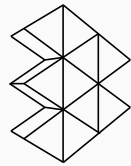


Atresmedia

Presentation to investors

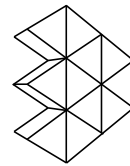
September 2024

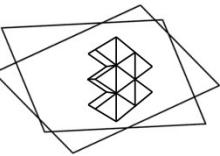


We believe in the power of
reflection and emotion



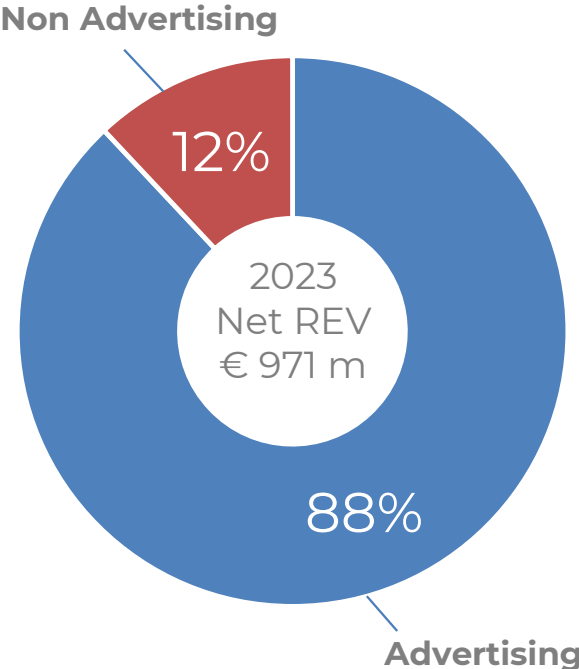
FINANCIAL



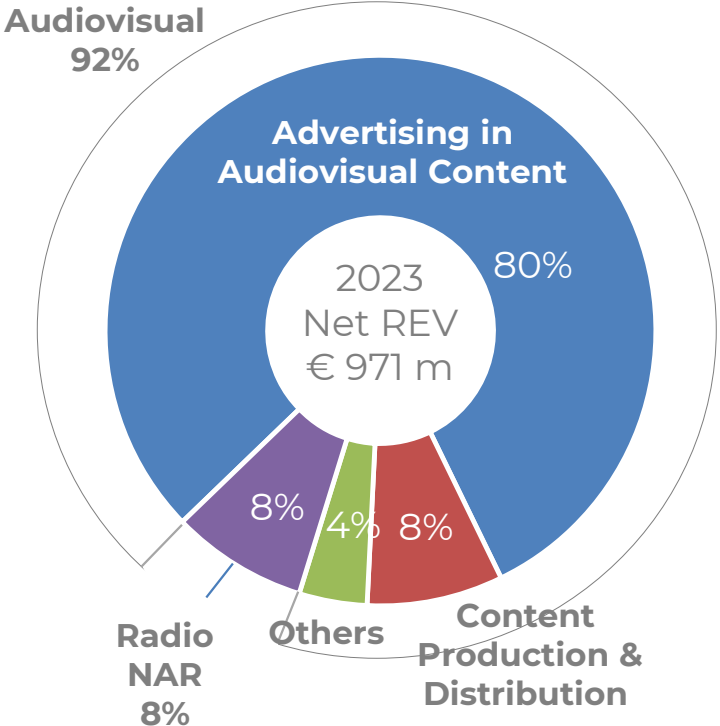


Atresmedia revenue breakdown in 2023

Revenues by origin



Revenues by division



Source: ANNUAL ACCOUNTS
NAR: Net advertising revenue





HIGHLIGHTS FY23

2023: A REMARKABLE YEAR

AUDIENCE LEADERSHIP...

TV	26.8% Total individuals
DIGITAL	25.5 Mill users
RADIO	2.9 Mill/day

...IN A POSITIVE AD MARKET

TOTAL AD MARKET	+4.1%
TV	+2.9%
RADIO	+5.2%

GROW IN ALL OUR DIVISIONS

TOTAL REVENUES **971 M€**

AUDIOVISUAL **+2.1%**
RADIO **+1.9%**

...WHILE KEEPING SOLID MARGINS

EBITDA
173 M€
(Margin= 18%)

NET INCOME
171 M€

EXCELLENT CASH POSITION...

NET CASH POSITION
23 M€

OPERATIVE CASH FLOW/EBITDA

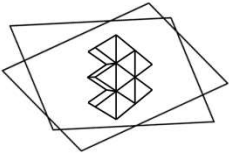
1x

... & ATTRACTIVE SHAREHOLDER REMUNERATION

DIVIDENDS PAID
90 M€ (0.40 €/sh.)

DIVIDEND YIELD
≈11%

TOTAL SHAREHOLDER RETURN
(Stock market + Divid.)
≈25%



Atresmedia FY 23 results

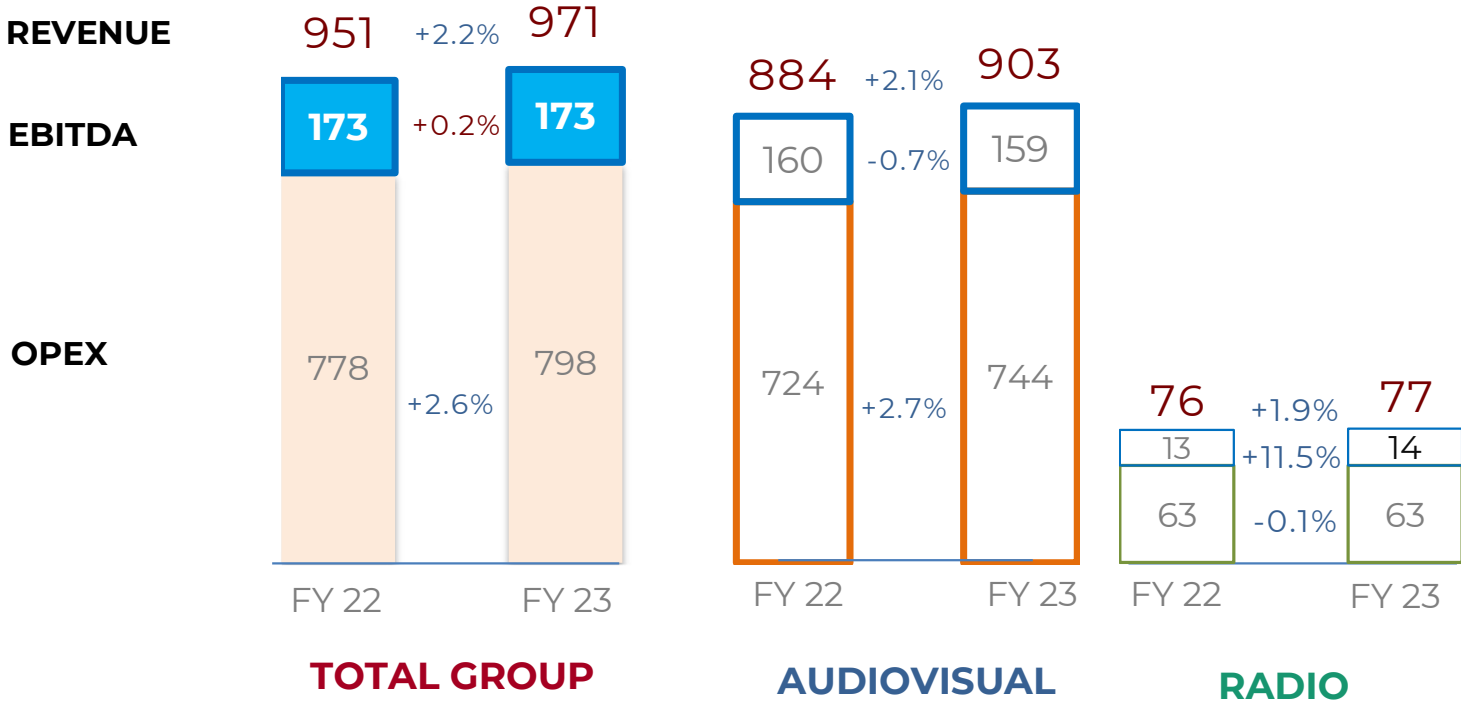
In € mill.	FY 22	FY 23	var
NET REVENUES	950.8	971.4	+2.2%
OPEX	778.0	798.3	+2.6%
EBITDA	172.8	173.1	+0.2%
<i>Ebitda margin</i>	18.2%	17.8%	
EBIT	155.3	155.3	+0.0%
<i>Ebit margin</i>	16.3%	16.0%	
NET PROFIT	112.9	171.2	+51.6%
<i>Net profit margin</i>	11.9%	17.6%	
Net profit proforma	112.9	118.5	+5.0%
<i>Net profit margin</i>	11.9%	12.2%	

Source: Atresmedia's financial statements



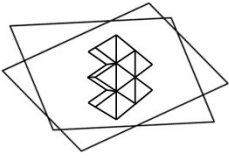
REVENUE, OPEX & EBITDA BY SEGMENT

In € mill



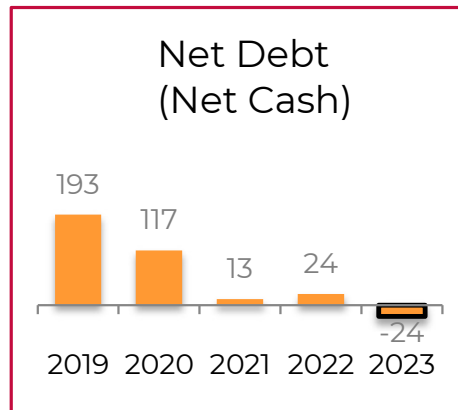
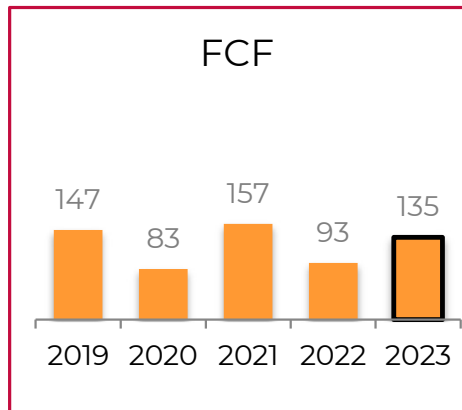
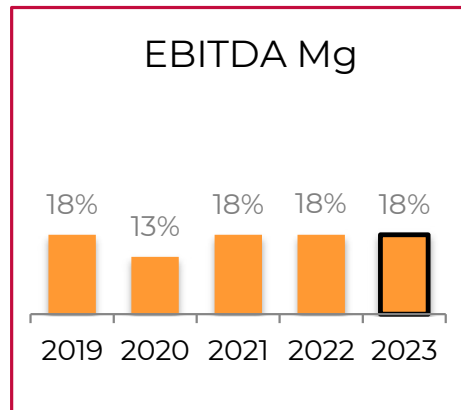
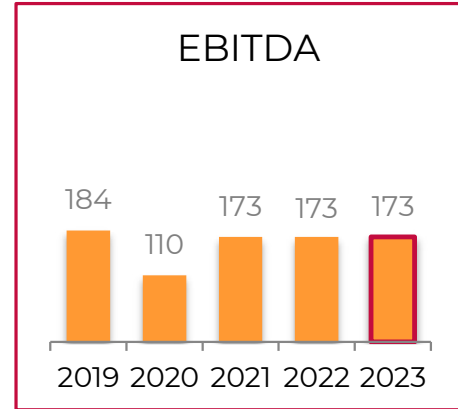
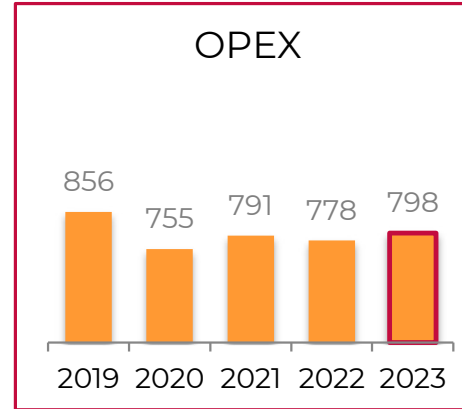
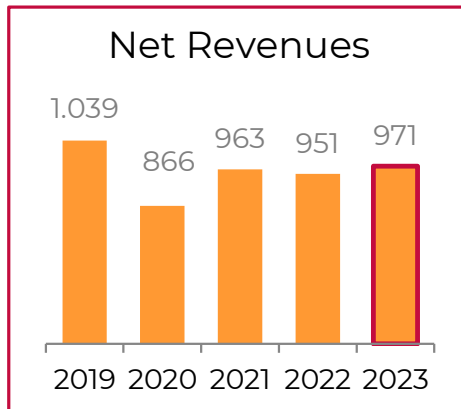
Source: Atresmedia's financial statements





Atresmedia key metrics (last 5 years)

In Mill €





1H24 RESULTS

2024: A REMARKABLE SEMESTER

AUDIENCE LEADERSHIP...

TV	27.1% Total individuals
DIGITAL	24.0 Mill users
RADIO	2.9 Mill/day

...IN A POSITIVE AD MARKET

TOTAL AD MARKET	+6.4%
TV	+5.7%
RADIO	+4.6%

GROWTH IN ALL OUR DIVISIONS

TOTAL REVENUES	523 M€
AUDIOVISUAL	+10.9%
RADIO	+6.5%

...WHILE KEEPING SOLID MARGINS

EBITDA	102 M€ (Margin= 19.5%)
NET INCOME	69 M€

EXCELLENT CASH POSITION...

NET CASH POSITION	64 M€
OPERATIVE CASH FLOW/EBITDA	1x

... & ATTRACTIVE SHAREHOLDER REMUNERATION

2023 FINAL DIVIDEND PAID	54 M€ (0.24 €/sh.)
TOTAL SHAREHOLDER RETURN 1H24 (Stock market + Divid.)	≈30%



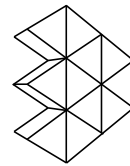
ATRESMEDIA RESULTS 1H 24

In € million	1H 23	1H 24	var
Net revenues	472.9	523.2	+10.6%
Opex	384.3	421.1	+9.6%
Ebitda	88.6	102.1	+15.3%
<i>Ebitda margin</i>	18.7%	19.5%	
Ebit	80.1	93.6	+16.8%
<i>Ebit margin</i>	16.9%	17.9%	
Net profit	59.8	69.0	+15.5%
<i>Net profit margin</i>	12.6%	13.2%	

Source: Atresmedia`s financial statements



OPERATING FIGURES



TOTAL MEDIA EVOLUTION IN SPAIN FY 23

TOTAL MEDIA
+4.1% VS FY22

23 vs 22 **+2.9%** **+5.2%** **+2.7%** **+8.5%** **+7.3%** **-1.2%** **+15.1%**



TELEVISION*

Market share

30.9%



RADIO*

10.1%



SEARCH

15.9%



SOCIAL MEDIA

13.2%



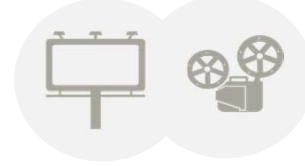
WEBSITES

6.2%



PRINT*

16.7%



OTHERS*

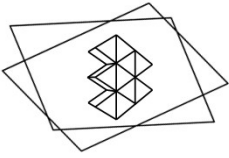
7.1%

TOTAL MEDIA
+6.4% VS 1H23

vs 1H23 **≈ 6%** **≈ 5%** **≈ 11%** **≈ 8%** **≈ 3%** **≈ -3%** **≈ 15%**

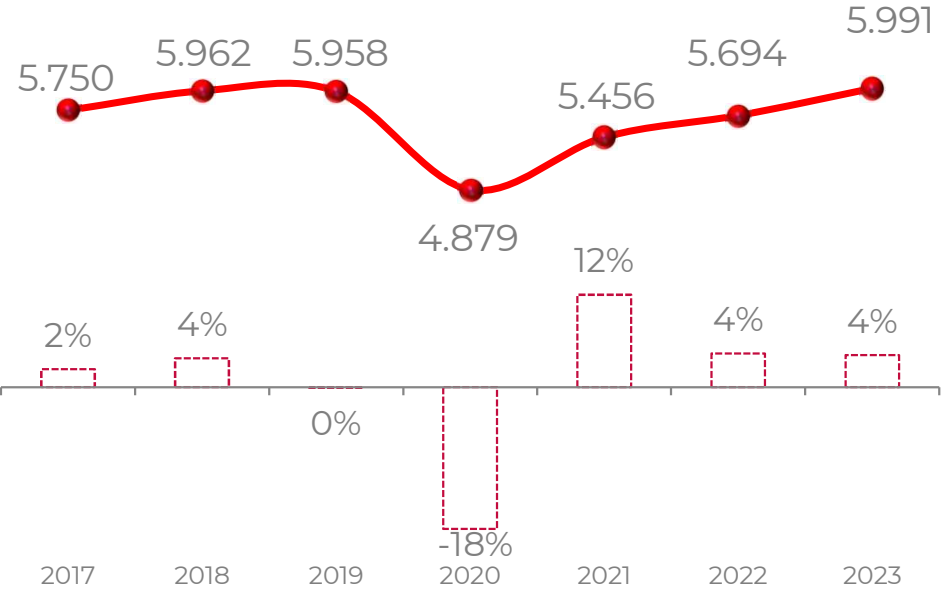
* Includes digital advertising

Source: External estimates (Infoadex)



Spanish advertising market

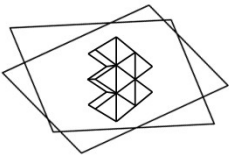
Total ad market



— Market in €mill
- - - % VAR YOY

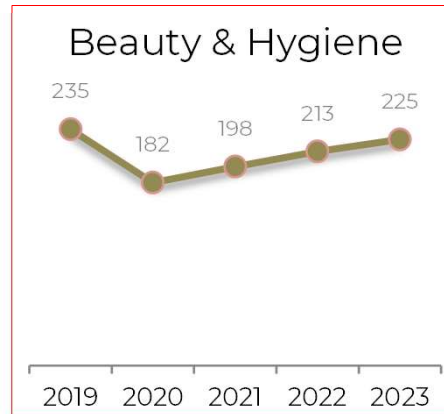
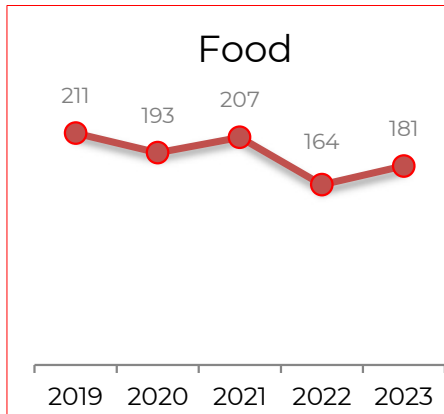
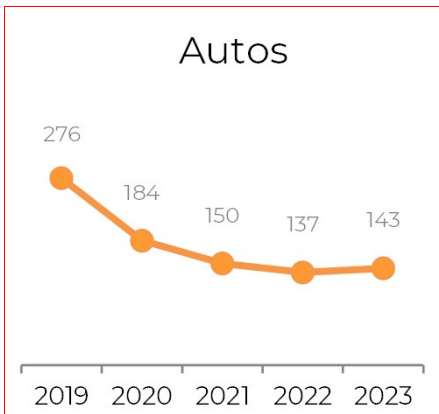
Source: INFOADDEX





Categories evolution- Spanish TV Advertising

In Mill €



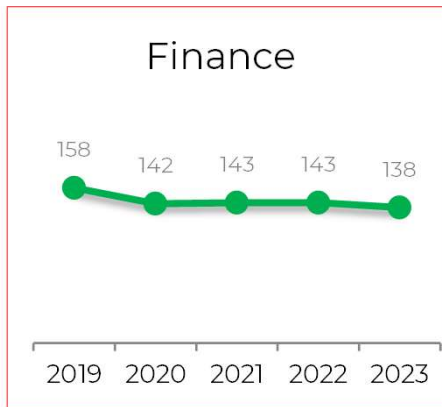
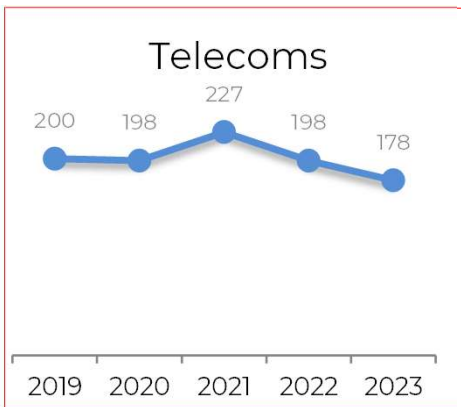
Weight

14% 11% 9% 8% 9%

11% 12% 12% 10% 11%

12% 11% 11% 13% 14%

In Mill €

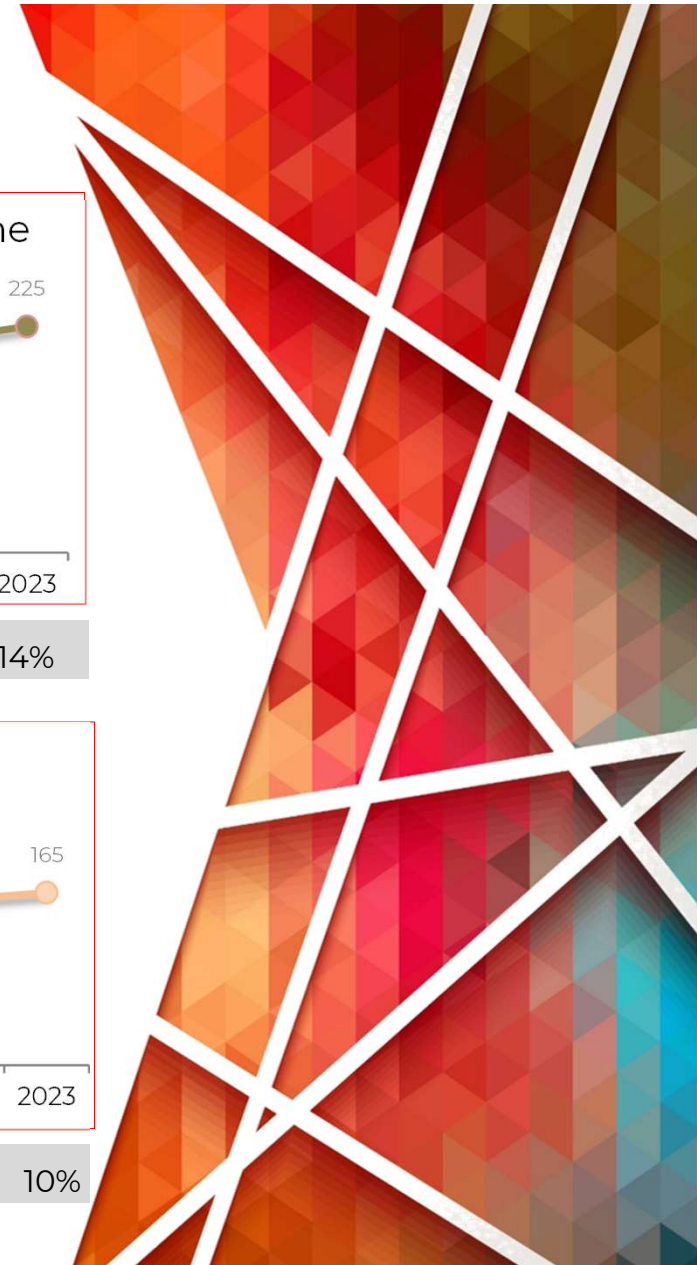


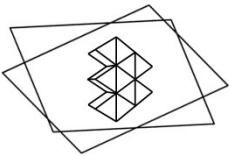
Weight

10% 12% 13% 12% 11%

8% 9% 8% 8% 8%

8% 8% 9% 9% 10%

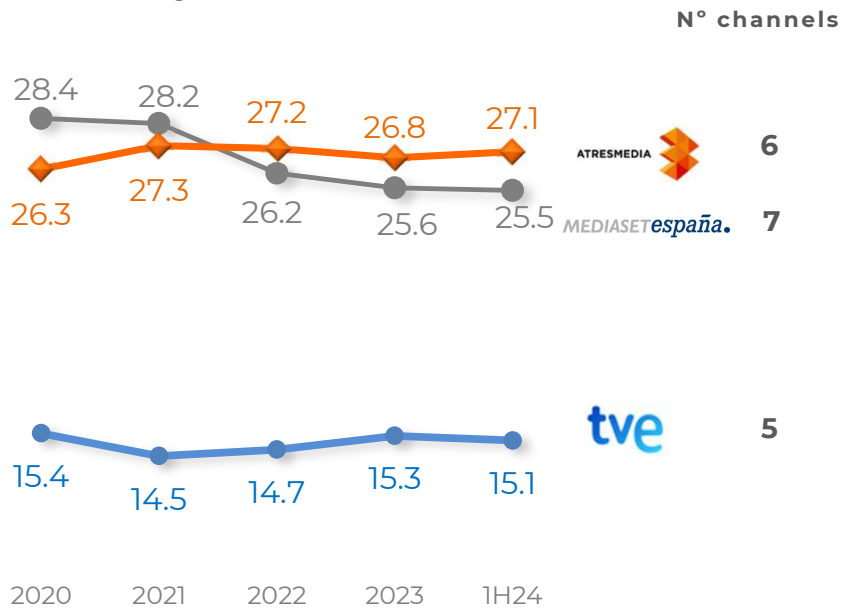




Tv audience share in Spain

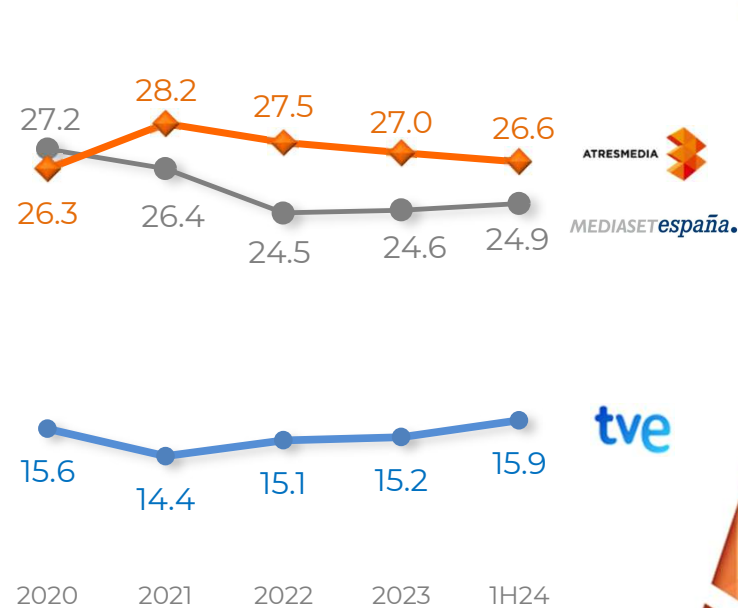
In %

AUDIENCE SHARE TOTAL DAY



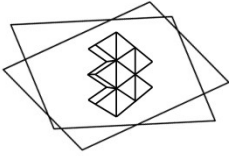
Source: Kantar Media. Total Individuals 4+

AUDIENCE SHARE PRIME TIME



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





ATRESMEDIA DIGITAL BUSINESSES

AVOD/SVOD



3.1 Mill.
Average 1H 24
Monthly Video
Player Users*

624 K
(+16% yoy)
Subscribers

16.3 Mill.
Registrations

22 Mill.
Hours of video
consumed
(June 24)

ATRESMEDIA SITES

6 TH

(& 1st audiovisual
group)

Most visited sites
ranking*

24.0 Mill.

Average 1H24
Monthly unique users*

OTHERS



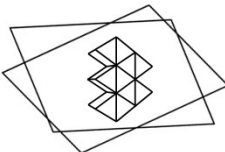
Digital agency



Influencer
marketing



Content production and distribution



Atresmedia's
Pay TV channels

TOTAL CONTENT
EXPLOTATION



50 ATRESMEDIA: 50 MOVISTAR+



FTA TV

IN-HOUSE CONTENT
EXPLOTATION



ONLINE



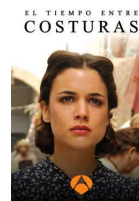
593K

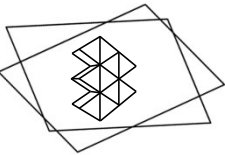


subscribers

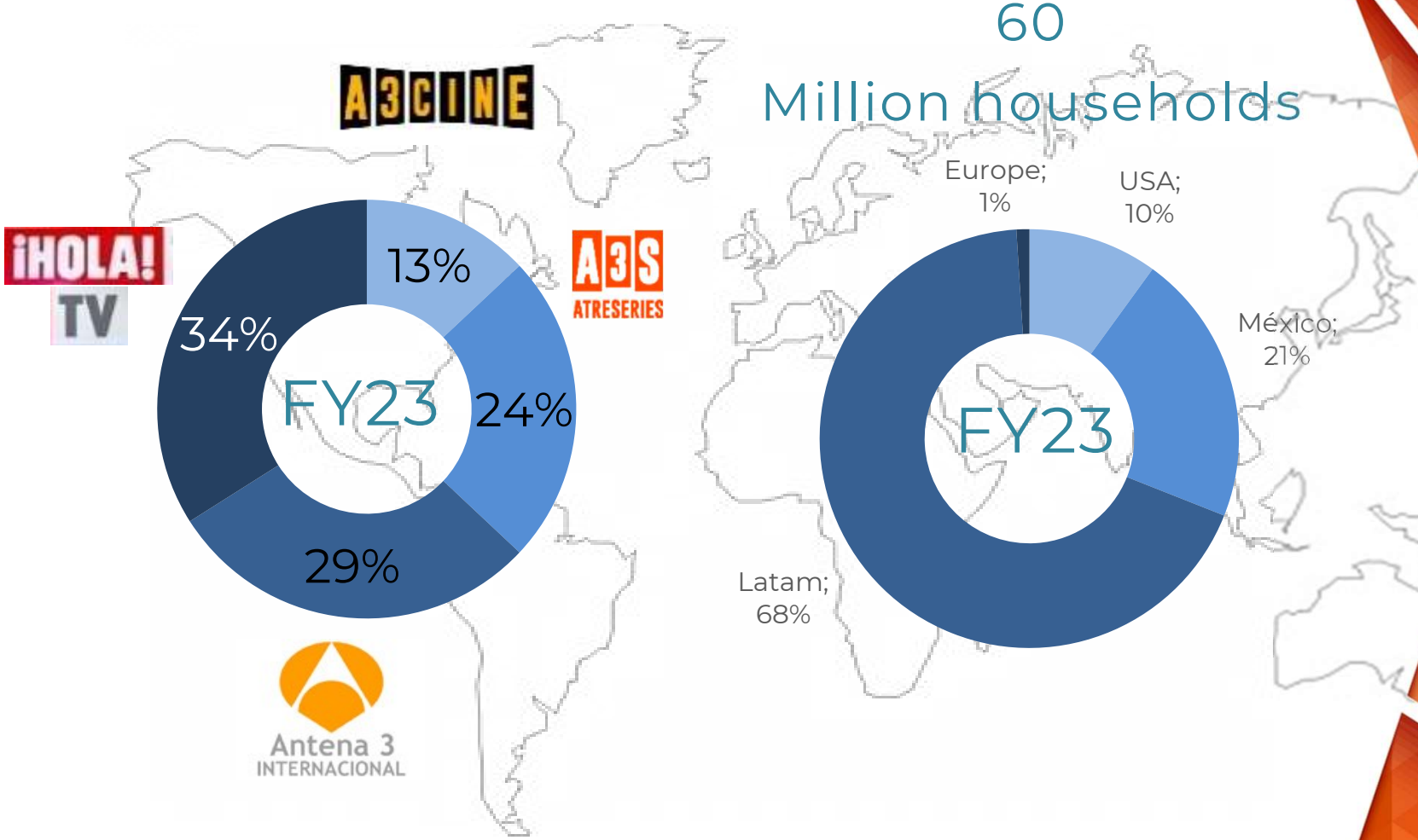
SALE

Direct sales to
Broadcasters



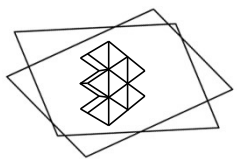


Atresmedia international



Source: Internal data

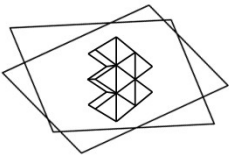




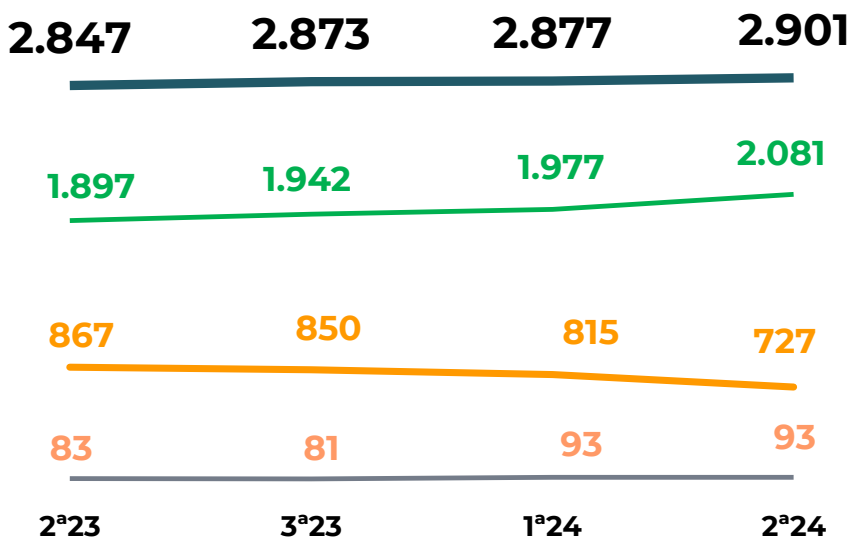
Atresmedia cine

26% box office of Spanish cinema





Atresmedia radio audience share



Source: AIMC

