

GENERAL SHAREHOLDERS' MEETING



MANUEL MIRAT
CEO

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SOCIAL RESPONSE TO THE COVID-19 CRISIS

- ✔ Protect the health of our employees, collaborators and suppliers
- ✔ Guarantee the continuity of our operations in Education and News
- ✔ Santillana has remained committed to the right to a decent education by supporting students and teachers both in Spain and in Latin America
- ✔ Our media have guaranteed rigorous and exhaustive news coverage and information.
- ✔ PRISA has shown an enormous social commitment and an extraordinary ability to adapt to an extreme situation.



GRUPO PRISA

2019

- 1 Good performance in all business areas
- 2 Revenues reached 1,096 million, up by 2% *
- 3 EBITDA of 242 million, with an increase of 12% *
- 4 Positive cash generation of 18 million
- 5 The negative impact of the exchange rates was of 24 million on revenues and of 9.8 million on EBITDA
- 6 Net debt as of December 31 is 1,061 million
- 7 Santillana's EBITDA is up by 12% *, Radio remains stable and Press has seen EBITDA grow by 88.6%
- 8 All the objectives communicated to the markets in 2019 have been successfully met

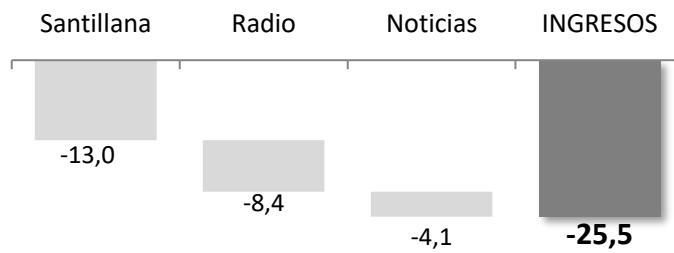
* Figures in local currency

MAIN FIGURES 2019	
Revenue	EBITDA
€1.096 Mn +2%*	€242 Mn +12%*
Cash generated	Net debt
€18 Mn	€1.061 Mn

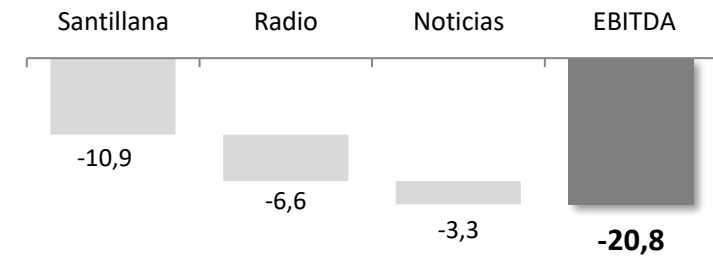


IMPACT OF COVID-19 IN 2020

Revenue (millions of €)



EBITDA (millions of €)



Measures to lessen the negative impact of COVID-19

- 1 Launch of a contingency plan worth 40 million euros between March and December
- 2 Preserving liquidity. At the close of the first quarter, cash flow stood at 265 million, after having drawn 99 million on liquidity facilities



Acceleration of
technological
transformation

FUTURE

Santillana

- Accelerate transformation and growth of subscription models
- Focus on the private market in Latin America

Prensa

- Consolidation of audiences in the world's largest Spanish-language news platform
- Growth of the subscription model

Radio

- PRISA Radio is the absolute leader in Spain, Colombia and Chile
- A renewed commitment to the creation, multi-channel distribution and innovation of digital products

