



COMPANY PROFILE

MFE-MEDIAFOREUROPE is an international holding company that aims to become an aggregator for leading European commercial broadcasters. It was created on the confidence that Mediaset has about the future of free-to-air television in Europe and a desire to build an independent, pan-European player operating in all the main markets, strong in content and technology, and able to improve the competitive position of Europe in a global market.

MFE-MEDIAFOREUROPE is based in Amsterdam, in the Netherlands, and controls Mediaset SpA and Mediaset España Comunicación – that are both tax-resident in their respective countries of operation – and is the major shareholder of the German broadcaster ProsiebenSat1.

MFE-MEDIAFOREUROPE is listed on the Milan stock exchange and is tax-resident in Italy.

MFE-MEDIAFOREUROPE in 2021 generated consolidated revenues of €2.914.3 million.

The main activities of Mediaset Italia:

- **THREE GENERALIST CHANNELS.** Canale 5, Italia 1 and Retequattro, leaders in Italy among the commercial target audience (i.e. in the 15-64 year-old age range), and the preferred choice of advertisers.
- **12 FREE THEMATIC CHANNELS.** Iris, La5, Mediaset Italia2, Mediaset Extra, Top Crime, 20, Cine34, Focus, 27Twentyseven, Boing, Cartoonito and the all-news channel TgCom24. The Mediaset hub is the audience leader in Italy.
- **FIVE RADIO STATIONS.** RadioMediaset with the R101, Radio 105, Virgin Radio, Radio Subasio and Radio Montecarlo radio stations is Italy's leading radio broadcaster.
- **TV AND FILM PRODUCTION.** Mediaset directly produces more than 12,000 hours per year of entertainment, TV drama, news and sports programmes. It is also involved in film production and distribution through its subsidiary Medusa Film and in television drama and film production through Taodue.
- **NEWS PRODUCTION.** Each of the generalist channels has its own news programme: TG5, Studio Aperto and TG4 with a total of 13 news bulletins every day. An internal news agency produces content for all of the news programmes and infotainment shows, as well as feeding the multiplatform all-news platform TgCom24, the Italian leader in online news. Videonews is a company that specialises in the production of talk shows and information services, both in daytime and primetime.
- **STREAMING ON DEMAND.** "Mediaset Infinity" is the online platform that offers the best Mediaset content, available free, both live and on-demand, as well as a selection of high-quality content, available with a light subscription, including: primetime TV, films, series, vertical channels and the best of the UEFA Champions League.

- **ADVERTISING.** Mediaset operates through two wholly owned advertising sales companies (Publitalia '80 and Digitalia '08) and has a 50-50 joint venture with Mondadori in the advertising sales company Mediamond. Publitalia '80 is the leader in Europa and sells advertising on the generalist channels (Canale 5, Rete 4, Italia1) and Mediaset's free thematic channels.

Digitalia '08 is entirely dedicated to advertising sales related to the paid offer.

Mediamond manages the advertising sales for the online activities of the Group and third parties, as well as for the radio stations and the magazines of the Mondadori Group.

The main activities of Mediaset España:

- **TWO GENERALIST CHANNELS.** Telecinco and Cuatro, leaders in Spain.
- **FIVE FREE THEMATIC CHANNELS.** Mediaset España broadcasts Divinity, Factoria de Ficción, Boing, Energy and Be Mad.
- **CONTENT PRODUCTION.** Mediaset España produces more than 85% of the scheduling of the generalist channels Telecinco and Cuatro in-house. It has also reinforced its business with the creation of *Mediterráneo*, a company that produces and distributes entertainment, TV drama, films, sports events and digital formats with the aim of acquiring and developing international formats.
- **NEWS PRODUCTION.** TV news programmes, talk shows, journalistic background and reportage: every year Mediaset España produces and broadcasts over 4000 hours of news.
- **STREAMING ON DEMAND.** Mediaset España is also the leader in Spain in digital: the multimedia platforms Mitele and MitelePlus generate significant results both in terms of video views (5.2 billion in 2020) and unique users (10.4 million/month).
- **ADVERTISING.** Mediaset España sells television advertising for the company's channels through the subsidiary Publiespaña.