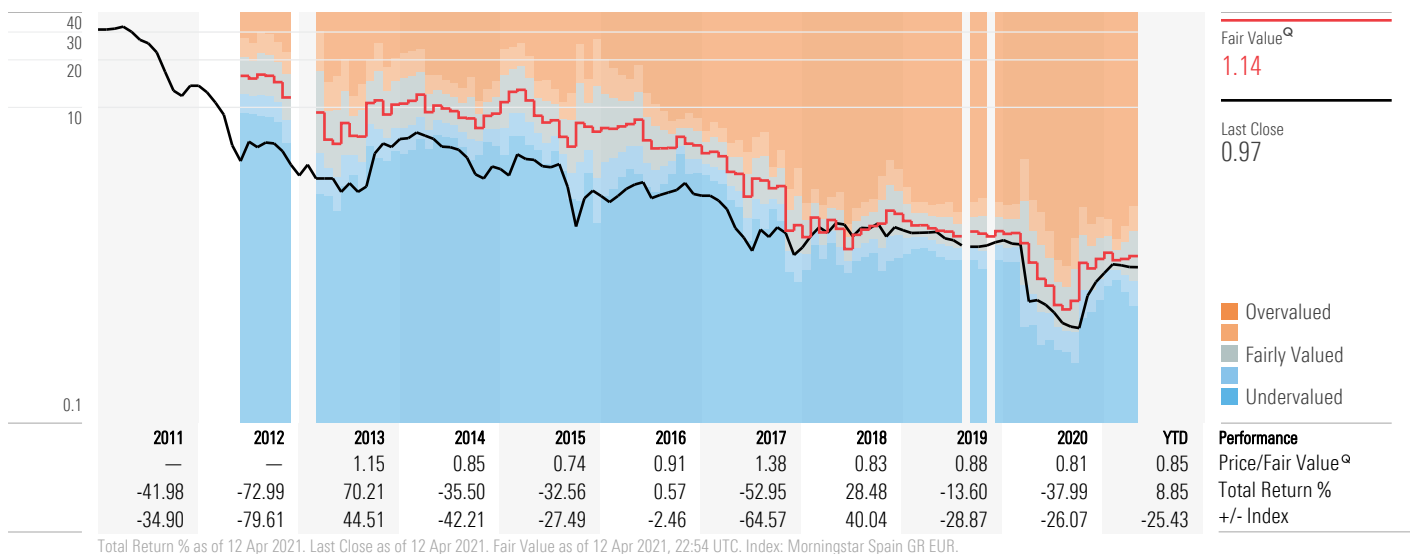


Promotora de Informaciones SA A PRS ★★★ Q 12 Apr 2021, 22:54 UTC

| | | | | | | | |
|------------------------|----------------------|---------------------------|----------------------------------|-------------------|-------------------------|------------------------|------------------------|
| Economic Moat ☐ | Uncertainty ☐ | Price/Fair Value ☐ | Trailing Dividend Yield % | Market Cap | Investment Style | Sector | Industry |
| None | Very High | 0.9 | — | 687.0376 Mil | Small Value | Communication Services | Entertainment Services |



Total Return % as of 12 Apr 2021. Last Close as of 12 Apr 2021. Fair Value as of 12 Apr 2021, 22:54 UTC. Index: Morningstar Spain GR EUR.

There is no one analyst in which a Quantitative Fair Value Estimate and Quantitative Star Rating are attributed to; however, Mr. Lee Davidson, Head of Quantitative Research for Morningstar, Inc., is responsible for overseeing the methodology that supports the quantitative fair value. As an employee of Morningstar, Inc., Mr. Davidson is guided by Morningstar, Inc.'s Code of Ethics and Personal Securities Trading Policy in carrying out his responsibilities. For information regarding Conflicts of Interests, visit <http://global.morningstar.com/equitydisclosures>

Valuation^Q as of 12 Apr 2021



Fair Value^Q
1.14
Uncertainty^Q :
Very High

Last Close
0.97

PRS is Under Valued at a 15% discount.

Economic Moat ☐

None

Financial Health ☐

Moderate

1-Star Price ☐

> 2.36

5-Star Price ☐

< 0.55

Financials as of 12 Apr 2021 (Fiscal Year End 31 Dec 2021)

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | YTD | Fiscal |
|---------------------------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|-------|---------------------------|
| Revenue (Mil) | 2,641 | 2,623 | 1,511 | 1,408 | 1,348 | 1,157 | 1,309 | 1,065 | 937 | 691 | 691 | Revenue (Mil) |
| Operating Income (Mil) | 217 | 139 | 102 | 36 | 121 | 100 | 153 | 132 | 62 | -7 | -7 | Operating Income (Mil) |
| Operating Margin (%) | 8.22 | 5.31 | 6.76 | 2.54 | 8.99 | 8.64 | 11.68 | 12.44 | 6.56 | -0.95 | -0.95 | Operating Margin (%) |
| Net Income (Mil) | -451 | -255 | -649 | -2,237 | 5 | -68 | -103 | -269 | -182 | 90 | 90 | Net Income (Mil) |
| Diluted Earnings/Share | -4.65 | -2.03 | -4.88 | -41.63 | 0.07 | -0.87 | -1.29 | -0.54 | -0.27 | 0.13 | 0.13 | Diluted Earnings/Share |
| Operating Cash Flow (Mil) | 269 | 250 | 56 | 106 | 168 | 152 | 132 | 156 | 70 | 54 | 54 | Operating Cash Flow (Mil) |
| Capital Spending (Mil) | -218 | -169 | -94 | -74 | -80 | -66 | -67 | -62 | -62 | -45 | -45 | Capital Spending (Mil) |
| Free Cash Flow (Mil) | 51 | 82 | -38 | 32 | 88 | 86 | 65 | 94 | 8 | 9 | 9 | Free Cash Flow (Mil) |
| Avg Shares Outstand(Mil) | 113 | 126 | 135 | 54 | 72 | 78 | 79 | 497 | 665 | 707 | 707 | Avg Shares Outstand(Mil) |
| Dividend Per Share | 0.23 | — | — | — | — | — | — | — | — | — | — | Dividend Per Share |

Valuation as of 12 Apr 2021

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | Current | Calendar |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|---------|-------------------------------|
| Price/Fair Value ^Q | — | — | 1.15 | 0.85 | 0.74 | 0.91 | 1.38 | 0.83 | 0.88 | 0.81 | 0.85 | Price/Fair Value ^Q |
| Price/Sales | 0.21 | 0.18 | 0.14 | 0.14 | 0.29 | 0.31 | 0.16 | 0.90 | 0.86 | 0.71 | 0.99 | Price/Sales |
| Price/Earnings | — | — | — | — | — | — | — | — | — | — | — | Price/Earnings |
| Price/Cash Flow | 2.87 | 1.87 | 1.63 | 2.65 | 2.58 | 2.66 | 1.20 | — | — | — | 12.69 | Price/Cash Flow |
| Price/Book | 0.29 | 0.09 | 0.19 | — | — | — | — | — | — | — | — | Price/Book |

Operating Performance as of — (Fiscal Year End 31 Dec 2021)

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | Q3 | Fiscal (%) |
|-------------------------|--------|--------|--------|--------|------|-------|-------|--------|--------|------|--------|-------------------------|
| Return on Assets | -5.63 | -3.28 | -9.03 | -43.45 | 0.18 | -3.02 | -5.08 | -15.03 | -11.28 | 7.06 | 26.58 | Return on Assets |
| Return on Equity | -24.76 | -13.39 | -34.21 | -395 | — | — | — | — | — | — | -408 | Return on Equity |
| Rtn on Invested Capital | -6.02 | -2.88 | -11.14 | -59.2 | — | — | — | — | — | — | -53.37 | Rtn on Invested Capital |

Business Description

Promotora de Informaciones SA operates under the commercial name 'Prisa' which is a multimedia group in Spain and Portugal. The business is operated through various segment which includes Education, Radio, Press, and others. Its Education segment includes primarily the sale of educational books and the services and materials related to the

education systems. Geographically, it operates in Spain, Portugal, Chile, Brazil, Mexico, and other countries out of which Spain accounts for most of the revenue for the company.

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- ii. **Quantitative Economic Moat:** Intended to describe the strength of a firm's competitive position. It is calculated using an algorithm designed to predict the Economic Moat rating a Morningstar analyst would assign to the stock. The rating is expressed as Narrow, Wide, or None.
 - Narrow** – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 70% but less than 99%.
 - Wide** – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 99%.
 - None** – assigned when the probability of an analyst receiving a "Wide Moat" rating by an analyst is less than 70%.

- iii. **Quantitative Star Rating:** Intended to be the summary rating based on the combination of our Quantitative Fair Value Estimate, current market price, Quantitative Uncertainty Rating, and momentum. The rating is expressed as One-Star, Two-Star, Three-Star, Four-Star, and Five-Star.

★ – the stock is overvalued with a reasonable margin of safety.

*Log (Quant FVE/Price) < -1*Quantitative Uncertainty*

*Micro-Caps: Log (Quant FVE/Price) < -1.5*Quantitative Uncertainty*

★★ – the stock is somewhat overvalued.

*Log (Quant FVE/Price) between (-1*Quantitative Uncertainty, -0.5*Quantitative Uncertainty)*

*Micro-Caps: Log (Quant FVE/Price) between (-1.5*Quantitative Uncertainty, -0.75*Quantitative Uncertainty)*

★★★ – the stock is approximately fairly valued.

*Log (Quant FVE/Price) between (-0.5*Quantitative Uncertainty, 0.5*Quantitative Uncertainty)*

*Micro-Caps: Log (Quant FVE/Price) between (-0.75*Quantitative Uncertainty, 0.75*Quantitative Uncertainty)*

★★★★ – the stock is somewhat undervalued.

*Log (Quant FVE/Price) between (0.5*Quantitative Uncertainty, 1*Quantitative*

Uncertainty)

*Micro-Caps: Log (Quant FVE/Price) between (0.75*Quantitative Uncertainty, 1.5*Quantitative Uncertainty)*

★★★★★ – the stock is undervalued with a reasonable margin of safety.

*Log (Quant FVE/Price) > 1*Quantitative Uncertainty*

*Micro-Caps: Log (Quant FVE/Price) > 1.5*Quantitative Uncertainty*

After the initial calculation for the star rating, there is a final filtering step based on the momentum of the company. We rank the companies based on their 12-1 month momentum, then restrict those below the 30th percentile to a maximum of 3 stars.

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Low – the interquartile range for possible fair values is less than 10%

Medium – the interquartile range for possible fair values is less than 15% but greater than 10%

High – the interquartile range for possible fair values is less than 35% but greater than 15%

Very High – the interquartile range for possible fair values is less than 80% but greater than 35%

Extreme – the interquartile range for possible fair values is greater than 80%

v. **Quantitative Financial Health:** Intended to reflect the probability that a firm will face financial distress in the near future. The calculation uses a predictive model designed to anticipate when a company may default on its financial obligations. The rating is expressed as Weak, Moderate, and Strong.

Weak – assigned when Quantitative Financial Health < 0.2

Moderate – assigned when Quantitative Financial Health is between 0.2 and 0.7

Strong – assigned when Quantitative Financial Health > 0.7

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ii. **Quantitative Valuation** – Using the below terms, intended to denote the relationship between the security's **Last Price** and Morningstar's quantitative fair value estimate for that security.

Undervalued – Last Price is below Morningstar's quantitative fair value estimate.

Fairly Valued – Last Price is in line with Morningstar's quantitative fair value estimate.

Overvalued – Last Price is above Morningstar's quantitative fair value estimate.

This Report **has not been made available** to the issuer of the security prior to publication.

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