

Commerzbank
May 23 and 24th 2017



Entertain. Inform. Engage.

RTL
GROUP

ENTERTAIN. INFORM. ENGAGE.

Agenda



**Q1 2017
highlights**



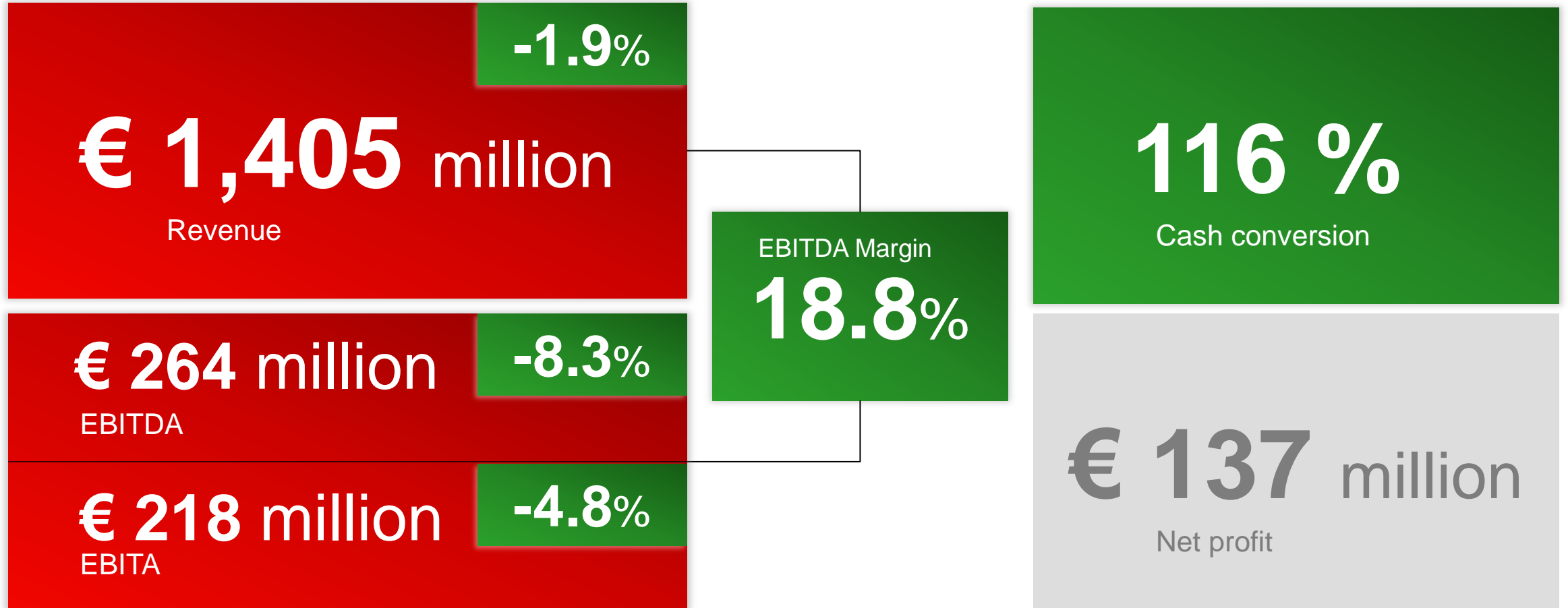
**Business
update**



Outlook

Q1 2017 Highlights

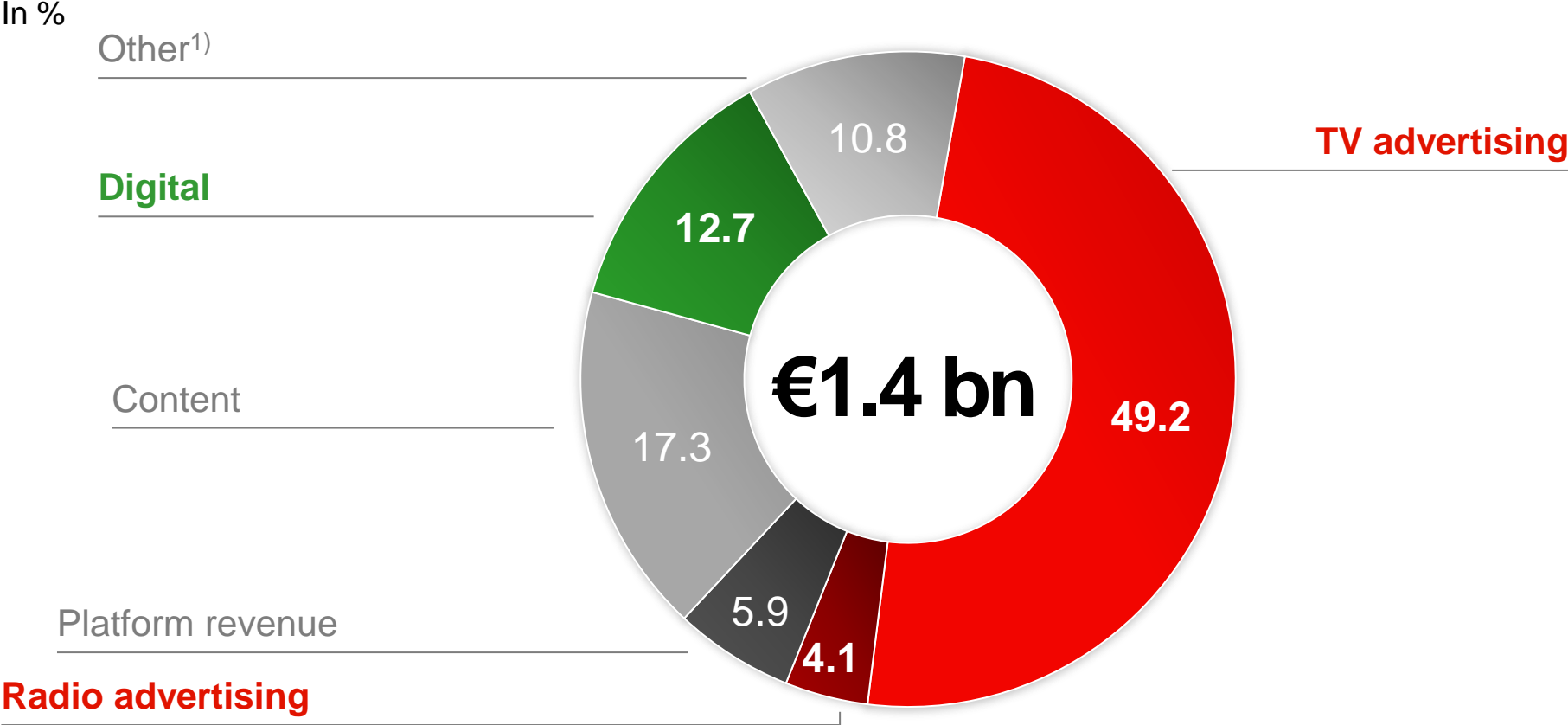
Expected soft start into 2017 due to comp's & absence of American Idol



Q1 2017 Highlights

Growing non-advertising related revenue streams

RTL GROUP Q1 2017 REVENUE SPLIT



1) Other include home shopping, merchandising, e-commerce, technical services...

Agenda



**Q1 2017
highlights**



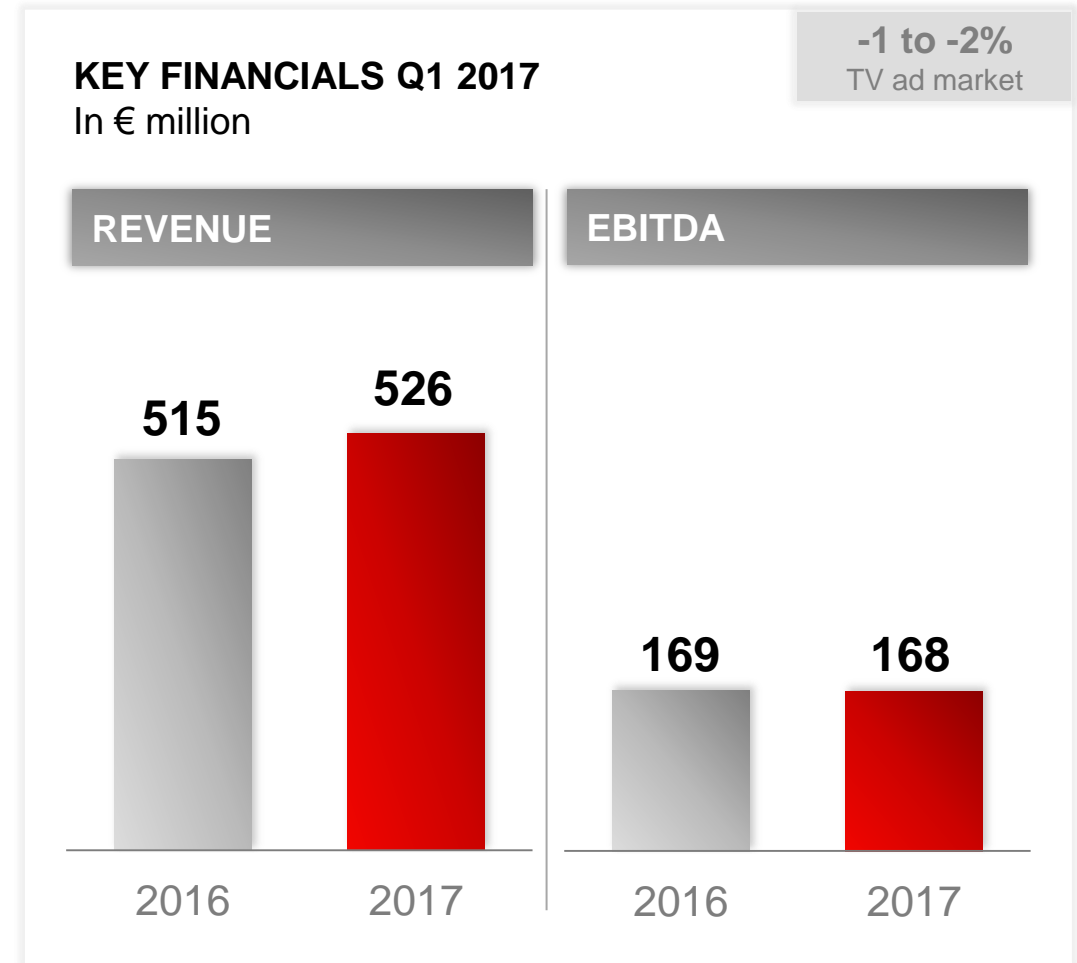
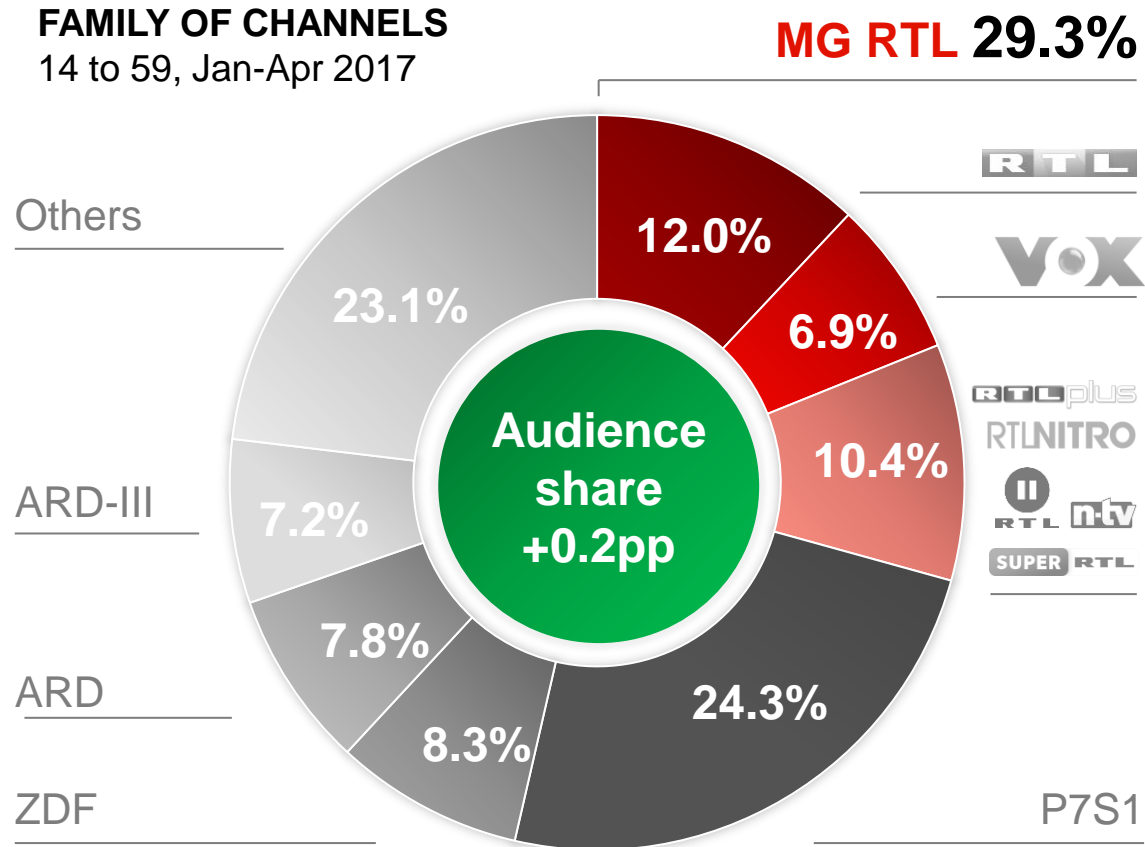
**Business
update**



Outlook

Mediengruppe RTL Deutschland

Improved audiences; revenue slightly up in slow start to ad market



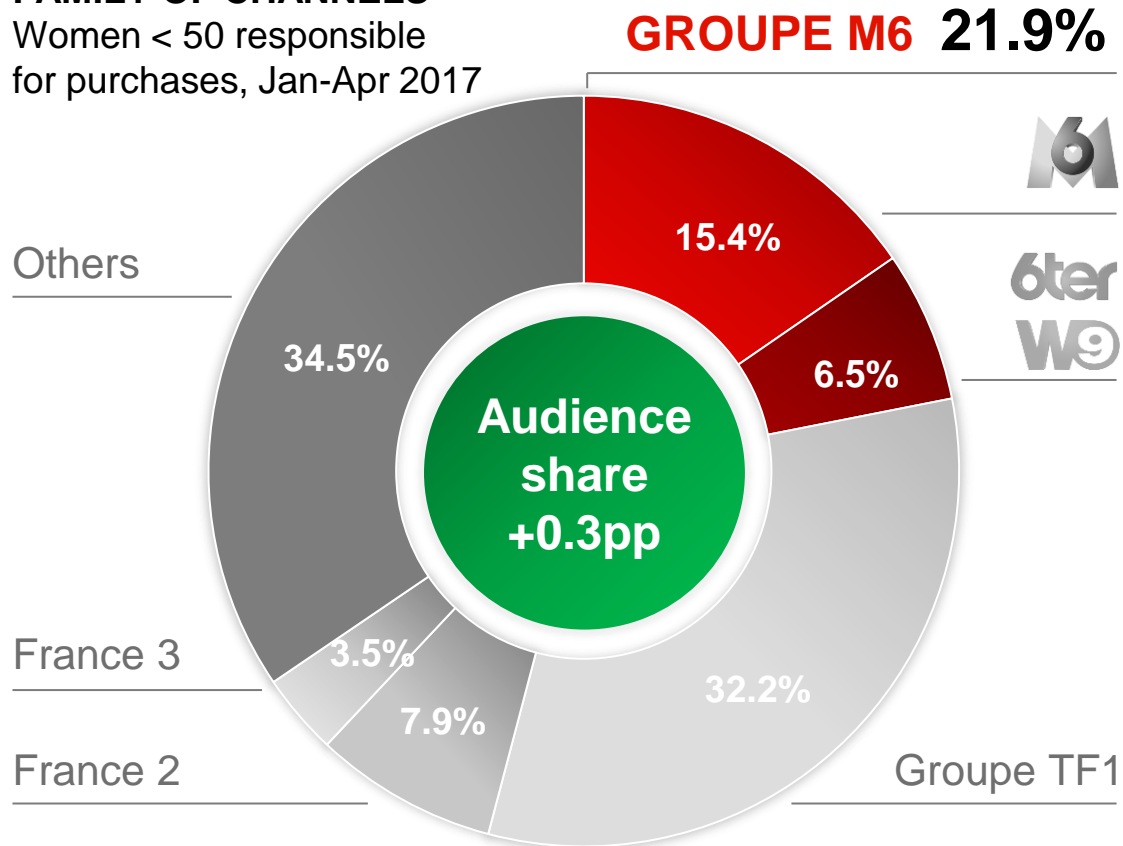
Source: AGF in cooperation with GfK

Groupe M6

Strong advertising revenue; re-investments into grid

FAMILY OF CHANNELS

Women < 50 responsible for purchases, Jan-Apr 2017



KEY FINANCIALS Q1 2017

In € million

+2%
TV ad market

REVENUE

313

2016

324

2017

EBITDA

90

2016

76

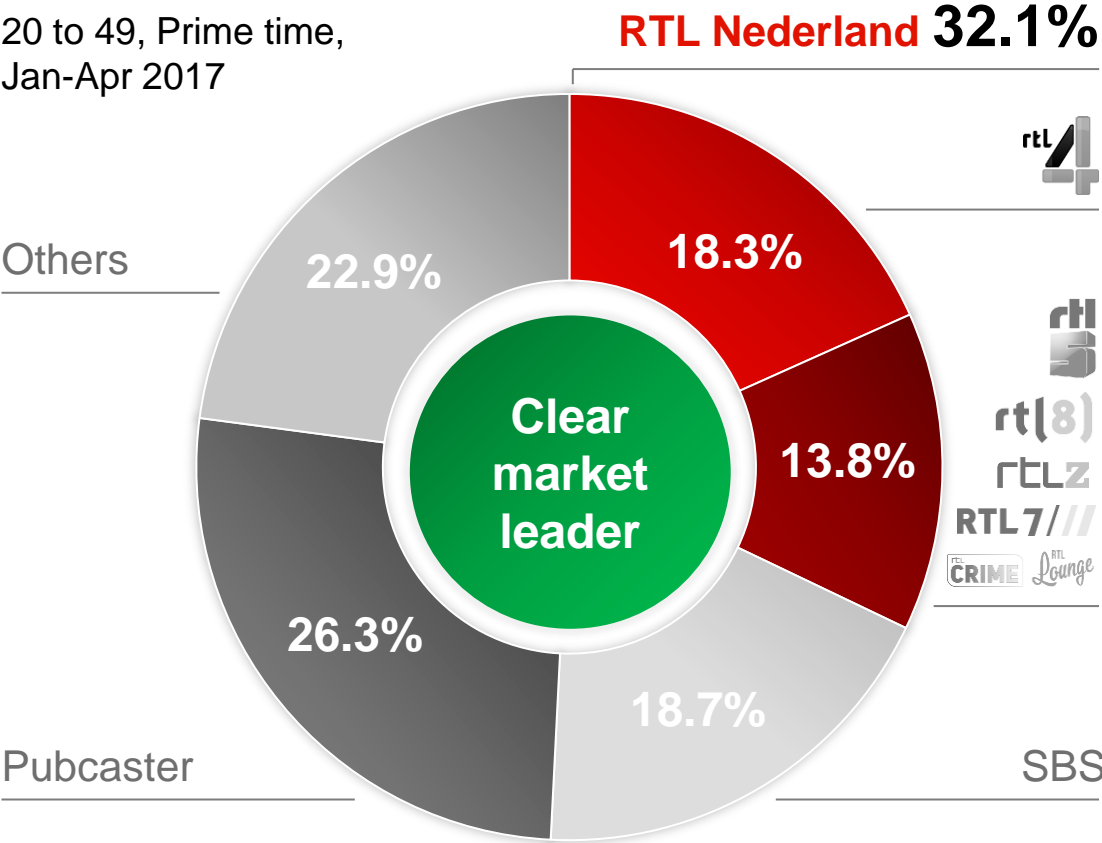
2017

Source: Médiamétrie

Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

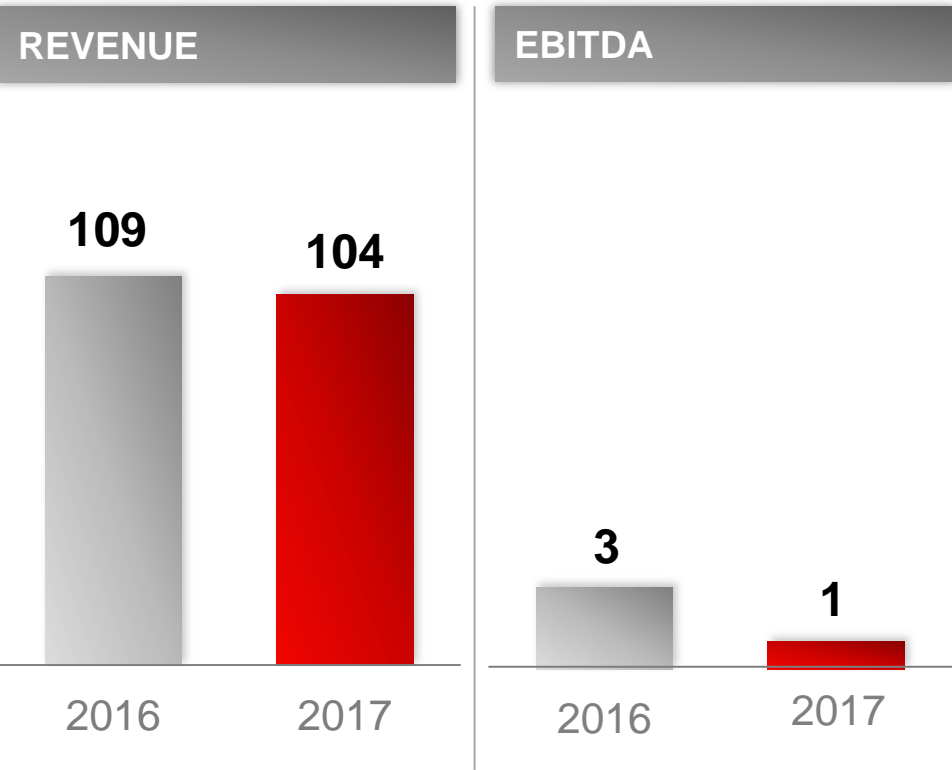
RTL Nederland TV ad market remains difficult

FAMILY OF CHANNELS
20 to 49, Prime time,
Jan-Apr 2017



KEY FINANCIALS Q1 2017
(in € million)

-5%
TV ad market



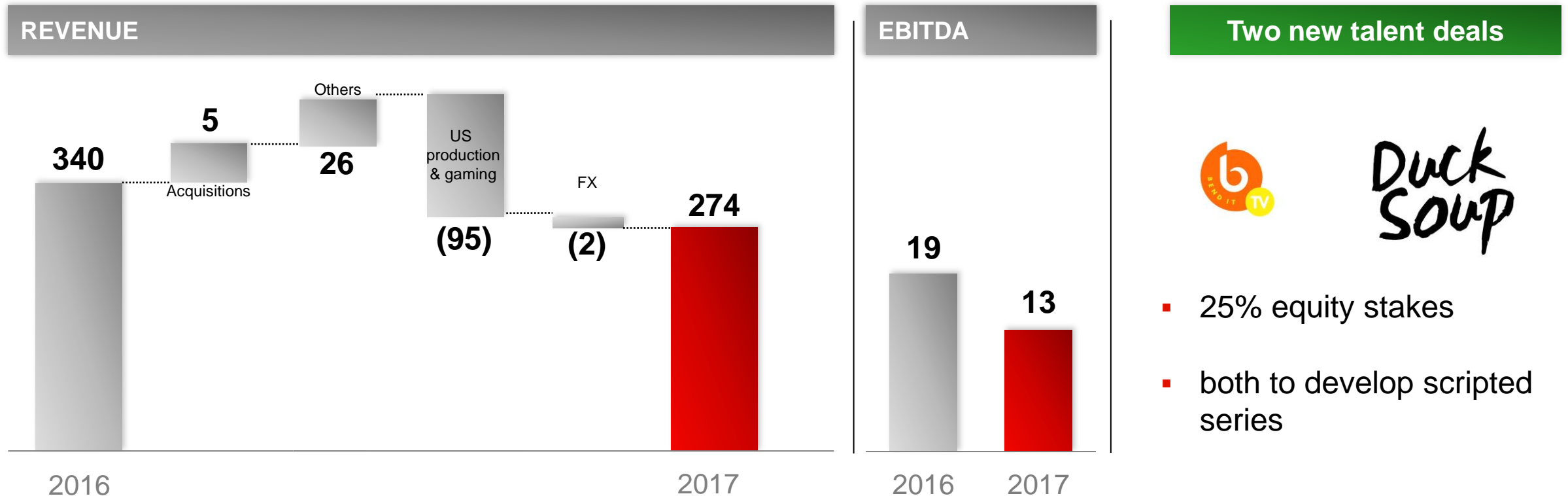
Source: SKO
SBS: SBS6, Net 5, Veronica & SBS 9; Pubcaster: NPO 1, NPO 2 & NPO 3

FremantleMedia

Absence of American Idol in Q1 : Q2 to benefit from American Gods

KEY FINANCIALS Q1 2017

In € million

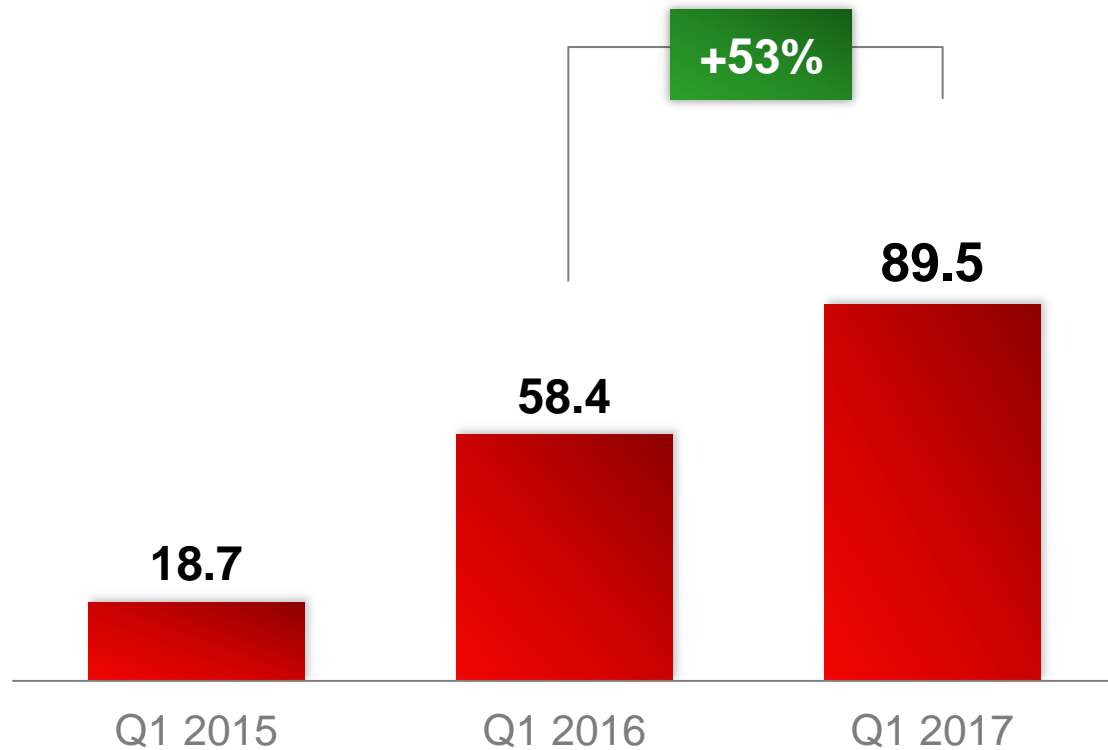


Digital

Growth in video views and revenue continues

VIDEO VIEWS RTL GROUP Q1 2017

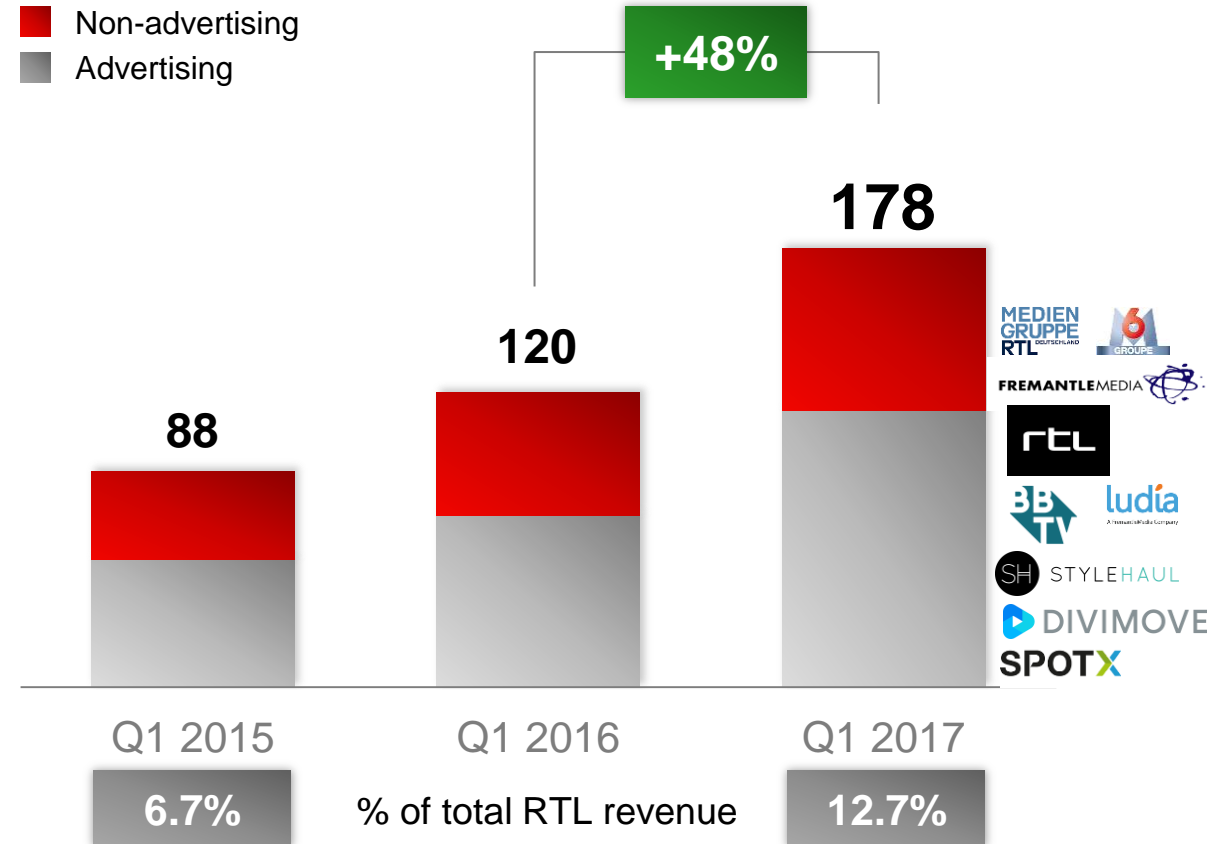
In billion



DIGITAL REVENUE Q1 2017

In € million

- Non-advertising
- Advertising



Agenda



Q1 2017
highlights



Business
update



Outlook

RTL Group

Confirming outlook for 2017

1

Revenue expected to grow moderately, predominantly driven by the Group's digital businesses



2

EBITDA (on a reported basis) to be broadly stable



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