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## PRESS RELEASE

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### **THE PUBLIC OFFER FOR EI TOWERS ENHANCES THE VALUE OF A RELEVANT ASSET FOR MEDIASET: PARTNERSHIP WITH F2I AND INCREASED FOCUS ON THE CORE BUSINESS**

Mediaset has established a partnership with the F2i SGR infrastructure fund with the aim of strengthening its strategy of focusing on the core business of free-to-air television.

The public offer announced by 2i Towers for the entirety of EI Towers shares (details available on the website [www.2itowers.com](http://www.2itowers.com) pursuant to Article 102 of the Single Finance Act), is an operation that is specifically aimed at facilitating this end. Indeed, it is precisely because the transmission tower business plays a such a structural role in the TV business that Mediaset has decided to invest in 2i Towers Holding, the company that owns 100% of 2i Towers, taking a significant minority stake.

It is also very important that under the guidance of an institutional fund, EI Towers will acquire the role of independent operator, a status that will make it possible to participate more effectively in the process of consolidation in the broadcasting and telephone towers business that is underway, at both the national and international level.

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