**Executive summary**

**Consolidated performance**

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
<th>EBITDA (%Chg.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>634</td>
<td>97</td>
<td>-11% (+10% cst ccy)</td>
</tr>
</tbody>
</table>

**Digital Adv.** +18%

**Debt reduction** -98€mn

**Net Debt evolution**

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5,044</td>
<td>3,245</td>
<td>3,118</td>
<td>2,582</td>
<td>1,660</td>
<td>1,562</td>
</tr>
</tbody>
</table>

**Operating costs**

<table>
<thead>
<tr>
<th>1H 2015</th>
<th>1H 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>552</td>
<td>-3%</td>
</tr>
<tr>
<td>537</td>
<td></td>
</tr>
</tbody>
</table>

**Digital Transformation**

**Revenues Breakdown**

- Media Capital: 13%
- Santillana: 44%
- Press: 19%
- Radio: 23%
- Spain and Portugal: 53%
- Latam: 47%

**Unique Browsers**

- 2011: 66
- 2012: 72
- 2013: 84
- 2014: 94
- 2015: 112
- 1H 2016: 123

*Adjusted numbers excluding extraordinary disclosed on page 23 of 1H 2016 results release*
**Education**

**REVENUES**
- 280 mn€ (-7%)
- (+12% in cst ccy)

**EBITDA**
- 63 mn€ (-4%)
- (+28% in cst ccy)

- During 1H South Area campaigns are practically finished. All campaigns have increased in constant currency, except for Brazil. These campaigns are offset by the growth of institutional programs in Peru.
- **North Area campaigns** (Spain and Mexico mainly), take place during 3Q. In 1H, figures corresponding to the beginning of the campaigns under placement are collected.
- Digital Education Systems (UNO and COMPARTIR) continue their expansion in Latin America, growing in number of students till reach 863,136. UNO and Comparrir revenues grow by +15.8% in constant currency. Significant margin improvement of UNO.
- **Adjusted revenues** in constant currency grew by +12.1% and adjusted EBITDA grows by +28% in local currency (4.4% in euros).
- **Negative FX impact of 57 million euros** on revenues and 21.3 million euros on EBITDA in line with the impact registered in 1Q.

**Revenues split (local currency)**

<table>
<thead>
<tr>
<th></th>
<th>1H 2015</th>
<th>1H 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>239</td>
<td>300</td>
</tr>
<tr>
<td>Digital: UNO &amp; COMPARTIR</td>
<td>61</td>
<td>74</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>300</td>
<td>377</td>
</tr>
</tbody>
</table>

*Traditional includes Private and Institutional.

**Radio**

**REVENUES**
- 148 mn€ (-8%)
- (-1% in cst ccy)

**EBITDA**
- 21 mn€ (-31%)
- (-23% in cst ccy)

- Advertising in Spain falls by -4% in 1S reducing its drop in the second quarter, maintaining growth in national market (+25%) and a fall in the local of -5.9% which moderates its trend in 2Q.
- **According to the latest EGM**, Radio in Spain remains the clear leader in both in generalist and musical.
- In LatAm, adjusted revenues fall in local currency, with drops of -9.1% in Colombia and of -1.7% in Chile, reflection of the macroeconomic and specific difficulties of the advertising sector faced by both countries.
- Adjusted EBITDA in constant currency falls in 6.9 M€ to 22.7 million mainly due to LatAm performance.
- **Negative FX impact is 12.5 million euros on revenues and 2.2 million on EBITDA (-6.9 M€ in revenue and -1.5 M€ in EBITDA in 2Q).**

**Press**

**REVENUES**
- 122 mn€ (+4%)

**EBITDA**
- 7.4 mn€ (+17%)

- Press revenues grew 4.3% in the period. The increase in digital advertising, events and promotions offset the decline of traditional advertising and circulation.
- Advertising revenues in 1S 2016 increase by +8.6%.
- Digital advertising increases by +20.4% (representing already 39% of total advertising revenues of the press) offsetting the fall in traditional advertising (-5%).
- Circulation revenues moderate their drop (-2.8%) helped by the price raises.
- Operating improvement of As, which consolidates its global branding strategy, with significantly growth of unique users in the different countries in which it operates.
- As of June 2016, an average of 89 million of **unique browsers** and 19.5 millions of **unique users (as of May)** has been registered.
- Press adjusted EBITDA increased by +16.8% over the same period last year to reach 7.4 million euros.

**Media Capital**

**REVENUES**
- 85 mn€ (+4%)

**EBITDA**
- 18 mn€ (+3%)

- Total advertising revenues of Media capital increase by +5.6%.
- **TVI shows a revenue increase** of 3.4%. The growth of advertising revenue and channels sale to third parties continue offsetting the fall in added value calls:
  - Advertising grows by +5.5% in TVI.
  - Added value calls continue with significant falls -2.9 million euros.
  - The distribution of TVI channels in different pay platforms has a growth of 3.4 million euros.
- **Radio improves its EBITDA by +10.9% (0.3M€)**
- Adjusted EBITDA grows by +3% (+0.6 million euros), versus same period last year.
- **TVI continues to hold the leading position in the Portuguese FTA TV market**

**Advertizing revenues growth evolution (%)**

<table>
<thead>
<tr>
<th>1Q15</th>
<th>2Q 15</th>
<th>3Q15</th>
<th>4Q15</th>
<th>1Q16</th>
<th>2Q 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.8</td>
<td>0.4</td>
<td>2.0</td>
<td>5.1</td>
<td>8.6</td>
<td>3.4</td>
</tr>
</tbody>
</table>

*U (as of May 2016). U.B and Videos (as of June 2016).
* Adjusted number excluding extraordinary disclosed on page 33 of 3H 2016 results release.