

MFE–MEDIAFOREUROPE INVESTS IN THE IMPRESA GROUP, PORTUGAL’S LEADING MEDIA GROUP, WITH A 32.9% STAKE

Pier Silvio Berlusconi, CEO: "This operation expands MFE's reach across the entire peninsula and consolidates the position in the European market."

MFE-MEDIAFOREUROPE has acquired a 32.9% stake in *Impresa - Sociedade Gestora de Participações Sociais, S.A.*, a leading Portuguese media group, broadcaster of the SIC television networks, and publisher of digital and print publications, including the weekly *Expresso*.

MFE is expanding its presence on the Iberian Peninsula and across Europe. It will now operate in six countries: Italy, Spain, Germany, Austria, Switzerland and, of course, Portugal.

The investment, which does not involve acquiring a controlling stake, is based on industrial logic and collaboration with the Balsemão family. They are long-standing shareholders of Impresa and the aim is to develop a joint long-term project. The collaboration will commence immediately, encompassing advertising sales and the development of the digital platform.

For MFE, Portugal is a market in line with the vision of a European media company, capable of promoting local production and growing through digital platforms and new technologies.

Statement by Pier Silvio Berlusconi, CEO of MFE MEDIAFOREUROPE

"With this operation MFE is expanding its broadcasting and commercial reach to the entire Iberian Peninsula. Major advertising investors consider Spain and Portugal to be a single market, and thanks to this new partnership with Impresa and Mediaset España, we will further improve our positioning in the European market."

Impresa is a family business with a long-standing tradition in the media industry. From today onwards, we will work together to drive new developments forward, combining an entrepreneurial spirit with pragmatism. In fact, we will begin operational collaborations immediately, including advertising sales and the digital platform."

MFE's partnership with Impresa marks another step towards consolidating our European project. With Portugal now added to the list, the Group operates in six countries."

Statement by Francisco Pedro Balsemão, CEO of Impresa

"I would like to thank Pier Silvio Berlusconi and the entire MFE–MEDIAFOREUROPE team for their trust, and for the collaborative spirit with which this agreement was established.

We are proud to become part of Europe's leading media group. We share a vision that focusses on quality content, local production, and technological innovation.

Impresa is bringing its experience and strong ties with Portugal to this project, with the aim of creating value for everyone involved."

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