









Grupo Media Capital, SGPS, S.A.

NOTE

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- TVI 12th consecutive year as #1 channel in audiences
- #1 as group of channels
- TVI24 #1 Portuguese news channel in prime time
- TVI Reality in the Top 10 of the pay-tv most watched channels
- TVI Ficção and TVI Internacional present in new platforms and regions



- "A Única Mulher" and "Santa Bárbara" lead in their respective time slots, while reaching record audience figures. "A Impostora" also leading in its debut
- Rendering of technical services outside Portugal



- MCR #1 in audience share
- Rádio Comercial keeps leadership and m80 becomes the 4th largest radio
- The show "Parabéns in the Night" was sold-out in Lisbon and Oporto
- Premier of "Estúdio 24", a music project between TVI24 and Radio Comercial
- Release of the book and CD "Eu Ajudo!" (solidarity project of Radio Comercial)



- Reinforcement of the sites and blogs universe
- New partnership with the digital magazine NiT (New in Town)
- Relevant increase in pageviews and videos
- 1 year of TVI Player: 1 million unique users and 7.5 videos watched (monthly averages)
- New apps, functionalities and solutions in digital, with the launching of "secret Story 6".

Other highlights:

- Launch of the prizes "Blog do Ano"
- Concert "A Única Mulher", with the artists of the novel's sound track, was very successful, with the tickets completely sold out
- Launching of the book and CD of the series "Massa Fresca".

Prizes and awards:

- Prizes "Arco-íris", attributed by ILGA Portugal to Fátima Lopes and Susana Bento Ramos
- Prizes "Personalidade Feminina LUX": attributed to Lurdes Baeta (news), Ana Sofia (drama), Cristina
 Ferreira (entertainment), Alexandra Lencastre (theatre)
- Prizes "Personalidade Masculina LUX": Pedro Pinto (news) and Manuel Luís Goucha (entertainment)
- TVI24 and Rádio Comercial both nominated for the prizes Marketeer
- Cristina Ferreira and Judite Sousa awarded with the prize "As mulheres mais influentes de Portugal em 2015" (Most influent women in Portugal), attributed by the magazine Executiva.pt
- Rádio Comercial was again awarded with the prize Meios&Publicidade, in the Media category
- Creative Department of TVI awarded with 8 prizes by M&P for creativity in auto-promotion
- Sérgio Figueiredo and Alexandra Lencastre awarded at the Baile da Rosa event, with a prize in the areas of news and lifetime achievement, respectively.

Sociedade Aberta Sede: Rua Mário Castelhano, n.º 40, Barcarena, Oeiras Matriculada na Conservatória do Registo Comercial de Cascais sob o n.º 17831 (Oeiras) Pessoa Coletiva n.º 502 816 481 | Capital Social: 89.583.970,80 euros

FIRST NINE MONTHS 2016 RESULTS

Media Capital's net income increased by 7% to € 8.8 million

- In the first nine months of 2016 (9M16), Media Capital's EBITDA improved by 3% YoY, reaching € 22.7 million, with operating revenues improving 3%, whilst operating expenses increased by 2%.
- In what regards advertising, in 9M16 there was a YoY improvement of 5%.
- TVI kept the leadership in TV audiences, with an average share of 21.7% and 25.6% in all day and prime time respectively. The positive gap over the second most watched channel was 4.1pp in all day and 3.4pp in prime time, in both cases improving vs 2015. TVI leadership was also maintained when analysing groups of channels, with 25.3% in all day and 28.6% in prime time, i.e. respectively 4.0pp and 3.4pp above the second most watched group of channels.
- On financial grounds, the TV segment posted and EBITDA of € 19.0 million, improving 2% over the comparable period of 2015.
- In turn, the **Audiovisual Production** had a positive EBITDA contribution (€ 0.5 million), improving € 0.7 million vs 2015.
- The EBITDA of the Radio segment was € 3.2 million, corresponding to a margin of 25.4% and improving 2% YoY. In the fourth audience reading, Media Capital's aggregate group of radios had an audience share of 35.5%. Rádio Comercial posted an audience share of 23.8%, continuing to be the #1 radio. In turn, m80 posted its second best audience share ever (7.6%), while improving its performance for the fourth reading in a row.
- In Digital, advertising improved by 14% YoY in 9M16.
- In terms of operating cash flow, there was a YoY improvement of 18%, to € 19.6 million.

Queluz de Baixo, 20th of October 2016





1. Consolidated P&L

€ thousand	9M 2016	9M 2015	% Var	Q3 2016	Q3 2015	% Var
Total operating revenue	124,302	121,167	3%	39,035	38,838	1%
Television	101,107	100,577	1%	30,847	32,629	-5%
Audiovisual Production	31,441	28,132	12%	9,163	8,386	9%
Radio	12,659	12,043	5%	3,790	3,723	2%
Others	12,585	12,309	2%	4,044	4,020	1%
Consolidation Adjustments	(33,490)	(31,895)	-5%	(8,808)	(9,920)	11%
Total operating expenses ex-D&A	101,558	99,192	2%	33,465	33,055	1%
EBITDA	22,743	21,975	3%	5,571	5,782	-4%
EBITDA Margin	18.3%	18.1%	0.2pp	14.3%	14.9%	-0.6pp
Television	18,999	18,555	2%	4,336	5,146	-16%
Audiovisual Production	504	(237)	N/A	381	(573)	N/A
Radio	3,210	3,148	2%	582	767	-24%
Others	(116)	(542)	79%	170	(378)	N/A
Consolidation Adjustments	146	1,051	-86%	102	821	N/A
Depreciation and amortisation	6,287	5,883	7%	2,146	2,188	-2%
Operating income (EBIT)	16,456	16,092	2%	3,424	3,594	-5%
Financing Results	(4,236)	(4,410)	4%	(1,310)	(1,624)	19%
Profit / (Loss) before inc. tax/ no contrl. Int.	12,220	11,682	5%	2,115	1,970	7%
Income Taxes	(3,438)	(3,495)	2%	(700)	(1,138)	38%
Profit / (Loss) from continued operations	8,782	8,187	7%	1,415	832	70%
Net profit / (loss) for the period	8,782	8,187	7%	1,415	832	70%

In the first nine months of 2016, **operating revenues** were up 3%, reaching \in 124.3 million. In 3Q16, revenues grew 1% to \in 39.0 million. **Opex** was up 2%, from \in 99.2 million to \in 101.6 million. In the quarter, opex was up only by 1% to \in 33.5 million.

Consolidated EBITDA improved 3% from € 22.0 million to € 22.7 million. In the quarter, there was a 4% decrease (or € 0.2 million), to € 5.6 million.

EBIT stood 2% above last year's comparable figure (-5% in the third quarter).

Net income improved by 7%, reaching € 8.8 million, whereas in 3Q. Net income rose by 70%, towards € 1.4 million, benefiting from the improvement in the financial results and income taxes lines.



€ thousand	9M 2016	9M 2015	% Var	Q3 2016	Q3 2015	% Var
Operating revenue	124,302	121,167	3%	39,035	38,838	1%
Advertising	86,454	82,174	5%	26,382	25,288	4%
Other revenues	37,848	38,993	-3%	12.653	13,549	-7%

Year-to-date **advertising** revenues grew by 5% (+4% in 3Q). In the TV segment, the YoY variations were +5% and +3% respectively, in Radio +6% and in Others, which includes Music and Events, the holding and shared services, it was +14% and +44%.

Other operating revenues, which comprise mainly the audiovisual production, sale of contents, multimedia and retransmission revenues, decreased by 3%, due essentially to lower activity in the multimedia and sale of contents businesses.





tvi24





2. Television

€ thousand	9M 2016	9M 2015	Var %	Q3 2016	Q3 2015	Var %
Operating revenue	101,107	100,577	1%	30,847	32,629	-5%
Advertising	71,955	68,690	5%	21,892	21,241	3%
Other revenues	29,152	31,887	-9%	8,955	11,389	-21%
Operating Expenses, ex D&A	82,108	82,023	0%	26,511	27,484	-4%
EBITDA	18,999	18,555	2%	4,336	5,146	-16%
EBITDA margin	18.8%	18.4%	0.3pp	14.1%	15.8%	-1.7pp
Depreciation and amortisation	2,025	2,053	-1%	687	677	2%
Operating income (EBIT)	16,975	16,501	3%	3,649	4,469	-18%

Considering the aggregate groups of channels of each operator, TVI (comprising TVI, TVI24, TVI Ficção and TVI Reality) achieved a share of 25.3% in all day and 28.6% in prime time (20h-24h). The leadership was also maintained in the main commercial target – Adults -, as shown below.

All Day (%)	UNIVERSE	ADULTS
TVI Group	25.3	26.1
SIC Group	21.3	22.0
RTP Group	17.1	17.9
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Prime Time (%)	UNIVERSE	ADULTS
TVI Group	28.6	29.1
TVI Group SIC Group	28.6 25.2	29.1 26.0



In terms of individual channels, TVI's generalist channel confirmed yet again its #1 position, with a share of 21.7% in all day, thus 4.1pp above its closest competitor (improving the gap by 0.5pp over the last year), and 8.0pp above the third most watched channel.

In 2016, TVI also ranks in the first place in the main commercial target – Adults – where it registers a share of 22.4%, i.e. 4.1pp and 7.8pp above the second and third players respectively.

In prime time, TVI also beat the competition, with a share of 25.6%, meaning 3.4pp above the number two channel (11.3pp advantage over the third

one). A similar situation was achieved in the Adults target, with TVI capturing a 26.0% share, while the second and third most watched channels had 22.9% and 14.9% respectively.

During this period, TVI based its programming on local drama, entertainment, news and sports.

FINANCIAL PERFORMANCE

In what regards financial performance, **operating revenues** in the TV segment rose 1% YoY in the first nine months and have fallen by 5% in 3Q.

Advertising revenues improved by 5% (+3% in 3Q16).

Other revenues, which encompass, among other, retransmission fees, sale of contents and multimedia services, were down 9%, mainly due to lower revenues in multimedia and sale of contents, as these were not completely offset by the positive impact of the better performance in retransmission fees. It is worth mentioning that in what regards the latter, TVI signed new contracts with MEO involving the generalist channel, TVI24 as well as the maintenance of TVI Ficção as an exclusive channel. Concerning the third quarter, the variation was negative (21%). The size of such decrease should not be taken as a reference for the forthcoming quarters.

Opex was flat YoY on a Ytd basis, while decreasing 4% in 3Q. Hence, **EBITDA** in 9M16 was € 19.0 million (+2% YoY), with a margin of 18.8%. In 3Q, EBITDA was down 16% to € 4.3 million.





3. Audiovisual Production

€ thousand	9M 2016	9M 2015	Var %	Q3 2016	Q3 2015	Var %
Operating revenue	31,441	28,132	12%	9,163	8,386	9%
Advertising	0	0	0%	0	0	0%
Other revenues	31,441	28,132	12%	9,163	8,386	9%
Operating Expenses, ex D&A	30,937	28,369	9%	8,781	8,958	-2%
Operating Expenses, ex D&A EBITDA	30,937 504	28,369 (237)	9% N/A	8,781 381	8,958 (573)	-2% N/A
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EBITDA	504	(237)	N/A	381	(573)	N/A

The Audiovisual Production segment had total operating revenues of \in 31.4 million in the nine months to September (+12%).

In Portugal, operating revenues were up 9% YoY, due to a higher level of activity in all areas. Nonetheless, in 3Q the lower level of content production contributed decisively to the 7% YoY decrease in revenues.

As for the activity in Spain, there was an increase in activity (+12%) on accumulated terms.

Opex was up 9% (-2% in 3Q16), as a result of higher activity in Portugal.

EBITDA reached a positive figure of € 0.5 million, improving € 0.7 million vs 9M15. In 3Q16, EBITDA advanced € 1.0 million to € -0.4 million.



4. Radio







€ thousand	9M 2016	9M 2015	Var %	Q3 2016	Q3 2015	Var %
Operating revenue	12,659	12,043	5%	3,790	3,723	2%
Advertising	12,015	11,385	6%	3,652	3,455	6%
Other revenues	644	658	-2%	137	268	-49%
Operating Expenses, ex D&A	9,448	8,895	6%	3,208	2,956	9%
EBITDA	3,210	3,148	2%	582	767	-24%
EBITDA margin	25.4%	26.1%	-0.8pp	15.3%	20.6%	-5.2pp
Depreciation and amortisation	1,469	1,158	27%	313	382	-18%
Operating income (EBIT)	1,741	1,990	-13%	268	384	-30%

The audience data continues to underline the outstanding performance of the formats explored by MCR.

In the fourth audience measurement available for 2016, MCR's aggregate figures show a share of 35.5%, hence staying as the #1 player. It is worth highlighting Rádio Comercial's share of 23.8%, also ranking number one on a stand-alone basis.

In turn, **m80** – the 70's, 80's and 90's hits radio – had a share of 7.6% (+1.8pp above the comparable period and the previous reading). It is the most listened to radio station among the ones that have no nationwide network, and this was its second highest reading ever.

As for the other formats, **Cidade** had a share of 2.9%, 0.2pp better than the comparable reading of 2015.

Advertising revenues were up 6% YoY (also 6% in the quarter), while other operating revenues decreased 2% YoY (-49% in 3Q16). The decrease in 3Q is related with events, spots and intra-group transactions.

Opex was 6% above the comparable period (9% in 30).

EBITDA reached € 3.2 million (+2% YoY), whereas in the third quarter there was a 24% decrease from € 0.8 million to € 0.6 million.



MEDIA CAPITAL DIGITAL

Others







€ thousand	9M 2016	9M 2015	Var %	Q3 2016	Q3 2015	Var %
Operating revenue	12.585	12,309	2%	4.044	4,020	1%
Advertising	2,537	2,230	14%	856	593	44%
Other revenues	10,048	10,080	0%	3,188	3,428	-7%
Operating Expenses, ex D&A	12,701	12,852	-1%	3,874	4,398	-12%
EBITDA	(116)	(542)	79%	170	(378)	N/A
EBITDA margin	-0.9%	-4.4%	3.5pp	4.2%	-9.4%	13.6pp
Depreciation and amortisation	319	260	23%	113	112	1%
Operating income (EBIT)	(435)	(802)	46%	57	(490)	N/A

This segment includes the following areas: Digital, Music & Events, as well as the holding and shared services.

Despite the strong competitive environment, MCD managed to continue to improve the quality and audiences of its network of sites, with positive impact on several KPI's. In fact, in 9M16, pageviews increased 36% while video impressions almost doubled (with a particularly strong contribution from TVI Player).

Advertising revenues were up 14% YoY (44% in 3Q16), whereas **other revenues** were flat Ytd and fell 7% in 3Q.

The **EBITDA** of the segment was a negative € 0.1 million (€ 0.2 million in the quarter), which compares with € 0.5 million in 3Q16 (€ -0.4 million in 3Q15).



5. Cash Flow

€ thousand	9M 2016	9M 2015	Vor %	03 2016	03 2015	Var %
e thousand	9W 2016	9W 2015	Var %	Q3 2016	Q3 2015	vai 70
Receipts	170,747	164,556	4%	50,082	50,489	-1%
Payments	(151,132)	(147,866)	-2%	(52,142)	(51,198)	-2%
Cash flows op. activities (1)	19,615	16,690	18%	(2,060)	(708)	-191%
Receipts	1,663	3,557	-53%	878	61	1341%
Payments	(4,205)	(6,384)	34%	(1,623)	(1,192)	-36%
Cash flows inv. activities (2)	(2,542)	(2,826)	10%	(746)	(1,131)	34%
Receipts	113,528	107,892	5%	34,547	45,153	-23%
Payments	(134,592)	(123,133)	-9%	(31,832)	(44,555)	29%
Cash flows fin. activities (3)	(21,065)	(15,241)	-38%	2,716	598	N/A
Cash at the begining of the period	5,545	2,996	85%	1,644	2,863	-43%
Variation of cash $(4) = (1) + (2) + (3)$	(3,991)	(1,377)	-190%	(90)	(1,241)	93%
Effect of FX variations	(1)	3	N/A	(0)	(0)	52%
Cash at the end of the period	1,553	1,621	-4%	1,553	1,621	-4%

Cash flow from operating activities was € 19.6 million, comparing with € 16.7 million in the same period last year. This resulted chiefly from the increase of cash inflows in the TV segment, namely in receivables.

Cash flow from investing activities was € -2.5 million, while last year it was € -2.8 million. The cash flow related with tangible and intangible assets stood at € -3.6 million, thus lower than the

 $\ensuremath{\mathfrak{C}}$ -6.3 million observed in the comparable period of 2015.

Cash flow from financing activities reached €-21.1 million (€-15.2 million in 9M15), reflecting the movements of both operating and investing activities, the dividends paid out (€ 16.1 million) as well as the change in cash and equivalents.





6. Net Debt

€ thousands	Sep 16	Dec 15	Abs Var	% Var
Group financial debt	116,283	117,768	(1,485)	-1%
Bank loans / Commercial paper / Bonds	115,787	117,160	(1,373)	-1%
Other debt	496	609	(112)	-18%
Cash & equivalents	1,553	5,545	(3,992)	-72%
Net debt	114,730	112,223	2,507	2%

Net debt increased € 2.5 million when compared against December 2015, ending up at € 114.7 million by the end of September.

It is worth mentioning that leasings, in a global amount of $\ensuremath{\mathfrak{C}}$ 0.5 million, are included in the figure above.

Thus Media Capital maintains a comfortable capital structure.



GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONDENDES CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS OF 30 SEPTEMBRE 2016 AND 31 DECEMBER 2015

(Amounts stated in Euro thousand)

ASSETS	30.09.2016	31.12.2015
NON-CURRENT ASSETS:		
Goodwill	152,624	153,178
Intangible assets	13,525	15,167
Tangible fixed assets	14,133	15,476
Investments in associates	1,536	1,596
Assets held for sale	5	5
Transmission rights and TV programs	52,498	53,891
Other non-current assets	3,029	3,229
Deferred income tax assets	2,735	2,832
	240,085	245,375
CURRENT ASSETS:		
Transmission rights and TV programs	30,951	29,099
Inventories	16	13
Trade and other account receivable	38,282	39,791
Current tax assets	401	129
Other current assets	4,280	8,048
Cash and cash equivalents	1,553	5,545
	75,483	82,626
TOTAL ASSETS	315,568	328,001
EQUITY AND LIABILITIES		
EQUITY:		
Share capital	89,584	89,584
Reserves	30,483	29,150
Profit for the period	8,782	17,300
Equity attributable to controlling interests	128,849	136,034
Total Equity	128,849	136,034
LIABILITIES:		
NON-CURRENT LIABILITIES:		
Borrowings	89,091	112,197
Provisions	6,944	7,108
Deferred income tax liabilities	1,243	1,294
	97,278	120,598
CURRENT LIABILITIES:		
Borrowings	27,192	5,572
Trade and other payables	39,314	38,746
Current tax liabilities	3	30
Other current liabilities	22,931	27,020
	89,440	71,368
Total liabilities	186,718	191,967
TOTAL EQUITY AND LIABILITIES	315,568	328,001



GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE PERIOD ENDED 30 SEPTEMBRE 2016 AND 2015

(Amounts stated in Euro thousand)

	9 months ended		3 months	s ended
	30.09.2016	30.09.2015	30.09.2016	30.09.2015
<u>OPERATING REVENUES:</u>				
Services rendered	94,579	88,869	29,864	27,279
Sales	50	154	5	84
Other operating revenue	29,673	32,144	9,166	11,475
Total operating revenue	124,302	121,167	39,035	38,838
OPERATING EXPENSES:				
Cost of programs broadcasted and goods sold	(12,242)	(13,239)	(5,898)	(4,257)
Subcontrats and third party supplies	(54,122)	(51,235)	(16,274)	(16,975)
Payroll expenses	(34,004)	(33,113)	(11,155)	(11,221)
Depreciation and amortization	(6,287)	(5,883)	(2,146)	(2,188)
Provisions and impariment losses	(238)	(174)	119	(15)
Other operating expenses	(952)	(1,431)	(256)	(588)
Total operating expenses	(107,845)	(105,075)	(35,611)	(35,243)
Net operating profit	16,456	16,092	3,424	3,594
FINANCIAL EVDENCES.				
FINANCIAL EXPENSES:	(2.612)	(4.720)	(4.206)	(4.620)
Financial expense Financial income	(3,613) 1	(4,738) 319	(1,206)	(1,620)
Finance costs, net	(3,612)	(4,419)	(1,206)	(12)
Gains (losses) on associated companies, net	(624)	(4,419)	(1,200)	(1,632) 7
Gains (losses) on associated companies, net	(4,236)	(4,410)	(1,310)	(1,624)
Profit before tax	12,220	11,682	2,115	1,970
I Tollt before tax	12,220	11,002	2,113	1,970
Income tax expense	(3,438)	(3,495)	(700)	(1,138)
Consolidated net profit for continued operations	8,782	8,187	1,415	832
Attributable to:				
Equity holders of the parent	8,782	8,187	1,415	832
Earnings per chare (Euros)				
Earnings per share (Euros) Basic	0.1039	0.0969	0.0167	0.0098
Diluted	0.1039	0.0969	0.0167	0.0098
Diluteu	0.1039	0.0969	0.0107	0.0098



GRUPO MEDIA CAPITAL, SGPS, S.A.

CONDENSED CONSOLIDATED CASH FLOW STATEMENTS

FOR THE PERIOD ENDED 30 SEPTEMBRE 2016 AND 2015

(Amounts stated in Euro thousand)

	30.09.2016	30.09.2015
OPERATING ACTIVITIES:		
Cash receipts from customers	170.747	164.556
Cash paid to suppliers	(86.846)	(87.081)
Cash paid to employees	(32.193)	(31.749)
Cash generated from operations	51.707	45.725
Cash received/(paid) relating to income tax	(68)	193
Other cash received/(paid) relating to operating activities	(32.024)	(29.228)
Net cash from operating activities (1)	19.615	16.690
INVESTING ACTIVITIES:		
Cash received relating to:		
The sale of subsidiaries	-	52
Disposal of fixed tangible assets and intangible assets	1.600	69
Dividends	63	70
Interest and similar income	0	53
Loans granted		3.313
	1.663	3.557
Payments resulting from:		<i>-</i>
Business concentrations and liquidation of associated companies	(612)	(7)
Acquisition of tangible assets	(3.068)	(6.201)
Acquisition of intangible assets	(525)	(117)
Loans granted	- (1.22)	(58)
Net cash from /(used in) investing activities (2)	(4.205)	(6.384)
Net cash nom /(used in) investing activities (2)	(2.542)	(2.020)
FINANCING ACTIVITIES:		
Cash received relating to:		
Borrowings	113.528	107.892
	113.528	107.892
Cash paid relating to:		
Borrowings	(114.272)	(101.860)
Leases	(542)	(902)
Interest and other similar expenses	(3.596)	(4.143)
Dividends	(16.058)	(15.821)
Other financial expenses	(124)	(407)
	(134.592)	(123.133)
Net cash from/(used in) financing activities (3)	(21.065)	(15.241)
Cash and equivalents at the begining of the period	5.545	2.996
Net increase in cash and cash equivalents $(4) = (1) + (2) + (3)$	(3.991)	(1.377)
Exchange rate effect	(1)	3
Cash and equivalents at the end of the period	1.553	1.621