

PRESS RELEASE

PIER SILVIO BERLUSCONI ON MEDIASET TG5 NEWS AFTER BOARD MEETING OF MFE - MEDIAFOREUROPE:

**“GROUP ADVERTISING REVENUES UP
6% IN THE FIRST QUARTER OF 2024”**

**PREVIEW OF 2023 FINANCIAL RESULTS:
NET PROFIT, EXCLUDING PROSIEBENSAT1
€217.5 MILLION VS. €184.7 MILLION IN 2022 (+17.7%)**

The 2023 financial results of MFE-MEDIAFOREUROPE Group, approved today by the Board of Directors, were significantly better than the company's expectations at the beginning of the year.

Net profit, excluding the accounting impact of the investment in ProSiebensat1 in the two financial years, was positive at €217.5 million, a significant increase (+17.7%) compared to €184.7 million in 2022.

At the end of the meeting, CEO Pier Silvio Berlusconi gave an interview that will be broadcast this evening by Mediaset's TG5 news program: *“Our holding company has closed a year to remember. We have done everything that a publicly traded company can and should do. We have invested in development by consolidating our Spanish television business, grown our shareholding in Germany, and remunerated all shareholders – all without significantly increasing our debt. So all really good.”*

The CEO of MFE also spoke about the growth in employment at the group, in contrast to other giants of the world media that last year cut almost 100,000 jobs. *“We have decided, I dare say as a matter of business ethics, to go back to hiring. In 2023 we set ourselves a goal of 250 new hires, and I can say that we ended the year with well over 300 new staff. And we would like to do the same thing in 2024 and 2025, hiring mainly young people and women.”*

Finally, Pier Silvio Berlusconi gave Mediaset's flagship news program an early insight into consolidated advertising revenues for the first quarter of 2024, which are even higher than the 5% previously communicated. *“We've found the market to be very buoyant. Our advertising revenues in Italy and Spain grew by 6% in the first quarter. This is great for Mediaset, but it is a good sign for all businesses, because advertising is often a litmus test of what will happen in the economy.”*

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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 S.A. (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat1.

MFE-MEDIAFOREUROPE is listed on Euronext Milan of Borsa Italiana S.p.A. (Ticker: MFEA, MFEB) and on the Spanish stock exchanges (Ticker: MFEA).

Alternative Performance Measures (non-GAAP): definitions

These materials contain certain alternative performance measures (APMs) that are not defined in the IFRS (non-GAAP measures). These measures, which are described below, are used to analyse the Group's business performance and where applicable comply with the Guidelines on Alternative Performance Measures issued by the European Securities and Markets Authority ("ESMA") in its communication ESMA/2015/1415.

The alternative performance measures listed below should be used to supplement the information required under IFRS to help readers of annual financial statements to gain a better understanding of the Group's economic, financial and capital position.

Alternative performance measures can serve to facilitate comparison with groups operating in the same sector, although, in some cases, the calculation method may differ from those used by other companies. They should be viewed as complementary to, and not replacements for, the comparable GAAP measures and movements they reflect.

Net Profit excluding the accounting impact of ProSiebensat1 was calculated by excluding, over the two years, the contribution generated by the investment in ProSiebenSat1 (dividends received and pro-rata net profit of the investee) from Net earnings attributable to the Group, in accordance with the accounting standards applied to the investment in the Consolidated Financial Statements of MFE (IFRS 9 until 30 June 2023, IAS 28 from the second half of 2023).