

## Investment Research

Reason: Estimates Revision

7 April 2016

### Buy

Recommendation unchanged

**Share price: EUR 10.07**

closing price as of 06/04/2016

**Target price: EUR 14.00**

Target Price unchanged

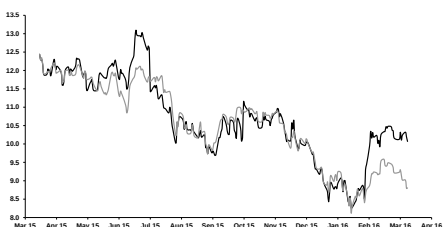
Reuters/Bloomberg

TL5.MC/TL5 SM

|                                  |           |
|----------------------------------|-----------|
| Daily avg. no. trad. sh. 12 mth  | 1,071,386 |
| Daily avg. trad. vol. 12 mth (m) | 10,767.57 |
| Price high 12 mth (EUR)          | 13.10     |
| Price low 12 mth (EUR)           | 8.26      |
| Abs. perf. 1 mth                 | -1.1%     |
| Abs. perf. 3 mth                 | 6.2%      |
| Abs. perf. 12 mth                | -14.9%    |

|                              |       |
|------------------------------|-------|
| Market capitalisation (EURm) | 3,389 |
| Current N° of shares (m)     | 337   |
| Free float                   | 46%   |

| Key financials (EUR)       | 12/15   | 12/16e  | 12/17e  |
|----------------------------|---------|---------|---------|
| Sales (m)                  | 972     | 1,002   | 1,047   |
| EBITDA (m)                 | 223     | 239     | 266     |
| EBITDA margin              | 22.9%   | 23.9%   | 25.4%   |
| EBIT (m)                   | 205     | 221     | 248     |
| EBIT margin                | 21.1%   | 22.1%   | 23.7%   |
| Net Profit (adj.)(m)       | 166     | 178     | 206     |
| ROCE                       | 20.2%   | 18.4%   | 19.9%   |
| Net debt/(cash) (m)        | (198)   | (141)   | (150)   |
| Net Debt Equity            | -0.2    | -0.1    | -0.1    |
| Net Debt/EBITDA            | -0.9    | -0.6    | -0.6    |
| Int. cover(EBITDA/Fin.int) | (211.1) | (145.1) | (108.0) |
| EV/Sales                   | 3.4     | 3.1     | 3.0     |
| EV/EBITDA                  | 14.9    | 12.9    | 11.6    |
| EV/EBITDA (adj.)           | 14.9    | 12.9    | 11.6    |
| EV/EBIT                    | 16.2    | 14.0    | 12.5    |
| P/E (adj.)                 | 21.0    | 19.0    | 16.4    |
| P/BV                       | 3.3     | 2.8     | 2.7     |
| OpFCF yield                | 5.5%    | 5.7%    | 7.4%    |
| Dividend yield             | 4.8%    | 4.7%    | 5.5%    |
| EPS (adj.)                 | 0.48    | 0.53    | 0.62    |
| BVPS                       | 3.06    | 3.55    | 3.67    |
| DPS                        | 0.48    | 0.48    | 0.55    |



Source: Factset

Shareholders: Mediaset S.p.A. 46%; Treasury Stocks 8%;

For company description please see summary table footnote

## Outlook positivo para 2016 pero conservador de cara a 2017e y sucesivos

Hemos implementado los resultados reportados correspondientes al 2015 y también realizado ajustes en nuestras proyecciones para 2016/17/18e en términos de capex (especialmente por cine), otros ingresos (firma de contratos para la comercialización de publicidad de medios externos como 13TV –cancelación de contrato de Movistar ya incorporado con anterioridad-), monetización publicitaria de medios propios (power ratio 2016e 1,4x), aportación de DTS (ingresos potenciales según cumplimiento de milestones en materia de número de abonados de c.9mEUR/año) y circulante. Con todo, no realizamos cambios ni en nuestro precio objetivo ni recomendación.

### MEDIASET ESPAÑA. ESTIMATES REVISION.

|                       | Old   |       |       | Last  |       |       | % change  |           |         |
|-----------------------|-------|-------|-------|-------|-------|-------|-----------|-----------|---------|
|                       | 2015e | 2016e | 2017e | 2015  | 2016e | 2017e | 2015      | 2016e     | 2017e   |
| TV Adv. Invest.       | 7%    | 5%    | 4.5%  | 6.4%  | 5%    | 4.5%  | -0.4 p.p. | -         | -       |
| Audience              | 31.0% | 31.3% | 31.6% | 31.0% | 31.3% | 31.6% | -         | -         | -       |
| Market Share MSE *    | 43.8% | 43.4% | 43.5% | 43.4% | 43.4% | 43.5% | -0.4 p.p. | -         | -       |
| Key Financial Figures |       |       |       |       |       |       |           |           |         |
| Sales                 | 965   | 1021  | 1113  | 972   | 1002  | 1047  | 0.7%      | -1.9%     | -5.9%   |
| Adj. EBITDA           | 211   | 242   | 316   | 223   | 239   | 266   | 5.7%      | -1.2%     | -15.8%  |
| Adj. EBITDA M.        | 19.9% | 23.7% | 28.4% | 22.9% | 23.9% | 25.4% | +3 p.p.   | +0.2 p.p. | -3 p.p. |
| Net Profit            | 162   | 185   | 241   | 166   | 178   | 206   | 2.6%      | -3.8%     | -14.5%  |
| Adj. EPS              | 0.46  | 0.55  | 0.72  | 0.48  | 0.48  | 0.62  | 4.3%      | -13.0%    | -13.7%  |

Source: BEKA Finance Estimates \* Including internet revenues (2% aprox.). Employing gross advertising revenue reported to Infoadex Excluding advertising sales for external channels (Cosmopolitan, Chello Channel & others)

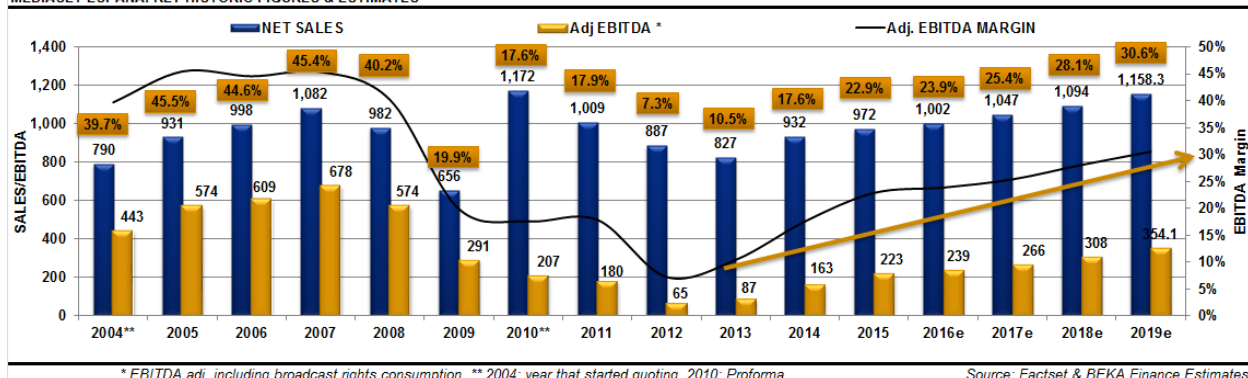
- **Un 2015 reportado sensiblemente por encima de nuestras expectativas.** Todas las magnitudes financieras se encontraron por encima de nuestras estimaciones. Destacar que el opex (-21,7% desde 2010 pro-forma) disminuyó un -2,5% a/a, en cotas inferiores a la guía proporcionada por la compañía (760mEUR vs. 749,3mEUR reportados vs. 754,1mEUR BEKA). Los costes de programación/cine se incrementaron puntualmente en el 4T estanco.
- **Menor monetización de audiencia (power ratio 1,4x vs. 1,6x de A3M) que continuará al menos en el 1T16.** Esperamos que la evolución de MSE registre un spread negativo de entre 1-1,5 p.p. vs. mercado publicitario de TV. No se aportaron datos en lo referente a market share aunque nosotros esperamos que aumente levemente en la segunda parte del año (+0,2 p.p.).
- **Incremento del apalancamiento operativo.** Los márgenes EBITDA15 aj. crecieron en (+5,3 p.p. vs. +4,3 p.p. esperados) siendo superiores a los de su principal competidor Atresmedia y poniendo de manifiesto la alta traslación de inv. publicitaria a nivel de EBITDA. Esta tendencia continuará gracias a los crecimientos del mercado publicitario esperados para este año (+5% con MSE c. de 1/1,5 p.p. por debajo en TV).
- **Posición de caja neta (c.140mEUR a cierre de 2016e) que se recuperará en el 2S16e,** lo que permitirá continuar con buy-backs y afrontar un sustancial dividendo (Pay-out 2016e >90%).
- **Outlook positivo confirmado para el 1T16e.** MSE ofreció una visión positiva respecto al mercado: enero en negativo y febrero claramente positivo. Estos dos meses supusieron un crecimiento del entorno del +5/6%. En cuanto a marzo, se dijo que era positivo a pesar del efecto de Semana Santa (resta entre 3 y 5 p.p. de crecimiento estimados para el mes). Las perspectivas para abril por tanto son positivas al recoger el efecto contrario.

Analyst(s): Eduardo Garcia Arguelles +34 914 367 810 egarcia@bekafinance.com

For important disclosure information, please refer to the disclaimer page of this report

- **Posición conservadora de cara a 2017e y sucesivos.** Contemplamos una inversión publicitaria en deceleración para 2017e/18e. Somos especialmente cautos ante la posibilidad de que la incertidumbre política se refleje en dichos años en las magnitudes core de las que depende la inversión publicitaria: PIB y sobretudo consumo retail.

MEDIASET ESPAÑA. KEY HISTORIC FIGURES &amp; ESTIMATES



Empleamos el descuento de flujos de caja (WACC 8,6% y crecimiento a perpetuidad g del 2,5%) considerando un intervalo de referencia a corto/medio plazo (2015/18e). El motivo por el cual acotamos tanto el horizonte temporal es por la alta volatilidad de la inversión publicitaria tanto en radio como televisión unida por la variabilidad de los ingresos provenientes del cine y otros negocios como Media for Equity. A consecuencia de esto el valor residual de la empresa será superior al 80% (83%, múltiplo implícito un 30% por debajo del máximo de último ciclo publicitario en 2007, EV/EBITDA Aj. 10,5x).

Este período se caracteriza por un progresivo aumento de márgenes operativos a consecuencia de: (1) base de costes en su mayoría fijos (>80%) con variables en tendencia ascendente, (2) incremento de la inversión publicitaria con cierta ralentización, (3) optimización y reestructuración ya completada, (4) contribución positiva del circulante e incremento de costes variables/cine/aportación a RTVE a medida que aumenten los ingresos. Consideramos 2016 como un año de alto apalancamiento operativo pero a la vez como el punto de inflexión de costes. Esta tendencia positiva en opex vendrá de la mano del lanzamiento de nuevos canales y el incremento de esfuerzos en programación ante el aumento de competencia y para sustentar las mejoras en prime time. El capex decrecerá a consecuencia parcial de la produc. externa (54,6% en 2015).

## MEDIASET ESPAÑA. DCF VALUATION

| CASH FLOW (EUR m)               | 2011 | 2012 | 2013  | 2014 | 2015 | 2016e | 2017e | 2018e | VR  |
|---------------------------------|------|------|-------|------|------|-------|-------|-------|-----|
| EBIT                            | 153  | 48   | 70    | 145  | 205  | 221   | 248   | 289   |     |
| Normative Tax Rate              | 25%  | 5%   | 27.1% | 35%  | 24%  | 21%   | 21%   | 20%   |     |
| NOPLAT                          | 114  | 45   | -120  | 94   | 155  | 176   | 196   | 232   |     |
| Depreciation & other provisions | 243  | 226  | 192   | 216  | 222  | 233   | 230   | 240   |     |
| Gross Operating Cash Flow       | 357  | 272  | 72    | 311  | 378  | 409   | 426   | 472   |     |
| Capex                           | -179 | -214 | -194  | -193 | -187 | -187  | -185  | -174  |     |
| Change in Net Working Capital   | 44   | -148 | -38   | -17  | -1   | -31   | 0     | -19   |     |
| Cash Flow to be discounted      | 221  | -90  | -160  | 101  | 189  | 191   | 241   | 279   | 287 |

## DCF VALUATION (EUR m)

|                      |      |      |      |      |
|----------------------|------|------|------|------|
| WACC                 | 8.6% | 8.6% | 8.6% | 8.6% |
| Discount Rate factor | 1.00 | 0.92 | 0.85 | 0.78 |
| Discounted Cash Flow | 191  | 222  | 237  |      |
| Cumulated DCF        | 191  | 413  | 650  |      |

## WACC &amp; DCF ANALYSIS

|                                  |      |                                |       |                                |       |
|----------------------------------|------|--------------------------------|-------|--------------------------------|-------|
| Free Risk Rate (10y Govn. Bonds) | 3.5% | Cumulated DCF                  | 650   | - Net Financial Debt (16e)     | -141  |
| Company Risk Factor or Beta      | 1.02 | Perpetual Growth Rate (g)      | 2.5%  | - Minorities (estimated value) | 0     |
| Mkt Risk Premium                 | 5.0% | Normalised Annual CF           | 287   | + Associates                   | 0     |
| Cost of Equity (Ke or COE)       | 8.6% | Terminal Value at Nominal Year | 4,849 | - Pension underfunding         | 0     |
| Cost of Debt (gross)             | 0.0% | Disc. Rate of Terminal Value   | 0.78  | - Off-balance sheet commitm.   | 0     |
| Debt Tax Rate                    | 30%  | Discounted Terminal Value      | 3,786 |                                |       |
| Cost of Debt net (kd or COD)     | 0.0% |                                |       | Equity Market Value (EURm)     | 4,697 |
| Target Gearing (D/E) or % Kd     | 0%   | Financial assets               | 120   | Number of shares (m)*          | 335.4 |
| % Ke                             | 100% | Enterprise Value (EURm)        | 4,556 | Fair Value per share (EUR)     | 14.00 |
| Normative Tax Rate               | 25%  |                                |       | Price (EUR)                    | 10.4  |
| WACC                             | 8.6% |                                |       | Potential upside (downside)    | 35%   |

\* Adjusted by treasury stock

Source: ESN BEKA Finance Estimates

A pesar de la revalorización de sus títulos vs. IBEX continuamos confiando con una visión positiva sobre el valor y el sector apoyándonos en los siguientes catalizadores que le confieren una inercia positiva relevante: (1) Tendencia a la concentración de grupos de medios a nivel europeo (Vivendi/Mediaset?), (2) intensa de adquisición de productoras y grupos de comunicación (Telefónica/DTS) por parte de los operadores de telecomunicaciones para llenar de contenidos sus ofertas convergentes (Pay-TV) y (3) sólidos resultados 1T16 tanto de A3M como de la propia MSE.



## Mediaset Espana: Summary tables

| PROFIT & LOSS (EURm)                              | 12/2012       | 12/2013      | 12/2014       | 12/2015      | 12/2016e     | 12/2017e     |
|---------------------------------------------------|---------------|--------------|---------------|--------------|--------------|--------------|
| <b>Sales</b>                                      | <b>887</b>    | <b>827</b>   | <b>932</b>    | <b>972</b>   | <b>1,002</b> | <b>1,047</b> |
| Cost of Sales & Operating Costs                   | -822          | -740         | -768          | -749         | -763         | -781         |
| Non Recurrent Expenses/Income                     | 0.0           | 0.0          | 0.0           | 0.0          | 0.0          | 0.0          |
| <b>EBITDA</b>                                     | <b>64.9</b>   | <b>87.2</b>  | <b>164</b>    | <b>223</b>   | <b>239</b>   | <b>266</b>   |
| <b>EBITDA (adj.)*</b>                             | <b>64.9</b>   | <b>87.2</b>  | <b>164</b>    | <b>223</b>   | <b>239</b>   | <b>266</b>   |
| Depreciation                                      | -16.1         | -17.0        | -19.1         | -17.5        | -18.0        | -18.2        |
| <b>EBITA</b>                                      | <b>48.8</b>   | <b>70.2</b>  | <b>145</b>    | <b>205</b>   | <b>221</b>   | <b>248</b>   |
| <b>EBITA (adj)*</b>                               | <b>48.8</b>   | <b>70.2</b>  | <b>145</b>    | <b>205</b>   | <b>221</b>   | <b>248</b>   |
| Amortisations and Write Downs                     | 0.0           | 0.0          | 0.0           | 0.0          | 0.0          | 0.0          |
| <b>EBIT</b>                                       | <b>47.8</b>   | <b>70.1</b>  | <b>145</b>    | <b>205</b>   | <b>221</b>   | <b>248</b>   |
| <b>EBIT (adj.)*</b>                               | <b>47.8</b>   | <b>70.1</b>  | <b>145</b>    | <b>205</b>   | <b>221</b>   | <b>248</b>   |
| Net Financial Interest                            | -4.0          | -3.3         | 0.0           | 1.1          | 1.7          | 2.5          |
| Other Financials                                  | 0.0           | 0.0          | 0.0           | 0.0          | 0.0          | 0.0          |
| Associates                                        | 7.4           | -70.8        | -59.2         | -1.7         | -1.4         | -1.0         |
| Other Non Recurrent Items                         | 0.1           | 1.6          | 0.0           | 15.6         | 0.0          | 0.0          |
| <b>Earnings Before Tax (EBT)</b>                  | <b>52.3</b>   | <b>-2.3</b>  | <b>85.5</b>   | <b>219</b>   | <b>222</b>   | <b>250</b>   |
| Tax                                               | -2.8          | 6.2          | -30.0         | -53.2        | -45.8        | -52.3        |
| <i>Tax rate</i>                                   | <i>5.3%</i>   | <i>n.m.</i>  | <i>35.1%</i>  | <i>24.3%</i> | <i>20.6%</i> | <i>20.9%</i> |
| Discontinued Operations                           | 0.0           | 0.0          | 0.0           | 0.0          | 2.0          | 9.0          |
| Minorities                                        | 0.6           | 0.3          | 3.9           | 0.0          | 0.0          | 0.0          |
| <b>Net Profit (reported)</b>                      | <b>50.1</b>   | <b>4.2</b>   | <b>59.5</b>   | <b>166</b>   | <b>178</b>   | <b>206</b>   |
| <b>Net Profit (adj.)</b>                          | <b>65.3</b>   | <b>49.3</b>  | <b>67.5</b>   | <b>166</b>   | <b>178</b>   | <b>206</b>   |
| CASH FLOW (EURm)                                  | 12/2012       | 12/2013      | 12/2014       | 12/2015      | 12/2016e     | 12/2017e     |
| Cash Flow from Operations before change in NWC    | 276           | 195          | 274           | 389          | 411          | 436          |
| Change in Net Working Capital                     | -148          | -38.1        | -16.8         | -1.5         | -30.8        | 0.2          |
| <b>Cash Flow from Operations</b>                  | <b>129</b>    | <b>157</b>   | <b>257</b>    | <b>387</b>   | <b>381</b>   | <b>437</b>   |
| Capex                                             | -214          | -194         | -193          | -187         | -187         | -185         |
| Net Financial Investments                         | 99.7          | 1.2          | -4.4          | -9.1         | -9.4         | -9.4         |
| <b>Free Cash Flow</b>                             | <b>14.1</b>   | <b>-36.4</b> | <b>59.7</b>   | <b>191</b>   | <b>184</b>   | <b>242</b>   |
| Dividends                                         | -55.3         | 0.0          | 0.0           | -47.5        | -167         | -160         |
| Other (incl. Capital Increase & share buy backs)  | 1.4           | -54.2        | -291          | -78.2        | -76.4        | -73.8        |
| <b>Change in Net Debt</b>                         | <b>-39.8</b>  | <b>-90.6</b> | <b>-231</b>   | <b>65.6</b>  | <b>-59.0</b> | <b>7.9</b>   |
| NOPLAT                                            | 45.2          | -120         | 94.0          | 155          | 176          | 196          |
| BALANCE SHEET & OTHER ITEMS (EURm)                | 12/2012       | 12/2013      | 12/2014       | 12/2015      | 12/2016e     | 12/2017e     |
| Net Tangible Assets                               | 53.2          | 49.7         | 48.6          | 54.4         | 54.4         | 54.4         |
| Net Intangible Assets (incl. Goodwill)            | 1,221         | 1,144        | 743           | 713          | 869          | 900          |
| Net Financial Assets & Other                      | 181           | 191          | 171           | 149          | 149          | 149          |
| <b>Total Fixed Assets</b>                         | <b>1,455</b>  | <b>1,385</b> | <b>963</b>    | <b>917</b>   | <b>1,073</b> | <b>1,104</b> |
| Inventories                                       | 6.0           | 4.7          | 1.6           | 6.6          | 6.6          | 6.6          |
| Trade receivables                                 | 203           | 220          | 224           | 243          | 253          | 240          |
| Other current assets                              | 23.1          | 16.1         | 22.1          | 7.8          | 7.8          | 7.8          |
| Cash (-)                                          | -80.6         | -109         | -276          | -211         | -96.2        | -114         |
| <b>Total Current Assets</b>                       | <b>312</b>    | <b>350</b>   | <b>523</b>    | <b>469</b>   | <b>364</b>   | <b>368</b>   |
| <b>Total Assets</b>                               | <b>1,767</b>  | <b>1,735</b> | <b>1,486</b>  | <b>1,386</b> | <b>1,437</b> | <b>1,472</b> |
| Shareholders Equity                               | 1,408         | 1,419        | 1,181         | 1,062        | 1,192        | 1,231        |
| Minority                                          | 12.5          | 12.2         | 8.3           | 8.2          | 8.2          | 8.2          |
| Total Equity                                      | 1,421         | 1,431        | 1,189         | 1,070        | 1,200        | 1,239        |
| Long term interest bearing debt                   | 6.6           | 9.9          | 9.3           | 7.6          | -50.0        | -41.1        |
| Provisions                                        | 74.7          | 45.0         | 48.1          | 45.3         | 45.3         | 45.3         |
| Other long term liabilities                       | 0.2           | 0.2          | 12.3          | 8.5          | 7.7          | 7.7          |
| <b>Total Long Term Liabilities</b>                | <b>81.6</b>   | <b>55.0</b>  | <b>69.7</b>   | <b>61.3</b>  | <b>3.0</b>   | <b>11.9</b>  |
| Short term interest bearing debt                  | 0.3           | 6.0          | 0.8           | 5.4          | 5.4          | 5.4          |
| Trade payables                                    | 264           | 242          | 227           | 249          | 228          | 215          |
| Other current liabilities                         | 0.0           | 0.0          | 0.0           | 0.0          | 0.0          | 0.0          |
| <b>Total Current Liabilities</b>                  | <b>265</b>    | <b>248</b>   | <b>227</b>    | <b>255</b>   | <b>234</b>   | <b>221</b>   |
| <b>Total Liabilities and Shareholders' Equity</b> | <b>1,767</b>  | <b>1,735</b> | <b>1,486</b>  | <b>1,386</b> | <b>1,437</b> | <b>1,472</b> |
| <b>Net Capital Employed</b>                       | <b>1,422</b>  | <b>1,383</b> | <b>984</b>    | <b>925</b>   | <b>1,112</b> | <b>1,143</b> |
| <b>Net Working Capital</b>                        | <b>-55.8</b>  | <b>-17.8</b> | <b>-0.9</b>   | <b>0.6</b>   | <b>31.4</b>  | <b>31.1</b>  |
| GROWTH & MARGINS                                  | 12/2012       | 12/2013      | 12/2014       | 12/2015      | 12/2016e     | 12/2017e     |
| <i>Sales growth</i>                               | <i>-12.1%</i> | <i>-6.8%</i> | <i>12.7%</i>  | <i>4.3%</i>  | <i>3.1%</i>  | <i>4.5%</i>  |
| <b>EBITDA (adj.)* growth</b>                      | <b>-64.0%</b> | <b>34.3%</b> | <b>87.9%</b>  | <b>35.9%</b> | <b>7.5%</b>  | <b>11.2%</b> |
| <i>EBITA (adj.)* growth</i>                       | <i>-70.3%</i> | <i>43.8%</i> | <i>106.3%</i> | <i>41.7%</i> | <i>7.9%</i>  | <i>12.1%</i> |
| <i>EBIT (adj.)* growth</i>                        | <i>-68.9%</i> | <i>46.7%</i> | <i>106.6%</i> | <i>41.7%</i> | <i>7.9%</i>  | <i>12.1%</i> |

## Mediaset Espana: Summary tables

| <b>GROWTH &amp; MARGINS</b>                     | <b>12/2012</b> | <b>12/2013</b> | <b>12/2014</b> | <b>12/2015</b> | <b>12/2016e</b> | <b>12/2017e</b> |
|-------------------------------------------------|----------------|----------------|----------------|----------------|-----------------|-----------------|
| Net Profit growth                               | -54.4%         | -24.5%         | 36.9%          | 145.9%         | 7.2%            | 16.0%           |
| EPS adj. growth                                 | -54.4%         | -24.7%         | 49.4%          | 160.7%         | 10.8%           | 16.0%           |
| DPS adj. growth                                 | n.m.           |                | n.m.           | 251.5%         | -0.9%           | 16.0%           |
| EBITDA (adj)* margin                            | 7.3%           | 10.5%          | 17.6%          | 22.9%          | 23.9%           | 25.4%           |
| EBITA (adj)* margin                             | 5.5%           | 8.5%           | 15.5%          | 21.1%          | 22.1%           | 23.7%           |
| EBIT (adj)* margin                              | 5.4%           | 8.5%           | 15.5%          | 21.1%          | 22.1%           | 23.7%           |
| <b>RATIOS</b>                                   | <b>12/2012</b> | <b>12/2013</b> | <b>12/2014</b> | <b>12/2015</b> | <b>12/2016e</b> | <b>12/2017e</b> |
| Net Debt/Equity                                 | -0.1           | -0.1           | -0.2           | -0.2           | -0.1            | -0.1            |
| Net Debt/EBITDA                                 | -1.1           | -1.1           | -1.6           | -0.9           | -0.6            | -0.6            |
| Interest cover (EBITDA/Fin.interest)            | 16.4           | 26.7           | n.m.           | n.m.           | n.m.            | n.m.            |
| Capex/D&A                                       | 1326.8%        | 1141.9%        | 1009.1%        | 1067.5%        | 1037.0%         | 1019.6%         |
| Capex/Sales                                     | 24.2%          | 23.5%          | 20.7%          | 19.2%          | 18.6%           | 17.7%           |
| NWC/Sales                                       | -6.3%          | -2.1%          | -0.1%          | 0.1%           | 3.1%            | 3.0%            |
| ROE (average)                                   | 4.6%           | 3.5%           | 5.2%           | 14.8%          | 15.8%           | 17.0%           |
| ROCE (adj.)                                     | 3.7%           | -10.2%         | 11.9%          | 20.2%          | 18.4%           | 19.9%           |
| WACC                                            | 8.6%           | 8.6%           | 8.6%           | 8.6%           | 8.6%            | 8.6%            |
| ROCE (adj.)/WACC                                | 0.4            | -1.2           | 1.4            | 2.4            | 2.1             | 2.3             |
| <b>PER SHARE DATA (EUR)***</b>                  | <b>12/2012</b> | <b>12/2013</b> | <b>12/2014</b> | <b>12/2015</b> | <b>12/2016e</b> | <b>12/2017e</b> |
| Average diluted number of shares                | 400.4          | 401.3          | 367.6          | 346.7          | 335.4           | 335.4           |
| EPS (reported)                                  | 0.13           | 0.01           | 0.16           | 0.48           | 0.53            | 0.62            |
| EPS (adj.)                                      | 0.16           | 0.12           | 0.18           | 0.48           | 0.53            | 0.62            |
| BVPS                                            | 3.52           | 3.54           | 3.21           | 3.06           | 3.55            | 3.67            |
| DPS                                             | 0.00           | 0.00           | 0.14           | 0.48           | 0.48            | 0.55            |
| <b>VALUATION</b>                                | <b>12/2012</b> | <b>12/2013</b> | <b>12/2014</b> | <b>12/2015</b> | <b>12/2016e</b> | <b>12/2017e</b> |
| EV/Sales                                        | 2.0            | 3.8            | 4.1            | 3.4            | 3.1             | 3.0             |
| EV/EBITDA                                       | 28.0           | 35.9           | 23.3           | 14.9           | 12.9            | 11.6            |
| <b>EV/EBITDA (adj.)*</b>                        | <b>28.0</b>    | <b>35.9</b>    | <b>23.3</b>    | <b>14.9</b>    | <b>12.9</b>     | <b>11.6</b>     |
| EV/EBITA                                        | 37.2           | 44.6           | 26.3           | 16.2           | 14.0            | 12.5            |
| <b>EV/EBITA (adj.)*</b>                         | <b>37.2</b>    | <b>44.6</b>    | <b>26.3</b>    | <b>16.2</b>    | <b>14.0</b>     | <b>12.5</b>     |
| EV/EBIT                                         | 38.0           | 44.6           | 26.3           | 16.2           | 14.0            | 12.5            |
| <b>EV/EBIT (adj.)*</b>                          | <b>38.0</b>    | <b>44.6</b>    | <b>26.3</b>    | <b>16.2</b>    | <b>14.0</b>     | <b>12.5</b>     |
| <b>P/E (adj.)</b>                               | <b>31.2</b>    | <b>n.m.</b>    | <b>n.m.</b>    | <b>21.0</b>    | <b>19.0</b>     | <b>16.4</b>     |
| P/BV                                            | 1.4            | 2.4            | 3.3            | 3.3            | 2.8             | 2.7             |
| Total Yield Ratio                               | 0.0%           | 0.0%           | 1.1%           | 4.5%           | 4.7%            | 5.5%            |
| EV/CE                                           | 1.5            | 2.7            | 4.8            | 4.3            | 3.2             | 3.1             |
| OpFCF yield                                     | -4.1%          | -1.1%          | 1.5%           | 5.5%           | 5.7%            | 7.4%            |
| OpFCF/EV                                        | -4.7%          | -1.2%          | 1.7%           | 6.0%           | 6.3%            | 8.1%            |
| Payout ratio                                    | 0.0%           | 0.0%           | 84.7%          | 101%           | 90.0%           | 90.0%           |
| Dividend yield (gross)                          | 0.0%           | 0.0%           | 1.3%           | 4.8%           | 4.7%            | 5.5%            |
| <b>EV AND MKT CAP (EURm)</b>                    | <b>12/2012</b> | <b>12/2013</b> | <b>12/2014</b> | <b>12/2015</b> | <b>12/2016e</b> | <b>12/2017e</b> |
| Price** (EUR)                                   | 5.09           | 8.39           | 10.45          | 10.03          | 10.07           | 10.07           |
| Outstanding number of shares for main stock     | 406.9          | 406.9          | 406.9          | 366.2          | 336.6           | 336.6           |
| <b>Total Market Cap</b>                         | <b>2,071</b>   | <b>3,413</b>   | <b>4,250</b>   | <b>3,673</b>   | <b>3,389</b>    | <b>3,389</b>    |
| <b>Net Debt</b>                                 | <b>-74</b>     | <b>-93</b>     | <b>-266</b>    | <b>-198</b>    | <b>-141</b>     | <b>-150</b>     |
| <i>o/w Cash &amp; Marketable Securities (-)</i> | <i>-81</i>     | <i>-109</i>    | <i>-276</i>    | <i>-211</i>    | <i>-96</i>      | <i>-114</i>     |
| <i>o/w Gross Debt (+)</i>                       | <i>7</i>       | <i>16</i>      | <i>10</i>      | <i>13</i>      | <i>-45</i>      | <i>-36</i>      |
| <b>Other EV components</b>                      | <b>-181</b>    | <b>-191</b>    | <b>-171</b>    | <b>-149</b>    | <b>-149</b>     | <b>-149</b>     |
| <b>Enterprise Value (EV adj.)</b>               | <b>1,816</b>   | <b>3,129</b>   | <b>3,813</b>   | <b>3,325</b>   | <b>3,099</b>    | <b>3,090</b>    |

Source: Company, BEKA Finance estimates.

### Notes

\* Where EBITDA (adj.) or EBITA (adj.) = EBITDA (or EBITA) -/+ Non Recurrent Expenses/Income and where EBIT (adj.) = EBIT -/+ Non Recurrent Expenses/Income - PPA amortisation

\*\*Price (in local currency): Fiscal year end price for Historical Years and Current Price for current and forecasted years

Sector: Media/Broadcasting & Entertainment

Company Description: Following the acquisition of Cuatro in 2010, Telecinco is Spain's largest FTA broadcaster with a 31% (2015) group 24-hr audience and 43.4% of TV's market share. 93% of Mediaset Spain's revenues come from TV advertising. The company has traditionally enjoyed one of the higher margins among European broadcasters thanks to its solid commercial policy based on stable audience shares and a high operating leverage (>85%)

## ESN Recommendation System

The ESN Recommendation System is **Absolute**. It means that each stock is rated on the basis of a **total return**, measured by the upside potential (including dividends and capital reimbursement) over a **12 month time horizon**.



The ESN spectrum of recommendations (or ratings) for each stock comprises 5 categories: **Buy (B)**, **Accumulate (A)**, **Neutral (N)**, **Reduce (R)** and **Sell (S)**.

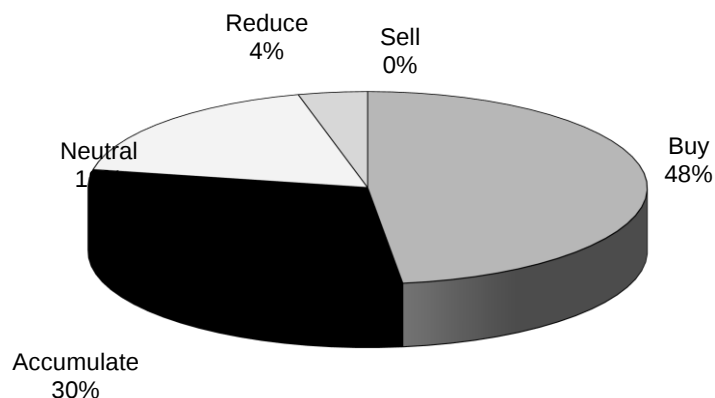
Furthermore, in specific cases and for a limited period of time, the analysts are allowed to rate the stocks as **Rating Suspended (RS)** or **Not Rated (NR)**, as explained below.

### Meaning of each recommendation or rating:

- **Buy:** the stock is expected to generate total return of **over 15%** during the next 12 months time horizon
- **Accumulate:** the stock is expected to generate total return of **5% to 15%** during the next 12 months time horizon
- **Neutral:** the stock is expected to generate total return of **-5% to +5%** during the next 12 months time horizon
- **Reduce:** the stock is expected to generate total return of **-5% to -15%** during the next 12 months time horizon
- **Sell:** the stock is expected to generate total return **under -15%** during the next 12 months time horizon
- **Rating Suspended:** the rating is suspended due to a change of analyst covering the stock or a capital operation (take-over bid, SPO, ...) where the issuer of the document (a partner of ESN) or a related party of the issuer is or could be involved
- **Not Rated:** there is no rating for a company being floated (IPO) by the issuer of the document (a partner of ESN) or a related party of the issuer

Certain flexibility on the limits of total return bands is permitted especially during higher phases of volatility on the markets

BEKA Finance Ratings Breakdown



## Recommendation history for MEDIASET ESPANA

| Date      | Recommendation | Target price | Price at change date |
|-----------|----------------|--------------|----------------------|
| 04-Feb-16 | Buy            | 14.00        | 9.00                 |
| 20-Oct-15 | Buy            | 14.50        | 10.37                |
| 03-Jul-15 | Buy            | 15.00        | 11.92                |

Source: Factset & ESN, price data adjusted for stock splits.

This chart shows BEKA Finance continuing coverage of this stock; the current analyst may or may not have covered it over the entire period. Current analyst: Eduardo Garcia Arguelles (since 03/07/2015)



Information regarding Market Abuse and Conflicts of Interests and recommendation history available in our web page: [www.bekafinance.com](http://www.bekafinance.com) and our offices

The information and opinions contained in this document have been compiled by BEKA Finance S.V., S.A., from sources believed to be reliable. This document is not intended to be an offer, or a solicitation to buy or sell relevant securities. BEKA Finance S.V., S.A., will not take any responsibility whatsoever for losses which may derive from use of the present document or its contents, BEKA Finance S.V., S.A., can occasionally have positions in some of the securities mentioned in this report, through its trading portfolio or negotiation. Additionally, there can exist a commercial relation between BEKA Finance S.V., S.A., and the mentioned companies.

**As of the date of this report, BEKA Finance S.V., S.A.,**

- acts as agent or liquidity provider for the following companies: AB Biotics; Bioorganic Research Services SA; Carbuces Europa SA; Euroepes S.A., Facephi Biometría SA., Griñó Ecologic, Lleidanetworks Serveis Telematics SA., NBI Bearings Europe S.A., Trajano Iberia Socimi, SA.;
- has in the last 12 months, participated as lead or co-lead manager in corporate operations with the following companies: Dogi International Fabrics SA; Lleidanetworks Serveis Telematics SA.NBI Bearings Europe S.A.,
- has, during the last year, performed a significant amount of business with: Bankia; Carbuces Europa SA; Ferrovial.
- has a contractual relationship to provide financial services, through which BEKA Finance S.V.,S.A., executes orders on the treasury stocks of the following companies: CaixaBank S.A., Grupo Ezentis S.A.
- has a liquidity contract as outlined by the CNMV's Circular 3/2007 with: FCC; Hispania Activos Inmobiliarios, S.A., Indra Sistemas; Sacyr.

## Disclaimer:

These reports have been prepared and issued by the Members of European Securities Network LLP ('ESN'). ESN, its Members and their affiliates (and any director, officer or employee thereof), are neither liable for the proper and complete transmission of these reports nor for any delay in their receipt. Any unauthorised use, disclosure, copying, distribution, or taking of any action in reliance on these reports is strictly prohibited. The views and expressions in the reports are expressions of opinion and are given in good faith, but are subject to change without notice. These reports may not be reproduced in whole or in part or passed to third parties without permission. The information herein was obtained from various sources. ESN, its Members and their affiliates (and any director, officer or employee thereof) do not guarantee their accuracy or completeness, and neither ESN, nor its Members, nor its Members' affiliates (nor any director, officer or employee thereof) shall be liable in respect of any errors or omissions or for any losses or consequential losses arising from such errors or omissions. Neither the information contained in these reports nor any opinion expressed constitutes an offer, or an invitation to make an offer, to buy or sell any securities or any options, futures or other derivatives related to such securities ('related investments'). These reports are prepared for the clients of the Members of ESN only. They do not have regard to the specific investment objectives, financial situation and the particular needs of any specific person who may receive any of these reports. Investors should seek financial advice regarding the appropriateness of investing in any securities or investment strategies discussed or recommended in these reports and should understand that statements regarding future prospects may not be realised. Investors should note that income from such securities, if any, may fluctuate and that each security's price or value may rise or fall. Accordingly, investors may receive back less than originally invested. Past performance is not necessarily a guide to future performance. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related investment mentioned in these reports. In addition, investors in securities such as ADRs, whose value are influenced by the currency of the underlying security, effectively assume currency risk.

ESN, its Members and their affiliates may submit a pre-publication draft (without mentioning neither the recommendation nor the target price/fair value) of its reports for review to the Investor Relations Department of the issuer forming the subject of the report, solely for the purpose of correcting any inadvertent material inaccuracies. Like all members employees, analysts receive compensation that is impacted by overall firm profitability. For further details about the specific risks of the company and about the valuation methods used to determine the price targets included in this report/note, please refer to the latest relevant published research on single stock or contact the analyst named on the front of the report/note. Research is available through your sales representative. ESN will provide periodic updates on companies or sectors based on company-specific developments or announcements, market conditions or any other publicly available information. Unless agreed in writing with an ESN Member, this research is intended solely for internal use by the recipient. Neither this document nor any copy of it may be taken or transmitted into Australia, Canada or Japan or distributed, directly or indirectly, in Australia, Canada or Japan or to any resident thereof. This document is for distribution in the U.K. Only to persons who have professional experience in matters relating to investments and fall within article 19(5) of the financial services and markets act 2000 (financial promotion) order 2005 (the "order") or (ii) are persons falling within article 49(2)(a) to (d) of the order, namely high net worth companies, unincorporated associations etc (all such persons together being referred to as "relevant persons"). This document must not be acted on or relied upon by persons who are not relevant persons. Any investment or investment activity to which this document relates is available only to relevant persons and will be engaged in only with relevant persons. The distribution of this document in other jurisdictions or to residents of other jurisdictions may also be restricted by law, and persons into whose possession this document comes should inform themselves about, and observe, any such restrictions. By accepting this report you agree to be bound by the foregoing instructions. You shall indemnify ESN, its Members and their affiliates (and any director, officer or employee thereof) against any damages, claims, losses, and detriments resulting from or in connection with the unauthorized use of this document.

For disclosure upon "conflicts of interest" on the companies under coverage by all the ESN Members and on each "company recommendation history", please visit the ESN website ([www.esnpartnership.eu](http://www.esnpartnership.eu)). For additional information and individual disclaimer please refer to [www.esnpartnership.eu](http://www.esnpartnership.eu) and to each ESN Member websites:

[www.bancaakros.it](http://www.bancaakros.it) regulated by the CONSOB - Commissione Nazionale per le Società e la Borsa

[www.bekafinance.com](http://www.bekafinance.com) regulated by CNMV - Comisión Nacional del Mercado de Valores

[www.caixabi.pt](http://www.caixabi.pt) regulated by the CMVM - Comissão do Mercado de Valores Mobiliários

[www.cmcicms.com](http://www.cmcicms.com) regulated by the AMF - Autorité des marchés financiers

[www.equinet-ag.de](http://www.equinet-ag.de) regulated by the BaFin - Bundesanstalt für Finanzdienstleistungsaufsicht

[www.ibg.gr](http://www.ibg.gr) regulated by the HCMC - Hellenic Capital Market Commission

[www.op.fi](http://www.op.fi) regulated by the Financial Supervision Authority

[www.snssecurities.nl](http://www.snssecurities.nl) regulated by the AFM - Autoriteit Financiële Markten

## Members of ESN (European Securities Network LLP)



**Banca Akros S.p.A.**  
Viale Eginardo, 29  
20149 MILANO  
Italy  
Phone: +39 02 43 444 389  
Fax: +39 02 43 444 302



**equinet Bank AG**  
Gräfstraße 97  
60487 Frankfurt am Main  
Germany  
Phone: +49 69 – 58997 – 212  
Fax: +49 69 – 58997 – 299



**BEKA Finance**  
C/ Marques de Villamagna 3  
28001 Madrid  
Spain  
Phone: +34 91 436 7813



## INVESTMENT BANK OF GREECE

**Investment Bank of Greece**  
32 Aigialeias Str & Paradissou,  
151 25 Maroussi,  
Greece  
Tel: +30 210 81 73 383



**Caixa-Banco de Investimento**  
Rua Barata Salgueiro, nº 33  
1269-057 Lisboa  
Portugal  
Phone: +351 21 313 73 00  
Fax: +351 21 389 68 98



**OP Corporate Bank plc**  
P.O.Box 308  
Teollisuuskatu 1, 00013 Helsinki  
Finland  
Phone: +358 10 252 011  
Fax: +358 10 252 2703



**CM - CIC Market Solutions**  
6, avenue de Provence  
75441 Paris  
Cedex 09  
France  
Phone: +33 1 53 48 80 78  
Fax: +33 1 53 48 82 25



**SNS Securities N.V.**  
Nieuwezijds Voorburgwal 162  
P.O.Box 235  
1000 AE Amsterdam  
The Netherlands  
Phone: +31 20 550 8500  
Fax: +31 20 626 8064

