An Inflexion Point in the Company

1H 2015 RESULTS PRESENTATION

Madrid, 22nd July 2015

Disclaimer

In addition to figures prepared in accordance with IFRS, PRISA presents non-GAAP financial performance measures, e.g., EBITDA, EBITDA margin, adjusted EBITDA, adjusted EBITDA margin, adjusted EBIT, adjusted net profit, free cash flow, gross debt and net debt, among others. These non-GAAP measures should be considered in addition to, but not as a substitute for, the information prepared in accordance with IFRS. Non-GAAP financial performance measures are not subject to IFRS or any other generally accepted accounting principles. For further information relevant to the interpretation of these terms, please refer to the "Reconciliation Section" of the 1Q 2014 earnings press release filed with the Securities and Exchange Commission and posted on prisa.com.

This document may contain "forward-looking statements" as defined in Section 27A of the Securities Act and Section 21E of the Exchange Act, including statements about the financial conditions, results of operations, earnings outlook and prospects of the Company. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements.

Forward-looking statements are based on management's current expectations and are inherently subject to uncertainties and changes in circumstance and their potential effects and each speaks only as of the date of such statement. There can be no assurance that future developments will be those that have been anticipated.

These forward-looking statements are typically identified by words such as "plan," "believe," "expect," "anticipate," "intend," "outlook," "estimate," "forecast," "project," "continue," "could," "may," "might," "possible," "potential," "predict," "should," "would" and other similar words and expressions, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements involve a number of risks, uncertainties or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to, those factors described in our filings with the Securities and Exchange Commission under "Risk Factors".

1S 2015: An inflexion point in the company

1 Risk profile has been significantly reduced

- **Disposal of Canal +**
- **Significant debt reduction**
- **Financial discipline**

2 Cycle turnaround in Spain

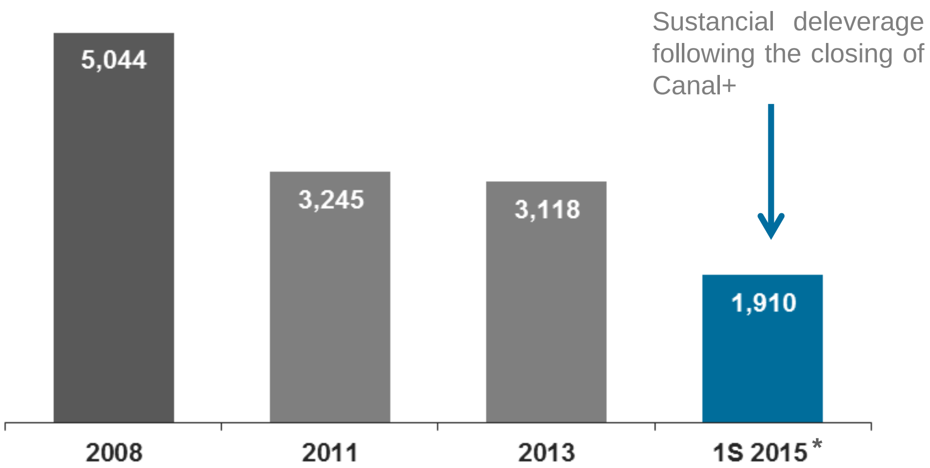
- **Spanish economy recovering** strongly in 2015
- **Advertising** market in Spain **showing solid growth**
- **Strong operational leverage**

3 Portfolio simplification, strengthening the balance sheet

- **Focus on core businesses**
- **Capital Structure** getting simpler and more stable

Risk profile has been significantly reduced

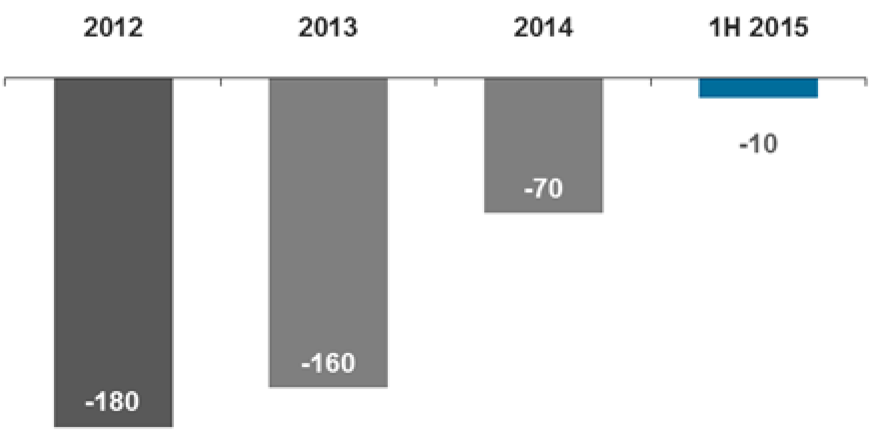
Strong bank debt Reduction (M€)



* Includes the 80% cashed in from Canal + sale.

- Over **3,300 million debt reduction** since pick
- **Financial discipline:** milestones meet ahead of expectations
- **Debt buybacks** have added **237 million euros value to shareholders** so far
- **No maturities until 2018**

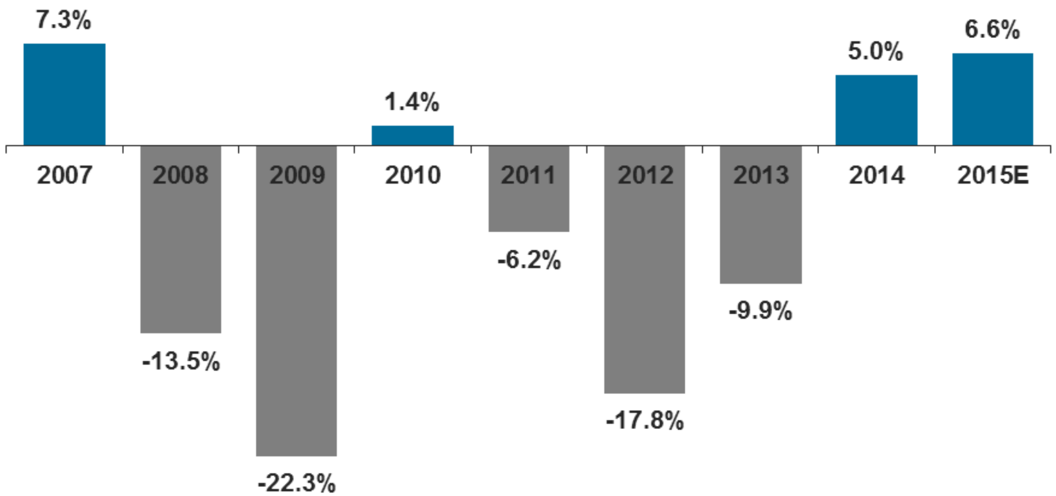
Free cash-flow evolution at holco level (M€)



- **Free cash flow evolution at holdco level** has significantly improved
- Strong **cost control** efforts

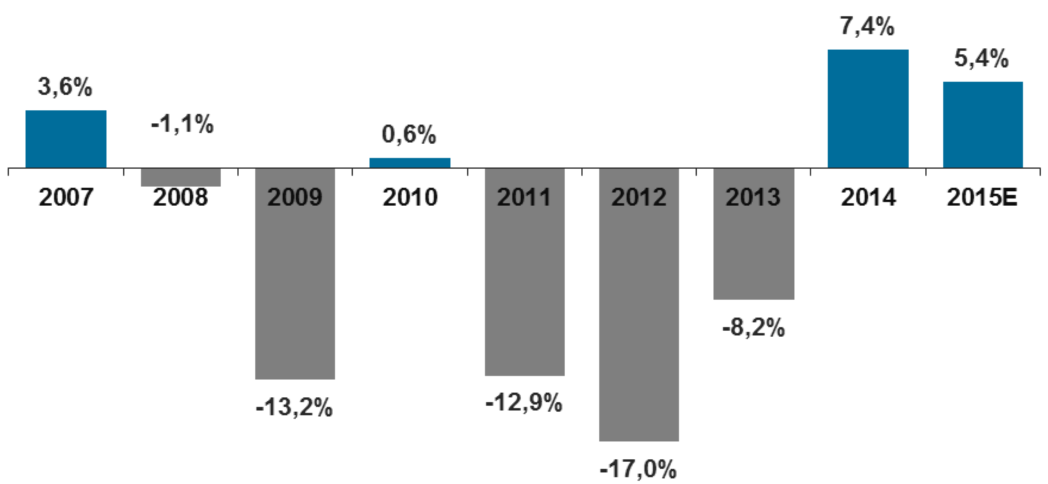
Cycle turnaround in Iberia

Evolution of advertising market in Spain (% Var)



- **Change of trend to positive** since 4Q 2014
- **Trends confirmed in 1S2015**
- **Total market expected to grow by 6.6%**

Evolution of advertising market in Portugal (% Var)

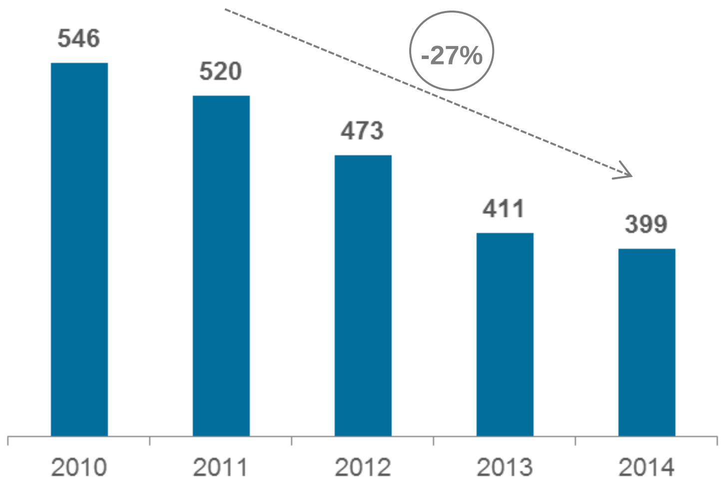


- **Change of trend** since the end of 2013
- **2015 is expected to grow by 5,4%,** despite in 1H 2015 the market remains flat

* Source: i2p, zenith

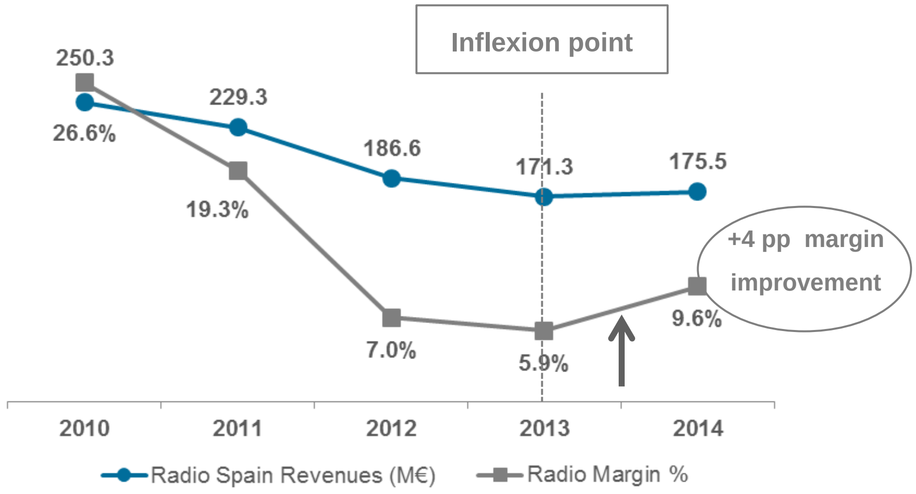
To Benefit from a strong operational leverage

Cost evolution in Spain (Press and Radio)



- Strong **cost** control **reduction: 147 million euros**
- **60% of revenues** decline compensated with **strong cost reduction**

Operational leverage in Radio Spain



1) **Operational leverage** starting to show up in 2014: flattish revenues driving strong **margin improvement**
2) **Topline growth** will lead to a **significant operating growth**

* All Group and business unit figures are Adjusted (exclude non-recurring items, detailed in the press release)

Main highlights 1H 2015: Operating Growth and Deleveraging

Advertising consolidates its positive trend in Spain

- **Spain shows solid growth (+5,7%) in 1H 2015.** Radio (+8.9%) and Press (+3.6%)
- **Portugal remains flat (**+0.5%), with added value calls continuing to fall

LatAm shows positive evolution in local currency

- **Santillana education campaigns in southern** countries show a positive performance **(+18% growth)**
- **Radio continues weak** in Colombia and Chile but improving trend in last 2 months
- **FX evolution has positively impacted** revenues in €10 million and €10.5 million in EBITDA

Accelerating the Digital transformation of the Group

- **Total transformation revenues** grew by 15.3% reaching 95 million euros

Continued focus on cost control

- **Cost reduction and capex** continues under control in all business areas

Deleveraging and strengthening the balance sheet

- **Total net debt reduced by 681 to 1,901 million euro** from 2,582 million as of December 2014:
    - **Canal + transaction closed** in April 2015. Cancellation of **470 million euros of debt** with part of the proceeds
    - **Cancellation of 122 million euros** (face value) with proceeds of 94 million euros (22% discount) from Mediaset
    - **154 million euros** in cash to continue with **Debt Buyback`s**
- **Capital increase of 75 million euros** pending to be formalized

Consolidated Group Results

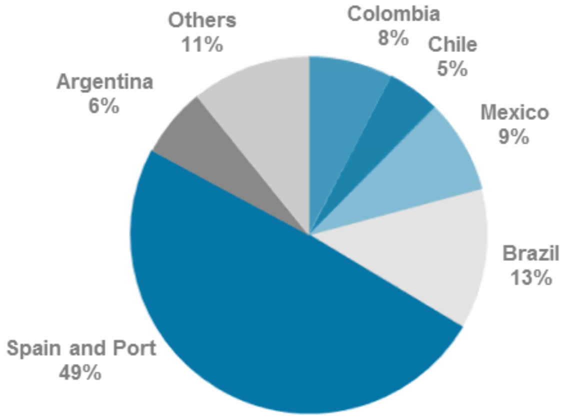
Group results (€m)

	1H 2015	1H 2014	% chg.	% ex FX
Revenues	**661,0**	**636,0**	*3,9%*	*2,3%*
EBITDA	**108,7**	**96,8**	*12,3%*	*1,4%*
EBITDA margin %	*16,5%*	*15,2%*		
EBIT	**56,7**	**36,5**	*55,2%*	*28,3%*
EBIT margin %	*8,6%*	*5,7%*		

Positive impacts from FX

- **10 M€ Revenues**
- **10.5 M€ EBITDA**

Geographical Breakdown of Revenues



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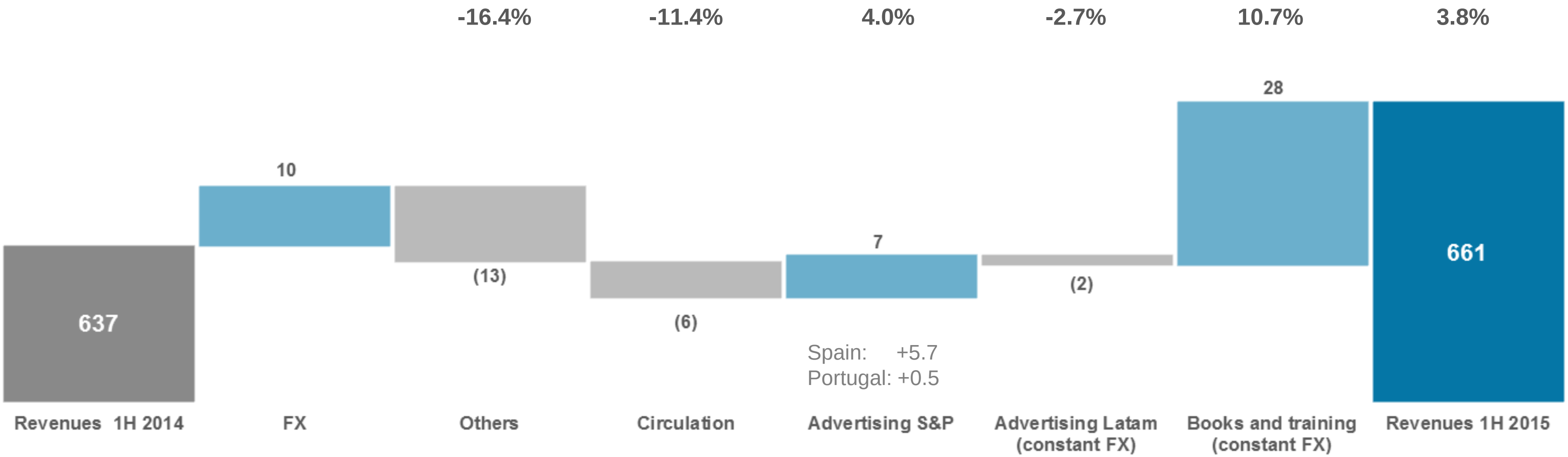
Revenue Evolution

Group results (€m)



Total revenue contribution %

	Others	Circulation	Advertising S&P	Advertising Latam	Books and training
1H 2015*	9.8%	7.3%	28.6%	9.5%	43.3%
1H 2014*	12.2%	8.5%	28.5%	10.1%	40.6%

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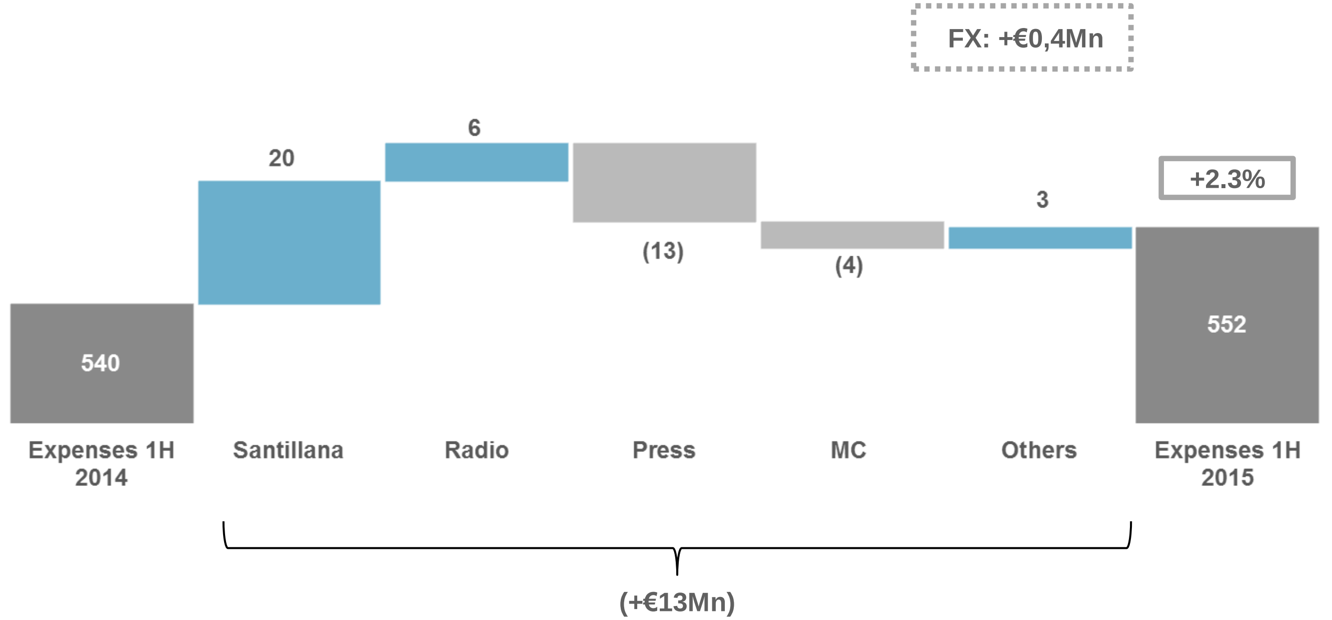
Focus on efficiency & cost control

Opex evolution(€m)



Main issues

- **Cost control continues** in business units showing limited growth: mainly **Press and Media Capital**
- **Santillana and Radio increase** their costs due to increase in variable costs associated to the growing revenues streams

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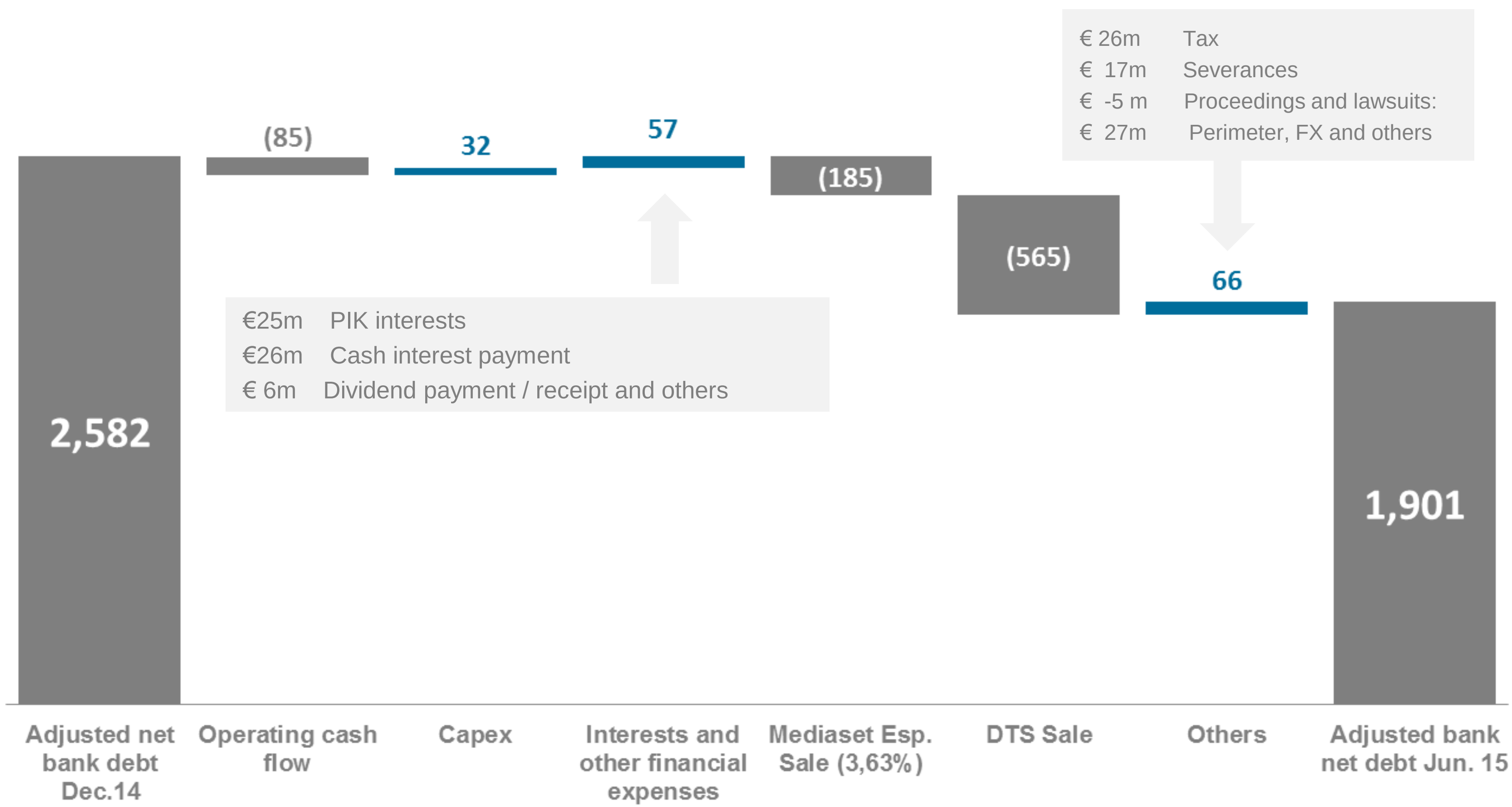
Evolution of consolidated net debt

Grupo Prisa Bank Net Debt (€m)



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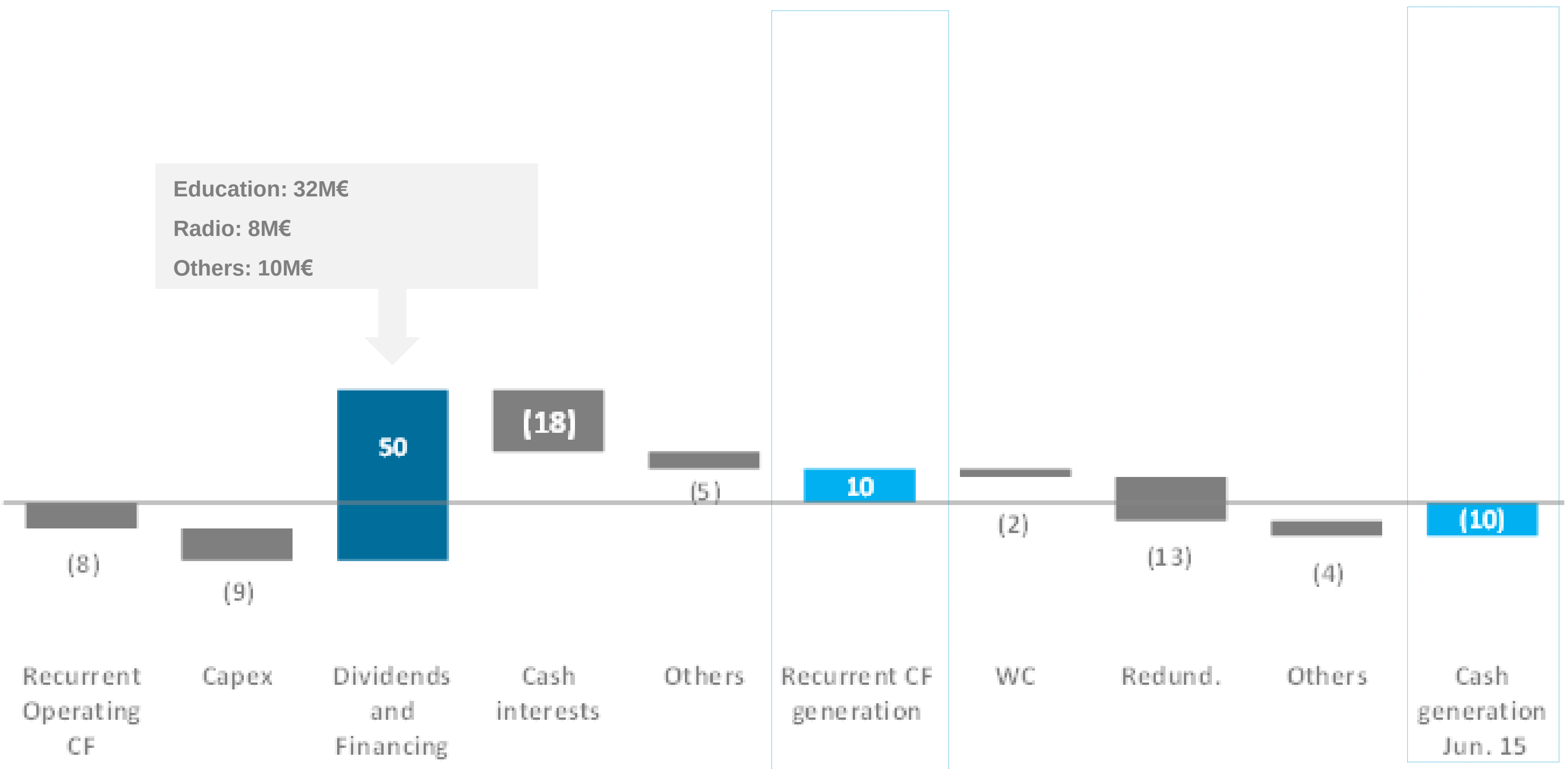
Cash generation at Holdco Level- 1S 2015

Cash generation at Holdco Level 1S 2015 (m€)

RECURRENT CASH FLOW GENERATION: 10M€

NON-RECURRENT CASH FLOW GENERATION: -19M€



Other pending issues

Other relevant facts

- **Canal+ sale has been closed** on 30th April 2015
- **Capital increase of 75M €**

Conclusions

- **Operating improvement** keeps on consolidating thanks to:
  - Economic recovery pushing revenues in Spain
  - Cost structure under control
  - New products contributing positively

- **Santillana continues performing satisfactorily** in local currency anticipating solid growth in the Spanish Campaign for the year ending

- **In Radio LatAm cost control measures** are being implemented to compensate the weak performance in Chile and Colombia but trends improving since last two months

- Significant progress on **deleveraging**

- **Business and Cash performance** in line with plan

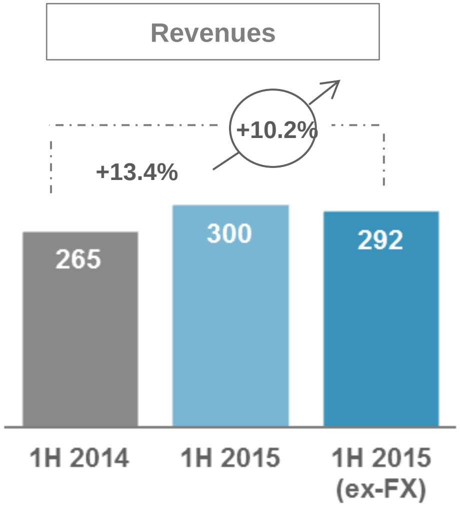
Appendix

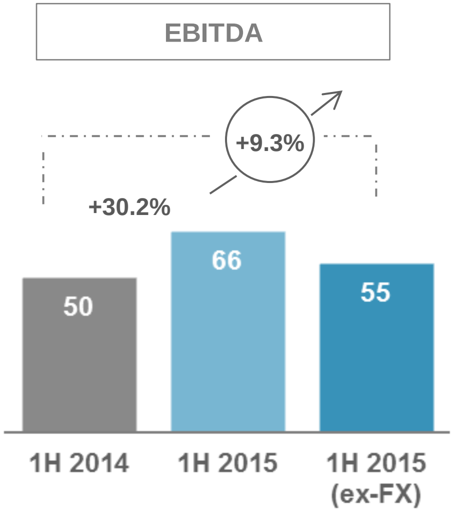
Santillana

Key highlights

- In 2015, most of the **Southern Area Campaigns** have been closed: Brazil (traditional & private), Colombia, Costa Rica, Argentina, Uruguay, Chile, Bolivia, Peru and Ecuador. Solid performance.
- **Northern Area Campaigns** (Mexico, Spain and Venezuela) and the institutional sales of Brazil to take place in 2H.
- **Spanish Campaigns** was delayed in 1H compared to the same period last year but prospects are good for the year ending.
- **Digital learning systems (UNO & Compartir)** continued to grow with margins affected by stronger efforts to capture new schools
- **Positive FX impact** of 8.6 M€ in Revenues and of 10.6M€ in EBITDA. This positive impact to be reversed for the end of the year if FX is maintained at current levels.

Operating performance (€m)





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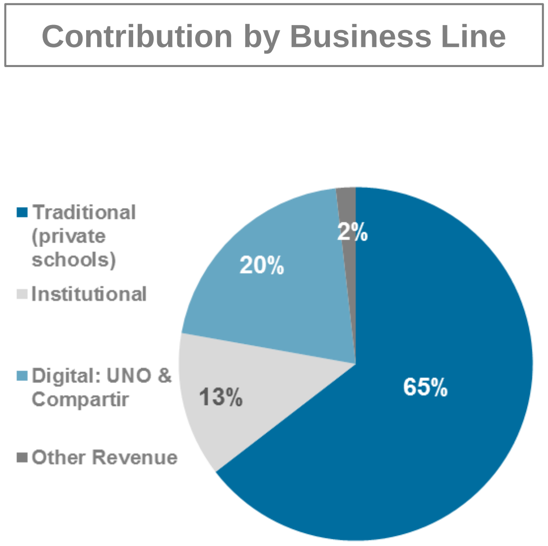
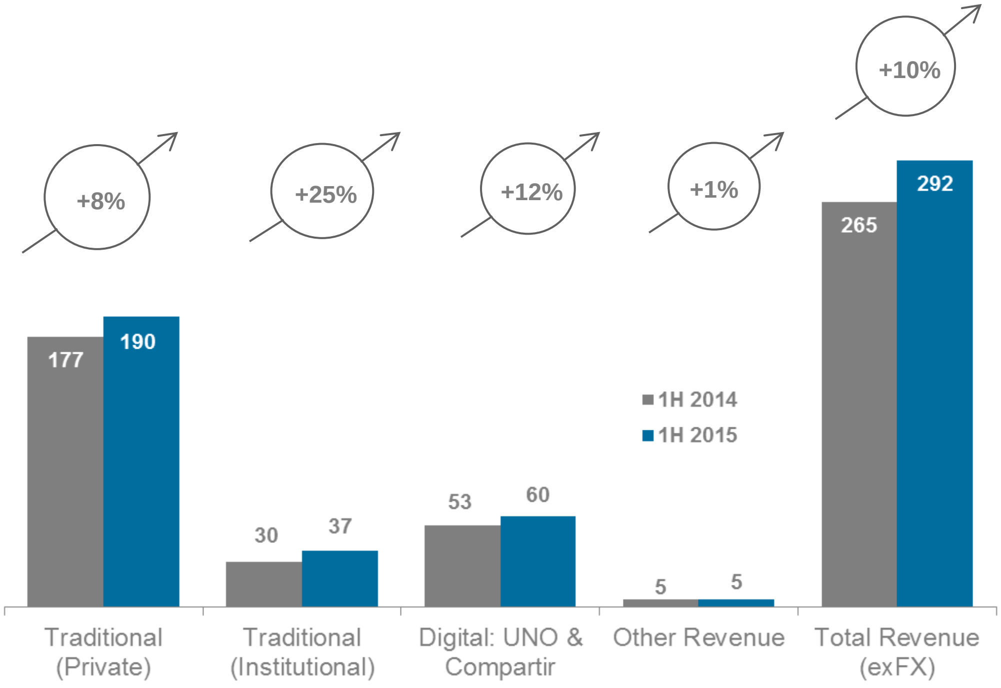
Santillana

Key highlights by Business Line (Local Currency)

- **Traditional private education** sales reach 190 and represented 65% of total revenues.
- **The institutional sales** increased by 25%.
- **New Digital learning systems** continued its growth (+12%) already representing 20% of total revenues.

Revenue performance by Business line at constant currency (€m)





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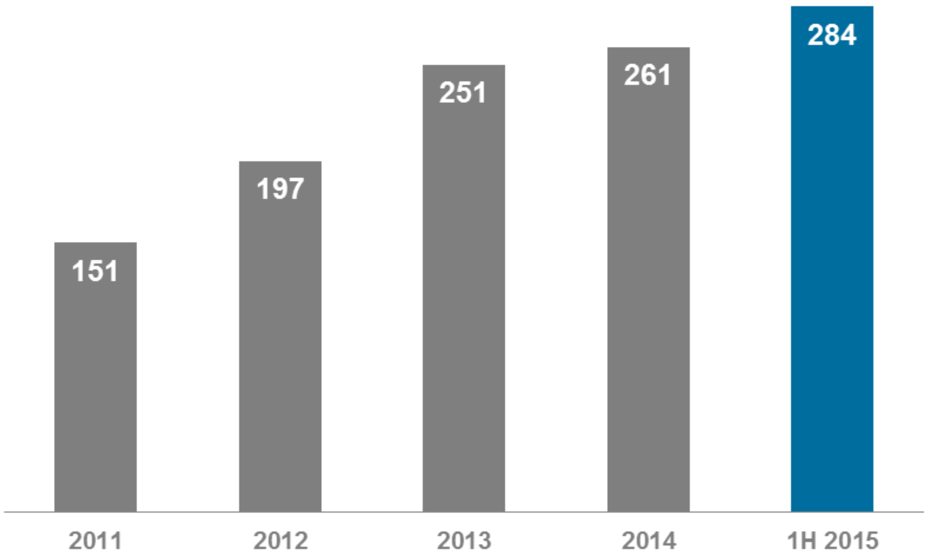
Santillana

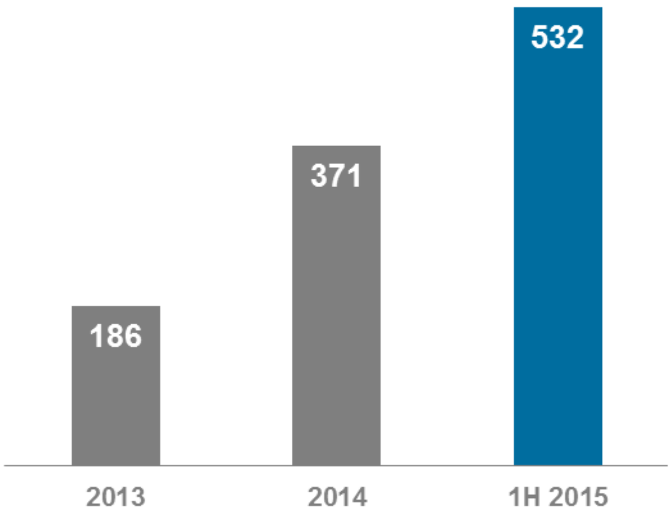
Digital learning systems | UNO & Compartir: over 816,000 students

UNO AND COMPARTIR EVOLUTION OF STUDENTS: +29%

UNO - number of students evolution (thousands)



Compartir - number of students evolution (thousands)



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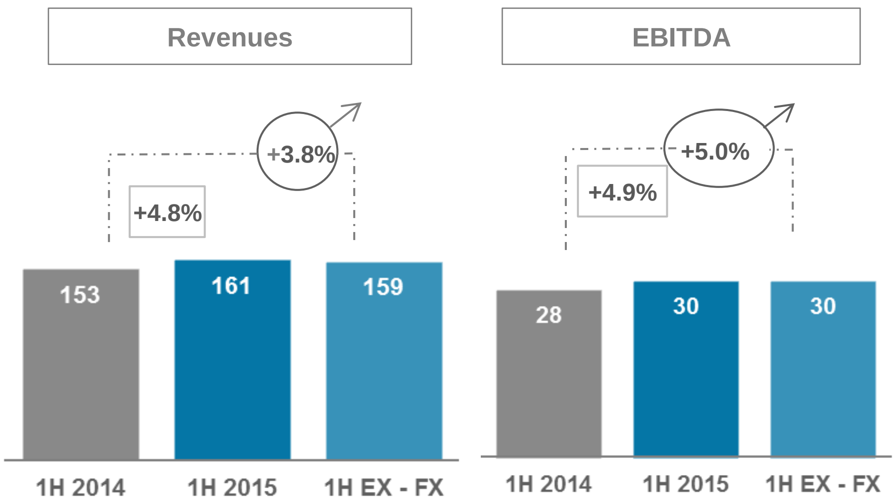
Radio

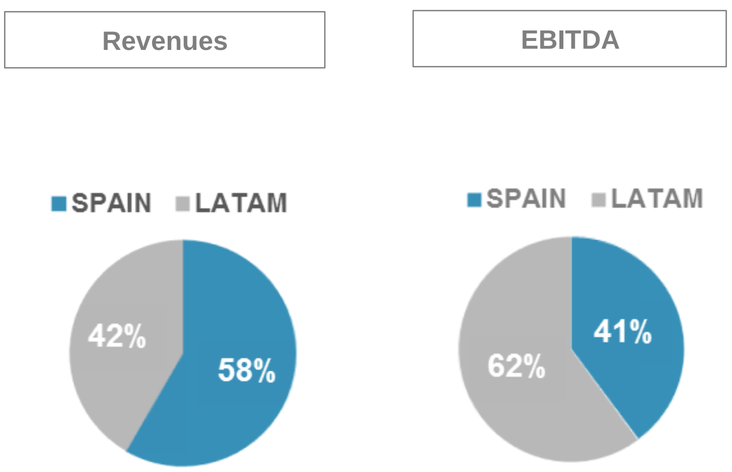
Key highlights

- **In Spain, Advertising grows** by 8.9%. Growths in both local (+10.1%) and National advertising (+4.5%)
- **In LatAm,** weakness continues in Chile and Colombia, compensated by Mexico which continues with outstanding growth.
- **FX has positively affected revenues** in 1,6 M€ **and almost flat** at **EBITDA** level (-0,1M€)**.**

Operating performance (€m)



Geographical Contribution (1H 2015)



* Excludes FX Impact and includes Mexico and Costa Rica results

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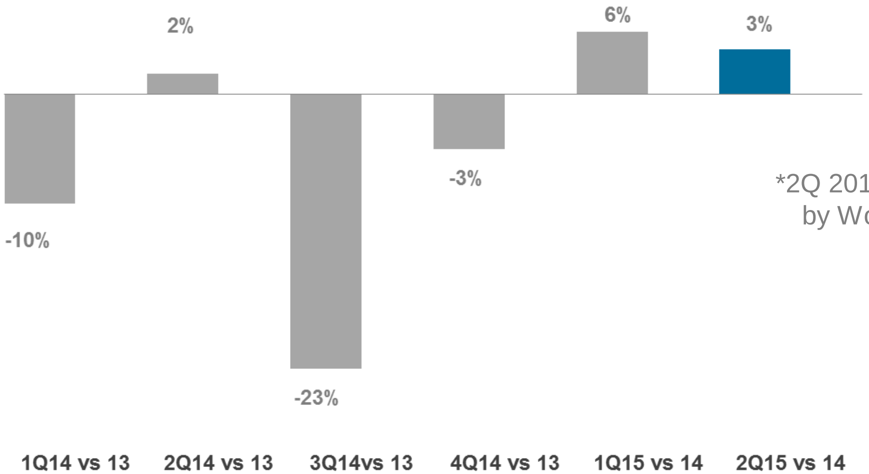
Radio

Radio in Spain (€m)

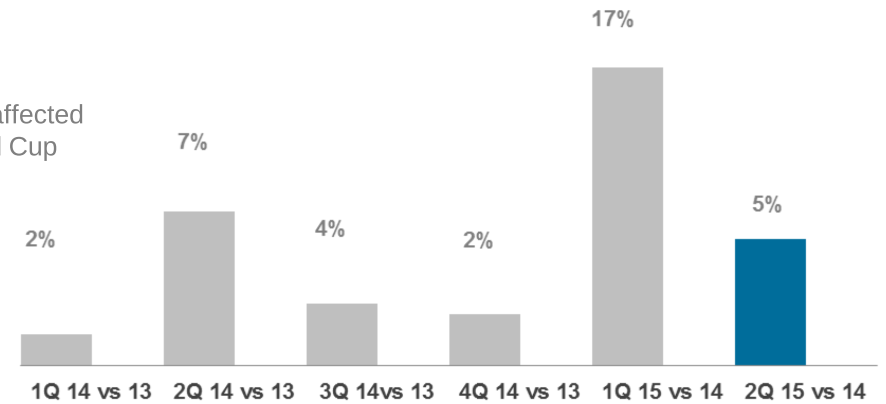
National Advertising



***1S 15 vs 14 grew by +4.5%**

Local Advertising

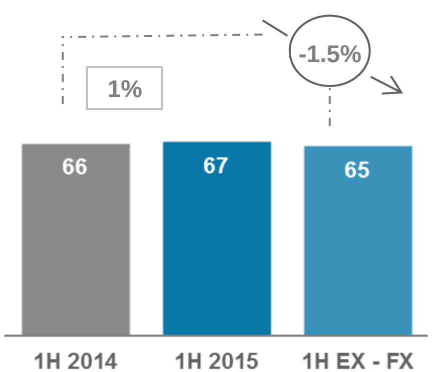
*2Q 2014 affected by World Cup



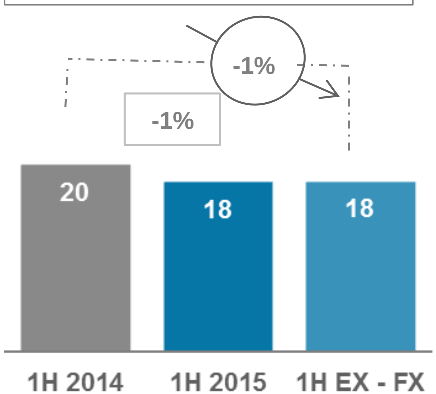
***1S 15 vs 14 grew by +10.1%**

Operating performance in LatAm (€m)

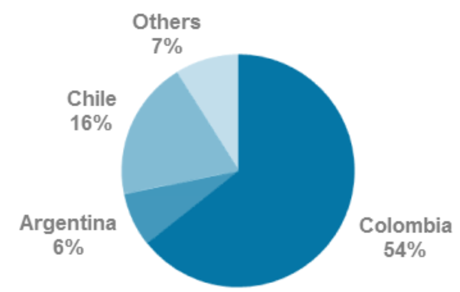
Revenues



EBITDA



Revenues contribution by Country



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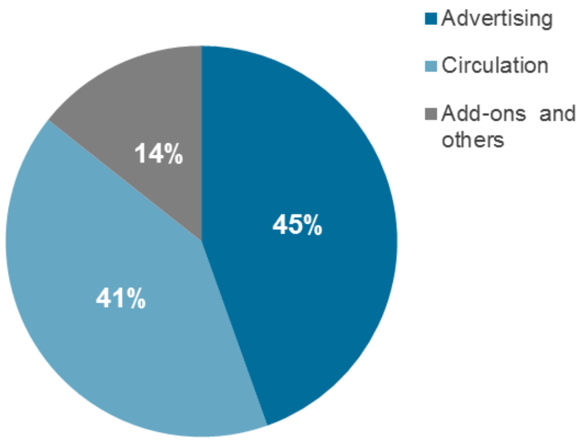
Press

Key highlights

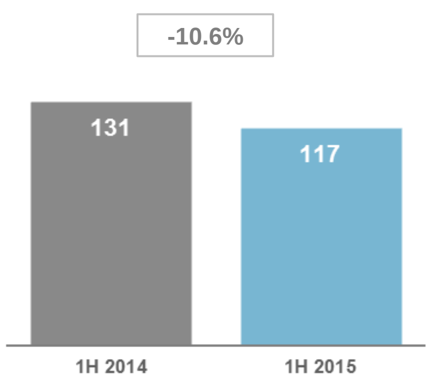
- **Circulation revenues** fall by -13.4%.
- **Advertising revenues** increase by 3.6%:
  - **Offline Advertising** shows a decrease (-1.7%)
  - **Online Advertising** has grown by 21.4**%**
  - **Events Advertising** delayed to 2H
- **Lower add-on activity but** profitability maintained
- Strong effort in **cost control**

Revenues by Line (Contribution)

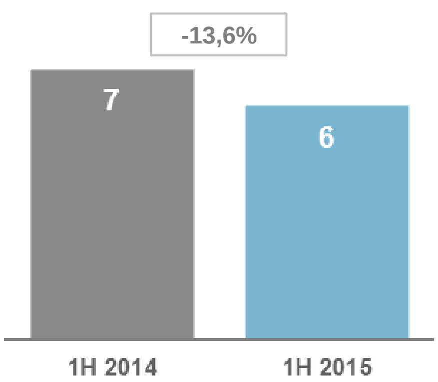


Operating Performance (€m)

Revenues



EBITDA



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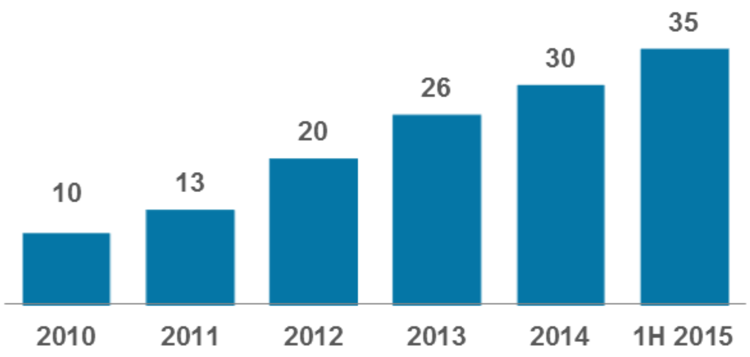
Press

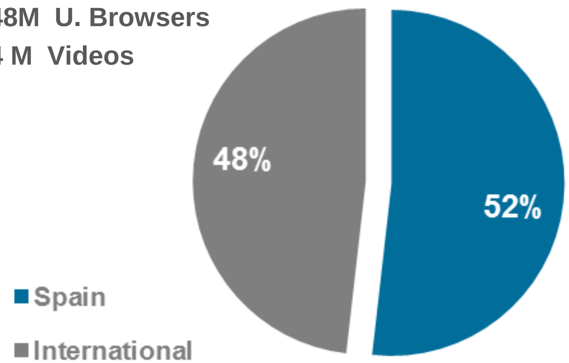
Digital KPI's

Digital advertising / total advertising (%)



Elpais.com worldwide audience (1H 2015)

14M U. Users
48M U. Browsers
4 M Videos



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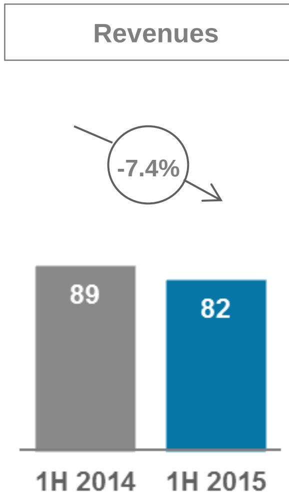
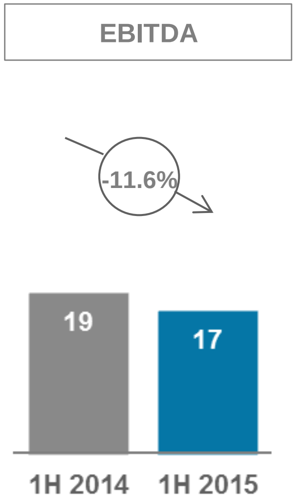
Media Capital

Key Highlights

- **Advertising** revenue increase by +0.4%, (-0.1% TV; 8.5% Radio), ad market recovery started in 2S 2013.
- Decline in **other revenues** due to decrease in value added calls.
- Strong effort in **cost control** continues.
- **Adjusted EBITDA** reaches 17.1 million euros and decreases by -11.6%.

Operating performance (€m)





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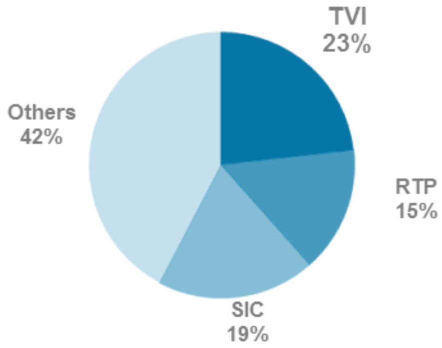
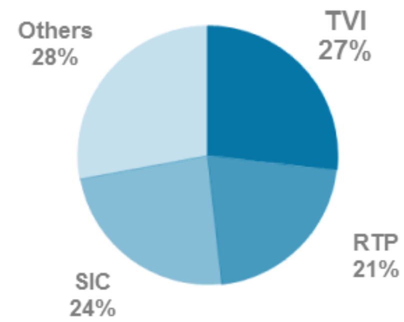
Media Capital

Market Position

24 hours

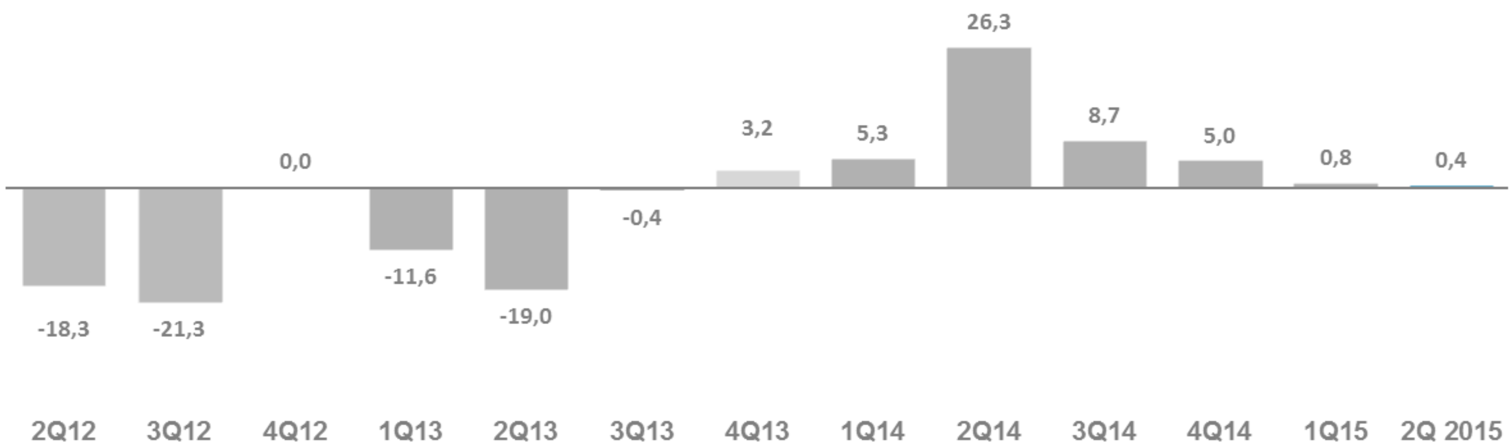


Prime time



Advertising revenues evolution (%)

Media Capital advertising



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THANK YOU.