

KBC

Brussels, 27 June 2018



RTL
GROUP

ENTERTAIN. INFORM. ENGAGE.

Agenda



**Q1 2018
highlights**



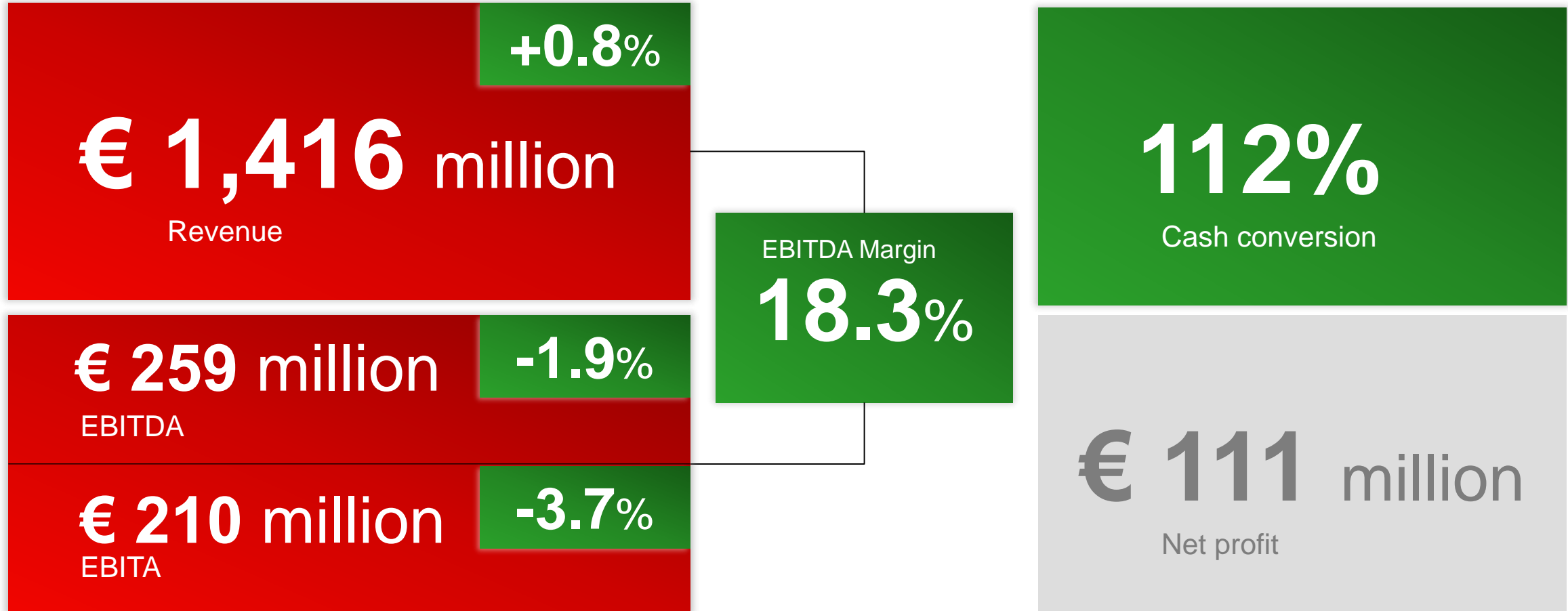
**Business & strategy
update**



Outlook

Q1 2018 Highlights

Good start into 2018 despite negative FX impact and one-off costs



Agenda



Q1 2018
highlights



Business & strategy
update



Outlook

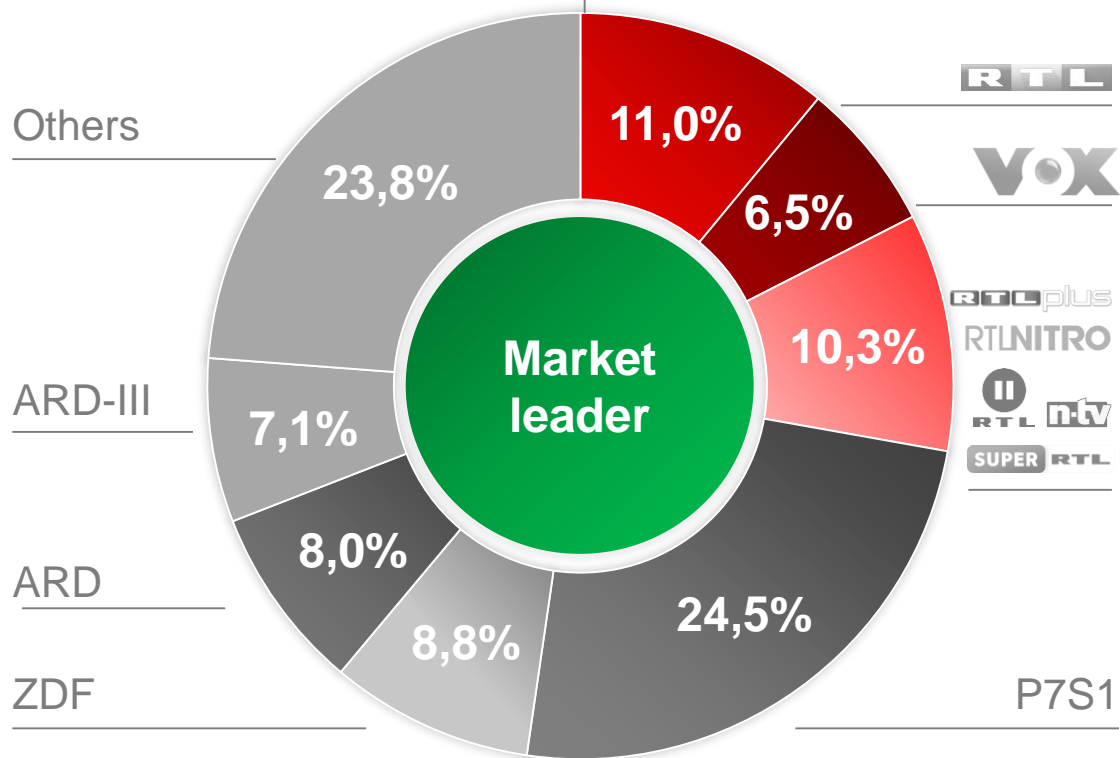
Mediengruppe RTL Deutschland

Revenue up driven by growth in advertising

FAMILY OF CHANNELS

14 to 59, Jan-May 2018

MG RTL 27.8%



KEY FINANCIALS : Q1 2018

In € million

+1.5 to +2.5%
TV ad market

REVENUE

519 (2017) / 534 (2018)

EBITDA

167 (2017) / 169 (2018)

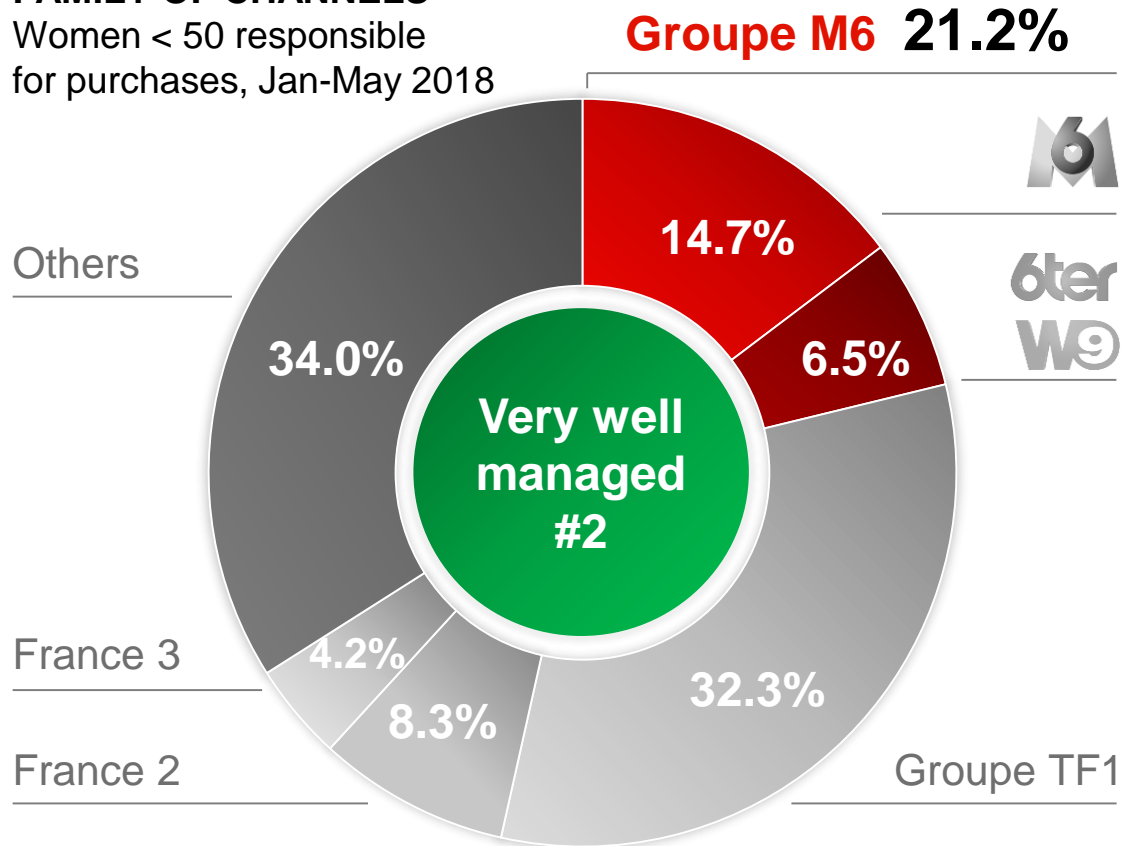
Source: AGF in cooperation with GfK; free-to-air channels only

Groupe M6

Good advertising revenue development; one-offs impact EBITDA

FAMILY OF CHANNELS

Women < 50 responsible for purchases, Jan-May 2018



KEY FINANCIALS : Q1 2018

In € million

+1.7%
TV ad market

REVENUE

360

2017

360

2018

EBITDA

77

2017

76

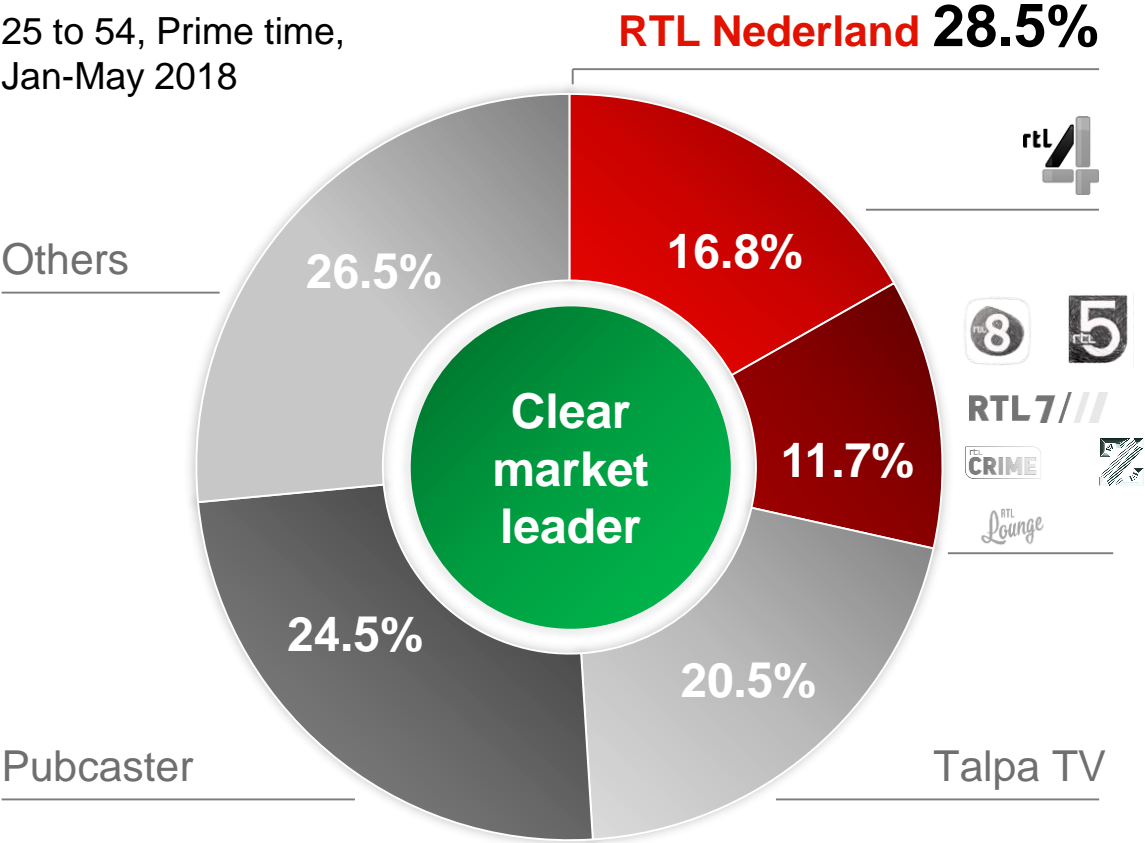
2018

Source: Médiamétrie

Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TF1 Series Films, TFX and TMC

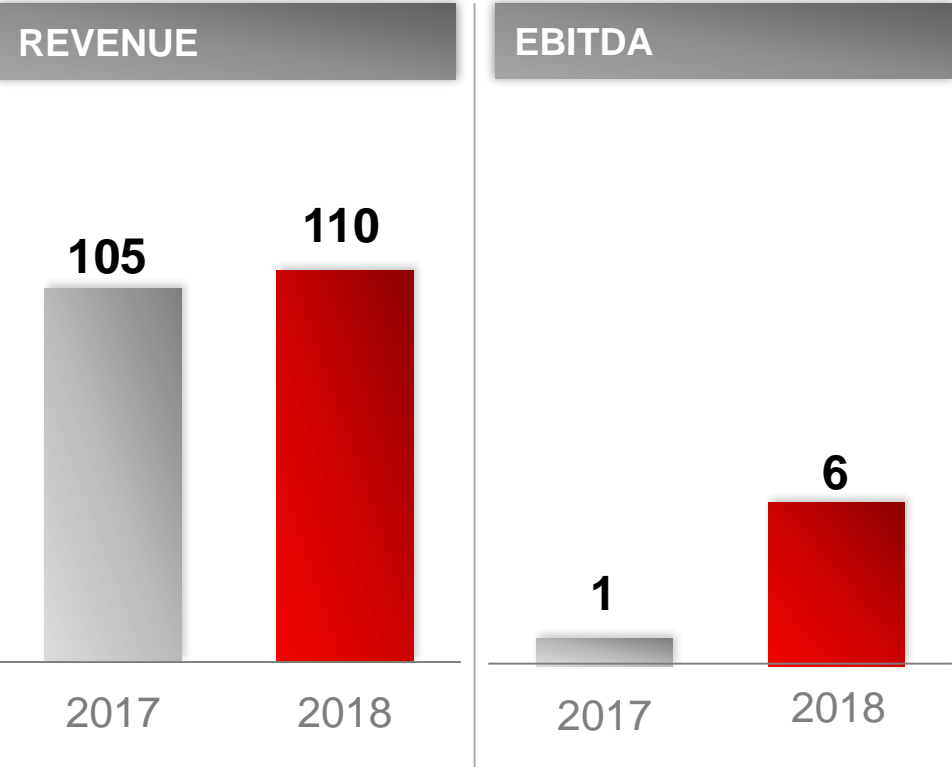
RTL Nederland TV ad market shows positive development

FAMILY OF CHANNELS
25 to 54, Prime time,
Jan-May 2018



KEY FINANCIALS : Q1 2018
(in € million)

+7.4%
TV ad market



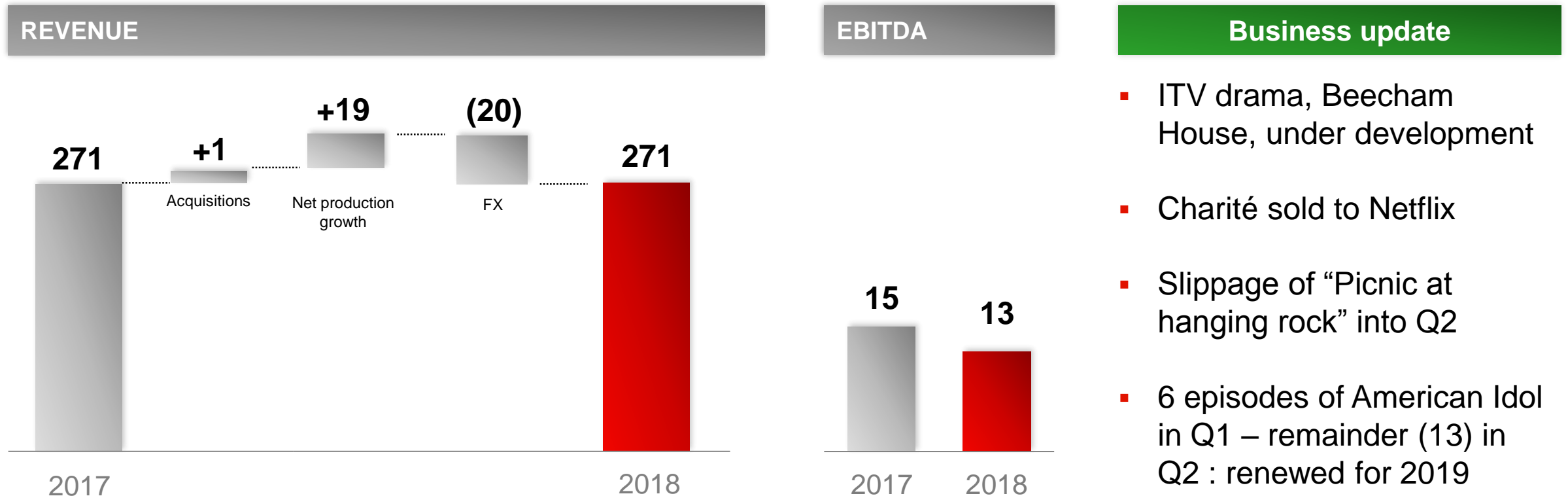
Source: SKO
Talpa TV: SBS6, Net 5, Veronica & SBS 9; Pubcaster: NPO 1, NPO 2 & NPO 3

FremantleMedia

Revenue negatively impacted by FX: organic growth rate of +7%

KEY FINANCIALS : Q1 2018

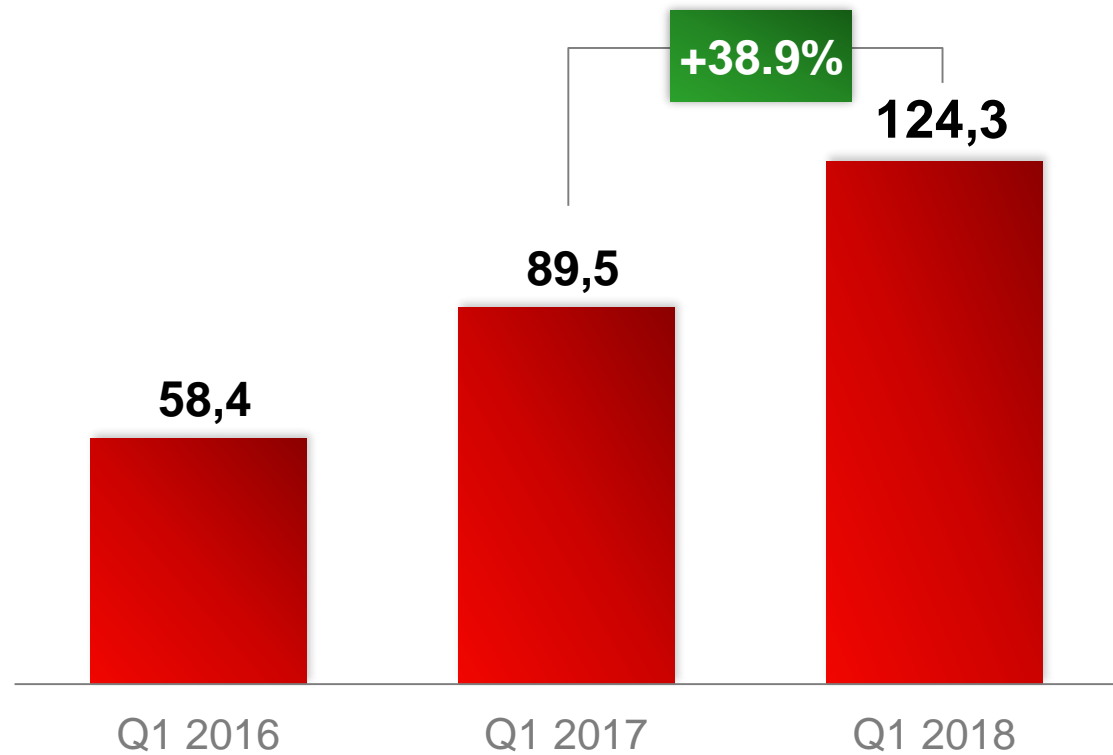
In € million



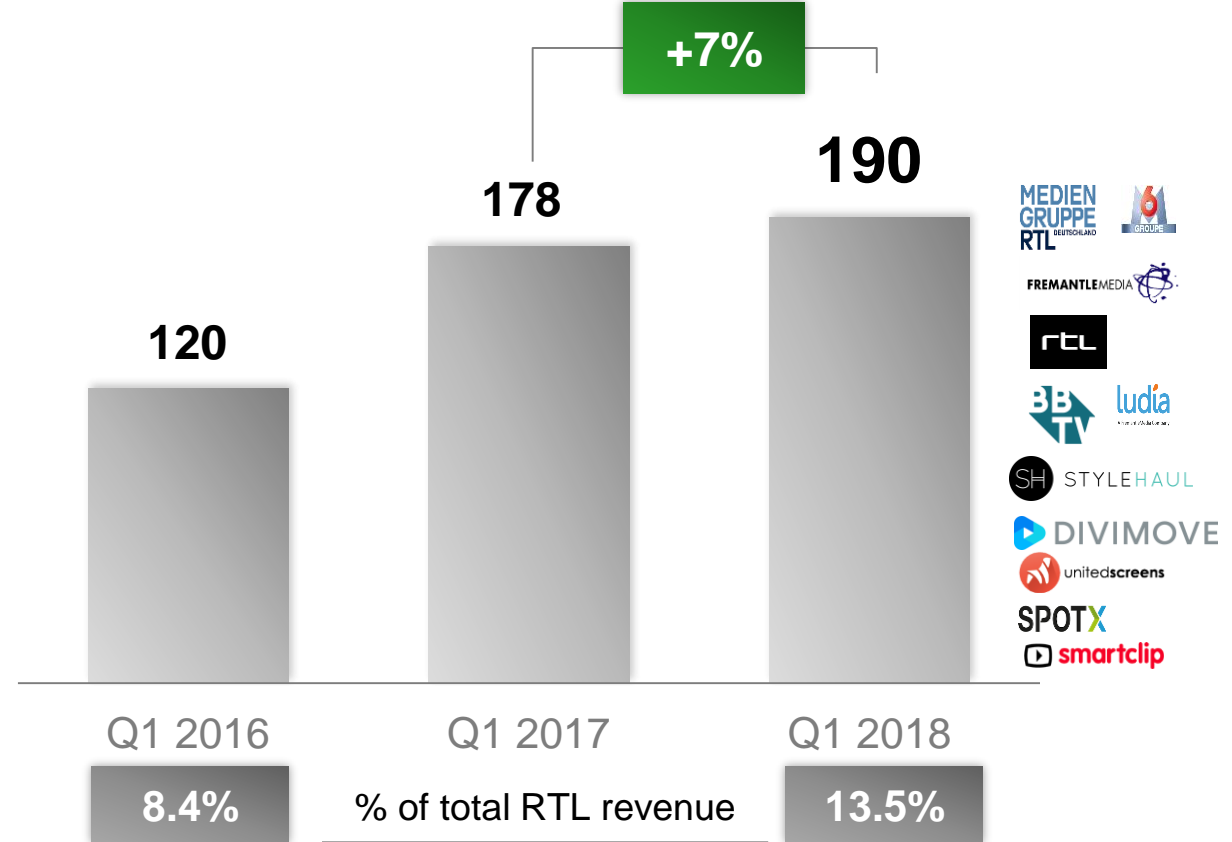
Digital

Growth in video views and revenue continues

VIDEO VIEWS RTL GROUP : Q1 2018
In billion

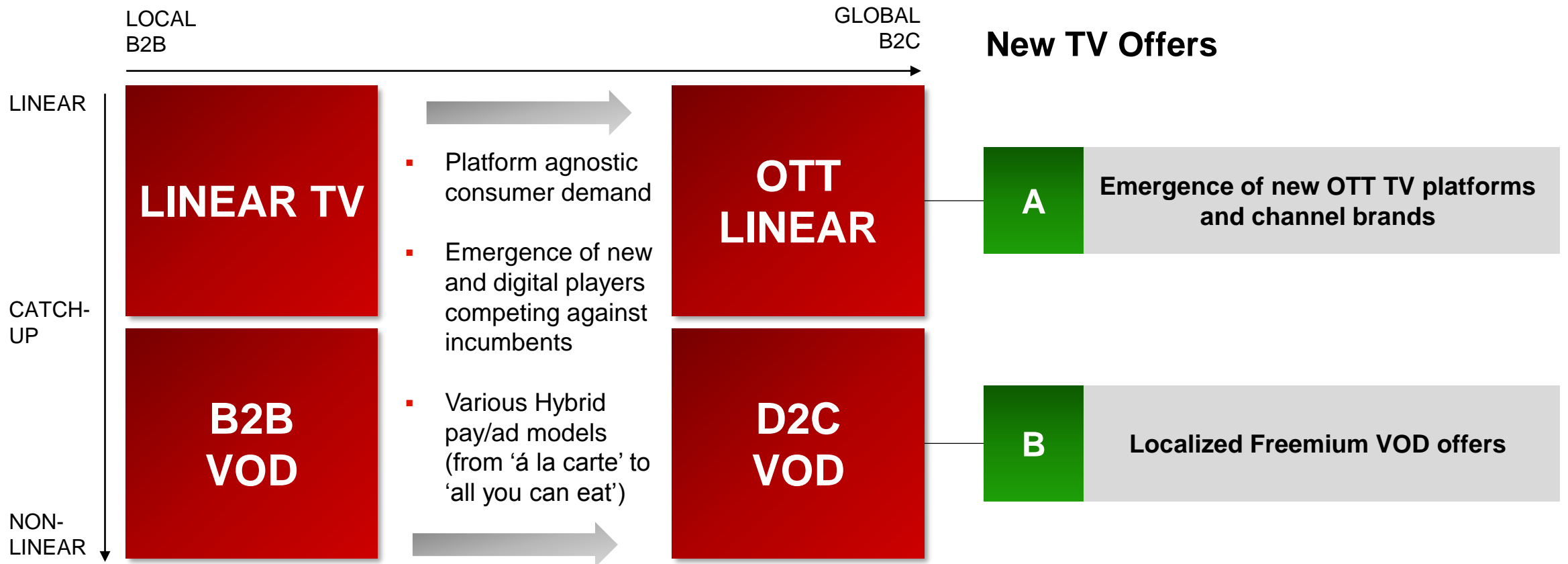


DIGITAL REVENUE : Q1 2018
In € million



Strategy update

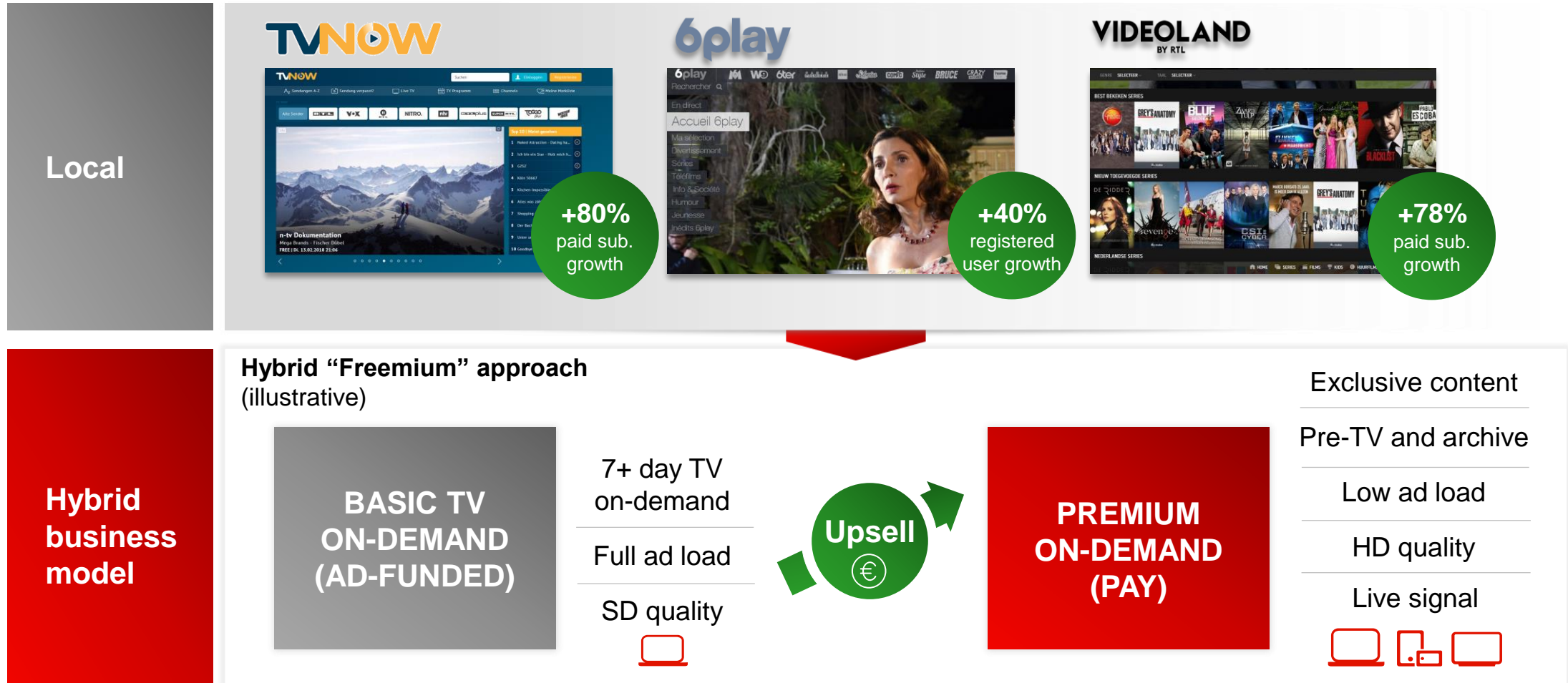
Adapting the business model: more offers for a more connected consumer



TV content still speaks to the young demo, but traditional distribution & monetisation no longer meets their needs

Strategy update

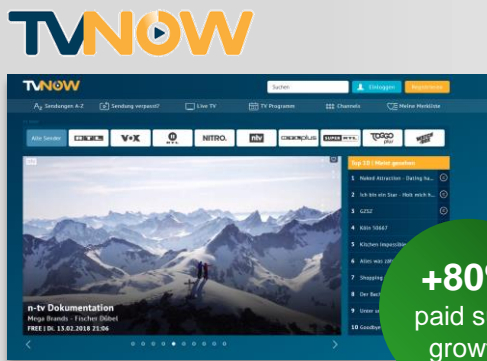
Enhancing our local TV on-demand offers...




Strategy update

...accelerated by more group-wide cooperation


Local



+80%
paid sub.
growth



+40%
registered
user growth



+78%
paid sub.
growth





Key
priority
across the
Group

- 1

Grow local content investments with digital first originals
- 2

Develop hybrid business model with strong consumer appeal
- 3

Utilising common VOD tech platform across the Group
First steps via 6play white-label solution

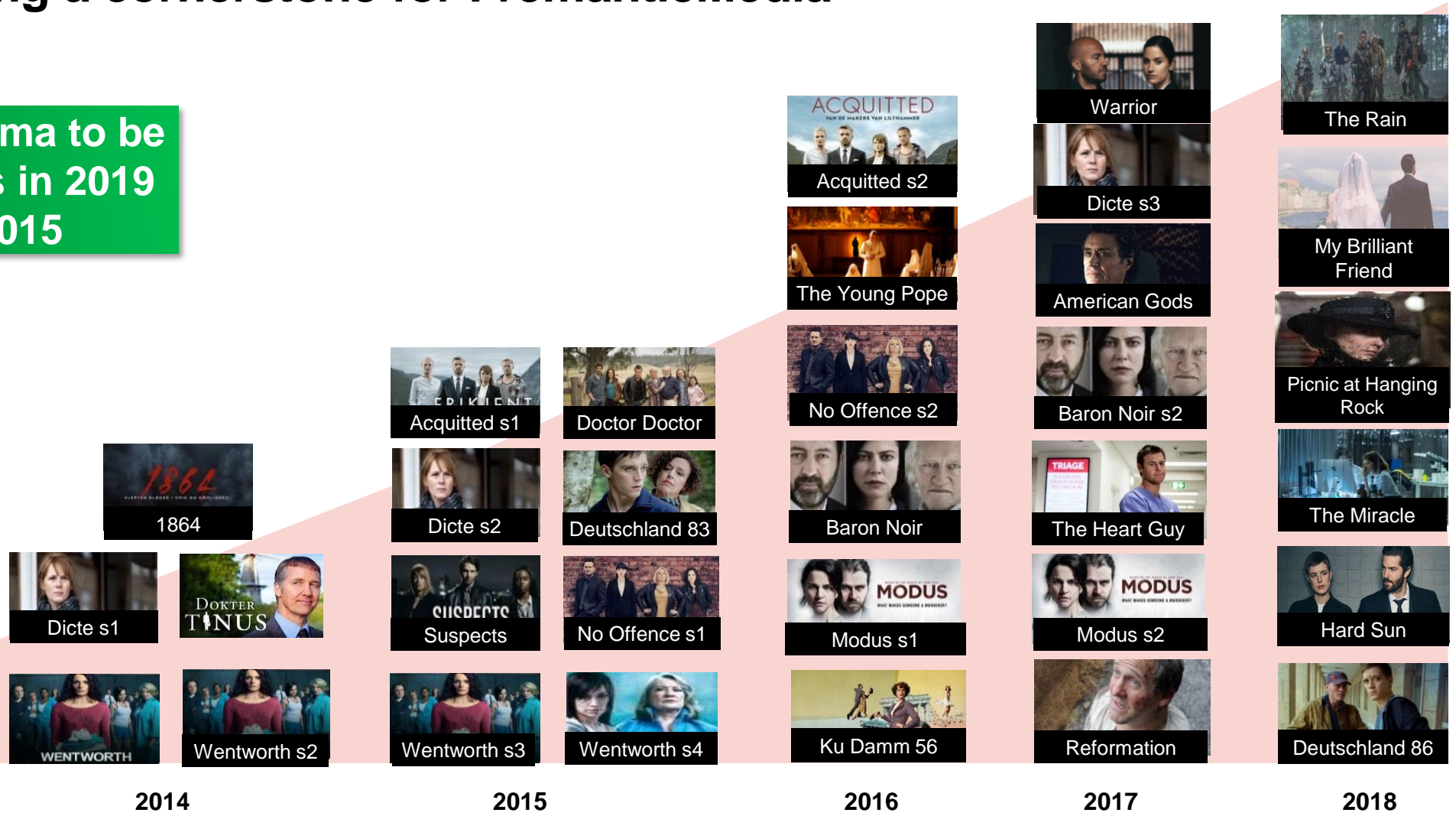





Strategy update

Drama becoming a cornerstone for FremantleMedia

International Drama to be 21% of revenues in 2019 vs. 6% in 2015





Soaps were the starting point ...



Strategy update

Multi-platform networks: RTL Group is well placed

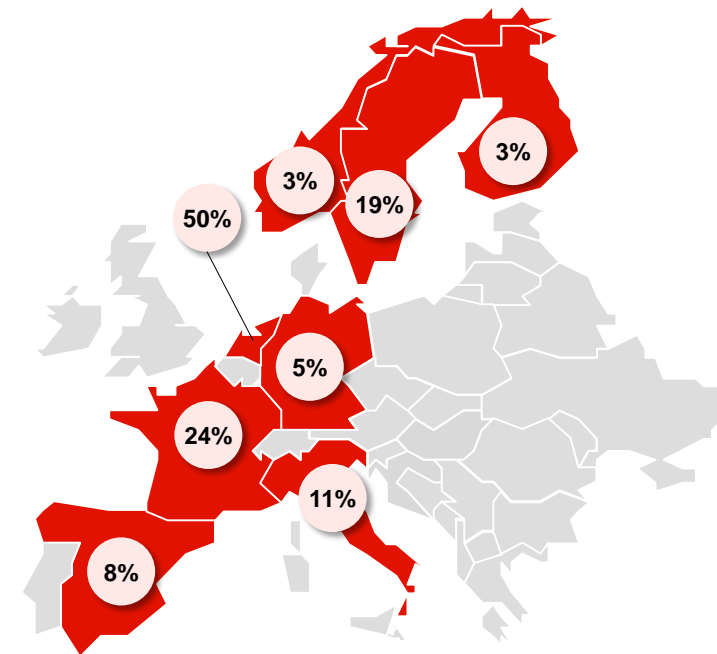
RTL Group MPNs have grown views by 54% yoy to 385bn...

		Global views*
	#1 globally	337bn
	#1 in beauty & fashion	27bn
	#1 in Europe	18bn
	#1 in Nordics	2.7bn

7 new offices & 5 new countries in 2017-2018

... and now command a 15%+ share of global YT video views

RTL Group % of 2017 YT video views *



Source: Tubular for US/CAN, W-EU incl UK

* Includes: FremantleMedia, BBTv, StyleHaul, Divimove and United Screens

Strategy update

Total video: strong capabilities within European footprint

✓ Leading Pan-EU footprint,...
 ✓ ... premium/trusted inventory...
 ✓ ...and ad-sales / tech



FTA TV

MEDIEN GRUPPE RTL
 6
 rtl
 RTL TVI
 RTL HRVATSKA
 RTL KLUB
 ATRESMEDIA

SALES

6 PUBLICITE
 IP
 IP
 rtl
 RTL AdConnect
 International Advertising Solutions

DIGITAL

TVNOW
 6play
 rtlxl
 FREMANTLEMEDIA
 BroadbandTV
 SH
 DIVIMOVE
 unitedscreens

TECH

smartclip
 SPOTX
 videoamp
 clypd

KEY PRIORITIES

Educate clients and tap into new pan-EU budgets

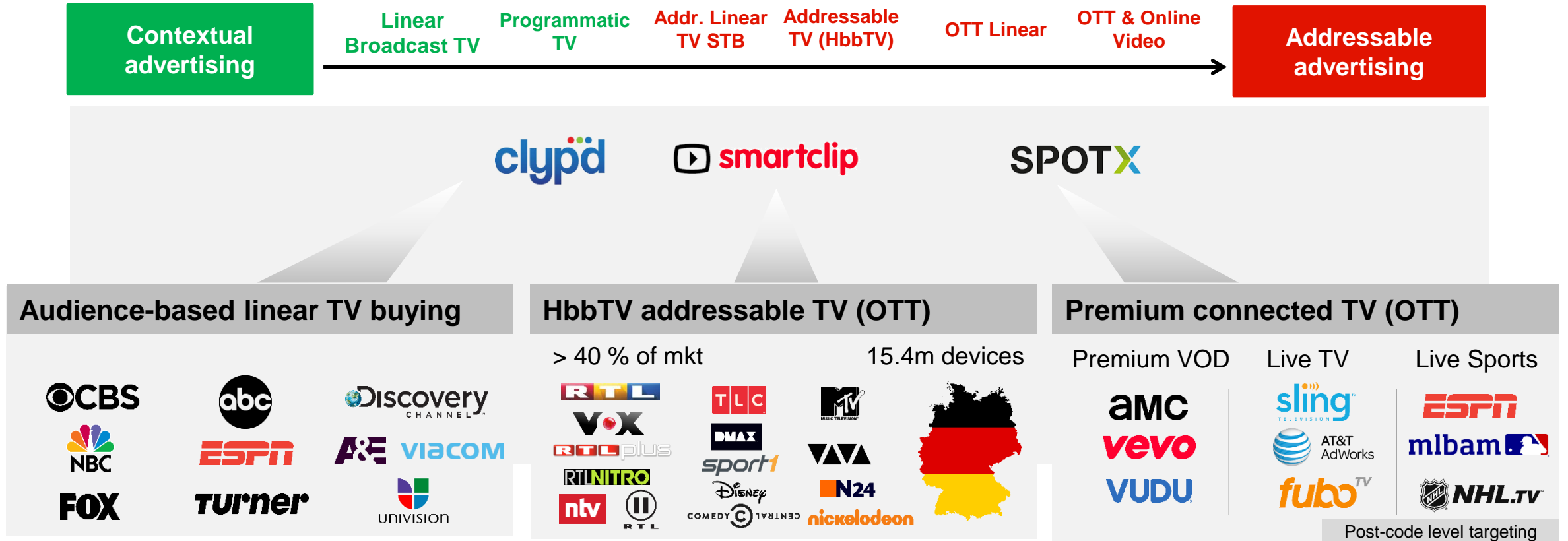
Leverage scale vs. platforms

Innovate ad-formats (e.g. ATV, brand integrations)

Markets **Core** Sales partner Pure Digital

Strategy update

Total video: ad-stack positioned in growth segments alongside key clients



Agenda



**Q1 2018
highlights**



**Business & strategy
update**



Outlook

RTL Group

Confirming 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

1,464

One-off gain

1,370

EBITDA 2018

+1%

1,384

-1%

1,356

2017 Reported EBITDA

2017 Operational EBITDA

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