

INSTITUTIONAL PROCEDURE INTERNAL DEALING

Approved by Mediaset N.V. B.o.D. on 18 September 2021
Institutional procedure MD / 006

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I. PURPOSE

This Policy (hereinafter the “Policy”) is issued by Mediaset N.V. pursuant to Article 19 of Regulation (EU) No. 596/2014 on market abuse, Articles 7 et seq of Delegated Regulation (EU) No. 2016/522 and Implementing Regulation (EU) 2016/523. The Policy is intended to regulate, with binding effect, the conclusion, including through third parties, of transactions in financial instruments of the Company by relevant parties and persons closely linked to them as well as the related disclosures.

The Policy (i) is an essential component of the internal control and risk management system of Mediaset, (ii) forms part of the rules and requirements adopted by Mediaset.

2. DEFINITIONS

- **Shares:** the ordinary shares of Mediaset.
- **Mediaset or Company:** Mediaset N.V.
- **MAR Regulations:** Regulation (EU) No. 596/2014 on market abuse, Delegated Regulation (EU) No. 2016/522 and Implementing Regulation (EU) 2016/523.
- **Transactions:** the transactions specified in Article 5 and Attachment A, first part.
- **Closely Linked Persons:** the persons indicated in paragraph 4.2 below.
- **Internal Dealing Officer:** the Head of the Corporate Affairs Department of Mediaset;
- **Relevant Parties:** the persons indicated in paragraph 4.1 below.
- **Financial Instruments:** (i) shares, (ii) debt instruments, (iii) derivative instruments, (iv) financial instruments related to the instruments referred to in the foregoing points (i) and (ii) of the Company and the other instruments listed in Attachment A, part II.

3. SCOPE OF APPLICATION

Those are subject to the Policy are Relevant Parties and Persons Closely Linked to them, identified in accordance with Article 4, as well as the functions responsible for managing the Policy itself.

4. RELEVANT PARTIES AND THE PERSONS CLOSELY LINKED TO RELEVANT PARTIES

4.1 The following parties are Relevant Parties:

- i) the members of the Board of Directors of Mediaset;
- ii) the managers who have regular access to inside information related directly or indirectly to the Company and are authorised to take management decisions that could affect the evolution and future prospects of Mediaset.

4.2 Pursuant to and for the purposes of the Policy the following parties are considered Persons Closely Linked to the Relevant Parties:

- i) a spouse or a partner considered to be equivalent to a spouse;
- ii) a dependent child, including dependent children of the other spouse or partner;
- iii) a relative or similar who has shared the same household for at least one year as at the date of the transaction in question;
- iv) a legal person, company, trust or partnership whose managerial responsibilities are discharged by a Relevant Party or a person referred to in the foregoing points i), ii) and iii), or directly or indirectly controlled by such person or set up for their benefit or whose economic interests are substantially equivalent to those of such person.

5. TRANSACTIONS

The Policy covers transactions involving the purchase, sale, subscription or exchange of Financial Instruments made by, or on behalf of, Relevant Parties and/or Persons Closely Linked to them.

The transactions covered by the Policy include, without limitation:

- i) the pledging or lending of financial instruments carried out by or on behalf of the Relevant Parties or Persons Closely Linked to Relevant Parties;
- ii) the transactions carried out by those who prepare or carry out transactions on a professional basis, or by anyone on behalf of the Relevant Parties or Persons Closely Linked to Relevant Parties, even when discretionary powers are not exercised;
- iii) the transactions carried out under a life insurance policy as defined under Directive 2009/138/EC, in which:
 - a) the policyholder is a Relevant Party or a Person Closely Linked to a Relevant Party;
 - b) the investment risk is borne by the policyholder; and

- c) the policyholder has the right or discretionary powers to make investment decisions regarding specific instruments covered in such life insurance policy or to execute transactions regarding specific instruments from such life insurance policy.

6. OBLIGATIONS OF COMMUNICATION OF TRANSACTIONS

6.1 The Relevant Party (and those Persons Closely Linked to them) must inform the Company, in the person of the Internal Dealing Officer (as defined in Article 10) of each transaction concerning Financial Instruments, for their subsequent communication to the public within the terms and the procedures set forth in Article 7.

6.2 The Relevant Party (and those Persons Closely Linked to them) must also inform Autoriteit Financiële Markten (hereinafter the “AFM”) of each transaction concerning Financial Instruments.

6.3 This communication can be made independently by the Relevant Party. In this case, the Relevant Party must send to AFM the communication form provided in Attachment B (the “Communication Form”) no later than 3 (three) working days following the date of the Transaction.

The communication form must be sent to AFM by certified e-mail, at the email address melden@afm.nl, specifying the subject “MAR Internal Dealing”.

6.4 Notifications to AFM, upon written request to that effect from the Relevant Party, may be made by the Company on behalf of the Relevant Party.

6.5 Transactions need not be notified whose total amount does not reach five thousand euros (€ 5000), or the highest amount provided by the regulatory applicable at the time, by the end of the calendar year. The amount of five thousand euros (€5000), or the highest amount set out in the legislation applicable at the time, is calculated by adding up - without any offsetting - the Transactions performed.

7. TERMS AND METHODS OF COMMUNICATION OF TRANSACTIONS TO THE INTERNAL DEALING OFFICER

7.1 The Relevant Party shall notify the Internal Dealing Officer of the Transactions made by it and/or Persons Closely Linked with it, or on its behalf or on behalf of one or more of them, and in any event within 1 (one) business day from the date the Transaction is completed for the subsequent disclosure to AFM.

7.2 For the communication referred to in paragraph 7.1, the Relevant Party must use the communication form set out in Attachment B (the “Communication Form”) and transmit this Form by e-mail at the following addresses:

emanuela.bianchi@mediaset.it

sara.alberton@mediaset.it

barbara.corvi@mediaset.it

fabrizio.mariani@mediaset.it

The transaction that took place must also be notified by telephone to one of the following contacts:

Emanuela Bianchi 02-25149588

Sara Alberton 02-25149834

Barbara Corvi 02-25146717

Fabrizio Mariani 02-25148328

Where it is not possible to use e-mail, the following obligations may be fulfilled, in each case giving notice by telephone to the contacts indicated above, with hand delivery to: Corporate Affairs Department, Mediaset N.V., Viale Europa no. 48 - 20093 Cologno Monzese (MI)

7.3 The Communication Form must contain all the information listed in Attachment B and must be signed by the Relevant Party. The purchase and sales transactions must not be aggregated or netted on the Communication Form.

8. FUNCTIONS RESPONSIBLE FOR PROCEDURE

8.1 The Board of Directors shall perform the activities as set out in Article 9 below.

8.2 The Internal Dealing Officer shall perform the activities as set out in Article 10 below.

9. IDENTIFICATION OF RELEVANT PARTIES

9.1 The Board of Directors, based on the corporate organisation and the system of delegating powers adopted by the Company, shall promptly identify the Relevant Parties indicated in the foregoing paragraph 4.1, ii).

9.2 Once a Relevant Party has been identified by the Board of Directors pursuant to the foregoing paragraph 9.1, the Chairman of the Board of Directors shall provide the name without delay to the Internal Dealing Officer, who shall update the list of Relevant Parties and promptly inform the person concerned in compliance with Article 11 below.

10. OBLIGATIONS OF THE INTERNAL DEALING OFFICER

The Internal Dealing Officer:

- i) shall provide and update the list of names of Relevant Parties and Persons Closely Linked to Relevant Persons;
- ii) shall inform the Relevant Parties of their identification and sends them a copy of the Policy, sending it to their certified email address or via email or another computer tool that guarantees confirmation that it has been received and read;
- iii) shall notify AFM, upon receipt of the notification referred to in Article 7 and if so requested by the Relevant Party, and the public of the information received by the end of the day following the date of receipt, but no later than three working days from the date of the Transaction. The Internal Dealing Officer shall make the communication available on the Company's website;
- iv) shall systematically file the documentation concerning the identification of Relevant Parties and Persons Closely Linked to Relevant Parties, the updated list of the aforementioned parties and the documentation relating to Transactions communicated to AFM and to the public;
- v) shall monitor the changes of the regulations on internal dealing.

11. DISCLOSURE TO RELEVANT PARTIES

11.1 The Internal Dealing Officer shall promptly inform any Relevant Party of their identification, by notification under the foregoing Article 10, point ii).

11.2 The Relevant Party must return to the Officer the acceptance referred to in Attachment C, together with a copy of the Internal Dealing Policy, to the addresses indicated in paragraph 7.2, within 7 days of their appointment or of the notification of their identification under the foregoing paragraph 11.1. All documents must be signed by the Relevant Party.

12. DISCLOSURE TO CLOSELY LINKED PERSONS

12.1 Each Relevant Party shall inform, in writing, the Persons Closely Linked to them of their condition and of the consequent obligations concerning Internal Dealing, sending these people a copy of the Policy and ensure that they subscribe to the acknowledgement and acceptance of the Internal Dealing Policy and fulfil their obligations as applicable.

The Relevant Parties shall notify the Company of any change in the list of Persons Closely Linked to them, through a signed communication.

12.2 The Relevant Parties shall retain a copy of the communication made to the Closely Linked Persons and of the Policy, signed to show receipt and acceptance by the recipients.

13. PROHIBITIONS

It is prohibited for Relevant Parties to carry out Transactions in the 30 calendar days preceding the announcement of the annual financial statements and half-year financial report that the Company publishes in accordance with the law or voluntarily (“Black-Out Periods”).

14. EXEMPTIONS

14.1 The Company may, from time to time, be exempt from the prohibition referred to in the foregoing Article 13 and authorise a Relevant Party to perform Transactions during a Black-Out Period:

- i) based on an assessment, case by case, in the presence of exceptional circumstances of personal necessity, with adequate reasons given by the person concerned of such serious financial difficulties, provided that the Relevant Party is able to demonstrate that the specific Transaction cannot be carried out at another time other than during the period of closure; the Relevant Party must notify the application at least eight days prior to the carrying out of the Transaction.
- ii) in other cases specified in Article 9 of the Delegated Regulation (EU) 2016/522.

14.2 The assessment for the exemptions referred to in paragraph 14.1 shall be submitted to the Board of Directors which, to this end, shall be supported by the Internal Dealing Officer.

15. PENALTIES

15.1 Failure to comply with the obligations and prohibitions referred to in the foregoing Articles may entail the application on employees of the disciplinary measures envisaged by the contractual rules in force. For other parties, the Board of Directors reserves the right to decide whether any further action, including the proposal to the Shareholders' Meeting of revocation for just cause.

15.2 Without prejudice to the provisions of paragraph 15.1, failure to comply with the disclosure obligations pursuant to the Policy is subject to penalty under to the national and/or EU legislation in force at the time in the field of market abuse.

15.3 The Relevant Party shall be responsible for any damage or penalty suffered by Mediaset, resulting in delays and, more generally, breach of duty or breach of the prohibitions incumbent on it under the Policy and the provisions of law and shall hold harmless and indemnify Mediaset from any damages or loss suffered by the same.

16. AMENDMENTS AND SUPPLEMENTS

16.1 The Policy can be modified by the Company's Board of Directors.

16.2 The Internal Dealing Officer has the power to amend the Policy to adapt it to new standards and/or guidelines by the competent authority. The Risk and Control Committee and the Company's Board of Directors must be informed of these changes at the first meeting following the making of the changes by the Internal Dealing Officer.

17. MISCELLANEOUS

The provisions of the Policy are mandatory and binding on all recipients and functions responsible for the Policy.

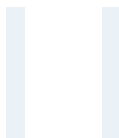
Compliance with the provisions of the Policy does not release the recipient from the obligation to comply with the MAR legislation and the provisions of the law and regulations applicable at the time.

18. ANNEXES

The following Attachments are an integral part of the Policy:

- Attachment A, first part: List, purely indicative, of the Transactions subject to the Internal Dealing Policy;
- Attachment A, second part: List of Financial Instruments subject to the Internal Dealing Policy;
- Attachment B: Communication Form;
- Attachment C: Acceptance.

Approved by the Board of Directors of Mediaset N.V. on 18th September 2021



Attachment A, first part

Transactions subject to the Internal Dealing Policy and to be communicated by Relevant Parties and Persons Closely Linked to Relevant Parties shall include, without limitation:

- a) acquisition, disposal, short sale, subscription or exchange;
- b) the acceptance or the exercise of a right of option, including a right of option granted to persons who perform administrative functions, control or management or to employees as part of their remuneration due, and the disposal of shares resulting from the exercise of a right of option;
- c) adherence to exchange contracts on equity indices or the exercise of such contracts;
- d) transactions in derivatives or associated products, including transactions with cash settlement;
- e) adherence to a contract for difference relative to a financial instrument of the issuer concerned or on emissions allowances or products subject to auction on the basis of such information;
- f) the acquisition, disposal or exercise of rights, including put options and call options, and warrants;
- g) the subscription of a capital increase or an issue of debt securities;
- h) transactions in derivatives and financial instruments linked to a credit title from the issuer concerned, including credit default swaps;
- i) conditional transactions subject to the conditions and the actual implementation of the transactions;
- j) the automatic or non-automatic conversion of a financial instrument into another financial instrument, including the exchange of bonds convertible into shares;
- k) the gifts and donations made or received and inheritances received;
- l) transactions in the products, baskets and index derivatives, if so required by Article 19 of Regulation (EU) No. 596/2014;
- m) transactions on shares or units of investment funds, including alternative investment funds (AIFs) as set out in Article 1 of Directive 2011/61/EU of the European Parliament and of the Council¹, if so required by Article 19 of Regulation (EU) No. 596/2014;

¹Directive 2011/61/EU of the European Parliament and of the Council of 8 June 2011, on the managers of alternative investment funds, amending Directives 2003/41/EC and 2009/65/EC and Regulations (EC) No. 1060/2009 and (EU) No. 1095/2010 (L 174, 1.7.2011, p. 1).

- n) the transactions carried out by the manager of an HA in which the person who performs administrative, supervisory and management or a closely linked person has made an investment, if so required by Article 19 of Regulation (EU) No. 596/2014;
- o) transactions carried out by third parties in connection with an asset management mandate or portfolio on an individual basis on behalf of or in favour of a person who performs administrative, control or management functions or a person closely linked to them;
- p) borrowing or lending of Company shares or debt securities or derivatives or other financial instruments associated with them;

Attachment A, second part

The Financial Instruments subject to the Policy and communicated by the Relevant Parties and Persons Closely Linked to Relevant Parties are those defined in Article 4, paragraph 1, item 15) of Directive 2014/65/EU, referred to in Article 3, paragraph 1, item 1) of Regulation (EU) No. 596/2015, and listed here:

- 1) Transferable securities.
- 2) Money market instruments.
- 3) Units in Collective Investment Undertakings.
- 4) Option contracts, futures, swaps, forward rate agreements and any other derivative contracts relating to securities, currencies, interest rates or yields, emission allowances or other derivatives financial instruments, financial indices or financial measures which can be settled physically in cash.
- 5) Option contracts, futures, swaps, forward rate agreements and any other derivative contracts related to commodities that must be settled in cash or may be settled in cash at the discretion of one of the parties (other than by reason of default or other termination event).
- 6) Option contracts, futures, swaps and any other derivatives relating to commodities that can be physically settled provided that they are traded on a Regulated Market, a Multilateral Trading Facility or an Organised Trading Facility, except for wholesale energy products traded on an Organised Trading Facility that must be physically settled.
- 7) Option contracts, futures, swaps, forwards and any other derivative contract relating to commodities that can be physically settled not otherwise mentioned in point 6 of this section and not being for commercial purposes, which have the characteristics of other derivative financial instruments.
- 8) Derivative instruments for the transfer of credit risk.
- 9) Financial contracts for differences (CFDs).
- 10) Option contracts, futures, swaps, forward rate agreements and any other derivative contracts relating to climatic variables, freight rates or inflation rates or other official economic statistics whose execution must be settled in cash or may be settled in cash at the discretion of one of the parties other than by reason of default or other termination event as well as any other derivative contracts relating to assets, rights, obligations, indices and measures not otherwise mentioned in this

section, which have the characteristics of other derivative Financial Instruments, having regard to whether, inter alia, they are traded on a Regulated Market, on a Multilateral Trading Facility, or an Organised Trading Facility.

- 11) Emission allowances consisting of any unit recognised for compliance with the requirements of Directive 2003/87/EC (emission trading scheme).

Attachment B

Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	<i>[For natural persons: the first name and the last name(s).] [For legal persons: full name including legal form as provided for in the register where it is incorporated, if applicable.]</i>
2	Reason for the notification	
a)	Position/status	<i>[For persons discharging managerial responsibilities: the position occupied within the issuer, emission allowances market participant/auction platform/auctioneer/auction monitor should be indicated, e.g. CEO, CFO.] [For persons closely associated, - An indication that the notification concerns a person closely associated with a person discharging managerial responsibilities; - Name and position of the relevant person discharging managerial responsibilities.]</i>
b)	Initial notification/ Amendment	<i>[Indication that this is an initial notification or an amendment to prior notifications. In case of amendment, explain the error that this notification is amending.]</i>
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	<i>[Full name of the entity.]</i>
b)	LEI	<i>[Legal Entity Identifier code in accordance with ISO 17442 LEI code.]</i>

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument Identification code	<p><i>[- Indication as to the nature of the instrument:</i></p> <ul style="list-style-type: none"> - <i>a share, a debt instrument, a derivative or a financial instrument linked to a share or a debt instrument;</i> - <i>an emission allowance, an auction product based on an emission allowance or a derivative relating to an emission allowance.</i> <p>- <i>Instrument identification code as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.]</i></p>				
b)	Nature of the transaction	<p><i>[Description of the transaction type using, where applicable, the type of transaction identified in Article 10 of the Commission Delegated Regulation (EU) 2016/522¹ adopted under Article 19(14) of Regulation (EU) No 596/2014 or a specific example set out in Article 19(7) of Regulation (EU) No 596/2014.</i></p> <p><i>Pursuant to Article 19(6)(e) of Regulation (EU) No 596/2014, it shall be indicated whether the transaction is linked to the exercise of a share option programme.]</i></p>				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td style="height: 20px;"></td> <td style="height: 20px;"></td> </tr> </table>	Price(s)	Volume(s)		
		Price(s)	Volume(s)			
<p><i>[Where more than one transaction of the same nature (purchases, sales, lendings, borrows, ...) on the same financial instrument or emission allowance are executed on the same day and on the same place of transaction, prices and volumes of these transactions shall be reported in this field, in a two columns form as presented above, inserting as many lines as needed.</i></p>						

¹Commission Delegated Regulation (EU) 2016/522 of 17 December 2015 supplementing Regulation (EU) No 596/2014 of the European Parliament and of the Council as regards an exemption for certain third countries public bodies and central banks, the indicators of market manipulation, the disclosure thresholds, the competent authority for notifications of delays, the permission for trading during closed periods and types of notifiable managers' transactions (see page 1 of this Official Journal).

c)	Price(s) and volume(s)	Using the data standards for price and quantity, including where applicable the price currency and the quantity currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.]
d)	Aggregated information - Aggregated volume - Price	<p>[The volumes of multiple transactions are aggregated when these transactions:</p> <ul style="list-style-type: none"> - relate to the same financial instrument or emission allowance; - are of the same nature; - are executed on the same day; and - are executed on the same place of transaction. <p>Using the data standard for quantity, including where applicable the quantity currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.]</p> <p>[Price information:</p> <ul style="list-style-type: none"> - In case of a single transaction, the price of the single transaction; - In case the volumes of multiple transactions are aggregated: the weighted average price of the aggregated transactions. <p>Using the data standard for price, including where applicable the price currency, as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014.]</p>
e)	Date of the transaction	[Date of the particular day of execution of the notified transaction. Using the ISO 8601 date format:YYYY-MM-DD; UTC time.]

e)	Data dell'operazione	<i>[Data del giorno di esecuzione dell'operazione notificata. Utilizzare il formato ISO 8601:AAAA-MM-GG; ora UTC.]</i>
f)	Place of the transaction	<i>[Name and code to identify the MiFID trading venue, the systematic internaliser or the organised trading platform outside of the Union where the transaction was executed as defined under Commission Delegated Regulation supplementing Regulation (EU) No 600/2014 of the European Parliament and of the Council with regard to regulatory technical standards for the reporting of transactions to competent authorities adopted under Article 26 of Regulation (EU) No 600/2014, or if the transaction was not executed on any of the above mentioned venues, please mention 'outside a trading venue'.]</i>

Attachment C

Acceptance

To the kind attention of the Internal Dealing Policy Officer, Ms. Emanuela Bianchi.

Oggetto: **Mediaset N.V. - Internal Dealing**

Dear Sirs,

Noting that I was identified as a Relevant Party pursuant to the Internal Dealing procedure updated by Mediaset N.V. on 18 September 2021, I, the undersigned [Given name, surname, personal data and position of the Relevant Party]

- note that my given name and surname have been included in the list of Relevant Parties pursuant to the Policy;
- declare to have received the Policy and that I am sending back a signed and sealed copy to denote my acknowledgement and acceptance;
- at the foot of this communication there is a list of Persons Closely Linked to me (as identified in the Policy), drafted and signed;
- I confer on the Company the assignment to carry out the communication to AFM of Relevant Transactions concluded by me in the conditions laid down in the Policy; [Note: *item that the Relevant Party must check if intending to personally make the communications to AFM of the Transactions performed by it*];
- I undertake to respect all my obligations as required by the Internal Dealing Policy, including that of making known to the Persons Closely Linked to me, as defined in Article 4.2 of the Policy, the reporting obligations laid down in Article 19 of Regulation (EU) 596/2014 and the Policy as well as to ensure that those Persons Closely Linked to me may fulfil these obligations;
- for the purposes of keeping the List of Relevant Parties and Closely Linked Persons, I indicate the following names of the Persons Closely Linked to me, containing their identification data and undertaking to promptly notify the Supervisor in writing of any change in the information reported therein:

Name and surname/ Company name	
Place and date of birth/ Address of company headquarters	
Tax code	
Type of link	

- I note that the failure to fulfil the reporting obligations pursuant to Article 19 of Regulation (EU) 596/2014 may lead to the sanctions provided for in Article 30 of Regulation (EU) 596/2014 .

Signature

Name and surname

.....

.....

The personal data given by “Relevant Parties” and also related to “Persons Closely Linked to Relevant Parties” pursuant to the Policy will be used, with or without the aid of electronic instruments and any possible software for the sole purpose of complying with the provisions of law or regulation, including at European level, as well as the provisions of the Policy. The data can be entered, including in summary form, in the Financial Statements and Corporate Governance documents of Mediaset N.V.

The people concerned may exercise the right to access their personal data, to request correction, updating and cancellation if incomplete, incorrect or collected in violation of the law, and to oppose their processing for legitimate reasons.

The exercise of rights must begin with requests made to the Regulatory and Institutional Compliance Department - Mediaset N.V., Viale Europa no. 48 - 20093 Cologno Monzese (MI). The request may also be sent by letter, fax or email.

The Data Controller in the processing of personal data is Mediaset N.V.

Having read the above disclosure, I hereby give my consent to the processing of my personal data for the purposes specified therein.

Date

Signature

Example of notification by Relevant Parties to the Persons Closely Linked to them, with the obligations of such persons in accordance with the applicable legislation

Oggetto: Notification of the quality of Person Closely Linked to Relevant Parties in relation to *internal dealing* as per Article 19, Regulation (EU) No. 596/2014

Dear,

in fulfilment of the obligation under Article 19 of Regulation (EU) No. 596/2014 and the Internal Dealing policy at Mediaset N.V. (the "Policy"), under which the Relevant Parties are the [Director/ Executive] of the Company, I hereby inform you that you have to respect the obligations of the law on internal dealing and, in particular, the reporting requirements laid down in Article 19 of Regulation (EU) No. 596/2014 and the Policy. I also inform you that I have identified you as a Person Closely Linked to me and therefore you will be entered in the List of Relevant Parties and Closely Linked Persons held by Mediaset N.V.

Also in consideration of the sanctions that can be imposed for breaches of the listed reporting obligations, I invite you to review the related rules and the Policy (attached hereto and available on the website of Mediaset N.V. <https://corporate.mediaset.it>, Governance section).

In particular, I point out that you will need to send to me, via the Communication Form as set out in Attachment 3 to the Policy, filled out, signed, dated and signed by you, within one business day from the date of its performance of any Relevant Transaction concluded by you, indicating to me whether you have personally undertaken the communication to AFM referred to in Article 3 of the Policy or intend to avail yourself of the assistance of the Company.

To comply with the requirements of the legislation, I ask you to return a copy of this and the Policy to me, duly initialled, dated and signed to show your acknowledgement and acceptance.

Place, Date

Signature

Name and surname

.....

.....

SIGNED FOR RECEIPT: Place, date and signature