



CAIROCOMMUNICATION

Press Release

La7, La7d and RCSMediaGroup advertising sales grow

Milan, 12 September 2018: Cairo Communication announces that total advertising sales of La7 and La7d in July and August 2018 grew respectively by 4% and 18% versus the same months of 2017 (equal respectively to € 6.7 million and € 3.8 million). Based on the order book at 11 September 2018 for advertising aired and to be aired on the channels in September, the portfolio, currently amounting to approximately €12 million, is up by over 10% versus the same date in 2017 for the corresponding month. In first half 2018, advertising sales of the two channels were up by approximately 1.5%; the improvement in results is attributable to the good audience performance.

Advertising sales in Italy of the subsidiary RCS MediaGroup also performed well, growing by 2% in the eight months from January to August 2018 versus the same period of the prior year.

Cairo Communication is one of the leading groups in the weekly magazine, TV publishing and advertising sales segments, recognized as one of the first to have developed a multimedia sales approach, beginning with magazines and expanding later into free, digital and pay TV and the Internet. With the acquisition of the control of RCS MediaGroup, Cairo Communication establishes itself as a major multimedia publishing group, well-positioned to become the main player on the Italian market, with a strong international presence in Spain, by leveraging on the high quality and diversification of products in the dailies, magazines, television, web and sport events segments.

For further information: Mario Cargnelutti, Investor Relations, +39 02 74813240, m.cargnelutti@cairocommunication.it

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