



FULL YEAR RESULTS 2012

25 February 2013

Anke Schäferkordt, Co-CEO
Guillaume de Posch, Co-CEO
Elmar Heggen, CFO



The leading European entertainment network



Agenda

● FULL-YEAR HIGHLIGHTS

- Business Review
- Financial Review
- Business Outlook

REVENUE 
€6.0 billion

REPORTED EBITA continuing operations
€1,078 million

EBITA MARGIN
18.0%

CASH CONVERSION
101%

NET CASH POSITION
€1,051million

NET RESULT
€597million

IMPRESSIVE RESULTS IN TOUGH ECONOMIC ENVIRONMENT

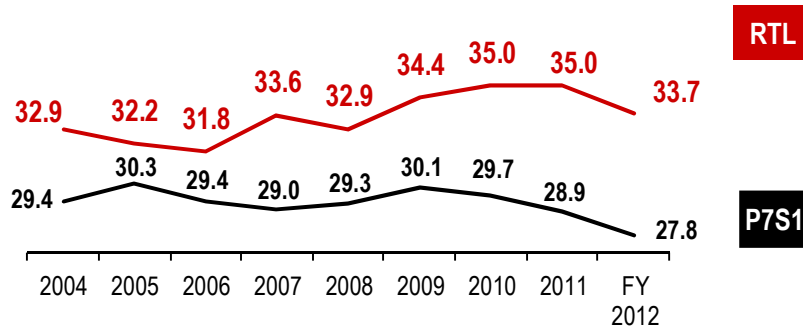
Agenda

- Full-year highlights
- **BUSINESS REVIEW**
- Financial Review
- Business Outlook

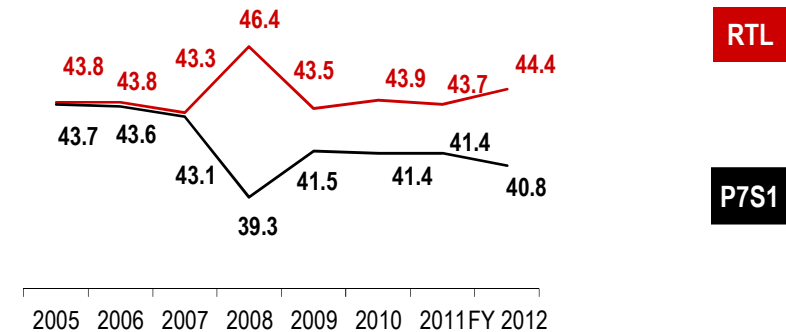
The leading European entertainment network

AUDIENCE SHARE – FAMILY OF CHANNELS

14-49 (in %)

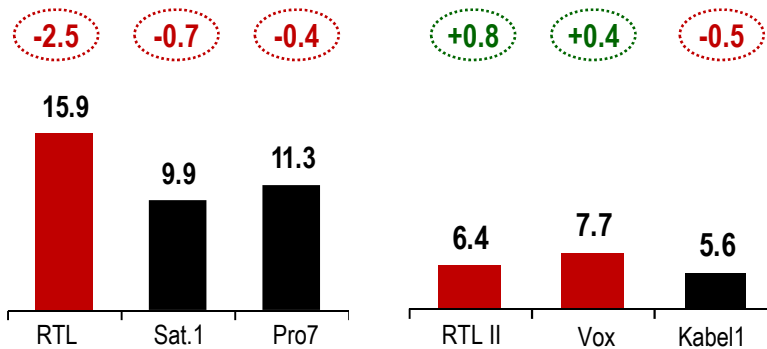


SHARE OF NET ADVERTISING MARKET (in %)



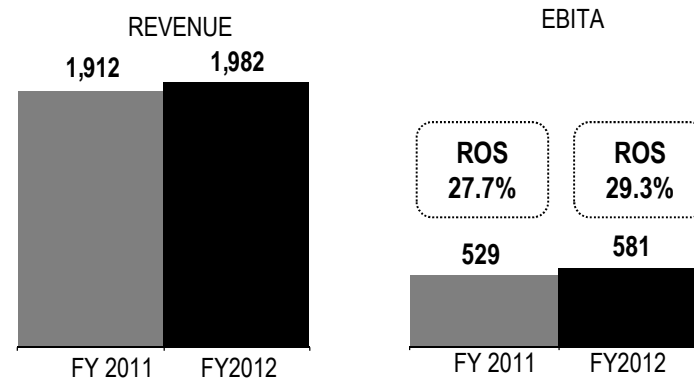
Note: P7S1 includes N24 up to 2010. 2011 and 2012 exclude Sixx

AUDIENCE SHARE 14-49 (in %)



Percentage point deviation vs FY 2011
Source: GfK, ZAW and RTL Group estimates

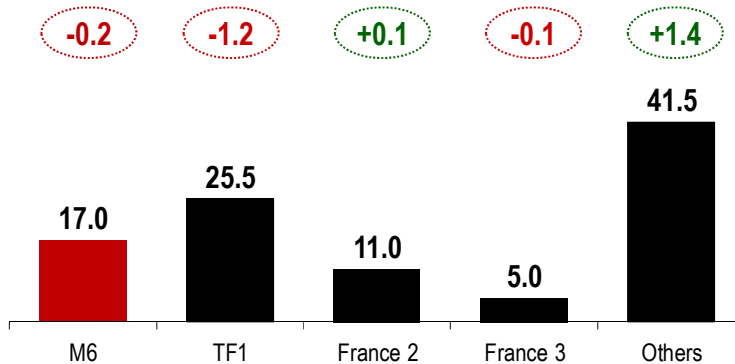
KEY FINANCIALS (in € million)



BEST EVER FULL-YEAR FINANCIAL PERFORMANCE

AUDIENCE SHARE – MAIN CHANNELS

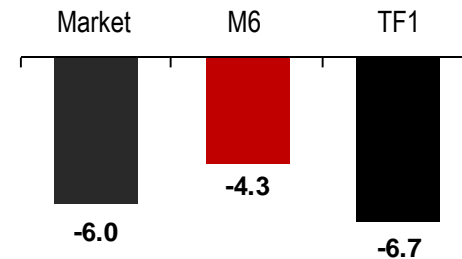
HOUSEWIVES <50 ALL DAY (in %)



X Percentage point deviation vs FY 2011

NET TV ADVERTISING MARKET DEVELOPMENT

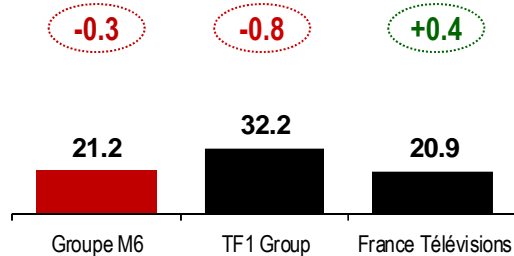
FY 2012 VS FY 2011 (in %)



M6 and TF1: main channels only

AUDIENCE SHARE – FAMILY OF CHANNELS

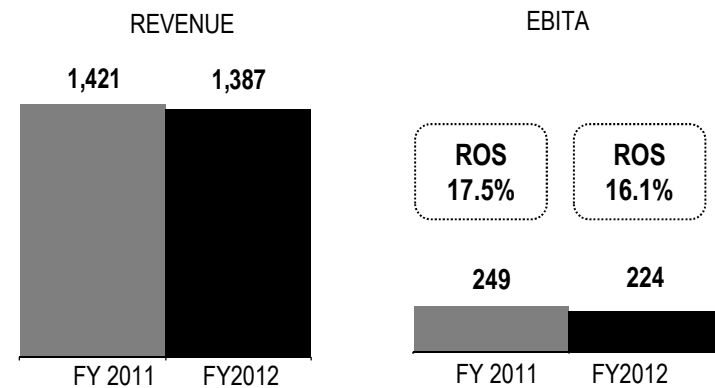
HOUSEWIVES <50 ALL DAY (in %)



X Percentage point deviation vs FY 2011

Source: Médiamétrie, housewives under 50, RTL Group estimates
 Groupe M6: M6 and W9; TF1 Group: TF1, TMC and NT1; France TV: Fr2 – Fr5

KEY FINANCIALS (in € million)



KEY FACTS 2012

- **Core franchises remain strong**

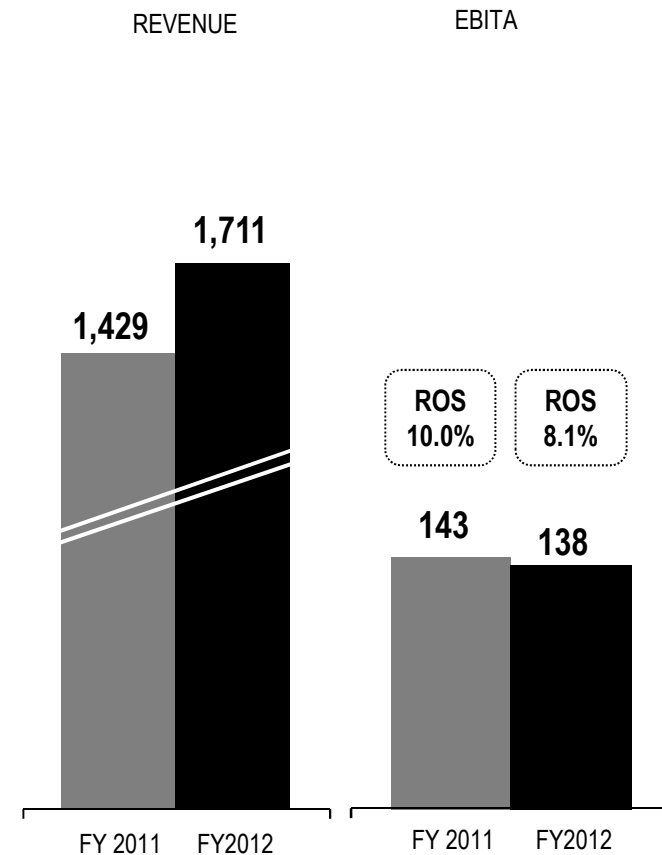
- *American Idol*: number one entertainment series in the US for the past nine years
- *The X Factor*: 6 new territories added; now produced in 35 territories and sold to more than 40
- *Got Talent*: 7 new territories added; now produced in 52 territories



- **Worldwide presence in production, distribution and digital**

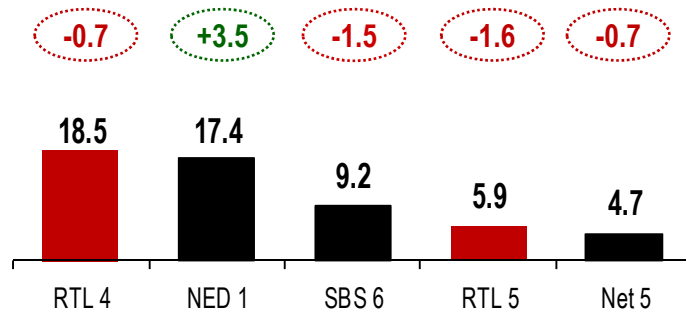
- production: over 9,100 hours of TV programming across 62 countries
- distribution: 20,000 hours of programming licensed to more than 150 countries

KEY FINANCIALS (in € million)



STRONG REVENUE GROWTH – CONTINUED MARGIN PRESSURE

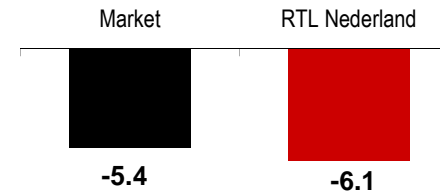
AUDIENCE SHARE: 20-49, PRIMETIME (in %)



X Percentage point deviation vs FY 2011

NET TV ADVERTISING MARKET DEVELOPMENT

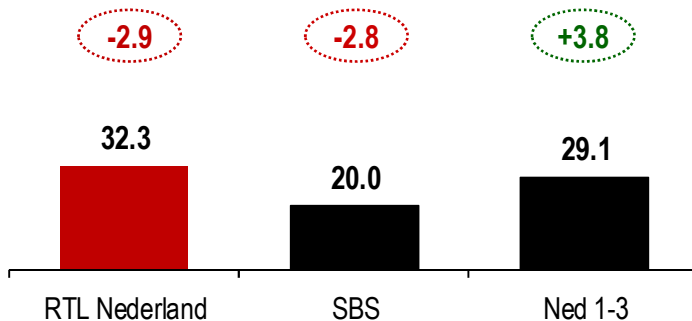
FY 2012 vs FY 2011 (in %)



Source: RTL Group estimates (spot and non-spot)

AUDIENCE SHARE – FAMILY OF CHANNELS

20-49, PRIMETIME (in %)

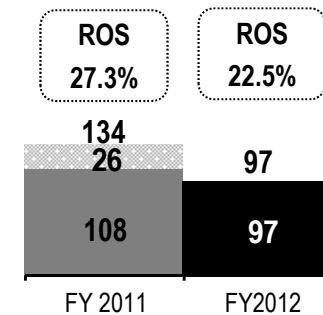
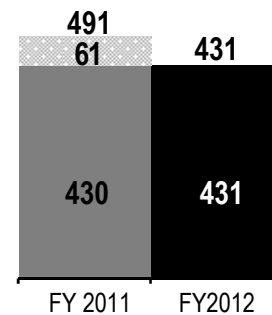


X Percentage point deviation vs FY 2011

KEY FINANCIALS (in € million)

REVENUE

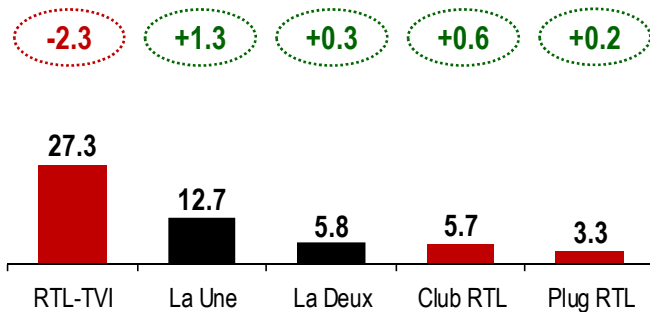
EBITA



■ TV ■ Radio

AUDIENCE MARKET LEADERSHIP MAINTAINED

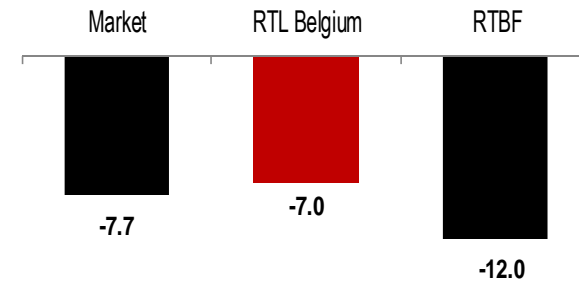
AUDIENCE SHARE: SHP 18-54, PRIMETIME (in %)



X Percentage point deviation vs FY 2011

NET TV ADVERTISING MARKET DEVELOPMENT

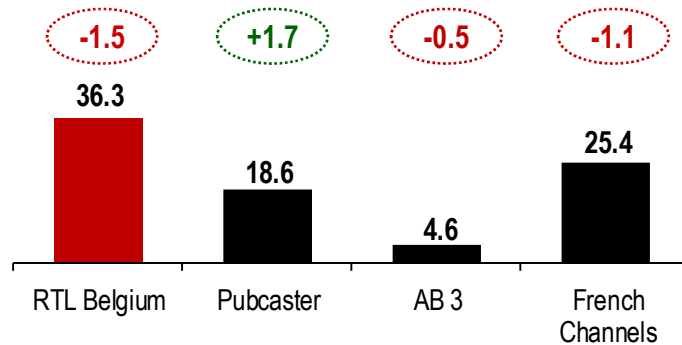
FY 2012 VS FY 2011 (in %)



Source: RTL Group estimates

AUDIENCE SHARE – FAMILY OF CHANNELS

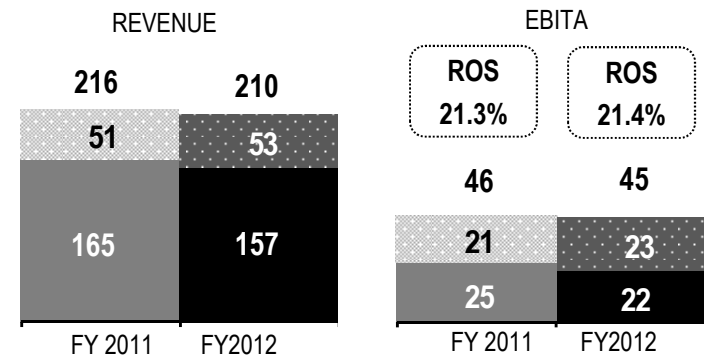
SHOPPERS 18-54, PRIMETIME (in %)



X Percentage point deviation vs FY 2011

Source: Audimétrie

KEY FINANCIALS (in € million)

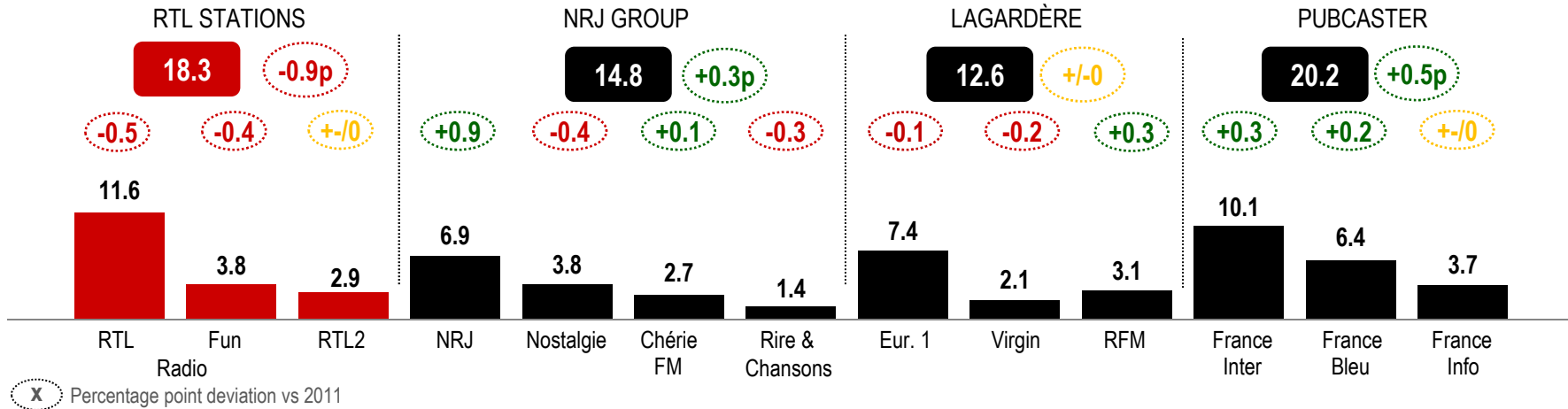


■ TV ■ Radio

ROS 21.3% (FY 2011)

ROS 21.4% (FY 2012)

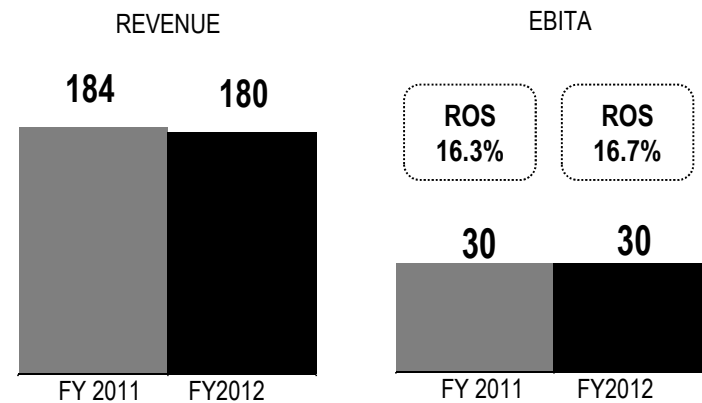
AVERAGE AUDIENCE SHARE 2012 – 13+, 5-24H, MON – FRI (in %)



KEY FACTS 2012

- Audience share of RTL family well ahead of commercial rivals
- Advertising market estimated to be down 1.2 per cent with RTL's share at 26.1 per cent

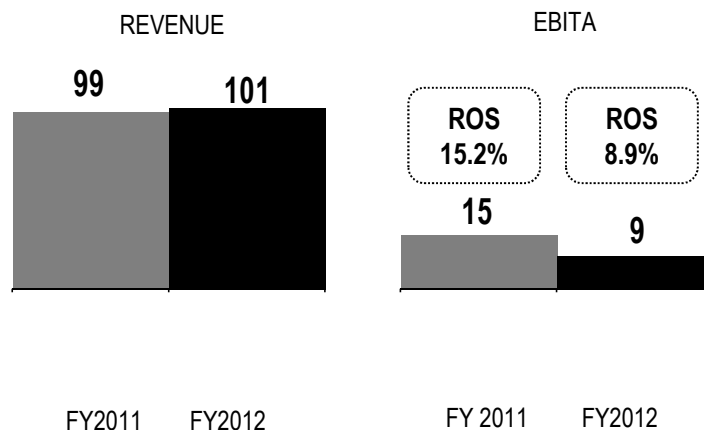
KEY FINANCIALS (in € million)



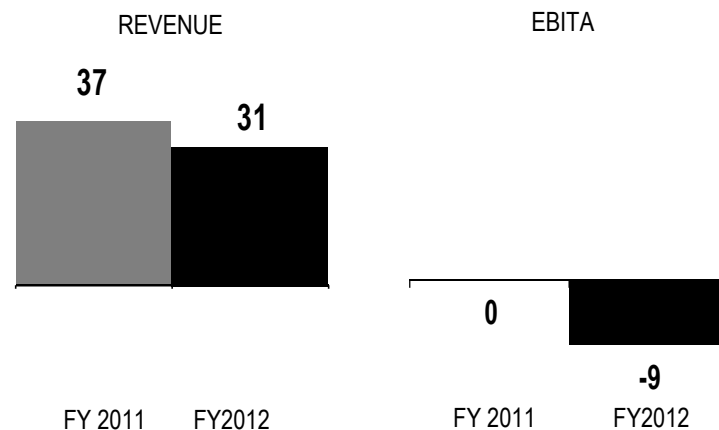
MARKET LEADERSHIP MAINTAINS STABLE PERFORMANCE

Others: Hungary, Croatia, Spain

KEY FINANCIALS, RTL Klub (in € million)



KEY FINANCIALS, RTL Hrvatska (in € million)



KEY FACTS EASTERN EUROPE 2012

- TV advertising markets in FY 2012:
Hungary: -14.7%; Croatia -10.8%;
- Audience shares of family of channels:
Hungary 37.3% (2011:40.7%), cable channels prime time audience share of 12.6% (2011: 10.9%); Croatia 24.3% (2011:25.5%)

Grupo Antena 3

- Extremely difficult TV advertising market
- Audience shares of the A3 family of channels (excluding La Sexta channels): 19.2%, up 1.2 percentage points on 2011 (18.4%)
- Integration of La Sexta on-going

Key developments 2012 (1/2)

BROADCAST



ONGOING
Integration and re-positioning of
7 cable channels in Hungary



APRIL
Successful launch of RTL Nitro
by **MG RTL Deutschland**



SEPTEMBER
RTL Nederland
Launch of new digital channel



NOVEMBER
Launch of first channel in **India**



DECEMBER
Groupe M6 launches 6ter

CONTENT

MARCH

Global first look deal for **distribution rights** to Hulu's original programming



SINCE MAY

FremantleMedia launches
Youtube channels



JULY

Partnership with Random House
for new **TV programming**



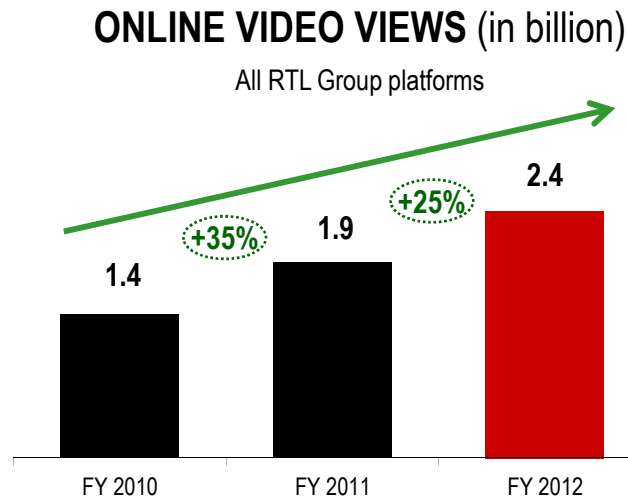
JANUARY 2013

Co-production agreement with the BBC
over 5 years for kids programming

CONTINUED INVESTMENTS IN NEW CHANNELS AND CONTENT BUSINESS

Key developments 2012 (2/2)

NON-LINEAR TV



MOBILE SERVICES



Examples:



- Mobile video views in 2012:
 - increase of 58% in Germany to 118 million
 - increase of 119% in France to 70.5 million
- Acquisition of Videostrip adds to Group's capabilities

RTL GROUP CONTINUES TO GROW ITS DIGITAL ACTIVITIES

Agenda

- Full-year highlights
- Business Review
- **FINANCIAL REVIEW**
- Business Outlook

Review of Results 31 December 2012, continuing operations (1/2)



In € million	Full-year to December 2012	Full-year to December 2011	Per cent change
REVENUE	5,998	5,765	+4.0
REPORTED EBITA	1,078	1,134	-4.9
Reported EBITA margin (%)	18.0	19.7	-1.7pp
Net result attributable to RTL Group shareholders	597	696	-14.2
UNDERLYING REVENUE	5,872	5,704	+2.9
UNDERLYING EBITA	1,062	1,108	-4.2

Review of Results 31 December 2012, continuing operations (2/2)



In € million	Full-year to December 2012	Full-year to December 2011	Per cent change
REPORTED EBITA	1,078	1,134	-4.9
Impairment of investment in associates and amortisation and impairment of fair value adjustments on acquisitions of subsidiaries and joint ventures and re-measurement of earn-out arrangements	(90)	(19)	
Gain / (Loss) from sale of subsidiaries, joint ventures and other investments and re-measurement to fair value	(9)	107	
Net financial expense	(11)	(29)	
Income tax expense	(277)	(302)	
PROFIT FOR THE YEAR– CONTINUING OPERATIONS	691	891	
LOSS FOR THE YEAR– DISCONTINUED OPERATIONS	(1)	(96)	
PROFIT FOR THE YEAR	<u>690</u>	<u>795</u>	-13.2
<i>Attributable to:</i>			
Non controlling interests	93	99	
RTL Group shareholders	597	696	-14.2

Cash Flow Statement as of 31 December 2012

In € million	Full-year to December 2012	Full-year to December 2011
NET CASH FLOW FROM OPERATING ACTIVITIES	925	1,044
Add: Income tax paid	325	287
Less: Acquisition of assets, net	(166)	(177)
Equals: Reported free cash flow (FCF)	1,084	1,154
Acquisition of subsidiaries and JVs, net of cash acquired	(8)	(134)
Disposal of subsidiaries and JVs, net of cash	(2)	(6)
Other financial assets (deposit excluded), net	(15)	(9)
Net interest received / (paid)	(6)	3
Transaction with non controlling interests	(13)	(111)
Income tax paid	(325)	(287)
Dividends paid	(880)	(902)
CASH GENERATED / (USED)	(165)	(292)
REPORTED EBITA (CONTINUING AND DISCONTINUED)	1,075	1,111
EBITA CONVERSION (FCF/EBITA)	101%	104%

Dividend

Board of Directors has approved an interim dividend, comprising both an ordinary and extraordinary dividend, amounting, in total, to EUR 1.6 billion

Dividend to be funded out of cash and via a loan, at arm's length terms and conditions, from Bertelsmann

RTL Group will target a conservative net debt to EBITDA ratio of between 0.5 and 1.0 times

Board of Directors also approved a new dividend policy :
Payout ratio of between 50 and 75% of adjusted net result

Agenda

- Full-year highlights
- Business Review
- Financial Review
- **BUSINESS OUTLOOK**

The leading European entertainment network

Outlook

Economic conditions remain challenging and visibility extremely limited

RTL Group will remain focused on its leadership positions and disciplined in cost management

RTL Group will pursue opportunities to develop its core, content and digital strategic plan



FULL YEAR RESULTS 2012

25 February 2013

Anke Schäferkordt, Co-CEO
Guillaume de Posch, Co-CEO
Elmar Heggen, CFO



The leading European entertainment network

