

# ATRESMEDIA

## Q1 20 Results

April 30th, 2020

[www.atresmediacorporacion.com](http://www.atresmediacorporacion.com)



**“We believe in the power of reflection and emotion”**

---

## Q1 20 Highlights

- According to external sources, Total Ad market decreased by -13%. Radio was down by -18%, TV near -12% and Digital -4%. The lockdown period due to Covid-19 accelerated ad market decline as of March.
- Within our Audiovisual division:
  - Atresmedia TV maintained market share in yoy basis ( $\approx 42\%$ ) and reached 26.2% audience share in Total Individuals
  - Atresmedia Digital achieved its record in monthly unique users (29 mill)
  - Atresmedia Cinema grabbed near 25% of the Spanish films' box office
  - Atresmedia International reached more than 59 mill subscribers
- In Radio, Atresmedia maintained more than 3.3 mill listeners/day
- Atresmedia's Total net revenue amounted to €223.4 mill; -13.2% yoy
- OPEX stood at €187.5 mill; -11.7% yoy
- EBITDA of €35.9 mill; -20.4% yoy
- Net Profit was €21.7 mill (-24.4% vs Q1 19)
- Total Net Debt stood at €177 mill (€16 mill less vs Dec 19)

1

## Q1 20 Financial Summary

# Atresmedia

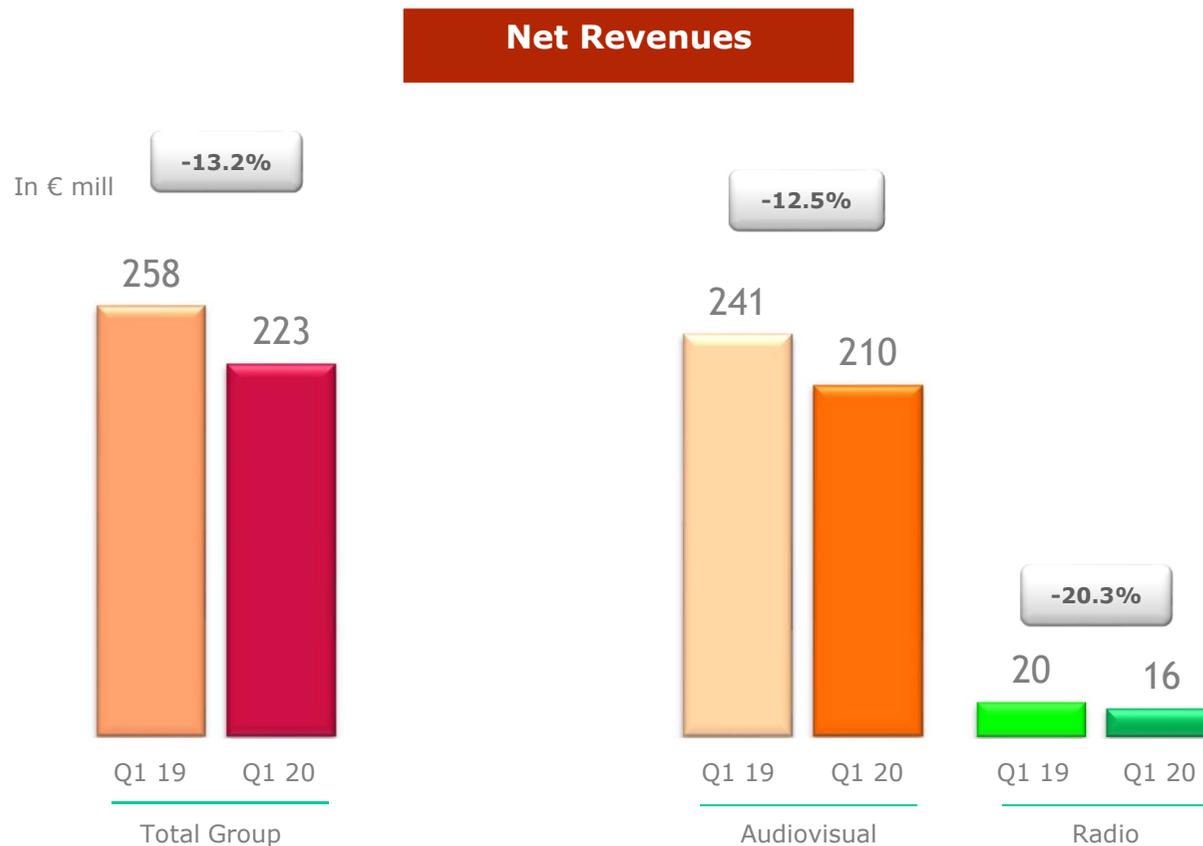
## Q1 20 Results in € mill: P&L

	Q1 20	Q1 19	YoY
<b>Net Revenues</b>	<b>223.4</b>	<b>257.5</b>	<b>-13.2%</b>
<b>OPEX</b>	<b>187.5</b>	<b>212.4</b>	<b>-11.7%</b>
<b>EBITDA</b>	<b>35.9</b>	<b>45.1</b>	<b>-20.4%</b>
<i>EBITDA Margin</i>	<i>16.1%</i>	<i>17.5%</i>	
<b>EBIT</b>	<b>31.2</b>	<b>40.3</b>	<b>-22.5%</b>
<i>EBIT Margin</i>	<i>14.0%</i>	<i>15.6%</i>	
<b>Net profit</b>	<b>21.7</b>	<b>28.7</b>	<b>-24.4%</b>
<i>Net profit Margin</i>	<i>9.7%</i>	<i>11.1%</i>	

Source: Atresmedia's financial statements

# Atresmedia: Net revenues by segment

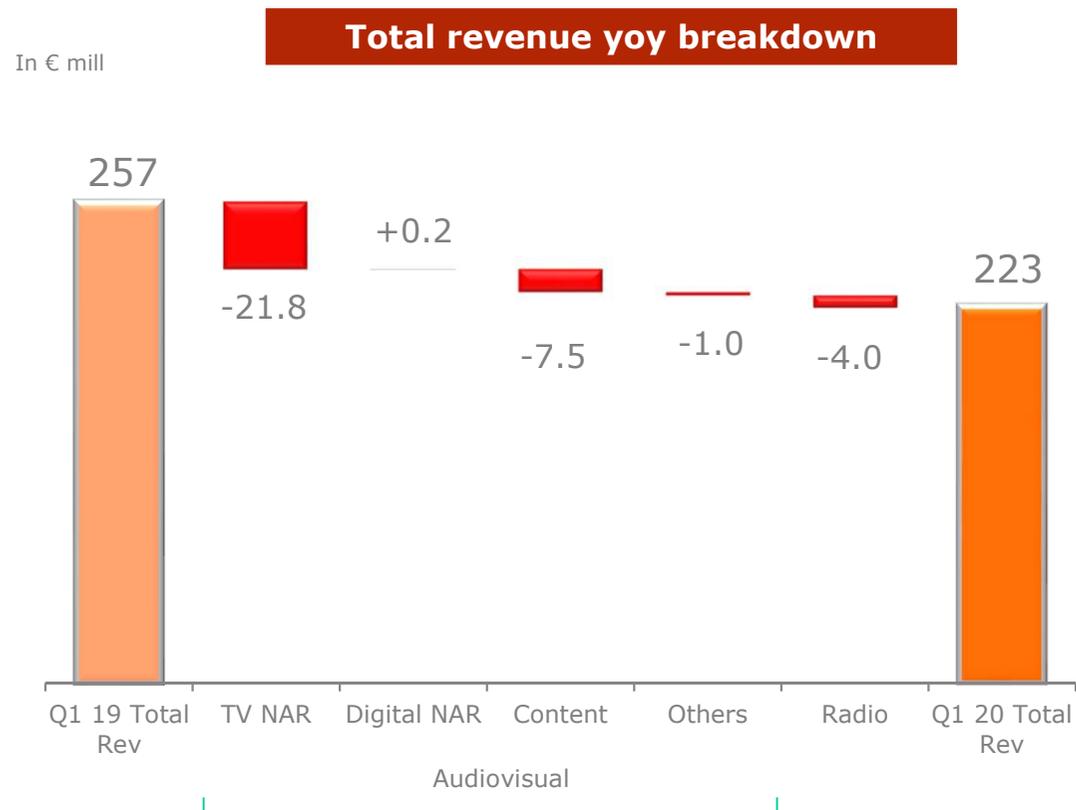
- Total Net Revenues stood at €223.4 mill, -13.2% yoy
- Audiovisual revenues were €210.4 mill (-12.5% yoy)
- Radio revenues totaled €15.9 mill (-20.3% yoy)



Source: Atresmedia's financial statements  
Eliminations are not included

# Atresmedia: Total revenue

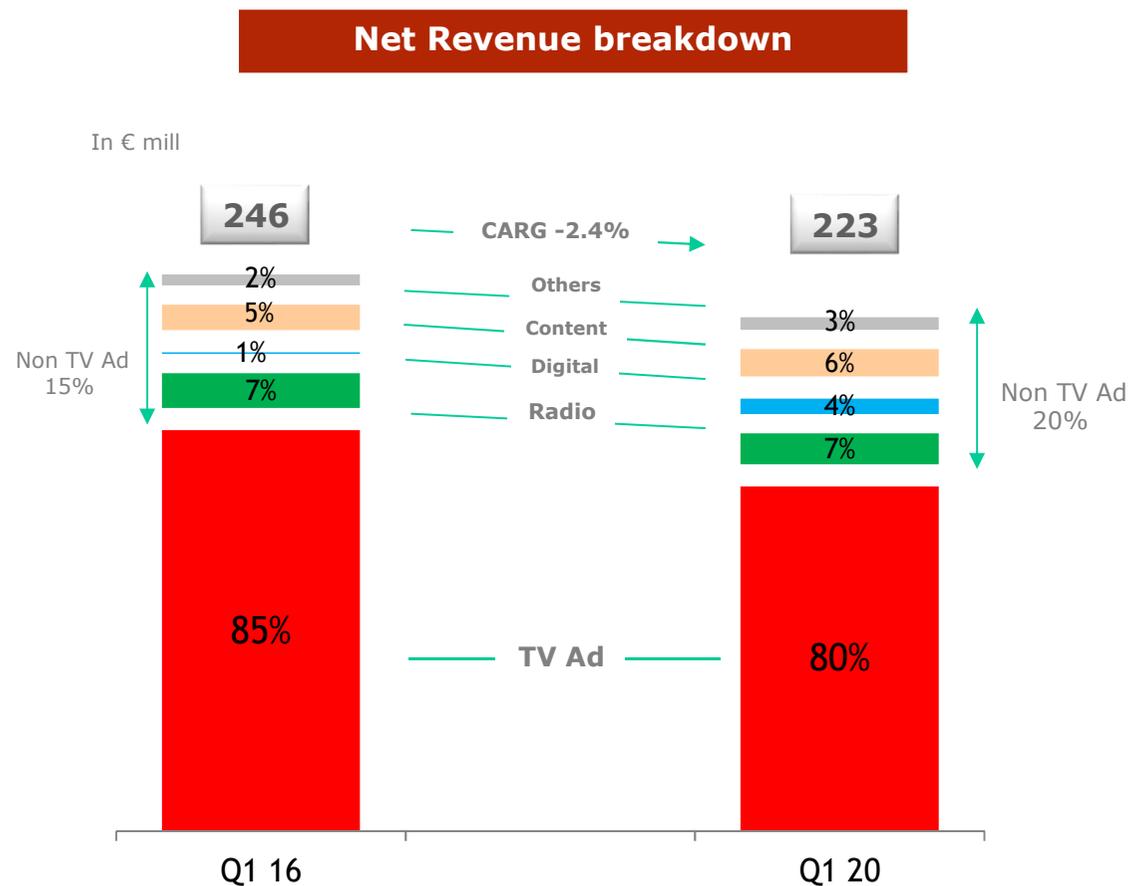
→ Total revenue decreased by €34mill yoy vs Q1 19



Source: Atresmedia's financial statements.

# Atresmedia: Total revenue breakdown & evolution

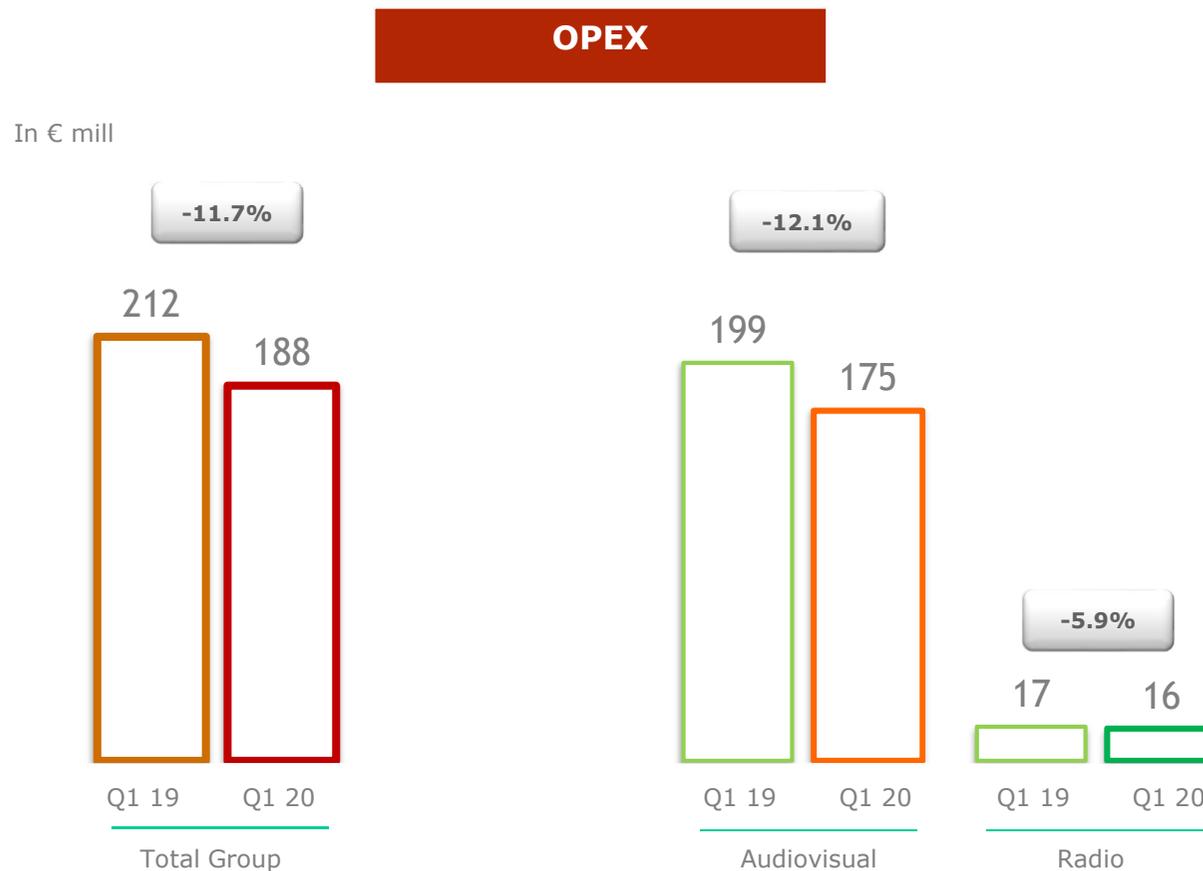
- ➔ Gradual diversification in our sources of revenues in last years
- ➔ Non TV Ad revenue accounts for 20% of Total revenue in Q1 20



Source: Atresmedia's financial statements

# Atresmedia: OPEX by segment

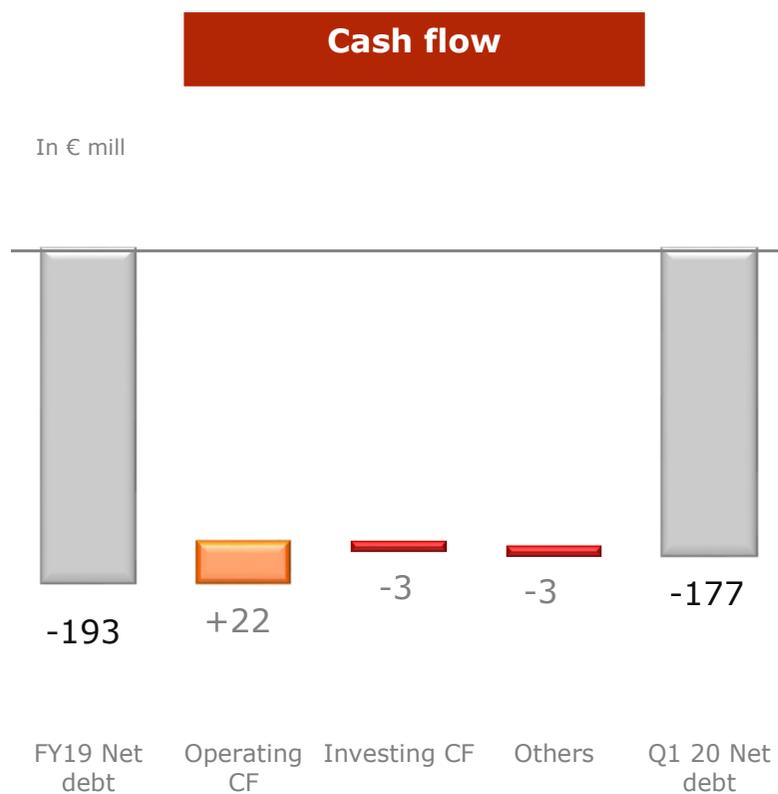
- Total OPEX was €188 million, -11.7% yoy
- Audiovisual expenses reached €175 mill (-12.1% yoy)
- Radio expenses: €16 mill (-5.9% yoy)



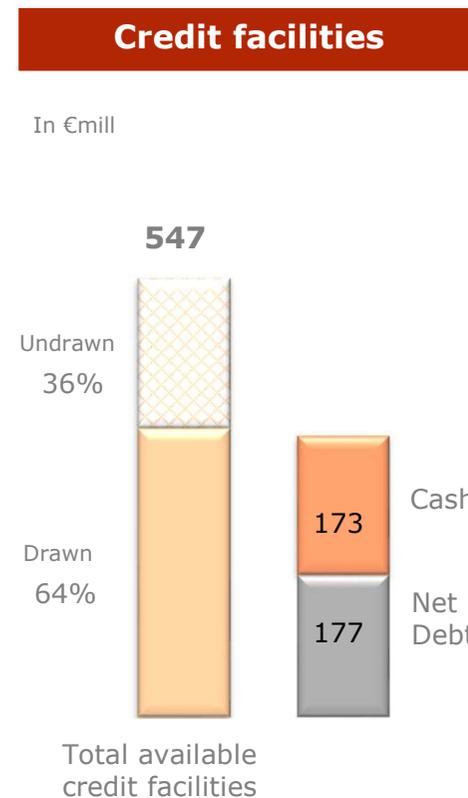
Source: Atresmedia's financial statements  
Eliminations are not included

# Atresmedia: Cash flow & Debt position

- ➔ Total net debt reached €177 million vs €193 million at Dec-2019
- ➔ Total net debt last 12 months/EBITDA = 1.01x



Source: Atresmedia's financial statements



Source: Atresmedia's financial statements

# Atresmedia Audiovisual

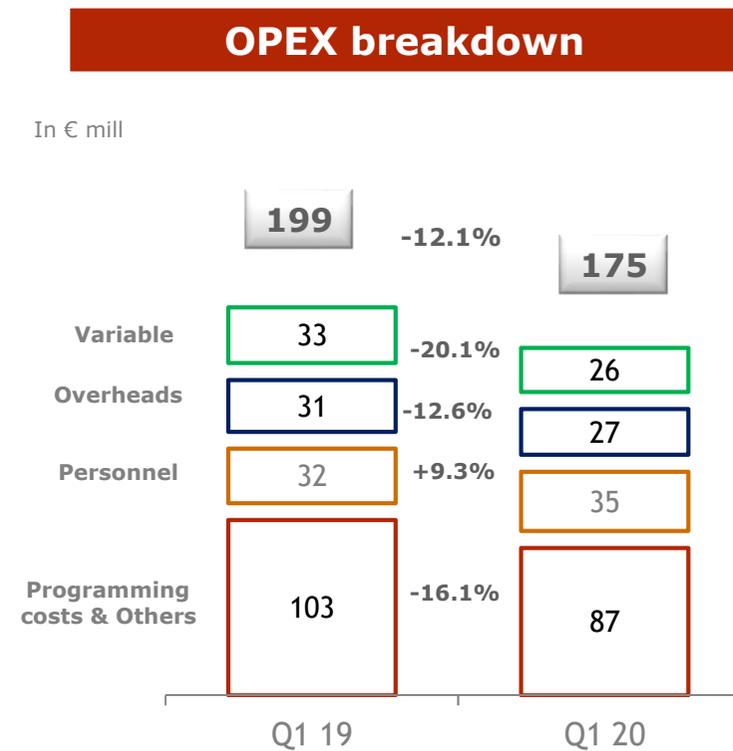
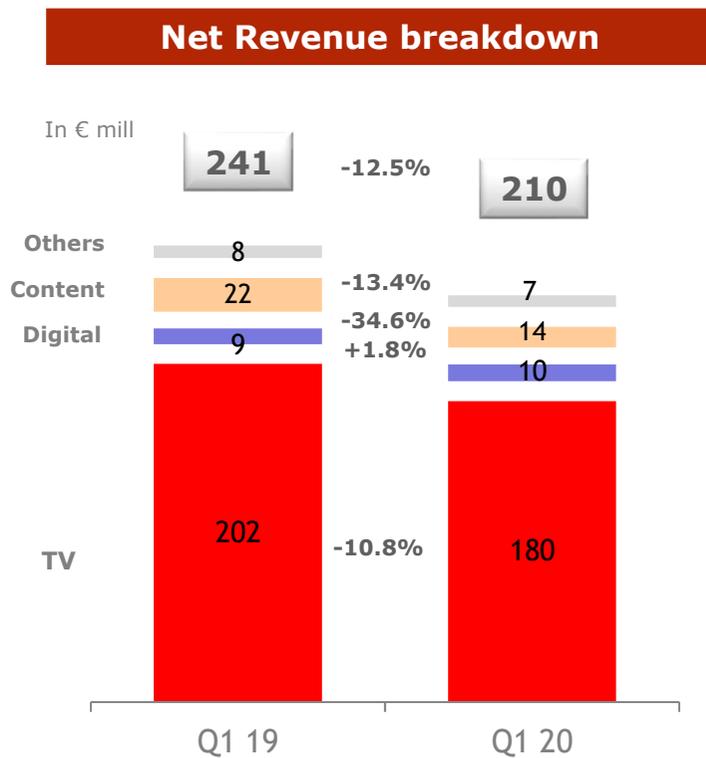
Q1 20 results in € mill: P&L

	Q1 20	Q1 19	YoY
<b>Total Net Rev.</b>	<b>210.4</b>	<b>240.5</b>	<b>-12.5%</b>
<b>OPEX</b>	<b>174.6</b>	<b>198.6</b>	<b>-12.1%</b>
<b>EBITDA</b>	<b>35.8</b>	<b>41.9</b>	<b>-14.6%</b>
<i>EBITDA Margin</i>	<i>17.0%</i>	<i>17.4%</i>	
<b>EBIT</b>	<b>31.7</b>	<b>37.7</b>	<b>-15.9%</b>
<i>EBIT Margin</i>	<i>15.1%</i>	<i>15.7%</i>	

Source: Atresmedia`s financial statements

# Audiovisual: Breakdown

- Audiovisual Net Revenue decreased by -12.5%, with only Digital in positive, due to the Covid-19 crisis
- OPEX down by -12.1% to offset the fall in revenues



Source: Atresmedia's financial statements

# Atresmedia Radio

Q1 20 Results in € mill: P&L

	Q1 20	Q1 19	YoY
<b>Net Revenues</b>	<b>15.9</b>	<b>20.0</b>	<b>-20.3%</b>
<b>OPEX</b>	<b>15.8</b>	<b>16.8</b>	<b>-5.9%</b>
<b>EBITDA</b>	<b>0.2</b>	<b>3.2</b>	<b>-94.9%</b>
<i>EBITDA Margin</i>	<i>1.0%</i>	<i>16.2%</i>	
<b>EBIT</b>	<b>-0.5</b>	<b>2.5</b>	<b>n/a</b>
<i>EBIT Margin</i>	<i>n/a</i>	<i>12.7%</i>	

Source: Atresmedia's financial statements

2

## Q1 20 Operational Summary

# Advertising market in Spain

- According to external sources, Total Ad market fell by 13% yoy.
- TV Ad market decreased near -12%, Radio -18% and Internet -4%

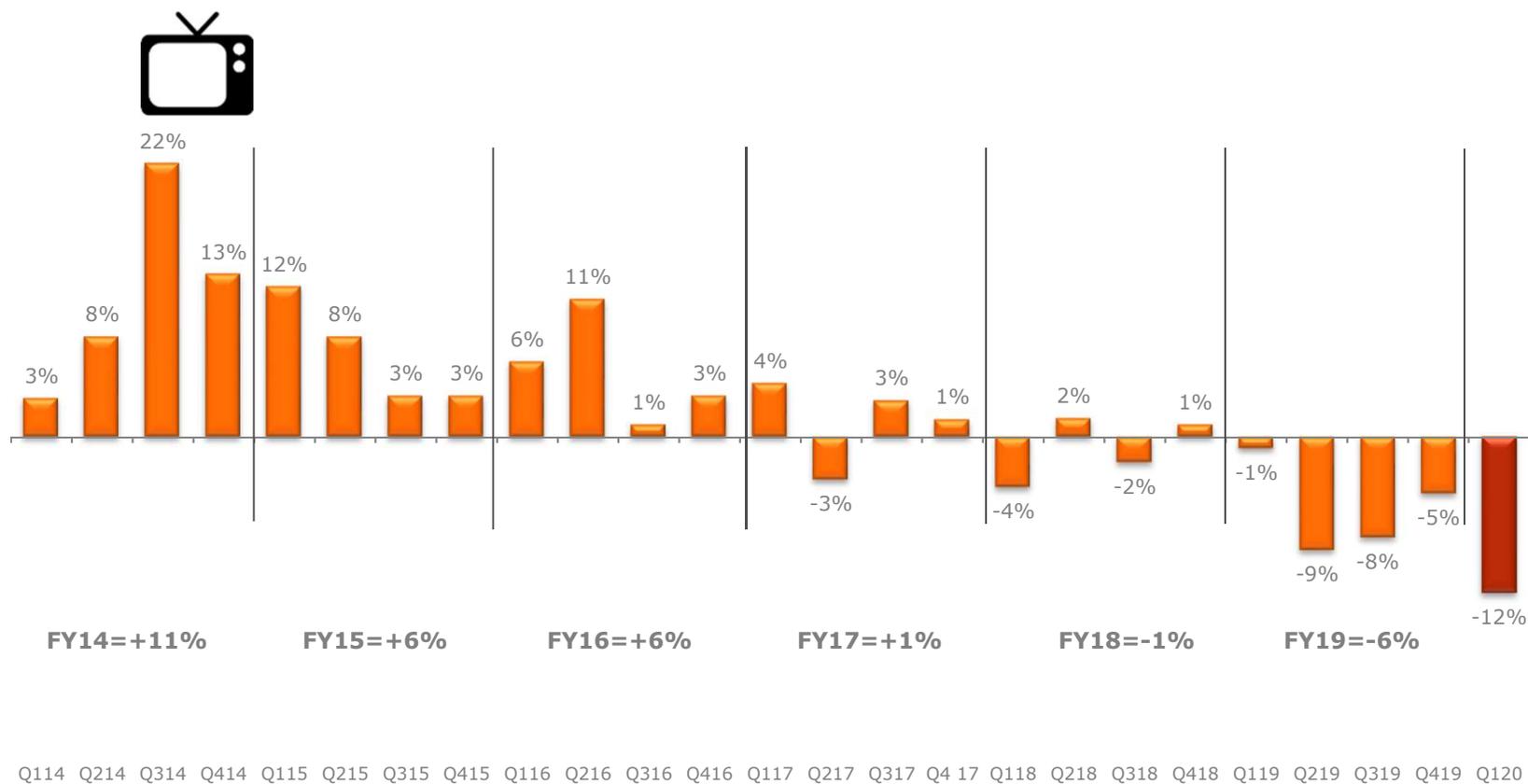
Media	I2p	Infoadex
TV	-12.4%	-11.7%
Radio	-19.3%	-17.7%
Newspapers	-23.2%	-26.3%
Magazines	-15.2%	-13.4%
Sunday suppl.	-15.2%	-16.7%
Outdoor	-21.4%	-18.6%
Digital	-4.8%	-4.3%
Cinema	-7.0%	-26.3%
<b>Total</b>	<b>-13.9%</b>	<b>-13.2%</b>

Source: I2p (ArceMedia) & Infoadex

# TV Advertising market

➔ Negative Q1 20 (-11.7% yoy), affected by the impact of the Covid-19 crisis

## Gross Total TV Advertising by quarter (yoy growth)

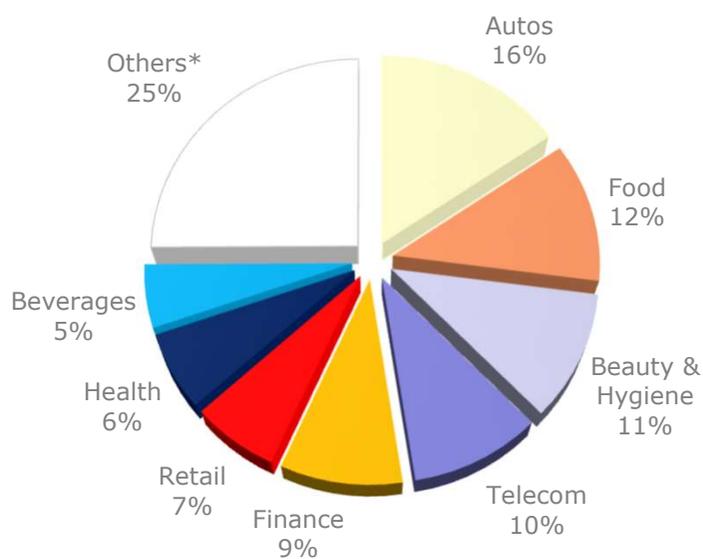


Source: Infoadex

# TV Advertising market by category

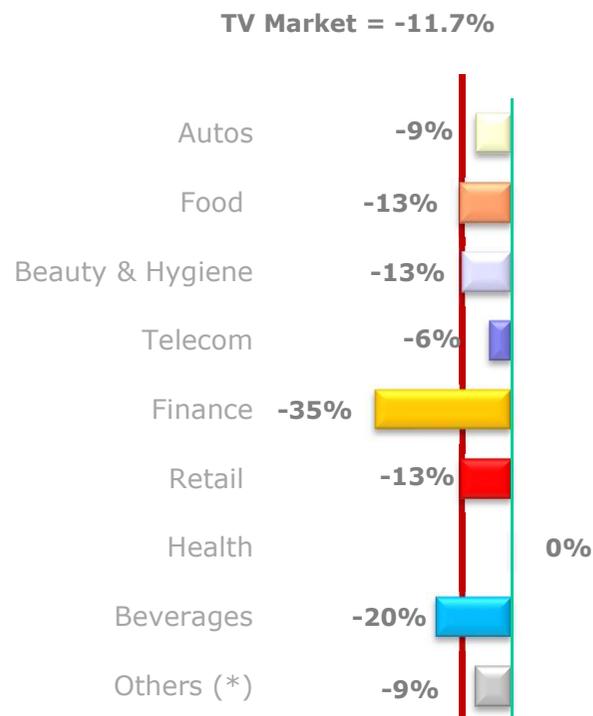
➔ Negative performance at every category mostly due to Covid-19

**Q1 20 TV Ad market by category**



Source: Market: Infodex, Sectors: Internal estimates

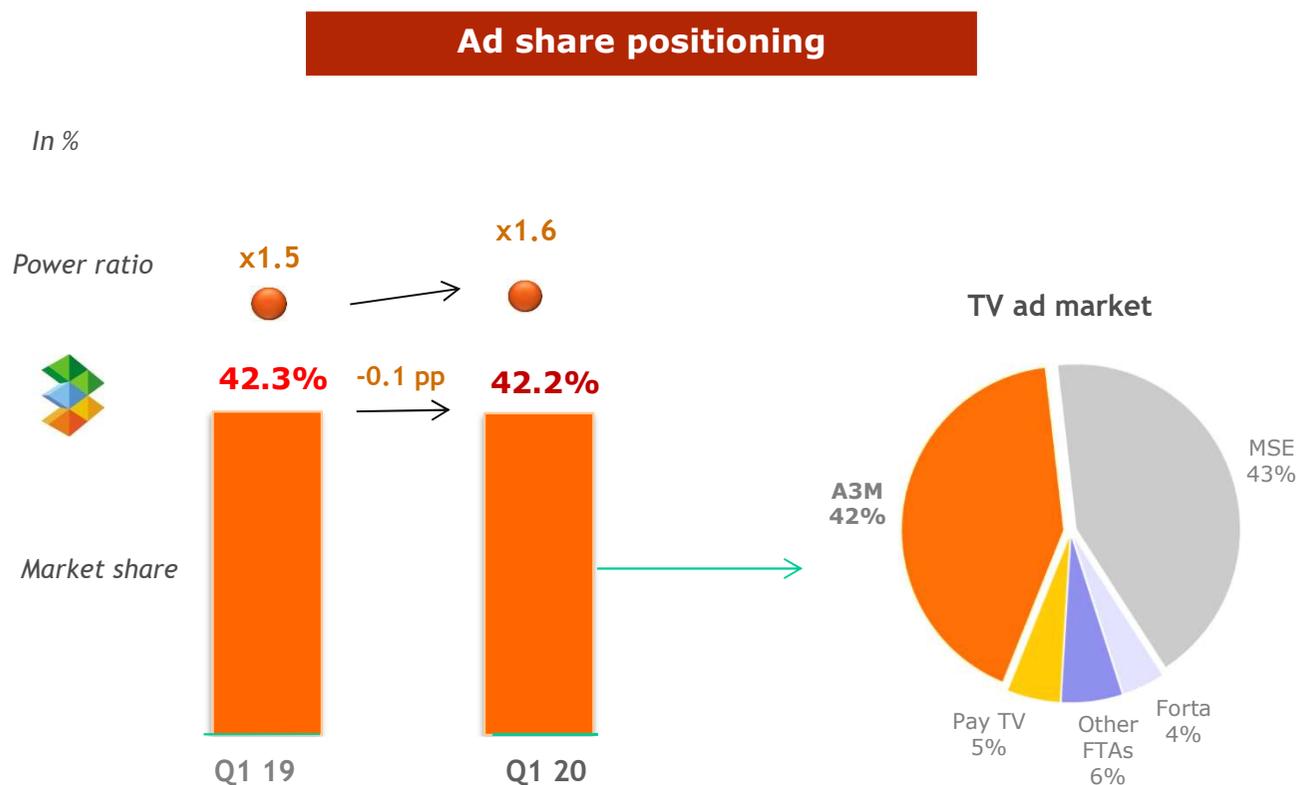
**Q1 20 TV Ad market evolution**



\*Others: Cleaning, Leisure & sports, energy,....

# TV Ad market: Competitive position

→ Atresmedia's market share stood at 42.2% according to internal estimates



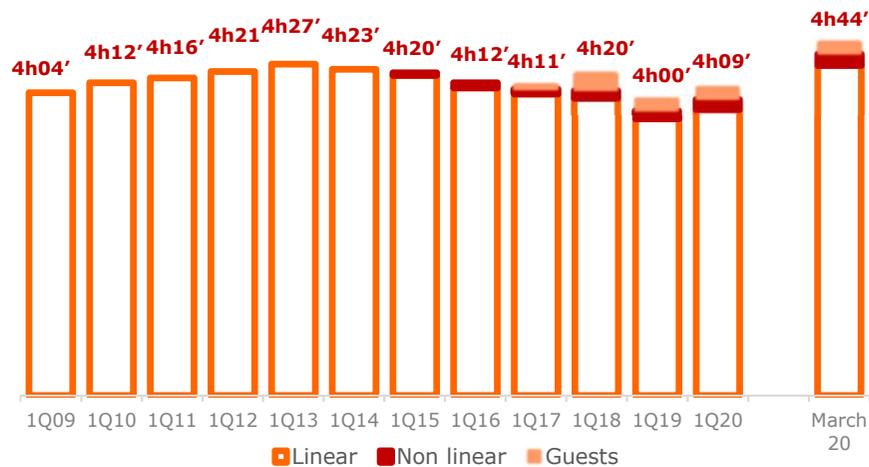
Source: Internal estimates

# TV viewing

- ➔ Linear TV viewing remained at very high levels (over 4h/day on average) with a record level in March 20 due to the lockdown
- ➔ TV viewing increased in most of age groups

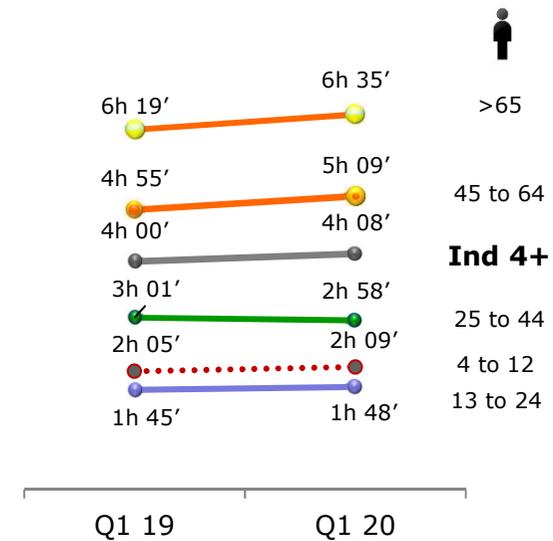
## Average daily TV viewing

In hours



Source: Kantar Media. Non linear TV viewing includes +7 days viewing through TV set (TV viewing on desktops, tablet or mobile devices not included)

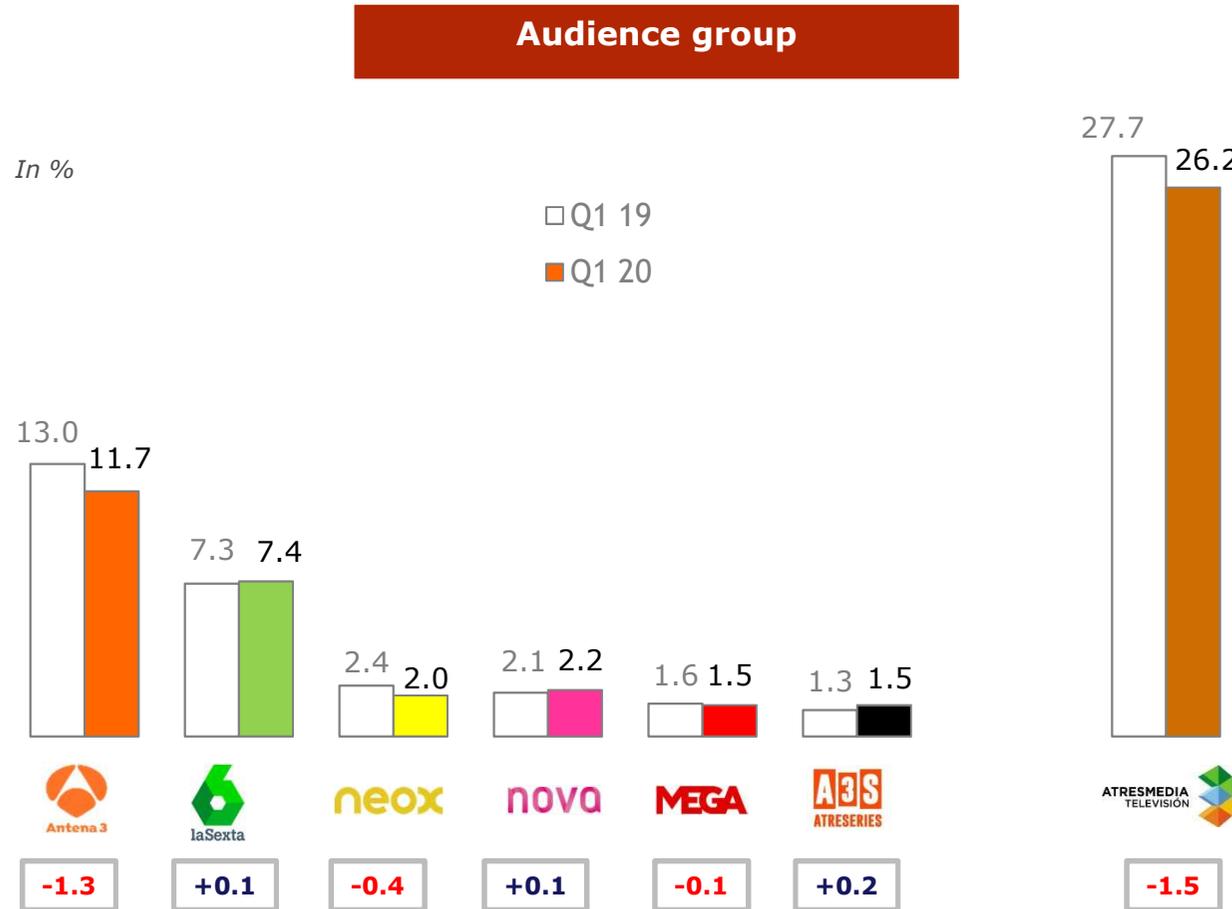
By age group



Source: Kantar Media

# Television: Atresmedia audience share

- Atresmedia TV reached 26.2% with Antena 3 down 1.3pp yoy due to a more cost-adjusted programming grid



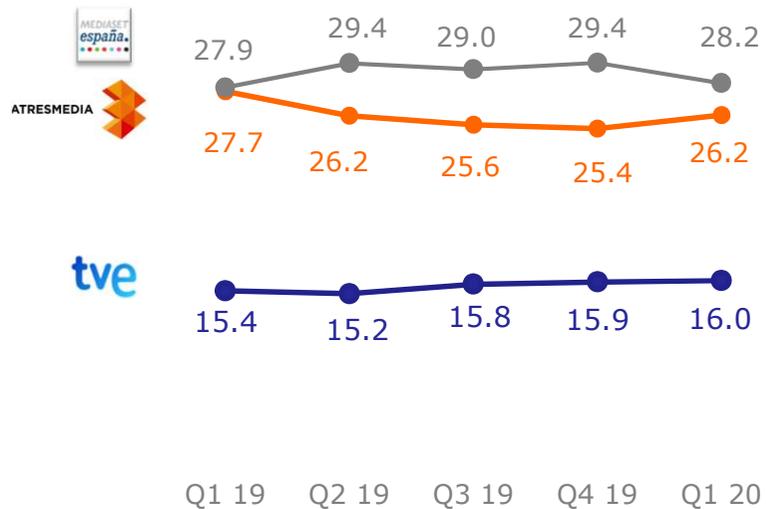
Source: Kantar Media. Total Individuals (4y+)

# Television: Groups audience share

- Atresmedia achieved 26.2% audience share in Total Individuals and 27.6% in Commercial Target in Q1 20

## Audience Share Total Individuals

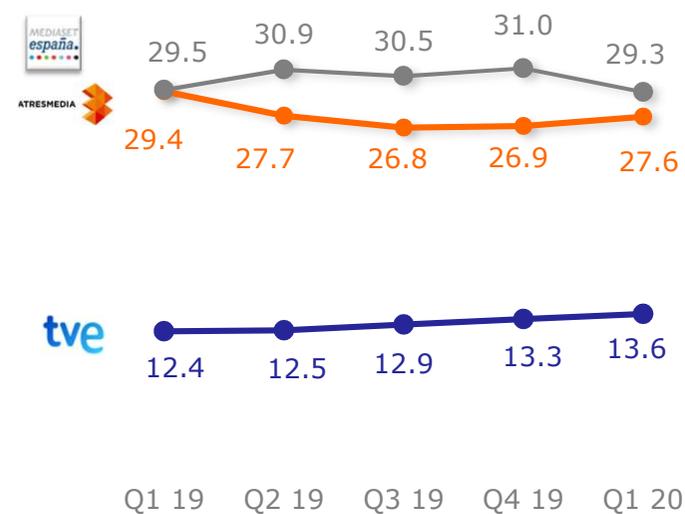
In %



Source: Kantar Media. Total Individuals (4y+)

## Aud. Share by Commercial Target

In %

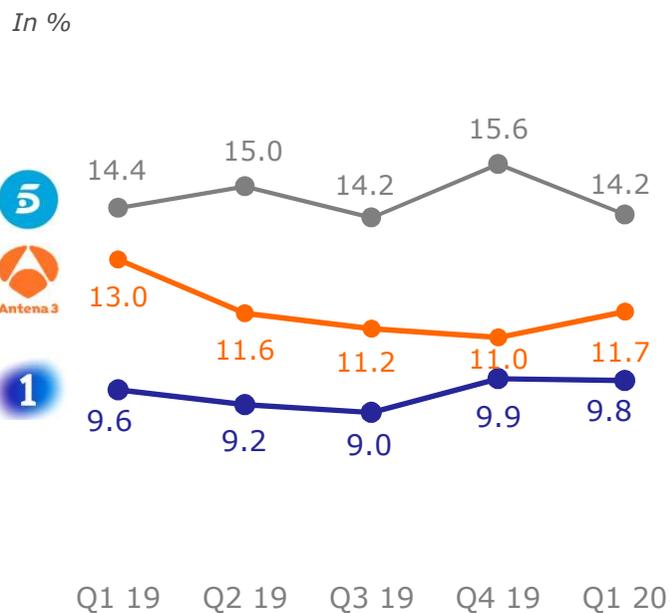


Source: Kantar Media. Commercial Target (25-59 y), >10,000 inhabitants

# Television: Core channels audience share

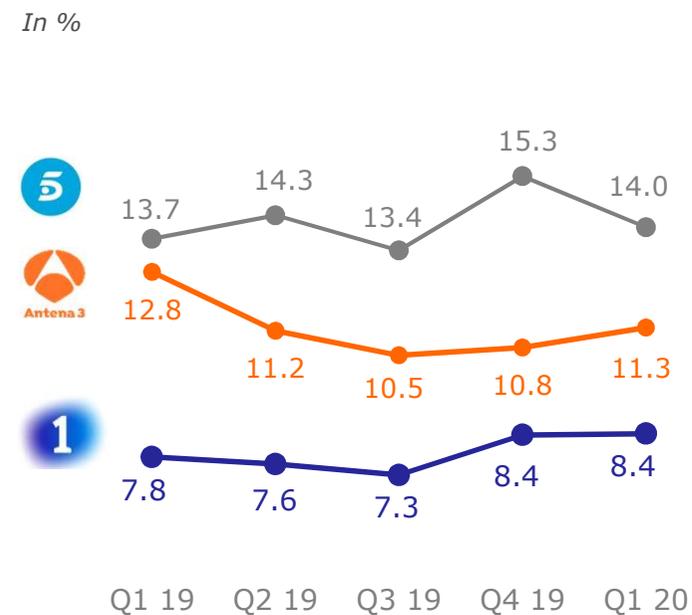
→ Antena 3 achieved 11.7% in Total Individuals and 11.3% in the Commercial Target

## Audience Share Total Individuals



Source: Kantar Media. Total Individuals (4y+)

## Aud. Share by Commercial Target

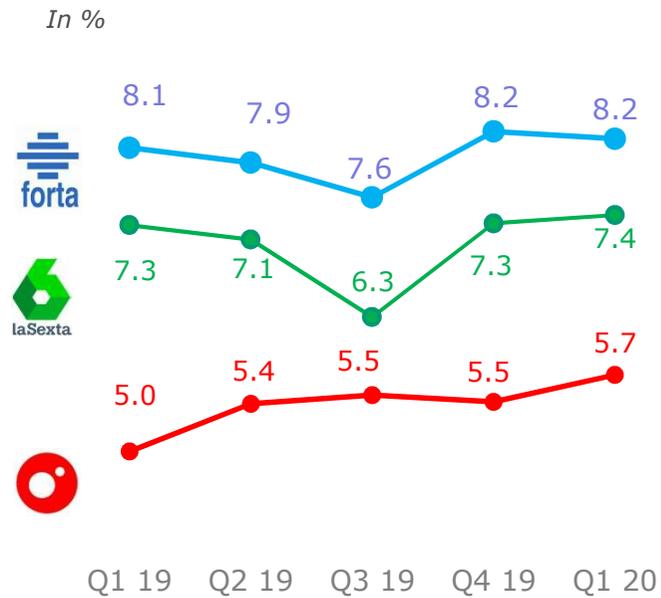


Source: Kantar Media. Commercial Target (25-59 y), >10,000 inhabitants

# Television: Tier II channels audience share

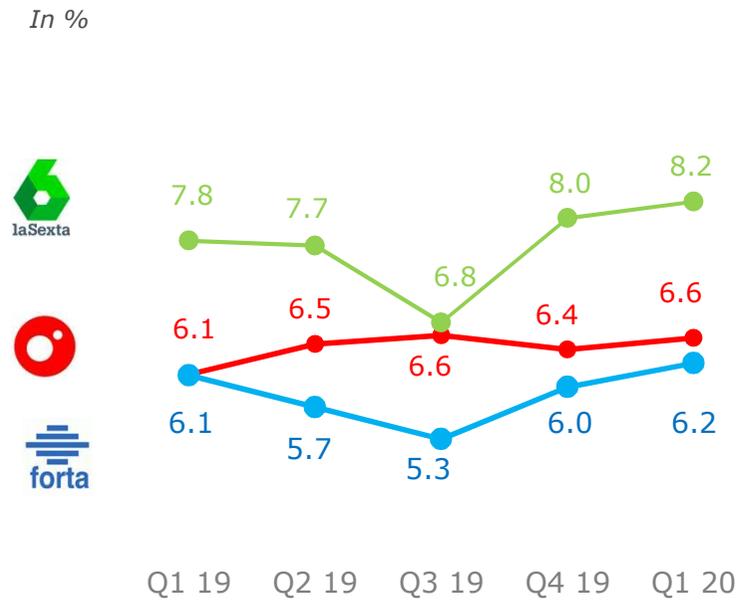
→ La Sexta keeps improving audience ratings

## Audience Share Total Individuals



Source: Kantar Media. Total Individuals (4y+)

## Aud. Share by Commercial Target

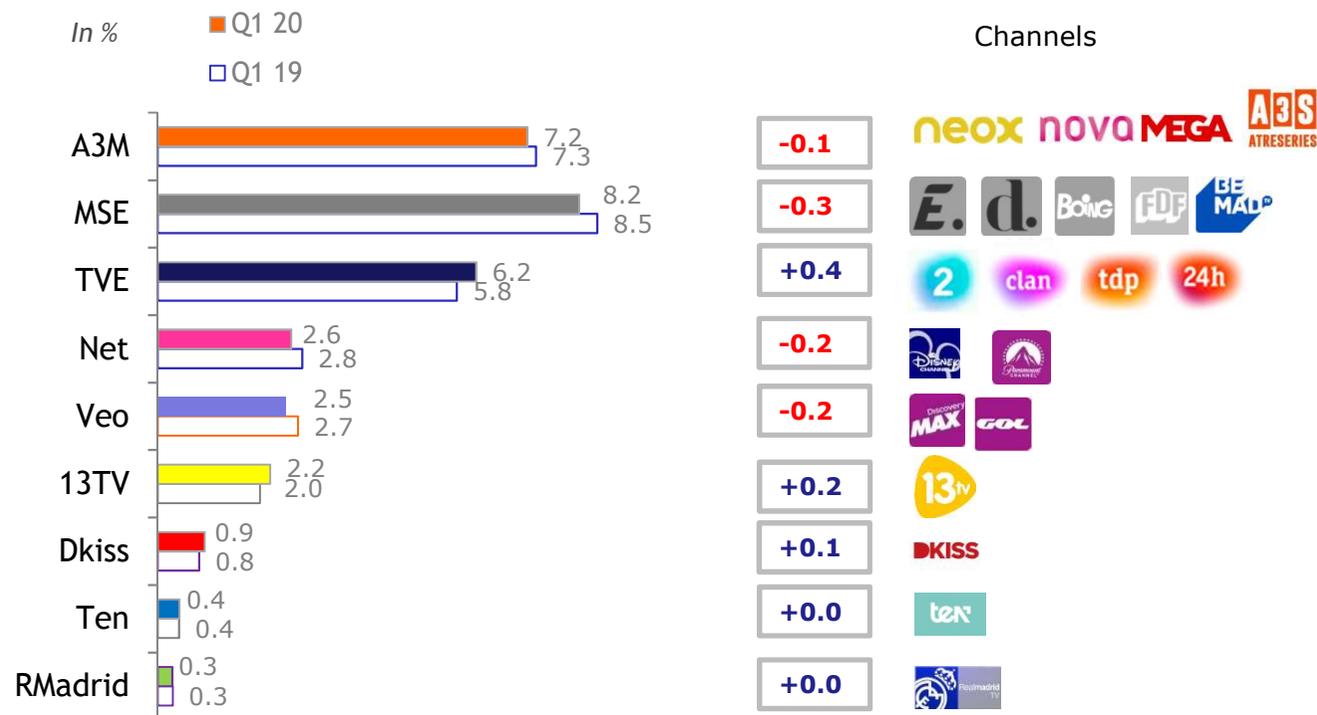


Source: Kantar Media. Commercial Target (25-59 y), >10,000 inhabitants

# Television: Complementary channels audience share

→ Atresmedia's complementary channels reached 7.2% audience share

## Complementary channels' audience share

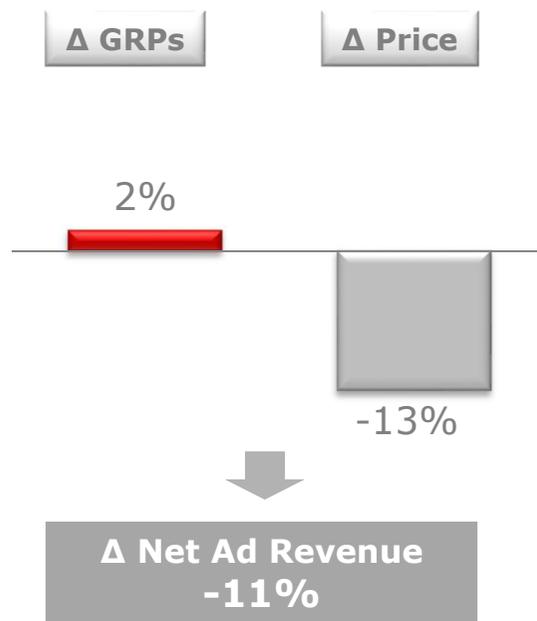


Source: Kantar Media  
Audience share 24h; Total Individuals: 4+

# Atresmedia Television: Ad revenues breakdown in Q1 20

→ Prices are explained by the exceptionality of the ad market due to Covid-19

## Q1 20 Key factors



Source: Internal estimates

# Atresmedia Digital

- Record level in monthly unique users (>29mill)
- Atresplayer Premium (Atresmedia's SVOD) reached 235k subscribers



## ATRESMEDIA SITES

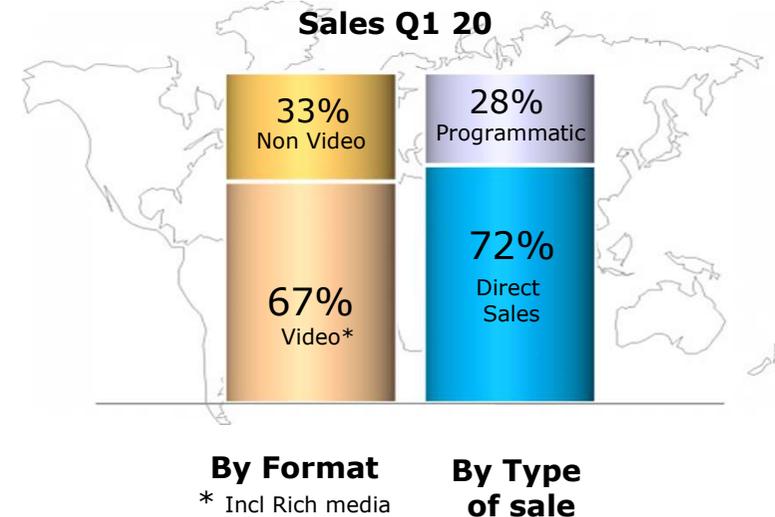
**Most visited sites Ranking** #7th  
(Comscore)

**Monthly Unique users** >29 mill  
(March 20 Comscore)

**ATRESplayer**   
**3.3 mill**  
Videoplayer users  
(March 20)

**7.8 mill**  
Registrations  
(March 20)

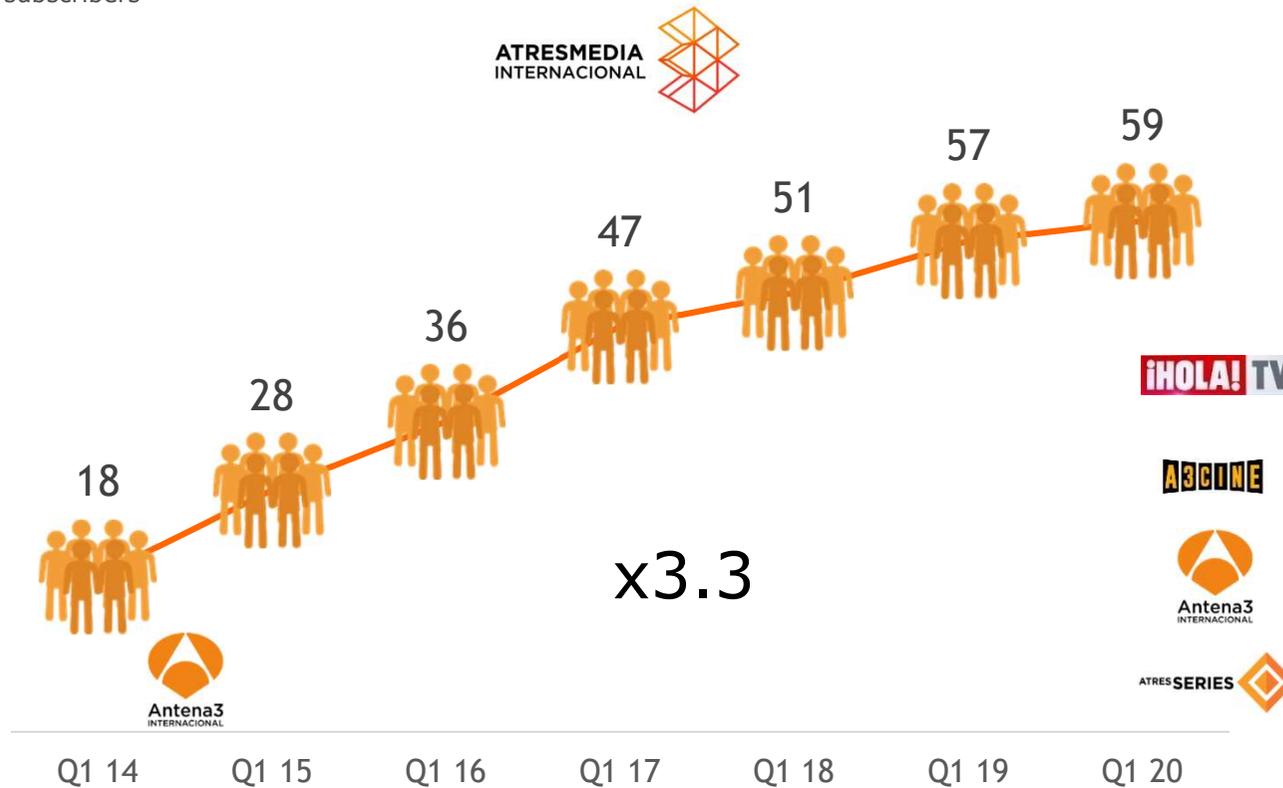
**ATRESplayer PREMIUM**   
**235K**  
Subscribers  
(March 20)



# Production & Content sales: Atresmedia International

→ Up to 59 mill subscribers in our international channels (x3.3 vs 2014)

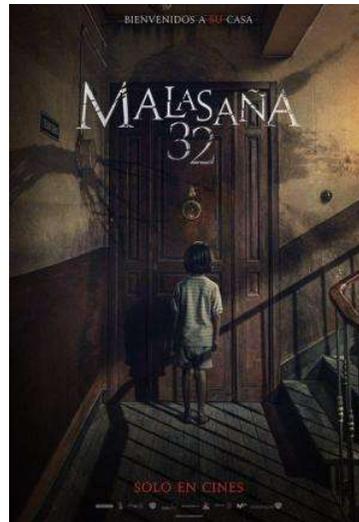
In mill subscribers



# Production & Content sales: Atresmedia Cinema

- Atresmedia Films accounted for 25% of total revenues generated by Spanish films in Q1 20

## Atresmedia Cinema in Q1 20

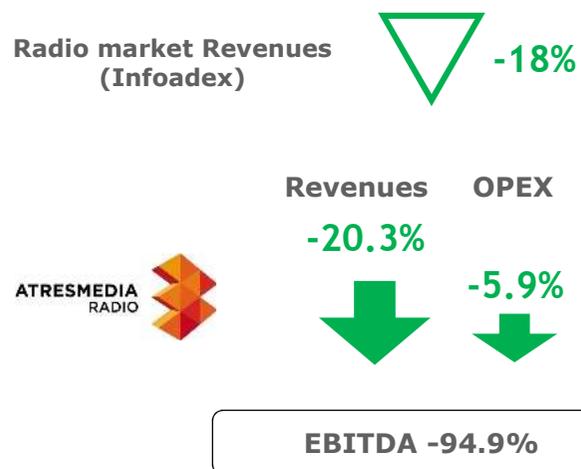


# Atresmedia Radio

- Atresmedia Radio's revenue fell by 20% yoy in line with the Radio ad market ( $\approx 18\%$ )

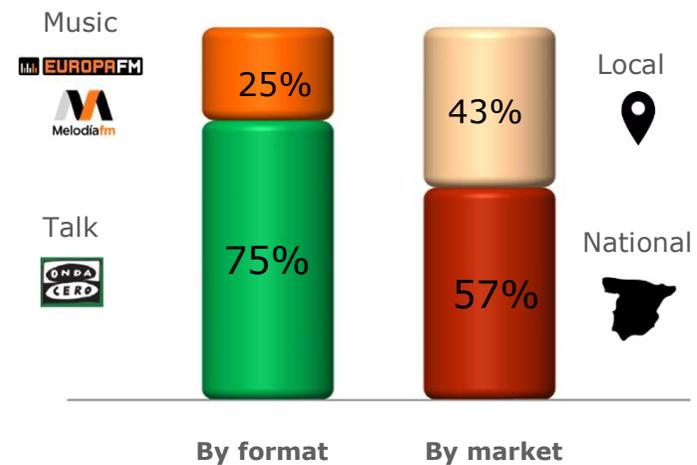
## Atresmedia Radio vs Radio market

Q1 20 growth



Source: Infoadex

## Revenues breakdown in Q1 20

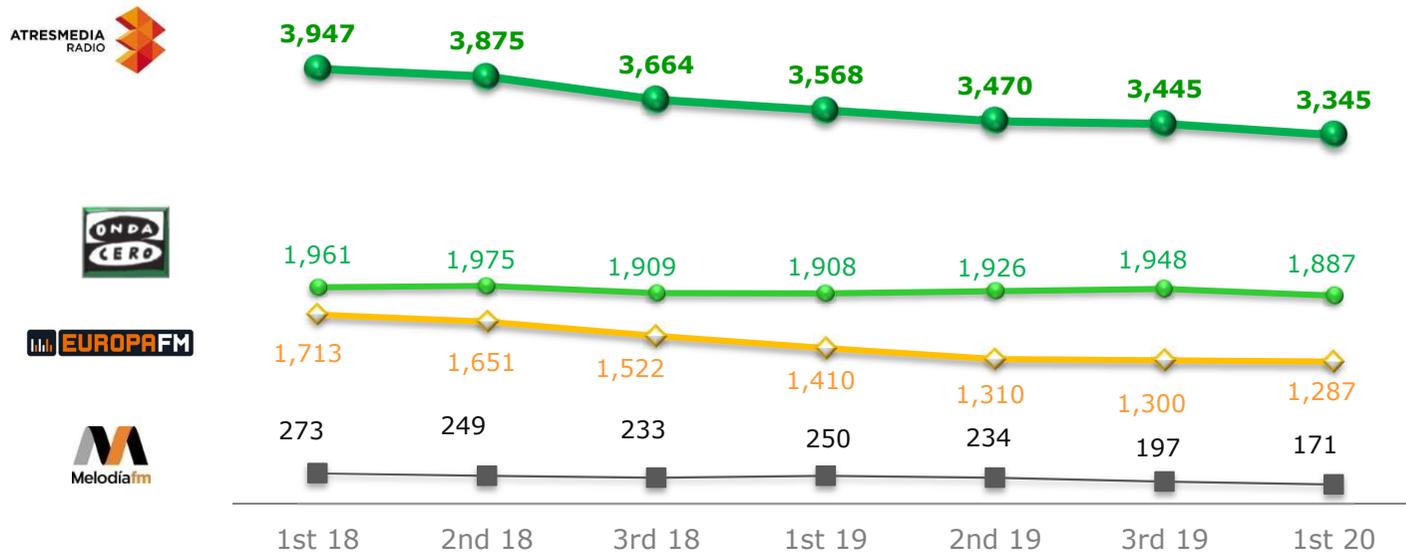


# Atresmedia Radio

➔ Atresmedia Radio reached near 3.3 mill listeners/day in the last survey

## Listeners evolution

In thousand of listeners



Source: EGM Surveys Monday to Friday (.000) ( Moving average).

## Additional information

### Investor Relations Department

Phone: +34 91 623 46 14

E-mail: [ir@atresmedia.com](mailto:ir@atresmedia.com)

Web: [www.atresmediacorporacion.com](http://www.atresmediacorporacion.com)

### Legal Notice

The information contained in this presentation has not been independently verified and is, in any case, subject to negotiation, changes and modifications.

None of the Company, its shareholders or any of their respective affiliates shall be liable for the accuracy or completeness of the information or statements included in this presentation, and in no event may its content be construed as any type of explicit or implicit representation or warranty made by the Company, its shareholders or any other such person. Likewise, none of the Company, its shareholders or any of their respective affiliates shall be liable in any respect whatsoever (whether in negligence or otherwise) for any loss or damage that may arise from the use of this presentation or of any content therein or otherwise arising in connection with the information contained in this presentation. You may not copy or distribute this presentation to any person.

The Company does not undertake to publish any possible modifications or revisions of the information, data or statements contained herein should there be any change in the strategy or intentions of the Company, or occurrence of unforeseeable facts or events that affect the Company's strategy or intentions.

This presentation may contain forward-looking statements with respect to the business, investments, financial condition, results of operations, dividends, strategy, plans and objectives of the Company. By their nature, forward-looking statements involve risk and uncertainty because they reflect the Company's current expectations and assumptions as to future events and circumstances that may not prove accurate. A number of factors, including political, economic and regulatory developments in Spain and the European Union, could cause actual results and developments to differ materially from those expressed or implied in any forward-looking statements contained herein.

The information contained in this presentation does not constitute an offer or invitation to purchase or subscribe for any ordinary shares, and neither it nor any part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.