Elmar Heggen, CFO

London, 3 September 2013

The leading European entertainment network
Agenda

- HALF-YEAR HIGHLIGHTS
  - Strategy Update
RTL Group with strong performance in first-half 2013

- Successful IPO at Frankfurt Stock Exchange
- Strong interim results demonstrating resilience of diversified portfolio and business model
- Significantly higher EBITA and net profit for the first half of 2013 despite tough economic environment
- Strong cash flow generation leading to interim dividend payment
- Clear focus on executing our growth strategy “broadcast – content – digital”
Successful IPO

- Largest EMEA IPO this year
- Largest media IPO since 2004
- SDAX inclusion from 24 June 2013
- Prime standard reporting

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Half-year highlights 2013

**REVENUE**

€2.8 billion

**REPORTED EBITA continuing operations**

€552 million

**EBITA MARGIN**

19.9%

**CASH CONVERSION**

120%

**INTERIM DIVIDEND**

€2.5 per share

**NET RESULT**

€418 million

SECOND BEST FIRST-HALF EBITA RESULT; INTERIM DIVIDEND ANNOUNCED

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Agenda

- Half-year Highlights

● STRATEGY UPDATE
Our strategy for success

**BROADCAST**
Strong #1 or #2 in attractive key countries

**CONTENT**
Global leader in TV entertainment production, exploitation & distribution

**DIGITAL**
At the forefront of the digital and non-linear transition

**TEAM**
Highly experienced international management team with an integrated approach

**RESULTS**
Strong track record of delivering financial results

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RTL Group continues to lead in all its three strategic pillars

**Broadcast**
- #1 or #2 in 8 European countries
- Leading broadcaster: 56 TV and 28 radio channels

**Content**
- #1 global TV entertainment content producer
- Productions in 62 countries; Distribution into 150+ territories

**Digital**
- Leading European media company in online video
- Strong online sales houses with multi-screen expertise

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We are working hard on our strategic goals...

**Broadcast**
- **ENHANCE** BROADCAST PORTFOLIO
  - Strengthen family of channels
  - Grow non-ad business
  - Expand into high growth markets

**Content**
- **CREATE** MARKET LEADING CONTENT
  - Continue to build TV brands
  - Rebalance portfolio
  - Deepen digital exploitation

**Digital**
- **DRIVE** DIGITAL TRANSFORMATION
  - Expand non-linear services
  - Grow online ad and non-ad business
  - Enter Next Gen TV Market

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...to constantly deliver strong results in each strategic segment

**Broadcast**
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  - Strengthen family of channels
  - Grow non-ad business
  - Expand into high growth markets

**Content**
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  - Expand non-linear services
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Key developments 2013: delivering on our strategy

**Broadcast**

- **Secure attractive content**
  - **JULY**
  - RTL Television secures rights to German national team qualifiers for Euro 2016 and World Cup 2018

- **Strengthen family of channels**
  - **JULY**
  - RTL Hrvatska awarded licence for new kids channel in Croatia

- **Enter high growth markets**
  - **AUGUST**
  - RTL Group announces launch of two new basic pay channels in Asia in a partnership with CBS

**SELECTED INVESTMENTS IN BROADCAST**

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Key developments 2013: delivering on our strategy

Growing across all digital platforms

Digital expansion

**JUNE**
Acquisition of majority stake in Canadian company BBTV, YouTube’s 5th largest multi-channel network (MCN)

Strengthen VOD offer

**AUGUST**
RTL Group acquires a 65% stake in “TEG”, the number 1 Pay Video-On-Demand (Pay VOD) company in the Netherlands

Growing across all digital platforms

RTL Group’s video services and websites attracted 4.8 billion online video views in the first six months of 2013 – up 35 per cent. Online revenue up 20 per cent to €108 million

INVESTMENTS BOOST PRESENCE IN DIGITAL

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Pure online revenue growing 20 per cent year-over-year

Digital

Digital Revenue Split HY 2013
In € MN

Online Advertising

Other Digital

108
59
49

+20% yoy

Digital Business Segments

- In-Page Ad
  - Display ads for online/mobile (e.g. banners, skyscrapers)
  - Richmedia ad formats

- In-Stream Ad
  - Online video advertising (e.g. pre-rolls)
  - Long-form and short-form, delivered to all platforms/devices

- Transactional VOD
  - Paid content / transactional viewing

- Distribution/Production
  - FremantleMedia (e.g. websites, gaming, digital content creation and licensing)

- Verticals and other
  - Verticals and ventures (e.g. dating)
  - Lead generation (e.g. price comparison)

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After broadcast and cable: new forms of video networks develop

**NUMBER OF TV CHANNELS AVAILABLE IN THE AVERAGE US HOME**

<table>
<thead>
<tr>
<th><strong>1st generation:</strong> Broadcast networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC, CBS, abc</td>
</tr>
<tr>
<td>1950 - 1970</td>
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<table>
<thead>
<tr>
<th><strong>2nd generation:</strong> Cable networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNN, MSNBC, ESPN, AMC, HBO, TNT, Syfy</td>
</tr>
<tr>
<td>1980 - 2000</td>
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<table>
<thead>
<tr>
<th><strong>3rd generation:</strong> Multi-channel networks</th>
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</thead>
<tbody>
<tr>
<td>broadbandtv, schmooru, Vevo, StyleHaul, Fullscreen</td>
</tr>
<tr>
<td>2000 - 2010</td>
</tr>
</tbody>
</table>

- **Defining characteristics:** global, anywhere / anytime, across all connected devices, searchable, community-driven
- **Core competences:** intelligent search and recommendation; ability to control audiences across many channels
- **Channel opportunities:** ability to achieve (global) scale in thematic categories with low barriers to entry

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MCN’s aggregate channels and rep advertising

### VALUE CHAIN EVOLUTION

<table>
<thead>
<tr>
<th>Content</th>
<th>Aggregation</th>
<th>Distribution</th>
<th>Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studios / production companies</td>
<td>Networks</td>
<td>Cab / DTH / DTT</td>
<td>TV sets, STBs</td>
</tr>
<tr>
<td>Disney</td>
<td>RTL Group</td>
<td>Comcast</td>
<td>Samsung</td>
</tr>
<tr>
<td>Warner</td>
<td>ABC</td>
<td>Sky</td>
<td>Sony</td>
</tr>
<tr>
<td>FremantleMedia</td>
<td>MTV</td>
<td>Freeview</td>
<td>Philips</td>
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### Multi-channel networks

<table>
<thead>
<tr>
<th>“Channel” producers</th>
<th>Multi-channel networks</th>
<th>OTT</th>
<th>PC, TV, mobile, streaming boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ray W. Johnson</td>
<td>BroadbandTV</td>
<td>YouTube</td>
<td>Apple/Android</td>
</tr>
<tr>
<td>Nigahiga</td>
<td>Maker Studios</td>
<td>App Store</td>
<td>Boxee, Roku</td>
</tr>
<tr>
<td>FremantleMedia</td>
<td>Machinima</td>
<td>Facebook</td>
<td>Samsung, Sony</td>
</tr>
</tbody>
</table>

MCNs provide a range of services to content creators including content & channel management, insights, distribution, audience development and monetisation.
...and deliver billions of views to millions of viewers worldwide

OVERVIEW OF THE YOUTUBE ECO-SYSTEM (illustartive / highly simplified)

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Tech-Media & Entertainment company driving success for online video creators with its unique technology, massive reach and attractive video verticals

- **Global reach:** One billion monthly impressions across 10,000+ channels, 100m subscribers

- **Leading technology:** Scalable solutions through innovative technology (VISO platform)

- **Most experienced:** YouTube partner since 2007

- **Sustainable growth:** Strong growth since inception

STRATEGIC PARTNERSHIP POSITIONS RTL GROUP AS ONE OF THE LEADING NEXT GENERATION BROADCASTERS

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In summary...

- RTL Group continues to deliver a solid financial performance in difficult markets.

- Management is implementing its strategic plans while also returning cash to shareholders.

- Investments in broadcast secure attractive content, strengthen family of channels and move RTL Group into new high growth markets with limited financial exposure.

- Digital expansion advancing quickly with aim to make RTL Group one of the leading players in online video - replicating our position in linear television.
Elmar Heggen, CFO

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