



Barclays: London 7 September 2016

Agenda



Half-year 2016 highlights



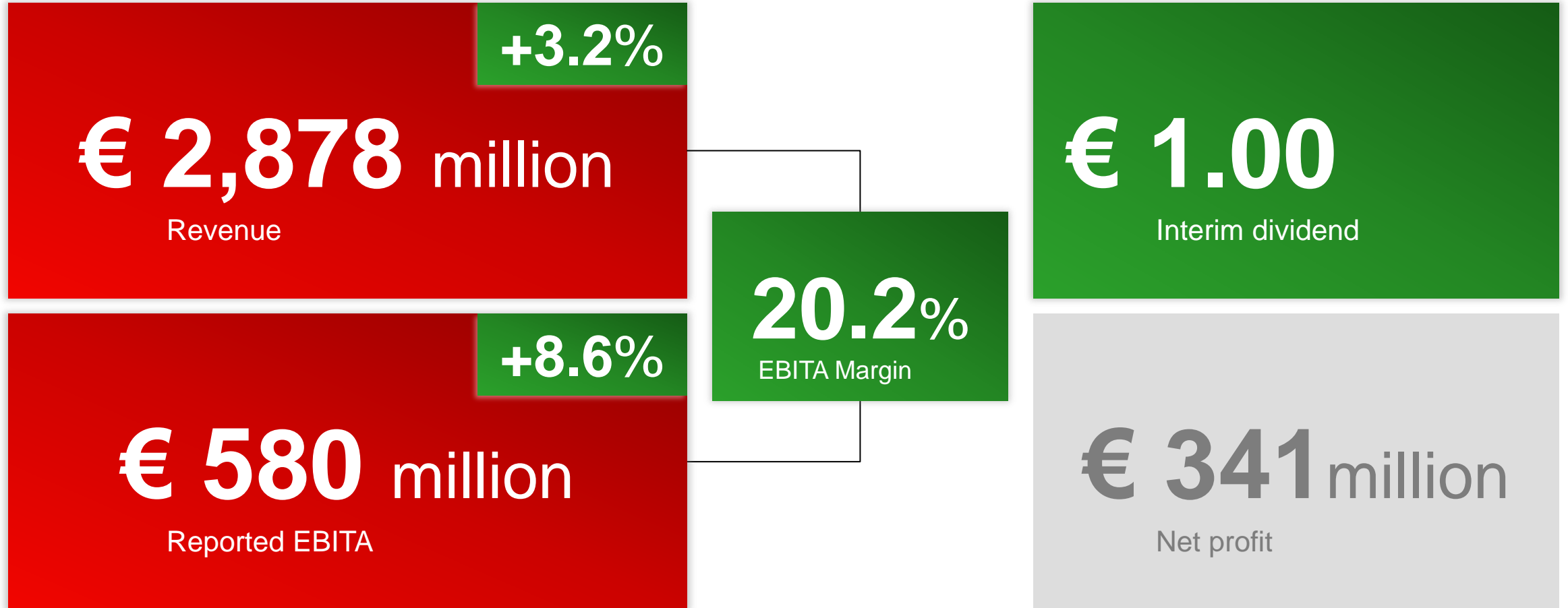
Business update



Outlook 2016

Highlights

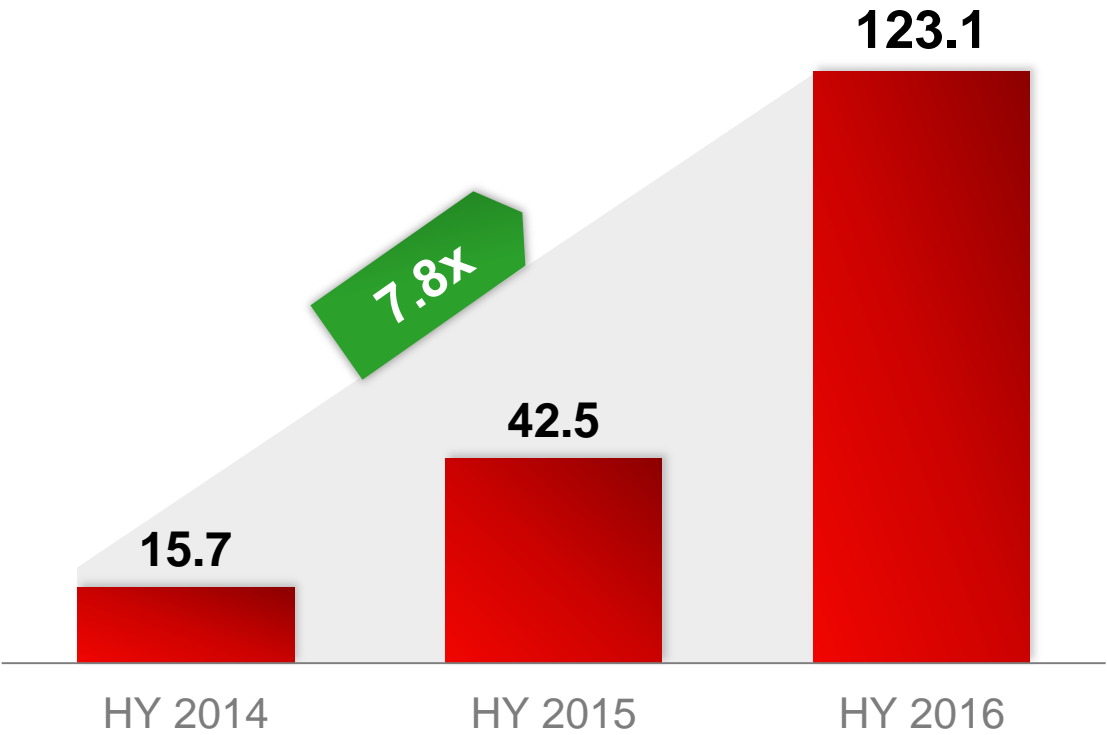
Record interim operating results



Highlights

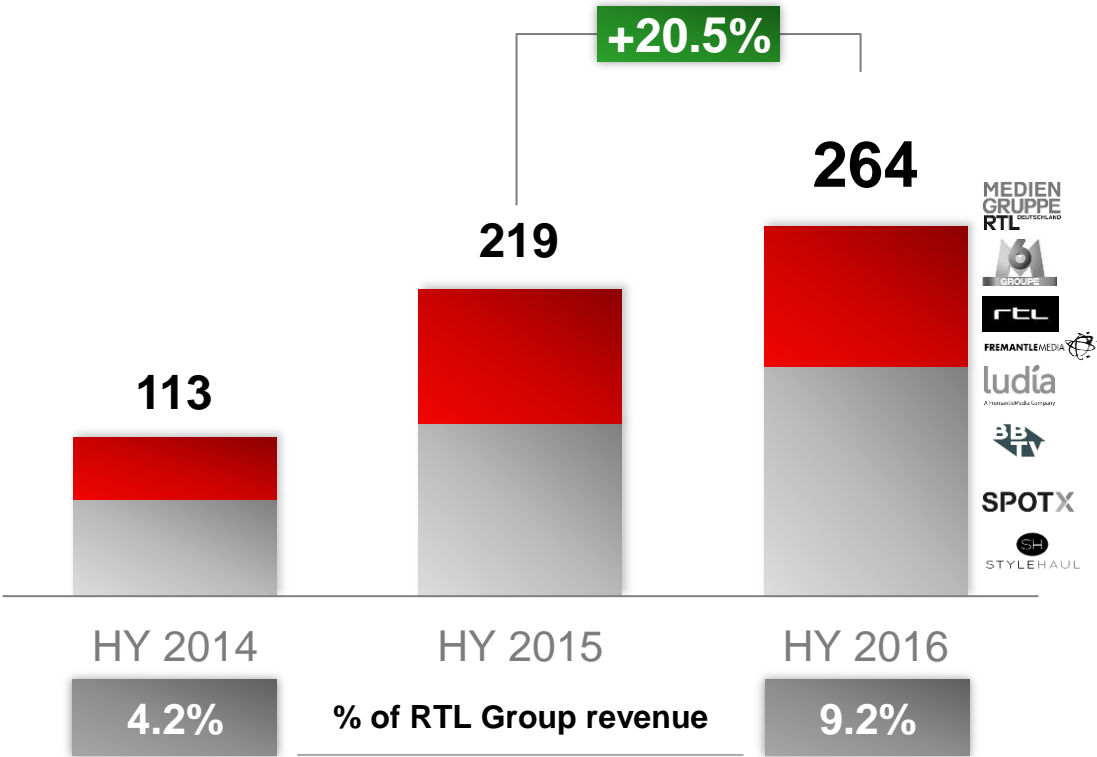
Digital continues on its strong growth path

VIDEO VIEWS RTL GROUP
In billion



DIGITAL REVENUE
In € million

■ Non-advertising
■ Advertising

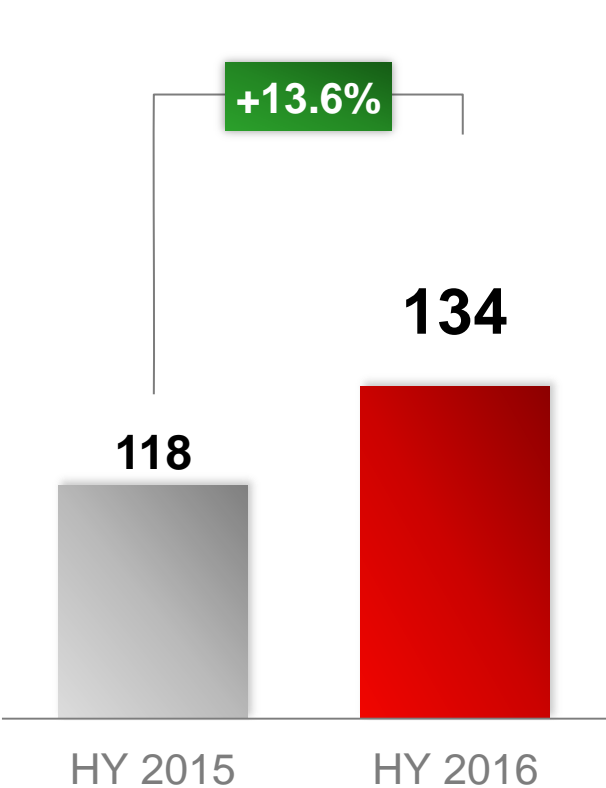


Source: all internal figures

Highlights

With platform revenue also growing

RTL GROUP PLATFORM REVENUE
In € million¹⁾



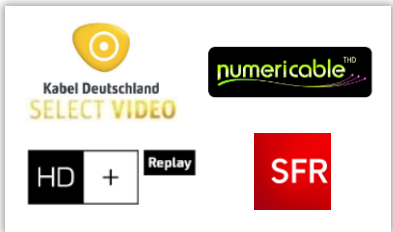
HD channels



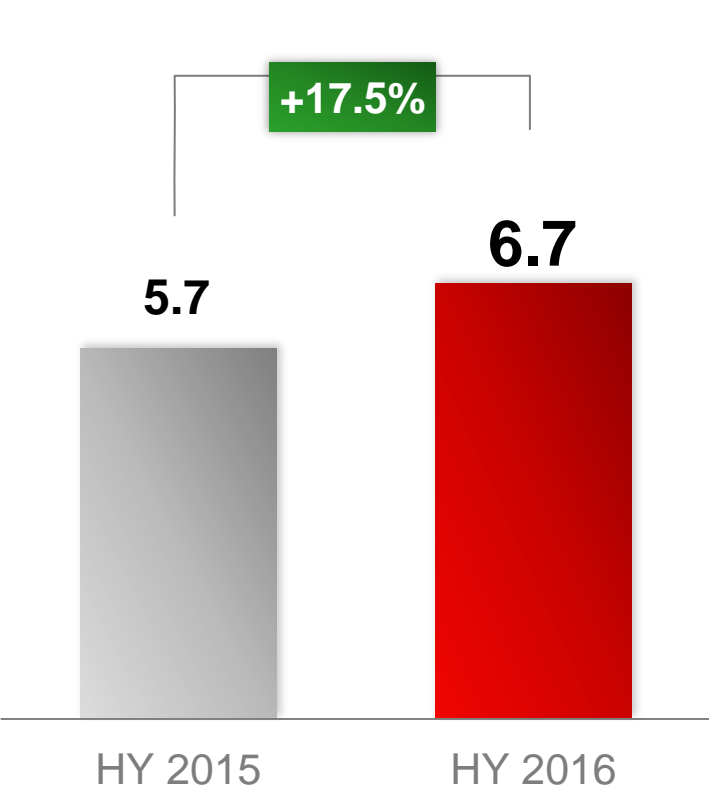
Thematic channels



VOD
on managed platforms



HD SUBSCRIBERS, GERMANY
In million



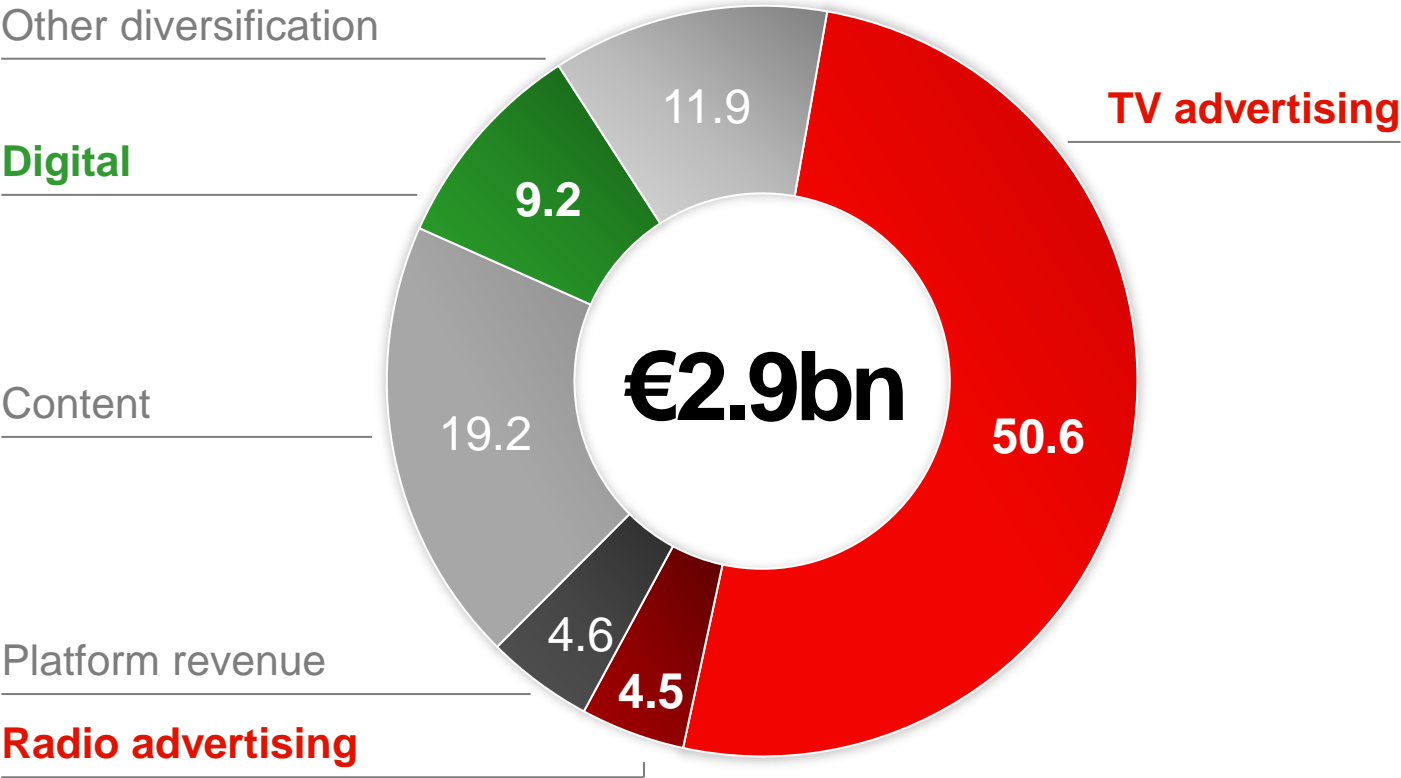
¹⁾ Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees

Highlights

RTL Group's revenue mix is well diversified

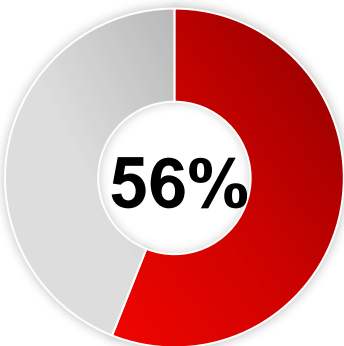
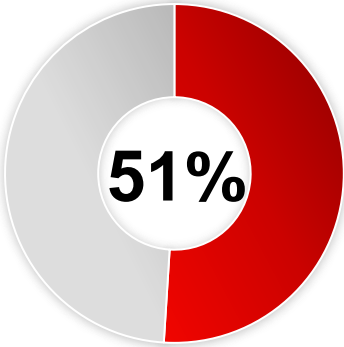
RTL GROUP HY 2016 REVENUE SPLIT

In %



DEPENDENCY FROM TV ADVERTISING

■ TV advertising
■ Other revenue



Agenda



Half-year
2016 highlights



Business
update

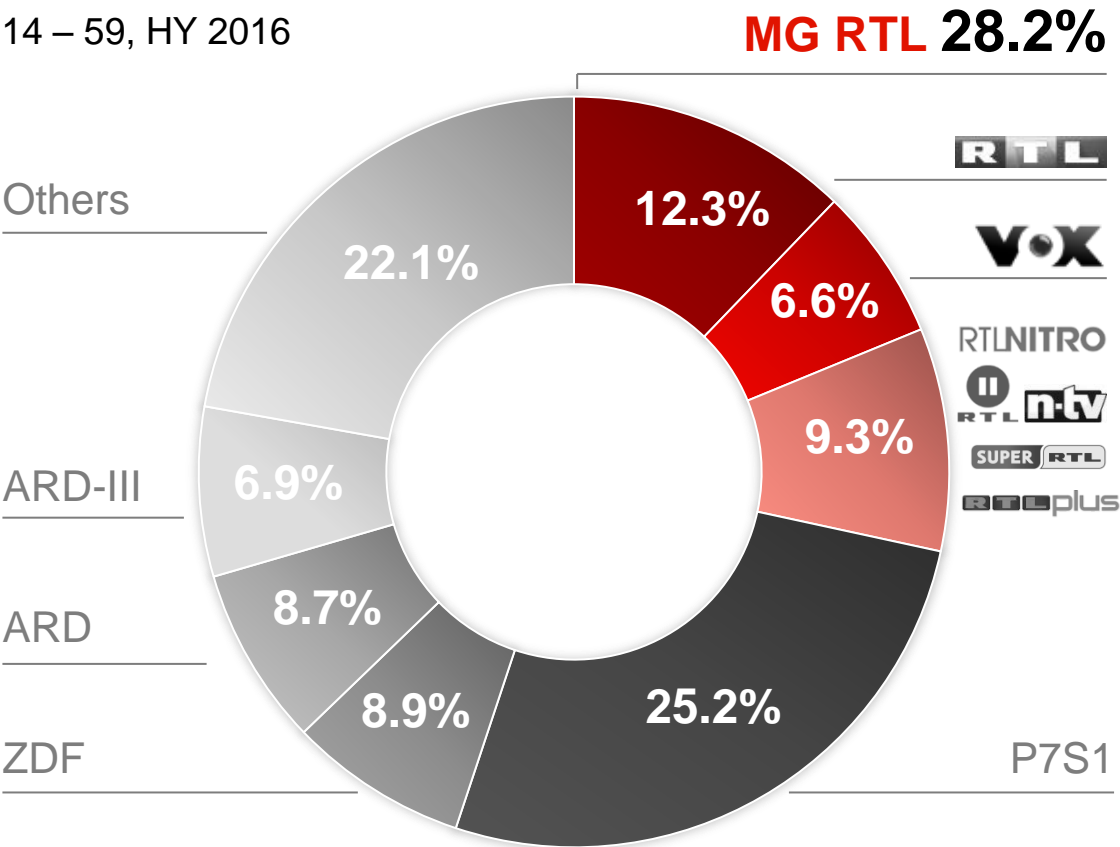


Outlook 2016

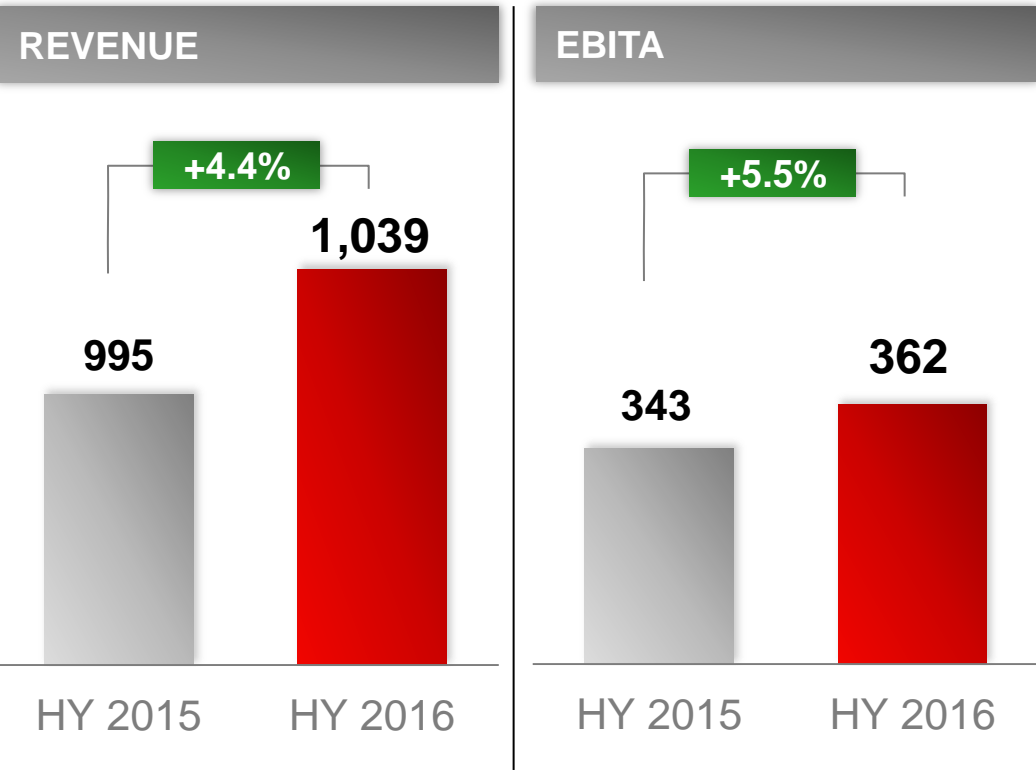
Mediengruppe RTL Deutschland

High audience shares and seventh year of improved profitability

FAMILY OF CHANNELS
14 – 59, HY 2016



KEY FINANCIALS
In € million

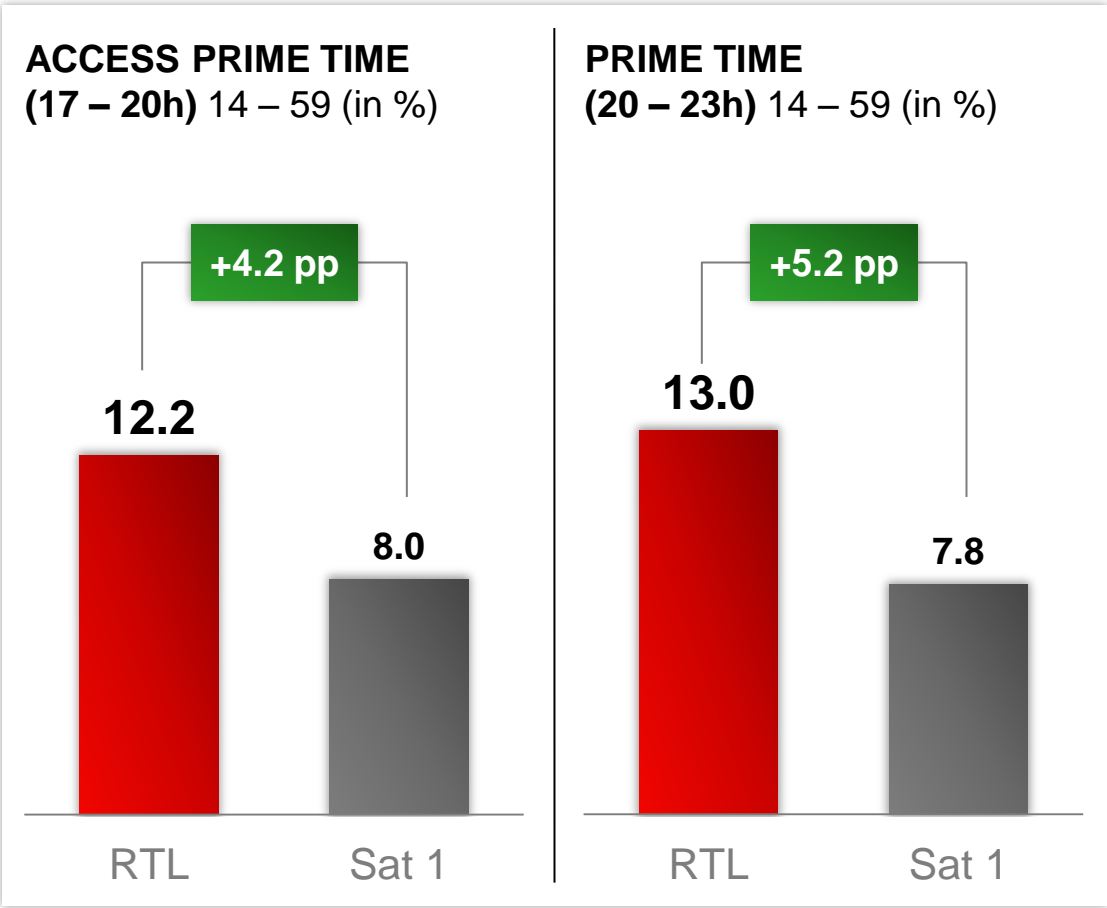
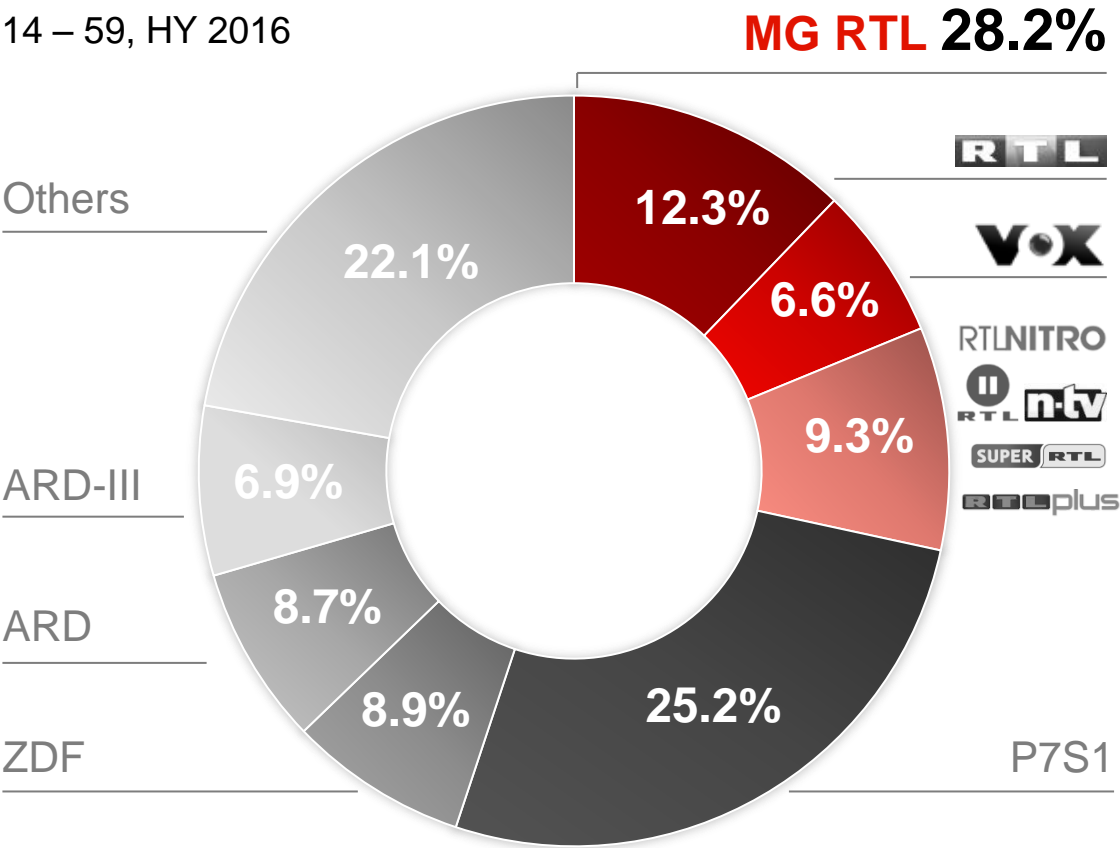


Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

Mediengruppe RTL Deutschland

With strengthening leadership in key timeslots

FAMILY OF CHANNELS
14 – 59, HY 2016



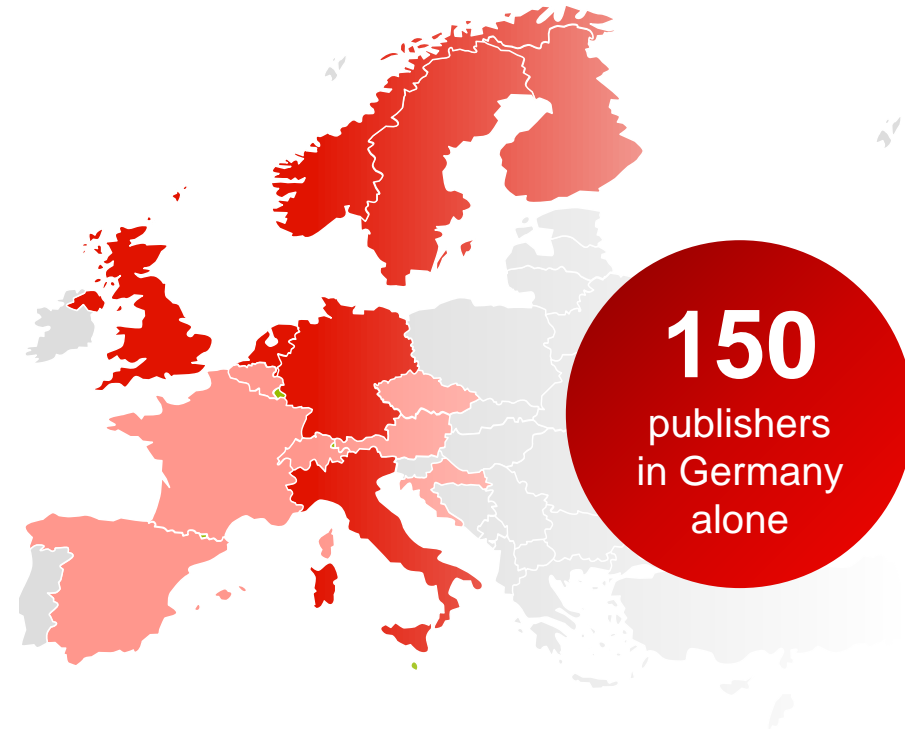
Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

Acquisition of Smartclip adds European scale and technology



- Advanced multi-screen video Supply Side Platform (SSP), ad server & ad exchange
- Strong publisher base (in Germany, Nordics, Italy and the Netherlands)
- 120 FTEs, headquartered in Hamburg with offices across the EU
- Sophisticated booking and reporting tools, highly complementary to SpotX
- Competitive edge with addressable TV solutions for connected TVs and HbbTV

Strong sales platform and tech capabilities

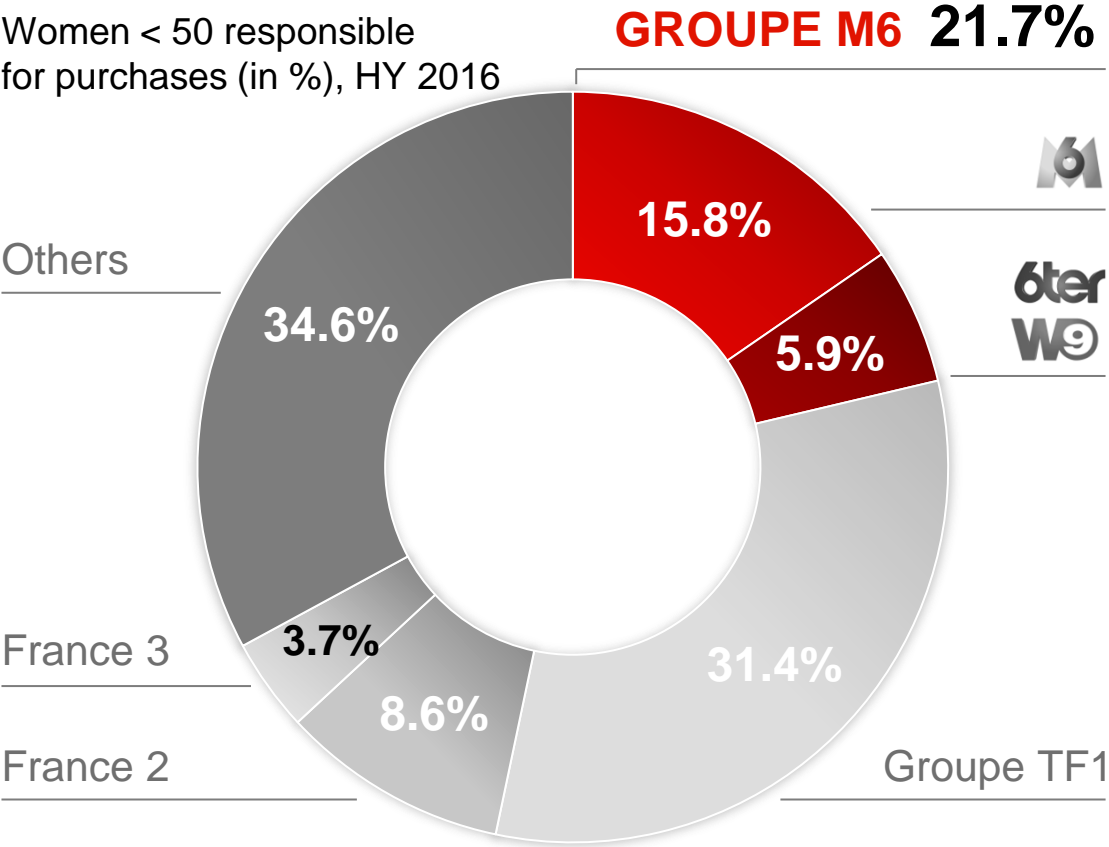


Groupe M6

Gaining audience share

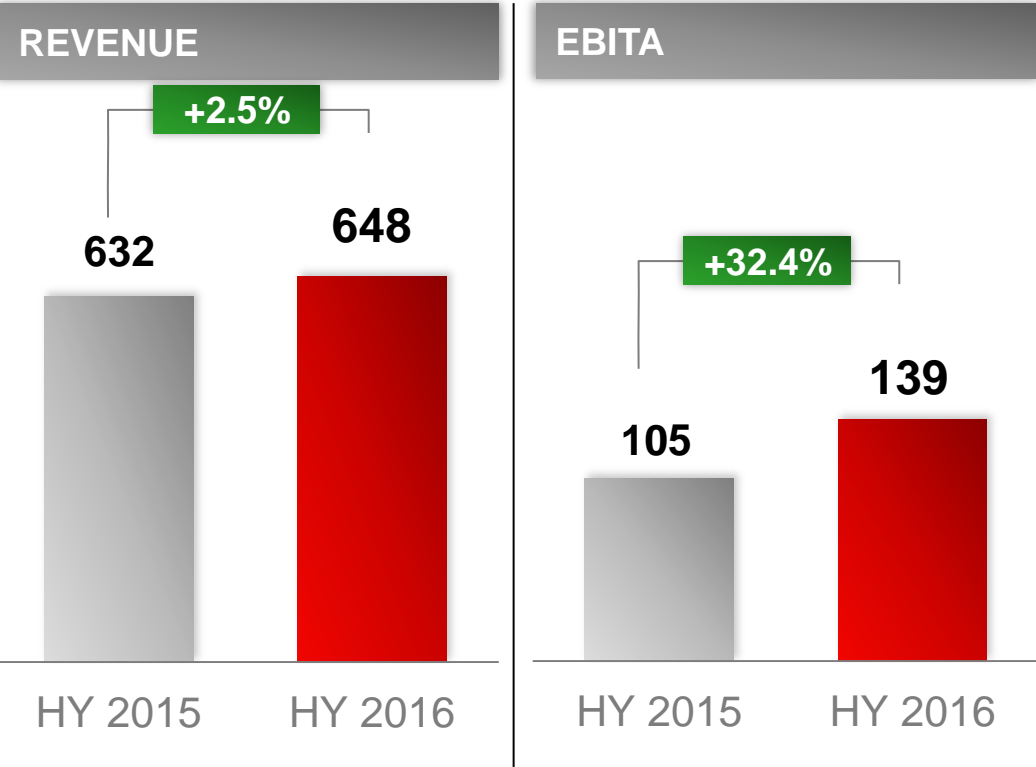
FAMILY OF CHANNELS

Women < 50 responsible for purchases (in %), HY 2016



KEY FINANCIALS

In € million

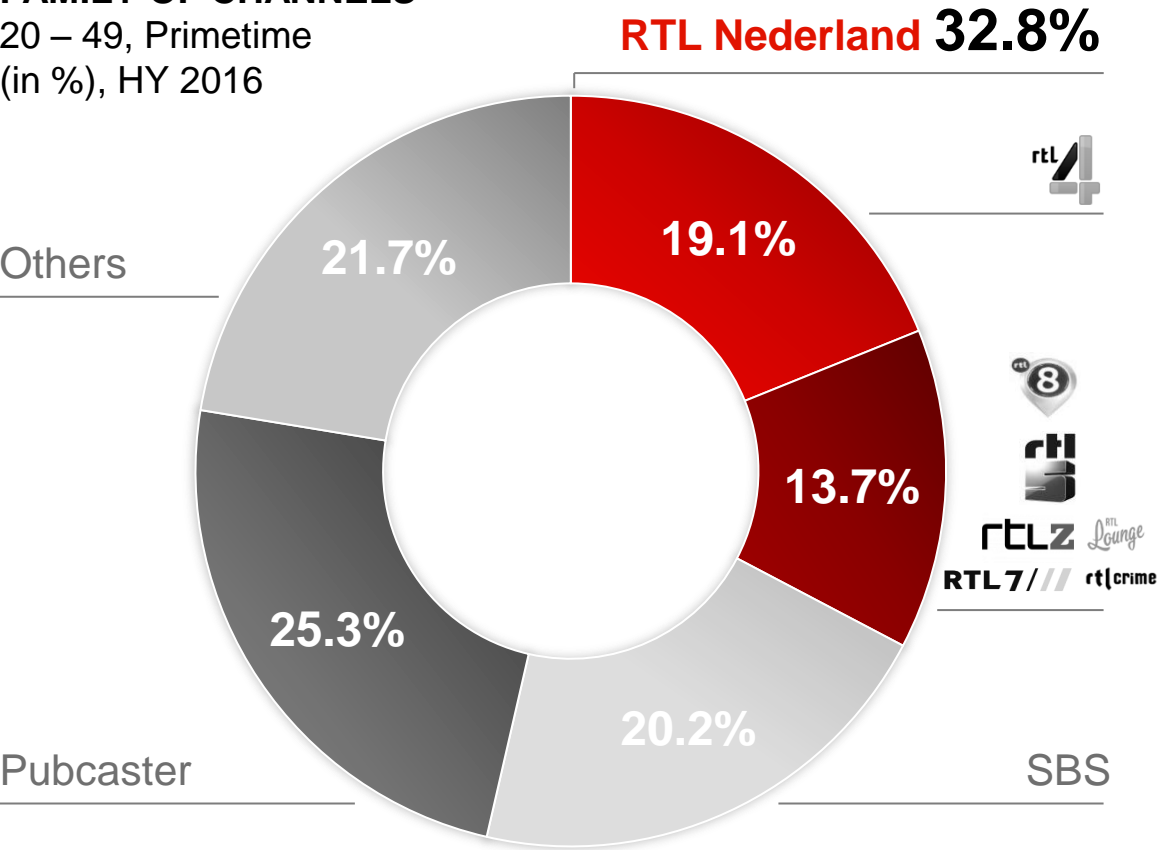


Source: Médiamétrie
Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

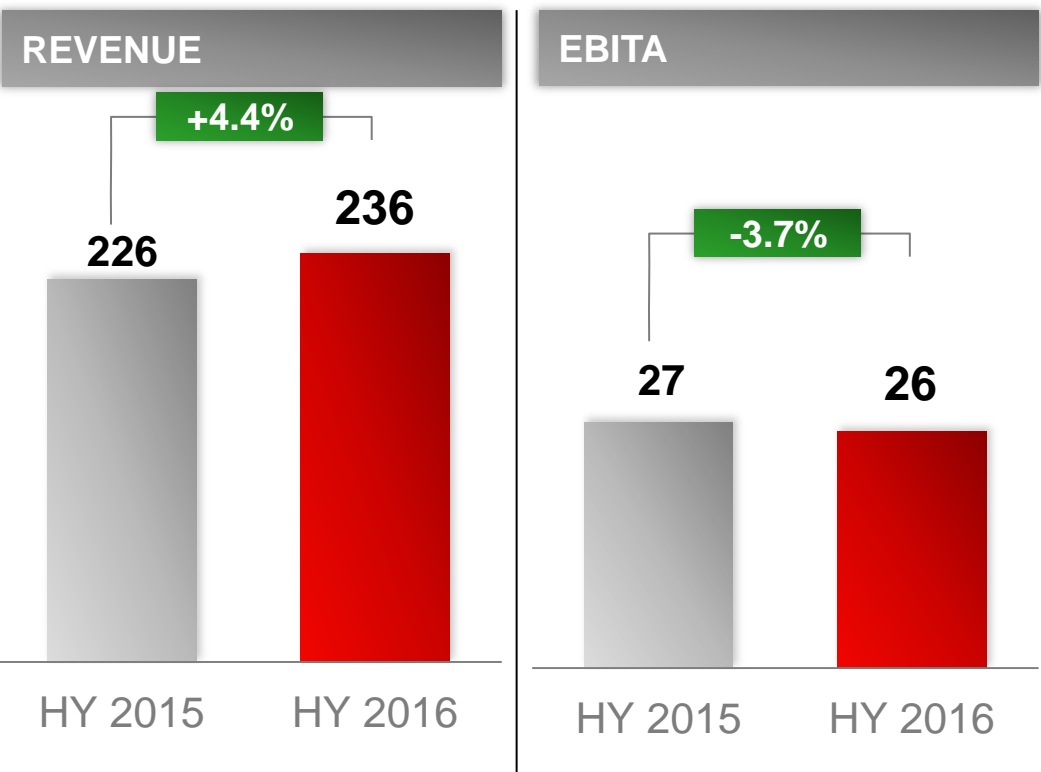
RTL Nederland

Stable audience share with slight decrease in EBITA

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



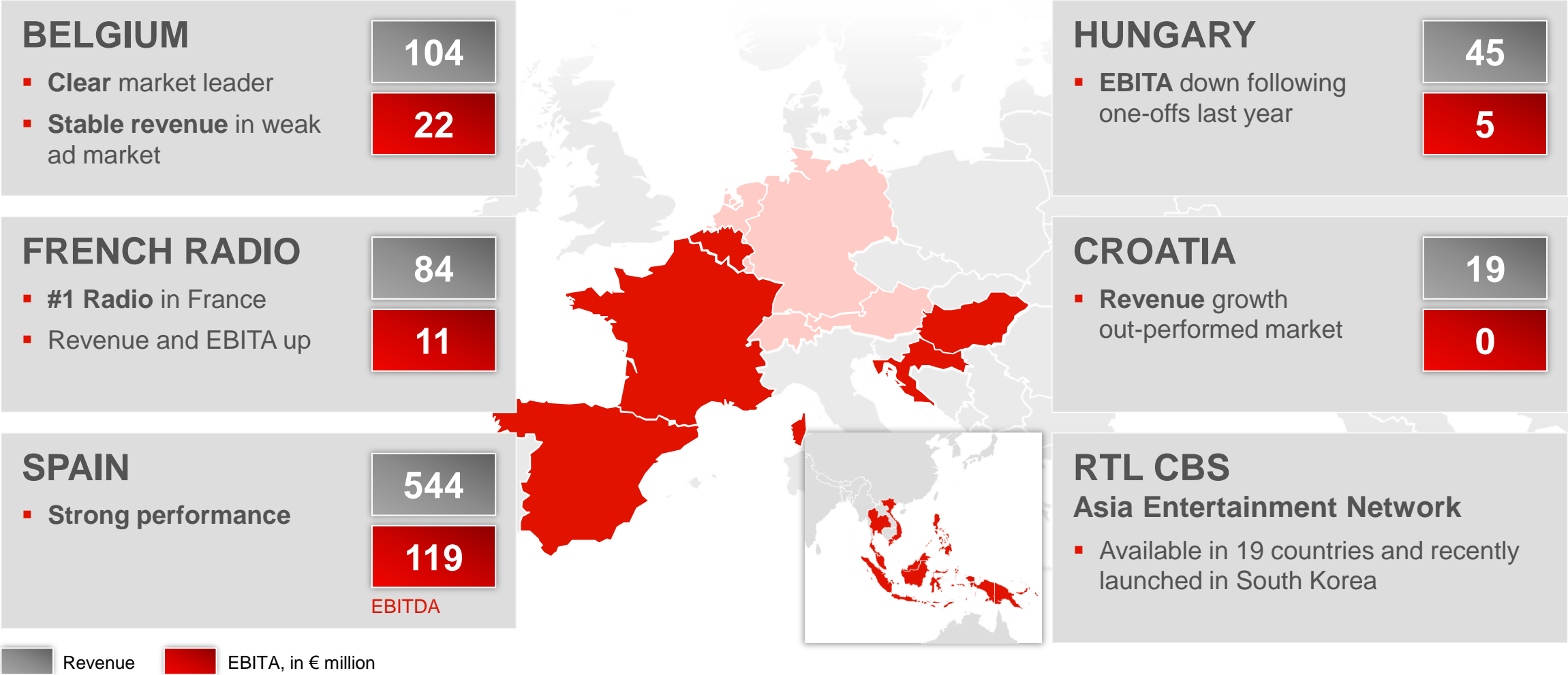
KEY FINANCIALS
(in € million)



Source: SKO

Other markets

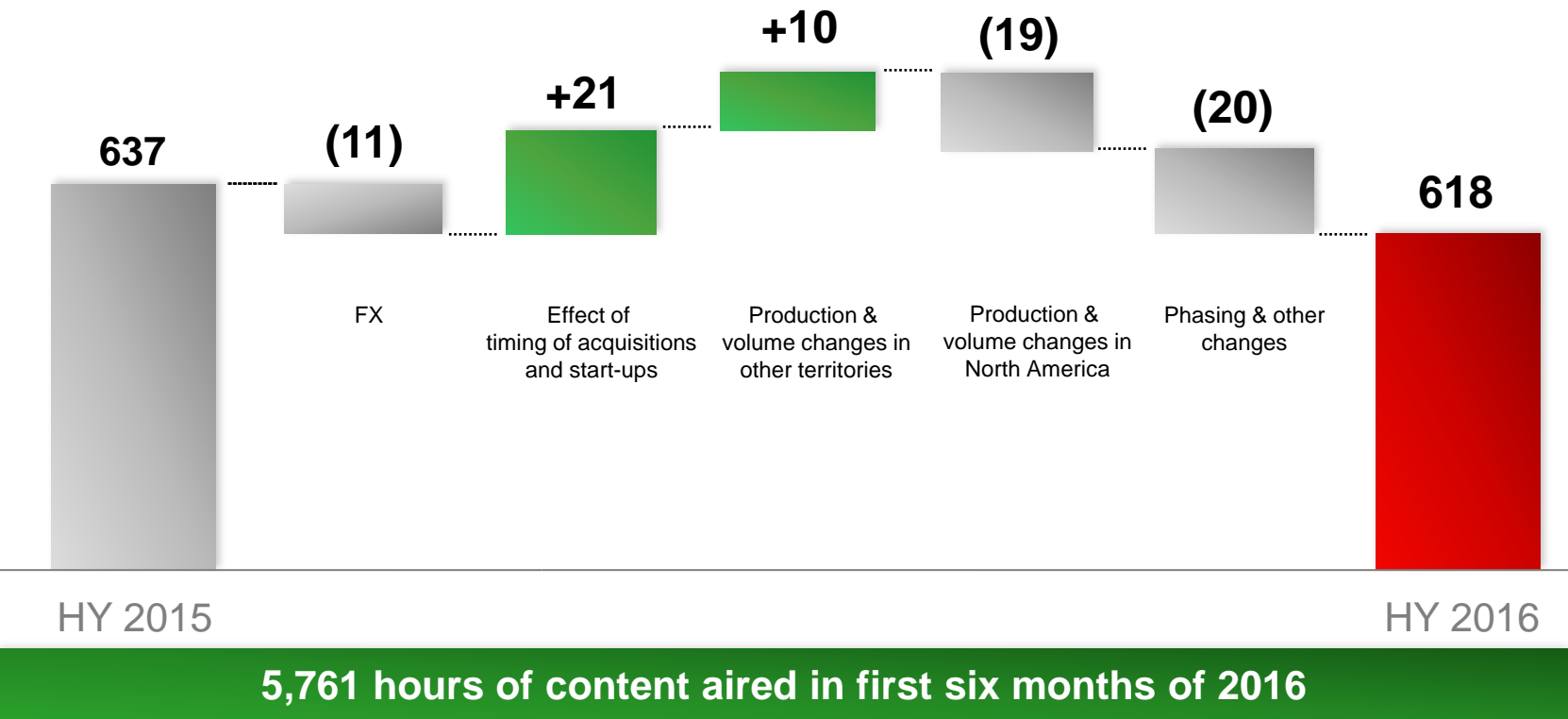
Varied performance across rest of operations



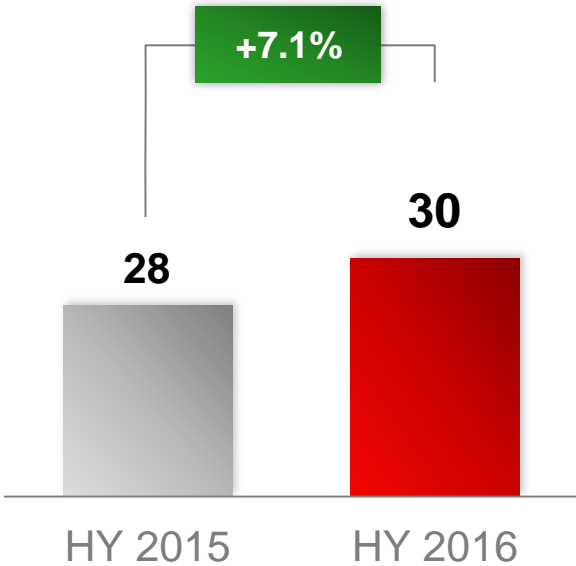
FremantleMedia

Revenue impacted by lower growth in the US

REVENUE BRIDGE HY2015 – HY2016
In € million



EBITA
In € million



Strategic talent and M&A deals agreed over last 12 months







Strategic priorities

Developing
the pipeline

Strengthening
of new genres: drama
and local productions

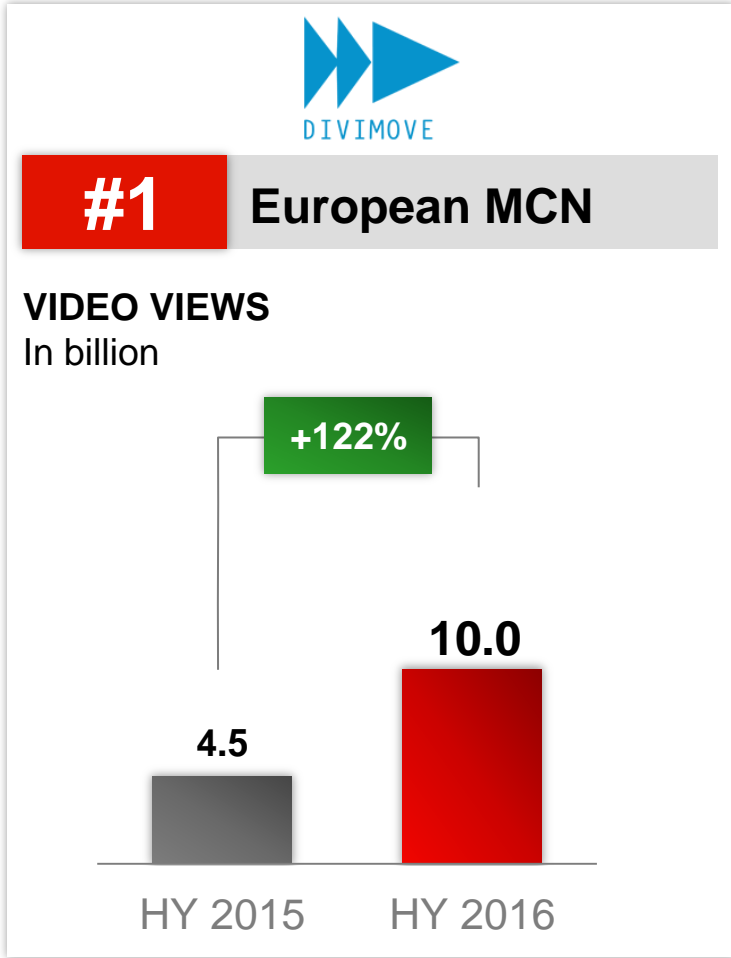
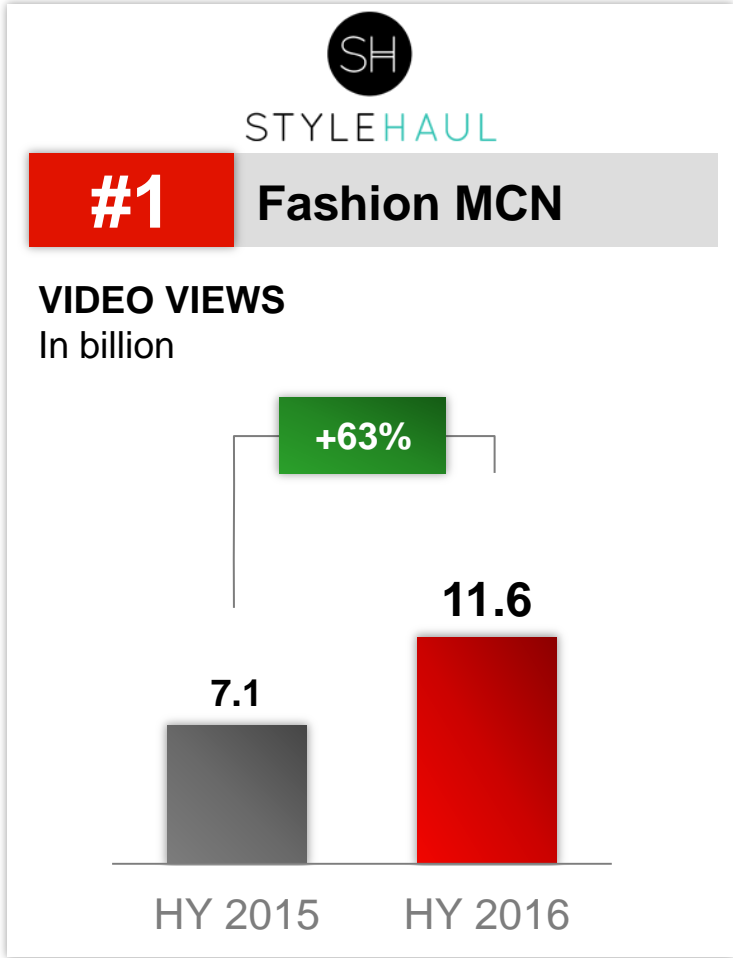
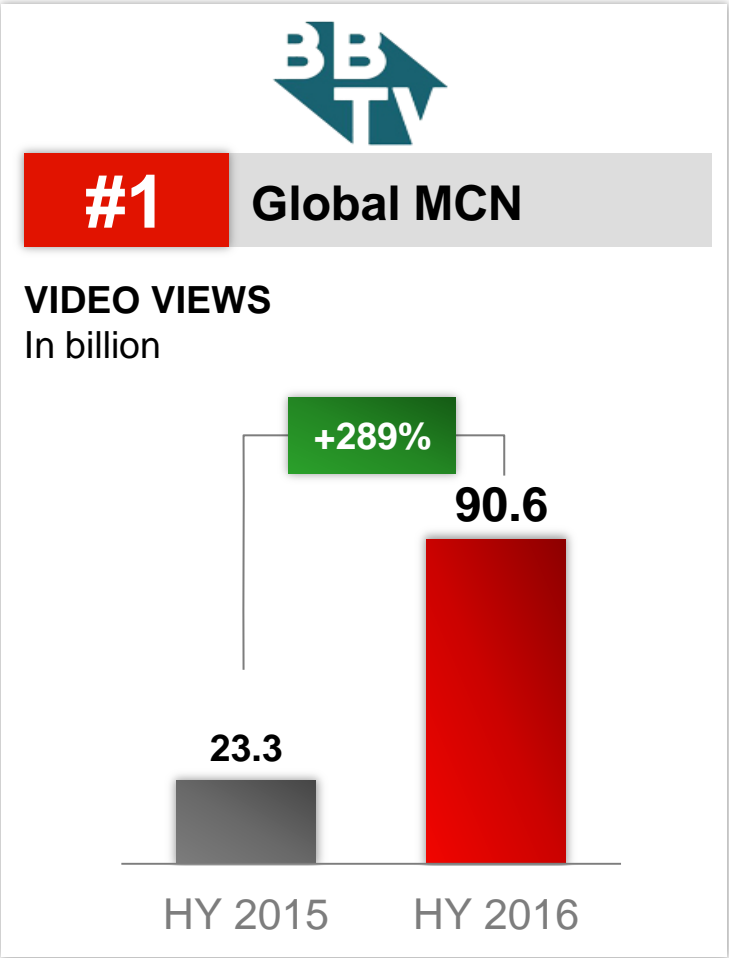
Maximising
the global network

Deals already contributing IP

	DATE	HOLDING	# of IP
 CORONA SCRIPTED	Jan 2015	25%	2 Shows in funded development
 FONTARAM PRODUCTIONS SCRIPTED	Sep 2015	51%	3 Shows in production or funded development
 naked entertainment ENTS	Sep 2015	25%	5 Shows in production or funded development in UK and US
 FULL FAT TV ENTS	Dec 2015	25%	4 Shows in production or funded development
 ALIVE ENTERTAINMENT ENTS	Dec 2015	25%	1 Show in funded development
 DR PLUTO FILMS ENTS	May 2016	25%	2 new Wild Blue Media & Dancing Ledge
			June 2016 25%

Multichannel networks

Strong video view and revenue growth continues



Source: Internal figures, consolidated view for BroadbandTV, StyleHaul and Divimove. Divimove as from March 2015

Ad-tech

Offering publishers 'Total Video' monetisation capabilities at scale

SPOTX

 **smartclip**

1,300
PUBLISHERS
GLOBALLY



- ✓ Multi-screen delivery / ad-serving
- ✓ SSP / Yield optimisation
- ✓ Booking, reporting and forecasting tools
- ✓ Addressable TV (Connected TV / HbbTV)
- ✓ Cross-screen optimisation
- ✓ Programmatic ad sales for linear TV

videoamp

clypd

Strategic goals

- Expansion and roll-out in Europe and Asia
- Grow premium private market places
- Building fully integrated ad stack

Agenda



**Half-year
2016 highlights**



**Business
update**



Outlook 2016

RTL Group

Outlook for 2016: raising EBITA guidance

1

Revenue expected to grow **moderately**, in line with previous guidance



2

Reported **EBITA** now expected to show **slight** growth – raised guidance following strong H1 2016



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