“We believe in the power of reflection and emotion”

ATRESMEDIA

www.atresmediacorporacion.com

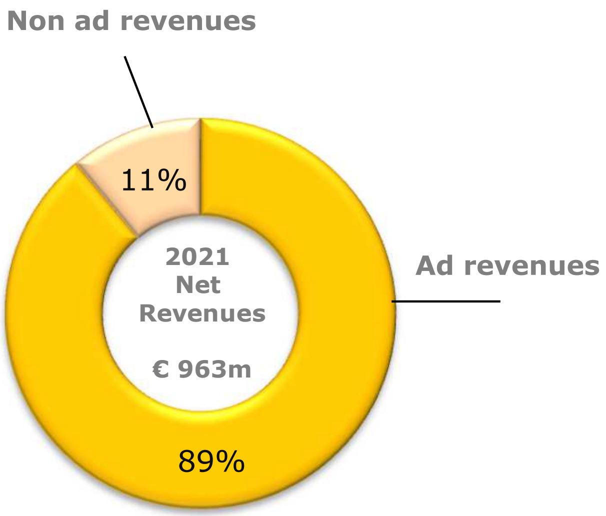
Presentation to investors

June 2022

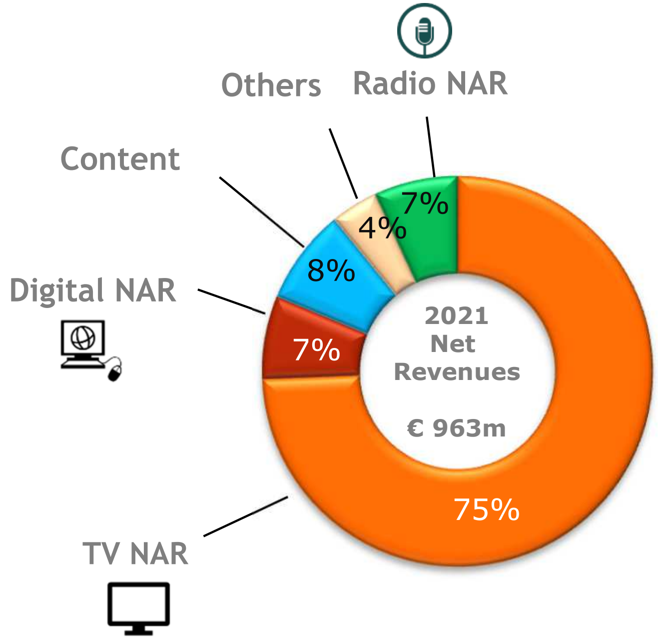
Atresmedia: Revenue breakdown in 2021

Advertising as core business while progressing into diversification

Revenues by origin



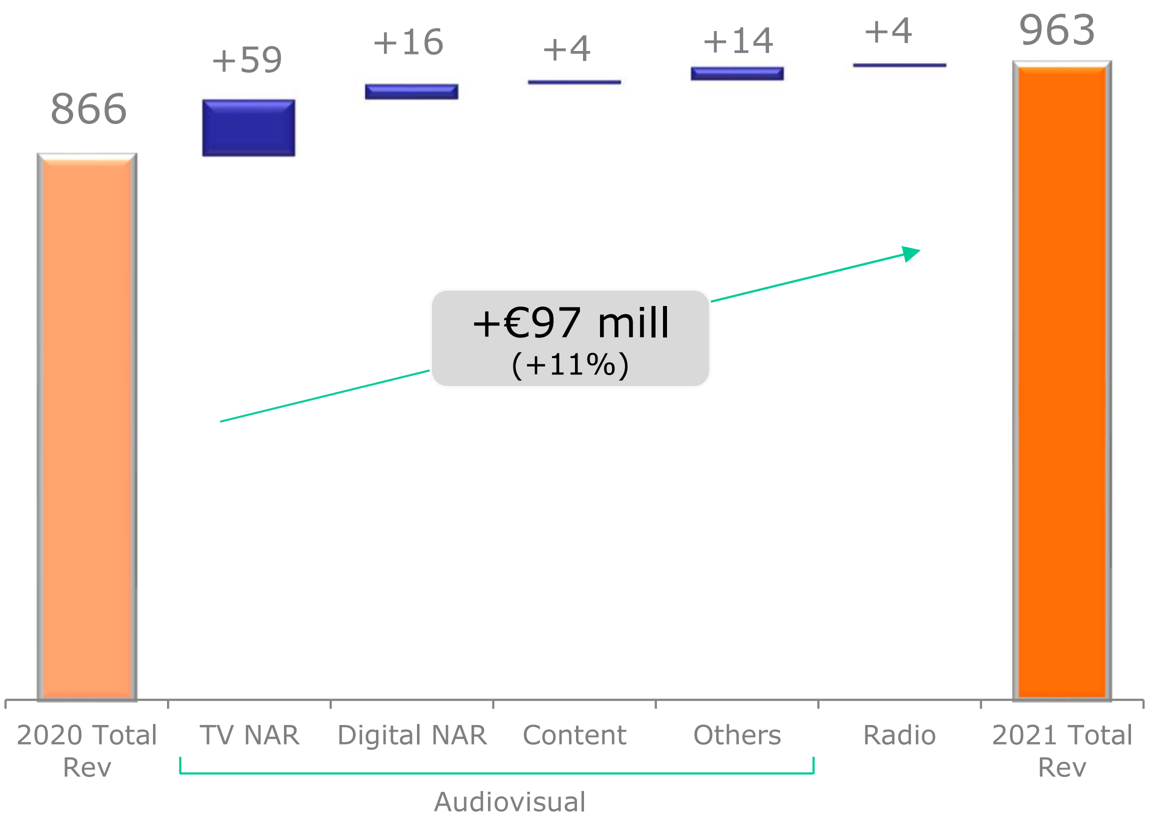
Revenues by division



Atresmedia: Revenue bridge 2021 vs 2020

Total revenue increased by €97 mill yoy vs 2020

2021 Δ Revenue bridge
In € mill



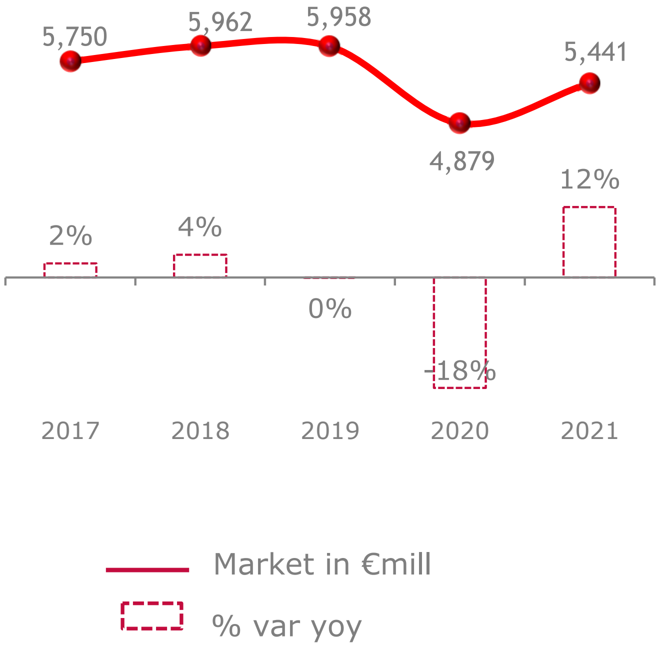
Source: Atresmedia's financial statements

Eliminations are not included

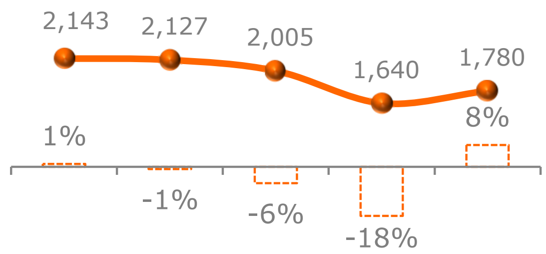
Spanish Advertising Market: TV, Radio and Digital

The most relevant advertising markets for Atresmedia have been positive in 2021

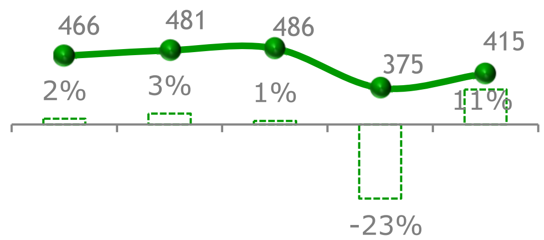
Total Ad market
In € mill



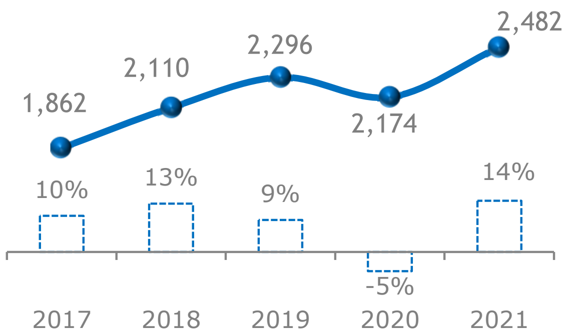
TV Ad market
In € mill



Radio Ad market
In € mill



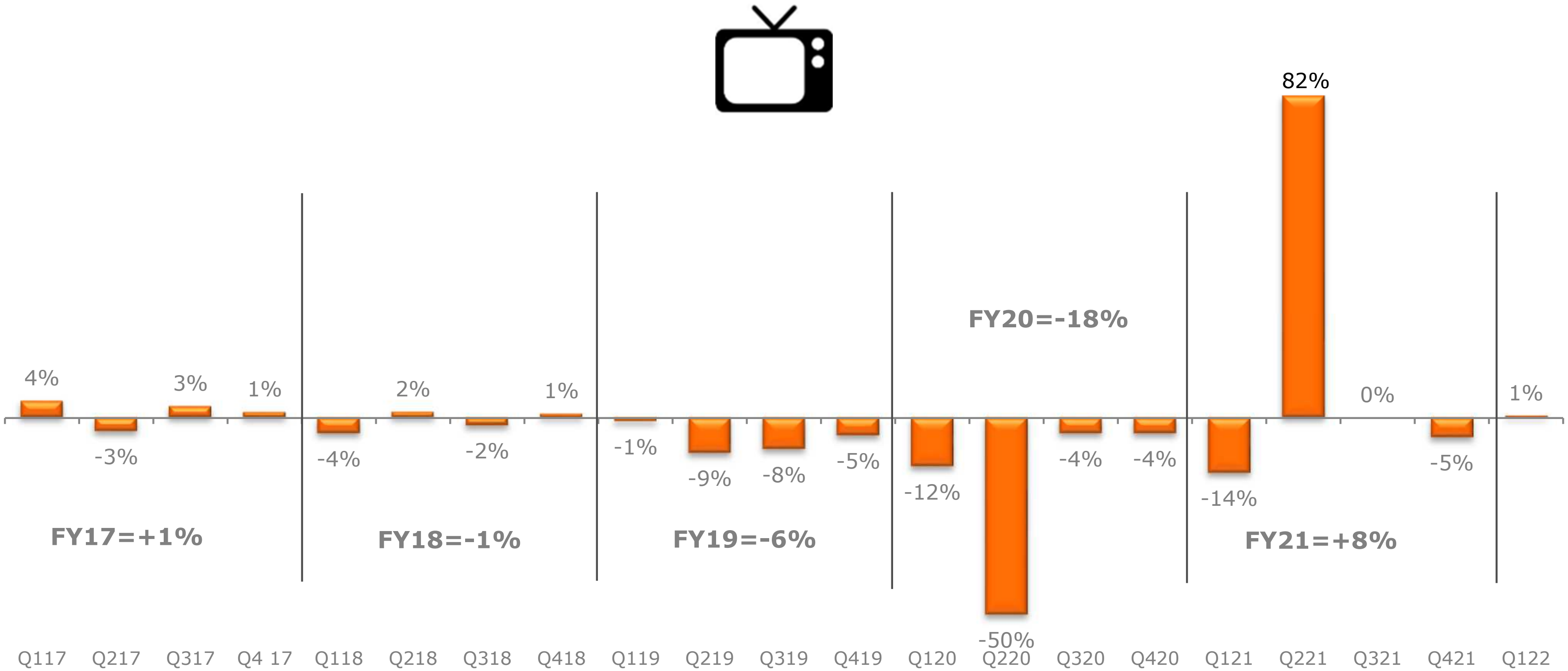
Digital Ad market
In € mill



Source: Infoadex.

TV Advertising market

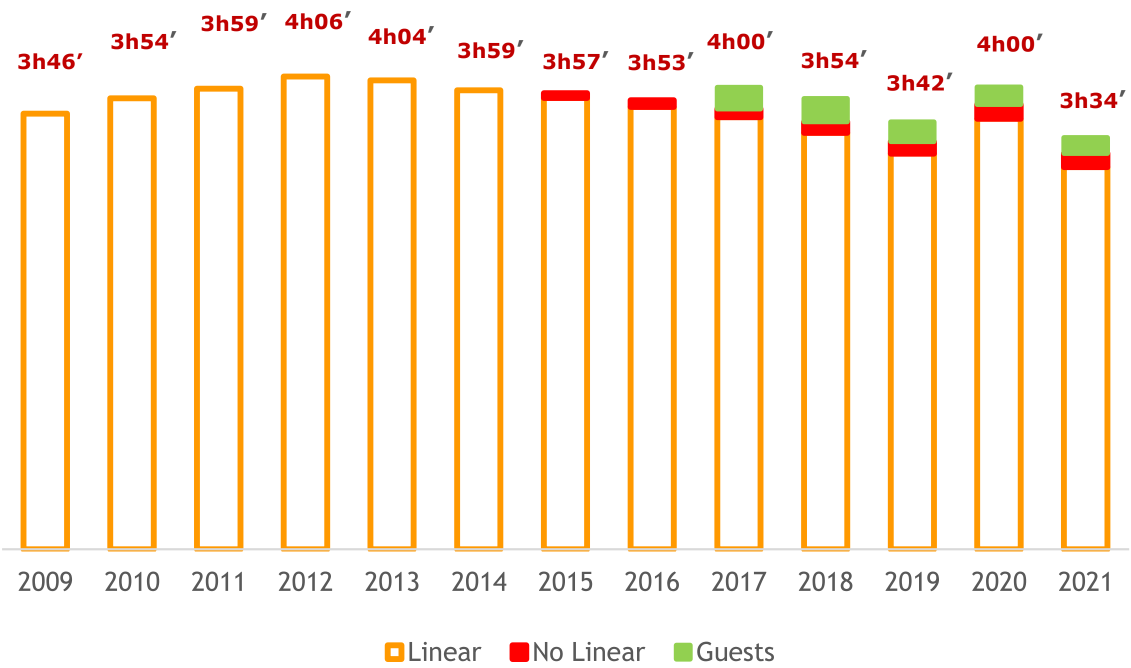
Gross TV advertising by quarter (yoy growth)



Source: Infoadex.

Total TV viewing (3h 34') back to pre Covid levels

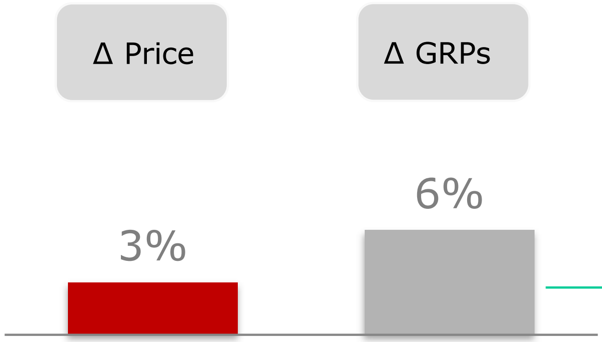
Avg TV viewing /person (hours)



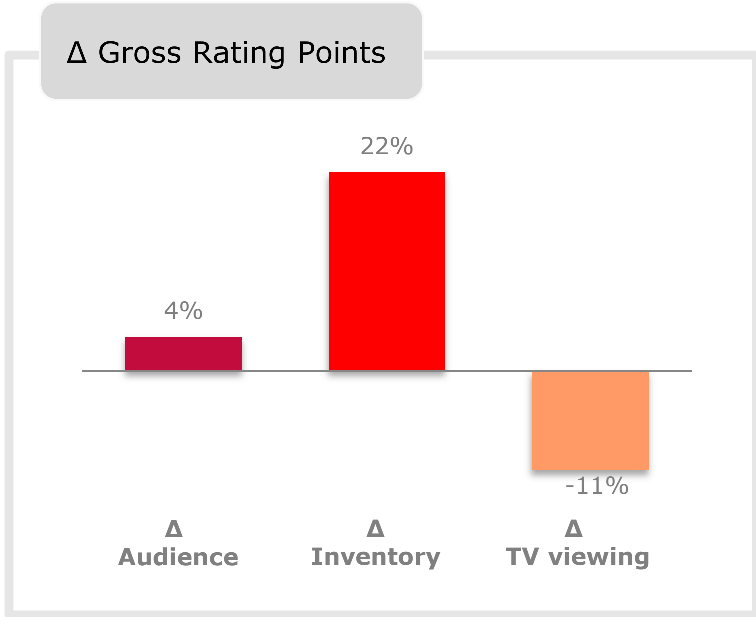
Source: Kantar Media. Non linear TV viewing includes +7 days viewing through TV set (TV viewing on desktops, tablet or mobile devices not included)

Atresmedia Television: Revenue key variables

A3M TV's revenue key variables in positive



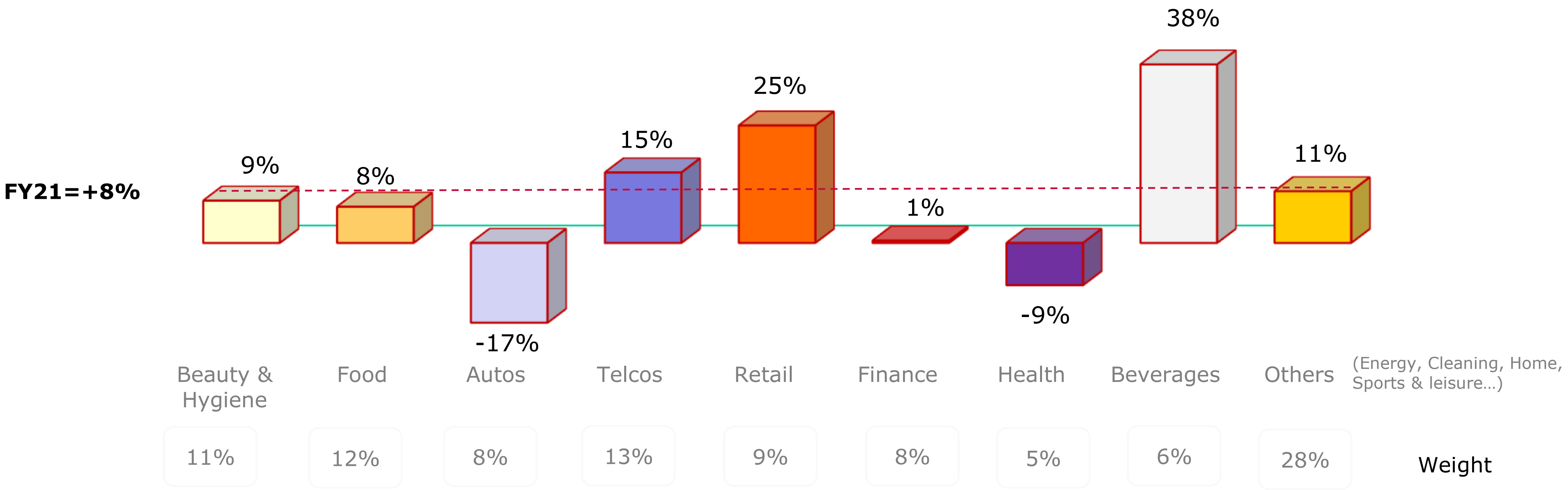
Δ Gross Ad. Revenue +9%



Source: Internal estimates

2021: Recovery in most of the categories

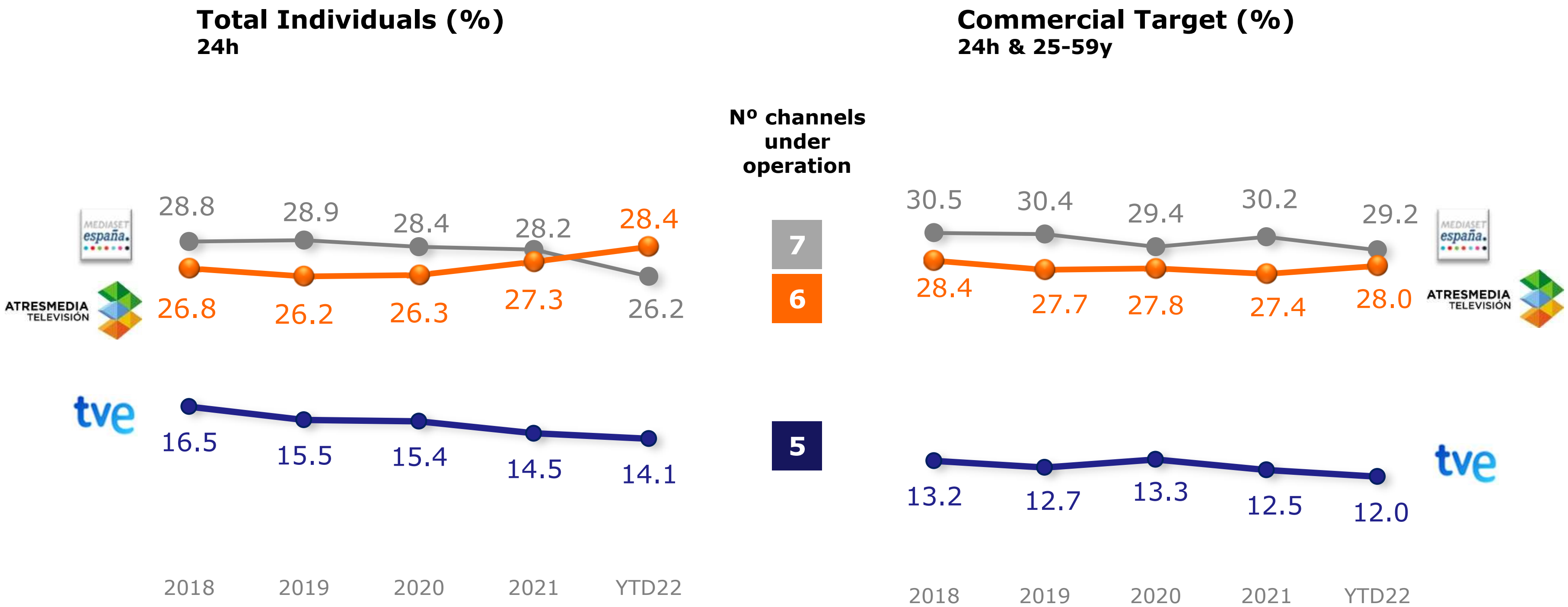
Ad spending by sectors
% FY21 vs FY20 yoy



Source: Internal Estimates

Atresmedia Television: TV group audiences

Atresmedia TV: Stable audience share along the years



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

Source: Kantar Media. Individuals between 25 and 59 yrs. Old

Radio: Strong recovery after Covid 19

A3M Radio KPIs
% FY21 growth yoy

Radio market Revenues (Infoadex) +11%

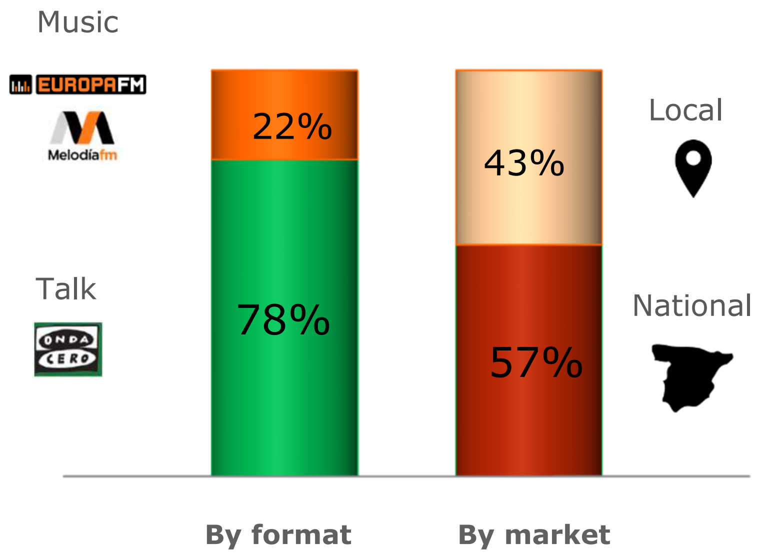
ATRESMEDIA RADIO

	Revenues	OPEX
	+5.6%	-7.3%

EBITDA = 10.8 M€
EBITDA margin= 15%

Source: Infoadex

A3M Radio: Revenue breakdown
%



Increasing weight in Atresmedia's P&L

ATRESMEDIA DIGITAL

Δ rev: +31% yoy

ATRESMEDIA VOD & OWN PROPERTIES

Most visited sites Ranking
(Comscore. Dec 21)

#6th

Monthly Unique Users
(Comscore. Avg 21)

>27 mill

ATRES player

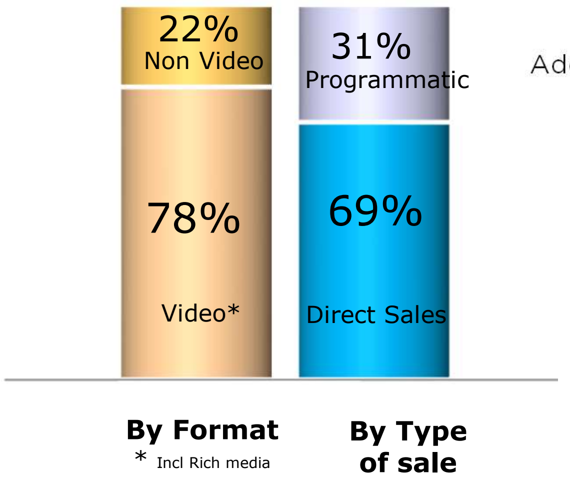
3.2 mill
Videoplayer users (Avg 2021)

10.8 mill
Registrations (Dec 21)

OTHER DIGITAL ASSETS

smartclip

Sales 2021



H2H HUMAN TO HUMAN

Influencer Marketing Agency

Add into Atresmedia's perimeter as of Aug 20

Sales 2021 **+125%** vs 2020

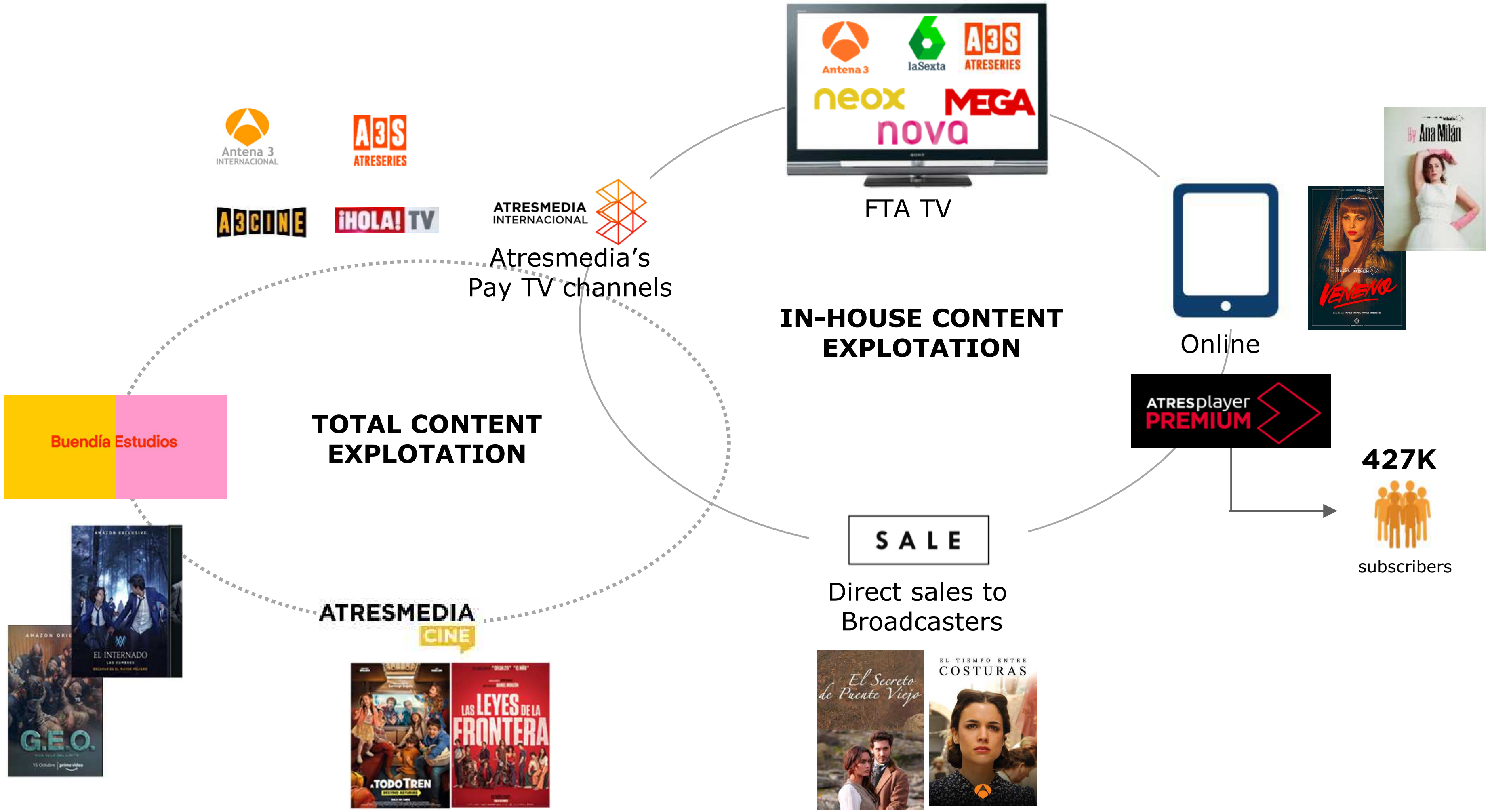
DIARIOMOTOR

Automotive web page

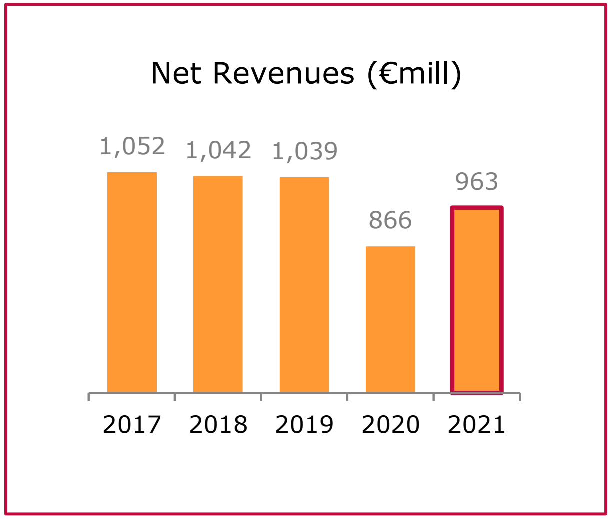
Acquired in Nov 21
Unique Users: 4.5 mill

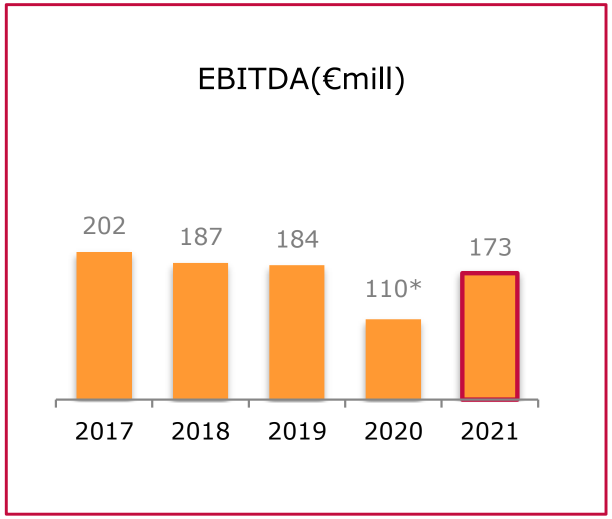
Content Production and Distribution

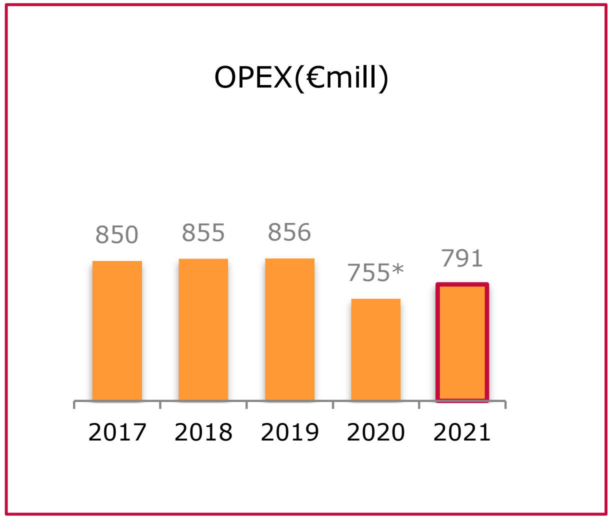
A solid strategy in content leveraging our content production expertise

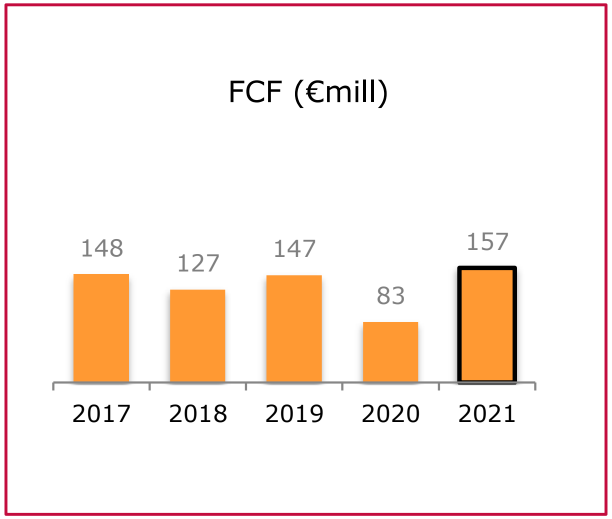


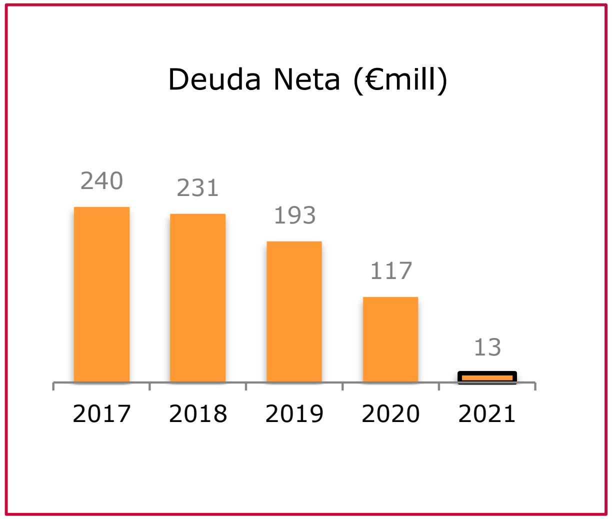
Atresmedia's Key Metrics 2017-2021

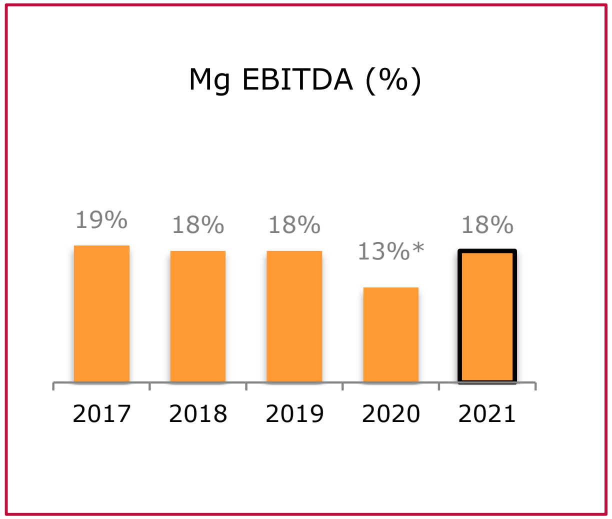












** In proforma basis: Excluding severance scheme plan in the amount of 36M€*

Atresmedia: Guidance

Guidance 2022

TV Ad Market **~ +4%**	**P & L** **Δ 1€ Revenue** → **Δ 0.5€ EBITDA**
Pay out ratio **≥80%**	**Total Net Debt Target** **≈€50-60 mill**

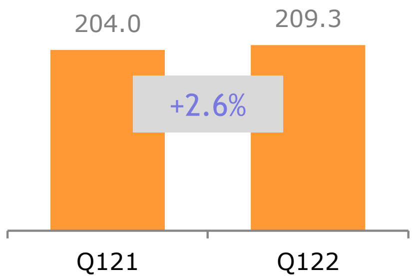
Atresmedia: Q122

Q1 22 Highlights

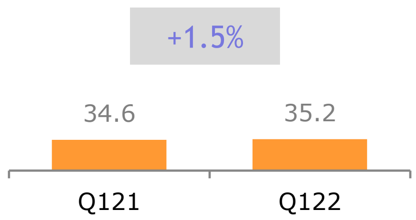
Operational highlights	Jan-Mar 2022	Jan-Mar 2021
TV audience	28.5%	27.9%
TV market share (internal estimates)	42.7%	42.5%
Radio listeners (millions)	2.9	3.1

Financial results

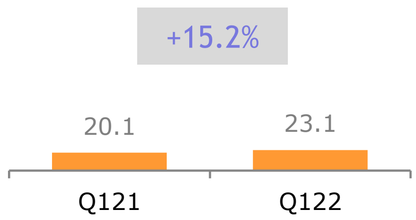
Net Revenues (€mill)



EBITDA (€mill)



Net income (€mill)



Q1 22 Highlights

Millions of Euro **Audiovisual**	**Jan-Mar 2022**	**Jan-Mar 2021**	**Change**
Television Advertising	159.7	156.8	1.8%
Digital Advertising	14.9	13.1	13.5%
Content Production and Distribution	14.3	14.7	(2.9%)
Other Income	7.3	8.1	(8.9%)
Net Revenues	**196.2**	**192.7**	**1.8%**

Millions of Euro **Radio**	**Jan-Mar 2022**	**Jan-Mar 2021**	**Change**
Net Revenues	15.6	13.9	12.8%

Back Up Slides

2021 Results in € mill: P&L

	2021	2020	YoY
Net Revenues	963.3	866.3	+11.2%
OPEX	790.8	792.0	-0.2%
OPEX proforma*	790.8	755.5	+4.7%
EBITDA	172.5	74.3	+132.3%
EBITDA Margin	17.9%	8.6%	
EBITDA proforma*	172.5	110.8	+55.7%
EBITDA proforma Margin	17.9%	12.8%	
EBIT	154.5	40.1	+285.1%
EBIT Margin	16.0%	4.6%	
EBIT proforma**	154.5	91.8	+68.3%
EBIT proforma Margin	16.0%	9.5%	
Net profit	118.5	23.9	+397.0%
Net profit Margin	12.3%	2.8%	

** 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 Audiovisual

2021 results in € mill: P&L

	2021	2020	YoY
Total Net Rev.	**901.2**	**807.9**	**+11.5%**
OPEX	**739.5**	**736.1**	**+0.5%**
OPEX proforma*	**739.5**	**704.5**	**+5.0%**
EBITDA	**161.7**	**71.9**	**+124.9%**
EBITDA Margin	*17.9%*	*8.9%*	
EBITDA proforma*	**161.7**	**103.5**	**+56.3%**
EBITDA proforma Margin	*17.9%*	*12.8%*	
EBIT	**146.3**	**55.5**	**+163.6%**
EBIT Margin	*16.2%*	*6.9%*	
EBIT proforma*	**146.3**	**87.1**	**+68.0%**
EBIT proforma Margin	*16.2%*	*10.8%*	

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

Source: Atresmedia`s financial statements

Atresmedia Radio

2021 Results in € mill: P&L

	2021	2020	YoY
Net Revenues	**70.8**	**67.0**	+5.6%
OPEX	**59.9**	**64.6**	-7.3%
OPEX proforma*	59.9	59.7	+0.4%
EBITDA	**10.8**	**2.4**	+352.7%
EBITDA Margin	*15.3%*	*3.6%*	
EBITDA proforma*	10.8	7.3	+47.7%
EBITDA proforma Margin	*15.3%*	*11.0%*	
EBIT	**8.3**	**-0.2**	n/a
EBIT Margin	*11.7%*	*n/a*	
EBIT proforma*	8.3	4.7	+74.3%
EBIT proforma Margin	*11.7%*	*7.1%*	

** 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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