



1st Half 2020 RESULTS

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FIRST HALF 2020 RESULTS

SIC's Net Income exceeded M€ 4 in the first half of the year, despite COVID-19 pandemic

EBITDA reached M€ 8.996 for the first half of the year

SIC' generalist is audience leader, with an average share of 20.6%

SIC's generalist channel represents 53.2% of the market share of advertising investment

1. ANALYSIS OF THE CONSOLIDATED ACCOUNTS



(values in Euros)	1 ^o Sem 20	1 ^o Sem 19	var %
Revenues	67 275 239	75 339 324	-10,7%
Advertising	42 641 122	49 258 274	-13,4%
Channel Subscriptions	16 518 866	17 568 567	-6,0%
Multimedia	6 796 859	6 402 218	6,2%
Other revenues	1 318 392	2 110 264	-37,5%
Operating Costs (1)	58 279 059	62 879 479	-7,3%
EBITDA	8 996 180	12 459 844	-27,8%
EBITDA Margin (%)	13,4%	16,5%	
EBITDA (2)	8 997 056	12 461 236	-27,8%
EBITDA Margin (2) (%)	13,4%	16,5%	
Net Profit	4 150 108	7 345 859	-43,5%

Notes:

EBITDA = Operating Results + Amortisations 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.



SIC achieved **M€ 67.3 of revenue**, reflecting a reduction of 11% in comparison with the first half of the previous year.

Advertising revenues exceeded M€ 42.6, representing an increase of 5.4 p.p. on market share, and a decrease of 13%, as a result of the impact of the COVID-19 pandemic on the advertising market.

Subscription revenues generated by the 8 SIC channels, distributed over cable and satellite, in Portugal and abroad, fell 6% in the 1st half of 2020 to **M€ 16.5**. This decrease was mainly due to the negotiation of contracts with international operators.

2. AUDIENCES

SIC ended the 1st half of 2020 as audience leader in the universe of generalist channels, having reached an average share of 20.6% in terms of consolidated data. This figure was 1.3 p.p. higher than in the same period of the previous year, with SIC being the only generalist channel to have reported an increase.

The **12 programmes with the highest audience in the first 6 months** of the year were broadcast at SIC and, of the **20 most viewed programmes of the year, 18 were broadcast at SIC**. The interview of António Costa in *Jornal da Noite* on 16 March was the most watched programme of the year, with 1,893,300 viewers.

The comedy programme, *Isto é Gozar Com Quem Trabalha*, presented by Ricardo Araújo Pereira, debuted in March to lead with historic results, and the 26 April edition achieved the position of 2nd programme with the highest audience in 2020.



In the 1st quarter of 2020, SIC's positive performance in all lines of advertising revenues stood out, with a year-on-year growth of 9%.

IVR revenues grew more than 6% to **M€ 6.8**.

The **7% reduction** (equivalent to M€ 4.6) in **operating costs** partly offset the decrease in revenue (by M€ 8.1), resulting in an **EBITDA of M€ 9**. **Net income** exceeded **M€ 4**.

SIC was the television channel most watched by the Portuguese in the 1st half of the year, with 18 programmes in the top 20 of national preferences.

The game between Benfica and Shakhtar Donetsk for the Europa League, on 27 February, and the SIC Report "A Saúde da Moral", on 12 April, were the 3rd and 4th most watched programmes, respectively.

Opinião de Luís Marques Mendes on 22 March, occupied the 5th position in terms of preferences, having registered the best result ever of the weekly item of Sunday's *Jornal da Noite*.

Primeiro Jornal and *Jornal da Noite*, as well as the weekly items (*O Polígrafo*, *Casos de Polícia* and *Reportagem Especial*), the soap opera *Nazaré*, the programme *Julia* and *Fama Show* also achieved their best results ever.



SIC consolidated its leadership in **prime time**, with an average share of 24.9% in the universe of generalist channels, which represents an increase of 4.4 p.p. in relation to the 1st half of 2019 and the biggest total increase in television.

The contributing factors to this result were the **performance of the fiction products** broadcast on prime time, namely the soap operas *Nazaré*, *Terra Brava*, *A Dona do Pedaco* and *Amor de Mãe*, as well as **weekend entertainment**: *A Máscara*, *Isto é Gozar Com Quem Trabalha*, *A Árvore dos Desejos*, *24 Horas de Vida*, *Estamos Aqui*, *Olha Por Mim*, *Terra Nossa* and *Quem Quer Namorar com o Agricultor?*.

On **daytime television**, *O Programa da Cristina* was audience leader on weekday mornings, while the programme *Olho Baião!* dominated on weekend mornings.



The programmes *Julia* and *Linha Aberta* secured the preference of viewers during the afternoons.

In terms of **information**, *Primeiro Jornal* and *Jornal da Noite* were the most watched on every weekday. The different items broadcast, as well as the daily monitoring of the developments concerning the Covid-19 pandemic also contributed to this success.

SIC's set of generalist and thematic channels closed June leading with a collective **market share of 24.5%**, which reflects a growth of 1.5 p.p. compared to the 1st half of 2019. In the **commercial**

targets (A/B C D 15/54 and A/B C D 25/54), SIC's universe of channels was the most watched with a share of **23.8% and 24.1%**, respectively.

SIC's subscription channels achieved a market share of 3.9%.

In terms of consolidated data, **SIC Notícias** obtained an average share of 2.4%, maintaining its **top position in the information channels** and increasing the distance from the second most watched channel to 0.8 p.p.. Such a large distance has not been seen since 2011. It was the subscription channel with the highest year-on-year increase, second only to SIC's generalist channel.

SIC Notícias registered record audiences on several days in recent months, in particular March and April, as a result of the **monitoring of developments regarding the Covid-19 pandemic**, which demonstrates the preference of viewers for the channel's information when high-impact or last-minute events occur.

Regarding the **other thematic channels**, SIC Woman achieved a market share of 0.7%, while SIC K reached 0.4%. SIC Radical and SIC Caras reached a share of 0.2%.

SIC brand websites as a whole achieved the highest ever monthly average in the 1st half of 2020: 2,392,490 Unique Visitors, according to the numbers provided by the netAudience ranking.



3. SIC 2019-2022 BONDS

The **SIC 2019-2022 Bonds**, admitted to trading on a regulated market (Euronext Lisbon) on 10 July 2019, ended the 1st half of 2020 trading above par (102%), having oscillated between 95% and 104.99% during this period.

The average number of bonds traded in each session of the semester came to 20,862.

SIC 2019-2022 Bond Prices



Data: Euronext

4. AWARDS

SIC was attributed the **Five Stars Award** in the "Generalist Channel" category. Cristina Ferreira and Clara de Sousa also won in the Television and Journalism categories, respectively.



Salzedas, Rafael Homem and Luís Gonçalves, was distinguished with the **First Human Rights & Integration Journalism Award - UNESCO National Commission**.



SIC also collected the **Consumer Choice Award** in the "Generalist Channel" category, as well as SIC Notícias, which won as "Information Channel".

The prize of **Best Journalistic Work** of the **Apifarma Journalists Club** in the category was attributed to the news report "No Coração do Hospital", by Catarina Marques.

At the beginning of the year, 2 news reports from SIC were distinguished with the **António Sérgio Cooperation and Solidarity Award 2019**: João Faiões received the Journalism Award for the news report "Nós ainda estamos aqui", and Catarina Marques received an Honourable Mention in the same category, for the news report "E de nós, quem cuida?".

At the **Marketing Awards** of the magazine **Meios & Publicidade**, *O Programa da Cristina* and *O Polígrafo* received the **Silver Award**. The initiative "Tenho Cancro e Depois" of SIC Notícias, in partnership with Novartis, received the **Bronze Award**.

The *Grande Reportagem* of SIC "Ensaio sobre a saúde na Guiné-Bissau", by Dulce

SIC also received the **Reputation Award** attributed by the OnStrategy Consultancy.

With regards to entertainment, SIC was distinguished in the **Fantastic 2020 Awards**, in the following categories:



Best Entertainment Programme

Árvore dos Desejos

Best Presenter

João Manzarra (*Árvore dos Desejos*)

Best Magazine or Cultural Programme

À Descoberta Com...

Best Soap Opera or Daily Series

Nazaré

Best Lead Actor

José Mata (*Nazaré*)

Best Lead Actress

Mariana Monteiro (*Terra Brava*)

Best Secondary Actor

Renato Godinho (*Terra Brava*)

Best Secondary Actress

Laura Dutra (*Nazaré*)

Revelation Award

Guilherme Moura (*Nazaré*)

Two SIC soap operas, produced by SP Televisão, were commended in the 21st edition of the **World Media Festivals - Television & Corporate Media Awards**.

Terra Brava and *Nazaré* won the **Gold Medal** and the **Silver Medal**, respectively, in the “Soap Opera” category.



5. PROSPECTS

In compliance with the Strategic Plan for the three-year period 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.

Aware of the new challenges brought by COVID-19 pandemic both to the national and international context, SIC will remain focused on revenue generation, increased operational efficiency and the reduction of net debt with the objective of increasing Net Income and decreasing the Net Debt to EBITDA ratio.

The Group has conducted a survey of the potential impacts of the COVID-19 pandemic on its activity and prepared a response plan, that includes a contingency plan to ensure the regular operation of the companies in which the Group holds stakes, in particular the continued broadcasts of the different television channels operated by the Group.

It is important to highlight the activity of SIC, which performs an extremely important role in situations like the one currently being experienced, in which updated, rigorous and credible information is essential. SIC, in its various platforms, shall continue to assure, as always, their mission of safeguarding the public interest by informing Portuguese society with their reputed independence and accuracy, clearly conveying institutional messages of relevance.



Paço de Arcos, 30 July 2020

On behalf of the Board of Directors

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