

COMPANY PROFILE

MFE-MEDIAFOREUROPE is an international holding company which aims to become the hub of Europe's leading commercial broadcasters. It was created based on Mediaset's confidence in the future of free-to-air television in Europe, and on the desire to establish 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 global market.

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 SAU (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat.1.

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

MFE-MEDIAFOREUROPE generated consolidated revenues of €4,031.1 million in 2025.

The main activities of Mediaset in Italy

THREE GENERALIST CHANNELS Canale 5, Italia 1 and Retequattro, leaders in Italy in terms of commercial target audience ratings in the 15-64 age group, the preferred choice of advertising investors.

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.

SIX RADIO STATIONS RadioMediaset, with its stations R101, Radio 105, Virgin Radio, Radio Subasio, Radio Montecarlo and Radio Norba, is the leading radio group in Italy.

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. 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 an Italian news division specialized 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 and vertical channels.

ADVERTISING advertising sales, through the Group's concessionaires Publitalia '80 (TV advertising), Digitalia '08 (radio advertising. Dazn, Monza Calcio) and Mediamond (online and DOOH advertising) – these activities underpin the Group's main source of revenue, namely the sale of advertising space on managed media with a view to cross-media coverage and advertising concessions of third-parties.

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.

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 and unique users.

ADVERTISING Mediaset España sells television advertising for the company's channels through the subsidiary Publiespaña.

The main activities of ProSiebenSat.1

FIVE FREE THEMATIC CHANNELS ProSiebenSat.1 manages three large generalist channels: ProSieben, SAT.1 and Kabel Eins, among the most watched channels in Germany and a leader in the German-speaking television market. Together, they offer a complete programme of information, entertainment, TV drama, reality shows and cinema.

EIGHT FREE THEMATIC CHANNELS In addition to the main channels, the group offers a wide range of additional free, themed channels: sixx, SAT.1 Gold, ProSieben MAXX, Kabel Eins Doku, TLC Germany, N24 Doku, Welt and Deluxe Music.

DIGITAL PLATFORM AND STREAMING The Joyn platform is the group's free and premium streaming service. Joyn (Free) offers live streaming and on demand content from the group's channels. Joyn PLUS+ (for a fee) expands this offer with exclusive series, films, shows and original productions, establishing itself as one of the leading digital platforms in the German market.

PRODUCTION AND DISTRIBUTION OF CONTENT The group is active in television, film and digital production through its subsidiary Seven.One Studios, with companies operating in Germany, the United Kingdom, Scandinavia and the United States. It produces and distributes entertainment shows, TV drama, reality shows and documentaries for its own channels and international platforms.

INFORMATION AND CURRENT AFFAIRS The group's main channels provide news and current affairs coverage, with integrated newsrooms operating in Munich and Berlin.

The main activities of Impresa

SIC GENERALIST CHANNEL is one of the main television brands in Portugal. Founded in 1992, it was the country's first private television station and is now the leading broadcaster in the Portuguese market.

PAID THEMATIC CHANNELS The group manages several paid thematic channels. SIC Notícias, launched in 2001, was Portugal's first all-news channel. The portfolio also includes SIC Mulher, SIC Radical, SIC Caras, SIC K and SIC Novelas, dedicated to entertainment, lifestyle, youth, children and fiction. The group also operates through SIC Internacional, the international channel aimed at Portuguese communities abroad.

TELEVISION AND AUDIOVISUAL PRODUCTION The company produces entertainment programmes, dramas, news, talent shows, reality shows and digital content for the group's networks and online platforms.

NEWS PRODUCTION SIC Notícias is one of Portugal's leading news outlets, offering news bulletins, in-depth programmes and real-time coverage of national and international events.

OPTO PLATFORM OPTO is the SIC/Impresa Group's streaming platform, offering live and on-demand content, original series, dramas, documentaries, entertainment programmes and dedicated FAST channels. The platform is available in both free and premium versions and can be accessed via the web, apps, smart TVs and Portuguese TV providers.

PODCASTS AND DIGITAL AUDIO The group invests heavily in the podcast sector, where it holds over 35% of the Portuguese market, with around 4 million downloads per month.

PUBLISHING ACTIVITIES The company also operates in the publishing sector through newspapers and magazines, including the weekly Expresso, one of the leading sources of economic and political news in Portugal and the country's best-selling newspaper.

ADVERTISING SALES The group directly manages advertising sales for its television, digital and publishing operations through an in-house sales department dedicated to promoting the group's media brands.