
PRESS RELEASE

MEDIASET S.P.A.: MEDIUM-LONG TERM LOYALTY AND INCENTIVE PLAN

The Board of Directors of Mediaset, after a meeting today with the Remuneration Committee, identified the participants in the company's Medium-Long Term Loyalty and Incentive Plan for the years 2021-2023 approved by a resolution of the Shareholders during the AGM of 23 June 2021. The Board has attributed to the same participants the rights due for the year 2021, basing the quantity on criteria established by the regulations governing the Plan approved by the Board of Directors at its meeting held on 27 July 2021.

Information regarding the participants and the number of rights attributed to each can be found in the table attached which has been prepared in compliance with Outline 1, Profile n. 7 of Annex 3A of the Issuers' Regulations.

The Plan's terms and Conditions, established also with the aim of retaining the loyalty of human resources with a significant role in the attainment of the Group's strategic results, as well as the characteristics of the attributed rights, are outlined in the information document available to the public at the company's headquarters, on the company's web site (<https://corporate.mediaset.it>) and on the authorised storage mechanism eMarket Storage (www.emarketstorage.it) on 21 May 2021 pursuant to Art. 84-*bis* para. 1 of the Issuers' Regulation, and subsequently modified on 27 July 2018 pursuant to Art 84-*bis* para. 5 of the Issuers' Regulation.

Annex: Table n. 1, Outline n. 7 of Annex 3A of the Issuers' Regulations

Cologno Monzese, 14 September 2021

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Name and surname or category	Position (to be stated only for named subjects)	OUTLINE 1						
		<i>Financial instruments other than stock options</i>						
		Section 2 Newly allocated instruments based on the decision of the competent body for the implementation of the Shareholders' Resolution						
		Date of the relative Shareholders' Resolution	Type of financial instrument	Number allocated	Date of allocation	Eventual acquisition price	Market price on date of allocation	Vesting period
Pier Silvio Berlusconi	Deputy Chairman and Chief Executive Officer	23/06/2021	Rights for the free assignment of Mediaset shares	189.000	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023
Marco Giordani	Director Executive	23/06/2021	Rights for the free assignment of Mediaset shares	151.200	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023
Gina Nieri	Director Executive	23/06/2021	Rights for the free assignment of Mediaset shares	113.400	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023

Stefano Sala	Director Executive	23/06/2021	Rights for the free assignment of Mediaset shares	340.200	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023
Niccolo' Querci	Director Executive	23/06/2021	Rights for the free assignment of Mediaset shares	61.426	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023
Staff	Executive	23/06/2021	Rights for the free assignment of Mediaset shares	1.006.426	cpr 14/09/2021 cda/oc 14/09/2021	N/A	2,6455	From 14/09/2021 to 30/09/2023
