

JOINT ANNOUNCEMENT

MEDIASET ACHIEVES IMPORTANT MILESTONE FOR ITS PAN-EUROPEAN PORTFOLIO STRATEGY THROUGH INCREASED INVESTMENT IN GERMANY

- ***Mediaset Group (Mediaset) secures additional stake in ProSiebenSat.1 Media SE (P7S1) and as of today has secured a total of 15.1% of the share capital of P7S1***
- ***Transaction confirms Mediaset's commitment to invest in the future of free TV development in Europe and to unlock growth potential in Germany, Europe's largest media market***
- ***Acquisition constitutes next step of Mediaset's goal to build pan-European portfolio with access to major markets***

Milan/Madrid, 11 November 2019 - Mediaset España Comunicación S.A., a member of Mediaset Group, today announced that it has secured a stake of 5.5% of the share capital of P7S1. Together with a stake already held by Mediaset Group, Mediaset has now secured a total of 15.1% of the share capital of P7S1.

The acquisition of an additional stake in P7S1, the industry leader in Germany, Europe's largest media market, continues Mediaset's strategy to build a pan-European portfolio with access to major markets. On 7 June 2019, Mediaset had announced the creation of [MEDIAFOREUROPE](#) (MFE), owning stakes in leading European media groups.

Mediaset firmly believes in the future of the European media industry. The transaction marks another important step in creating an independent European TV, content and digital powerhouse, thereby improving Europe's competitive position in the global marketplace. Scale is becoming a crucial strategic factor. Mediaset is convinced that there has to be a pan-European answer to increasing competition and technological challenges ahead.

Economies of scale will allow all European broadcasters to compete on an equal footing by leveraging their respective leadership positions in linear and non-linear entertainment, content, tech and data. Going forward, pan-European structures will help create the necessary scale to be more attractive for advertising, invest in cutting edge technology and focus on competitive content production as well as on a broader digital and on-demand offering.

P7S1 has significant growth potential and Mediaset is pleased to have the opportunity to further strengthen its position as a major shareholder. Mediaset is convinced that its

investment in P7S1 will allow to strengthen its ties with the company even further on its path to unlocking substantial value in the German and European markets.

Cologno Monzese / Madrid, 11 November 2019

Department of Communications & Media Relations

Tel. +39 0225149301

Fax +39 0225149271

e-mail: direzionecomunicazione@mediaset.it

www.mediaset.it/corporate

Investor Relations Department

Tel. +39 0225147008

Fax +39 0225148535

e-mail: investor.relations@mediaset.it

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