

## **MFE-MEDIAFOREUROPE A NEW ORGANISATIONAL STRUCTURE FOR TOP MANAGEMENT WITH AN INTERNATIONAL FOCUS**

**Pier Silvio Berlusconi, Chairman and Group CEO:**

**“The Group model is evolving to support  
the new outlook and international growth”**

The Board of Directors of **MFE-MEDIAFOREUROPE** resolved to appoint CEO **Pier Silvio Berlusconi** as **Chairman and Group Chief Executive Officer**. **Fedele Confalonieri** remains Statutory **Chairperson**<sup>1</sup>.

**MFE-MEDIAFOREUROPE** has reorganised its top management structure. The change – desired by **Pier Silvio Berlusconi** – marks the transition from a financial holding company to an **operational media company** that will directly coordinate and manage the Group’s companies across all countries. The new model will enable the Group to get the most from its top staff and in-house capabilities, while supporting innovation through new organisational and managerial structures.

Under the leadership of **Pier Silvio Berlusconi, Chairman and Group Chief Executive Officer**, the new management structure of **MFE-MEDIAFOREUROPE** includes a shift from a vertical to a horizontal organisation, integrating all staff functions within the holding company:

- **Pasquale Straziota** has been appointed **General Counsel** and will coordinate all of the Group's legal activities.
- **Marco Giordani, Chief Finance and International Business Officer**, will be responsible for financial oversight and international business development. **Simone Sole** has been appointed **Chief Financial Officer (CFO)**.
- **Stefano Sala, Chief Global Advertising Officer**, is head of advertising sales in all the countries in which the Group operates through the company MFE Advertising.
- **Niccolò Querci, Chief Operating and Human Resources Officer**, continues to have responsibility for the entire Group's Organisation, Human Resources, Technologies, Procurement and Operations.
- **Gina Nieri, Chief Institutional Affairs Officer**, represents MFE in all international institutional and regulatory contexts.
- **Mauro Crippa, Chief Corporate Communication Officer**, will be responsible for corporate communications and media relations for the entire Group.

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<sup>1</sup> In relation to the above, the Board of Directors' Regulations have been updated and are available on the company's website

[https://www.mfemediaforeurope.com/binary/documentRepository/50/REGOLAMENTO\\_CONSIGLIO\\_DI\\_AMMINISTRAZIONE\\_ENG\\_2026\\_2195.pdf](https://www.mfemediaforeurope.com/binary/documentRepository/50/REGOLAMENTO_CONSIGLIO_DI_AMMINISTRAZIONE_ENG_2026_2195.pdf)

**MFE-MEDIAFOREUROPE** will also set up several structures dedicated to new areas of focus and work. The first to be set up will be dedicated to the development and coordination of innovations related to digital platforms and Artificial Intelligence.

This department will leverage the expertise already present at ProSiebenSat.1's Munich office for the benefit of the entire Group. With **Dirk Voigtländer** at the helm, the **Digital Innovation Strategy** will strengthen MFE's position in an increasingly competitive digital landscape.

The focus will not only be on new technologies, but also on the world of data.

In light of this, **Federico di Chio** will be appointed **Data and Media Currency Director** within Strategic Marketing, with the goal of measuring and analysing all data relating to editorial results and commercial proposals, both on linear television and across all digital media.

**Pier Silvio Berlusconi, Chairman and Group CEO of MFE-MEDIAFOREUROPE, said:**  
*"The new organisation will make the group internationally integrated. As a result, we will be able to take real action towards becoming more effective and efficient."*

*The structure is changing substantially: from now on, top management functions will operate with Group-wide responsibility, across all the markets where we are present.*

*It is a structure that consciously values internal resources and skills, while also allowing new professionals to join and strengthening MFE's ability to operate in an increasingly solid and competitive way in Europe."*

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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 SAU (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).

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