



## PRESS RELEASE

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### **MFE-MEDIAFOREUROPE N.V.: MEDIUM-LONG TERM LOYALTY AND INCENTIVE PLANS**

The Board of Directors of MFE-MEDIAFOREUROPE N.V. today completed an assessment of the conditions foreseen by the Regulations for the 2018-2020 Plan for the year 2019.

The Board of Directors has therefore approved the issuance of no. 1,771,602 new MFE Shares A (ISIN code NL0015000MZ1) to be assigned to the beneficiaries of the Plan (the "New Shares A"), in addition to the MFE Shares B (ISIN code NL0015000N09) already held by the Company.

Following the deed of issuance and the assignment to the beneficiaries of the Plan, MFE's share capital will amount to EUR 800,313,280.50 and will be divided into a total of 2,707,506,599 MFE shares, of which (i) 1,526,279,035 MFE A Shares (ISIN code NL0015000MZ1), with a nominal value of EUR 0.06 and conferring 1 vote each; and (ii) 1,181,227,564 will be MFE Shares B (ISIN code NL0015000N09), with a nominal value of EUR 0.60 and conferring 10 votes each.

The Company will consequently instruct the custodian bank to transfer the shares, in line with current legislation, to the share portfolio of the individual participants, who will have access to the same, provided all necessary tax charges have been paid. It should be underlined that the regulations governing the plan foresee that, in line with current tax rules, any eventual economic benefit associated with the allocation of ordinary shares deriving from the vesting of rights attributed by the Plans, shall be subject to deferred taxation for which the participants are directly responsible.

The Board of Directors of MFE-MEDIAFOREUROPE N.V., after a meeting today with the Nomination and Remuneration Committee, identified the participants in the Company's Medium-Long Term Loyalty and Incentive Plan for the years 2021-2023 approved by a



resolution of the Shareholders during the AGM of 23 June 2021. The Board has attributed to the same participants the rights due for the year 2022, basing the quantity on criteria established by the regulations governing the Plan approved by the Board of Directors at its meeting held on 27 July 2021 and amended in the light of the dual class shares structure.

Information regarding the participants and the number of rights attributed to each can be found in the table attached.

The Plan's terms and Conditions, established also with the aim of retaining the loyalty of human resources with a significant role in the attainment of the Group's strategic results, as well as the characteristics of the attributed rights, are outlined in the information document available to the public at the company's headquarters, on the company's web site (<https://www.mfemediaforeurope.com/en>).

Annex: Table

Amsterdam – Cologno Monzese, July 14, 2022

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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 SpA and 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)

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Name and surname or category	Position (to be stated only for named subjects)	OUTLINE 1						
		<i>Financial instruments other than stock options</i>						
		<b>Section 2</b> Newly allocated instruments based on the decision of the competent body for the implementation of the Shareholders' Resolution						
		Date of the relative Shareholders' Resolution	Type of financial instrument	Number allocated	Date of allocation	Eventual acquisition price	Market price on date of allocation	Vesting period
Pier Silvio Berlusconi	Chief Executive Officer Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	1,117,318	cpr 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
			Rights B for the free assignment of MFE shares B		750,864			
Marco Giordani	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	446,928	cpr 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
					cda/oc 14/07/2022			



			Rights B for the free assignment of MFE shares B	300,346	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.6659	From 14/07/2022 to 31/07/2025
Gina Nieri	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	335,196	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
			Rights B for the free assignment of MFE shares B	225,260	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.6659	From 14/07/2022 to 31/07/2025
Stefano Sala	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	1,005,586	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
			Rights B for the free assignment of MFE shares B	675,778	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.6659	From 14/07/2022 to 31/07/2025



Niccolo' Querci	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	181,564	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
			Rights B for the free assignment of MFE shares B	122,016	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.6659	From 14/07/2022 to 31/07/2025
Staff	Executive	23/06/2021	Rights A for the free assignment of MFE shares A	2,539,106	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.4475	From 14/07/2022 to 31/07/2025
			Rights B for the free assignment of MFE shares B	1,706,334	cpr 14/07/2022  cda/oc 14/07/2022	N/A	0.6659	From 14/07/2022 to 31/07/2025

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