

### Consolidated Income Statement

million €	1H16	1H15	Var %
Gross Advertising Revenues	508,0	473,2	7,3%
<i>Multiplex Mediaset España</i>	491,2	449,7	9,2%
<i>Other</i>	16,8	23,5	-28,6%
Discounts	-18,9	-19,3	-1,8%
Net Advertising revenues	489,1	454,0	7,7%
Other Revenues	32,5	24,6	32,3%
<b>Total Net Revenues</b>	<b>521,6</b>	<b>478,5</b>	<b>9,0%</b>
TV Rights Amortisation	-92,6	-84,0	10,2%
Personnel	-51,9	-51,2	1,5%
Other Operating Costs	-217,1	-223,8	-3,0%
<b>Total Operating Cost</b>	<b>-361,6</b>	<b>-359,0</b>	<b>0,7%</b>
<b>Adjusted EBITDA</b>	<b>160,0</b>	<b>119,5</b>	<b>33,9%</b>
Amortizations & Depreciations	-5,9	-4,6	28,8%
PPA Amortizations	-4,0	-4,0	0,0%
<b>EBIT</b>	<b>150,1</b>	<b>111,0</b>	<b>35,3%</b>
Equity Consolidated Results	1,0	16,3	-
Financial results	-0,4	0,3	-
<b>EBT</b>	<b>150,7</b>	<b>127,5</b>	<b>18,2%</b>
Income Taxes	-33,1	-29,9	10,9%
Minority Interest	0,2	0,2	-10,1%
<b>NET PROFIT</b>	<b>117,7</b>	<b>97,8</b>	<b>20,3%</b>

### EPS & Margins

	1H16	1H15
Adjusted EBITDA margin	30,7%	25,0%
EBIT margin	28,8%	23,2%
Net Profit margin	22,6%	20,4%
EPS (€)	€0,35	€0,27

### Cash Flow & Net Financial Position

million €	1H16	1H15
Operating Free Cash Flow	130,0	105,1
Net Financial Position	65,4	244,8

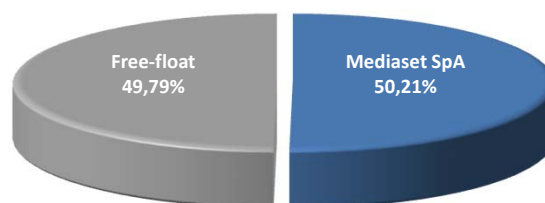
### Net Investments

million €	1H16	1H15
TV Rights Non-Fiction	100,5	89,1
Co-production / Distribution	8,1	3,4
Tangible & Intangible fixed assets	5,1	4,1
TV Rights - Fiction	23,0	26,7

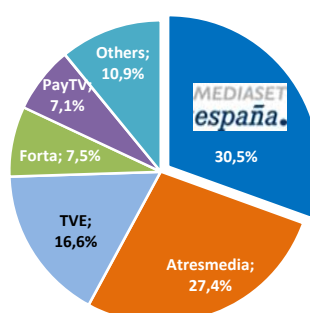
### Consolidated Balance Sheet

million €	1H16	31-dic.-15
<b>Fixed assets</b>	<b>576,1</b>	<b>581,1</b>
<i>Financial</i>	316,7	317,8
<i>Non Financial</i>	259,4	263,3
<b>Audiovisual Rights and Pre-payments</b>	<b>239,6</b>	<b>201,2</b>
<i>TV, Third Party Rights</i>	197,7	163,8
<i>TV, Spanish Fiction Rights</i>	24,2	22,8
<i>Co-production / distribution</i>	17,6	14,6
<b>Pre-paid taxes</b>	<b>113,6</b>	<b>134,5</b>
<b>TOTAL NON-CURRENT ASSETS</b>	<b>929,2</b>	<b>916,9</b>
Current assets	255,3	256,9
Financial investments and cash	85,1	212,4
<b>TOTAL CURRENT ASSETS</b>	<b>340,3</b>	<b>469,3</b>
<b>TOTAL ASSETS</b>	<b>1.269,6</b>	<b>1.386,1</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>930,2</b>	<b>1.069,9</b>
Non-current provisions	9,6	10,4
Non-current payables	8,8	8,5
Non-current financial liabilities	16,1	7,5
<b>TOTAL NON-CURRENT LIABILITIES</b>	<b>34,5</b>	<b>26,4</b>
Current payables	301,4	278,2
Current financial liabilities	3,5	11,6
<b>TOTAL CURRENT LIABILITIES</b>	<b>304,9</b>	<b>289,8</b>
<b>TOTAL LIABILITIES</b>	<b>1.269,6</b>	<b>1.386,1</b>

### Shareholders Structure as of 30<sup>th</sup> June 2016



### 24h Audience share total individuals 1H16



### TV Advertising Market Share 1H16

