



PRESS RELEASE

TELEFONICA ACQUIRES AN 11.1% STAKE IN MEDIASET PREMIUM SPA FOR €100 MILLION

The closing was announced today of the agreement with which the Spanish telco operator Telefonica (through its subsidiary Telefonica de Contenidos) has acquired 11.1% of the share capital of Mediaset Premium SpA at a cost of €100 million.

The investments corresponds to an equity value for the new Italian pay TV company of €900 million.

Telefonica will be represented on the board of directors of Mediaset Premium SpA by Luis Velo Puig-Durán. The board also includes Franco Ricci, chief executive and Marco Giordani, chairman.

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