



RESULTS FOR 2019

SIC - Sociedade Independente de Comunicação, S.A.
Capital Social: 10.328.600 Euros
Sede: Rua Calvet de Magalhães, n.º 242, 2770-022 Paço de Arcos
NIPC 501 940 626
Conservatória do Registo Comercial de Cascais



SIC ACCOUNTS FOR 2019

- ✓ SIC's Net Income grows 32% to M€ 15
- ✓ EBITDA of M€ 27, representing an increase of 35%
- ✓ SIC ends the year in a leading position, with an average share of viewing of 19.5%

Analysis of the Accounts

(values in Euros)	2019	2018	var %
Total Revenues	155 249 404	145 309 942	6,8%
Advertising	105 743 980	97 448 776	8,5%
Channel Subscriptions	34 308 874	36 857 597	-6,9%
Multimedia	11 278 342	6 474 786	74,2%
Other revenues	3 918 209	4 528 783	-13,5%
Operating Costs (1)	128 247 157	125 308 410	2,3%
EBITDA	27 002 247	20 001 532	35,0%
EBITDA Margin (%)	17,4%	13,8%	
EBITDA (2)	28 191 438	21 333 480	32,1%
EBITDA Margin (2) (%)	18,2%	14,7%	
Net Profits	15 319 909	11 647 093	31,5%

Notes:

EBITDA = Operating Results + Amortisation and Depreciation + Provisions + Impairment in non-current assets.

(1) Does not consider Amortisation and Depreciation, Provisions and Impairment Losses in non-current assets.

(2) EBITDA adjusted for restructuring costs.

In 2019, SIC achieved total revenues of €M 155.2, representing an increase of 6.8%, as a result of the good performance observed in all revenue lines, with the exception of channel subscriptions.

Advertising revenues reached M€ 105.7, up 8.5% year-on-year.

Subscription revenues generated by the 8 SIC channels, distributed over cable and satellite, in Portugal and abroad, fell 6.9% in 2019 to M€ 34.3. This decrease was essentially due to the negotiation of contracts with international operators.

IVR revenues increased 74.2% to 11.3 M€.



Operating costs increased 2.3%, mainly due to the increase in IVR revenues.

The increase in operating costs (M€ 2.9) was positively offset by the total increase in revenues (M€ 9.9), which led to a 35% increase in EBITDA and a 32.1% increase in EBITDA adjusted for compensations.

SIC's EBITDA in 2019 came to M€ 27 and M€ 28,2 adjusted for compensations.

It should be noted that on 27 January 2019, SIC began broadcasting from the new IMPRESA building studios, in Paço de Arcos, which allowed the entire activity of the IMPRESA Group to be concentrated in just one building (with the exception of the Northern branch office, in Matosinhos and the studios of Parque Holanda, in Carnaxide).

Audiences

SIC ended 2019 as audience leader in the universe of generalist channels, with an average share of 19.5% in terms of consolidated data, representing a year-on-year increase of 2.5 pp. The year of 2019 was marked by the historical change in audience leadership in Portugal, as 12 years on SIC become the leading station in Portugal.

SIC ended 2019 as audience leader in prime time, in the universe of generalist channels, with an average share of 21.9%, in terms of consolidated data, representing a year-on-year increase of 1.3 pp.

The following contributed to these results:

- The success of the various fiction products that SIC broadcast on prime time (“Alma e Coração”, “Vidas Opostas”, “Golpe de Sorte”, “Nazaré”, “Terra Brava”, “Segundo Sol” and “A Dona do Pedaco”) and of the weekend entertainment programmes (“Quem Quer Namorar com o Agricultor”, “Esta Mensagem é Para Ti”, “Terra Nossa”, “A Árvore dos Desejos” e “Casados à Primeira Vista”);
- The “XXIV Gala dos Globos de Ouro”, which aired in September, and which ended in the leading position, in the universe of generalist channels, with a share of 31.9%, at a distance from the competition which had not been seen since 2011 (+ 20.0 pp than TVI);
- The television debates for the Legislative Elections of 2019, which ended in the leading position with a share of 22.6%;
- The excellent results of day time with “O Programa da Cristina” leading in weekday mornings;
- The leading in weekday afternoons with the program “Júlia e a Linha Aberta” and in the weekend mornings with the program “Olhó Baião!”;
- “Primeiro Jornal” and “Jornal da Noite”, which ended 2019 in the leading position, on every weekday. The following different programmes throughout the year - “A Rede”, “O Polígrafo”, “Olhá Festa”, “Vidas Suspensas”, “Grande Reportagem – Entregues à Sorte” and “Opinião de Luís Marques Mendes”, among others that ended the year in a leading position, made a very positive contribution to the good performance of “Jornal da Noite”;



- The weekend magazines, “Alta Definição”, “E-Especial” and “Fama Show” which ended the year in a leading position;
- The Europa League broadcast by SIC;
- The programming of films for the whole family at Christmas and New Year, with SIC having once again being chosen by the Portuguese during this season.

The SIC channels, i.e. SIC's set of generalist and thematic channels, ended 2019 in a leading position with a market share of 23.3%, corresponding to a year-on-year growth of 2.5 pp.

In the commercial targets (A/B C D 15/54 and A/B C D 25/54), SIC's set of channels ended the year in the leading position, with shares of 23.0% and 23.9%, respectively.

SIC's subscription channels achieved a market share of 3.7% in 2019. In terms of consolidated data, SIC ended 2019 with an average share of 1.8%, thus maintaining its leadership in the universe of information channels and increased its distance from TVI to 0.3% pp, which had not been achieved since 2015.

SIC Notícias also continued to be the most watched information channel and achieved a much higher share than the competition whenever there were important events or breaking news. Proof of this were the various days throughout the year on which the channel registered audiences far above the average: the fire of Notre Dame, the bus accident in Madeira, the fuel crisis and the European and legislative elections.

Regarding the rest of the thematic channels, in 2019 SIC Mulher achieved a market share of 0.9%, SIC Radical reached 0.4% and SIC K and SIC Caras reached 0.3%.

In 2019, SIC's websites as a whole registered a remarkable improvement (+71.2%) compared to the results obtained in the previous year, having registered an average of 16,324,691 visits per month in 2019.

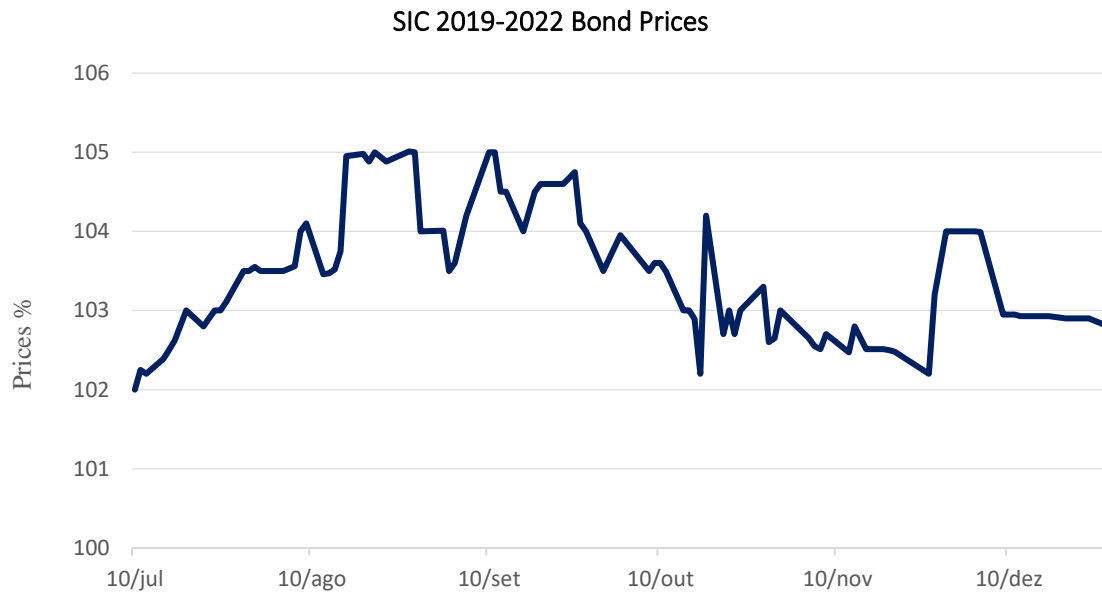
SIC's generalist channel represents a market share of 49.9% in advertising investment, having grown 4.9 pp year-on-year.

SIC 2019-2022 Bonds

In 2019, SIC issued and admitted to trading 1,700,000 bonds, with a final total nominal value of € 51,000,000, maturing on 11 July 2022 and with a gross annual fixed interest rate of 4.50%.

The Public Offering (IPO), aimed at the general public, registered 10,426 subscribers to SIC Bonds, the highest number of investors in a "Corporate" debt issue in Portugal in the last 6 years. Gross demand was 6.73 times the initial amount and 3.96 times the final amount of the Offering¹.

After the conclusion of the IPO, the shares were admitted to trading on a regulated market (Euronext Lisbon) on 10 July 2019, and integrated in the Central Securities Depository operated by Interbolsa.



Data: Euronext

The bond reflected investors' confidence in the good results that SIC presented throughout 2019, trading between 102% and 105%.

The average number of bonds traded in each session came to 28,848.

Source: Euronext; Results of the Public Offering of SIC 2019-2022 Bonds (05/07/2019).

Prospects

SIC, which is 100% owned by Impresa, expects to consolidate the good results achieved in 2019, with the focus on EBITDA growth, an improved operating margin.

Having approved the Strategic Plan for the three-year period of 2020-2022, SIC and Impresa will complement its current activities by expanding into new platforms, meeting the needs of more and new audiences and increasing and diversifying its content portfolio.

Lisbon, 27 February 2020

On behalf of the Board of Directors

Cristina Barroso
Management Control and Strategic Execution Director

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www.impresa.pt