



Results Q1 2021

PROMOTORA DE INFORMACIONES, S.A.

April 28th, 2021



INDEX

| | |
|-----------------------|----|
| General Overview..... | 3 |
| Education..... | 5 |
| Media..... | 12 |
| Radio | |
| News | |
| Total Group..... | 20 |
| Outlook 2021..... | 26 |
| Appendix..... | 28 |



GENERAL OVERVIEW

Q1 2021 results show continued momentum in the digital business despite remaining impacted by pandemic effects in line with expectations

New organizational structure to accelerate the operational split of the Education and Media businesses

- ❑ Q1 2021 EBITDA amounted to EUR 12.3m compared to EUR 64.1m in Q1 2020. The comparison between quarters is not homogeneous as Q1 2020 was hardly impacted by the pandemic while during Q1 2021 the operating performance of the businesses has been conditioned by the Covid 19 crisis both at Santillana, with the southern campaign mainly affected by the closure of schools, and at Media by the impact of the crisis on the advertising market during January and February.
- ❑ The digital business continues to expand, with Ed-Tech subscription models in LatAm growing by 5.2% to 1,806,000 students; El PAÍS reached 145,130 subscribers (101,046 only-digital) and radio recorded 65.2 million average monthly hours of streaming and 30.8 million podcast downloads. The group's digital revenues increased their contribution by 26% to represent 39% of the total.
- ❑ Operating cash generation in the period reached 21.2 million euros versus 8.1 million in 1Q2020.
- ❑ New organizational structure to accelerate the operational split of Education and Media businesses with a greater focus on the businesses to maximize value. The Board of Directors of PRISA has appointed Carlos Núñez as Executive Chairman of PRISA Media. Both Carlos Núñez as Executive Chairman of PRISA Media and the Executive Chairman of Education, Manuel Mirat, will sit on the Group's Board as executive members once the Ordinary General Meeting is held. Carlos Núñez will take up his executive duties on May 24.

- ❑ The Education business was particularly affected in Q1 2021 compared to Q1 2020, which was barely impacted by the effects of the pandemic. In Q1 2021, schools in the countries where Santillana is present remain unopened. Revenues in the period fell -42.5% in local currency (-53.6% in euros), mainly due to the decline in the private didactic business and the performance of public sales in Brazil, whose comparative performance is conditioned by the recording in Q1 2020 of sales corresponding to the previous year (PNLD 2019). **Subscription models continued to grow, proving their strength in a very difficult economic environment, growing 5.2% in students to 1,806,000.** Revenues in Q1 fell 16% in local currency due to a different pace of campaign placement compared to the previous year, which will be corrected in the following quarters. **Expectations are maintained for the subscription models to achieve a slight growth in revenues in local currency compared to the previous year for the full year 2021 and with all the focus on leading the transformation and digitization of the K-12 education market in LatAm.** Strong cost control partially offsets the decline in revenues.
- ❑ Media businesses (Radio and News) were affected in the period by the fall in the advertising market, which continued to fall in January and February. PRISA Media's advertising revenues fell in January (-22.7%) and February (-22.8%), with March showing growth of 16%. **Despite the fall in revenues for the period as a whole (-9.3%), cost control has enabled the company to achieve an EBITDA similar to the same period of the previous year, excluding severance payments.**
 - **Radio leads in audiences and drives its strategy of creating new digital audio content, multi-channel distribution and product innovation**, which is reflected in the growth in the consumption of streaming hours and podcast downloads, which have reached 65.2 million (+16.2%) and 30.8 million (+32%) respectively in the monthly average period. As part of its new digital strategy, SER PODCAST was launched in March, a new service featuring the station's most outstanding content, with 65 podcasts, with the aim of consolidating its position as a leader in the Spanish podcast market.
 - **News accelerates the transformation of its digital model, growing its digital-only subscribers by 19% in the quarter to 101,046 (out of a total of 145,130).** The paywall model is proving to be a model that works economically and with great potential for future development. This puts the focus on the growth of subscription revenues that will consolidate the digital business developed in recent years, making it more robust and scalable. **45% of News revenues are already digital.** Digital advertising revenues represent 73% of total advertising revenues (+18% vs 2020).



GENERAL OVERVIEW

- ❑ **Compliance with the plan to reduce fixed costs by EUR 30 million in all business units.** As of March, savings of 16 million (9 permanent and 7 temporary) have been achieved.
- ❑ **The exchange rate had a negative effect on revenues of EUR -20.1 million and on EBITDA of EUR -6.5 million,** mainly due to the devaluations in Brazil, Argentina and Colombia.
- ❑ **Operating cash generation in the period reached 21.2 million euros versus 8.1 million euros in the same period of the previous year,** benefiting from a temporary positive impact in WC that will reverse by year end.
- ❑ **Net bank debt at the end of the period stood at EUR 660 million compared to EUR 679 million at December 2020. At 31 March, the Company's cash amounted to EUR 263 million with an additional 120 million of undrawn liquidity lines (80 in Prisa and 40 in the businesses).**



EDUCATION

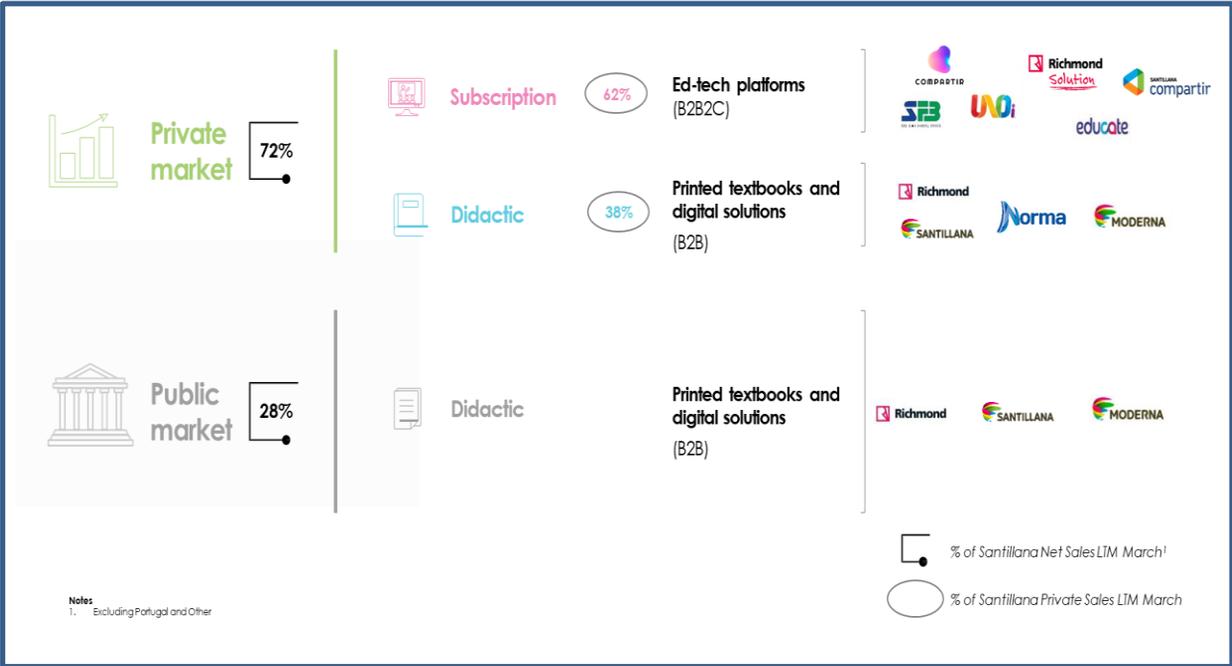
Business description and market position

Santillana is the only Pan-LatAm platform operating in the K-12 education market, which is the largest in size, most attractive and most resilient due to its compulsory education nature. With leadership in 19 countries, Santillana has focused its strategy on transforming and digitising the K-12 education market in Latin America by driving subscription models, where it has a unique value proposition, being the only Pan-LatAm platform that is leading the expansion of subscription models outside Brazil. With 1,806,000 students in subscription models, it has the competitive advantage of being the only global operator in all markets.

Within the K-12 market, Santillana operates in two areas with different market dynamics:

- A** LatAm Private Market: 72%* of Santillana's total sales. Focused on the transformation of the education market and the growth of subscription models
- B** Public / Institutional Market in LatAm: 28%* of Santillana's total sales. With established programs in Brazil and Mexico and market share growth.

PRIMARILY FOCUSED ON THE PRIVATE K-12 MARKET IN LATAM WITH A GROWING PRESENCE IN SUBSCRIPTION MODELS



Leading the transformation and digitalisation of the K-12 education market in LatAm, offering quality content and the best Ed-tech solutions to students and schools.

* Figures for LTM March 21. Excluding Portugal and Others.



EDUCATION

Business description and market position

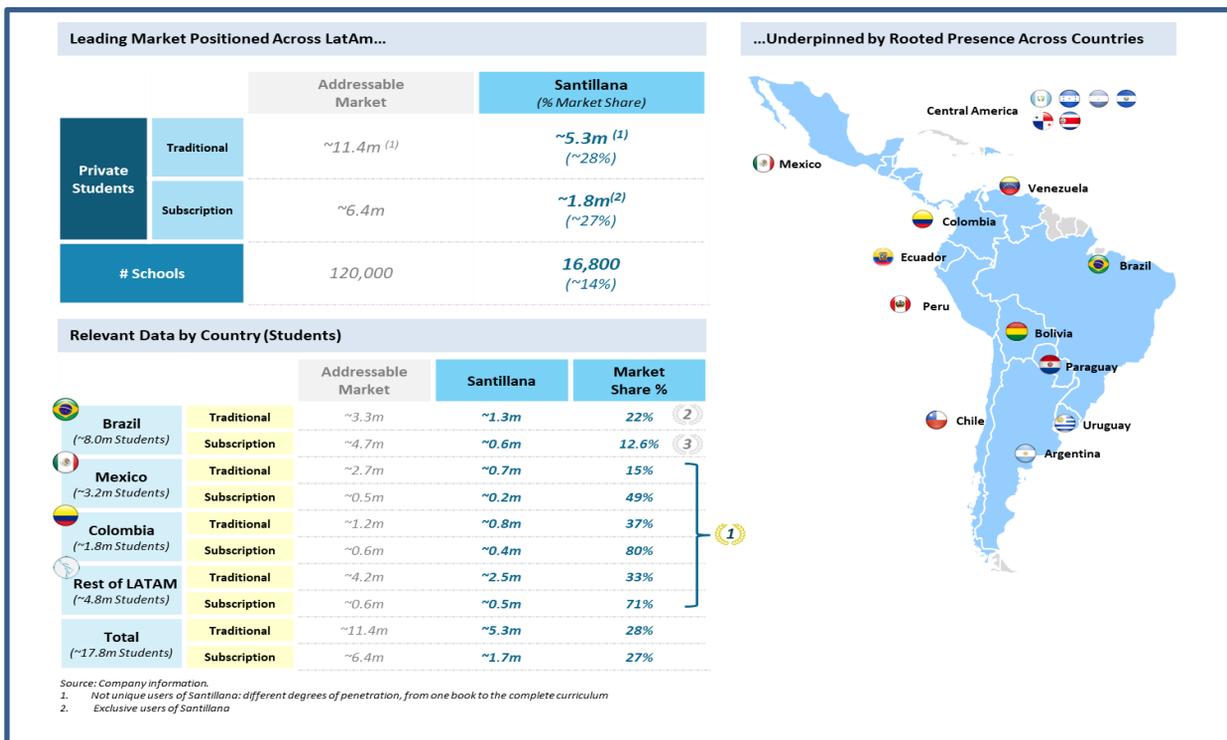
A LatAm's private Market K-12

Santillana generates 72% of its revenues in the private LatAm market.

In the LatAm's private market within the K-12, there are 17,8 million students of which approximately 11.4 million study through didactic methodology and 6.4 million through subscription models.

A major transformation is taking place in the educational development of all Latin American countries where education is evolving from a didactic/traditional book selling model to a model of selling content and services through the increasing use of technology (subscription models). This model provides both a business improvement for schools and companies and a pedagogical improvement for students.

As of today, LatAm's private market sharing adding didactic/traditional education and subscription model and Santillana's global positioning is shown below:



Santillana is the only Pan-LatAm education operator present in all Latin American countries with an undisputed leadership position in most of them. It is the only Pan-LatAm operator that has developed subscription models outside Brazil.

Santillana plays a key role in the process of technological transformation in the education system of the countries in which it is present, by implementing and developing technology in the educational learning system to the relevant degree through the implementation of digital subscription models. Santillana is at the forefront of digitalisation and innovation thanks to its scalable Ed-tech platform, which offers a complete and integrated digital solution to schools. The subscription models (UNO, Compartir, Farias Brito, Educa and disciplinary systems) are already the company's main source of revenue, representing 41% of Santillana's total revenue and 62% of total private education revenue in LatAm. **Santillana is present with subscription models in 15 Latin American countries.**

Santillana is currently focused on the transformation of the education market and the growth of subscription models. Its undisputed leadership in the educational business in most Latin American countries and its achievements in positioning itself in subscription models give it a privileged position to successfully accelerate this transformation.



EDUCATION

Business description and market position

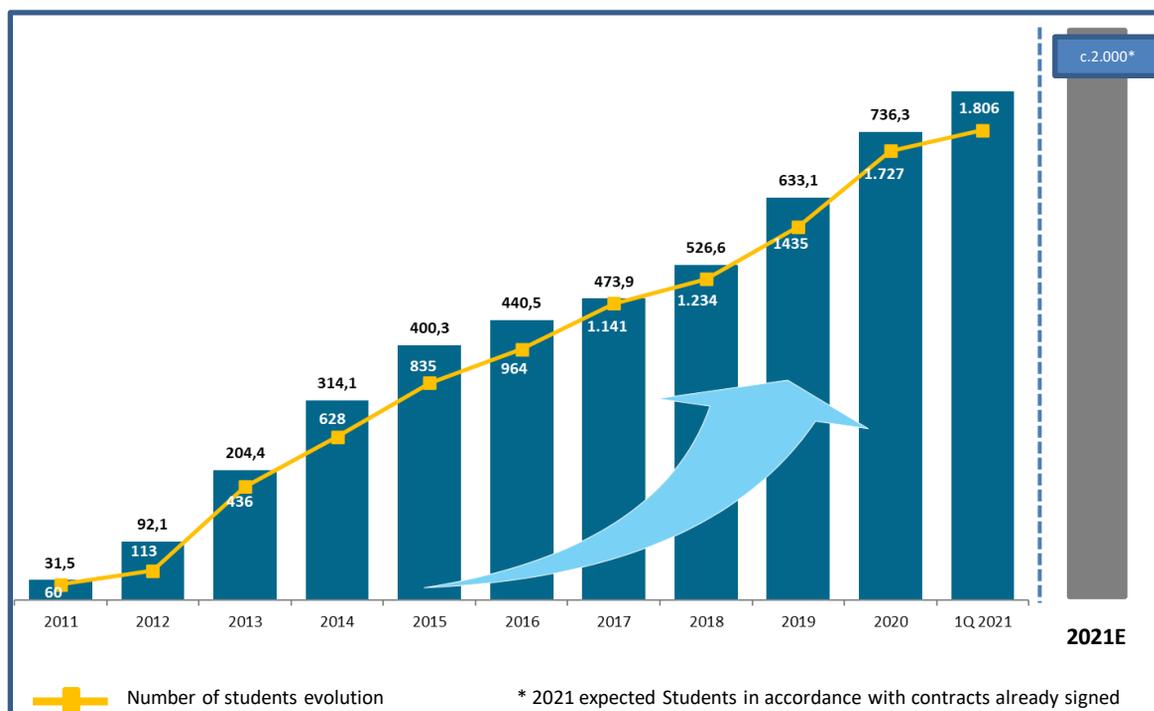
SUBSCRIPTION MODELS

Santillana has pioneered the implementation of subscription models with a proven track record of organic growth over the last 10 years, successfully deploying the business model in 15 countries.

Subscription models offer higher revenue visibility versus the didactic model, with contracts signed for periods of 3 and 4 years and with an average revenue per student higher than the average revenue per student of the didactic model. **The average renewal rate of these subscription models is close to 90%.**

The evolution of subscription models since its launching has been as follows:

Historical Subscription Revenue (BRL Million) and Students Evolution (k)



SUBSCRIPTION MODELS IN THE COVID-19 ENVIRONMENT

Covid-19 is bringing about a fundamental change in education, accelerating the digital transformation of both students and teachers, creating new opportunities for growth in digital educational services and content with great potential for future growth.

The pandemic and the closure of face-to-face schools in all Latin American countries where Santillana is present has made it extremely difficult to carry out commercial work, as it has been impossible to physically visit schools over the last 12 months. **Despite this, as of March 2021 the subscription models show strength, with organic growth in students of 5.2% to reach 1,806,000. In the integrated systems UNO in Brazil, more schools have been acquired, but there has been a drop in enrolment, especially in pre-schools, affecting the total number of students, which fell by around 5%. The transformation of the didactic business has worked more towards flexible models such as Compartir, which shows growth of around 10%.**

For FY2021, expectations are maintained to reach a figure around 2 million students, equivalent to a growth of around 15%.



EDUCATION

Business description and market position

B LatAm's Public/Institutional Market K-12

Santillana participates in LatAm's Public Market through different governments tenders where Brazil and Mexico are the most relevant countries. Revenue coming from Public Sales accounts for 28% of Santillana's total sales.

In Brazil, which is the most relevant country, government purchases through PNLD* program and follows a purchasing schedule of Fundamental I, Fundamental II, and Ensino Medio, with a system of novelties and repositions every 3 or 4 years.

Government buying dynamics, especially in Brazil, usually generate both temporal and volume variations between the various years of the educational cycle. Despite this fact, it is a very profitable business with growth prospects with long-term inflation.

Santillana has managed in recent years to significantly increase its share in Brazilian government orders thanks to the commercial effort and its product offering. In 2019, the share achieved in FII stood at 32.5%, leading the program and doubling the share compared to previous cycle.

In 2020, there have been no novelties but there have been repositions in FI, FII and Ensino Medio.

For 2021, new interdisciplinary books and subject books are expected for Ensino Medio, as well as FI and FII replacements, which are expected to be registered in the second part of the year.

* PNLD refers to Programa Nacional de Livro Didático en Brasil



EDUCATION

Q1 Main Headlines

- ❑ **Q1 2021 Education results show a comparison with Q1 2020 that is not homogeneous because i) 2021 south campaigns have been affected by the pandemic (school closures) while during Q1 2020 this had a limited impact as the campaigns in the most relevant countries were closed and ii) during Q1 2020 exceptionally there were public sales revenues of €30m corresponding to Brazil's PNL 2019.** As a result, Education sales showed a decline in the period of 42.5% in local currency (-53.6% in euros). The decline is mainly explained by the performance of the private didactic education business which has been strongly affected by the environment and by the lower public sales registered in the quarter mentioned above.

 - ❑ **Subscription models are proving their strength in such an adverse environment, with student numbers growing by 5.2% to over 1,806,000, and are the Company's main source of revenue.** The Company maintains expectations of slight growth in revenues in local currency for the full year 2021 vs. the previous year and to reach a number of students close to 2 million, with a growth of close to 15% vs. the number of students in 2020.

 - ❑ During Q1 2021, revenues fall by 16% in local currency (-32.8% in euros) to EUR 43 million. In terms of ACV* to date (4Q20+1Q21) the total decline is lower: -6% in local currency. Therefore, the fall in revenues in the quarter is explained by FX (50% of the decline) and by the recording in Q1 2021 of a lower percentage of revenues over total campaign than in 2020 (33% vs. 48%); which is a consequence of a different pace of campaign placement (due to the pandemic) which will be corrected in the following quarters.
 - ❑ **Sales of the private didactic business in LatAm amounted to EUR 27.2 million, down 56.1% in local currency (-62.8% in euros) due to i) the comparison with a southern campaign in 2020 that was barely affected by the pandemic ii) the fact that schools did not reopen in person; iii) the difficult environment that hampered the work of the sales teams and iv) the transfer of students from private to public schools.**
 - ❑ **Public sales amounted to 9.7 million euros, a fall of 64.3% in local currency (74.6% in euros).** Although in Q1 of the year public sales are not relevant, the drop compared to the previous year is significant and is explained by the recording of non-recurring public sales in Q1 2020 (sales that corresponded to PNL 2019). New public sales are planned for 2021 and are expected to be recorded in the second half of the year.
- ❑ **EBITDA amounted to EUR 23.2m compared to EUR 70.4m in the same period of 2020. Drop in local currency of 57.4% (67% in euros).**
- ❑ **Negative foreign exchange impact of -19.5 million euros in revenues and -6.8 million euros in EBITDA due to the devaluation of currencies mainly in Brazil, Argentina and Colombia.**

* ACV is the value of annual sales linked to signed contracts. The ACV of the South campaign takes place between Q4 of the previous year and the first 3 quarters of the current year. The ACV of the northern campaign matches with the fiscal year.



EDUCATION

Revenue Breakdown

| Revenues by business | JANUARY - MARCH | | |
|---------------------------|-----------------|--------------|---------------|
| | 2021 | 2020 | Chg. |
| € Millions | | | |
| Education sales | 80,3 | 175,9 | -54,3% |
| Private Latam | 70,6 | 137,8 | -48,7% |
| Traditional | 27,2 | 73,2 | -62,8% |
| Learning systems | 43,4 | 64,6 | -32,8% |
| Public sales | 9,7 | 38,1 | -74,6% |
| List of approvers | 7,1 | 31,3 | -77,4% |
| Other public sales | 2,6 | 6,8 | -61,8% |
| Other revenues | 1,7 | 0,7 | 134,5% |
| Operating Revenues | 82,0 | 176,6 | -53,6% |

| Revenues by business on constant currency | JANUARY - MARCH | | |
|---|-----------------|--------------|---------------|
| | 2021 | 2020 | Chg. |
| € Millions | | | |
| Education sales | 99,8 | 175,9 | -43,3% |
| Private Latam | 86,2 | 137,8 | -37,5% |
| Traditional | 32,2 | 73,2 | -56,1% |
| Learning systems | 54,0 | 64,6 | -16,4% |
| Public sales | 13,6 | 38,1 | -64,3% |
| List of approvers | 9,9 | 31,3 | -68,4% |
| Other public sales | 3,7 | 6,8 | -45,5% |
| Other revenues | 1,8 | 0,7 | 147,3% |
| Operating Revenues | 101,5 | 176,6 | -42,5% |



EDUCATION

P&L

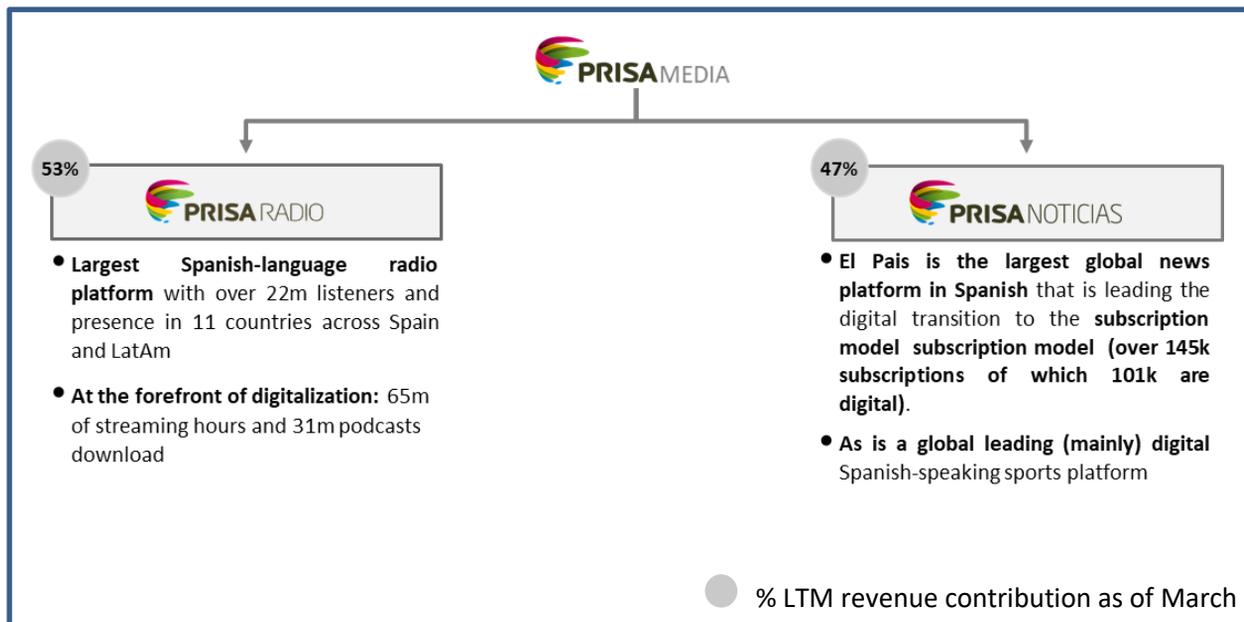
| € Millions | JANUARY - MARCH | | |
|--|-----------------|--------------|---------------|
| | 2021 | 2020 | Chg. |
| Reported Results | | | |
| Operating Revenues | 82,0 | 176,6 | -53,6% |
| International business | 80,6 | 176,3 | -54,3% |
| Global Educational IT & HQ | 1,3 | 0,3 | 372,7% |
| Reported Expenses | 58,7 | 106,2 | -44,7% |
| International business | 51,7 | 100,0 | -48,3% |
| Global Educational IT & HQ | 7,1 | 6,2 | 13,8% |
| Reported EBITDA | 23,2 | 70,4 | -67,0% |
| International business | 29,0 | 76,3 | -62,1% |
| Global Educational IT & HQ | -5,7 | -5,9 | 3,3% |
| <i>EBITDA Margin</i> | 28,3% | 39,9% | -28,9% |
| EBITDA ex severance expenses | 24,5 | 71,1 | -65,5% |
| International business | 30,3 | 77,0 | -60,7% |
| Global Educational IT & HQ | -5,7 | -5,9 | 3,3% |
| <i>EBITDA ex severance expenses Margin</i> | 29,9% | 40,3% | -25,6% |
| Reported EBIT | 12,9 | 55,5 | -76,8% |
| <i>EBIT Margin</i> | 15,7% | 31,4% | -50,0% |
| | | | |
| € Millions | JANUARY - MARCH | | |
| | 2021 | 2020 | Chg. |
| Results at constant currency | | | |
| Operating Revenues | 101,5 | 176,6 | -42,5% |
| International business | 100,2 | 176,3 | -43,2% |
| Global Educational IT & HQ | 1,3 | 0,3 | 372,7% |
| Expenses | 71,5 | 106,2 | -32,7% |
| International business | 64,4 | 100,0 | -35,6% |
| Global Educational IT & HQ | 7,1 | 6,2 | 13,8% |
| Reported EBITDA | 30,0 | 70,4 | -57,4% |
| International business | 35,7 | 76,3 | -53,2% |
| Global Educational IT & HQ | -5,7 | -5,9 | 3,3% |
| <i>EBITDA Margin</i> | 29,6% | 39,9% | -25,8% |
| EBITDA ex severance expenses | 31,4 | 71,1 | -55,8% |
| International business | 37,2 | 77,0 | -51,7% |
| Global Educational IT & HQ | -5,7 | -5,9 | 3,3% |
| <i>EBITDA ex severance expenses Margin</i> | 31,0% | 40,3% | -23,1% |
| Reported EBIT | 17,6 | 55,5 | -68,2% |
| <i>EBIT Margin</i> | 17,4% | 31,4% | -44,7% |



MEDIA

Business description and market position

Media business is the result of the future integration of the Radio and News businesses. **The new organizational structure is designed to focus efforts on accelerating the digitalization of the media by enhancing the global reach of the products, leveraging the growth potential of the brands and focusing on subscription models to capitalize on the leadership and quality of the various products.**



RADIO

PRISA Radio is the largest Spanish language radio platform. As of December 2020, it has presence in 11* countries, over 22 million listeners, 65.2 million of streaming hours consumption, 30,8 million Podcasts download (including Podium podcast) and with excellent market positioning in the main Spanish-speaking radio markets. PRISA Radio is the absolute leader in Spain, Colombia and Chile.

In Spain, we highlight the competitive strength of radio business through its brands (Cadena Ser, Los40, Cadena Dial, Los40Classic and Radiolé). According to the latest EGM survey, **Cadena Ser maintains absolute leadership in the market with 4.367 thousand listeners** (market share of 35% of Spain's generalist radio). **Los40 ranks 2nd position in Spain after SER and holds first place in the music radio market with an audience share to 23%**

In Chile and Colombia, the group's radios are leaders with respective audience share of 45% and 26%, respectively. **In Mexico (equity accounted)**, ranks for the first time first position in Mexico City with an audience share of 16%.

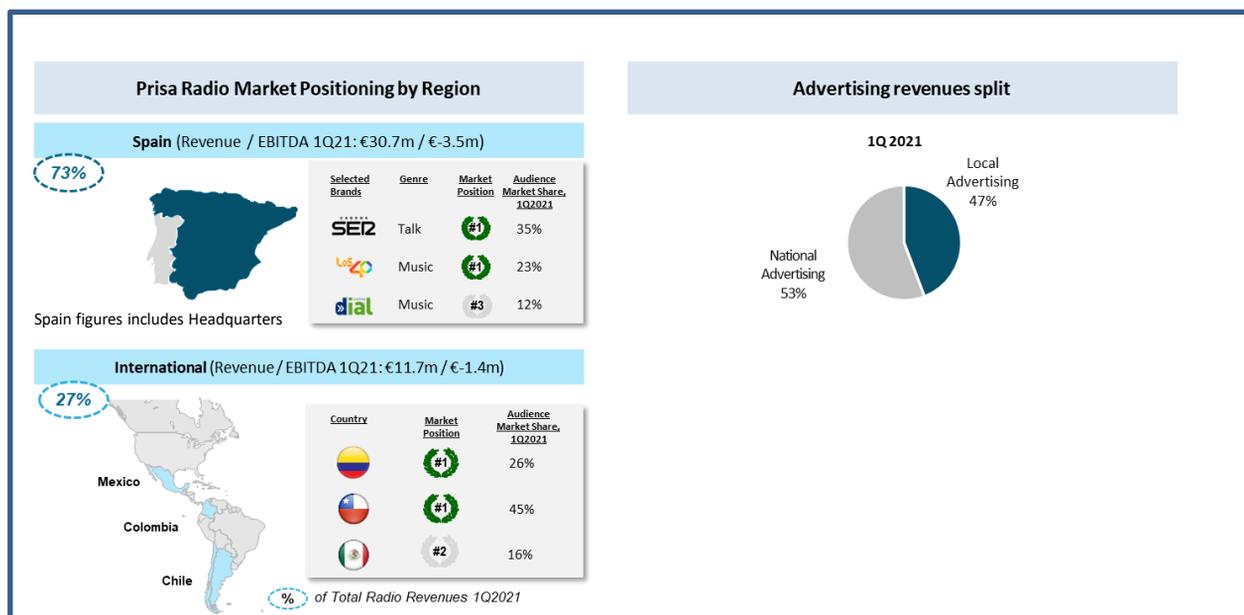
*Radio business is present in 11 countries: Spain, Colombia, Chile, Mexico, USA and Panama with franchises in Argentina, Guatemala, Ecuador, Costa Rica and the Dominican Republic.



MEDIA

Business description and market position

Diversified business portfolio by geography and nature



DIGITAL POSITIONING

PRISA Radio is the leading global platform in Spanish with a focus on becoming the largest producer and distributor of audio in Spanish.

Progress in its strategy of creating new digital audio content, multichannel distribution and product innovation is reflected in the growth in the consumption of streaming hours and podcast downloads, which have reached an average of 65.2 million and 28.4 million respectively in January-March 2021. In addition, Podium Podcast, the leading platform with a unique sound catalogue in Spain and LatAm, has reached 2.4 million downloads on average during Q1 2021. As part of its new digital strategy, SER PODCAST was launched in March, a new service featuring the station's most outstanding content, with 65 podcasts, with the aim of consolidating its position as a leader in the Spanish podcast market.

| | JANUARY - MARCH | | |
|---------------|---------------------------|-------------|--------------|
| | 2021 | 2020 | Chg. |
| Millions | | | |
| | TLH | | |
| Spain | 33,0 | 27,5 | 19,8% |
| International | 32,2 | 28,6 | 12,7% |
| TOTAL | 65,2 | 56,1 | 16,2% |
| | PODCASTS DOWNLOADS | | |
| Spain | 20,3 | 15,8 | 28,6% |
| International | 8,2 | 6,0 | 34,9% |
| TOTAL | 28,4 | 21,8 | 30,3% |
| | PODIUM DOWNLOADS | | |
| TOTAL | 2,4 | 1,5 | 55,6% |

TLH: Total Listening Hours.



MEDIA

Business description and Market position

NEWS

EL PAÍS

El PAÍS is the largest global news platform in Spanish with a growing and scalable digital model in transition to a subscription-based model (Paywall) which launched on 1 May 2020 and already has 101,046 digital-only subscribers. The strategy is focused on the growth of subscription revenues that will consolidate the digital business developed in recent years.

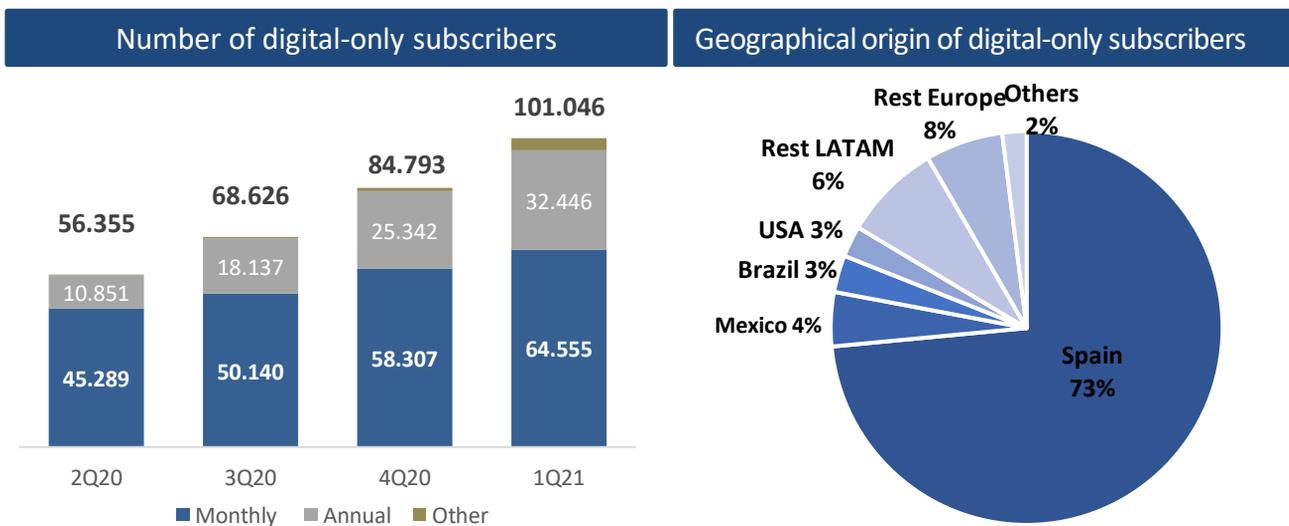
SUBSCRIPTION MODEL

The launch of the subscription model of El PAÍS was on the 1st May 2020.

El País has opted for the launch of a metered subscription model, more flexible than a hard paywall model, where unlike this, the site is left open for all users until they have read 10 free articles per month. The launch price is 10 euros per month, with a promotion of the first month at 1€ for the monthly format and with a 20% discount for annual subscriptions.

El País has reached as of March 101,046 digital-only subscribers (out of a total base of 145,130 subscribers). 32% of digital-only subscriptions are annual while 27% come from outside Spain. The payment model is proving to be profitable and has great potential for future development.

The evolution in the number of digital-only subscribers since its launch is shown below:



Navigation under logging is the cornerstone on which the customer strategy is built. Through it, it is possible i) to extract knowledge of the readers, in order to develop models of propensity to register and subscribe, among other use cases, and ii) to obtain reference data from the user (First party data), essential for the development of the advertising model, especially in a context that tends to the disappearance of the trace left by the user when browsing (cookies). **Is to highlight; the number of registered readers has experienced strong growth reaching 3,524,098 readers as of March 2021 with a growth of 45% compared with March 2020. The evolution of the main KPIS of the subscription model are shown below:**



MEDIA

Business description and market position

| KPIs | March 2021 | March 2020 | Var.2021 vs 2021 |
|--|------------|------------|------------------|
| Total Registered readers | 3.524.098 | 2.429.774 | 45% |
| % of page views logged-in ⁽¹⁾ | 18,50% | 9,50% | 95% |

(1)% of logged-in page views: This is the % of pages visited by unique logged-in users in relation to total page views..

DIGITAL ADVERTISING

The weight of digital advertising of EL PAÍS has been experiencing strong growth in recent years and in March 2021 it will represent 66% of the newspaper's total advertising.

The Company's focus is on the development of digital advertising products with differential value and compatible with the digital subscription model, promoting i) branded content, which is experiencing strong growth as differential content, ii) direct agreements with advertisers leveraged on the site's brand safety and proprietary data iii) the joint reach of the WEMASS market place to develop products and offer advertisers direct agreements based on audiences (and later proprietary data).

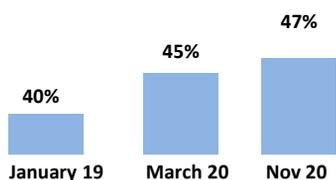
BRAND STRENGTH

EL PAÍS leadership and the growth of its audiences has been built in recent years around a brand strength whose recognition and prestige globally represents a solid foundation for the future development of the digital model.

The latest data on a study of brand indicators conducted to press readers in Spain after the campaigns carried out in 2019 "Y tú qué piensas" and in 2020 "Suscríbete a los hechos" and after the launch of the paywall, show very positive results in their evolution that recognise the strength and loyalty of the brand, with a strong positioning as a reference medium for general information, attracting new attributes: global, quality journalism and rigorousness

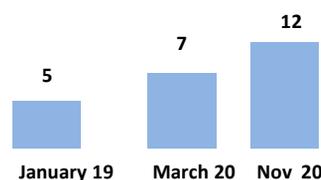
TOP OF MIND

% of people naming the brand spontaneously in first place



NET PROMOTER SCORE

Readership loyalty and recommendation rate



AS

Diario As, the almost 100% digital sports newspaper, consolidates its growth and international expansion **with the achievement of leadership as the leading Spanish-language sports newspaper worldwide. The sports newspaper will have 91.6% of digital advertising in March 2021 versus 86.2% in March 2020** with a strong international presence.





MEDIA

Q1 2021 MAIN HEADLINES

- ❑ New organizational structure with the creation of Prisa Media focused on i) accelerating the digitalization of the media, ii) enhancing the global reach of products, iii) leveraging the growth potential of brands and iv) commitment to subscription models to monetize the leadership and quality of the different media.
- ❑ The Media businesses have been affected in the period by the decline in the advertising market, which continued to fall in January and February.
 - ❑ Prisa Media's advertising revenues fell in January (-22.7%) and February (-22.8%), with a 16% growth in March.
- ❑ Despite the 9.3% fall in revenues for the period as a whole, cost control allows to achieve an EBITDA similar to the same period of 2020 excluding severances.

RADIO

- ❑ Leadership in Spain, Colombia and Chile
- ❑ Progress in its strategy of creating new digital audio content, multichannel distribution and product innovation, which is reflected in the growth in the number of hours of streaming and podcast downloads, reaching a monthly average of 65.2 million (streaming) and 30.8 million (podcast) in the period. As part of its new digital strategy, SER PODCAST was launched in March, a new service featuring the station's most outstanding content, with 65 podcasts, with the aim of consolidating its position as a leader in the Spanish podcast market.
- ❑ Radio advertising revenues fell in January (-29%) and February (-25.5%), with a +21.4% growth in March.
- ❑ Cost savings in compliance with the planned savings plan.
- ❑ EBITDA reached -4.5 million euros compared to 0.7 million euros in the same period of the previous year.
- ❑ The exchange rate has had an impact on revenues of -0.5 million euros and on EBITDA of +0.4 million euros.
- ❑ Disposal of the business in Argentina, as part of the divestment plan for non-strategic, unprofitable operations.

NEWS

- ❑ Following the launch in early May 2020 of the EL PAÍS payment model, by March 2021, 101,046 exclusive digital subscribers had been reached, demonstrating that it is a profitable economic model with great potential to be developed. The focus is on the growth of subscription revenues that will consolidate the digital business developed in recent years, making it more robust and scalable.
- ❑ The number of registered readers of EL PAÍS as of March 2021 is 3,524,098, with a growth of 45% compared to March 2020.
- ❑ Advertising revenues showed declines in January and February of -8.7% and -15.9% respectively, with growth in March of +4.7%.
- ❑ Digital revenues now account for 45% of total News revenues growing its contribution by 21.2%. Digital advertising revenues represent 73% of total advertising revenue, +18% vs 2020 (+11 pp).
- ❑ Strong cost control to offset the drop in revenues.
- ❑ EBITDA improved by 50% compared to the same period of the previous year (-3Mn vs -6Mn) .



MEDIA/TOTAL

P&L PRISA MEDIA

| € Millions | JANUARY - MARCH | | |
|--|-----------------|---------------|---------------|
| | 2021 | 2020 | Chg. |
| Reported Results | | | |
| Operating Revenues | 77,0 | 84,9 | -9,3% |
| Prisa Radio | 41,3 | 47,4 | -12,8% |
| Prisa Noticias | 40,0 | 41,7 | -4,2% |
| Reported Expenses | 84,5 | 90,2 | -6,3% |
| Prisa Radio | 45,8 | 46,7 | -2,0% |
| Prisa Noticias | 42,9 | 47,7 | -9,9% |
| Reported EBITDA | -7,5 | -5,3 | -41,2% |
| Prisa Radio | -4,5 | 0,7 | --- |
| Prisa Noticias | -3,0 | -6,0 | 50,0% |
| <i>EBITDA Margin</i> | <i>-9,7%</i> | <i>-6,2%</i> | <i>-55,6%</i> |
| EBITDA ex severance expenses | -4,8 | -4,3 | -11,6% |
| Prisa Radio | -3,3 | 0,9 | --- |
| Prisa Noticias | -1,2 | -5,2 | 77,0% |
| <i>EBITDA ex severance expenses Margin</i> | <i>-6,2%</i> | <i>-5,0%</i> | <i>-23,0%</i> |
| Reported EBIT | -13,7 | -12,5 | -9,9% |
| Prisa Radio | -8,4 | -4,1 | -105,1% |
| Prisa Noticias | -5,4 | -8,4 | 36,2% |
| <i>EBIT Margin</i> | <i>-17,8%</i> | <i>-14,7%</i> | <i>-21,1%</i> |



MEDIA/RADIO

P&L RADIO

| € Millions | JANUARY - MARCH | | |
|--|-----------------|-------------|----------------|
| | 2021 | 2020 | Chg. |
| Reported Results | | | |
| Operating Revenues | 41,3 | 47,4 | -12,8% |
| Spain | 30,7 | 34,5 | -11,0% |
| Latam | 11,2 | 13,8 | -19,1% |
| Other | -0,6 | -1,0 | 36,8% |
| Reported Expenses | 45,8 | 46,7 | -2,0% |
| Spain | 34,2 | 33,1 | 3,3% |
| Latam | 12,2 | 14,9 | -17,9% |
| Other | -0,7 | -1,4 | 49,3% |
| Reported EBITDA | -4,5 | 0,7 | --- |
| Spain | -3,5 | 1,4 | --- |
| Latam | -1,0 | -1,0 | 2,3% |
| Other | 0,0 | 0,3 | -85,6% |
| <i>EBITDA Margin</i> | <i>-10,9%</i> | <i>1,4%</i> | <i>---</i> |
| EBITDA ex severance expenses | -3,3 | 0,9 | --- |
| Spain | -2,5 | 1,5 | --- |
| Latam | -0,8 | -1,0 | 15,1% |
| Other | 0,0 | 0,3 | -85,6% |
| <i>EBITDA ex severance expenses Margin</i> | <i>-8,1%</i> | <i>1,9%</i> | <i>---</i> |
| Reported EBIT | -8,4 | -4,1 | -105,1% |

| € Millions | JANUARY - MARCH | | |
|--|-----------------|-------------|----------------|
| | 2021 | 2020 | Chg. |
| Results at constant currency | | | |
| Operating Revenues | 41,8 | 47,4 | -11,8% |
| Spain | 30,7 | 34,5 | -11,0% |
| Latam | 11,7 | 13,8 | -15,5% |
| Other | -0,7 | -1,0 | 35,2% |
| Expenses | 46,6 | 46,7 | -0,1% |
| Spain | 34,2 | 33,1 | 3,3% |
| Latam | 13,1 | 14,9 | -12,1% |
| Other | -0,7 | -1,4 | 48,1% |
| EBITDA | -4,9 | 0,7 | --- |
| Spain | -3,5 | 1,4 | --- |
| Latam | -1,4 | -1,0 | -33,3% |
| Other | 0,0 | 0,3 | -85,6% |
| <i>EBITDA Margin</i> | <i>-11,7%</i> | <i>1,4%</i> | <i>---</i> |
| EBITDA ex severance expenses | -3,7 | 0,9 | --- |
| Spain | -2,5 | 1,5 | --- |
| Latam | -1,2 | -1,0 | -22,0% |
| Other | 0,0 | 0,3 | -85,6% |
| <i>EBITDA ex severance expenses Margin</i> | <i>-8,8%</i> | <i>1,9%</i> | <i>---</i> |
| Reported EBIT | -8,9 | -4,1 | -117,3% |



MEDIA/NEWS

P&L NEWS

| € Millions | JANUARY - MARCH | | |
|--|-----------------|---------------|---------------|
| | 2021 | 2020 | Chg. |
| Reported Results | | | |
| Operating Revenues | 40,0 | 41,7 | -4,2% |
| Operating Revenues Press | 35,8 | 37,2 | -3,6% |
| Net Advertising | 18,0 | 19,3 | -6,5% |
| Online | 12,8 | 12,8 | 0,6% |
| El País | 6,9 | 8,0 | -13,2% |
| As | 5,6 | 4,3 | 30,3% |
| Other | 0,3 | 0,4 | -40,0% |
| Offline | 5,2 | 6,5 | -20,6% |
| El País | 4,0 | 5,2 | -21,8% |
| As | 0,6 | 0,8 | -34,0% |
| Other | 0,6 | 0,5 | 13,1% |
| Circulation | 12,8 | 13,2 | -2,9% |
| Offline | 10,5 | 13,1 | -19,5% |
| Online (includes paywall) | 2,3 | 0,2 | --- |
| Add-ons and Others | 5,0 | 4,7 | 6,1% |
| PBS&Prisa IT (includes interco.elim.) | 4,1 | 4,5 | -8,6% |
| Reported Expenses | 42,9 | 47,7 | -9,9% |
| Expenses Press | 38,6 | 42,7 | -9,6% |
| PBS&Prisa IT (includes interco.elim.) | 4,3 | 4,9 | -12,3% |
| Reported EBITDA | -3,0 | -6,0 | 50,0% |
| EBITDA Press | -2,8 | -5,5 | 49,8% |
| <i>EBITDA Margin</i> | <i>-7,8%</i> | <i>-14,9%</i> | <i>48,0%</i> |
| PBS&Prisa IT | -0,2 | -0,4 | 52,0% |
| EBITDA ex severance expenses | -1,2 | -5,2 | 77,0% |
| EBITDA ex sever.exp Press | -1,3 | -4,7 | 72,5% |
| <i>EBITDA ex severance expenses Margin</i> | <i>-3,6%</i> | <i>-12,7%</i> | <i>71,4%</i> |
| PBS&Prisa IT | 0,1 | -0,4 | --- |
| Reported EBIT | -5,4 | -8,4 | 36,2% |
| EBIT Press | -4,8 | -7,5 | 36,7% |
| <i>EBIT Margin</i> | <i>-13,3%</i> | <i>-20,2%</i> | <i>34,3%</i> |
| PBS&Prisa IT | -0,6 | -0,9 | 32,4% |

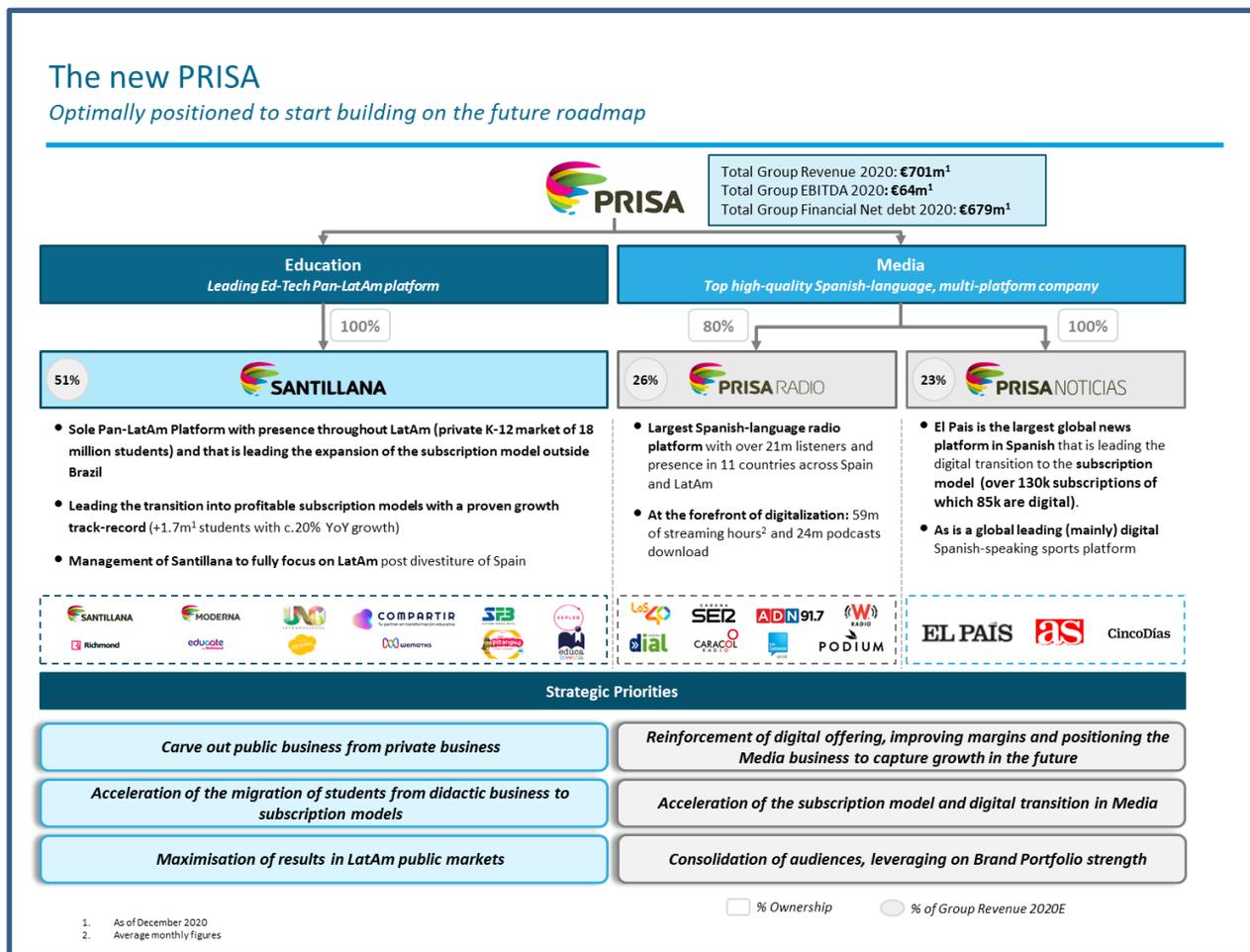


TOTAL GROUP

Business description and market position

PRISA is the leading business group in Education, Information and Entertainment in the Spanish and Portuguese-speaking markets. Present in 24 countries, both in the Americas and in Europe, it has some 200 million users worldwide through its brands and business units. We are talking about EL PAÍS, Santillana, Moderna, Cadena SER, Caracol Radio, W Radio, Los40 and AS.

A summary of its main businesses, figures and strategy is shown below:



KEY DIGITAL INDICATORS OF THE GROUP

REVENUES

61.4 M€ of digital revenues

39% total Group's revenues

+26% digital growth vs '20

USERS

1.8M students

235M unique browsers

31M downloads

101K Subscribers of El País

Data relating to January-March 2021



TOTAL GROUP

Business description and market position

Contributing to the development of people and the progress of society in the countries where PRISA is present.

EDUCATION

- Focused on virtual teacher training, in a year marked by the pandemic, guaranteeing the normality of school activity by opening its technological platforms to all its students and teachers.
- Integrating the Sustainable Development Goals (SDGs) into the development of educational content.
- Promoting technology in education to support the development of social and individual well-being.
- Participation in programmes aimed at promoting creativity, innovation and technological and scientific development.
- Participation in foundations that promote professional and personal development, such as *Fundación Conocimiento y Desarrollo* or *Fundación Princesa de Girona*, among others.
- Participating in the education of **29 million** students in Latin America.

INFORMATION

- Social commitment and a key role in rigorous and quality information during the pandemic, addressing the needs of a confined society.
- EL PAÍS has maintained free access to information on the health crisis throughout the pandemic and radio has prioritised service information.
- Fighting against fake news.
- Publisher Board.
- El País, SER and AS style books.
- Support for journalism that defends freedoms, independence and rigour with the Ortega y Gasset Awards.
- Response to social emergencies by collaborating with different foundations in solidarity actions such as *Acción contra el Hambre*, *Operación Frio* or *Kilos de solidaridad*, among others.
- Collaboration with the Gates Foundation on *Planeta Futuro*.



SOCIAL

- Gender equality:
- 48%** women in Staff
 - 37%** in management positions
 - 95%** Permanent contracts
 - 30** Nationalities
- United Nations Global Compact Partner
 - Alliance against Child Poverty



ENVIROMENT

- Defending nature and the environment by collaborating with the World Wide Fund for Nature Conservation (WWF).
- +20%** of electricity consumed comes from renewable sources.



GOVERNANCE

- Diverse and independent Board:
- 50%** independent members
 - 6** independent, **5** proprietary, **1** executive
- Code of Ethics that applies to the entire workforce



TOTAL GROUP

Q1 2021 MAIN HEADLINES

- ❑ **New organizational structure that accelerates the operational division of the Education and Media businesses by putting a stronger focus on the businesses to maximize their value.** The Board of Directors of PRISA has appointed Carlos Núñez as Executive Chairman of PRISA Media. Both Carlos Núñez as Executive Chairman of PRISA Media and the Executive Chairman of Education, Manuel Mirat, will sit on the Group's Board as executive members once the Ordinary General Meeting is held. Carlos Núñez will take up his executive duties on May 24.
- ❑ **The comparison between quarters is not homogeneous as Q1 2020 was barely impacted by the pandemic while during Q1 2021 the operating performance of the businesses has been conditioned by the Covid 19 crisis both at Santillana, with the southern campaign mainly affected by the closure of schools, and at Media by the impact of the crisis on the advertising market during January and February.**
- ❑ **Growth of digital subscription models and digital drive-in advertising and audio.** The group's digital revenues grew by 26% to represent 39% of total revenues.
- ❑ **Compliance with the reduction plan for recurring costs of 30 million euros in all business units.** As of March, savings of 16 million euros (9 permanent and 7 temporary) have been achieved.
- ❑ **Negative FX impact on revenues of -20.1 million and -6.5 million in EBITDA, mainly due to devaluations in Brazil, Argentina and Colombia.**
- ❑ **Operating cash generation in the period amounted to EUR 21.2 million versus EUR 8.1 million in the same period of the previous year, benefiting from a temporary positive impact in WC that will reverse by year end.**
- ❑ **Net bank debt at the end of the period stood at 660 million euros compared to 679 million euros in December 2020.** As of March 31, the company's cash amounted to 263 million euros with additional liquidity lines undrawn amounting to €120 Mn

P&L

| € Millions | JANUARY - MARCH | | |
|---|-----------------|--------------|---------------|
| | 2021 | 2020 | Chg. |
| Reported Results | | | |
| Operating Revenues | 158,5 | 261,2 | -39,3% |
| Reported EBITDA | 12,3 | 64,1 | -80,8% |
| <i>EBITDA Margin</i> | <i>7,8%</i> | <i>24,5%</i> | <i>-68,3%</i> |
| EBITDA ex severance expenses | 17,1 | 66,2 | -74,2% |
| <i>EBITDA ex severance expenses Margin</i> | <i>10,8%</i> | <i>25,4%</i> | <i>-57,5%</i> |
| Reported EBIT | -4,5 | 41,5 | --- |
| <i>EBIT Margin</i> | <i>-2,9%</i> | <i>15,9%</i> | <i>---</i> |
| Financial Result | -7,1 | -15,1 | 52,7% |
| Interests on debt | -12,7 | -14,8 | 13,9% |
| Other financial results | 5,6 | -0,3 | --- |
| Result from associates | -0,4 | 1,5 | --- |
| Profit before tax | -12,1 | 27,9 | --- |
| Income tax expense | 3,7 | 25,0 | -85,3% |
| Results from discontinued activities | 0,0 | -30,3 | 100,0% |
| Minority interest | -1,9 | -1,2 | -56,1% |
| Net Profit | -13,8 | -26,1 | 47,3% |
| <hr style="border-top: 1px dashed black;"/> | | | |
| Santillana Spain disposal | | | --- |
| MC impairment | | 28,8 | -100,0% |
| Tax impairments | | | --- |
| Radio Assests impairments | | | --- |
| Mediapro rulling | | | --- |
| Comparable Net Profit | -13,8 | 2,6 | --- |

| € Millions | JANUARY - MARCH | | |
|-------------------------------------|-----------------|--------------|---------------|
| | 2021 | 2020 | Chg. |
| Results at constant currency | | | |
| Operating Revenues | 178,6 | 261,2 | -31,6% |
| EBITDA | 18,8 | 64,1 | -70,7% |
| Spain | -17,0 | -10,7 | -58,8% |
| International | 35,8 | 74,8 | -52,1% |
| <i>EBITDA Margin</i> | <i>10,5%</i> | <i>24,5%</i> | <i>-57,2%</i> |
| EBITDA ex severance expenses | 23,7 | 66,2 | -64,3% |
| EBIT | -0,2 | 41,5 | --- |
| <i>EBIT Margin</i> | <i>-0,1%</i> | <i>15,9%</i> | <i>---</i> |



TOTAL GROUP

Cash Flow Statement

| € Million | Mar. 2021 | Mar. 2020 | Chg. 21/20 | |
|---|--------------|--------------|-------------|---------------|
| | | | Abs. | % |
| EBITDA | 12,3 | 64,1 | -51,8 | -80,8% |
| Redundancies expenses | 4,8 | 2,2 | 2,6 | 119,3% |
| EBITDA (excluding redundancies) | 17,1 | 66,2 | -49,2 | -74,2% |
| Change in working capital | 35,2 | -7,0 | 42,2 | --- |
| Redundancies paid | -5,3 | -2,0 | -3,3 | -164,4% |
| Taxes paid | -3,3 | -5,8 | 2,6 | 44,2% |
| Other cash flows and adjustments from operations | 1,5 | -4,3 | 5,9 | --- |
| Capex | -7,8 | -16,2 | 8,4 | 51,7% |
| Financial investments | -0,3 | -0,1 | -0,2 | -167,5% |
| CASH FLOW BEFORE FINANCING ACTIVITIES | 37,1 | 30,8 | 6,3 | 20,6% |
| Interests paid | -9,8 | -14,7 | 5,0 | 33,7% |
| Dividends received | 1,2 | 0,0 | 1,2 | --- |
| Dividends paid | -0,5 | -0,5 | 0,0 | 0,5% |
| Other cash flows from financing activities | -7,2 | -8,7 | 1,4 | 16,5% |
| - NIIF 16 | -6,6 | -7,2 | 0,5 | 7,4% |
| -Others | -0,6 | -1,5 | 0,9 | 60,8% |
| CASH FLOW FROM FINANCING ACTIVITIES | -16,3 | -23,9 | 7,7 | 32,0% |
| CASH FLOW BEFORE DIVESTMENTS | 20,8 | 6,8 | 14,0 | 204,4% |
| Divestments | 0,4 | 1,2 | -0,8 | -69,2% |
| CASH FLOW BEFORE OPERATIONS | 21,2 | 8,1 | 13,1 | 163,0% |
| CASH FLOW BEFORE OPERATIONS EX. REDUNDANCIES | 26,5 | 10,1 | 16,4 | 163,3% |
| CASH FLOW FROM OPERATIONS | 0,4 | -12,1 | | |
| CASH FLOW | 21,6 | -1,7 | 23,3 | --- |

* Cash Flow excludes FX effect in Cash of Balance Sheet



TOTAL GROUP

Financial Net Debt

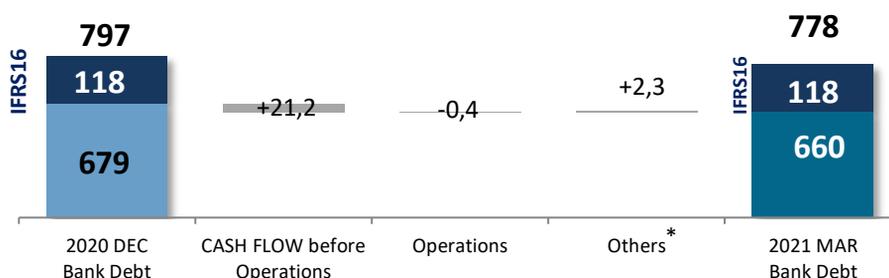
Total bank debt

| € Million | Mar. 2021 | Dec. 2020 | Chg. 21/20 | |
|--|---------------|---------------|--------------|----------------|
| | | | Abs. | % |
| - Financial debt | 937,6 | 909,3 | 28,3 | 3,1% |
| - Non- current financial debt | 923,8 | 806,5 | 117,2 | 14,5% |
| - Current financial debt | 13,8 | 102,7 | -88,9 | -86,6% |
| Short term financial investments | -4,9 | -6,1 | 1,2 | 20,0% |
| Cash & cash equivalents | -262,9 | -221,9 | -41,0 | -18,5% |
| Present value | -9,8 | -2,0 | -7,8 | -389,5% |
| TOTAL BANK DEBT EXCLUDING MEDIA CAPITAL | 660,0 | 679,3 | -19,3 | -2,8% |
| IFRS 16 liabilities | 117,7 | 117,7 | 0,0 | 0,0% |
| TOTAL BANK DEBT w/IFRS16 | 777,7 | 797,0 | -19,3 | -2,4% |

Total bank debt by business unit including interco

| € Million | Mar. 2021 | Dec. 2020 | Chg. 21/20 | |
|--|---------------|--------------|--------------|---------------|
| | | | Abs. | % |
| Prisa Holding+ Prisa Gestión Financiera+PAE+Otros | 709,2 | 700,2 | 9,0 | 1,3% |
| - Financial debt | 899,5 | 869,6 | 29,9 | 3,4% |
| - Cash, Short term financial investments and interco de | -190,3 | -169,4 | -20,8 | -12,3% |
| Santillana | -100,5 | -94,2 | -6,4 | -6,7% |
| Radio | -9,6 | 3,7 | -13,3 | --- |
| Press | 60,9 | 69,6 | -8,7 | -12,5% |
| TOTAL BANK DEBT | 660,0 | 679,3 | -19,3 | -2,8% |

The evolution of net bank debt during the first quarter of 2021 is as follows:



* Others mainly include PIK from debt and FX impact on Balance



TOTAL GROUP

Balance

| € Million | ASSETS | |
|---|-----------------|----------------|
| | 03/31/2021 | 12/31/2020 |
| FIXED ASSETS | 440,35 | 443,26 |
| Property, plant and equipment | 152,02 | 155,46 |
| Goodwill | 111,88 | 112,50 |
| Intangible assets | 96,34 | 97,54 |
| Long term financial investments | 11,25 | 10,49 |
| Investment in associates | 24,75 | 24,68 |
| Deferred tax assets | 44,09 | 42,56 |
| Other non current assets | 0,02 | 0,02 |
| CURRENT ASSETS | 528,41 | 528,46 |
| Inventories | 49,39 | 45,71 |
| Accounts receivable | 207,64 | 248,71 |
| Short term financial investments | 5,25 | 7,72 |
| Cash & cash equivalents | 262,87 | 221,88 |
| Assets held for sale | 3,27 | 4,44 |
| TOTAL ASSETS | 968,76 | 971,72 |
| | | |
| € Million | LIABILITIES | |
| | 03/31/2021 | 12/31/2020 |
| SHAREHOLDERS EQUITY | -417,92 | -402,98 |
| Issued capital | 70,87 | 70,87 |
| Reserves | -519,73 | -609,85 |
| Income attributable to the parent company | -13,78 | 89,74 |
| Minority interest | 44,72 | 46,27 |
| NON CURRENT LIABILITIES | 1.065,09 | 948,54 |
| Long term financial debt | 923,76 | 810,57 |
| Other long term financial liabilities | 101,70 | 99,35 |
| Deferred tax liabilities | 16,85 | 16,84 |
| Provisions | 20,35 | 19,20 |
| Other non current liabilities | 2,44 | 2,59 |
| CURRENT LIABILITIES | 321,59 | 426,16 |
| Short term financial debt | 13,81 | 102,75 |
| Other current financial liabilities | 16,23 | 18,56 |
| Trade accounts payable | 179,58 | 191,45 |
| Other short term liabilities | 74,26 | 80,00 |
| Accrual accounts | 35,86 | 29,97 |
| Liabilities held for sale | 1,86 | 3,43 |
| TOTAL LIABILITIES | 968,76 | 971,72 |



OUTLOOK 2021

2020 has been a challenging and unprecedented year in all sectors due to the Covid-19 pandemic. **2021 is expected to be a year of transition due to global uncertainty resulting from the future consequences of Covid-19 (new waves, confinements, vaccine effectiveness, mobility restrictions).** The macroeconomic outlook points to global growth in 2021 although pre-pandemic levels are not expected to recover until 2022/23.

Despite current uncertainty, the outlook for 2021 of PRISA is shown below:

GROUP

- **Operating growth in all businesses with a difficult start of year 2021 due to worse comparison with 2020 in the first months**, which will recover throughout the year.
- **Significant improvement in the group's digital KPI's** with outstanding growth in subscription models in both Education and El PAÍS.
- **Fixed cost reduction plan amounting to 30 million euros in 2021 versus 2019** especially at the media businesses (excluding redundancies and FX). The plan includes permanent cost reductions of 15 million euros and temporary cost reductions of 15 million euros. Temporary cost reductions include the extension of extraordinary measures taken in 2020 such as salary reductions and renegotiation of contracts. **The company keeps exploring additional efficiency measures**
- **Significant improvement in cash consumption compared to 2020 net of restructuring costs.**

EDUCATION

Focus on growth and extension of subscription models.

- **Private Market:**
 - **Subscription models: Growth in students above 10% based on contracts closed to date to reach close to 2million students vs. 1.7 in 2020. Focus on student's growth as a step forward improving profitability.**
 - Traditional: Market recovery subject to uncertainties about the evolution of the pandemic and the reopening of schools in all countries.
 - Expected transfer of students from private to public schools.
- **Public market:** Growth versus 2020 due to novelties in Ensino medio in Brazil.
- **Carve out public business from private business.**

RADIO

- **Leadership maintenance in Spain, Chile and Colombia.**
- Advertising growth in line with market.
- Focus on the creation of new content and on digital products growth.

NEWS

- **Consolidation of the Subscription model increasing the digital-only subscriber base to over 150,000 vs 84,793 as of December 2020.**
- Advertising growth in line with market.
- Focus on content and digital growth.

Acceleration of the roadmap focused on unlocking the value of Ed-tech systems in Latin America, and on strengthening the digital offer of the Media.



OUTLOOK 2021

To understand the beginning of a more difficult 2021, we show the seasonality by quarters with main milestones 2021 vs 2020, expecting throughout the year a recovery to reach operating growth in all businesses.

Operating growth in all business units with a difficult start of 2021 due to worst comparison with 2020 in the first months, which will recover throughout the year

| | | PNLD repositions (public sales) 3Q/4Q → | | | |
|------------------|-------------|--|--|--|--|
| EDUCATION | 2020 | <ul style="list-style-type: none"> Non recurrent public sales (€31Mn*) South campaign finalized with limited impact from pandemic <div style="border: 1px solid #ccc; padding: 2px; font-size: 8px; margin-top: 5px;"> BRLEUR:4.9 MXN/EUR:22.0 COL/EUR:3892 </div> | <ul style="list-style-type: none"> Closure of distribution chain and schools physically closed <div style="border: 1px solid #ccc; padding: 2px; font-size: 8px; margin-top: 5px;"> BRLEUR:5.9 MXN/EUR:25.7 COL/EUR:4223 </div> | <ul style="list-style-type: none"> North campaigns affected by schools physically closed <div style="border: 1px solid #ccc; padding: 2px; font-size: 8px; margin-top: 5px;"> BRLEUR:6.3 MXN/EUR:25.9 COL/EUR:4354 </div> | <ul style="list-style-type: none"> Physically closed schools impacting the start of 21 South campaigns <div style="border: 1px solid #ccc; padding: 2px; font-size: 8px; margin-top: 5px;"> BRLEUR:6.4 MXN/EUR:24.5 COL/EUR:4352 </div> |
| | VS | <ul style="list-style-type: none"> Lack of public sales South campaign affected by physical closure of schools | <ul style="list-style-type: none"> Reopening of schools? | <ul style="list-style-type: none"> ¿Reopening of schools? North campaigns | <ul style="list-style-type: none"> Ensino medio novelties (Public sales) Start of 22 South campaigns |
| | | PNLD repositions (public sales) 3Q/4Q → | | | |
| | | 1Q | 2Q | 3Q | 4Q |
| MEDIA | 2020 | <ul style="list-style-type: none"> Advertising decline (-21%) | <ul style="list-style-type: none"> Advertising decline (-50,9%) Launching of Paywall EL PAÍS | <ul style="list-style-type: none"> Advertising decline (-25,6%) | <ul style="list-style-type: none"> Advertising decline (-11,5%) |
| | VS | <ul style="list-style-type: none"> Advertising performance in line with market: decline expected | <ul style="list-style-type: none"> Advertising performance in line with market: growth expected | <ul style="list-style-type: none"> Advertising performance in line with market: growth expected | <ul style="list-style-type: none"> Advertising performance in line with market: moderate growth expected |

* Public sale corresponding to 2019 Brazil PNLD which was registered in 1Q 2020. 2020 PNLD sales were registered in total in 2020



APPENDIX

| | |
|--------------------------------------|----|
| 1. FX Evolution | 29 |
| 2. Revenue breakdown and adjustments | 30 |

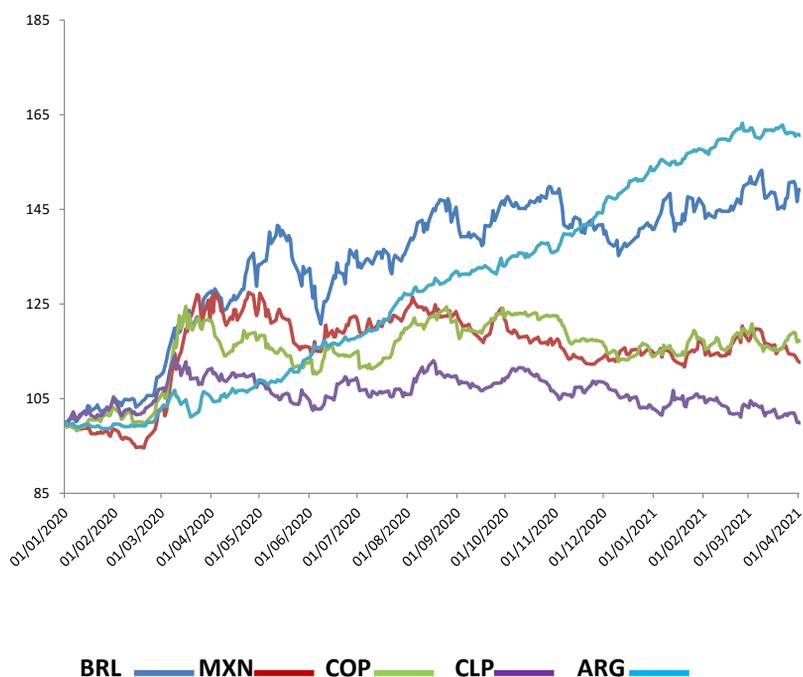


TOTAL GROUP

FX Evolution

The Group's results in Latin America have been affected by **FX Evolution in the region**, mainly in Argentina, Brazil and Colombia.

FX impact on the Group's revenue and EBITDA in 2020 has been negative. **The impact has been of -20.1 million euros on revenue and of -6.5 million euros on EBITDA.**



| | BRL | MXN | COP | CLP | ARG |
|--------|------|-------|----------|--------|--------|
| 1Q2020 | 4,92 | 22,06 | 3.912,25 | 886,27 | 67,83 |
| 2Q2020 | 5,92 | 25,67 | 4.231,20 | 905,24 | 74,50 |
| 3Q2020 | 6,29 | 25,81 | 4.365,32 | 912,62 | 85,71 |
| 4Q2020 | 6,44 | 24,49 | 4354,98 | 905,93 | 95,57 |
| 1Q2021 | 6,60 | 24,51 | 4288,58 | 872,56 | 106,76 |

Source: Bloomberg



IR

+34 91 330 1085

ir@prisa.com

www.prisa.com