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# FIRST HALF RESULTS

January – June 2022

**MEDIASET***españa.*



Madrid – July 28<sup>th</sup>, 2022

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### **Conference Call / Web cast details**

28<sup>th</sup> July 2022 at 11:00 am CET (10:00 UK Time)

If you wish you participate in the conference call, please register here:

<https://register.vevent.com/register/B103fa7cd6c37148fcbfd630fc6ec14a1d>

*(Please use any number when phoning from Spain or Portugal)*

You will also be able to follow the results presentation via **webcast** on this link:

<https://edge.media-server.com/mmc/p/k7ddiu4m>

Or through our **IR homepage**:

<http://www.mediaset.es/inversores/en/>

## I. FINANCIAL AND OPERATING HIGHLIGHTS

mill. EUR	2Q2022	2Q2021	Var (%)	IH2022	IH2021	Var (%)
Total net revenues	227,2	239,6	(5,2%)	415,2	423,6	(2,0%)
Total operating costs	(155,5)	(178,1)	(12,7%)	(309,2)	(310,7)	(0,5%)
<b>EBITDA Adj. <sup>(1)</sup></b>	<b>71,7</b>	<b>61,5</b>	<b>16,5%</b>	<b>106,0</b>	<b>112,8</b>	<b>(6,1%)</b>
EBITDA margin	31,6%	25,7%		25,5%	26,6%	
<b>EBIT</b>	<b>66,0</b>	<b>56,6</b>	<b>16,5%</b>	<b>95,8</b>	<b>103,8</b>	<b>(7,7%)</b>
EBIT margin	29,0%	23,6%		23,1%	24,5%	
<b>NET PROFIT</b>	<b>71,2</b>	<b>48,6</b>	<b>46,4%</b>	<b>95,0</b>	<b>85,4</b>	<b>11,2%</b>
EPS	0,23	0,16		0,30	0,27	
<b>Free Cash - Flow</b>	<b>114,0</b>	<b>141,4</b>		<b>114,0</b>	<b>141,4</b>	
<b>Net Cash/ (Debt) Position</b>	<b>366,4</b>	<b>156,7</b>		<b>366,4</b>	<b>156,7</b>	

(1) EBITDA Adj, includes TV rights consumption

- **Infoadex** reported that the **Audiovisual Ad market<sup>1</sup>** in the **first half 2022** was **€1,627.6 million (+0.8%) with a TV Advertising market** of **€830.2 million (-5.0%)** and **Digital ad market<sup>2</sup>** of **€797.4 million (+7.5%)**. As per Infoadex data, **Mediaset España** obtained **23.4% Audiovisual market share** and **41.8% TV ad market share** in the semester.
- **Total net revenues** in the **first six months of 2022** were **€415.2 million**, -2.0% compared to the same period 2021.
- **Mediaset España** registered an **EBITDA** in the period of **€106.0 million** representing a margin of **25.5%** and **EBIT** of **€95.8 million**, a margin of **23.1%**.
- **Net profit** in the six months **2022** reached **€95.0 million**, which is an increase of **+11.2%** compared to the same period 2021.
- **Mediaset España** Net Cash position as of **30<sup>th</sup> June 2022** was **€366.4 million** and **Free Cash Flow** in the period equals **€114.0 million**.
- **Mediaset España** Group TV audiences in the **first half** of **2022** reached **26.4% share** and a **29.5% commercial target**, both in total Individuals total day.
- **Mediaset España**, at the **end of June 2022** holds a **13.18% stake in ProSiebenSat1**.
- On March **15<sup>th</sup>** **MFE-Mediaforeurope** launched a voluntary takeover bid offer on **Mediaset España's** share capital. The offer was **€2.16 and 4.5 MFE class A shares for each of Mediaset España's share**. The deadline to accept the offer was July **1<sup>st</sup>**.  
Before the aforementioned offer, MFE-Mediaforeurope had a stake of **55.69% in Mediaset España**.

<sup>1</sup> Audiovisual Advertising Market= TV+ Digital Market

<sup>2</sup> Digital Market=Websites + Redes sociales (as per Infoadex)

## 2. OPERATING KPI's

### 2.1 TV CONSUMPTION

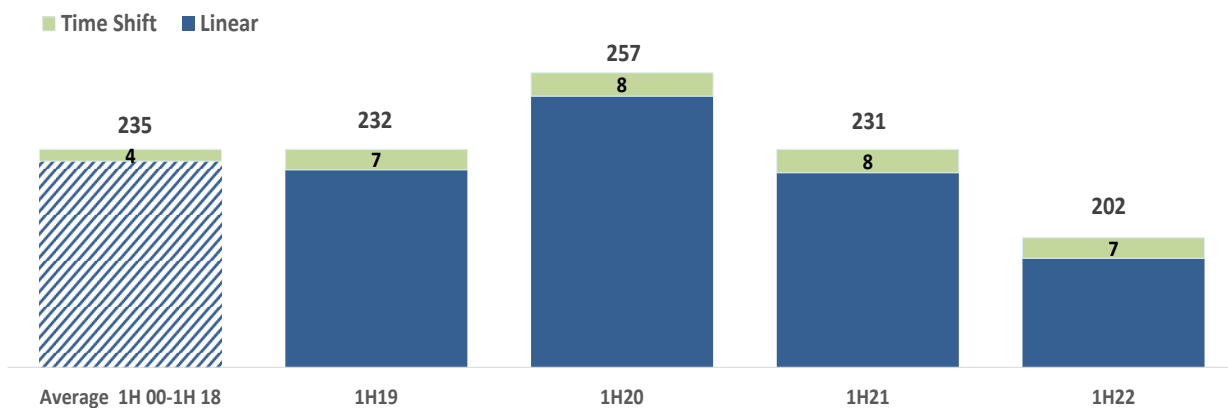
In the **first half 2022**, the **total TV consumption (linear+ Time shift)** reached **202 minutes per person/per day** compared to the **231 minutes per person/per day** from the same period 2021.

**Linear TV consumption<sup>3</sup>** in the period was **194 minutes per person/per day**, representing 96.0% of the total TV consumption (linear+ Time shift) while **time shift<sup>4</sup>** was **7 minutes per person/per day**, the remaining 4.0%.

This viewing time **does not include** that spent on connected TV's or other devices such as tablets, computers, smart phones etc... The technology allows for new opportunities to consume content like the **Connected TV**. This makes the **TV set a reference device in the home**

The **average daily TV viewers**, total day, in the period **January-June 2022** stands at **6.2 million people** and **13.2 million** in Prime time.

#### 1H TV CONSUMPTION (Linear & Time shift minutes per person/per day)



Source: Kantar media.

<sup>3</sup> Linear TV Consumption includes guests TV consumption. -TV consumption from friends, family etc. visiting, measured since March 2017. 2020 Data includes second home time viewing.

<sup>4</sup> Time shift viewing is the TV consumption within the 7 days following the first broadcast

## 2.2 TV AUDIENCE SHARE

	Jan-Jun' 22		Jan-Jun'21	
	Total Individuals	Commercial Target	Total Individuals	Commercial Target
<b>MEDIASET ESPAÑA</b>				
Total Day	26,4%	29,5%	28,6%	30,8%
Prime Time	24,8%	27,6%	26,5%	29,2%
<b>TELECINCO</b>				
Total Day	12,8%	14,1%	15,5%	16,1%
Prime Time	11,4%	12,9%	14,6%	15,9%
<b>CUATRO</b>				
Total Day	5,2%	6,1%	5,4%	6,2%
Prime Time	5,5%	6,7%	5,3%	6,2%
<b>DIVINITY</b>				
Total Day	2,0%	1,7%	1,8%	1,9%
Prime Time	2,0%	1,5%	1,5%	1,4%
<b>BOING</b>				
Total Day	0,8%	0,7%	0,9%	0,8%
Prime Time	0,7%	0,6%	0,7%	0,7%
<b>ENERGY</b>				
Total Day	2,3%	2,6%	2,0%	2,1%
Prime Time	2,0%	2,1%	1,7%	1,8%
<b>BE MAD tv</b>				
Total Day	0,6%	0,6%	0,6%	0,7%
Prime Time	0,5%	0,6%	0,6%	0,7%
<b>FDF</b>				
Total Day	2,7%	3,6%	2,3%	3,0%
Prime Time	2,5%	3,1%	2,1%	2,5%

Source: Kantar Media

In the **first half of 2022**, the **Mediaset España Group** obtained a **26.4% TV audience share** which increases to **29.5% in commercial target in total individuals' total day**, an excellent audience to commercial target conversion of **+3.1pp** considering the difficult comparison due to the **broadcast of the Euro2020 in June last year**.

The **Telecinco** channel's audience share in the first half of 2022, in total individual/total day was **12.8%** whilst its commercial target, **raised to 14.1%**, **+2.5 pp** advantage compared to its direct competitor that registered a commercial target of 11.6%. In the period, the **Telecinco** channel achieved an **excellent conversion from audience to commercial target (+1.3pp)**, the most valuable for advertisers, that compares to the **negative conversion** registered by its direct competitor (**-2.4 pp**).

In this period the **Telecinco** channel holds the ranking of **top 5** most watched programs amongst the commercial channels.

Some of the **Prime-Time** programs broadcasted by the **Telecinco** channel in the semester were:

- **“La isla de las tentaciones 4”** with an audience share of **16.4%** and **2.1 million viewers** which has the best **commercial target in prime time** for an entertainment program (**21.7%**).
- **“Supervivientes: Perdidos en Honduras”**, **19.5%** audience share and **2.0 million viewers** and converts to **commercial target to 21.3%**, increasing to **24.8%** in the **25-34 year old group**.
- **“Montealto: regreso a la casa”** with a **17.1%** audience share in prime times and **1.7 million viewers** it is one of the most competitive commercial target programs in prime time.

The fiction series **“Entrevias”** which is broadcasted on the main Group channel stands out, it was the **most watched national fiction in the period**, obtaining **15.8% audience share in Prime Time** and **1.7 million viewers**.

The **Telecinco** channel has also broadcasted sports events in the period, such as **“Copa del Rey”** football matches that obtained **23.2% share and 3.5 million viewers** increasing the audience to **26.6% in commercial target** and **“Gran Premio Formula 1 de España”**, with **1.7 viewers and 18.0% audience share** in the 35-54 years old Group.

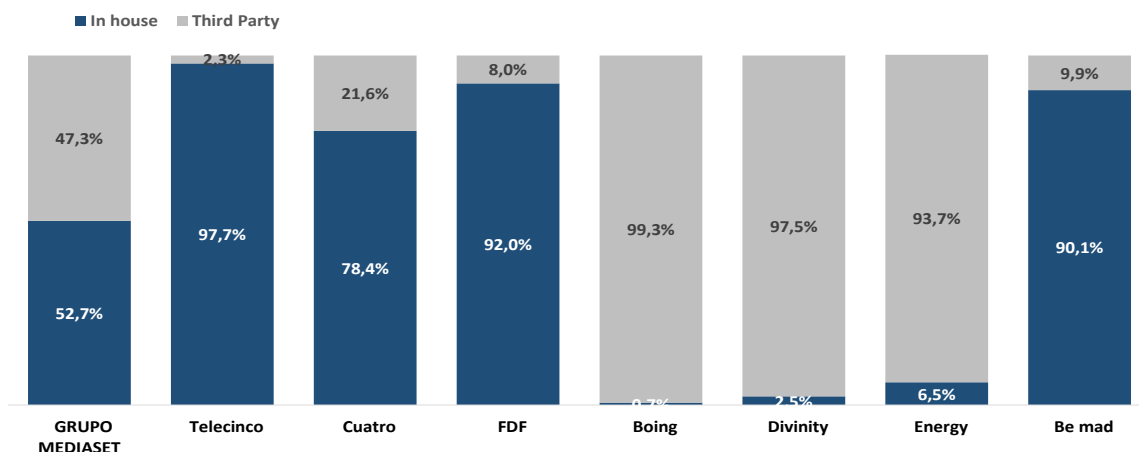
In the first semester 2022, the **Cuatro** channel registered an audience share of **5.2%** in **total individuals’ total day** and **6.1% commercial target**, (+0.9 pp conversion) whilst in Prime Time it obtained an **audience share of 5.5%** and **commercial target of 6.7%** (+1.2 pp conversion).

The **targeted channels, Divinity, Boing, Energy, Be Mad and FDF**, obtained a total of **8.4% audience share** in total individuals/total day in the period whilst achieving **9.3% in commercial target**, an advantage of **+1.3 pp** against its direct competitor.



### 2.3 CONTENT MIX

In the **first half of 2022 Mediaset España’s in-house production** represented **52.7%** of its **broadcasted hours**, a reduction of **-2.8 pp** in comparison with the same period 2021 (**55.5%**). This reduction comes from the **Energy and Be Mad** channels in house broadcasted hours. The distribution of **in-house and third party broadcasted hours in the first half of 2022** was as follows:



Source: Kantar Media

The **Telecinco** channel has **increased its in-house broadcasted hours** in the period to **97.7% compared to the 95.3%** of the first half 2021 (+2.4pp) whilst **Cuatro’s in-house broadcasted hours, 78.4%** remains flat compared to last year 78.0% (+0.4pp).

The **two main channels, Telecinco and Cuatro** combined, representing an **audience of 18.0%** (68.2% of the total of the Group), **have devoted 88.0% of their broadcasted hours to in-house production** in the first half 2022, of which, **73.7%** is content provided by the Group and associated & participated companies.

### 2.4 ASSOCIATED & PARTICIPATED PRODUCTION COMPANIES

**Mediterráneo<sup>5</sup>** is the company that groups together all **Mediaset España’s stakes** in the different **production companies** and **supports a large number of in-house production hours**. **As of June 30<sup>th</sup>, 2022, the Group had 7 associated and 2 participated production companies** which are specialised in different types of content such as: **talk shows, realities, fiction series, sports, news** etc... Mediaset España consolidation perimeter, in relation with the production companies, has not changed since December 2021.

The **associated production companies** of the Group are: **Producciones Mandarin**, (30.0%), **La Fábrica de la Tele** (30.0%), **Allea Media** (40.0%), **Bulldog** (30.0%), **Alma Producciones** (30.0%), **Unicorn** (30.0%) and **Fenix Media Audiovisual** (40%). The **participated companies** of the Group were, in the same period: **Supersport**, (62.5%) and **El Desmarque** (80%).

The Group also has its cinema production unit, **Telecinco Cinema**, where it holds a **100%** share and **Megamedia** (100%) a company specialised in providing content and services in the digital arena.

<sup>5</sup> Mediterráneo Mediaset España Group.

## 2.5 INTERNET

In the digital arena, 2022 started with an extensive coverage of the final stretch of “**La isla de las tentaciones 4**”, available on Mitele Plus 24 hours before its broadcasts on TV. At the time this contributed a significant growth in new subscriptions. Another flagship program of the Group “**Secret Story**” had full coverage on its anonymous edition, streamed January to April, and where for the first time **voting in the program was done through the telecinco.es site**. The reality could be followed live 24 hours a day through two live signals on Mitele, one of them was free and another exclusive for Mitele Plus subscribers.

In April there was a powerful coverage of “**Supervivientes**” on telecinco.es, Mitele Plus and the program’s social networks. A new feature on this edition was that the weekly voting could be done through the Mitele app for free.

**Mitele Plus** has released programs in advance to the TV broadcast: “**Julián Muñoz: No es la hora de la venganza, es la hora de la verdad**”, “**Idol Kids**” as well as soap operas like “**Luz de esperanza**” o “**Huérfanas**”. Special mention to the exclusive release in Mitele Plus of “**En el nombre de Rocío**”.

In the **native digital arena Mtmad** (Mediaset España native digital video platform) launched in the first half 2022 programs such as “**Celebrity Game over**”, first transmedia reality ever produced and “**Por siempre o jamas**”. On the social networks, Mediaset España launched “**Quiero ser Famoso**” a program to find talent in the digital arena.

Also in this period, **Mediaset España** has launched **two video games under the Mediaset Games label** which are based on the Telecinco Cinema films: “**Way Down**” and “**Malnazidos**”





### 3. PROFIT AND LOSS ACCOUNT

mill. EUR	<u>2Q2022</u>	<u>2Q2021</u>	<u>Var (%)</u>	<u>1H2022</u>	<u>1H2021</u>	<u>Var (%)</u>
<b>Gross Advertising Revenues</b>	<b>210,8</b>	<b>235,1</b>	<b>(10,3%)</b>	<b>385,8</b>	<b>406,1</b>	<b>(5,0%)</b>
Mediaset España's Media	200,0	228,3	(12,4%)	368,6	395,3	(6,8%)
Third Party Media	10,7	6,7	59,4%	17,3	10,8	60,5%
Commission	(9,6)	(11,2)	(14,4%)	(17,4)	(18,4)	(5,1%)
<b>Net advertising revenues</b>	<b>201,2</b>	<b>223,9</b>	<b>(10,1%)</b>	<b>368,4</b>	<b>387,7</b>	<b>(5,0%)</b>
Other revenues	26,0	15,7	65,5%	46,8	35,8	30,5%
<b>Total Net Revenues</b>	<b>227,2</b>	<b>239,6</b>	<b>(5,2%)</b>	<b>415,2</b>	<b>423,6</b>	<b>(2,0%)</b>
Rights Amortisation	(30,5)	(22,4)	36,2%	(58,4)	(40,4)	44,5%
Personnel	(31,5)	(30,8)	2,3%	(63,2)	(61,1)	3,4%
Other operating costs	(93,5)	(124,9)	(25,2%)	(187,5)	(209,1)	(10,3%)
<b>Total Costs</b>	<b>(155,5)</b>	<b>(178,1)</b>	<b>(12,7%)</b>	<b>(309,2)</b>	<b>(310,7)</b>	<b>(0,5%)</b>
<b>EBITDA</b>	<b>71,7</b>	<b>61,5</b>	<b>16,5%</b>	<b>106,0</b>	<b>112,8</b>	<b>(6,1%)</b>
<i>EBITDA Margin</i>	<b>31,6%</b>	<b>25,7%</b>		<b>25,5%</b>	<b>26,6%</b>	
Other amortisations, provisions	(3,6)	(2,6)	35,5%	(5,9)	(4,6)	28,9%
Amortisation PPA	(2,2)	(2,2)	(4,4%)	(4,3)	(4,5)	(4,4%)
<b>EBIT</b>	<b>66,0</b>	<b>56,6</b>	<b>16,5%</b>	<b>95,8</b>	<b>103,8</b>	<b>(7,7%)</b>
<i>EBIT Margin</i>	<b>29,0%</b>	<b>23,6%</b>		<b>23,1%</b>	<b>24,5%</b>	
Equity Cons. Results and Depr. Fin. Assets	1,2	1,2	(1,5%)	1,7	1,8	(4,4%)
Financial results	20,8	4,8	-	20,2	4,4	-
<b>Pre-tax Profit</b>	<b>87,9</b>	<b>62,6</b>	<b>40,5%</b>	<b>117,8</b>	<b>110,0</b>	<b>7,1%</b>
Income taxes	(16,2)	(13,3)	21,4%	(22,0)	(23,6)	(7,0%)
Minority interests	(0,6)	(0,6)	(9,7%)	(0,8)	(1,0)	(15,7%)
<b>Net Profit</b>	<b>71,2</b>	<b>48,6</b>	<b>46,4%</b>	<b>95,0</b>	<b>85,4</b>	<b>11,2%</b>
<i>Net Profit Margin</i>	<b>31,3%</b>	<b>20,3%</b>		<b>22,9%</b>	<b>20,2%</b>	
EPS (excluding Treasury shares)	<b>0,23</b>	<b>0,16</b>		<b>0,30</b>	<b>0,27</b>	

The first half of 2022 we have seen a **complex economic environment** with the war in Ukraine, a **sharp rise in commodity prices** and the **weakness of sectors** such as the car industry, among others, which have not allowed a positive evolution of the television advertising market.

In this period the **Spanish Audiovisual advertising market<sup>6</sup>**, as per Infoadex, **grew by +0.8%** to a total of **€1,627.6 million**. On the other hand, Infoadex reports that the **TV ad market shrank by -5.0%** to **€830.2 million** and the **Digital Ad market<sup>7</sup>** increased by **+7.5%** to **€797.4 million** for the same period.

<sup>6</sup> Audiovisual Market= TV+ Digital Market (websites+ Redes sociales as per Infoadex)

<sup>7</sup> Digital Market=websites+ Redes sociales (as per Infoadex)

As per **Infoadex data**, in the first half of 2022 **Mediaset España** obtained an **Audiovisual ad market share of 23.4%** whilst leading the **TV ad market** with a **41.8% share**, reaching **€347.4 million of TV ad revenues in the period**.

**Mediaset España digital ad revenues** grew in the first six months of 2022 by **double digits** a much better performance than the **digital ad market reported by Infoadex (+7.5%)**.

Throughout the first half of 2022, **Mediaset España** have had a **very good price evolution**, posting **price increases of +5.6%**, all of this despite the reduction in advertising budgets from sectors such as **Automotive and Telecommunications**. **Mediaset España is the leader in free-to-air television prices** thanks to the **company's leadership in commercial target**.

- **Mediaset España's Gross Advertising Revenues** in the **first half of 2022** amounted to **€385.8 million**, compared to **€406.1 million** from the same period last year (-5.0%). This is mainly due to the performance of the **TV advertising market** which decreased in the period by -5.0% as reported by Infoadex and a **difficult comparison from the broadcast** of the Euro2020 in June last year.

- ✓ **Gross Advertising Revenues of Mediaset España's Media** include **advertising revenues** from, **Internet, Teletext** and the **Group's 7 TV channels: TELECINCO, CUATRO, FACTORIA DE FICCION, BOING, DIVINITY, ENERGY and BE MAD** as well revenues from **connected TV**. These revenues amounted to a **total of €368.6 million in the first half of 2022**, which represents a decrease of -6.8% in the semester compared to the same period 2021.

In the first half of 2022, the performance of the **advertising revenues from the connected TV** were outstanding, they **have grown by more than 2.5x** in comparison with the same period 2021. In developing **Mediaset España** connected TV strategy, the company has made a significant effort in the period. The Group has implemented the **Programmatic Purchase** on its **connected TV** offer, which gives an important **differentiation** and a great **advantage to advertisers** and represents a relevant step forward in combining the benefits of television and digital. Also, in June Mediaset España has also launched "**Factoria de Jovenes**" an advertising cross media segment to target 16-34 years old Group through the connected TV, a **360° audience solution** that is complementary to the linear TV and digital sites. In May, Mediaset España implemented "**Drive to Store**", a product whose objective is to show the **effectiveness of the advertising** through the **relation between the impact of the campaign and visits to the point of sale**. All this in line with the Group's current strategy of growing the connected TV business.

- ✓ **Third party media revenues** in the period January to June 2022 reached to **€17.3 million** which is an **increase of +60.5%** compared to the same period 2021 (€10.8 million). This is the result, among others, of **the good performance from Be a Lion**, the Group company which is a reference in the market for branded content and marketing initiatives in the social network. Also, revenues from OOH advertising have almost doubled in the period.
- **Advertisement commissions** in the six months to June 2022 amounted to **€17.4 million**, representing **4.5%** over gross advertising revenues.

- **Net advertising revenues**, after commissions, were **€368.4 million**, -5.0% compared to the same semester last year (€387.7 million).
- **Other Revenues**, include income from **movie activities, internet, sale of rights, Mitele Plus subscriptions etc.** were **€46.8 million** in the first half of 2022, which represents an increase of **+30.5%** compared to the same period last year (€35.8 million).

In the **second quarter of 2022** the excellent performance from the **contents sales** stood out, they have **increased by more than 1.5x** compared to the same quarter 2021.

Some of these content sales were, “**Entrevías**”, first premiered in Telecinco channel and with a very successful release on an international platform where it ranked in the top 10 series most watched in 73 countries, “**Desaparecidos**”, season 2, “**Madres, amor y vida**” and “**Angel Nieto, cuatro vidas**” among others.

Also, **revenues coming from cinema activity** had a good performance in the semester where one film was released, “**Malnazidos**”, March 11<sup>th</sup>, which compares with the premiere release “**Operacion Camaron**” in June 24<sup>th</sup>, 2021.

On the other hand, **Mitele Plus** at the end of June 2022, had almost **179,000 subscriptions**.

Currently **Mitele Plus** offer includes: **Mitele plus Basico**, (package with the TV content from the Group available in the national territory), **Mitele Plus International** (the Group TV content available internationally), **Fight Sports** (the Group sports content channel that includes Kickboxing, martial arts etc.), **A contra +** (the Group film channel), **Digi** (the soap opera channel). **Mediaset España** Group keeps increasing its offer in Mitele Plus with new contents in order to grow a profitable subscription base.

- **Total Net Revenues** for the **first half 2022** was **€415.2 million** compared to the €423.6 million from the first half of 2021, -2.0%.

The **strong performance of non-TV advertising** revenues helped to reduce the impact of the decline in the TV advertising market in the period.

- **Total Costs** in the **six months to June 2022** amounted to **€309.2 million**, flat compared to the same period 2021 (€310.7 million).

In terms of programming grid, there is a gradual return to normality in the period with the broadcast of **fiction series** in the first half of 2022 like: **Entrevías**, “**Desaparecidos**”, “**Madres amor y vida**”, “**La que se avecina**”, sports events such as: “**Copa del Rey**” football matches and “**Formula 1 de España**” and reality shows such as: “**Idol kids**”, “**Supervivientes**”, “**La isla de las tentaciones**”.

On the other hand the **good performance of the content sales** in the period have meant that **content sale costs** have increased compared to the same period 2021.

- **Mediaset España** reached **€106.0 million EBITDA** in the first semester 2022 compared to the €112.8 million from the same period last year (-6.1%).

Looking at the **second quarter**, **Mediaset España** posted **€71.7 million EBITDA**, compared to the €61.5 million from the same period last year (+16.5%).

- **EBIT** in the **first half 2022** was **€95.8 million**, -7.7% compared to the same period 2021 (€103.8 million), representing a **margin of 23.1%** whilst **EBIT in the second quarter 2022** was **€66.0 million** a healthy **+16.5%** versus the same quarter last year (€56.6 million).
- **Pre-Tax profit** reaches **€117.8** million which includes the **consolidated result** from the **associated companies** of **€1.7 million** and financial results of **€20.2 million**, that among other, includes the **dividend received from ProSiebenSat1** paid on May 10<sup>th</sup>, 2022.
- **Mediaset España's Net Profit** in the **first half of 2022** was **€95.0 million** compared to **€85.4 million** from the same period 2021, an increase of **+11.2%**.  
**Mediaset España** in the second quarter 2022 **grew its Net Profit to €71.2 million** from the €48.6 million from the same period 2021, **this is an outstanding performance of +46.4%**.

#### 4. CAPEX

mill. EUR	<u>IH2022</u>	<u>IH2021</u>	<u>Var (%)</u>
Third party	42,0	32,5	29,0%
Fiction	7,9	10,6	(25,7%)
Co-Produccion/Distribution	5,9	5,0	18,4%
Tangible and Intangible Fix Assets	2,2	2,0	7,2%
<b>Total Capex</b>	<b>58,0</b>	<b>50,2</b>	<b>15,5%</b>

**Total Net Investment** in the first half of 2022 reached a total of **€58.0 million**, compared **€50.2 million** from the same period last year (+15.5%).

In this period, the **Group** has invested a total of **€42.0 million in third party rights** and **€7.9 million in local fiction rights**. Also, **Net Investment in co-Production/Distribution** reached **€5.9 million** in the period, whilst **Tangible and intangible** fixed assets were **€2.2 million**.

## 5. BALANCE SHEET

Mediaset España's balance sheet as of 30<sup>th</sup> June 2022 is as follows:

mill. EUR	<u>June 2022</u>	<u>December 2021</u>
Financial	586,6	745,6
Fixed Assets	202,5	210,7
<b>Audiovisual rights</b>	<b>139,7</b>	<b>142,3</b>
Third parties	80,8	62,2
Fiction	28,2	50,8
Co-production / Distribution	30,7	29,3
<b>Tax Asset</b>	<b>48,6</b>	<b>49,6</b>
<b>TOTAL NON-CURRENT ASSETS</b>	<b>977,4</b>	<b>1.148,2</b>
Current assets	237,1	267,0
Financial investments and cash	393,2	293,1
<b>TOTAL CURRENT ASSETS</b>	<b>630,3</b>	<b>560,0</b>
<b>TOTAL ASSETS</b>	<b>1.607,8</b>	<b>1.708,2</b>
<b>Shareholders` equity</b>	<b>1.233,5</b>	<b>1.275,5</b>
Non-current provisions	11,9	12,8
Tax Liabilities	62,7	58,9
Financial Debt	25,4	25,4
Non Current Other Liabilities	20,4	48,2
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>120,4</b>	<b>145,3</b>
Current payables	246,9	252,9
Other current liabilities	5,6	33,2
Current financial liabilities	1,5	1,3
<b>TOTAL CURRENT LIABILITIES</b>	<b>253,9</b>	<b>287,5</b>
<b>TOTAL LIABILITIES</b>	<b>1.607,8</b>	<b>1.708,2</b>

The variance in the Balance Sheet figure at 30<sup>th</sup> June 2022 vs 31 December 2021 stems mainly from the **adjustment to the value of the investment in ProSiebenSat 1** following the evolution of the stock price of the company in the period to June. The impact of this adjustment goes directly to net worth. Apart from that, the Balance Sheet of the Group shows a **strong financial position**, with **practically no financial debt** and a sizable amount of cash at hand.

## 6. CASH FLOW GENERATION

In the first half 2022, *Mediaset España's Operating Free Cash Flow*, was **€114.0 million** compared to the €141.4 million from the same period last year. This lower figure is a consequence of the **normalization in the cash streams** as the slack investments and other timing differences in working capital flows, which took place during the pandemic, were partially corrected in the first six months of the year. All of which resulted in an increase of the outflows in the period to June 22.

The **Net Cash Position** of the Group reached **€366.4 million at the end of June 2022** and includes the **dividend received** from ProSiebenSat1 against its 2021 results.

mill. EUR	IH2022	IH2021	Var (M€)
Net profit	95,8	86,4	9,4
Amortisation:	68,9	50,9	18,0
Rights	58,4	40,4	18,0
Other	10,5	10,5	0,0
Provisions	(0,1)	(0,9)	0,8
Other	(16,7)	8,2	(25,0)
<b>OPERATING CASH FLOW</b>	<b>147,9</b>	<b>144,6</b>	<b>3,3</b>
Investment in rights	(55,8)	(48,2)	(7,6)
Investments, other	(2,2)	(2,0)	(0,1)
Change in working capital	24,1	47,0	(22,9)
<b>OPERATING FREE CASH FLOW</b>	<b>114,0</b>	<b>141,4</b>	<b>(27,4)</b>
Own stock purchase	0,0	(0,7)	0,7
Change in Equity	0,0	(2,8)	2,8
Financial investments/disinvestments	(36,1)	(109,6)	73,5
Dividends received	23,0	5,2	17,8
Dividend payments	(0,9)	0,0	(0,9)
<b>Net Cash Change</b>	<b>100,0</b>	<b>33,5</b>	<b>66,6</b>
<b>INITIAL FINANCIAL POSITION</b>	<b>266,3</b>	<b>123,2</b>	<b>143,1</b>
<b>FINAL FINANCIAL POSITION</b>	<b>366,4</b>	<b>156,7</b>	<b>209,7</b>

## 7. EVENTS FOLLOWING THE CLOSE OF THE PERIOD

The acceptance period for the voluntary purchase offer presented on March 15<sup>th</sup>, 2022, by MFE-Mediaforeurope for the acquisition of Mediaset España ended on July 1<sup>st</sup>, 2022. MFE-Mediaforeurope reported that the acceptance of the offer stood at **61.45 %** of the shares to which the offer was addressed to, a total of 85,263,873 shares. The offer presented by MFE-Mediaforeurope was fully settled on July 14<sup>th</sup>, 2022. After the aforementioned operation, MFE-Mediaforeurope holds **82.9% of the Mediaset España capital**.

## 8. DEFINITION OF APMs

The **Mediaset España Group's financial information** contains magnitudes in accordance with current accounting regulations, as well as other measures that have been prepared according to the Mediaset España Group's Reporting model, i.e., **Alternative Performance Measures (APM)**.

These measures are **considered as complementary magnitudes** with respect to those presented in accordance with the **International Financial Reporting Standards (IFRS)**.

APMs are important for **financial information** users as they are the measures used by Mediaset España's Management to evaluate financial performance, cash flows, financial situation or operational and strategic decision making. Its **purpose is to promote the publication of transparent, impartial and comparable financial information** to allow users a better understanding of its financial position and results.

### **Net Revenues:**

Total revenue includes the Group net of discounts and rebates.

### **Adjusted EBITDA: EBITDA:**

(*"Earnings before Interest, Tax, Depreciation and Amortisation"*) is an indicator that measures the companies operating margin before deducting interest, taxes, impairments and amortisation.

They are based on the operating benefits to which the provisions for the amortisation of tangible and intangible assets are added, as well as the variations in the working capital provisions.

Due to the specific nature of the business, the consumption of audio-visual rights is included in the operating expenses even though their accounting treatment is amortisation of intellectual property.

### **Free Operating Cash Flow:**

Measures the generation of monetary resources corresponding to operating and investment activities, and is used to evaluate the funds available for dividend payments to shareholders or for future investment activities.

### **Generated Cash Flow:**

Corresponds to the cash from the operating and investment activities that, once deductible, dividend payments, interest on financing and treasury stock determine the Group's financial variation.



**Liquidity or Net Financial Position:**

The Group measures the liquidity or Net Financial Position as the sum of "Cash and other equivalent liquid assets" of other current financial assets and short and long-term credit lines arranged at the end of the period corresponding to loans granted by financial entities with terms, amounts and other conditions agreed in the contract.

**Net Investments:**

These APMs are used by the Group's Management to measure the investment activity of each period, and corresponds to those operating investments made by the same and net of divestments. It includes that corresponding to joint ventures and other companies operationally managed as such.

**Coverage Ratio:**

The active / passive liquidity coverage ratio is calculated by dividing Current Assets between Current Liabilities and is used to determine the number of times the Group could face the maturities of short-term commercial debt with the outstanding debt and the current liquidity.

**9. CONTACT US**

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