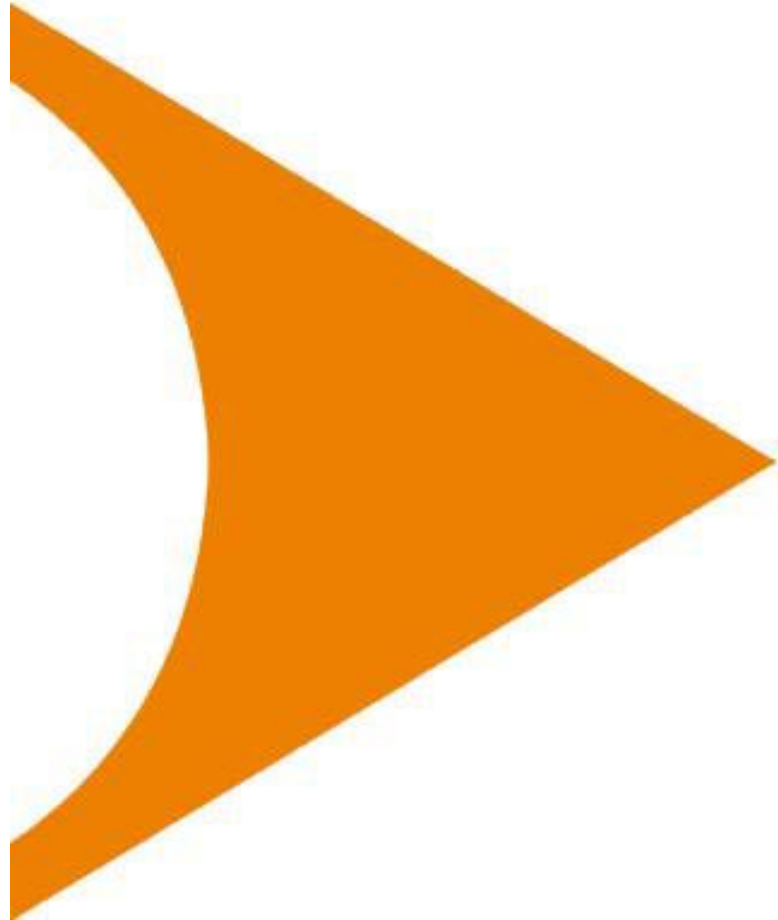


Antena 3 Group



Financials

Antonio Manso



Highlights



- **Increasing revenue growth:**
 - ✓ TV market still very strong with Antena 3 gaining audience share
 - ✓ Radio business outperforming market growth
- **Increasing competitive position:**
 - ✓ Consolidating audience and market share
 - ✓ Betting for the most profitable audience
- **In first nine months, Antena 3 is close to the full year initial estimates**
- **Already focused on core business: TV, Radio and Cinema**

Antena 3 Group

Financials



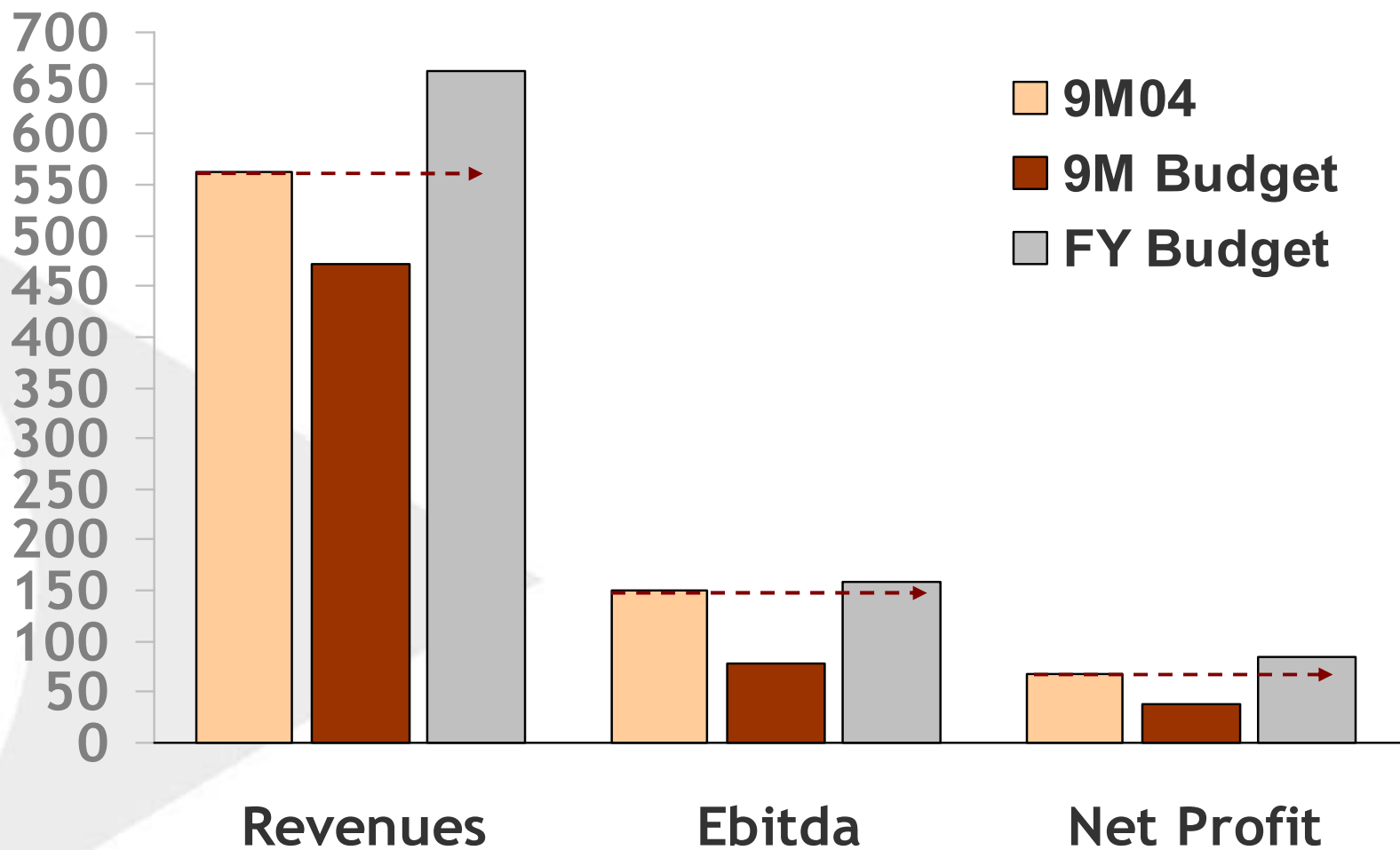
€ mill	9M04	9M03	<u>YoY</u>
Net Revenues	563.3	458.9	22.8%
EBITDA	149.2	50.6	195%
<i>EBITDA margin</i>	26.5%	11.0%	
Net profit	67.2	-105.2	n/r
<i>Net Profit margin</i>	11.9%	-22.9%	

➔ Financial position turned from €94.4 mill Net Debt in December 03 to €13.9 mill Net Cash in September 04



Antena 3 Group

Nine months vs Reported Budget



Source: Antena 3



Antena 3 Group

Cost Structure

	9M04	9M03	
Programs	182.9	171.4	<ul style="list-style-type: none">▪ Huge advertising market▪ Opportunity to invest in profitable audience share
Personnel	96.4	110.6	
Author rights	21.2	13.5	
Other	113.6	112.8	<ul style="list-style-type: none">▪ Growing with sales▪ Increased tariffs

- Reduced staff in Radio and TV
- Non profitable businesses closed



Television

Financials

€ mill	9M04	9M03	<u>YoY</u>
Net Revenues	480.2	370.2	29.7%
EBITDA	146.3	59.7	145.3%
<i>EBITDA margin</i>	30.5%	16.1%	
Net profit	65.5	-106.4	n/r
<i>Net Profit margin</i>	13.6%	-28.7%	



Television

Advertising sales outperforming market growth

€ mill

9M04

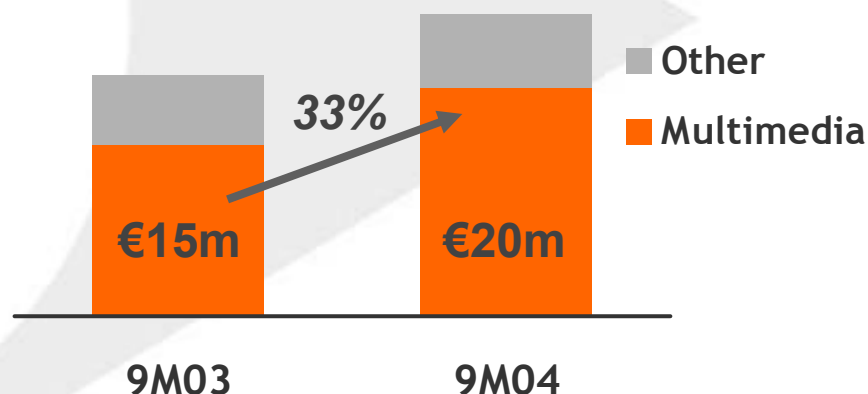
9M03

YoY

Gross advertising sales	480.3	379.1	26,7%
Discounts	-26.7	-30.1	-11,3%
Net advertising sales	453.6	349.1	29,9%
Other net revenues	26.6	21.2	25,6%
Total Net Revenues	480.2	370.2	29,7%

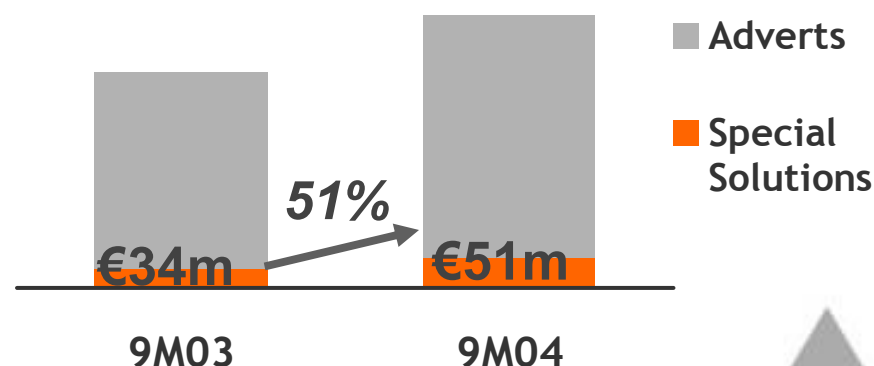
➔ Advertising revenues grew 8.5 points ahead of market growth

Other Net Revenues



Source: Antena 3

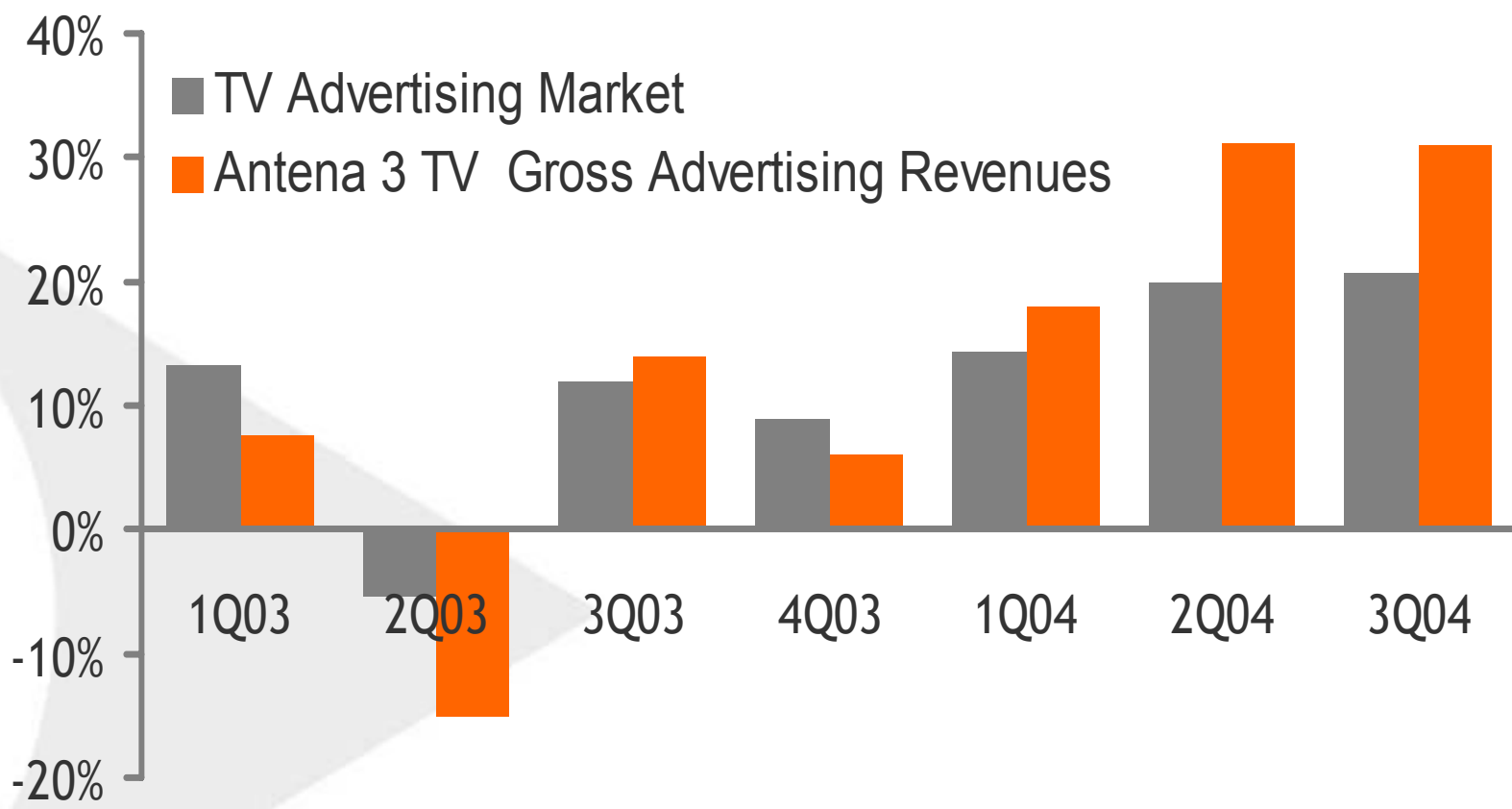
Gross Advertising Sales





Television

TV Advertising market trend vs Antena 3 growth



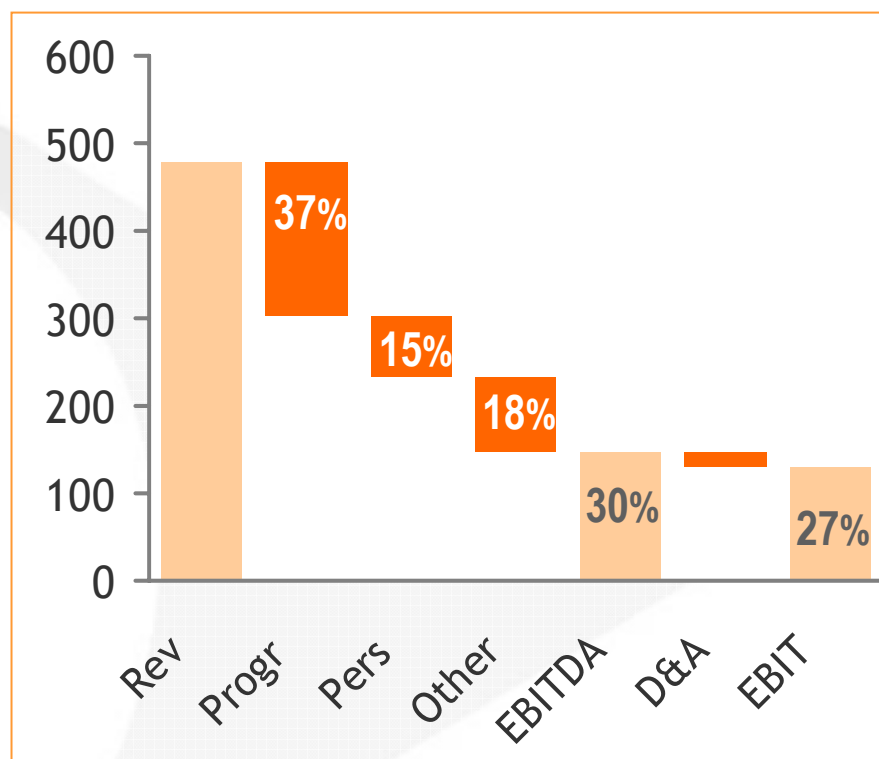
Source: Antena 3



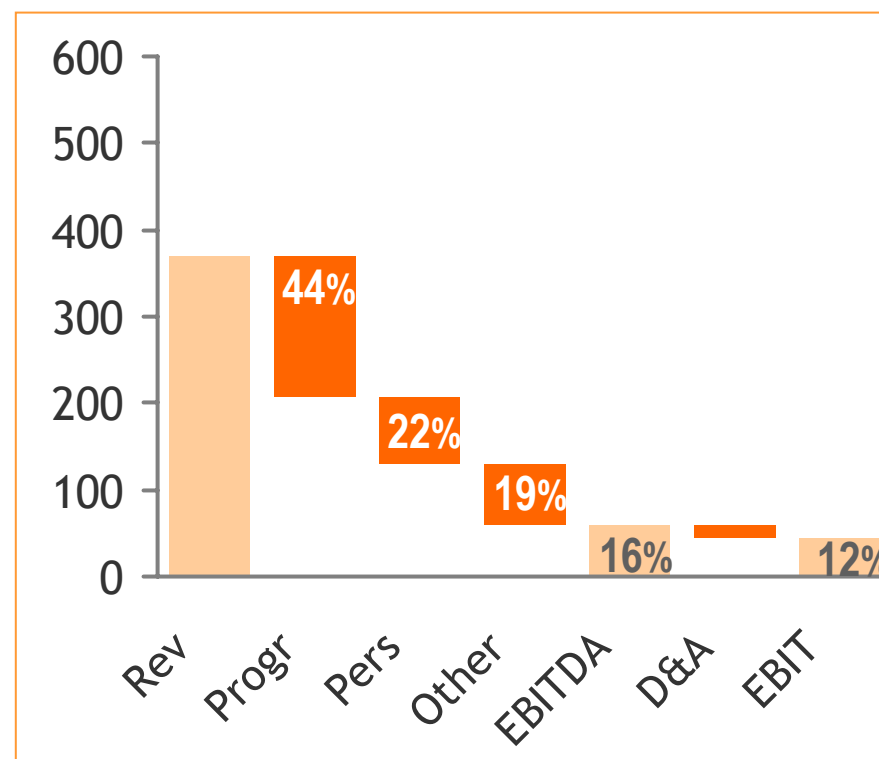
Television

TV Top Line Growth is fully flowing to EBIT

9M04



9M03



(* Including non cash provisions)

Source: Antena 3



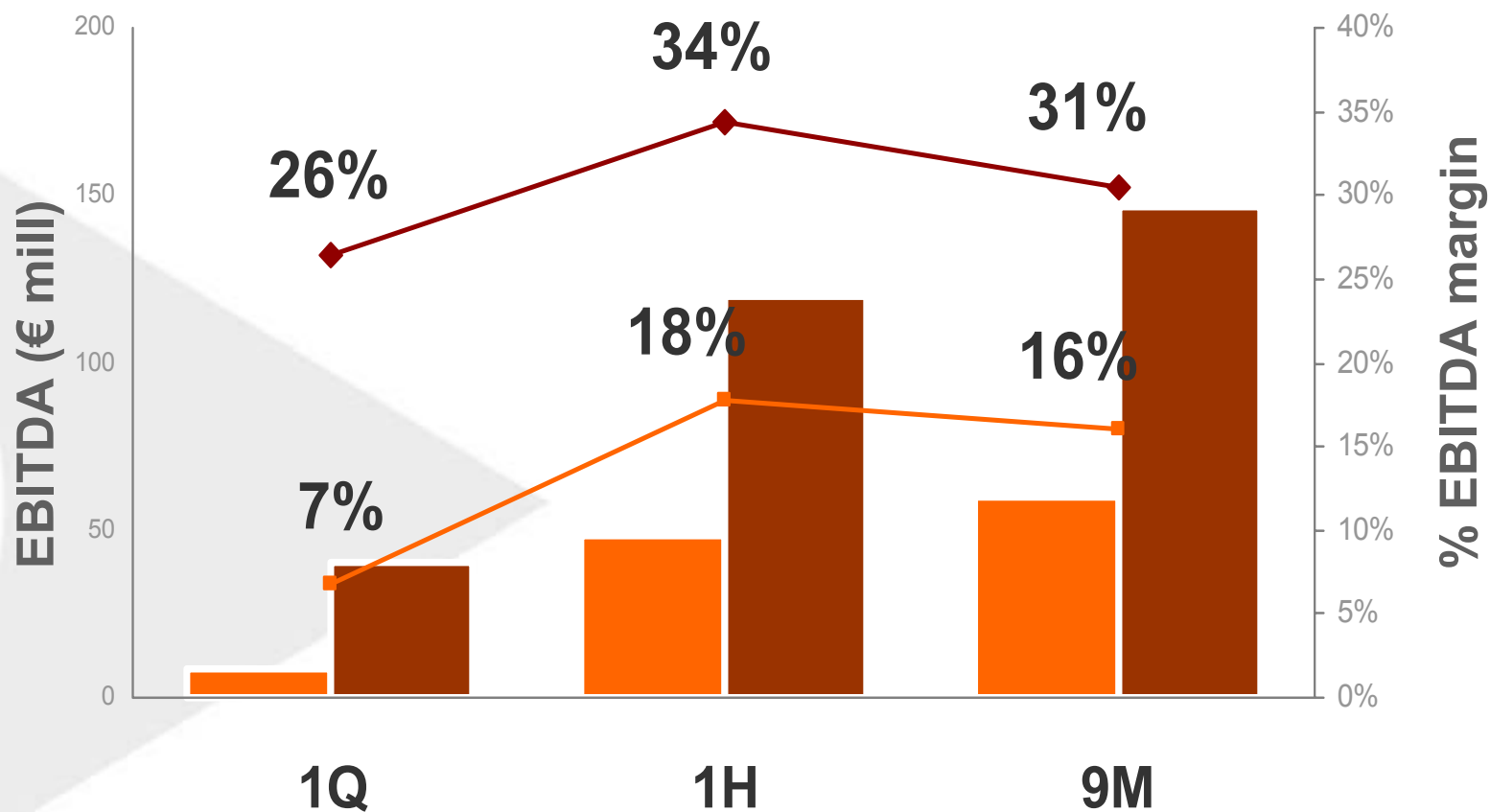


Television

EBITDA evolution

➔ Increase in audience and market shares reflected in EBITDA margin expansion

9M '03
9M '04



Radio

Financials



€ mill	9M04	9M03	<u>YoY</u>
Gross Ad Sales	69.1	62.7	10.1%
Net Revenues	63.6	56.7	12.2%
EBITDA	7.0	-3.4	<i>n/r</i>
<i>EBITDA margin</i>	<i>11.1%</i>	<i>-5.9%</i>	
Net profit	0.7	-26.1	<i>n/r</i>
<i>Net Profit margin</i>	<i>1.1%</i>	<i>-46%</i>	

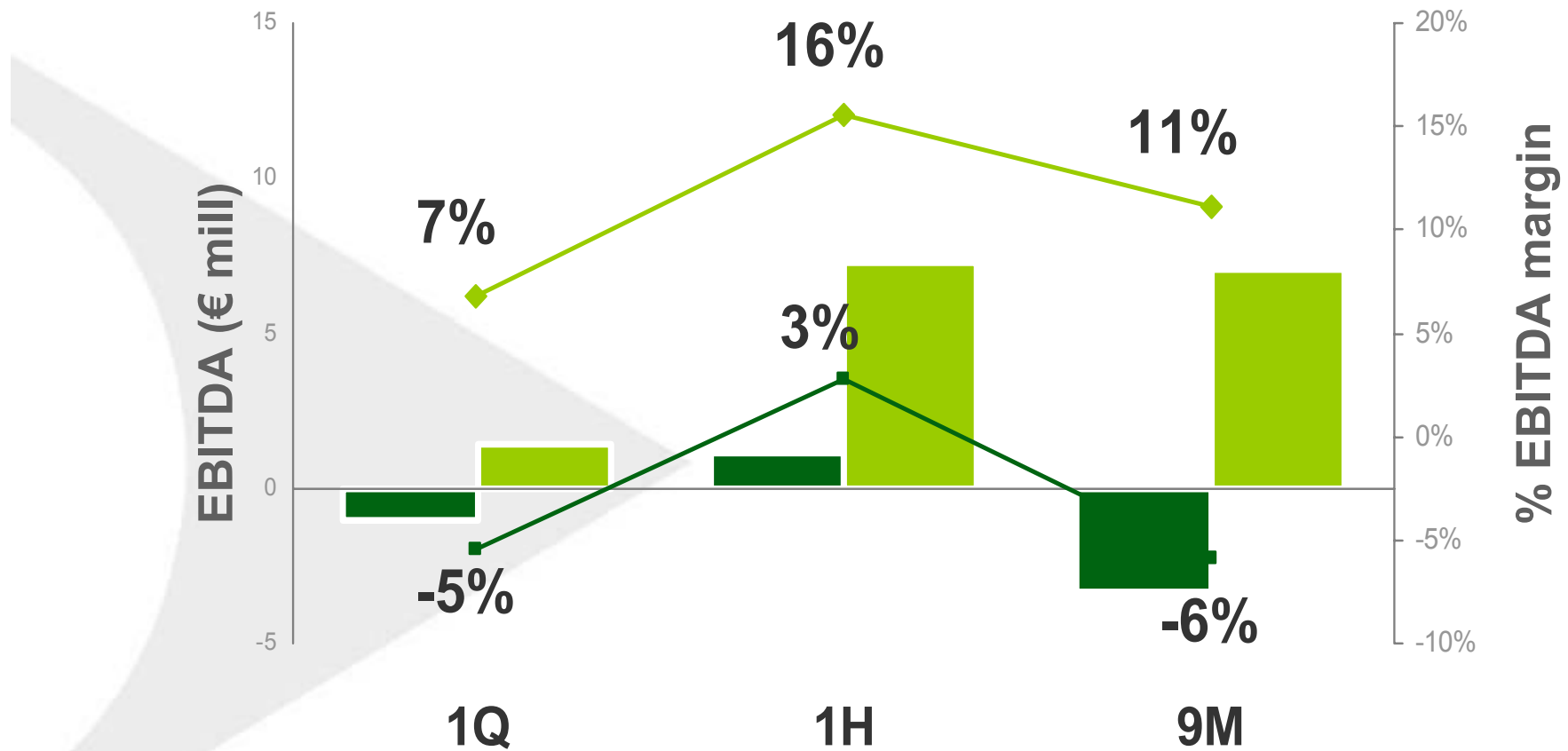
ONDA CERO

EBITDA evolution



➔ EBITDA Margin expansion reflects the successful restructuring process

■ 9M '03
■ 9M '04





Other subsidiaries contribution

Financials

€ mill	9M04	9M03	<u>YoY</u>
Net Revenues	23.3	33.7	-30.8%
EBITDA	-5.7	-5.7	1.2%
<i>EBITDA margin</i>	<i>-24.4%</i>	<i>-17.1%</i>	
Net profit	-6.1	-5.7	<i>n/r</i>
<i>Net Profit margin</i>	<i>-26.4%</i>	<i>-17.0%</i>	

Source: Antena 3

Contribution to consolidated group

Mainly Includes Movierecord, Antena 3 Producciones, Guadiana Producciones, Ensueño Films and Antena 3 Editorial



Cash Flow statement

€ mill	9M04
Net Profit	67,2
Taxes	40,9
Non cash extraordinary results	6,9
Depreciation and Amortization	19,3
Goodwill amortization	7,9
Cash Flow Generated	142,2
Working Capital variation	20,7
Tax adjustments	(40,9)
Non cash extraordinary variations	(6,9)
Adjusted Working Capital variation	(27,1)
Capex	(5,5)
Operating Cash Flow	109,6
Other creditors	6,1
Non liquid cash equivalents	(6,9)
Other adjustments	(0,5)
Dividends	0,0
Cash Variation	108,4
Initial net cash/(debt)	(94,4)
Net cash/(debt) at period end	13,9



Conclusions

- Outstanding market performance places the right moment to invest in programming
- Flexible cost structure adaptable to business cycles
- Radio being successfully restructured results in higher than expected operating margins
- Successful cross-selling strategy between Radio and TV demonstrates Antena 3 knowledge of advertising market