

PRESS RELEASE

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**MEDIASET S.P.A.: IMPLEMENTATION OF THE MEDIUM- AND LONG-TERM INCENTIVE AND RETENTION PLAN**

Today, the Board of Directors of Mediaset, having consulted the Compensation Committee, has identified the recipients of the medium- and long-term incentive and retention plan for the years 2015- 2017, established by resolution of the Shareholders' Meeting of 29 April 2015, and has assigned them the rights for the year 2016, setting the quantity according to the criteria established in the Plan's regulation, approved by the Board of Directors during the meeting of 12 May 2015.

The rights allocate to each recipient the right to allotment of one share, free of charge, regular enjoyment for each allocated right, subject to the performance objectives and the existence of the employment relationship on the expiry date of the vesting period.

The above mentioned rights have been allocated to the recipients on a personal basis, are not-disposable and not-transferable inter vivos. The basic rights have been allocated to the recipient against the assignment by the recipient himself/herself of a share – equal to, alternatively, 25 or 50% - of the MBO target bonus. The remaining matching rights have been allocated, free of charge, to the recipient in a number equal to the basic rights.

The information regarding the beneficiaries and the number of rights assigned to them is provided in the attached table, prepared in accordance with Box 1, Schedule no. 7 of Attachment 3A of the Issuer Regulation.

The terms and conditions of the Plan, as well as the characteristics of the rights assigned, are described in the information document, made available to the public at the registered office of the company, the website ([www.mediaset.it](http://www.mediaset.it)) and the authorised storage system

([www.1info.it](http://www.1info.it)) on 30 March 2015 pursuant to Article 84-*bis* paragraph 1 of the Issuer Regulation, and later supplemented, pursuant to Article 84-*bis* paragraph 5 of the Issuer Regulation, on 12 May 2015. As far as the 2015 rights concerns, we make reference to our press release on July 14, 2015.

Attachments: Table no. 1, Schedule no. 7 of the Attachment to the Issuer Regulation

Cologno Monzese, 21 June 2016

**Department of Communications and Media Relations**

Tel. +39 0225149251

Fax +39 0225149271

e-mail: [direzionecomunicazione@mediaset.it](mailto:direzionecomunicazione@mediaset.it)

[www.mediaset.it/corporate/](http://www.mediaset.it/corporate/)

**Investor Relations Department**

Tel. +39 022514.7008

Fax +39 022514.8535

e-mail: [investor.relations@mediaset.it](mailto:investor.relations@mediaset.it)

<http://www.mediaset.it/investor>

Name and surname or category	Office (only to be specified for persons named individually)	BOX 1						
		<i>Financial instruments other than stock options</i>						
		<b>Section 2</b> New assignment instruments on the basis of the decision of the body responsible for the implementation of the shareholders' meeting resolution						
		Date of the related shareholders' meeting resolution	Type of financial instruments	Number of financial instruments assigned	Assignment Date	Instrument purchase price	Market price at the time of assignment	Vesting Period:
Fedele Confalonieri	The Chairman Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	51,741	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Pier Silvio Berlusconi	Deputy chairman and Managing director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	129,353	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Mauro Crippa	Director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	35,572	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019

Marco Giordani	Director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	103,482	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Gina Nieri	Director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	64,676	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Stefano Sala	Director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	77,612	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Niccolò Querci	Director Executive	29/04/2015	Rights to allotment of Mediaset shares free of charge	35,572	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019
Employees	Executives	29/04/2015	Rights to allotment of Mediaset shares free of charge	372,536	cpr 21/06/2016  cda/oc 21/06/2016	N/A	3.8654	from 21/06/2016 to 30/06/2019