Executive summary

Consolidated performance

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EBITDA</th>
<th>EBITDA (%Chg.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>665</td>
<td>136</td>
<td>+40% (+29% cst ccy)</td>
</tr>
</tbody>
</table>

**Main Highlights**

- Advertising revenues in Spain grow in Radio and in Digital LatAm activities grow by 8% in constant currency in Education.
- Radio shows recovery in Spain and Latam.
- In Portugal, Media Capital improves its ebitda in an advertising market which has started the year with significant drops but improving in 2Q.
- Positive FX impact in 1H2017: 25.4 Mn€ in revenues and 10.8 Mn€ in EBITDA.
- Net bank debt amounts 1,543Mn€. Decline of 4.4 Mn€ in financial expenses in the period due to debt reduction.
- Binding offer for MediaCapital accepted. EV (€440 Mn).

**Education** shows a solid performance: revenues +17% and EBITDA +50%. During first half, South America campaigns have practically finished showing a solid performance in main countries. Highlights Brazil which grows its revenues in local currency by 19%. North America campaigns (Spain and Mexico mainly), take place during 3Q. 1H figures include those corresponding to the beginning of the campaigns which are currently on-going. Digital Education Systems (UNO and COMPARTIR) continue their expansion in Latin America, growing in number of students till reach 921,700. Positive FX impact of 22.8 million euros on revenues and 10.7 million euros on EBITDA as a result of better currencies evolution mainly in Brazil.

**Radio** shows a significant ebitda improvement (+26%): Advertising in Spain shows recovery growing by 2%. Radio LatAm improves its trends growing by 1.2%. Highlights the good performance of Mexico, Chile and Argentina which compensates the decline in Colombia which moderates significantly in 2Q. Positive FX impact (+2.3 million euros in revenues and +0.2 million in EBITDA).

**Press**: revenues -10.6%. EBITDA reaches 6Mn€. Online advertising increases by +5.2% (representing already 46% of total advertising revenues). Circulation and traditional advertising continues to decline.

**Media Capital**: Total revenues decrease in 1H2017 by 7.3% on the back of a complicated advertising market in Portugal which moderates in 2Q with ebitda improving by 3.3%. Strong cost control. EBITDA reaches 16.3 Mn€.

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**Revenues Breakdown**

- Media capital: 12%
- Press: 16%
- Education: 49%
- Radio: 22%
- Spain & Portugal: 24%
- Latam: 76%

**Digital Transformation**

- **REVENUES**: +14.3%
  - 3H 2016: 97.6
  - 1H 2017: 111.6

- **UNIQUE BROWSERS: mn**
  - 2011: 72
  - 2012: 84
  - 2013: 94
  - 2014: 112
  - 2015: 123
  - 1H 2017: 138

*Adjusted numbers excluding extraordinaries disclosed on page 18 of 1H2017 results release*
Education

**REVENUES**
328 mn€ (+17.3%)  
(+9.2% in cst ccy)

**EBITDA**
94 mn€ (+50%)  
(+33% in cst ccy)

- South Area campaigns: Brazil, Colombia, Costa Rica, Central America, Uruguay, Chile, Bolivia, Argentina, Paraguay and Peru. All this campaigns have practically finished showing altogether a good performance growing in constant currency by 9.8% (+21.9% in euros). Highlights Brazil which grows its revenues in local currency by 19%.

- North area campaigns: Spain, Mexico, Puerto Rico, Dominican Republic, Ecuador, USA and Venezuela. This campaigns take place in second half of the year and therefore its figures are not representative in this quarter. 1H figures include the beginning of the campaigns, showing mainly Spain some anticipation compared to same period last year.

- Digital Education Systems (UNO and COMPARTIR) continue their expansion in Latin America, growing by 6% the number of students to 921,700.

**Revenues split (local currency)**

<table>
<thead>
<tr>
<th></th>
<th>Traditional</th>
<th>Digital</th>
<th>Total Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>215.5</td>
<td>64.1</td>
<td>279.6</td>
</tr>
<tr>
<td>+10%</td>
<td>236.3</td>
<td>68.8</td>
<td>305.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Traditional includes Private and Institutional.

Radio

**REVENUES**
147 mn€ (-0.5%)  
(-2% in cst ccy)

**EBITDA**
26 mn€ (+26.2%)  
(+25% 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 3%.

- In LatAm, revenues increase by 1.2%. Highlights the performance of Chile, Mexico, and Argentina which compensates the decline in Colombia which moderates significantly in 2Q.

- Adjusted EBITDA in constant currency improves by 5.2 million euros (+25%).

- Positive FX impact +2.3 million euros on revenues and +0.2 million on EBITDA.

**Revenues split**

```
+10%        
215.5       
+7%         
64.1        
+9%         
68.8        
236.3       
305.2       
```

Press

**REVENUES**
109 mn€ (-10.6%)  
(-7.1% in the period)

**EBITDA**
6 mn€ (-19.2%)  
(-11.4% in the period)

- Press revenues fall by -10.6% in the period. The increase in digital advertising does not compensate the decline of traditional advertising, circulation and the extraordinary impacts of Euro cup and 40th anniversary in 2016. Excluding this impacts; revenues would have fall by -7.1%.

- Total Advertising revenues in 1H2017 decreases by 9.7%.
  - Digital advertising increases by +5.2% (representing already 46% of total advertising revenues of the press); Traditional Advertising continues to fall (-16.4%)

- Circulation revenues fall by 14.1%.

- As of June 2017, an average of 106 million of unique browsers have been registered: 73 million in El Pais.

- Highlights strong cost control (-10.1%)

- Press adjusted EBITDA reached 6Mn€ compared to 7.4Mn€ in same period previous year.

**Media Capital**

**REVENUES**
79 mn€ (-7.3%)  
(-2.5% in the period)

**EBITDA**
18.3 mn€ (+3.3%)  
(+6.9% in the period)

- Total advertising revenues of Media capital decrease by -4.9%.
  - Advertising declines by -8.9% in TVI.
  - Added value calls fall by -0.8Mn€

- Radio improves its advertising revenues by 5.3%.

- Strong cost control

- Adjusted EBITDA reaches 18.3 Million euros compared to 17.7 million euros in same period previous year (+3.3%).

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

Advertising revenues growth evolution (%)

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<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVI</td>
<td>8.6</td>
<td>7.6</td>
</tr>
<tr>
<td>Media</td>
<td>3.4</td>
<td>3.2</td>
</tr>
<tr>
<td>Global</td>
<td>4.3</td>
<td>4.2</td>
</tr>
<tr>
<td>Radio</td>
<td>1.6</td>
<td>1.7</td>
</tr>
</tbody>
</table>
```

-9.8  +1.3

Global Audience El Pais.com

50 M LUsers  
73 M LL Browsers  
17 M Videos

* Adjusted numbers excluding extraordinaries disclosed on page 18 of 1H2017 results release