

vocento

**Corporate
presentation**

2024

Vocento is the leading multimedia company in Spain

NEWSPAPERS (offline and online)

REGIONALS

- El Correo
- La Verdad
- El Diario Vasco
- El Norte de Castilla
- El Diario Montañés
- Ideal
- Sur
- Las Provincias

- El Comercio
- Hoy
- La Rioja
- Regional printing plants
- Regional distr. (Beralán)
- News agency (Colpisa)
- Regional sales companies
- Other regional companies (Donosti Cup, Innevento, Araba Ascentium...)

ABC

- ABC
- National printing plant

SPORTS

- Relevo

SUPPLEMENTS

- XLSemanal
- MujerHoy
- WomenNow
- Turium
- Welife

AUDIOVISUAL

- Analog radio licenses
- Digital radio licenses
- Local DTT

CLASSIFIEDS

- Pisos.com
- Sumauto
- Premium Leads
- Contact Center Interactiva

DIGITAL SERVICES

- Local Digital Kit

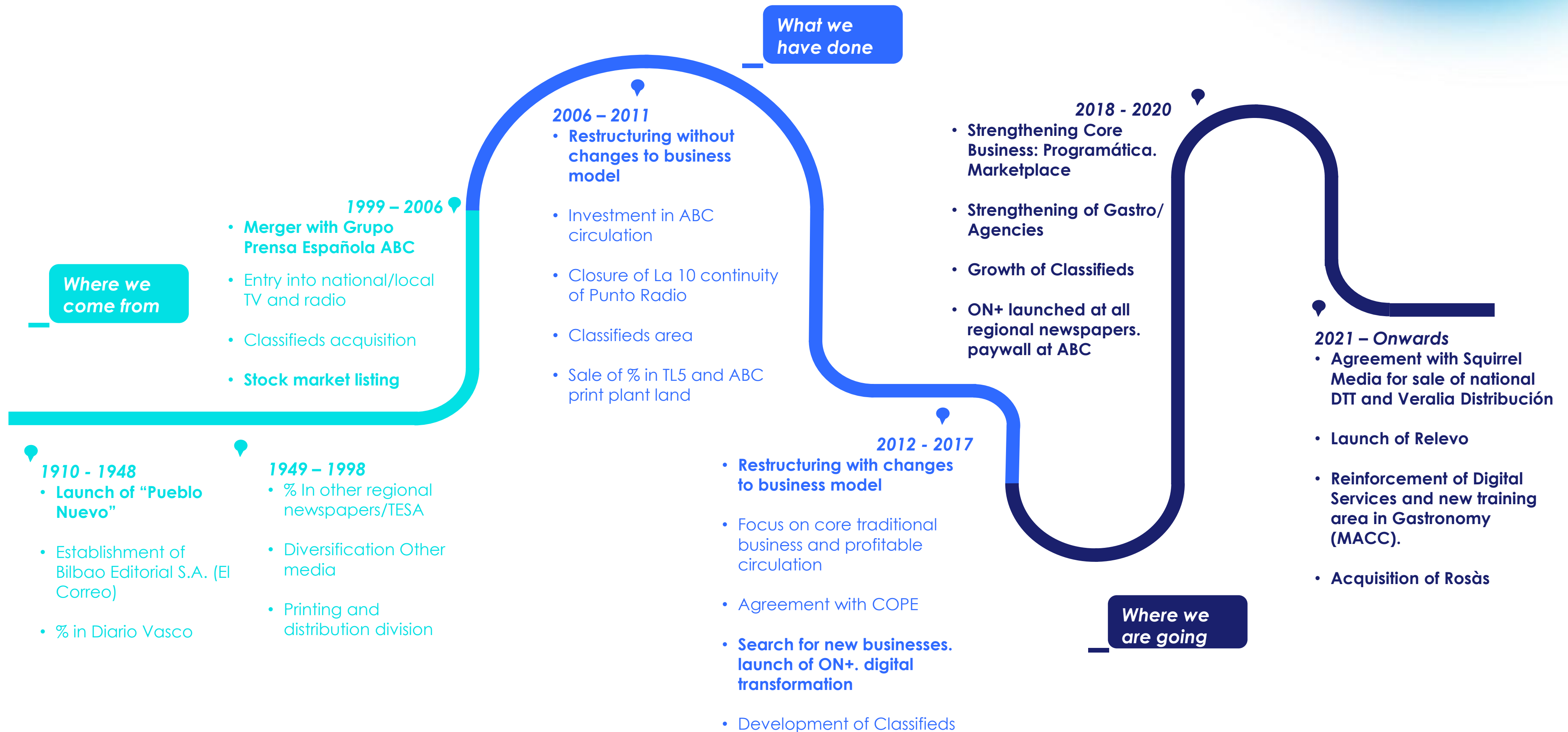
GASTRONOMY

- Madrid Fusión
- San Sebastián Gastronomika
- Vertical fóruns
- 7Caníbales
- Mateo & Co
- GRS
- MACC

AGENCIES

- Tango
- Pro Agency
- &Rosàs Agency
- Yellow Brick Road
- Antropico
- Melé
- Shows on Demand

Our history



Origin of Vocento



Our journalistic brands

1

Nacional
newspaper

1

Sport

11

Regional
newspapers

2

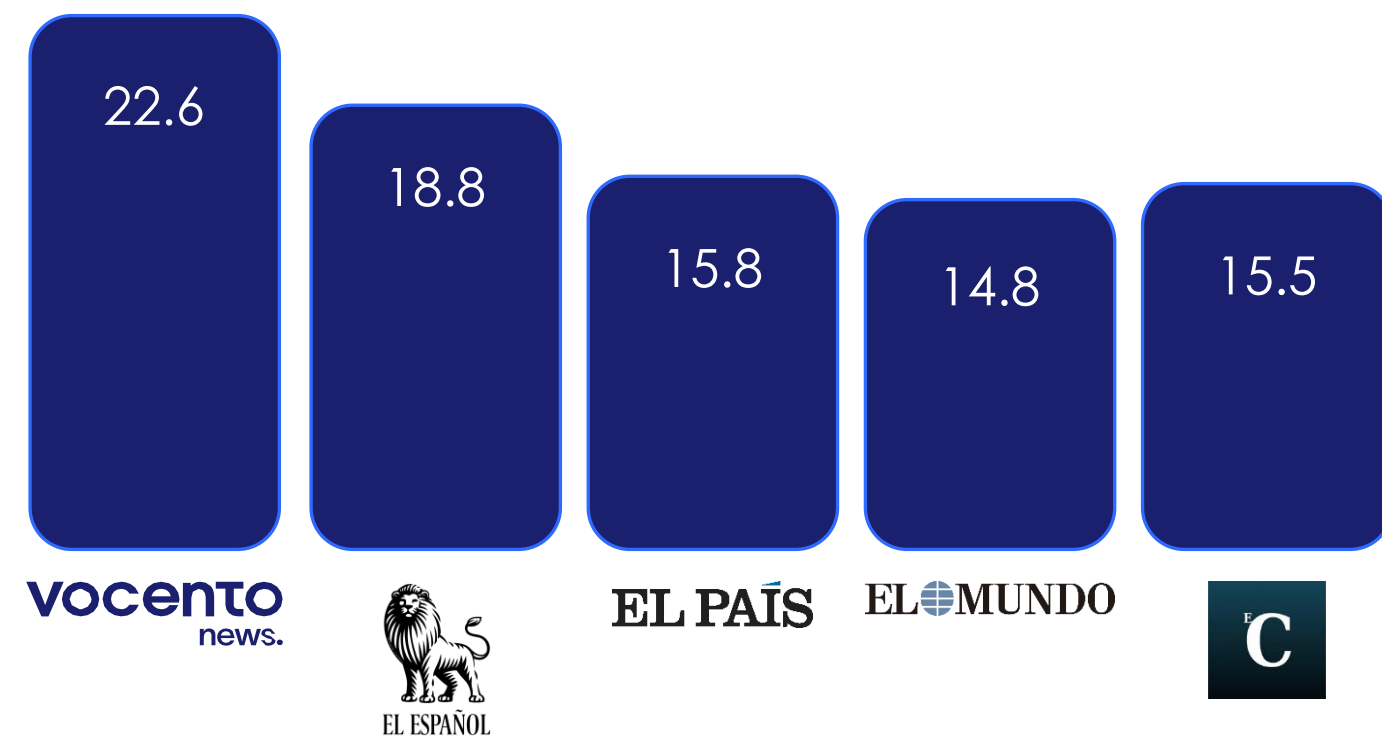
Magazines

6

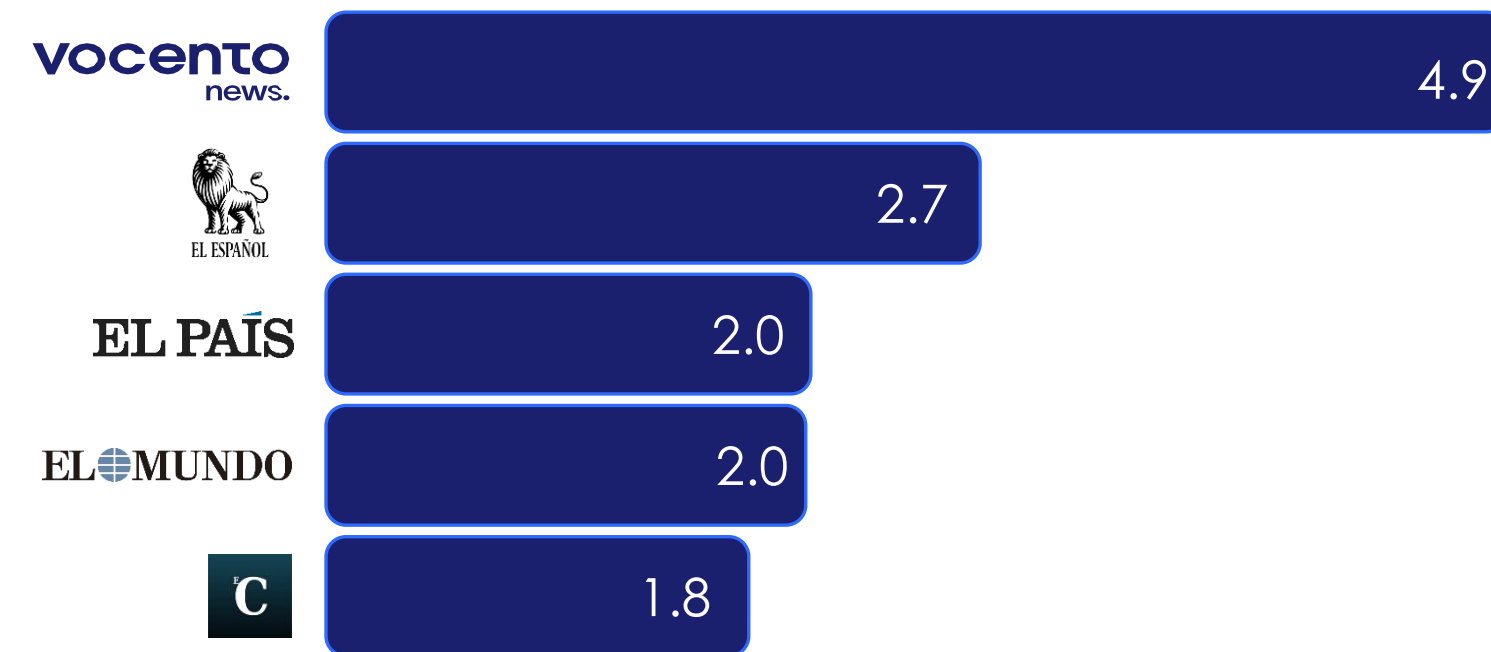
Local
webs

Online newspapers

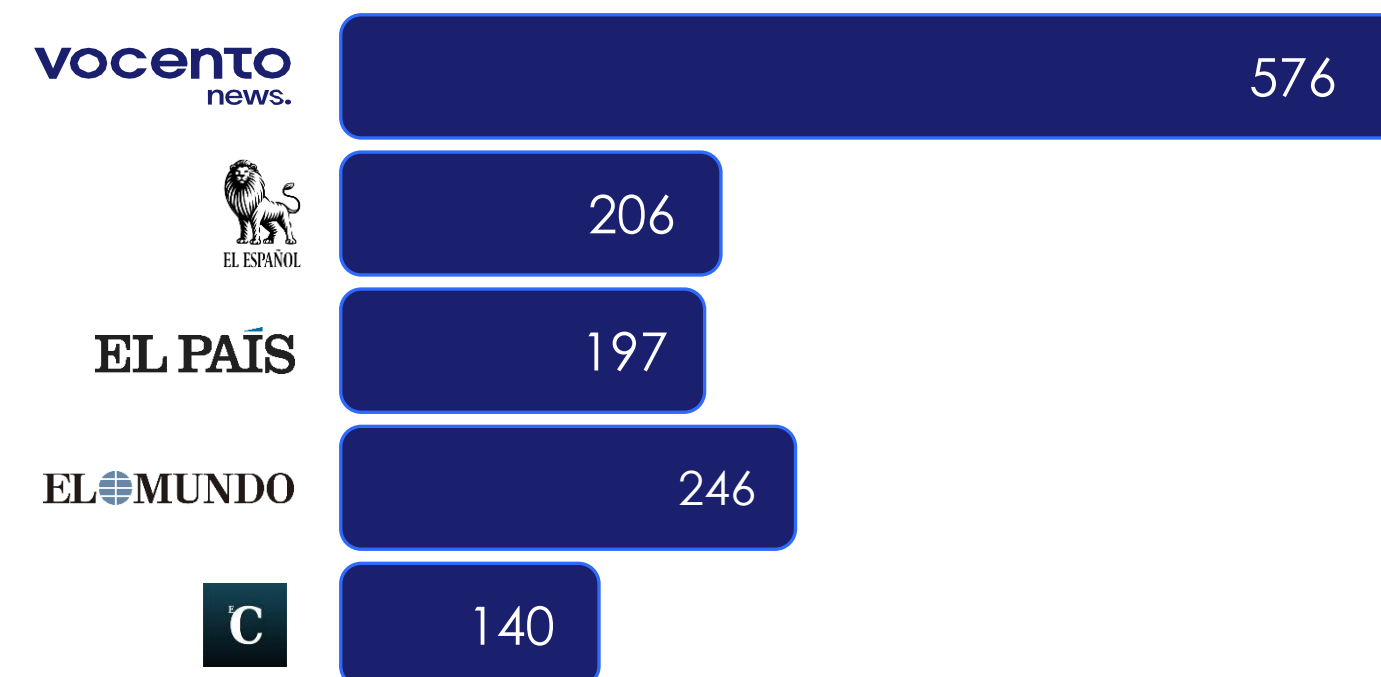
Monthly audience



Average daily audience



Page views



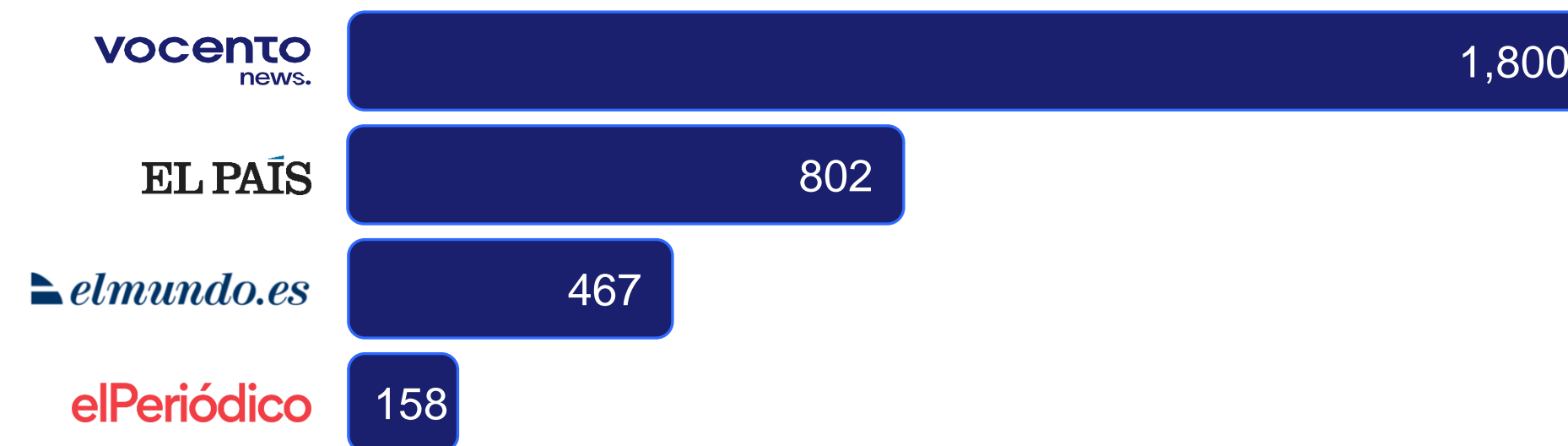
Source: GFK February 2024 News. Data: millions.

Offline newspapers

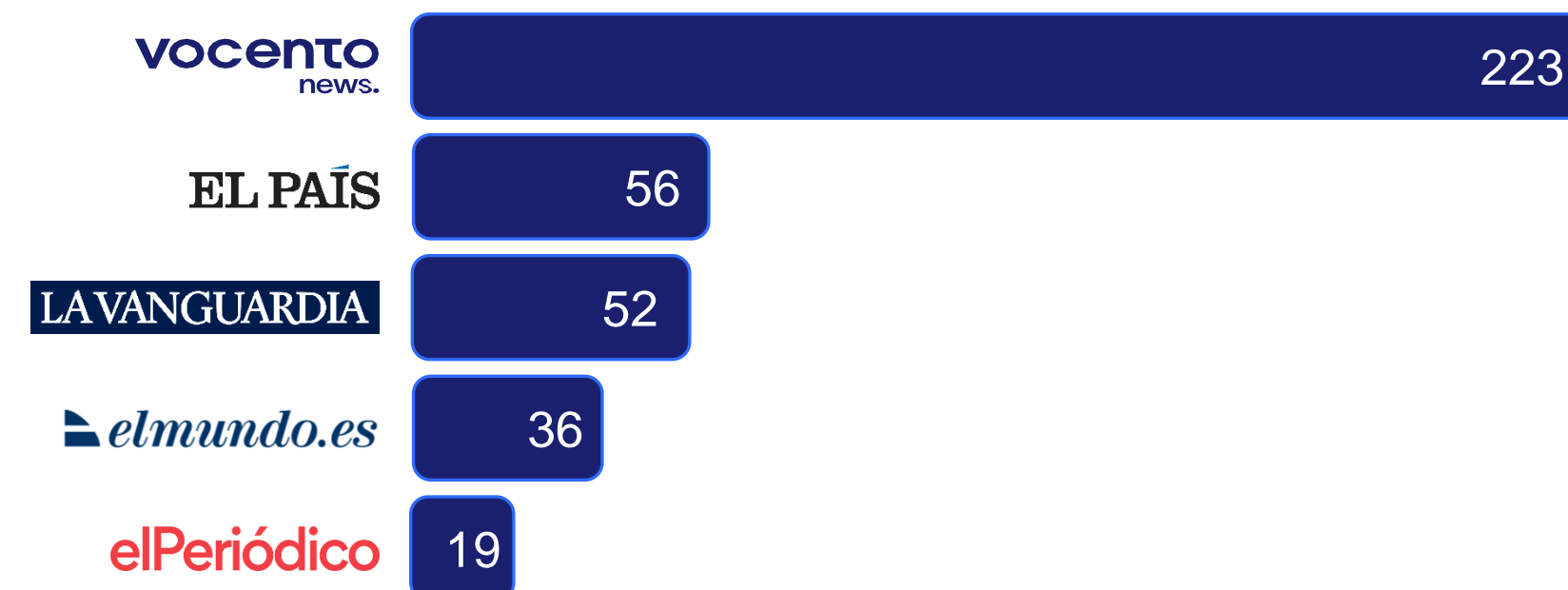
Exclusive Vocento news readers¹



Audience Ranking (thousand)¹



Circulation Ranking (thousand)²



Note 1: % exclusive Vocento news readers as a percentage of total audience Vocento news vs. El Mundo, La Razón, El Periódico, and La Vanguardia. EGM 3rd Mobile Year 2023. Note 2: source OJD 2023 Diario pending certification from July 2023. La Razón is not in OJD.

Editorial essence

Employees

3.012

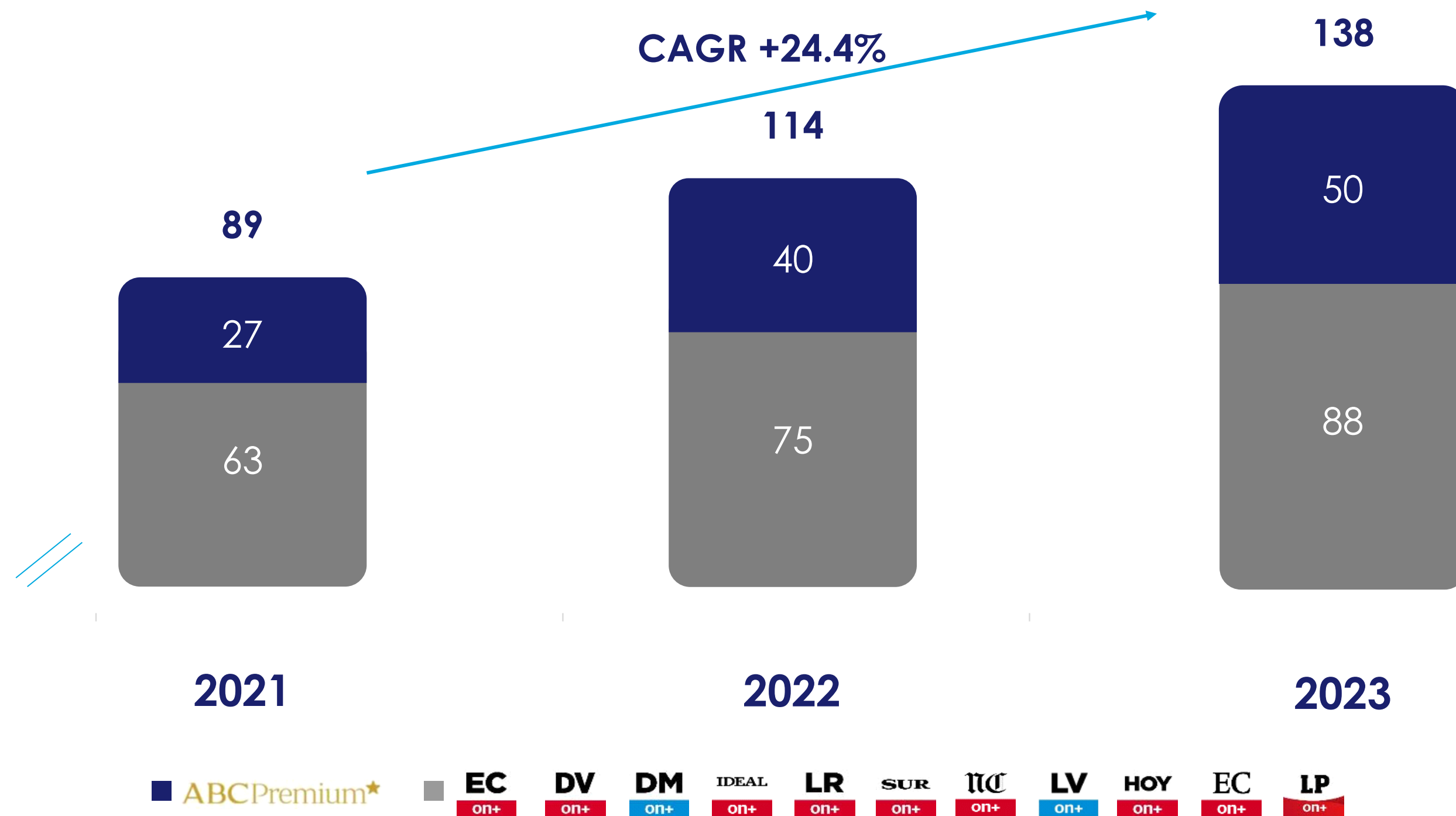
Journalists

1.222

**And Vocento
keeps
innovating...**

Increase in digital subscriptions

Paying subscribers (thousand)



ARPU 2023 +3% despite greater weight of annual subscriptions (+13 p.p vs 2022)

Targets for 2026 maintained:
>250k digital subscriptions and digital margin > print

Note: figures are rounded to the nearest thousands euro.

Editorial events

Events/year

+850



€36,3M

Revenues

48,5%

Del margen de contribución al EBITDA

Social Media- ABC's Milestones



Data February 2024

ABC

Fire in Valencia

4,1 million Displays

73,7 thousand Likes

6,8 thousand Comments

832 Thousand

Followers

Performance of February

New followers

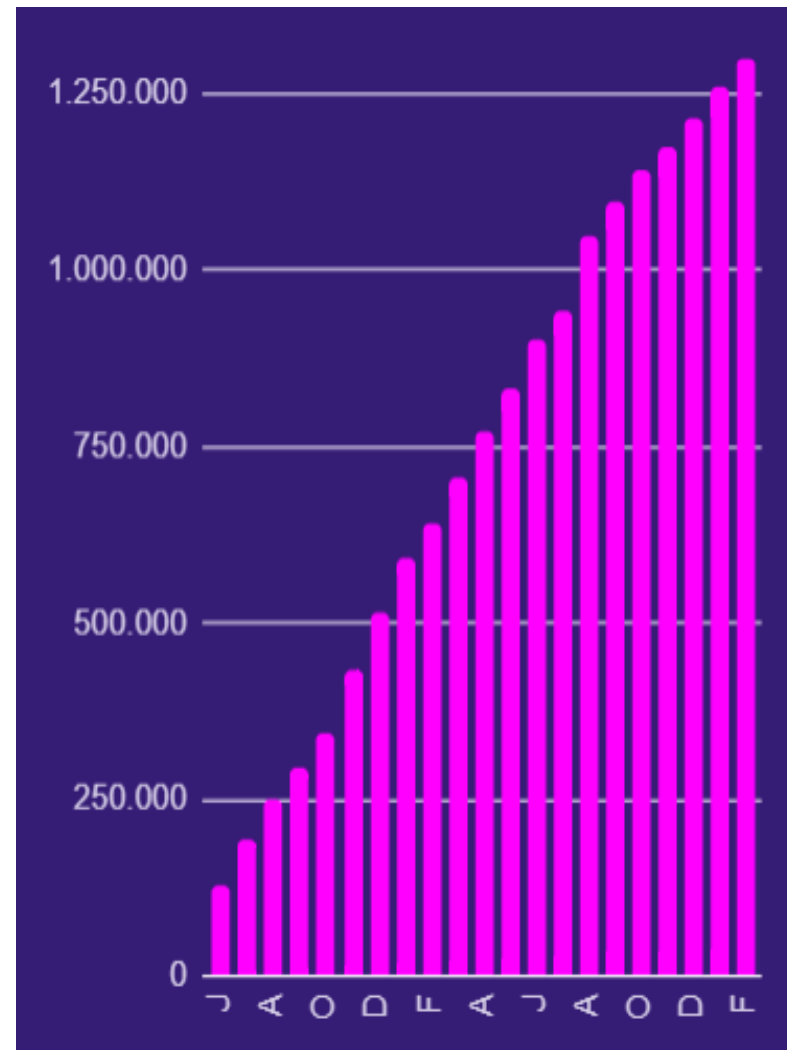
+40 Thousand

% VS previous month

+5%

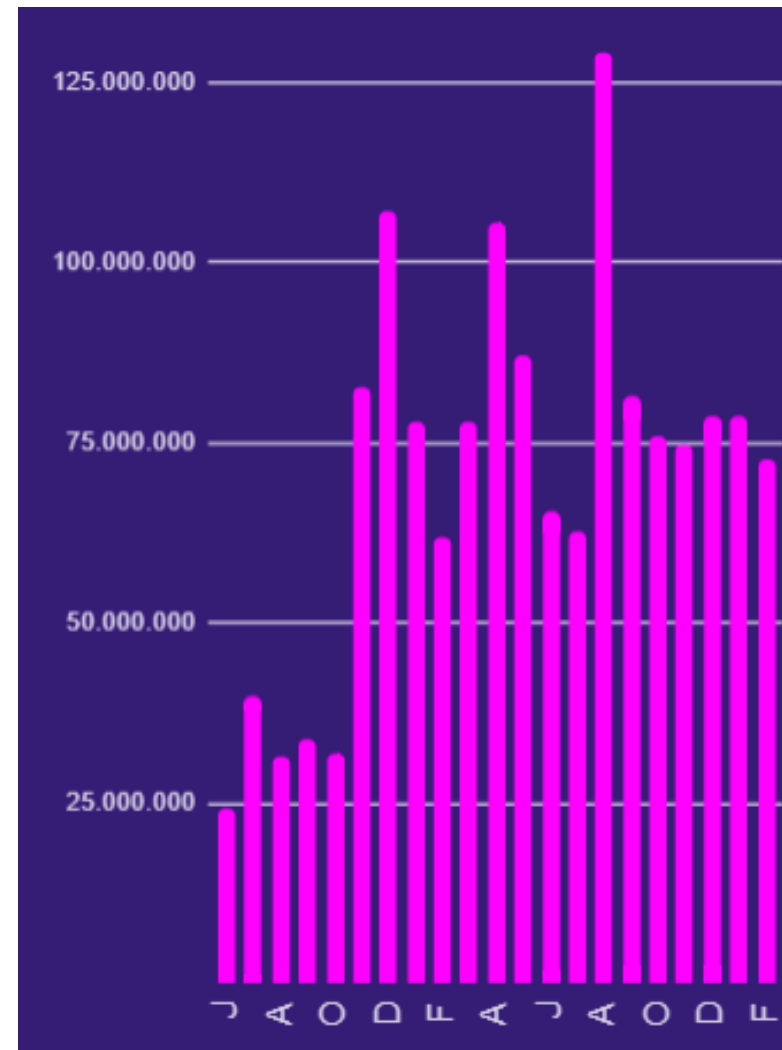
Performance in Social Media

Followers *total/month*



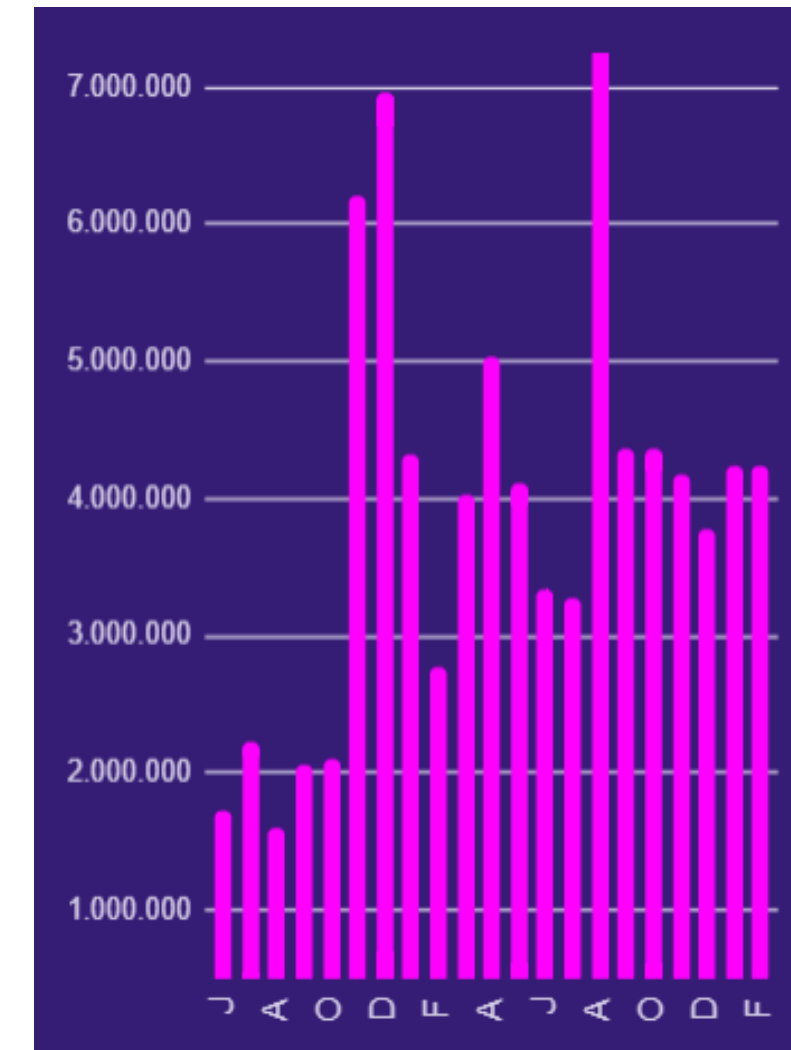
Including: Twitter (X), Instagram, TikTok, Youtube y Twitch

Displays *total/month*



Including: Twitter (X), Instagram y Youtube

Engagement *interactions total/month*

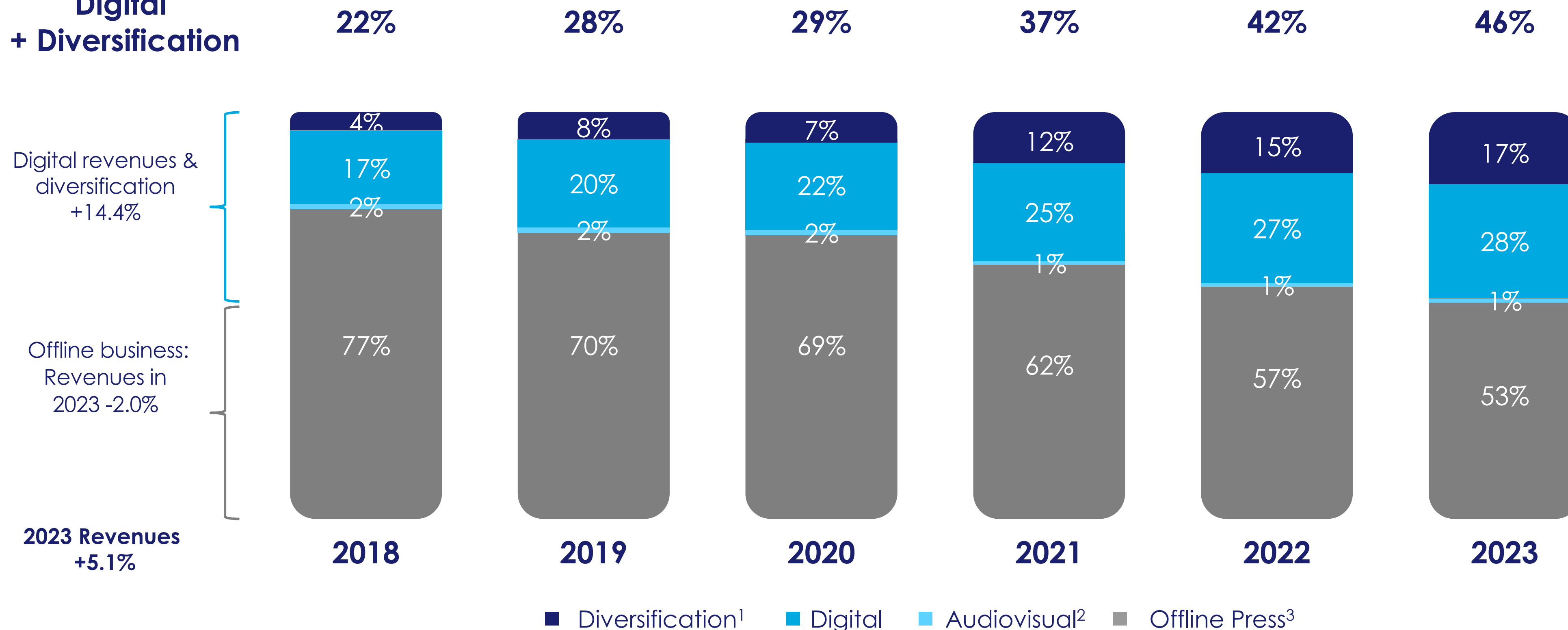


Including: Twitter (X), Instagram y Youtube y Twitch

Revenue growth with a higher weight for digital and diversification

Revenue mix (%)

Digital + Diversification



Note: data rounded to the nearest %. Note 1: includes Gastro, Agencies and event revenues at Newspapers. Note 2: in 2018-2021 includes only current scope (Radio and local DTT). Note 3: Offline Newspapers and other revenues.

Gastronomy:

International player

Revenues

14.3

million euros

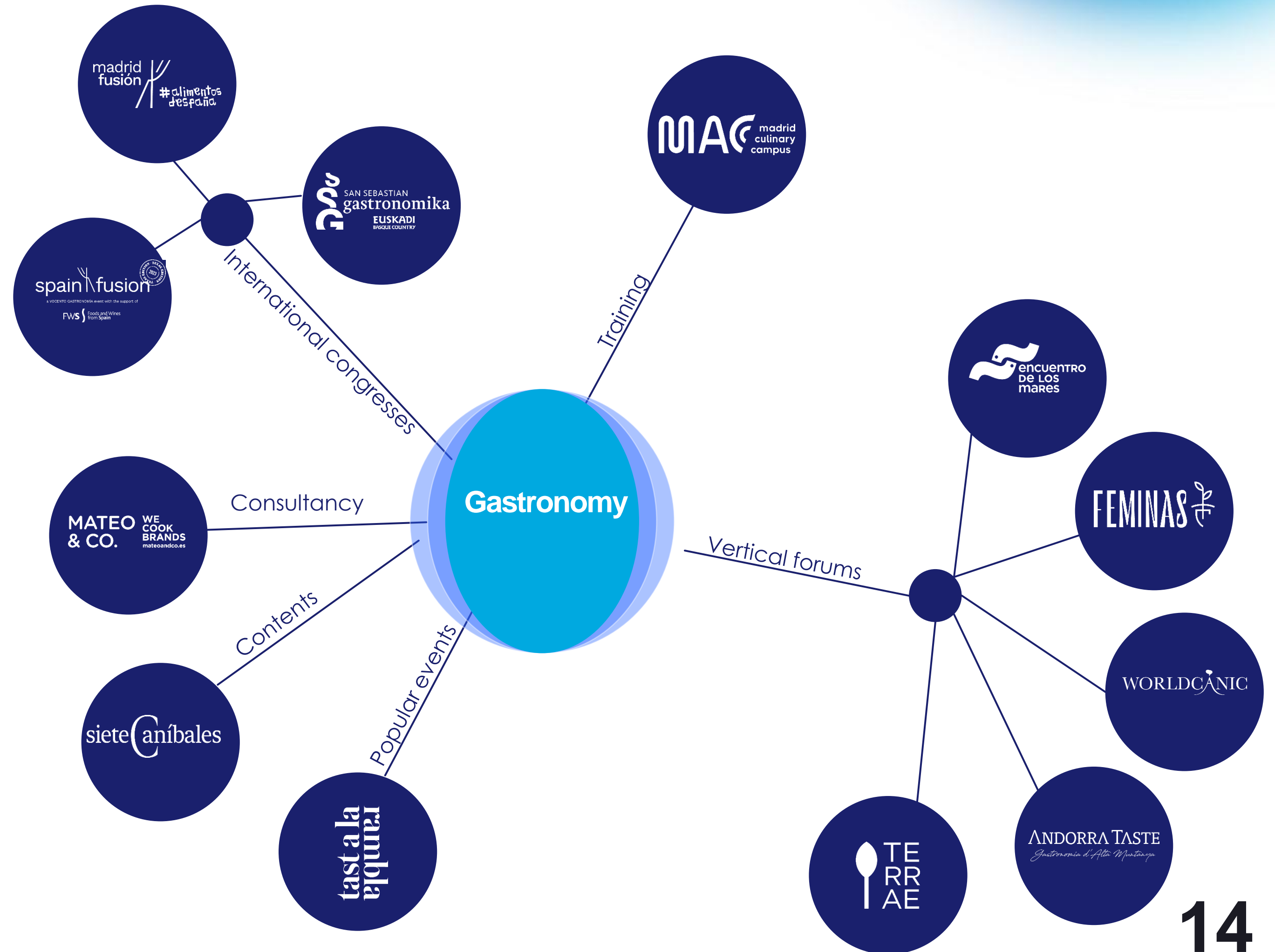
▲ +18% vs 2022

EBITDA

2.9

million euros

▲ +55% vs 2022



Agencies:

&c the brand that encompasses our group of specialist and complementary agencies

Revenues

25.9

million euros

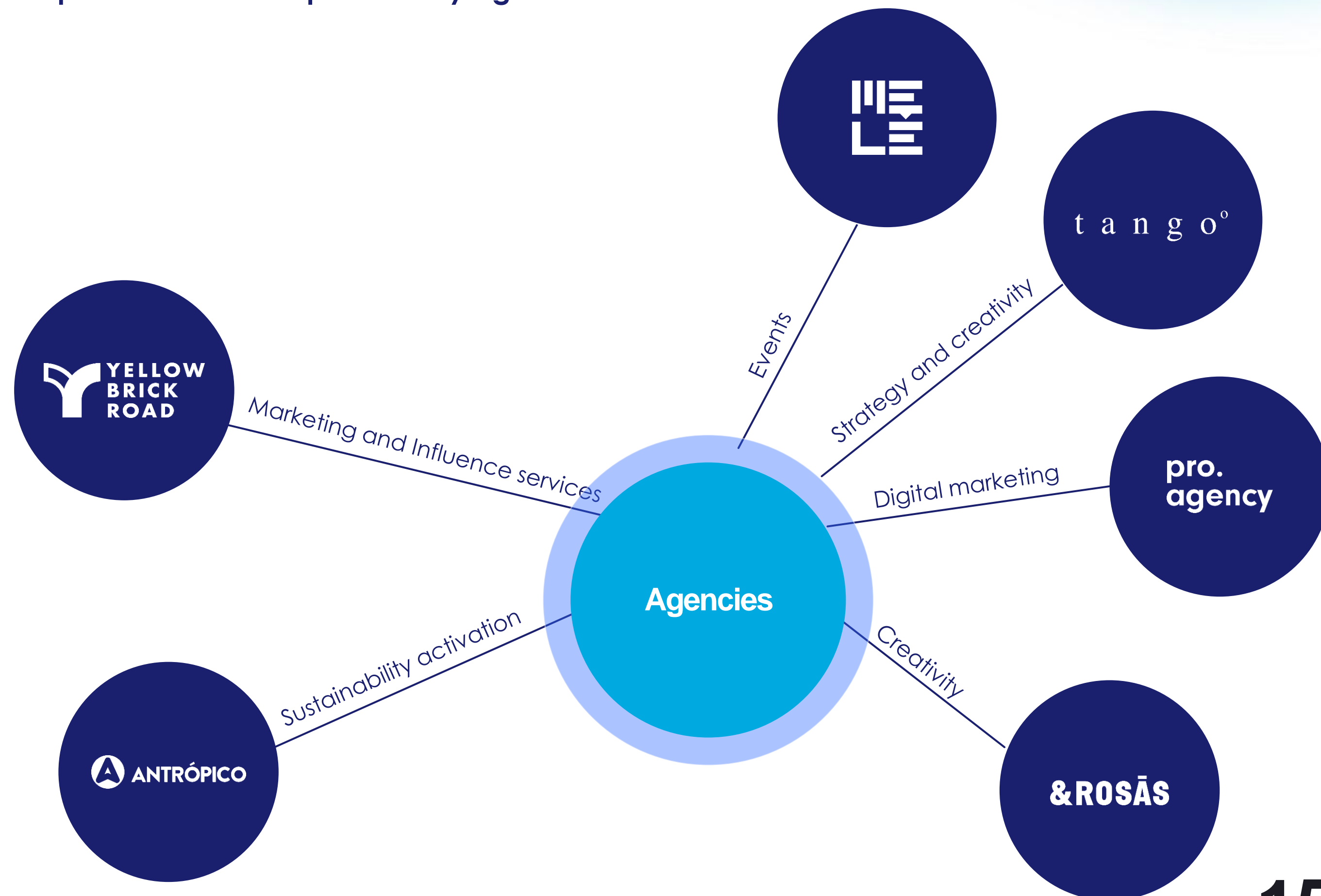
▲ +3% vs 2022

EBITDA

3.6

million euros

▲ +83% vs 2022



Classifieds:

Marketplaces development

Revenues

28

million euros

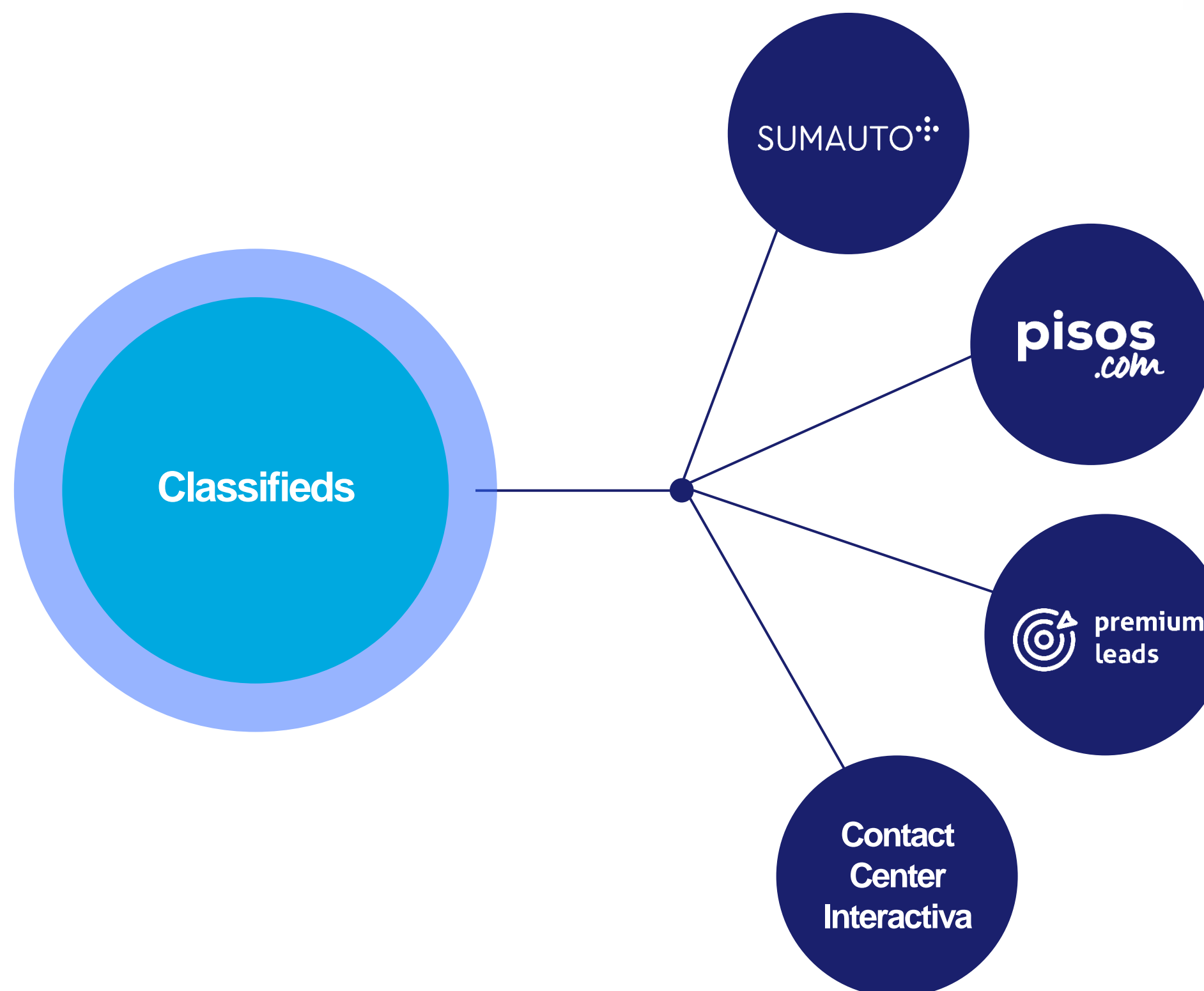
▲ +3% vs 2022

EBITDA

6.5

million euros

▲ +30% vs 2022



Digital services:

SMEs segment opportunity

Revenues

3.5

million euros

▲ +248% vs 2022

EBITDA

1.4

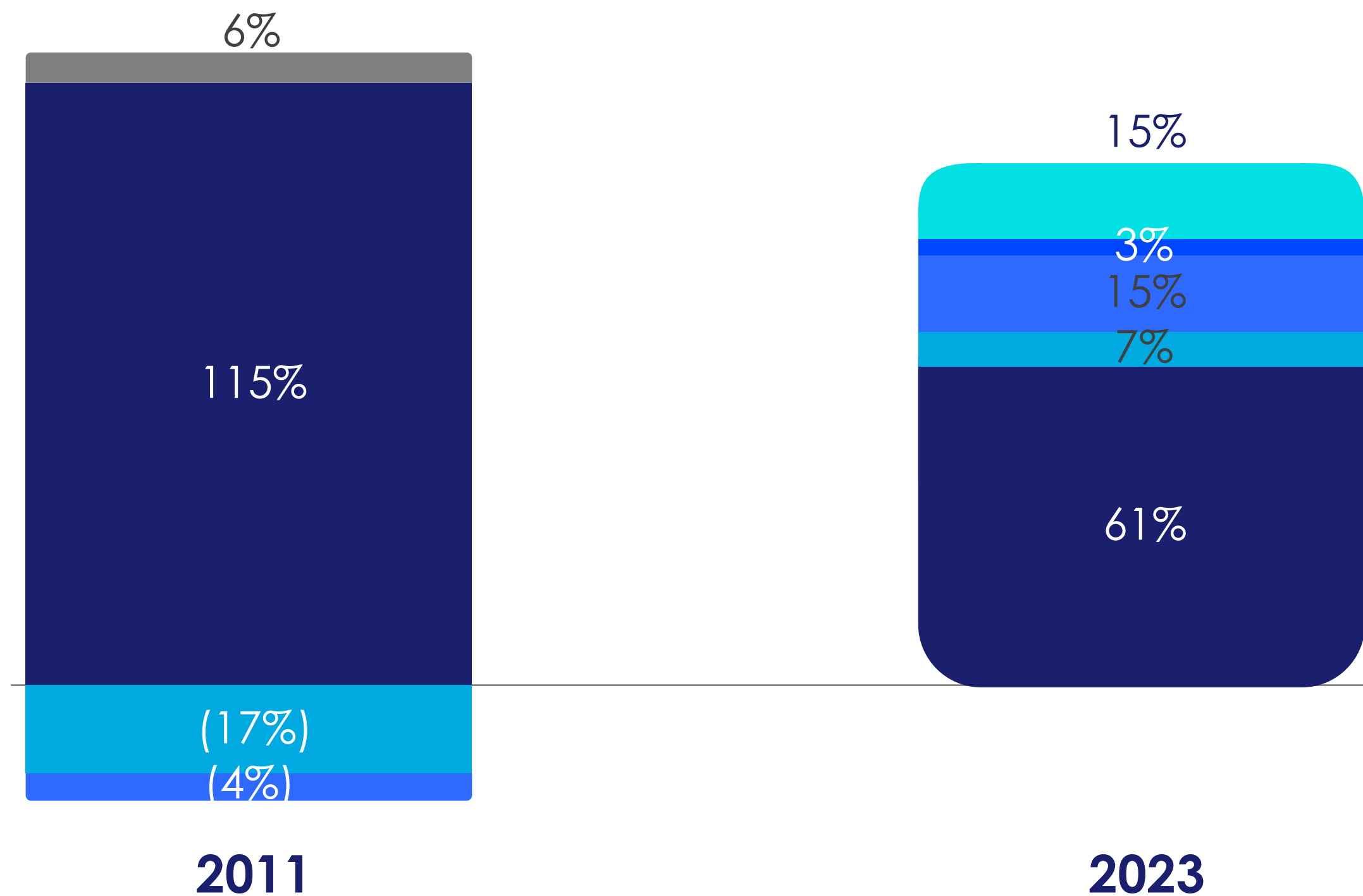
million euros

▲ +800% vs 2022



Performance of “mix” EBITDA of VOCENTO

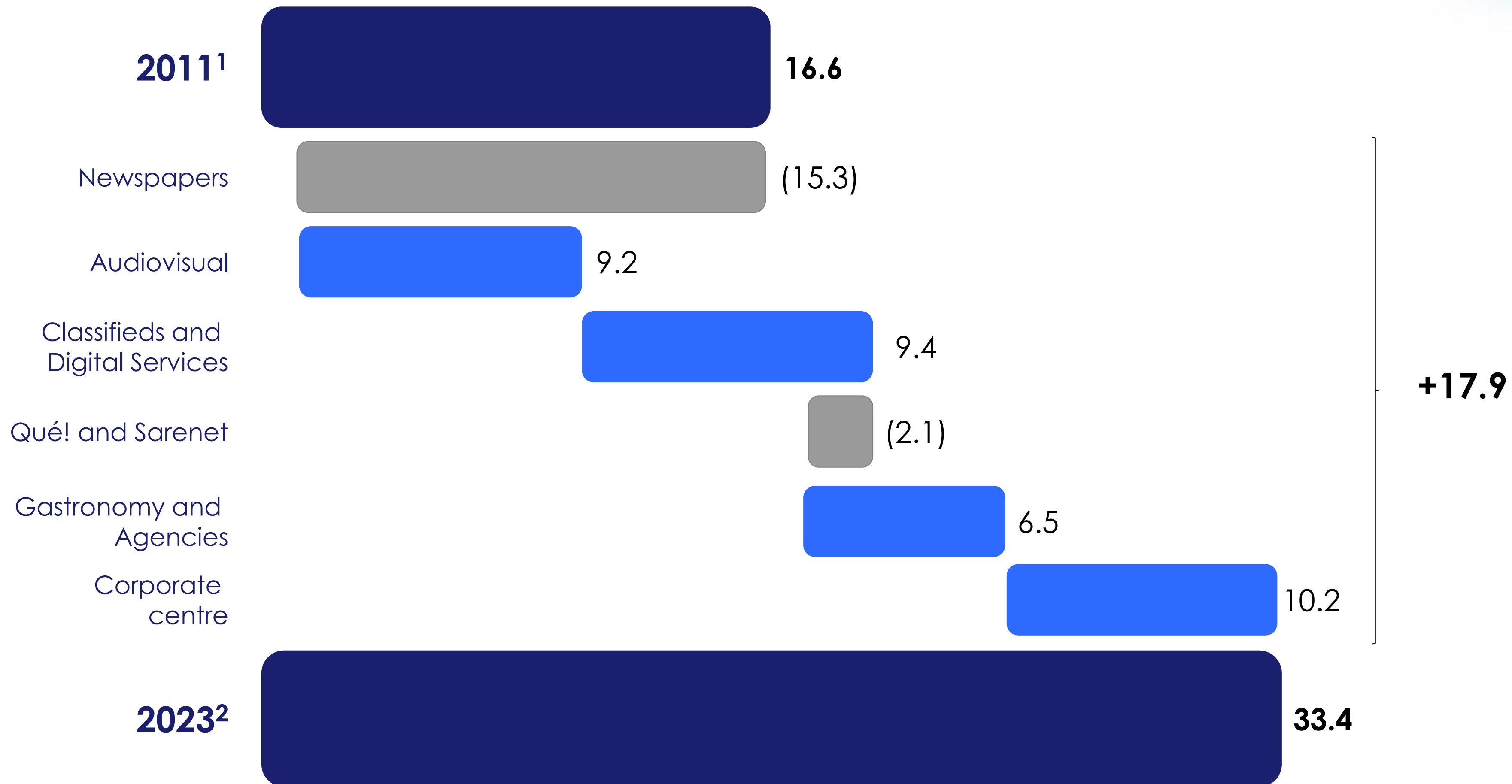
Weight in total EBITDA (€m) ex corp. centre



■ Newspapers
 ■ Audiovisual
 ■ Classifieds
 ■ Digital Services
 ■ B2B y Qué!
 ■ Agencies and Gastronomy

EBITDA performance VOCENTO 2011-23

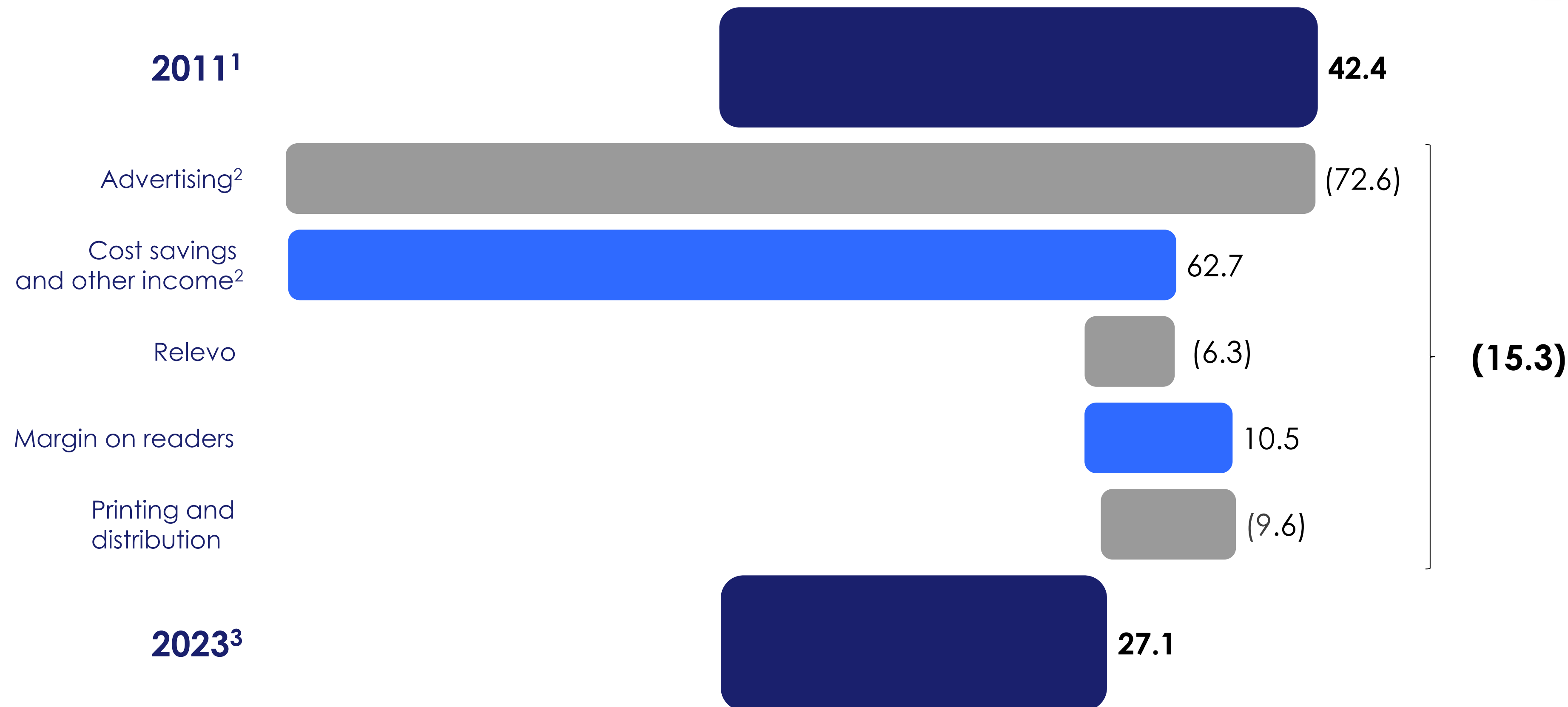
Data in millions of euros. Variations except 2011 and 2023



Note 1: including indemnities €-21.6m. Note 2: not including rental expenses IFRS16 €-4.6m and including severance €-5.2m.

EBITDA performance Newspaper 2011-23

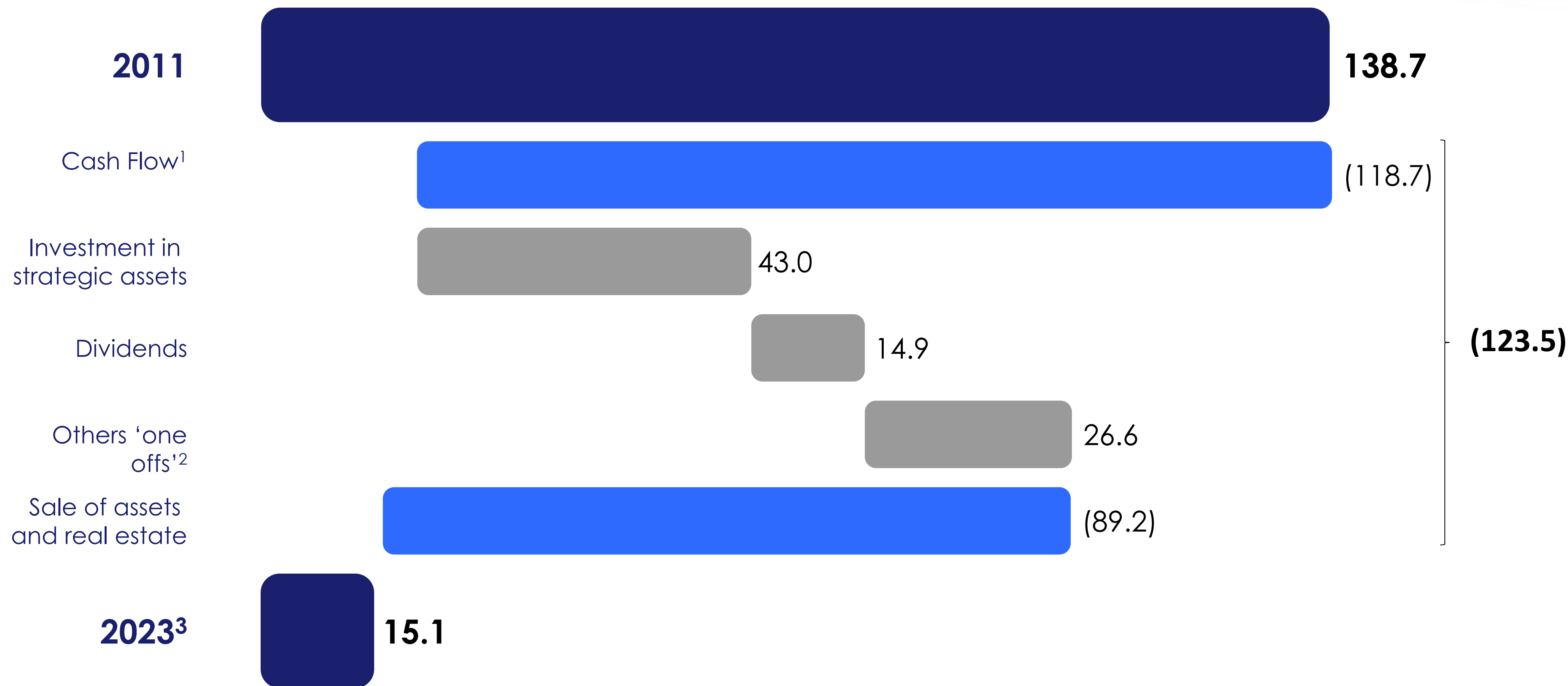
Data in millions of euros. Variations except 2011 and 2023



Note 1: not including Qué! and including indemnities €-11.5m. Note 2: not including Relevo. Note 3: not include leases expenses IFRS16 €-4.5m and including indemnities €-4.8m.

Net financial debt performance 2011-23

Data in millions of euros. Variations except 2011 and 2023

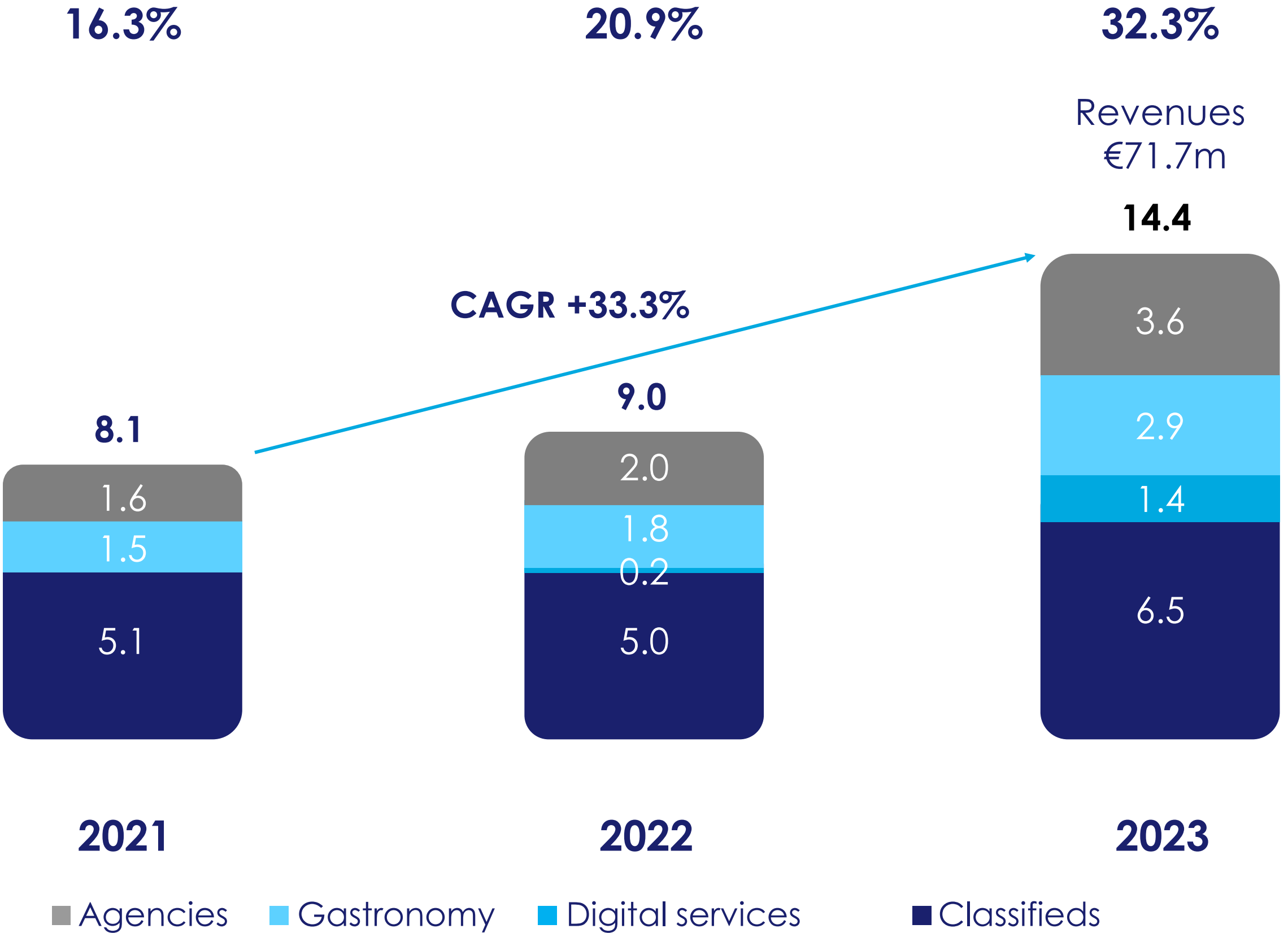


Note 1: including compensation payments 2012-2020 €-78.7m. Note 2: includes mainly put Las Provincias. Nota 3: not including leases debt IFRS16

Annexes

Diversified businesses continue to increase their contribution to EBITDA

Weight in total EBITDA (€m) ex corp. centre

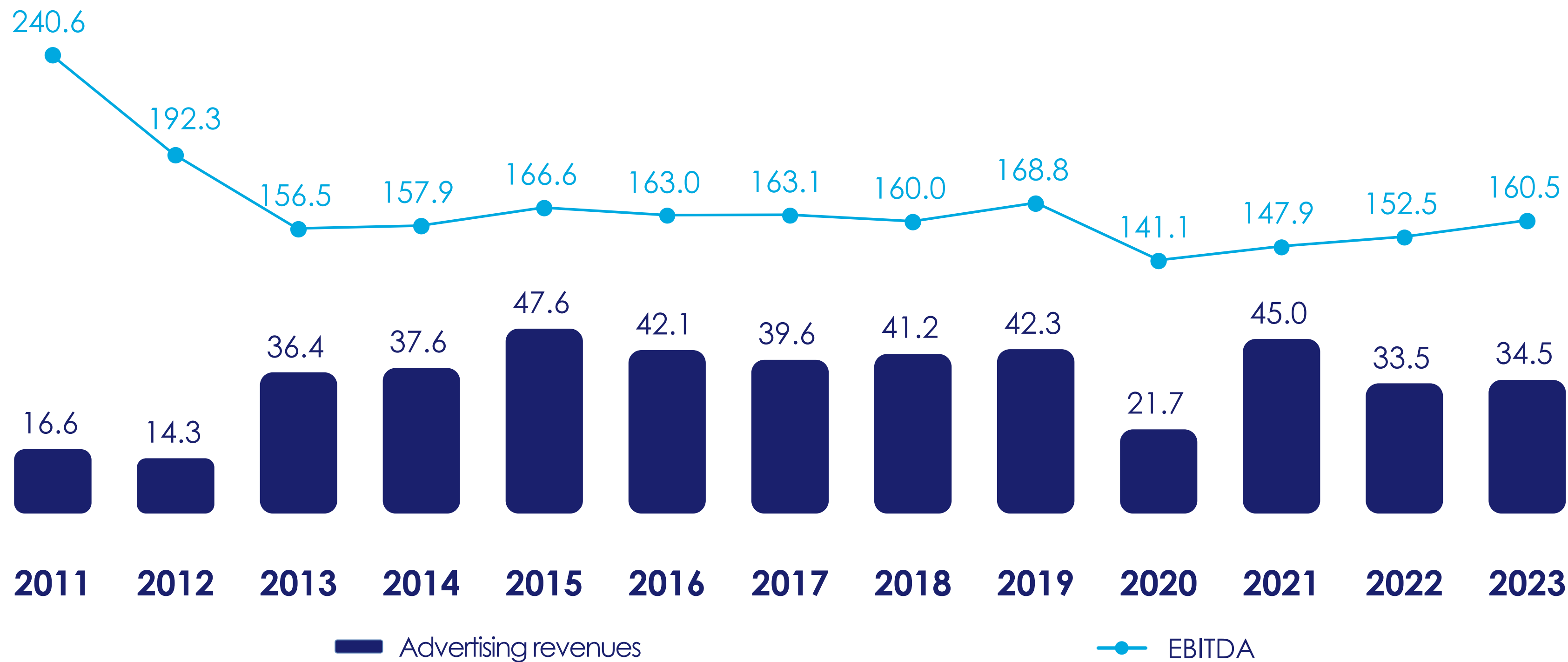


Note: data rounded to nearest hundred thousand euro.

EBITDA maintained in recent years

Advertising revenues and EBITDA

Data in €m

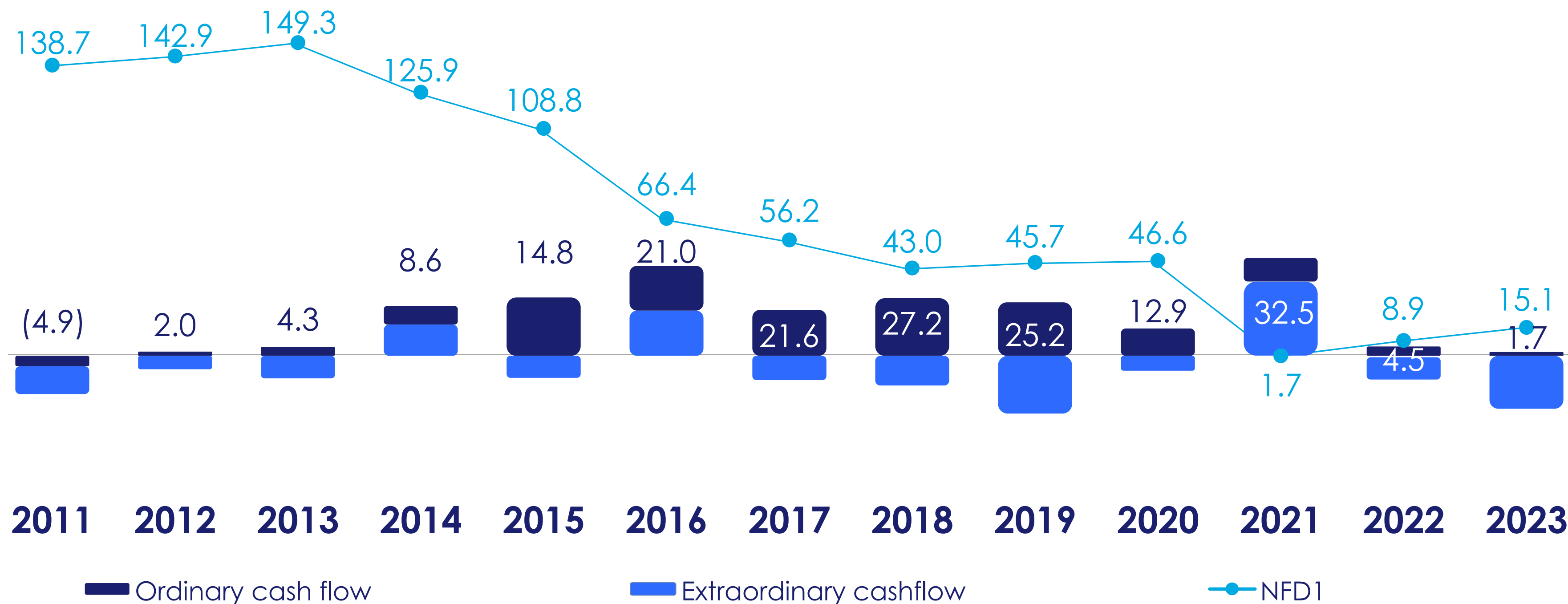


Note: 2021 data include contribution from national DTT and Veralia contenidos. Constant perimeter excludes DTT and Veralia and Relevó. EBITDA includes severance payments. IFRS 16 impact from 2019 (in 2019 €3.2m).

Cash generation sustained over time

Reduction of net financial debt over time

Data in €m



Note 1: NFD ex IFRS 16

