

PRESS RELEASE

FININVEST GROUP

NET PROFIT DOUBLES: € 240 MILLION

OPERATING PROFIT RISES TO € 851 MILLION (+39.1%)

as a proportion of revenues a rise from 15.1% to 17.6%

CONSOLIDATED NET REVENUES OF € 4,836 MILLION

Today, under the Chairmanship of Aldo Bonomo, saw the Shareholders' Meeting of Fininvest S.p.A. that approved the consolidated annual report and the parent company's annual report for the year ended 31 December 2003.

FININVEST GROUP CONSOLIDATED ANNUAL REPORT 2003

In 2003 the Fininvest Group recorded particularly positive results, both in terms of profitability and in terms of the maintenance and strengthening of its market shares. In particular, the levels reached confirm the validity of the strategic process launched some time ago to concentrate on and develop the core business of media and entertainment, that, among other things, saw the subsidiary Mediaset increase from 40% to 52% its stake in the Telecinco Group, now consolidated on a line for line basis. At the same time there has been an acceleration in the improvements of efficient, a containment of costs and the rationalisation of areas in which profitability was considered insufficient. Among the most significant results is the increase in net profit (+96%) and a 2.5 percentage point increase in the Group's operating profitability.

Here are the consolidated pro-forma highlights for the year 2003:

The Fininvest Group's net revenues increased by 19.2% to € 4,836 million. The figure is not directly comparable to the previous year (€ 4,058 million) given the variations that have taken place during the year, mainly the consolidation of the Telecinco Group and Publieurope by Mediaset and the consolidation of Edizioni Piemme by Mondadori. On a like-for-like basis, revenues increased by 2.4%.

Consolidated gross operating profit increased by 26.5% to € 2,001 million, compared with € 1,582 million in 2002, as a proportion of net revenues this represents 41.4% (39% in the previous year).

There was also a marked increase in operating profit, which in 2003 came to € 851 million, compared with € 612 million in 2002 (+39.1%). Of particular significance is operating profit as a proportion of net revenues (operating profitability) that came to 17.6%, a 2.5% increase on the previous year (15.1%). In this context, it is worth noting the growth of the Group's profitability. In fact, from 1996 to 2003, the proportion of operating profit on net revenues has more than quadrupled, from 4% in '96 to 17.6% last year.

Also at a consolidated level, 2003 ended with net profits of € 240 million, an increase of 96% on the € 122 million of 2002. The Group achieved this net result after making total amortisations of € 1,134 million (€ 978 million 2002) and recognising profits for third party shareholders of € 289 million (€ 226 million in the previous year).

The Group's consolidated net financial position at 31 December 2003 showed a deficit of € 1,175 million, compared with the € 903 million of 31/12/2002. This change is exclusively the result of the substantial and extraordinary investments made during the year, including an increase from 40% to 52% of the stake in the Telecinco Group by Mediaset, the purchase of 2.58% of Mediaset shares by the holding company Fininvest and the acquisition of 20% of the Attica Publications Group and 70% of Edizioni Piemme by Mondadori. Net of operations aimed at increasing the business portfolio and

the company's own shares portfolio, as well as other operations, in 2003 the Fininvest Group generated around € 300 million of liquidity.

The debt/equity ratio went from 0.32 at 31/12/2002 to 0.36 at 31 December 2003.

Net assets, including minority interests, increased by € 392 million, reaching at the end of 2003 € 3,234 million, compared with € 2,842 million on 31 December 2002.

ROE (Return On Equity) for the period was 16.7%, compared with 9.4% in the previous year, with a trend that has tripled on the 5.6% of 2001.

ANNUAL REPORT 2003 FININVEST S.P.A.

The Annual Report for 2003 of the parent company Fininvest S.p.A. showed a profit of € 147 million, compared with the € 45 million of 2002, also after having made amortisations for € 0.7 million (€ 1.3 million in the previous year).

Milan, 24 June 2004