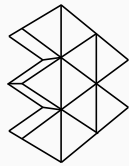
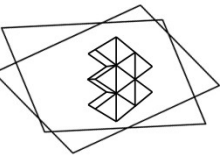


# Atresmedia

Presentation to investors

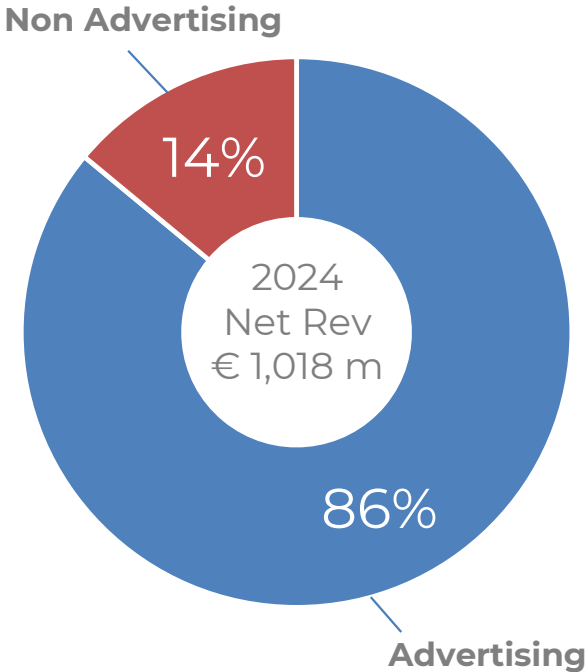
May 2025



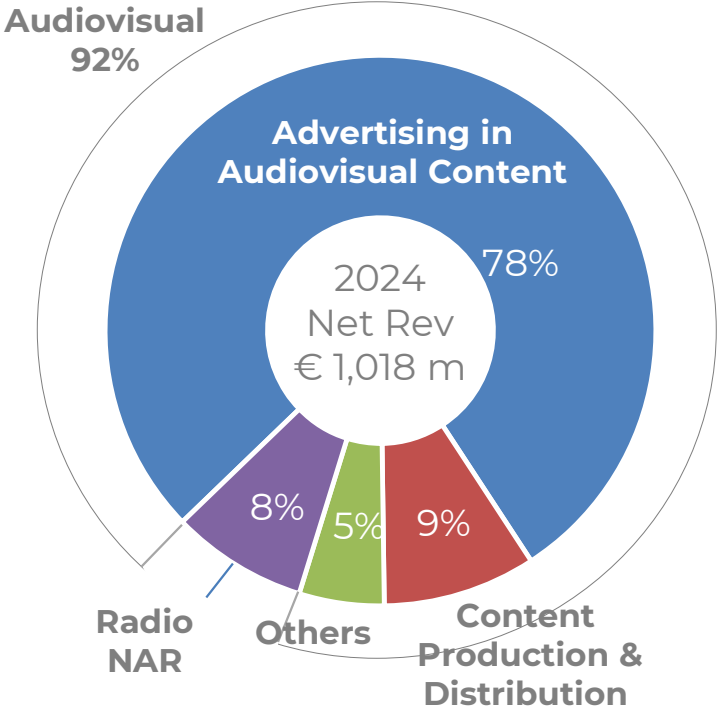


# ATRESMEDIA REVENUE BREAKDOWN IN 2024

Revenues by origin

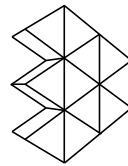


Revenues by division



Source: ANNUAL ACCOUNTS  
NAR: Net advertising revenue

# FINANCIAL





## HIGHLIGHTS FY24

# 2024: AN OUTSTANDING YEAR

### AUDIENCE LEADERSHIP BACKED BY A POSITIVE AD MARKET

**TV** **26.4%** Total individuals

**DIGITAL** **23.8 Mill users**

**RADIO** **3.0** Mill/day

**TOTAL AD MARKET** **+4.2%**

**TV** **+2.1%**

**RADIO** **+7.4%**

### GROWTH IN ALL OUR DIVISIONS & DELIVERING SOLID MARGINS

#### TOTAL REVENUES

**1,018 M€(+4.8%)**  
BEST SINCE 2019

**AUDIOVISUAL** **+4.5%**

**RADIO** **+7.1%**

#### EBITDA

BEST SINCE 2019  
**178 M€**

**NET INCOME**  
**120 M€**

### EXCELLENT CASH POSITION & ATTRACTIVE SHAREHOLDER REMUNERATION

#### NET CASH POSITION

**140 M€**

**OPERATIVE CASH  
FLOW/EBITDA**

**1x**

#### DIVIDENDS PAID IN 2024

**101 M€ (0.45 €/sh.)**

**TOTAL SHAREHOLDER RETURN FY24**  
(Stock market + Divid.)

**≈+32%**



## ATRESMEDIA RESULTS FY 24

In € mill.	FY 23	FY 24	var
<b>NET REVENUES</b>	971.4	1,017.9	+4.8%
<b>OPEX</b>	798.3	840.3	+5.3%
<b>EBITDA</b>	173.1	177.6	+2.6%
<i>Ebitda margin</i>	17.8%	17.5%	
<b>EBIT</b>	155.3	160.2	+3.2%
<i>Ebit margin</i>	16.0%	15.7%	
<b>NET PROFIT</b>	171.2*	120.3	-29.7%
<i>Net profit margin</i>	17.6%	11.8%	
<b>Net profit proforma</b>	118.6	120.3	+1.4%
<i>Net profit margin</i>	12.2%	11.8%	

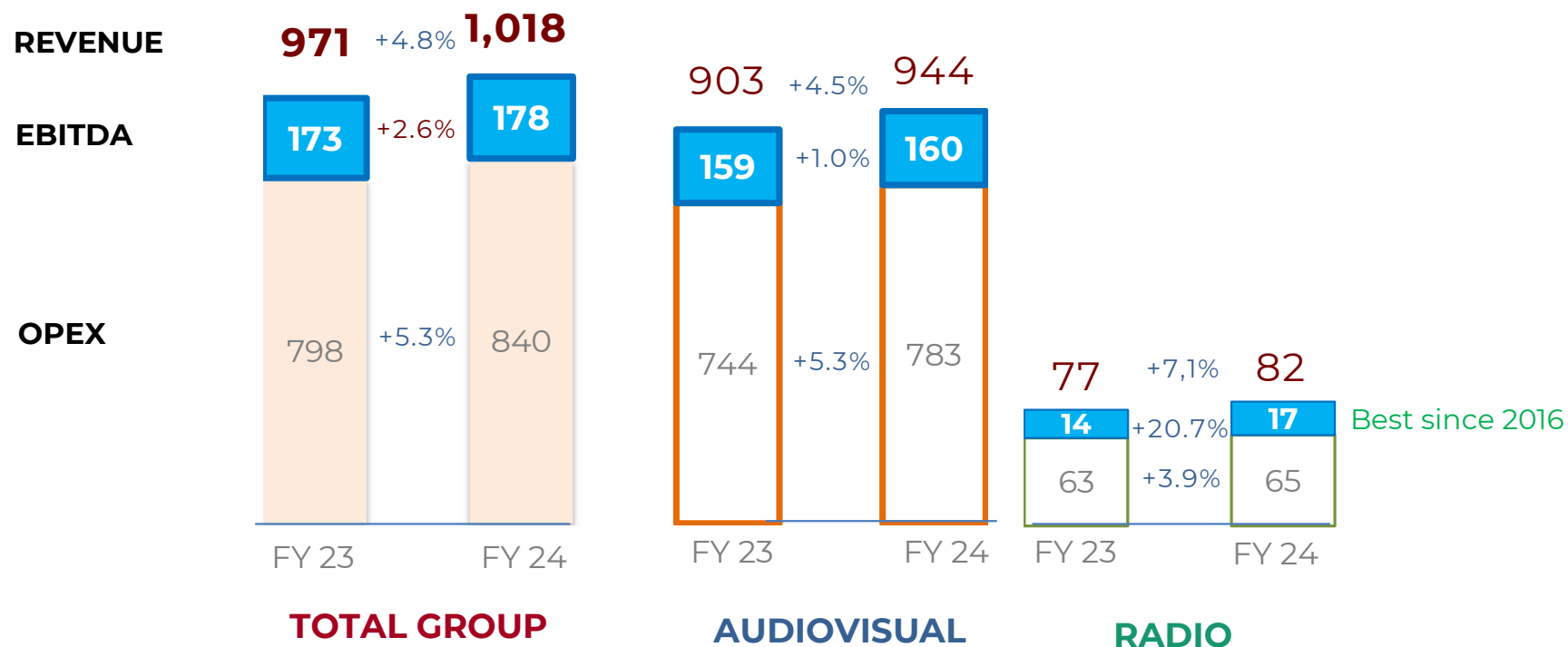
Source: Atresmedia's financial statements

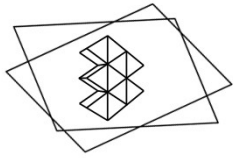
\*includes non-cash deferred tax assets adjustment in the amount of 52 M€



# REVENUE, OPEX & EBITDA BY SEGMENT

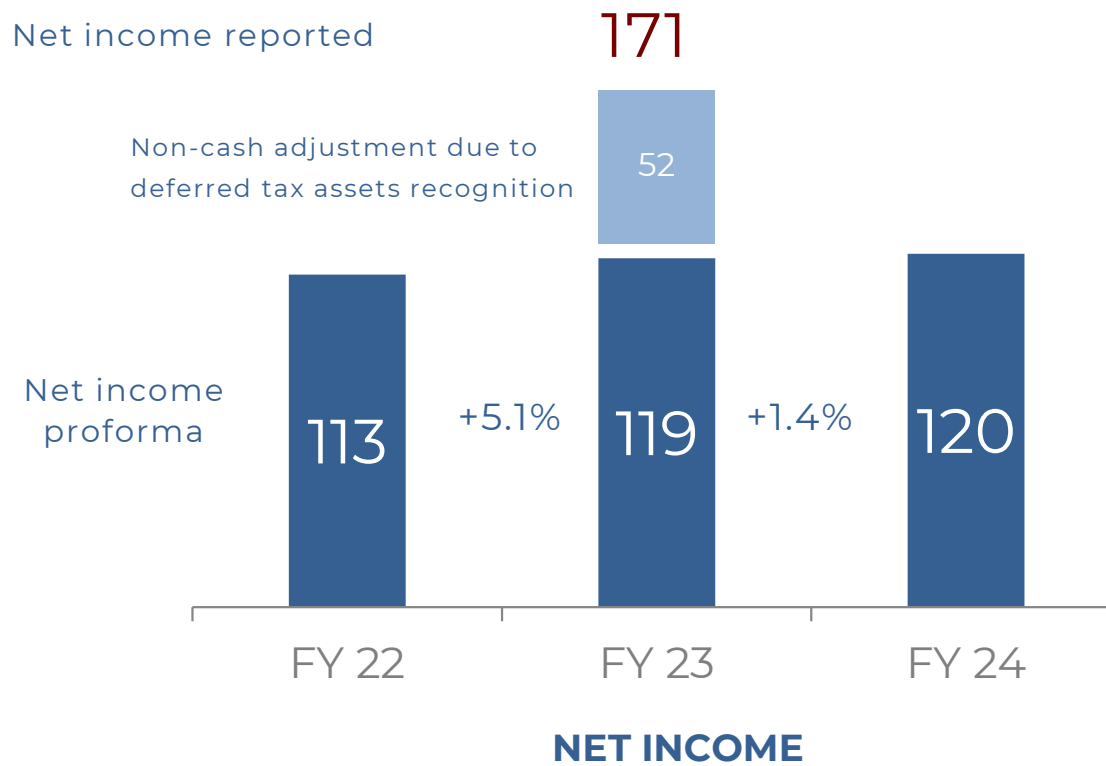
In € mill

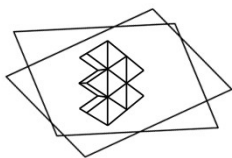




## ATRESMEDIA: NET INCOME

In € mill.

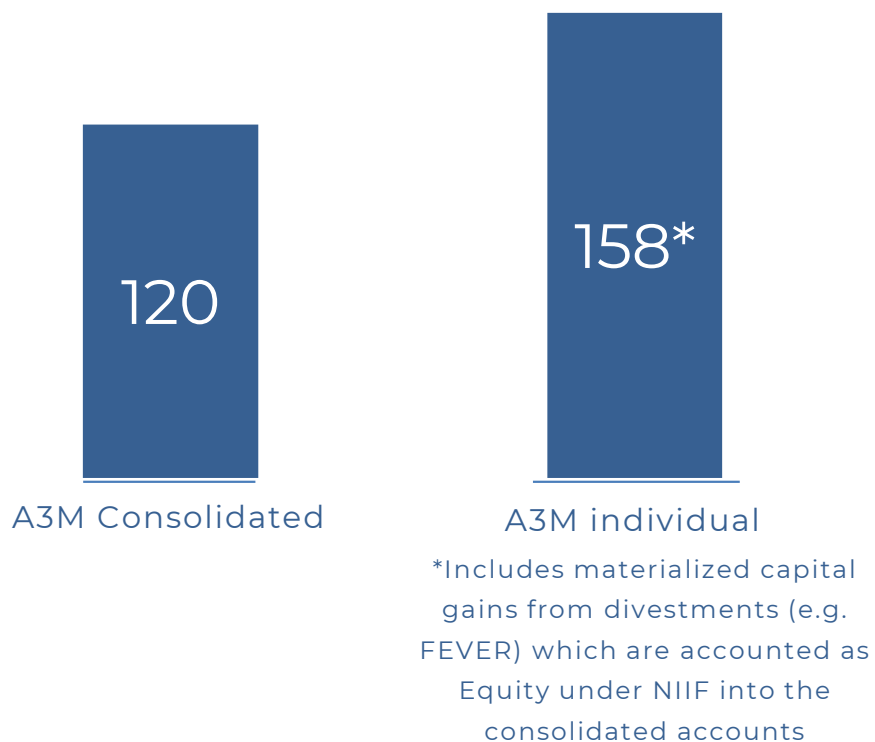




# ATRESMEDIA: FINAL DIVIDEND PROPOSAL

In € mill.

Net income



Total Dividends  
2024 financial year

**Final div**  
**(to be paid in June 25)**

**105 M€**  
(0.47 €/acc)

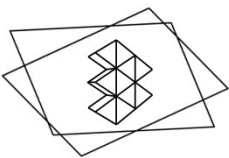
**Interim div**  
**(paid in Dec 24)**

**47 M€**  
(0.21 €/avcc)

---

**153 M€**  
**(0.68 €/acc)**  
**+62% vs 2023 fiscal year**

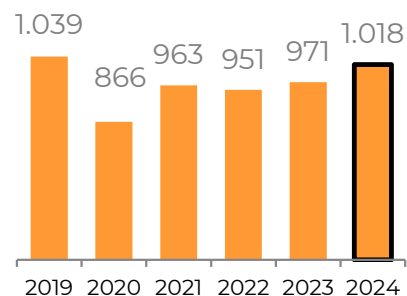




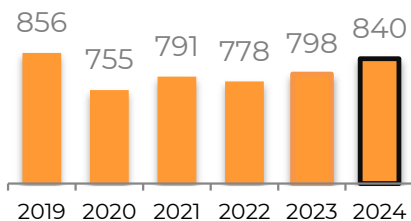
## ATRESMEDIA KEY METRICS (LAST 5 YEARS)

In Mill €

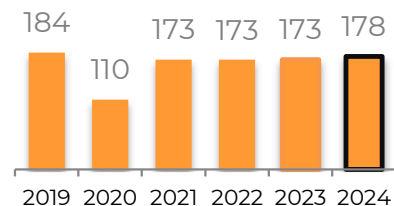
### Net Revenues



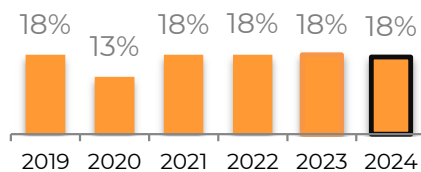
### OPEX



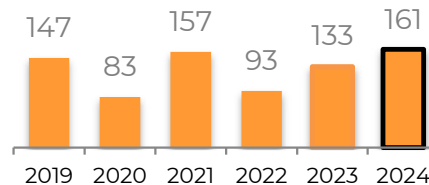
### EBITDA



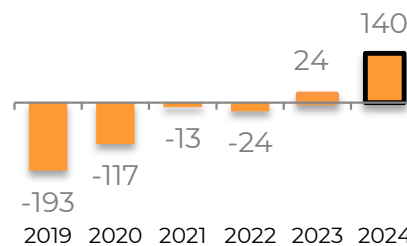
### EBITDA Mg



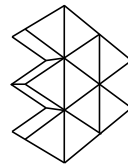
### FCF

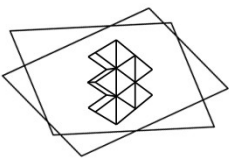


### Net Cash (Net Debt)



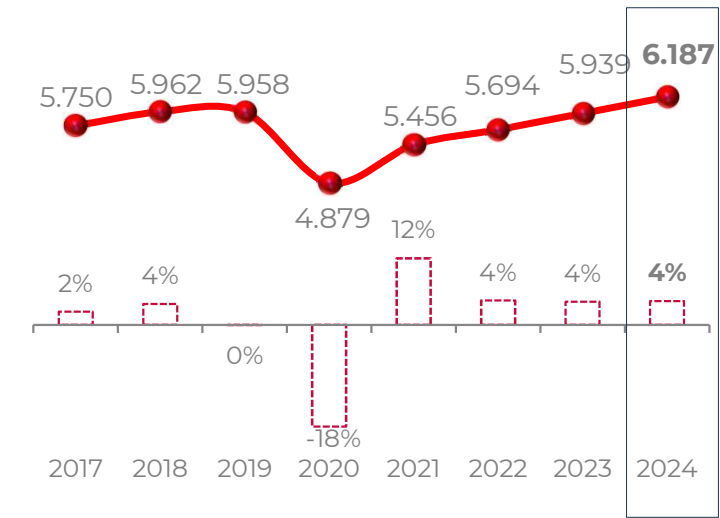
# OPERATING FIGURES





# SPANISH ADVERTISING MARKET

Total ad market

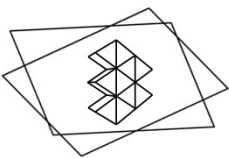


— Market in €mill  
- - - % VAR YOY

	Vs FY23	Market share
TV	+ 2.1 %	30.0 %
RADIO	+ 7.4 %	9.3 %
SEARCH	+ 2.7 %	15.8 %
SOCIAL MEDIA	+ 8.5 %	13.8 %
WEBSITES	+ 17.7 %	8.1 %
PRINT	- 2.6 %	15.6 %
OTHERS	+ 6.6 %	7.4 %

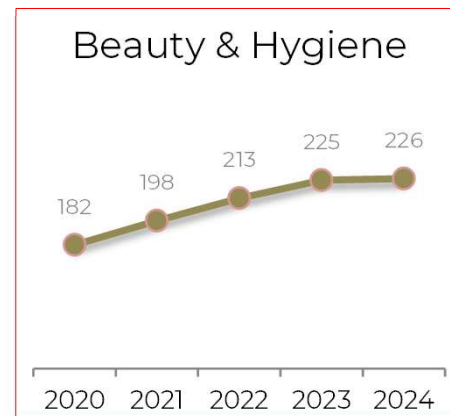
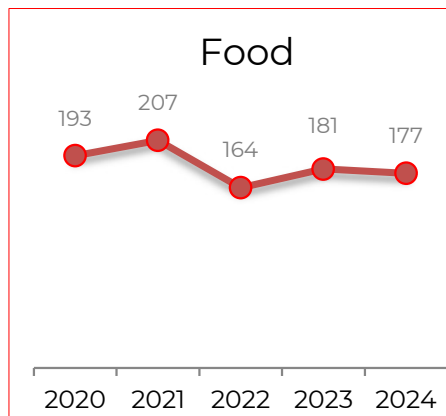
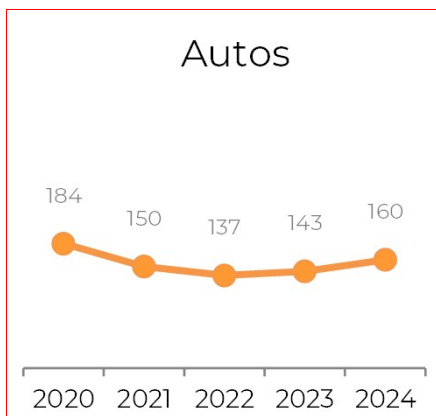
Source: Infoadex (new format: TV, Radio, Digital and Others includes conventional and digital revenues)





## CATEGORIES EVOLUTION- SPANISH TV ADVERTISING

In Mill €



Weight

11% 9% 8% 9% 10%

12% 12% 10% 11% 11%

11% 11% 13% 14% 14%

In Mill €



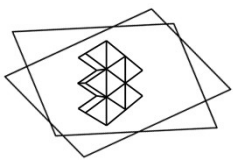
Weight

12% 13% 12% 11% 10%

9% 8% 8% 8% 9%

8% 8% 9% 9% 10%

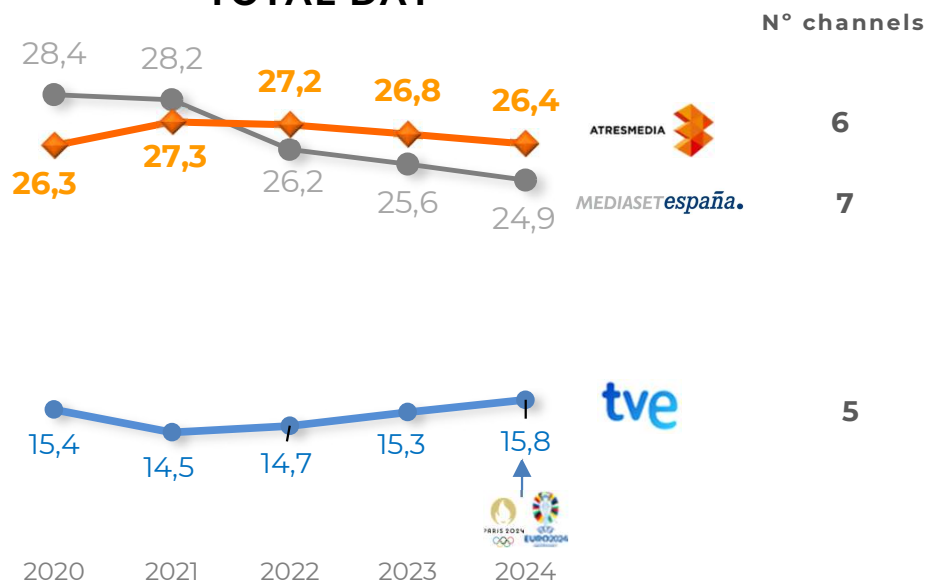




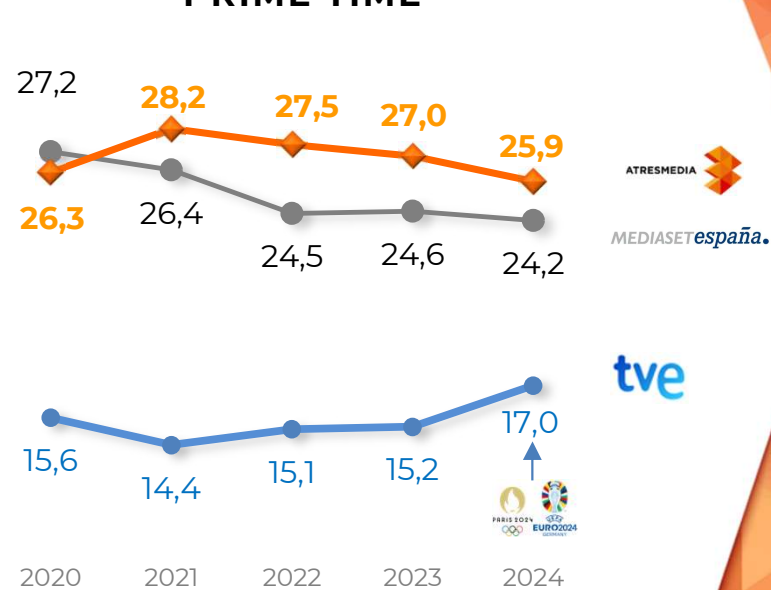
# ATRESMEDIA TV: AUDIENCE SHARE BY GROUPS

In %

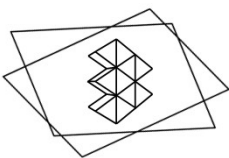
## AUDIENCE SHARE TOTAL DAY



## AUDIENCE SHARE PRIME TIME







# ATRESMEDIA DIGITAL BUSINESSES

## AVOD/SVOD

atresplayer 

3.0 Mill.  
AVERAGE 2024  
MONTHLY VIDEO  
PLAYER USERS

677 K  
(+14% yoy)  
SUBSCRIBERS

16.9 Mill.  
REGISTRATIONS

20 Mill.  
HOURS OF VIDEO  
CONSUMED  
DEC 24  
(+7% YOY)

## ATRESMEDIA SITES

# 9 TH  
(& 1<sup>st</sup> audiovisual  
group)  
MOST VISITED SITES  
RANKING

23.8 Mill.  
AVERAGE FY24  
MONTHLY UNIQUE  
USERS

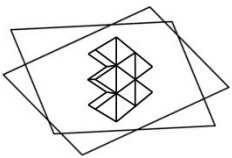
## OTHERS

**H2H**  
HUMAN TO HUMAN

INFLUENCER  
MARKETING

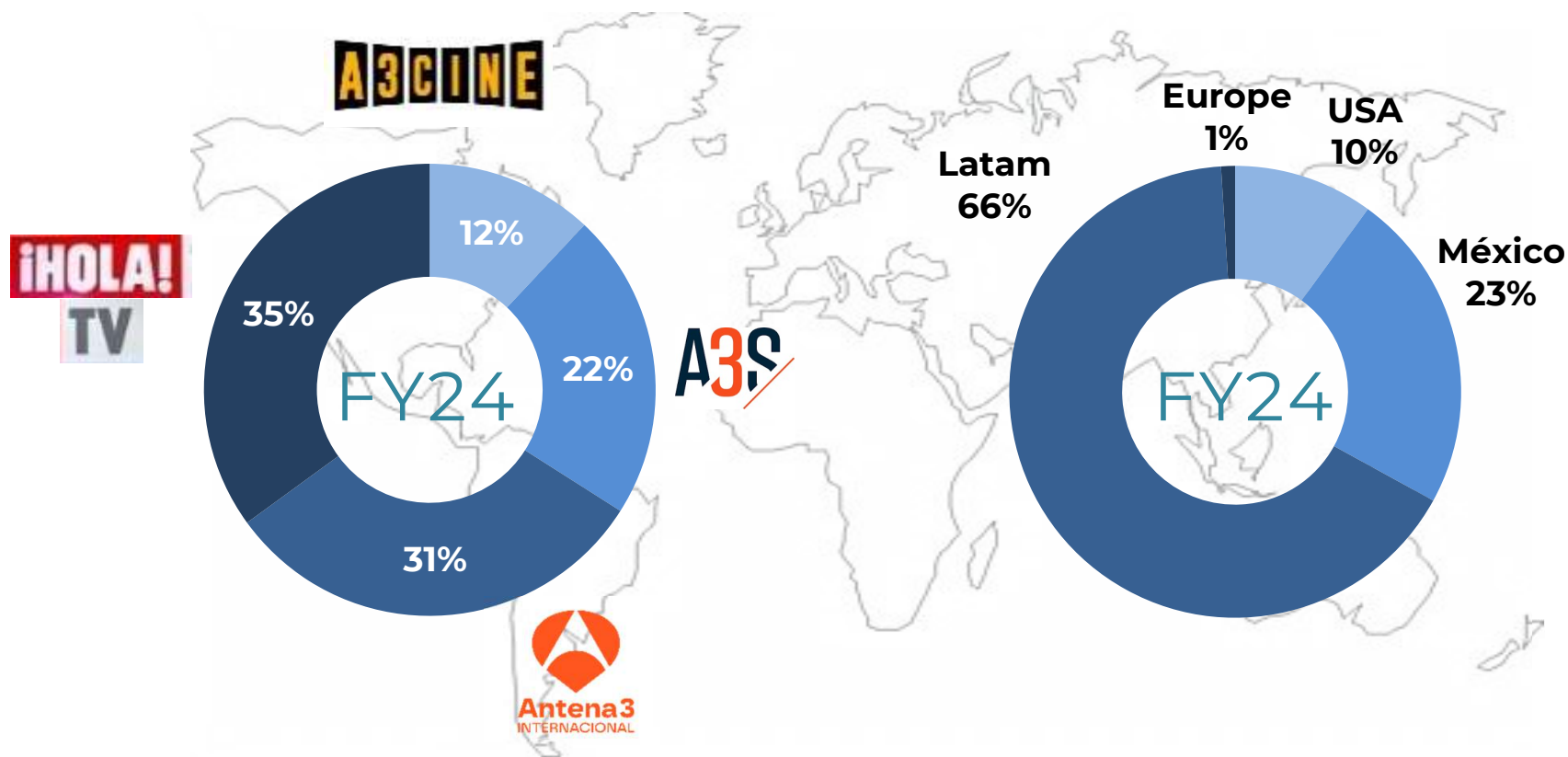
 **smartclip**

DIGITAL AGENCY

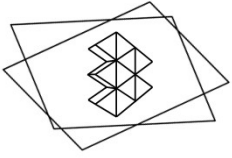


# ATRESMEDIA INTERNATIONAL

54 MILLION HOUSEHOLDS



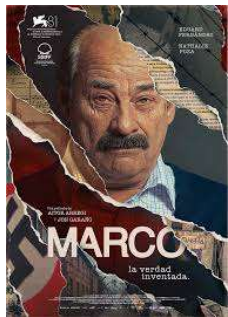
Source: Internal data.



# ATRESMEDIA CINEMA

51% box office of Spanish cinema (13 movies)

2 Goya awards  
Best actor



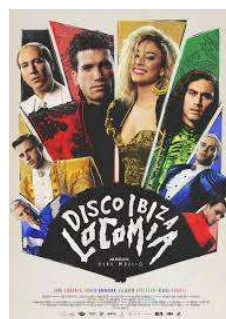
2 Goya awards  
Best film



1 Goya award



Largest box office  
ratings





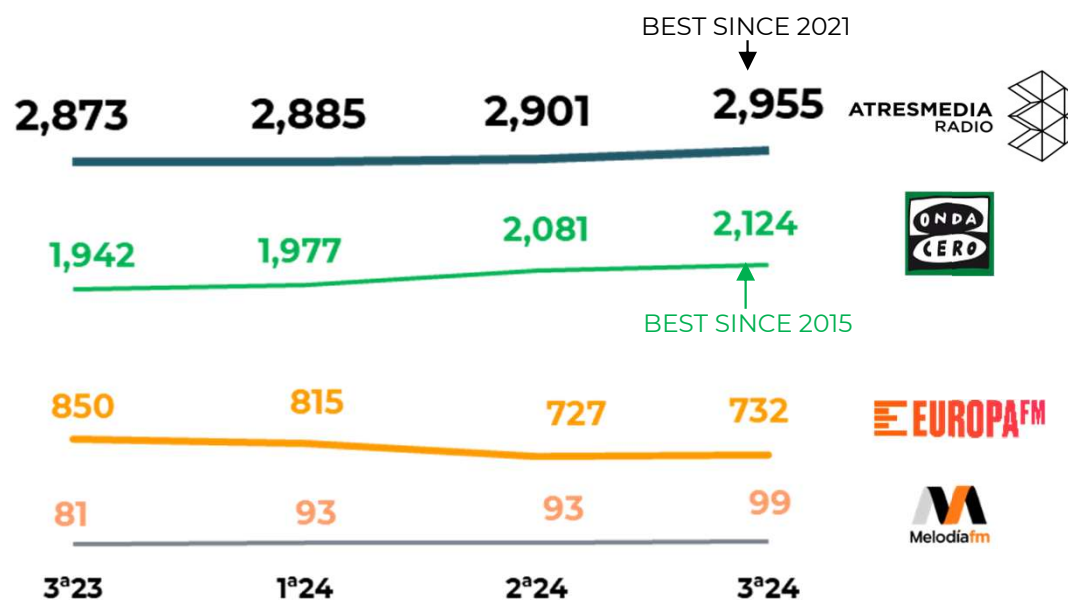
# ATRESMEDIA RADIO LISTENERS EVOLUTION

Thousands of listeners/day

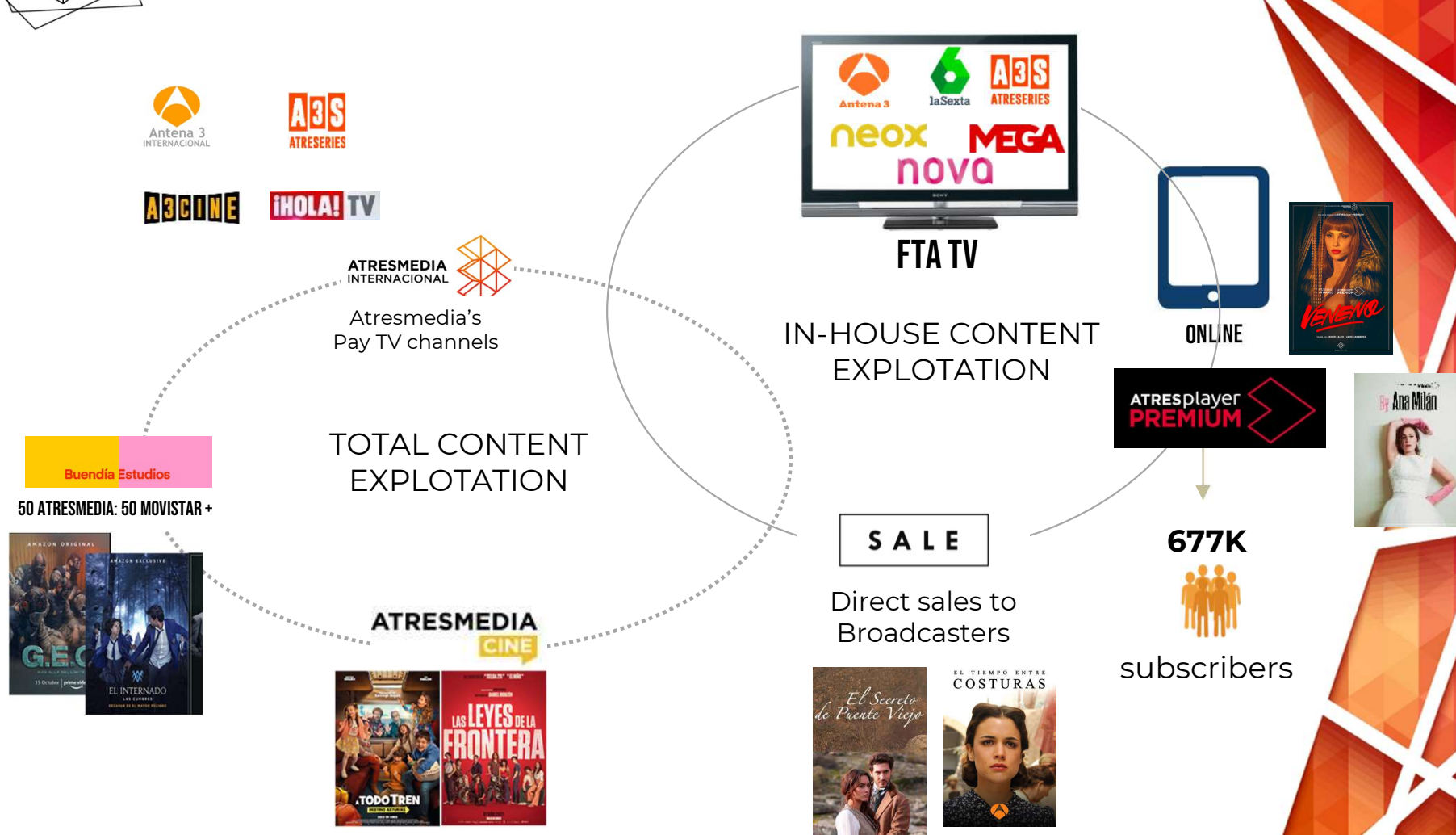


**MAS DE UNO**  
con Carlos Alsina

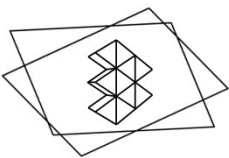
**Best audience ever:**  
**>1.6 Mill. listeners/day**



# CONTENT PRODUCTION AND DISTRIBUTION







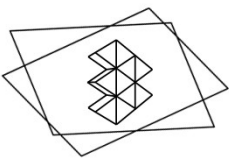
# ESG STRATEGY IN ATRESMEDIA

## ENVIRONMENTAL

Very ambitious Net Zero Strategy defined and in place

Carbon Footprint		Targets	
CO2 emissions	Base year 2019	Shor Term 2030	Short Term 2050
Scope 1 + 2	10,843 (t)	-86%	-90%
Scope 3	167,963 (t)	-28%	-90%



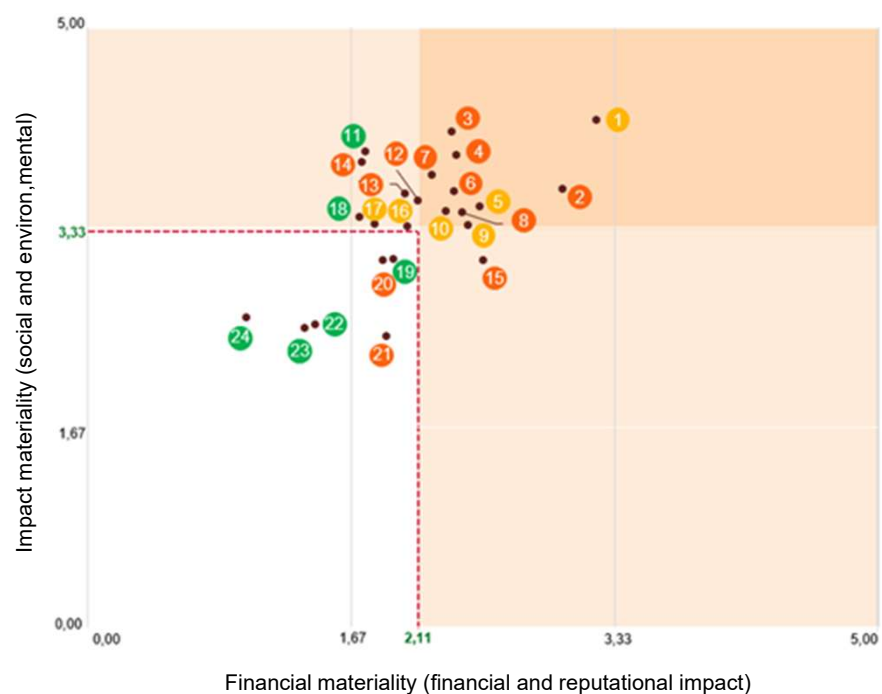


# ESG STRATEGY IN ATRESMEDIA

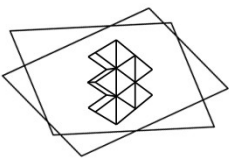
## GOVERNANCE

First time to carry out a double materiality analysis

Cibersecurity, responsible advertising, responsible content and fighting against fake news are some of the most relevant issues for the Group. Ready to respond to the new EU CSRD



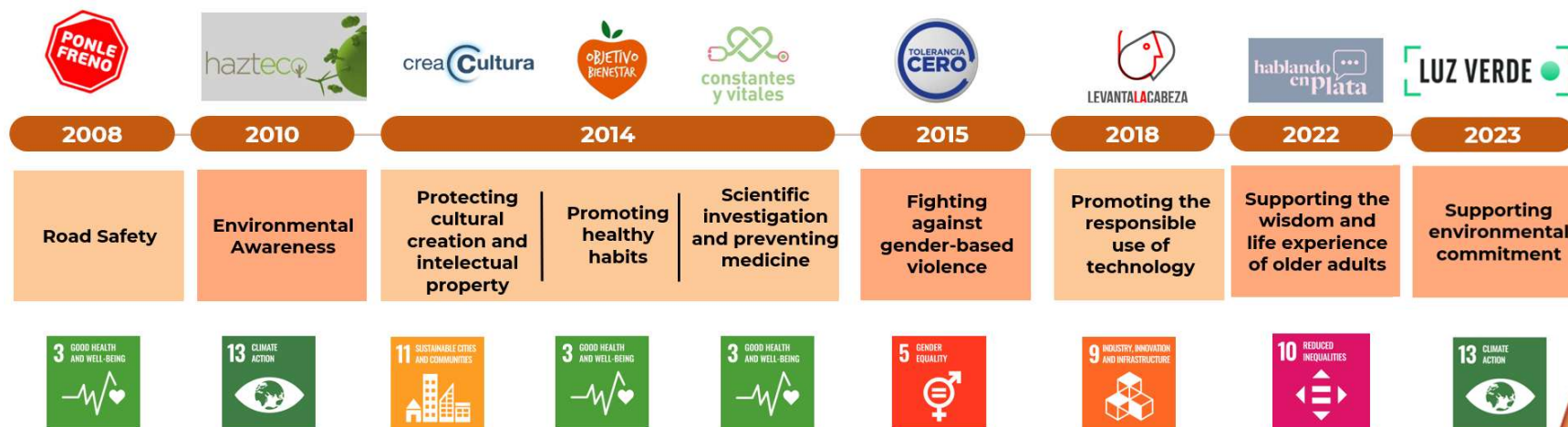
Nº	Topics
1	Cybersecurity
2	Responsible advertising
3	Responsible, truthful and quality content
4	Fighting fake news and disinformation
5	Regulatory compliance
6	Content accessibility
7	Media, information and digital literacy
8	Employee health & safety and wellbeing
9	Sustainable investment
10	Good governance and business ethics
11	Sustainable productions
12	Engagement with and impact on the community
13	Diversity, Equity and Inclusion
14	Mouthpiece for social causes and the climate
15	Digital transformation and Artificial Intelligence
16	Data protection and privacy
17	Human and labour rights
18	Climate change
19	Use of resources and the circular economy
20	Responsible supply chain
21	Hourly employees
22	Water management
23	Biodiversity
24	Pollution



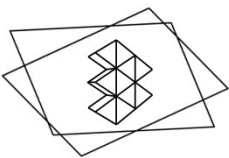
# ESG STRATEGY IN ATRESMEDIA

## SOCIAL

Social awareness campaigns: Reflecting social concern in our content







# ESG STRATEGY IN ATRESMEDIA

## SOCIAL IMPACT FIGURES

**975k**

signatures collected to  
raise investment in  
science to 2% of GDP

**+ 700**

Reports broadcast on  
Antena 3 News to fight  
against gender violence

**21,725**

meals delivered to  
Cottolengo with  
the Oreka project

**€5.2 million**

raised for the Emergency  
Committee thanks to  
Atresmedia's outreach

**196**

Becas Capaz  
Scholarships for people  
with disabilities

**93.08%**

of renewable electric  
energy in our  
workplaces

**92%**

TV content subtitled

**€27.9 million**

donated in advertising  
space to social entities

**€22,619**

donated by employees in  
food collection campaigns

**over €2 million**

raised by the Ponle  
Freno initiative to  
promote road safety

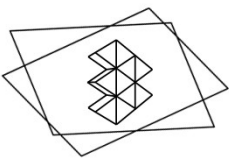
**3,191**

Atresmedia volunteers  
have collaborated with  
social entities

**53.3%**

women in the  
workforce





# ESG STRATEGY IN ATRESMEDIA



## SOCIAL

Working to enhance media, information and digital literacy

### Young people



The contest for young people aged 16 to 25 to promote the positive use of social media through reflection and creativity



Current affairs on social media about the media, information management, and the digital environment, covered by young journalists from ATRESMEDIA



The audiovisual container on atresplayer and YouTube that educates Generation Z and Alpha about media, information, and the use of devices



The free guide for primary and secondary school teachers that allows them to work on media and digital competencies in the classroom



The initiative that rewards the work of teachers in promoting media and information literacy (MIL) in the classroom