

Barclays

New York & Boston 27-28 March 2018



ENTERTAIN. INFORM. ENGAGE.

Agenda



**Full-year
2017 highlights**



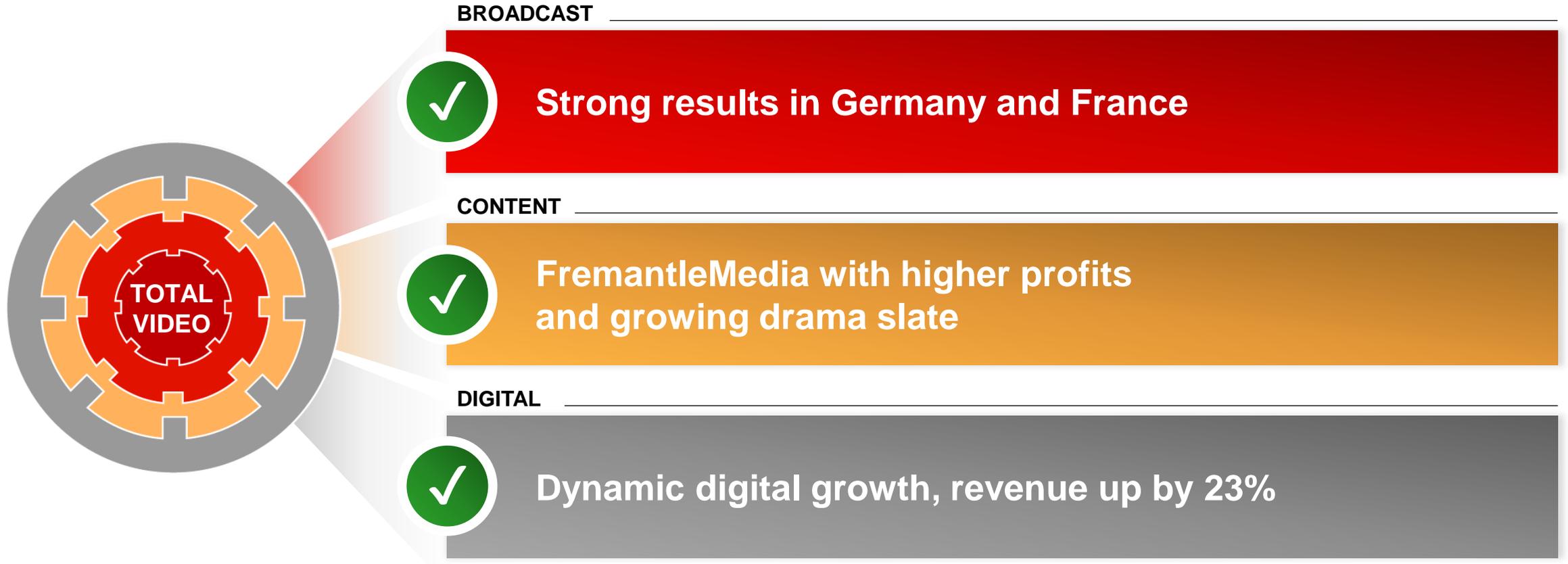
**Business
update**



**Outlook
2018**

Highlights

Total Video strategy continues to pay off...



Highlights

...with another set of record results



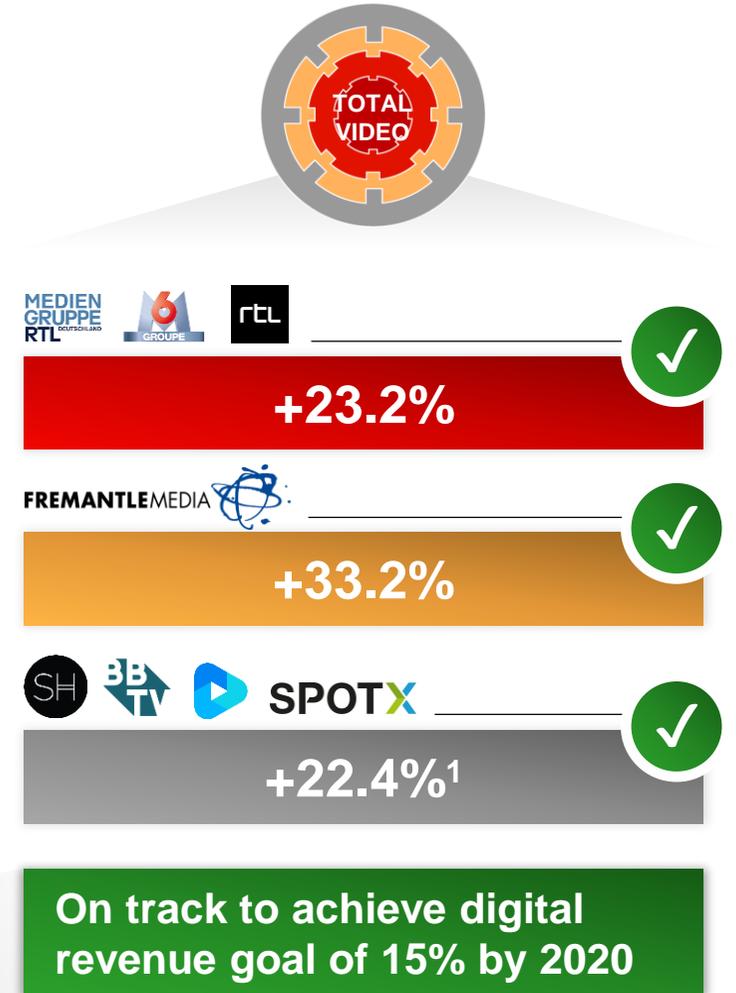
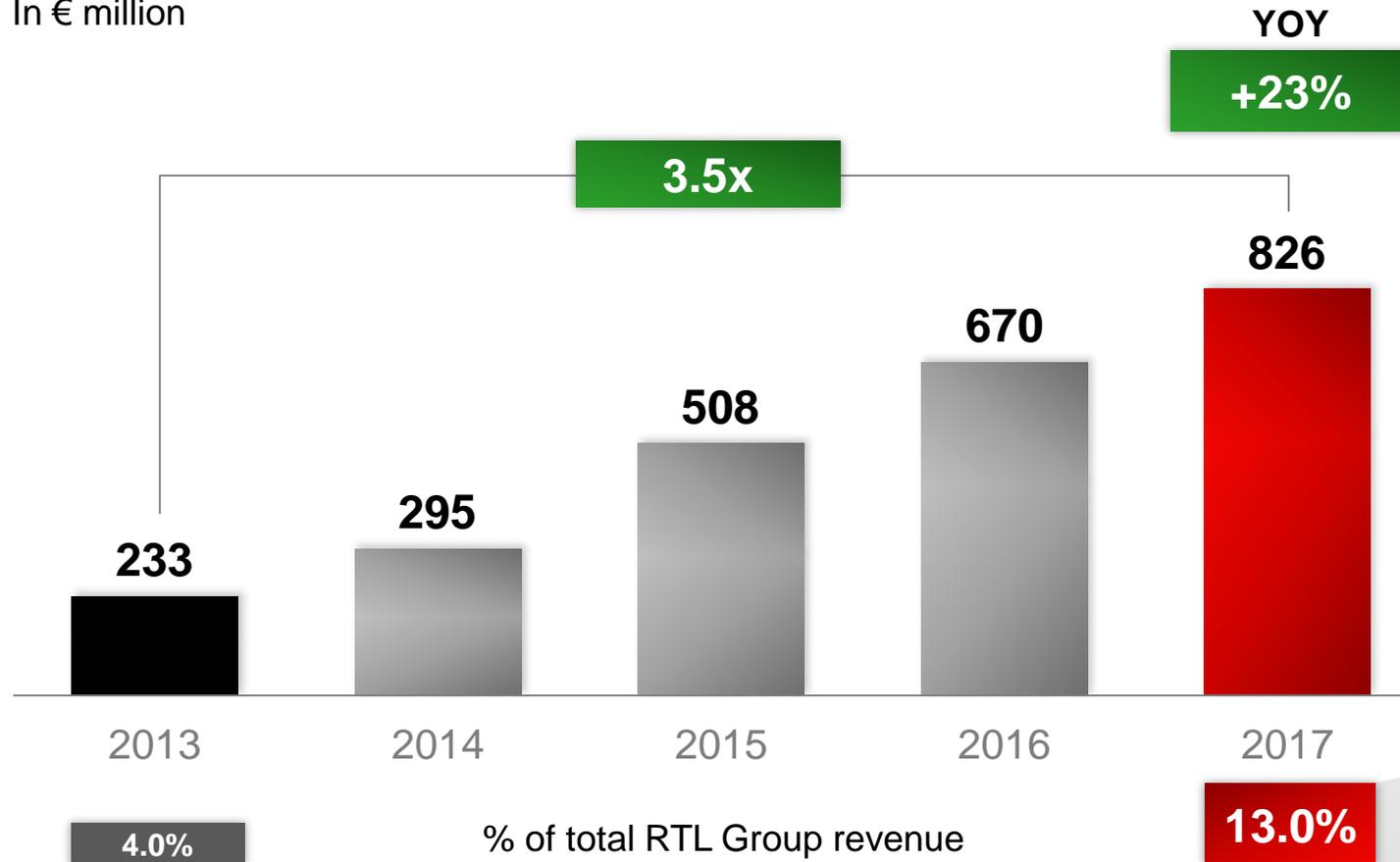
Notes: Revenue and EBITDA percentages refer to year-on-year growth on 2016. 1. Yield is based on average 2017 share price and including €1.00 interim dividend paid in September 2017.

Highlights

Digital: dynamic growth

DIGITAL REVENUE

In € million



Source: Internal figures.

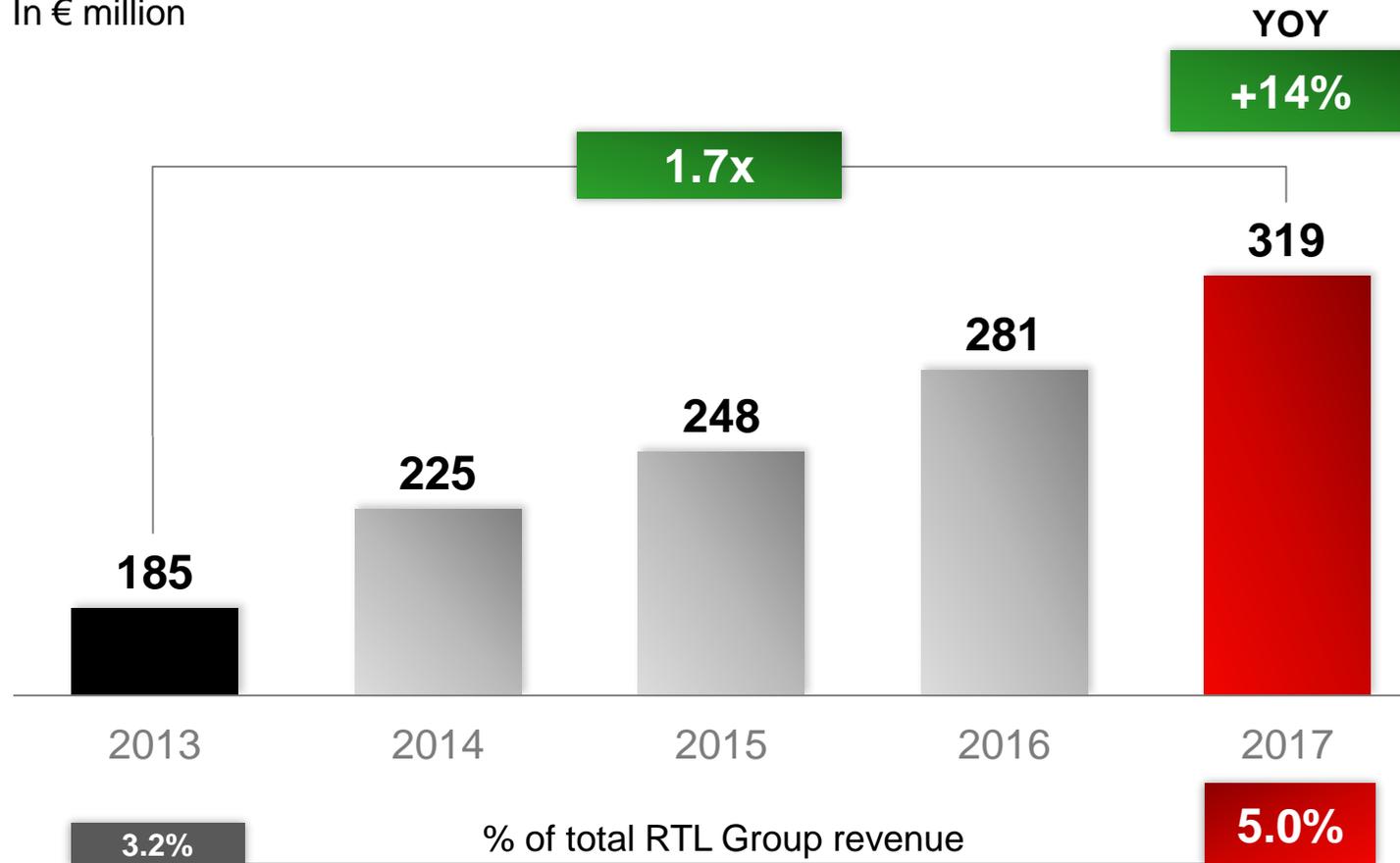
1. Divimove: revenue included in 2017, not 2016.

Highlights

Platform: growing and highly profitable revenue stream

PLATFORM REVENUE¹

In € million



HD channels



Thematic channels



New deals signed in 2017 & 2018



Further growth secured

1. Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees.

Highlights

Attractive dividend yield

In € million	Full-year to December 2017
Profit for the year attributable to RTL Group shareholders	739
<i>Adjustments for:</i>	
Capital Gain	(62)
Re-measurement	(14)
Restructuring	16
Adjusted net result	679
Ordinary dividend, in € per share	3.00
Ordinary dividend, absolute amount ¹	461
Dividend payout, in %²	68%

Dividend
yield of
5.9%³

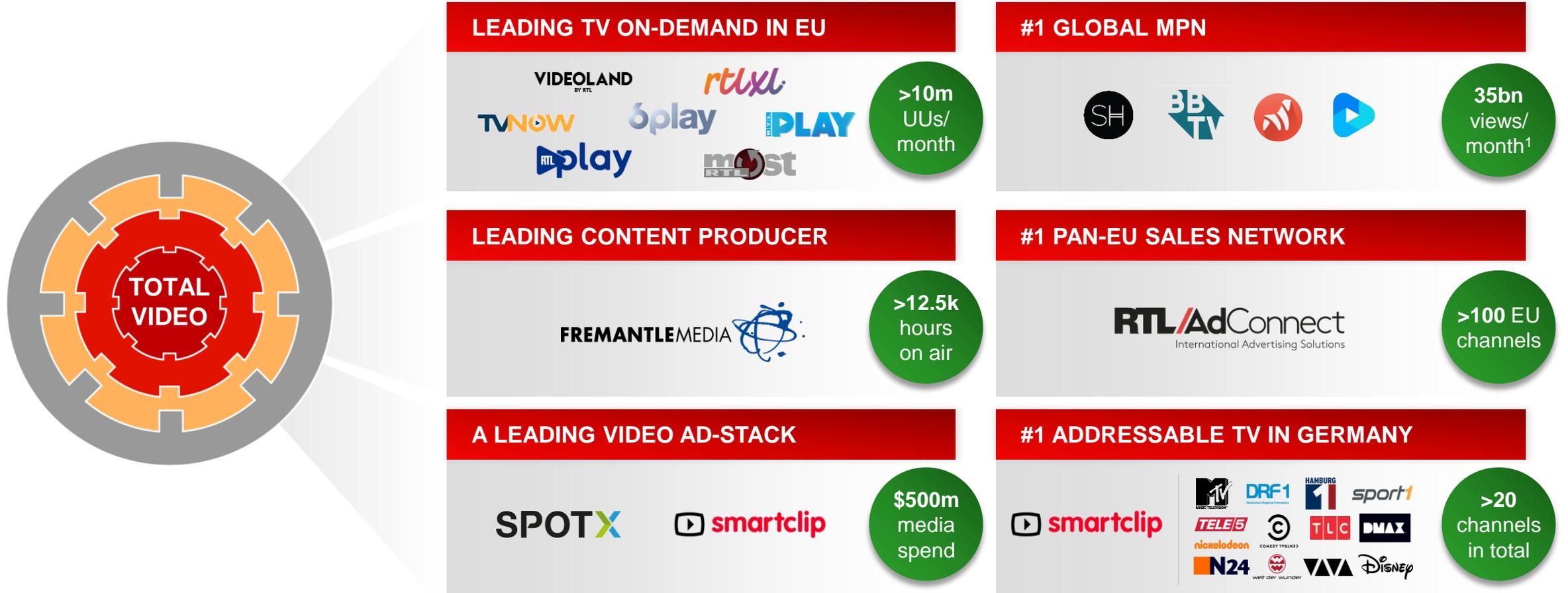
1. Based on total share capital less treasury shares held by the Group and liquidity programme.

2. Ordinary dividend, absolute amount / adjusted net result.

3. Including €1.00 interim dividend and based on average share price in 2017 (€68.25).

Consistent strategy

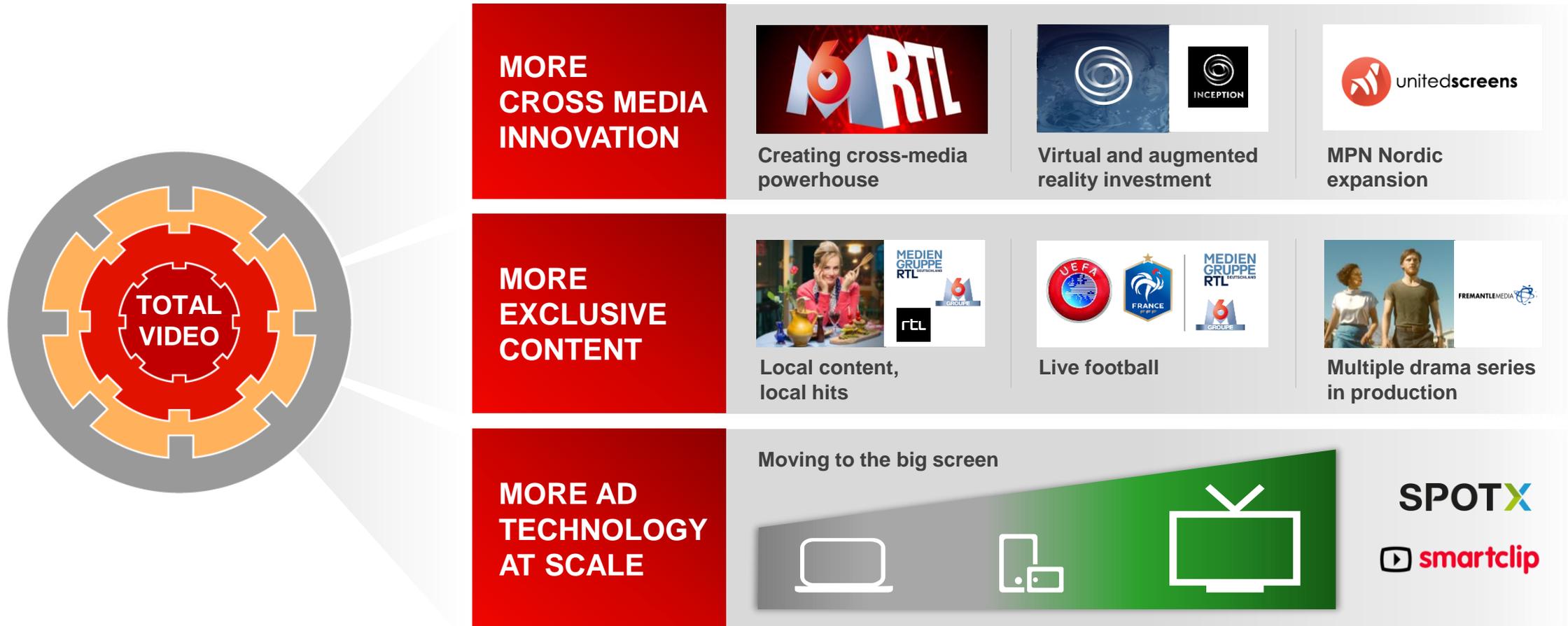
RTL Group accelerating global Total Video offer



1. FY 2017 monthly average.

Strategy 2018 and beyond

Reinvigorating the RTL pioneering spirit



Agenda



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Outlook
2018



#1 TV FAMILY

**MEDIEN
GRUPPE
RTL**
DEUTSCHLAND

IN GERMANY

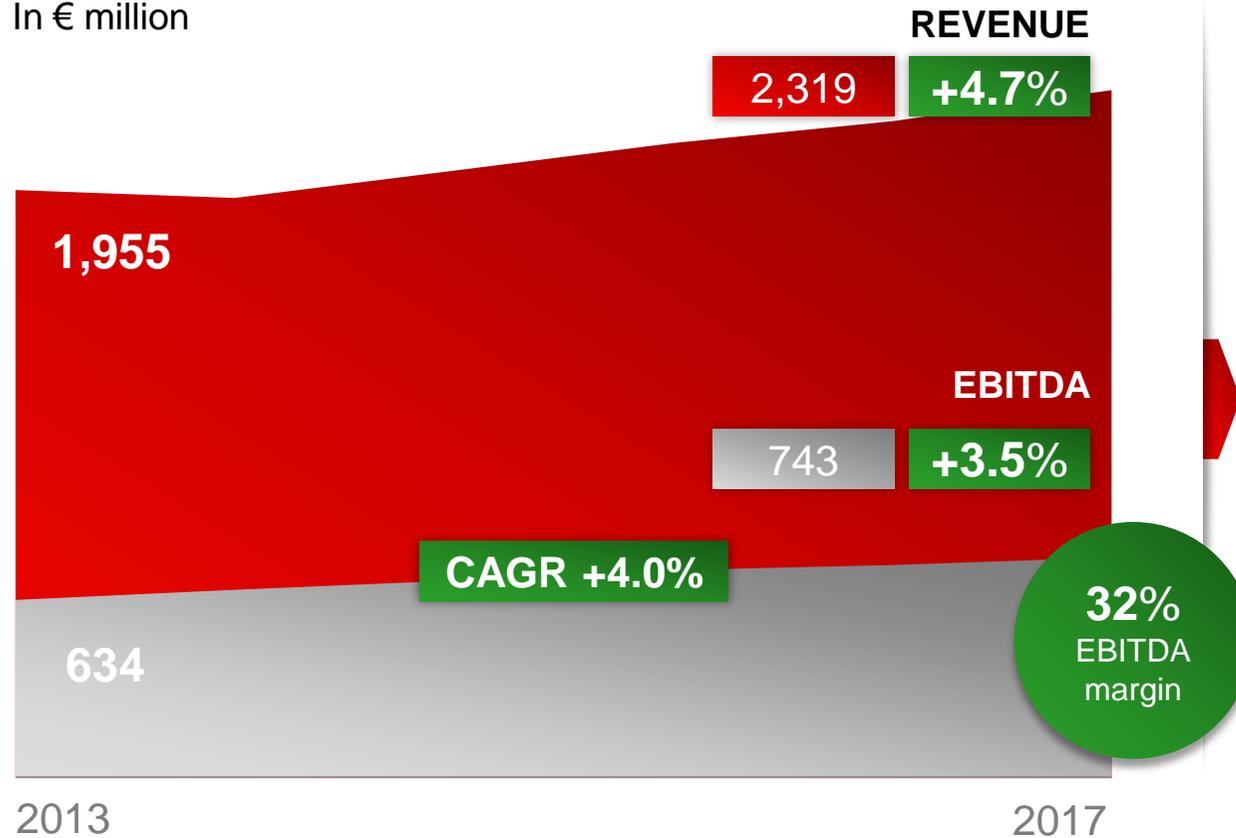
RTL
GROUP

Mediengruppe RTL Deutschland

Another outperformance despite weak ad market

KEY FINANCIALS

In € million



RTL Television continues as **clear #1**



Der Lehrer



Another strong year driven by local hits, again surpassing Pro7¹



Die Höhle der Löwen



TV NOW paid subscriber base **surges +80%**



TV NOW & TV NOW Plus

1. Refers to total audience 3+, all day.

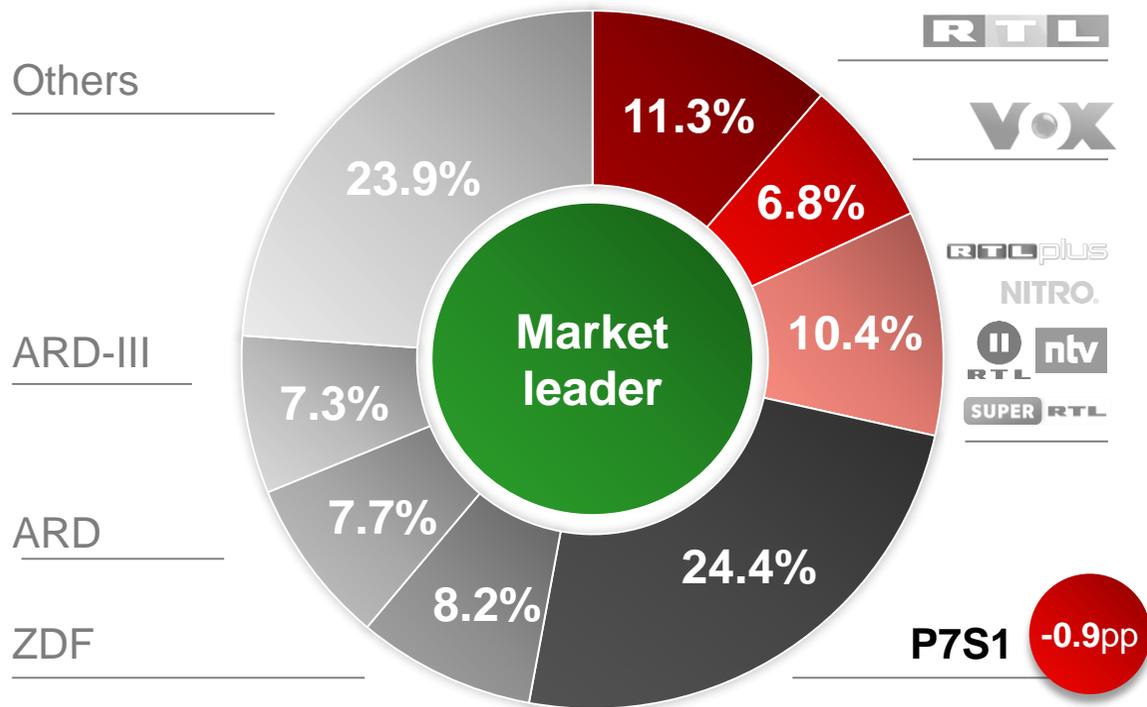
Mediengruppe RTL Deutschland

Lead over P7S1 further increased – highest since 2013

FAMILY OF CHANNELS

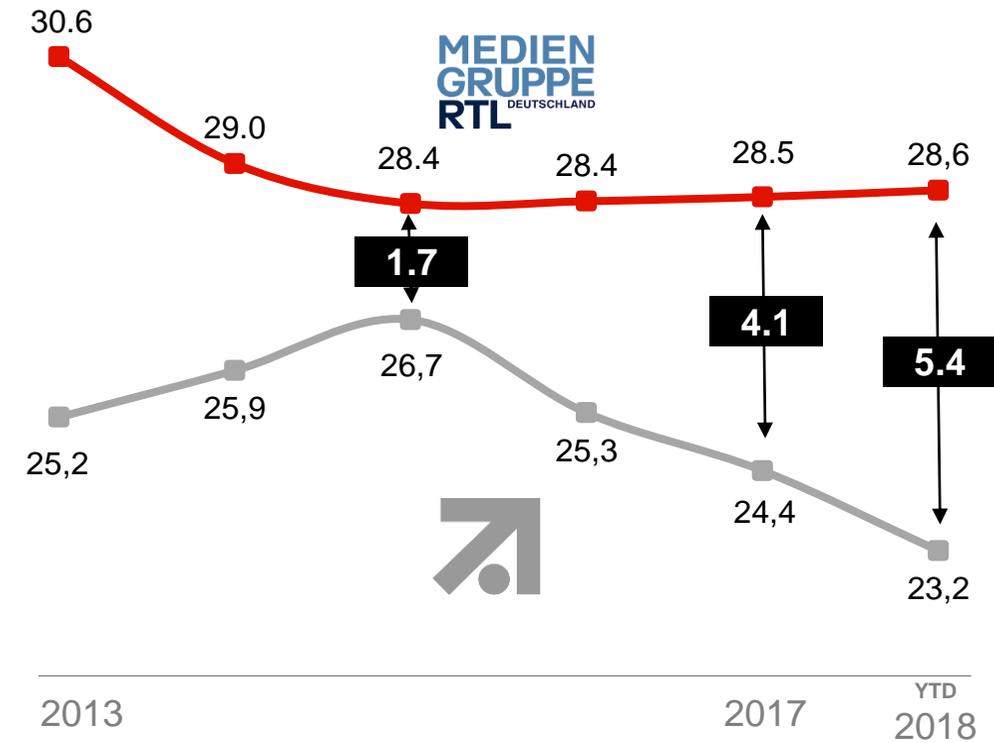
14 to 59, FY 2017

MG RTL 28.5% +0.1pp



LONG-TERM DEVELOPMENT

All day, adults 14-59 years in %



Source: AGF in cooperation with GfK, differences may be due to rounding.
Notes: Audience shares only refer to the free to air channels of the respective broadcasters.

Mediengruppe RTL Deutschland

Local content creates strong unique selling point...

Local hits catalogue more valuable than ever...

...especially for building non-linear offers

RTL	 19 th season	 14 th season	 26 th season	 10 th season	 8 th season
	 11 th season	 13 th season	 23 rd season	 11 th season	 2 nd season
VOX	 4 th season	 4 th season	 3 rd season	 6 th season	 11 th season
	RTL II	ntv	SUPER RTL	NITRO.	RTLplus



- 
 - ✓ Online-first content
 - ✓ Mainstream appeal

- 
 - ✓ US drama OTT channel
 - ✓ Exclusively on TV NOW

Launching end of March

- 
 - ✓ Growing VOD distribution agreements

Mediengruppe RTL Deutschland

... resulting in audience leadership in nearly all day-parts

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

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Early morning 06.00-09.00			-1.0 (-2.2)			+3.8 (+4.6)	+8.5 (+10.7)
Late morning 09.00-13.00			+0.6 (-0.1)			-1.3 (-2.9)	+3.6 (+1.2)
Afternoon 13.00-17.00			+/-0.0 (-1.5)			+0.3 (+0.2)	+2.6 (+2.1)
Access PT 17.00-20.15			+3.1 (+2.4)			+4.6 (+2.2)	+4.3 (+2.8)
Primetime 1 20.15-21.15	-0.3 (+0.3)	+4.7 (+5.1)	+5.5 (+4.9)	-0.9 (-2.2)	+2.3 (+2.2)	+5.3 (+5.6)	-2.4 (-3.3)
Primetime 2 21.15-22.15	+2.3 (+2.8)	+5.1 (+5.8)	+5.0 (+4.5)	-1.3 (-2.0)	+1.8 (+2.6)	+5.9 (+6.6)	
Primetime 3 22.15-23.15	+1.9 (+3.3)	+6.9 (+7.2)	+6.1 (+5.8)	-1.8 (-2.3)	+4.1 (+5.1)	+7.0 (+7.1)	+0.4 (+0.9)
Late night 23.15-01.00			+3.8 (+4.1)			+6.0 (+5.6)	-0.5 (-1.8)

Source : AGF/GFK 1 Jan – 31 Dec 2017
2016 comparatives in brackets

■ Cum. % points ahead of Pro7 & Sat.1



#2 TV FAMILY



IN FRANCE

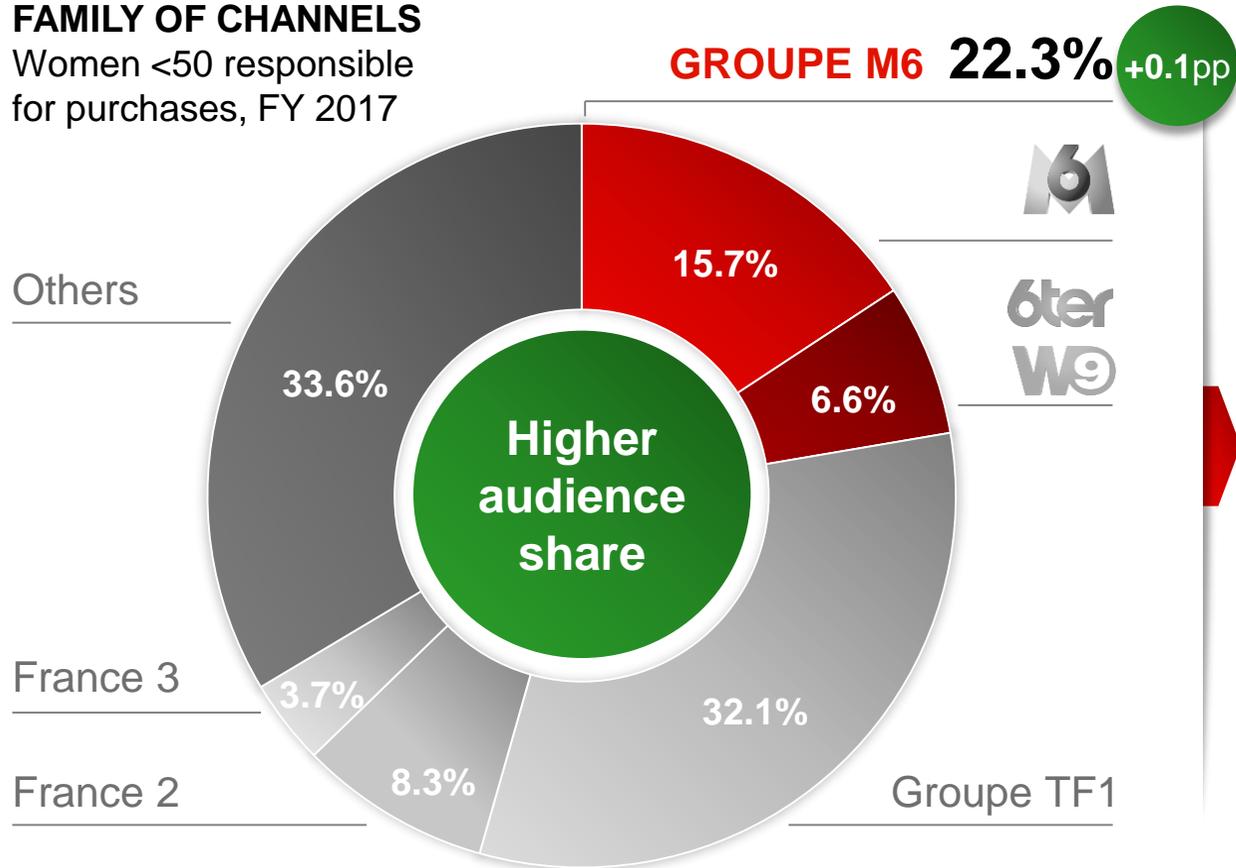


Groupe M6

French business outperformed net TV ad market

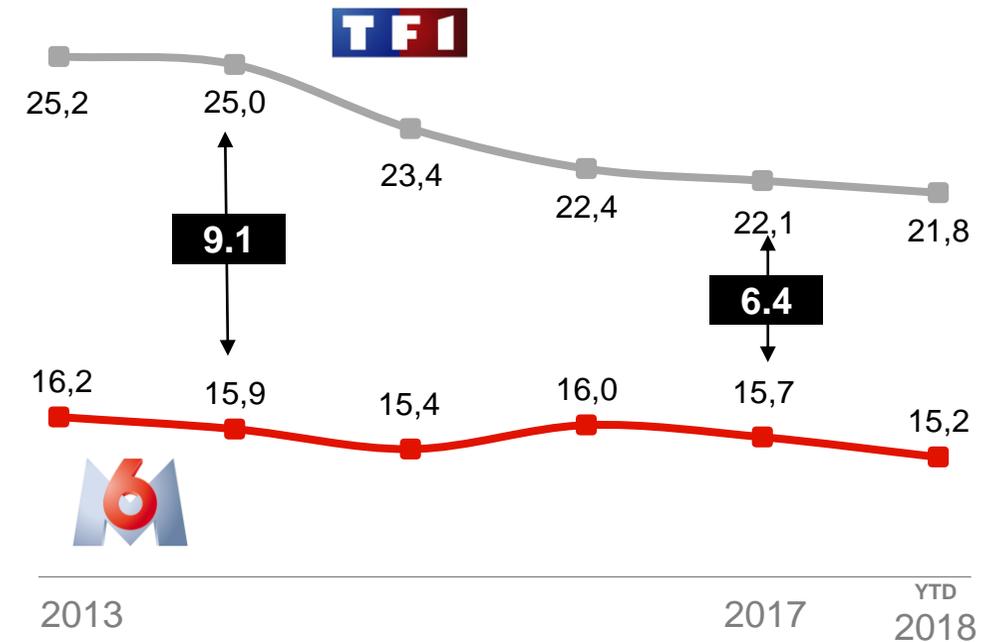
FAMILY OF CHANNELS

Women <50 responsible for purchases, FY 2017



LONG-TERM DEVELOPMENT

Women <50 responsible for purchases in %



Source: Médiamétrie

Notes: Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1; 1. Pro-forma including RTL Radio (France).



***MORE
CREATIVE***



FREMANTLEMEDIA

POWER

RTL
GROUP

FremantleMedia

Push into drama complements exceptional entertainment line-up

TOP ENTERTAINMENT SHOWS

✓

GOT TALENT

13th season



✓

THE X FACTOR

15th season



✓

PROJECT RUNWAY

17th season



American Idol is back – on ABC 11th of March

abc

✓

FAMILY FEUD

42nd season



✓

THE PRICE IS RIGHT

47th season



✓ Renewed

HIGH END DRAMA SERIES

Charité: Most popular German FTA drama launch

ARD

✓ Avg. Audience 7.5m

✓

MODUS

3rd season



✓

DEUTSCHLAND83

2nd+3rd season



✓

THE YOUNG POPE

2nd season



✓

BARON NOIR

2nd season



✓

AMERICAN GODS

2nd season



NEW IN 2018

FOXTEL CANAL+ BBC

Picnic at Hanging Rock

HBO Raiitalia CANAL+

My Brilliant Friend

NETFLIX

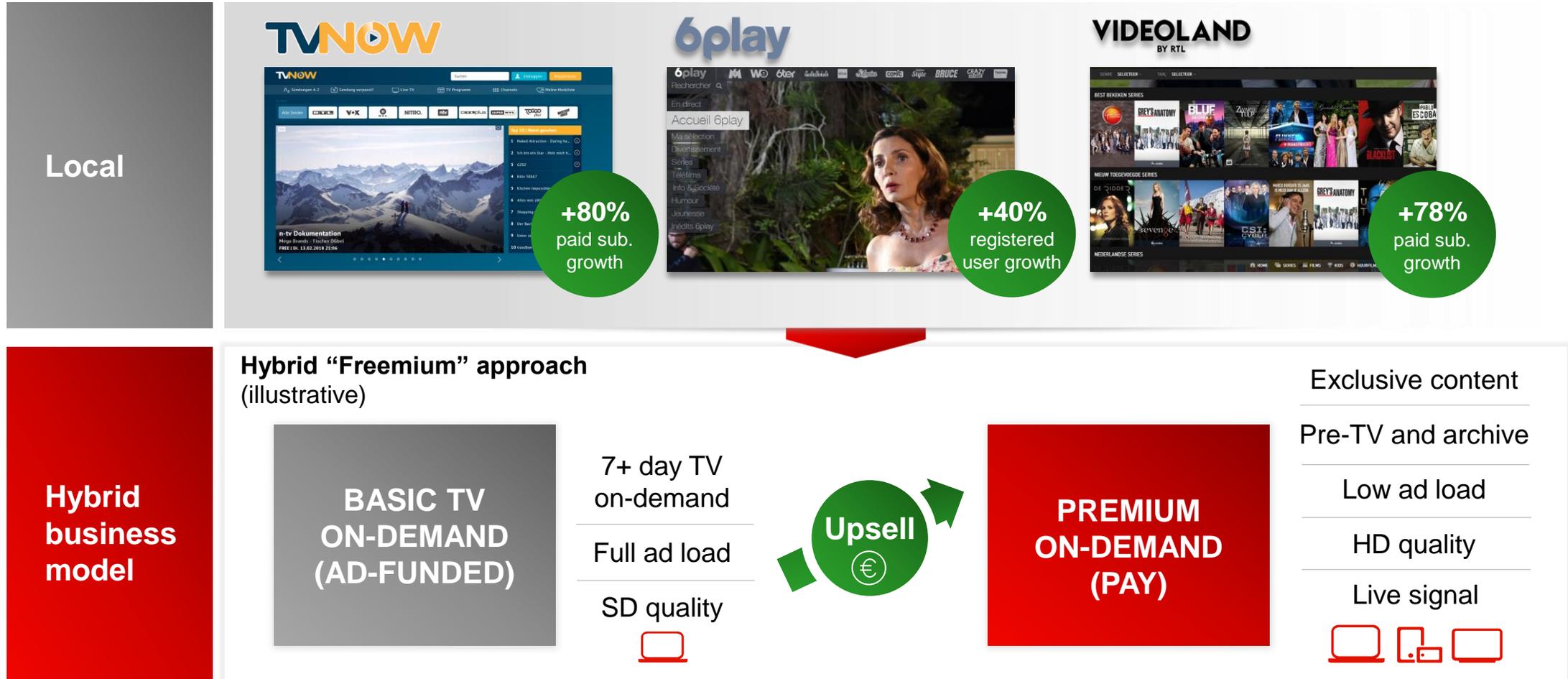
The Rain

BBC hulu

Hard Sun

Digital Video – Long-form

Enhancing our local TV on-demand offers...



Digital Video – Short-form

Our multi-platform networks: global #1 on YouTube

BB TV
BroadbandTV

SH
STYLEHAUL

#1
in North America

PLAY
DIVIMOVE

#1
in Europe

UNIFIED
united screens

#1
in Nordics

Unmatched global reach & consistent growth

#1 MPN globally

Influencer marketing with data / retargeting expertise

#1 in fashion and beauty

Europe's leading branded content network

#1 MPN in EU

#1 MPN Event in EU – Videodays



Acquired unique direct sales team for branded content

#1 MPN in Nordics



Advertising technology

One team, one platform: driving monetisation across screens

Building global ad-tech group...



...with joint pan-EU sales...



...and unique data expertise

SPOTX + **smartclip**

545

Full-time employees

25

Offices around the world

+380%

OTT / Connected TV revenue growth



+18%
revenue growth

11
markets

Building strategic data alliances:

Germany: Login Alliance



France: Gravity Alliance

g r : v : t :
alliance data & media



Agenda



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2017 highlights**



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**Outlook
2018**

RTL Group Outlook for 2018

1

Revenue expected to grow moderately, predominantly driven by FremantleMedia and digital



2018 Guidance – Growth Rates

REVENUE OUTLOOK

In % and € million

Low

High

+2.5%

6,532

+5.0%

6,692

2

EBITDA expected to be broadly stable in 2018 on a normalised basis



EBITDA OUTLOOK

In % and € million

EBITDA 2018

1,464

1,370

One-off gain

+1%

1,384

-1%

1,356

2017 Reported EBITDA

2017 Operational EBITDA

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Hilflos Mädchen

TANZSCHULE

56

Juwelen Schmuck

THANK YOU!