

ATRESMEDIA

FY 2020 Results

February 25th, 2021

www.atresmediacorporacion.com



“We believe in the power of reflection and emotion”

2020 Highlights

- According to external sources, Total Ad market, impacted by Covid-19, decreased by -18%. Regarding Atresmedia's main ad markets: Radio was down by -23%, TV near -18% and Digital mid single digit.
- Within Atresmedia's Audiovisual division:
 - Atresmedia TV roughly maintained market share (~41%) and audience share (26.3% in Total Individuals) in yoy basis.
 - Atresmedia's SVOD platform surpassed 450k subscribers (3.6x vs Dec 19)
 - Atresmedia Cinema grabbed near 52% of the spanish films' box office
 - Atresmedia International stood at around 54 mill subscribers
- In Radio, Atresmedia maintained 3.2 mill listeners/day
- Atresmedia's Total net revenue amounted to €866.3 mill; -16.7% yoy
- OPEX stood at €792.0 mill (€755.5 M in comparable terms)
- EBITDA of €74.3 mill (€110.8 mill in proforma basis)
- Net Profit was €23.9 mill
- Total Net Debt stood at €116.8 mill, lowest since 2011
- Operating Cash Flow reached €104.6 mill by the end of 2020

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2020 Financial Summary

Atresmedia: Consolidated P&L

2020 Results in € mill: P&L

	2020	2019	YoY
Net Revenues	866.3	1,039.4	-16.7%
OPEX	792.0	855.5	-7.4%
OPEX proforma*	755.5	855.5	-11.7%
EBITDA	74.3	183.9	-59.6%
<i>EBITDA Margin</i>	<i>8.6%</i>	<i>17.7%</i>	
EBITDA proforma*	110.8	183.9	-39.8%
<i>EBITDA proforma Margin</i>	<i>12.8%</i>	<i>17.7%</i>	
EBIT	40.1	164.4	-75.6%
<i>EBIT Margin</i>	<i>4.6%</i>	<i>15.8%</i>	
EBIT proforma**	91.8	164.4	-44.1%
<i>EBIT proforma Margin</i>	<i>10.6%</i>	<i>15.8%</i>	
Net profit	23.9	118.0	-79.8%
<i>Net profit Margin</i>	<i>2.8%</i>	<i>11.4%</i>	

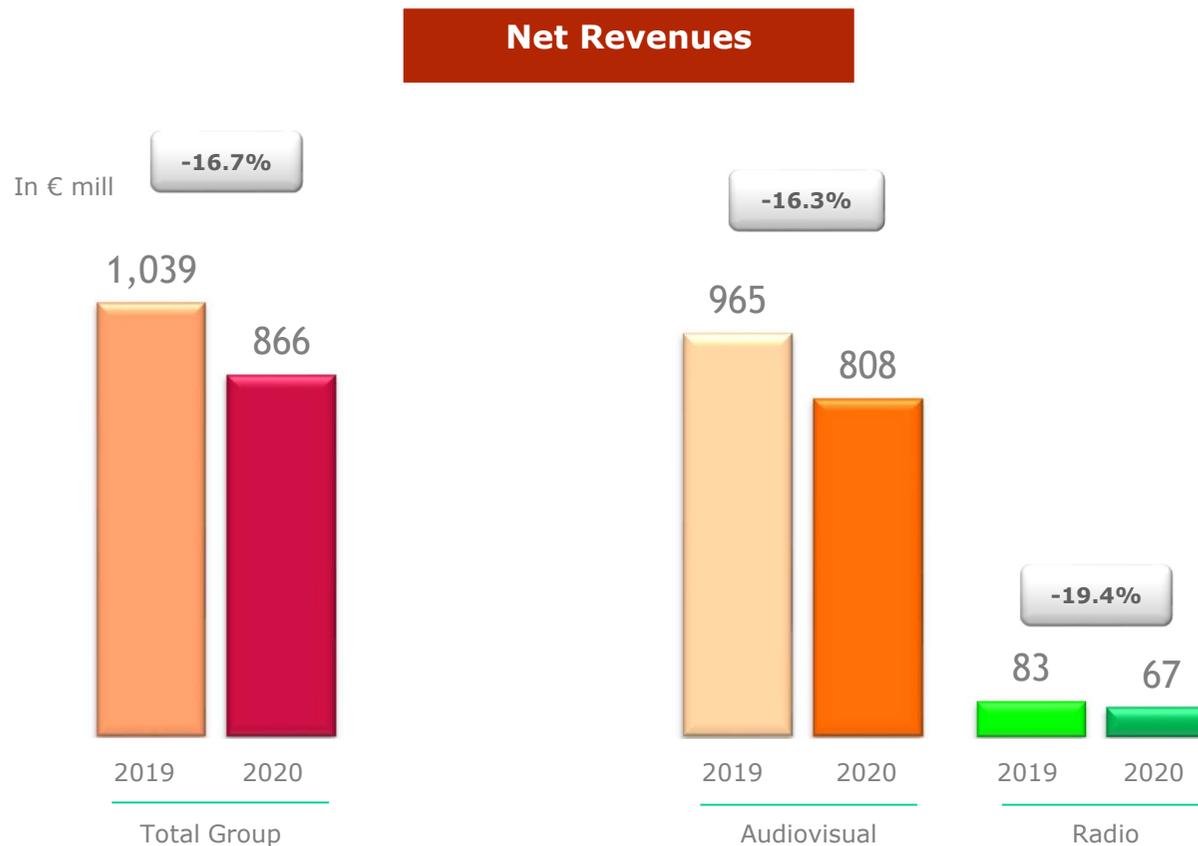
* Excluding the non-cash provision for voluntary severance scheme launched in Q420 in the amount of € 36.5 Mill

** Excluding the € 36.5 Mill non-cash provision from the voluntary severance scheme plus € 15.1 Mill non-cash impairment of Radio's goodwill

Source: Atresmedia's financial statements

Atresmedia: Net revenues by segment

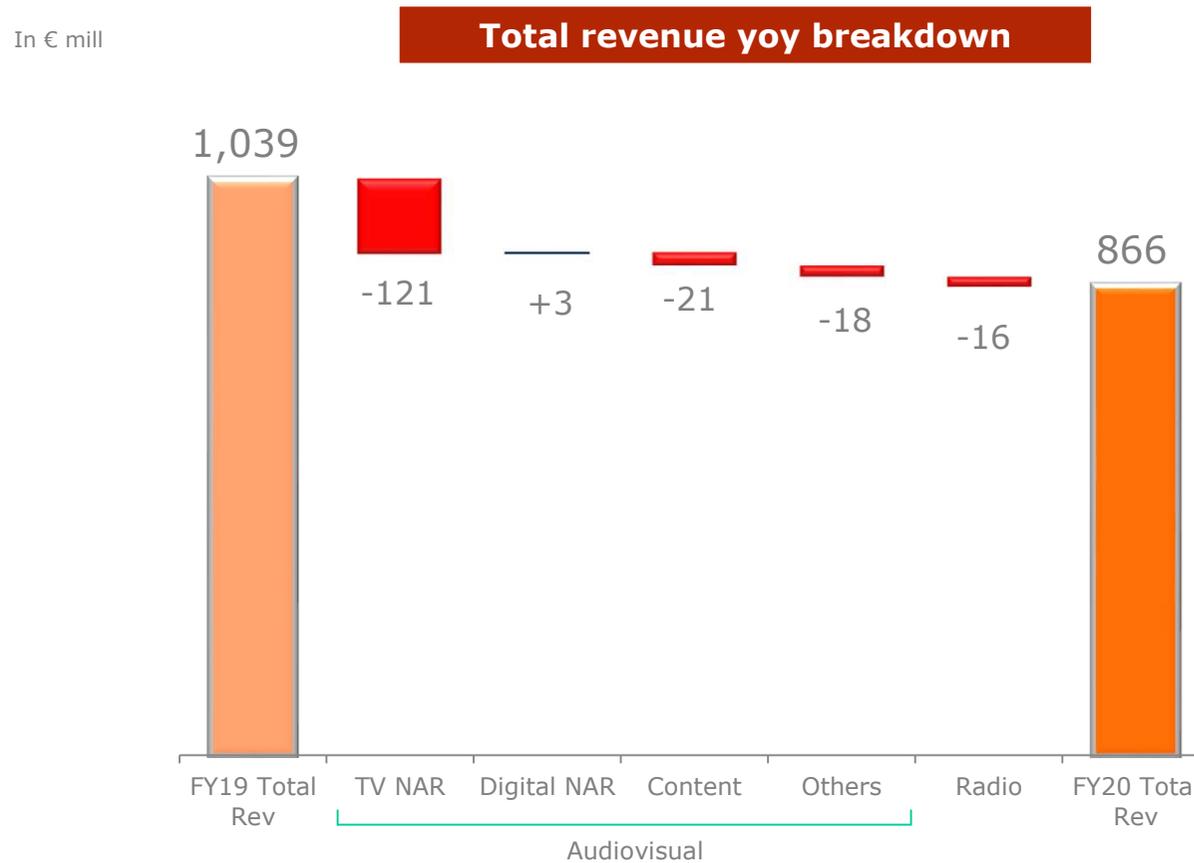
- Total Net Revenues stood at €866.3 mill, -16.7% yoy
- Audiovisual revenues were €807.9 mill (-16.3% yoy)
- Radio revenues totaled €67.0 mill (-19.4% yoy)



Source: Atresmedia's financial statements
Eliminations are not included

Atresmedia: Total revenue

→ Total revenue mostly affected by Covid-19's impact in the ad market

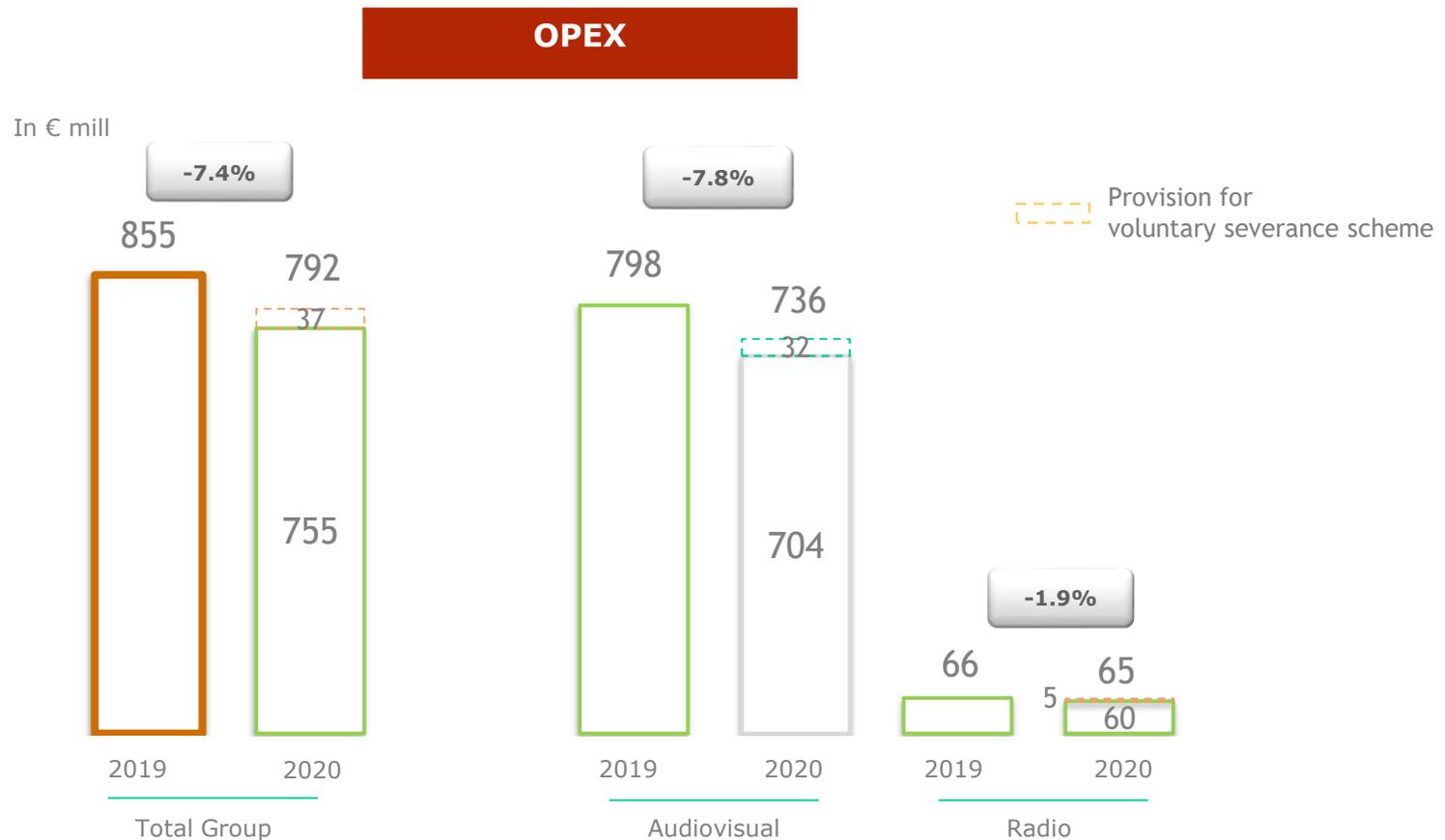


Source: Atresmedia's financial statements

Eliminations are not included

Atresmedia: OPEX by segment

- ➔ Total OPEX was €792.0 million (-7.4% yoy)
- ➔ Audiovisual expenses reached €736.1 mill (-7.8% yoy)
- ➔ Radio expenses: €64.6 mill (-1.9% yoy)



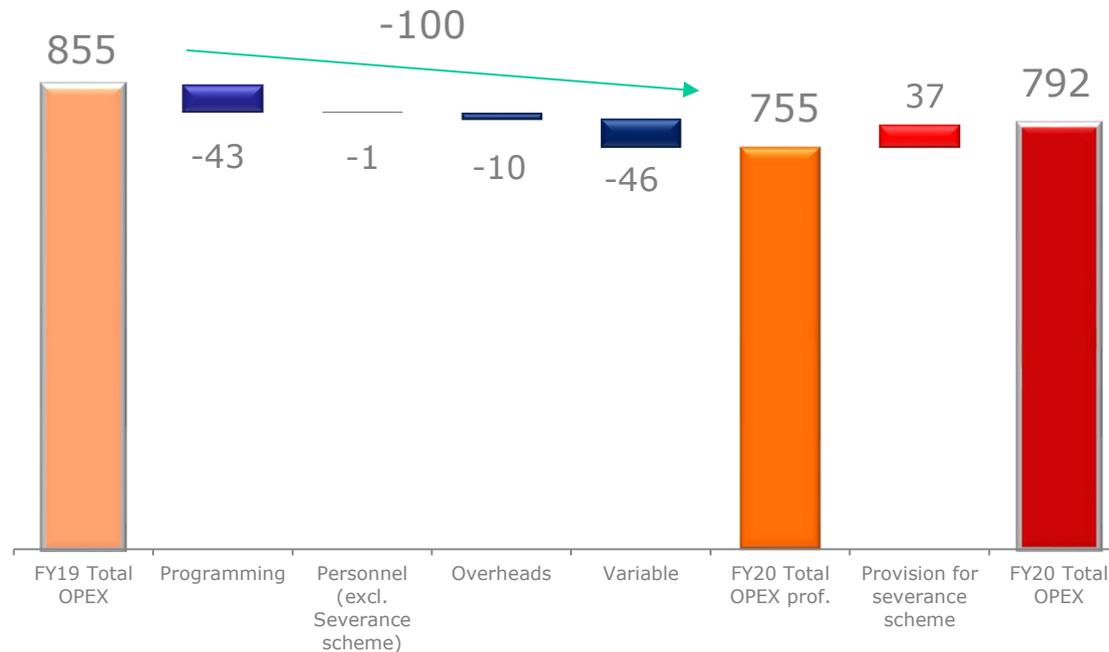
Source: Atresmedia's financial statements
Eliminations are not included

Atresmedia: Total OPEX

→ €100 million OPEX adjustment, fully in line with the company's guidance

Total OPEX yoy breakdown

In € mill

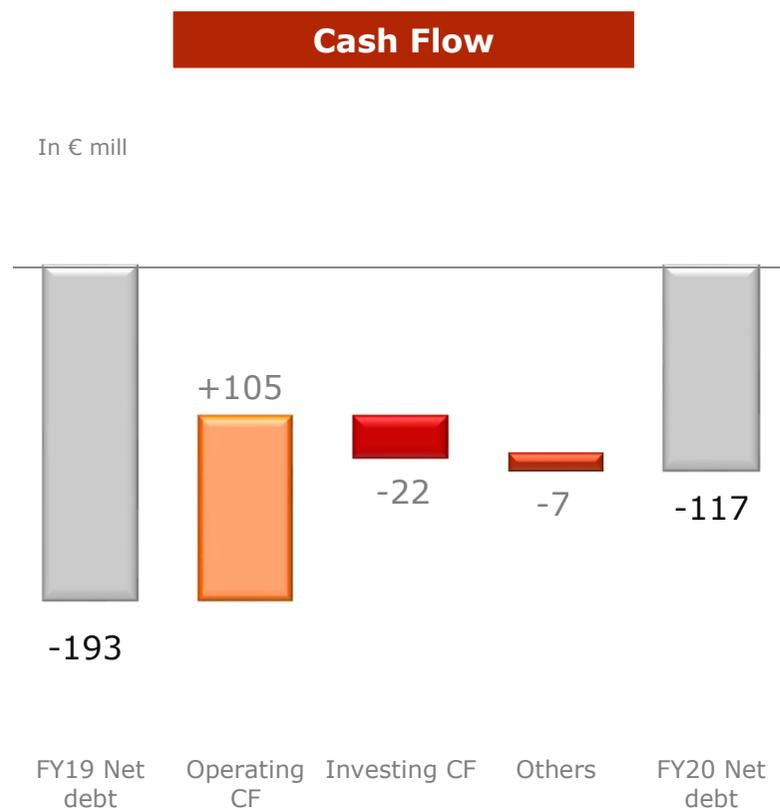


Source: Atresmedia's financial statements

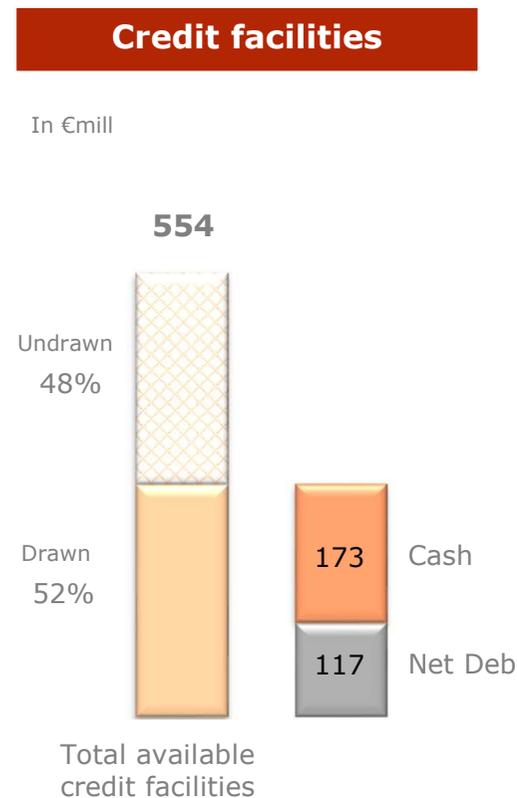
Eliminations are not included

Atresmedia: Cash flow & Debt position

- Total net debt reached €117 million (€76 million less than in Dec 19)
- Operating Cash Flow at €105 million



Source: Atresmedia's financial statements



Source: Atresmedia's financial statements

Atresmedia Audiovisual

2020 results in € mill: P&L

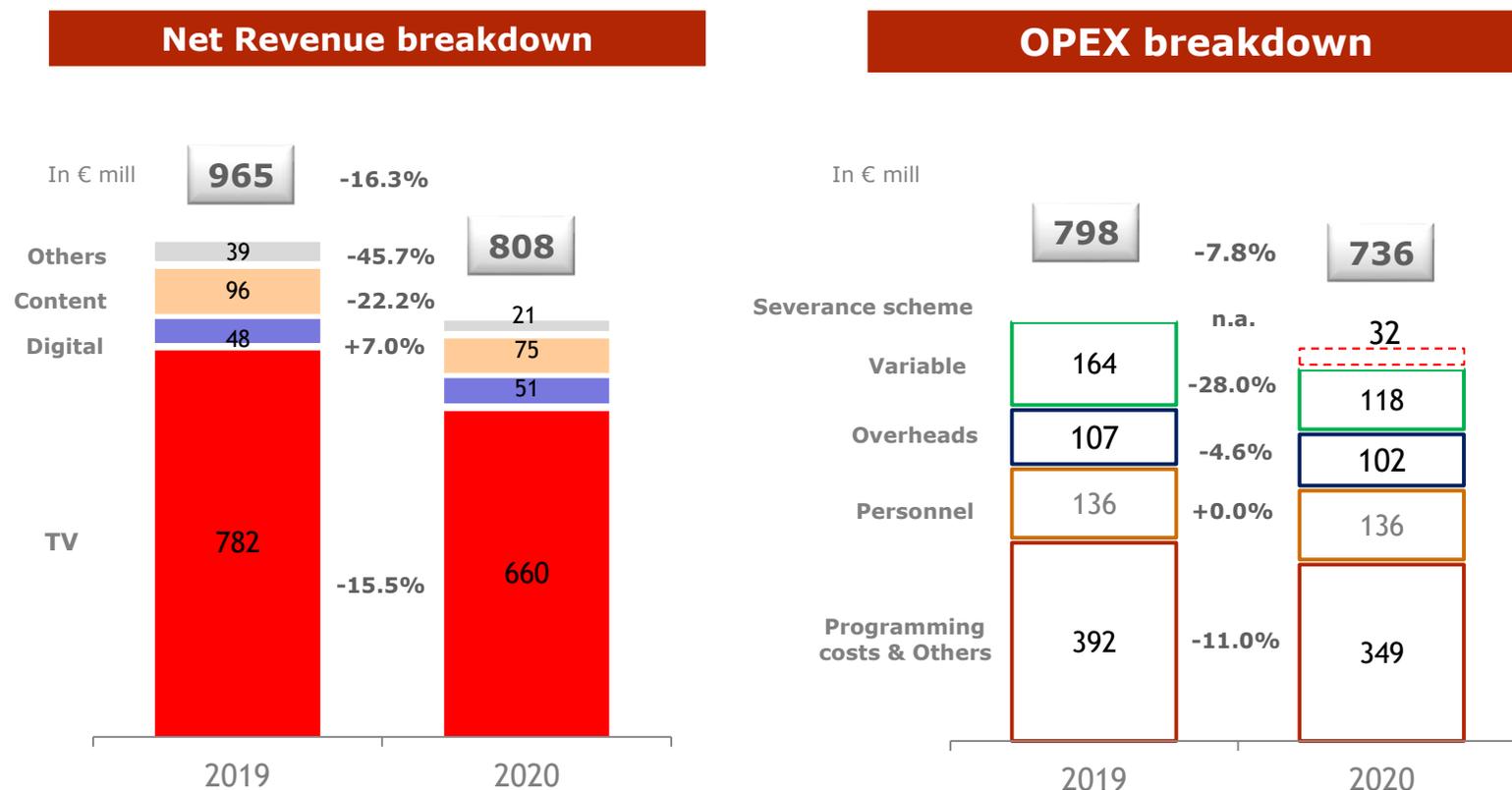
	2020	2019	YoY
Total Net Rev.	807.9	965.1	-16.3%
OPEX	736.1	798.4	-7.8%
OPEX proforma*	704.5	798.4	-11.8%
EBITDA	71.9	166.7	-56.9%
<i>EBITDA Margin</i>	<i>8.9%</i>	<i>17.3%</i>	
EBITDA proforma*	103.5	166.7	-37.9%
<i>EBITDA proforma Margin</i>	<i>12.8%</i>	<i>17.3%</i>	
EBIT	55.5	150.0	-63.0%
<i>EBIT Margin</i>	<i>6.9%</i>	<i>15.5%</i>	
EBIT proforma*	87.1	150.0	-41.9%
<i>EBIT proforma Margin</i>	<i>10.8%</i>	<i>15.5%</i>	

* Excluding the non-cash provision for voluntary severance scheme in the amount of € 31.6 Mill

Source: Atresmedia`s financial statements

Audiovisual: Breakdown

- ➔ Audiovisual Net Revenue decreased by -16.3%, due to the Covid-19 impact
- ➔ OPEX down by -7.8% to offset the fall in revenues



Source: Atresmedia's financial statements

Atresmedia Radio

2020 Results in € mill: P&L

	2020	2019	YoY
Net Revenues	67.0	83.1	-19.4%
OPEX	64.6	65.9	-1.9%
OPEX proforma*	59.7	65.9	-9.4%
EBITDA	2.4	17.2	-86.1%
<i>EBITDA Margin</i>	<i>3.6%</i>	<i>20.7%</i>	
EBITDA proforma*	7.3	17.2	-57.4%
<i>EBITDA proforma Margin</i>	<i>11.0%</i>	<i>20.7%</i>	
EBIT	-0.2	14.4	n/a
<i>EBIT Margin</i>	<i>n/a</i>	<i>17.4%</i>	
EBIT proforma*	4.7	14.4	-67.1%
<i>EBIT proforma Margin</i>	<i>7.1%</i>	<i>17.4%</i>	

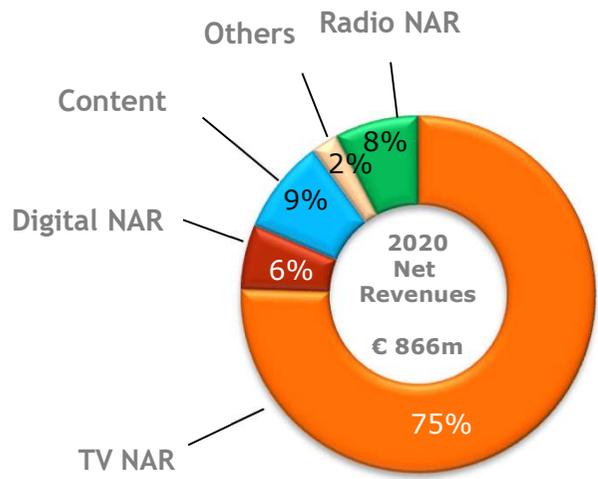
* Excluding the non-cash provision for voluntary severance scheme in the amount of € 4.9 Mill

Source: Atresmedia's financial statements

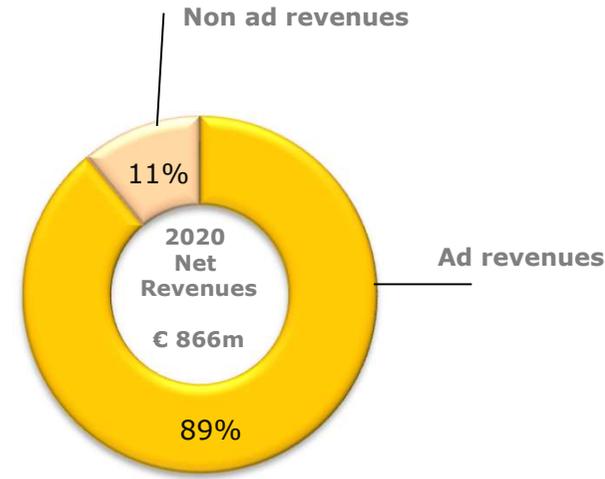
Atresmedia: Market positioning

TV Net Ad Revenue 75% of total

Revenues by division



Revenues by origin



Source: Infoadex & internal estimates

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2020 Operational Summary

Advertising market in Spain

- According to external sources, Total Ad market fell around -18% yoy.
- TV Ad market decreased by -18%, Radio -23% and Digital at mid single-digit

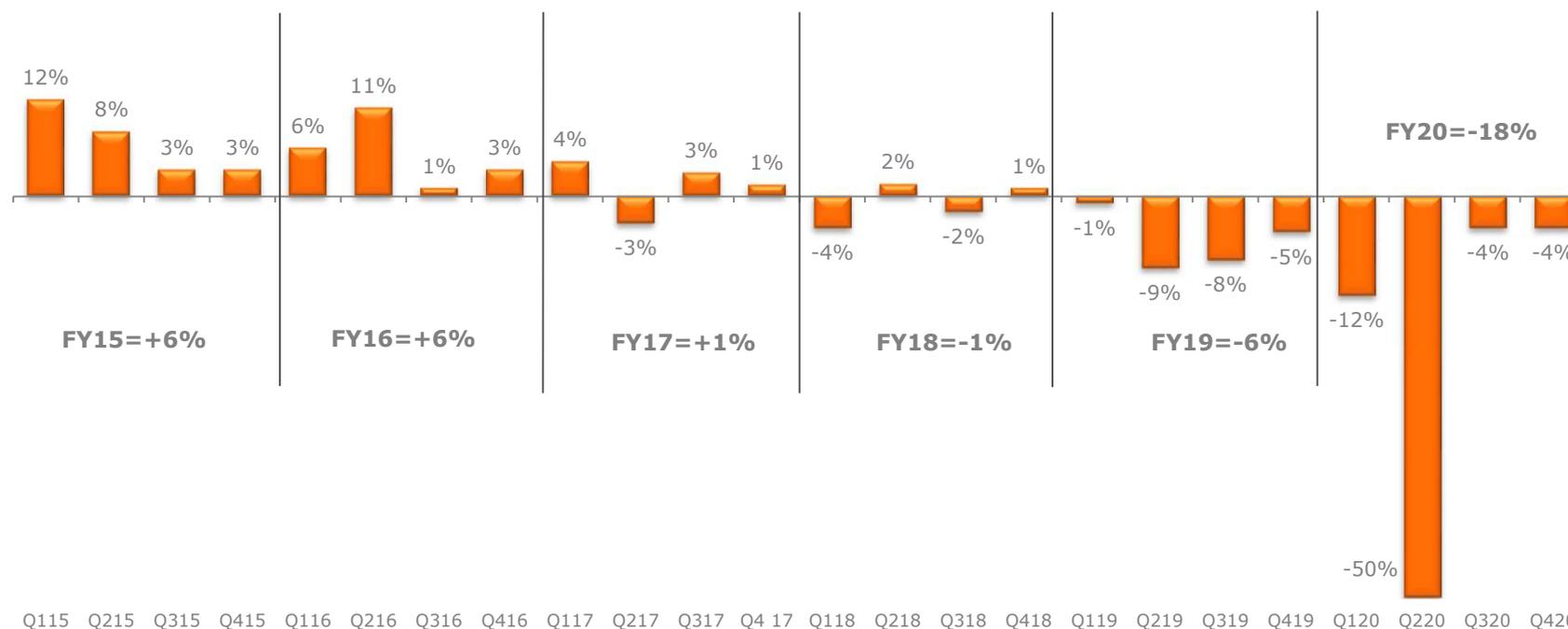
Media	Sources	
	I2p	Infoadex
TV	-17.9%	-18.4%
Radio	-23.3%	-22.9%
Digital	-8.9%	-5.3%
Newspapers	-26.4%	-30.8%
Magazines	-43.2%	-43.3%
Sunday suppl.	-53.2%	-53.7%
Outdoor	-52.1%	-47.7%
Cinema	-54.5%	-73.3%
Total	-17.2%	-18.1%

Source: I2p (ArceMedia) & Infoadex

TV Advertising market

→ Q4 20: still negative but better than previous quarters

Gross Total TV Advertising by quarter (yoy growth)

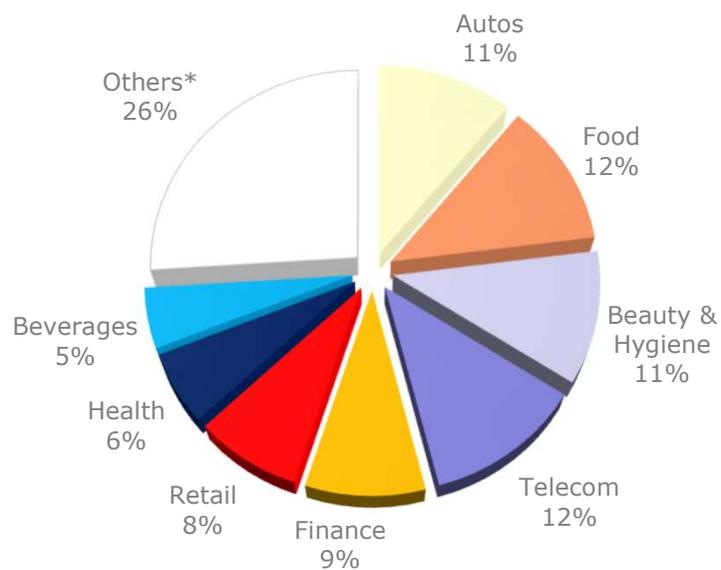


Source: Infoadex

TV Advertising market by category

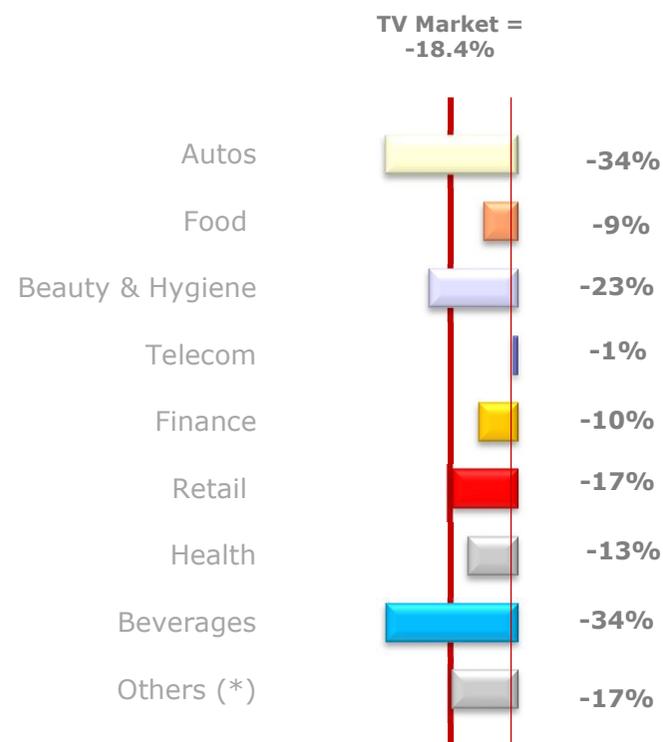
➔ Negative performance at every category due to Covid-19

2020 TV Ad market share by category



Source: Internal estimates

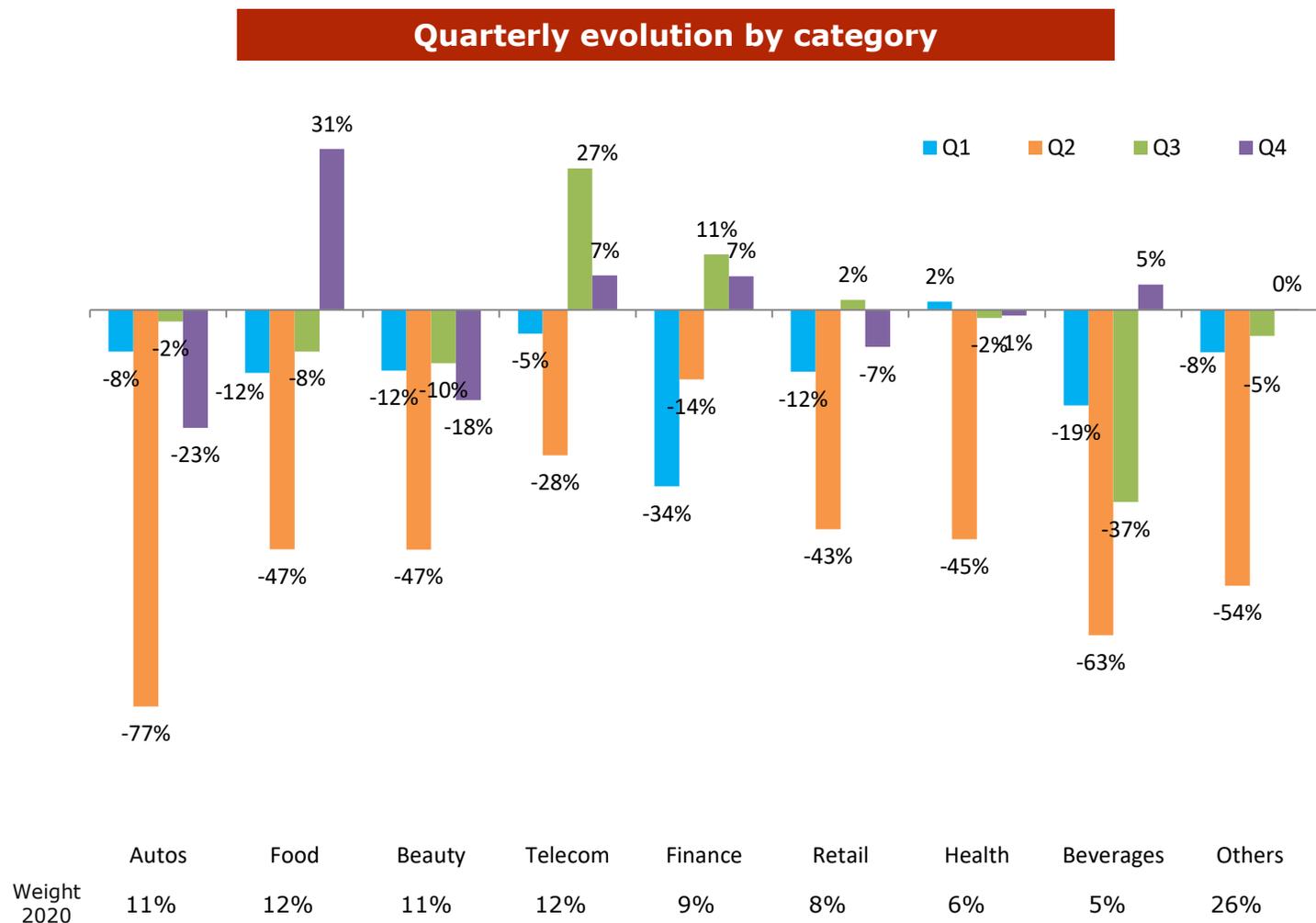
2020 TV Ad market evolution



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

TV Advertising market by category: Quarterly evolution

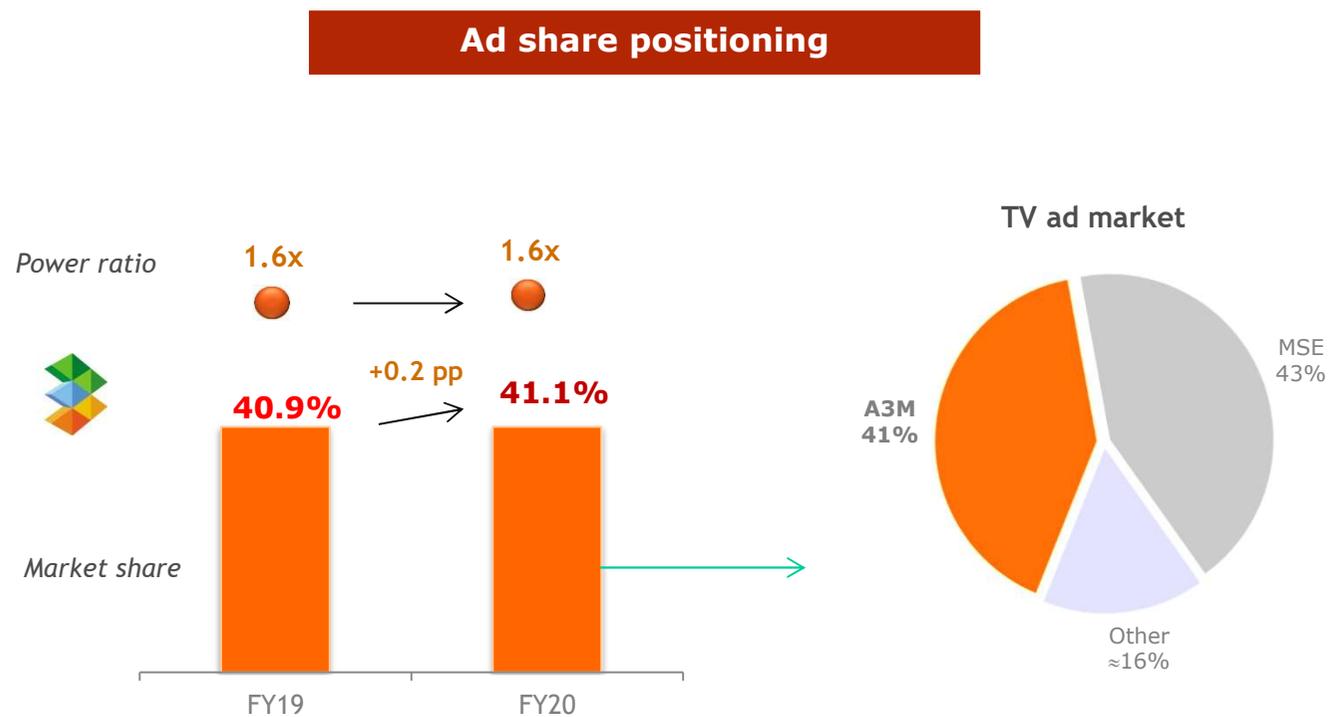
➔ Severe falls across the board due to Covid-19, especially in Q2



Source: Internal estimates

TV Ad market: Competitive position

→ Atresmedia's market share stood at 41% according to internal estimates



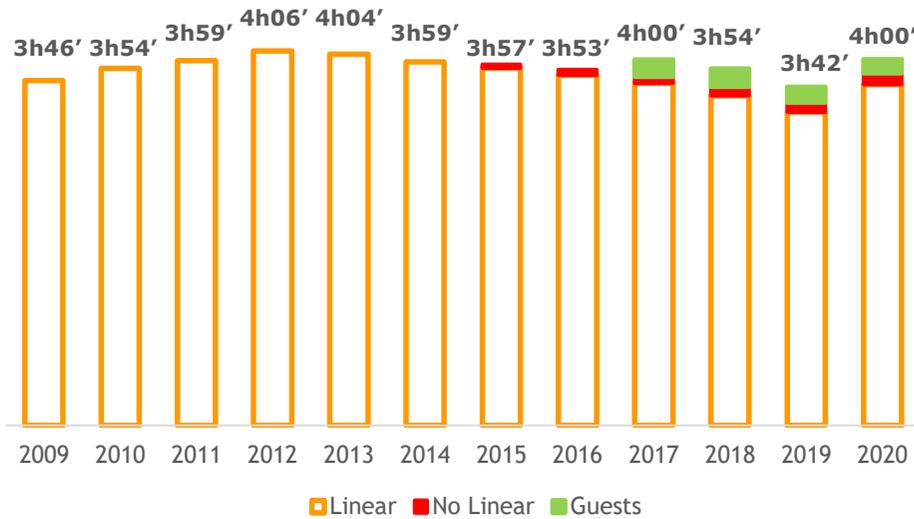
Source: Internal estimates

TV viewing

- ➔ Total TV viewing (4h 00') is close to all-time record
- ➔ TV viewing increased in all age groups

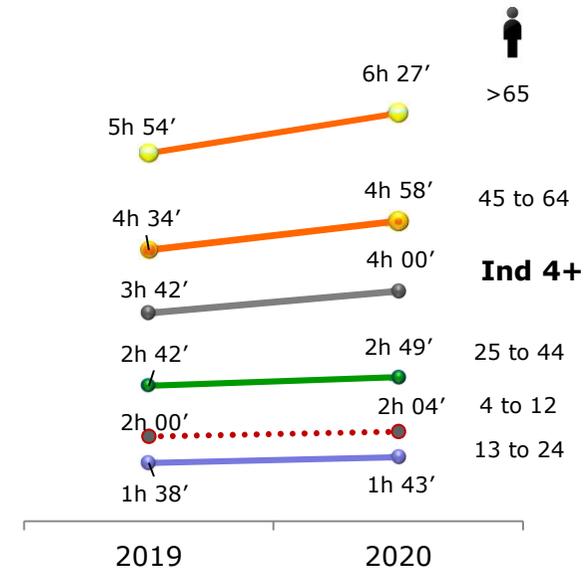
Average daily TV viewing

**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)

**Average daily TV viewing
In hours by age group**

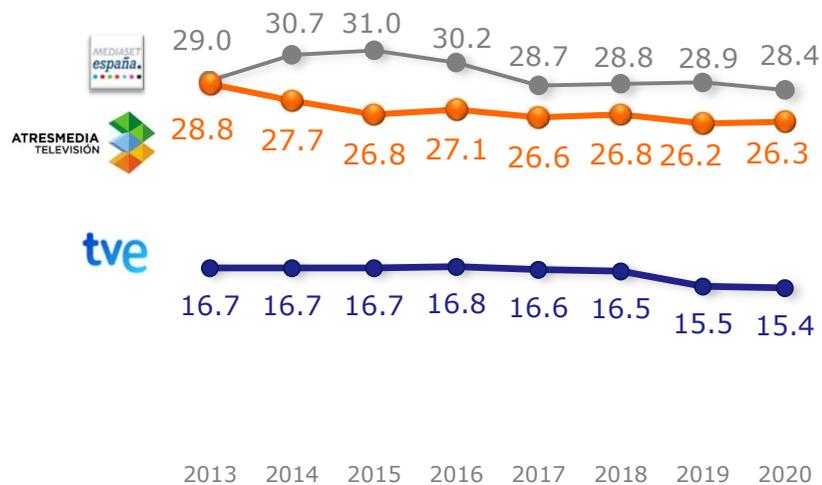


Source: Kantar Media

Television: Groups audience share

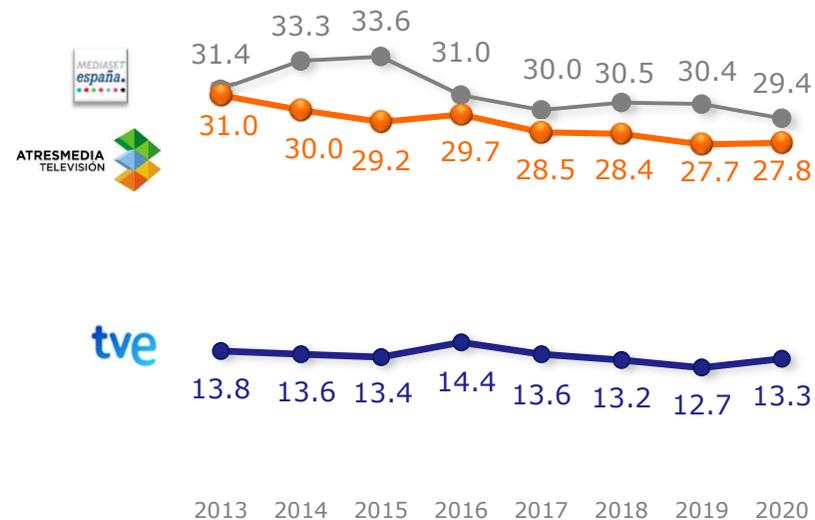
- Atresmedia achieved 26.3% audience share in Total Individuals and 27.8% in Commercial Target in 2020.
- Reducing the gap with its main competitor

Audience Share Total Individuals



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

Aud. Share by Commercial Target



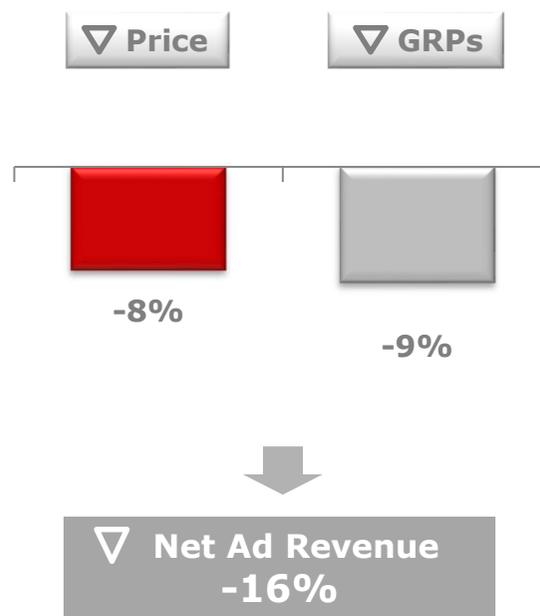
Source: Kantar Media

- 2012-2015: Commercial Target (16-54 y)
- As of 2016: Commercial Target (25-59 y)
- Towns >10,000 inhabitants

Atresmedia Television: Ad revenues breakdown in 2020

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

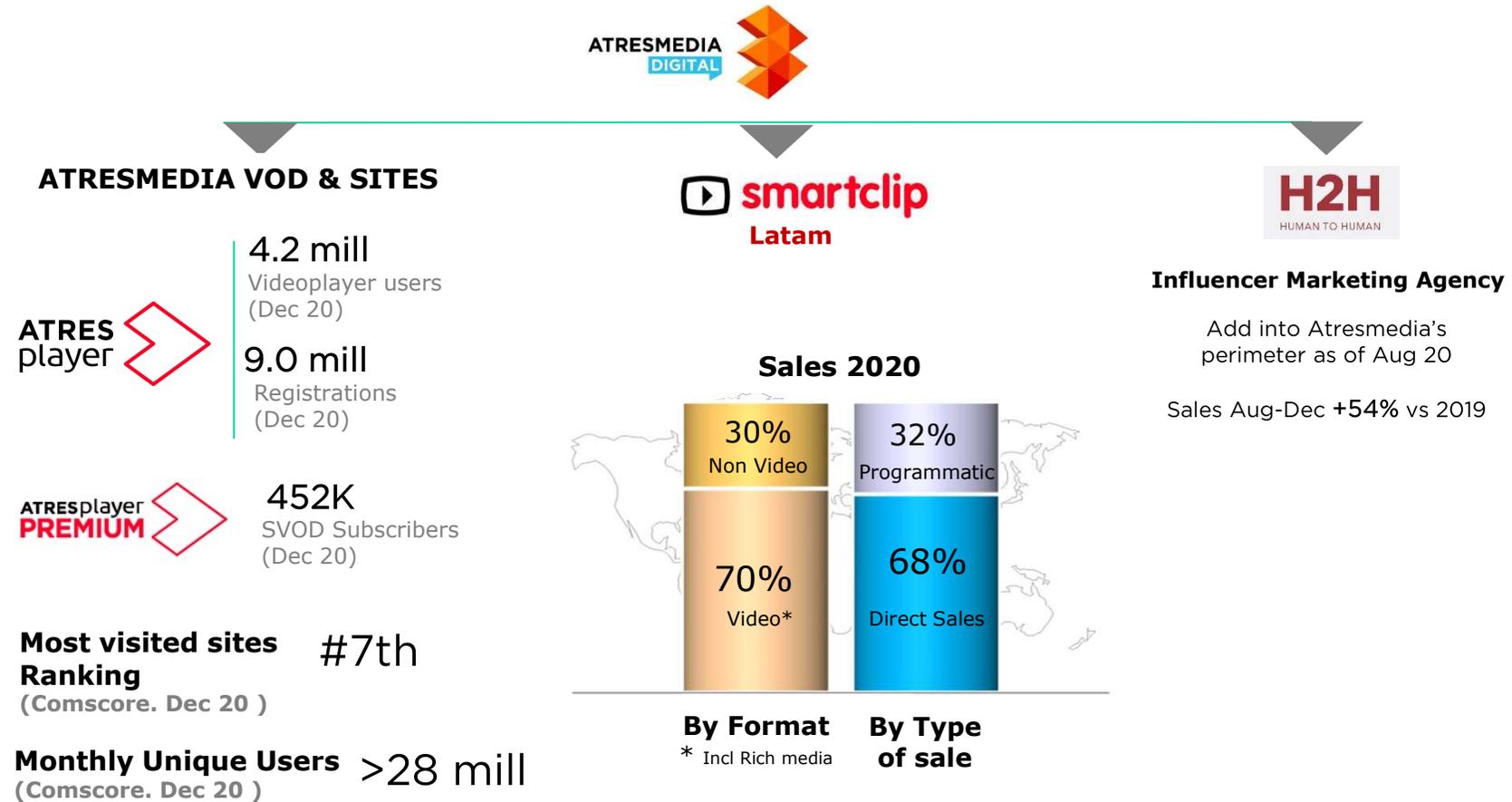
2020 Key factors



Source: Internal estimates

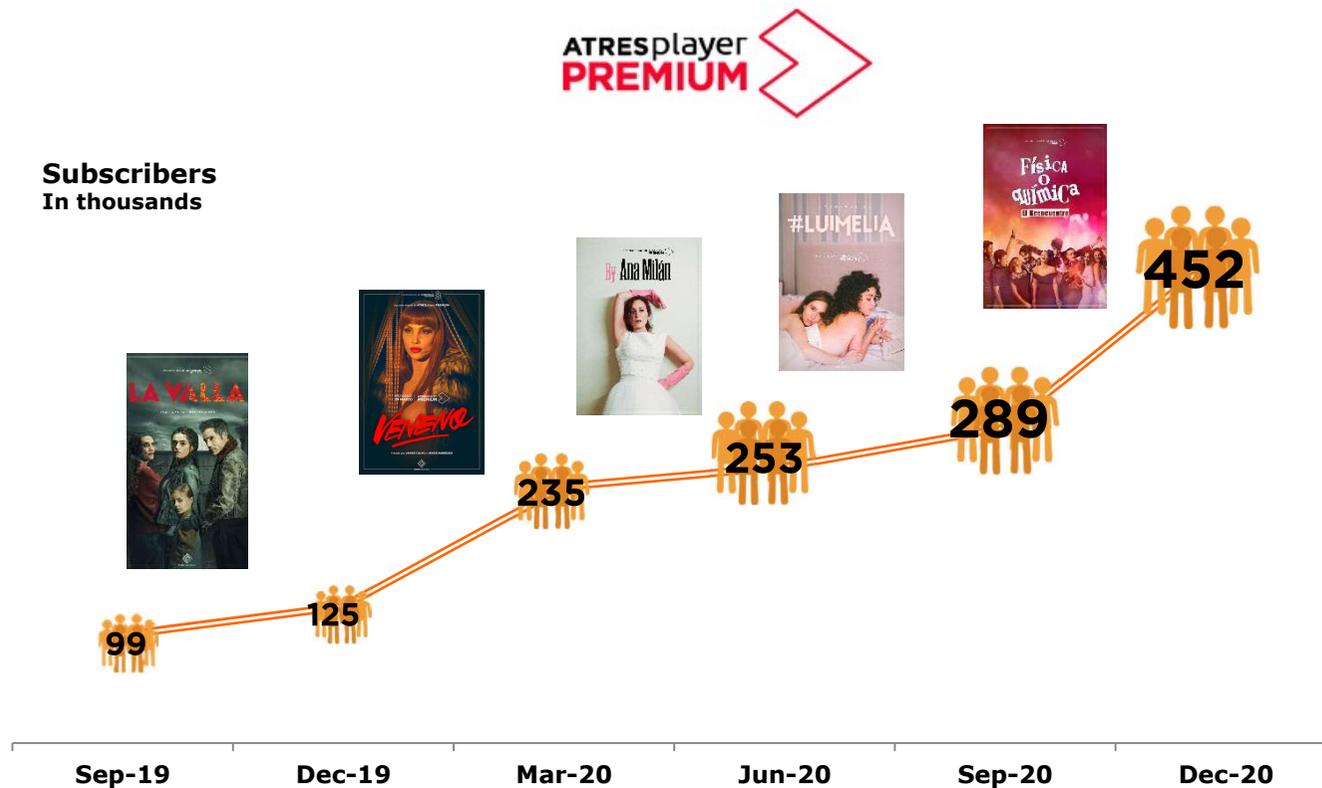
Atresmedia Digital

- In #7th position among most visited sites in Spain
- Atresplayer Premium (Atresmedia's SVOD) reached 452K subscribers



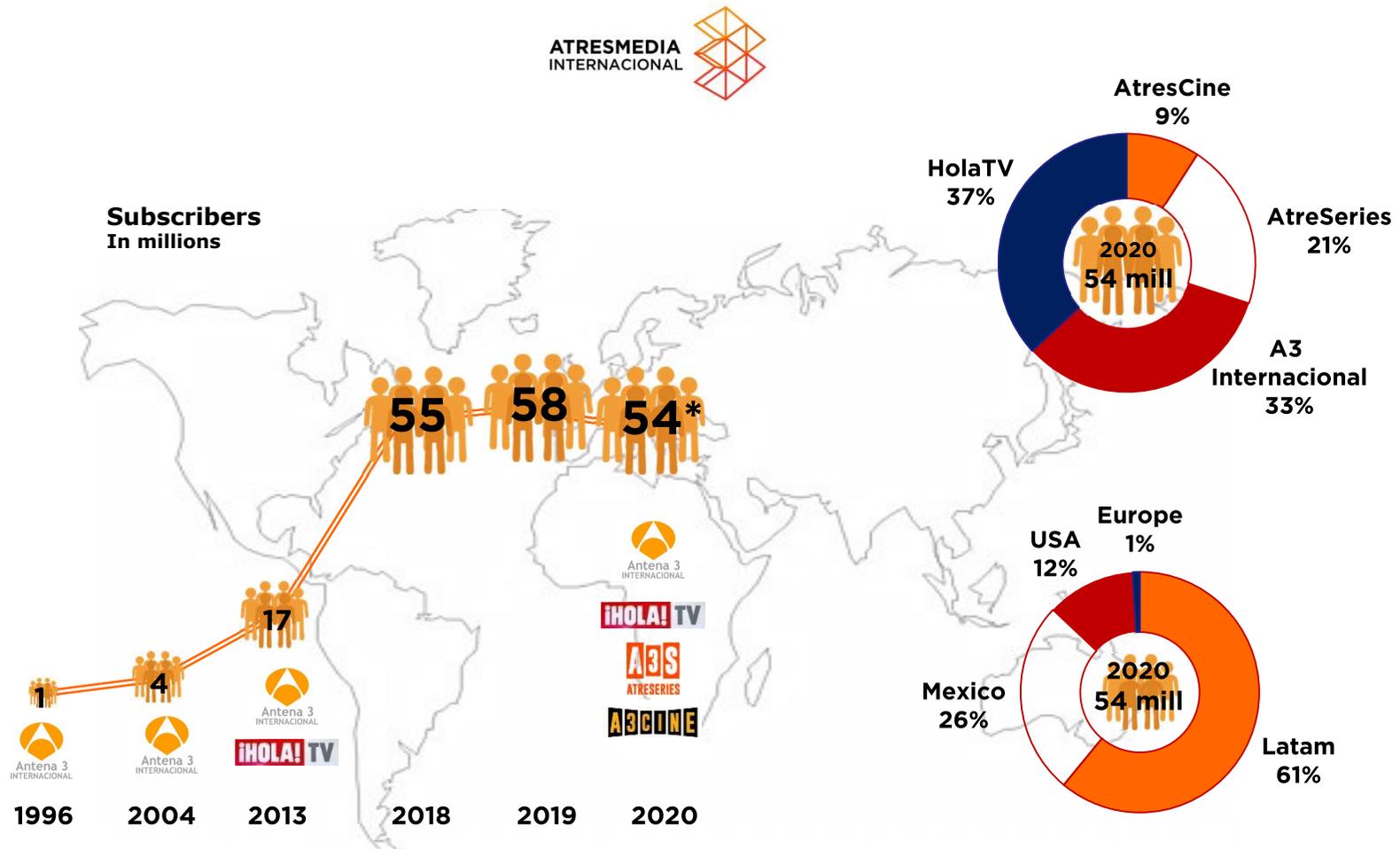
Content Production & Distribution: SVOD

- Outstanding performance of Atresplayer Premium (Atresmedia's SVOD platform): 3.6x in number of subscribers in 2020.
- Successful strategy based on Originals, Exclusive & Pre-TV releases.



Production & Content sales: Atresmedia International

→ 54 mill subscribers in our international channels



**Affected by the closure of Direct TV's operations in Venezuela due to USA restrictions to the country. Atresmedia's TV channels were distributed via Direct TV. On proforma basis, Atresmedia International increased by near 1 mill subscribers vs 2019*

No impact in revenues

> 30 countries
> 240 Pay TV operators

Content Production & Distribution: Cinema & Studios

- Atresmedia Films accounted for 52% of total revenues generated by Spanish films in FY20
- In Q3, Atresmedia Studios delivered its largest production to date: “La templanza”

Atresmedia Cinema in 2020



Atresmedia Studios in 2020

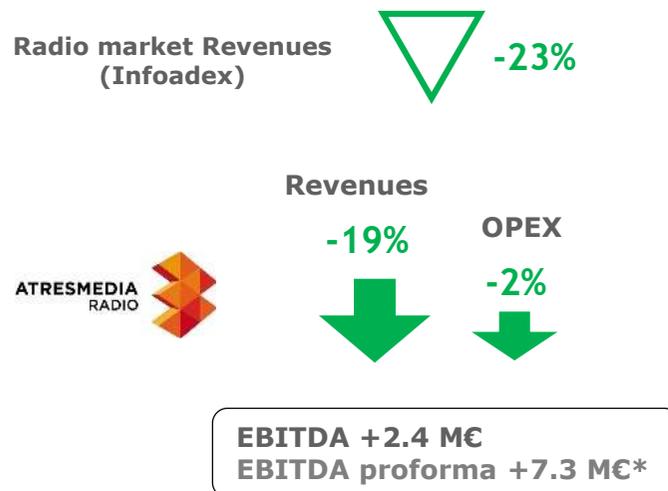


Atresmedia Radio

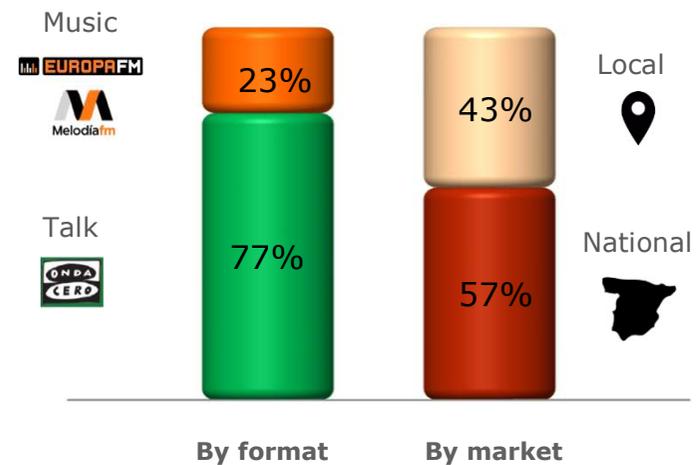
- Atresmedia Radio's revenue fell by 19%, outperforming the Total Radio ad market (-23%)

Atresmedia Radio vs Radio market

FY20 growth



Revenues breakdown in FY20



* Excluding the non-cash provision for voluntary severance scheme in the amount of € 4.9 Mill

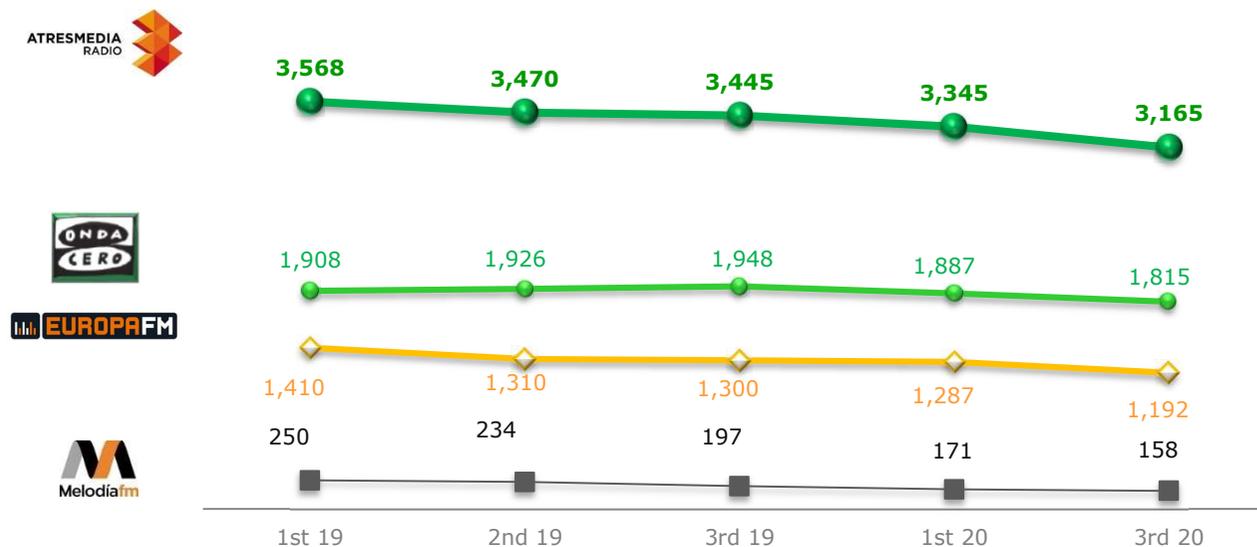
Source: Internal Estimates

Atresmedia Radio

- Atresmedia Radio reached near 3.2 mill listeners/day in the last survey

Listeners evolution

Thousand of listeners



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

Back up

Q4 20 Results in € mill: P&L

	Q4 20	Q4 19	YoY
Total Net Rev.	286.2	315.7	-9.4%
OPEX	285.1	258.2	+10.4%
OPEX proforma*	248.6	258.2	-3.7%
EBITDA	1.1	57.6	-98.0%
<i>EBITDA Margin</i>	<i>0.4%</i>	<i>18.2%</i>	
EBITDA proforma*	37.7	57.6	-34.6%
<i>EBITDA proforma Margin</i>	<i>13.2%</i>	<i>18.2%</i>	
EBIT	-18.6	52.6	n.a.
<i>EBIT Margin</i>	<i>n.a.</i>	<i>16.7%</i>	
EBIT proforma**	33.1	52.6	-37.2%
<i>EBIT proforma Margin</i>	<i>11.5%</i>	<i>16.7%</i>	
Net profit	-16.0	37.8	n.a.
<i>Net profit Margin</i>	<i>n.a.</i>	<i>12.0%</i>	

* Excluding the non-cash provision for voluntary severance scheme in the amount of €36.5 Mill

** Excluding the €36.5 Mill non-cash provision for the severance scheme plus €15.1 Mill non-cash Radio's goodwill impairment

Source: Atresmedia`s financial statements

Atresmedia Audiovisual

Q4 20 Results in € mill: P&L

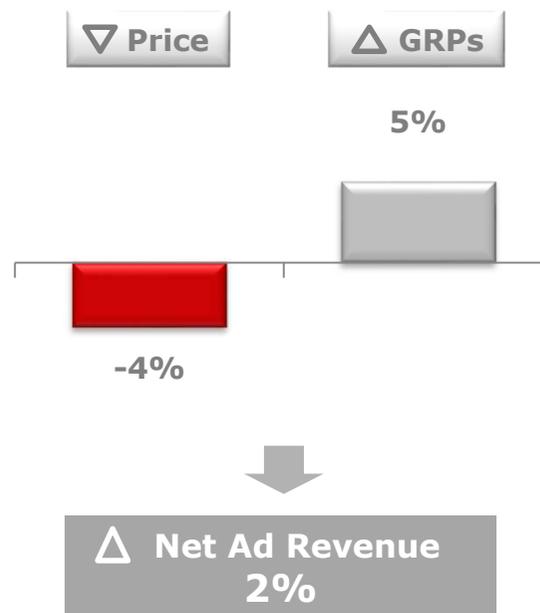
	Q4 20	Q4 19	YoY
Total Net Rev.	265.5	293.5	-9.5%
OPEX	265.8	243.4	+9.2%
OPEX proforma*	234.2	243.4	-3.8%
EBITDA	-0.2	50.1	n.a.
<i>EBITDA Margin</i>	<i>n.a.</i>	<i>17.1%</i>	
EBITDA proforma*	31.4	50.1	-37.3%
<i>EBITDA proforma Margin</i>	<i>11.8%</i>	<i>17.1%</i>	
EBIT	-4.2	45.9	n.a.
<i>EBIT Margin</i>	<i>n.a.</i>	<i>15.6%</i>	
EBIT proforma*	27.4	45.9	-40.4%
<i>EBIT proforma Margin</i>	<i>10.3%</i>	<i>15.6%</i>	

* Excluding the non-cash provision for voluntary severance scheme in the amount of € 31.5 Mill

Source: Atresmedia`s financial statements

Television: Ad revenues breakdown in Q4 20

Q4 20 Key factors



Source: Internal estimates

Atresmedia Radio

Q4 20 Results in € mill: P&L

	Q4 20	Q4 19	YoY
Net Revenues	22.4	24.0	-6.6%
OPEX	21.1	16.5	+27.4%
OPEX proforma*	16.1	16.5	-2.4%
EBITDA	1.4	7.5	-81.9%
<i>EBITDA Margin</i>	<i>6.0%</i>	<i>31.1%</i>	
EBITDA proforma*	6.3	7.5	-15.8%
<i>EBITDA proforma Margin</i>	<i>28.1%</i>	<i>31.1%</i>	
EBIT	0.7	6.8	-88.9%
<i>EBIT Margin</i>	<i>3.3%</i>	<i>28.2%</i>	
EBIT proforma*	5.7	6.8	-15.9%
<i>EBIT proforma Margin</i>	<i>25.4%</i>	<i>28.2%</i>	

* Excluding the non-cash provision for voluntary severance scheme in the amount of € 4.9 Mill

Source: Atresmedia's financial statements

Additional information

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