



PRESS RELEASE

MEDIASET UNAWARE OF FRENCH ATTACK THE COMPANY WILL DEFEND THE INTERESTS OF ALL SHAREHOLDERS

Mediaset was made aware of the acquisition of shares by Vivendi only following the press release issued by the French company earlier this evening, Monday 12 December 2016. The acquisitions were therefore made without the company's knowledge and outside of any agreement with Mediaset. In fact, since 25 July, there has been no contact between the two companies, nor have there been any friendly attempts to resolve issue of any kind.

Consequently, Mediaset would make the following points:

- This action confirms the intention of Vivendi, previously noted by Mediaset on 26 July 2016, to shift from an industrial agreement to a hostile takeover. In fact, today, the French company announced its intention to buy 20% of Mediaset's share capital.
- The project is now even more disturbing given that the summer turnaround resulted in a loss in Mediaset's stock exchange value of around 30%, a loss which Vivendi has taken advantage of today by making a massive market investment.
- The press release issued today by the French company confirms the validity of the contract signed on 8 April, that includes the acquisition of 100% of Premium, and considers the contribution of Mediaset fundamental for the strategic development of Vivendi in Europe.
- At this time Mediaset's main concern is to protect the interests of all of the company's shareholders, to pursue the ongoing dispute, updating the terms to take account of the latest developments, and to assess the real aim of the generic action taken by the French; as well as their consistency with Mediaset's strategy. It is in this perspective that Mediaset has decided to request the contribution of Intesa Sanpaolo and Unicredit.

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