



PRESS RELEASE

MEDIASET PREMIUM OPENS UP TO INTERNATIONAL PARTNERS

TELEFONICA TO BE THE FIRST PARTNER WITH AN 11.11% STAKE

The process of expanding the shareholder structure of Mediaset Premium, the Mediaset Group's pay TV platform has begun.

The display of interest by foreign players has now been made concrete with the signing of the first agreement in which Telefonica will take an 11.11% in Premium with an investment of €100 million, reflecting the equity value of €900 million of a newco to which the pay TV activities of Mediaset will be transferred.

This partnership marks an important alliance between Mediaset and Telefonica for future cooperation in their respective pay TV activities in terms of technology, know-how and content.

The entry into Premium and a partner of the standing of Telefonica begins a process of opening up the Italian pay TV operator to other international partners, with a view to developing content production and distribution activities across all the pay platforms.

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