

PRESS RELEASE

FININVEST GROUP HALF YEARLY REPORT

CONSOLIDATED NET REVENUES € 2,495 MILLION: + 13.9%

**OPERATING PROFIT € 509, AN INCREASE OF 16.1%
20.4% as a proportion of revenues**

PRE-TAX PROFIT € 216 MILLION (+61.6%)

Under the Chairmanship of Aldo Bonomo, the Board of Directors of Fininvest S.p.A. met today to approve the interim report for the first six months of the 2003 of the Company and Group.

FININVEST GROUP HALF YEARLY REPORT

In the first six months of the year, in spite of continuing problems related to the economic situation and the trends in the advertising market, the Fininvest Group has generated particularly encouraging results that are the fruit of precise strategic choices implemented over the years. The period in question saw the confirmation of the Group's ability to maintain and consolidate its market shares and pursue effective cost reduction policies. At the same time, the concentration in the core business areas – media and entertainment – continued – that has, among other things, led to an increase in the subsidiary Mediaset stake in the Spanish television company Telecinco from 40 to 52% and therefore to the consolidation of the Spanish business. It should also be noted that the results of the first half of 2003 are not affected by the negative impact of the crisis in the Kirch Group, given that the Group's interest has been entirely written down over the previous years.

What follows are the pro-forma highlights for the first half of 2003:

The net revenues of the Fininvest Group to 30 June 2003 totalled € 2,495 million, an increase of 13.9% compared with the same period of the previous year. On a like-for-like basis, in other words excluding the impact of the total consolidation of the Telecinco group and the sale of some non-core activities, the increase was of 1.6%.

Consolidated **gross operating profit** in the first half of 2003 rose to **€ 1,099 million** compared with the € 898 million of the same period last year (+22.4%).

There was also an increase in **operating profit**, that rose to **€ 509 million**, an increase of 16.1% on the € 438 million of the corresponding period in 2002. Of particular note was a proportion of operating profit in relation to revenues (operating profitability) of **20.4%**, that also takes account of the effectiveness of the cost reduction actions taken.

The first half of 2003 generated **pre-tax profits of € 216 million**, a substantial increase (+**61.6%**) on the € 134 million of the same period of the previous year. This result has been posted after having made **total amortisations of € 591 million** (€ 460 million in the first half of 2002) and recognised **profits for minority interests of € 279 million** (€ 224 million in the first half of 2002).

The **consolidated net financial position** at 30 June 2003 showed a deficit of **€ 1,165 million**. At 30 June 2002 the deficit was € 1,108 million while at 31 December 2002 it was € 903 million. The performance of the net financial position was influenced primarily by the investment in the Telecinco Group.

Net assets, including minority interests and taking account of pre-tax profit, **increased by € 461 million** from the € 2,842 million at 31 December 2002 to the **€ 3,303 million at 30 June 2003**.

HALF YEARLY REPORT FININVEST S.P.A.

In the first half of 2003, Fininvest S.p.A. generated **pre-tax profits of € 134 million** compared with the € 142 million in the first six months of 2002, after making **amortisations for € 0.3 million** (€ 0.8 million in the first half of the previous year).

Milano, 21 October 2003