

The leading  
European  
Entertainment  
network

# 2014

ExaneBNP, Paris, June 2014

# Agenda



**Quarter 1 2014  
highlights**



**Group  
financials**



**Business  
segments**



**Digital  
2014**

# Good start into 2014

€1,313 million  
Revenue

€194 million  
Reported EBITA continuing operations

14.8%  
EBITA Margin

112%  
Cash conversion rate

€92 million  
Net profit

# Agenda



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**Digital  
2014**

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# Review of results 31 March 2014

## Revenue & EBITA

In € million	3 months to March 2014	3 months to March 2013 *	3 months to March 2013	Per cent change
<b>Revenue</b>	<b>1,313</b>	<b>1,317</b>	<b>1,329</b>	<b>(0.3)</b>
Underlying revenue	1,306	1,317	1,329	(0.8)
Operating cost base	1,131	1,121	1,130	0.9
<b>Reported EBITA</b>	<b>194</b>	<b>207</b>	<b>207</b>	<b>(6.3)</b>
Reported EBITA margin (%)	14.8	15.7	15.6	-0.9pp
<b>Reported EBITDA</b>	<b>249</b>	<b>247</b>	<b>248</b>	<b>+0.8</b>
Reported EBITDA margin (%)	19.0	18.8	18.7	+0.2pp

\* re-stated for IFRS 11

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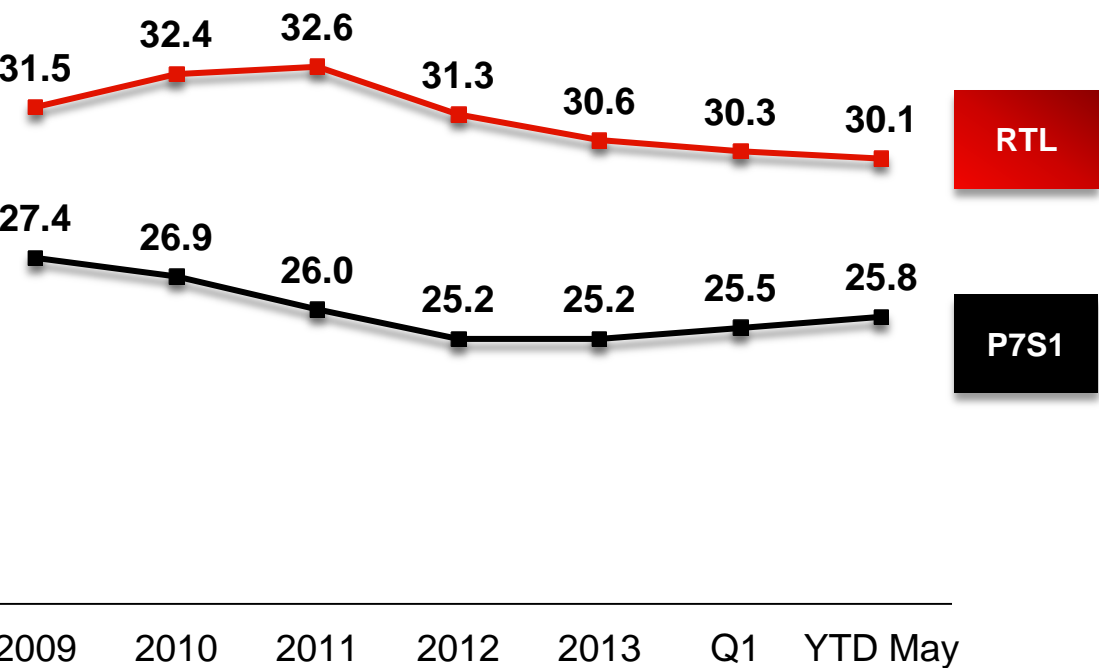
**Digital  
2014**

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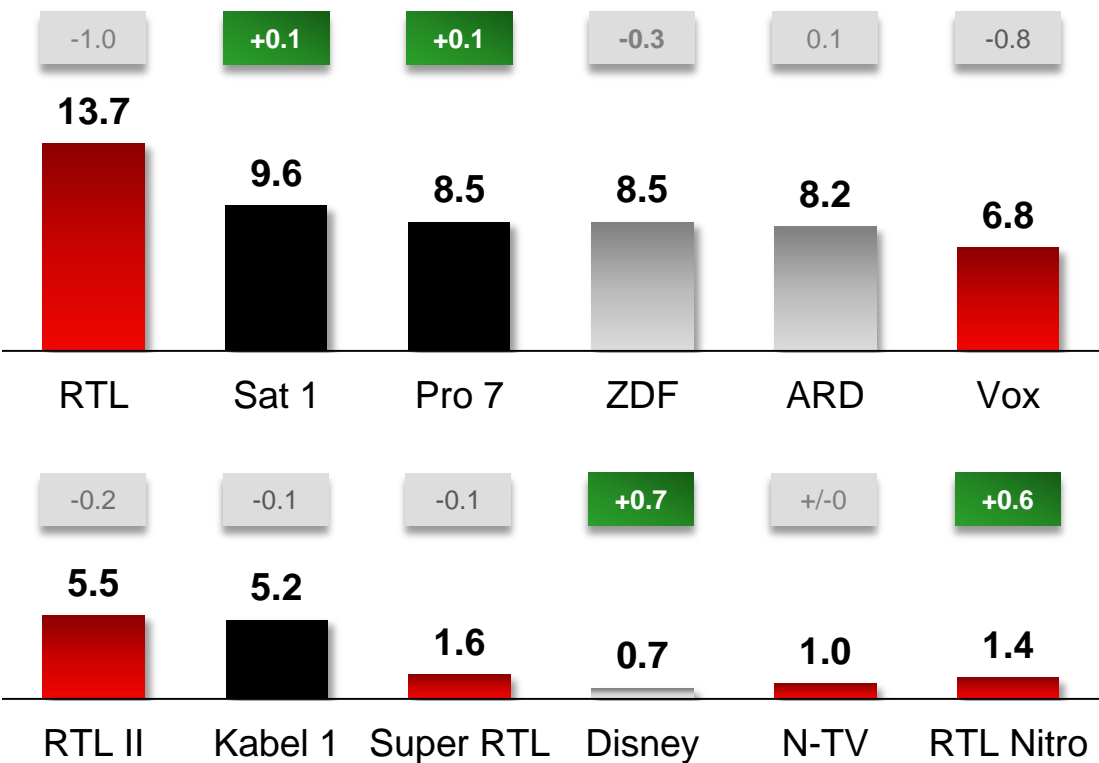
# Mediengruppe RTL Deutschland

## Stabilising audience share

FAMILY OF CHANNELS  
14 – 59 (in %)



BY CHANNEL  
14 – 59 (in %)



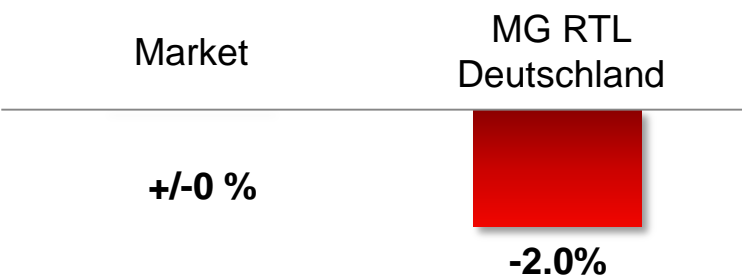
Source: AGF in cooperation with GfK  
Note: MG RTL De including RTL II and Super RTL

X Percentage point deviation vs. YTD May 2013

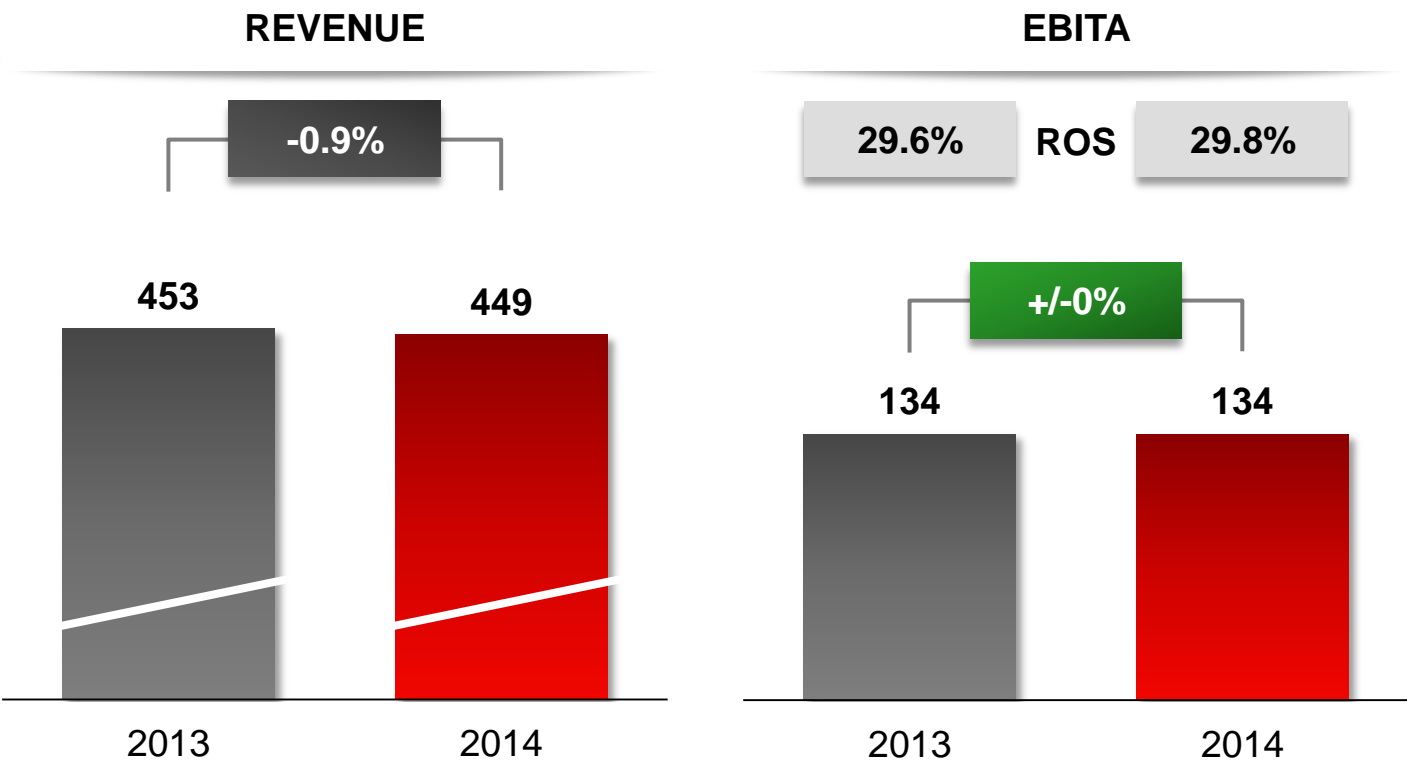
# Mediengruppe RTL Deutschland

## Solid EBITA

NET TV ADVERTISING  
MARKET DEVELOPMENT  
Q1 2014 vs. Q1 2013 (in %)



KEY FINANCIALS  
(in € million)



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

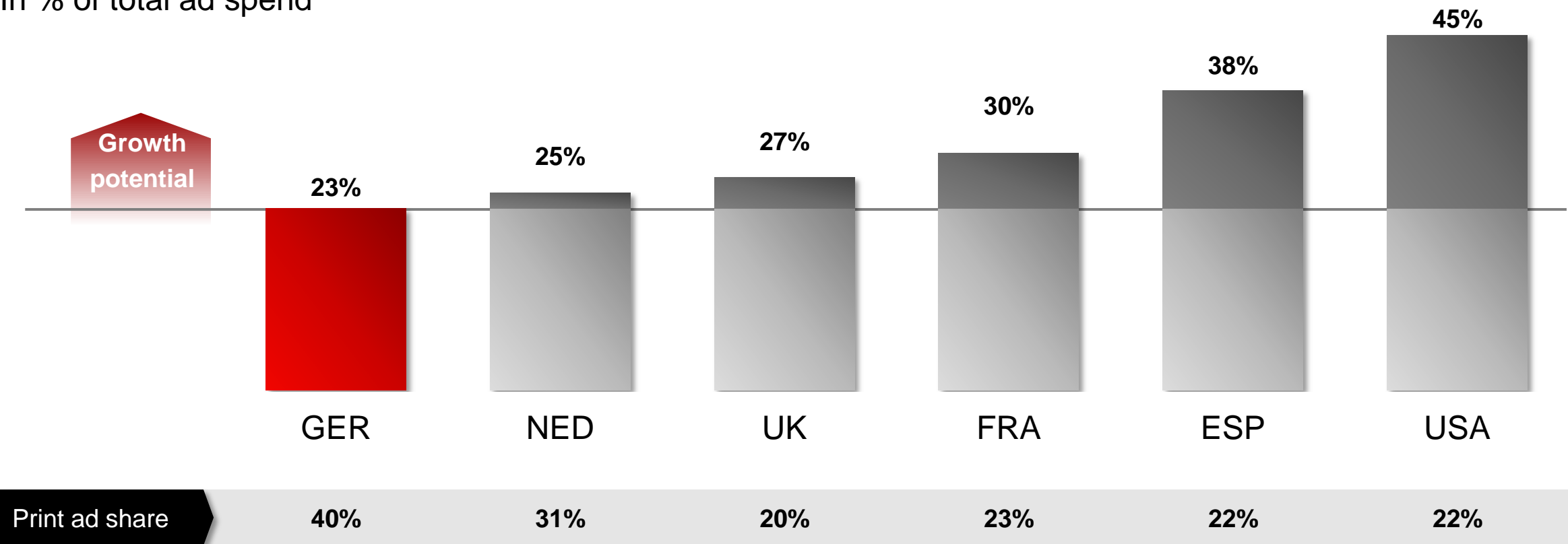


# Mediengruppe RTL Deutschland

## ...with growth potential...

TV'S AD SHARE IN MEDIA MIX 2013

In % of total ad spend

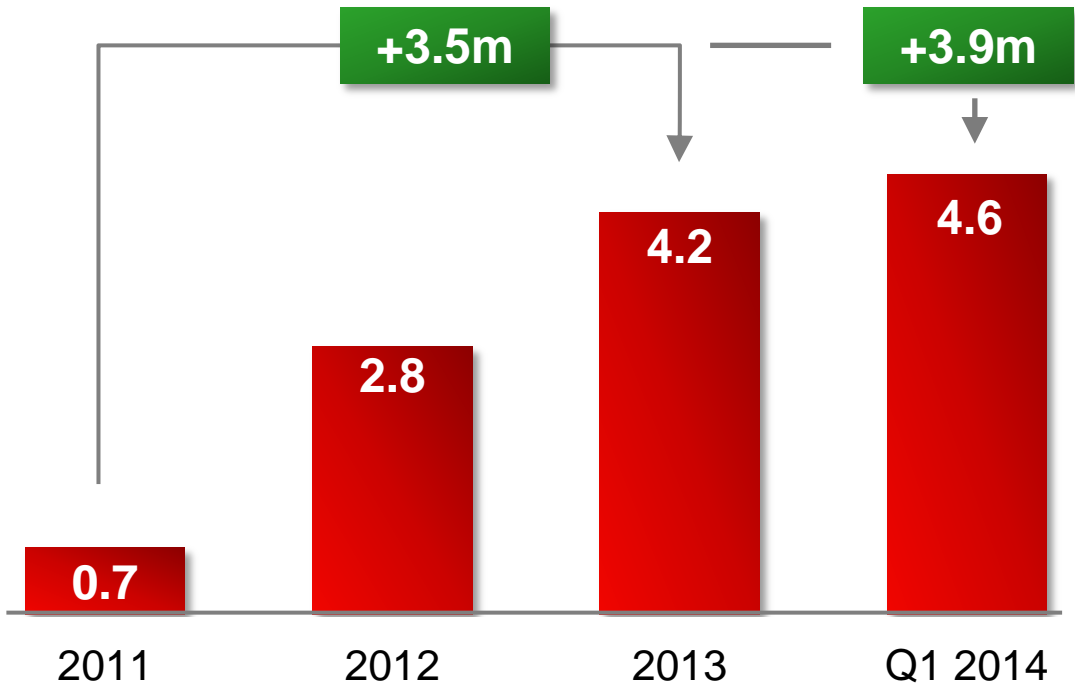


Source: Screen Digest 2013

# Mediengruppe RTL Deutschland

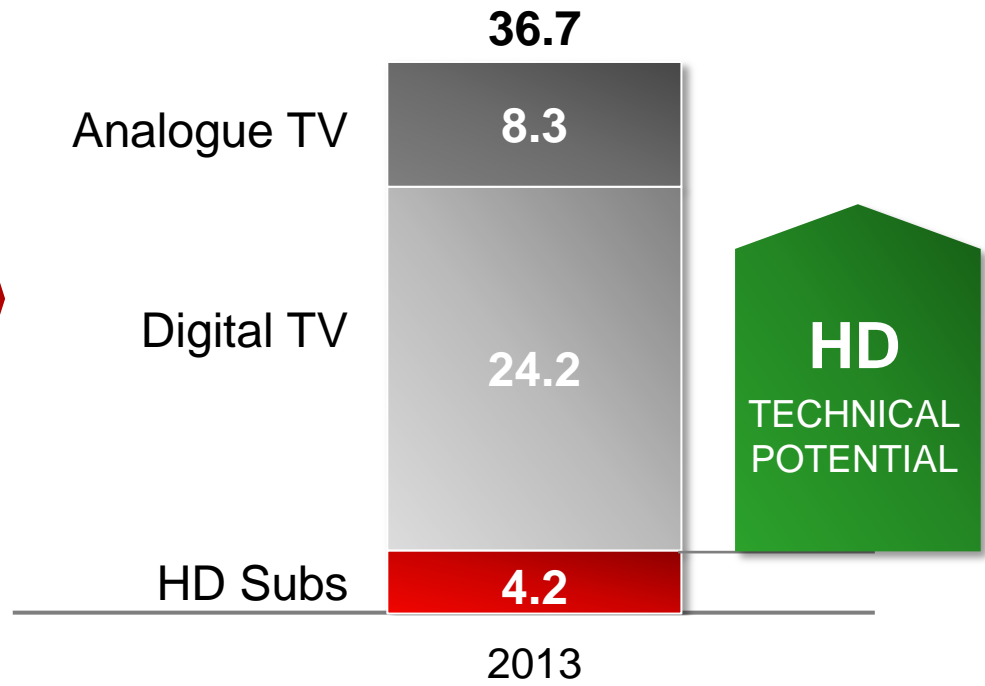
## ...while HD provides an additional revenue opportunity

MG RTL DEUTSCHLAND HD SUBSCRIBERS  
In million



Source: according to platform operators; AGF in cooperation with GfK, TV Scope 5.0, December

HD POTENTIAL IN GERMANY  
In million households

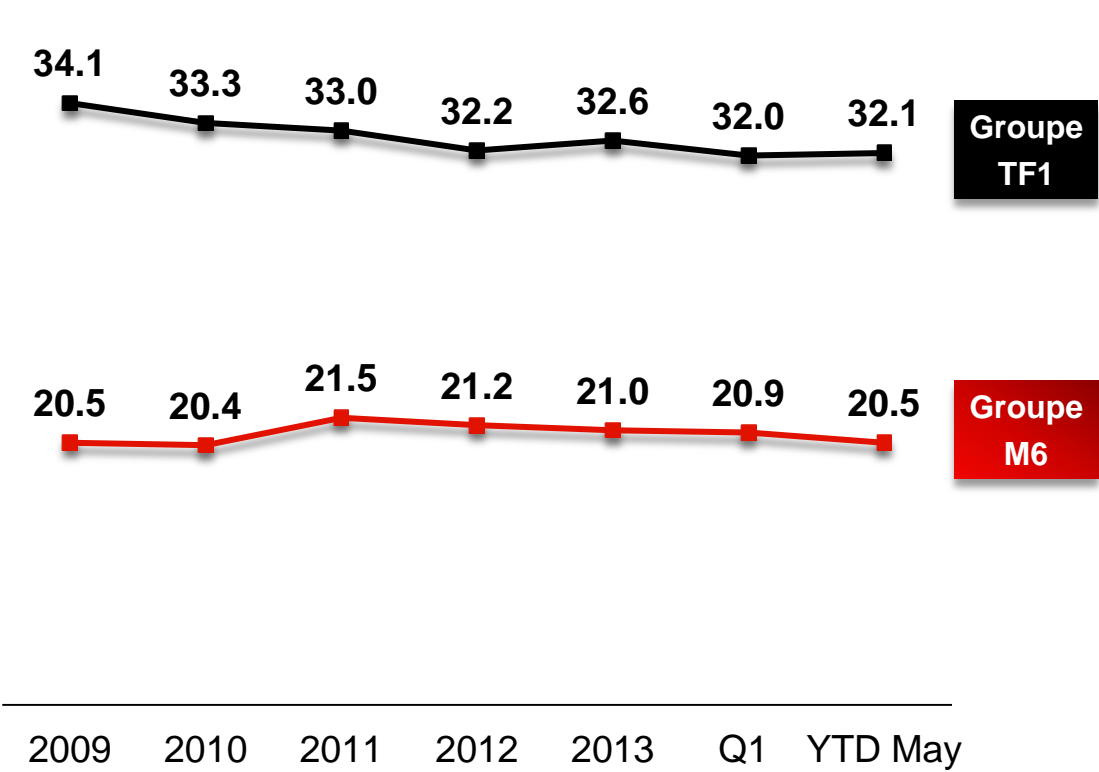


# Groupe M6

## Audience share performance

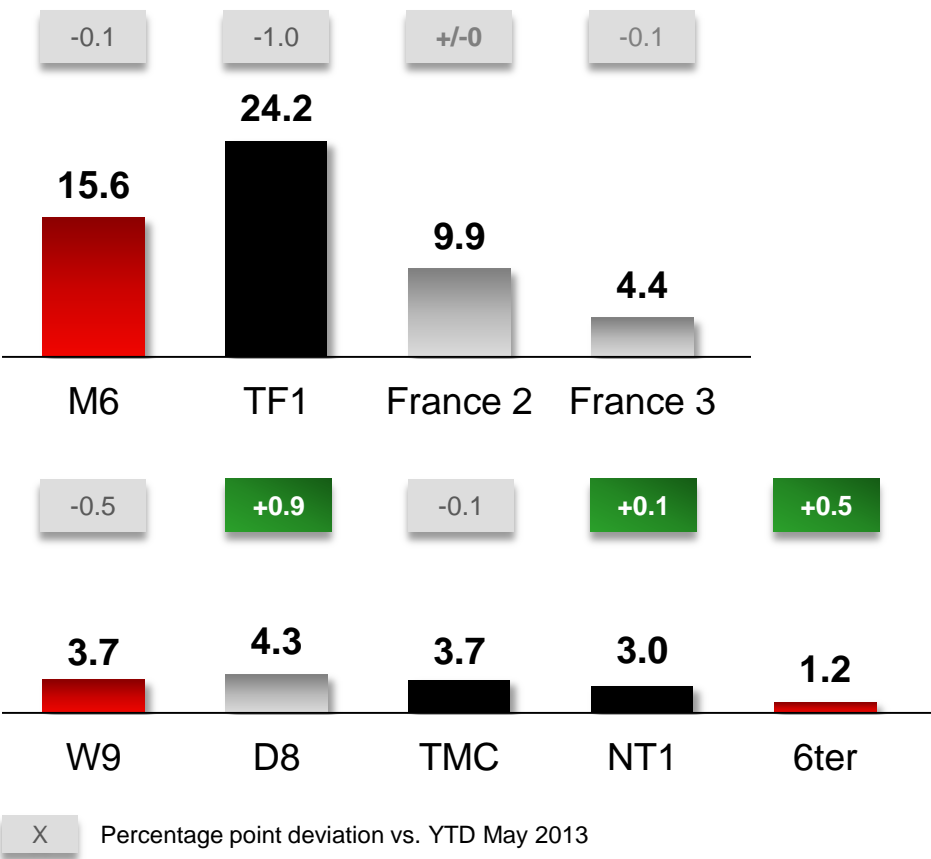
### FAMILY OF CHANNELS

Housewives <50, all day (in %)



### BY CHANNEL

Housewives <50 all day (in %)

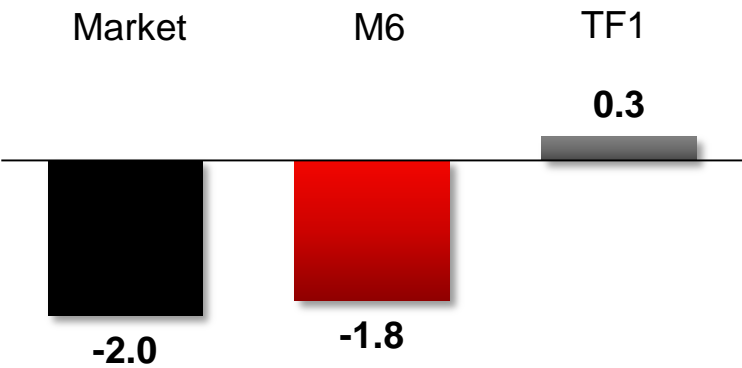


Source: Médiamétrie  
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

# Groupe M6

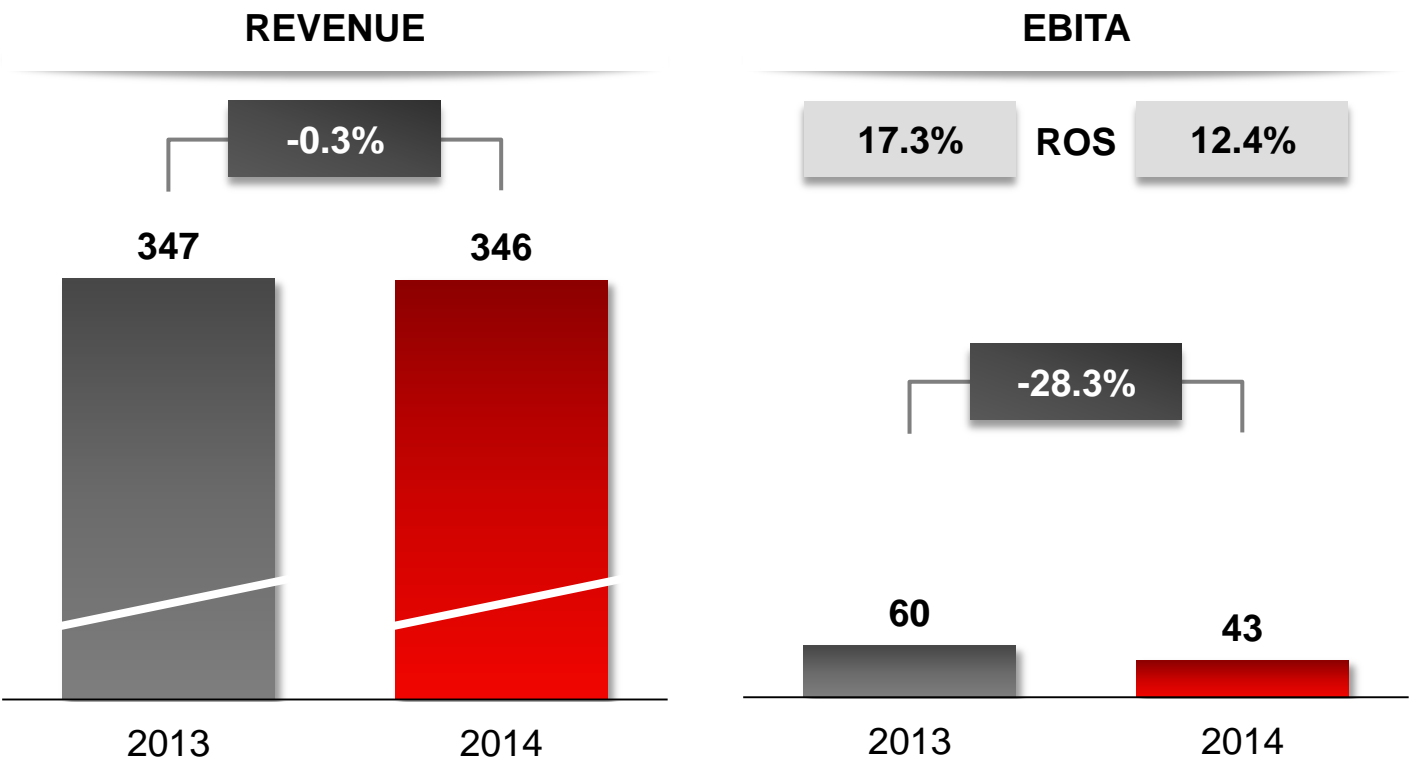
## Continued difficult market conditions

NET TV ADVERTISING  
MARKET DEVELOPMENT  
Q1 2014 vs. Q1 2013 (in %)



M6 and TF1 as reported

KEY FINANCIALS  
(in € million)

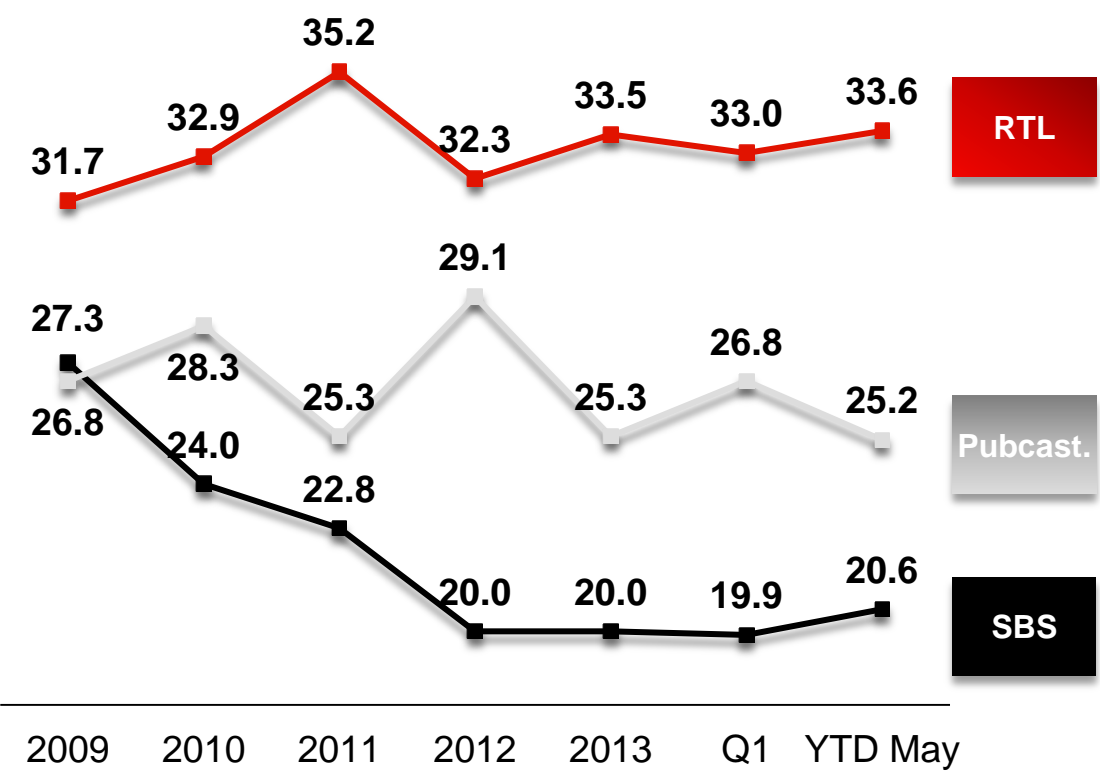


# RTL Nederland

## Strong audience share development

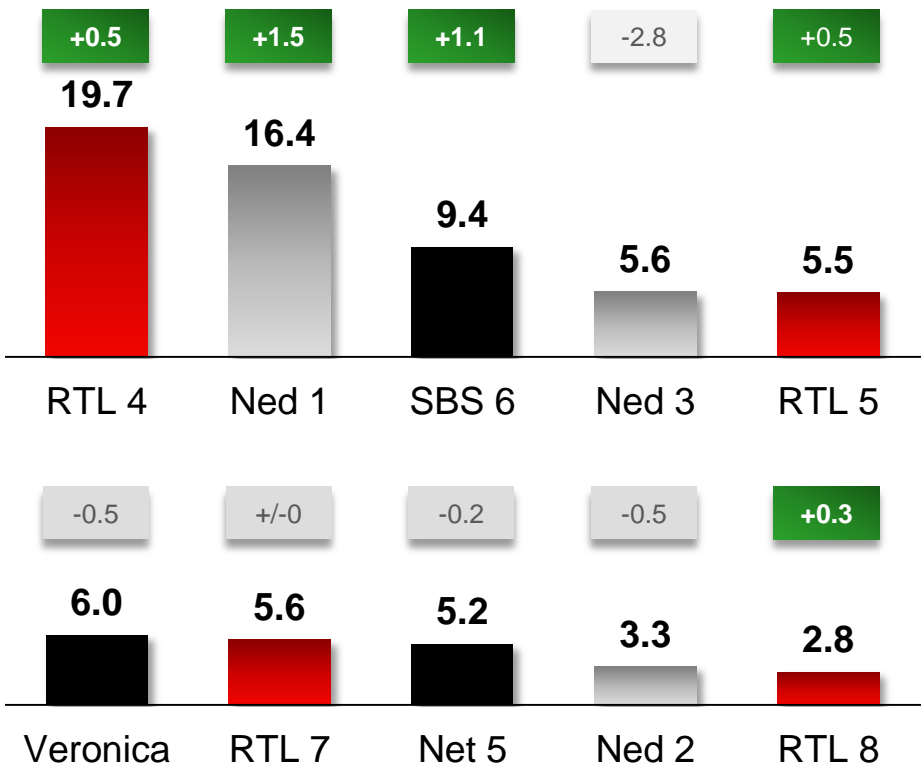
### FAMILY OF CHANNELS

20 – 49, Primetime (in %)



### BY CHANNEL

20 – 49, Primetime (in %)



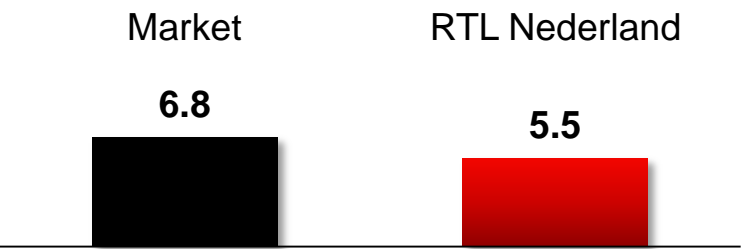
Source: SKO

X Percentage point deviation vs. YTD May 2013

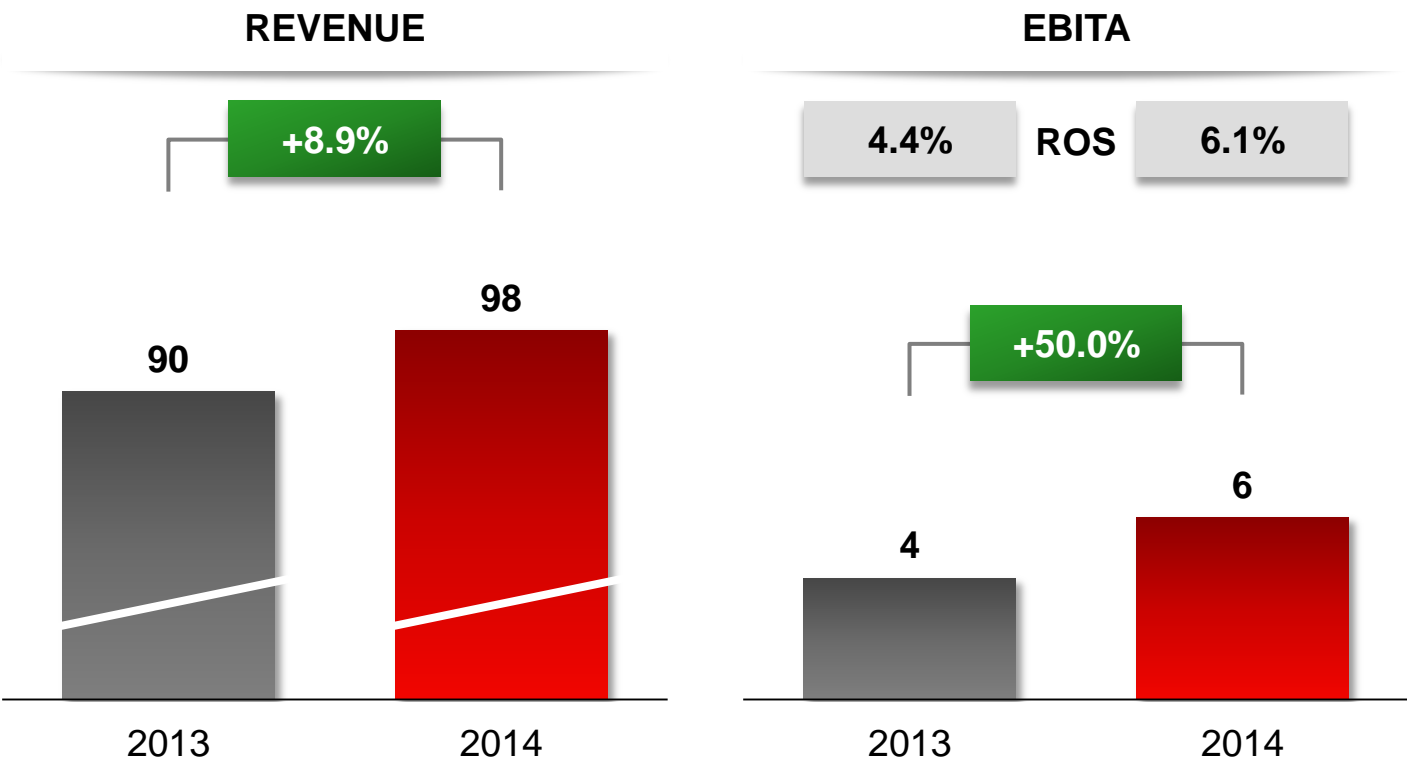
# RTL Nederland

## Revenue and EBITA growth

NET TV ADVERTISING  
MARKET DEVELOPMENT  
Q1 2014 vs. Q1 2013 (in %)



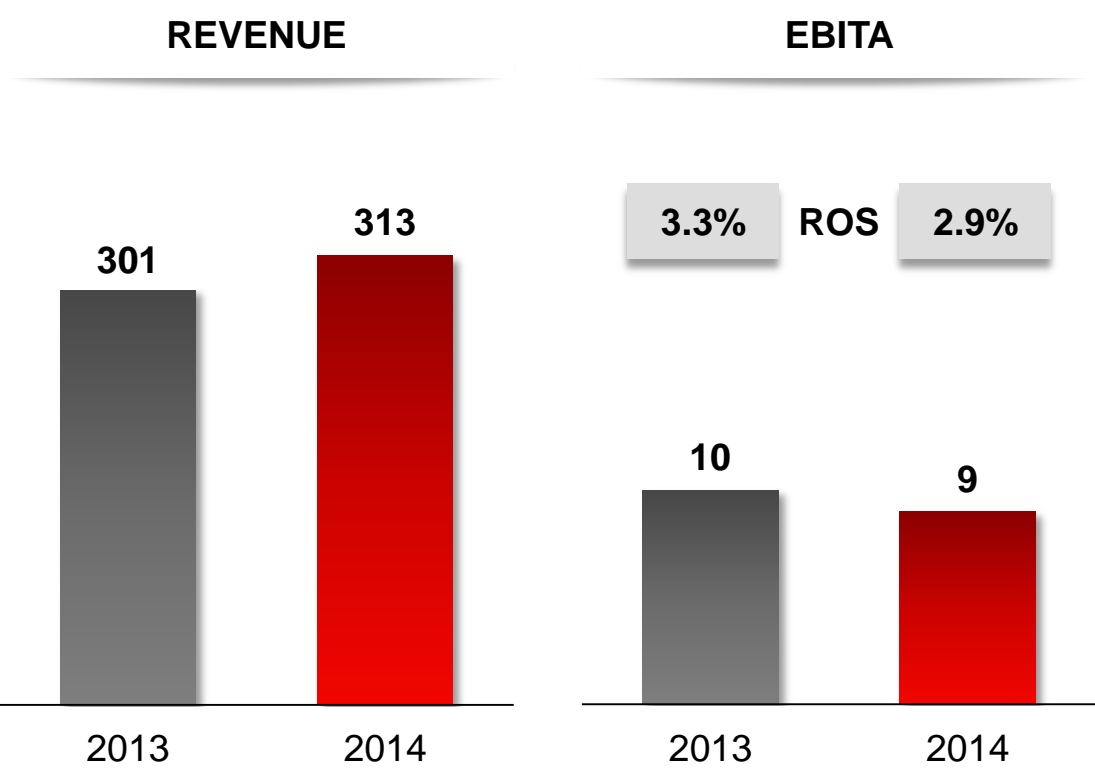
KEY FINANCIALS  
(in € million)



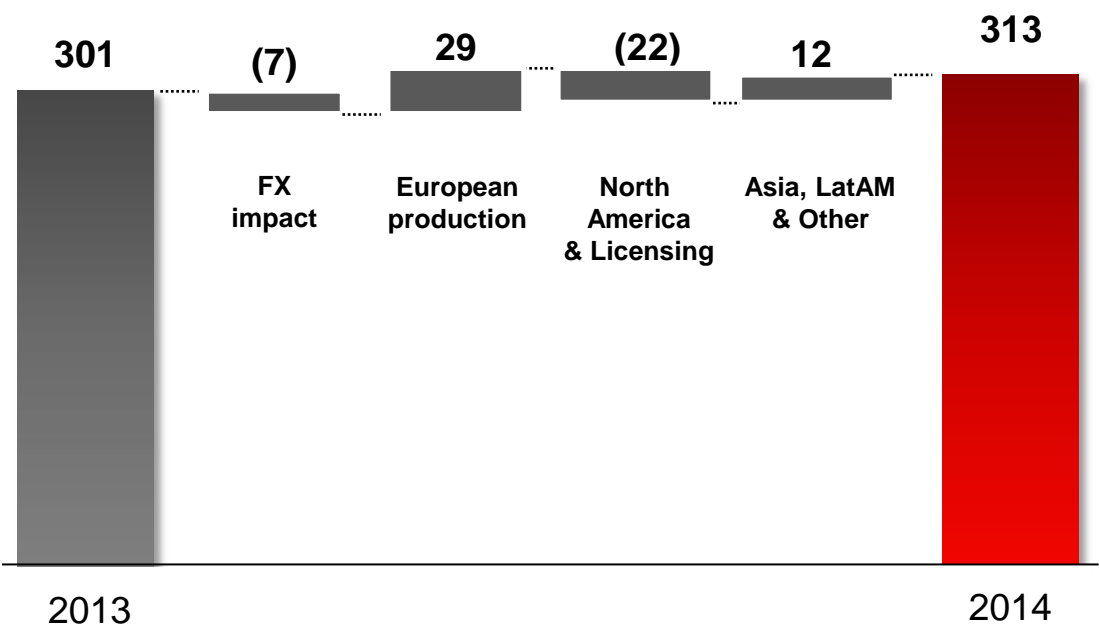
# FremantleMedia

## Higher revenue and stable EBITA

KEY FINANCIALS  
(in € million)



REVENUE BRIDGE 2013 – 2014  
(in € million)



# FremantleMedia

## Acquisitions strengthen scripted and local entertainment

### Miso Film

#### Acquisition of 51% stake in November 2013

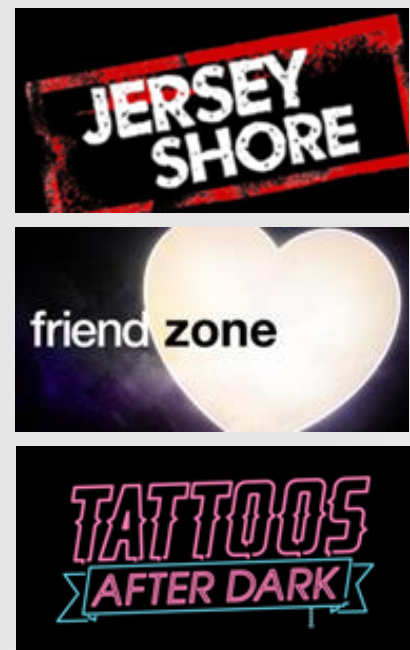
- Danish independent production company focused on high end prime-time TV series and films
- Acquisition strengthens FremantleMedia's drama business and Nordic footprint
- Recently won its first commission from US cable channel A&E



### 495 Productions

#### Acquisition of 75% stake in March 2014

- US production company focused on reality series
- Acquisition expands FremantleMedia's share of the valuable US cable market
- Hit formats mainly target young female viewers
- Complements Original Production's male-skewed programming





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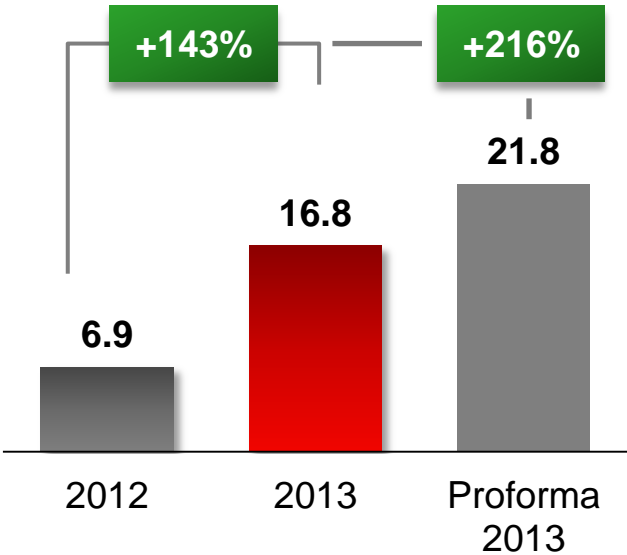
# Online video is at the heart of RTL Group’s digital strategy

## Strategic focus

1	VOD	Catch-up TV services
2	Web originals	New content production
3	MCN	And distribution at global scale

## Strong growth

VIDEO VIEWS RTL GROUP  
Full year (in billion)



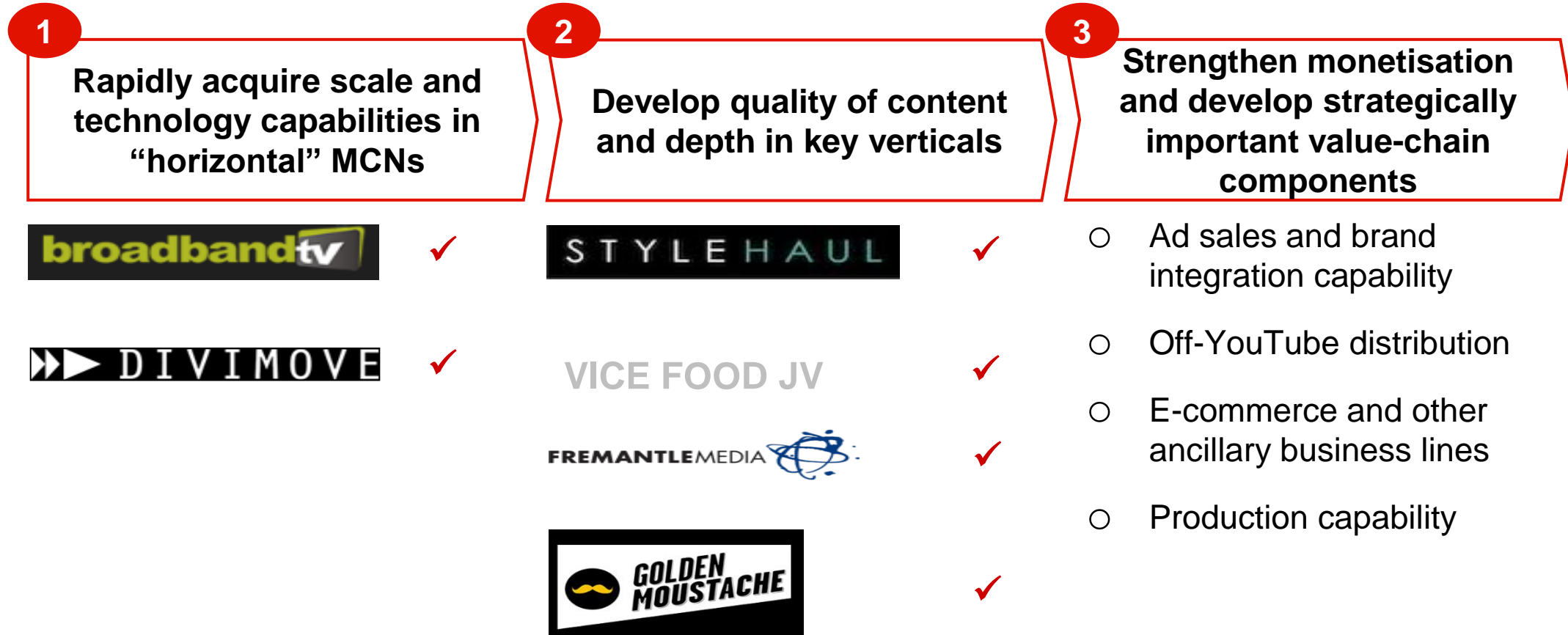
## Top 10 global player\*

#	COMPANY
1	Google / YouTube
2	Facebook
3	AOL (including Adap.TV)
4	VEVO
5	DAILYMOTION
6	RTL Group (restated)**
7	Maker Studios
8	Hulu
9	Microsoft Sites
10	Yahoo Sites

\* ComScore Video Metrix, based on monthly average video views in Q4 2013; excluding Asia and Russia, ad networks and ad exchanges  
 RTL Group figures are internal figures, restated and grouped, incl. BroadbandTV and Videostrip (Videostrip scope entry in 2013); excl. Divimove, Style Haul and Atresmedia; \*\* average of Q4/2013

# With an ambition to become a leading global player

## MCN investment and development plan



# Recent activity highlights increasing attention in the MCN space

Recent  
investments  
by major  
media  
companies

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First signs of  
market  
consolidation

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