



IMPRESA - SOCIEDADE GESTORA DE PARTICIPAÇÕES SOCIAIS, S.A.

Open Society

Headquarters: R. Ribeiro Sanches, 65 - LISBOA

Share Capital: 84.000.000 Euros

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SIC enters European Media Alliance to expand its digital business

The broadcaster SIC – Sociedade Independente Comunicação, S.A., fully owned by IMPRESA SGPS, S.A., has become part of the European Media Alliance. The Alliance is constituted by various leading European broadcasters, namely, ProSiebenSat.1 (Germany), TF1 (France), Channel 4 (UK), TVN (Poland), Sanoma (Netherlands), Mediaset (Italy), Mediaset España (Spain), MTG (Nordics, CEE, Africa), Antenna Group (Greece, CEE) and Dogan TV (Turkey), covering the main European markets and reaching over 250 million households.

The objective of this platform is to identify investment opportunities in new digital businesses, enhanced by partnerships established between its members.

For SIC, the European Media Alliance is an excellent opportunity to access to new technologies and business opportunities.

“SIC works in an ecosystem on constant change. It’s important for us to increase the bridges with European players, which share the same strategic vision for the future of the Media”, says Francisco Pedro Balsemão, CEO of IMPRESA Group

Lisbon, October, 13th, 2016

José Freire

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