PRISA
January – March 2017
ADJUSTED EBITDA grows by 55% to reach 92.5 Mn€ (+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 1,481 Mn€. Decline of 2.4 Mn€ in financial expenses in the period due to debt reduction.

* Adjusted numbers excluding extraordinaries disclosed on page 18 of 1Q2017 results release.

Executive summary

Consolidated performance

<table>
<thead>
<tr>
<th></th>
<th>€mn</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVENUES</td>
<td>367.2</td>
</tr>
<tr>
<td>EBITDA</td>
<td>92.5</td>
</tr>
<tr>
<td>EBITDA (%Chg.)</td>
<td>+55%</td>
</tr>
<tr>
<td>(±34.4% cst ccy)</td>
<td></td>
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</tbody>
</table>

DIGITAL ADV. ON PRESS

+9.6%

DEBT REDUCTION

-5 Mn€

Net Debt evolution

<table>
<thead>
<tr>
<th>Year</th>
<th>€mn</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>5.644</td>
</tr>
<tr>
<td>2011</td>
<td>3.245</td>
</tr>
<tr>
<td>2013</td>
<td>3.110</td>
</tr>
<tr>
<td>2014</td>
<td>2.582</td>
</tr>
<tr>
<td>2015</td>
<td>1.650</td>
</tr>
<tr>
<td>2016</td>
<td>1.486</td>
</tr>
<tr>
<td>1Q2017</td>
<td>1.481</td>
</tr>
</tbody>
</table>

Revenues Breakdown

Digital Transformation

REVENUES:

+15.7%

UNIQUE BROWSERS: Mn

+98%

* Digital Transformation

**Adjusted numbers excluding extraordinaries disclosed on page 18 of 1Q2017 results release.
**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 21.0% (+58% in euros). Peru declines as a result of non-recurring biddings for primary and secondary which took place in Q12016.
- 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)**

<table>
<thead>
<tr>
<th></th>
<th>Traditional</th>
<th>Digital</th>
<th>Total Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>126.8</td>
<td>41.5</td>
<td>168.3</td>
<td>193.5</td>
</tr>
</tbody>
</table>

* Traditional includes Private and Institutional.

**Radio**

**REVENUES**

65.7 mn€ (+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 Q22017 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.

**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.

**Global Audience El Pais.com**

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

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

**Advertising revenues growth evolution (%)**

* Adjusted numbers excluding extraordinaries disclosed on page. 18 102017 results release.