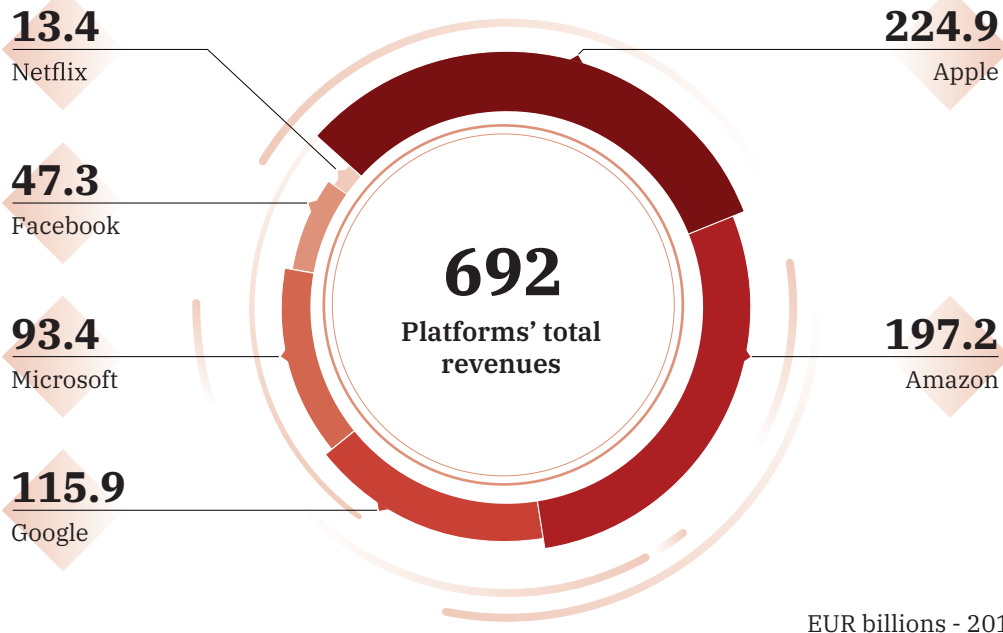


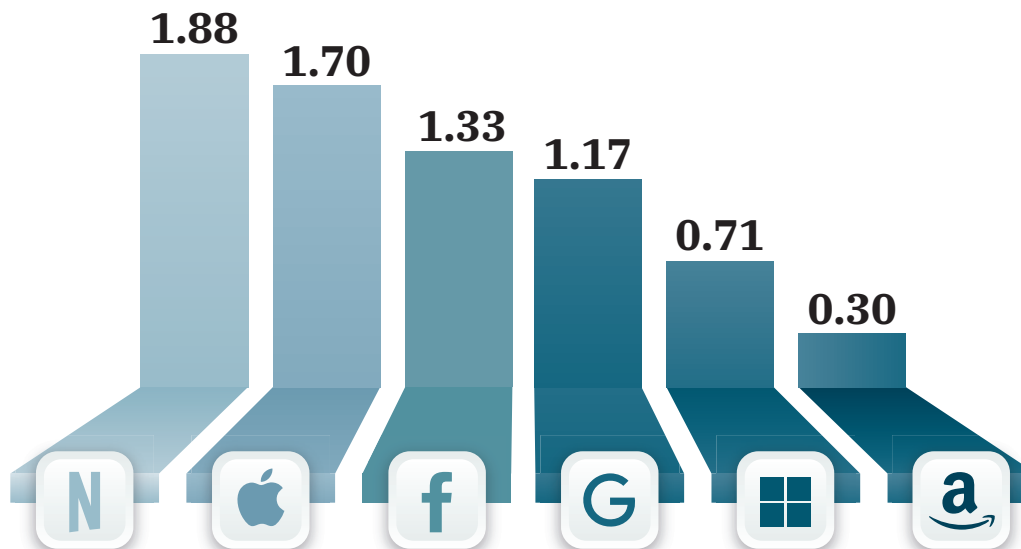
## PLATFORMS' REVENUES

■ Italy   ■ Europe   ■ Rest of the World  
 ■ % increase 2017-2018



### REVENUES PER EMPLOYEE

EUR millions - 2018



## PLATFORMS VS TLC&MEDIA



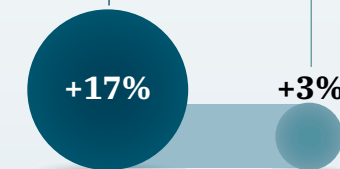
Platforms



TLC&Media



**Total revenues, average**  
(EUR billions - 2018)



**Change in average revenues**  
(2017-2018)



**Globalization index**  
(revenue % outside the domestic continent)



**Average revenues per employee**  
(EUR millions - 2018)

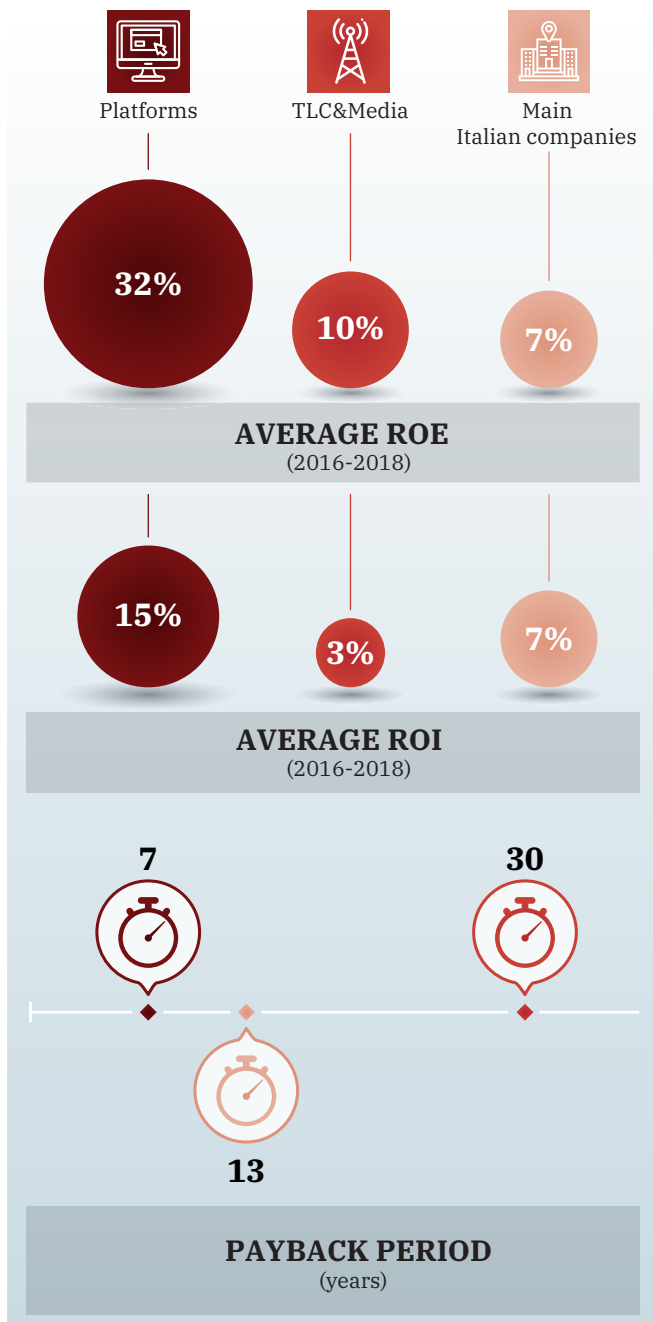
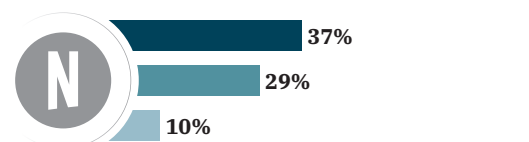
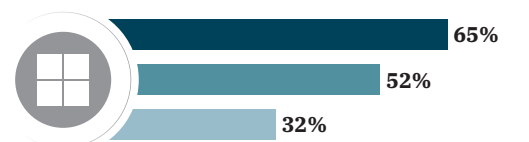
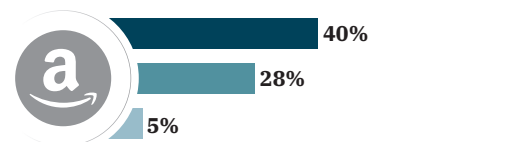
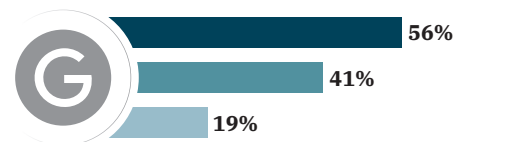
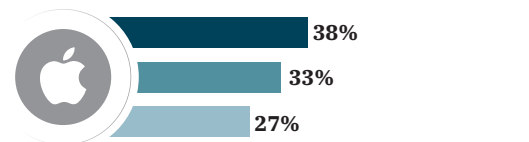


**Change in average revenues per employee**  
(2017-2018)

# ECONOMIC INDICATORS

## Profitability (2018)

■ Gross margin  
■ Gross margin without R&D expenditure  
■ EBIT

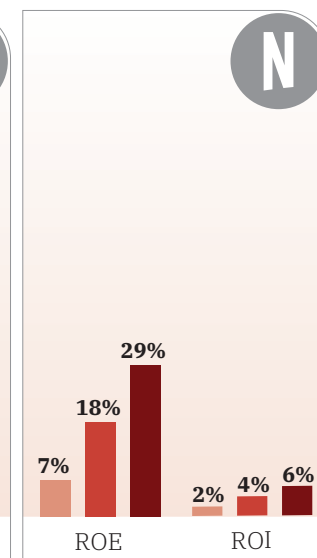
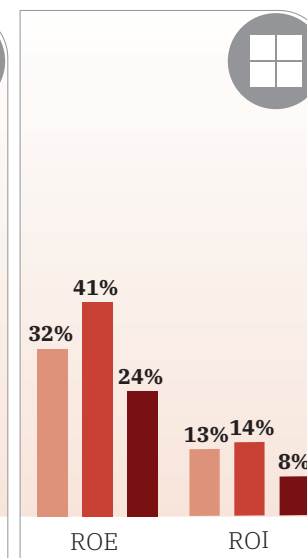
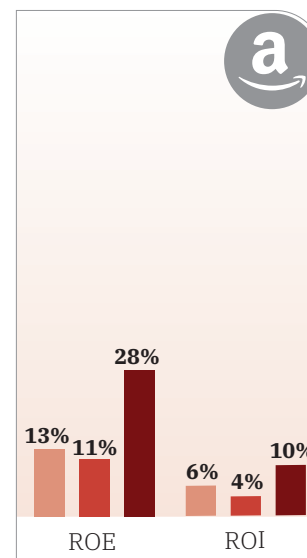
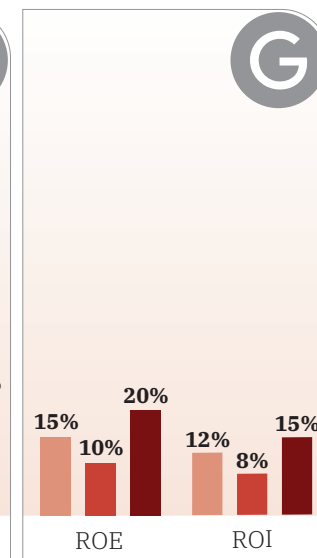
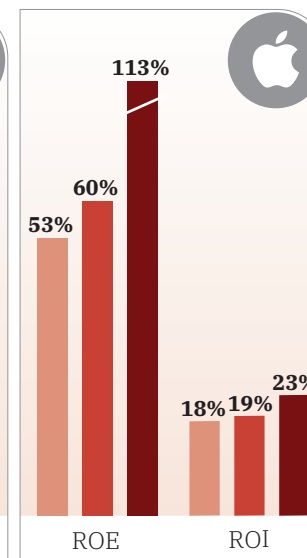
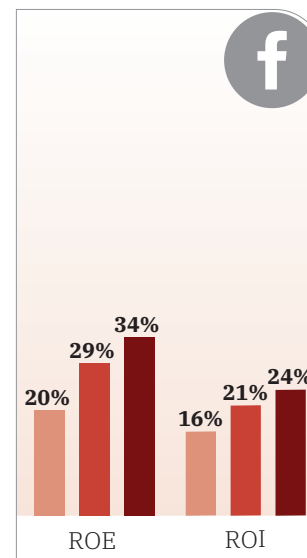


## ROE and ROI

■ 2016 ■ 2017 ■ 2018

**ROE:**  
return on equity

**ROI:**  
return on investment



# PLATFORMS & COMPETITIVE DEVELOPMENT

## Global shares by activities



**Cloud (IaaS)**  
Revenues - 2018



**Vocal assistance**  
Smart speaker number - 2019



**Device (mobile)**  
Revenues - 2018



**Operating systems (desktop)**  
Page views - Nov-2018/Oct-2019



**Operating systems (mobile)**  
Page views - Nov-2018/Oct-2019



**Browser**  
Page views - Nov-2018/Oct-2019



**Online advertising**  
Revenues - 2018



**E-commerce**  
Revenues

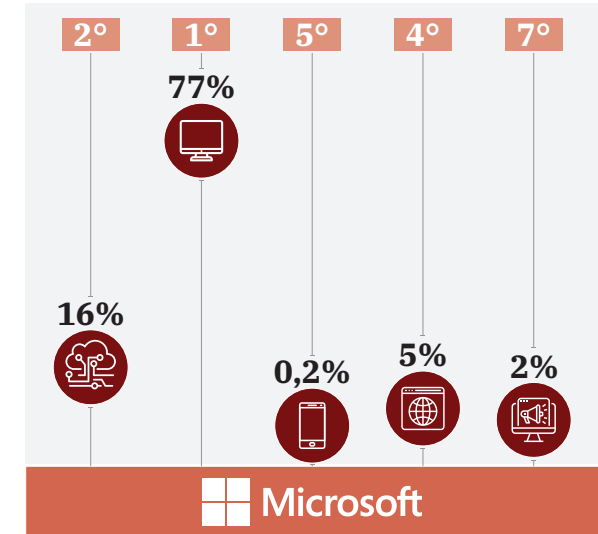
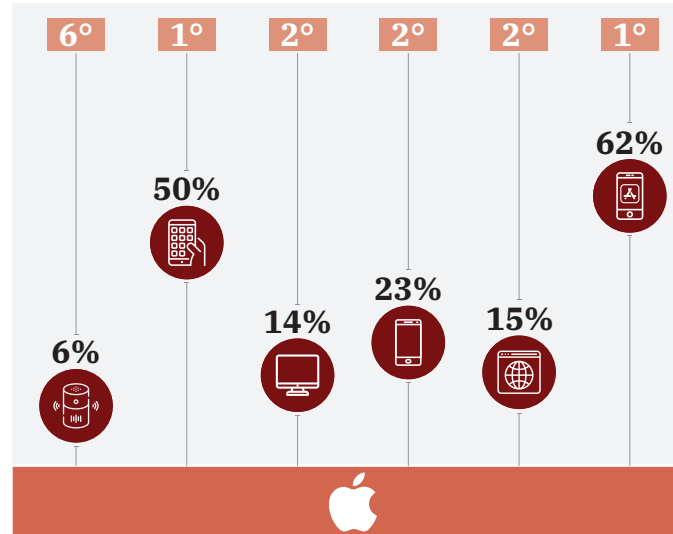
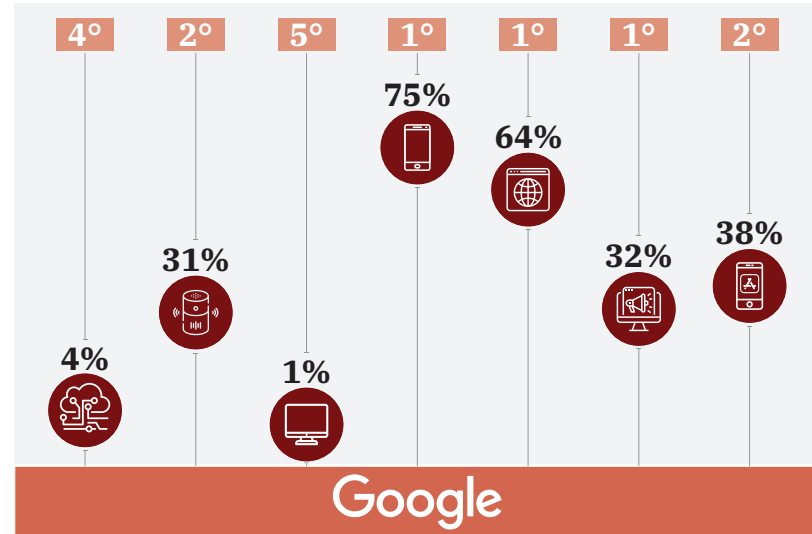


**Audio-visual content (VoD)**  
Revenues - 2018

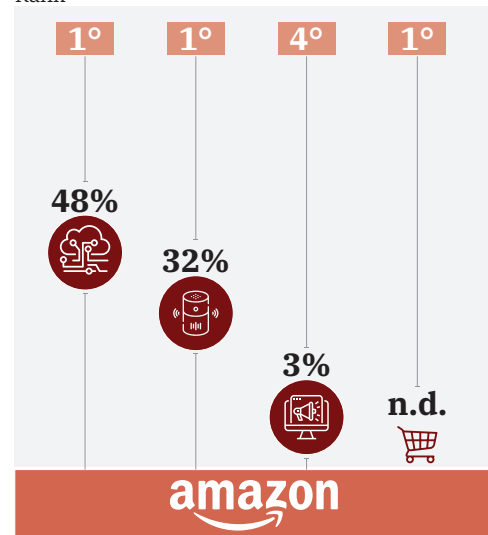


**App store (mobile)**  
Revenues (Android e iOS) - Jun-2019

Rank

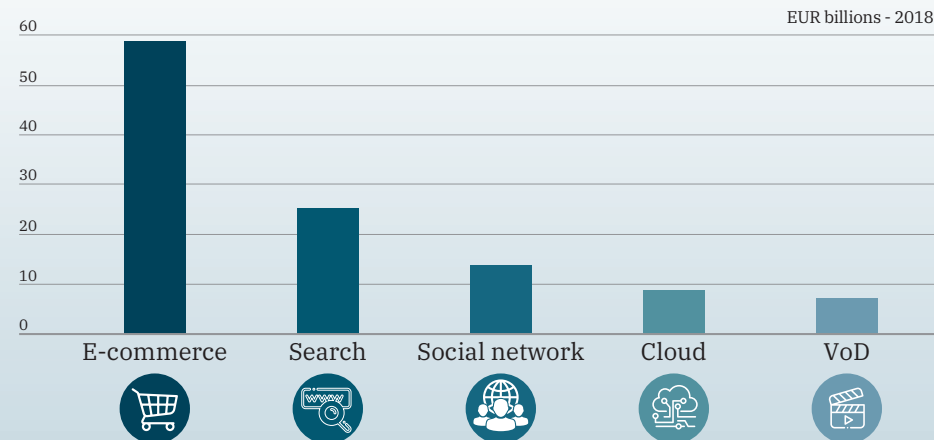


Rank

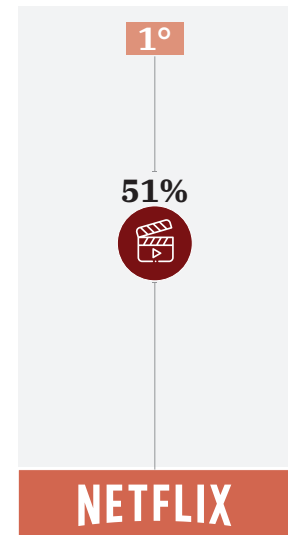
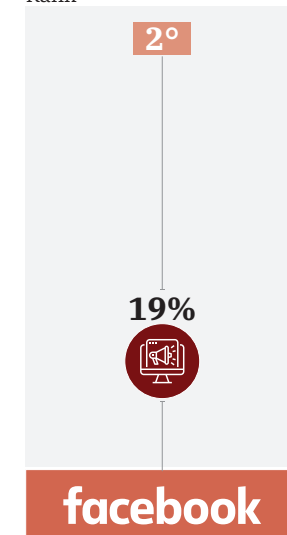


## BREAK-EVEN POINT

Turnover level at which total cost and total revenue are equal

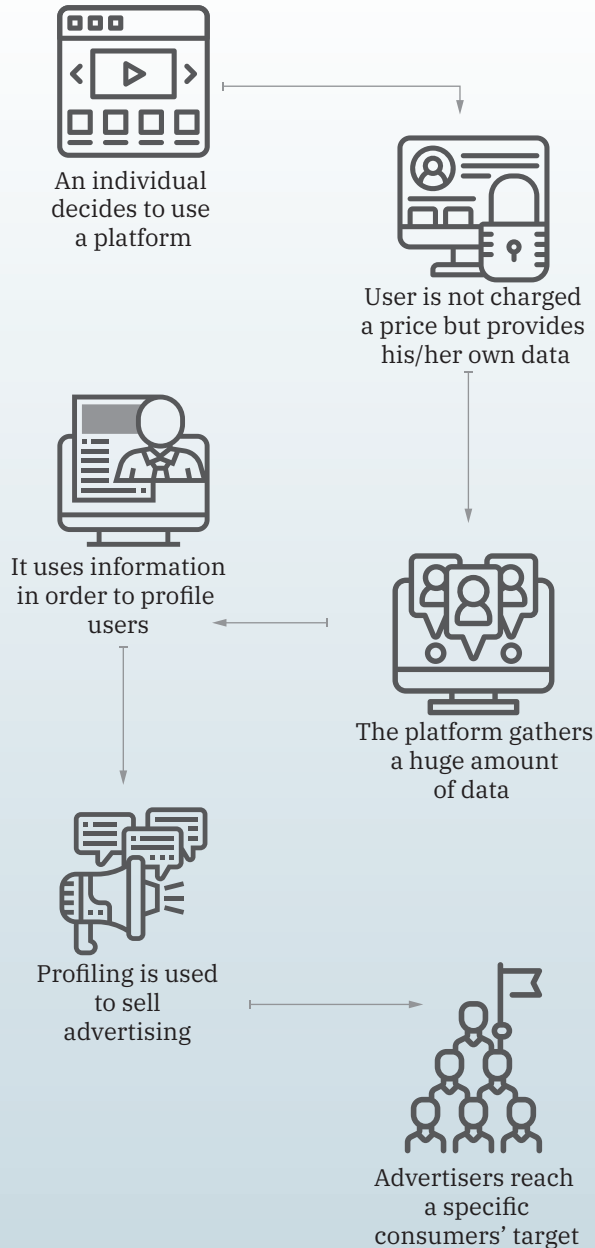


Rank



# DATA ECONOMICS

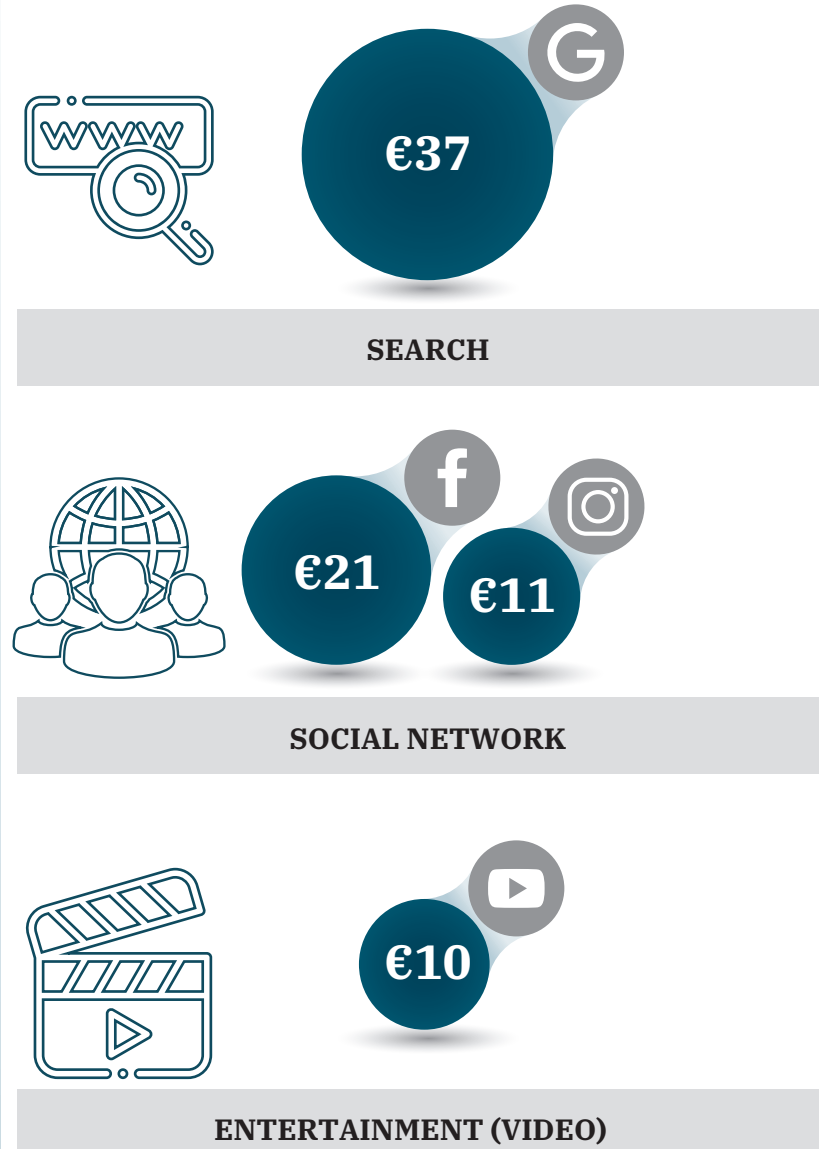
## Data exchange between users and platforms



## Free services ARPU

(advertising revenues per user - 2018)

ARPU (Average Revenue Per User) provides a measure of the value attached to the (personalized) targeted advertising contacts of the platform



## Free services ARPU by geographical area

(advertising revenue per user)

EUR - 2018

■ ARPU ○ GDP per capita

