



PRESS RELEASE

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

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 granted to the same participants the rights due for the year 2023, 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 granted 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 granted 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, 1 August 2023

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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 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).

Name and surname or category	Position (to be stated only for named subjects)	OUTLINE 1						
		<i>Financial instruments other than stock options</i>						
		Section 2 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	984,058	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026
			Rights B for the free assignment of MFE shares B	704,524	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
Marco Giordani	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	393,624	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026



			Rights B for the free assignment of MFE shares B	281,810	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
Gina Nieri	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	295,218	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026
			Rights B for the free assignment of MFE shares B	211,356	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
Stefano Sala	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	885,652	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026
			Rights B for the free assignment of MFE shares B	634,070	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
Niccolo' Querci	Director Executive	23/06/2021	Rights A for the free assignment of MFE shares A	159,910	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026



			Rights B for the free assignment of MFE shares B	114,484	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
Staff	Executive	23/06/2021	Rights A for the free assignment of MFE shares A	2,351,952	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.5081	From 01/08/2023 to 31/08/2026
			Rights B for the free assignment of MFE shares B	1,683,858	cpr 01/08/2023 cda/oc 01/08/2023	N/A	0.7097	From 01/08/2023 to 31/08/2026
