

RESULTS 1ST HALF 2022



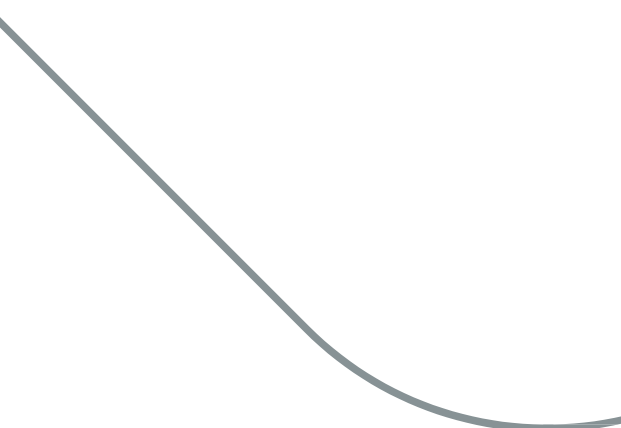
SIC - Sociedade Independente de Comunicação, S.A.
Capital Social: 10.328.600 Euros
Sede: Rua Calvet de Magalhães, n.º 242, 2770-022 Paço de Arcos
NIPC 501 940 626
Conservatória do Registo Comercial de Cascais



CONTENTS



1. CONSOLIDATED ACCOUNTS	3
2. AUDIENCES	5
3. SIC BONDS	6
5. AWARDS	6
6. OUTLOOK	7



SIC's EBITDA reached €5.1m, in a semester marked by the cyber-attack on the Group, the war in Ukraine and the impact of inflationary pressures

Net income exceeded €1m

SIC maintained audience leadership with a share of 17.8%

SIC reached 49.6% of the market share of advertising investment among generalist channels

1. CONSOLIDATED ACCOUNTS



(values in Euros)	1 st Half 22	1st Half 21	var %
Revenues	77 029 239	80 022 094	-3.7%
Operating Costs (1)	71 939 189	70 024 609	2.7%
EBITDA	5 090 050	9 997 486	-49.1%
EBITDA Margin (%)	6.6%	12.5%	
EBITDA (2)	5 103 611	10 003 947	-49.0%
EBITDA Margin (2) (%)	6.6%	12.5%	
Net Income	1 045 164	5 511 185	-81.0%

Notas:

EBITDA = Resultados Operacionais + Amortizações e Depreciações + Provisões + Imparidade em ativos não correntes.

(1) Não considera Amortizações e Depreciações, Provisões e Perdas por Imparidade em ativos não correntes.

(2) EBITDA ajustado dos custos de reestruturação.

SIC achieved total revenues of €77m in the first half of the year, which reflects a decrease of 3.7% compared to the same period of 2021.

SIC represented 49.6% of the market share of advertising investment among generalist channels.

Operating costs increased 2.7%, with this deviation being mostly justified by the costs of covering the war in Ukraine and the cyber-attack that the IMPRESA Group was the target of at the beginning of the year.

SIC's EBITDA, in the first half of 2022, reached €5.1m.

The net income for the first six months of 2022 amounted to €1m.



2. AUDIENCES

SIC ended the first half of 2022 as audience leader in the universe of generalist channels, having reached an average share of 17.8% in terms of consolidated data. In the commercial targets – A/B C D 15/54 and A/B C D 25/54 – SIC also conquered the leading position in the universe of generalist channels, with a share of 13.9%.

In addition to leadership in the daily total, SIC maintained the first position in prime time and reached, in the universe of generalist channels, an average share of 20.2%, in terms of consolidated data.

The good performance of the various fiction products that SIC broadcast in prime time, namely the soap operas *Amor Amor*, *A Serra*, *Lua de Mel*, *Por Ti*, *Bom Sucesso*, *Amor de Mãe* and *Pantanal*, as well as the weekend entertainment, with the programmes *A Máscara*, *Isto é Gozar Com Quem Trabalha*, *Hell's Kitchen*, *Ídolos* and *Casados à Primeira Vista*, contributed to this result.

In the first six months of the year, SIC continued to be unbeatable in the daytime, leading the mornings with a share of 18.3% and the afternoons with a share of 16.8%. The programme *Casa Feliz* and the programme *Júlia* led on weekday mornings and afternoons, respectively.

In terms of information, *Primeiro Jornal* and *Jornal da Noite* led on all seven days of the week, and *Jornal da Noite* was the most watched news programme of the year. This success is also attributed to the different items broadcasted, such as "Opinião de Luís Marques Mendes", "O Polígrafo SIC", and "Essencial".

SIC generalist and thematic channels ended the first half of 2022 with a market share of 21.6%.

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 18.3% and 18.6%, respectively.

With regard to subscription channels, they reached a market share of 3.8%.

SIC Notícias achieved a market share of 2.4%, SIC Mulher of 0.6%, SIC Radical of 0.3%, SIC Caras of 0.2%, and SIC K of 0.2%.

In the first six months of 2022, SIC brand websites achieved a new record, having attained the best semester ever with regard to the average monthly number of Unique Visitors: 3,254,134. This figure represents an increase of 26.2%, compared to the same period of the previous year, and an increase of 19% compared to the second half of 2021. It should be noted that the value achieved by SIC appears as the second highest monthly average in the netAudience study, during the first half of 2022.

3. SIC BONDS

The SIC 2019-2022 Bonds, admitted to trading on a regulated market (Euronext Lisbon) on July 10, 2019, ended June 2022 trading close to par (99.47%), having fluctuated between 99.13% and 101%, in what was their last six months of trading, before the final repayment on July 11.

The SIC 2021-2025 Bonds, admitted to trading on a regulated market (Euronext Lisbon) on 11 June 2021, ended the first half of 2022 trading above par (101.15%), having oscillated between 100% and 102.49% during this period.

5. AWARDS

The channels of the SIC universe won the "Consumer's Choice" distinction in 2022. The channels SIC Radical, SIC Mulher, SIC Caras and SIC K won in the category "TV - Specialised Entertainment Channel" and SIC won in the categories "TV - Entertainment on Generalist Channel" and "TV - Information on Generalist Channel".

SIC Notícias, Clara de Sousa and Ricardo Araújo Pereira were distinguished with the Five Stars Award, in the categories "Information Channel", "Personality 2022 - Journalism" and "Humour", respectively.

SIC received once again the Reputation Award attributed by the OnStrategy Consultancy. It was also awarded the Marketeer Award, in the "TV - Media" category.

The Grand Award in Health Journalism from APIFARMA and the Journalists Club went to the news report "Estado Crítico", in an edition that also distinguished the SIC journalist, Dulce Salzedas, with the Career Award.

The Special Report "Os Maestros das Emoções" was also awarded in the Television category. The Grande Reportagem "O Espaço Entre Nós" was the big winner of the Hearts Able to Build Communication Award, of the Hearts with a Crown Association. "O Sol, Quando Nasce" received the Journalism Award "Children's Rights in the News", in the Television category.

The soap opera "A Serra" was distinguished with the silver medal in the soap opera category of the 23rd World Media Festival and received the bronze award in the "Entertainment Special" category of the New York Festivals - TV & Film Awards. The drama series "A Generala" and "O Clube," both from the streaming platform OPTO, took the silver in the "Streaming" category.

The Fantastic 2022 Awards awarded the programme "Isto é Gozar com Quem Trabalha" with the Best Entertainment Programme Award, and Joana Aguiar with the Revelation of the Year in Television Award, for her participation in the SIC soap opera, "Amor Amor". Carlos Areia received the Águila Award, in the category of "Best Supporting Actor", for his participation in the soap opera "Por Ti".

6. OUTLOOK

The first half of 2022 was unavoidably marked by events with a strong socio-economic impact, such as the war in Ukraine and the changes in macroeconomic conditions, in particular the increase in inflationary pressures, reflecting on consumption and costs for companies. The growing number of cyber-attacks, of which IMPRESA was one of the targets, also came to occupy a prominent place in the test of the resilience and response capacity of all the affected companies.

In this context of uncertainty, SIC continues to demonstrate its strength and gain the confidence of the public and all their stakeholders, reflected in a consistent leadership and a positive operational performance.

For the second half of 2022, the IMPRESA Group's focus is on growing revenues and improving operational efficiency, with a view to increasing EBITDA and net income, in line with the commitment and path of recent years. The goal of reducing net debt is also maintained, as well as the continued commitment to quality, competitiveness and diversification of the content portfolio.

Finally, IMPRESA will begin the implementation of its new Strategic Plan in September, which will last until the end of 2025, through which it will invest in the growth and diversification of revenues, with the reinforcement of the activities it currently carries out and the development of new innovative projects, anticipating the trends and opportunities that mark the media activity.

Paço de Arcos, 28 July 2022

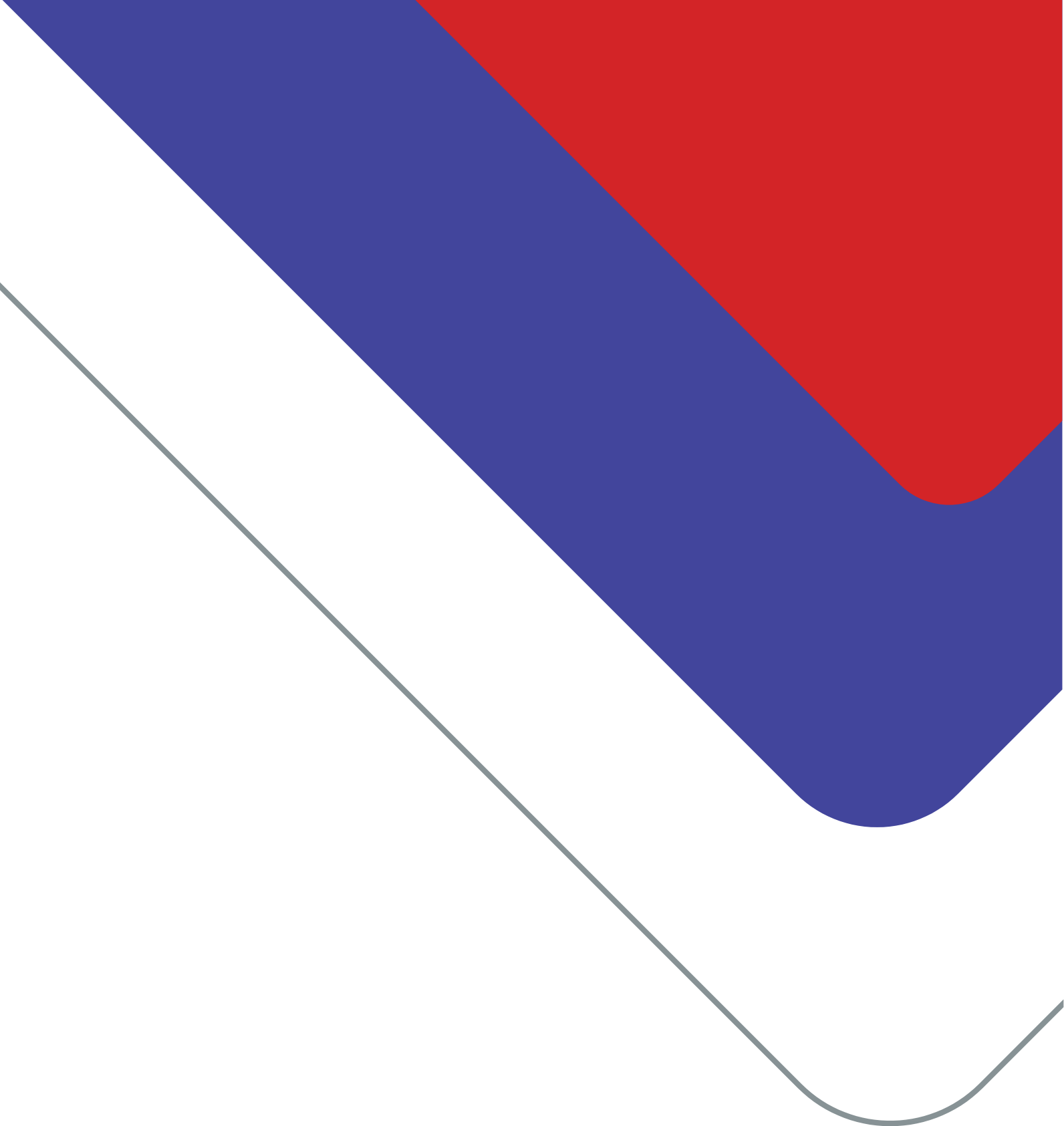
On behalf of the Board of Directors

Cristina Barroso

Management Control and Strategic Execution Director

Paulo Miguel dos Reis

Representative for Market Relations



opto

SIC NOTÍCIAS

SIC RADICAL

SICmulher

SIC

SIC CARAS



ADVANCE

VOLANTE SIC

SIC esperança