



ANNUAL RESULTS 2013



27th February 2014

2013 MAIN HIGHLIGHTS
**ADVERTISING
SPAIN &
PORTUGAL**

- Quarterly improvement adjusted by extraordinary effects
1Q (-15.2%); 2Q (-12.8%); 3Q (-4.2%); 4Q (+ 1.8%)
- Improvement takes place in all media segments: Press and radio in Spain and Media capital in Portugal

LATAM

- Solid growth in local currency in all countries both in Education and Radio
- Negative FX Impact
- 67.5% of total Group EBITDA coming from this area

PAY TV

- Negative subscribers evolution
- Changes in the strategy of certain competitors with respect to content acquisition and the integration and subsidizing of pay TV in their offer of services
- Goodwill impairment of 844.6 million Euros

**COSTS AND
CAPEX**

- Reduction in all operating expenses except for football rights costs
- Personnel expenses reduced by 38 million Euros
- Capex has been reduced to minimum levels to move resources into growth areas, mainly Santillana

REFINANCING

- Stable capital structure
- New liquidity line
- Reframing of asset portfolio
- Time and financial flexibility
- Debt repurchase at a discount

EDUCATION

Education: Revenues (738.30 million Euros) remain flat (+0.6%) on the back of the negative FX impact. **At constant currency revenues grow by 10.8%.** We highlight the growth in Digital Learning Systems. Revenues from UNO System grow by +61.3% in 2013.

- **Latin America** shows increasing revenues by +4.1% (+17.2% at constant currency). We highlight the growth of Colombia (+21.9%), Mexico (+6.1%), Ecuador (+9.2%) and Argentina (+6.9%). In Brazil (+12.3%) FX has a very negative impact (at constant currency, revenues increase by 31.3% and EBITDA by 25.1%).
- **Spain sees its revenues fall by 11.8%** on the back of a 12.9% fall in its education revenues, as 2013 is a year with little new materials. General Publishing shows a negative performance with its revenues falling by 5.8%).

Adjusted EBITDA reaches 173.40 million Euros, a 7.3% fall. At constant currency, EBITDA grows by 4%.

RADIO

Radio: Revenues (342.88 million Euros) remain flat (+0.1%) versus 2012, mainly on the back of **the lower advertising in Spain** (-6.7%) and the **improvement of Latin America advertising** (+3.4%) with a strong performance in Colombia (+3.1%), Chile (+4.2%) and Mexico (+13.0%).

We highlight the improvement in advertising revenues throughout 2013, especially in the fourth quarter standalone.

Latam Revenues represent 44% of total Radio revenues.

EBITDA for the Radio division reached 54.77 million Euros in 2013 (+0.8%) of which 91% come from Latam.

PRESS

Press: Press revenues (282.49 million Euros) fell by 10.2% compared to 2012. This is explained by the weakness in advertising (-4.0%) which has shown an important improvement in the third and fourth quarters standalone, and the lower circulation numbers (down by -16.3%).

Digital advertising revenues grew by 15.3% in the year and already represent 25.5% of total adjusted advertising revenues for the division.

We highlight the strong performance of new revenue lines such as sponsorship in event organizing.

The strong effort undertaken in cost control and reduction has led to recurring EBITDA reaching 25.08 million Euros (+61.9%). El País market share increases to 31%

MEDIA CAPITAL

Media Capital: Revenues (181.72 million Euros) fell by 1.4% impacted by the 7.4% fall in advertisement (although the third and fourth quarters standalone show an improvement with a fall of 0.4% and a growth of 3.2% respectively and compared to the falls of 11.6% and 19% in the first and second quarters of the year respectively). Recurring EBITDA (41.0 million Euros) fell by 4.0%, thanks to its development strategy and to the important effort in cost control. TVI maintains the leadership in 24hrs and Prime time with daily average audience shares of 24.6% and 27.7% respectively.

PAY TV

Pay TV (Canal+) revenues reached 1,166.17 million Euros (+9.2%) and recurring EBITDA reaches 32.51 million Euros (-82.1%) on the back of the new football rights exploitation model.

- **Net adds in satellite subscribers** fall by 99,179 during 2013. In the fourth quarter standalone, net adds fall by 12,895 although Canal+ increases its market share (44.3% in the fourth quarter compared to 42.5% in 4T 2012)
- **Satellite ARPU stands at 43.5 Euros** on average in the fourth quarter (44.2 Euros in 4Q 2012)

DIGITAL

Digital Area: Digital advertising showed a growth of 10.0% in 2013 compared to a market fall of 2.5%. In 2013, the Digital Area received a monthly average number of daily browsers of 83.7 million (+17%) thanks to the strong growth in El País sites, International Radio and AS.com

INDEX

- 1. Consolidated Group Results**
 - a. Operating Revenues
 - b. Operating Expenses
 - c. EBITDA
 - d. Extraordinary elements
 - e. Financial Results
 - f. Equity consolidated results
 - g. Minorities

- 2. Group Debt refinancing**

- 3. Education Business**

- 4. Radio Business**

- 5. Press Business**

- 6. Audiovisual Business**
 - a. Canal+
 - b. Media Capital

- 7. Digital Area**

1. CONSOLIDATED GROUP RESULTS

The comparison of the results of 2013 and 2012 is affected by **extraordinary items recorded under both revenues and expenses** and which mainly correspond to:

- the registry criteria of the sponsorship of certain events (although it has no impact at EBITDA level)
- the redundancy expenses on the back of the personnel restructuring
- the writedowns registered
- the resolution of certain legal disputes which impact taxes
- the provision for the ONO agreement.
- in 2012, an adjustment was made for the consolidation of Dédalo which has not been made in 2013 (Further explanation on following pages).

To conduct a homogeneous comparison, we are presenting a profit and loss account adjusting these extraordinary items.

€ Million	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Operating Revenues	2.725,69	2.664,69	2,3	714,48	667,15	7,1
EBITDA	296,19	427,00	(30,6)	68,42	23,71	188,6
<i>EBITDA Margin</i>	10,9%	16,0%		9,6%	3,6%	
EBIT	(801,07)	(175,05)	-	(629,01)	(330,86)	(90,1)
<i>EBIT Margin</i>	-29,4%	-6,6%		-88,0%	-49,6%	
Net financial result	(185,60)	(174,09)	(6,6)	(65,21)	(40,73)	(60,1)
Result from associates	0,91	(6,27)	114,5	(3,43)	(1,43)	(140,1)
Profit before tax	(985,76)	(355,42)	(177,4)	(697,64)	(373,01)	(87,0)
Income tax expense	(43,50)	20,44	-	(41,08)	22,12	-
Results from discontinued activities	(0,10)	(3,50)	97,3	(0,03)	(1,20)	97,7
Minority interest	380,65	83,45	-	284,87	128,50	121,7
Net profit	(648,70)	(255,03)	(154,4)	(453,88)	(223,59)	(103,0)
Adjusted Operating Revenues	2.709,35	2.662,69	1,8	705,01	732,59	(3,8)
Adjusted EBITDA	323,23	479,10	(32,5)	80,05	68,20	17,4
<i>Adjusted EBITDA Margin</i>	11,9%	18,0%		11,4%	9,3%	
Adjusted EBIT	79,89	236,70	(66,2)	28,77	18,91	52,1
<i>Adjusted EBIT Margin</i>	2,9%	8,9%		4,1%	2,6%	
Adjusted Net Profit	(86,09)	(12,82)	-	(28,30)	(24,76)	(14,3)

The new football exploitation model makes difficult the analysis of total Group figures evolution and in order to see the underlying performance of the rest of the businesses **we present below the consolidated Group results excluding the impact of Canal+, adjusted by extraordinaries and showing the geographical split of Revenues, EBITDA and EBIT.**

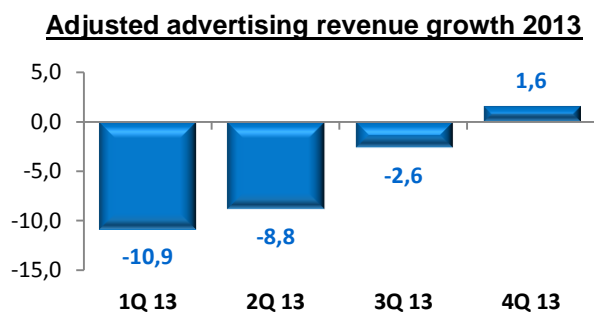
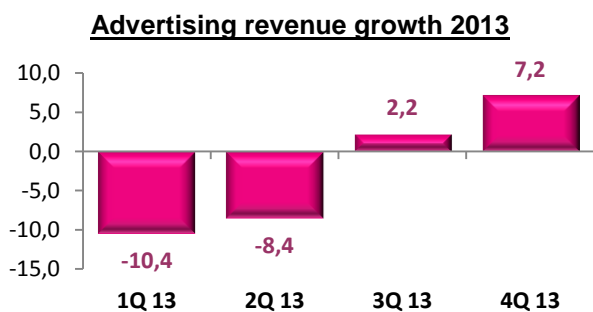
€ Million	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Adjusted Operating Revenues excluding Canal+	1.547,75	1.596,84	(3,1)	410,61	378,30	8,5
Spain	610,53	682,39	(10,5)	129,80	119,36	8,7
Portugal	182,22	184,37	(1,2)	51,18	50,94	0,5
Latam	755,00	730,08	3,4	229,63	208,00	10,4
Adjusted EBITDA excluding Canal+	290,72	296,98	(2,1)	72,76	49,55	46,8
<i>Adjusted EBITDA Margin</i>	18,8%	18,6%		17,7%	13,1%	
Spain	45,85	60,36	(24,0)	(12,27)	(18,82)	34,8
Portugal	42,68	44,21	(3,5)	16,56	17,21	(3,8)
Latam	202,19	192,41	5,1	68,47	51,16	33,8
EBIT excluding Canal+	131,31	148,05	(11,3)	35,47	21,91	61,9
<i>Adjusted EBIT Margin</i>	8,5%	9,3%		8,6%	5,8%	
Spain	(22,20)	(10,53)	(110,8)	(15,73)	(25,85)	39,2
Portugal	32,61	31,35	4,0	14,01	13,91	0,7
Latam	120,90	127,22	(5,0)	37,18	33,86	9,8

a) Operating Revenues: The Group's revenues increase by 2.3% in 2013 on the back of the good performance of subscriber revenues from other platforms (+138%) and the good performance of advertising revenues in Latam (+2.8%) which compensate the weakness of the education revenues (-0.0%), of satellite subscribers (-4.0%), of advertising in Spain and Portugal (-4.0%, despite the strong performance of the third and fourth quarters standalone) and circulation (in Press).

Revenues and EBITDA by line of activity is as follows:

€ Million	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Advertising	543,76	556,54	(2,3)	165,82	154,05	7,6
Books and training	719,11	718,78	0,0	168,05	146,52	14,7
Newspapers and magazine sales	122,17	146,22	(16,4)	28,34	33,50	(15,4)
Subscriber revenues	870,95	906,84	(4,0)	219,44	233,55	(6,0)
Subscriber revenues from other platforms	232,90	97,82	138,1	58,64	57,46	2,1
Audiovisual production revenues	24,22	27,78	(12,8)	5,40	-14,72	136,7
Other revenues	212,58	210,72	0,9	68,79	56,80	21,1
Total operating revenues	2.725,69	2.664,69	2,3	714,48	667,15	7,1
One-offs in operating revenues	16,34	2,00		9,47	(65,44)	
Advertising sponsorship adjustment	16,34	2,00		9,47	0,80	
Football rights adjustment					(66,24)	
Total adjusted operating revenues	2.709,35	2.662,69	1,8	705,01	732,59	(3,8)

We highlight the strength of advertising revenues in the third and fourth quarters standalone (+2.2% & +7.2%). Excluding the impact of extraordinary, advertising revenues would have still shown an improvement, especially in the fourth quarter of the year (+1.6%)



b) Operating Expenses: The company maintained during 2013 its strict cost control policy given the weakness of the macro-economic environment. Operating expenses including amortizations and provisions, reached 3,526.76 million Euros (+24.2%). Excluding amortizations and provisions, costs grew by 8.57%, mainly on the back of the extraordinary elements and the new football exploitation agreement.

Adjusted by non-recurring items, operating expenses grew by 8.4% in 2013, 9.3% excluding Amortization and Provisions, with the highest increase coming from the impact of the football rights.

The detail is as follows:

€ Million	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Purchases	1.130,01	889,35	27,1	290,31	257,21	12,9
Outside services	757,53	742,98	2,0	208,42	199,66	4,4
Staff costs	539,63	604,96	(10,8)	145,78	186,60	(21,9)
Other operating expenses	2,34	0,40	-	1,55	(0,03)	-
Amortization and depreciation	1.097,25	602,06	82,3	697,42	354,57	96,7
Total operating expenses	3.526,76	2.839,75	24,2	1.343,48	998,01	34,6
One-offs in operating expenses	897,30	413,75		667,25	284,33	
Redundancies	27,05	52,10		11,63	44,49	
Advertising sponsorship adjustment	16,34	2,00		9,47	0,80	
Football rights adjustment					(66,24)	
Goodwill impairment	853,91	305,28		646,15	305,28	
ONO- Prisa TV		54,37				
Total adjusted operating expenses	2.629,46	2.425,99	8,4	676,23	713,68	(5,2)
Purchases	1.130,01	889,35	27,1	290,31	323,45	(10,2)
Outside services	738,55	740,98	(0,3)	198,26	198,86	(0,3)
Staff costs	515,22	552,86	(6,8)	134,84	142,11	(5,1)
Other operating expenses	2,34	0,40	-	1,55	(0,03)	-
Amortization and depreciation	243,34	242,40	0,4	51,27	49,28	4,0

Adjusted by the impact of football rights, adjusted Operating Expenses excluding amortizations and provisions would have fallen by 4.62%, showing a 9.0% fall in purchases, a 6.8% fall in Staff Costs and a 0.3% fall in External Services.

The behaviour of operating expenses in Spain and internationally has been very different, as shown in the following table describing operating expenses adjusted by redundancies and the impact of football rights:

€ Million	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Purchases	449,46	493,90	(9,0)	111,75	134,15	(16,7)
Spain	260,06	312,65	(16,8)	55,48	83,94	(33,9)
International	189,41	181,26	4,5	56,28	50,21	12,1
Outside services	738,55	740,98	(0,3)	198,27	198,86	(0,3)
Spain	447,70	467,68	(4,3)	125,36	130,87	(4,2)
International	290,85	273,29	6,4	72,91	67,99	7,2
Staff costs	515,22	552,86	(6,8)	134,84	142,11	(5,1)
Spain	314,06	343,53	(8,6)	79,16	83,59	(5,3)
International	201,16	209,33	(3,9)	55,68	58,53	(4,9)
Other operating expenses	2,34	0,40	-	1,55	(0,03)	-
Total adjusted operating expenses	1.705,58	1.788,14	(4,6)	0,09	0,00	-
Spain	1.013,23	1.110,31	(8,7)	(195,69)	(190,57)	(2,7)
International	692,35	677,83	2,1	195,78	190,57	2,7

Excluding amortization & provisions, redundancies and the impact of football rights

c) EBITDA: Reported EBITDA reached 296.19 million Euros in 2013 (a 30.6% fall compared to 2012). Adjusted by extraordinary, EBITDA would have fallen by 32.5% in the year to 323.23 million Euros, with a reduction in margins (from 18.0% to 11.9%). The reduction in EBITDA is mainly due to lower advertising and circulation revenues, to the higher football rights costs, to the negative FX impact and the investments to transform Santillana's business model (Digital Education Systems).

d) Extraordinary items: The extraordinary items impacting the consolidated accounts of Grupo PRISA correspond to:

€ Million	JANUARY - DECEMBER		OCTOBER - DECEMBER	
	2013	2012	2013	2012
In operating revenues	16,34	2,00	9,47	(65,44)
Advertising sponsorship adjustment	16,34	2,00	9,47	0,80
Football rights adjustment				(66,24)
In operating expenses	897,30	413,75	667,25	284,33
Redundancies	27,05	52,10	11,63	44,49
Advertising sponsorship adjustment	16,34	2,00	9,47	0,80
Football rights adjustment				(66,24)
Goodwill impairment	853,91	305,28	646,14	305,28
Provisions- ONO (Prisa TV)		54,37		

a) Redundancy Expenses: 27.05 million Euros in 2013, compared to the 52.10 million Euros in 2012.

b) Sponsorships & Re-invoicing: Revenues and expenses relative to the sponsorship of certain events are considered extraordinary although the adjustment has no impact at EBITDA level. Additionally, until December 2012, the re-invoicing to Mediapro of the cost of the rights of certain of DTS' football teams was registered as revenue. From December 2012 the re-invoicing and the expense were netted. In the above September accounts, the new accounting principle is applied. The adjustment has no impact at EBITDA.

c) In 2013, there has been a change in the consolidation perimeter:

- **Dédalo:** In the first quarter of 2012, Dédalo was integrated through equity consolidation, until March 31st. Since April 1st 2012, it is integrated through Global consolidation at Group Level. In the first quarter of 2013, Dédalo is included in the Press division, which is continued in the second and third quarters of the year.
- **Distribution:** in 2012, Distribution was included in the Press Division, but in the first quarter of 2013, it is included as Discontinued Operations, also in the Press Division. In September 2013 the Distribution division was sold.

d) Extraordinary provision from the ONO agreement of 54.37 million Euros, which was registered in 2012, and ended the lawsuits that PRISA had with the company, and which correspond to the amount not recovered (50%) of the payments made by the Group to ONO during 2009, 2010 and 2011.

- a) Good will impairment of 853.91 million Euros**, including a pay TV Goodwill impairment of 844.6 million Euros. The evolution of the Pay TV Goodwill impairment is as follows:
- **During the first half of 2013** a 207.7 million Euro goodwill impairment was registered as the main performance indicators of the audiovisual business had continued to be impacted by the weakness of the macroeconomic environment, the decline of consumption and the VAT increase from 8% to 21%, which had a negative impact in the evolution of subscribers. As a consequence, the timeframe needed to absorb the incremental costs associated to the new football exploitation model will be longer than initially contemplated in the company business plan.
 - In addition, during the **second half of 2013**, changes in the strategy of certain competitors have taken place with respect to content acquisition and the integration and subsidizing of Pay-TV in their services offer, which has negatively impacted the evolution of the Group's Pay TV business and also the implementation of expected objectives. The company's Management assumes that this new competitive position can have impacts that go beyond the short term. For this reason, on December 2013, an additional writedown of 639.8 million Euros has been registered, taking the total registered writedown in 2013 to 844 million Euros.

f) Taxes. Income tax expenses include an extraordinary effect of 48 million Euros to regularize an additional amount to what was registered in previous years, to cover the provision or the writedown of the fiscal credits from deductions for the exporting activity generated by the Group, and which was questioned by an inspection of all the revised years. The expense is registered on the back of two sentences received from Spain's Supreme

Court (Tribunal Supremo) in 2013, which admit the Public Administration's criteria with respect to the regularization of such deduction in two of the years under revision.

In addition, a 7,8 million Euro expense is registered to face up to the expected unfavourable sentences in the fiscal procedures referring to matters other than the exporting activity, which are still pending resolution.

e) Financial results have grown by 11.46 million Euros (+6.6%), on the back of the fall of "Interest on debt" (by 3.0% or 3.44 million Euros) and the increase of "Other Financial Expenses" (of 14.90 million Euros or a 24.6%) mainly on the back of the amortization of financial liabilities with creditor banks and FX changes. The consolidated financial result is impacted by extraordinaries which in 2013 amount to 7.36 million Euros and which correspond to interests of fiscal certificates and the writedown of part of a loan given to Le Monde.

€ Million	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2013	2012	Chg.%	2013	2012	Chg.%
Net financial result	(185,60)	(174,09)	(6,6)	(65,21)	(40,73)	(60,1)
Interest on debt	(110,20)	(113,64)	3,0	(14,98)	(28,64)	47,7
Other financial results	(75,41)	(60,46)	(24,7)	(50,23)	(12,09)	-

f) Equity consolidated results include the estimate of the 17.336% net result of Mediaset España, as well as the results of Le Monde and others. In Septmeber V-me has been sold, following an agreement previously signed. The Equity Consolidated result includes extraordinary losses of 6.06 million Euros which correspond to the investment in Le Monde.

g) Earnings attributable to minority interests are explained by DLJ's 25% share in Santillana, the 44% minority interest in Canal+ and the 26.51% minority interests in the Radio business (20.00% during the month of Decemer on the back of an agreement signed with a minority shareholder for its future exit from the shareholder base). The result attributed to minority interest is impacted by the part which corresponds to minorities of the extraordinary elements described above. The total extraordinary impact amounts in 2013 to 378.3 million Euros and corresponds mainly to the goodwill impairments registered.

2. FINANCIAL DEBT REFINANCING

The Group has undertaken a complicated negotiation process from January to December of 2013, which has taken place in a depressed economic environment in Spain, with pressure in PRISA's results and cash flow.

The refinancing process aligns very varied interests, those of

- **The company's shareholders:** which have made significant efforts to date
- **The original financial lenders:** which have recovered part of their loans and look to recover the rest
- **Institutional investors (Hedge Funds)** which have acquired PRISA debt in the secondary market and are the providers of new liquidity to the Group in the refinancing agreement, and are focussed in obtaining economic returns for their investment.

The main objectives of the refinancing process

- **Achieving an adequate capital structure mid term for the company:** eliminating the financial pressure caused by the interest payments and better aligning the debt to the business units' cash flow generation
- **Maintaining a coherent asset perimeter:** with exposure to regions and businesses which offer growth and cash flow generation, and preserving operating synergies.
- **Achieve time and financial flexibility** to be able to make decisions calmly.

The refinancing process has had the following milestones:

1. **January 2013:** initial proposal presented to PRISA's key lending banks. These constitute an Ad Hoc Committee. A long negotiation process starts in January, in which numerous changes to the initial proposal are introduced.
2. **June 2014:** the Group agrees with the Ad Hoc Committee a modified proposal which counts with the support of banks representing 72.9% of total debt (the Committee) and includes an additional liquidity line of 80 million Euros. The proposal is presented to the rest of lending banks.
3. During the first months of 2013 **various original lenders sell their debt to institutional investors**, specialized in this kind of asset and in obtaining economic returns from these processes
4. The contracts of PRISA's debt required unanimity of all lenders to undergo any change, and the Group had an additional financing need that the banks were in no condition to give. For this reason and parallel to the explanation and negotiation of the agreement with the rest of the original lenders, the Group undertakes negotiations with these other specialized funds. A complicated **three sided negotiation** between PRISA, the banks (28) and the institutional investors (17).
5. **October 2013:** a **new debt restructuring agreement is reached** which manages to align the interest of all lenders. The basic elements from the June agreement are maintained, the Hedge Funds agree to provide the needed new liquidity in exchange for certain conditions (a commission which the Company could pay through the issue warrants).
6. **November 2013:** the **Extraordinary Shareholders' Meeting is called** for December to ask for approval in the issue of warrants, one of the conditions from the refinancing process. The final contracts continue their negotiation process until practically the week prior to the Extraordinary Shareholders' Meeting.
7. **December 2013:** with the refinancing contracts signed by the totality of the financial lenders of PRISA, the **Extraordinary Shareholders' Meeting takes place**. In it, the issue of warrants is approved.

The refinancing agreement:

Debt is structured in three tranches (including the warrants) with an estimated resulting average cost of Euribor +379 basis points.

- **Tranche One: 353 million Euros of new liquidity**, with a maturity of two years but that allows for an additional year extension. The interest is Euribor + 260 basis points in cash and 6.15% PIK. The commission can be paid issuing warrants equivalent to 17% of PRISA's A shares.
- **Tranche Two: 647 million Euros of existing debt**, with a 5 year maturity and a cash interest of Euribor +260 basis points.

- **Tranche Three: 2,278 million Euros** with a 6 year maturity, a cash interest of 10 basis points and a PIK interest of 2.50%. This tranche has certain intermediate debt reduction **milestones**.

The debt reduction process is linked to the compliance with Tranche Three milestones, which take place in year 2 and year 3. The various ways to comply with these milestones provide flexibility to decide in which way to deleverage the Group:

- Non-core asset disposals
- Monetization through financing at subsidiary level
- Debt buy-back at a discount
- Equity instruments issue
- Potential transfer of debt from T3 to T2

None of these methods forces the sale of any particular asset, not in a specific moment, nor at a determined valuation. They allow the Company to ensure it makes the correct and most favourable decisions with flexibility in timing (to take advantage of the market recovery).

The security offered to the banks that the debt reduction milestones will be met is the fact that they have the option to keep a part of the Group's stake in Santillana if the milestones are not met; in any case, avoiding anticipated maturity events so long as T1 has been repaid, which assures capital structure stability until year 5.

The refinancing agreement is very positive: it helps correct the capital structure of the Group, providing it with financial flexibility, an improved liquidity profile, and time to take advantage of a recovery in the economic environment.

- **Increases financial flexibility** through the extension of debt maturity to 5 and 6-years
- **Improves the Group's liquidity profile** given that the interests include only a small part to be paid in cash and the rest PIK (Paid in Kind), reducing the cash outflow short and mid-term from the Group.
- **Additional liquidity line** of 353 million Euros, which helps cover the Group's mid-term financing needs
- **Financial flexibility and time** to make the best decisions to deleverage the group through sale of non strategic assets, leverage of certain assets and other corporate transactions during the coming three years.
- **Improved deleverage possibilities** given the possibility of using part of the funds from corporate transactions to reduce debt through its repurchase at a discount.
- **Increased flexibility in decision making** given the elimination of the need for unanimity for all decisions (as contracts are now subject to English law).
- **The definition of a level of sustainable debt** for strategic assets, and excessive debt structured in a separate tranche.

3. EDUCATION BUSINESS

EDUCATION- PUBLISHING	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	% Chg.	2013	2012	% Chg.
Revenues	738,30	733,65	0,6%	175,44	151,82	15,6%
Spain	137,15	155,45	(11,8%)	(8,70)	(8,90)	2,2%
International	601,15	578,21	4,0%	184,14	160,72	14,6%
Brazil	232,02	206,59	12,3%	116,54	93,27	24,9%
Mexico	109,98	103,64	6,1%	13,28	10,02	32,5%
Colombia	27,30	22,40	21,9%	10,42	11,07	(5,9%)
Other	231,85	245,58	(5,6%)	43,91	46,36	(5,3%)
EBITDA	170,95	184,19	(7,2%)	19,39	2,18	---
% margin	23,2%	25,1%		11,1%	1,4%	
EBIT	80,49	107,89	(25,4%)	7,12	1,82	---
% margin	10,9%	14,7%		4,1%	1,2%	
One-offs in operating expenses	2,45	2,93		0,75	1,14	
Redundancies	2,45	2,93		0,75	1,14	
Adjusted EBITDA	173,40	187,12	(7,3%)	20,13	3,31	---
% adjusted margin	23,5%	25,5%		11,5%	2,2%	
Adjusted EBIT	82,94	110,82	(25,2%)	7,87	2,95	166,5%
% adjusted margin	11,2%	15,1%		4,5%	1,9%	

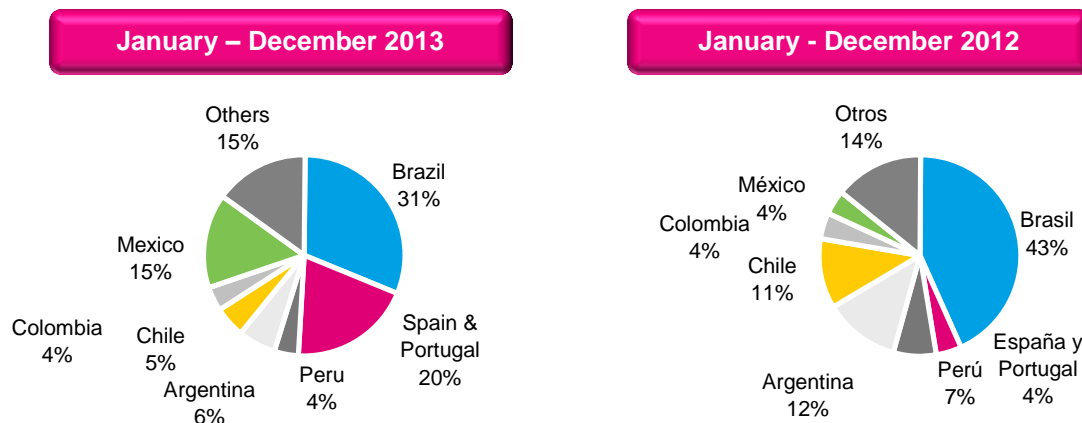
Education revenues reached 738.30 million Euros in 2013; a 0.6% growth compared to 2012 **(+10.8% at constant currency)** and Ebitda reached 170.95 million Euros (-7.2%, or +4.0% at constant currency). Recurring EBITDA reached 173.40 million Euros (-7.3%) with a fall in margins from 25.5% to 23.5%, mainly on the back of expenses for the development of Digital Education Systems.

As for the **international contribution**, revenues grow by 4.0% in 2013. Looking at the different countries:

- **Brasil: +12.3%**. We highlight the negative FX impact in the results of Brazil. At constant currency, revenues would have grown by 31.3% and EBITDA by 25.1% (compared to +1.4%). We highlight the strong performance of institutional sales.
- **Colombia: +21.9%**. Growth mainly associated to the launch of Sistema UNO international.
- **Mexico: +6.1%**. Sistema UNO Digital Learning system is consolidated in Mexico
- **Argentina: +6.9%**. Growth is mainly associated with General Publishing (institutional sales).
- **Ecuador: +9.2%**. Strong regular sales campaign.
- **Peru: -29.3%**. Institutional sale of primary education registered in 2013 does not compensate the strong non recurrent Secondary education campaign that took place in 2012.
- **Venezuela: +9.2%**. Strong regular sales performance.

Spain saw its revenues fall by 11.8%. In traditional education revenues fall by 12.9% in a year with no novelties in the education campaign. General Publishing revenues show a negative performance with a fall of 5.8%.

The geographical split of revenues in the Education division has been as follows:



4. RADIO BUSINESS

RADIO	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	% Chg.	2013	2012	% Chg.
Revenues	342,88	342,42	0,1%	107,59	94,69	13,6%
Advertising	305,27	312,15	(2,2%)	90,53	86,28	4,9%
Spain	161,25	172,83	(6,7%)	49,51	45,59	8,6%
International	143,87	139,17	3,4%	40,96	40,60	0,9%
Other*	0,15	0,15	4,3%	0,06	0,09	(25,2%)
Others	37,61	30,27	24,2%	17,06	8,41	102,8%
EBITDA	54,77	54,32	0,8%	27,28	13,93	95,8%
% margin	16,0%	15,9%		25,4%	14,7%	
EBIT	30,09	23,43	28,4%	16,12	(3,17)	--
% margin	8,8%	6,8%		15,0%	(3,4%)	
One-offs in operating revenues	4,72			2,82		
Advertising sponsorship adjustment	4,72			2,82		
One-offs in operating expenses	19,08	20,65		12,07	20,14	
Redundancies	8,64	8,76		3,53	8,25	
Advertising sponsorship adjustment	4,72			2,82		
Goodwill & other impairments	5,72	11,89		5,72	11,89	
Adjusted Revenues	338,16	342,42	(1,2%)	104,77	94,69	10,7%
Adjusted EBITDA	63,41	63,08	0,5%	30,81	22,18	38,9%
% adjusted margin	18,5%	18,4%		28,6%	23,4%	
Adjusted EBIT	44,45	44,08	0,8%	25,37	16,97	49,5%
% adjusted margin	13,0%	12,9%		23,6%	17,9%	

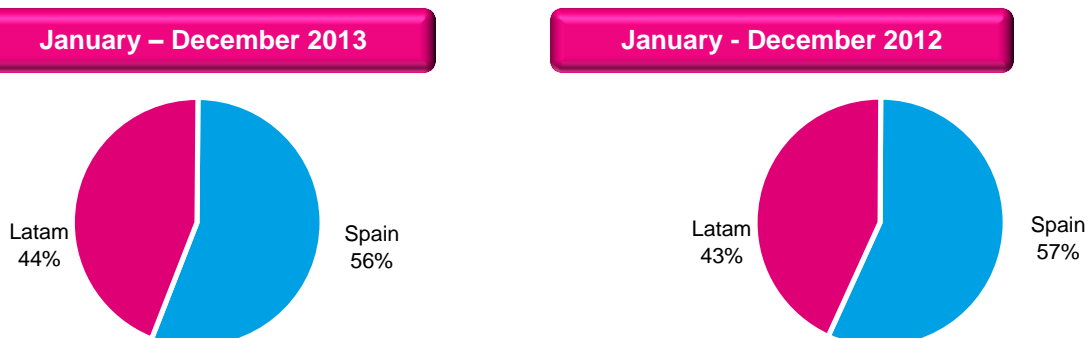
* Includes Music & Consolidation adjustments

In 2013 **revenues in Radio** reached 342.88 million Euros, which implies a slight growth of 0.1% continuing with the quarterly improvement observed throughout 2013, Radio revenues grow by 13.6% in the fourth quarter standalone, compared to the 2.3% growth in the third quarter and falls of 5.2% and 12.0% in the second and first quarter standalone respectively.

This growth comes despite the **lower advertising revenues by -2.2%** on the back of.

- **Spain** (-6.7%) with falls both in national advertising (-4.7%) and local advertising (-8.6%), and a 9.3% growth in digital advertising.
- **Latam** (+3.4%) with growth in Colombia (+3.1%), Chile (+4.2%) and Mexico (+13.0%).

The geographical contribution of the Radio division is as follows:



In the advertising revenues of the Radio division, a reclassification of 4.72 million Euros which correspond to advertising in events has taken place. These revenues were previously included in "Other Revenues" inside the Radio division. This change does not impact the results of the Radio business unit nor those of the Group.

EBITDA in Radio reached 54.77 million Euros in 2013, which implies a growth of +0.8%. Excluding the impact of extraordinary, EBITDA would have increased by 0.5% and reached 63.41 million Euros.

5. PRESS BUSINESS

PRESS	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	% Chg.	2013	2012	% Chg.
Revenues	282,49	314,59	(10,2%)	82,34	75,13	9,6%
Advertising	112,69	117,41	(4,0%)	36,90	30,68	20,2%
Circulation	125,85	150,45	(16,3%)	29,28	34,60	(15,4%)
Add-ons and others	43,95	46,74	(6,0%)	16,16	9,85	64,0%
EBITDA	17,04	(13,8)	---	8,15	(24,6)	133,1%
% margin	6,0%	-4,4%		9,9%	-32,8%	
EBIT	(0,2)	(52,65)	99,7%	1,27	(52,91)	102,4%
% margin	(0,1%)	(16,7%)		1,5%	(70,4%)	
One-offs in operating revenues	7,05			3,87		
Advertising sponsorship adjustment	7,05			3,87		
One-offs in operating expenses	18,40	48,92		11,52	48,15	
Redundancies	8,04	29,25		4,34	28,48	
Advertising sponsorship adjustment	7,05			3,87		
Goodwill & other impairments	3,31	19,67		3,31	19,67	
Adjusted Revenues	275,44	314,59	(12,4%)	78,47	75,13	4,4%
Adjusted EBITDA	25,08	15,49	61,9%	12,48	3,87	---
% adjusted margin	8,9%	4,9%		15,2%	5,1%	
Adjusted EBIT	11,18	(3,72)	---	8,92	(4,8)	---
% adjusted margin	4,0%	-1,2%		10,8%	-6,3%	

The Press division reduced its revenues by 10.2% in 2013, reaching 282.49 million Euros. This is due to the weakness of the written press advertising market in Spain and to the fall in circulation numbers. **Advertising revenues** fell by 4.0% (El País -10.7% and As -11.4%). Advertising in written press fell by 8.8%. Revenues on digital advertising grew by 15.3% in 2013 and represented 25.5% of total adjusted advertising revenues in this division (19.86% as of December 2012).

Circulation revenues fell by 16.3%. The detail of this fall is explained in the following table:

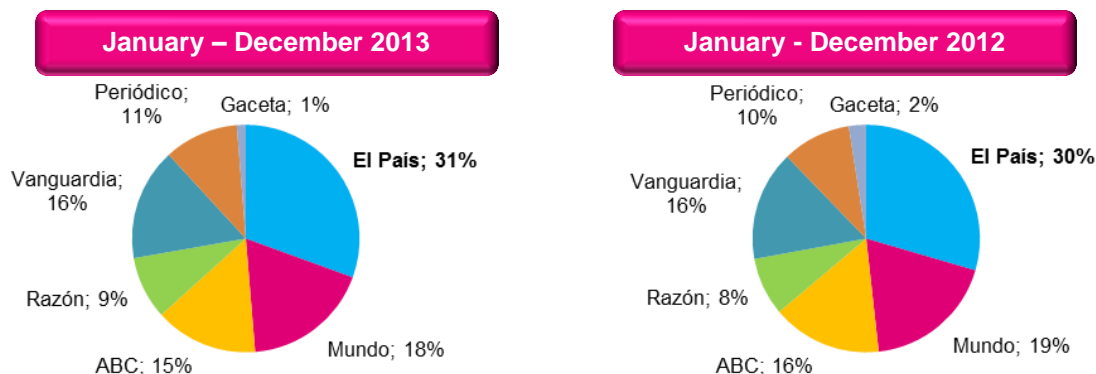
	Jan- Dec 2013	Jan- Dec 2012	Chg. %
El País	292.226	324.814	(10,03)
AS	158.164	180.014	(12,14)
Cinco Días	28.911	31.120	(7,10)

Source: Unaudited OJD as of December 2013

Circulation in **El País** fell by 10.03%, **As** fell by 12.14% and **Cinco Días** fell by 7.1%.

In addition to the weakness in circulation shown by the written press sector, circulation at El País during 2012 was supported by a promotion which has not taken place in 2013. Promotions had a positive impact of 29.4 million Euros during 2012, whilst in this year this impact has been 3.4 million Euros lower.

El País market share in 2013 grew from 30% to 31%



EBITDA in 2013 was positive by 17.04 million Euros. Excluding the impact of extraordinary EBITDA would have been positive in 25.08 million Euros.

6. AUDIOVISUAL BUSINESS

AUDIOVISUAL*	JANUARY - DECEMBER			OCTOBER-DECEMBER		
	2013	2012	% Chg.	2013	2012	% Chg.
Revenues	1.357,59	1.259,85	7,8%	349,50	342,85	1,9%
Canal+*	1.166,17	1.067,85	9,2%	297,17	288,85	2,9%
Media Capital	181,72	184,32	(1,4%)	52,20	52,18	0,0%
Consolidation adjustments and other	9,71	7,67	26,5%	0,13	1,82	(92,9%)
EBITDA	78,42	233,17	(66,4%)	22,07	36,81	(40,1%)
% margin	5,8%	18,5%		6,3%	10,7%	
Canal+*	28,02	181,12	(84,5%)	5,31	17,87	(70,3%)
% margin	2,4%	17,0%		1,8%	6,2%	
Media Capital	39,07	41,83	(6,6%)	16,36	17,93	(8,8%)
% margin	21,5%	22,7%		31,3%	34,4%	
Consolidation adjustments and other	11,32	10,22	10,8%	0,40	1,01	(60,6%)
EBIT	(25,95)	65,22	(139,8%)	(1,98)	6,33	(131,4%)
% margin	(1,9%)	5,2%		(0,6%)	1,8%	
Canal+*	(65,48)	83,65	(178,3%)	(16,29)	(7,77)	(109,6%)
% margin	(5,6%)	7,8%		(5,5%)	(2,7%)	
Media Capital	29,40	29,69	(1,0%)	14,01	14,64	(4,3%)
% margin	16,2%	16,1%		26,8%	28,1%	
Consolidation adjustments and other	10,13	(48,12)	121,0%	0,30	(0,54)	154,5%
One-offs in operating revenues	4,56	2,00		2,77	(65,45)	
Advertising sponsorship adjustment	4,56	2,00		2,77	0,80	
Football rights adjustment					(66,25)	
One-offs in operating expenses	10,98	58,27		5,32	(64,59)	
Redundancies	6,41	1,90		2,55	0,85	
Canal+*	4,49	1,01		1,98	0,77	
Media Capital	1,92	0,89		0,57	0,08	
ONO (Prisa TV)		54,37				
Advertising sponsorship adjustment	4,56	2,00		2,77	0,80	
Football rights adjustment					(66,25)	
Adjusted revenues	1.353,03	1.257,85	7,6%	346,73	408,30	(15,1%)
Canal+	1.161,61	1.065,85	9,0%	294,40	354,30	(16,9%)
Media Capital	181,72	184,32	(1,4%)	52,20	52,18	0,0%
Consolidation adjustments and other	9,71	7,67	26,5%	0,13	1,82	
Adjusted EBITDA	84,83	235,07	(63,9%)	24,62	37,66	(34,6%)
% adjusted margin	6,3%	18,7%		7,1%	9,2%	
Canal+*	32,51	182,13	(82,1%)	7,29	18,64	(60,9%)
% margin	2,8%	17,1%		2,5%	5,3%	
Media Capital	41,00	42,72	(4,0%)	16,93	18,01	(6,0%)
% margin	22,6%	23,2%		32,4%	34,5%	
Consolidation adjustments and other	11,32	10,22	10,8%	0,40	1,01	(60,6%)
Adjusted EBIT	(19,5)	121,49	(116,1%)	0,56	7,18	(92,1%)
% adjusted margin	-1,4%	9,7%		0,2%	1,8%	
Canal+*	(61,0)	84,66	(172,0%)	(14,3)	(7,0)	(104,5%)
% margin	-5,3%	7,9%		-4,9%	-2,0%	
Media Capital	31,32	30,58	2,4%	14,58	14,72	(1,0%)
% margin	17,2%	16,6%		27,9%	28,2%	
Consolidation adjustments and other	10,13	6,26	61,9%	0,30	(0,5)	154,5%

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

a) In Canal+, revenues grew by 9.2% during 2013. This is explained mainly by a combination of growth in subscriber revenues from other platforms (which have grown by 138% thanks to football rights multi-distribution agreement) and higher advertising revenues (+34.4%) which is compensated by lower satellite subscriber revenues (-4.0%).

Canal+ maintains its leadership in the market according to the latest data published by the CMT (September 2013), with a market share of 44.3% of average number of subscribers in the third quarter of 2013 (44.0% in the first nine months of 2013). According to internal estimates, the market share in number of subscribers of Canal + in the **fourth quarter** of 2013 is of 44.3%.

EBITDA reached 28.02 million Euros in 2013 or a fall of 84.5% compared to 2012. Adjusted for the impact of non-recurring items, EBITDA reached 32.51 million Euros, a 82.1% fall compared to 2012. This is mainly due to the increase in the football rights' cost.

Satellite subscribers fell during 2013 by 99,179, impacted by the weakness of the economic environment and domestic consumption. Following the strong beginning of the new football season, the third quarter standalone saw an increase in the number of subscribers of almost 2,000. However, in the fourth quarter standalone, the number of satellite subscribers fell by almost 13,000.

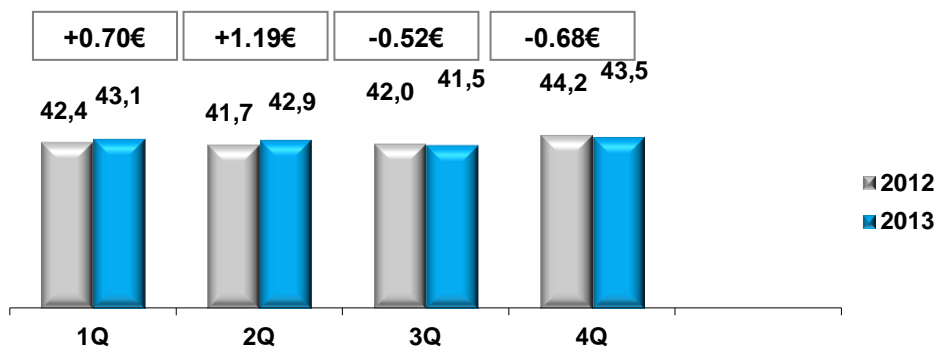
The evolution of satellite subscribers is as follows:

	Dic 2013	Dec 2012	Chg. Abs
Satélite (DTH)	1.620.632	1.719.811	(99.179)

Satellite ARPU in 2013 stood at 42.7 Euros on average, above the 42.6 Euros on average of 2012. The growth in ARPU was mainly due to the new sports content offer which started in September 2012. ARPU in the fourth quarter reached 43.5 Euros, the highest level in the year.

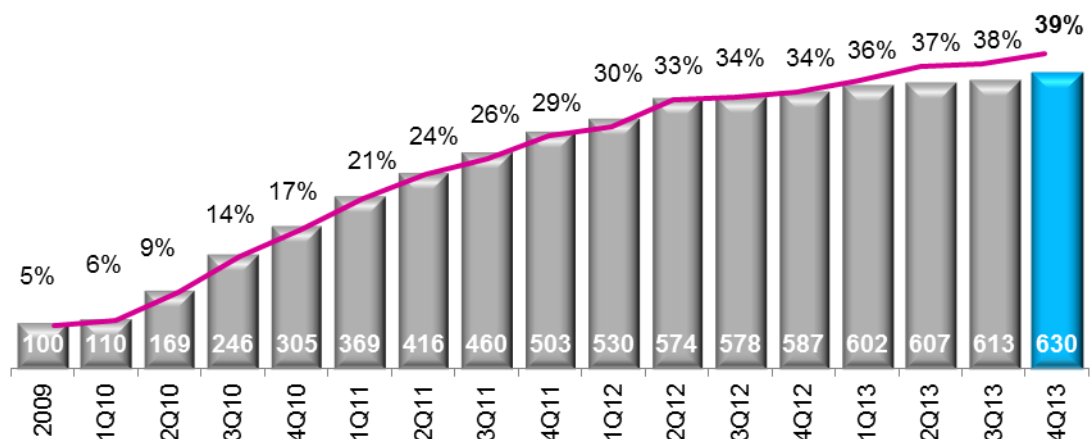
The evolution of satellite ARPU by quarters is the following:

CANAL+ Satellite ARPU by quarters (Euros)



The number of subscribers with iPlus continued growing: as at December 2013 the number of subscribers with iPlus stood at 630,005 which implies a growth of 42,674 compared to December 2012, and a penetration of 38.9%, the highest in its history.

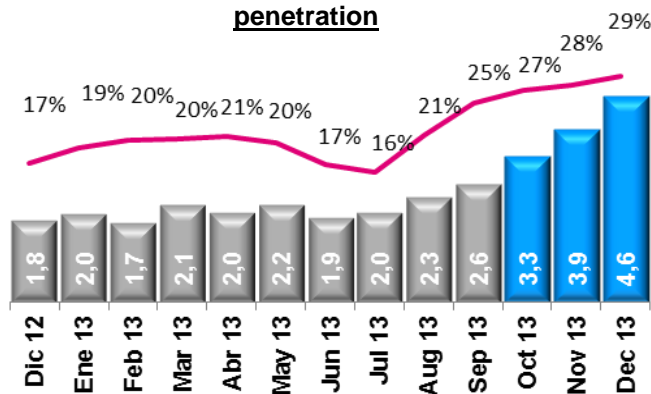
iPlus: Subscribers (thousands) and penetration



Churn stood at 18.0%, in line with the 18.1% of September 2013. During 2013, the average churn has been of 17.5%, above the 14.1% on average of 2012. The economic crisis as well as the VAT increase (from 8% to 21%) are the main causes for those cancellations.

YOMVI, which as of December 2013 reached **498 thousand unique users**, of which 470 thousand are also satellite subscribers (29.0% penetration). This compares with the 294 thousand as of December 2012 (17.1% penetration). On the other hand, **the use that subscribers make of the platform has also considerably increased**. Content catch-up downloads have increased from 1.81 million at December 2012, to 4.58 million as of December 2013.

YOMVI: Million downloads and penetration



b) Media Capital registered in 2013 revenues of 181.7 million Euros (-1.4%) and a recurring EBITDA of 41 million Euros (-4.0%) managing to partly compensate the weak economic environment and weak advertising market in Portugal, which are reflected in a fall of advertising revenues of 7.4% and on the back of its strategy to develop additional revenues and a strict cost control.

On advertising revenues we highlight the improvement of the third and fourth quarter standalone, with a fall of 0.4% and a growth of 3.2% respectively, compared to falls of 11.6% and 19% in the first and second quarters of the year respectively.

Adjusted Operating Expenses, excluding Amortization and Provisions remained flat (-0.6%) in 2013.

TVI, leader in FTA television in Portugal 24 hrs and in Prime Time, reached revenues of 145.33 million Euros which implies a growth of +2.6% compared to 2012, improving from the +2.0% growth as of September 2013. This growth comes on the back of the revenue diversification which compensates the weakness of advertising revenues (-8.6%, slightly above the fall of the FTA advertising market in Portugal, which has reached -6.7%, according to internal estimates). EBITDA adjusted by non-recurring items, grew to a 4.9%.

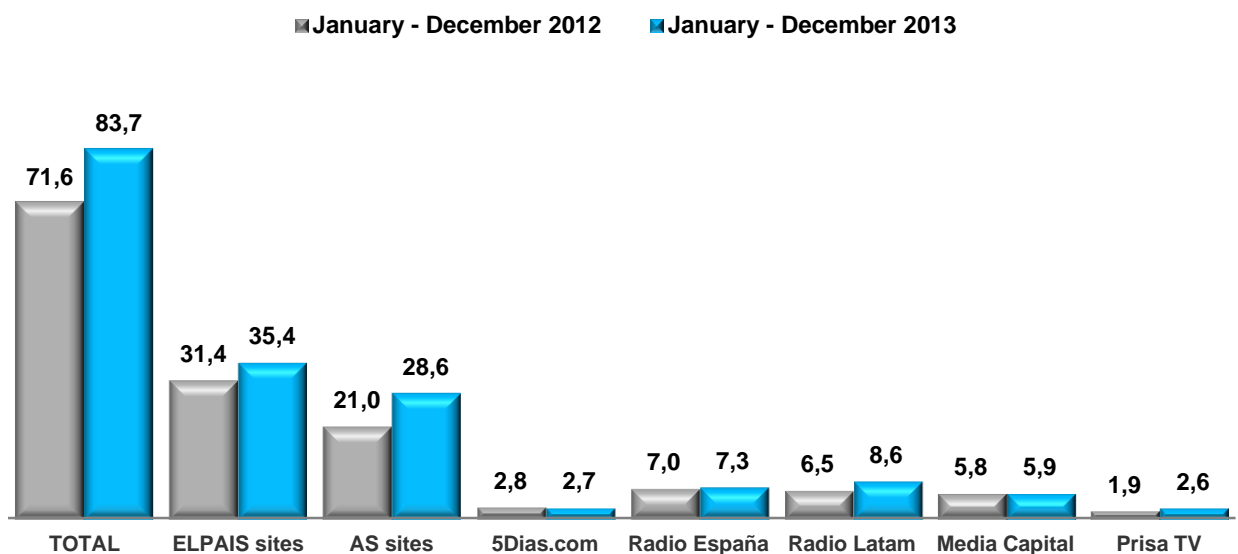
TVI maintains the leadership in 24hrs and Prime time with daily average audience shares of 24.6% and 27.7% respectively.

7. DIGITAL AREA

The digital activities of the Group reached revenues of 86.93 million Euros, 43.8% increase compared to 2012.

This growth is due to the **increase in digital advertising revenues** (which reached 37.45 million Euros or a 10.0% increase compared with a market fall of 2.5% of the market (according to i2P), the growth of **digital products** (+143.6%) corresponding to YOMVI and Planeo compensating the fall in **mobile services**.

The focus of the Group on the digital transformation of its businesses is clearly reflected in **increased traffic**, which has risen by 17% in 2013, mainly on the back of Prisa Television, Elpais.com and As.com as well as international Radio. The monthly average number of unique browsers of the Group's sites, in millions, changed as follows:



Fuente: *Omniture site catalyst, Netscope y Certifica.com.*
 Note: since 2011, includes web, mobile & app browsers

The Group continues with its digital development in all its units with a very consumer-oriented model.

PRISA is the world's leading company in the cultural, educational, information and entertainment markets in Spanish and Portuguese, thanks to its multichannel offer of top quality products. It operates in 22 countries, reaching over 50 million users through its global brands, such as *El País*, 40 Principales, Canal+, Alfaguara and Santillana. As brand leader in mainstream press, free-to-air TV and pay TV, talk radio and music radio, education, and publishing, it is one of the most profitable media groups in the world, with an extraordinary range of assets.

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APPENDIX**I. Balance sheet****II. Total net financial position****III. Breakdown of Investments****IV. Cash flow statement****V. Breakdown of operating revenue**

- V. I. By business line
- V.II By business unit
- V.III. By geographical origin

VI. Accumulated financial data by business unit

- VI.I. Breakdown of operating revenue
- VI.II Breakdown of advertising revenue
- VI.III Breakdown of operating expenses
- VI.IV Breakdown of EBITDA
- VI.V Breakdown of EBIT

VII. Quarterly financial data by business unit

- VI.I. Breakdown of operating revenue
- VI.II Breakdown of advertising revenue
- VI.III Breakdown of operating expenses
- VI.IV Breakdown of EBITDA
- VI.V Breakdown of EBIT

VIII. Other significant events**IX. Structure of the Group****X. Reconciliation between EBITDA and EBIT**

Appendix I. BALANCE SHEET

€ Million	ASSETS	
	12/31/2013	12/31/2012
FIXED ASSETS	4.929,07	6.003,10
Property, plan and equipment	262,09	296,42
Goodwill	2.482,22	3.359,72
Intangible assets	285,48	320,23
Long term financial investments	52,79	64,64
Investment in associates	597,26	612,21
Deferred tax assets	1.244,01	1.343,87
Other non current assets	5,22	6,01
CURRENT ASSETS	1.774,80	1.655,65
Inventories	240,25	270,31
Accounts receivable	1.252,21	1.252,02
Short term financial investments	142,91	20,06
Cash & cash equivalents	139,43	113,26
ASSETS HELD FOR SALE	0,06	3,27
TOTAL ASSETS	6.703,94	7.662,01

€ Million	LIABILITIES	
	12/31/2013	12/31/2012
SHAREHOLDERS EQUITY	1.569,33	2.611,63
Issued capital	105,27	99,13
Reserves	2.149,98	2.341,57
Income attributable to the parent company	(648,70)	(255,03)
Minority interest	-37,22	425,95
NON CURRENT LIABILITIES	3.524,74	3.331,78
Long term financial debt	3.238,86	2.866,79
Other long term financial liabilities	106,81	158,66
Deferred tax liabilities	29,65	22,18
Provisions	95,22	254,02
Other non current liabilities	54,20	30,15
CURRENT LIABILITIES	1.609,86	1.718,61
Short term financial debt	162,23	205,47
Other current financial liabilities	46,18	43,29
Trade accounts payable	1.092,92	1.151,74
Other short term liabilities	233,28	244,90
Accrual accounts	75,26	73,21
TOTAL LIABILITIES	6.703,93	7.662,01

Appendix II. TOTAL NET FINANCIAL POSITION

€ Million

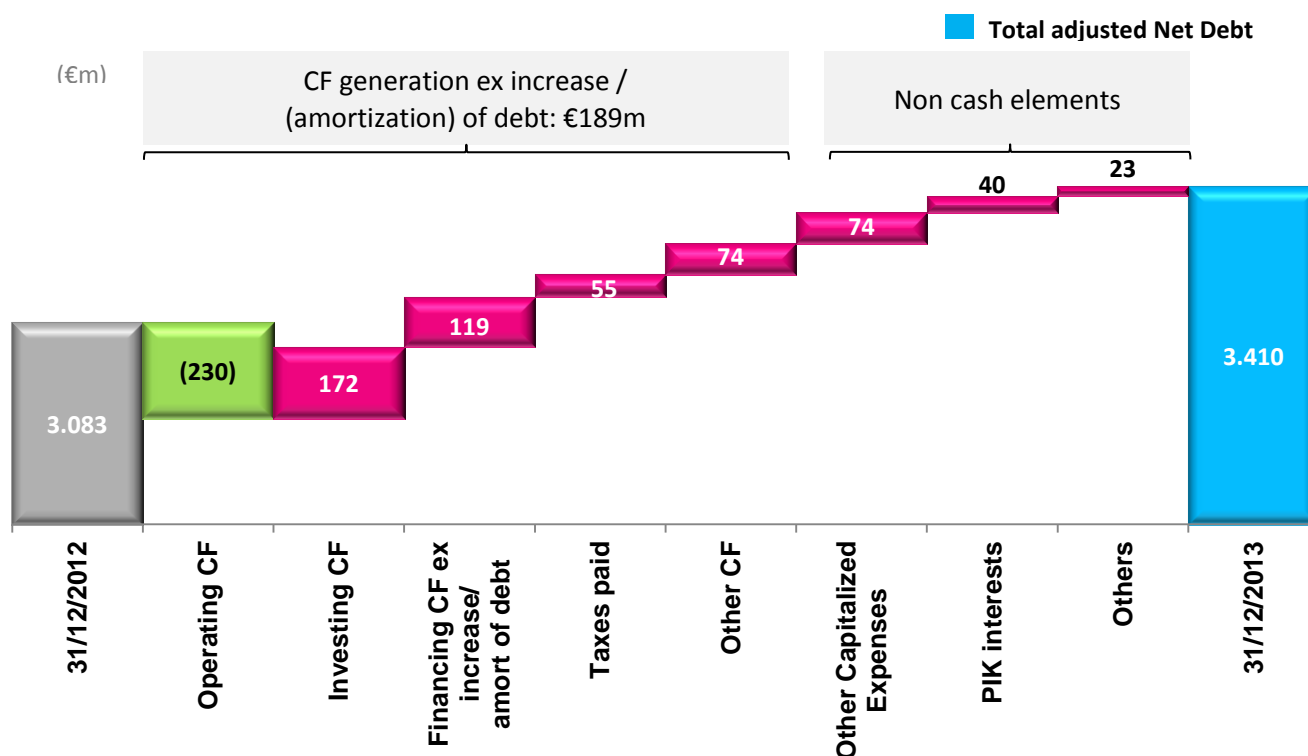
NET DEBT	12/31/2013	12/31/2012
Prisa (includes Media Capital)	3.093,64	2.896,35
Canal +	25,10	42,58
Net financial debt	3.118,74	2.938,93
Other financial debt	108,67	144,44
Total net debt	3.227,41	3.083,37

“Other Financial Debt” includes:

- 104.06 million Euro liability from the obligation generated by the annual preferred dividend commitment to DLJ on the back of its 25% stake in Santillana, and
- 4.36 million Euro liability from the coupon for the holders of the convertible bonds issued in July 2012.

The **evolution of Grupo Prisa’s total Net Debt** in 2013 adjusted by the accounting impact of the several non-cash elements (including the 2013 warrants issue as payment for the new liquidity line and various capitalized expenses from the refinancing process) all of which amount to 183 million Euros, is explained by:

- The impact of Operating, Investing and Financing CF generation excluding the increase and amortization of debt (which has no impact at net debt level).
- Non cash elements, including:
 - Other capitalized expenses which increase debt by €74m and are due to the deactivation of debt formalization costs of the previous refinancing (€46m) and the capitalization of those costs from the new refinancing process (€28m).
 - The PIK interest on Group debt, which increases debt by €40m (new refinancing condition made retroactive to May 1st 2013)
 - Other elements which mainly include the leasings reclassification at Santillana.



Appendix III. BREAKDOWN OF CAPEX

€ Million	CAPEX	Long term financial investments	JAN-DEC 2013	JAN-DEC 2012
Audiovisual	61,01	1,68	62,69	71,08
Canal+	58,34	0,01	58,35	66,94
Media Capital	2,67	1,67	4,34	4,15
Education- Publishing	76,14	0,00	76,14	78,36
Education Systems	16,84	0,00	16,84	5,37
Other	59,30	0,00	59,30	72,99
Radio	6,43	0,00	6,43	7,27
Radio in Spain	2,48	0,00	2,48	2,60
International Radio	3,25	0,00	3,25	4,39
Music	0,70	0,00	0,70	0,28
Press	2,88	0,00	2,88	3,75
El País	1,81	0,00	1,81	1,40
AS	0,68	0,00	0,68	1,16
Cinco Días	0,22	0,00	0,22	0,29
Others	0,17	0,00	0,17	0,89
Others	6,22	0,51	6,73	15,44
Digital	3,37	0,00	3,37	13,46
Prisa	2,06	0,51	2,56	1,61
Other	0,80	0,00	0,80	0,37
Total	152,68	2,18	154,87	175,90

Appendix IV. CASH FLOW STATEMENT

Million Euros		31/12/2013	31/12/2012	CH.
Financial investments and cash equivalents at beginning of period		133,32	154,65	
EBITDA		296,19	427,00	(130,81)
Provisions		(46,42)	(45,82)	(0,60)
Working Capital		(19,32)	(76,31)	56,99
Cash flow from operating activities	(I)	230,45	304,87	(74,42)
Capex		(152,68)	(168,76)	16,07
Disinvestments		1,95	0,43	1,53
Financial investments / Disinvestments		2,80	(0,92)	3,72
Media Capital Put		(24,25)	0,00	(24,25)
Cash flow from investing activities	(II)	(172,18)	(169,25)	(2,93)
Cash interests paid		(63,16)	(105,19)	42,03
Dividends paid		(30,21)	(80,72)	50,51
Dividends received		0,28	10,98	(10,70)
Warrants exercised		0,33	150,02	(149,69)
Convertible bond issue		0,00	100,00	(100,00)
Other		(26,27)	(16,88)	(9,39)
Cash flow from financing activities excluding increases/amortization of debt		(119,03)	58,21	(177,24)
New liquidity line		325,00	0,00	325,00
Other increase/(amortization) of debt		13,54	(111,37)	124,91
Cash flow from financing activities	(III)	219,51	(53,16)	272,67
Taxes paid	(IV)	(54,61)	(39,21)	(15,40)
Other	(V)	(73,95)	(64,58)	(9,37)
Variation of cash flows in the period (I)+(II)+(III)+(IV)+(V)		149,22	(21,33)	170,55
Financial investments and cash equivalents at end of period		282,54	133,32	

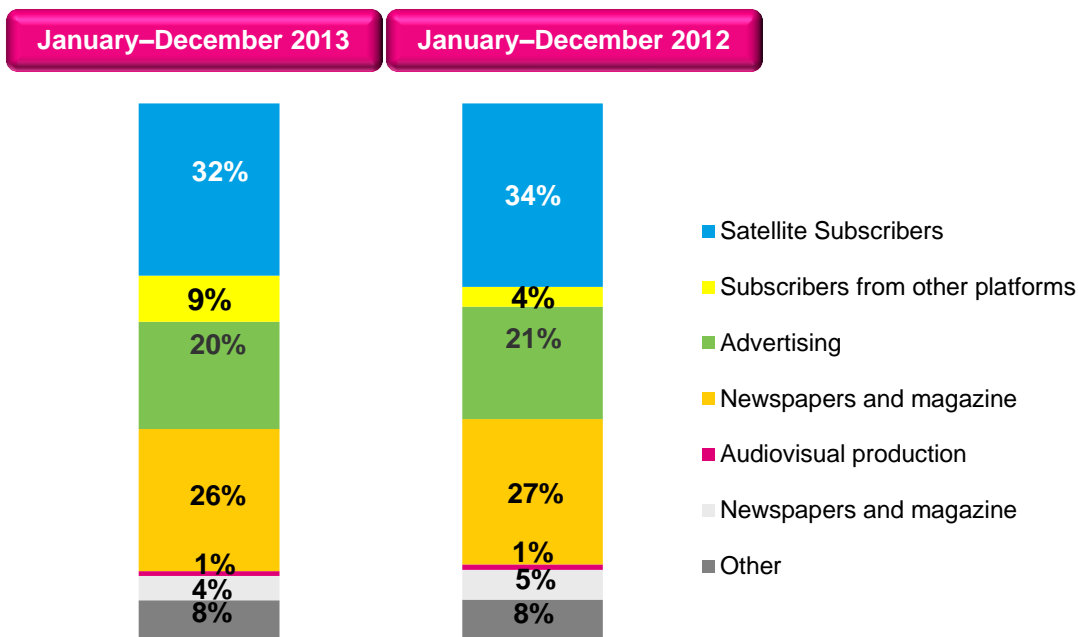
Relevant elements in the Cash Flow:

- Working capital is reduced by 57 million Euros** due to Santillana education campaign, regularization of working capital in the Press division & negotiations in payment conditions of football at Canal+.
- Lower capex by 16 million Euros** on higher investments in Education Learning Systems and lower in Canal+ & recurrent capex at Santillana.
- Lower interest payment by 42 million Euros** as conditions from the new refinancing agreement which lower cash interest and are applied retroactively from May 1st 2013.
- Lower dividends paid** (mainly at Canal+) **& received** (Mediaset España)
- Increase in debt mainly includes** the 325 million Euros of new liquidity line and 40 million Euros of debt amortization at Canal+
- “Other” includes mainly** refinancing expenses paid, negative FX impact, and reclassification of non-cash EBITDA deductions.

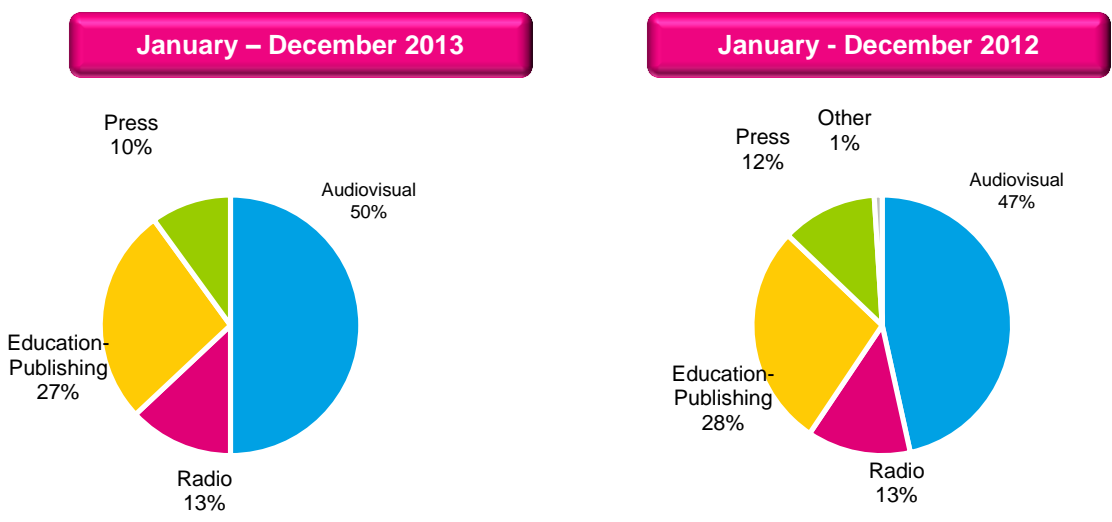
Appendix V. BREAKDOWN OF OPERATING REVENUE

Below is a breakdown of operating revenue by business line, business unit and geographical origin:

V.I. By business line



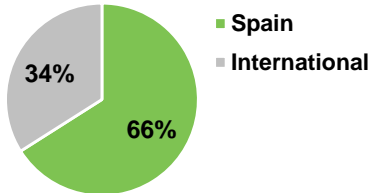
V.II. By business unit



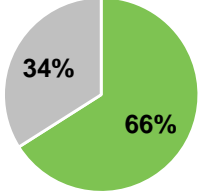
Note. Most of the revenues in "Others" are compensated by the consolidation adjustments at Group level

V.III. By geographical origin

January – December 2013



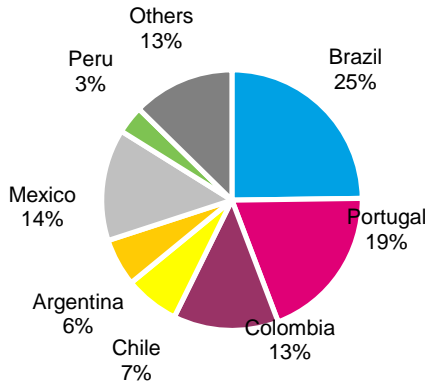
January - December 2012



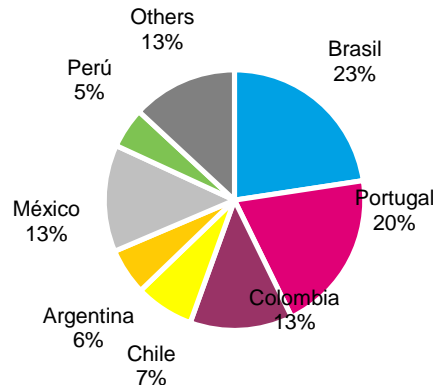
In 2013, 34.3% of revenues came from the international area, of which 64.1% came from Santillana, 19.4% from Media Capital and the rest mostly from international radio.

In the international area, revenue by country was as follows:

January – December 2013



January - December 2012



Revenue from the international area includes a noteworthy contribution by Brazil and Portugal (44% of total international). Revenues from Latin America grew by +3.4% or +15.3% at constant currency.

Appendix VI. FINANCIAL DATA BY BUSINESS UNIT

VI.I. Operating revenue

OPERATING REVENUES	JANUARY - DECEMBER		
	2013	2012	% Chg.
€ Million			
Audiovisual	1.357,59	1.259,85	7,8%
Canal+*	1.166,17	1.067,85	9,2%
Subscribers	870,95	906,84	(4,0%)
Advertising	29,87	22,23	34,4%
Others	265,35	138,78	91,2%
Media Capital	181,72	184,32	(1,4%)
Consolidation Adjustments and Other	9,71	7,67	26,5%
Education - Publishing	738,30	733,65	0,6%
Spain & Portugal	144,01	162,74	(11,5%)
Latam & USA	594,29	570,92	4,1%
Radio	342,88	342,42	0,1%
Radio in Spain	176,26	186,66	(5,6%)
International Radio	151,61	148,06	2,4%
Music	22,22	15,19	46,3%
Consolidation Adjustments	(7,21)	(7,50)	4,0%
Press	282,49	314,59	(10,2%)
El Pais	192,83	205,06	(6,0%)
AS	60,33	65,81	(8,3%)
Cinco Días	12,94	12,61	2,6%
Magazines	17,97	23,05	(22,0%)
Printing**	10,73	---	n.a.
Distribution***	0,00	15,88	n.a.
Other & Consolidation Adjustments	(12,31)	(7,81)	(57,6%)
Other Revenues	60,79	119,97	(49,3%)
Prisa Brand Solutions	19,66	25,90	(24,1%)
Printing**	---	18,63	n.a.
Others****	41,13	75,45	(45,5%)
Consolidation Adjustments	(56,36)	(105,79)	46,7%
TOTAL	2.725,69	2.664,69	2,3%

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

VI.II. Advertising

ADVERTISING	ENERO - DICIEMBRE		
	2013	2012	% Chg.
€ Million			
Audiovisual	132,56	133,10	(0,4%)
Canal+*	29,87	22,23	34,4%
Media Capital	102,69	110,87	(7,4%)
Radio	305,27	312,15	(2,2%)
Radio in Spain	161,25	172,83	(6,7%)
International Radio	143,87	139,17	3,4%
Music	0,23	0,23	1,8%
Consolidation Adjustments	(0,07)	(0,08)	10,3%
Press	112,69	117,41	(4,0%)
El Pais	78,80	82,95	(5,0%)
AS	18,92	19,10	(0,9%)
Cinco Días	7,24	6,71	7,9%
Magazines	7,53	8,79	(14,4%)
Other & Consolidation Adjustments	0,19	(0,15)	---
Others	0,37	0,79	(52,7%)
Consolidation Adjustments	(7,13)	(6,90)	(3,3%)
TOTAL	543,76	556,54	(2,3%)

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

VI.III. Operating Expenses

€ Million	JANUARY - DECEMBER		
	2013	2012	% Chg.
Audiovisual	1.383,54	1.194,62	15,8%
Canal+*	1.231,65	984,21	25,1%
Media Capital	152,31	154,63	(1,5%)
Consolidation Adjustments and Other	(0,42)	55,79	(100,8%)
Education - Publishing	657,81	625,76	5,1%
Spain & Portugal	141,30	150,97	(6,4%)
Latam & USA	516,51	474,80	8,8%
Radio	312,79	318,99	(1,9%)
Radio in Spain	183,95	188,97	(2,7%)
International Radio	113,99	116,48	(2,1%)
Music	22,06	21,68	1,7%
Consolidation adjustments	(7,21)	(8,14)	11,5%
Press	282,66	367,24	(23,0%)
El Pais	194,85	259,60	(24,9%)
AS	52,31	57,69	(9,3%)
Cinco Dias	12,90	15,47	(16,6%)
Magazines	20,50	26,01	(21,2%)
Printing**	14,07	---	---
Distribution***	0,00	15,97	n.a.
Other & Consolidation Adjustments	(11,97)	(7,48)	(59,9%)
Other Expenses	100,09	173,73	(42,4%)
Prisa Brand Solutions	19,53	26,05	(25,0%)
Printing**	0,00	33,10	---
Others****	80,56	114,57	(29,7%)
Consolidation Adjustments	789,87	159,41	---
TOTAL	3.526,76	2.839,75	24,2%

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

VI.IV. EBITDA

EBITDA	JANUARY - DECEMBER		
	2013	2012	% Chg.
€ Million			
Audiovisual	78,42	233,17	(66,4%)
% margin	5,8%	18,5%	
Canal+*	28,02	181,12	(84,5%)
% margin	2,4%	17,0%	
Media Capital	39,07	41,83	(6,6%)
% margin	21,5%	22,7%	
Consolidation Adjustments and Ot	11,32	10,22	10,8%
Education - Publishing	170,95	184,19	(7,2%)
% margin	23,2%	25,1%	
Spain&Portugal	24,70	36,65	(32,6%)
% margin	17,2%	22,5%	
Latam & USA	146,25	147,54	(0,9%)
% margin	24,6%	25,8%	
Radio	54,77	54,32	0,8%
% margin	16,0%	15,9%	
Radio in Spain	3,279	8,16	(59,8%)
% margin	1,9%	4,4%	
International Radio	49,91	45,13	10,6%
% margin	32,9%	30,5%	
Music	1,586	1,03	53,4%
% margin	7,1%	6,8%	
Press	17,043	(13,8)	---
% margin	6,0%	(4,4%)	
El Pais	5,74	(21,8)	126,3%
% margin	3,0%	(10,6%)	
AS	9,39	11,83	(20,6%)
% margin	15,6%	18,0%	
Cinco Dias	0,31	(1,8)	117,1%
% margin	2,4%	(14,2%)	
Magazines	(1,35)	(2,3)	42,4%
% margin	(7,5%)	(10,2%)	
Printing**	3,28	---	n.a.
% margin	30,6%	---	
Distribution***	0,00	0,64	n.a.
% margin	n.a.	4,0%	
Other & Consolidation Adjustment	(0,32)	(0,30)	
Others	(25,00)	(30,91)	19,1%
Prisa Brand Solutions	0,79	0,28	181,6%
% margin	4,0%	1,1%	
Printing**	---	1,32	---
% margin	---	7,1%	
Others****	(25,79)	(32,51)	20,7%
TOTAL	296,19	427,00	(30,6%)
% margin	10,9%	16,0%	

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

*** Others include mainly the activities from Head Quarters.

VI.V. EBIT

EBIT	JANUARY - DECEMBER		
	2013	2012	% Chg.
€ Million			
Audiovisual	(25,95)	65,22	(139,8%)
% margin	(1,9%)	5,2%	
Canal+*	(65,48)	83,65	(178,3%)
% margin	(5,6%)	7,8%	
Media Capital	29,40	29,69	(1,0%)
% margin	16,2%	16,1%	
Consolidation Adjustments and Other	10,13	(48,1)	121,0%
Education - Publishing	80,49	107,89	(25,4%)
% margin	10,9%	14,7%	
Spain&Portugal	2,71	11,77	(77,0%)
% margin	1,9%	7,2%	
Latam&USA	77,78	96,12	(19,1%)
% margin	13,1%	16,8%	
Radio	30,09	23,43	28,4%
% margin	8,8%	6,8%	
Radio in Spain	(7,69)	(2,31)	---
% margin	(4,4%)	(1,2%)	
International Radio	37,67	32,23	16,9%
% margin	24,8%	21,8%	
Music	0,16	(6,49)	102,5%
% margin	0,7%	(42,7%)	
Press	(0,17)	(52,65)	99,7%
% margin	(0,1%)	(16,7%)	
El Pais	(2,02)	(54,54)	96,3%
% margin	(1,0%)	(26,6%)	
AS	8,02	8,12	(1,2%)
% margin	13,3%	12,3%	
Cinco Dias	0,04	(2,86)	101,3%
% margin	0,3%	(22,7%)	
Magazines	(2,53)	(2,96)	14,6%
% margin	(14,1%)	(12,9%)	
Printing**	(3,34)	---	n.a.
% margin	(31,1%)	---	
Distribution***	0,00	(0,09)	n.a.
% margin	n.a.	(0,5%)	
Other & Consolidation Adjustments	(0,35)	(0,32)	
Others	(885,53)	(318,95)	(177,6%)
Prisa Brand Solutions	0,13	(0,15)	187,9%
% margin	0,7%	(0,6%)	
Printing**	---	(14,48)	---
% margin	---	(77,7%)	---
Others****	(885,66)	(304,32)	(191,0%)
TOTAL	(801,07)	(175,05)	---
% margin	-29,4%	-6,6%	

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

Appendix VII. QUARTERLY FINANCIAL DATA BY BUSINESS UNIT

VII.I. Operating revenue

OPERATING REVENUES	2013				2012				%Chg.2013/2012				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
€ Million													
Audiovisual	341,40	342,36	324,35	349,50	294,53	299,47	322,99	342,85	15,9%	14,3%	0,4%	1,9%	
Canal+*	300,61	292,68	275,72	297,17	253,92	246,47	278,61	288,85	18,4%	18,7%	(1,0%)	2,9%	
Subscribers	225,72	219,00	206,79	219,44	228,71	224,09	220,50	233,55	(1,3%)	(2,3%)	(6,2%)	(6,0%)	
Advertising	8,03	7,69	4,59	9,56	4,33	4,55	4,67	8,69	85,8%	69,1%	(1,7%)	10,0%	
Others	66,85	65,99	64,34	68,16	20,89	17,83	53,45	46,61	---	---	20,4%	46,3%	
Media Capital	39,26	48,10	42,16	52,20	40,05	50,87	41,22	52,19	(2,0%)	(5,5%)	2,3%	0,0%	
Consolidation Adjustments and Ot	1,53	1,58	6,47	0,13	0,56	2,13	3,16	1,82	171,1%	(25,7%)	104,6%	(92,9%)	
Education - Publishing	200,35	150,01	212,50	175,44	192,44	142,87	246,53	151,82	4,1%	5,0%	(13,8%)	15,6%	
Spain & Portugal	5,47	55,62	90,97	(8,05)	7,31	47,49	116,42	(8,48)	(25,2%)	17,1%	(21,9%)	5,1%	
Latam & USA	194,88	94,39	121,53	183,49	185,13	95,38	130,12	160,30	5,3%	(1,0%)	(6,6%)	14,5%	
Radio	69,51	85,83	79,95	107,59	78,97	90,58	78,19	94,69	(12,0%)	(5,2%)	2,3%	13,6%	
Radio in Spain	36,81	45,22	37,48	56,76	48,86	52,20	36,88	48,73	(24,7%)	(13,4%)	1,6%	16,5%	
International Radio	30,48	37,83	40,39	42,91	29,97	36,17	39,40	42,52	1,7%	4,6%	2,5%	0,9%	
Music	3,77	4,20	3,32	10,92	1,79	4,06	3,53	5,81	110,4%	3,6%	(5,8%)	87,9%	
Consolidation Adjustments	(1,55)	(1,42)	(1,24)	(2,99)	(1,66)	(1,85)	(1,63)	(2,37)	6,5%	23,1%	23,7%	(26,4%)	
Press	66,68	69,82	63,65	82,34	86,15	82,87	70,43	75,13	(22,6%)	(15,8%)	(9,6%)	9,6%	
El Pais	45,12	47,88	43,46	56,37	58,61	53,38	44,81	48,26	(23,0%)	(10,3%)	(3,0%)	16,8%	
AS	14,21	13,90	15,16	17,05	16,34	17,72	16,31	15,43	(13,0%)	(21,6%)	(7,1%)	10,5%	
Cinco Días	3,11	3,34	2,71	3,78	3,54	3,66	2,33	3,08	(12,2%)	(8,8%)	16,4%	22,7%	
Magazines	4,71	5,07	2,82	5,38	5,52	6,03	5,08	6,42	(14,8%)	(15,9%)	(44,5%)	(16,3%)	
Printing**	2,77	2,65	2,62	2,69	---	---	---	---	---	---	---	---	
Distribution***	---	---	---	---	4,13	4,31	3,93	3,51	---	---	---	---	
Consolidation Adjustments	(3,24)	(3,02)	(3,12)	(2,93)	(1,99)	(2,22)	(2,03)	(1,57)	(62,8%)	(36,0%)	(53,7%)	(86,5%)	
Other Revenues	14,61	16,90	15,78	13,50	24,02	38,94	29,19	27,83	(39,2%)	(56,6%)	(45,9%)	(51,5%)	
Prisa Brand Solutions	5,01	5,03	5,20	4,42	6,54	6,56	6,44	6,36	(23,4%)	(23,4%)	(19,2%)	(30,4%)	
Printing**	---	---	---	---	---	13,70	2,81	2,12	---	---	---	---	
Others****	10,21	11,26	10,58	9,08	17,48	18,67	19,94	19,36	(41,6%)	(39,7%)	(46,9%)	(53,1%)	
Consolidation adjustments	(13,18)	(15,57)	(13,70)	(13,89)	(24,55)	(28,70)	(27,38)	(25,17)	46,3%	45,7%	49,9%	44,8%	
TOTAL	678,75	649,95	682,53	714,48	651,56	626,03	719,95	667,15	4,2%	3,8%	(5,2%)	7,1%	

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

VII.II. Advertising

ADVERTISING

€ Million	2013				2012				%Chg.2013/2012			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Audiovisual	30,39	33,87	27,35	40,95	29,62	36,85	27,53	39,10	2,6%	(8,1%)	(0,7%)	4,7%
Canal+	8,03	7,69	4,59	9,56	4,33	4,55	4,67	8,69	85,8%	69,1%	(1,7%)	10,0%
Media Capital	22,36	26,18	22,76	31,39	25,29	32,31	22,86	30,41	(11,6%)	(19,0%)	(0,4%)	3,2%
Radio	63,25	78,46	73,04	90,53	71,73	82,19	71,95	86,28	(11,8%)	(4,5%)	1,5%	4,9%
Radio in Spain	34,44	42,37	34,94	49,51	44,40	48,30	34,55	45,59	(22,4%)	(12,3%)	1,1%	8,6%
International Radio	28,82	36,04	38,05	40,96	27,36	33,85	37,37	40,60	5,4%	6,5%	1,8%	0,9%
Music	0,05	0,05	0,06	0,08	0,04	0,05	0,04	0,10	29,7%	(9,8%)	45,0%	(20,4%)
Consolidation adjustments	(0,06)	(0,00)	(0,01)	(0,01)	(0,06)	(0,01)	(0,00)	(0,01)	5,1%	66,7%	---	(0,0%)
Press	24,48	29,48	21,83	36,90	30,92	35,24	20,56	30,68	(20,8%)	(16,3%)	6,2%	20,2%
El Pais	17,26	21,02	15,24	25,29	22,47	24,32	14,47	21,70	(23,2%)	(13,5%)	5,3%	16,6%
AS	3,83	4,50	4,26	6,34	4,54	6,29	3,63	4,64	(15,6%)	(28,5%)	17,2%	36,5%
Cinco Días	1,71	1,99	1,34	2,20	2,02	2,15	0,91	1,63	(15,4%)	(7,4%)	47,1%	34,9%
Magazines	1,69	1,87	0,94	3,03	1,96	2,54	1,56	2,73	(14,3%)	26,0%	(40,0%)	11,0%
Consolidation adjustments	0,01	0,09	0,06	0,03	(0,07)	(0,05)	(0,01)	(0,02)	114,3%	---	---	---
Others	0,08	0,05	0,03	0,21	0,24	0,39	(0,04)	0,20	(65,0%)	87,6%	184,2%	3,1%
Consolidation adjustments	(0,90)	(1,81)	(1,65)	(2,77)	(1,58)	0,03	(3,83)	(1,52)	43,1%	(1,9%)	56,8%	(82,3%)
TOTAL	117,30	140,04	120,60	165,82	130,92	152,89	117,98	154,75	(10,4%)	(8,4%)	2,2%	7,2%

VII.III. Operating Expenses

OPERATING EXPENSES

€ Million	2013				2012				%Chg.2013/2012			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Audiovisual	348,63	342,66	340,77	351,48	290,38	309,71	258,01	336,53	20,1%	10,6%	32,1%	4,4%
Canal+*	309,22	307,20	301,77	313,46	251,38	213,94	222,27	296,62	23,0%	43,6%	35,8%	5,7%
Media Capital	38,69	36,98	38,46	38,19	38,66	41,37	37,06	37,55	0,1%	(10,6%)	3,8%	1,7%
Consolidation Adjustments and (0,72	(1,52)	0,54	(0,17)	0,34	54,40	(1,31)	2,36	113,3%	(102,8%)	141,3%	(107,1%)
Education - Publishing	155,34	161,49	172,66	168,32	136,42	145,60	193,75	150,00	13,9%	10,9%	(10,9%)	12,2%
Spain & Portugal	26,09	40,39	64,64	10,18	27,36	37,18	70,40	16,04	(4,6%)	8,7%	(8,2%)	(36,5%)
Latam & USA	129,25	121,09	108,03	158,14	109,06	108,43	123,35	133,96	18,5%	11,7%	(12,4%)	18,0%
Radio	71,84	73,84	75,64	91,47	71,18	77,32	72,64	97,86	0,9%	(4,5%)	4,1%	(6,5%)
Radio in Spain	43,23	44,38	44,57	51,77	44,72	47,51	42,13	54,61	(3,3%)	(6,6%)	5,8%	(5,2%)
International Radio	26,13	27,51	29,01	31,34	25,71	27,71	28,66	34,41	1,7%	(0,7%)	1,2%	(8,9%)
Music	4,03	3,38	3,31	11,35	2,41	3,95	3,48	11,85	67,3%	(14,6%)	(4,9%)	(4,2%)
Consolidation adjustments	(1,55)	(1,43)	(1,25)	(2,98)	(1,66)	(1,85)	(1,63)	(3,01)	6,6%	22,9%	23,4%	0,8%
Press	67,90	67,44	66,26	81,07	84,39	78,53	76,28	128,04	(19,5%)	(14,1%)	(13,1%)	(36,7%)
El Pais	46,40	46,66	46,90	54,90	58,68	52,49	51,06	97,37	(20,9%)	(11,1%)	(8,2%)	(43,6%)
AS	12,93	12,59	12,66	14,13	13,96	14,33	14,13	15,26	(7,4%)	(12,2%)	(10,5%)	(7,4%)
Cinco Dias	3,13	3,20	3,33	3,24	3,45	3,55	3,27	5,20	(9,3%)	(9,9%)	1,9%	(37,7%)
Magazines	5,83	5,17	3,67	5,84	6,32	6,32	5,84	7,53	(7,8%)	(18,3%)	(37,1%)	(22,5%)
Printing**	2,80	2,74	2,70	5,83	---	---	---	---	---	---	---	---
Distribution***	---	---	---	---	4,10	4,13	4,00	3,74	---	---	---	---
Consolidation adjustments	(3,19)	(2,91)	(3,00)	(2,87)	(2,11)	(2,30)	(2,02)	(1,05)	(51,1%)	(26,7%)	(48,2%)	(172,6%)
Other Expenses	26,53	25,75	20,90	26,92	37,46	53,41	34,90	47,96	(29,2%)	(51,8%)	(40,1%)	(43,9%)
Prisa Brand Solutions	4,77	5,14	4,48	5,14	7,20	6,96	5,05	6,85	(33,8%)	(26,1%)	(11,3%)	(24,9%)
Printing**	---	---	---	---	---	15,72	4,08	13,31	---	---	---	---
Otros****	22,28	20,08	16,43	21,77	30,26	30,74	25,77	27,80	(26,4%)	(34,7%)	(36,3%)	(21,7%)
Consolidation adjustments	(14,69)	194,24	(13,90)	624,23	(23,47)	(31,70)	(23,06)	237,63	37,4%	---	39,7%	162,7%
TOTAL	656,07	864,89	662,33	1343,48	596,36	632,87	612,52	998,01	10,0%	36,7%	8,1%	34,6%

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

VII.IV. EBITDA
EBITDA

€ Million	2013				2012				%Chg.2013/2012			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	T4	Q1	Q2	Q3	Q4
Audiovisual	19,81	27,72	8,82	22,07	30,91	72,46	92,99	36,81	(35,9%)	(61,7%)	(90,5%)	(40,1%)
% margin	5,8%	8,1%	2,7%	6,3%	10,5%	24,2%	28,8%	10,7%				
Canal+*	15,46	10,68	(3,4)	5,31	25,57	57,18	80,50	17,87	(39,5%)	(81,3%)	(104,3%)	(70,3%)
% margin	5,1%	3,6%	(1,2%)	1,8%	10,1%	23,2%	28,9%	6,2%				
Media Capital	3,16	13,56	5,99	16,36	4,31	12,38	7,21	17,93	(26,6%)	9,5%	(16,9%)	(8,8%)
% margin	8,1%	28,2%	14,2%	31,3%	10,8%	24,3%	17,5%	34,4%				
Consolidation Adjustments and Other	1,191	3,476	6,256	0,399	1,03	2,89	5,280	1,013				
Education - Publishing	62,01	10,17	79,39	19,39	69,55	13,36	99,10	2,18	(10,8%)	(23,9%)	(19,9%)	---
% margin	31,0%	6,8%	37,4%	11,1%	36,1%	9,4%	40,2%	1,4%				
Spain&Portugal	(18,4)	20,33	52,45	(29,6)	(18,18)	14,59	74,04	(33,8)	(1,4%)	39,4%	(29,2%)	12,3%
% margin	(337,0%)	36,6%	57,7%	368,1%	(248,7%)	30,7%	63,6%	398,4%				
Latam&USA	80,44	(10,2)	26,94	49,03	87,73	(1,23)	25,06	35,98	(8,3%)	---	7,5%	36,3%
% margin	41,3%	(10,8%)	22,2%	26,7%	47,4%	(1,3%)	19,3%	22,4%				
Radio	2,45	16,53	8,51	27,28	12,20	17,81	10,38	13,93	(79,9%)	(7,2%)	(18,0%)	95,8%
% margin	3,5%	19,3%	10,6%	25,4%	15,4%	19,7%	13,3%	14,7%				
Radio in Spain	(3,4)	3,53	(4,6)	7,78	6,77	7,27	(2,7)	(3,2)	(150,6%)	(51,5%)	(68,8%)	---
% margin	(9,3%)	7,8%	(12,3%)	13,7%	13,9%	13,9%	(7,4%)	(6,5%)				
International Radio	6,07	12,10	13,01	18,72	5,97	10,33	12,95	15,88	1,7%	17,1%	0,5%	17,9%
% margin	19,9%	32,0%	32,2%	43,6%	19,9%	28,6%	32,9%	37,4%				
Music	(0,2)	0,90	0,09	0,79	(0,5)	0,19	0,15	1,21	63,8%	---	(40,9%)	(34,9%)
% margin	(5,0%)	21,3%	2,7%	7,2%	(28,8%)	4,6%	4,4%	20,8%				
Press	2,16	6,60	0,14	8,15	5,16	7,85	(2,2)	(24,6)	(58,2%)	(15,9%)	106,4%	133,1%
% margin	3,2%	9,5%	0,2%	9,9%	6,0%	9,5%	(3,1%)	(32,8%)				
El Pais	0,88	3,77	(1,8)	2,92	2,66	3,63	(3,3)	(24,8)	(67,1%)	3,7%	44,4%	111,8%
% margin	1,9%	7,9%	(4,2%)	5,2%	4,5%	6,8%	(7,3%)	(51,4%)				
AS	1,57	1,67	2,72	3,44	2,75	3,80	2,55	2,73	(42,9%)	(56,0%)	6,5%	25,7%
% margin	11,0%	12,0%	17,9%	20,2%	16,8%	21,4%	15,6%	17,7%				
Cinco Dias	0,02	0,42	(0,6)	0,46	0,19	0,20	(0,8)	(1,3)	(90,9%)	108,5%	30,6%	134,6%
% margin	0,5%	12,6%	(21,8%)	12,1%	5,3%	5,5%	(36,5%)	(43,1%)				
Magazines	(1,06)	0,004	(0,82)	0,517	(0,7)	(0,21)	(0,67)	(0,76)	(48,1%)	101,9%	(22,0%)	168,4%
% margin	(22,5%)	0,1%	(28,9%)	9,6%	(12,9%)	(3,5%)	(13,1%)	(11,8%)				
Printing**	0,80	0,81	0,77	0,90	---	---	---	---	---	---	---	---
% margin	29,0%	30,5%	29,2%	33,6%	---	---	---	---				
Distribution***	---	---	---	---	0,16	0,33	0,09	0,05	---	---	---	---
% margin	---	---	---	---	3,9%	7,7%	2,4%	1,5%				
Other & Consolidation Adjustments	(0,05)	(0,07)	(0,11)	(0,09)	0,12	0,09	0,00	(0,52)	(142,5%)	(171,3%)	---	82,1%
Others	(8,02)	(6,52)	(1,99)	(8,47)	(12,68)	(7,53)	(6,11)	(4,59)	36,8%	13,4%	67,4%	(84,5%)
Prisa Brand Solutions	0,325	0,31	0,775	(0,61)	(0,53)	(0,28)	1,489	(0,39)	160,9%	---	(48,0%)	(55,7%)
% margin	0,065	6,1%	14,9%	(13,8%)	(8,2%)	(4,3%)	23,1%	(6,2%)				
Printing**	---	---	---	---	---	0,48	0,69	0,14	---	---	---	---
% margin	---	---	---	---	---	3,5%	24,7%	6,6%				
Others****	(8,344)	(6,83)	(2,77)	(7,86)	(12,15)	(7,73)	(8,29)	(4,34)	31,3%	11,7%	66,7%	(81,3%)
TOTAL	78,41	54,49	94,87	68,42	105,14	103,95	194,21	23,71	(25,4%)	(47,6%)	(51,2%)	188,6%
% margin	11,6%	8,4%	13,9%	9,6%	16,1%	16,6%	27,0%	3,6%				

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

VII.V. EBIT

EBIT	2013				2012				%Chg.2013/2012				
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
€ Million													
Audiovisual	(7,2)	(0,3)	(16,4)	(2,0)	4,16	(10,2)	64,98	6,32	---	97,0%	(125,3%)	(131,4%)	
% margin	(2,1%)	(0,1%)	(5,1%)	(0,6%)	1,4%	(3,4%)	20,1%	1,8%	---	(144,6%)	(146,2%)	(109,6%)	
Canal+*	(8,61)	(14,52)	(26,05)	(16,29)	2,55	32,53	56,34	(7,77)	---	(144,6%)	(146,2%)	(109,6%)	
% margin	(2,9%)	(5,0%)	(9,4%)	(5,5%)	1,0%	13,2%	20,2%	(2,7%)	(59,2%)	16,9%	(10,9%)	(4,3%)	
Media Capital	0,57	11,12	3,71	14,01	1,38	9,51	4,16	14,64	---	105,9%	32,4%	154,5%	
% margin	1,4%	23,1%	8,8%	26,8%	3,5%	18,7%	10,1%	28,1%	---	105,9%	32,4%	154,5%	
Consolidation Adjustments and Other	0,81	3,10	5,93	0,30	0,23	(52,3)	4,47	(0,5)	---	105,9%	32,4%	154,5%	
Education - Publishing	45,00	(11,5)	39,84	7,12	56,02	(2,73)	52,79	1,82	(19,7%)	---	(24,5%)	---	
% margin	22,5%	(7,6%)	18,7%	4,1%	29,1%	(1,9%)	21,4%	1,2%	(19,7%)	---	(24,5%)	---	
Spain&Portugal	(20,62)	15,23	26,33	(18,23)	(20,05)	10,32	46,02	(24,52)	(2,9%)	47,6%	(42,8%)	25,7%	
% margin	(37,7,1%)	27,4%	28,9%	226,4%	(274,3%)	21,7%	39,5%	289,0%	(13,7%)	(104,6%)	99,6%	(3,7%)	
Latam&USA	65,62	(26,70)	13,50	25,35	76,06	(13,05)	6,77	26,34	(13,7%)	(104,6%)	99,6%	(3,7%)	
% margin	33,7%	(28,3%)	11,1%	13,8%	41,1%	(13,7%)	5,2%	16,4%	---	---	---	---	
Radio	(2,3)	11,99	4,31	16,12	7,79	13,26	5,55	(3,2)	(129,9%)	(9,6%)	(22,3%)	---	
% margin	(3,4%)	14,0%	5,4%	15,0%	9,9%	14,6%	7,1%	(3,4%)	(129,9%)	(9,6%)	(22,3%)	---	
Radio in Spain	(6,42)	0,84	(7,10)	4,99	4,14	4,69	(5,25)	(5,89)	---	(82,1%)	(35,1%)	184,7%	
% margin	(17,4%)	1,9%	(18,9%)	8,8%	8,5%	9,0%	(14,2%)	(12,1%)	---	(82,1%)	(35,1%)	184,7%	
International Radio	4,34	10,32	11,39	11,63	4,27	8,47	10,74	8,75	1,8%	21,9%	6,0%	32,8%	
% margin	14,3%	27,3%	28,2%	27,1%	14,2%	23,4%	27,3%	20,6%	1,8%	21,9%	6,0%	32,8%	
Music	(0,26)	0,83	0,02	(0,43)	(0,61)	0,11	0,05	(6,04)	58,1%	---	(66,0%)	92,9%	
% margin	(6,8%)	19,7%	0,5%	(3,9%)	(34,2%)	2,6%	1,5%	(103,9%)	58,1%	---	(66,0%)	92,9%	
Press	(1,2)	2,38	(2,6)	1,27	1,76	4,34	(5,8)	(52,9)	(168,9%)	(45,3%)	55,4%	102,4%	
% margin	(1,8%)	3,4%	(4,1%)	1,5%	2,0%	5,2%	(8,3%)	(70,4%)	(168,9%)	(45,3%)	55,4%	102,4%	
El Pais	(1,27)	1,22	(3,44)	1,48	(0,07)	0,89	(6,25)	(49,11)	---	37,6%	45,0%	103,0%	
% margin	(2,8%)	2,5%	(7,9%)	2,6%	(0,1%)	1,7%	(13,9%)	(101,8%)	---	37,6%	45,0%	103,0%	
AS	1,28	1,31	2,51	2,92	2,38	3,39	2,18	0,17	(46,2%)	(61,3%)	14,8%	---	
% margin	9,0%	9,4%	16,5%	17,1%	14,6%	19,1%	13,4%	1,1%	(46,2%)	(61,3%)	14,8%	---	
Cinco Dias	(0,02)	0,14	(0,63)	0,54	0,10	0,11	(0,94)	(2,12)	(118,9%)	29,9%	33,8%	125,6%	
% margin	(0,6%)	4,2%	(23,1%)	14,3%	2,7%	2,9%	(40,6%)	(68,7%)	(118,9%)	29,9%	33,8%	125,6%	
Magazines	(1,12)	(0,09)	(0,86)	(0,46)	(0,81)	(0,30)	(0,76)	(1,10)	(37,8%)	68,1%	(13,1%)	58,2%	
% margin	(23,8%)	(1,9%)	(30,4%)	(8,5%)	(14,7%)	(4,9%)	(14,9%)	(17,1%)	(37,8%)	68,1%	(13,1%)	58,2%	
Printing**	(0,03)	(0,09)	(0,07)	(3,15)	---	---	---	---	---	---	---	---	
% margin	(1,1%)	(3,3%)	(2,8%)	(117,2%)	---	---	---	---	---	---	---	---	
Distribution***	---	---	---	---	0,04	0,18	(0,07)	(0,23)	---	---	---	---	
% margin	---	---	---	---	0,8%	4,2%	(1,8%)	(6,6%)	---	---	---	---	
Other & Consolidation Adjustments	(0,06)	(0,11)	(0,12)	(0,06)	0,13	0,08	(0,00)	(0,52)	(142,0%)	---	---	88,4%	
Others	-11,56	(217,49)	(4,93)	(651,54)	(14,53)	(11,48)	(10,03)	(282,91)	20,4%	---	50,8%	(130,3%)	
Prisa Brand Solutions	0,24	(0,11)	0,72	(0,72)	(0,66)	(0,39)	1,39	(0,49)	136,1%	71,9%	(48,0%)	(47,8%)	
% margin	4,8%	(2,2%)	13,9%	(16,3%)	(10,1%)	(6,0%)	21,6%	(7,7%)	136,1%	71,9%	(48,0%)	(47,8%)	
Printing**	---	---	---	---	---	(2,02)	(1,27)	(11,19)	---	---	---	---	
% margin	---	---	---	---	---	(14,7%)	(45,1%)	(528,9%)	---	---	---	---	
Others****	(11,80)	(217,38)	(5,65)	(650,82)	(13,87)	(9,07)	(10,15)	(271,24)	14,9%	---	44,3%	(139,9%)	
TOTAL	22,67	(214,94)	20,20	(629,01)	55,20	(6,84)	107,44	(330,86)	(58,9%)	---	(81,2%)	(90,1%)	
% margin	3,3%	(33,1%)	3,0%	-88,0%	8,5%	(1,1%)	14,9%	-49,6%	(58,9%)	---	(81,2%)	(90,1%)	

* Following the merger of Prisa TV and Prisa, Canal+ includes only the pay TV business whilst the rest of related activities are included in Consolidation Adjustments and Other.

** The printing business is being fully integrated since April, 2012. Since January 2013, it is consolidated in the Press division

*** Distribution is categorized as Discontinued Operations in the Press division since January 2013. In September 2013 the division was sold

**** Others include mainly the activities from Head Quarters.

Appendix VIII. OTHER SIGNIFICANT EVENTS

- 1) During 2013, as a result of the partial implementation of **the monetary capital increase**, PRISA increased its capital with 16,669 shares of class A common stock, corresponding to the twenty fifth to thirty-sixth PRISA warrant exercise periods (exercise of 16,669 warrants at a price of 2 euros per share).

Also during 2013, **conversion rights** were exercised to convert a total of 28,267,353 class B shares into an equal number of Class A shares.

Finally, during 2013, 61,320,904 ordinary A shares were issued, corresponding to the payment of the minimum dividend accrued until the moment in which the B shares were converted.

- 2) On May 7th 2013, PRISA announced its plan for Prisa Televisión S.A.U. to be absorbed by PRISA (only shareholder), for its approval in the General Shareholder Meeting of 2013. The approval took place on June 22nd and will be effective on August 1st 2013.

- 3) On February 21st 2014, PRISA granted a public deed formalizing that capital increase corresponding to the 2013 Warrants exercised by certain Institutional Investors during January. The total number of Warrants that have been exercised is 176,839,103, which have given place to the subscription of 176,839,103 new Class A common shares.

PRISA share capital upon this capital increase amounts to € 122,949,967.40 represented by:

(a) 917,498,618 Class A common shares, of € 0.10 par value each

(b) 312,001,056 Class B convertible and non-voting shares, of € 0.10 par value each.

- 4) On February 25th 2014, and following the issue of new shares announced on February 21st, the stake of the controlling shareholder group of Prisa in the share capital of the Company has been reduced below 30%.

As a result of this, the right awarded by the shareholders agreement of Distribuidora de Televisión Digital, S.A. ("DTS", the company holding Prisa's pay TV business) to Telefónica and Mediaset España to acquire the stake held by Prisa in DTS will be exercisable for a period of fifteen calendar days following the 25th of February (when the Company has notified this fact to the Board of Directors of DTS and to the aforementioned entities)

Appendix IX. GROUP STRUCTURE

The Prisa Group's business activities are organized into the following groupings: **Audiovisual**, **Education-Publishing**, **Radio** and **Press**. Its **Digital** activity operates across all of these areas and supports this structure:

Audiovisual	Education	Radio	Press
<ul style="list-style-type: none"> • Prisa TV • Media Capital⁽²⁾ 	<ul style="list-style-type: none"> • Education • General Publishing 	<ul style="list-style-type: none"> • Radio in Spain • International Radio • Gran Vía Musical 	<ul style="list-style-type: none"> • El País • As • Cinco Días • Magazines ⁽³⁾⁽⁴⁾ • Dédalo ⁽¹⁾

Since 2013, the **Distribution** business is classified as Discontinued Operations in the Press divisions, whilst in 2012 it was included in the Press Division through Global Consolidation. In September 2013, the Distribution division was sold.

(1): Additionally, the Printing division, **Dédalo**, since April 1st 2012 was integrated through Global consolidation at Group Level (compared to equity consolidation before April 2012). Since the beginning of 2013 it is integrated in the Press Division

(2): **Media Capital** is included in the Audiovisual division because, although it includes other activities, most of its revenue comes from TVI (free-to-air television) and Plural (audiovisual production).

(3): **Magazines**: since June 1st 2013, Magazines in Portugal are no longer consolidated in the Group.

(4): **Meristation**: Since May 1st 2013, Meristation consolidates at Press unit (Magazines). To this date, consolidates in Digital.

Appendix X. Pro forma reconciliation between EBITDA and EBIT for 2013 and 2012.

EBITDA as presented here in is an additional measurement of earnings that is not required by IFRS and is not presented in accordance with those standards. For that reason, below is a reconciliation between the EBITDA and the EBIT as required by IFRS:

(Thousands of euros)	JANUARY-DECEMBER	
GRUPO PRISA	2013	2012
Adjusted EBITDA	296.186	427.002
Depreciation and amortization charge	(188.238)	(187.998)
Variation in operating allowances	(46.413)	(100.196)
Impairment losses of assets	(15.518)	(12.580)
Impairment losses of goodwill	(847.084)	(301.282)
Profit from operations	(801.067)	(175.054)
AUDIOVISUAL	2013	2012
Adjusted EBITDA	78.418	233.167
Depreciation and amortization charge	(90.858)	(100.537)
Variation in operating allowances	(13.213)	(67.575)
Impairment losses of assets	(295)	168
Impairment losses of goodwill	0	0
Profit from operations	(25.949)	65.223
Canal+	2013	2012
Adjusted EBITDA	28.023	181.116
Depreciation and amortization charge	(80.270)	(85.799)
Variation in operating allowances	(12.971)	(11.874)
Impairment losses of assets	(259)	203
Impairment losses of goodwill	0	0
Profit from operations	(65.477)	83.646
Media Capital	2013	2012
Adjusted EBITDA	39.073	41.831
Depreciation and amortization charge	(9.396)	(11.496)
Variation in operating allowances	(238)	(608)
Impairment losses of assets	(36)	(34)
Impairment losses of goodwill	0	0
Profit from operations	29.402	29.692
Other	2013	2012
Adjusted EBITDA	11.322	10.220
Depreciation and amortization charge	(1.192)	(3.242)
Variation in operating allowances	(4)	(55.093)
Impairment losses of assets	0	(1)
Impairment losses of goodwill	0	0
Profit from operations	10.126	(48.115)

(Thousands of euros)

JANUARY-DECEMBER

EDUCATION	2013	2012
Adjusted EBITDA	170.951	184.190
Depreciation and amortization charge	(60.157)	(51.426)
Variation in operating allowances	(23.725)	(21.493)
Impairment losses of assets	(6.579)	(3.381)
Impairment losses of goodwill	0	0
Profit from operations	80.490	107.890

RADIO	2013	2012
Adjusted EBITDA	54.770	54.319
Depreciation and amortization charge	(12.908)	(13.856)
Variation in operating allowances	(5.791)	(5.023)
Impairment losses of assets	(3.481)	(4.120)
Impairment losses of goodwill	(2.500)	(7.893)
Profit from operations	30.090	23.427

Radio in Spain	2013	2012
Adjusted EBITDA	3.279	8.157
Depreciation and amortization charge	(8.148)	(8.209)
Variation in operating allowances	(2.820)	(2.258)
Impairment losses of assets	0	0
Impairment losses of goodwill	0	0
Profit from operations	(7.689)	(2.310)

International Radio	2013	2012
Adjusted EBITDA	49.905	45.129
Depreciation and amortization charge	(4.337)	(5.303)
Variation in operating allowances	(2.933)	(2.600)
Impairment losses of assets	(3.520)	(4.000)
Impairment losses of goodwill	(1.500)	(1.000)
Profit from operations	37.615	32.226

Other	2013	2012
Adjusted EBITDA	1.586	1.033
Depreciation and amortization charge	(423)	(344)
Variation in operating allowances	(38)	(165)
Impairment losses of assets	39	(120)
Impairment losses of goodwill	(1.000)	(6.893)
Profit from operations	164	(6.489)

(Thousands of euros)

JANUARY-DECEMBER

PRESS	2013	2012
Adjusted EBITDA	17.043	(13.763)
Depreciation and amortization charge	(10.276)	(10.216)
Variation in operating allowances	(3.496)	(6.133)
Impairment losses of assets	(3.442)	(22.535)
Impairment losses of goodwill	0	0
Profit from operations	(172)	(52.647)

El País	2013	2012
Adjusted EBITDA	5.741	(21.797)
Depreciation and amortization charge	(6.130)	(8.615)
Variation in operating allowances	(1.617)	(3.578)
Impairment losses of assets	(14)	(20.551)
Impairment losses of goodwill	0	0
Profit from operations	(2.020)	(54.541)

AS	2013	2012
Adjusted EBITDA	9.391	11.829
Depreciation and amortization charge	(450)	(698)
Variation in operating allowances	(901)	(1.399)
Impairment losses of assets	(17)	(1.609)
Impairment losses of goodwill	0	0
Profit from operations	8.023	8.122

Cinco Días	2013	2012
Adjusted EBITDA	306	(1.789)
Depreciation and amortization charge	(137)	(310)
Variation in operating allowances	(124)	(384)
Impairment losses of assets	(6)	(375)
Impairment losses of goodwill	0	0
Profit from operations	38	(2.858)

Distribution(*)	2013	2012
Adjusted EBITDA	0	640
Depreciation and amortization charge	0	(444)
Variation in operating allowances	0	(283)
Impairment losses of assets	0	0
Impairment losses of goodwill	0	0
Profit from operations	0	(87)

Other	2013	2012
Adjusted EBITDA	1.605	(2.646)
Depreciation and amortization charge	(3.559)	(149)
Variation in operating allowances	(854)	(489)
Impairment losses of assets	(3.405)	0
Impairment losses of goodwill	0	0
Profit from operations	(6.213)	(3.283)

OTHER	2013	2012
Adjusted EBITDA	(24.996)	(30.911)
Depreciation and amortization charge	(14.039)	(11.963)
Variation in operating allowances	(188)	28
Impairment losses of assets	(1.721)	17.288
Impairment losses of goodwill	(844.584)	(293.389)
Profit from operations	(885.525)	(318.947)

(*) Distribution is sold in September 2013