



CAIROCOMMUNICATION

Press Release

In December 2015, advertising sales on La7 and La7d channels grow versus same month of 2014

Milan, 15 December 2015: based on the order book acquired to date for advertising aired and to be aired in December 2015 on La7 and La7d channels, amounting to approximately Euro 14 million, up to now, advertising revenue achieved in December 2014 (approximately Euro 13.1 million) has already been outperformed by about 7%, while plans are to achieve an over 10% growth in the month. Based on these forecasts for December, gross advertising revenue from the two channels is expected to basically confirm (approximately -2%) in 4Q15 the figure achieved in 4Q14 (approximately Euro 45.5 million), improving sharply versus the performance reported in the first nine months of the year (more than-10%).

Cairo Communication 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 magazine and expanding later into free, digital and pay TV and the Internet

For further information: Mario Cargnelutti, Investor Relations, +39 02 74813240, m.cargnelutti@cairocommunication.it

This press release is also available on the Company's website www.cairocommunication.it

in the section NOTICES AND DOCUMENTS / PRESS RELEASES