



1H 2021 RESULTS PRESENTATION

July 27, 2021

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1 1H 2021 KEY HIGHLIGHTS

1H 2021 KEY HIGHLIGHTS

New organization structure that reinforces accountability through operational division of Media and Education



Significant operating improvement in Q2 underpinned by advertising recovery, digital growth and cost control



Strong focus on efficiencies and debt reduction



LAYING THE FOUNDATIONS OF THE NEW PRISA

2 1H 2021 Media Results

1H 2021 Key highlights – Prisa Media

1H 2021 PRISA MEDIA KEY KPI's

		H1'20	H1'21	Var (%)
DIGITAL KPIs	Unique Browsers (*)	240M	239M	0%
	Total Listening Hours (*)	55M	67M	+20%
	Audio downloads (*)	23M	31M	+34%
	Subscribers (only digital)	56k	109k	+94%
	Registered Users	5M	6M	+22%

FINANCIAL KPIs (€)	Digital Revenues	30,7M	41,5M	+35%
	Non Digital Revenues	118,5M	133,6M	+13%
	Digital Revenue Mix	21%	24%	+300 bp
	Costs ex one-offs	166,3M	166,7M	0%
	EBITDA ex one-offs	-17,1M	8,5M	N/A

(*) monthly average

COMMENTS

- Very good digital traffic performance during the period, considering:
 - Digital traffic maximum during 2020 lockdown
 - El País traffic decrease due to paywall (-21%)
 - Increase in digital audio consumption through streaming and podcasts
 - El País is the Spanish leader in newspaper only-digital subscribers with 109k, almost 2x in 1H21
 - More than 6M registered users in press and radio provide leverage to our subscription model and to improved advertising proposals
-
- Strong digital growth with a +300bp increase in the revenue mix:
 - Driven mainly by digital press (+9.8 M€)...
 - ... coupled with strong contribution of non digital revenue growth from radio (+18%) and also from offline press (+6%)
 - Good advertising behaviour
 - Focus on efficiency – cost base (ex severance costs) consolidated in 1H21 vs. 1H19 (-15%)
 - Turnaround of EBITDA ex-severance costs and of Cash Flow generated by the division

PRISA MEDIA GOING FORWARD

Implement a UNIQUE and UNIFIED LEADERSHIP for all Prisa Media assets



- Our new organizational model will drive synergies, cost efficiencies and cross-leverage of our asset portfolio to a next level

Leverage on our three key COMPETITIVE ADVANTAGES to get upside



- **DIGITAL DRIVERS:** Audio + Press
- **BRAND EQUITY:** Leading brands (country and multi-country)
- **FOOTPRINT:** Presence in key Spanish-speaking markets

Move forward in our digital journey acting through three LINES OF ACTION



- Build **PLATFORMS** to get scale
- Focus on trans-media **CONTENT** creation
- Develop **GLOBAL AUDIENCES**

3 1H 2021 Education Results

1H 2021 KEY HIGHLIGHTS

Subscription model shows strength and continues to grow with total number of students increasing by 10% to reach 1,885,000



1H 2021 figures drags a 1Q affected by pandemic specially on the didactic business and a 2Q which shows growth in all business lines



Positive evolution for the ongoing North Campaigns (Mexico and Ecuador). Planning for the physical reopening of schools has started



1H 2021 Key highlights – Education

1H 2021 EDUCATION KEY KPI's				COMMENTS	
DIGITAL KPIS		H1'20	H1'21	Var (%)	<ul style="list-style-type: none">• Expectations to reach circa 2 Million students by year end maintained• AVC growth in local currency• Subscription model represents 66% of total Private sales and remains the main source of revenue
	Total subscription students	1,714k	1,885k	+10%	
	ACV Local currency	109M€	114M€	+4%	
	% Learning systems / Private sales ex FX	50%	66%	+33%	
FINANCIAL KPIS		H1'20	H1'21	Var (%)	<ul style="list-style-type: none">• Pandemic affecting especially 1Q didactic business• 2Q shows growth in both private and public business• Strong cost control efforts• FX impacting negatively revenues (-23 M€) & EBITDA (-5 M€)
		Ex PNLD'19	Ex FX		
	Revenues	179M€	154M€	-14%	
	Expenses	153M€	136M€	-11%	
	EBITDA	26M€	18M€	-31%	
	EBITDA ex sev. Expenses	27M€	20M€	-25%	

4 1H 2021 TOTAL GROUP Financial Overview

KEY FINANCIAL HIGHLIGHTS

Cashflow generation
in the period in line
with previous year:
-41M€ vs -39M€



Cash position stands
at **201M€**, with
additional liquidity
lines undrawn
amounting **122M€**



Bank net debt stands
at € **743M€ vs 679M€**
as of December 2020



FOCUS ON CASH AS A PRIORITY

1H 2021 Key highlights – Group

1H 2021 TOTAL GROUP KEY FIGURES

	H1'20	H1'21	Var (%)
Revenues	353M€	306M€	-13% Ex FX -7%
Expenses	333M€	303M€	-9%
EBITDA	20M€	3M€	-86% Ex FX -2%
EBITDA ex sevr.expenses	23M€	18M€	-23%
%Margin	6,6%	5,9%	-11% Ex FX +5%
EBIT	-38M€	-28M€	+25%
Net Result	-212M€	-56M€	+74%
Cash Flow before M&A and refinancing	-39M€	-41M€	-4%
Capex	25M€	17M€	-29%
Net Debt	1,131M€	743M€	

COMMENTS

- Total Group 1H figures improving 1Q performance driven by a strong 2Q with advertising recovery and digital growth
- Compliance with the fix cost reduction plan of 30M€
- Negative FX impact of -23M€ in revenues and -5M€ in EBITDA
- Adjusted EBITDA remains in line with previous year
- Cash consumption before operations in line with previous year despite operational decline and higher redundancies*
- Capex amounting 17M€ versus 25M€ same period previous year
- Net Debt stands at 743M€ vs 1,131M€ in June 20

(*) 15M€ in P/L with a cash impact of 11M€

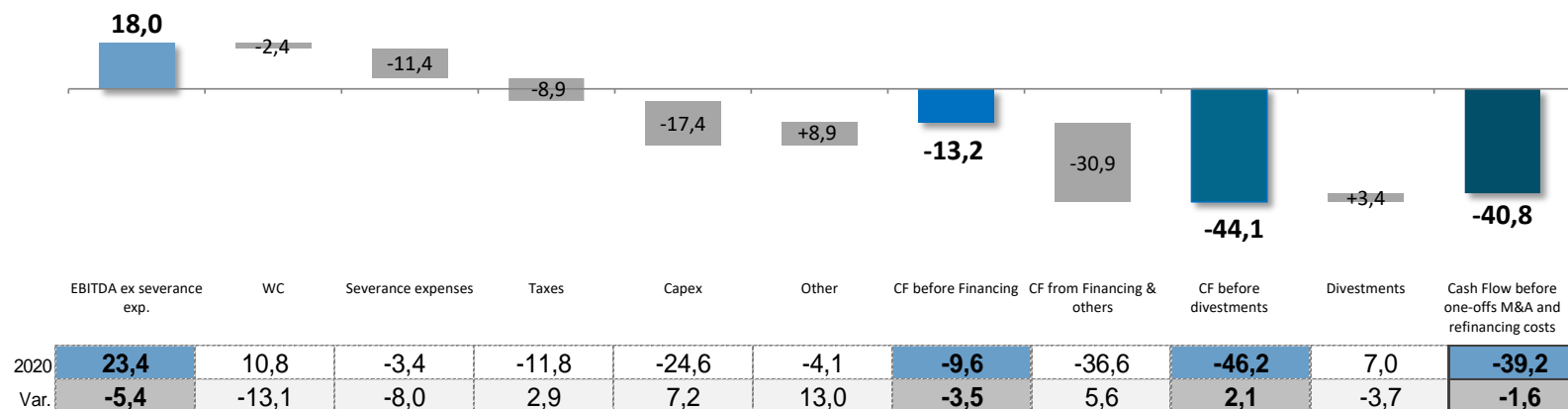
1H 2021 Key highlights – Group

FROM EBIT TO NET PROFIT				COMMENTS
	H1'20	H1'21	Var (%)	
EBIT	-38M€	-28M€	+25%	<ul style="list-style-type: none"> Financial result improvement versus previous year as a result of lower interest on debt due to debt reduction Net profit comparison affected by 2020 impairments Comparable net profit of -56M€ compared to -48M€ previous year with lower financial results partially offsetting the operating decline
Financial result	-37M€	-29M€	+22%	
Result from associates	-7M€	0M€	+96%	
Profit before tax	-82M€	-58M€	+30%	
Tax Expense	68M€	1M€	-99%	
Results from discontinued	-74M€	-0M€	+100%	
Minority interest	-12M€	-2M€	+81%	
Net Profit	-212M€	-56M€	+74%	
Impairments	-164M€	-	-100%	
Comparable Net profit	-48M€	-56M€	-16%	

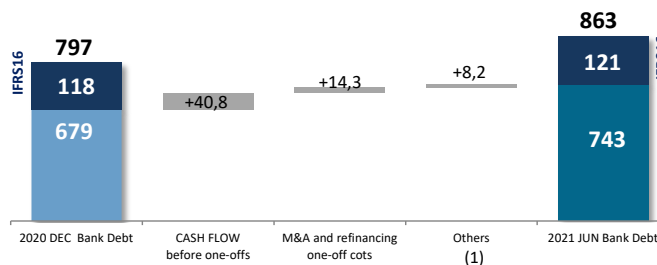
1H 2021 Total Group Financial Overview – Cash Flow Generation

Cash Flow Generation (Mn€)

Cashflow excludes FX impact in Cash Balance



Net Debt Evolution (Mn€)



Operating cashflow remains in line with previous year. The operating decline and higher redundancies are partially offset by lower CAPEX, lower financial expenses and the positive result of a positive VAT act. Cash position standing at €201 Mn cash with additional liquidity lines undrawn amounting to €122 Mn

5 Key Takeaways

ON TRACK TO MEET 2021 OUTLOOK

- **Advertising growth** in line with market
- **Education business recovery** subject to reopening of schools
- Continued improvement in total Group digital KPI's
- **Cost reduction plan of 30 Million euros** to be exceeded
- Significant improvement in cash consumption **compared to 2020**
excluding redundancies



MONITORING THE ENVIRONMENT WITH ADDITIONAL EFFICIENCY MEASURES IN PLACE