Mediengruppe RTL Deutschland
Audience share lead in most important time slots…

FAMILY OF CHANNELS
14 to 59, 12 mths 2018

<table>
<thead>
<tr>
<th>Channel</th>
<th>MG RTL</th>
<th>Others</th>
<th>ARD-III</th>
<th>ARD</th>
<th>ZDF</th>
<th>P7S1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.3%</td>
<td>23.7%</td>
<td>7.1%</td>
<td>8.1%</td>
<td>9.0%</td>
<td>24.8%</td>
</tr>
</tbody>
</table>

Source: AGF in cooperation with GfK.
Notes: 1. MG RTL includes RTL II and Super RTL, excluding pay-TV channels.
## Mediengruppe RTL Deutschland

**Audience “heat map”: improved Thursday and leadership in key slots**

Difference between combined audience shares RTL & VOX vs. Pro7 & Sat.1 (14-59 in % points)

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early morning</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>06.00-09.00</td>
<td></td>
<td></td>
<td>3.8 (-1.0)</td>
<td></td>
<td>+2.5 (+3.8)</td>
<td>+7.3 (+8.5)</td>
<td></td>
</tr>
<tr>
<td><strong>Late morning</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09.00-13.00</td>
<td></td>
<td></td>
<td>3.0 (+0.6)</td>
<td></td>
<td>3.4 (-1.3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.00-17.00</td>
<td></td>
<td></td>
<td>2.3 (+/-0.0)</td>
<td></td>
<td>0.4 (+0.3)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Access PT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>17.00-20.15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Primetime 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.15-21.15</td>
<td>-0.6 (-0.3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Primetime 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.15-22.15</td>
<td>2.6 (+2.3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-2.2 (-2.4)</td>
</tr>
<tr>
<td><strong>Primetime 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22.15-23.15</td>
<td>0.9 (+1.9)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-1.8 (+0.4)</td>
</tr>
<tr>
<td><strong>Late night</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23.15-01.00</td>
<td>2.7 (+3.8)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-2.0 (-0.5)</td>
</tr>
</tbody>
</table>

Source: AGF/GFK 1 Jan – 31 Dec 2018
2017 comparatives in brackets

[Chart showing audience shares with Cum. % points ahead of Pro7 & Sat.1]
Groupe M6
Strong overall performance in 2018

Source: Médiamétrie
Notes: 1. Groupe M6 includes M6, W9 and 6ter. 2. Groupe TF1 includes TF1, TF1 Series Films, TFX and TMC

FAMILY OF CHANNELS
Women < 50 responsible for purchases, 12 mths 2018

GROUPE M6¹ 21.4%

Groupe TF1²

Audiovisual reform?

- New sectors able to advertise on TV (retail, cinema and publishing)?
- Targeted advertising?
- Advertising to return to FTV (between 20-21.00)?
- More flexibility on rules around movies?

Draft to be debated and examined in early 2019 with effective date late 2019 or early 2020....

France 3 33.8%
France 2 8.4%
Others 4.0%

Notes: 1. Groupe M6 includes M6, W9 and 6ter. 2. Groupe TF1 includes TF1, TF1 Series Films, TFX and TMC
RTL Nederland
Advertising market remains positive

Challenges & opportunities ahead

- Risk of a change in the public channels sales
  System re: volume discounts
- Ad sales representation agreement signed for
  former Branddeli channels
- Two-thirds of TV programme budget on local
  content
- Further investments in Videoland
  (personalisation, discovery, stability etc)
  and content
- Continue to re-position business to
  “fan centric” with more investments needed

Source: SKO
Fremantle
Drama launches to come – and expected timing of delivery

<table>
<thead>
<tr>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4</td>
<td>Q1</td>
</tr>
<tr>
<td>My Brilliant Friend</td>
<td>American Gods 2nd season</td>
</tr>
<tr>
<td>2nd season</td>
<td>2nd season</td>
</tr>
<tr>
<td>Baghdad Central</td>
<td>Dublin Murders 2nd season</td>
</tr>
<tr>
<td>Q2</td>
<td>Q3</td>
</tr>
<tr>
<td>Charité 2nd season</td>
<td>The Luminaries</td>
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<tr>
<td>2nd season</td>
<td></td>
</tr>
<tr>
<td>The Rain 2nd season</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td></td>
</tr>
<tr>
<td>My Brilliant Friend 2nd season</td>
<td>Réunion</td>
</tr>
<tr>
<td>2nd season</td>
<td></td>
</tr>
</tbody>
</table>

A beautiful adaptation...This ... is the most honest and vivid portrait of the lives of young girls ever brought to TV

The Guardian 20 November
Fremantle

Non-scripted - an incredibly large and important part of the story...

FAMILY FEUD
MY MOM COOKS BETTER THAN YOURS
FARMER WANTS A WIFE
IDOLS
PRICE IS RIGHT
WHO KNEW GOT TALENT
APPRENTICE
PROJECT RUNWAY
X FACTOR

135 non-scripted productions

on-air in 84 countries

so far this year

As of the week of 26 November 2018
Fremantle

... as Got Talent and the gameshows demonstrate

30 versions watched by 0.5bn so far this year *

66 gameshows in 37 countries so far this year including 18 new series

* As of end of November 2018
Digital and platform revenue

Continued strong organic growth

RTL GROUP REVENUE SPLIT
9 months to 30 September 2018
In %

Platform¹

Content

TV advertising 46.0 €4.47 bn

Radio advertising

Other

Digital²

Notes: 1. Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees. 2. Excl. e-commerce, home shopping, and platform revenue for digital TV. 3. In EUR, impacted materially by negative FX effects

PLATFORM AND DIGITAL REVENUE
In € million³

+7.3%

YoY growth

+17.9%

911

251

660

9 mths 2018

% of total RTL Group revenue

5.6%

14.8%

New and improved distribution agreements

Strong development in MPN & adtech revenue (especially in Q3)

Paid subscribers for Videoland and TVNow growing at a fast rate
Strategy 2018

More organic growth initiatives in two main areas

1. Video-on-demand: Build local streaming champions

2. Content production: Continue push into scripted drama, explore new genres

Leverage pan-EU scale to drive organic growth
Common goal to drive RTL forwards

1. Clear consumer focus
2. More Group-wide collaboration
3. Foster organic growth initiatives
4. Persistent and long-term approach
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