

## Consolidated performance

€mn

- **Spain advertising** revenues grow due to online advertising and events.
- LatAm activities show growth in constant currency in **Education** (+12.1%).
- **Radio shows difficulties** in LatAm due to advertising weakness in some of the countries in which the group operates.
- In Portugal, **Media Capital** shows operational improvement helped by growth in advertising revenue and sales of channels to third parties.
- **The evolution of the exchange rate** in the first half impacts negatively on revenues and EBITDA, maintaining a similar impact to already registered in 1Q.
- The issue of **mandatorily convertible bonds** into ordinary shares of PRISA announced in 1Q has been registered, reducing the debt in 100.7 million euros.
- **Net bank debt** stand at 1562M€ in the first semester of 2016. Decline of 18 M€ in financial expenses in the period due to debt reduction.

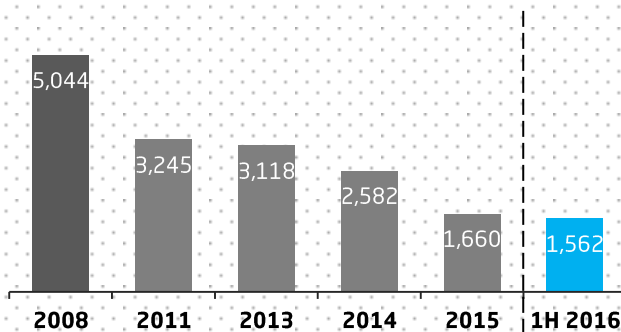
REVENUES **634** EBITDA **97** EBITDA (%Chg.) **-11% (+10% cst ccy)**

DIGITAL ADV. **+18%**

DEBT REDUCTION **-98€mn**

## Net Debt evolution

€mn



- **Education (in constant currency): revenues +12.1%. EBITDA +28%** showing significant margins improvement. Digital Education Systems (UNO and COMPARTIR) continue their expansion in LatAm (+15.8% revenues growth). Negative FX impact of -57 million euros in revenues and of -21.3 million euros in EBITDA, in line with 1Q.

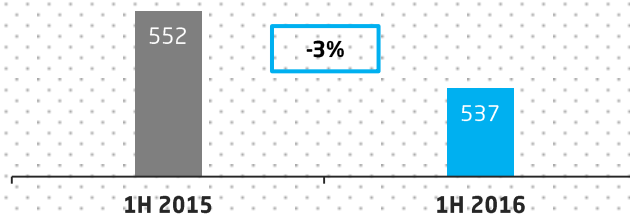
- **Radio (in constant currency): revenues -0.6%. EBITDA -23.3%.** Advertising in Spain falls by -4% improving the trend in 2Q (-1.5%). Radio LatAm falls in local currency, with drops of -9.1% in Colombia and of -1.7% in Chile, reflection of the macroeconomic difficulties faced by both countries. Negative FX impact (-12.5 million euros in revenues and -2.2 million in EBITDA).

- **Press: revenues +4.3%. EBITDA increase by +16.8%.** Online advertising increases by +20.4% (representing already 39% of total advertising revenues). Circulation revenues moderate their drop (-2.8%) helped by price increases.

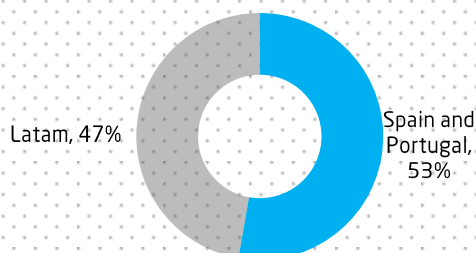
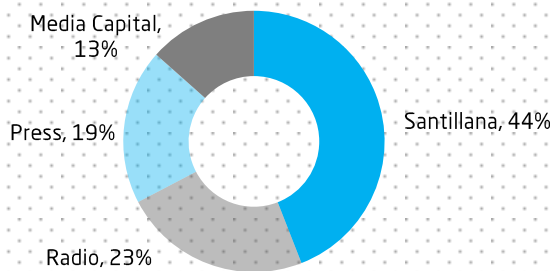
- **Media Capital:** Advertising revenues increase in 1H 2016 by +5.6% (+5.5 TVI). Value added calls continue to decline. EBITDA grows by +3% (+0.6 million euros).

## Operating costs

€mn

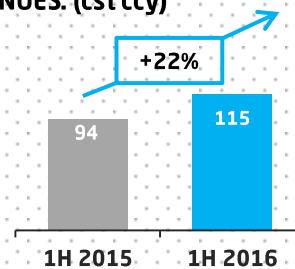


## Revenues Breakdown



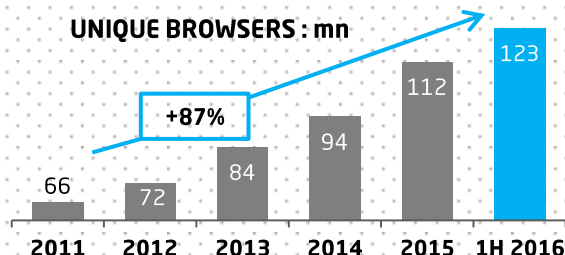
## Digital Transformation

REVENUES: (cst ccy)



\* Including FX impact from UNO and Compartir

UNIQUE BROWSERS : mn



# Education

## REVENUES

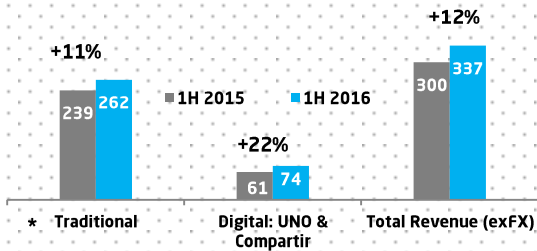
280 mn€ (-7%)  
(+12% in cst ccy)

## EBITDA

63 mn€ (-4%)  
(+28% in cst ccy)

- During 1H South Area campaigns are practically finished. All campaigns have increased in constant currency, except for Brazil. These fall is offset by the growth of institutional programs in Peru.
- North Area campaigns (Spain and Mexico mainly), take place during 3Q. In 1H, figures corresponding to the beginning of the campaigns under placement are collected.
- Digital Education Systems (UNO and COMPARTIR) continue their expansion in Latin America, growing in number of students till reach 863,136. UNO and Compartir revenues grow by +15.8% in constant currency. Significant margin improvement of UNO.
- Adjusted revenues in constant currency grow by +12.1% and adjusted EBITDA grows by +28% in local currency (-4.4% in euros).
- Negative FX impact of 57million euros on revenues and 21.3 million euros on EBITDA in line with the impact registered in 1Q.

### Revenues split (local currency)



\* Traditional includes Private and Institutional.

# Radio

## REVENUES

148mn€ (-8%)  
(-1% in cst ccy)

## EBITDA

21 mn€ (-31%)  
(-23% in cst ccy)

- Advertising in Spain falls by -4% in 1S reducing its drop in the second quarter, maintaining growth in national market (+2.5%) and a fall in the local of -5.9%, which moderates its trend in 2Q.
- According to the latest EGM, Radio in Spain remains the clear leader in both in generalist and musical.
- In LatAm, adjusted revenues fall in local currency, with drops of -9.1% in Colombia and of -1.7% in Chile, reflection of the macroeconomic and specific difficulties of the advertising sector faced by both countries.
- Adjusted EBITDA in constant currency falls in 6.9 M€ to 22.7 million mainly due to LatAm performance.
- Negative FX impact is -12.5 million euros on revenues and -2.2 million on EBITDA (-6.9 M€ in revenue and -1.5 M€ in EBITDA in 2Q).

### Revenues split



### EBITDA split



\* International includes "Adjustments and others"

# Press

## REVENUES

122 mn€ (+4%)

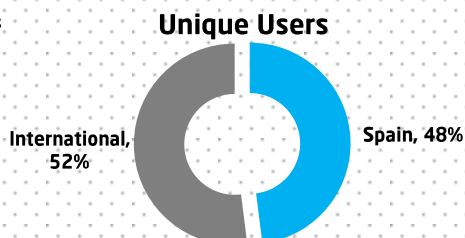
## EBITDA

7.4 mn€ (+17%)

- Press revenues grew 4.3% in the period. The increase in digital advertising, events and promotions offset the decline of traditional advertising and circulation.
- Advertising revenues in 1S 2016 increase by +8.6%.
  - Digital advertising increases by +20.4% (representing already 39% of total advertising revenues of the press) offsetting the fall in traditional advertising (-5%).
- Circulation revenues moderate their drop (-2.8%) helped by the price raise.
- Operating improvement of As, which consolidates its global branding strategy, with significantly growth of unique users in the different countries in which it operates.
- As of June 2016, an average of 89 million of unique browsers and 19.5 millions of unique users (as of May) has been registered.
- Press adjusted EBITDA increased by +16.8% over the same period last year to reach 7.4 million euros.

### Elpais.com Unique Users split

13 M U. Users  
56 M U. Browsers  
16 M Videos



\*U,U (as of May 2016), U,B and Videos (as of June 2016).

\* Adjusted numbers excluding extraordinary disclosed on page 23 of 1H 2016 results release

# Media Capital

## REVENUES

85 mn€ (+4%)

## EBITDA

18 mn€ (+3%)

- Total advertising revenues of Media capital increase by +5.6%.
- TVI shows a revenue increase of 3.4%. The growth of advertising revenue and channels sale to third parties continue offsetting the fall in added value calls:
  - Advertising grows by + 5.5% in TVI.
  - Added value calls continue with significant falls -2.9 million euros.
  - The distribution of TVI channels in different pay platforms has a growth of 3.4 million euros.
- Radio improves its EBITDA by +10.9% (0.3M€)
- Adjusted EBITDA grows by +3% (+0.6 million euros), versus same period last year.

### TVI continues to hold the leading position in the Portuguese FTA TV market

### Advertising revenues growth evolution (%)

