Elmar Heggen, CFO
New York, 24 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”
Share price has out-performed MDAX since re-IPO

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Half-year highlights 2013

**REVENUE**

€2.8 billion

**REPORTED EBITA** continuing operations

€552 million

<table>
<thead>
<tr>
<th>EBITA MARGIN</th>
<th>CASH CONVERSION</th>
<th>INTERIM DIVIDEND</th>
<th>NET RESULT</th>
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<tbody>
<tr>
<td>19.9%</td>
<td>120%</td>
<td>€2.5 per share</td>
<td>€418 million</td>
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Second Best First-half EBITA Result; Interim Dividend Announced

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

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Strong cash generation enables investments and attractive returns

USE OF FINANCIAL HEADROOM

1. INVESTMENTS to increase long-term shareholder value

2. Excess cash: Extraordinary PAY-OUTS to shareholders

3. 50-75% pay-out policy

FINANCIAL HEADROOM

Illustrative view

Net debt to EBITDA

1.0

0.5

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Agenda

- Half-year Highlights

- STRATEGY UPDATE
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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Working hard to deliver strong results in each strategic segment

<table>
<thead>
<tr>
<th>Broadcast</th>
<th>Content</th>
<th>Digital</th>
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<tr>
<td><strong>ENHANCE</strong> BROADCAST PORTFOLIO</td>
<td><strong>CREATE</strong> MARKET LEADING CONTENT</td>
<td><strong>DRIVE</strong> DIGITAL TRANSFORMATION</td>
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<tr>
<td>- Strengthen family of channels</td>
<td>- Maintain leading position</td>
<td>- Expand non-linear services</td>
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<tr>
<td>- Grow non-ad business</td>
<td>- Rebalance portfolio</td>
<td>- Grow online ad and non-ad business</td>
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<td>- Expand into high growth markets</td>
<td>- Deepen digital exploitation</td>
<td>- Enter multi-channel network business</td>
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Key developments 2013: delivering on our strategy

### SELECTED INVESTMENTS IN BROADCAST

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<table>
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<tr>
<th>Secure attractive content</th>
<th>JULY</th>
<th>RTL Television secures rights to German national team qualifiers for Euro 2016 and World Cup 2018</th>
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<tbody>
<tr>
<td>Strengthen family of channels</td>
<td>JULY</td>
<td>RTL Hrvatska awarded licence for new kids channel in Croatia</td>
</tr>
<tr>
<td>Enter high growth markets</td>
<td>AUGUST</td>
<td>RTL Group announces launch of two new basic pay channels in Asia in a partnership with CBS</td>
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Key developments 2013: delivering on our strategy

Digital expansion
- JUNE: Acquisition of majority stake in Canadian company BBTV, YouTube’s 4th 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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RTL Group has become a leading MCN player

Worldwide Leading Multi-Channel-Networks
Based on monthly video views

1. **MACHINIMA**
   - Production focus on gaming;
   - Investors incl. Google

2. **MAKER**
   - Production focus with low tech base
   - Investors incl. Time Warner

3. **FULLSCREEN**
   - Tech-drive; Investors incl. Comcast and WPP

4. **broadbandtv**
   - Tech-driven;
   - Strategic partner RTL Group

Based on ComScore YouTube partner ranking; worldwide; average Jan. – Feb. 2013; excluding music services
MCN’s target niche audiences on a global scale

VALUE CHAIN EVOLUTION

**TV**

- **Content**
  - Studios / production companies
    - Disney
    - Warner
    - FremantleMedia

- **Aggregation**
  - Networks
    - RTL Group
    - ABC
    - MTV

- **Distribution**
  - Cab / DTH / DTT
    - Comcast
    - Sky
    - Freeview

- **Devices**
  - TV sets, STBs
    - Samsung
    - Sony
    - Philips

**Multi-channel networks**

- **“Channel” producers**
  - Ray W. Johnson
  - Nigahiga
  - FremantleMedia

- **Multi-channel networks**
  - BroadbandTV
  - Maker Studios
  - Machinima

- **OTT**
  - YouTube
  - App Store
  - Facebook

- **PC, TV, mobile, streaming boxes**
  - Apple/Android
  - Boxee, Roku
  - Samsung, Sony

MCNs provide a range of services to content creators including content & channel management, insights, distribution, audience development and monetisation
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

RTL GROUP WELL POSITIONED FOR THE FUTURE

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BroadbandTV

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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