



PRESS RELEASE

“RADIOMEDIASET” IS BORN PARENT COMPANY OF MEDIASET’S RADIO BUSINESS

“RadioMediaset” was established today as the parent company of all of the Group’s radio business.

“RadioMediaset” brings together the equity investments held in R101, Radio 105 and Virgin Radio, the three stations that together with Radio Monte Carlo, owned by Alberto Hazan, make up the leading radio group in Italy by listener figures and advertising sales.

Mediaset has converted the shares without voting rights acquired on 15 September 2015 from RB1, which controls the Finelco Group, into ordinary shares. Following the conversion, as well as further direct acquisitions of RB1 shares by the Hazan family, Mediaset holds 72.12% of the share capital of RB1.

The advertising sales of “RadioMediaset” is allocated exclusively to the advertising agency MediaMond – owned 50% by Mediaset and 50% by Mondadori – whose clients include a total of eight radio stations: R101, Radio 105, Virgin Radio, Radio Monte Carlo, Radio Italia, Radio KissKiss, Radio Subasio, and Radio Norba.

Cologno Monzese, 1 July 2016

Department of Communications and Media Relations

Tel. +39 0225149251

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>