Executive summary

Consolidated performance

- **REVENUES**: 329 €mn
- **EBITDA**: 60 €mn
- **EBITDA (%Chg.)**: -12% (+20% cst ccy)

**DIGITAL ADV.** +27%

**DEBT REDUCTION** -48 €mn

Net Debt evolution

Operating costs

Digital Transformation

Revenues Breakdown

- Santillana: 12%
- Radio: 46%
- Press: 24%
- Media Capital: 17%
- Spain and Portugal: 46%
- Latam: 54%

- **EBITDA at constant ccy grows by (+20%)** until March, reaching 81.6 million Euros.
- **Advertising in Spain shows a drop during Q1 2016 (-3%)**, affected by the Easter effect. In April, this effect will reverse.
- **In Education**, Latam showed growth in most of the countries, (+19%) in constant currency.
- **In Radio LatAm**, revenues grow by +3% in local currency, highlighting the improvement of Colombia and Chile.
- **Transformation revenues** reach 68 million euros (+12% at constant currency).
- **Digital advertising grows by 27%** in Q1 2016.
- **FX evolution during Q1 2016** has had a negative impact of 49 million euros in revenues and 22 in EBITDA, mainly affecting Santillana.
- **Total Group net debt is reduced by 48 million** to 1,612 M€ as of March 31st 2016.

- **Education (in local currency)**: revenues +19%. **EBITDA +29%**. Digital Education Systems (UNO and COMPARTIR) continue their expansion in LatAm (+15% revenues growth). Negative FX impact of -42.6 million euros in revenues and of -21.6 million euros in EBITDA.
- **Radio (at constant currency)**: revenues -1.7%. **EBITDA -23%**. Advertising in Spain falls by -7% (+2.9% National; -10.4% Local). Radio LatAm, grows by +3% in local currency. Negative FX impact (-5.5 million euros in revenues and -0.7 million in EBITDA).
- **Press**: revenues +2.3%. EBITDA from -0.7 M€ to 1.4 M€ in Q1 2016. Digital advertising increases by +26.1% (representing already 40% of total advertising revenues).
- **Media Capital**: Advertising revenues increase in Q1 2016 by +8.6% (+8.2 TVI). Value added calls continue to decline. EBITDA is maintained at 6.2 million euros.

Net Debt evolution

Operating costs

Digital Transformation

Revenues Breakdown

- Santillana: 12%
- Radio: 46%
- Press: 24%
- Media Capital: 17%
- Spain and Portugal: 46%
- Latam: 54%

* Adjusted numbers excluding extraordinaries disclosed on page 7 of Q1 2016 results release
### Digital: UNO & Compartir

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>168 mn€ (-5%)</td>
<td>53 mn€ (-8.7%)</td>
</tr>
<tr>
<td>(+19% in cst ccy)</td>
<td>(+29% in cst ccy)</td>
</tr>
</tbody>
</table>

- During Q1 South Area campaigns are under way: Brazil, Colombia, Costa Rica, North Central America, Uruguay, Chile, Bolivia, Argentina, Paraguay, Peru and Ecuador. These campaigns have mostly shown solid growth in local currency, except for Brazil and Chile.
- North Area campaigns (Spain and Mexico mainly), take place during 2H every year, and therefore they are not representative in Q1.
- Digital Education Systems (UNO and COMPARTIR) continue their expansion in Latin America, growing by +8%, reaching 873,000 students. Digital revenues grow by 15.3% in constant currency.
- Adjusted EBITDA grows by +28.6% in local currency (-8.7% in euros).
- Negative FX impact of 42.6 million euros on Santillana revenues and 21.6 million euros on EBITDA during 2015. FX rates Q1 2016 main countries: Brazil 4.34; Argentina 16.48; Peru 3.83.

#### Revenues split (local currency)

<table>
<thead>
<tr>
<th>Traditional*</th>
<th>Digital: UNO &amp; Compartir</th>
<th>Total Revenue (exFX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>+20%</td>
<td>160</td>
<td>211</td>
</tr>
<tr>
<td>133</td>
<td>44</td>
<td></td>
</tr>
<tr>
<td>+15%</td>
<td>50</td>
<td></td>
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</tbody>
</table>

* Traditional includes Private and Institutional.

### Education

#### Radio

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>64 mn€ (-9.4%)</td>
<td>5.1 mn€ (-31.5%)</td>
</tr>
<tr>
<td>(-1.7% in cst ccy)</td>
<td>(-23% in cst ccy)</td>
</tr>
</tbody>
</table>

- Advertising in Spain falls by -6.9% affected by the Easter effect in 2016. This effected should be compensated in Q2.
- In Radio LatAm, adjusted revenues grow +3% in local currency.
- Adjusted EBITDA in constant currency fall by -23% (2.3M€).
- Negative FX Impact (-5.5 million euros on revenues and in -0.7 million on EBITDA).

#### Revenues split

- International 38% * Spain 62%
- International 59% * Spain 41%

* International includes “Adjustments and others”

### Press

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>57mn€ (+2.3%)</td>
<td>1.4 mn€</td>
</tr>
</tbody>
</table>

- Advertising revenues in Q1 2016 increase by +3.8%.
- Digital advertising increases by +28.1% (representing already 40% of total advertising revenues of the press) offsetting the fall in traditional advertising (5.8%).
- As of March 2016, an average of 86.6 million of unique browsers and 19.1 million of unique users has been registered.
- Cost control is maintained (-1.5%).
- Press EBITDA becomes positive reaching 1.4 million euros vs -0.7 million in Q1 2016.

Digital advertising reaches 40% of total adv. revenues

Elpais.com Unique Users split

- 13 M U. Users
- 57 M U. Browsers
- 15.5 M Videos

#### Media Capital

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>39 mn€ (+2.9%)</td>
<td>6.2 mn€ (-0.3%)</td>
</tr>
</tbody>
</table>

- Total advertising revenues of Media capital increase by +8.6% (+8.2 TVI and +13% Radio).
- TVI shows a revenue increase of 3.7%. The growth of advertising offsets the fall in value added calls.
- The distribution of TVI channels in different pay TV platforms grows +48.7% (+1.9M€).
- Radio improves its EBITDA by + 61.6% (+0.4M€).
- EBITDA is maintained at 6.2 million euros.

TVI continues to hold the leading position in the Portuguese FTA TV market

#### Advertising revenues growth evolution (%)

- 1Q15: 0.8
- 2Q15: 0.4
- 3Q15: 2.0
- 4Q15: 5.1
- 1Q16: 8.6

* Adjusted numbers excluding extraordinaries disclosed on page 6 of Q1 2016 results release