

**IMPRESA**

# **Apresentação Contas 2017**

**6 março 2018**

# Principais Valores Consolidados 2017



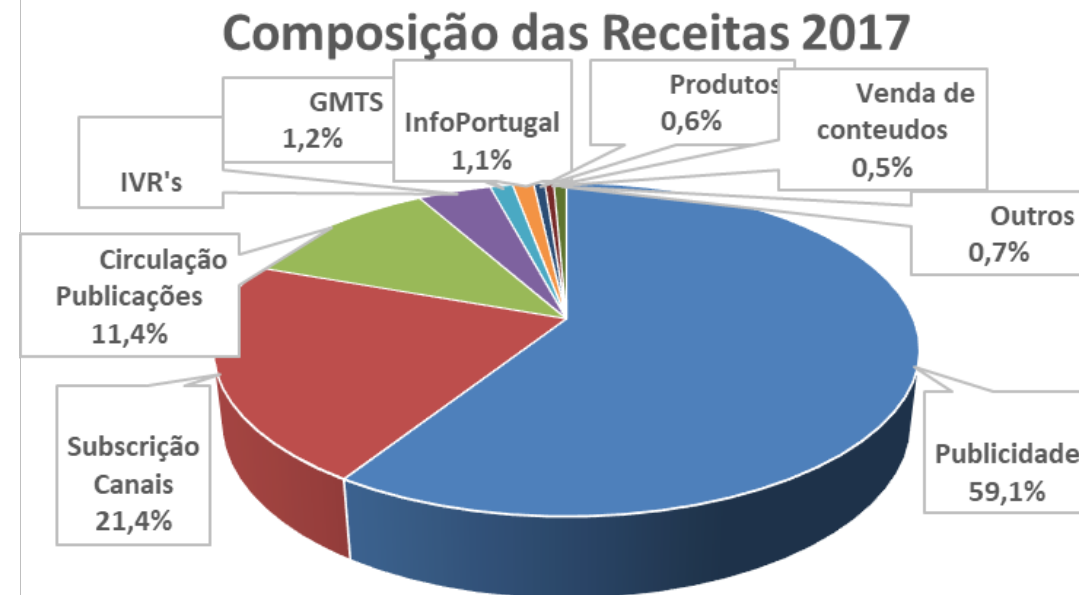
(em M€)	2017	2016	(%)
<b>Receitas Totais</b>	<b>201,8</b>	<b>206,0</b>	<b>-2,0%</b>
Televisão	153,7	156,2	-1,6%
Publishing	46,2	48,4	-4,7%
Infoportugal	2,3	1,8	25,5%
<b>EBITDA corrente</b>	<b>19,2</b>	<b>18,2</b>	<b>5,6%</b>
<b>EBITDA</b>	<b>13,8</b>	<b>15,5</b>	<b>-11,0%</b>
<b>Resultado Antes Impostos corrente</b>	<b>8,8</b>	<b>7,3</b>	<b>20,1%</b>
<b>Imparidades</b>	<b>23,2</b>	<b>-</b>	<b>n.a.</b>
<b>Resultados Líquidos</b>	<b>-21,7</b>	<b>2,8</b>	<b>n.a.</b>

- Celebração dos 25 anos da SIC
- Arranque da expansão do Edifício IMPRESA
- Plano Estratégico
- Reorganização do Grupo
- Alienação do Portfolio das revistas, em janeiro de 2018

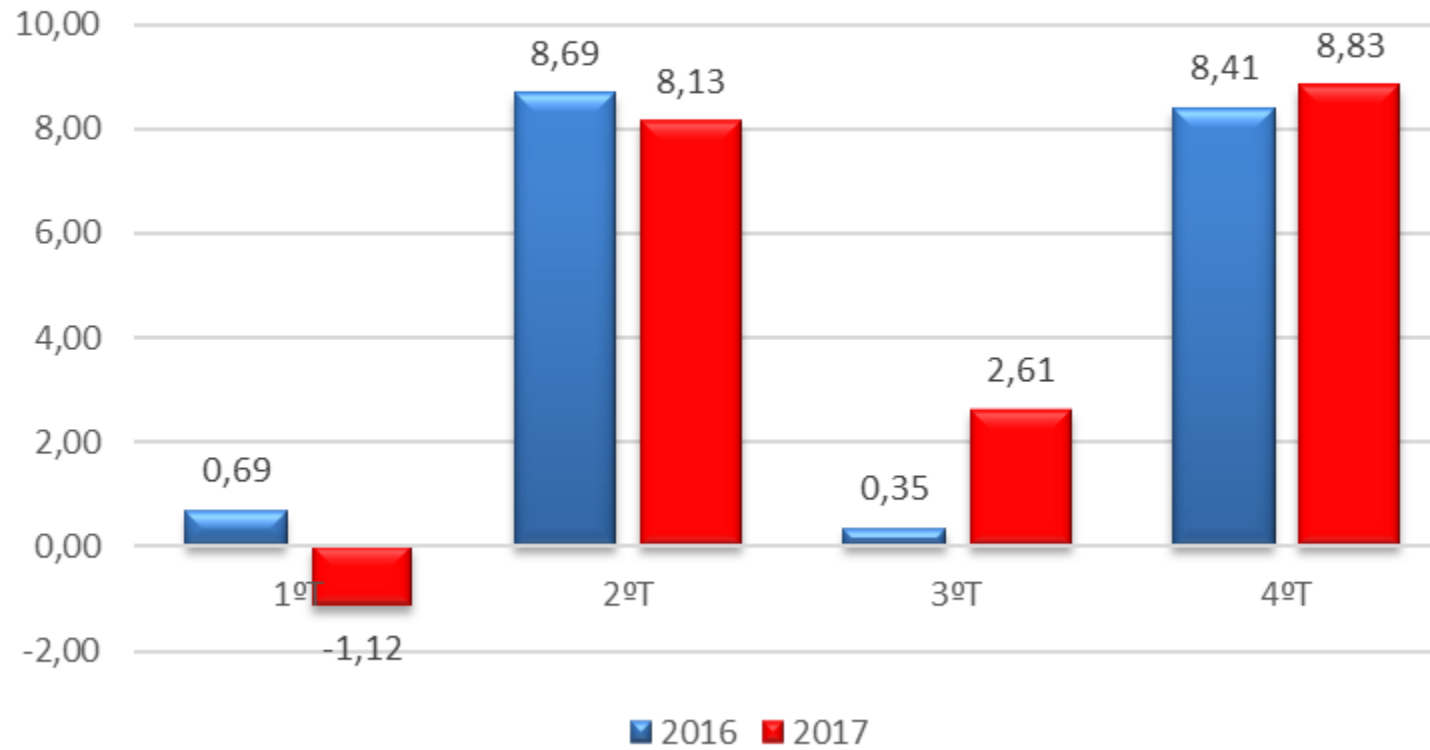
# Principais Receitas 2017



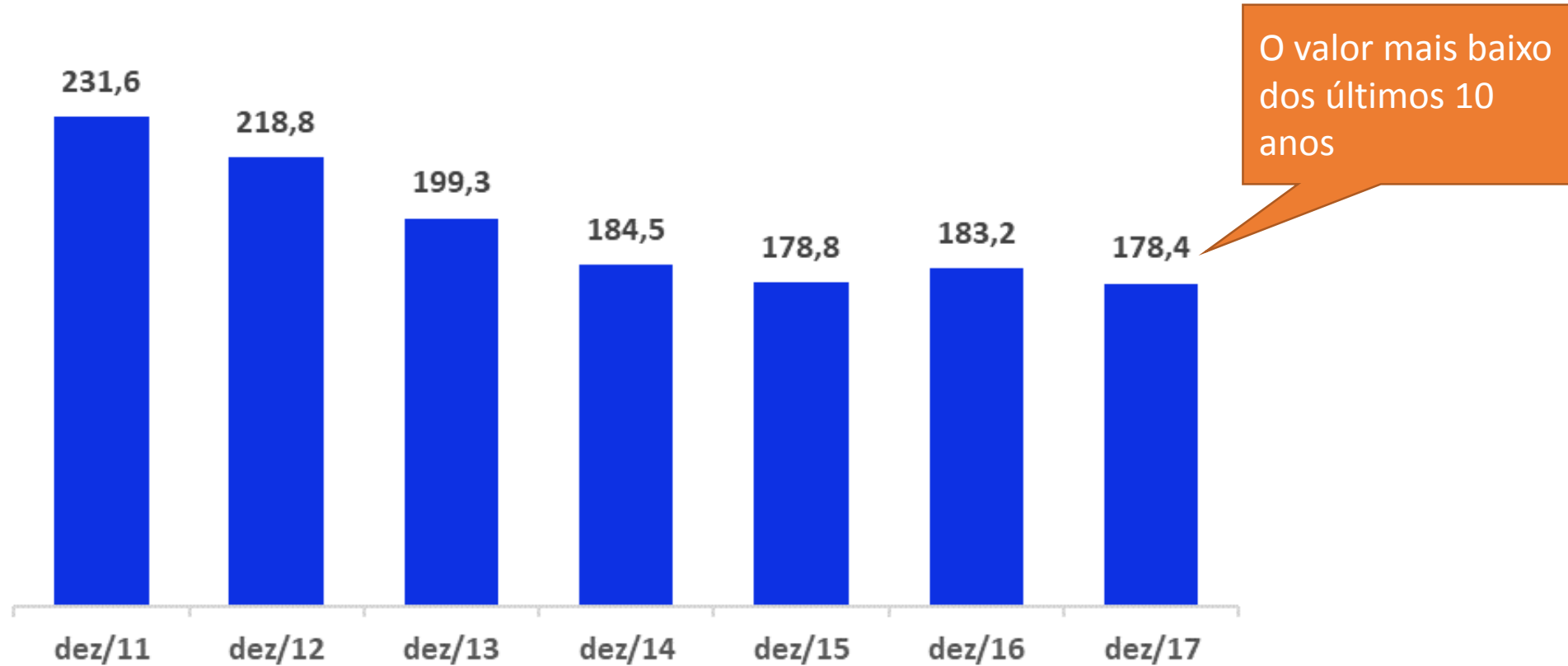
(em M€)	2017	2016	Var	
			Valor	(%)
<b>Receitas Totais</b>	<b>201,8</b>	<b>206,0</b>	<b>-4,2</b>	<b>-2,0%</b>
<b>Publicidade</b>	<b>119,3</b>	<b>116,2</b>	<b>3,1</b>	<b>2,6%</b>
<b>Subscrição Canais</b>	<b>43,1</b>	<b>43,5</b>	<b>-0,4</b>	<b>-0,8%</b>
<b>Circulação Publicações</b>	<b>22,9</b>	<b>23,0</b>	<b>-0,1</b>	<b>-0,5%</b>
<b>IVR's</b>	<b>8,1</b>	<b>13,8</b>	<b>-5,7</b>	<b>-41,3%</b>
<b>GMTS</b>	<b>2,5</b>	<b>2,1</b>	<b>0,4</b>	<b>16,4%</b>
<b>InfoPortugal</b>	<b>2,3</b>	<b>1,8</b>	<b>0,5</b>	<b>25,4%</b>
<b>Produtos</b>	<b>1,2</b>	<b>2,3</b>	<b>-1,0</b>	<b>-45,2%</b>
<b>Venda de conteúdos</b>	<b>1,0</b>	<b>0,6</b>	<b>0,4</b>	<b>68,0%</b>
<b>Outros</b>	<b>1,4</b>	<b>2,7</b>	<b>-1,3</b>	<b>-47,5%</b>

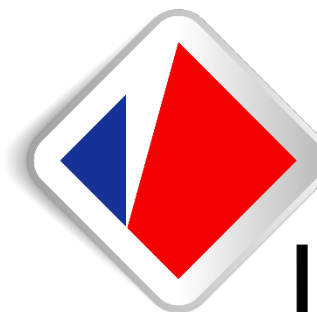


## EBITDA Corrente trimestral (M€)



## Evolução Dívida Líquida 2017 (M€)

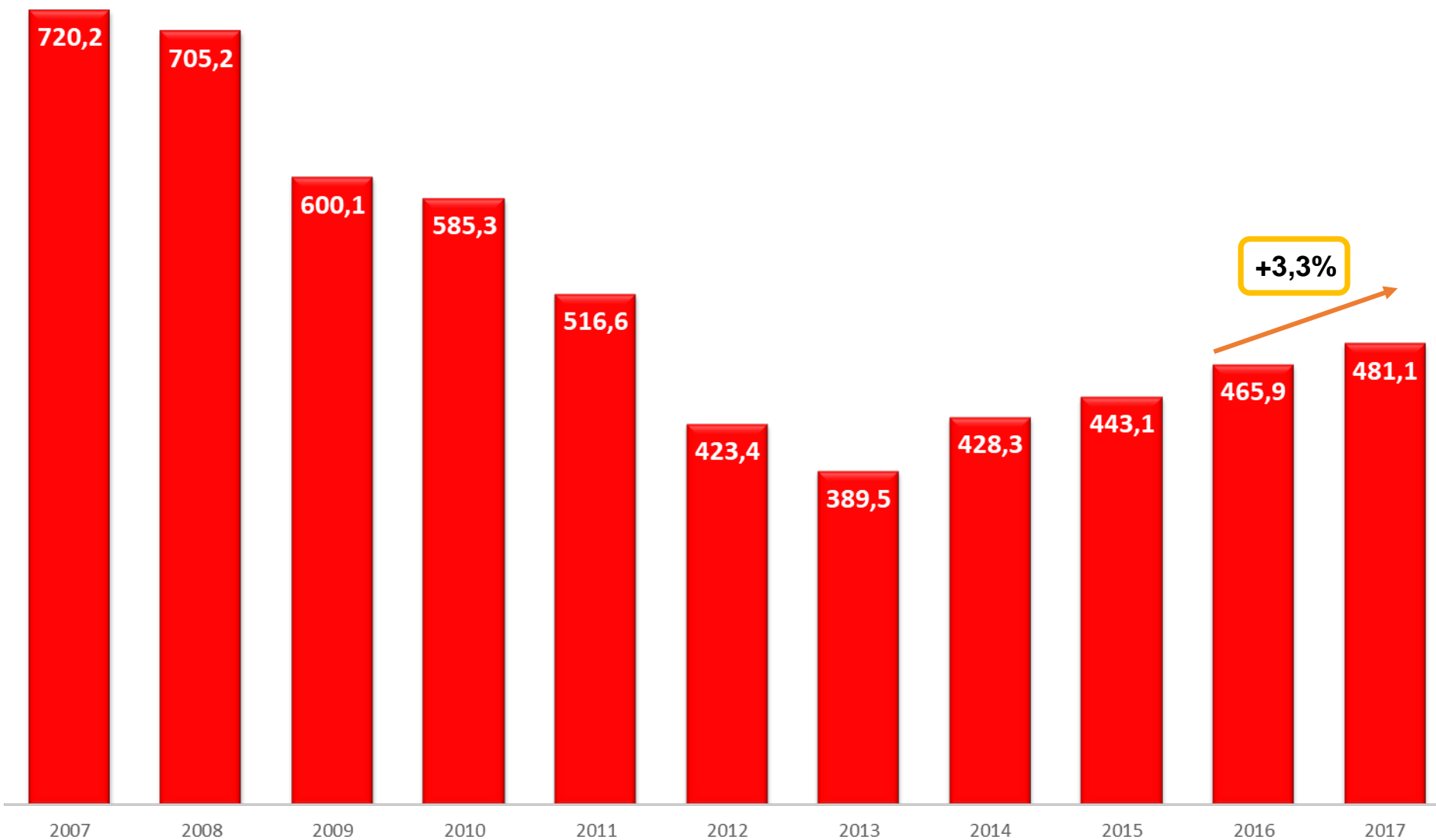




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# **Mercado publicitário**

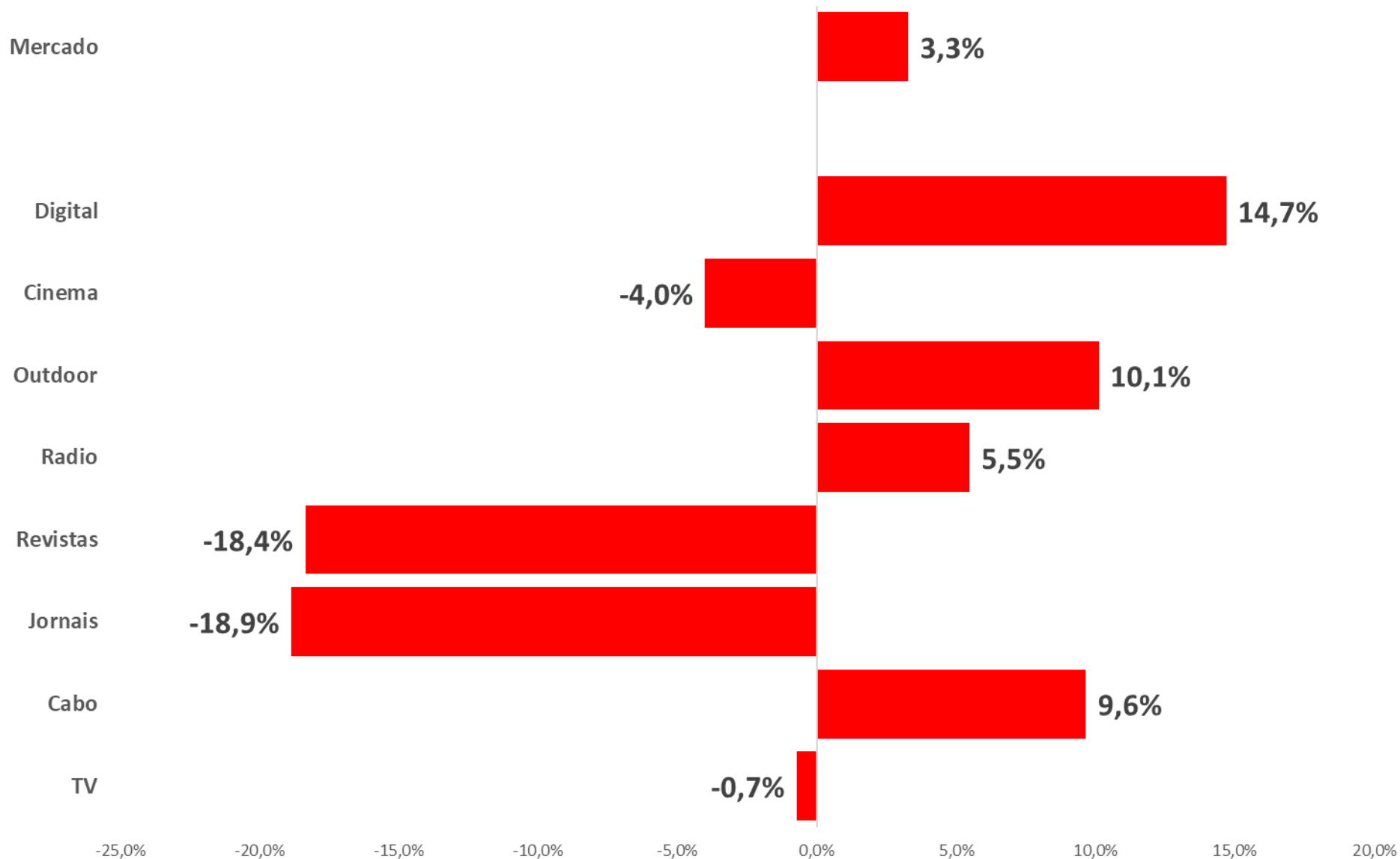
Mercado Publicitário em Portugal 2007-2017 (M€)



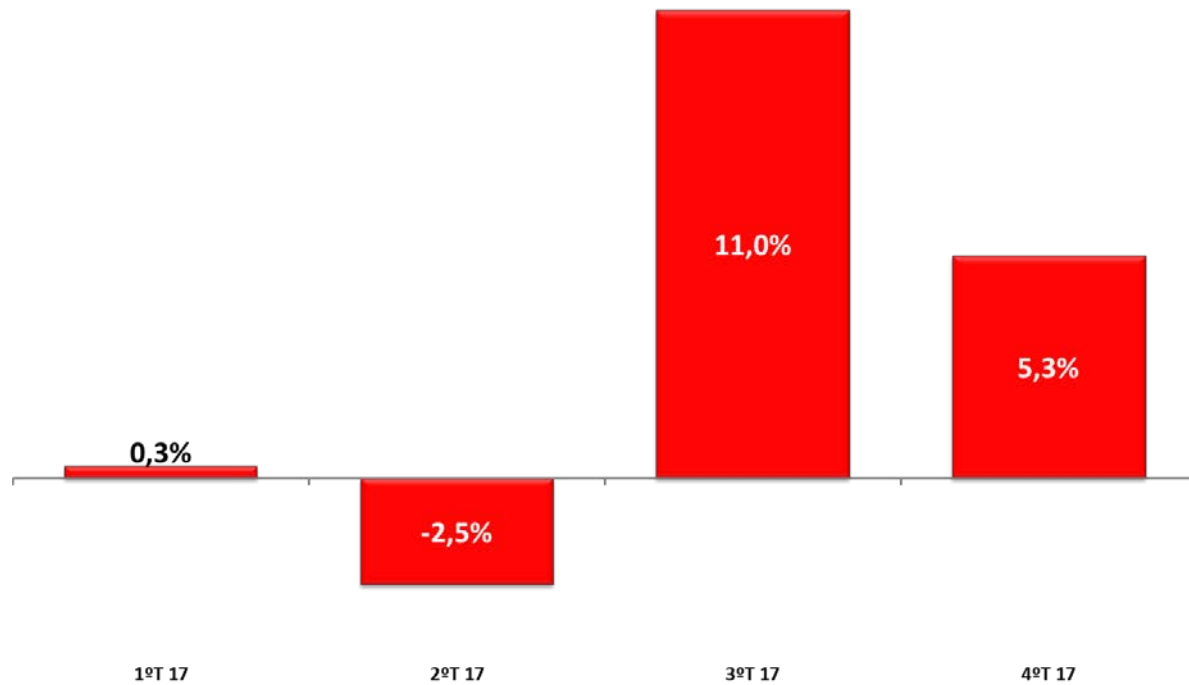
Fonte: Agencias de Meios



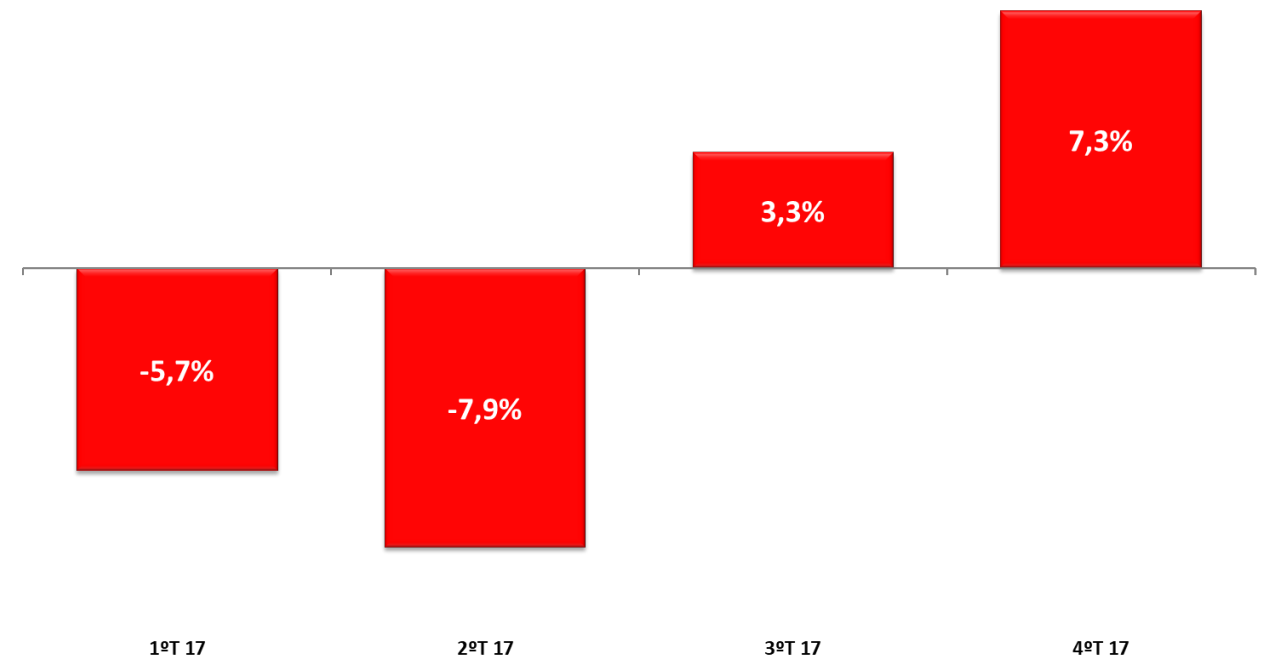
## Evolução do Mercado Publicitário em 2017

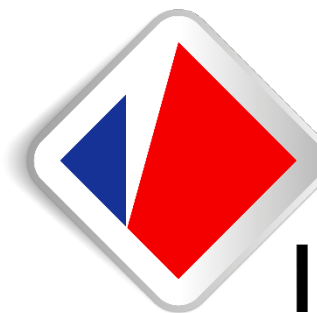


## Mercado Publicitário - Crescimento em 2017 (%)



## Publicidade em FTA - Crescimento em 2017 (%)

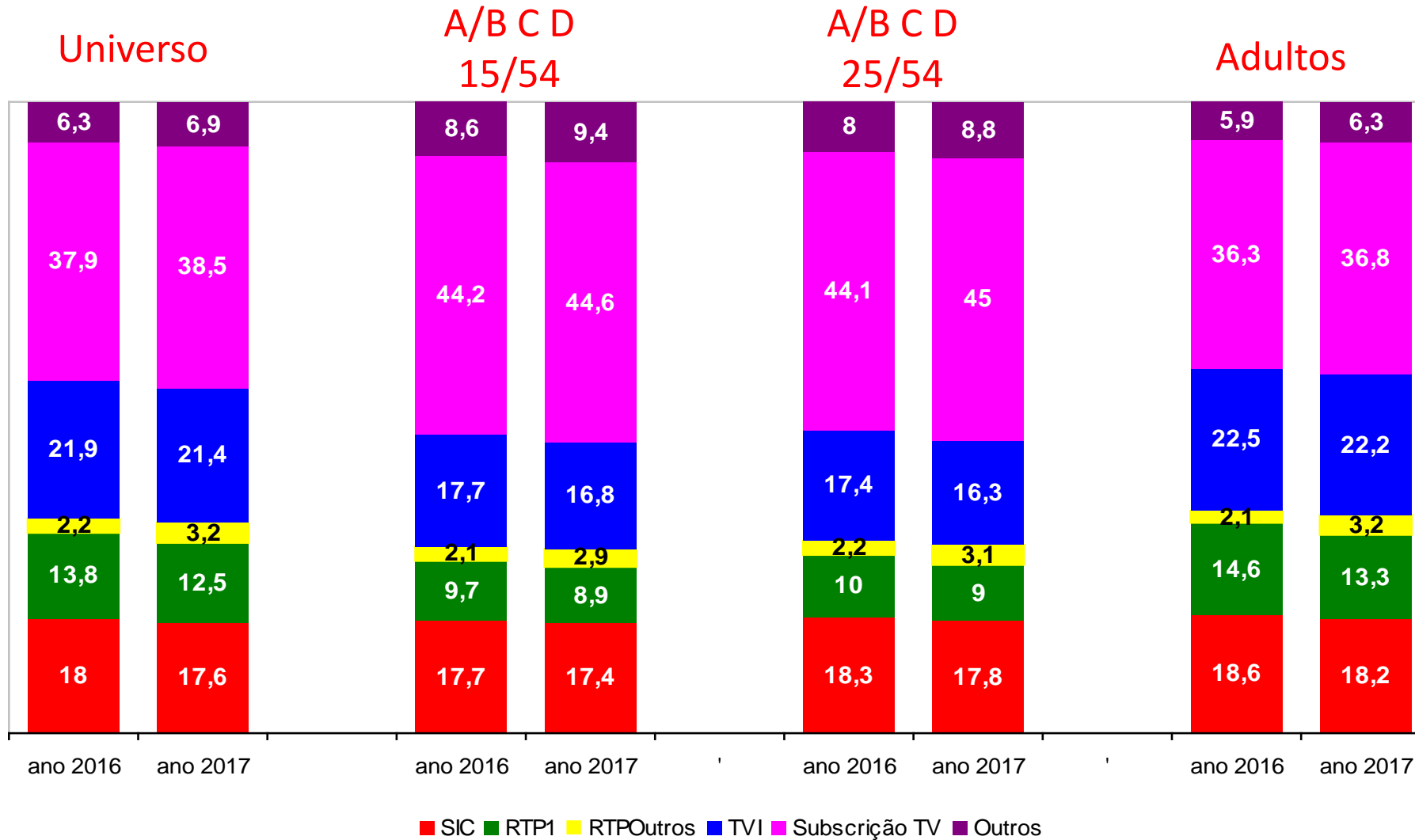


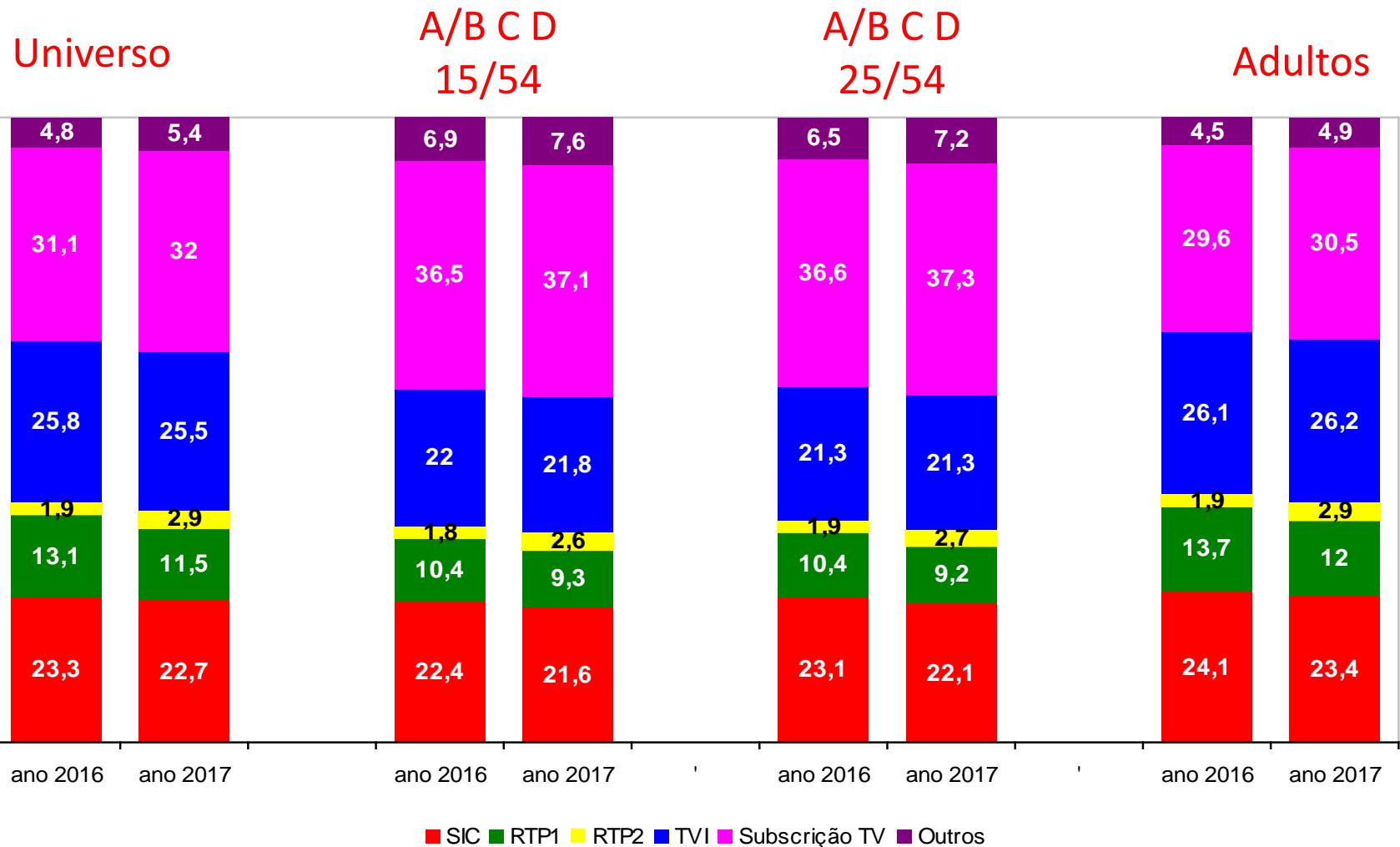


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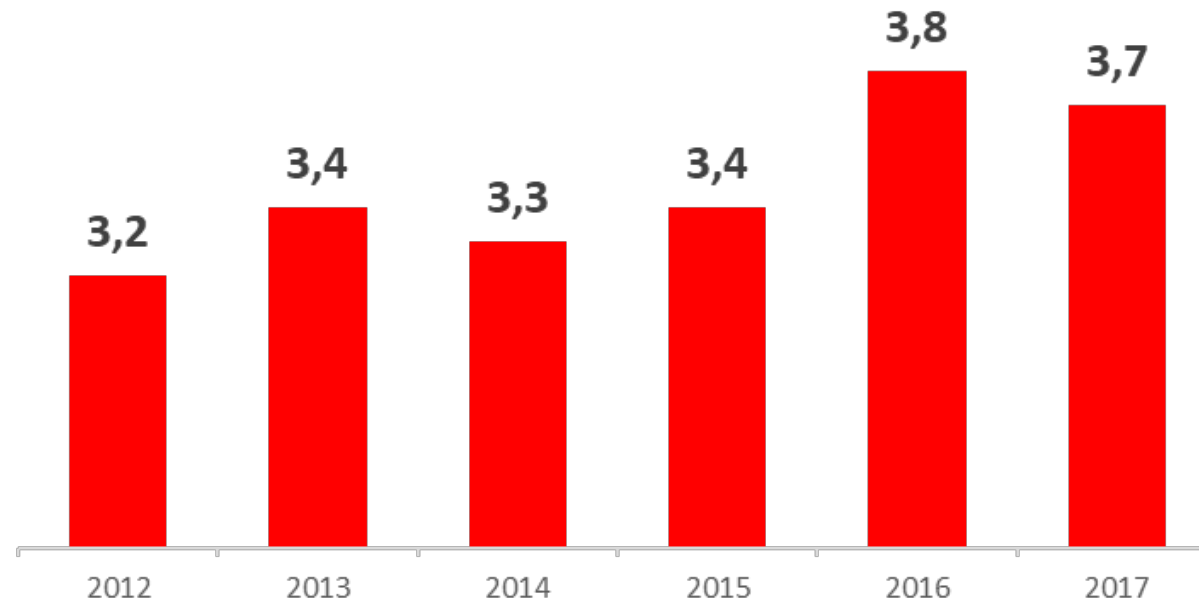
**Televisão**



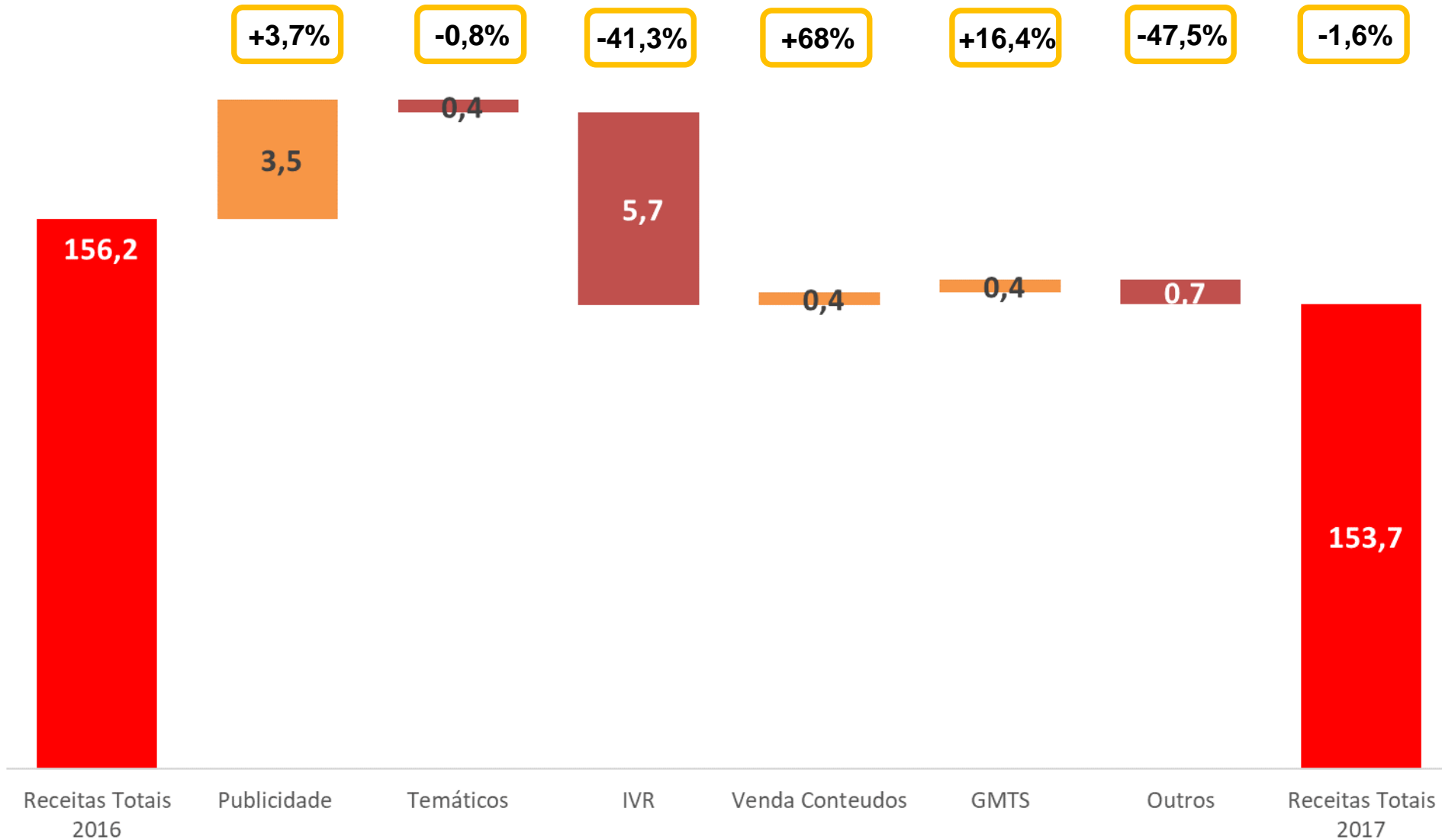




## Audiências Canais Temáticos (%)



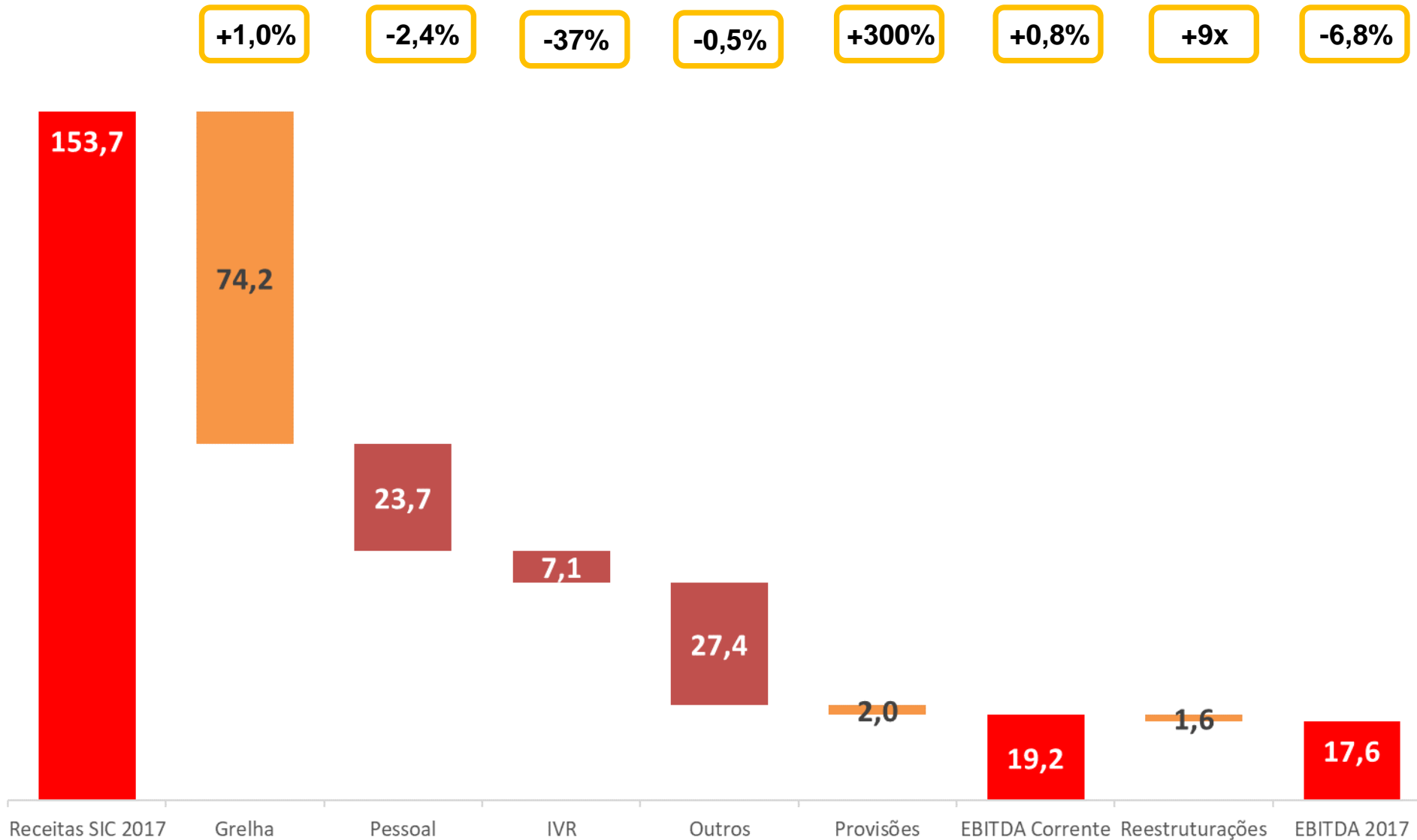
## SIC Receitas em 2017 (M€)



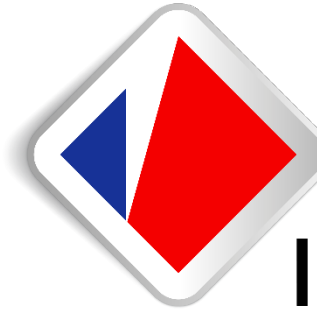
# EBITDA SIC 2017 (valores absolutos)



## SIC EBITDA 2017 (M€)





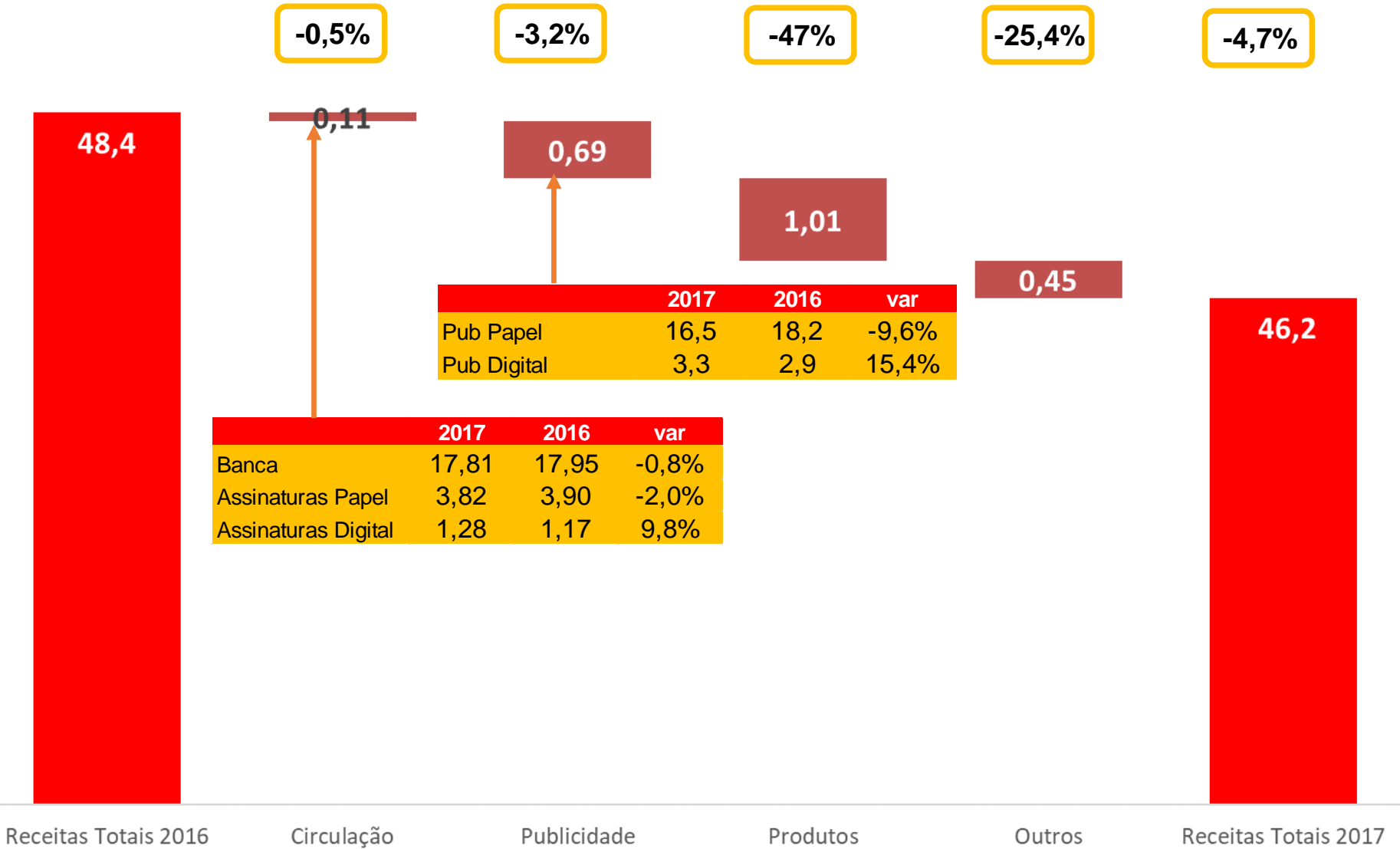


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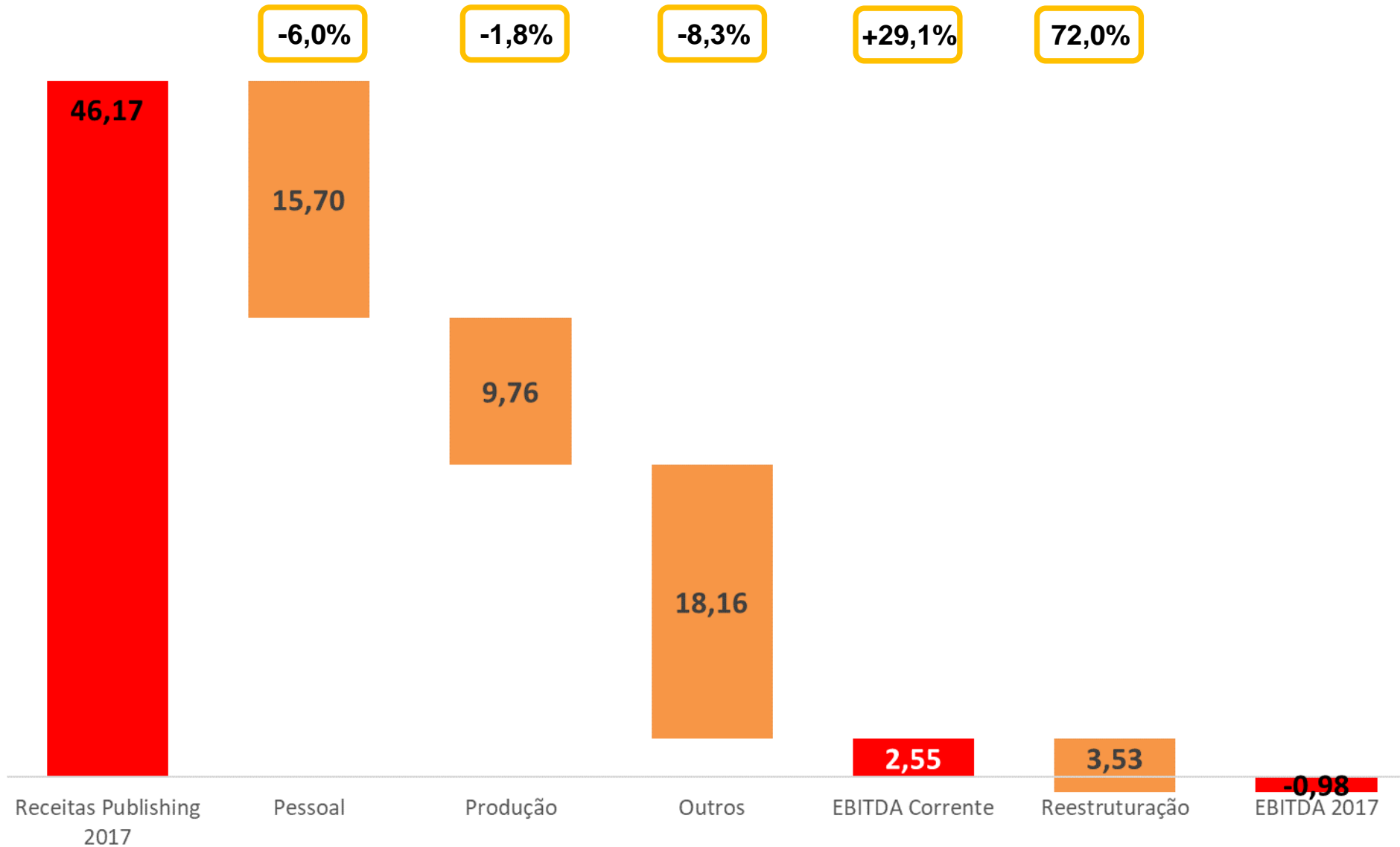
# Publishing



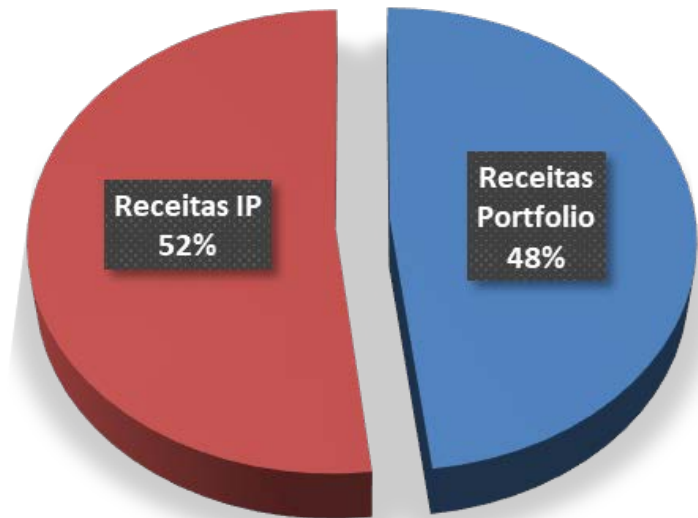
## Publishing Receitas em 2017 (M€)



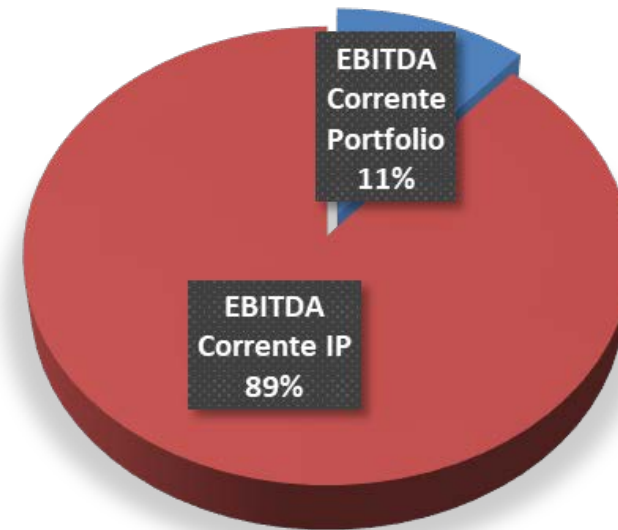
## Publishing EBITDA 2017 (M€)



## Estrutura de Receitas Publishing 2017

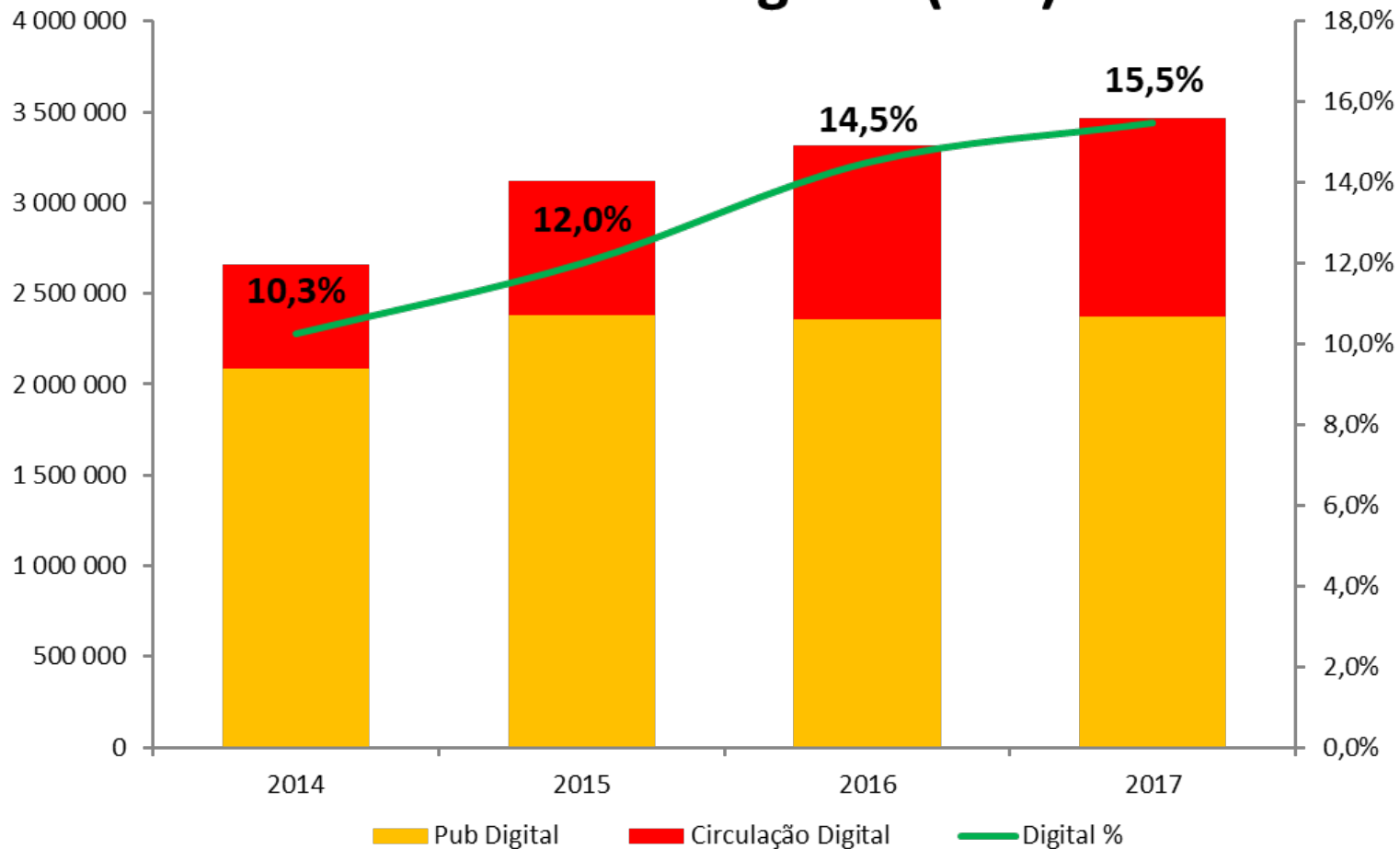


## Estrutura EBITDA Publishing 2017

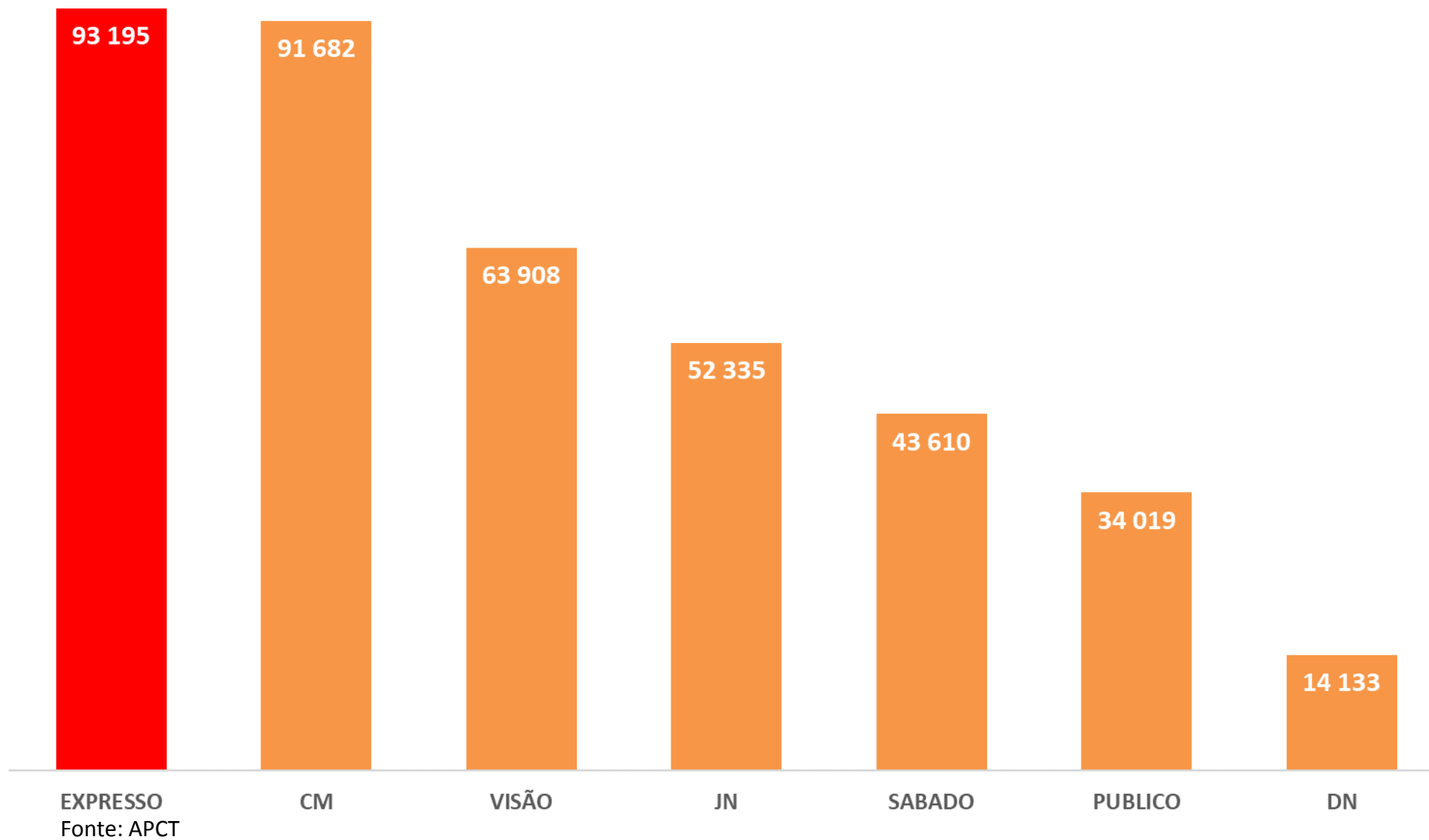


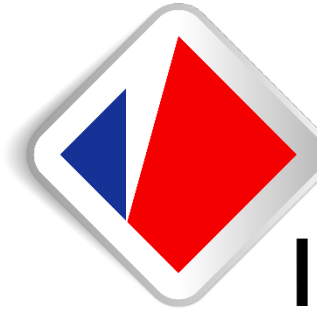
Alienação gera uma imparidade de 21,9 M€

## Receitas Digitais (M€)



EXPRESSO Circulação Total em 2017

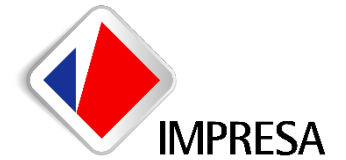




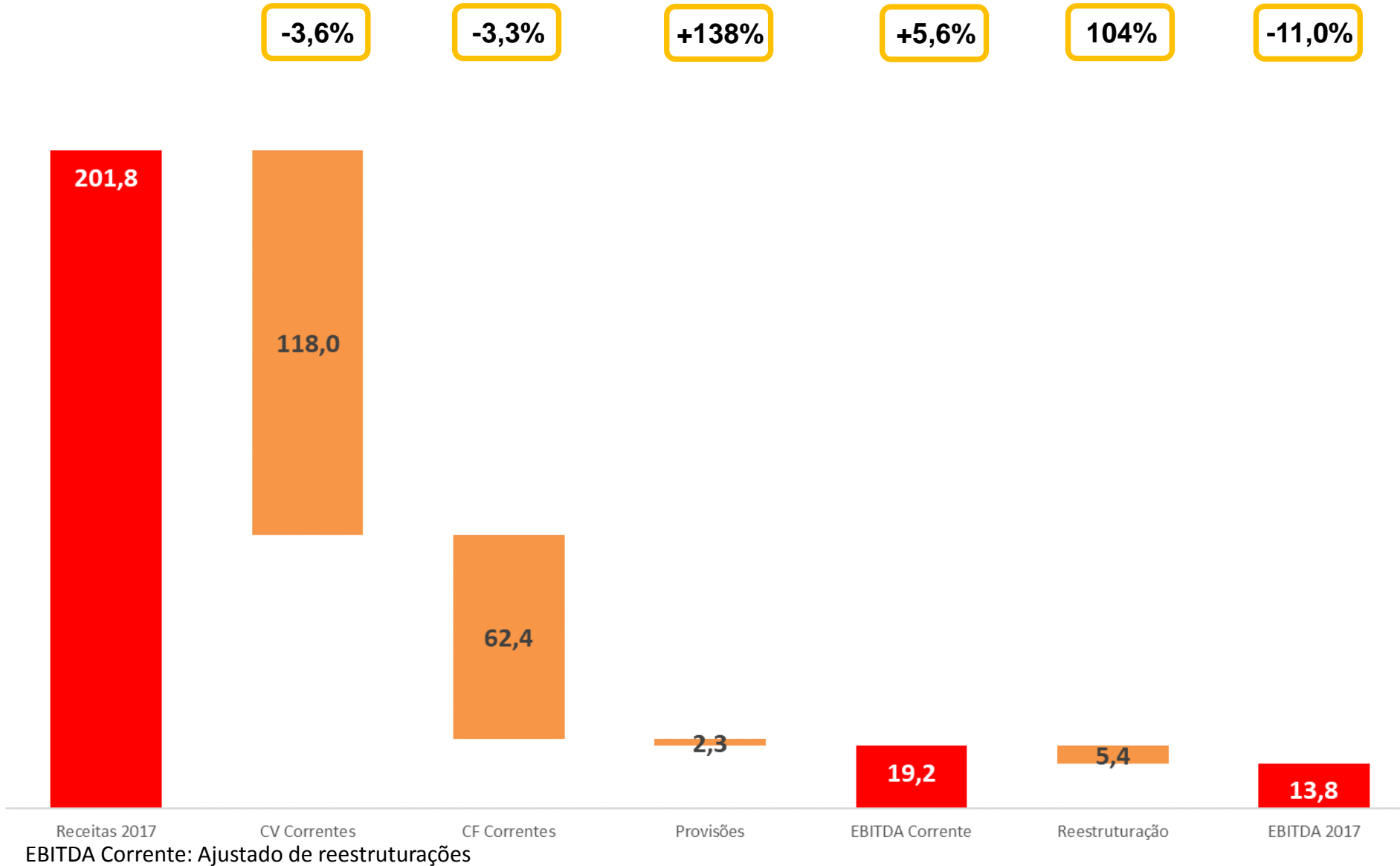
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# **Resultados Consolidados**

# EBITDA Consolidado 2017



## EBITDA Consolidado 2017 (M€)

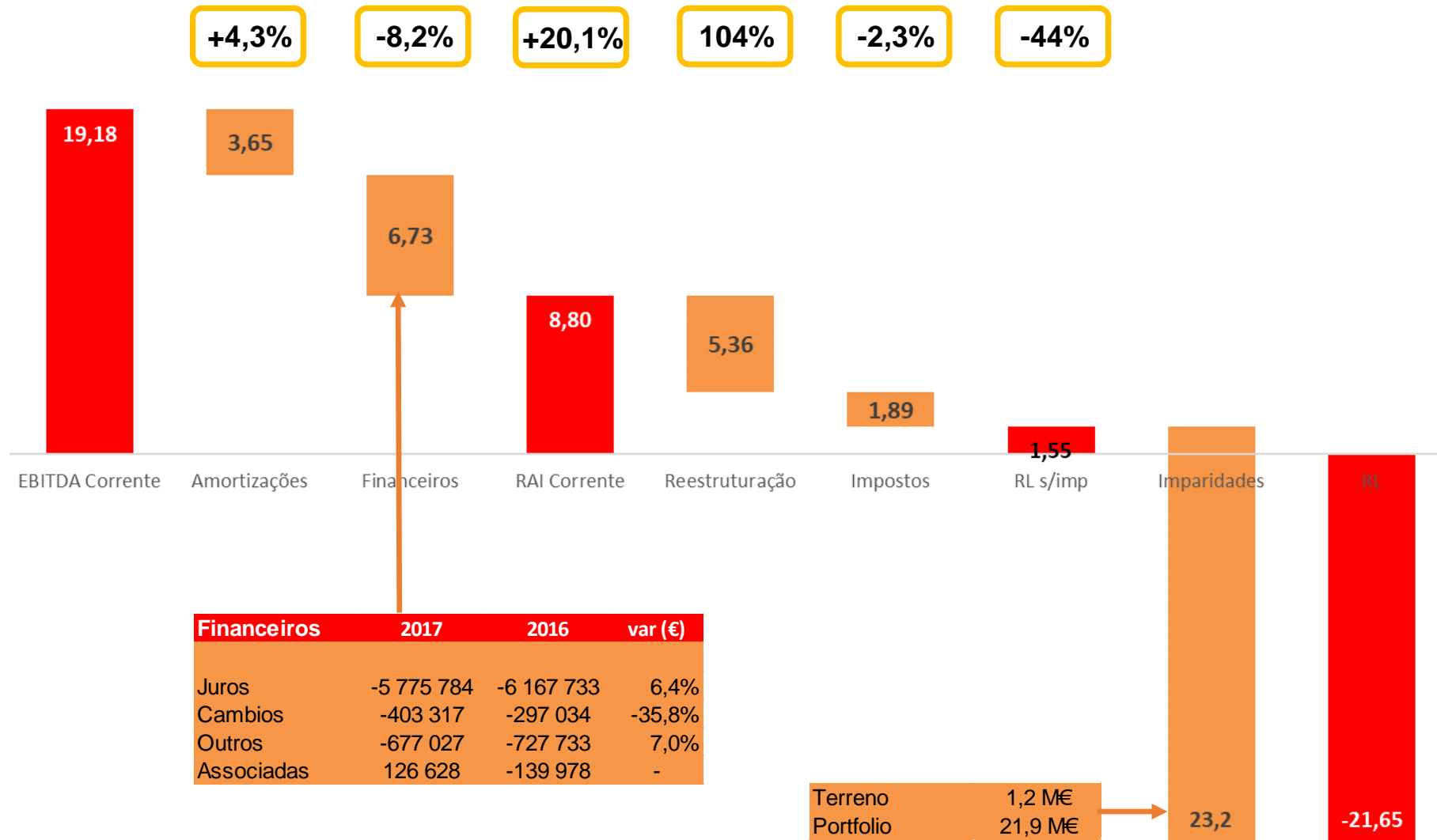


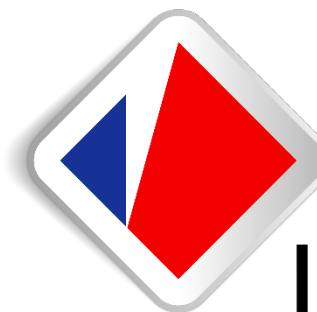


# Resultados Líquidos 2017



## Resultados Líquidos 2017 (M€)

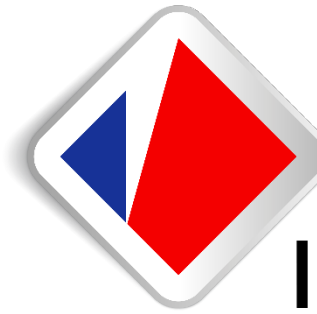




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# Perspetivas 2018

- Melhorar EBITDA e Resultados Líquidos
- Crescimento das Receitas digitais
  - Lançamento de novos sites
  - Comercialização de novos sites
  - Novos conteúdos digitais
- Presença no Mundial
- Conclusão do Edifício IMPRESA
- Implementação do Plano Estratégico 2017-2019



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# Resultados 2017