

PRESS RELEASE

**FININVEST HAS LAUNCHED THE PLACEMENT OF 16.68%
OF MEDIASET THROUGH ACCELERATED BOOKBUILDING
PROCEDURE FOR ITALIAN AND INTERNATIONAL
INSTITUTIONAL INVESTORS**

Not for distribution in the United States, Australia, Canada and Japan

FININVEST SPA – WHICH HOLDS AT PRESENT DIRECTLY AND INDIRECTLY 50.99% OF THE ORDINARY CAPITAL OF MEDIASET SPA – HAS LAUNCHED TODAY THE PLACEMENT OF 197 MILLION ORDINARY SHARES OF MEDIASET, EQUAL TO AROUND 16.68% OF THE ORDINARY SHARE CAPITAL, ON THE STOCK MARKET TO ITALIAN AND INTERNATIONAL INSTITUTIONAL INVESTORS THROUGH AN ACCELERATED BOOKBUILDING (ABB).

ALL COMPETENT AUTHORITIES HAVE BEEN INFORMED OF THE TRANSACTION, WHICH HAS BEEN APPROVED BY THE BOARD OF DIRECTORS OF FININVEST.

THE SOLE BOOKRUNNER OF THE PLACEMENT IS JPMORGAN AND THE RESULTS THEREOF WILL BE PROMPTLY COMMUNICATED TO THE MARKET. FININVEST HAS AGREED TO A LOCKUP OF 180 DAYS.

THE FININVEST DECISION REINFORCES THE STRATEGIC DESIGN, INITIATED WITH THE LISTING OF MEDIASET, OF AN INCREASING ORIENTATION TOWARDS THE MARKET.

WITH THE PROCEEDS OF THIS TRANSACTION, FININVEST WILL BE IN A POSITION TO REPAY ALL EXISTING FINANCIAL DEBT AND WILL STILL COUNT ON SIGNIFICANT LIQUIDITY FOR POTENTIAL NEW INVESTMENTS. AT THE SAME TIME, BY RETAINING A PARTICIPATION, DIRECT AND INDIRECT, OF AROUND 34.3%, FININVEST WILL BE ABLE TO CONTINUE TO PROVIDE MEDIASET WITH STABILITY BOTH IN TERMS OF REFERENCE SHAREHOLDER AND MANAGERIAL CAPABILITIES.

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