

DIVIDEND POLICY

MEDIASET ESPAÑA's shareholder remuneration policy duly considers the following elements: (i) the profits obtained by the Group of Companies which it leads, (ii) liquidity, (iii) overall financial and economic commitments, (iv) the ability to undertake strategic investments, (v) improving the profitability of shareholders and investors and, finally, (vi) sustainable value creation.

The distribution of an ordinary dividend calculated as a percentage of consolidated net profit for the year, followed by, or not, advance payments based on the level of cash generated, is the most common way of providing remuneration.

Additionally or alternatively, the General Meeting and the Board of Directors may decide to go use other remuneration mechanisms, such as the distribution of an extraordinary dividend or the acquisition of own shares intended for subsequent redemption. And without excluding other possible forms of remuneration, including flexible remuneration systems, capital increase against reserves, distributions in kind, etc.

In any case, the agreements adopted by the governing bodies of Mediaset in relation to the shareholders remuneration policy, respect the provisions of the regulations in force at all times, as well as the formally recognised good governance rules.

During the past two years, and without this being considered in the future as an exclusionary policy to other alternatives, Mediaset has opted for the acquisition and subsequent cancellation of treasury shares, given the obvious advantages that this entails for shareholders regarding the impact on the share price and shareholder taxation; and always within the framework of the safe harbour directives which govern such transactions.

While no circumstances exist which justify the adoption of other criteria, including any of those listed in points (iii) and (iv) of the first paragraph, shareholder remuneration, whatever the modality that is chosen, a minimum basis of 50% of the net profit attributable to the company will be taken, as the parent company, in its consolidated financial statements.

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