13 and 14 November 2012

Andrew Buckhurst

The leading European entertainment network
Agenda

- **INTRODUCTION**
  - Business Review
  - Strategy Update
RTL Group
Q3 2012: highlights

REVENUE
continuing operations
EUR 4.1 billion

REPORTED EBITA
continuing operations
EUR 671 million

Qtr 3 EBITA MARGIN
12.7% - stable

Qtr 3 EBITA
EUR 165 million

2012: integration Hu cable channels, successful launch RTL Nitro and RTL Telekids, new CEO at FremantleMedia. India (5/11) with 6ter to come

Strong audience shares in major markets
GERMANY, FRANCE, NETHERLANDS, BELGIUM

NET CASH POSITION
EUR 769 million

CASH CONVERSION
108%

>SOLID RESULTS IN TOUGH ECONOMIC ENVIRONMENT
Agenda

- Introduction
- BUSINESS REVIEW
- Strategy Update

The leading European entertainment network
Germany & France
Advertising and audiences 2012

NET ADVERTISING MARKET DEVELOPMENT (in %)
Jan-Sep 2012 vs Jan-Sep 2011

<table>
<thead>
<tr>
<th></th>
<th>Market</th>
<th>RTL</th>
<th>P7S1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1.2</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td>-0.3</td>
</tr>
</tbody>
</table>

YTD AUDIENCE SHARE – FAMILY OF CHANNELS
14-49 (in %)

Source: RTL Group estimates, Nielsen, delta versus same period 2011 (ytd Oct)

NET ADVERTISING MARKET DEVELOPMENT (in %)
Jan-Sep 2012 vs Jan-Sep 2011

<table>
<thead>
<tr>
<th></th>
<th>Market</th>
<th>M6</th>
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<tbody>
<tr>
<td>2011</td>
<td>-6.0</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>-4.8</td>
<td></td>
</tr>
</tbody>
</table>

YTD AUDIENCE SHARE – FAMILY OF CHANNELS
HOUSEWIVES <50 ALL DAY (in %)

Source: RTL Group estimates, Médiamétrie, delta versus same period 2011 (ytd Oct)
Groupe M6 : M6 and W9; TF1 Group : TF1, TMC and NT1; France TV : Fr2-5
**KEY FACTS 2012**

- **Core franchises remain strong**
  - *American Idol*: number one entertainment series in the US for the past nine years
  - *L'amour est dans le pré*: makes M6 the market leader in its time slot
  - *Britain’s Got Talent*: number one show in the UK for 2012

- **Worldwide presence in production, distribution and digital**
  - production: 9,200 hours of TV programming across 58 countries per year
  - distribution: catalogue with more than 20,000 hours of programming, licensed to broadcasters in over 180 countries

**KEY FINANCIALS (in € million)**

<table>
<thead>
<tr>
<th></th>
<th>REVENUE</th>
<th>EBITA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td>621</td>
<td>720</td>
</tr>
<tr>
<td><strong>EBITA</strong></td>
<td></td>
<td></td>
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</tbody>
</table>

**STRONG REVENUE GROWTH BUT CONTINUED PRESSURE ON MARGINS**
Netherlands & Belgium
Advertising and audiences 2012

NET TV ADVERTISING MARKET DEVELOPMENT (in %)
Jan–Sep 2012 vs Jan-Sep 2011

<table>
<thead>
<tr>
<th></th>
<th>Market</th>
<th>RTL</th>
<th>SBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change</td>
<td>-4.8%</td>
<td>-6.2%</td>
<td>-15.2%</td>
</tr>
</tbody>
</table>

Source: RTL Group estimates

YTD AUDIENCE SHARE – FAMILY OF CHANNELS

<table>
<thead>
<tr>
<th></th>
<th>RTL</th>
<th>SBS</th>
<th>Ned 1-3</th>
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<tbody>
<tr>
<td>YTD %</td>
<td>32.0</td>
<td>20.2</td>
<td>29.6</td>
</tr>
<tr>
<td>Change</td>
<td>-2.9</td>
<td>-2.9</td>
<td>+4.4</td>
</tr>
</tbody>
</table>

Source: RTL Group estimates, 20-49, PRIMETIME (in %): delta versus same period 2011 (ytd Oct)

NET TV ADVERTISING MARKET DEVELOPMENT (in %)
Jan–Sep 2012 vs Jan-Sep 2011

<table>
<thead>
<tr>
<th></th>
<th>Market</th>
<th>RTL</th>
<th>RTBF</th>
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<tbody>
<tr>
<td>Change</td>
<td>-8.2%</td>
<td>-8.4%</td>
<td>-9.2%</td>
</tr>
</tbody>
</table>

Source: RTL Group estimates

YTD TV AUDIENCE SHARE – FAMILY OF CHANNELS

<table>
<thead>
<tr>
<th></th>
<th>RTL Belgium</th>
<th>Pubcaster</th>
<th>AB 3</th>
<th>French Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD %</td>
<td>36.4</td>
<td>19.2</td>
<td>4.4</td>
<td>25.2</td>
</tr>
<tr>
<td>Change</td>
<td>-0.9</td>
<td>+2.4</td>
<td>-0.7</td>
<td>-1.9</td>
</tr>
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Source: RTL Group estimates, shoppers 18-54, PRIMETIME (in %): delta versus same period 2011 (ytd Sep)
Key developments 2012 (1/2)

CONTINUED INVESTMENTS IN NEW CHANNELS AND CONTENT BUSINESS
Key developments 2012 (2/2)

**NON-LINEAR TV**

**ONLINE VIDEO VIEWS** (in million)

All RTL Group platforms

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<th>HY 2010</th>
<th>HY 2011</th>
<th>HY 2012</th>
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<tbody>
<tr>
<td>715</td>
<td>928</td>
<td>1,200</td>
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+30%  
+33%

**MOBILE SERVICES**

- More than 220 mobile applications launched
- 65 million downloads to date
- Mobile video views in H1/2012:
  - +92% in Germany, +99% in France
- Acquisition of Videostrip – the Netherlands biggest online video-advertising network

Examples:

- **RTL NOW**
- **REPLAY**
- **rtl XL**
Agenda

- Introduction
- Business Review
- STRATEGY UPDATE
Strategic focus will be on three key areas

**CORE**
Strengthen family of channels in core markets, selective growth in new territories

**CONTENT**
Grow intellectual property and expand capabilities

**DIGITAL**
Grow online video and diversify into additional online businesses
Steady progress in Germany on platform fees coupled with strong development of HD+ offer

INVESTMENTS IN EXISTING AND NEW MARKETS, GROW NON-ADVERTISING REVENUE
Content: expand FremantleMedia in new business areas

- General entertainment/US drama
- Kids entertainment
- Gaming
- Online verticals

GROWTH IN NEW INTELLECTUAL PROPERTY ALIGNED WITH NEW EXECUTION CAPABILITIES
Digital: further expand and develop online portfolio, brands and ventures

**ONLINE TV SITES**
*Drive user engagement*

- RTL.de
- RTL.info
- rtl.NL

**VERTICALS**
*Increase scale and reach*

- Kochbar
- netzathleten
- Buienradar.nl
- Jeuxvideo.fr

**TV**

**Brands**

**NEW BUSINESSES**
*Diversify in non-ad related ventures*

- Gutscheine.de
- Panorabanques.com
- Gourmets

**BRAND EXTENSIONS**
*Promote and leverage brand power to drive new revenues*

**Verticals**

**Ventures**

...BUT WE CAN ALSO CREATE NEW BRANDS WITH THE SUPPORT OF TV PROMOTION
Conclusion: many growth opportunities, clear strategy

**CORE**
Optimise and develop existing TV and radio businesses and invest for growth

**CONTENT**
Grow FremantleMedia

**DIGITAL**
Grow online video and diversify into additional online businesses