



MARCH 2014 RESULTS PRESENTATION

Madrid, 2014

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”.

1 Improving macro environment in Spain & Portugal...

- Improving macro conditions since 2013
- Improvement expected to continue in 2014-2015

2 ... Although still fragile recovery in advertising investment

- Quarterly improvement in Spanish & Portuguese advertising sectors
- Advertising Group revenues fall by 6.7% in Spain & grow by 3.1% in Portugal in 1Q 2014

3 PRISA maintains the leadership position in all businesses where it is present

- **Press:** #1 generalist press
- **Radio:** #1 music & generalist in Spain, Colombia & Chile
- **Education:** #1 Spain, Brazil, Mexico, Argentina Chile, Colombia
- **FTA TV Portugal:** #1 audience in 24hrs and prime time
- **Pay TV Spain:** #1 in 2013 and 1Q 2014 (number of subscribers)

4 Solid, strong performance in Latam activities in constant currency, but negative FX impact

- Adjusted revenues at constant currency grow by +3.1%

5 Group digital development continues to grow

- **Digital ad revenues grow by 6.9%:** in Press they reach 29% of total division ad revenues
- **Unique browsers to PRISA sites grow by 16.6%**
- Digital education systems continue to grow in Brazil, Mexico & Colombia

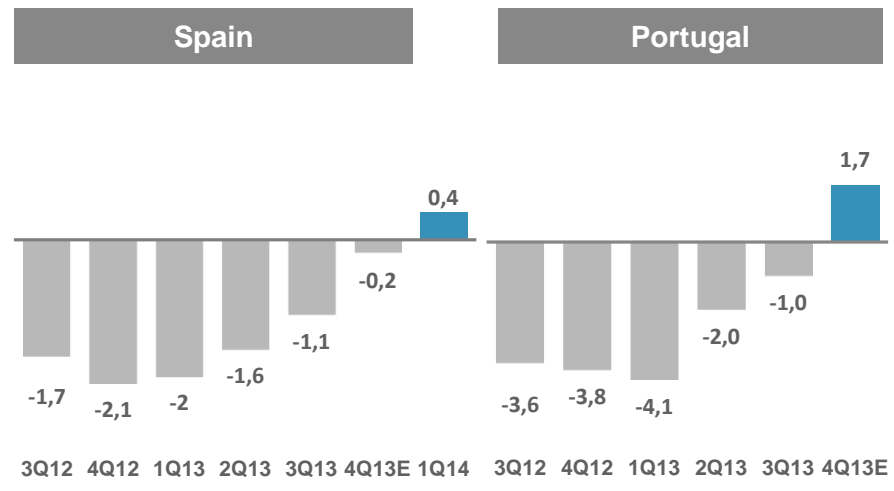
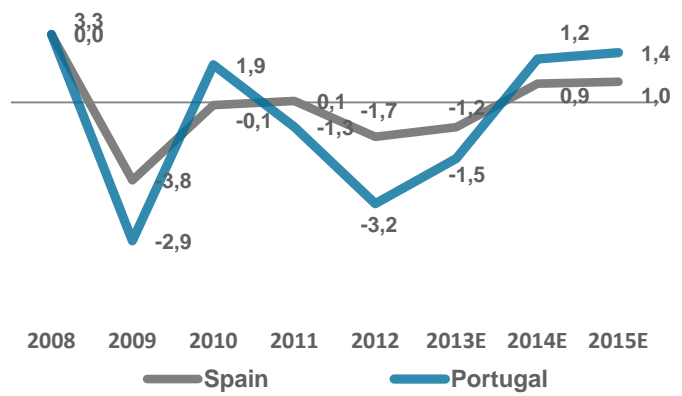
6 Strong cost & capex control efforts undertaken

- All costs reduced except for football rights

7 Group focussed on executing debt reduction plan

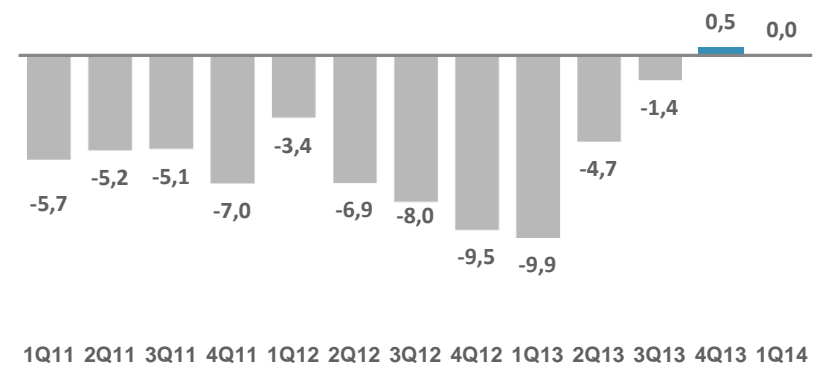
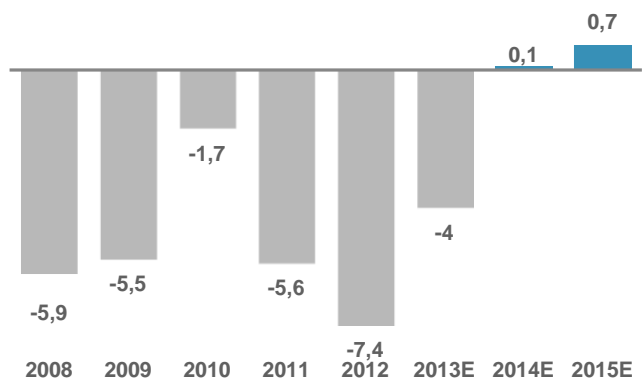
- Sale of General Publishing business has been agreed
- Sale of 3.69% stake in Mediaset España undertaken in April 2014. Debt buyback action in progress
- Acceptance of the offer received from Telefónica for the purchase of PRISA's 56% stake in Canal+

Spain & Portugal GDP (%)



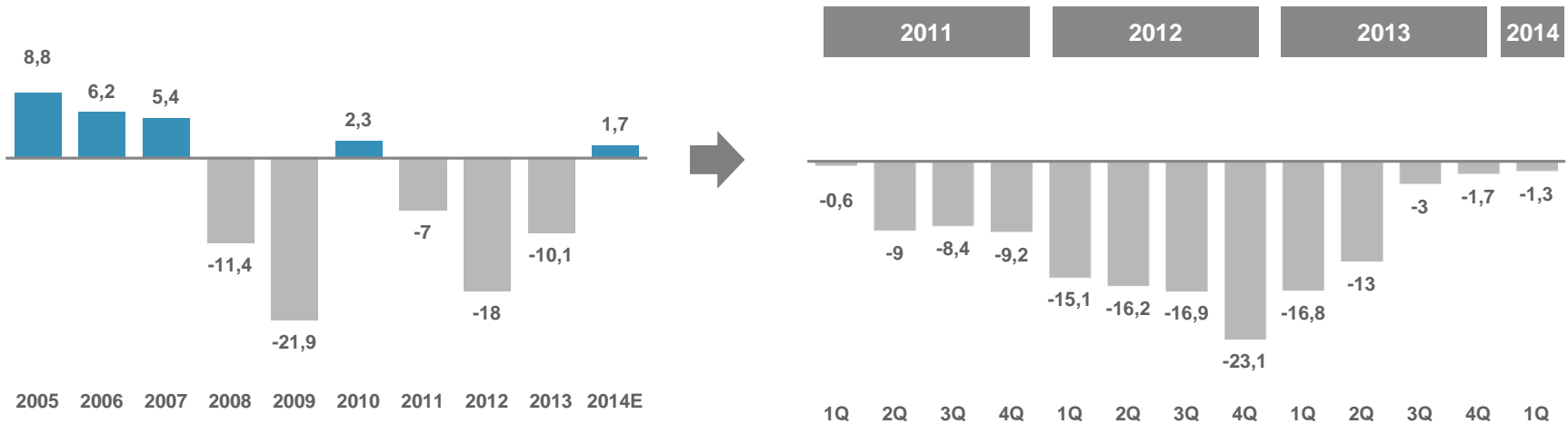
Source: INE, Bank of Portugal & IMF

Spain retail sales (%)



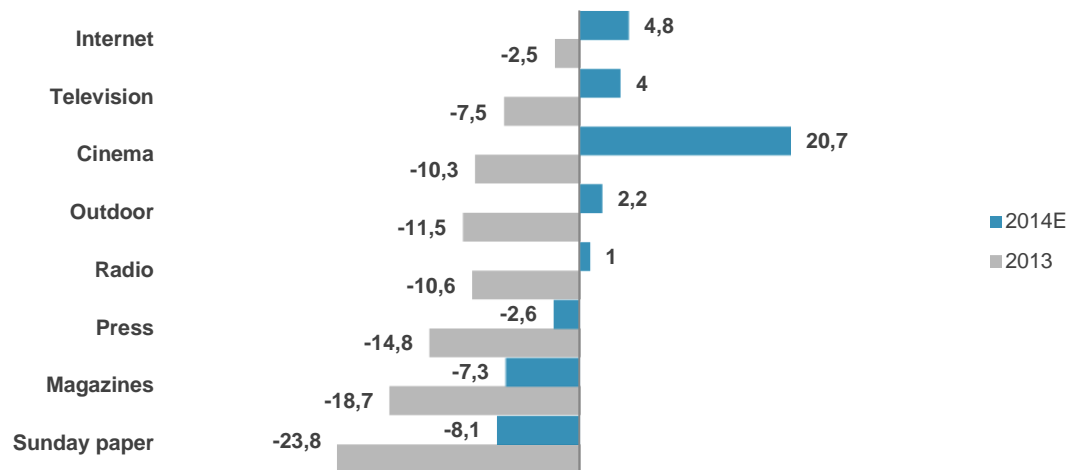
Source: INE

Spain advertising market growth (%)



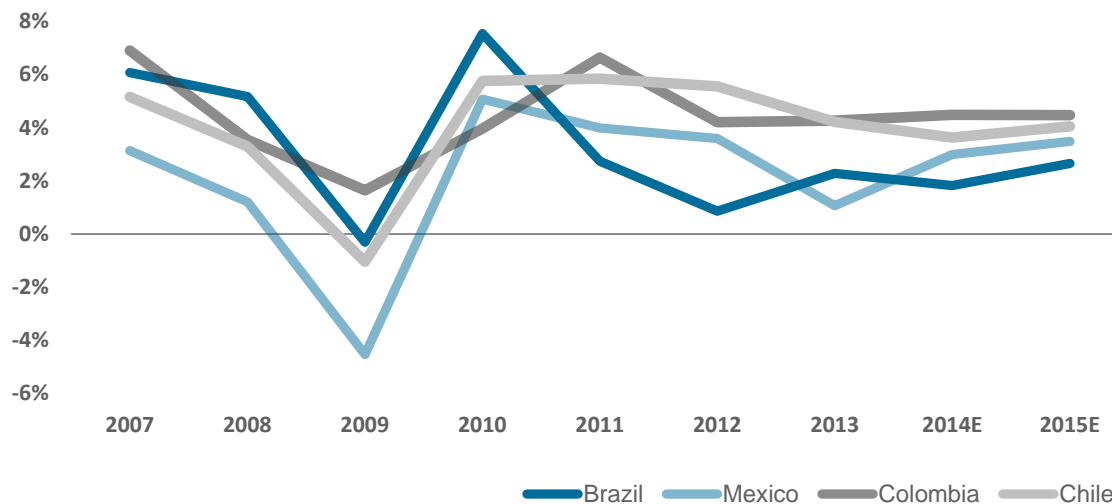
Source: i2p, March, 2014

Evolution of advertising investment in Spain per sector (%)



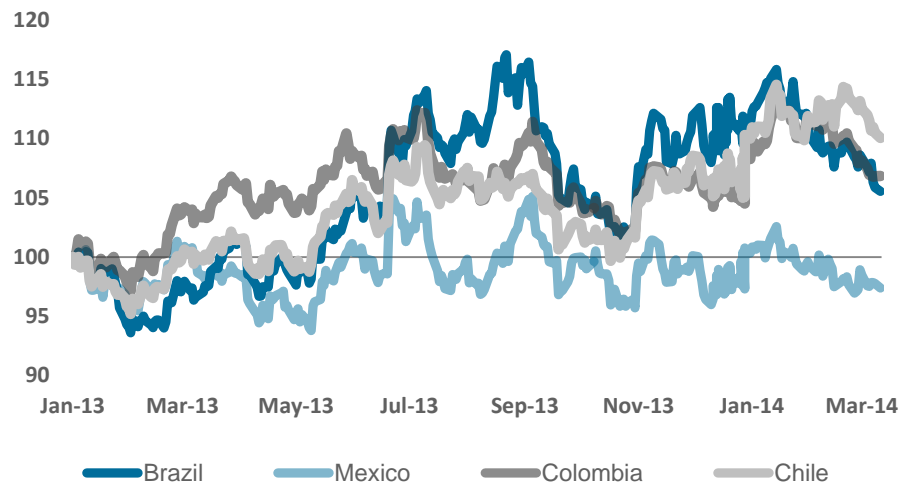
Source: i2p, March, 2014

Latam GDP growth (%)



Source: World Bank, IMF

Latam FX evolution



	Brazil	Mexico	Colombia	Chile
Q1 2013	1,51	9,58	1.358,01	357,95
Q2 2013	1,58	9,55	1.425,55	371,18
Q3 2013	1,73	9,75	1.440,29	382,70
Q4 2013	1,67	9,57	1.405,41	379,55
Q1 2014	1,72	9,66	1.463,12	402,54
1Q14/1Q13	-14,0%	-0,8%	-7,7%	-12,5%

Source: Bloomberg

Consolidated Group Results



Group results (€m)

	1T 2014	1T 2013	% Ch.
Revenues	630.90	678.15	(7.0%)
EBITDA	58.54	82.88	(29.4%)
<i>EBITDA margin</i>	<i>9.3%</i>	<i>12.2%</i>	
EBIT	8.59	27.14	(68.4%)
<i>EBIT margin</i>	<i>1.4%</i>	<i>4.0%</i>	

Group results ex Canal+ at constant currency (€m)

	1T 2014	1T 2013	% Ch.
Revenues	378.53	378.13	0.1%
EBITDA	73.50	66.90	9.9%
<i>EBITDA margin</i>	<i>19.4%</i>	<i>17.7%</i>	
EBIT	40.54	35.24	15.0%
<i>EBIT margin</i>	<i>10.7%</i>	<i>9.3%</i>	

Consolidated Group Results – Canal+ & FX impact

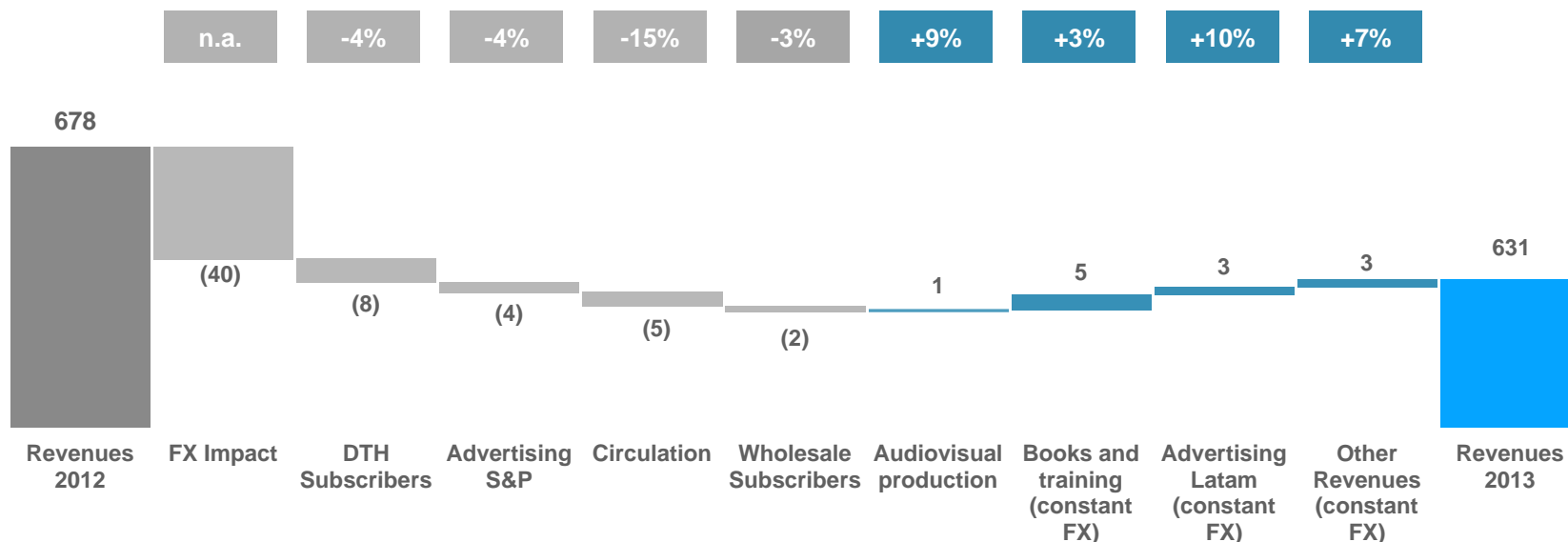


	Group adjusted			Ex Canal+			Ex Canal+, local currency		
(€m)	1Q14	1Q13	% Ch	1Q14	1Q13	% Ch	1Q14	1Q13	% Ch
Revenues	631	678	(7.0%)	339	378	(10.4%)	379	378	0.1%
Spain	397	413	(3.8%)	105	113	(6.6%)	105	113	(6.6%)
International	234	265	(12,0%)	234	265	12.0%	274	265	3.1%
Opex	572	595	(3.8%)	281	311	(9.7%)	305	311	(1.9%)
Spain	414	420	(1,4%)	123	136	(9.6%)	123	136	(9.6%)
International	158	175	(9.8%)	158	175	9.8 %	182	175	4.0%
EBITDA	59	83	(29.4%)	58	67	(13.4%)	74	67	9.9%
Spain	(17)	(7)	(134%)	(18)	(23)	23.9%	(18)	(23)	23.9%
International	76	90	(16.1%)	76	90	(16.1%)	91	90	1.3%

Revenue Evolution



Group results (€m)



1Q 2014*

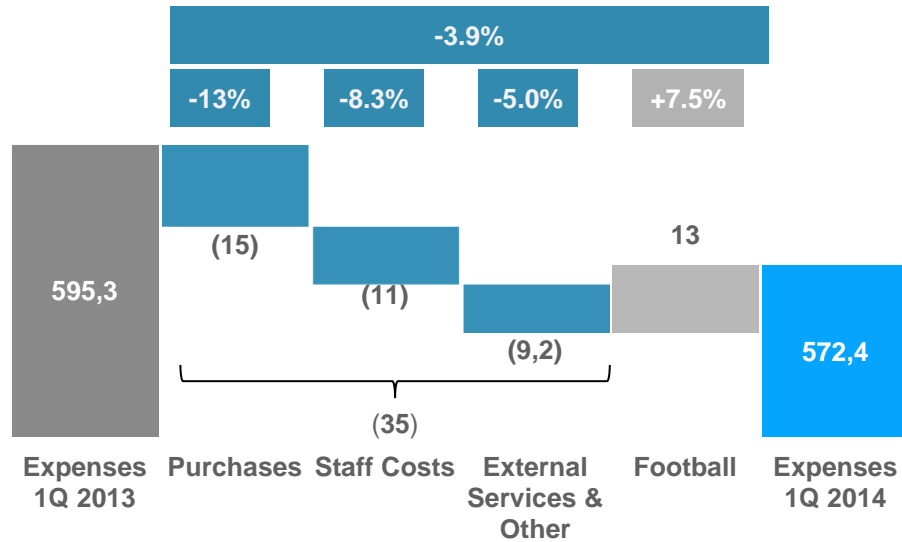
34.5% 13.3% 4.4% 9.2% 0.9% 32.1% 5.1% 7.0%

1Q 2013*

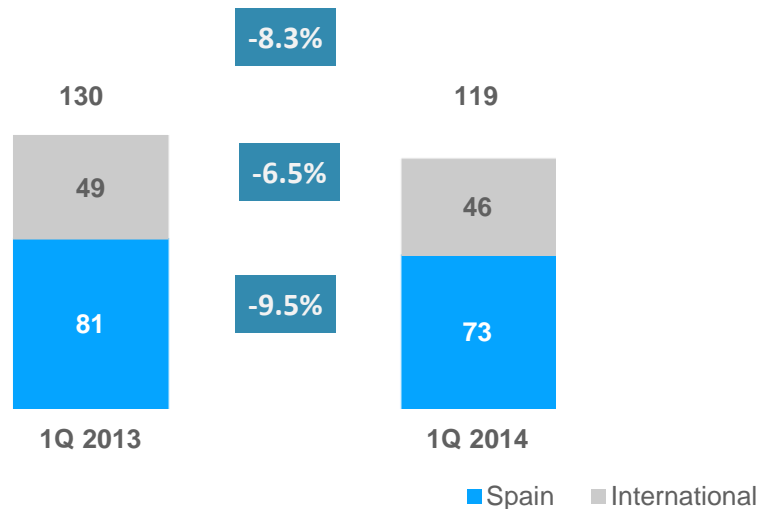
33.3% 12.9% 4.8% 8.8% 0.8% 29.1% 4.3% 6.1%

(*) As % of total revenues

Opex reduction



Staff costs (€m)

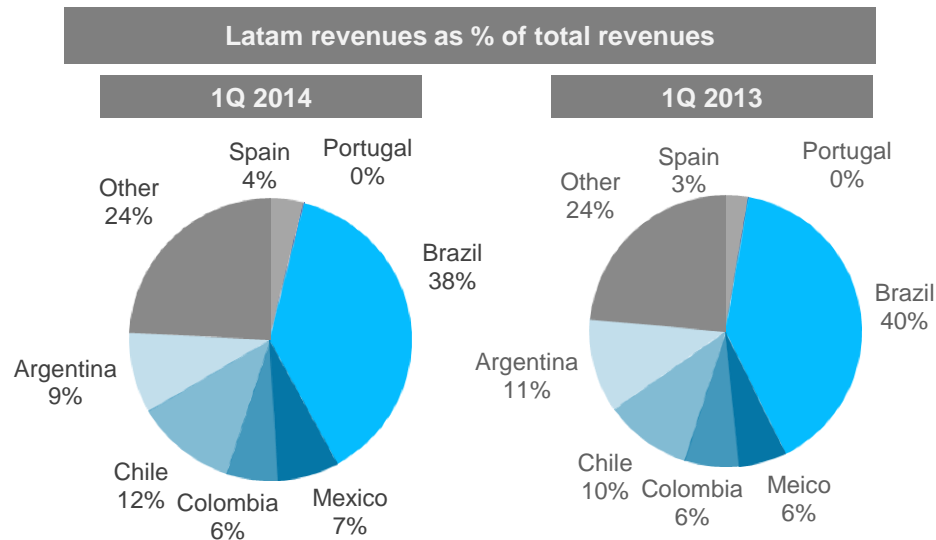


Market position

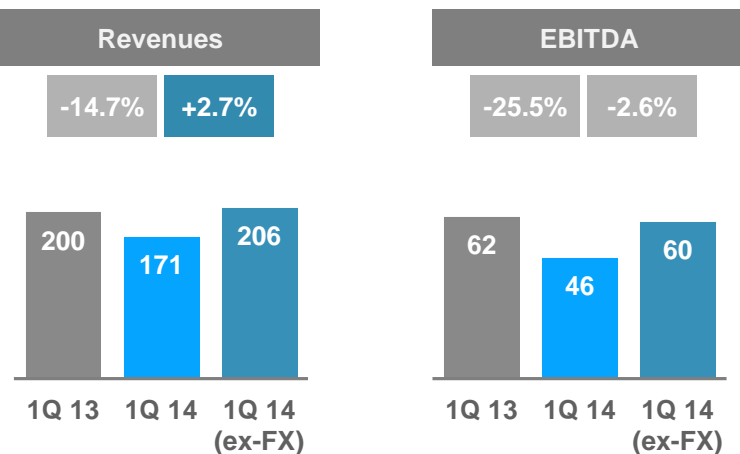
	Textbooks	
	Position	Market Share
Spain	19,3%	1
Brazil	19,9%	1
Mexico	17,4%	1
Argentina	27,6%	1
Chile	38,8%	1
Colombia	17,2%	1
Portugal	7,1%	3

Source: Santillana's Market Research, 2013 (all except Mexico – 2012)

Geographical position



Recent performance (€m)



Digital development – learning systems

UNO	Schools	Students
Brazil	329	116.591
Colombia	73	24.989
Mexico		130.000

COMPARTIR	Schools	Students
Total	711	253,178

Market position

Spain

Thousand listeners	Listeners		
	1Q 2014	Position	Share
Generalist Radio	4.688	1	38,6%
Cadena SER	4.688		38,6%
Musical radio	7.796	1	62,1%
40 Principales	3.578		28,5%
Dial	2.281		18,2%
Máxima FM	770		6,1%
M80	612		4,9%
Radiolé	555		4,4%
Total	12.484		

Source: EGM November 2013

International

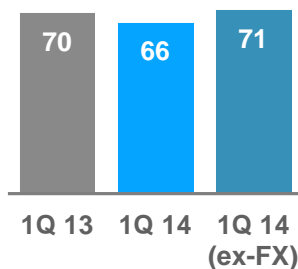
Thousand listeners	Listeners		
	2013	Position	Share
Colombia	10.772	1	37,2%
Chile	2.137	1	45,9%
México	1.397	3	14,0%
Argentina	1.122	4	18,5%
Costa Rica	156	4	7,1%
USA - Miami	102	9	2,5%
USA - Los Ángeles	70	4	8,2%

Source: ECAR (Colombia), IPSOS (Chile), INRA (Mexico), IBOPE (Argentina)

Recent performance (€m)

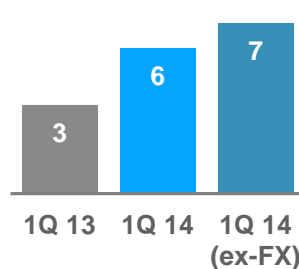
Revenues

-5.3% +1.7%



EBITDA

+64.2% +92.8%

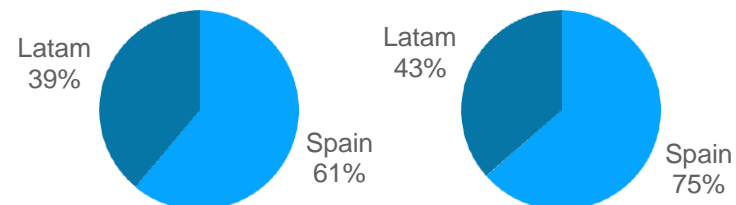


Geographical position

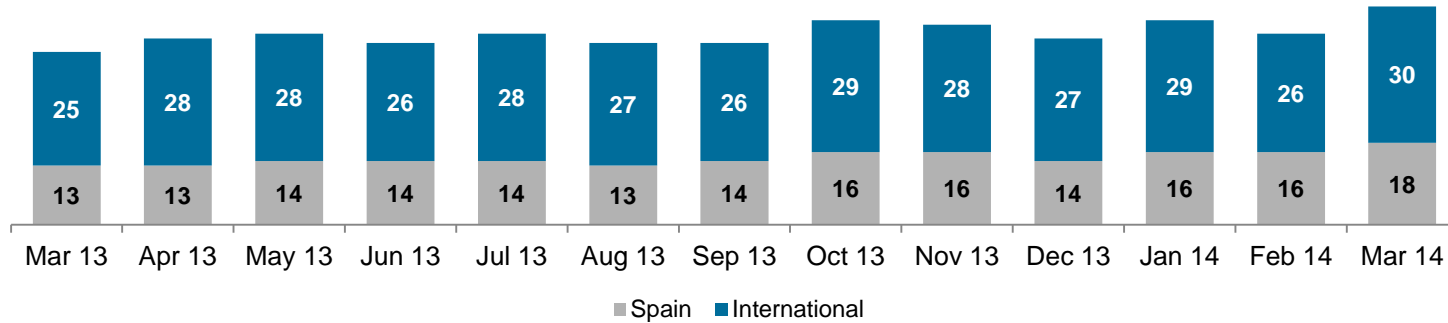
Latam revenues as % of total revenues

1TQ2014

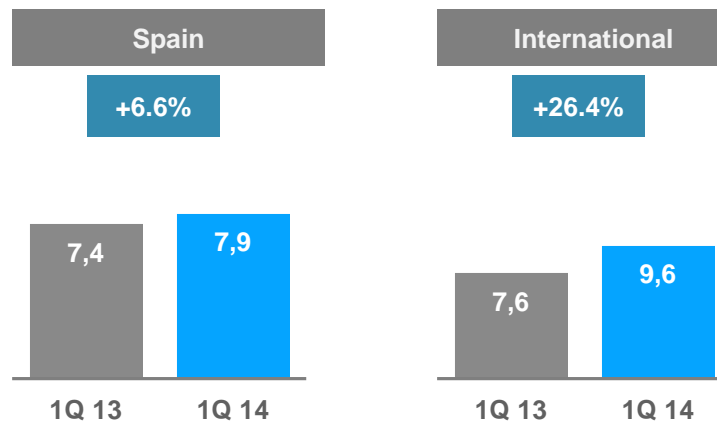
1Q 2013



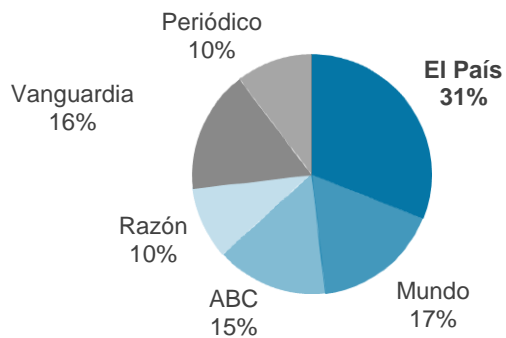
Online radio listening hours (million hours)



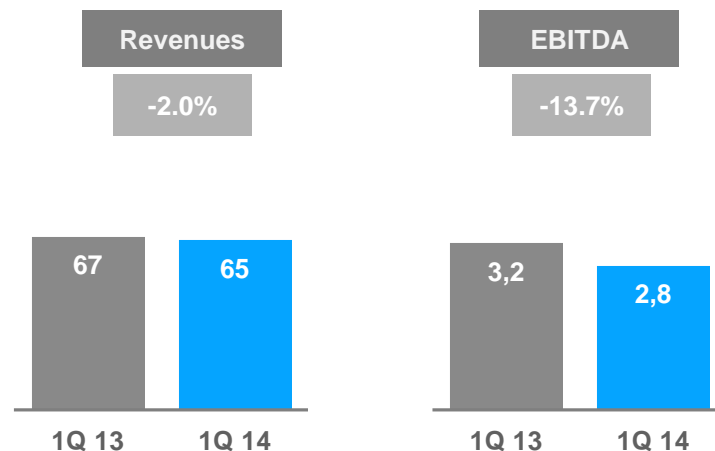
Online audience evolution



Market position



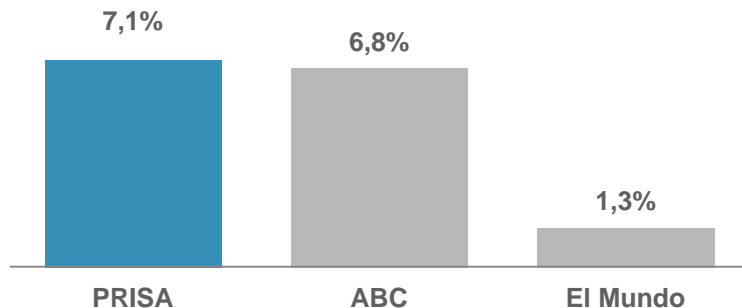
Recent Performance (€m)



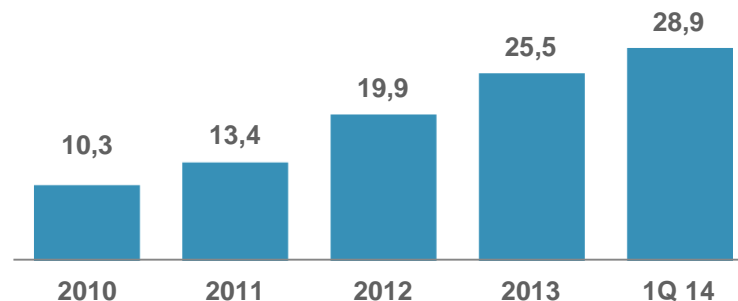
Source: OJD March 2014

Digital development

Digital advertising (% growth)

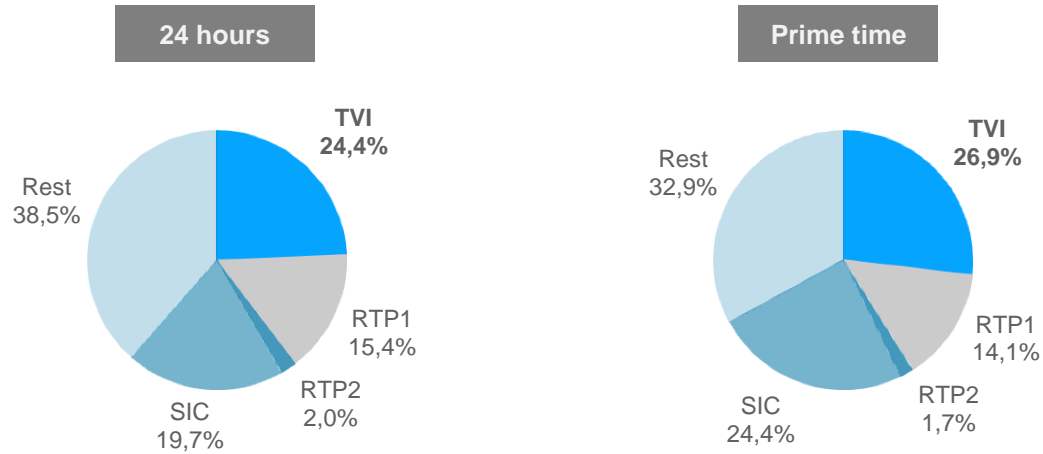


Digital advertising / total advertising (%)



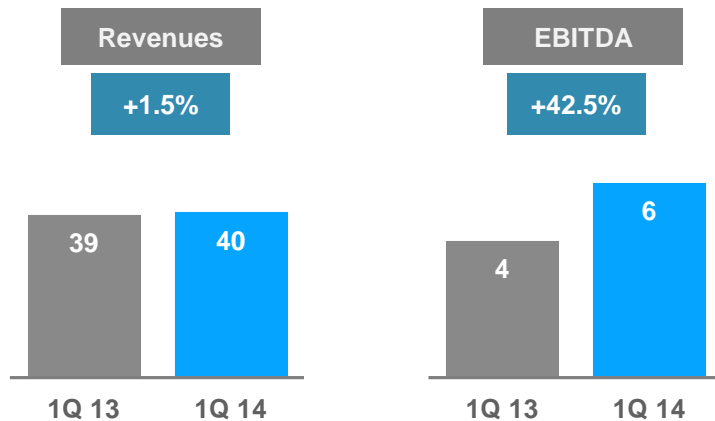
Source: AEDE March 2014

Market position

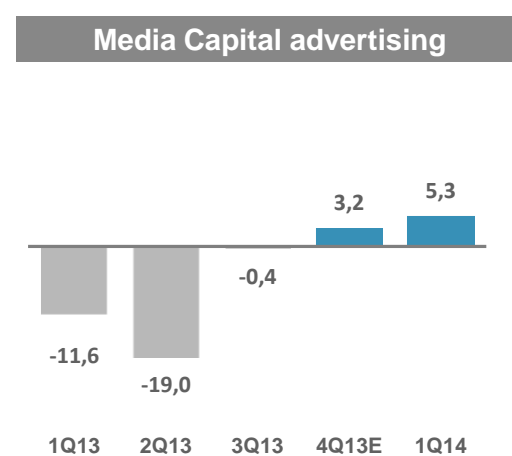


Source: Gfk. Audience share for 1Q 2014

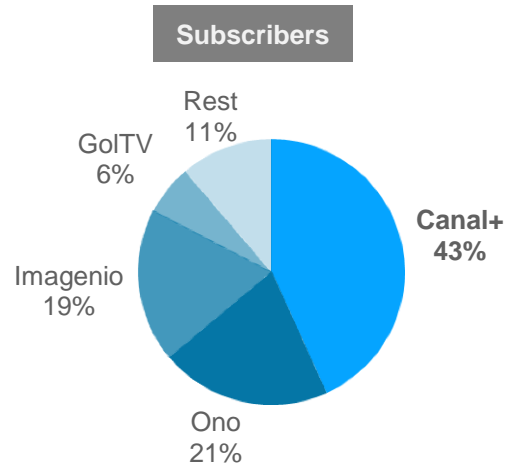
Recent performance (€m)



Advertising revenues evolution (%)



Market position

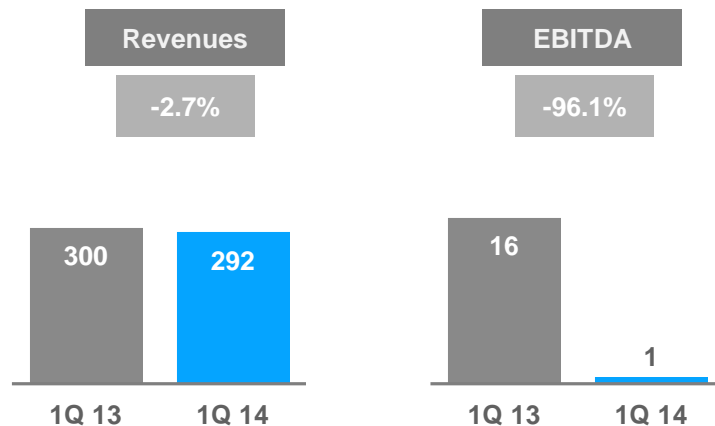


Source: internal estimates (1Q 2014)

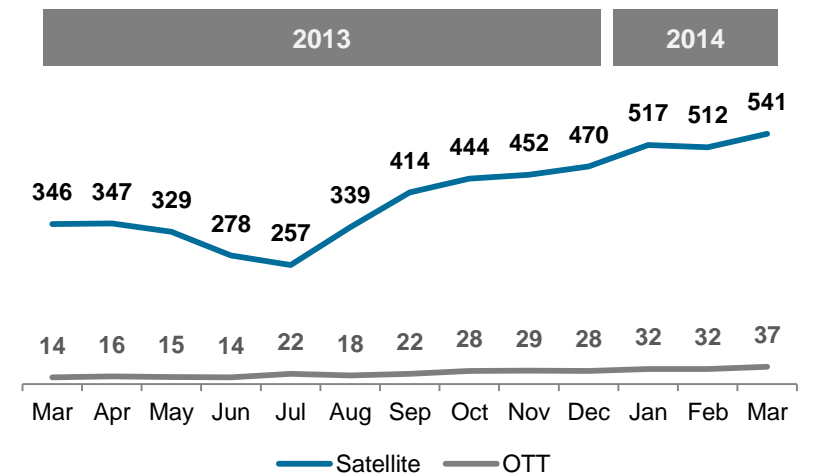
Key Performance Indicators

	1Q 2014	Dec 2013
Satellite subscribers ('000s)	1.632	1,621
Average ARPU (€)	43.5	42.7
Churn	16.5%	18.0%
iPlus (subscribers)	649,214	630,005
iPlus (penetration)	40%	39%
Yomvi ('000s users DTH)	541	470
Yomvi (penetration)	33.2%	29%
Yomvi (downloads)	4.4m	4.6m

Recent performance



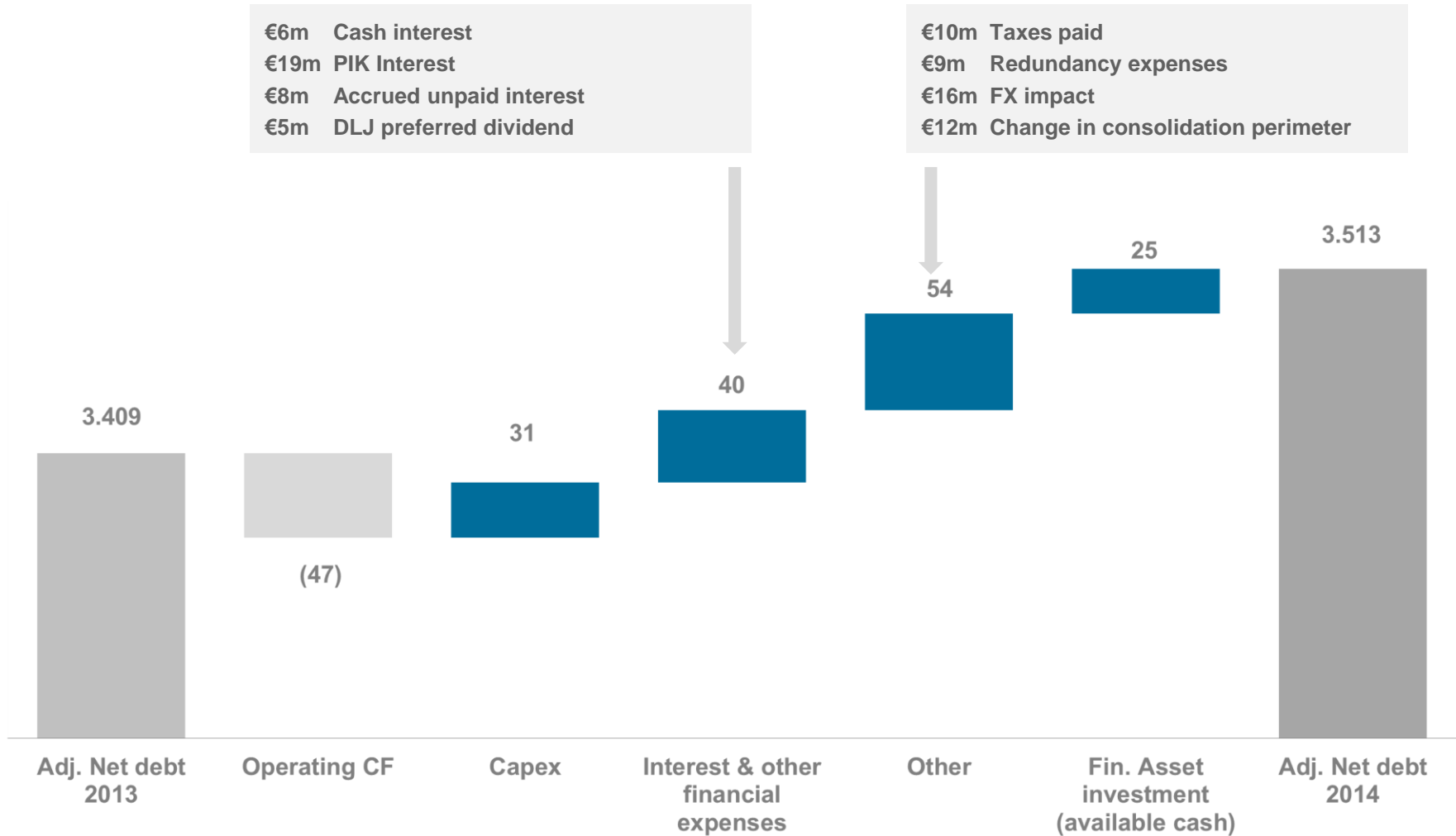
Digital development – YOMVI users



Cash Flow generation & adjusted net debt position

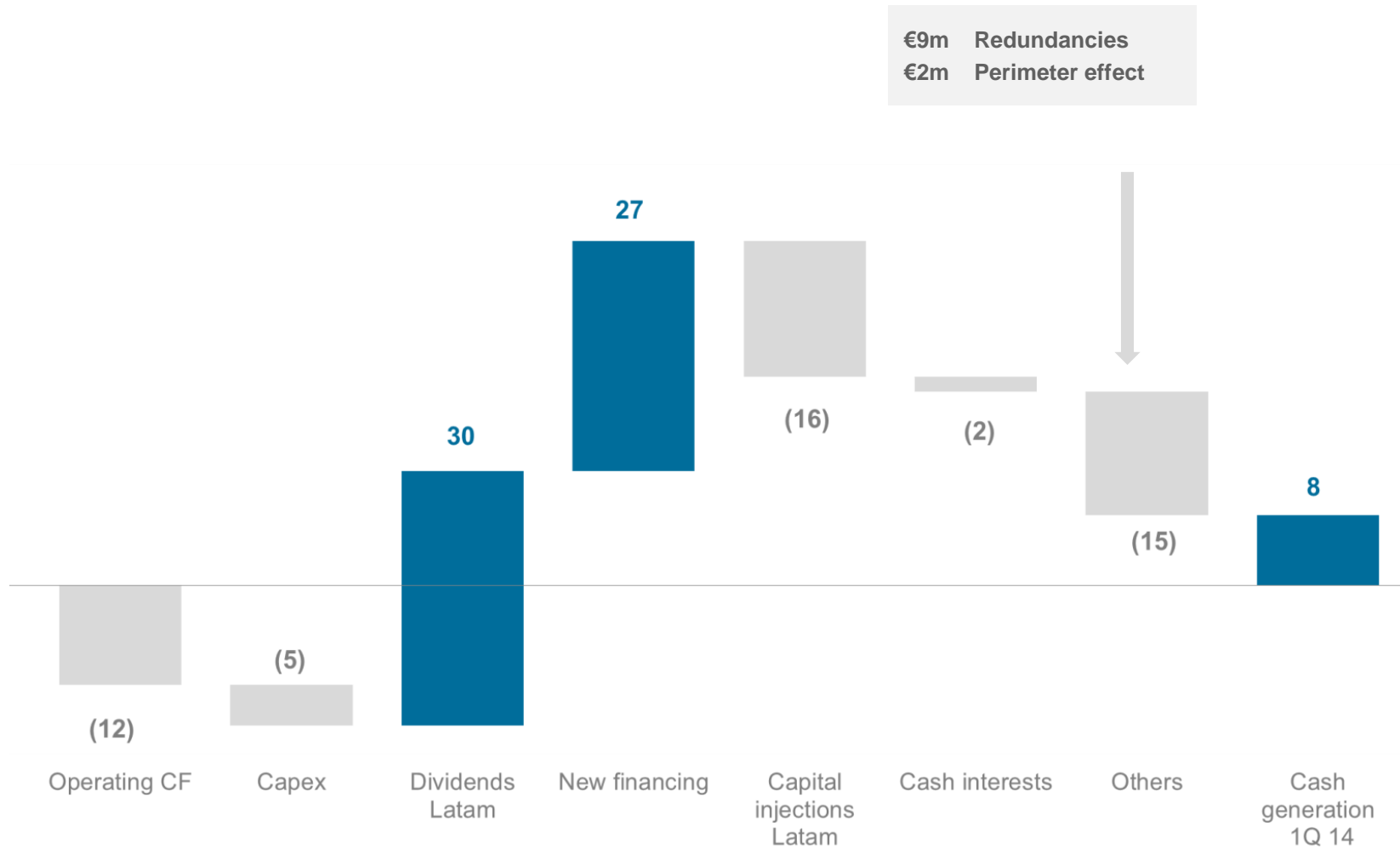


Grupo Prisa Net Debt (€m)



Cash generation at Holdco level- 1Q 2014

Cash generation at Holdco level 1Q 14 (€m)



Prisa has accepted an offer from Telefónica for the purchase of Prisa's 56% stake in Canal+

KEY TERMS

- **Price of 725 million euros**
 - Subject to final agreement of the SPA including price adjustments to be negotiated
 - 30 days maximum period starting May 7th to finalize negotiations of final contract

- **Mediaset España has a right of first refusal and tag along**
 - Rights could be exercised during the 15 natural days following the signing of the contract

- **The transaction is subject to certain approvals**
 - **Non-opposition from a group of core lenders**
 - Up to 20 business days from signing
 - **Antitrust authorities**
 - Expected to last a minimum of 12 months from signing

1. Focus on **operating improvement** and **growth**
2. PRISA to benefit if **macro recovery** in **Spain and Portugal consolidates**
3. **Latam** to maintain its **positive trend, but FX remains volatile**
4. **Digital learning Systems** transforming the education business and **contributing to growth**
5. Continued effort in **cost control** with strong operating leverage
6. Execution of **debt reduction plan**



THANK YOU.