

# ANALYST PRESENTATION

January – September 2016

Luxembourg, 10 November 2016

# Agenda

1



**9 month  
2016 highlights**

---

2



Group  
financials

---

3



Business  
segments

---

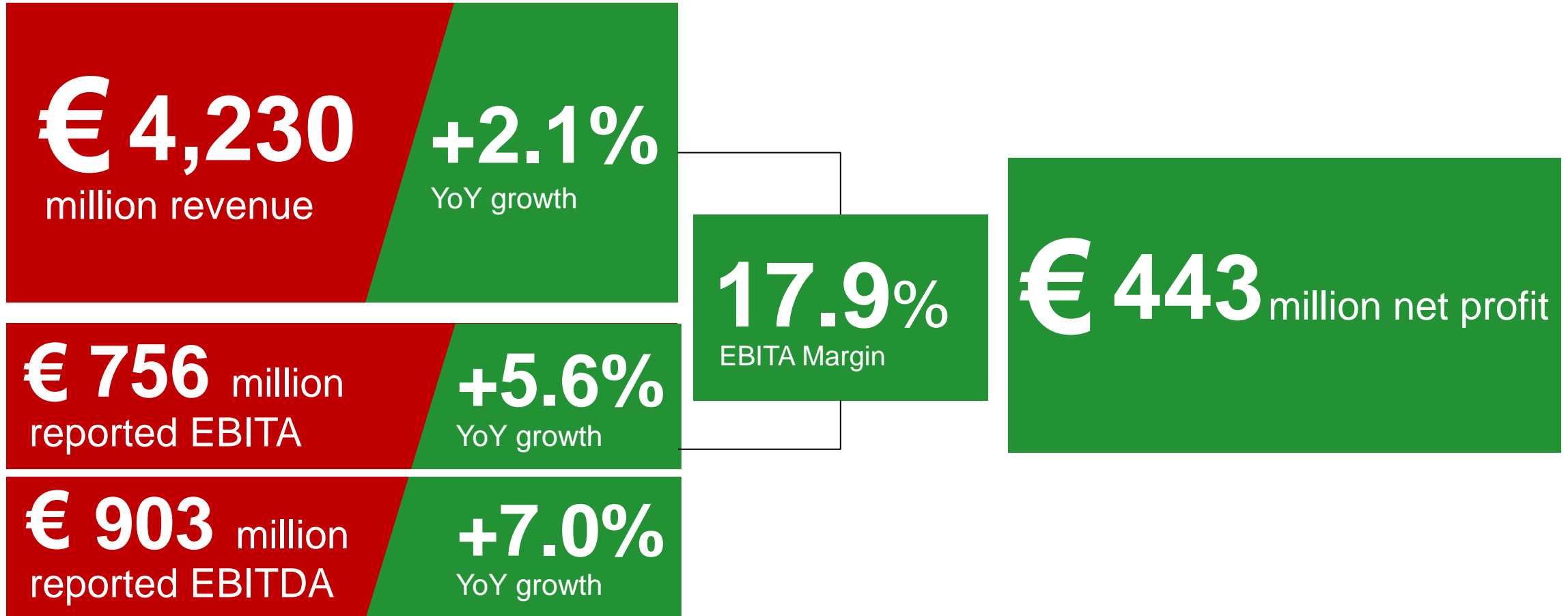
4



Outlook 2016

---

## 9 months 2016: Good financial performance continues



# Agenda



9 month  
2016 highlights

---



**Group  
financials**

---



Business  
segments

---



Outlook 2016

---

# Review of results 30 September 2016

## Q3 2015: slightly weaker revenue & EBITA performance

In € million	3 months to September 2016	3 months to September 2015	Per cent change
<b>Revenue</b>	<b>1,352</b>	<b>1,353</b>	<b>-0.1</b>
Underlying revenue	<b>1,341</b>	<b>1,353</b>	<b>-0.9</b>
Operating cost base	<b>1,194</b>	<b>1,184</b>	<b>+0.8</b>
<b>Reported EBITA</b>	<b>176</b>	<b>182</b>	<b>-3.3</b>
Reported EBITA margin (%)	<b>13.0</b>	<b>13.5</b>	<b>-0.5pp</b>
<b>Reported EBITDA</b>	<b>224</b>	<b>216</b>	<b>+3.7</b>
Reported EBITDA margin (%)	<b>16.6</b>	<b>16.0</b>	<b>+0.6pp</b>

# Review of results 30 September 2016

## 9 months 2016: solid performance maintained

In € million	9 months to September 2015	9 months to September 2015	Per cent change
<b>Revenue</b>	<b>4,230</b>	<b>4,141</b>	<b>+2.1</b>
Underlying revenue	<b>4,201</b>	<b>4,132</b>	<b>+1.7</b>
Operating cost base	<b>3,607</b>	<b>3,484</b>	<b>+3.5</b>
<b>Reported EBITA</b>	<b>756</b>	<b>716</b>	<b>+5.6</b>
Reported EBITA margin (%)	<b>17.9</b>	<b>17.3</b>	<b>+0.6pp</b>
<b>Reported EBITDA</b>	<b>903</b>	<b>844</b>	<b>+7.0</b>
Reported EBITDA margin (%)	<b>21.3</b>	<b>20.4</b>	<b>+0.9pp</b>

# Review of results 30 September 2016

## 9 months 2016: bridge to net profit

In € million	9 months to September 2016	9 months to September 2015	Per cent change
<b>Reported EBITA</b>	<b>756</b>	<b>716</b>	<b>+5.6</b>
Amortisation and impairment of fair value adjustments on acquisitions of subsidiaries	(11)	(2)	
Re-measurement of earn-out arrangements, gain/(loss) from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree	-	7	
Net financial expense	(7)	(15)	
Income tax expense	(235)	(195)	
<b>Profit for the period</b>	<b>503</b>	<b>511</b>	<b>(1.6)</b>
<i>Attributable to:</i>			
<b>RTL Group shareholders</b>	<b>443</b>	<b>464</b>	<b>(4.5)</b>



# Review of results 30 September 2016

## 9 months 2016: cash conversion well above last year

In € million	9 months to September 2016	9 months to September 2015
<b>Net cash flow from operating activities</b>	<b>625</b>	<b>481</b>
Add: Income tax paid	222	210
Less: Acquisition of assets, net	(142)	(157)
<b>Equals: Reported free cash flow (FCF)</b>	<b>705</b>	<b>534</b>
Acquisition/disposal of subsidiaries, net of cash acquired	(57)	(64)
Other financial assets (deposit excluded), net	(30)	24
Net interest paid	(13)	(14)
Transaction with non controlling interests and acquisition of treasury shares	(8)	(5)
Income tax paid	(222)	(210)
Dividends paid	(686)	(764)
<b>Cash generated/(used)</b>	<b>(311)</b>	<b>(499)</b>
<b>Reported EBITA</b>	<b>756</b>	<b>716</b>
<b>EBITA conversion (FCF/EBITA)</b>	<b>93%</b>	<b>75%</b>



# Review of results 30 September 2016

## 9 months 2016: Net debt in line with target ratio

In € million	9 months to September 2016	12 months to December 2015
<b>Gross financial debt</b>	<b>(1,357)</b>	<b>(1,129)</b>
<i>Add back:</i>		
Cash and cash equivalents	365	449
Other	4	10
<b>Net financial debt</b>	<b>(988)</b>	<b>(670)</b>
<b>EBITDA</b>	<b>903</b>	<b>1,360</b>

# Agenda



**9 month  
2016 highlights**

---



**Group  
financials**

---



**Business  
segments**

---



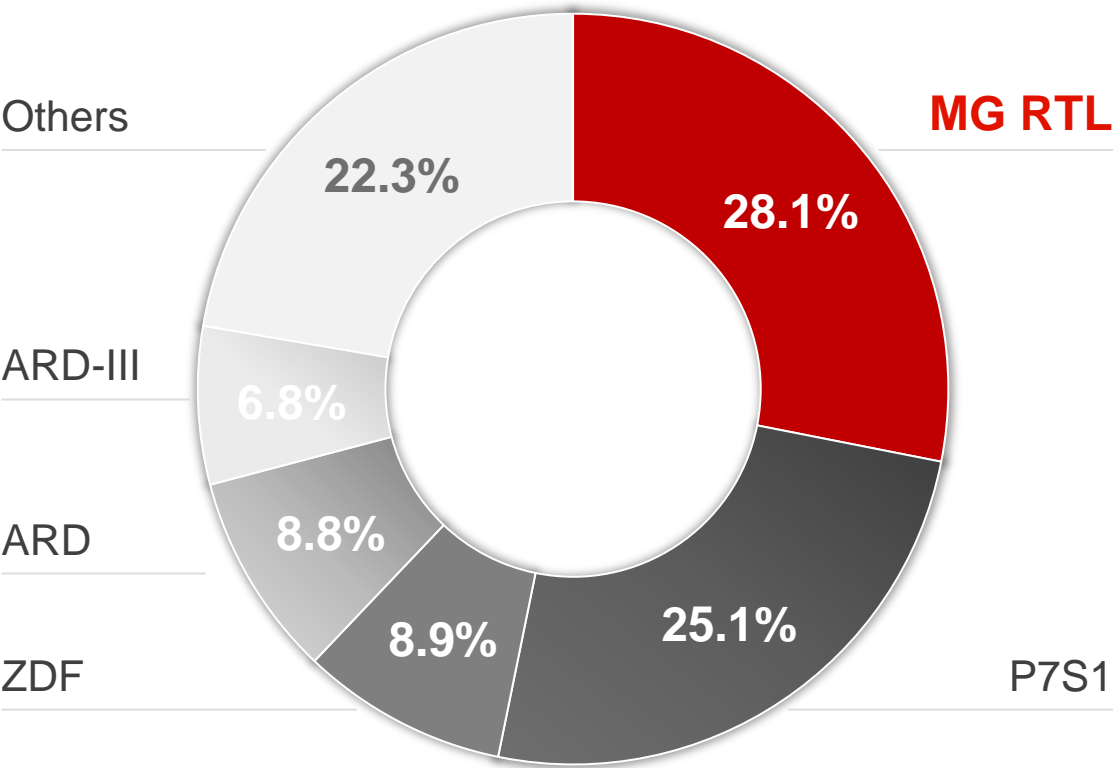
**Outlook 2016**

---

# Mediengruppe RTL Deutschland

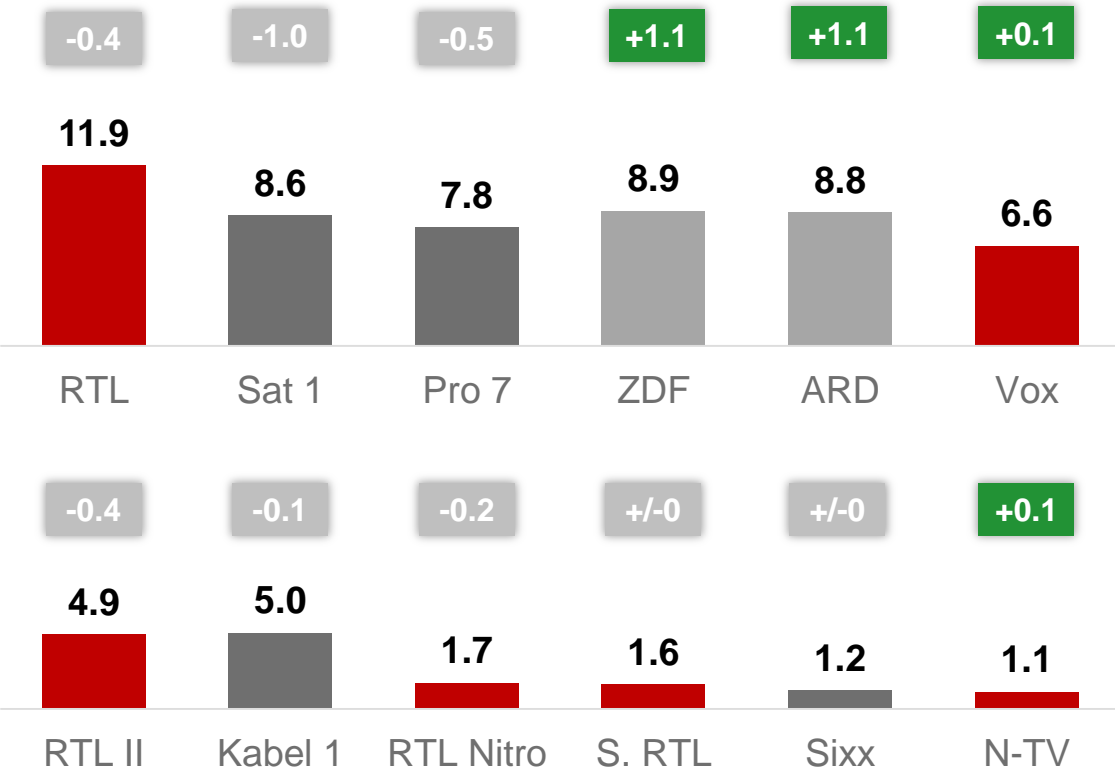
## Clear market leader in audience ratings...

FAMILY OF CHANNELS  
14 – 59 (in %), YTD 2016



Source: AGF in cooperation with GfK, YTD September  
Note: MG RTL De including RTL II and Super RTL

BY CHANNEL  
14 – 59 (in %)



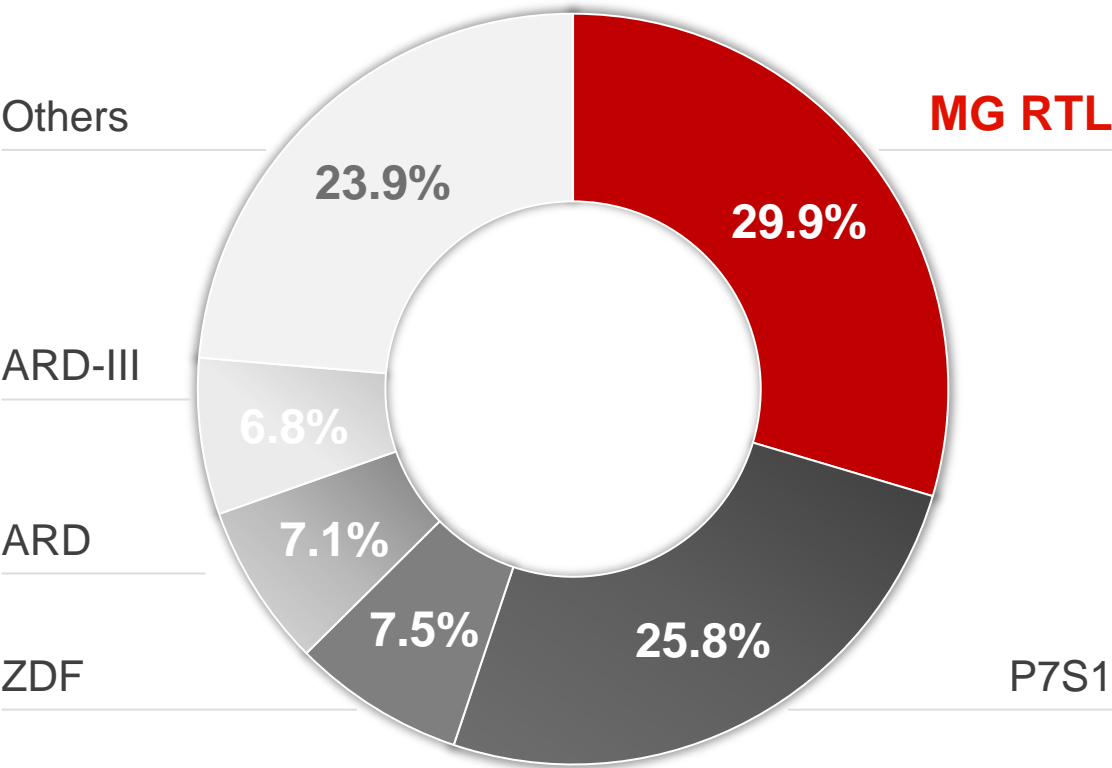
X Percentage point deviation vs. YTD September 2015

# Mediengruppe RTL Deutschland

## ...confirmed with start of new season

### FAMILY OF CHANNELS

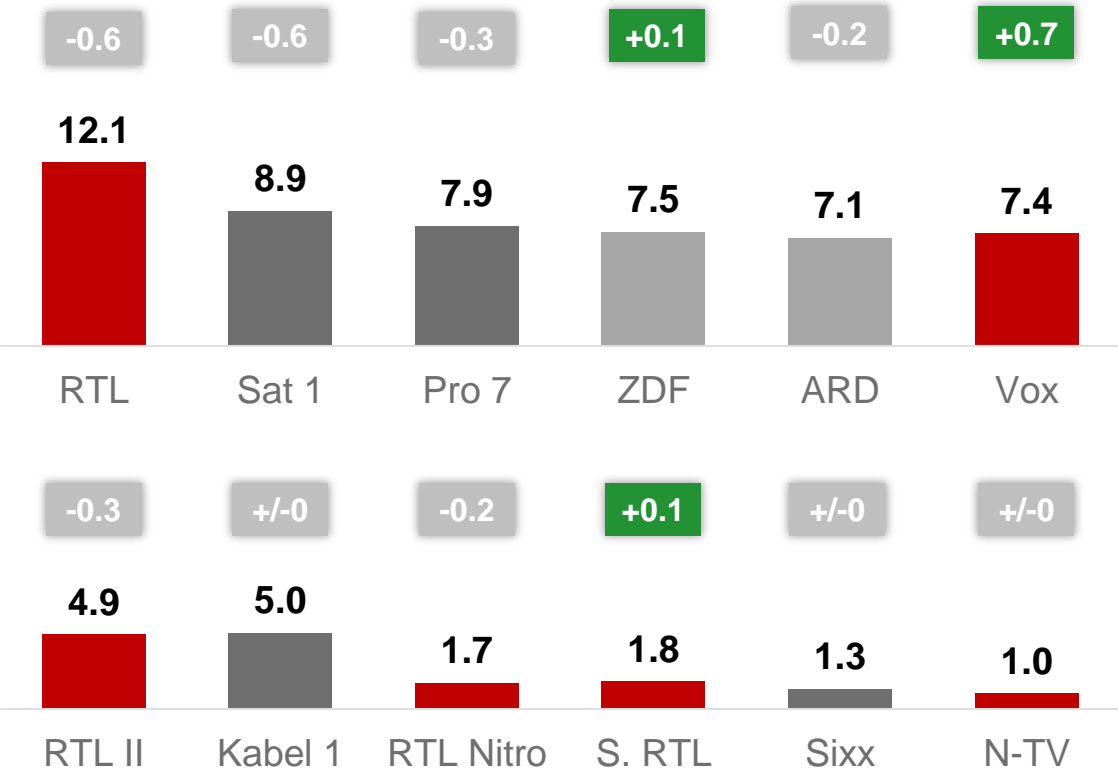
14 – 59 (in %), September & October 2016



Source: AGF in cooperation with GfK, September & October 2016  
 Note: MG RTL De including RTL II and Super RTL

### BY CHANNEL

14 – 59 (in %)

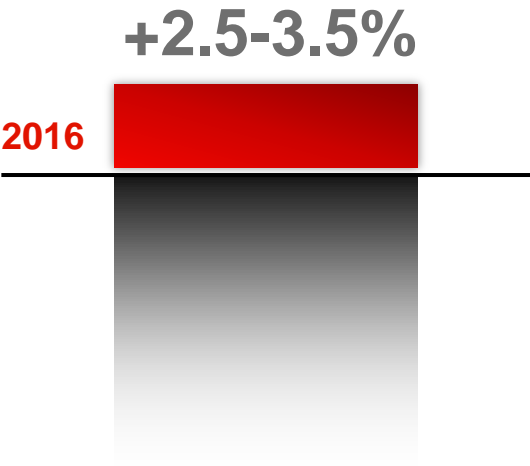


X Percentage point deviation vs. September & October 2015

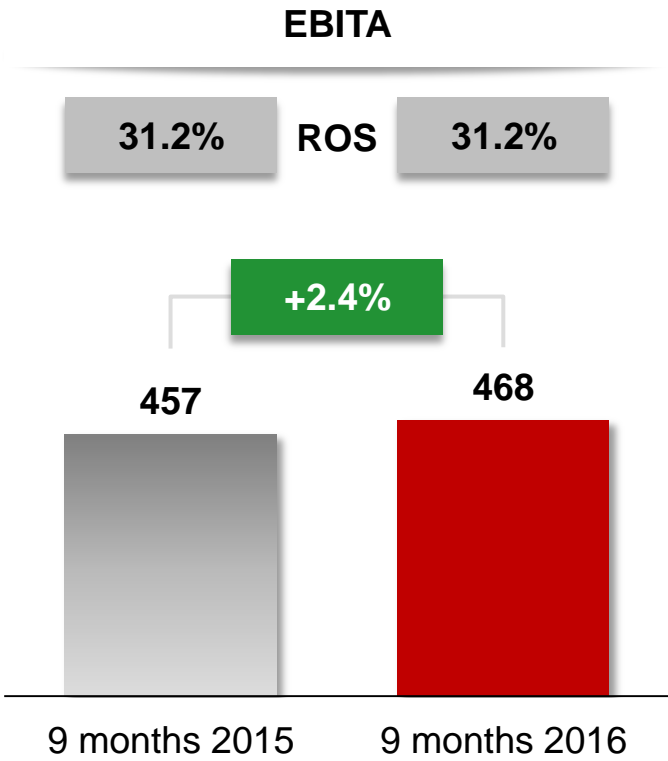
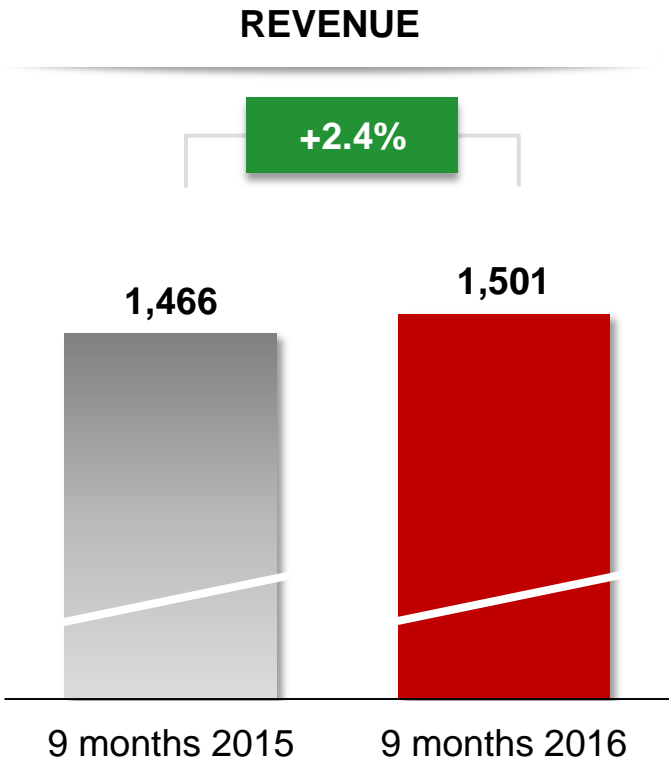
# Mediengruppe RTL Deutschland

## Revenue growth drives EBITA performance

NET TV ADVERTISING  
MARKET GROWTH  
(in %)



KEY FINANCIALS  
(in € million)

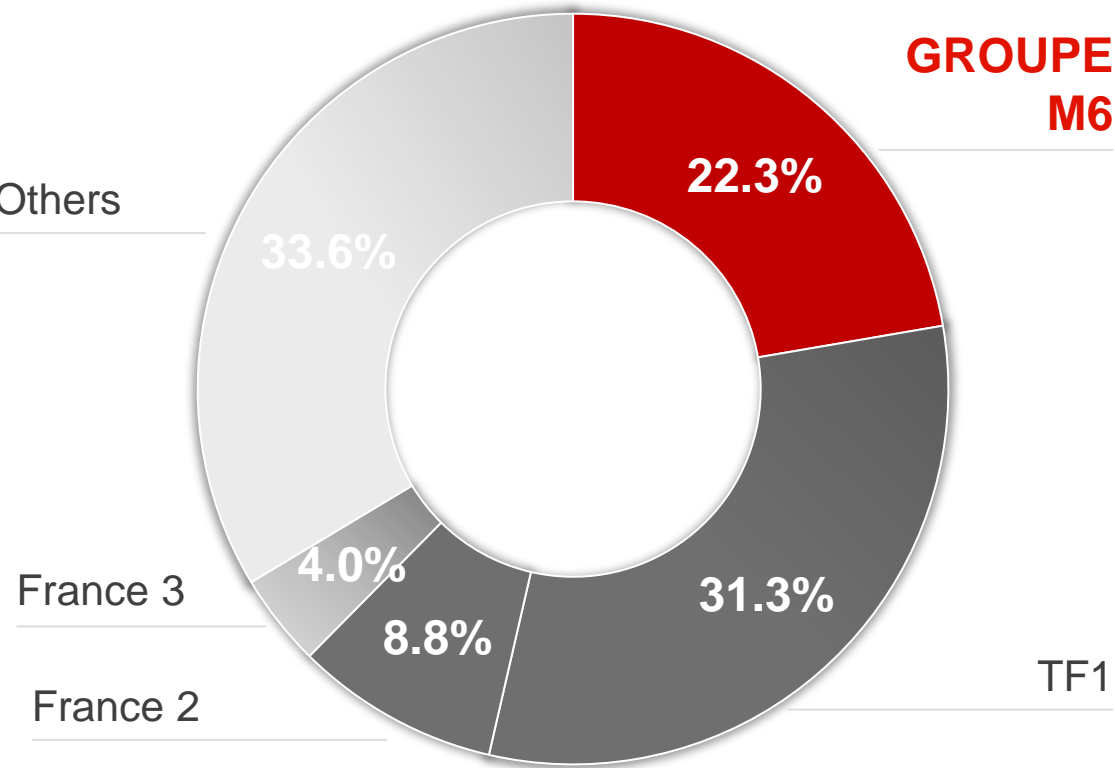


Source: RTL Group estimates,  
MG RTL De including RTL II and Super RTL

# Groupe M6

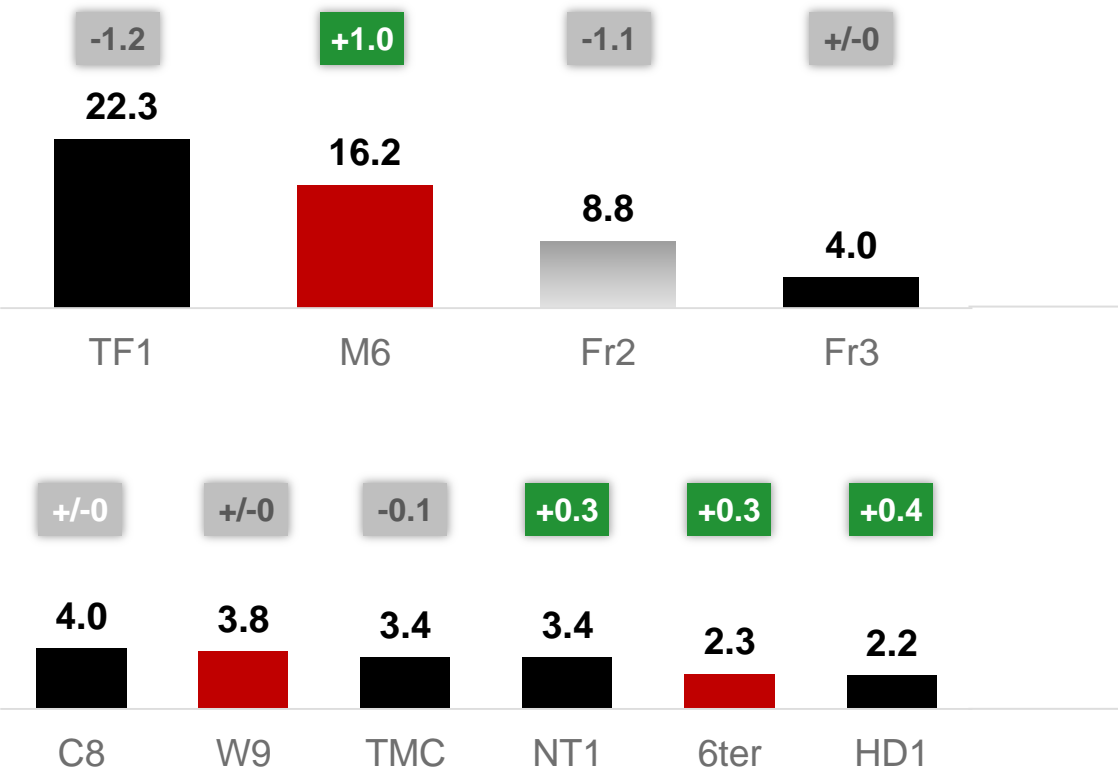
## Increasing audience share for family of channels

**FAMILY OF CHANNELS**  
 Women < 50 responsible for purchases (in %), YTD 2016



Source: Médiamétrie YTD September  
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

**BY CHANNEL**  
 Women < 50 responsible for purchases (in %)



X Percentage point deviation vs. YTD September 2015

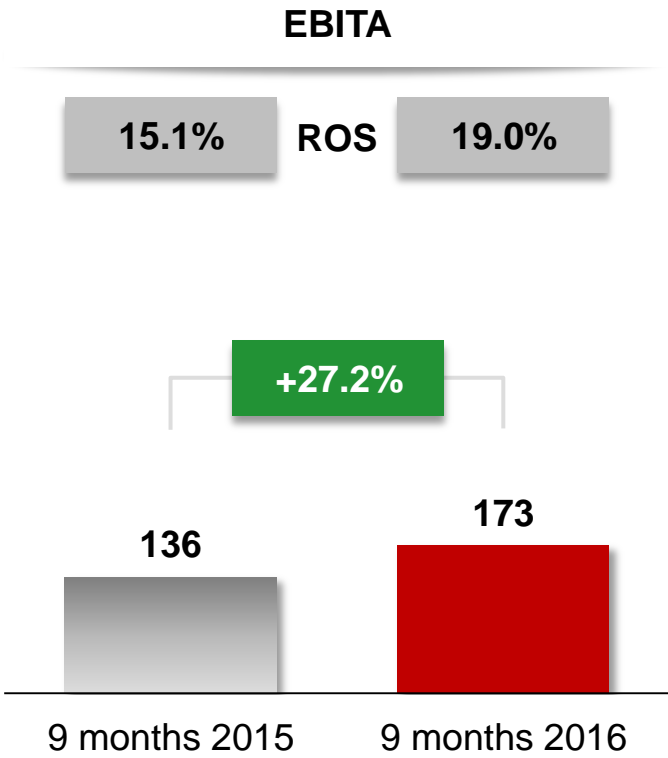
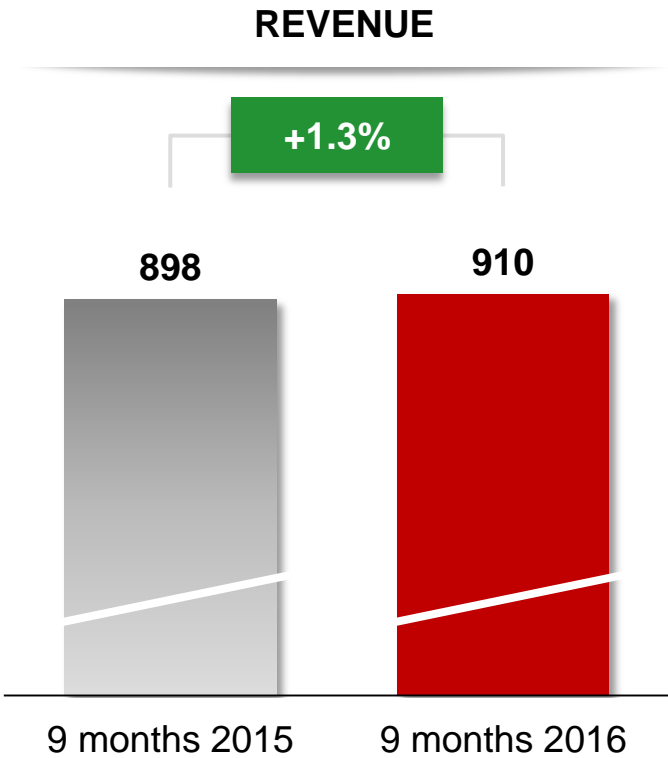
# Groupe M6

## Advertising market remains slightly positive

NET TV ADVERTISING  
MARKET GROWTH  
(in %)



KEY FINANCIALS  
(in € million)



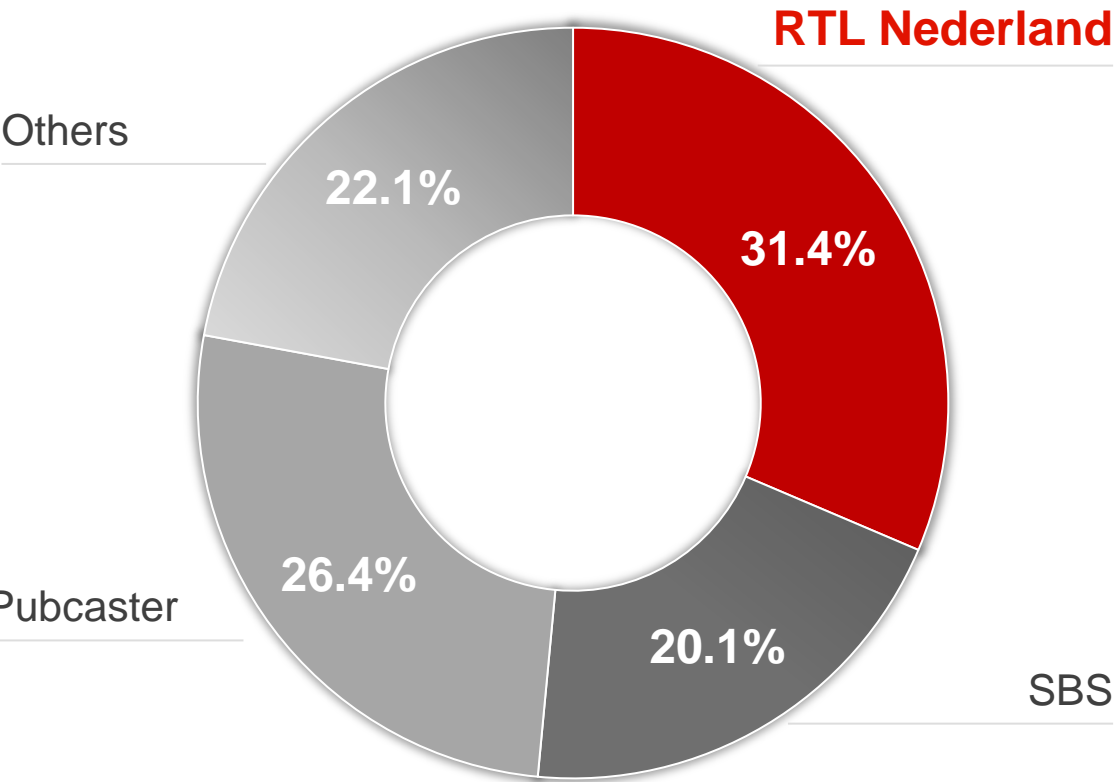
Source: RTL Group estimates



# RTL Nederland

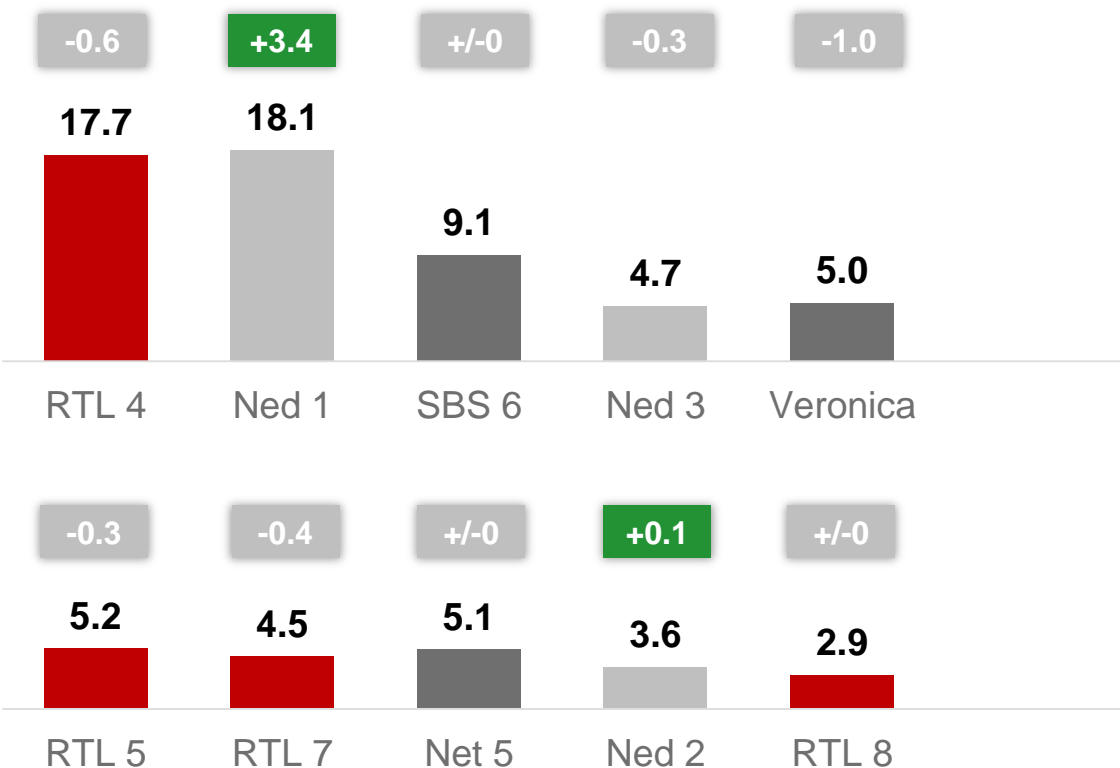
## Solid audience performance in sports year

FAMILY OF CHANNELS  
20 – 49, Primetime (in %), YTD 2016



Source: SKO, YTD September

BY CHANNEL  
20 – 49, Primetime (in %)

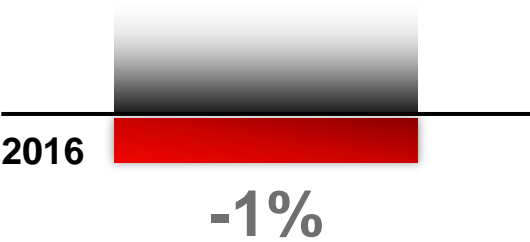


X Percentage point deviation vs. YTD September 2015

# RTL Nederland

## Clear slow down in advertising market

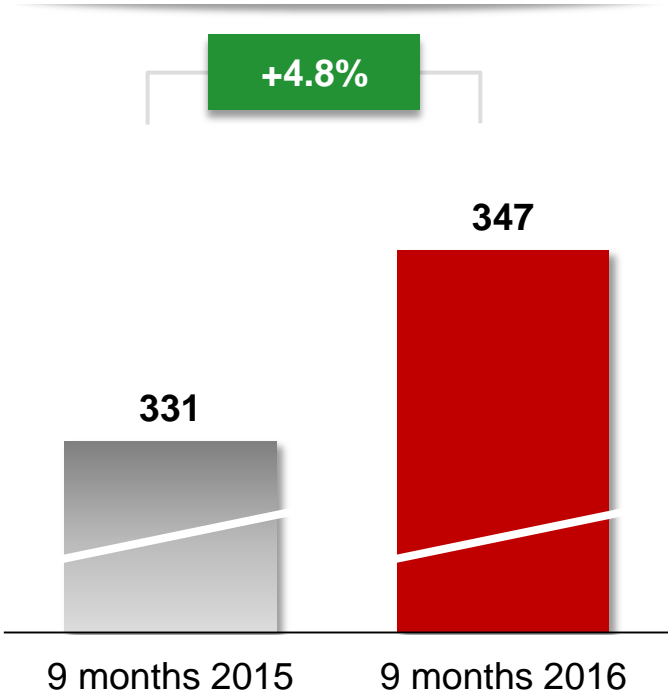
NET TV ADVERTISING  
MARKET GROWTH  
(in %)



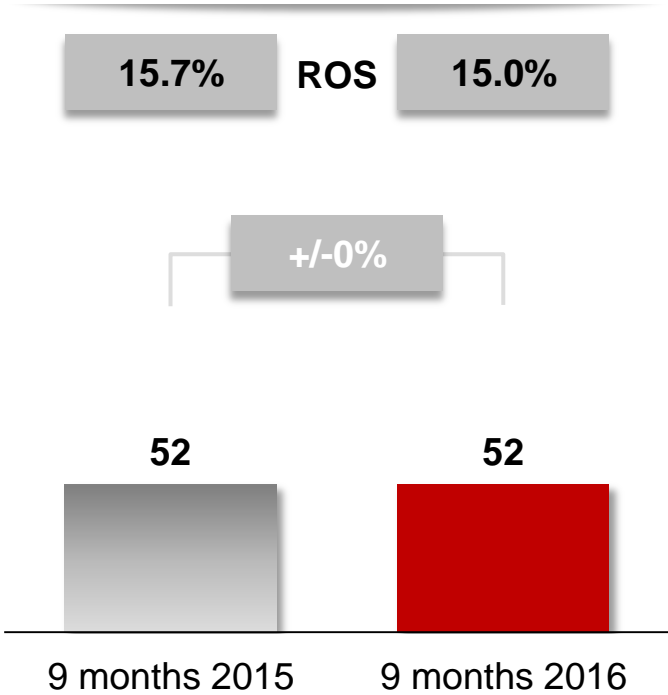
Source: RTL Group estimates

KEY FINANCIALS  
(in € million)

REVENUE

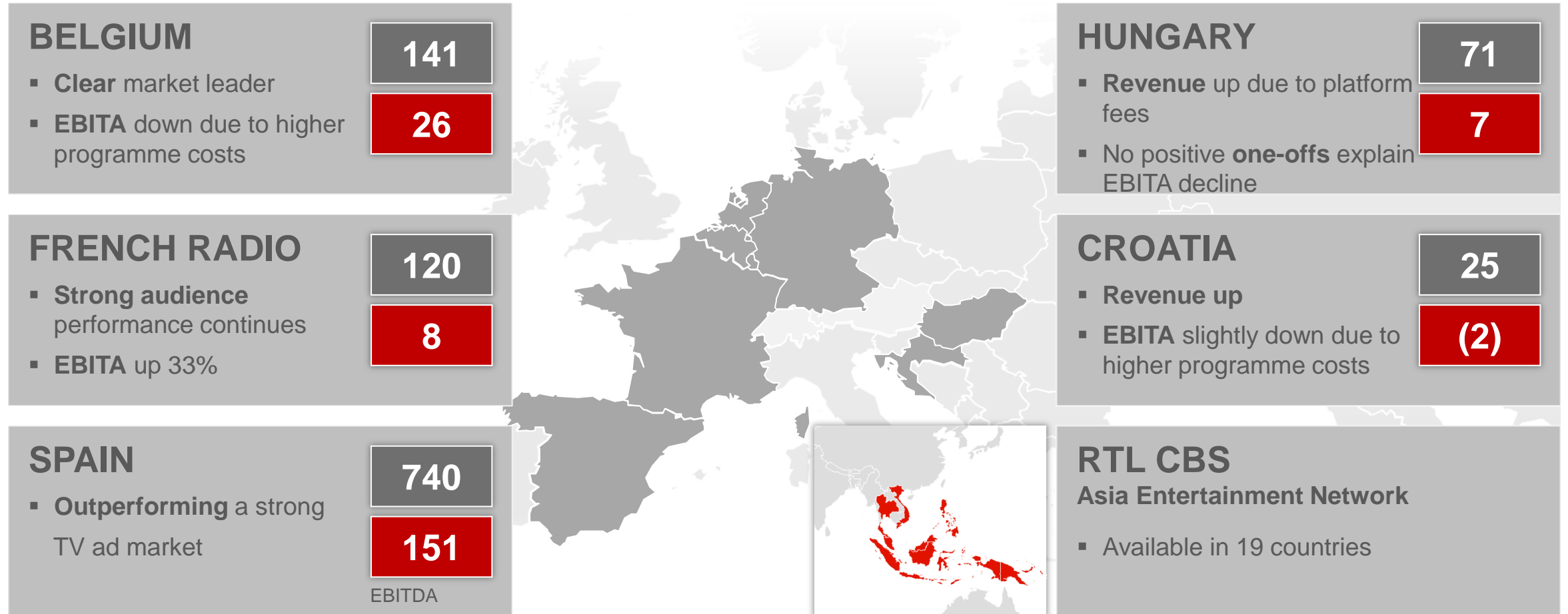


EBITA



## Other markets

### 9 months 2016: other territories report mixed performance

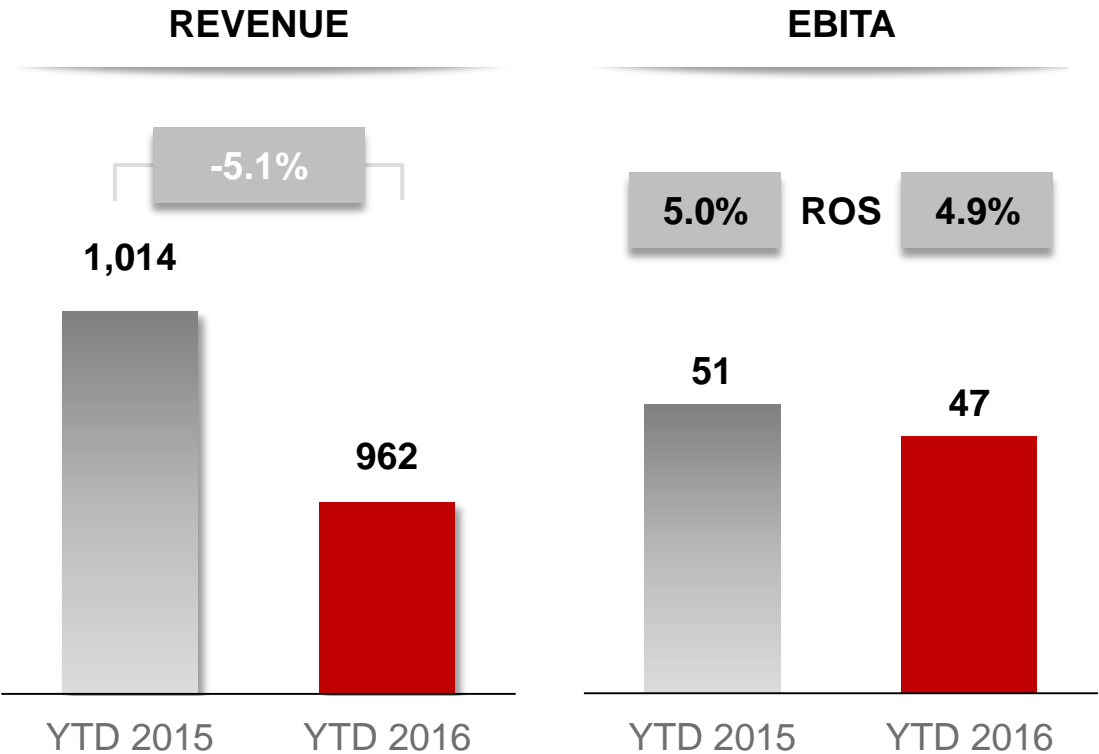


# FremantleMedia

## Weaker quarter but on track to meet full year guidance

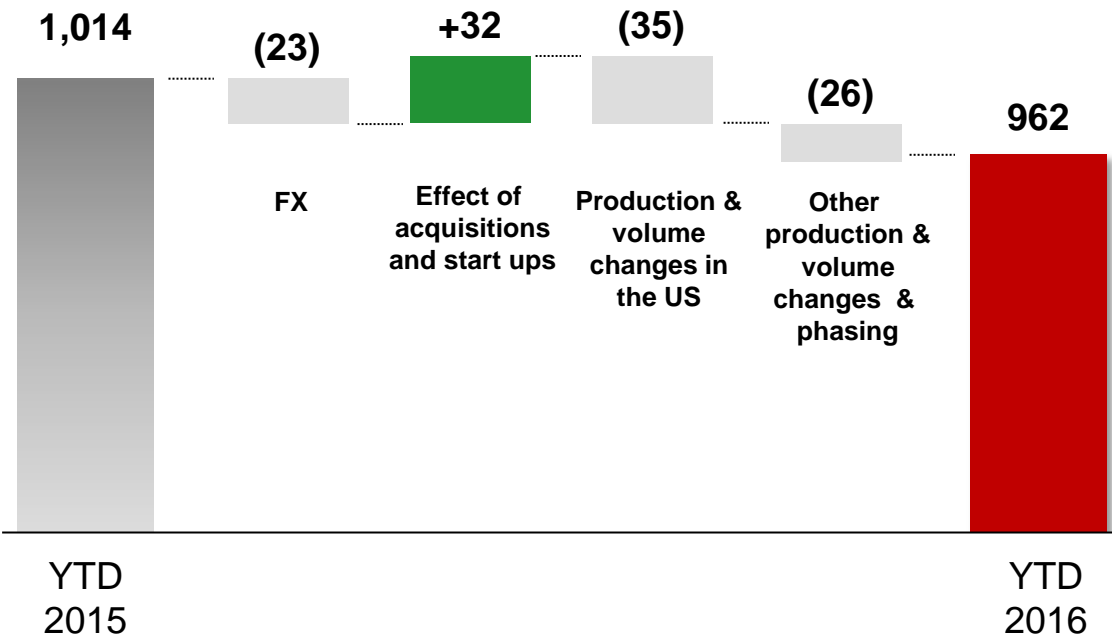
### KEY FINANCIALS

(in € million)



### REVENUE BRIDGE

YTD 2015 – YTD 2016 (in € million)

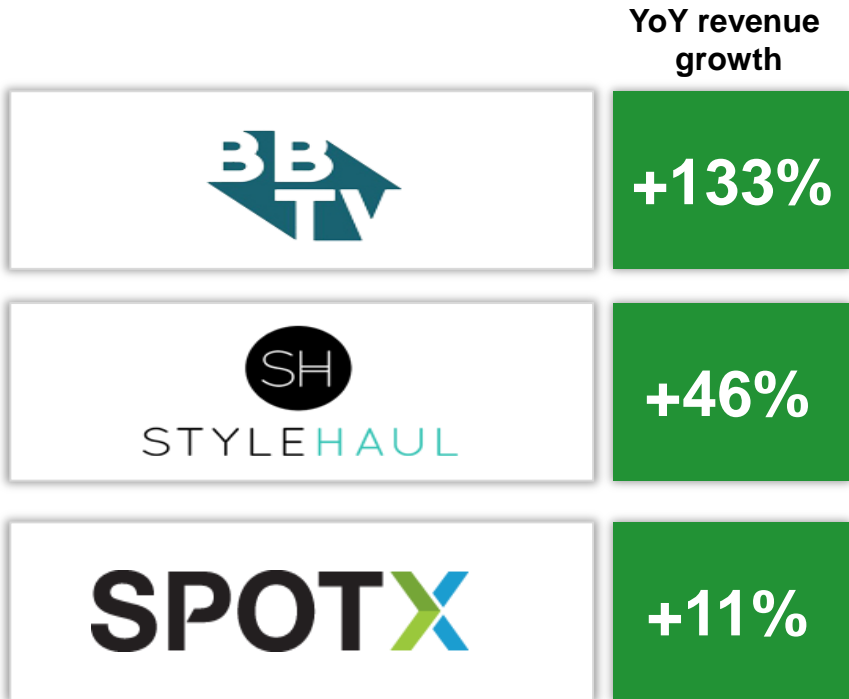
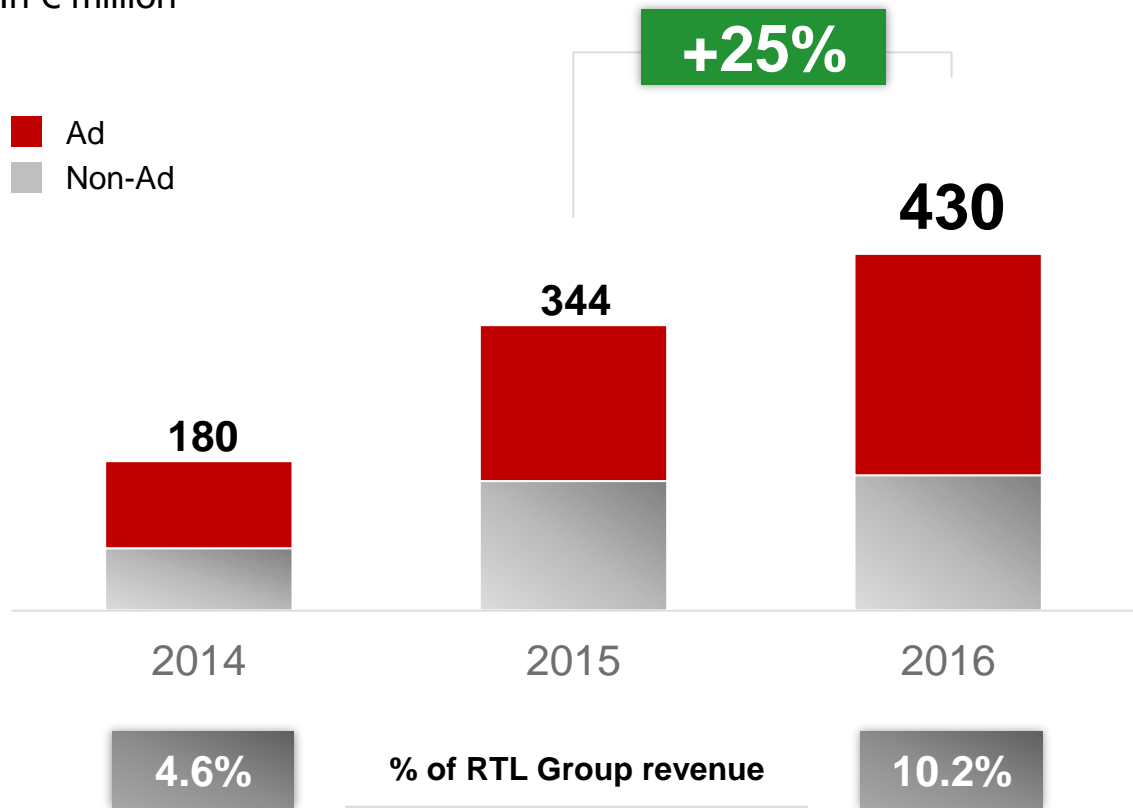


YTD represents 9 months to 30 September

# Digital revenue

## 9 months 2016: Digital continues to show strong growth

DIGITAL REVENUE, YTD September  
In € million



# Agenda



**9 month  
2016 highlights**

---



**Group  
financials**

---



**Business  
segments**

---



**Outlook 2016**

---

# RTL Group

## Outlook unchanged for 2016

1

Revenue expected to grow moderately



2

Reported EBITA expected to show slight growth





# Disclaimer

This presentation is not an offer or solicitation of an offer to buy or sell securities. It is furnished to you solely for your information and use at this meeting. It contains summary information only and does not purport to be comprehensive or complete, and it is not intended to be (and should not be used as) the sole basis of any analysis or other evaluation.

No representation or warranty (express or implied) is made as to, and no reliance should be placed on, any information, including projections, estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein. By accepting this presentation you acknowledge that you will be solely responsible for your own assessment of the market and the market position of RTL Group S.A. (the "Company") and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company's business.

This presentation contains certain forward-looking statements relating to the business, financial performance and results of the Company and/or the industry in which the Company operates. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words "believes," "expects," "predicts," "intends," "projects," "plans," "estimates," "aims," "foresees," "anticipates," "targets," "will," "would," "could" and similar expressions. The forward-looking statements contained in this presentation, including assumptions, opinions and views of the Company or cited from third-party sources, are solely opinions and forecasts which are uncertain and subject to risks and uncertainty because they relate to events and depend upon future circumstances that may or may not occur, many of which are beyond the Company's control. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements of the Company or any of its subsidiaries (together with the Company, the "Group") or industry results to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual events may differ significantly from any anticipated development due to a number of factors, including without limitation, changes in general economic conditions, in particular economic conditions in core markets of the members of the Group, changes in the markets in which the Group operates, changes affecting interest rate levels, changes affecting currency exchange rates, changes in competition levels, changes in laws and regulations, the potential impact of legal proceedings and actions, the Group's ability to achieve operational synergies from past or future acquisitions and the materialization of risks relating to past divestments. The Company does not guarantee that the assumptions underlying the forward-looking statements in this presentation are free from errors and it does not accept any responsibility for the future accuracy of the opinions expressed in this presentation. The Company does not assume any obligation to update any information or statements in this presentation to reflect subsequent events. The forward-looking statements in this presentation are made only as of the date hereof. Neither the delivery of this presentation nor any further discussions of the Company with any of the recipients thereof shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since such date.

This presentation is for information purposes only, and does not constitute a prospectus or an offer to sell, exchange or transfer any securities or a solicitation of an offer to purchase, exchange or transfer any securities in or into the United States or in any other jurisdiction. Securities may not be offered, sold or transferred in the United States absent registration or pursuant to an available exemption from the registration requirements of the U.S. Securities Act of 1933, as amended.

Backup

# RTL Group's revenue mix is well diversified

RTL GROUP'S REVENUE SPLIT TO 30 SEPTEMBER 2016

In %

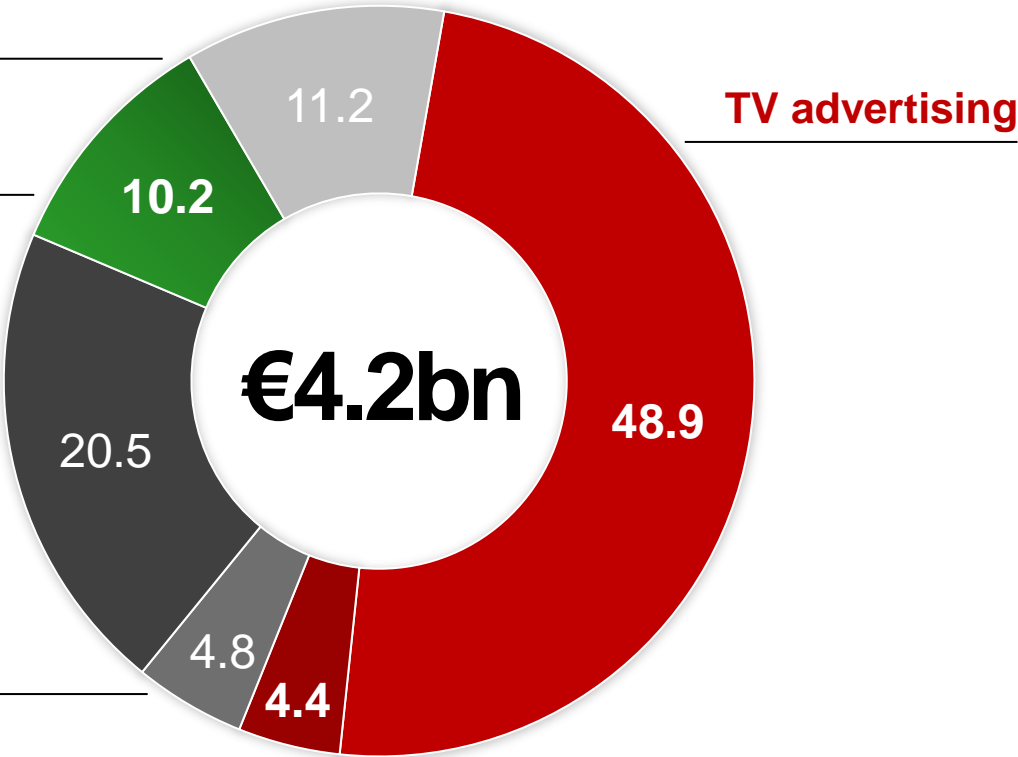
Other diversification

Digital

Content

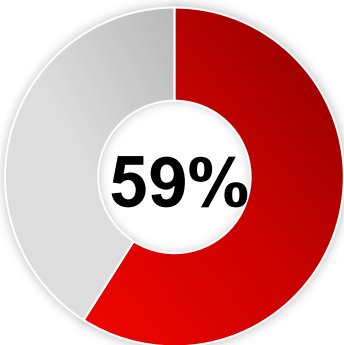
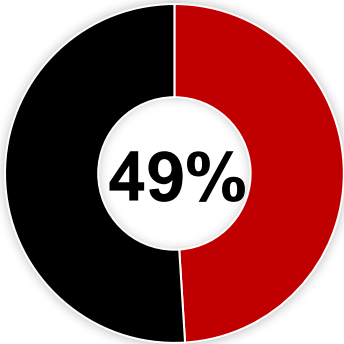
Platform revenue

Radio advertising



DEPENDENCY FROM TV ADVERTISING

- TV advertising
- Other revenue



# ANALYST PRESENTATION

January – September 2016

Luxembourg, 10 November 2016