

January – March 2017

ADJUSTED EBITDA grows by 55% to reach 92.5Mn€ (+34.4 in constant ccy)

## Main Highlights

- **Advertising revenues in Spain** grow in Radio and in Digital
- LatAm activities grow by 14% in constant currency in **Education**.
- **Radio shows recovery in Spain and Latam.**
- In Portugal, **Media Capital shows decline** in revenues in a market which has started the year with significant advertising drops.
- **Positive FX impact in 1Q2017: 23.9 Mn€ in revenues and 12.3 Mn€ in EBITDA.**
- **Net bank debt is reduced to 1,481M€.** Decline of 2.4 M€ in financial expenses in the period due to debt reduction.

- **Education shows a solid performance: revenues +28.1% and EBITDA +57%. South Area campaigns take place in 1Q:** all main countries campaigns have increased in **constant currency (+14.8%). Highlights Brazil which grows its revenues in local currency by 21.9%.** Education Systems (UNO and COMPARTIR) continue their expansion in LatAm growing with margin improvement. Positive FX impact of +22.1 million euros in revenues and +12.2million euros in EBITDA. **Excluding FX impact, revenues grow by 15% and EBITDA by 33.7%**
- **Radio increase revenues by 2% with a significant ebitda improvement (+42.5%):** Advertising in Spain shows recovery growing by 5%. Radio LatAm improves its trends growing by 1.4%. Highlights the good performance of Mexico, Chile and Argentina which compensates the decline in Colombia. Positive FX impact (+1.6 million euros in revenues and +0.1 million in EBITDA).
- **Press: revenues -12%. EBITDA reaches 0.9 Mn€.** Online advertising increases by +9.6% (representing already 47% of total advertising revenues). Circulation and traditional advertising continues to decline.
- **Media Capital:** Total revenues decrease in 1Q2017 by 10.2% on the back of a complicated advertising market in Portugal. Strong cost control. EBITDA reaches 5.6 Mn€.

## Consolidated performance

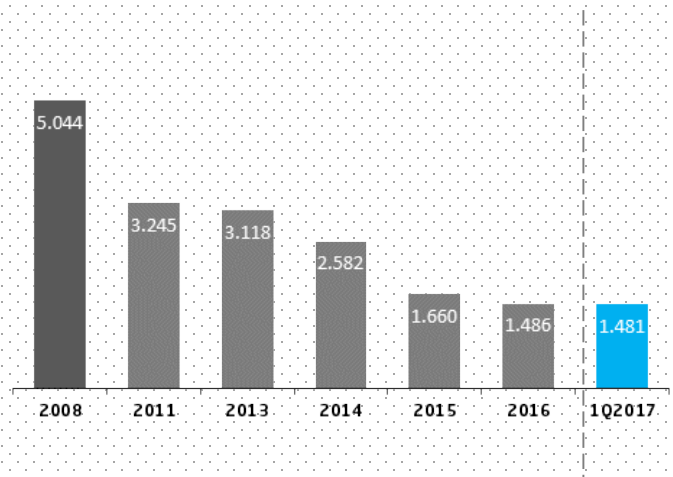
€mn

REVENUES	EBITDA	EBITDA (%Chg.)
<b>367.2</b>	<b>92.5</b>	<b>+55%</b> <b>(+34.4% cst ccy)</b>

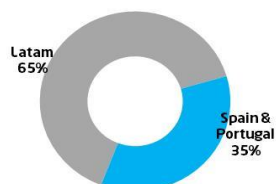
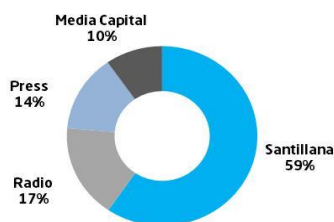
DIGITAL ADV. ON PRESS	DEBT REDUCTION
<b>+9.6%</b>	<b>-5€mn</b>

## Net Debt evolution

€mn

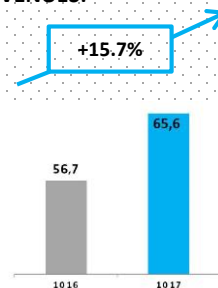


## Revenues Breakdown

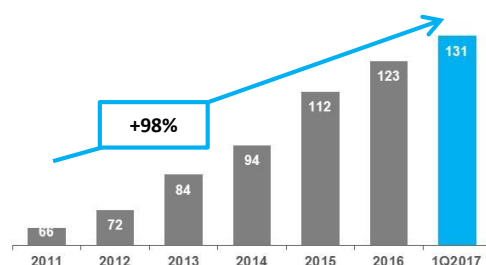


## Digital Transformation

REVENUES:



UNIQUE BROWSERS : mn



# Education

## REVENUES

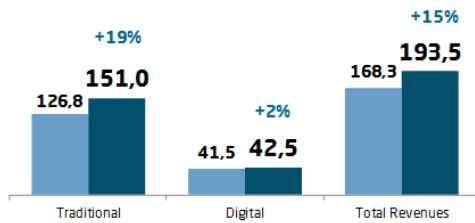
215.6 mn€ (+28.1%)  
(+15% in cst ccy)

## EBITDA

83 mn€ (+57%)  
(+33.7% in cst ccy)

- **South Area campaigns in total** have increased revenues by 14.8% in local currency. Highlights Brazil which has increased its revenues in local currency by 21.9% (+58% in euros). Peru declines as a result of non recurrent biddings for primary and secondary which took place in 1Q2016.
- **North Area campaigns take place in 2H** and therefore the figures are not representative in this quarter
- **Digital Education Systems (UNO and COMPARTIR) continue their expansion** in Latin America, growing in number of students by 5.2% till reach 913,400. **UNO and Compartir revenues** grew by 2% in constant currency.
- **Adjusted revenues** in constant currency grow by +15% and **adjusted EBITDA** grows by 33.7% in local currency.
- **Positive FX impact** of 22.1 million euros on revenues and 12.2 million euros on EBITDA.

Revenues split (local currency)



\* Traditional includes Private and Institutional.

# Radio

## REVENUES

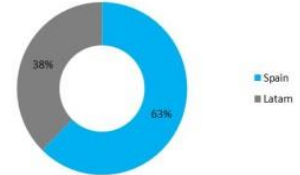
65.7€ (+2%)  
(-0.6 in cst ccy)

## EBITDA

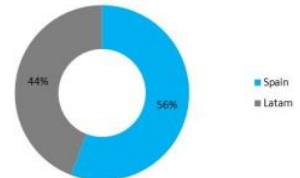
7.3 mn€ (+42.5%)  
(+41% in cst ccy)

- **According to the latest EGM**, Prisa Radio in Spain **remains the clear leader** in both in generalist and musical.
- **Advertising in Spain shows recovery growing by 5%**
- **In LatAm, revenues increase by 1.4%**. Highlights the performance of **Chile, Mexico, and Argentina** which compensates the decline in Colombia
- **Adjusted EBITDA** in constant currency improves by 2 million euros(+41%) mainly explained by the growth in Spain.
- **Positive FX impact** is +1.6 million euros on revenues and 0.1 million on EBITDA.

Revenues split



EBITDA split



\* International includes "Adjustments and others"

# Press

## REVENUES

50.4 mn€ (-12%)

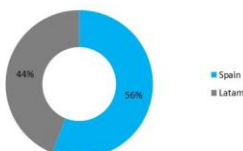
## EBITDA

0.9 mn€ (-38.4%)

- **Press revenues fall by -12% in the period.** The increase in digital advertising do not compensate the decline of traditional advertising and circulation.
- **Total Advertising revenues** in 1Q2017 decreases by 5.4%.
  - **Digital advertising** increases by +9.6% (representing already 47% of total advertising revenues of the press) Traditional Advertising continues to fall (-18.2%)
- **Circulation revenues** fall by 14%
- **As of March 2017**, an average of 97.4 million of **unique browsers** and 17.2 millions of **unique users** have been registered.
- **Press adjusted EBITDA** reached 0,9Mn€ compared to 1.4Mn€ in same period previous year.

## Global Audience El Pais.com

11 M U.Users  
69 M U. Browsers  
14 M Videos



\* Adjusted numbers excluding extraordinary disclosed on page 18 1Q2017 results release

# Media Capital

## REVENUES

35 mn€ (-10.2%)

## EBITDA

5.6 mn€ (-8.6%)

- **Total advertising revenues** of Media capital decrease by -9.8%.
- **TVI shows revenue decrease** mainly explained by the fall in advertising
  - **Advertising** declines by -11.9% in TVI.
  - **Added value calls** fall by -0.5Mn€
- **Radio improves its advertising revenues by 4.2%**
- **Adjusted EBITDA** reaches 5,6 Million euros compared to 6.2 million euros in same period previous year.

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

### Advertising revenues growth evolution (%)

