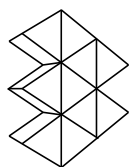


# **ATRESMEDIA**

## **FINANCIAL RESULTS H1 25**

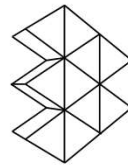


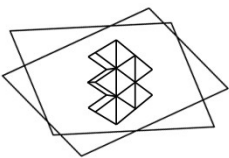
**23.07.2025**

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



# FINANCIAL RESULTS H1 25





## HIGHLIGHTS H1 25

# 2025: A CHALLENGING FIRST HALF OF THE YEAR

### AUDIENCE LEADERSHIP IN A DIFFICULT MARKET

**TV** **26.4%** Total individuals  
**DIGITAL** **23.1 Mill users** (avg 1H25)  
**RADIO** **2.9** Mill/day

**TOTAL AD MARKET** **+0.8%**  
**TV** **-4.6%**  
**RADIO** **+2.5%**

### SOLID RESULTS AND MARGINS

#### TOTAL REVENUES

**507 M€ (-3.2%)**

**AUDIOVISUAL** **-3.8%**  
**RADIO** **+4.7%**

#### EBITDA

**85 M€**

#### NET INCOME

**65 M€**

### EXCELLENT CASH POSITION & ATTRACTIVE SHAREHOLDER REMUNERATION

#### NET CASH POSITION

**65.4 M€**

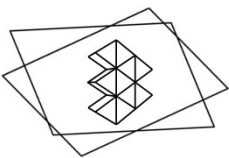
#### DIVIDENDS PAID IN 2025

**106 M€ (0.47 €/sh.)**

#### TOTAL SHAREHOLDER RETURN H1 25

(Stock market + Divid.)

**≈+29%**



# SPANISH ADVERTISING MARKET

## TOTAL AD MARKET

≈ **0.8%** VS H1 24



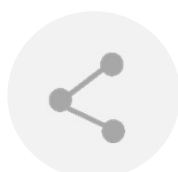
**TELEVISION\***



**RADIO\***



SEARCH



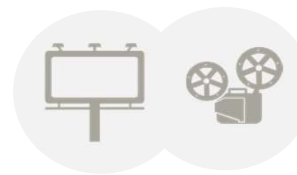
SOCIAL  
MEDIA



WEBSITES



Press\*



Others\*

vs H1 24

≈ **-4.6%**

≈ **2.5%**

≈ 1.1%

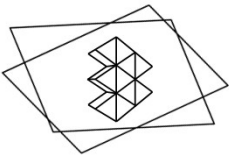
≈ 4.9%

≈ 2.2%

≈ -1.1%

≈ 6.1%

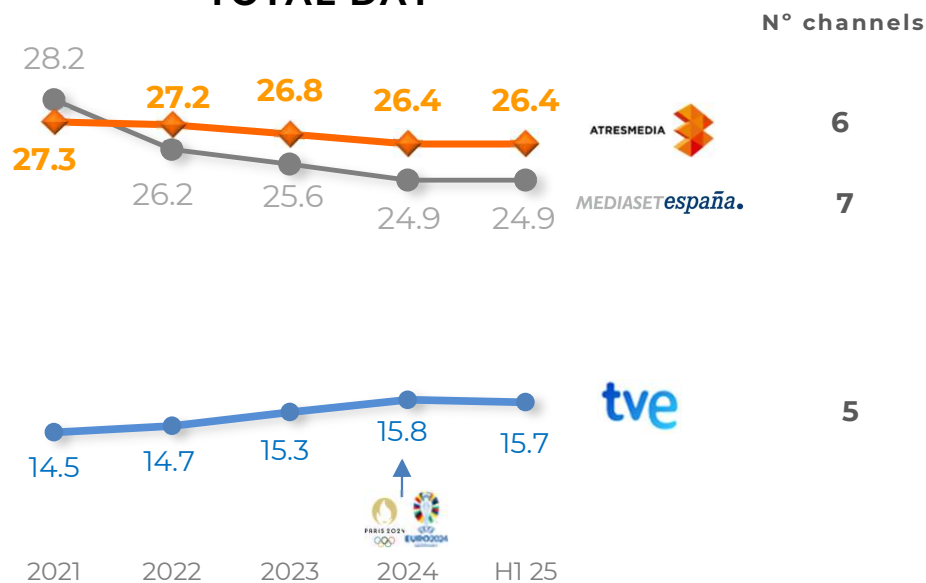
Source: Infoadex (new format: TV, Radio, Digital and Others includes conventional and digital revenues)



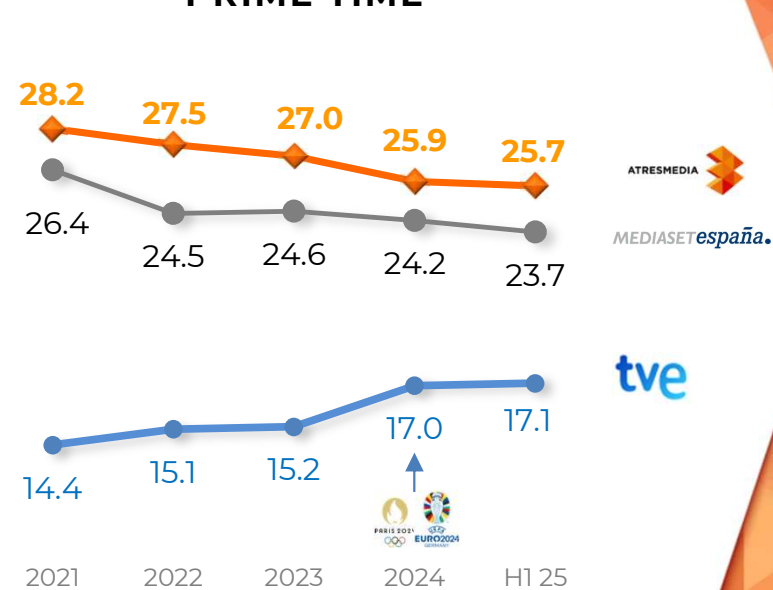
# ATRESMEDIA TV: AUDIENCE SHARE BY GROUPS

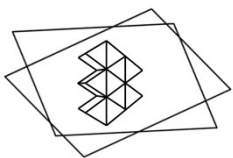
In %

## AUDIENCE SHARE TOTAL DAY



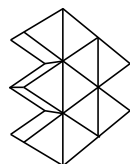
## AUDIENCE SHARE PRIME TIME





# ATRESMEDIA TV: MAIN HIGHLIGHTS

**H1 25:  
BEST IN  
CLASS**



**ATRESMEDIA: (26.4%)**  
3 AND A HALF YEARS IN  
A ROW LEADING  
SPANISH AUDIENCES

**PRIME TIME LEADER FOR 4<sup>TH</sup> AND  
A HALF YEAR IN A ROW**

**ATRESMEDIA (6 CHANNELS):  
LARGEST GAP EVER VS  
MEDIASET (7 CHANNELS)**

**ANTENA 3: (12.8%)**

LEADING TV CHANNEL IN  
SPAIN SINCE 2022

BEST PLAYER IN NEWS,  
FICTION & ENTERTAINMENT



**LA SEXTA: (6.6%)**

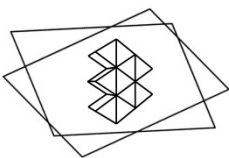
CLOSING THE GAP WITH  
THE 3<sup>RD</sup> PLAYER (TL5)

MORE THAN 12 YEARS  
BEATING ITS MORE  
DIRECT COMPETITOR



**NEOX, NOVA, MEGA &  
ATRESERIES: (7.0%)**

NOVA. BEST FEMALE  
COMPLEMENTARY CHANNEL



# ATRESMEDIA DIGITAL BUSINESSES

## AVOD/SVOD

atresplayer 

2.7 Mill.

AVERAGE JAN-JUNE 25  
MONTHLY VIDEO  
PLAYER USERS

708 K

(+13% yoy)

SUBSCRIBERS

17.0 Mill.

REGISTRATIONS

20 Mill.

HOURS OF VIDEO  
CONSUMED  
JUNE 24

## ATRESMEDIA SITES

# 7 TH

(& 1<sup>st</sup> audiovisual  
group)

MOST VISITED SITES  
RANKING

23.1 Mill.

AVERAGE JAN-JUNE 25  
MONTHLY UNIQUE  
USERS

## OTHERS

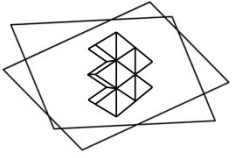
**H2H**

HUMAN TO HUMAN

INFLUENCER  
MARKETING  
(+35% revenues  
vs 24)

 **smartclip**

DIGITAL AGENCY



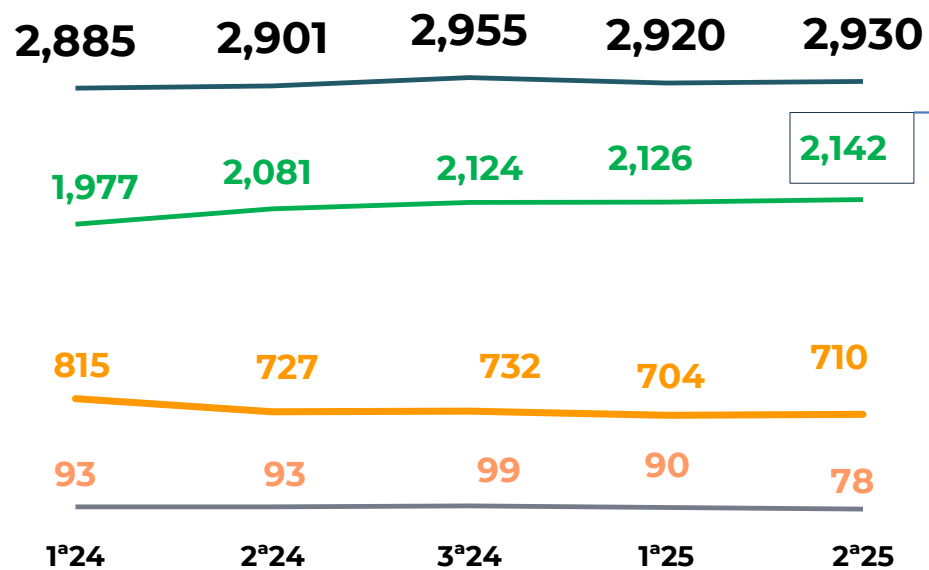
## ATRESMEDIA CINEMA

32% box office of Spanish cinema



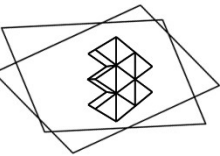
# ATRESMEDIA RADIO LISTENERS EVOLUTION

Thousands of listeners/day



Best data of the last decade





## ATRESMEDIA: CORPORATE OPERATIONS IN H1 25



LEADING EVENT ORGANISER COMPANY IN SPAIN (PARTICULARLY SPORTING EVENTS)

ACQUISITION OF 75% OF THE COMPANY: 17 M€ (EV: 7x EBITDA 25e)

COMPLEMENTARY WITH ATRESMEDIA EVENTS BUSINESS DIVISION



DIGITAL NEWS AGENCY

STAKE INCREASE: FROM 34% TO 50%

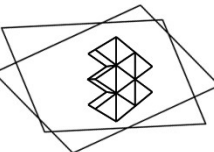
ATRESMEDIA BECOMES MAJORITY  
SHAREHOLDER



ACQUISITION OF 15% OF PLAY'N SABADO

NEWLY FORMED COMPANY WHICH  
GATHERS THE TALENT AND PROJECTS OF  
TWO RELEVANT PLAYERS IN THE SECTOR  
(SABADO PELÍCULAS & PLAYTIME)





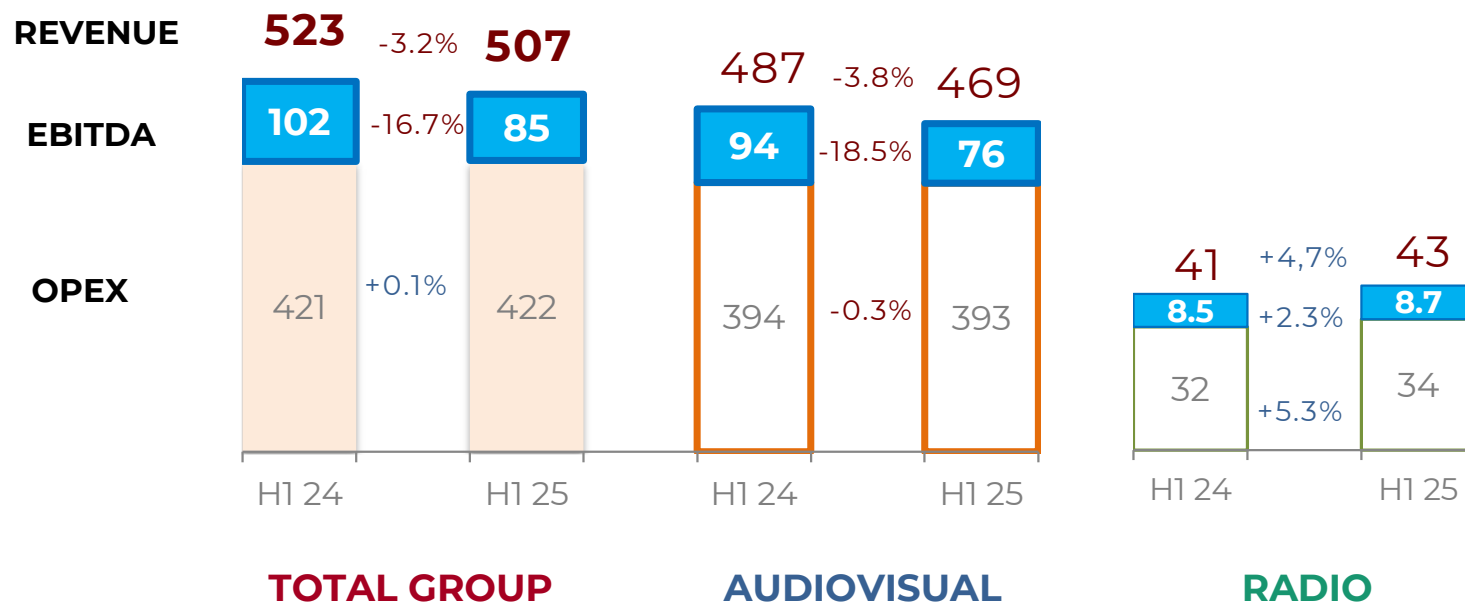
## ATRESMEDIA RESULTS H1 25

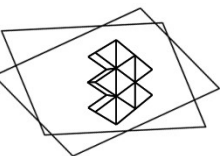
| En mill €            | H1 24 | H1 25 | var    |
|----------------------|-------|-------|--------|
| <b>NET REVENUES</b>  | 523.2 | 506.6 | -3.2%  |
| <b>OPEX</b>          | 421.1 | 421.6 | +0.1%  |
| <b>EBITDA</b>        | 102.1 | 85.0  | -16.7% |
| <i>Mg EBITDA</i>     | 19.5% | 16.8% |        |
| <b>EBIT</b>          | 93.6  | 76.3  | -18.5% |
| <i>Mg EBIT</i>       | 17.9% | 15.1% |        |
| <b>NET PROFIT</b>    | 69.1  | 63.8  | -7.6%  |
| <i>Mg Net Profit</i> | 13.2% | 12.6% |        |

Source: Atresmedia's financial statements

# REVENUE, OPEX & EBITDA BY SEGMENT

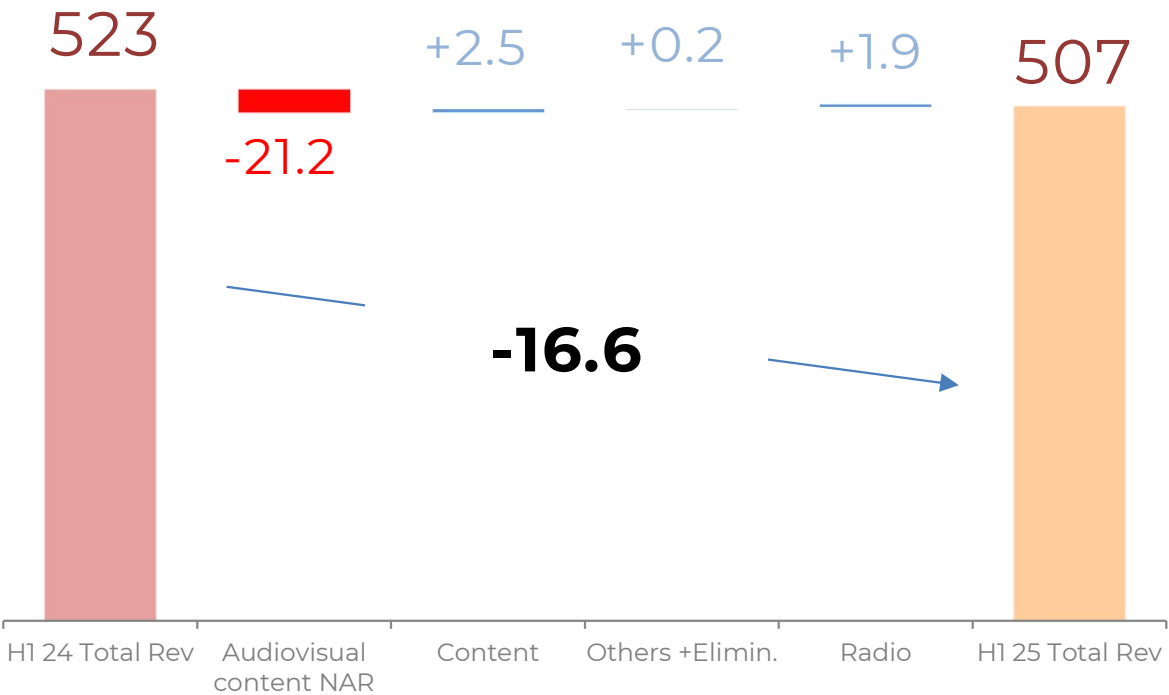
In € mill





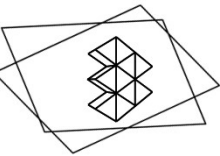
# ATRESMEDIA: TOTAL REVENUE EVOLUTION BY SEGMENT

In € mill.



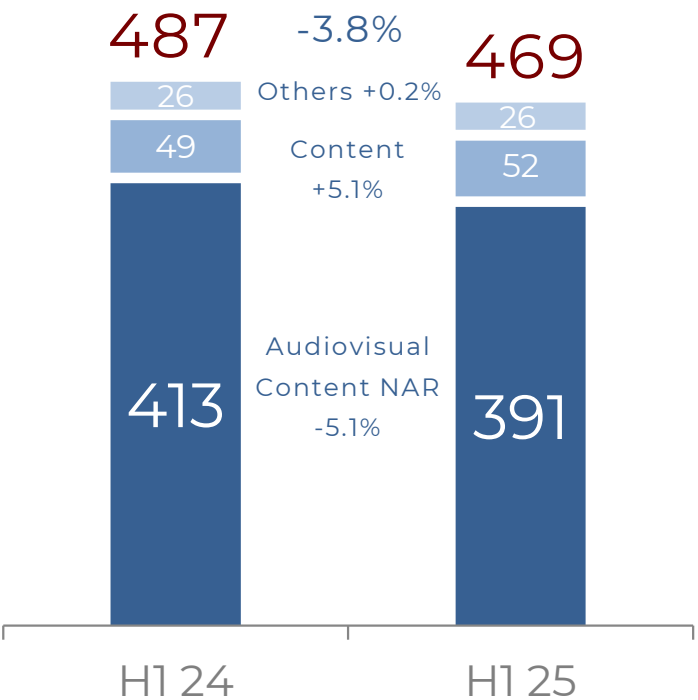
Source: Atresmedia`s financial statements



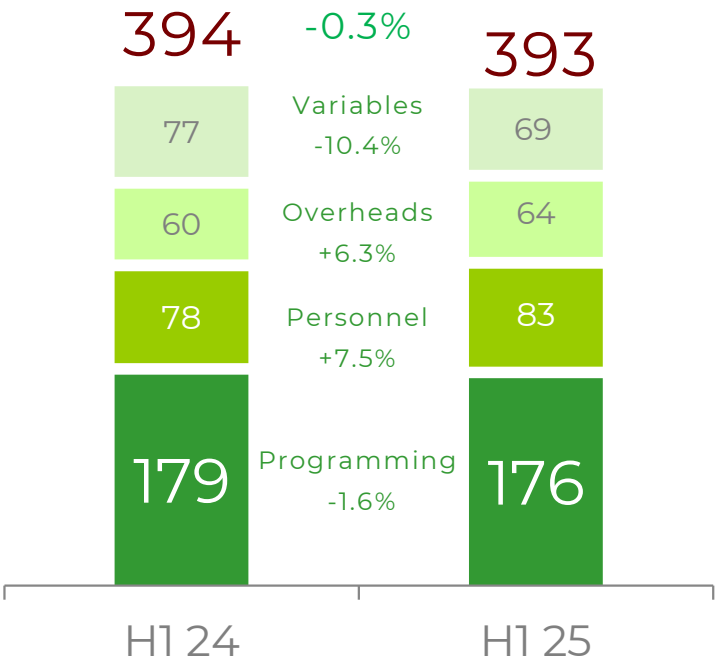


# AUDIOVISUAL: REVENUES & OPEX BREAKDOWN

En mill €



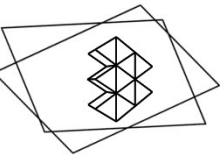
AUDIOVISUAL REVENUES



AUDIOVISUAL OPEX

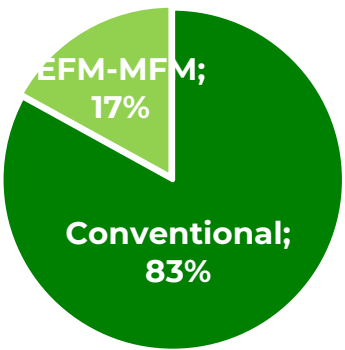
Source: Atresmedia`s financial statements



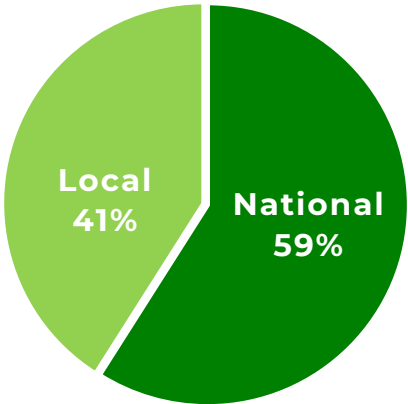


# ATRESMEDIA RADIO REVENUES

Atresmedia Radio **42.9M€**  
+4.7% vs H1 24

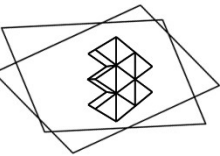


SALES BY FORMAT



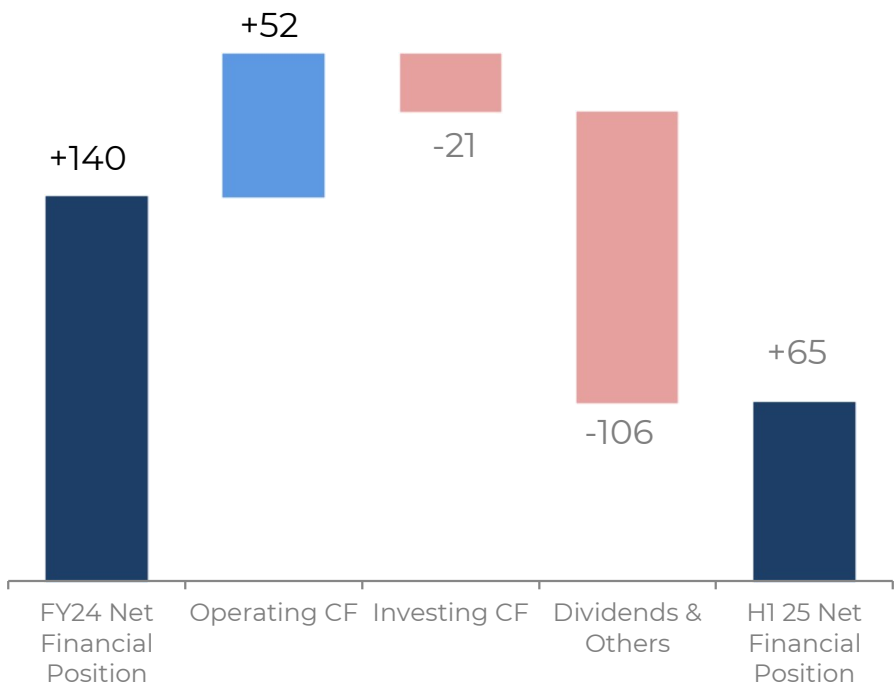
SALES BY MARKET





# ATRESMEDIA CASH FLOW

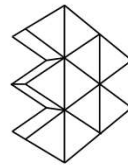
In € mill.

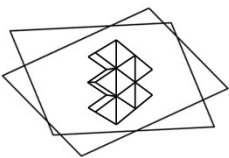


Source: Atresmedia`s financial statements



# Back up

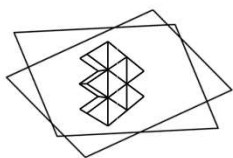




## ATRESMEDIA Q2 25 RESULTS

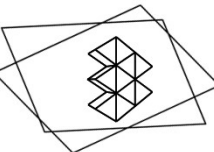
| In € million     | Q2 24 | Q2 25 | var    |
|------------------|-------|-------|--------|
| NET REVENUES     | 278.1 | 263.4 | -5.3%  |
| OPEX             | 226.1 | 221.5 | -2.0%  |
| EBITDA           | 52.0  | 41.9  | -19.4% |
| <i>EBITDA Mg</i> | 18.7% | 15.9% |        |
| EBIT             | 47.7  | 37.6  | -21.0% |
| <i>EBIT Mg</i>   | 17.1% | 14.3% |        |





## AUDIOVISUAL Q2 25 RESULTS

| In € million     | Q2 24 | Q2 25 | var    |
|------------------|-------|-------|--------|
| NET REVENUES     | 258.0 | 242.4 | -6.0%  |
| OPEX             | 212.2 | 206.4 | -2.7%  |
| EBITDA           | 45.8  | 36.0  | -21.5% |
| <i>EBITDA Mg</i> | 17.8% | 14.9% |        |
| EBIT             | 42.1  | 32.4  | -23.1% |
| <i>EBIT Mg</i>   | 16.3% | 13.3% |        |

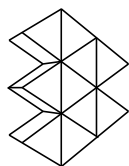


## ATRESMEDIA RADIO Q2 25 RESULTS

| In € million     | Q2 24 | Q2 25 | var   |
|------------------|-------|-------|-------|
| NET REVENUES     | 22.4  | 23.4  | +4.3% |
| OPEX             | 16.2  | 17.4  | +7.3% |
| EBITDA           | 6.2   | 5.9   | -3.8% |
| <i>EBITDA Mg</i> | 27.6% | 27.6% |       |
| EBIT             | 5.6   | 5.3   | -5.3% |
| <i>EBIT Mg</i>   | 24.9% | 22.6% |       |

# ATRESMEDIA

## FINANCIAL RESULTS H1 25



23.07.2025

We believe in the power of reflection and emotion

