



*UniCredit & Kepler Cheuvreux  
Frankfurt  
21 January 2019*



ENTERTAIN. INFORM. ENGAGE.

# Agenda

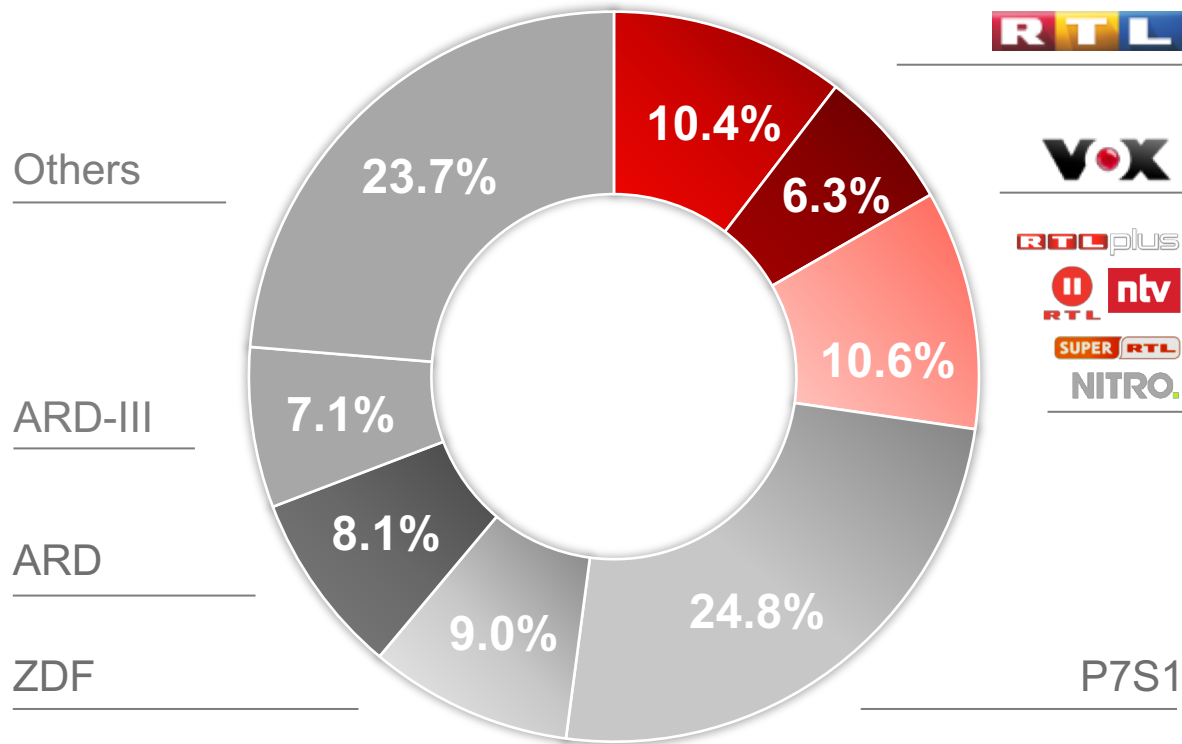
 <p><b>Business segments</b></p> <hr/>	 <p>Strategy</p> <hr/>

# Mediengruppe RTL Deutschland

## Audience share lead in most important time slots...

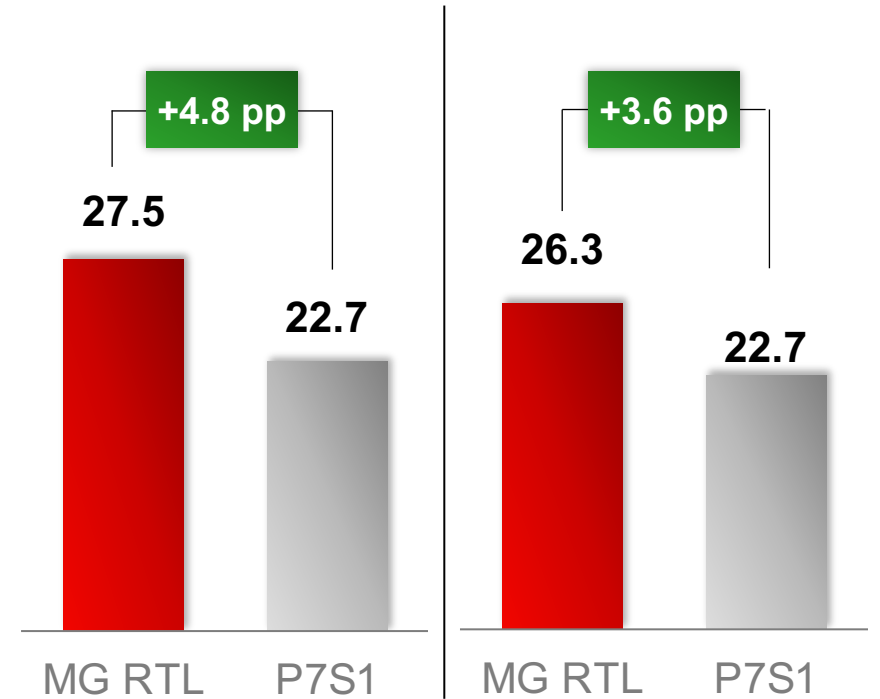
**FAMILY OF CHANNELS**  
14 to 59, 12 mths 2018

**MG RTL<sup>1</sup> 27.3%**



**ACCESS PRIME TIME**  
(17 – 20h) 14 to 59, in %

**PRIME TIME**  
(20 – 23h) 14 to 59, in %



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)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Early morning 06.00-09.00			-3.8 (-1.0)			<b>+2.5</b> (+3.8)	<b>+7.3</b> (+8.5)
Late morning 09.00-13.00			-3.0 (+0.6)			-3.4 (-1.3)	<b>+2.3</b> (+3.6)
Afternoon 13.00-17.00			-2.3 (+/-0.0)			-0.4 (+0.3)	<b>+3.2</b> (+2.6)
Access PT 17.00-20.15			<b>+3.8</b> (+3.1)			<b>+5.4</b> (+4.6)	<b>+3.0</b> (+4.3)
Primetime 1 20.15-21.15	-0.6 (-0.3)	<b>+4.0</b> (+4.7)	<b>+3.8</b> (+5.5)	<b>+1.6</b> (-0.9)	<b>+2.3</b> (+2.3)	<b>+4.8</b> (+5.3)	-2.2 (-2.4)
Primetime 2 21.15-22.15	<b>+2.6</b> (+2.3)	<b>+4.1</b> (+5.1)	<b>+3.7</b> (+5.0)	<b>+0.3</b> (-1.3)	<b>+1.5</b> (+1.8)	<b>+5.1</b> (+5.9)	
Primetime 3 22.15-23.15	<b>+0.9</b> (+1.9)	<b>+6.0</b> (+6.9)	<b>+4.0</b> (+6.1)	-0.0 (-1.8)	<b>+1.7</b> (+4.1)	<b>+5.4</b> (+7.0)	-1.8 (+0.4)
Late night 23.15-01.00			<b>+2.7</b> (+3.8)			<b>+5.7</b> (+6.0)	-2.0 (-0.5)

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

■ Cum. % points ahead of Pro7 & Sat.1



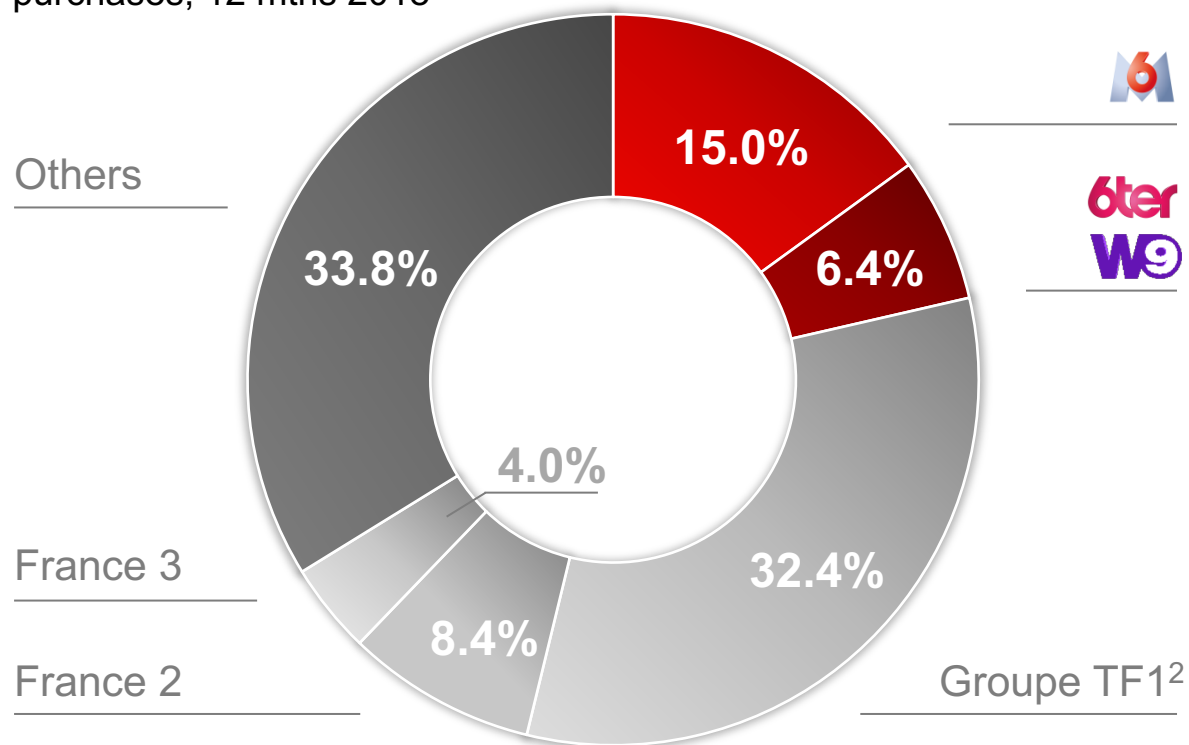
# Groupe M6

## Strong overall performance in 2018

### FAMILY OF CHANNELS

Women < 50 responsible for purchases, 12 mths 2018

**GROUPE M6<sup>1</sup> 21.4%**



### 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 ....

Source: Médiamétrie

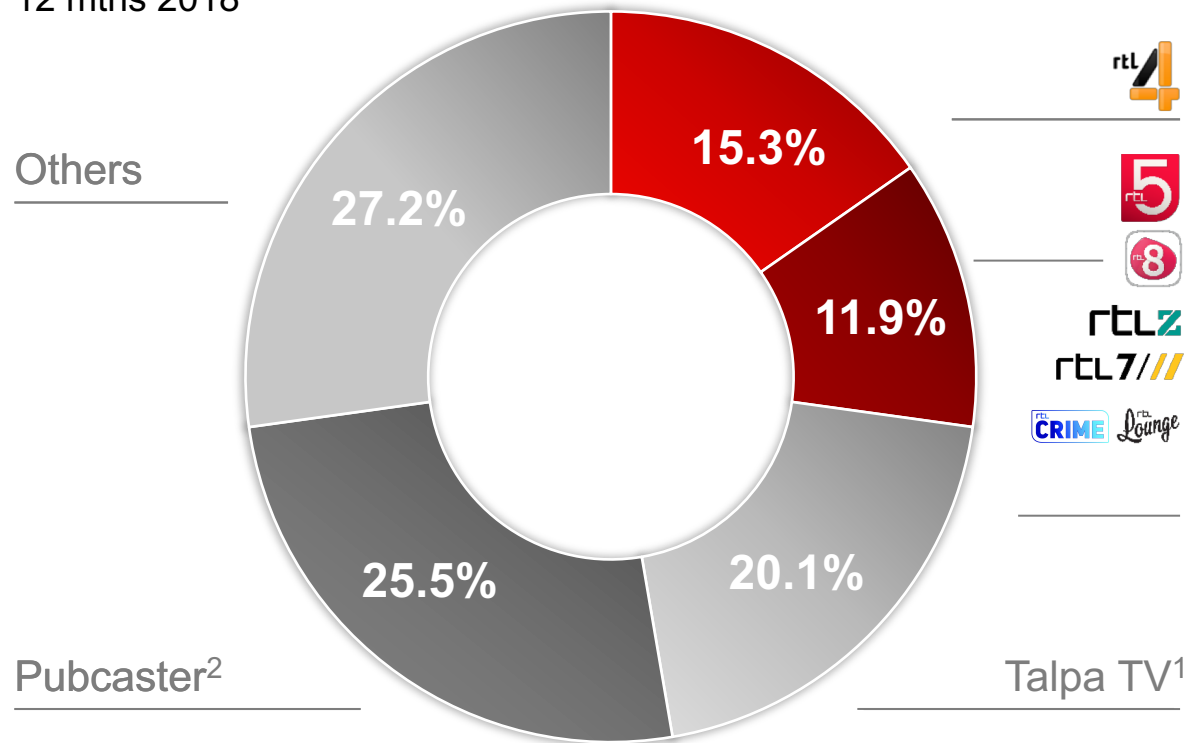
Notes: 1. Groupe M6 includes M6, W9 and 6ter. 2. Groupe TF1 includes TF1, TF1 Series Films, TFX and TMC

# RTL Nederland

## Advertising market remains positive

### FAMILY OF CHANNELS

25 to 54, Prime time,  
12 mths 2018



### Challenges & opportunities ahead

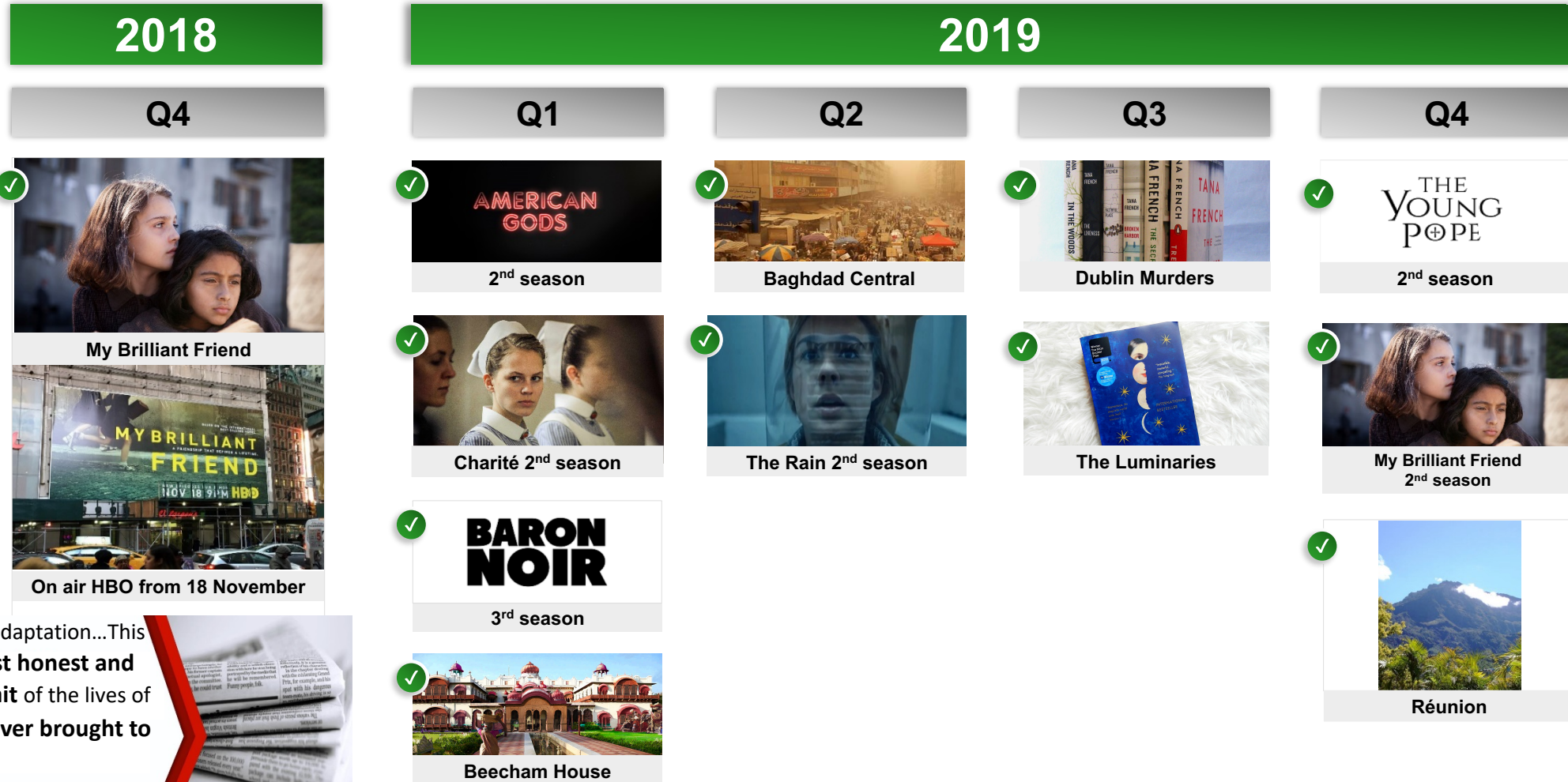
- Risk of a change in the public channels sales System re: volume discounts
- Ad sales representation agreement signed for former Branddeli channels
- Two-thirds of TV programme budget on local content
- Further investments in Videoland (personalisation, discovery, stability etc) and content
- Continue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

Source: SKO

Notes: 1. Talpa TV: SBS6, Net 5, Veronica & SBS 9. 2. Pubcaster: NPO 1, NPO 2 & NPO 3.

# Fremantle

## Drama launches to come – and expected timing of delivery



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

Selection of drama slate

Fremantle

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

**FAMILY FEUD**  
**MY MOM COOKS BETTER THAN YOURS**  
**FARMER WANTS A WIFE**  
**GOT TALENT**  
**X FACTOR**

*(Other visible titles include: IDOLS, PRICE IS RIGHT, WHO KNEW, EX ON THE BEACH, PROJECT RUNWAY, APPRENTICE, GRAND DESIGNS, UNDRRESS FOR LOVE, COOKS, CELEBRITY JUICE, JERSEY SHORE, DEAR MORNINGS, YOUR FACT OR MINE, LEGEND OF SHELBY THE SWAMP MAN, LA PRIMA VOLTA, LET'S MAKE A DEAL, RECIPES FROM HOME, LOVE IN THE KITCHEN, MY FIRST HOLIDAY, RTL BOULEVARD, GOLDEN BRAIN, THANK GOD YOU'RE HERE, FAVOURITES BY, RECORDING STUDIO, RTL LATE NIGHT, ZUNHAUSE IM GLÜCK, KILLER KARAOKE, GRANDPAS OVER FLOWERS, HOT STREAK, IDOLS KIDS, FAMILY DUO, MATCH GAME, MY HUSBAND IS DYING, NEMO - NO ONE EXCLUDED, WELCOME ABOARD, RED CARPET, GOING FOR GOLD, ROSSANA KLUVERT ON A MISSION, DOUBLE DARE, HEAR ME, LOVE ME, SEE ME, GRAND DESIGNS HOUSE OF THE YEAR, ARTISAN, ESCAPE TO THE COUNTRY, DON'T STOP ME NOW, SUPER TOY CLUB, STORAGE WARS, THE YOU'RE FIRED, WHAT'S MY LINE, JÜLIA, NON É L'ARENA, APPRENTICE, SECRET ADMIRER, KEEP TALKING, GRAND DESIGNS, EX ON THE BEACH, UNDRRESS FOR LOVE, PASSWORD, FARMER WANTS A WIFE - TALK SHOW, PROPERTY LADDER, DANCING WITH THE STARS, TO TELL THE TRUTH, REBOUND, COCHINEROS, BEST PERFORMER, DISTRACTION, BENEFITS STREET)*

**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 %

Platform<sup>1</sup>

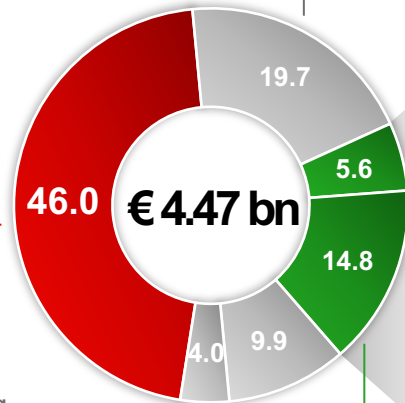
Content

TV advertising

Radio advertising

Other

Digital<sup>2</sup>



### PLATFORM AND DIGITAL REVENUE In € million<sup>3</sup>

**+7.3%**

YoY growth

**+17.9%**

**911**

251

660

9 mths 2018

% of total RTL  
Group revenue

**5.6%**

**14.8%**

■ Platform ■ Digital

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



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

# Agenda

1



Business  
segments

---

2

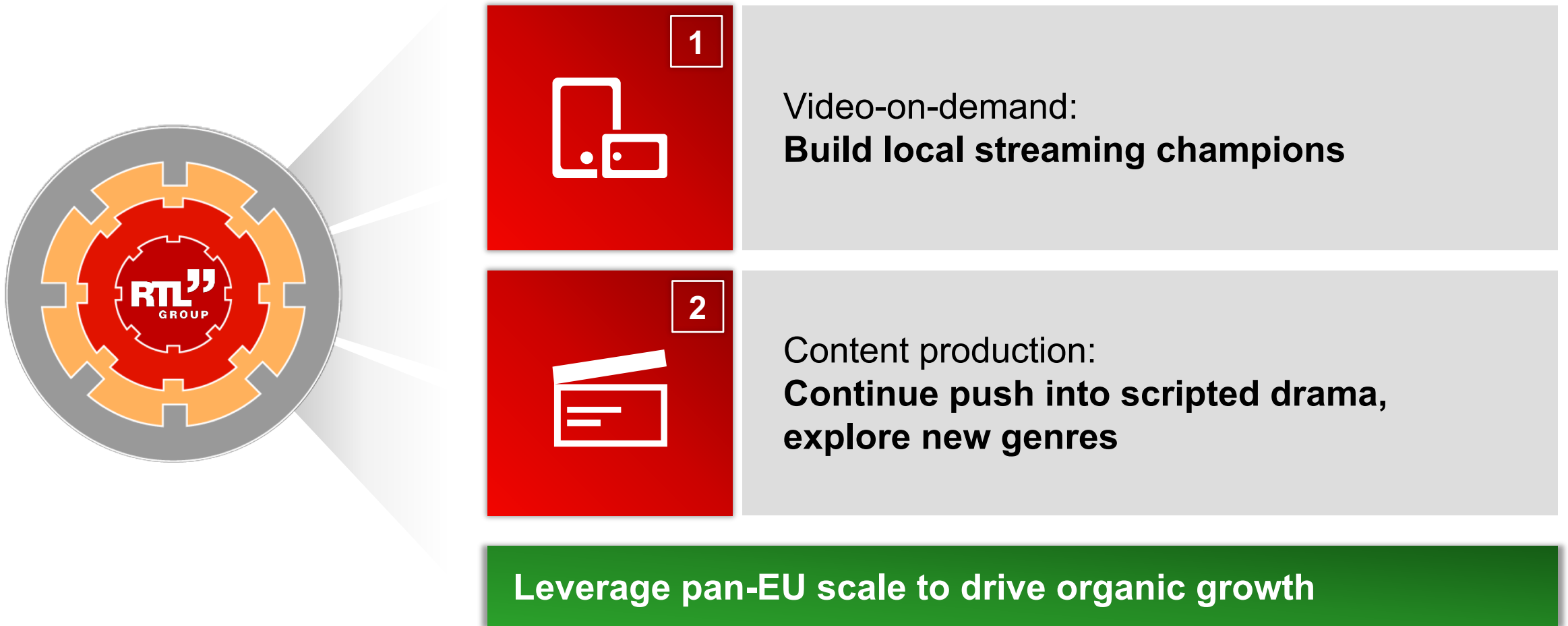


Strategy

---

# Strategy 2018

## More organic growth initiatives in two main areas



# Summary

## Common goal to drive RTL forwards



# Disclaimer

This presentation is not an offer or solicitation of an offer to buy or sell securities. It is furnished to you solely for your information and use at this meeting. It contains summary information only and does not purport to be comprehensive or complete, and it is not intended to be (and should not be used as) the sole basis of any analysis or other evaluation.

No representation or warranty (express or implied) is made as to, and no reliance should be placed on, any information, including projections, estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein. By accepting this presentation you acknowledge that you will be solely responsible for your own assessment of the market and the market position of RTL Group S.A. (the "Company") and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company's business.

This presentation contains certain forward-looking statements relating to the business, financial performance and results of the Company and/or the industry in which the Company operates. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words "believes," "expects," "predicts," "intends," "projects," "plans," "estimates," "aims," "foresees," "anticipates," "targets," "will," "would," "could" and similar expressions. The forward-looking statements contained in this presentation, including assumptions, opinions and views of the Company or cited from third-party sources, are solely opinions and forecasts which are uncertain and subject to risks and uncertainty because they relate to events and depend upon future circumstances that may or may not occur, many of which are beyond the Company's control. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, performance or achievements of the Company or any of its subsidiaries (together with the Company, the "Group") or industry results to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual events may differ significantly from any anticipated development due to a number of factors, including without limitation, changes in general economic conditions, in particular economic conditions in core markets of the members of the Group, changes in the markets in which the Group operates, changes affecting interest rate levels, changes affecting currency exchange rates, changes in competition levels, changes in laws and regulations, the potential impact of legal proceedings and actions, the Group's ability to achieve operational synergies from past or future acquisitions and the materialization of risks relating to past divestments. The Company does not guarantee that the assumptions underlying the forward-looking statements in this presentation are free from errors and it does not accept any responsibility for the future accuracy of the opinions expressed in this presentation. The Company does not assume any obligation to update any information or statements in this presentation to reflect subsequent events. The forward-looking statements in this presentation are made only as of the date hereof. Neither the delivery of this presentation nor any further discussions of the Company with any of the recipients thereof shall, under any circumstances, create any implication that there has been no change in the affairs of the Company since such date.

This presentation is for information purposes only, and does not constitute a prospectus or an offer to sell, exchange or transfer any securities or a solicitation of an offer to purchase, exchange or transfer any securities in or into the United States or in any other jurisdiction. Securities may not be offered, sold or transferred in the United States absent registration or pursuant to an available exemption from the registration requirements of the U.S. Securities Act of 1933, as amended.