



IMPRESA Press Release - SIC ratings March 2018 (Live + Vosdal)

SIC ends March leading in the commercial targets

In March 2018, SIC led throughout the day in both commercial targets (A/B C D 15/54 and A/B C D 25/54), among the generalist channels. In the A/B C D 15/54 target, SIC led among the generalist channels with a share of 16.9%, compared to 16.8% for TVI and 8.1% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 17.5%, compared to 16.0% for TVI and 8.0% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended March with a share of 17.3%.

In the prime time, SIC ended March 2018 leading the generalist channels in the A/B C D 25/54 commercial target's with a 20.8% share, compared to 19.1% for TVI and 9.1% for RTP1.

This leadership was driven by the good performance of SIC's soap's, with soap opera "Paixão" which on March 5th started its second season, and the excellent performance of soap's "Espelho D'Água" and "O Outro Lado do Paraíso" which led overall and in both commercial targets among generalist channels.

On March 11th, SIC also debuted a new Sunday night programme - "Divertidamente" - which launched with an average share of 22.6%, which is more than 1.1 million loyal viewers and takes the lead among generalist channels in both commercial targets (A/B C D 15/54 AND A/B C D 25/54)

SIC's news programming also contributed to the television station's results in March 2018, leading in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for total news (Primeiro Jornal + Jornal da Noite) with shares of 19.7% and 20.7%, respectively.

Daily Ratings (%) - March 2018 (Live + Vosdal)

| | March 2018 | | February 2018 | | Year 2018 | |
|----------------------|-------------|-------------|---------------|-------------|-------------|-------------|
| | Reach | ABCD25-54 | Reach | ABCD25-54 | Reach | ABCD25-54 |
| RTP1 | 12.0 | 8.0 | 11.9 | 7.9 | 12.0 | 8.0 |
| RTP Others* | 2.9 | 2.8 | 3.2 | 3.5 | 3.1 | 3.2 |
| SIC | 17.3 | 17.5 | 16.9 | 16.8 | 17.2 | 17.5 |
| TVI | 21.0 | 16.0 | 21.1 | 15.8 | 21.1 | 15.9 |
| Subscriber TV | 36.1 | 41.3 | 36.2 | 42.1 | 36.1 | 41.7 |
| Other | 10.7 | 14.3 | 10.7 | 13.8 | 10.5 | 13.7 |

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures



By Live + Vosdal figures, in March 2018:

- In the morning slot, SIC ended with a share of 15.9%.
- In the afternoon SIC ended with a 15.7% share.
- In the late-night slot SIC ended with a 17.7% share.

Week Day Prime Time Ratings (%) - March 2018 (Live + Vosdal)

| | March 2018 | | February 2018 | | Year 2018 | |
|----------------------|-------------|-------------|---------------|-------------|-------------|-------------|
| | Reach | ABCD25-54 | Reach | ABCD25-54 | Reach | ABCD25-54 |
| RTP1 | 11.6 | 8.7 | 10.6 | 7.6 | 11.1 | 8.3 |
| RTP Others* | 3.0 | 3.0 | 3.2 | 3.6 | 3.1 | 3.2 |
| SIC | 21.8 | 21.3 | 21.8 | 21.3 | 21.7 | 21.5 |
| TVI | 24.5 | 19.3 | 24.5 | 19.4 | 24.7 | 19.6 |
| Subscriber TV | 30.4 | 35.0 | 31.2 | 36.2 | 30.9 | 35.7 |
| Other | 8.7 | 12.5 | 8.7 | 11.9 | 8.5 | 11.7 |

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In March 2018 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.8% and 21.7%, respectively.

Ratings by group of channels (%) - March 2018 (Live + Vosdal)

| | March 2018 | | February 2018 | | Year 2018 | |
|---------------------|-------------|-------------|---------------|-------------|-------------|-------------|
| | Reach | ABCD25-54 | Reach | ABCD25-54 | Reach | ABCD25-54 |
| RTP Channels | 15.9 | 11.8 | 16.1 | 12.3 | 16.2 | 12.2 |
| SIC Channels | 20.7 | 21.7 | 20.3 | 20.9 | 20.5 | 21.6 |
| TVI Channels | 24.1 | 18.8 | 23.6 | 18.1 | 23.9 | 18.3 |

Source: GfK/CAEM Figures



SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended March as the news channel that was most watched by Portuguese viewers, achieving a share of 1.7% in 2017, by Live + Vosdal figures.

By Live + Vosdal figures SIC Mulher ended March with a 0.8% share, SIC Radical with a 0.3% share, SIC Caras also with a 0.3% share and SIC K with a share of 0.2%.

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