



Joint press release

Cairo Communication to coordinate advertising sales at group level. Uberto Fornara to direct and coordinate the advertising agencies of RCS MediaGroup and Cairo Pubblicità

Milan, 12 December 2019 - The Board of Directors of Cairo Communication has informed the subsidiary RCS MediaGroup that it will direct and coordinate advertising sales at group level. The strategic and operational coordination between Cairo Pubblicità and the Advertising Department of RCS MediaGroup will also enable it to offer customers a broad, diversified and multimedia portfolio of publishing solutions, offering "all-round" advertising plans that cover most of the population through various channels and fully meet advertisers' needs.

The responsibility for the direction and coordination of the structure of the advertising agencies of Cairo Pubblicità and RCS MediaGroup has been entrusted to Uberto Fornara, CEO of Cairo Communication, to whom Raimondo Zanaboni, General Manager of the Advertising Department of RCS MediaGroup and Giuliano Cipriani, General Manager and Managing Director of Cairo Pubblicità, will report.

On today's date, the Board of Directors of RCS MediaGroup deemed that the above organizational changes constitute direction and coordination by the parent company Cairo Communication, pursuant to art. 2497 et seq. of the Italian Civil Code and - after assessing that the Company's current governance set-up is consistent with the provisions of applicable regulations - resolved to implement the legal advertising requirements and granted director Uberto Fornara operational powers in the field of advertising sales.

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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RCS MediaGroup is one of the leading multimedia publishing groups, operating primarily in Italy and Spain across all publishing areas, from newspapers to magazines and books, from TV to new media and training, as well as being one of the top players on the advertising sales market, organizing iconic events and renowned sporting formats such as the Giro d'Italia. The RCS Group publishes the daily newspapers Corriere della Sera, La Gazzetta dello Sport, El Mundo, Marca and Expansion, as well as numerous magazines, the most popular including Oggi, Amica, Io Donna, 7 and Teva.

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