(3,3)	(0,5)	---
Others	(4,8)	(6,9)	30,8	(1,2)	(1,0)	(21,5)
€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Comparable EBITDA excluding severance expenses						
GROUP	86,9	173,5	(49,9)	51,2	80,8	(36,6)
Education	112,1	132,2	(15,2)	56,4	68,5	(17,7)
Radio	(5,7)	44,0	---	(0,8)	13,6	---
Press Total - includes PBS&IT	(15,4)	3,9	---	(3,2)	(0,2)	---
Others	(4,1)	(6,6)	39,0	(1,2)	(1,0)	(19,0)

Adjustments between reported EBITDA and EBIT and comparable EBITDA and EBIT

€ Millions	JANUARY - SEPTEMBER			JULY - SEPTEMBER		
	2020	2019	% Chg.	2020	2019	% Chg.
Mediapro sentence						
One-offs in Operating Revenues	0,0	0,0	---	0,0	0,0	---
			---	0,0	0,0	---
Effect in Expenses	0,0	51,0	(100,0)	0,0	0,0	---
Mediapro Rulling		51,0	(100,0)	0,0	0,0	---

To the reported results, the extraordinary expenditure of 51 million Mediapro is adjusted in 2019 to show the comparable evolution of the business.



Investors Relations

+34 91 330 1085

ir@prisa.com

www.prisa.com