

*MEDIASET*españa.

“MEDIASET ESPAÑA COMUNICACIÓN, S.A.”

**POLICY FOR THE COMMUNICATION AND CONTACT WITH SHAREHOLDERS,
INSTITUTIONAL INVESTORS AND VOTING ADVISORS**

Madrid, July 2017

POLICY FOR THE COMMUNICATION AND CONTACT WITH SHAREHOLDERS, INSTITUTIONAL INVESTORS AND VOTING ADVISORS

The Board of Directors of MEDIASET ESPAÑA COMUNICACIÓN S.A. (Mediaset España), are aware of the need to maintain permanent communication with its shareholders and investors, and taking into account good practices in matters of good governance, transparency and communication with its Stakeholders, it has approved this Policy which regulates and promotes a stable, transparent and fair information framework based on the following aspects:

1. General principles.

- a) To distribute the information truthfully, fully, correctly, clearly and symmetrically.
- b) To ensure that information is not limited to the presentation of quarterly or semi-annual statements.
- c) To treat all people requesting information about the company equally.
- d) To always comply with the provisions of the applicable regulations and adopting the recommendations that may be given in terms of Corporate Governance by the regulatory agencies as well as the best practices distributed on the matter.

These principles apply to the relationships Mediaset España may have with its shareholders, institutional investors, financial intermediaries, managers and depositaries of the Company's shares, financial analysts, regulatory and supervisory agencies, credit rating agencies, information agencies, proxy advisors and other similar agents.

2. Distribution of relevant information and communication.

In order to ensure regulatory compliance, special consideration shall be given to the rules on the treatment of insider information and relevant information, the relationship with shareholders and communication with the securities markets contained in the Board of Directors Regulations, Internal Code of Conduct in the Stock Markets and the Code of Ethics.

In order to ensure that the distribution of information, which may be of interest to shareholders, institutional investors and the market in general, is carried out under transparent and equal conditions and in accordance with the provisions of the Law and the internal Corporate Governance's regulations, Mediaset España establishes the following channels of information and communication:

2.1 National Securities Market Commission

The National Securities Market Commission ("CNMV") is the first general information channel about the Company for shareholders, institutional investors and markets in general.

The relevant information will be given to the National Securities Market Commission, through the publication of a relevant fact by the Board of Directors' General Secretary, within the time limits and in accordance with the procedures established in the current provisions.

The content of the publication must be truthful, clear, and complete and, when required by the nature of the information, quantified, in a way that does not induce confusion or deception. Mediaset España will also publicise this information on its corporate website.

The information contained in the relevant fact may not be distributed by any other means without having been previously published on the CNMV's website. In addition, the content of the relevant information circulated on the market by any channel of information or communication other than the CNMV must be consistent with that of the relevant fact.

2.2 Corporate website

Mediaset España's corporate website (<http://www.mediaset.es/inversores/en/>) which is permanently updated, is its main official communication channel with shareholders, Institutional Investors and the markets in general, through which the company channels all the information that may be of interest to these stakeholders, allowing for its immediate publication and the possibility of accessing it later, in order to guarantee transparency as a fundamental value that shapes Mediaset España's relationship with the markets and the general public.

The Investor Relations Department will determine the relevant information that will be published on the Company's corporate website.

Likewise, the Company may disclose any other information or news that is considered of interest to shareholders and does not imply relevant information. This information may be communicated to the shareholders and the markets by any means that respects this Policy. The Investor Relations Department will be responsible for making these communications.

In order to facilitate the queries raised by shareholders and Institutional Investors, the information that Mediaset España communicates through its corporate website is simultaneously incorporated, whenever possible, in Spanish and English, in case of discrepancy the Spanish version will prevail.

Presentations of the quarterly interim management statements and the half-yearly and annual financial reports as well as other relevant institutional presentations, results or economic-financial statements, including possible investor day activities, are transmitted live through Mediaset España's Corporate website, making it easier for interested parties to ask questions about the presentation.

Likewise, Mediaset España will endeavor to maintain direct access to the recordings of the full results presentation for a reasonable period of time on its corporate website.

Shareholders can easily access various types of information on the corporate website:

- a) Consult the most frequently asked questions and answers about the Company.
- b) Make inquiries or request clarification on the matters referred to in the previous section or regarding matters related to their status as shareholder.

- c) Access the legal and corporate documentation they need.
- d) Request information, clarifications or questions regarding the items on the agenda of the General Shareholders' Meeting.
- e) View the General Shareholders' Meeting live.

2.3 Social Networks

Mediaset España maintains an active presence on social networks (such as Twitter) in which, without prejudice to the fulfilment of its legal obligations, it tries to circulate information of interest on the Group's performance and activities and to establish a fluid and profitable dialogue with the internet community.

In addition, the Company tries to ensure that the progress of the General Shareholders' Meetings are fully or partially divulged through the social networks and to that end, the main headlines of the event can be posted on the network in real time or photos uploaded of the live event to the Company's channels.

3. Specific communication with shareholders and investors.

In accordance with the Law and the corporate governance system, the Board of Directors establishes specific channels so that the shareholders are permanently informed and can formulate consultations and proposals in relation to the management of the Company.

For these purposes, the Company has the following channels of communication with its shareholders:

3.1 Investor Relations Department

The Investor Relations Department is the permanent means for contact and communication in charge of attending analysts and institutional investors consultations on an individualized basis, the contact telephone number +34 91 396 6547 and email address (inversores@mediaset.es).

The Investor Relations Management organises meetings with analysts and institutional investors in relevant financial centers, providing them with information on the main aspects of the Company's consolidated accounts and the evolution of its business, and any requests for further information, always complying with the general principles laid down in paragraph 1.

Its activities include public presentations of the quarterly results to analysts and investors, as well as the organization of roadshows and participation in sector conferences where individual and/or group meetings are organized with institutional investors.

3.2 The Shareholder's Office

The main purpose of the Shareholder's Office is to serve as a means of communication with all of Mediaset España's shareholders, continuously developing initiatives aimed at strengthening this relationship and allowing them to be permanently informed and able to formulate proposals related to the management of the Company.

The Shareholder's Office always attends the queries, questions or suggestions of the shareholders, over the telephone (91 358 87 17) and e-mail (Investors@mediaset.es). In accordance with the principles of transparency, equality and symmetry in the distribution of information, replies and other documents provided by the Shareholder's Office, when it is possible to answer such requests, those answers shall be available to the public on the corporate website of the Company.

4. General shareholders meeting

By providing the necessary information the Board of Directors promotes the informed and responsible participation of the shareholders at the General Shareholders' Meeting. The Board of Directors shall adopt such measures and guarantees as may be appropriate to enable the General Shareholders' Meeting to exercise its functions in accordance with the Law, the Articles of Association, the General Meeting Regulations and the Company's Corporate Governance.

The Company guarantees, at all times, equal treatment of all shareholders who are in the same position, with regards to the information, participation and exercise of the right to vote at the General Meeting.

In addition, from the time that the General Shareholders' Meeting is convened until its conclusion, shareholders have the support of the Shareholder's Office. The Shareholder's Office also has a specific place at the venue where the Meeting is held in order to resolve any questions that may be raised by the attendees and to help and inform those who wish to speak.

Proxy advisors are entities that provide services to institutional advisory investors regarding the exercise of voting rights deriving from the ownership of the shares in listed companies. The Board of Directors General Secretary and the Investor Relations Management are responsible for maintaining discussions with proxy advisors, dealing with their consultations regarding the proposed resolutions submitted to the General Shareholders' Meeting and facilitating the clarifications deemed appropriate.

5. Distribution

Mediaset España will publish this Policy on its corporate website and include the information regarding its practical application and its degree of compliance in the annual report.

The Board of Directors shall be periodically informed of the shareholding movements and the opinion of significant shareholders, investors and rating agencies on the Company and its Group. It will also be informed of the main relationships that the Company maintains with shareholders, institutional investors and proxy advisors in the application of the provisions of this Communication Policy and contact with shareholders, institutional investors and voting advisers.