

MFE- MEDIAFOREUROPE LAUNCHES BID TO INCREASE STAKE IN PROSIEBENSAT.1

**PIER SILVIO BERLUSCONI:
«IT IS TIME TO SWITCH GEAR, STRENGTHENING OUR ROLE
AS AN INDUSTRIAL PARTNER TO SUPPORT AND UPHOLD THE
COMPANY. »**

MFE-MEDIAFOREUROPE announces a voluntary Takeover Bid for ProSiebenSat.1 as it aims to increase its stake and strengthen its presence in the company, in order to actively contribute to the growth and development of the German broadcaster.

Statement by Pier Silvio Berlusconi, CEO of MFE-MEDIAFOREUROPE:

«It is time to switch gear. We believe that ProSiebenSat.1 needs a strong shareholder that can provide expertise and experience in the industry, making an active contribution to its growth journey. The intention to increase our shareholding and the resulting Takeover Bid is essential to be able to work concretely and constructively alongside ProSieben and to create value for all shareholders, before it is too late.

For decades, many large Italian companies have been taken over by foreign multinationals. MFE is one of the few cases in which an Italian company has courageously invested abroad – especially in a major market like Germany. And this challenge is made even more complex in a hyper-competitive sector like the media industry.

For years, many have been calling commercial television outdated, due to audience fragmentation, the growth of digital, and the inexorable rise of the web giants.

On the contrary, MFE is one of the few broadcasters in Europe that has genuinely created value. We have followed a well-defined and clear strategy: focusing on the core business, namely advertising sales through a national, warm and modern television product, also available on all other platforms. Over time we have created a unique cross-media communication system, ranging from the power of television to radio, from the web to digital billboards. A system that today has a higher reach in Italy than any competitor – including all global platforms. Many operators – convinced of the decline of television – have diversified by investing in other businesses, especially digital. And now they are in difficulty.

The next step is to work on extending the same strategy to Spain and, eventually, to Germany. The aim is to create a cross-media, cross-national pan-European group that naturally acts as an alternative to the digital giants and succeeds in the ambitious goal of being able to compete and grow.

Our guiding light is to create value for MFE and, specifically, for all ProSiebenSat.1 shareholders».

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MFE-MEDIAFOREUROPE is an international holding company that brings together Europe's leading commercial broadcasters.

MFE-MEDIAFOREUROPE is based in Amsterdam, in the Netherlands, and fiscal resident in Italy. It controls Mediaset S.p.A. and Grupo Audiovisual Mediaset España Comunicación SAU (both fiscal resident in their respective countries) and is the main shareholder of the German broadcaster ProSiebenSat.1.

MFE-MEDIAFOREUROPE is listed on the Milan Stock Exchange (Ticker: MFEA, MFEB) and on the Spanish Stock Exchanges (Ticker: MFEA).
