



ENTERTAIN. INFORM. ENGAGE.

Agenda



Full-year 2017 highlights



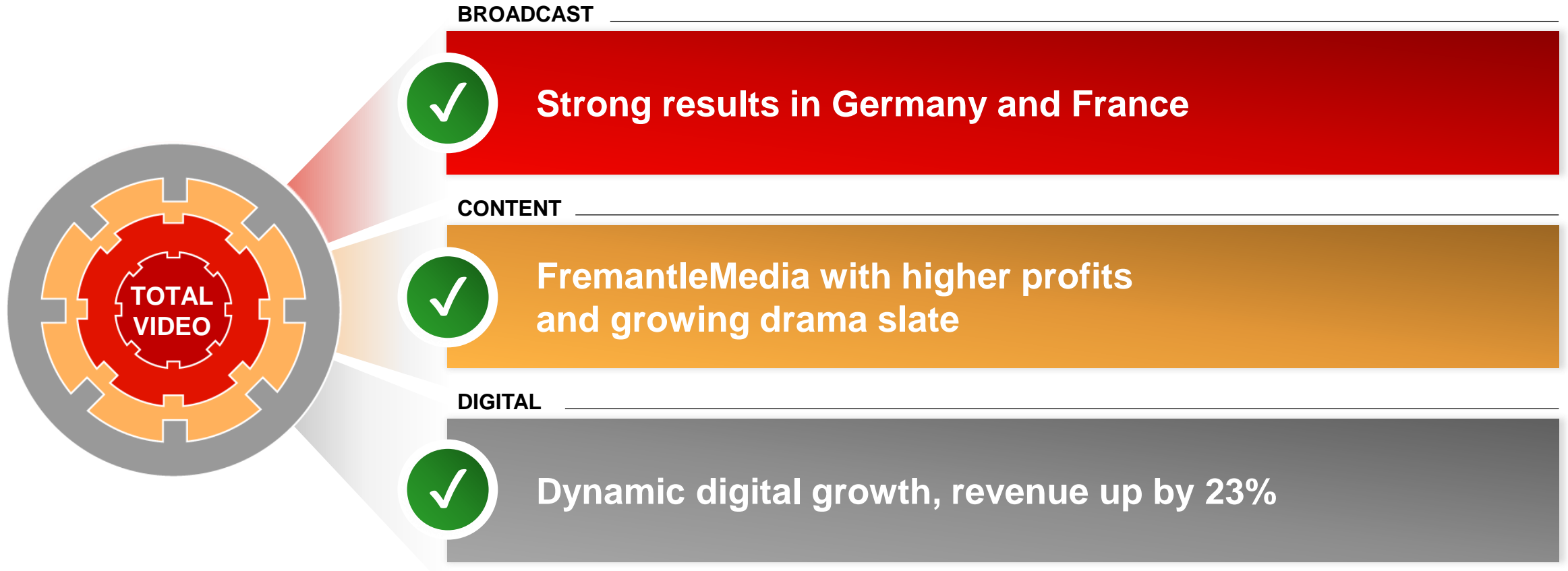
Business update



Outlook 2018

Highlights

Total Video strategy continues to pay off...



Highlights

...with another set of record results

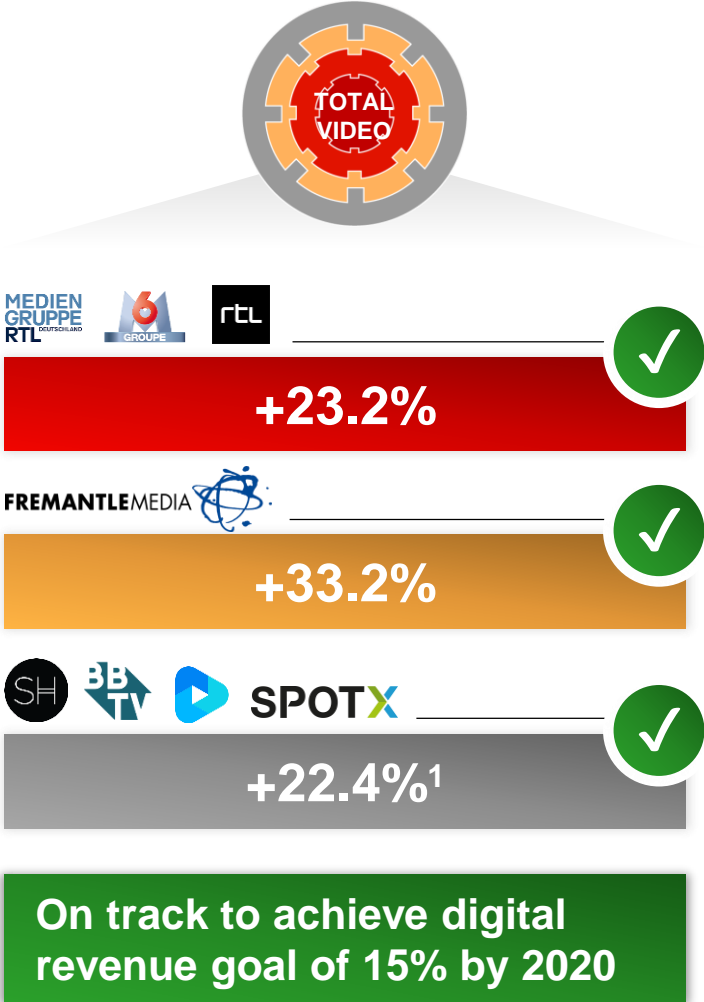
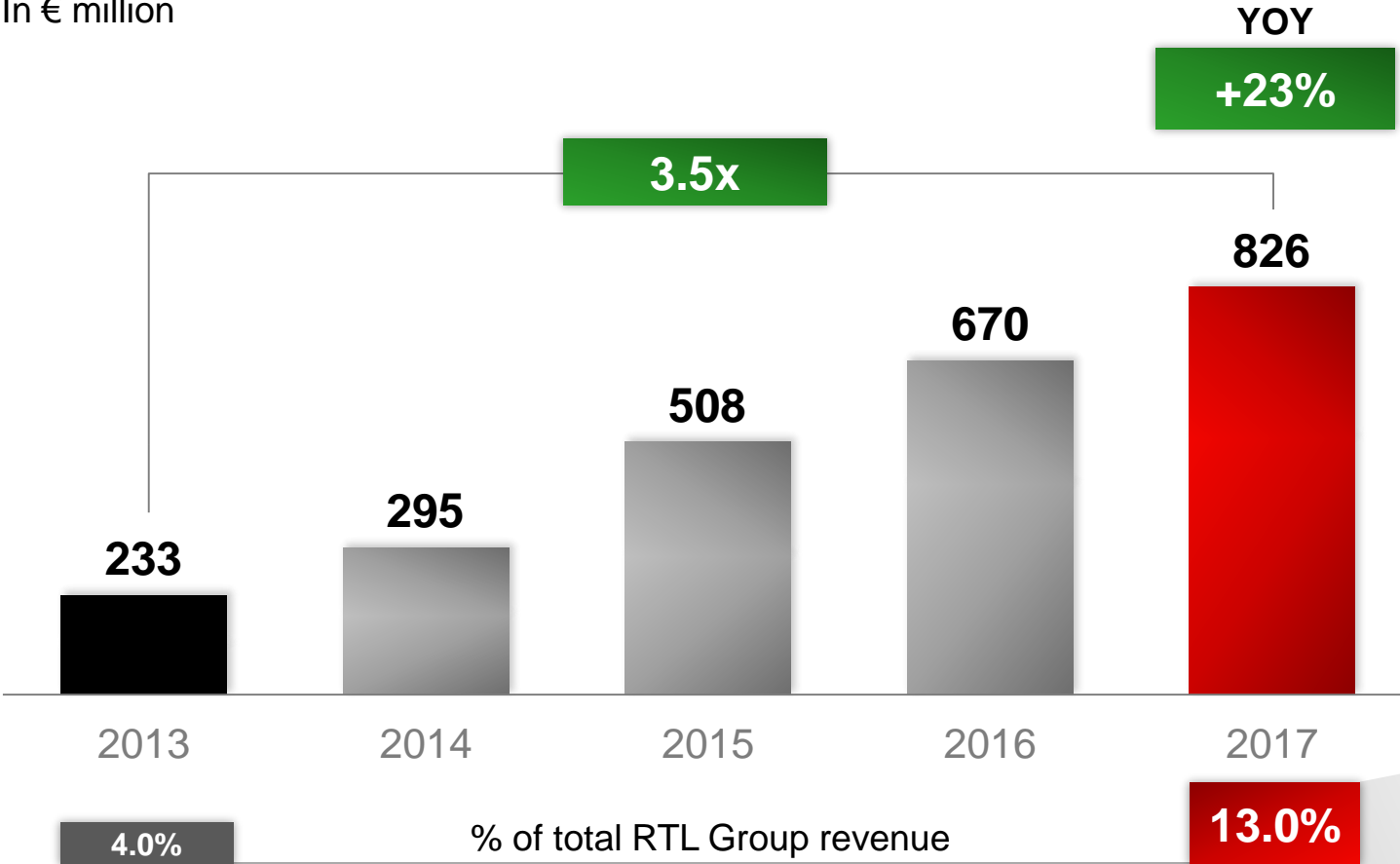


Notes: Revenue and EBITDA percentages refer to year-on-year growth on 2016. 1. Yield is based on average 2017 share price and including €1.00 interim dividend paid in September 2017.

Highlights

Digital: dynamic growth

DIGITAL REVENUE
In € million



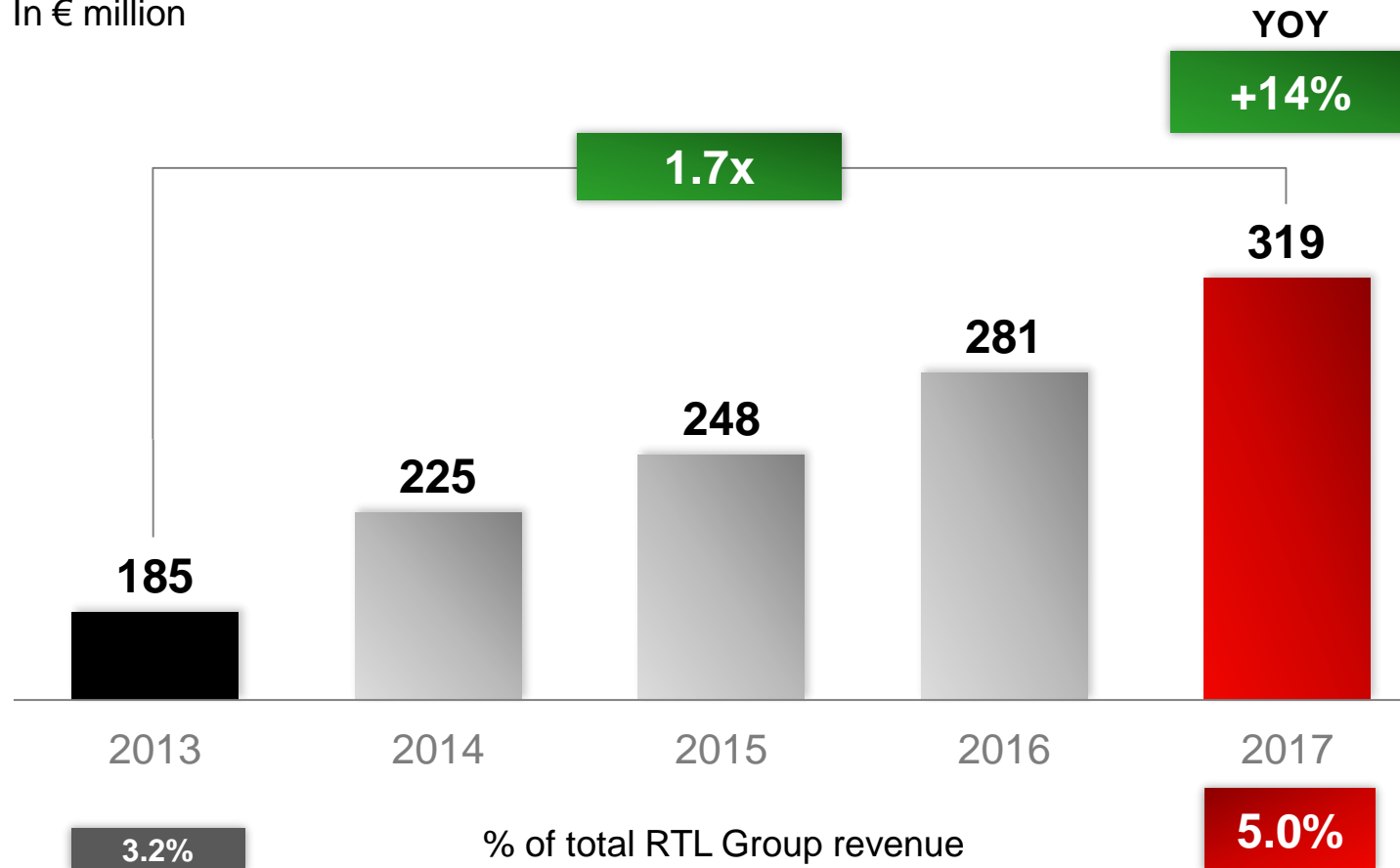
Source: Internal figures.
1. Divimove: revenue included in 2017, not 2016.

Highlights

Platform: growing and highly profitable revenue stream

PLATFORM REVENUE¹

In € million



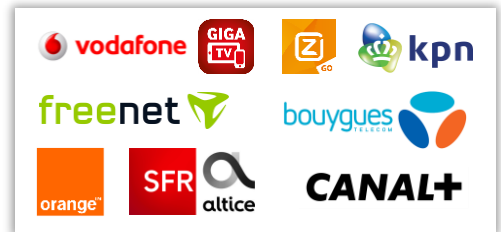
HD channels



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%



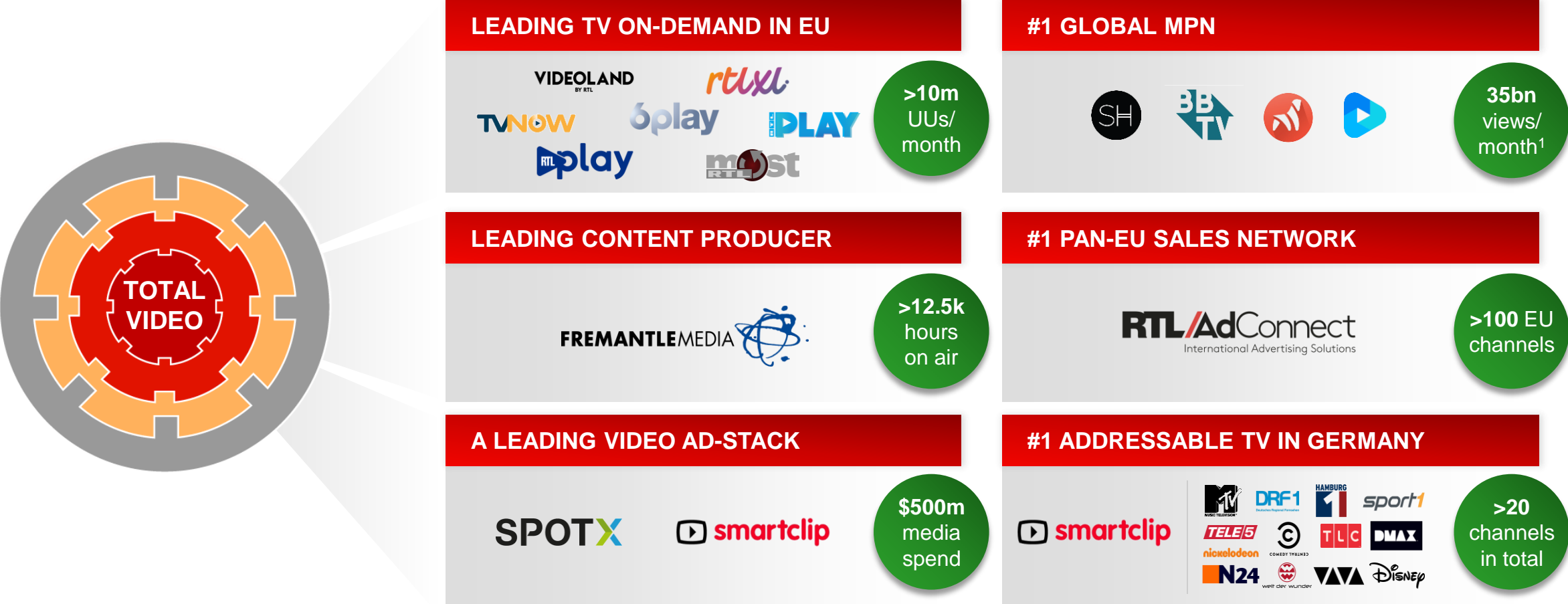
1. Based on total share capital less treasury shares held by the Group and liquidity programme.

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

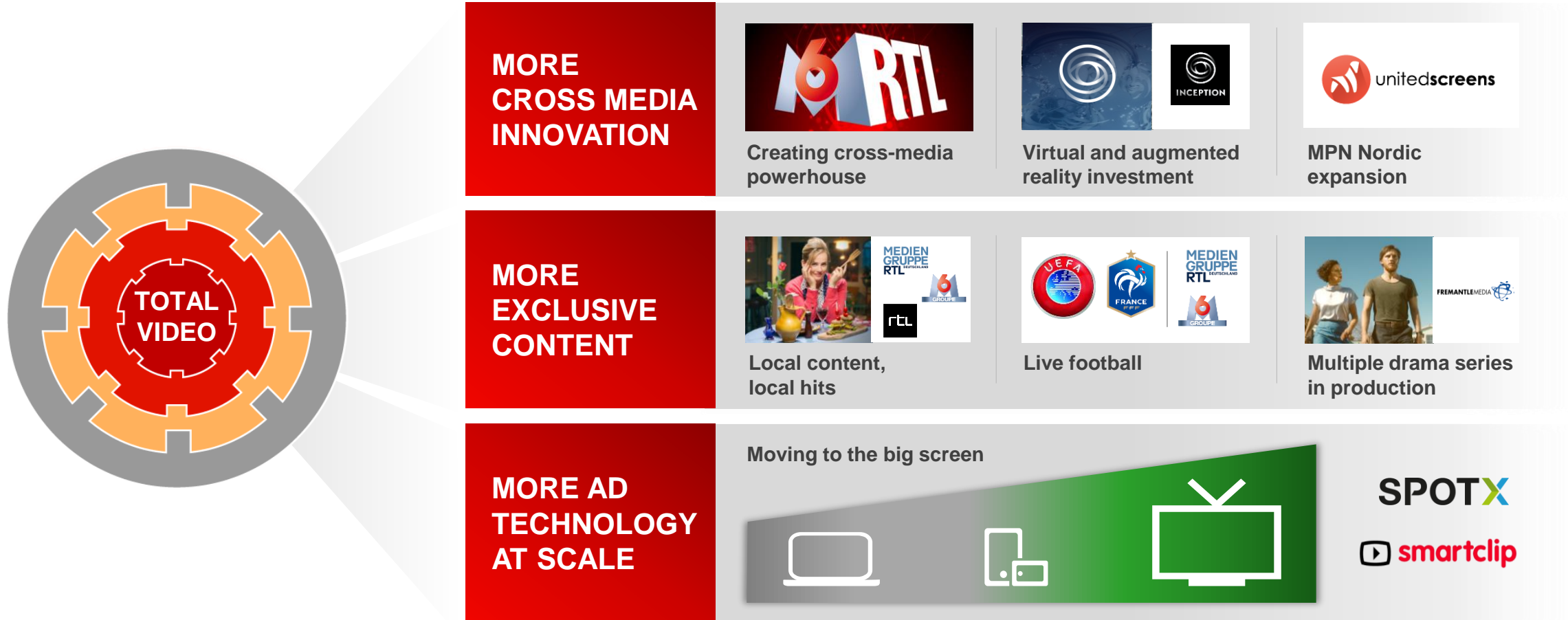
RTL Group accelerating global Total Video offer



1. FY 2017 monthly average.

Strategy 2018 and beyond

Reinvigorating the RTL pioneering spirit



Agenda



**Full-year
2017 highlights**



**Business
update**



**Outlook
2018**



#1 TV FAMILY

MEDIEN
GRUPPE
RTL
DEUTSCHLAND

IN GERMANY

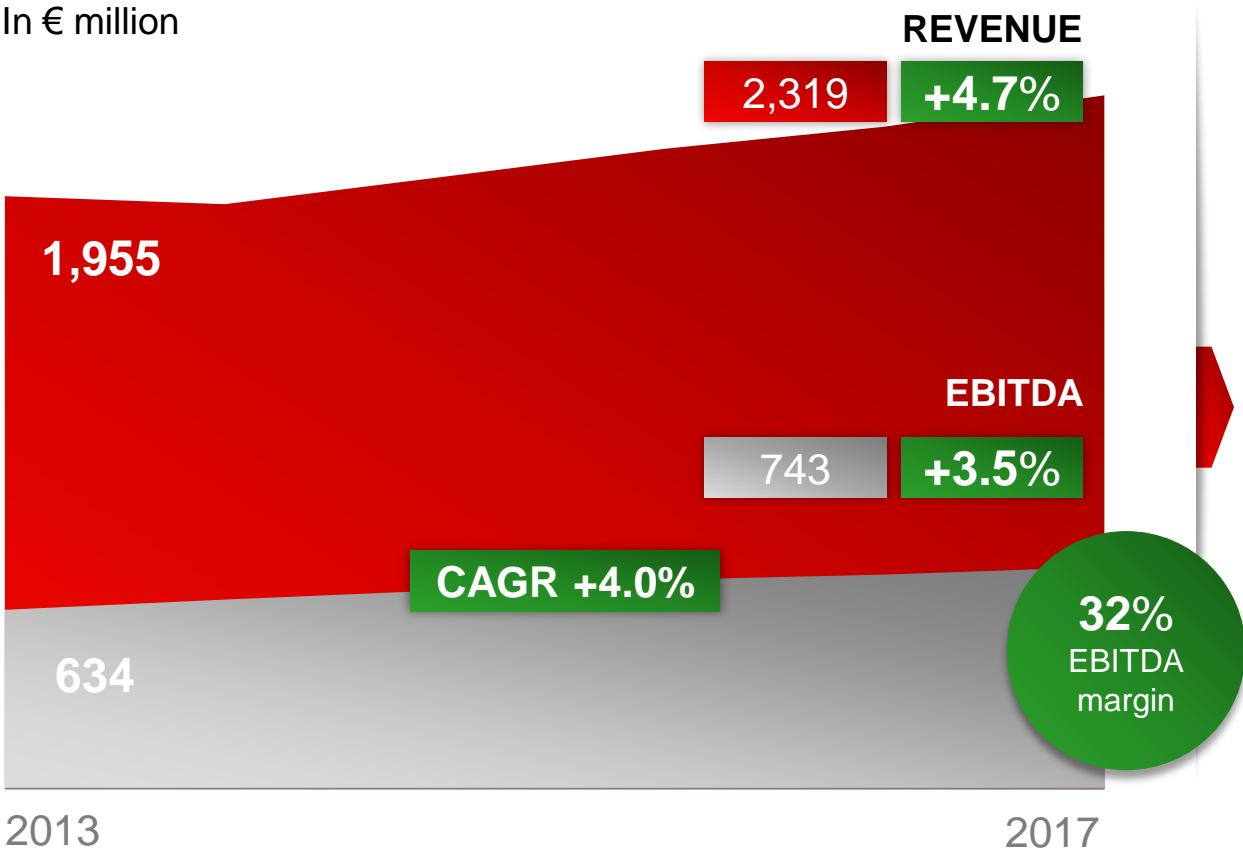
RTL
GROUP

Mediengruppe RTL Deutschland

Another outperformance despite weak ad market

KEY FINANCIALS

In € million



RTL Television continues as **clear #1**



Der Lehrer



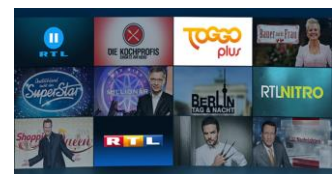
Another strong year driven by local hits, again surpassing Pro7¹



Die Höhle der Löwen



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



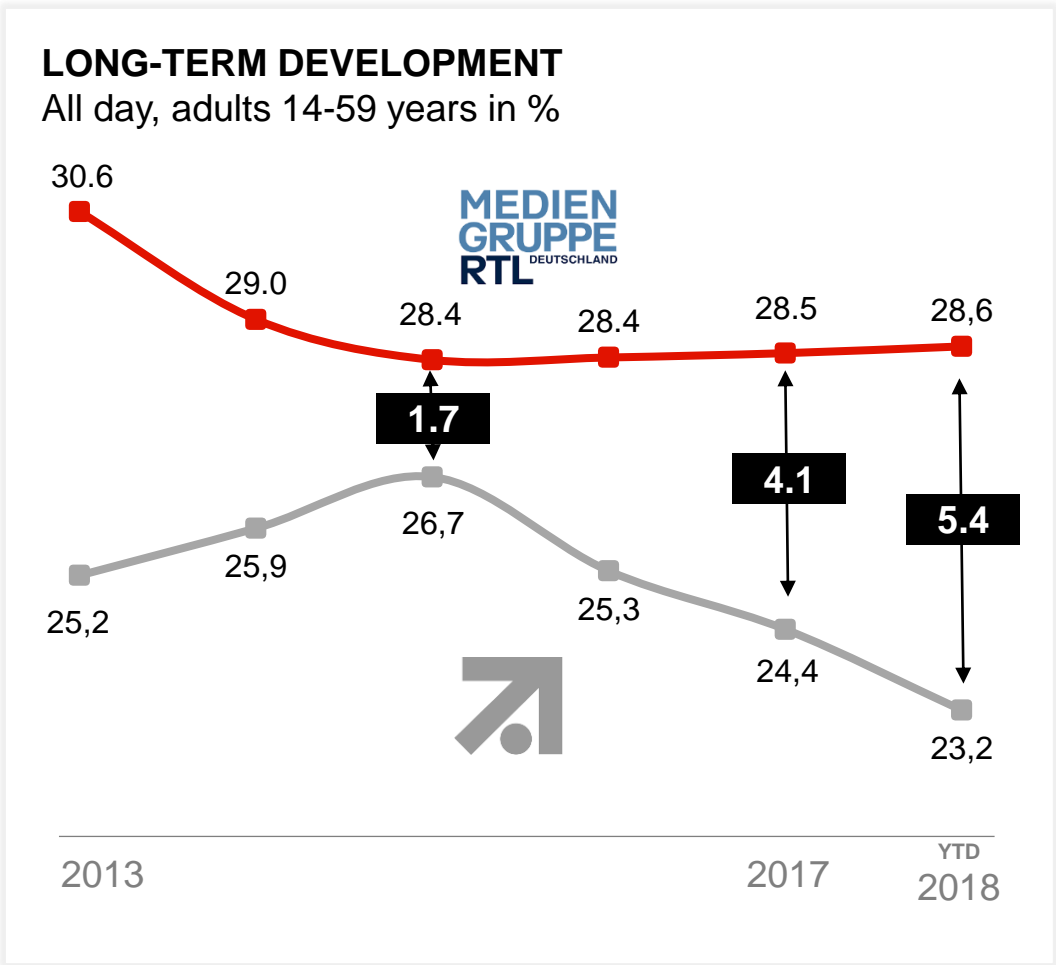
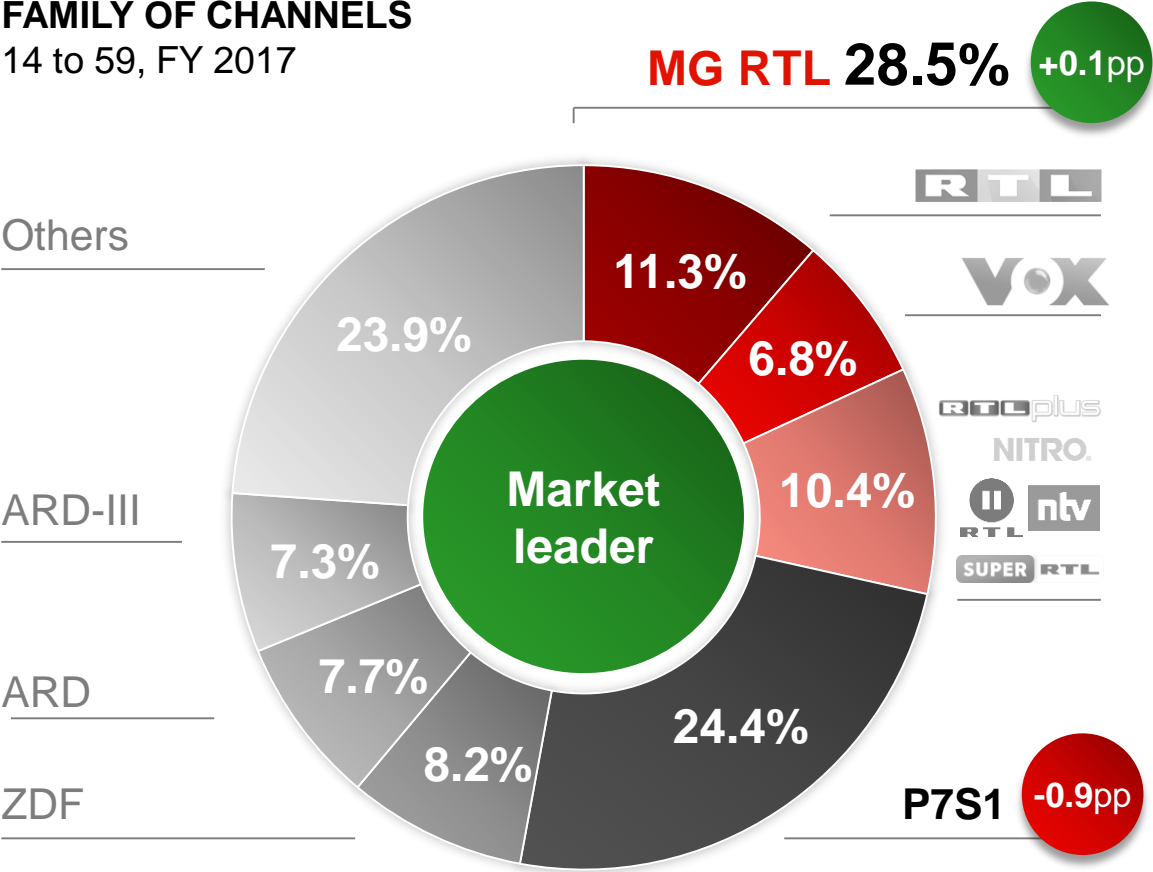
TV NOW & TV NOW Plus

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



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



- TV NOW**
 - ✓ Online-first content
 - ✓ Mainstream appeal
- NOWUS**
 - ✓ US drama OTT channel
 - ✓ Exclusively on TV NOW

Launching end of March
- vodafone freenet** **GIGA TV**
 - ✓ 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

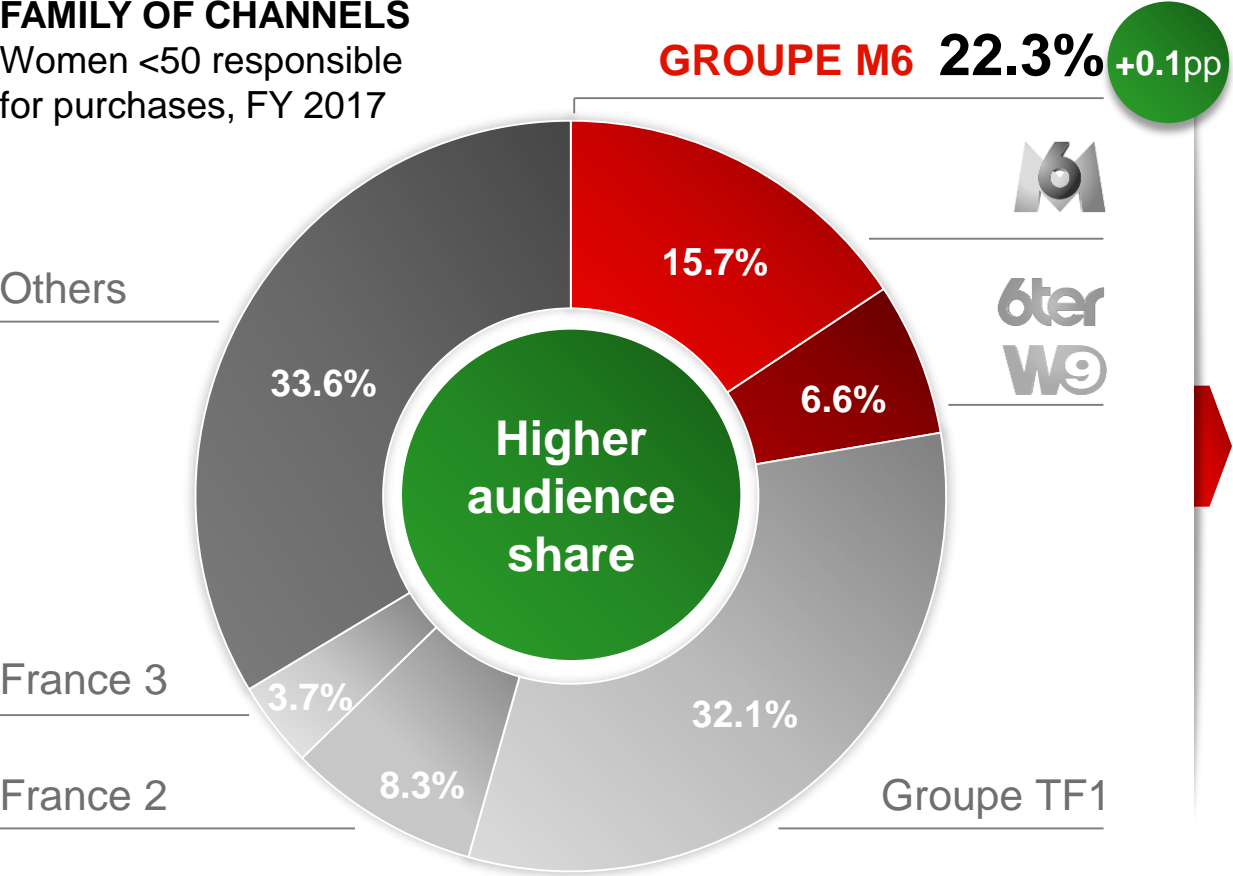
IN FRANCE



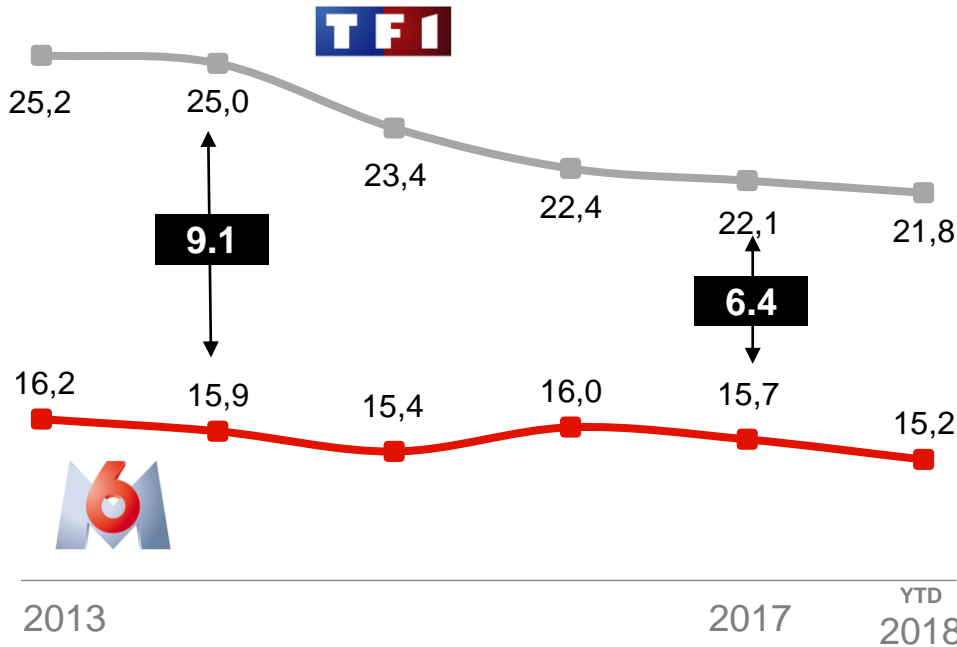
Groupe M6

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

✓



13th season



✓



15th season



✓



17th season



✓

Renewed

American Idol is back –
on ABC 11th of March





✓



42nd season



✓



47th season



HIGH END DRAMA SERIES

Charité: Most popular
German FTA drama launch





✓

Avg.
Audience
7.5m


✓



3rd season



✓



2nd+3rd season



✓



2nd season



✓



2nd season




✓




2nd season




NEW IN 2018



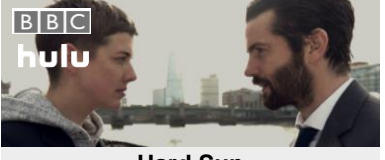
Picnic at Hanging Rock



My Brilliant Friend



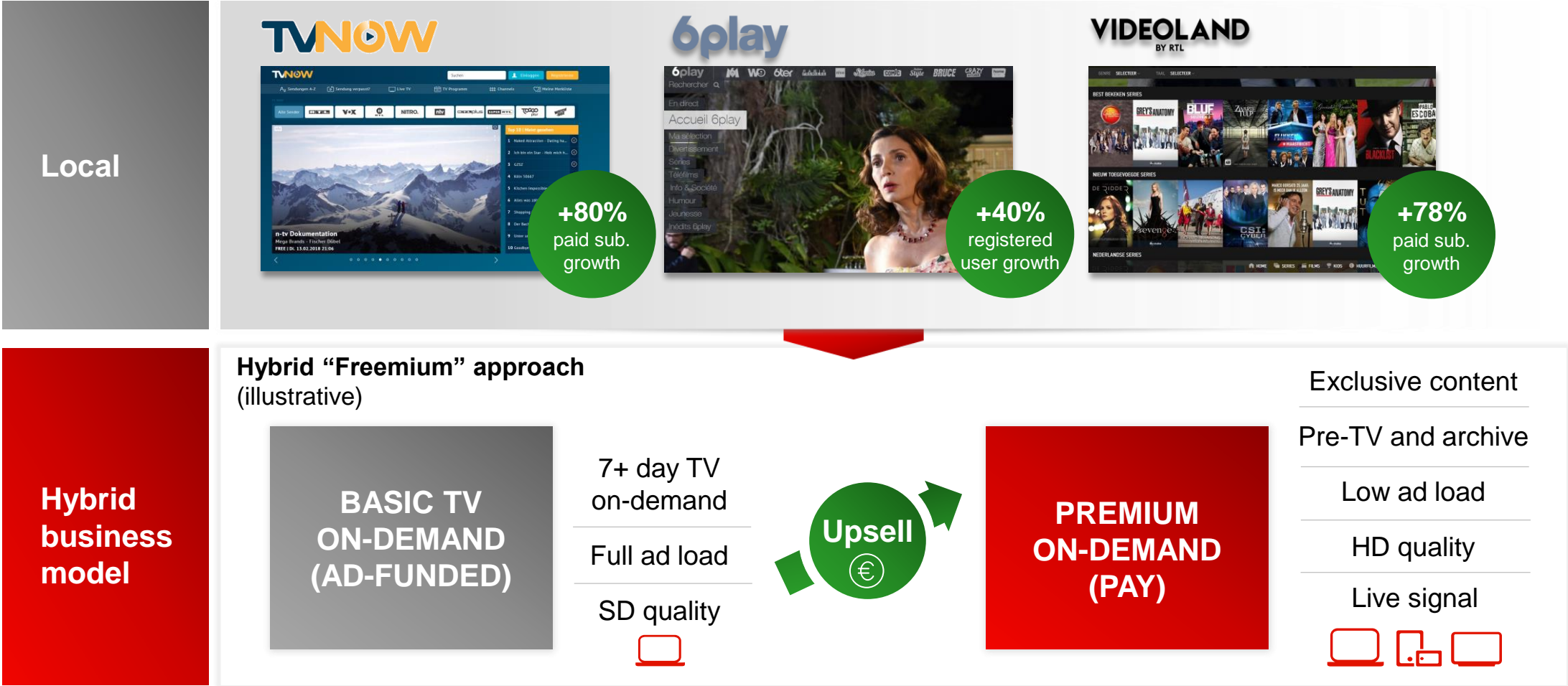
The Rain



Hard Sun

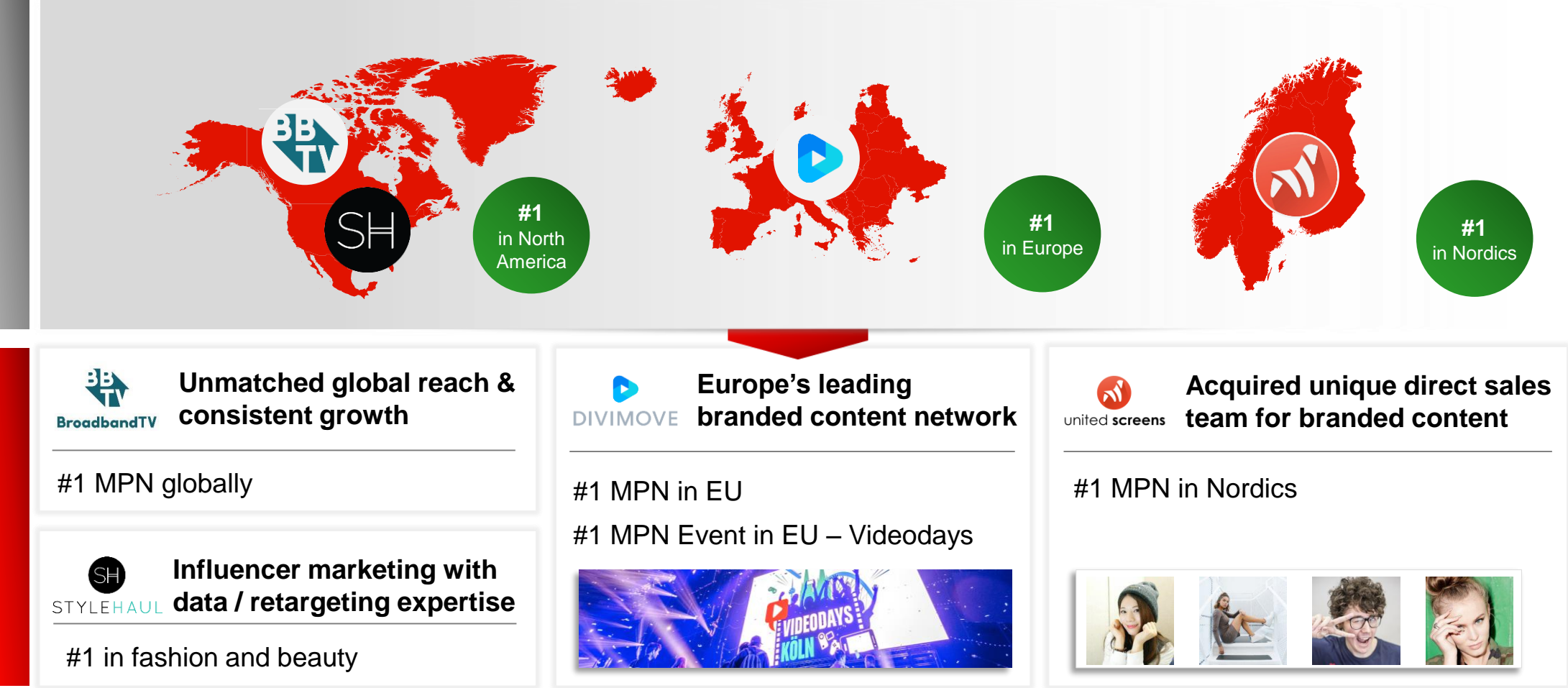
Digital Video – Long-form

Enhancing our local TV on-demand offers...



Digital Video – Short-form

Our multi-platform networks: global #1 on YouTube



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



Building strategic data alliances:

Germany: Login Alliance

**MEDIEN
GRUPPE
RTL** DEUTSCHLAND



France: Gravity Alliance

g r.v:t
alliance data & media






















Agenda



**Full-year
2017 highlights**



**Business
update**




**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 2017		EBITDA 2018	
1,464	1,370	+1%	1,384
		-1%	1,356

2017 Reported EBITDA

2017 Operational EBITDA

One-off gain

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