

## PRESS RELEASE

### THE BOARD OF DIRECTORS OF MFE – MEDIAFOREUROPE N.V. APPROVES RESULTS FOR THE FIRST NINE MONTHS OF 2022

#### ABSOLUTE LEADERSHIP IN ITALY BOTH IN AUTUMN TELEVISION RATINGS AND 2022 WEB AND SOCIAL MEDIA CONTACTS

##### HIGHLIGHTS MFE-MEDIAFOREUROPE N.V. GROUP

**Net profit:** €78.5 million  
**Consolidated net revenues:** €1,900.1 million  
**Operating result (EBIT):** €97.6 million  
**Free cash flow:** €359,1 million

The Board of Directors of MFE-MEDIAFOREUROPE N.V. (MFE), which met under the Chairmanship of Fedele Confalonieri, unanimously approved the interim results for the first nine months of 2022.

Despite the ongoing geo-political crisis, a rise in inflation causing energy price hikes and the consequent slowdown in the economic cycle, in the first nine months of 2022 the Group's accounts were not significantly impacted.

Indeed, the key indicators – net profit, operating result and cash flow – were all positive. If, on the one hand, the current phase of global economic uncertainty has led to a contraction in advertising expenditure in the sectors most exposed to the crisis, on the other hand, the decline was decidedly contained in absolute terms, also considering that the third quarter is structurally the weakest of the year for TV advertising sales. So much so, that, in the first nine months MFE further strengthened its share of the Italian advertising market thanks to an increase in television ratings.

In fact, in terms of TV ratings, it is worth noting the unprecedented success in Italy in the months of September and October 2022 in which the audience for Mediaset channels obtained exceeded that of RAI, the state broadcaster.

The key figures for the MFE Group in the first nine months of 2022 are as follows:

- **Consolidated net revenues** amounted to **€1,900.1 million**, compared with €1,992.7 million euros the previous year. In Italy, revenues came to **€1,310.9 million**, compared with €1,388.9 million in the same period of the previous year. In Spain, the total was **€590.5 million**, compared with €603.8 million in 2021.
- **Gross advertising revenues** in Italy totalled **€1,309.2 million**, (-2.5%) a much lower reduction than the -8.6% recorded in the nine months for the total television advertising market (Nielsen figures). In Spain, advertising revenues amounted to **€538.1 million**, compared with €574.5 million on 30 September 2021. Mediaset España also maintained its leadership in the television advertising market with a 41.8% share.
- **Total consolidated operating costs** (personnel costs, purchases, services and other charges, depreciation and amortisation of TV rights and other fixed assets) amounted to **€1,802.5 million** compared with €1,717.7 million in the first nine months of 2021.  
In Italy, costs came to **€1,325.3 million**, compared with €1,253.9 million in 2021, a figure affected by the acquisition of important sports rights (Coppa Italia and Supercoppa, and streaming rights for the Champions League) as well as the impact of rising energy costs and inflation.  
In Spain total costs amounted to **€477.6 million** compared with €464.2 million in the same period of the previous year.
- **Operating result (EBIT)** came to **€97.6 million** compared with €275.0 million in the same period of 2021.
- **Consolidated net profit** amounted to €78.5 million, compared with €273.8 million euros in 2021, which benefited from a capital gain of €86.7 million from the sale of Towertel (EI Towers).

- **Consolidated net financial position** as of 30 September 2022 amounted to **€877.3 million**, essentially in line with the figure at the beginning of the period of €869.2 million. Excluding liabilities starting from 2019 and pursuant to IFRS 16 and the residual financial debt resulting from the investment in ProSiebenSat.1, adjusted net financial debt amounted to **€736.4 million**.
- **Free cash flow** in the nine months was positive for **€359.1 million**, compared with €423.6 million in the same period of 2021.
- **Television ratings.** In Italy, Mediaset confirmed its leadership in the commercial target (15 to 64-year-olds) both in the whole day (40.0%) and in Prime Time (40.6%). And Canale 5 was the leading channel in all time bands. It should be noted that while over the 24-hours Mediaset increased its audience (+2.8 points compared with 2021), Italian TV saw an overall fall with RAI, in particular, losing 2.2 points.

Leadership in television was also confirmed in Spain with a 24-hour share of 26.4% (with a peak of 29.2% in the commercial target). In Prime Time, Mediaset España reached 24.8% of total individuals and 27.4% in the commercial target. Telecinco also confirmed its position as the leading national channel across the entire audience, with a 12.6% share in the 24-hours, rising to 13.7% in the commercial target.

With regard to the record results achieved in Italy in the months of September and October 2022, it should be noted that Mediaset reached 40.9% of the public in the 15-64 age range (in the 24-hours), an advantage over its main competitor RAI of more than 10 points (30.7%). While not the ultimate goal of commercial TV, for the first time Mediaset overtook the public broadcaster also in the total number of individuals reached, with a 37.8% share across the entire day, versus 37.0% for RAI.

There were also significant results in terms of digital consumption and social interactions. Between January and October 2022, with 3.403 billion videos viewed on the Internet, Mediaset is Italy's leading web publisher with results higher than all the other TV operators combined.

Plus, the conversations generated by Mediaset shows on Facebook, Twitter and Instagram account for almost half (43%) of all Italian social media traffic on television topics.

This new leadership on both the web and on social networks are of considerable commercial value because they increase Mediaset's average audience: estimates for Mediaset's Total Audience for the year 2022 (TV + PC + mobile) are expected to see an increase of +2.0% compared with 2019, the year prior to Covid.

## EXPECTATIONS FOR THE FULL YEAR

The general context continues to be characterised, particularly in the Eurozone, by the aforementioned economic slowdown, to which it should be added the restrictive monetary measures introduced by central banks with the aim of containing and stabilising the macroeconomic situation. Despite this uncertain scenario, the MFE Group confirms its objective of achieving positive results and free cash flow for 2022, thanks to the solid advertising market share, the strong editorial positioning and the ability to adapt the cost profile in relation to the advertising market trend.

In Italy, in the last quarter of 2022, total costs will sharply decline compared to the same period of last year. The advertising trend in Q4 could be divided in two phases. Advertising collection showed a resilient performance until mid-November with a better result compared to the first nine months of 2022, however visibility on the last portion of the quarter is limited and our performance will be affected by the World Cup football tournament in Qatar, broadcasted exclusively by RAI.

Amsterdam – Cologno Monzese, 16 November 2022

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*MFE-MEDIAFOREUROPE is an international holding company that brings together Europe's leading commercial broadcasters. MFE-MEDIAFOREUROPE is based in Amsterdam, in the Netherlands, and fiscal resident in Italy. It controls Mediaset SpA and Mediaset España Comunicación (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat.1.*

*MFE-MEDIAFOREUROPE is listed on the Milan Stock Exchange (Ticker: MFEA, MFEB).*

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## MFE GROUP - RECLASSIFIED CONSOLIDATED FINANCIAL STATEMENTS

<b>Reclassified Income Statement</b>	in €m	<b>9M 2022</b>	<b>9M 2021</b>
<b>Consolidated net revenues</b>		<b>1,900.1</b>	<b>1,992.7</b>
Personnel expenses		(343.7)	(351.6)
Purchases, services and other costs		(1,098.4)	(1,021.8)
<b>Operating costs</b>		<b>(1,442.2)</b>	<b>(1,373.4)</b>
<b>Gross Operating Result (EBITDA)</b>		<b>458.0</b>	<b>619.3</b>
TV rights amortisation		(297.4)	(277.0)
Other amortisation depreciation and impairments		(62.9)	(67.3)
<b>Amortisation, depreciation and impairments</b>		<b>(360.3)</b>	<b>(344.3)</b>
<b>Operating Result (EBIT)</b>		<b>97.6</b>	<b>275.0</b>
Financial income/(losses)		35.7	22.2
Result from investments accounted for using the equity		12.4	102.9
<b>Profit Before Tax</b>		<b>145.7</b>	<b>400.1</b>
Income taxes		(20.4)	(75.5)
Non-controlling interest in net profit		(46.8)	(50.8)
<b>Group Net Profit</b>		<b>78.5</b>	<b>273.8</b>

<b>Reclassified Statement of financial position</b>	in €m	<b>30/09/2022</b>	<b>31/12/2021</b>
Television and movie rights		825.5	844.9
Goodwill		804.2	803.2
Other tangible and intangible non current assets		823.8	879.4
Equity investments and other financial assets		893.4	1,248.2
Net working capital and other assets/liabilities		299.2	382.9
Post-employment benefit plans		(60.0)	(59.2)
<b>Net invested capital</b>		<b>3,586.1</b>	<b>4,099.5</b>
Group shareholders' equity		2,499.0	2,661.8
Non controlling-interests		209.8	568.5
<b>Total Shareholders' equity</b>		<b>2,708.8</b>	<b>3,230.3</b>
<b>Net financial position Debt/(Liquidity)</b>		<b>877.3</b>	<b>869.2</b>

**Alternative Performance Measures (APMs or non-GAAP measures): definitions**

These materials contain certain alternative performance measures (APMs) that are not defined in the IFRS (non-GAAP measures). These measures, which are described below, are used to analyse the Group's business performance and where applicable comply with the Guidelines on Alternative Performance Measures issued by the European Securities and Markets Authority ('ESMA') in its communication ESMA/2015/1415. The alternative performance measures listed below should be used to supplement the information required under IFRS to help readers of annual financial statements to gain a better understanding of the Group's economic, financial and capital position. Alternative performance measures can serve to facilitate comparison with groups operating in the same sector, although, in some cases, the calculation method may differ from those used by other companies. They should be viewed as complementary to, and not replacements for, the comparable GAAP measures and movements they reflect.

**Consolidated Net Revenues** determined as the sum of Revenues from sales of goods and services and other income in order to represent in an aggregate manner the positive components of income generated by the core business and have a reference measure for determining the main indicators of operating and net profitability.

**Operating Result (EBIT)** is the typical intermediate measure of economic performance reported in the Consolidated statement of income as an alternative to the IFRS performance measure represented by the Net Result for the year. EBIT shows the Group's ability to generate operating income without taking into account financial management, the valuation of shareholdings and any tax impact. This measure is obtained starting from the net result for the year, adding income taxes, subtracting or adding up the items Financial income/(losses) and the Result from investments accounted for using the equity method

**Net Financial Position** represents the consolidated financial debt net of its cash, cash equivalents and other financial assets and it is the synthetic indicator used by management to measure the Group's ability to meet its financial obligations.

**Free cash flow** is a summary measure that management uses to measure the net cash flow of operating activities. This is an indicator of the Group's organic financial performance and its ability to pay dividends to shareholders and support external growth and development operations.

**IMPORTANT INFORMATION****Market Abuse Regulation**

This press release contains information within the meaning of Article 7(1) of the EU Market Abuse Regulation

**Presentation**

In preparing the financial information included in these materials, most numerical figures are presented in millions of euro. Changes have been calculated using figures in thousands and not the figures rounded nearest million as shown. All the figures presented in this document are unaudited

**Forward-looking Statements**

These materials contain forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995 concerning the financial condition, results of operations and businesses of the Group. These forward-looking statements and other statements contained in these materials regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved. Actual events or results may differ materially as a result of risks and uncertainties facing the Group. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements

There are a number of factors that could affect the Group's future operations and could cause those results to differ materially from those expressed in the forward-looking statements including (without limitation): (a) competitive pressures and changes in consumer trends and preferences as well as consumer perceptions of its brands; (b) global and regional economic and financial conditions, as well as political and business conditions or other developments; (c) interruption in the Group's manufacturing and distribution facilities; (d) its ability to successfully innovate, develop and launch new products and product extensions and on effectively marketing its existing products; (e) actual or alleged non-compliance with applicable laws or regulations and any legal claims or government investigations in respect of the Group's businesses; (f) difficulties associated with successfully completing acquisitions and integrating acquired businesses; (g) the loss of senior management and other key personnel; and (h) changes in applicable environmental laws or regulations. The forward-looking statements contained in these materials speak only as of the date of these materials. The Group is not under any obligation to (and expressly disclaim any such obligation to) revise or update any forward-looking statements to reflect events or circumstances after the date of these materials or to reflect the occurrence of unanticipated events. The Group cannot give any assurance that forward-looking statements will prove correct, and investors are cautioned not to place undue reliance on any forward-looking statements. Further details of potential risks and uncertainties affecting the Group are described in the Company's filings with the Netherlands Authority for the Financial Markets (Stichting Autoriteit Financiële Markten)

**Market and Industry Data**

All references to industry forecasts, industry statistics, market data and market share in these materials comprise estimates compiled by analysts, competitors, industry professionals and organisations, of publicly available information or of the Group's own assessment of its markets and sales. Rankings are based on revenue, unless otherwise stated.