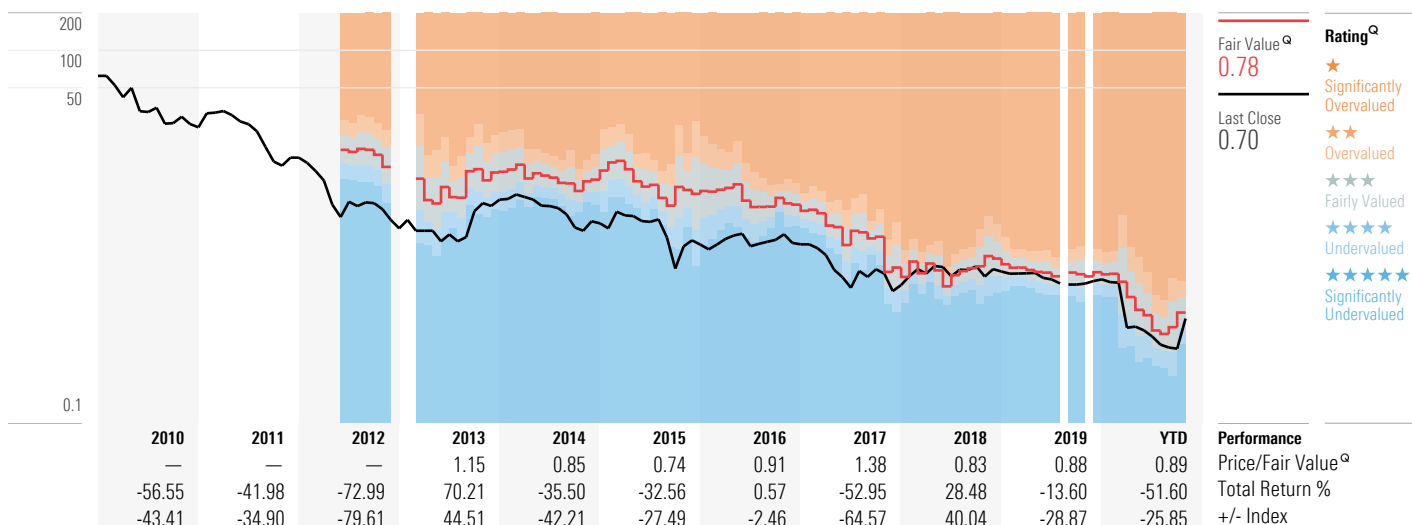


Promotora de Informaciones SA A PRS ★★★ 26 Oct 2020, 22:31 UTC

Economic Moat ^Q	Uncertainty ^Q	Price/Fair Value ^Q	Trailing Dividend Yield %	Market Cap	Investment Style	Sector	Industry
None	Very High	0.9	—	492.6753 Mil	Small Value	Communication	Entertainment Services



Total Return % as of 26 Oct 2020. Last Close as of 26 Oct 2020. Fair Value as of 26 Oct 2020, 22:31 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 26 Oct 2020



Fair Value^Q
0.78

Uncertainty^Q:
Very High

Last Close
0.70

PRS is undervalued at a 11% discount.

Economic Moat^Q
None

Financial Health^Q
Moderate

1-Star Price^Q
> 1.40

5-Star Price^Q
< 0.43

Financials as of 26 Oct 2020 (Fiscal Year End 31 Dec 2019)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	YTD	Fiscal
Revenue (Mil)	2,823	2,641	2,623	1,511	1,408	1,348	1,157	1,309	1,065	1,065	263	Revenue (Mil)
Operating Income (Mil)	425	134	98	63	-11	95	73	126	99	74	74	Operating Income (Mil)
Operating Margin (%)	15.04	5.07	3.74	4.16	-0.76	7.06	6.28	9.62	9.31	6.91	6.91	Operating Margin (%)
Net Income (Mil)	-73	-451	-255	-649	-2,237	5	-68	-103	-269	-182	-26	Net Income (Mil)
Diluted Earnings/Share	-2.10	-4.65	-2.03	-4.88	-41.63	0.07	-0.87	-1.29	-0.54	-0.27	-0.04	Diluted Earnings/Share
Operating Cash Flow (Mil)	272	269	250	56	106	168	152	132	156	122	41	Operating Cash Flow (Mil)
Capital Spending (Mil)	-206	-218	-169	-94	-74	-80	-66	-67	-62	-70	-18	Capital Spending (Mil)
Free Cash Flow (Mil)	66	51	82	-38	32	88	86	65	94	52	23	Free Cash Flow (Mil)
Avg Shares Outstand(Mil)	37	113	126	135	54	72	78	79	497	665	707	Avg Shares Outstand(Mil)
Dividend Per Share	—	0.23	—	—	—	—	—	—	—	—	—	Dividend Per Share

Valuation as of 26 Oct 2020

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Current	Calendar
Price/Fair Value ^Q	—	—	—	1.15	0.85	0.74	0.91	1.38	0.83	0.88	0.89	Price/Fair Value ^Q
Price/Sales	0.22	0.21	0.18	0.14	0.14	0.29	0.31	0.16	0.90	0.86	0.47	Price/Sales
Price/Earnings	13.93	—	—	—	—	—	—	—	—	—	—	Price/Earnings
Price/Cash Flow	1.50	2.87	1.87	1.63	2.65	2.58	2.66	1.20	—	—	3.86	Price/Cash Flow
Price/Book	0.74	0.29	0.09	0.19	—	—	—	—	—	—	—	Price/Book

Operating Performance as of — (Fiscal Year End 31 Dec 2019)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Q3	Fiscal (%)
Return on Assets	-0.89	-5.63	-3.28	-9.03	-43.45	0.18	-3.02	-5.08	-15.03	-11.28	-1.68	Return on Assets
Return on Equity	-4.45	-24.76	-13.39	-34.21	-395	—	—	—	—	—	-408	Return on Equity
Rtn on Invested Capital	0.81	-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 Audiovisual segment. Through its segments its sells educational books

under Santillana brand; operates radio network stations, distributes newspapers, magazines, and other periodical publications. It also provides cable and satellite television services, production and marketing of digital content for news, entertainment, and education. 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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i. **Quantitative Fair Value Estimate:** Intended to represent Morningstar's estimate of the per share dollar amount that a company's equity is worth today. Morningstar calculates the Quantitative Fair Value Estimate using a statistical model derived from the Fair Value Estimate Morningstar's equity analysts assign to companies. Please go to <http://global.morningstar.com/equitydisclosures> for information about Fair Value Estimate Morningstar's equity analysts assign to companies.

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.

One-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*

Two-Star - 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)*

Three-Star – 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)*

Four-Star – 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)*

Five-Star – 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.

iv. **Quantitative Uncertainty:** Intended to represent Morningstar's level of uncertainty about the accuracy of the Quantitative Fair Value Estimate. Generally, the lower the Quantitative Uncertainty, the narrower the potential range of outcomes for that particular company. The rating is expressed as Low, Medium, High, Very High, and Extreme.

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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