



vocento

1H17 RESULTS

26 July 2017

MAIN HIGHLIGHTS 1H17

REVENUES

- **Negative performance of advertising market** (1H17 -1.0%), but **Vocento brands increase share**
- **Advertising revenues** 1H17 fall **-2.5%**
- **Local advertising growth online and offline (1H17 +0.5%), but national advertising declines (-5.8%)** in 1H17

PROFITABILITY

- **Continued efficiency in costs:** comparable costs 1H17 -4.2%
- **Increase in margin on circulation** (variation 1H16-1H17 €+0.5m), **despite fall in revenues from circulation, -7.9%**
- Comparable **EBITDA** 1H17 **€20.6m down €-2.3m, -10.1%**. Impacted by deterioration of advertising market and cost of leasing ABC headquarters (€-1.0m)
- **EBITDA target maintained for the full year**

CASH GENERATION

- NFD improves to €59.4m (€-7.0m in the year), **NFD/comparable LTM EBITDA improves to 1.2x**
- **Positive ordinary cash flow of €14.0m**, more than offsetting compensation payments and other extraordinaries

STRATEGIC ACTIONS IMPLEMENTED IN 2017

- **Strategic alliance in content production** with the creation of IZEN Producciones Audiovisuales, S.L.
- **Diversification into gastronomy** with the acquisition of 100% of madridfusión for €6.5m

STRATEGIC ALLIANCE IN CONTENT

Corporate overview Zebra + Veralia



Potential benefits

- Integration into one major independent producer in Spain:
 - International strength (presence in the UK)
 - Joint project with a recognised leader in the sector (Globomedia, Zeppelin)
- Diversification of clients and formats
- Synergies in costs and in optimising margins on productions

Financial impact

- Equity-accounted consolidation from 3Q17
 - NFD reduced by €5.8m (€3.5m in 1H17) following deconsolidation and sale of headquarters
- 2016 proforma: revenues €16.7m and EBITDA €1.5m

BUSINESS DIVERSIFICATION: MADRIDFUSIÓN

Diversification in the gastronomic area

- Diversification into non-advertising revenues, in high growth projects related to VOC brands, reinvesting funds from non-productive assets (real estate)
- Since 2003, Foro de Debate, S.L. has organised madridfusión (“MF”), a leading international food, drink and gastronomy fair
- MF and Gastronomika, part of VOC, are two of the largest food fairs in Europe
- High potential for synergies



SAN SEBASTIAN
GASTRONOMIKA



Integration synergies

- Capacity to promote events in Madrid
- Potential for increased monetization of MF events
- Potential for international operations/replicas
- Development of related businesses (fairs, etc...)
- Connection with VOC activities:
 - Around 30 gastronomical events, 20 editorial features, including specialised guides and newspaper supplements

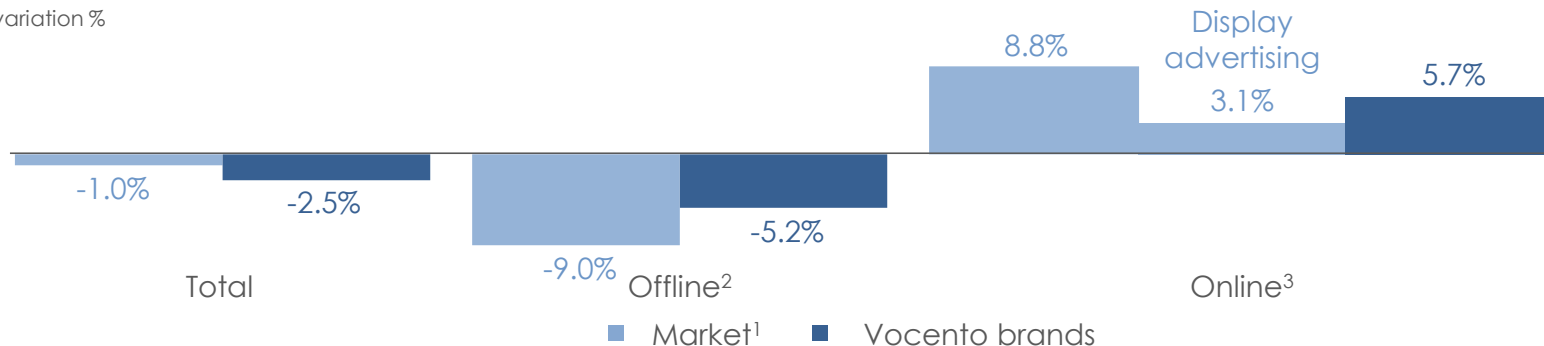
Financial impact

- Agreed price €6.5m for 100% of Foro de Debate, S.L.
- Transaction carried out in July 2017
- Current business 2016: revenues €2.6m, EBITDA €0.5m, net profit €0.4m and net cash €0.6m
- EV/EBITDA 2016 multiple of 11x, but 6x based on Base Case 3-year synergies

ADVERTISING: STABILITY AT VOCENTO LOCAL

VOCENTO improves market share online and offline

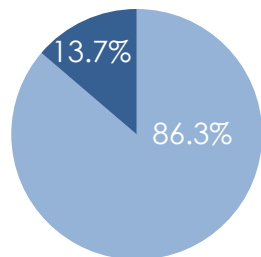
YoY variation %



Local advertising outperforms national at VOCENTO 1H17

Composition of advertising revenue⁴ % and €m

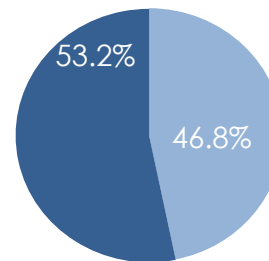
Local €43.1m (54.9% of total)



Growth 1H17 +0.5%

Offline -1.4%
Online +14.2%

National €35.4m (45.1% of total)



Decrease 1H17 -5.8%
Online +2.4%

■ Offline ■ Online

Note 1: market source i2p (online includes display advertising, not social networks). Note 2: Regional Press and ABC. Note 3: Vocento brands, Local Portals, ABC.es and Classifieds. Note 4: excluding Audiovisual, sales partners and eliminations.

DIGITAL: REVENUE GROWTH

New digital initiatives make positive contribution to revenues and EBITDA

Local Digital Kit steady roll-out: c.600 clients after launch in 1H17
Implemented across Spain

LOCAL DIGITAL KIT
EL CORREO on+

Oferplan
EL DIARIO VASCO on+

guapabox

K+ KIOSKO MAS
EL DIARIO on+
MONTAÑES

Other digital revenues and e-commerce up +3.0% in 1H17

Increased weight of digital advertising + e-commerce

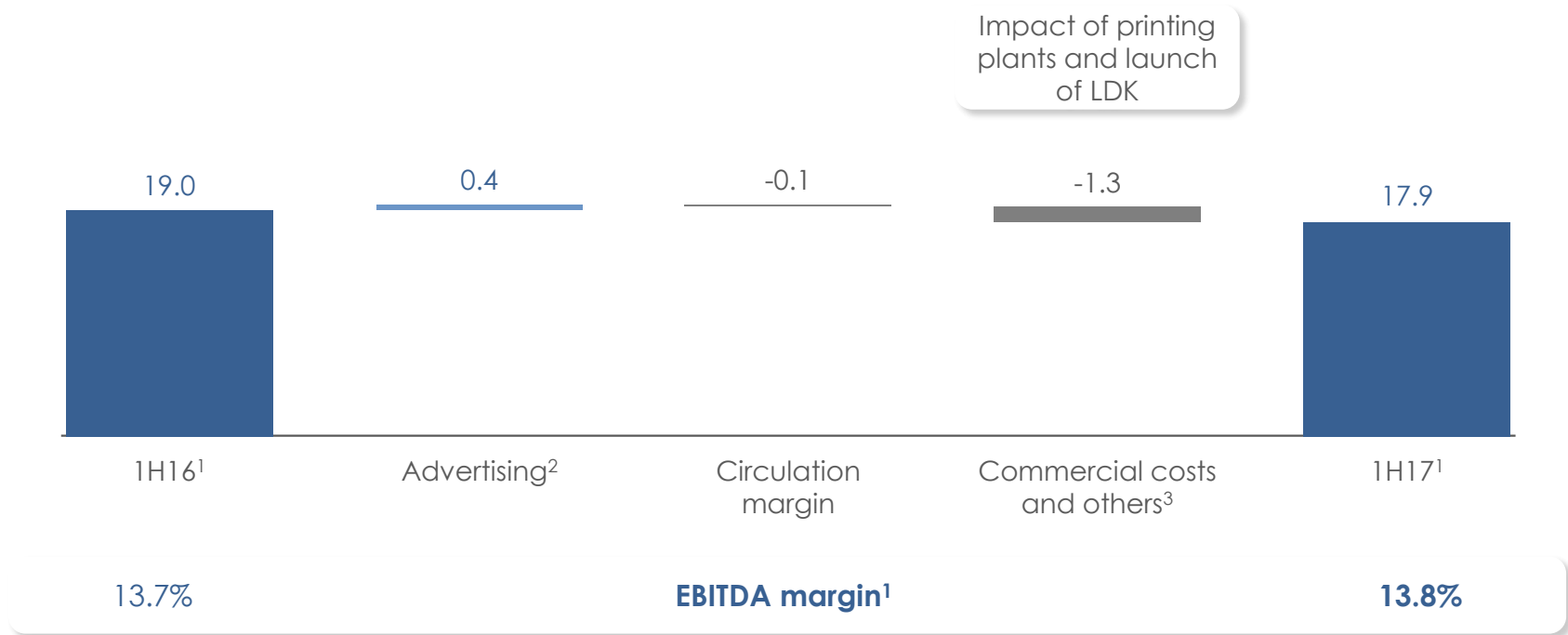
Composition of digital advertising revenues + e-commerce %



REGIONAL: PROFITABILITY MAINTAINED

Performance of comparable EBITDA at Regional, 1H16-1H17

Variation 1H16 vs 1H17 except comparable EBITDA €m and comparable EBITDA margin%

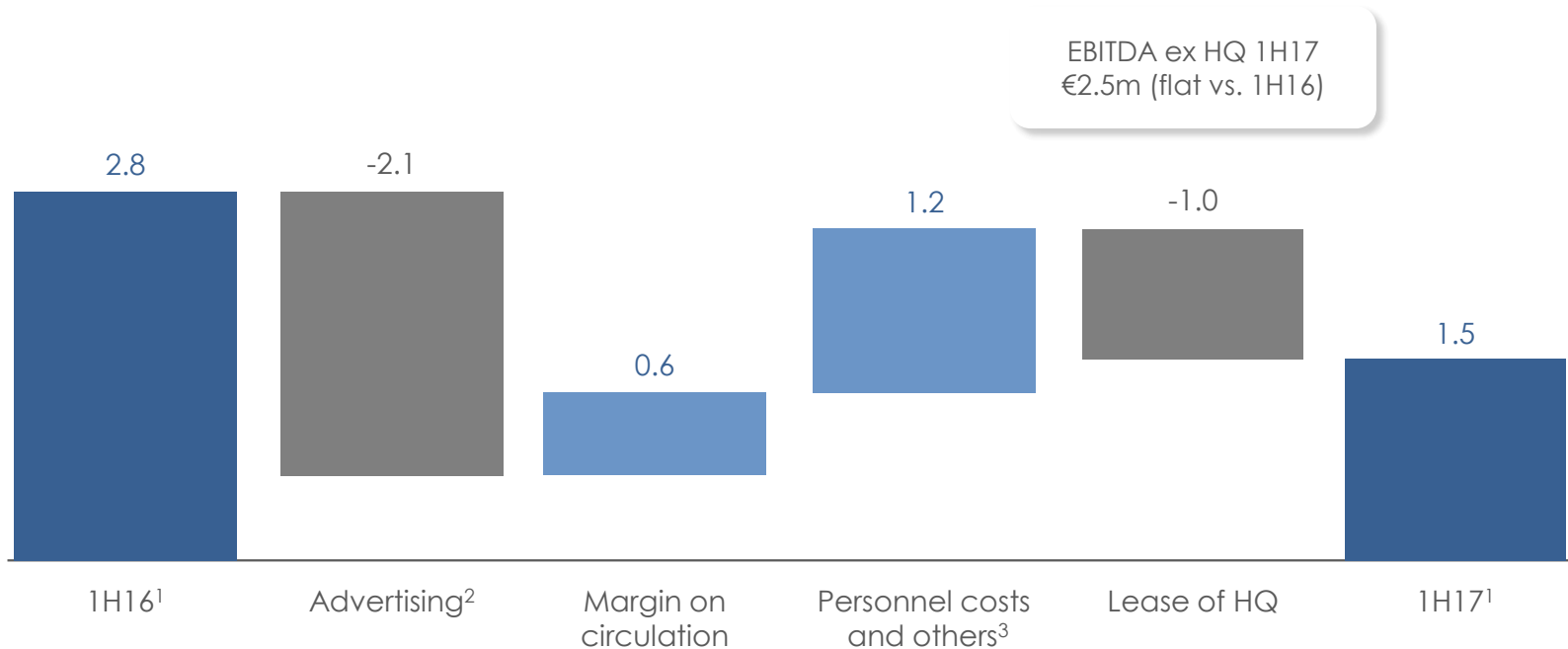


Note 1: excluding adjustment measures and other one-offs 1H16 €-4.1m and 1H17 €-5.1m. Note 2: print and digital. Note 3: others include costs of launching LDK, personnel expenses, margin at printing plants and other fixed costs.

ABC: NEW LEASE IMPACTS EBITDA

Performance of comparable EBITDA at ABC 1H16-1H17

Variation 1H16 vs 1H17 except comparable EBITDA €m

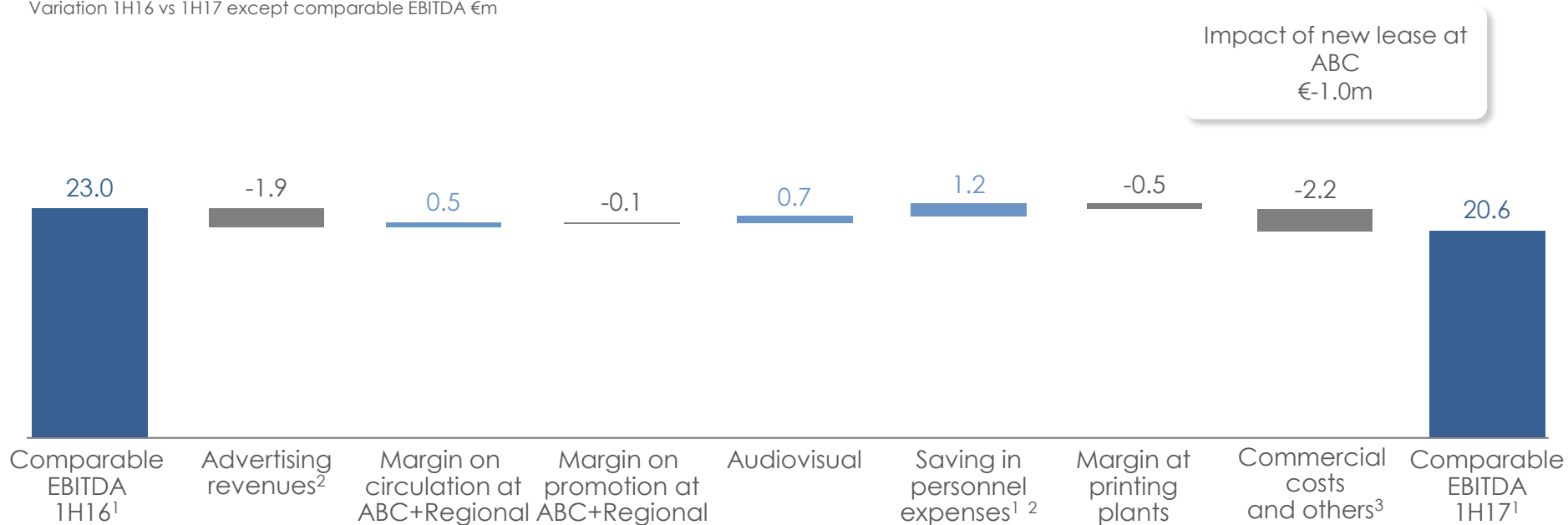


Note 1: excluding adjustment measures and other one-offs 1H16 €-2.6m and 1H17 €-4.0m. Note 2: print and digital. Note 3: others include personnel expenses, margin at printing plants, commercial costs and other fixed costs.

VOC: FALL IN ADVERTISING IMPACTS EBITDA

Performance of comparable EBITDA at VOCENTO

Variation 1H16 vs 1H17 except comparable EBITDA €m

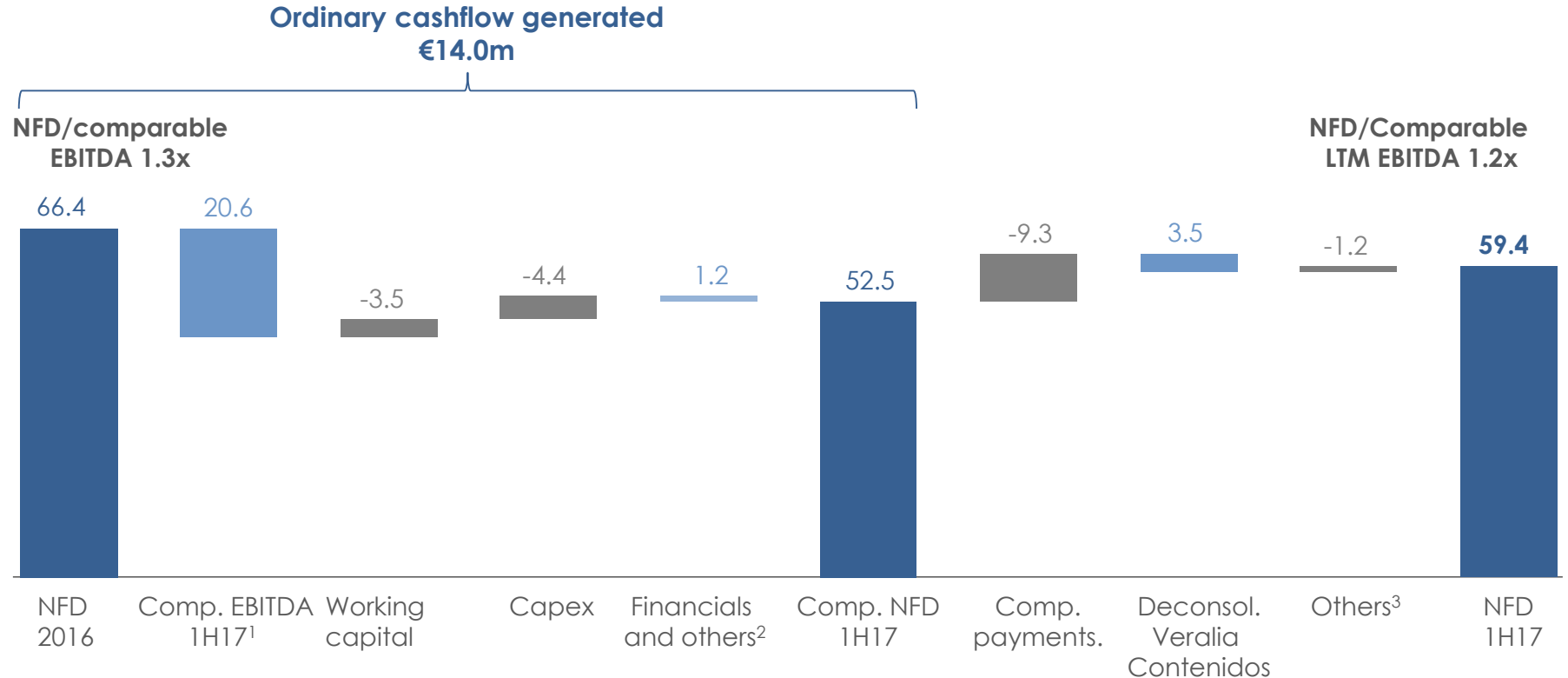


Note 1: excluding personnel adjustment measures and one-offs 1H16 €-9.9m and 1H17 €-11.1m . Note 2: variation ex. Audiovisual and printing plants. Note 3: commercial costs and others, including new lease on ABC headquarters.

REDUCTION IN FINANCIAL DEBT DESPITE EXTRAORDINARY PAYMENTS

Change to net financial debt at VOCENTO

€m



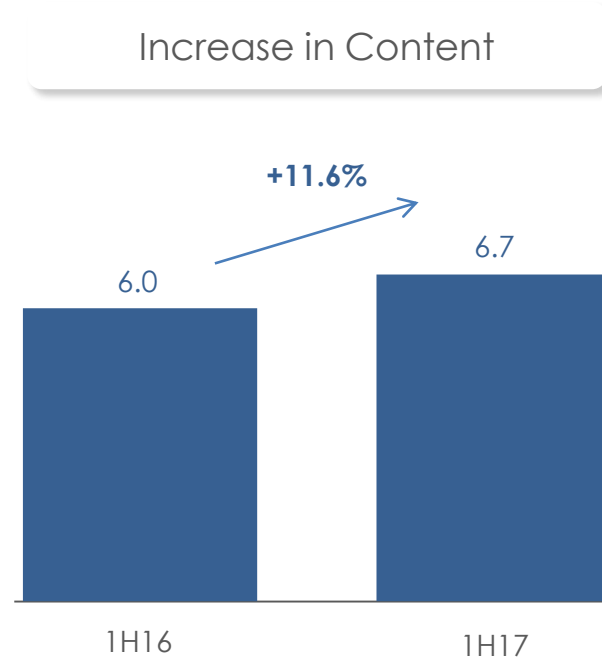
Note 1: excluding personnel adjustment measures and one-offs 1H17 €-11.1m. Note 2: including anticipated revenues, net financial expenses, dividends to minority interest and others. Note 3: including payment related to Las Provincias and taxes on sale of ABC building.

APPENDICES

AUDIOVISUAL: INCREASE IN PROFITABILITY

Performance of comparable EBITDA at Audiovisual

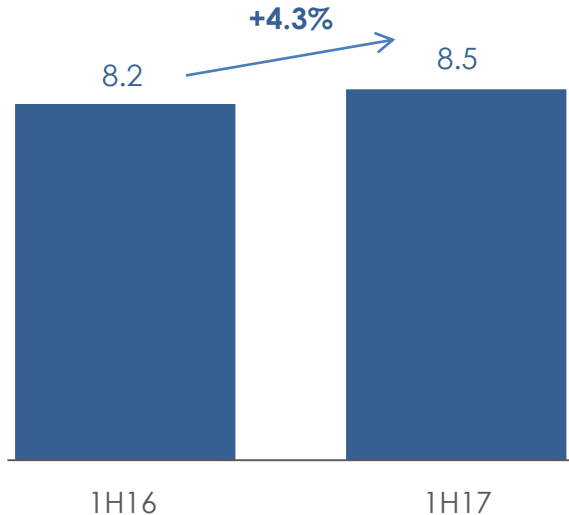
€m and variation %



PROFITABLE GROWTH AT CLASSIFIEDS

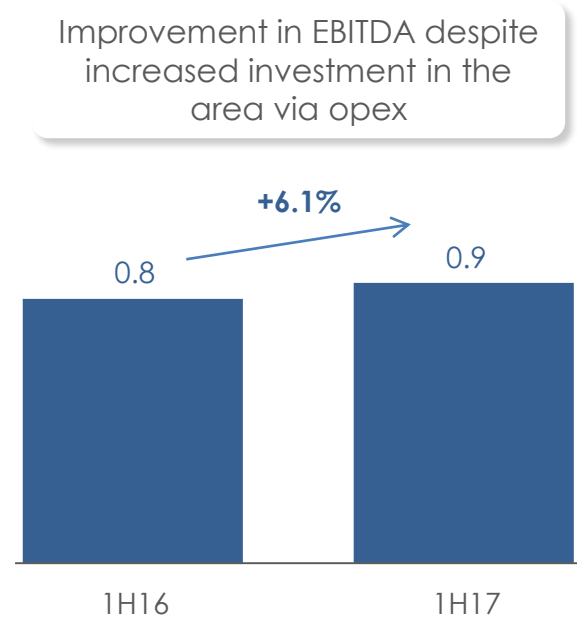
Performance of advertising 1H16-1H17

€m and variation %



Performance of comparable EBITDA 1H16-1H17

€m and variation %



CONSOLIDATED P&L

IFRS
€m

	1H17	1H16	Var%
Total revenue	213.3	224.1	-4.8%
Operating Expenses ex non recurring costs ¹	-192.7	-201.2	4.2%
Comparable EBITDA¹	20.6	23.0	-10.1%
Personnel adjustment measures and one-offs	-11.1	-9.9	-11.8%
EBITDA	9.6	13.1	-26.7%
EBIT	-2.6	3.7	n.r.
Net financial income	-2.6	-3.3	22.5%
Corporation tax	3.6	-1.0	n.r.
Net profit attributable to the parent	-2.4	-4.0	39.7%

Note 1: excluding amortization, personnel adjustment measures and one-offs 1H16 €-9.9m and 1H17 €-11.1m.

CONSOLIDATED BALANCE SHEET

IFRS €m	1H17	2016
Non Current Assets	352.3	363.8
Current Assets	126.5	134.9
Assets held for sale	0.2	0.2
Total assets	479.0	498.9
Total equity	253.2	255.1
Financial debt	82.9	86.1
Non current liabilities	47.1	53.6
Current liabilities	95.8	104.1
Total equity and liabilities	479.0	498.9
Net financial debt	59.4	66.4

VARIATION IN NET FINANCIAL DEBT 1H17

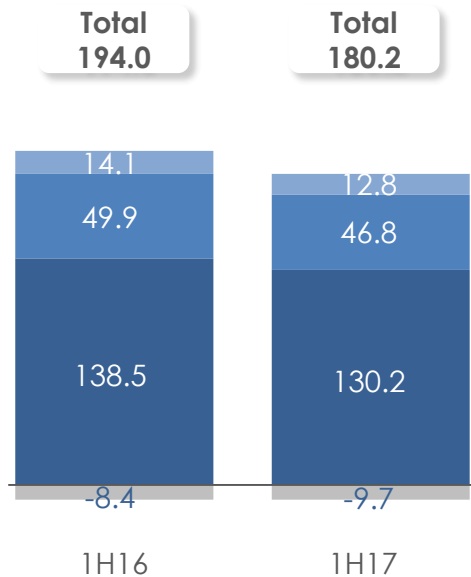
NIIF €m	1H17	1H16
Comparable EBITDA	20.6	23.0
Variation in working capital	-3.5	-7.3
Capex	-4.4	-3.7
Other items ¹	5.8	3.1
Cash flow from operating activities	18.6	15.2
Interests received	0.1	0.1
Interests and dividends paid ²	-4.8	-5.8
Total ordinary cash flow	14.0	9.5
Payments for personnel adjustment measures	-9.3	-9.7
Other non-recurring items with an impact on cash flow ³	2.3	-2.6
Change to NFD	7.0	-2.8
Net Financial Debt	59.4	111.6

Note 1: including advance revenues, taxes paid on capital gains, withholding of interest payments and others. Note 2: dividends to subsidiaries with minority interest and interest payments. Note 3: including in 1H17 among other items the impact of the deconsolidation of Veralia Contenidos, taxes derived from the sale of the ABC building and the exercise of a put option at Las Provincias.

REVENUES BY BUSINESS AREA

Newspapers

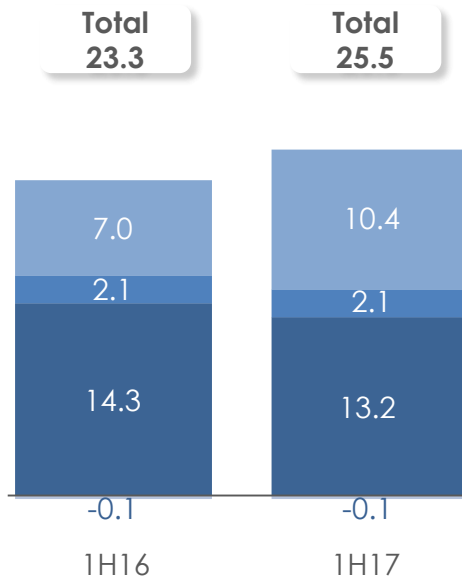
€m



■ Regional ■ ABC ■ Sup. & Mag ■ Elimin.

Audiovisual

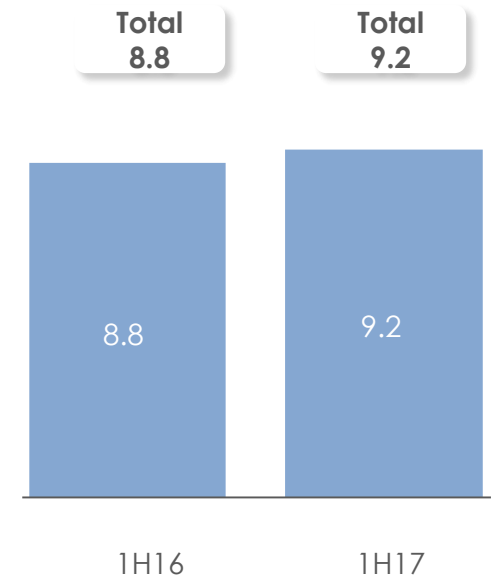
€m



■ DTT ■ Radio ■ Content ■ Elimin.

Classifieds

€m

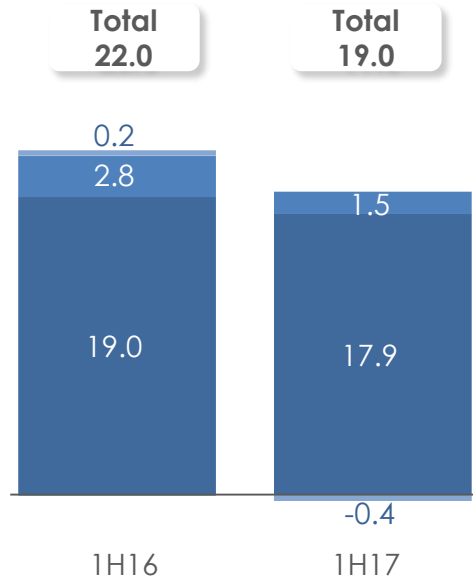


■ Classifieds

COMPARABLE EBITDA¹ BY BUSINESS

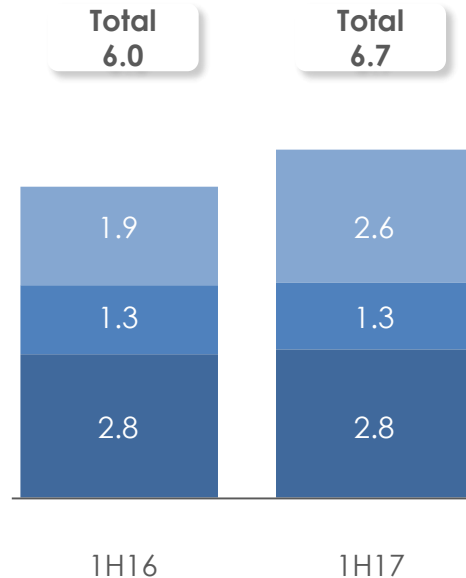
Newspapers

€m



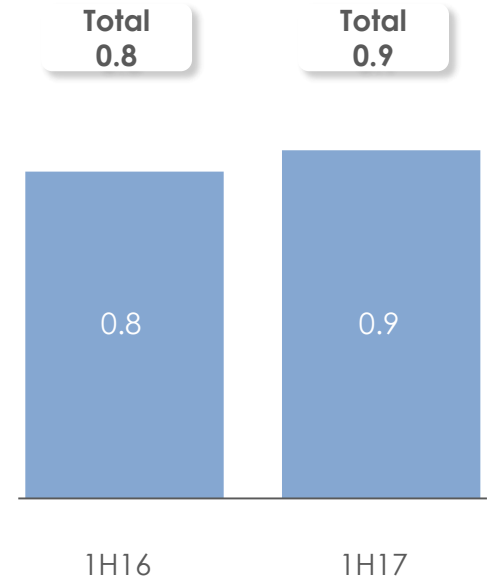
Audiovisual

€m



Classifieds

€m



■ Regional ■ ABC ■ Supp. & Mags

■ DTT ■ Radio ■ Content

■ Classifieds

Note 1: excluding personnel adjustment measures newspapers 1H16 €-6.7m and 1H17 €-9.5m, Audiovisual 1H17 €-0.2m and 1H17 €0.0m and Classifieds 1H16 €-0.1m 1H17 €0.0m

ALTERNATIVE PERFORMANCE MEASURES (APMs)

The definitions and calculation of Alternative Performance Measures (APM) have not changed since the publication of the results for 1Q17

The 1H17 results report includes, as well as the definitions and calculation methods for the APMS, the new calculations made for the first half of 2017

DISCLAIMER

This document contains forward-looking statements regarding intention, expectations or estimates of the Company or its management at the date of issue thereof, relating to various aspects, including the growth of various lines of business and the business overall, the market share, the results of the Company and other aspects of the activity and status thereof.

Analysts and investors should bear in mind that such estimates do not amount to any warranty as to the future behaviour or results of the Company, and they shall bear all risks and uncertainties with regard to relevant aspects, and thus, the real future results and behaviour of the Company might be substantially different from what is stated in the said predictions or estimates.

The statements in this statement should be taken into account by any persons or entities who may have to make decisions or prepare or disseminate opinions on securities issued by the Company and, in particular, by the analysts who handle this document. All are invited to consult

the documentation and information published or registered by the Company before the National Securities Market Commission.

The financial information contained in this document has been prepared under International Financial Reporting Standards (IFRS). This financial information is unaudited and, therefore, is subject to potential future modifications.

This document is only provided for information purposes and does not constitute, nor may it be interpreted as, an offer to sell or exchange or acquire, or solicitation for offers to purchase or accept any kind of compromise.

Certain numerical figures included in this document have been rounded. Therefore, discrepancies in tables and graphs between totals and the sums of the amounts listed may occur due to such rounding.

Translation of a report originally issued in Spanish. In the event of a discrepancy, the Spanish-language version prevails

ABC

EL CORREO

EL DIARIO VASCO

EL DIARIO
MONTAÑÉS

LA VERDAD

IDEAL

HOY

SUR

LA RIOJA

El Norte de Castilla

EL COMERCIO

LAS PROVINCIAS

LA VOZ
DE CÁDIZ

Colpisa

XI Semanal

mujerhoy

INVERSIÓN
finanzas.com

CORAZÓN
C7N

CODIGO

Infoempleo

AVANZA
ENTUCARRERA.COM

Autocasión

Oferplan

pisos.com

guapabox

eslang.

cmvocento

K+
KIOSKO
Y MAS

COPE
con la fuerza de ABC

NET TV

veralia

Investor Relations and Shareholders

C/ Pintor Losada, 7. 48007 Bilbao (Bizkaia)
Tel.: 902 404 073 | e-mail: ir@vocento.com