

Portquay could hold a stake of almost 30%

PRISA sells 10% of Media Capital to Pais do Amaral and Nilsson

Portquay West I BV, a holding company owned by Miguel Pais do Amaral and Bo Nilsson, and Grupo Prisa have reached agreement on the immediate acquisition of a 10% stake in Grupo Media Capital by Portquay and an option that will enable this company to buy a further 19.69% interest in the group's capital in a year. Portquay will pay 4.14 euros for each share in Media Capital, valuing the deal at 34.99 million euros.

This deal will enable Miguel Pais do Amaral, who once was Media Capital's main shareholder, and Bo Nilsson to hold a stake of almost 30%, if the option now negotiated is exercised. However, the Prisa group will keep an 84% controlling interest in Media Capital. If the mentioned option is exercised, Grupo Prisa's stake will not be lower than 64%.

Although this acquisition marks the return of Miguel Pais do Amaral and Bo Nilsson to the media universe, this is intended to be a financial investment, part of the broader universe Quifel Holdings' Group.

Miguel Pais do Amaral, founder of Media Capital, was chairman of the board of directors between 2000 and 2007, whilst Bo Nilsson was a board member and CFO between 2000 and 2006.

To the Prisa group, the return of Miguel Pais do Amaral to the group as a shareholder “is very positive”. “Miguel Pais do Amaral knows Media Capital thoroughly, was a strategic shareholder until 2005, when PRISA acquired a 33% stake in the company, and remained as non-executive director in the company until May 2007”.

Miguel Pais do Amaral considers the return to the media sector a normal step. “Media Capital proved to be a great company, and has been the leader of the media sector in Portugal for the last eight years. It is a company and a sector that I am very familiar with”.

ABOUT MEDIA CAPITAL

The holding company for the media sector MEDIA CAPITAL is the leader of FTA TV audiences in Portugal through the TV channel TVI. The diversification of its activities also turned its PLURAL ENTERTAINMENT producer into one of the world’s leading producers of TV content, in Spanish and Portuguese. www.mediacapital.pt

ABOUT QUIFEL HOLDINGS

Founded and led by Miguel Pais do Amaral in 2007, QUIFEL HOLDINGS is a business group that operates in different areas such as Publishing, Information Technologies (IT), Natural Resources, Real Estate, Finance and Insurance and Agro & Familiar. www.quifelholdings.com