

Unipublic

Ignacio Ayuso Managing Director

岁寒，然后知松柏之后凋也

 *QUE VENGA EL INVIERNO Y SE VERÁ QUE PINOS Y CIPRESSES NO PIERDEN LAS HOJAS*

Agenda



I. Unipublic's Business

II. Strategic Value for A3TV and Future Objectives

Unipublic's Business

Company Milestones



→ Experience and History

1975

Management and marketing of sporting events

2005

Acquisition by A3TV

1990

Product Diversification

Unipublic's Business

Mission



- ✓ Manage sporting events as advertising media:
 - “below the line”
 - “above the line”
- ✓ Create, develop, integrate and market other events for any type of company and institution



Unipublic's Business



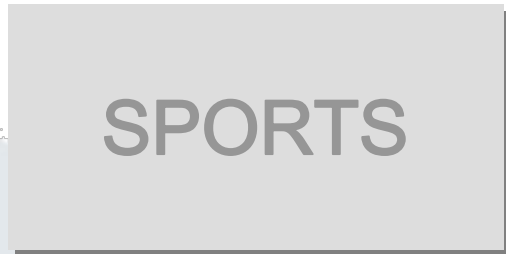
Business Lines



- ✓ Cycling (Vuelta a España, Vuelta Junior...)
- ✓ Other sports

Unipublic's Business

Business Lines



- ✓ Production and structure for events
- ✓ Marketing and managing events



Unipublic's Business

Business Lines, **SPORTS**



→ Vuelta a España

- ✓ One of the most important cycling events in the world
- ✓ Second largest travelling event in the world
- ✓ Media highly interested in event
- ✓ Duration: 3 weeks
- ✓ Audience: 3,071,000 spectators in Spain
- ✓ Represents 75% of its revenue
- ✓ Broadcasting Contract with RTVE, 2005-2007

Unipublic's Business

Business line, **SPORTS**

→ Commercial Product



Above the line

Sponsorship

- Start / Finish line.
- Kilometre markers.
- Standings.
- Barriers.
- “Natural” sponsorship (official car, official drink,...)

Advertising

- Television.
- Radio.
- Print media (official newspaper)
- Exterior.
- Internet.

Special Advertising

- Offering rebroadcasting.
- Micro ads.
- Inserts.
- Inflatables.

Below the line

P.R.

- Institutional
- With clients
- With distribution channels
- With internal audiences

Promotion

- Tastings
- Merchandising
- Drawings
- Brand recognition

Communication

- Prensa
- TVE
- Internet

Unipublic Commercial Product



→ ABOVE THE LINE – SPONSORSHIP – Starting line



Unipublic Commercial Product



→ ABOVE THE LINE – SPONSORSHIP – **Kilometre marker**



Unipublic Commercial Product



→ ABOVE THE LINE – SPONSORSHIP - **Barriers**



Unipublic Commercial Product



→ ABOVE THE LINE – SPONSORSHIP – “Natural” Sponsorship



Unipublic Commercial Product



→ BELOW THE LINE – P.R.



Unipublic Commercial Product



→ BELOW THE LINE – PROMOTION



Unipublic's Business

Business line, **SPORTS**



→ International Strategy between “The Three Biggest”

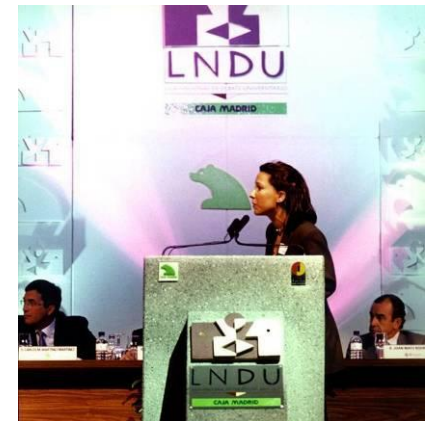


Unipublic's Business

Business lines, SERVICES



- ✓ Events in cultural and academic sphere
- ✓ Tailored actions to promote products related to Unipublic's own products or ad-hoc promotional actions
- ✓ “Turnkey Services”:
 - Design and production
 - Public Relations Campaigns and Publicity





I. Unipublic's Business

II. Strategic Value for A3TV and Future Objectives

Unipublic: Investment Opportunity



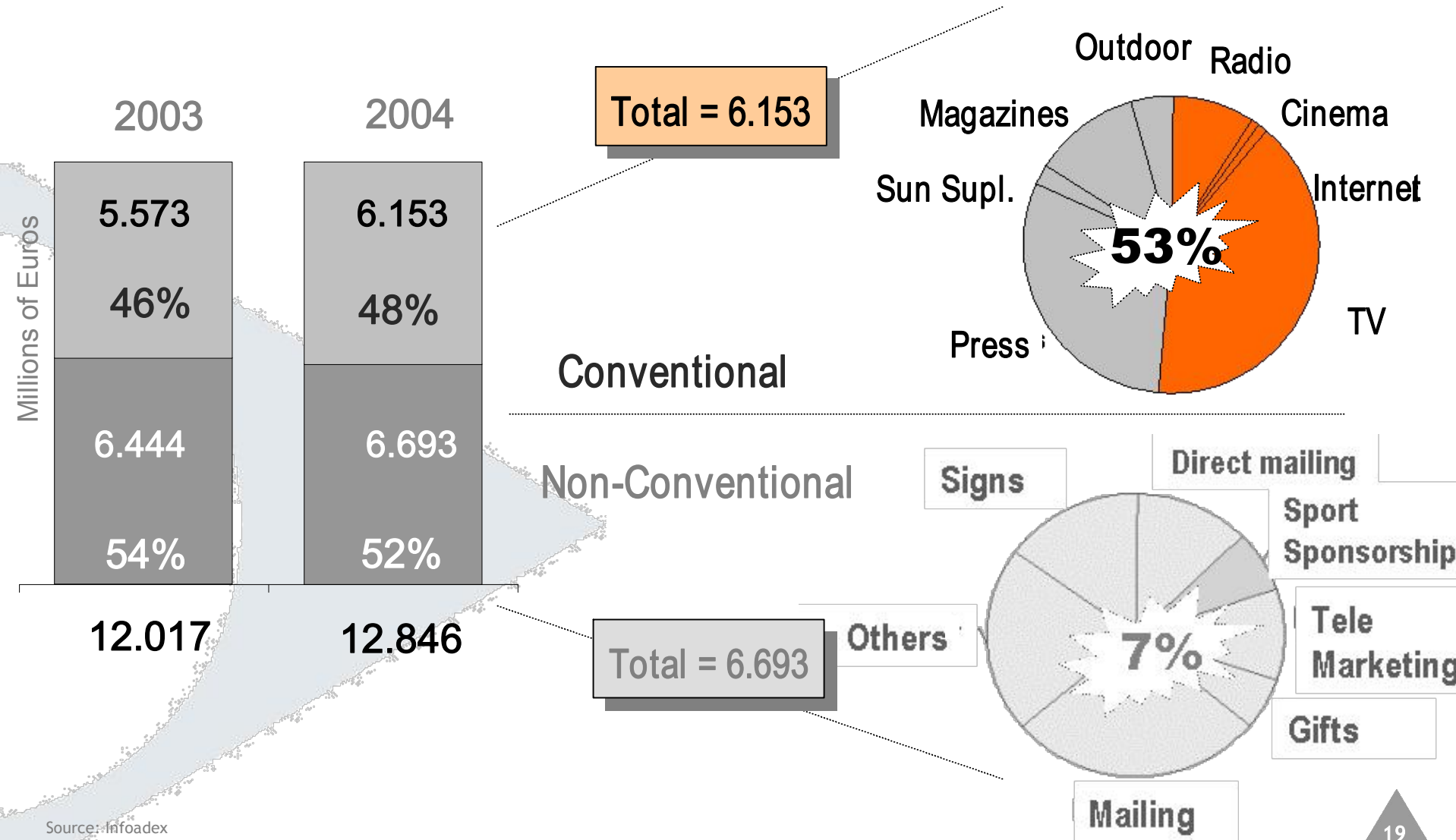
Strategic value

- ✓ **Highly qualified professionals**
- ✓ **Diversification: opportunity for Antena 3TV to enter non-conventional advertising**
- ✓ **Business synergies to optimise common advertisers in regional and local markets**
- ✓ **Complementary media, “cross-promotion” initiatives between our Media and the events organised by Unipublic**

Unipublic: Investment Opportunity



→ Conventional Advertising Market

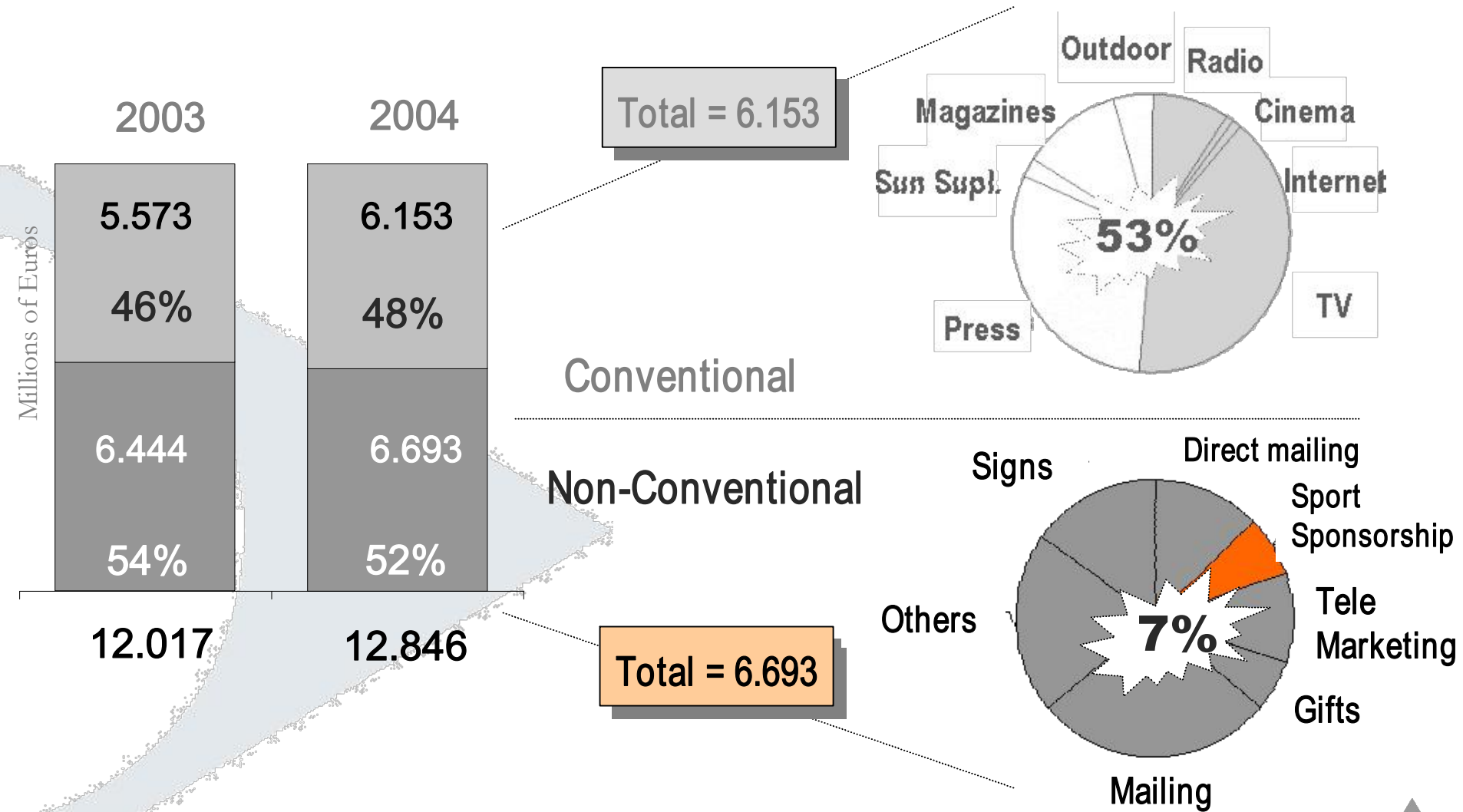


Source: Infoadex

Unipublic: Investment Opportunity



→ Non-Conventional Advertising Market



Unipublic: Investment Opportunity



2006 Targets

- ✓ **Optimise advertising related to La Vuelta:**
 - ✓ Events surrounding the race
 - ✓ Increase marketing potential
- ✓ **Strengthen Events Organisation line, in terms of diversification and number**
- ✓ **Focused on reducing costs, especially in structure and production**
- ✓ **Consolidate change:**
 - ✓ Integration into a new business culture
 - ✓ Search for and coordinate business synergies with Onda Cero and ATRES Advertising

Unipublic: Investment Opportunity



→ Financials (Spanish GAAP)

€ mill	Jan-May	Jun-Sep*	Jan-Sep
Net Revenues	2.2	27.6	29.8
OPEX	6.2	16.2	22.4
EBITDA	-3.9	11.4	7.5
<i>EBITDA margin</i>	<i>n/a</i>	<i>41.4%</i>	<i>25.1%</i>

Source: Antena 3

* Jun-Sep period included in Antena 3 Group's consolidated scope

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