



PRESS RELEASE

PUBLITALIA: +6.1% INCREASE IN MEDIASET'S CONSOLIDATED REVENUES IN THE FIRST QUARTER OF 2021

A meeting was held today of the Board of Directors of Publitalia '80, the Italian advertising arm of the Mediaset Group.

Among the items on the agenda, the Board examined the company's advertising sales performance in the first quarter of 2021.

Between January and March, the consolidated advertising revenues of Mediaset, generated by all of the group's sales companies, rose by +6.1%, compared with the same period of 2020.

For Publitalia '80, this is the third consecutive quarter in which sales have grown, despite a market that continues to be heavily conditioned by the health emergency.

Cologno Monzese, 26 April 2021

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