



## PRESS RELEASE

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### **PUBLITALIA RESULTS 2000**

**ADVERTISING REVENUES + 12.7% (4,844 bn lire)**

**NET OPERATING PROFIT + 18%**

**ADVERTISING SALES IN FIRST 2 MONTHS + 6%**

At today's meeting of the Board of Directors of Publitalia '80 S.p.A. (a company of the Mediaset Group), under the chairmanship of Giuliano Adreani, the Board examined the company's annual report for the year ended 30 December 2000.

Publitalia ended 2000 with decidedly positive results that show a marked increase compared with 1999.

**Gross revenues**, deriving from the sale of advertising space, came to **4,844 bn lire**, an increase of **545 bn lire (+12.7)**, on the 4,299 bn lire of 1999.

**Revenues, net of agency commissions**, increased from the 3,684 bn lire of the previous year to **4,157 bn lire in 2000 (+12.8%)**.

The net operating margin increased from the 206.1 bn lire of the previous year to **243.3 bn lire for 2000**, an **increase of 18%**. This growth was achieved even through the containment of fixed management costs..

**Net profit** for the year came to 144.2 bn lire, compared with the 149.7 bn lire of 1999 that included 35 bn lire of extraordinary income, net of which, growth in 2000 reaches the figure of 26%.

The company's **net financial position** shows a surplus of **425 bn lire**, compared with 418 in 1999, after dividend payments of 120 bn lire. This result can also be attributed to the efficient management of working capital.

#### **2001: FIRST 2 MONTHS FORECAST**

Publitalia '80 advertising sales for the first 2 months are in line with the Company's target of 6% which is ahead of the reference market.

Cologno Monzese, 2001