



PROMOTORA DE INFORMACIONES, S.A. ORDINARY SHAREHOLDERS MEETING (April 1, 2016)

REMOTE VOTING

Form for remote voting for Ordinary Meeting of PROMOTORA DE INFORMACIONES, S.A. to be held at 12:30 pm on March 31, 2016, at Teatro Real de Madrid, Plaza de Oriente s/n, Madrid 28013, on first call, and if the necessary quorum is not achieved, at the same place and at the same time on April 1, 2016, on second call. **The General Meeting is expected to be held on second call, that is, on April 1, 2016, at the place and time indicated above.**

Shareholders wishing to vote regarding the proposals on the Agenda:

If prior to the holding of the Meeting the shareholder wishes to vote remotely regarding the proposals of resolutions submitted by the Board of Directors regarding the items on the Agenda for this Meeting, it must check the corresponding box with an X, depending upon the sense of the vote or abstention.

| Item of the Agenda | 1º | 2º | 3º | 4º | 5.1 | 5.2 | 5.3 | 5.4 | 5.5 | 5.6 | 5.7 | 5.8 | 5.9 | 5.10 | 5.11 | 5.12 | 6º | 7º | 8º | |
|--------------------|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|----|----|----|--|
| In favor | | | | | | | | | | | | | | | | | | | | |
| Against | | | | | | | | | | | | | | | | | | | | |
| Abstention | | | | | | | | | | | | | | | | | | | | |

Shareholders casting votes remotely will be considered to be in attendance for purposes of the quorum for the General Shareholders Meeting.

Shareholders may not vote remotely on proposals on items out of the agenda.

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| Shareholder Mr./Ms. _____ N.I.F./C.I.F.: _____ Depository Entity: Code _____ Name _____ Securities Account (Branch + DC+ account number) _____ Number of shares _____ Signature of shareholder voting remotely <i>(signature authenticated by a notary or acknowledged by a custodian participating in Iberclear)</i> In _____, on _____ 2016 |
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AGENDA

- 1º.- Review and, if applicable, approval of the annual accounts (balance sheet, profit and loss account, statement of recognized income and expense, statement of changes in equity, of cash flow statement and notes to the financial statements) and management reports for both the company and the consolidated group for the 2015 financial year, and the proposed distribution of profits.
- 2º.- Approval of the Board of Directors' management of the company in the 2015 financial year.
- 3º.- Adoption of the resolution for appointing the auditor of the company and its consolidated group for the 2016 financial year, pursuant to the provisions of Article 42 of the Commercial Code and Article 264 of the Companies Act.
- 4º.- Issue of mandatorily convertible bonds in new shares of Promotora de Informaciones, S.A., by exchange of loans. Capital increase to cover the conversion.
- 5º.- Fixing the number of Directors. Appointment of Directors.
- 5.1. Fixing the number of Directors.
- 5.2. Ratification of the appointment by cooptation and election of Director Mr Khalid Bin Thani Bin Abdullah Al Thani.

5.3. Ratification of the appointment by cooptation and election of Director Mr Joseph Oughourlian.

5.4. Reelection of Mr. Juan Luis Cebrián Echarri as director.

5.5. Reelection of Mr. Manuel Polanco Moreno as director.

5.6. Reelection of Mr. Gregorio Marañón y Bertran de Lis as director.

5.7. Reelection of Mr. Alain Minc as director.

5.8. Reelection of Mr. Ernesto Zedillo y Ponce de León as director.

5.9. Appointment of Mr Glen Moreno as director.

5.10. Appointment of Ms Elena Pisonero Ruiz as director.

5.11. Appointment of Ms Blanca Hernández Rodríguez as director.

5.12. Appointment of Mr Alfonso Ruiz de Assin Chico de Guzmán as director.

6º.- Non-binding voting on the Annual Report on Remuneration of the Directors.

7º.- Information to the Shareholders on amendments to the Regulations of the Board of Directors.

8º.- Delegation of Powers.



CONDITIONS FOR REMOTE VOTING

PROMOTORA DE INFORMACIONES, S.A. ORDINARY SHAREHOLDERS MEETING April 1, 2016

SHAREHOLDERS WISHING TO VOTE REMOTELY

A shareholder may cast its vote remotely. To do so, it must complete the form related to remote voting provided by the Company for these purposes, and send the duly completed form to the Company. Shareholders casting votes remotely will be considered to be in attendance for purposes of the quorum for the General Meeting.

A vote so cast may be sent to the Company by way of:

- i) Remote electronic means of communication, through the Company's website (www.prisa.com). In this case it must include an electronic signature of the shareholder recognised, provided or issued by any of the following certification service providers: CERES (Fábrica Nacional de Moneda y Timbre - Real Casa de la Moneda); CAMERFIRMA; or ANCERT (Agencia Notarial de Certificación). The electronic National Identity Document (Documento Nacional de Identidad electrónico, or "DNle") issued by the National Police Directorate of the Spanish Ministry of the Interior may also be used.

- ii) Delivery or post by mail: addressed to Shareholder Relations Office of Promotora de Informaciones, SA, to the registered office of the Company (Gran Vía 32, 28013 Madrid) or to the address of the Office (Avda. de los Artesanos 6, Tres Cantos, 28760 Madrid). The form will include the information necessary to demonstrate status as a shareholder. The signature of the shareholder must be attested by a notary or acknowledged by a custodian participating in Iberclear. In the case of legal persons it must be accompanied by the corresponding documents sufficiently showing the capacity in which the signatory acts.

A vote cast remotely, in any of the ways contemplated in the preceding sections, must be in the possession of the Company at its headquarters, at least 24 hours in advance of the time contemplated for holding the General Meeting on first call, or such shorter term, if any, as may be determined by the Board of Directors. Otherwise, the vote will be deemed not to have been cast.

All of the foregoing in accordance with the provisions of the Bylaws and General Meeting Regulations of Promotora de Informaciones, S.A. Also, the rules included in the notice of call of the General Meeting and on the Company's website (<http://www.prisa.com>) must be followed.