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PRESS RELEASE

“PASAPALABRA” CASE MFE TO SEEK ANNULMENT OF THE CIVIL ENFORCEMENT PROCEEDINGS

FOLLOWING THE SPANISH SUPREME COURT RULING

MFE-MEDIAFOREUROPE acknowledges the decision issued by the Provincial Court of Madrid (Audiencia Provincial de Madrid) in the proceedings concerning the “Pasapalabra” format, whereby the amount awarded to ITV in the enforcement proceedings was quantified at approximately Euro 74 million.

However, the Group notes that such decision was rendered without taking into account the recent ruling issued yesterday by the Spanish Supreme Court (Tribunal Supremo) in the separate proceedings relating to “El Rosco”, namely the final round of the game show, which established that the related copyright rights do not belong to ITV.

According to MFE, the damages awarded in the Madrid proceedings fail to adequately reflect the legal effects arising from the Supreme Court’s ruling. In fact, the Madrid Court quantified ITV’s damages on the assumption that the most distinctive, attractive and recognisable element of the game show, as well as the component generating the greatest audience appeal and advertising value — namely the final letter wheel (“El Rosco”) — formed an integral part of the original UK format. Such assumption has now been expressly contradicted by the ruling delivered yesterday by the Spanish Supreme Court, a circumstance which directly affects the legal grounds upon which ITV’s alleged damages were calculated.

For this reason, the Company will assess all appropriate legal remedies, including seeking the annulment of the enforcement proceedings concluded in Madrid, in order to fully protect its rights and interests.

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MFE-MEDIAFOREUROPE is an international holding company that brings together Europe’s leading commercial broadcasters.

MFE-MEDIAFOREUROPE is based in Amsterdam, in the Netherlands, and fiscal resident in Italy. It controls Mediaset S.p.A. and Grupo Audiovisual Mediaset España Comunicación (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat1.

MFE-MEDIAFOREUROPE is listed on the Milan Stock Exchange (Ticker: MFEA, MFEB) and on the Spanish Stock Exchanges (Ticker: MFEA).
