

Mediaset Board Meeting 29 July 2010

BOARD APPROVES RESULTS FOR THE FIRST HALF OF 2010

Consolidated Results

Net revenues: €2,277.8 million
Operating profit: €485.2 million
Net profit: €241.6 million

Italy

Net revenues: €1,817.2 million
Publitalia advertising revenues: +5.3%
Mediaset Premium pay-TV revenues: +55%
Net profit: €191.5 million

**Ratings: Canale 5 Italy's leading channel
in all time bands in the commercial target**
Mediaset channels confirm leadership in the 24-hours

Spain

Net revenues: €461.0 million
Publiespana advertising revenues: +39.2%
Net profit: €107.4 million

Ratings: Telecinco Spain's leading channel

The Board of Directors of Mediaset, which met today under the chairmanship of Fedele Confalonieri, has approved the company's report on the first half of 2010.

During the first six months of the year, in a still uncertain economic climate, the first signals of a recovery in the advertising market began to be seen. In this context the Mediaset Group, which in the same period of 2009 was impacted by the most acute phase of the global financial crisis, recorded growth in advertising revenues and profits, both in Italy and Spain.

MEDIASET GROUP: CONSOLIDATED RESULTS

Performance in the first six months of 2010 can be summarised as follows:

- the Mediaset Group's **consolidated net revenues** came to **€2,277.8 million**, an increase of 16.7% fall on the €1,951.7 million in the first half of 2009.
- **EBIT** rose to **€485.2 million** compared with €374.4 million for the same period of the previous year (**+29.6%**).
- **operating profitability** increased to **21.3%**, compared with 19.2% in the first half of 2009.
- **profit before taxation** and that attributable to third-party shareholders, amounted to **€454.8 million**, compared with €316.5 million in the first half of 2009(**+43.7%**).
- **net profit** attributable to the Group saw a **33.7% increase** rising to **€241.6 million**, compared with €180.8 million in the first half of the previous year.
- the Group's **net financial position** went from -€1,552.0 million on 31 December 2009 to **-€1,476.3 million** on 30 June 2010.
- In the first six months of the year **net cash generation** amounted to **€373.3 million**, a marked increase on the €121.5 million of the same period of the previous year.

A BREAKDOWN OF RESULTS BY GEOGRAPHIC AREA

Italy

- In the first half of 2010 **consolidated net revenues** amounted to **€1,817.2 million**, a **rise of 11.4%** on the €1,631.6 million of the same period of the previous year.
- **Gross television advertising revenues by Publitalia** came to **€1,442.5 million**, an **increase of 5.3%** on the €1,369.5 million first half of 2009. This result was better than the market of reference which, according to the latest Nielsen figures (Jan-May 2010), grew by 2.1%, net of the contribution of Publitalia.
If the contribution of Digitalia 08, the Group's advertising sales company for digital channels, is considered, the increase in **total advertising revenues** rises to **+6.8%** compared with the first six months of 2009.
- **Mediaset Premium pay-TV revenues:** revenues from card sales, re-charges and Easy Pay subscriptions amounted to **€229.7 million**, an **increase of 55.0%** on the €148.3 million of the first half of 2009.
As of 30 June 2010, there were around 4.4 million active cards, compared with 3.7 million in the same period of the previous year. The sustained rise in total revenues

generated by Mediaset Premium resulted in the company reaching operating break-even in the second quarter of 2010.

- **EBIT** rose to **€339.0 million** compared with €280.5 million in the first half of 2009 (+20.8%).
- Total television costs in the period were in line with the first half of 2009, despite an increase in the number of channels broadcast. This result confirms the validity of the scrupulous efficiency policies that have not impacted of the richness of the schedule or the ratings of Mediaset's channels.
- **Net profit** came to **€191.5 million**, compared with €155.3 million in the first half of 2009 (23.3%).

TV ratings: in the first six months of the year Mediaset channels, with a **40.8%** share, confirmed their national leadership in 24-hours among viewers in the 15 to 64 year-old age range (the commercial target).

Canale 5 was Italy's most popular channel in the commercial target, both in prime time (21.5%) and in the **24 hours (21.1%)**.

Spain

- In the first six months of 2010 **consolidated net revenues** generated by the Telecinco Group reached **€461.0 million**, an **increase of 43.7%** compared with the €320.8 million of the same period of the previous year.
- The **gross television advertising revenues of Publiespana** rose to **€423.3 million**, an increase of 39.2% on the €304.1 million of the first half of 2009.
- **EBIT** for the period amounted to **€146.3 million**, compared with €93.9 million in the same period of 2009 (+55.8%).
- **Operating profitability** came to **31.7%** (29.3% in the first half of 2009).
- **Pre-tax profit** amounted to **€130.6 million**, compared with €55.9 million in the first six months of last year.
- **Net profit** for the period rose to **€107.4 million**, from €62.2 million in the same period of 2009 (72.7%).
- **TV ratings:** Telecinco consolidated its position as Spain's absolute leader, both in prime time (14.7%) and the 24-hours (14.9%).

FORECAST FOR THE YEAR

Both in Italy and Spain growth in television advertising revenues will be determined by the evolution over the coming months of the global macro-economic situation which continues to be highly unstable and uncertain.

On the basis of the Mediaset Group's result at the end of the first six months, expectations for growth in advertising revenues in both countries, as well as in the revenues of Mediaset Premium in Italy, the group expects, for the end of the year, to achieve a higher level of both consolidated net result and operative cash generation than in 2009.

The executive responsible for the preparation of the Mediaset S.p.A. accounts, Andrea Goretti, declares that, as per para. 2 art. 154-bis, of the Single Finance Bill, that the accounting information contained in this press release corresponds to that contained in the company's books

Cologno Monzese, 29 July 2010

Department of Corporate Communications and Image

Tel. +39 022514.9251

Fax +39 022514.9286

e-mail: ufficiostampa@mediaset.it

www.mediaset.it/corporate/

Investor Relations Department

Tel. +39 022514.7008

Fax +39 022514.8535

e-mail: ir@mediaset.it

<http://www.mediaset.it/investor>

Highlights from the consolidated income statement ^(*)

	in €m	1H		Q2	
		2010	2009	2010	2009
Consolidated net revenues		2,277.8	1,951.7	1,158.3	999.3
Labour costs		267.0	259.9	137.7	131.0
Procurement, services and other costs		926.6	767.4	449.7	376.2
Operating costs		1,193.5	1,027.2	587.4	507.2
Gross operating profit		1,084.2	924.5	570.9	492.1
Amortisation of rights		515.5	480.0	237.1	221.0
Other amortisation and depreciations		83.5	70.1	48.1	35.2
Amortisation and depreciations		599.0	550.1	285.2	256.2
Operating profit (EBIT)		485.2	374.4	285.7	235.9
Financial income /(charges)		(7.8)	(19.9)	(2.8)	(5.8)
Income/(charges) from investments		(22.6)	(37.9)	(11.3)	(27.1)
Profit before taxation		454.8	316.5	271.6	203.1
Income taxes		(157.4)	(101.2)	(97.6)	(64.9)
Net profit from operations		297.5	215.3	174.1	138.2
Net profit from discontinued activities		-	(0.5)	-	(1.0)
(Minority interest (profit)/loss		(55.8)	(34.0)	(25.3)	(16.4)
Profit for the Mediaset Group		241.6	180.8	148.7	120.8

Highlights from the consolidated balance sheet ^(*)

	in €m	30/06/2010	31/12/2009
Television and film rights		2,516.1	2,598.0
Goodwill		512.4	512.4
Other tangible/intangible assets		995.5	956.8
Financial assets		268.2	233.8
Net working capital & other assets/liabilities		(98.5)	(110.3)
Severance indemnity reserve		(102.9)	(100.4)
Net invested capital		4,090.9	4,090.3
Net Group assets		2,370.7	2,331.8
Shareholders' equity and minority interest		243.9	206.5
Net assets		2,614.6	2,538.3
Net financial position		(1,476.3)	(1,552.0)

^(*)The reclassified figures in the report are not subject to certification by the external auditors