

**STEFANO SALA (CEO OF PUBLITALIA):
“JULY, AUGUST, SEPTEMBER:
THREE MONTHS OF POSITIVE ADVERTISING PERFORMANCE THAT
IMPROVES MEDIASET’S ECONOMIC RESULTS”**

Commenting on the Nielsen data for the first seven months of 2019 released today, the chief executive of Publitalia **Stefano Sala** underlined the positive trend in advertising sales in the three-month period of July, August and September, highlighting a better than expected performance compared to the Company’s expectations at the beginning of the year, that improves Mediaset’s economic results:

“Mediaset’s positive results can be seen from four incontrovertible facts:

- 1) The month of July was positive compared with both 2018 (with sale up by +0.6% net of the World Cup) and 2017 (a more comparable year given that there were no special sporting events) where the growth was in fact of +7.5% bucking the trend of our TV competitors.
- 2) The month of August was the first that didn’t have to discount differences due to football and in fact we saw a brilliant +5.2% increase in a month that we continue to see as difficult for the market.
- 3) The month of September will close with a positive sign, also thanks to the strength of our autumn TV offer: already in the first week of the month we recorded a progressive increase in sales.
- 4) Champions League sold out. Thanks to the offer of packages, repeating the successful approach used during the World Cup, the advertising slots are sold out until December.”

“We are positive,” continued Stefano Sala, “also for the rest of the season. The exclusive offer of free top-class European football is just the stand out product of an increasingly exciting schedule: just this week (15-21 September) will see the launch on **Canale 5** of the new “7 su 7” formula, seven consecutive evenings of exclusive top-quality content,” concluded Sala, “Also the offer of Mediaset’s other two generalist channels is going well: the repositioning of Retequattro has been decidedly appreciated by the market and Italia 1 is confirming its strength in the young adult target.”

Cologno Monzese, 17 September 2019