



PRISA

RESULTS REPORT

January - December 2022

PROMOTORA DE INFORMACIONES, S.A.
February 28th, 2022

INDEX



Overview	3
PRISA Group	
Financial Results	4
P&L	5
Cash Flow Statement	6
Financial Net Debt	7
Balance sheet	8
Prisa Media	
Financial Results	9
P&L	11
Santillana	
Financial Results	12
Revenue Breakdown	14
P&L	15
ESG	16
Guidance 2023	17
Main KPIs	18
Appendix	
FX Evolution	20
Revenue and EBITDA breakdown	21

Overview

Grupo Prisa exceeds the expectations communicated at the beginning of the year in terms of revenues, adjusted EBITDA margin and Cash Flow (Guidance). 2022 performance confirms the Group's good progress towards the achievement of the 2025 goals set out in the Strategic Plan. Significant improvement in all key operational and digital indicators despite a complex year in the global macroeconomic environment.

2022 financial year has been shaped by an overall environment of near-constant volatility, uncertainty, complexity and ambiguity. This complex environment has been aggravated by various events that are having a major impact globally: the war in Ukraine, disruptions in the supply chain, a significant increase in inflation rates, rising energy prices and rising interest rates, to name but a few of the most relevant.

Despite this uncertain, adverse and complex macroeconomic environment, PRISA has managed to meet the objectives set out in its Strategic Roadmap for 2022, **exceeding the indicators reported in the 2022 Guidance.**

During the 2022 financial year, PRISA's corporate sphere has implemented various measures to mitigate the adverse effects of the macroeconomic situation and make progress towards achieving the objectives.

In March 2022, for the first time in the history of the Group, **a Strategic Plan with clear and ambitious objectives for 2025 was presented.** This plan is based on **5 strategic pillars** that constitute the strategic framework for the future: financial stability, business focus, growth orientation, leadership and ESG.

In parallel, work was carried out on a Debt Refinancing, the agreement on which was reached in April 2022. The refinancing agreement strengthened the Group's balance sheet structure. In addition, **greater financial flexibility and optionality** was achieved: with an extension of maturities, **cost reduction, alignment of covenants and a greater facility for early repayment of Debt.**

At the end of November 2022, the Sustainability Master Plan 2022-2025 was presented, which defines Prisa's ESG commitments, preparing the Company to **respond to the new European regulations on corporate sustainability reporting and due diligence.** The Master Plan is based on a **materiality analysis**, which reflects the expectations of the various stakeholders with the participation of senior management and professionals from the Group's business units. The Master Plan is inspired by the Strategic Plan, **connecting its pillars, objectives and actions with the business to enhance its growth opportunities.**

On October 28th 2022, the first announcement was made to the CNMV regarding the issue of EUR 130 million in mandatory convertible Notes into newly issued shares. The purpose of the issue is to repay part of the syndicated Financial Debt that is in the most expensive tranche in order **to mitigate the negative effects of the continuous interest rate hikes.** The convertible Notes were fully subscribed, with demand exceeding the offering.

This transaction has further reinforced **the strong commitment and confidence shown by the current shareholders in the Group and in the Strategic Roadmap defined for 2025.**

Highlights

Presentation of the Company's Strategic Plan 2022-2025

For the first time in history, the Group presented the Strategic Plan with clear and ambitious objectives for 2025. The Plan is based on 5 strategic pillars that constitute the strategic framework for the future.

Debt Refinancing

Strengthening the Group's balance sheet structure.

Improved flexibility and optionality: extension of maturities, reduction of costs, adaptation of covenants and greater ease of early repayment.

Sustainability Master Plan 2022-2025

Defines PRISA's ESG commitments.

Focused on a materiality analysis, reflecting the expectations of the different stakeholders, with the participation of senior management and professionals from the Group's business units.

The Master Plan is inspired by the Strategic Roadmap, connecting its pillars, objectives and actions with the business to enhance its growth opportunities.

Convertible Notes issuance

Subscription of EUR 130 million of mandatory convertible Notes was completed, with more demand than supply.

Purpose: to repay part of the syndicated Financial Debt in the face of continued interest rate hikes.

Highlights the confidence shown by the current shareholders in the Group's Roadmap.

PRISA Group - Financial Results

Positive evolution in both business units, driven by the subscription models (both in Education and Media), the recovery in Radio advertising and cost control. **Significant operational improvement that has enabled us to exceed the expectations communicated in the Guidance 2022, in an adverse and complex macroeconomic context.**

Revenues

Revenues in 2022 increased by 14.7% to €850m compared to €741m in 2021. This **exceeds the revenue guidance** set for 2022 (€770-800m). Despite macroeconomic uncertainties and difficulties, both business units have shown growth compared to the previous year, confirming the continued operational improvement. Revenue growth was mainly due to improved subscription models at Santillana and online circulation and Radio advertising at Prisa Media. In the fourth quarter, revenue growth was 2.9% compared to the same period in 2021.

EBITDA

The operational improvement has led to an EBITDA improvement of €74m (€41m excluding severance payments) compared to 2021. In addition, the adjusted **EBITDA margin Guidance for 2022 has been exceeded**, being 17.3% compared to the range of 15-17% presented at the beginning of the year.

FX

The exchange rate has had a positive effect of €37m on revenues for the year, mainly due to the revaluation of the Brazilian Real and the Mexican Peso. The effect on EBITDA was positive by €7m.

Highlights

Exceeding the objectives communicated in the Guidance 2022

Guidance improved in the 3 indicators defined at the beginning of 2022: Revenues, adjusted EBITDA margin and Cash Flow. Despite the uncertainty due to the macroeconomic situation, the Group continues to grow and meet its objectives. 2023 Guidance is included at the end of the report.

Operating results

Significant increase in adjusted EBITDA: +38% compared to the previous year.

Education and Media businesses contribute to Adjusted EBITDA growth: +35% and +24%, respectively; while the HQ reduces its costs significantly.

Cash generation

Cash Flow excluding one-offs adjusted with the collection of the 2022 PNLD which has been carried forward to 2023 (+€3m), above last year's figure (+€1.6m), in line with expectations.

Total cash generation - €76m (-€66m, -15% YoY), affected by the acquisition of Radio's minority interests (€32m) and refinancing and interest rate hedging costs (€21m).

Net Debt

Bank Debt stands at €856m vs. €756m at December 2021, particularly affected by extraordinary impacts.

Net financial debt/EBITDA ratio of 6.2x (vs. 8.0x in December 2021).

Issuance in January 2023 of €130m convertible Notes, 100% underwritten to partially repay the most expensive tranche of Debt. Pro Forma Net Bank Debt considering the operation, would amount to €728m.

Net Result

Net book profit for the year improved by 88% compared to 2021, an improvement of €94m. The improvement in the net result stems from an operational improvement and an improvement in taxes due to increased tax efficiencies in Santillana.

Cash generation

In 2022, Cash Generation excluding one-offs reached -€3m due to the delay of the collection of 2022 PNLD order to 2023. Assuming in 2022 the partial outstanding amount of the PNLD, **the Cash Generation excluding one-offs reaches €3m**, which would be a 100% improvement compared to 2021 and **exceed the Guidance for 2022**.

2022 Guidance considered the full collection of the PNLD order in 2022.

Cash generation amounted to -€76m compared to -€66m in 2021, mainly affected by extraordinary items such as the purchase of the Radio minority interests to strengthen the Media project, refinancing costs to gain flexibility and stability and interest rate hedging to stabilize cash flows in an environment of uncertainties.

Debt

Net Bank Debt stands at €856m, compared to €756m in 2021. Despite this, the financial leverage ratio improved to 6.2x vs. 8.0x in December 2021. The period has been particularly affected by the extraordinary impacts previously mentioned.

On the other hand, in January 2023, the company launched mandatory convertible Notes for a total amount of €130m, which has been fully subscribed as demand exceeded the offering. The funds will be used to partially repay the most expensive tranche of the syndicated Financial Debt.

PRISA Group – P&L

REPORTED RESULTS

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenue	850.2	741.2	14.7%	262.9	255.4	2.9%
Reported EBITDA	137.6	63.1	118.1%	68.4	45.1	51.7%
<i>EBITDA Margin</i>	16.2%	8.5%	90.1%	26.0%	17.7%	47.4%
EBITDA ex severance expenses	147.5	106.7	38.2%	71.6	64.6	10.8%
<i>EBITDA Margin ex severance expenses</i>	17.3%	14.4%	20.5%	27.2%	25.3%	7.7%
Reported EBIT	63.4	-19.7	---	43.4	9.2	370.1%
<i>EBIT Margin</i>	7.5%	-2.7%	---	16.5%	3.6%	356.8%
Financial Result	-72.3	-63.3	-14.3%	-30.2	-18.1	-66.7%
Interests on Debt	-70.2	-49.7	-41.2%	-20.5	-11.2	-83.0%
Other financial results	-2.1	-13.5	84.4%	-8.4	-6.9	-21.6%
Result from associates	6.0	1.4	326.3%	2.2	1.5	50.9%
Profit before tax	-3.0	-81.6	96.3%	15.4	-7.4	---
Income tax expenses	10.3	21.0	-51.0%	-0.7	11.3	---
Results from discontinued activities	0.0	-3.3	---	0.0	-3.3	---
Minority interest	-0.3	0.7	---	1.0	2.6	-63.5%
Net Profit	-12.9	-106.5	87.8%	15.2	-24.7	---

RESULTS AT CONSTANT CURRENCY

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenue	812.8	741.2	9.7%	254.5	255.4	-0.4%
Reported EBITDA	130.7	63.1	107.2%	65.4	45.1	45.0%
<i>EBITDA Margin</i>	16.1%	8.5%	88.9%	25.7%	17.7%	45.6%
EBITDA ex severance expenses	140.3	106.7	31.4%	68.6	64.6	6.1%
Reported EBIT	59.6	-19.7	---	40.8	9.2	341.8%
<i>EBIT Margin</i>	7.3%	-2.7%	---	16.0%	3.6%	343.4%

PRISA Group – Cash Flow Statement

CASH FLOW STATEMENT

EUR Millions	Var. 22/21				Var. 22/21			
	Dec 2022	Dec 2021	Abs	%	Q4 2022	Q4 2021	Abs	%
Reported EBITDA	137.6	63.1	74.5	118.1%	68.4	45.1	23.3	51.7%
Severance expenses	9.9	43.6	-33.7	-77.3%	3.2	19.5	-16.3	-83.7%
EBITDA (excluding severance payments)	147.5	106.7	40.8	38.2%	71.6	64.6	7.0	10.8%
Change in working capital	0.0	9.0	-9.1	---	-24.3	-17.9	-6.4	-35.7%
Severance payments	-18.3	-30.3	12.1	39.8%	-3.0	-10.1	7.1	70.1%
Taxes paid	-15.5	-13.2	-2.3	-17.2%	-2.9	-1.3	-1.6	-120.2%
Capex	-51.8	-45.3	-6.5	-14.4%	-16.7	-15.2	-1.5	-9.7%
Other cash flows and adjustments from operations & financial investments	-6.4	6.2	-12.6	---	-2.3	-3.8	1.5	39.1%
CASH FLOW BEFORE FINANCING ACTIVITIES	55.5	33.1	22.3	67.4%	22.4	16.3	6.0	37.0%
Interest paid	-50.7	-36.1	-14.6	-40.4%	-24.7	-19.9	-4.7	-23.6%
Dividends	-3.0	0.0	-3.0	---	-1.0	0.1	-1.1	---
Other cash flows from financing activities	-25.7	-31.0	5.3	17.0%	-5.4	-7.9	2.5	32.0%
IFRS 16	-24.3	-26.4	2.1	8.0%	-6.3	-6.6	0.2	3.5%
Others	-1.4	-4.6	3.2	68.5%	1.0	-1.3	2.3	---
CASH FLOW FROM FINANCING ACTIVITIES	-79.4	-67.0	-12.3	-18.4%	-31.1	-27.7	-3.3	-12.0%
CASH FLOW BEFORE DIVESTMENTS	-23.9	-33.9	10.0	29.5%	-8.7	-11.4	2.7	23.7%
Divestments	2.7	5.2	-2.5	-48.1%	0.3	1.6	-1.3	-79.5%
CASH FLOW BEFORE OPERATIONS	-21.2	-28.8	7.5	26.1%	-8.4	-9.8	1.4	14.7%
CASH FLOW EX ONE-OFFS (*)	-3.0	1.6	-4.6	---	-5.4	0.2	-5.6	---
PNLD 2022 collected in 2023	6.1	0.0	6.1	---	6.1	0.0	6.1	---
CASH FLOW BEFORE ONE-OFFS ADJUSTED TO 2022 PNLD	3.2	1.6	1.6	100.0%	0.8	0.2	0.5	213.5%
CASH FLOW OPERATIONS	-54.5	-37.0	-17.5	-47.4%	-4.9	-21.3	16.4	77.0%
CASH FLOW	-75.7	-65.7	-10.0	-15.2%	-13.3	-31.1	17.8	57.3%

(*) Cash Flow before operations excluding severance expenses.

CASH FLOW GENERATION BEFORE INTEREST

EUR Millions	Var. 22/21				Var. 22/21			
	Dec 2022	Dec 2021	Abs	%	Q4 2022	Q4 2021	Abs	%
Cash Flow before financing ex severance payments	73.7	63.5	10.3	16.2%	25.4	26.4	-1.0	-3.9%
IFRS 16	-24.3	-26.4	2.1	8.0%	-6.3	-6.6	0.2	3.5%
Others ⁽¹⁾	-1.7	0.6	-2.3	---	0.3	0.4	-0.1	-28.0%
CASH FLOW BEFORE INTEREST	47.7	37.7	10.0	26.6%	19.3	20.2	-0.9	-4.5%

(1) Others includes Financial investments, other Cash Flows, dividends and divestments

PRISA Group – Financial Net Debt

TOTAL FINANCIAL NET DEBT

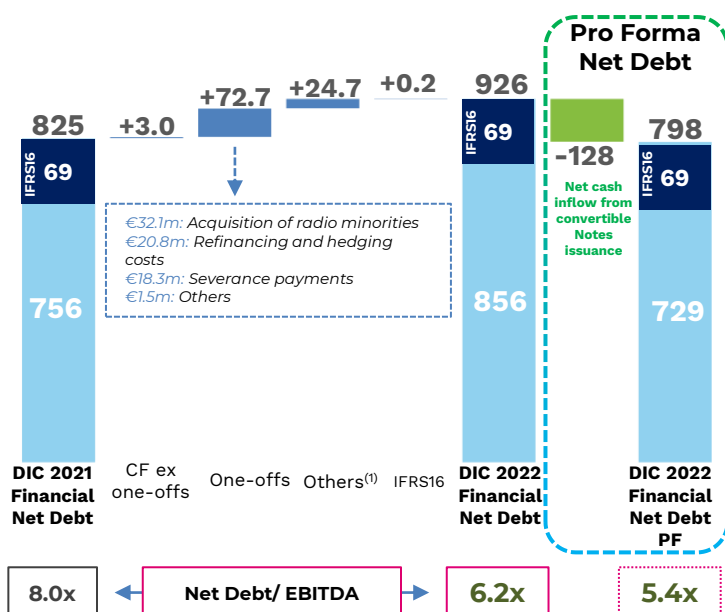
EUR Millions

	Dec 2022	Dec 2021	Chg. 22/21	
			Abs	%
Bank Debt	1,011.7	949.3	62.4	6.6%
Non-current Bank Debt	980.8	934.3	46.5	5.0%
Current Bank Debt	30.8	14.9	15.9	106.6%
Short term financial investments	-1.5	-2.1	0.6	27.3%
Cash & cash equivalents	-189.5	-168.7	-20.8	-12.3%
Present value	35.8	-22.4	58.2	---
TOTAL NET BANK DEBT	856.4	756.1	100.4	13.3%
IFRS 16 liabilities	69.2	69.0	0.2	0.2%
TOTAL FINANCIAL NET DEBT w/IFRS16	925.6	825.1	100.5	12.2%

TOTAL BANK DEBT BY BUSINESS UNIT (including Interco)

	Dec 2022	Dec 2021	Chg. 22/21	
			Abs	%
PRISA Holding + PRISA Gestión Financiera + PAE + Others	828.1	761.9	66.2	8.7%
Bank Debt	1,019.6	905.1	114.5	12.7%
Cash, Short term financial investments and interco Debt	-191.5	-143.2	-48.3	-33.8%
Santillana	-101.2	-98.2	-3.0	-3.1%
PRISA Media	129.6	92.4	37.2	40.2%
Radio	1.2	5.7	-4.5	-79.5%
Press	-12.6	94.6	-107.2	---
Others	141.0	-7.9	148.9	---
TOTAL NET BANK DEBT	856.4	756.1	100.4	13.3%

Financial Net Debt evolution (€m)



Mandatory convertible Notes issuance



(1) Includes mainly PIK, unpaid accrued interest, capitalized fees and the impact of FX on net debt.
 (2) Net Debt/EBITDA ratio calculated as the financial leverage criteria defined on the Refinancing agreements

PRISA Group – Balance Sheet

EUR Millions

	ASSETS	
	Dec 2022	Dec 2021
FIXED ASSETS	425.9	399.2
Property plant and equipment	103.3	109.7
Goodwill	117.2	109.5
Intangible assets	104.9	96.0
Long term financial investments	12.4	11.4
Investment in associates	33.1	27.0
Deferred tax assets	55.0	45.6
Other non current assets	0.0	0.0
CURRENT ASSETS	556.7	479.1
Inventories	74.7	39.9
Accounts receivable	290.2	265.7
Short term financial investments	1.5	2.4
Cash & cash equivalents	189.5	168.7
Assets held for sale	0.8	2.3
TOTAL ASSETS	982.7	878.3

EUR Millions

	LIABILITIES	
	Dec 2022	Dec 2021
SHAREHOLDERS EQUITY	-532.2	-511.8
Issued capital	74.1	70.9
Reserves	-607.4	-521.1
Income attributable to the parent company	-12.9	-106.5
Minority interest	14.1	44.9
NON CURRENT LIABILITIES	1,073.3	1,033.8
Long term Financial Debt	980.8	934.3
Other long term financial liabilities	53.9	53.9
Deferred tax liabilities	19.9	21.3
Provisions	15.3	21.0
Other non current liabilities	3.4	3.3
CURRENT LIABILITIES	441.5	356.3
Short term Financial Debt	30.8	14.9
Other current financial liabilities	32.8	15.9
Trade accounts payable	254.8	196.0
Other short term liabilities	81.1	93.2
Accrual accounts	41.5	35.2
Liabilities held for sale	0.4	1.1
TOTAL LIABILITIES	982.7	878.3

PRISA Media

Prisa Media is the largest Spanish-speaking Media and Entertainment group, at the forefront of digital transformation, with leading brands in Spain, Latin America and USA.

New organizational structure responds to the need to align the organization around a common purpose and strategy for all the Group's media: focusing efforts on accelerating digitalization, enhancing the global reach of products and leveraging the growth potential of brands. Focusing on subscription models and the diversity of our leading brands and formats to maximize profitability.

Financial Results

Prisa Media has closed 2022 with a 5% increase in revenues compared to last year. Revenues reached €404m compared to €383m in 2021. Prisa Media recorded growth despite a year marked by the complex macroeconomic situation, where private consumption and the advertising investment has been affected by economic uncertainty. Revenue growth compared to last year is mainly due to i) the growth of advertising markets, ii) the leadership position in all markets where Prisa Media operates and iii) the growth of the digital pay-per-subscription model of EL PAÍS. Furthermore, the restructuring carried out and the efficiency measures have enabled to reduce expenses by 5% compared to the same period in 2021 despite the strong business growth in 2022 and the macroeconomic effects of the environment (higher inflation, higher costs of raw materials and energy resources mainly). In the fourth quarter, operating revenues increased by 5% to €126m.

In terms of EBITDA, in 2022, PRISA Media obtained a reported EBITDA of €48m compared to €10m in 2021. This represents an improvement of €38m, due to business improvement and lower severance payments. EBITDA excluding severance expenses reached €52m compared to €42m in the previous year, an improvement of €10m (+24%). In the fourth quarter of the year, EBITDA excluding severance expenses was €30m, 11% higher than in the same quarter of 2021.

In 2022, the exchange rate had little impact on PRISA Media's revenues and reported EBITDA. The total impact was -€0.2m on revenues and +€0.1m on EBITDA.

Advertising

Advertising is the main source of revenue for PRISA Media, accounting for 75% of revenues. Net advertising revenues amounted to €310m in the year compared to €298m in 2021, an increase of 4%.

In the last quarter of the year, there was an improvement compared to the same period in 2021 with advertising revenues growing by 2%.

During 2022, advertising has been affected by the global macroeconomic situation which has produced a lack of visibility in the sector, creating uncertainty. It is worth highlighting the good performance of radio advertising, which has shown great resilience despite the lack of visibility in the market and the macroeconomic situation. During 2022, online advertising was more affected by the uncertainty and closed the year with a slight drop compared to the previous year.

Circulation

The second most relevant concept in terms of revenue contribution at PRISA Media is circulation. Offline circulation includes the sale of newspapers in print and online circulation corresponds to the sale of digital subscriptions of EL PAÍS.

In 2022, circulation revenues reached €54m compared to €52m in 2021, a 4% increase thanks to the growth in revenues from digital subscriptions of EL PAÍS (+37%), which offset the fall in offline newspaper sales (-5%). In the fourth quarter, circulation revenues amounted to €13m, an increase of 6%.

EL PAÍS has reached a total of 266,107 subscribers, of which 227,381 are exclusively digital. In 2022, the subscription model has accumulated 89,347 net additions, which represents an average of more than 7,400 monthly net additions. Total subscribers are up 51% year-on-year.

Other revenues

Other revenues contributed €40m, an increase of +22% over 2021, thanks to the diversification of digital revenues (agreements with platforms for innovative projects) and the inclusion of Lacoproductora, which generates audiovisual production revenues, within the scope of consolidation.

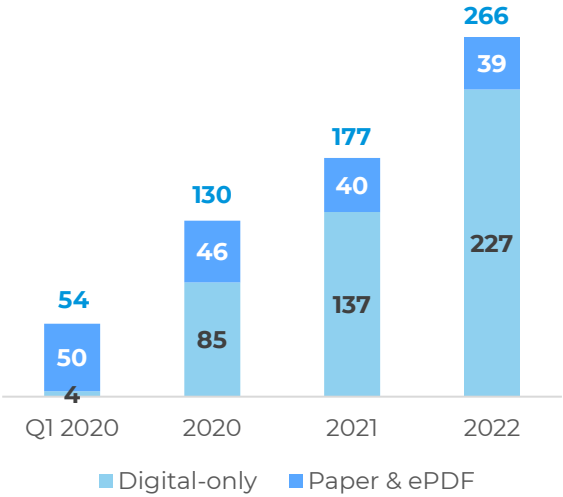
PRISA Media

Prisa Media is the largest Spanish-speaking Media and Entertainment Group, at the forefront of digital transformation, with leading brands in Spain, Latin America and USA.

EL PAÍS subscribers

EL PAÍS subscription model continues to evolve in order to offer its subscribers more exclusive, rigorous and quality content and services.

Evolution of EL PAÍS subscribers
In thousands



PRISA Media – P&L

REPORTED RESULTS

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenues	403.8	383.3	5.3%	125.8	119.9	4.9%
Net Advertising	309.6	298.4	3.8%	99.8	97.7	2.2%
Circulation	53.7	51.9	3.5%	13.3	12.5	5.9%
Offline	39.5	41.4	-4.8%	9.4	9.7	-2.9%
Online	14.2	10.4	36.5%	3.9	2.9	35.4%
Others	40.4	33.1	22.4%	12.7	9.7	31.0%
Reported expenses	356.0	373.4	-4.7%	96.4	109.8	-12.2%
Variable expenses	71.4	61.7	15.8%	22.1	20.1	10.0%
Fixed expenses	284.6	311.8	-8.7%	74.3	89.7	-17.2%
Reported EBITDA	47.8	9.9	382.5%	29.4	10.1	191.0%
EBITDA Margin	11.8%	2.6%	358.1%	23.4%	8.4%	177.4%
EBITDA ex severance expenses	52.1	41.9	24.3%	30.0	27.0	10.9%
EBITDA Margin ex severance expenses	12.9%	10.9%	18.0%	23.8%	22.5%	5.7%
Reported EBIT	20.3	-28.9	---	21.9	-10.5	---
EBIT Margin	5.0%	-7.5%	---	17.4%	-8.7%	---

PRISA Media – Financial & Digital indicators

	2022	2021	Var (%)
Digital Revenues	101.9	90.3	12.9%
Non Digital Revenues	301.8	293.0	3.0%
Digital Revenue Mix	25.2%	23.6%	1.7%
Expenses ex severance expenses	351.7	341.5	3.0%
EBITDA ex severance expenses	52.1	41.9	24.3%
Monthly average Unique Users (m)	231.3	250.8	-7.8%
Monthly average Total Listening Hours (m)	79.8	67.2	18.8%
Monthly average Audio downloads (m)	45.5	33.7	35.0%
Only-digital subscribers (K)	227.4	136.5	66.6%
Total subscribers (K)	266.1	176.8	50.5%

Education – Santillana

With leadership in 19 countries, Santillana has focused its strategy on the transformation and digitisation of the K-12 education market in Latin America by transforming to subscription-based learning systems models based on its educational technology platform (Ed-Tech).

Within the K-12 market, Santillana develops its activities in 2 areas with different market dynamics: firstly, the Private Market represents 70% of Santillana's annual sales. Santillana is focused on the transformation of the educational market and the growth of subscription models which already represent 60% of total private annual sales. Secondly, the Public Market, which represents 30% of Santillana's annual sales, based on public tenders mainly in Brazil and Mexico.

Financial Results

Santillana's revenues grew by 25% compared to 2021, reaching €447m. Santillana has shown a strong recovery in contrast to 2021, specifically in the first half of the year, where there were still many restrictions related to the Covid-19 pandemic and schools were still closed. The physical reopening of schools has allowed for a more efficient commercial campaign and shows an increased demand for digital learning systems. In the standalone quarter, revenues grew by 1% to €137m. Total revenues in 2022 grew by 14% in local currency.

In terms of reported EBITDA, Santillana closed 2022 with €96m compared to €69m in 2021, a growth of 39%, 29% in local currency. Excluding severance expenses, EBITDA was 35% higher in euros. In the fourth quarter, reported EBITDA was €41m, 6% better than in the same quarter last year.

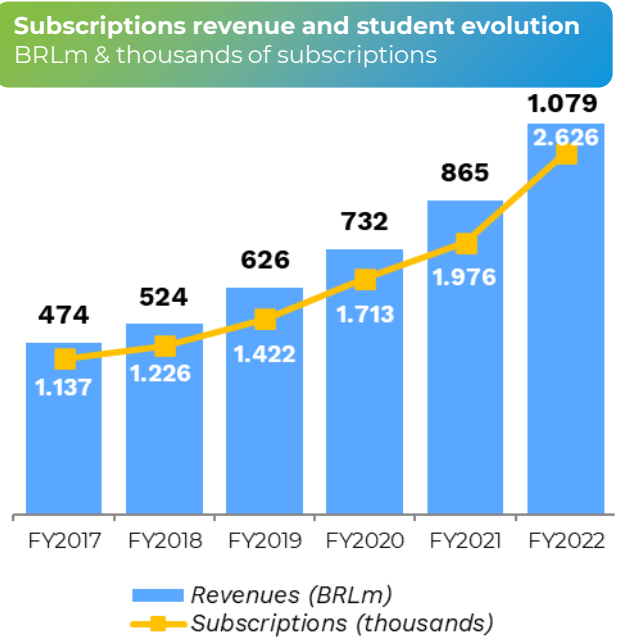
In 2022, Santillana's private business delivered outstanding results in both the South and North campaigns. The strategy of transforming students from the traditional didactic education to digital learning systems continues to support the increase in the number of subscriptions. 2022 closed with a 33% growth in subscriptions compared to 2021. The didactic business also grew in the period thanks to the return to normality in LatAm schools and an extraordinary public tender in Argentina. The results of the public business are slightly below the 2021 figure due to the cancellation of the tender in the Dominican Republic and the delay of part of the PNLD programme in Brazil which was pending delivery in 2022.

Private sales

Subscription models

Subscription models are Santillana's main source of revenue and accounted for 63% of private sales in 2022. Subscription models have accelerated their growth, reaching 2,626,488 subscriptions, an increase of 33% compared to December 2021. Revenues grew by 44% or 34% in local currency in the year.

Subscription models showed growth across all systems. Global systems grew by 17% in number of subscriptions compared to the prior year, Flexible by 18% and Supplemental (including English language) by 117%. By country, in Brazil subscriptions grew by 19%, in Mexico by 30%, in Colombia by 28% and in the rest of LatAm countries by 53%.



Didactic model

In 2022, sales of the private didactic business in LatAm amounted to €114m (37% of private sales) and showed a growth of 43%, 35% in local currency. Despite the transformation process of students from the didactic model to the subscription model, the didactic business has grown significantly compared to 2021, mainly because schools were closed to face-to-face

Education – Santillana

With leadership in 19 countries, Santillana has focused its strategy on the transformation and digitisation of the K-12 education market in Latin America by transforming to subscription-based learning systems models based on its educational technology platform (Ed-Tech).

activity, which favoured the double use of textbooks and hampered the commercial campaign in 2021. In addition, an extraordinary public tender has been registered in 2022 in Argentina.

Public sales

Public sales amounted to €135m, a slight drop compared to the 2021 figures of €136m. Santillana's performance in the public market was affected by a delay in the PNLD order in Brazil, which was not fully recorded in 2022, as well as the cancellation of the tender in the Dominican Republic, which makes the comparison with the 2021 figures not entirely homogeneous.

Education – Revenue Breakdown

REVENUES BY BUSINESS

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Education sales	441.3	350.1	26.0%	134.7	133.0	1.2%
Private	306.8	213.9	43.4%	81.6	66.2	23.3%
Subscription	192.6	134.1	43.6%	55.6	42.9	29.5%
Didactic	114.2	79.8	43.1%	26.0	23.2	11.8%
Public sales	134.5	136.2	-1.2%	53.1	66.9	-20.6%
Other revenues	6.2	8.7	-32.5%	2.6	2.4	8.6%
Operating Revenues	447.4	358.8	24.7%	137.3	135.5	1.4%

REVENUES BY BUSINESS AT CONSTANT CURRENCY

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Education sales	404.0	350.1	15.4%	125.2	133.0	-5.9%
Private	287.0	213.9	34.2%	79.3	66.2	19.8%
Subscription	179.1	134.1	33.6%	53.6	42.9	24.8%
Didactic	107.8	79.8	35.1%	25.7	23.2	10.7%
Public sales	117.0	136.2	-14.1%	45.9	66.9	-31.3%
Other revenues	5.9	8.7	-32.5%	2.4	2.4	-1.2%
Operating Revenues	409.8	358.8	14.2%	127.6	135.5	-5.8%

Education – Digital Indicators

	2022	2021	Var (%)
Total subscriptions (k)	2,626	1,976	32.9%
Campaign revenues* (€m)	182.7	127.7	43.1%
% Subscription sales / Private sales	63%	63%	0 p.p

* Revenues from the South campaigns occur between Q4 of the previous year and Q1, Q2 and Q3 of the current year. For the North campaign, campaign revenues are in line with the fiscal year.

Education – P&L

REPORTED RESULTS

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenues	447.4	358.8	24.7%	137.3	135.5	1.4%
Reported Expenses	351.1	289.5	21.2%	96.5	97.2	-0.7%
Reported EBITDA	96.4	69.3	39.1%	40.8	38.3	6.5%
EBITDA Margin	21.5%	19.3%	11.6%	29.7%	28.3%	5.1%
EBITDA ex severance expenses	102.0	75.5	35.2%	43.4	40.9	6.1%
EBITDA Margin ex severance expenses	22.8%	21.0%	8.4%	31.6%	30.2%	4.7%
Reported EBIT	51.1	26.1	95.7%	23.6	23.1	1.9%
EBIT Margin	11.4%	7.3%	57.0%	17.2%	17.1%	0.6%

RESULTS AT CONSTANT CURRENCY

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenues	409.8	358.8	14.2%	127.6	135.5	-5.8%
Reported Expenses	320.2	289.5	10.6%	90.0	97.2	-7.4%
Reported EBITDA	89.6	69.3	29.3%	37.7	38.3	-1.7%
EBITDA Margin	21.9%	19.3%	13.2%	29.5%	28.3%	4.4%
EBITDA ex severance expenses	94.8	75.5	25.6%	40.2	40.9	-1.6%
EBITDA Margin ex severance expenses	23.1%	21.0%	10.0%	31.5%	30.2%	4.4%
Reported EBIT	48.1	26.1	84.2%	21.6	23.1	-6.5%
EBIT Margin	11.7%	7.3%	61.2%	16.9%	17.1%	-0.8%



ESG¹

PRISA Group continues its robust commitment to sustainability, contributing to the development of people and the progress of society in the countries in which it operates.

Continuous development of PRISA's Sustainability Master Plan 22-25

Our three priority commitments



Contributing to the development of our talent, promoting **diversity** and **equality**

Acting to **reduce** our **environmental impact**

Improving **ESG management** of the **supply chain**

Responsible management

A commitment to change from within

Impact on students, schools, audiences and society

Driving global sustainability with education, news and information

Committed governance

Transparency in governance

Leading the **progress and transformation** of **educational centers** in Latin America

Promoting **awareness of social and environmental challenges** through content

Safeguarding the **quality of democracy**, with complete and truthful information

Driving **change towards sustainable development** among audience, students and advertisers

Promoting ESG from **governing bodies**

Striving for **excellence in ethics, compliance** and in our relationship with stakeholders

QUARTER HIGHLIGHTS

E

- **100%** of the Compartir, UNOi, Educa, and Richmond new projects in Colombia use **sugarcane paper** (biodegradable, recyclable, and compostable).
- Los40 Music Awards **continued commitment to sustainability** with local suppliers, reduction of single-use plastics, and use of 100% renewable energy, among other initiatives.

S

- PRISA has reached an **agreement with Recumadrid** for the management and recycling of 100% of the paper generated by Cadena SER, contributing to generating **18 months of work** for people at risk of social exclusion.
- The Santillana's social and education inclusion program, **#VoyaSer**, **finalist** in the *Social Responsibility and Sustainability Week Awards*.

G

- Bloomberg ESG Transparency Index, **increasing in 2022** by more than 13 points compared to 2021 (60 vs 47).
- As of Dec 16, 2022, our company performed in the top Quartile in the PUB Media, Movies & Entertainment Industry in the **S&P Global Corporate Sustainability Assessment**.

Participant of the UN Global Compact and member of the following ESG indices



¹ ESG Environmental, Social & Governance

GUIDANCE 2023

Guidance 2025

REVENUES	~ €1,000m
ADJ. EBITDA MARGIN	22-25%
FREE CASH FLOW	> €100m

Guidance for 2025 provided during the March 2022 Capital Markets Day of PRISA. March 2022.

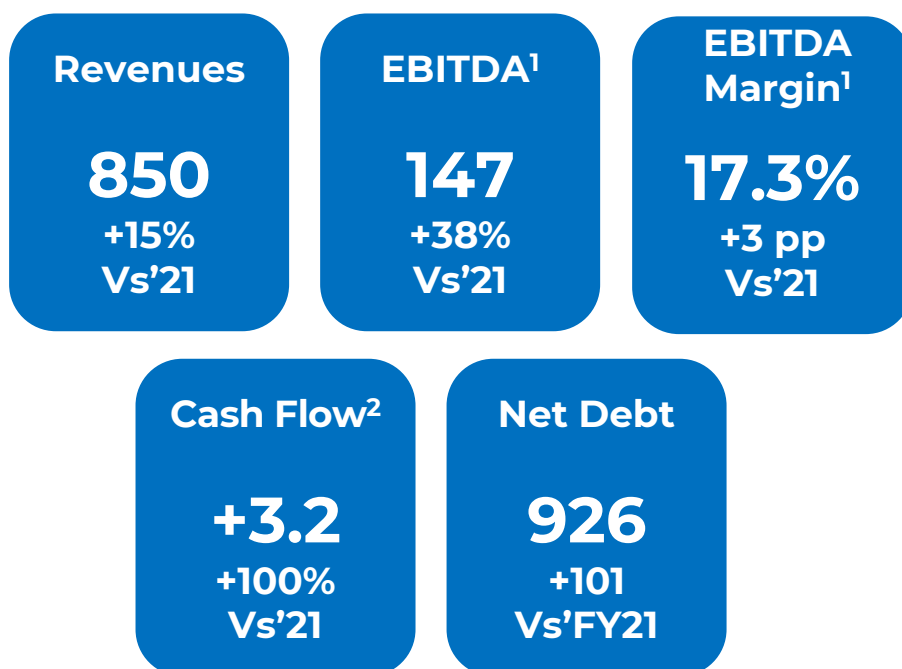
PRISA GROUP

	<u>2022</u>	<u>Guidance</u> <u>2023</u>
REVENUES	€850m	> €900m
Adjusted EBITDA margin	17.4%	17-18%
Free Cash Flow *	€31m	< €40m

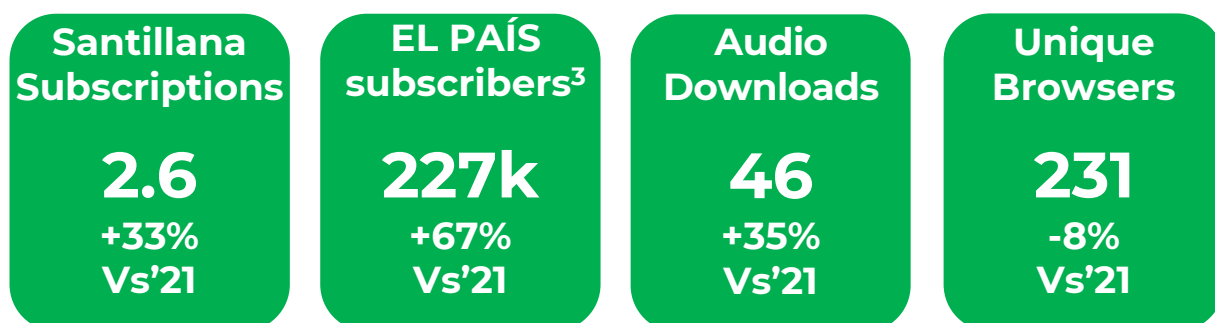
**Free Cash Flow = Cash Flow to Debt service = EBITDA ex Severance exp + WC + Capex + Taxes + Redundancies paid + Other cash flows and adjustments from operations + Financial investments + IFRS16*

PRISA GROUP - MAIN KPIS

FINANCIAL (€m)



DIGITAL (m)



1) Excluding severance expenses.

2) Excluding One-Offs and including 2022 Brazil's PNLD collected in 2023.

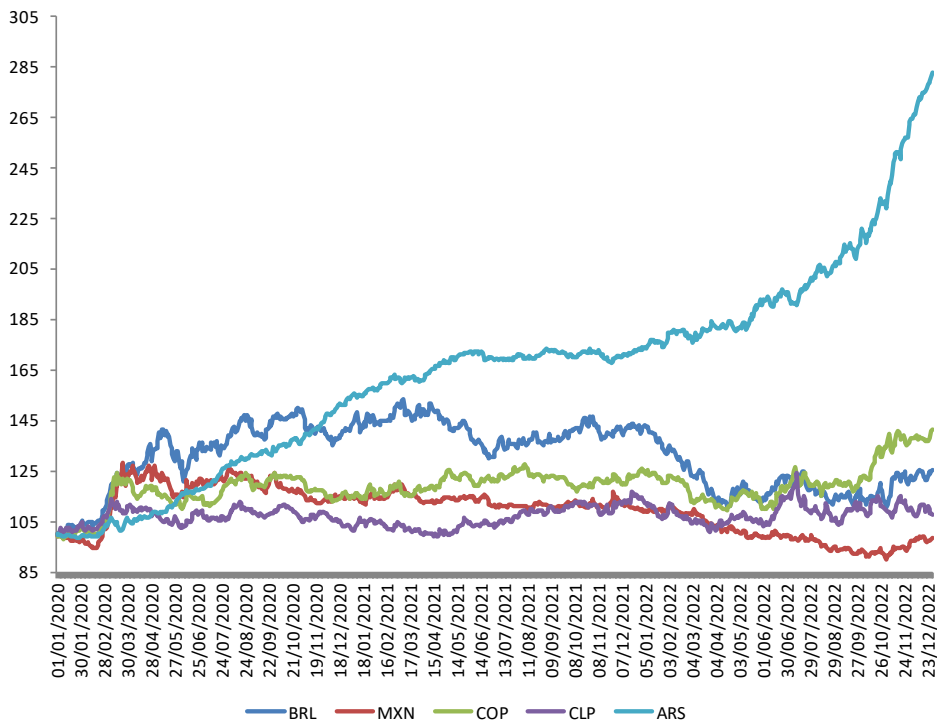
3) Digital-only subscribers.

Appendix

1. Fx evolution	20
2. Revenue and EBITDA breakdown	21

Fx evolution

The FX impact on the Group's revenues and EBITDA in 2022 was positive. **The impact was +€37m in revenues and +€7m in EBITDA.**



	BRL	MXN	COP	CLP	ARG
1Q2020	4,92	22,05	3.912,25	886,27	67,83
2Q2020	5,92	25,67	4.231,20	905,24	74,50
3Q2020	6,29	25,81	4.365,32	912,62	85,71
4Q2020	6,44	24,49	4.354,98	905,93	95,57
1Q2021	6,60	24,51	4.288,58	872,56	106,76
2Q2021	6,38	24,13	4.454,06	863,41	113,36
3Q2021	6,17	23,61	4.534,56	911,47	114,61
4Q2021	6,39	23,72	4.442,68	944,97	114,92
1Q2022	5,86	23,00	4385,66	906,57	119,65
2Q2022	5,24	21,32	4175,91	899,16	125,65
3Q2022	5,28	20,37	4417,41	932,09	136,63
4Q2022	5,38	20,10	4925,58	931,92	166,33

Source: Bloomberg

Breakdown of operating revenue and EBITDA by B.U.

EUR Millions	JANUARY - DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenues	850.2	741.2	14.7%	262.9	255.4	2.9%
Education	447.4	358.8	24.7%	137.3	135.5	1.4%
Media	403.8	383.3	5.3%	125.8	119.9	4.9%
Radio	242.6	219.2	10.7%	75.4	72.4	4.0%
Press	153.9	162.9	-5.6%	47.5	46.7	1.7%
Others	7.3	1.2	492.9%	2.9	0.8	280.9%
Prisa Holding & Others	-1.0	-1.0	-3.6%	-0.2	0.1	---
Reported EBITDA	137.6	63.1	118.1%	68.4	45.1	51.7%
Education	96.4	69.3	39.1%	40.8	38.3	6.5%
Media	47.8	9.9	382.5%	29.4	10.1	191.0%
Radio	41.6	17.7	134.9%	20.7	16.3	26.8%
Press	5.6	-6.9	---	10.1	-5.2	---
Others	0.6	-0.9	---	-1.4	-1.1	-30.0%
Prisa Holding & Others	-6.6	-16.1	59.0%	-1.7	-3.3	47.2%
EBITDA ex severance expenses	147.5	106.7	38.2%	71.6	64.6	10.8%
Education	102.0	75.5	35.2%	43.4	40.9	6.1%
Media	52.1	41.9	24.3%	30.0	27.0	10.9%
Radio	44.5	30.6	45.3%	21.3	19.9	7.0%
Press	5.8	9.9	-41.4%	9.9	6.7	46.9%
Others	1.7	1.3	33.1%	-1.2	0.4	---
Prisa Holding & Others	-6.5	-10.6	38.2%	-1.7	-3.3	46.8%

Breakdown of operating revenue and EBITDA at constant currency by B.U.

EUR Millions	JANUARY – DECEMBER			OCTOBER - DECEMBER		
	2022	2021	Var.	2022	2021	Var.
Operating Revenues at constant currency	812.8	741.2	9.7%	254.5	255.4	-0.4%
Education	409.8	358.8	14.2%	127.6	135.5	-5.8%
Media	404.0	383.3	5.4%	127.1	119.9	6.0%
Radio	243.7	219.2	11.2%	77.0	72.4	6.2%
Press	153.6	162.9	-5.7%	47.4	46.7	1.6%
Others	6.8	1.2	450.1%	2.7	0.8	251.1%
Prisa Holding & Others	-1.0	-1.0	-3.6%	-0.2	0.1	---
Reported EBITDA at constant currency	130.7	63.1	107.2%	65.4	45.1	45.0%
Education	89.6	69.3	29.3%	37.7	38.3	-1.7%
Media	47.7	9.9	381.8%	29.5	10.1	192.4%
Radio	41.8	17.7	136.3%	21.0	16.3	28.7%
Press	5.4	-6.9	---	10.0	-5.2	---
Others	0.5	-0.9	---	-1.5	-1.1	-38.2%
Prisa Holding & Others	-6.6	-16.1	59.0%	-1.7	-3.3	47.2%
EBITDA ex severance expenses at constant currency	140.3	106.7	31.4%	68.6	64.6	6.1%
Education	94.8	75.5	25.6%	40.2	40.9	-1.6%
Media	52.0	41.9	24.2%	30.1	27.0	11.5%
Radio	44.8	30.6	46.1%	21.6	19.9	8.7%
Press	5.6	9.9	-43.2%	9.8	6.7	45.9%
Others	1.6	1.3	23.5%	-1.3	0.4	---
Prisa Holding & Others	-6.5	-10.6	38.2%	-1.7	-3.3	46.8%



Investor Relations

+34 91 330 1085

ir@prisa.com

www.prisa.com