



PRESS RELEASE

**MEDIASET'S SHAREHOLDERS' MEETING APPROVES THE CROSS-BORDER MERGER TO
CREATE THE HOLDING COMPANY "MFE - MEDIAFOREUROPE N.V."**

Today, the extraordinary shareholders' meeting of Mediaset S.p.A. (**Mediaset**) approved the cross-border merger by absorption of Mediaset and Mediaset España Comunicación, S.A. (**Mediaset España**) with and into Mediaset Investment N.V., a Dutch wholly-owned direct subsidiary of Mediaset, which will be renamed "MFE - MEDIAFOREUROPE N.V." (**MFE - MEDIAFOREUROPE** or **MFE**) and will become the new holding company of the Mediaset Group (the **Merger**).

The general meeting of shareholders of Mediaset España called to approve the transaction is held today.

As a result of the Merger, the completion of which is subject to the satisfaction of certain conditions precedent as provided by the common cross-border merger plan, all the Mediaset and Mediaset España shares will be cancelled and the shareholders of Mediaset and Mediaset España will receive MFE ordinary shares. In particular, Mediaset shareholders will receive one MFE ordinary share per each Mediaset share owned. MFE will also adopt a special voting mechanism to reward long-term ownership of MFE ordinary shares.

For further information on the Merger, including the right of withdrawal of shareholders who do not participate in the adoption of the resolution on the Merger, press releases as well as all documents relating to the Merger, including the common cross-border merger plan, the explanatory report of the board of directors and the terms and conditions for the special voting shares are available on the Mediaset website (www.mediaset.it). Further information concerning the exercise of the right of withdrawal will be provided in accordance with the applicable laws and regulations.

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It should be noted that the summary report of the votes cast and the minutes of the extraordinary shareholders' meeting of Mediaset will be made available to the public in accordance with the applicable laws and regulations.

Cologno Monzese, 4 September 2019

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This press release does not represent an offer to the public in Italy, pursuant to Section 1, letter (t) of Legislative Decree no. 58 of February 24, 1998, as amended and supplemented, nor in Spain, pursuant to article 35.1 of the restated text of the Securities Market Act approved by Royal Legislative Decree 4/2015, dated 23 October. The release, publication or distribution of this press release in certain jurisdictions may be restricted by law, and therefore persons in such jurisdictions into which this press release is released, published or distributed should inform themselves about and observe such restrictions.

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