



CAIROCOMMUNICATION

Press release - TV advertising revenue from La7 and La7d channels grows in 1Q18

Milan, 27 March 2018: Cairo Communication announces that, based on the order book at 26 March 2018, sales from advertising aired and to be aired on La7 and La7d in 1Q18, amounting to Euro 36 million, have increased by approximately 3.4% versus the figure achieved in 1Q17 (Euro 34.8 million). Growth reported an upward trend over the three months, with January in line with 2017, February up by +2.4% and March by +6.2%.

The Cairo Communication Group is one of the leading groups in the weekly magazine, TV publishing and advertising sales segments, recognized as one of the first to have developed a multimedia sales approach, beginning with magazines and expanding later into free, digital and pay TV and the Internet. With the acquisition of the control of RCS MediaGroup, Cairo Communication establishes itself as a major multimedia publishing group, well-positioned to become the main player on the Italian market, with a strong international presence in Spain, by leveraging on the high quality and diversification of products in the dailies, magazines, television, web and sporting events segments.

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This press release is also available on the Company's website www.cairocommunication.it in the section NOTICES AND DOCUMENTS / PRESS RELEASES