PRISA

9M RESULTS PRESENTATION

Madrid, October 2014

Disclaimer

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

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

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

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

Main highlights 9M 2014

ADJUSTED EBITDA AT CONSTANT CURRENCY REACHES €215 MILLION GROWING BY 7,4%(+2.1% in 3Q)

- **Still weak advertising recovery in Spain versus a more consolidated recovery in Portugal**
- **Solid growth in Latam in local currency** both in Santillana and Radio despite the slowdown in some economies
- **Digital learning systems** in Santillana **increase significantly their contribution to profitability**
- **Cost reduction and capex** under control in all business areas

PROGRESS OF THE GROUP IN EXECUTING ITS REFINANCING PLAN

- **Cancellation of 780 million of debt** at circa 25% discount
    - Proceeds from the sale of 13.68% stake in Mediaset and the capital increase of 100 million euros
- **Agreement to sell Canal + to Telefonica** with an initial amount of 750m Euros.
- **Confident to meet 1.5bn euros debt reduction commitments** with the actions already taken

Consolidated Group Results

Group results (€m)

	9M 2014	9M 2013	% Ch.
Revenues	**1,016.9**	**1,081.9**	**-6.0**
EBITDA	**192.3**	**200.1**	**-3.9**
EBITDA margin %	*18.9%*	*18.5%*	
EBIT	**80.0**	**91.5**	**-12.6**
EBIT margin %	*7.9%*	*8.5%*	

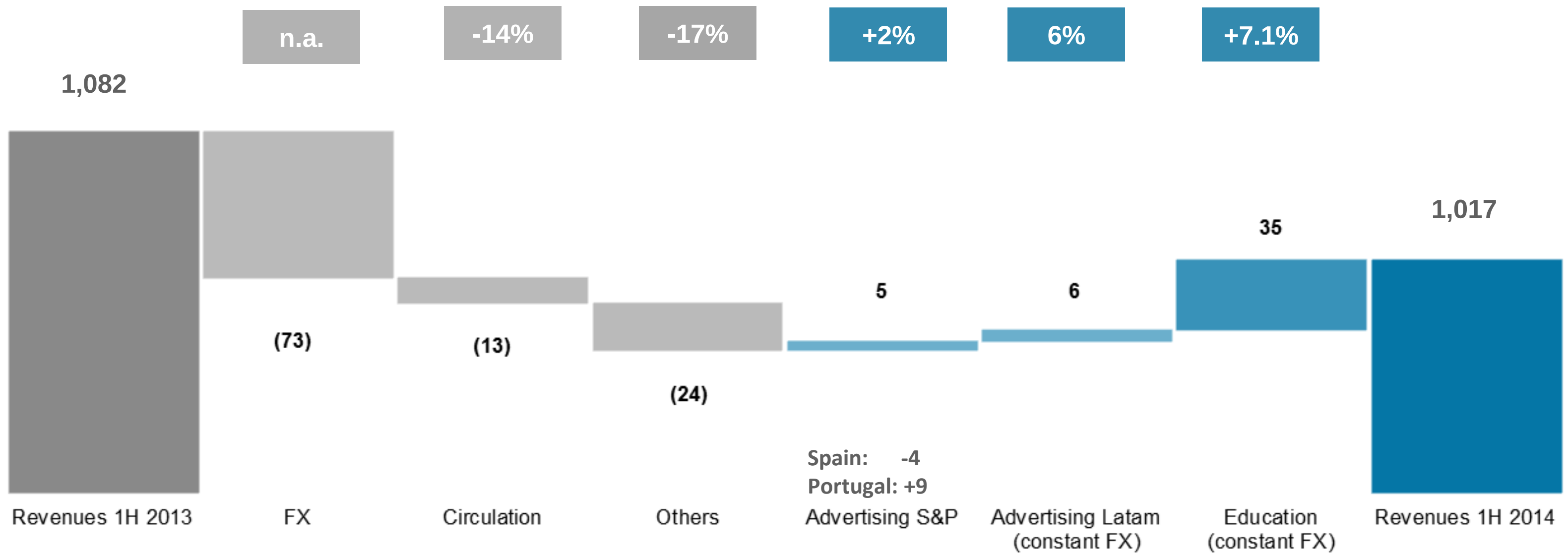
Group results at constant currency (€m)

	9M 2014	9M 2013	% Ch.
Revenues	**1,090.4**	**1,081.9**	**0.8**
EBITDA	**214.9**	**200.1**	**7.4**
EBITDA margin %	*19.7%*	*18.5%*	
EBIT	**98.0**	**91.5**	**7.2**
EBIT margin %	*9.0%*	*8.5%*	

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

Revenue Evolution

Group results (€m)



	Circulation	Others	Advertising S&P	Advertising Latam (constant FX)	Education (constant FX)
9M 2014*	8.0%	11.9%	25.2%	10.7%	51.5%
9M 2013*	8.7%	13.4%	23.2%	9.5%	45.2%

(*) As % of total revenues

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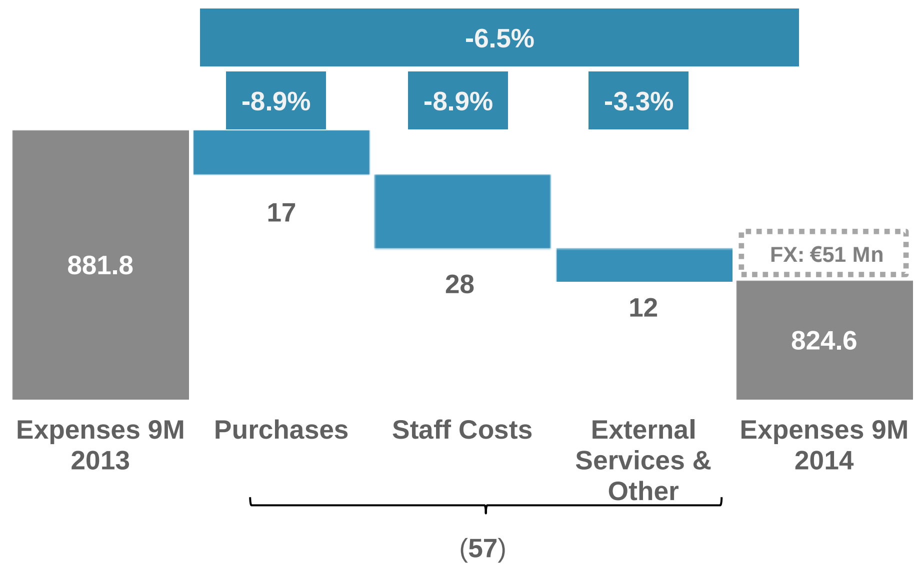
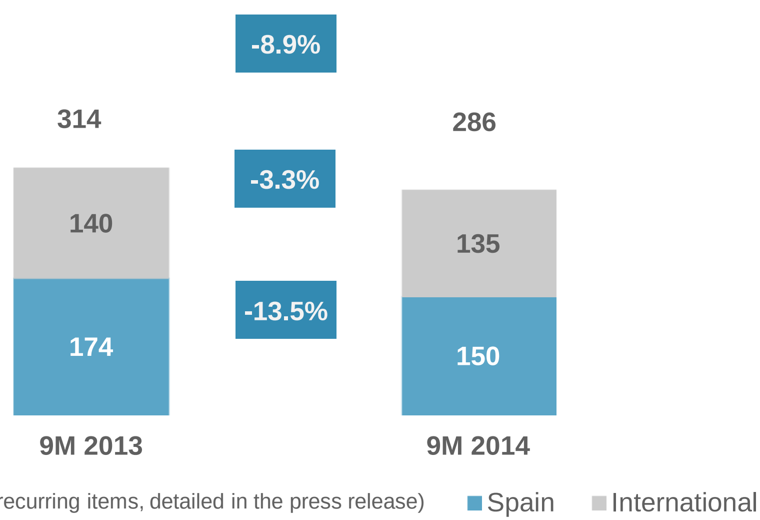
Focus on efficiency & cost control

Opex reduction



Staff costs (€m)



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Santillana

Market position

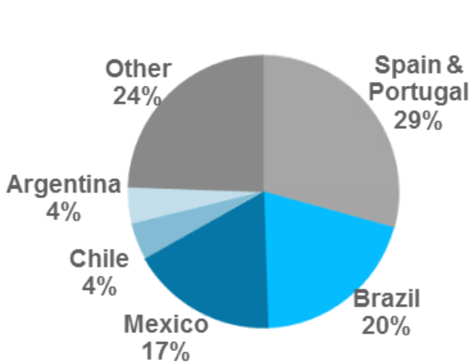
Country	Market share	Market position
Spain	19.3%	1
Brazil	19.9%	1
Mexico	17.4%	1
Argentina	27.6%	1
Chile	38.8%	1
Colombia	17.2%	1
Portugal	7.1%	3

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

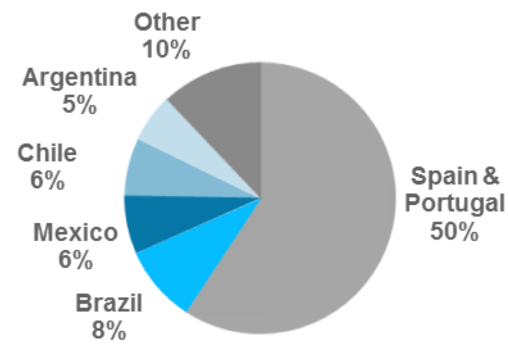
Geographical position

Latam revenues and EBITDA as % of total

9M 2014 Revenue



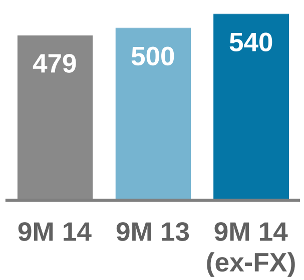
9M 2014 EBITDA



Recent performance (€m)

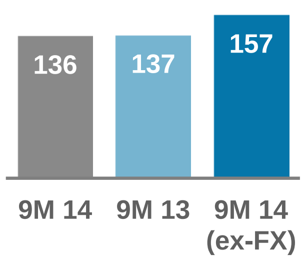
Revenues

-4.2% +8.2%



EBITDA

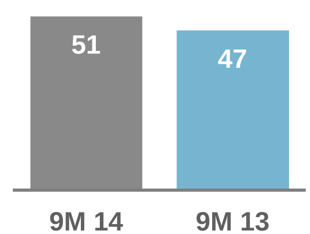
-0.6% 14.1%



Digital learning systems: operating performance

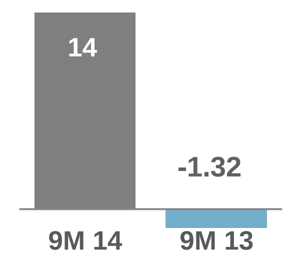
Revenues

8.8%



EBITDA

+15M€



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Radio

Market position

Spain

Thsd. Listeners	Listeners 3Q 2014	Listeners Rank	Listeners Share
Generailst Radio	**4,566**	**1**	**38.3%**
Cadena SER	4,566		38.3%
Music Radio	**7,469**	**1**	**50.7%**
40 Principales	3,203		21.7%
Dial	2,254		15.3%
Máxima FM	834		5.7%
M80	580		3.9%
Radiolé	598		4.1%
Total	**12,035**		

Source: EGM 2ND sweep 2014

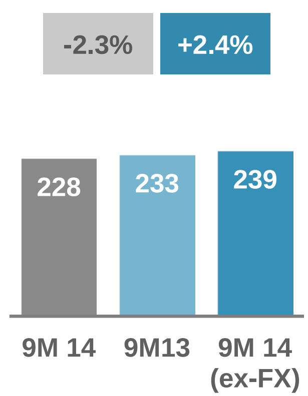
International

Thsd. Listeners	Listeners 2014	Listeners Rank	Listeners Share
Colombia	10,576	1	37.8%
Chile	2,137	1	47.4%
México	1,411	3	13.9%
Argentina	1,088	4	8.8%
Costa Rica	221	n/a	n/a
USA	185	n/a	n/a
Ecuador	70	n/a	n/a

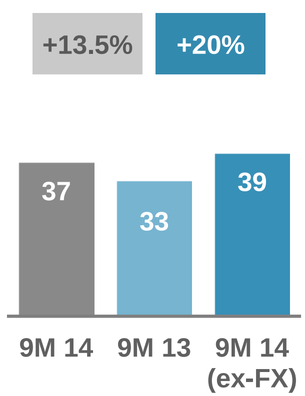
Source: ECAR (Colombia), IPSOS (Chile), INRA (Mexico), IBOPE (Argentina), latest data available Jun-Aug 2014

Recent performance (€m)

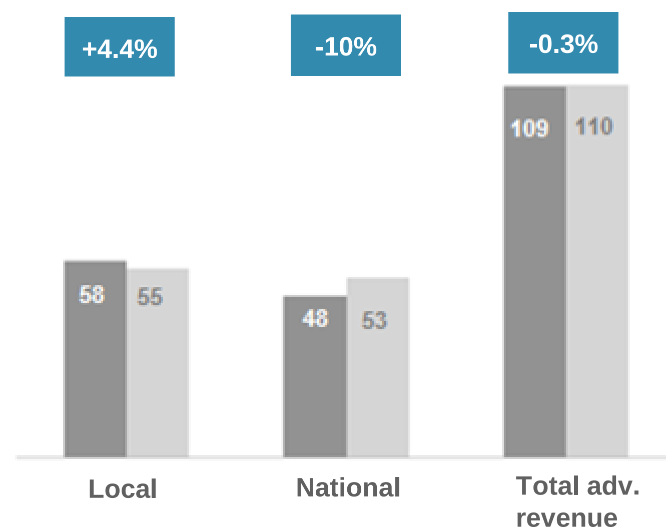
Revenues



EBITDA



Advertising evolution in Spain



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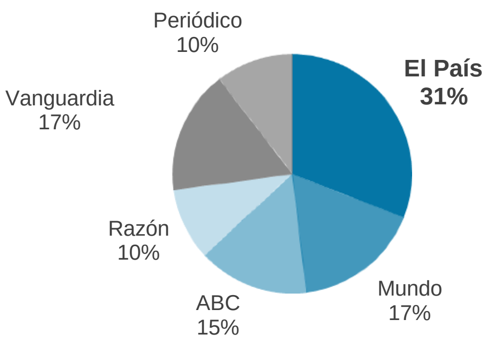
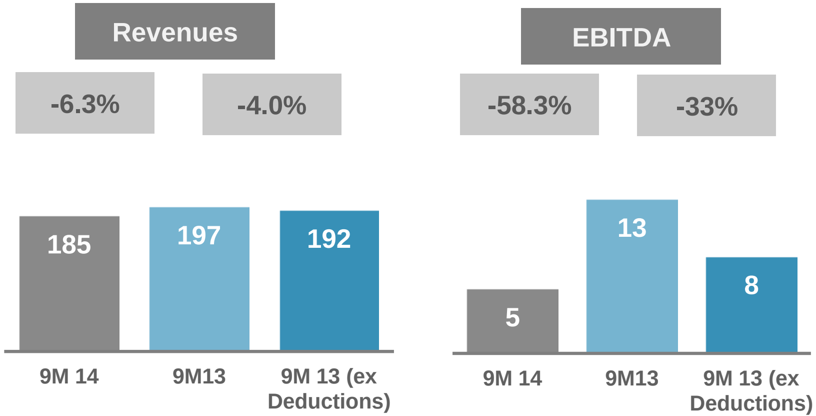
Press

Market position



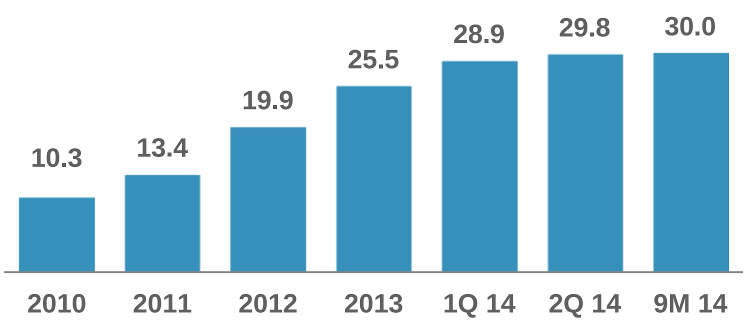
Source: OJD Aug 2014

Recent Performance (€m)



Revenue diversification

Digital advertising / total advertising (%)



Source: AEDE May 2014

New business initiatives offsetting traditional performance

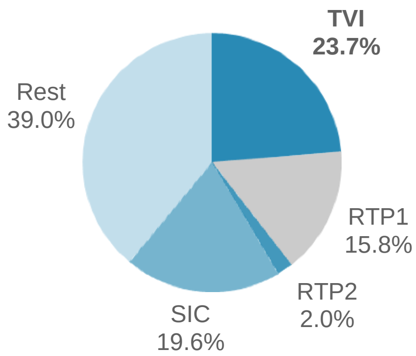
	JANUARY-SEPTEMBER		
Eur million	2014	2013	% Chg.
Advertising	69.60	72.60	(4.3%)
Off-line	42.80	50.50	(15.2%)
On-line	21.60	18.10	19.3%
Event management	5.20	4.00	30.0%

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

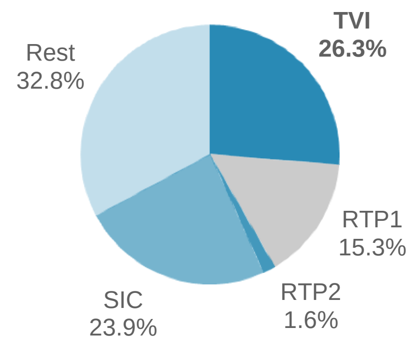
Media Capital

Market position

24 hours



Prime time

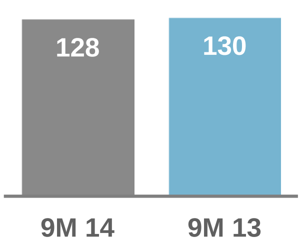


Source: Gfk. Audience share as of 2Q 2014

Recent performance (€m)

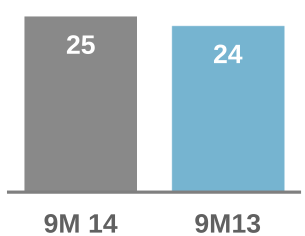
Revenues

-0.9%



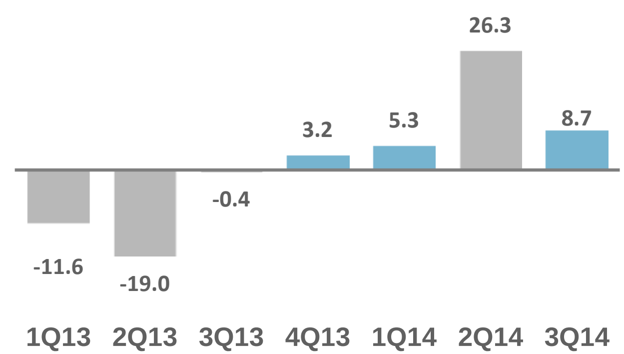
EBITDA

+5.6%



Advertising revenues evolution (%)

Media Capital advertising



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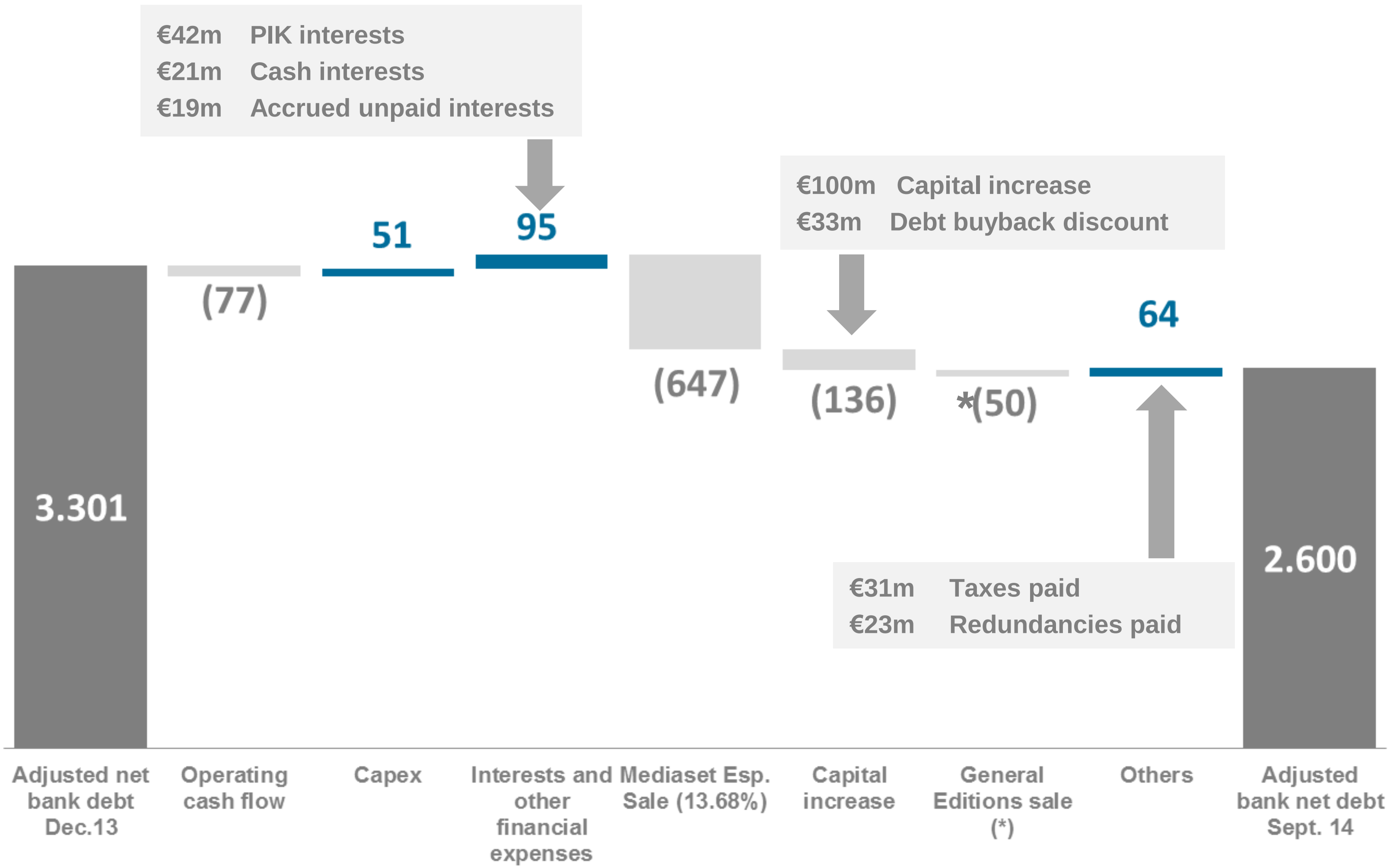
Evolution of consolidated net debt

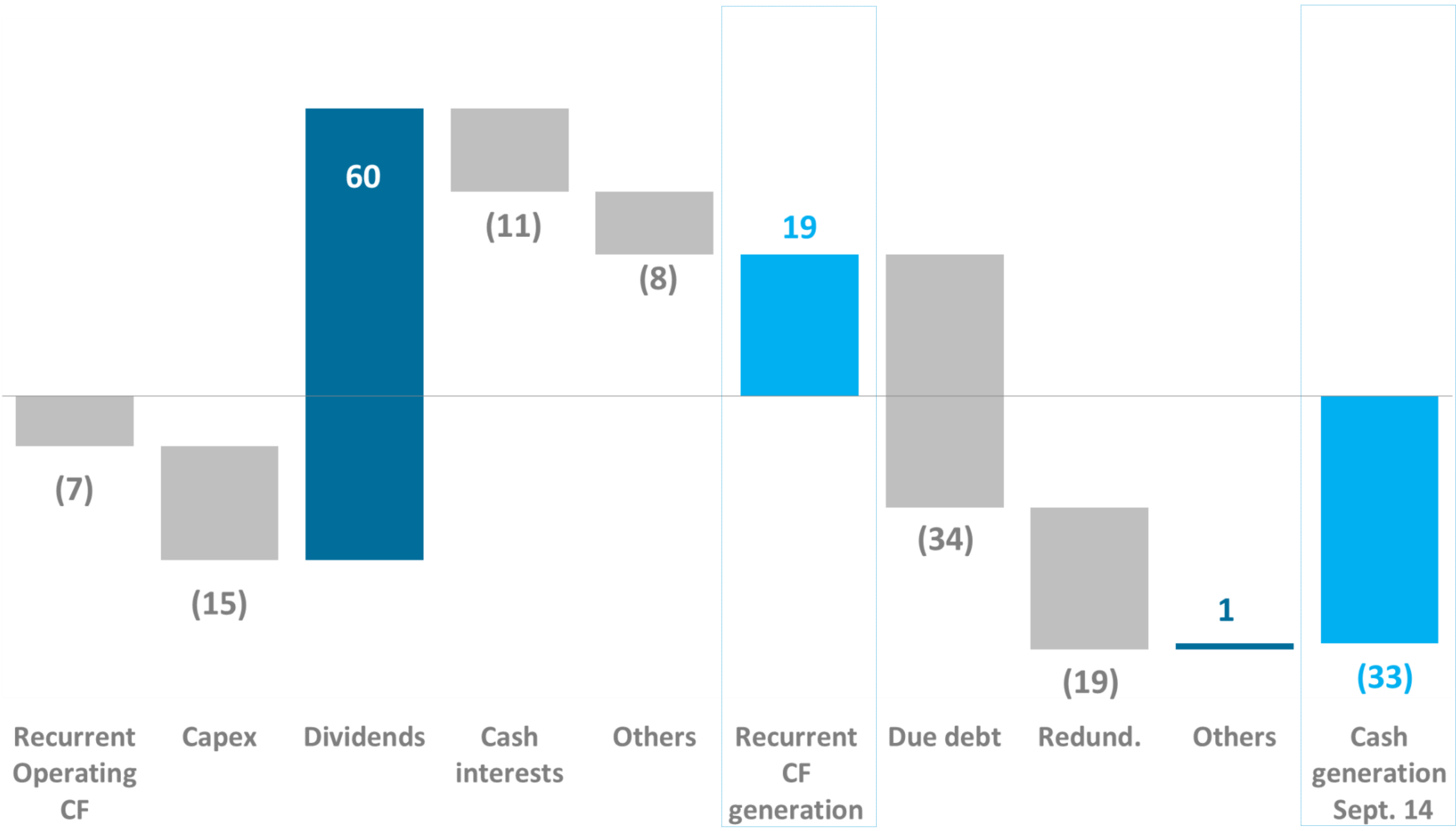
Grupo Prisa Bank Net Debt (€m)



*Note: The proceeds from general editions net to expenses will be used to repay debt

Cash generation at Holdco level- 9M 2014

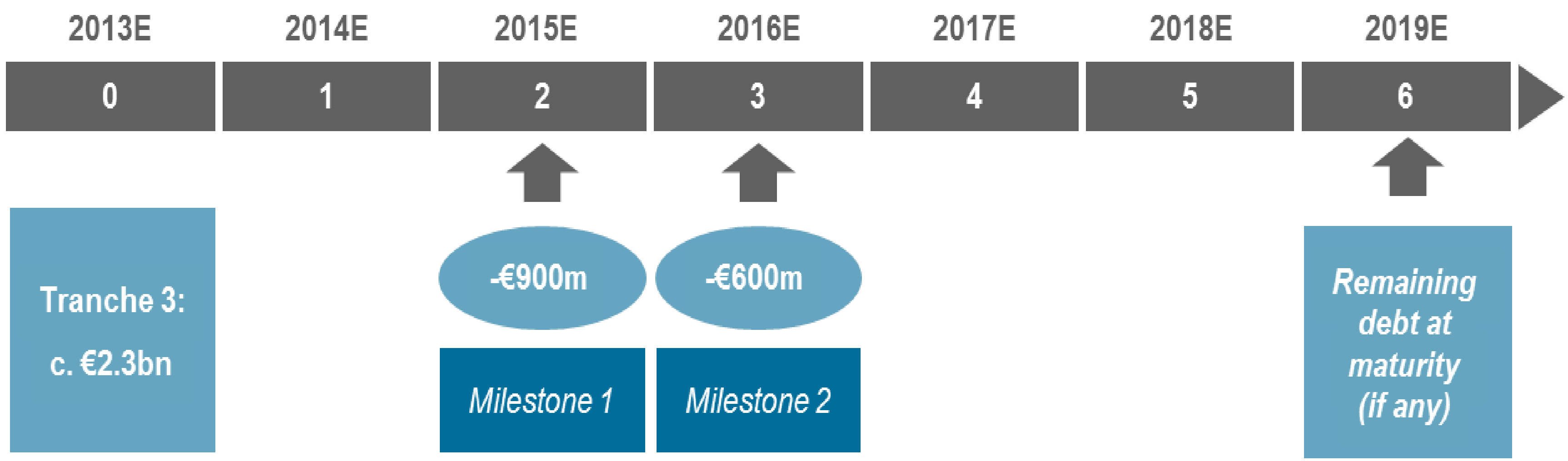
Cash generation at Holdco level 9M 14 (€m)



Note: Excludes General Editions cash as it will be used (net of expenses) to reduce debt

Current debt situation

Debt repayment schedule



- **Confident to meet Milestone 1 and 2 with the closing of transactions already executed and/or signed**

Canal+ transaction update

AGREEMENT

- **Initial price of 750** million Euros
- **The administrative inquiry of the operation has been transferred by the EU authorities to Spain** (Spanish supervisor body, CNMC)

ACCOUNTING IMPACT

- **The transaction implied an accounting loss** in the consolidated Group accounts of € 2,064 million and in the individual accounts of € 750 million **which triggered a capital impairment situation**
- **The refinancing agreement included an automatic mechanism of automatic conversion of a portion of Tranche 3 of the Company´s debt into equity loans** in an amount sufficient to compensate for this capital impairment situation
- The conversion of Tranche 3 debt into equity loans took place as of September 15^{th} amounting to 507m Euros.
- **The result of this transaction** is included in the consolidated Group Profit and Loss accounts **as "Result after tax from discontinued operations"** and the assets and liabilities of this business as **"Non current assets held for sale"** and **"Liabilities associated with non-recurrent assets held for sale"** in the consolidated Balance Sheet

Conclusions

- **In Spain,** advertising revenues **show a better trend since September** despite an irregular behavior during the first 9M of the year
- **We** see a **consolidation of the recovery in the advertising market in Portugal**, with more difficult comparative basis in 4Q given good performance already achieved in 4Q 2013
- **In Latam,** business still **showing positive local growth**, despite a slowdown in some countries
- **Efforts in cost reduction and capex control continue** to be a priority
- Significant **progress** on the execution **of the debt refinancing plan,** continued **focus on deleverage**

THANK YOU.