

BoAML – 15th April 2019

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ENTERTAIN. INFORM. ENGAGE.

AGENDA

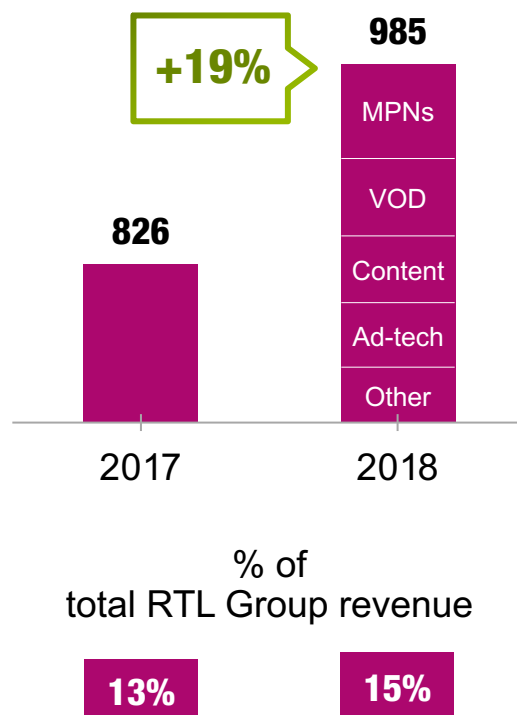
**NEW
TRANSPARENCY &
KPI'S**

**BUSINESS
& STRATEGY
UPDATE**

**SUMMARY
& OUTLOOK 2019**

MORE DIVERSIFIED THAN EVER BEFORE — DIGITAL REVENUE 3 YEARS AHEAD OF PLAN

Digital revenue split In € million



MPNs: **€331m**

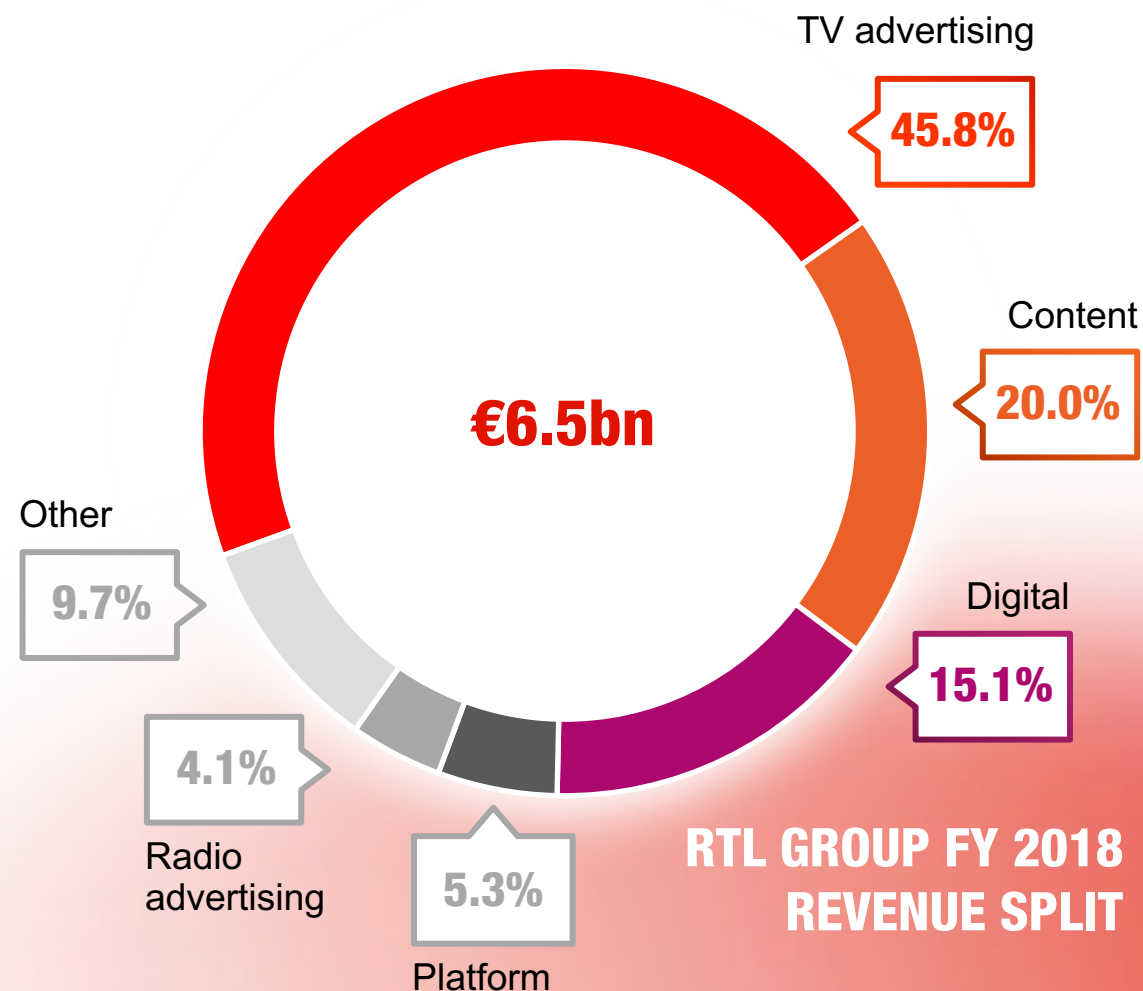
VOD¹: **€216m**

Content:
(Fremantle) **€165m**

Ad-tech²: **€148m**

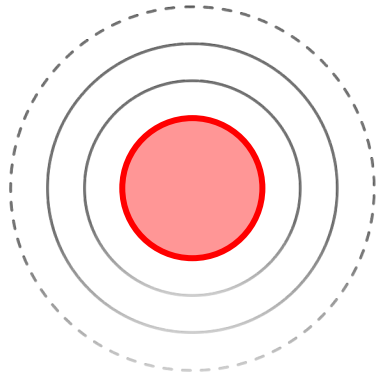
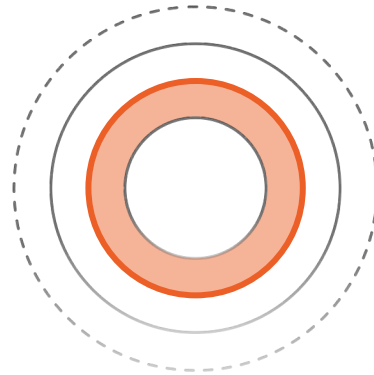
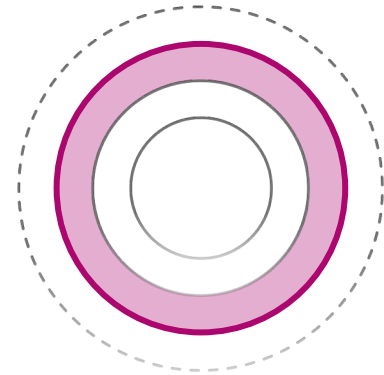
Other: **€125m**

Share of digital revenue **3 YEARS AHEAD** of plan



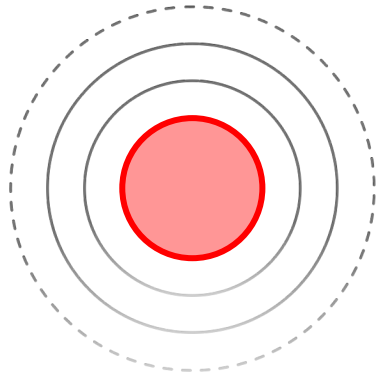
**RTL GROUP FY 2018
REVENUE SPLIT**

INCREASED TRANSPARENCY TO TRACK ORGANIC GROWTH DRIVERS

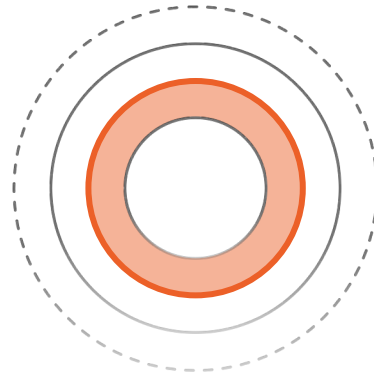

BROADCAST

CONTENT

DIGITAL
2018/YOY
MPNs
Ad-tech

Revenue:	€4,740m	-1%	Revenue:	€1,592m	+8%	€331m	+28%	€112m¹	+2%
Platform rev.:	€343m	+7%	# hrs produced:	12,738 hrs	+2%	Ad-tech ad-spend:	\$576m	+49%	
SVOD subscribers:	1m	+77%	% of drama:	19%	-3pp	MPN video views:	463bn	+20%	
Digital rev.:	€377m	+11%	Digital rev.:	€165m	+39%	MPN & Ad-tech rev.:	€443m	+20%	

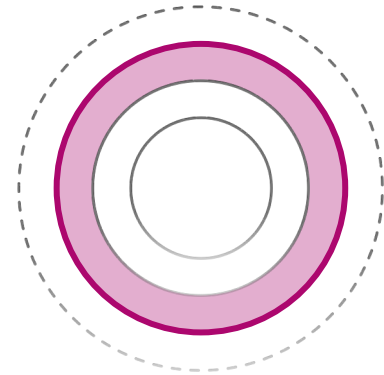
FOCUS ON ORGANIC GROWTH DRIVERS: DIGITAL AND CONTENT



BROADCAST



CONTENT



DIGITAL

Top-line drivers to 2021

VOD revenue to grow by
>€150m
SVOD subscribers to triple to
~3m

Drama revenue to grow to
>€500m

Ad-tech revenue to grow
by **>€100m**

Strategic priority – VOD

ACCELERATE COLLABORATION, CONVERGENT OFFERS AND CONTENT PRODUCTION

Top-line drivers to 2021



1

LOCAL HERO

COLLABORATION

VOD tech roadmap
for RTL Group

2

HYBRID MODEL

CONVERGENCE

Expand hybrid model to
more markets

3

EXCLUSIVE IP

CREATIVITY & IP

More co-productions
within the Group

Additional investments of **€350m over next 3 years** – limited EBITA impact

AGENDA

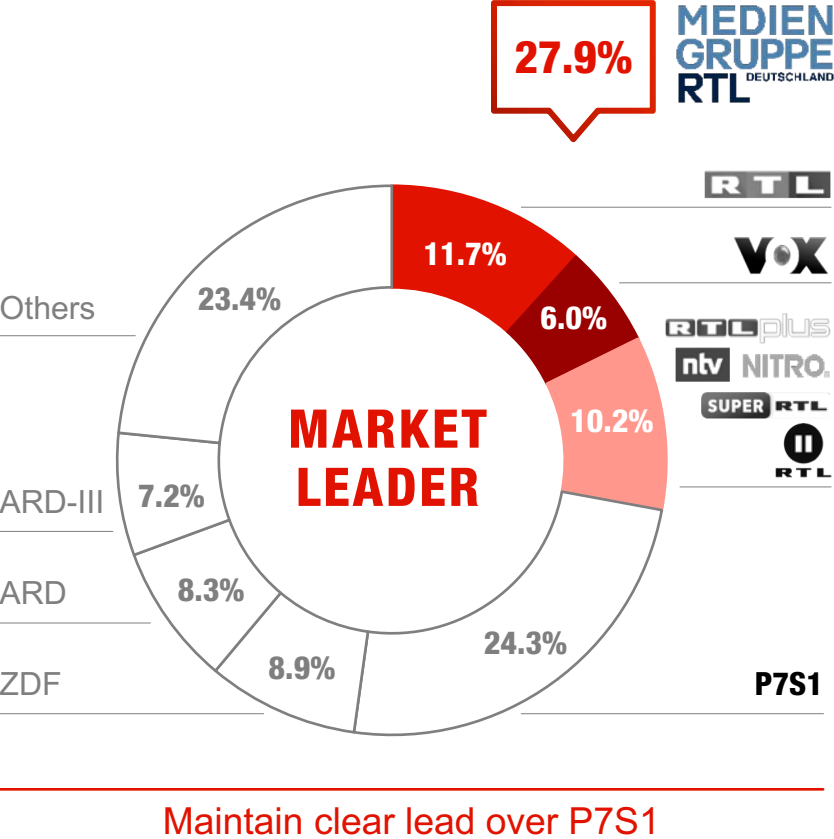
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MARKET LEADERSHIP, HIGH PROFITABILITY

Family of channels
14 to 59, YTD FEB 2019



2019 update

New programmes to display confident attitude and clear values

+35% YOY March to March – significant increase of users in free trial period

Leverage content alliance to become a magnet for creatives and talent through cross-divisional offers

STRATEGIC PRIORITIES

Accelerate development of **new local TV formats**, gain audience shares

Boost VOD investments with successful TV Now relaunch, **+44% subscribers YOY¹**

Become most attractive employer and partner for creative talents

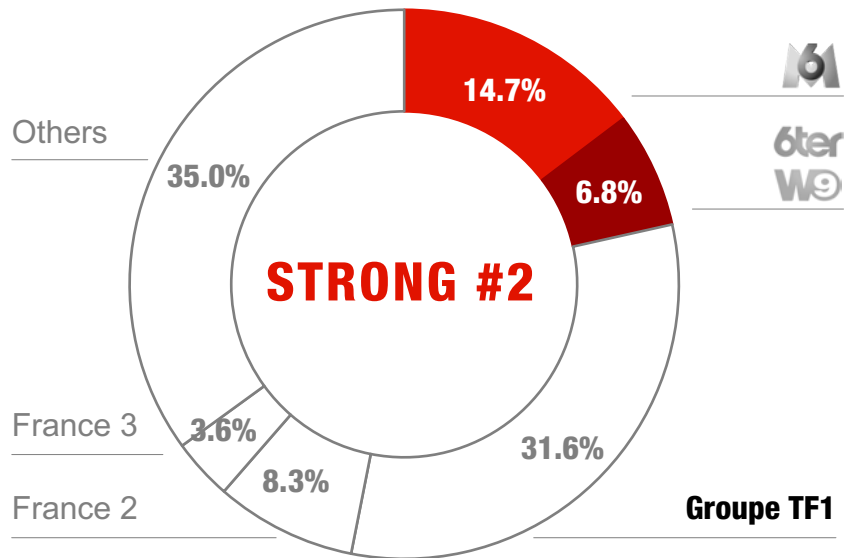


STRONG OPERATIONAL PERFORMANCE, RECORD EBITDA

Family of channels

Women < 50 responsible
for purchases, YTD FEB 2019

21.5%



Good overall performance –smaller channels up
while new formats on main channel struggle a
little

2019 update

On-going process –
proceeding faster than
initially expected

Now in the hands of
local regulator (not
EU). M6 to provide
technical platform

On-going process

STRATEGIC PRIORITIES

Finalise
acquisition &
integrate
Lagardère's TV
businesses



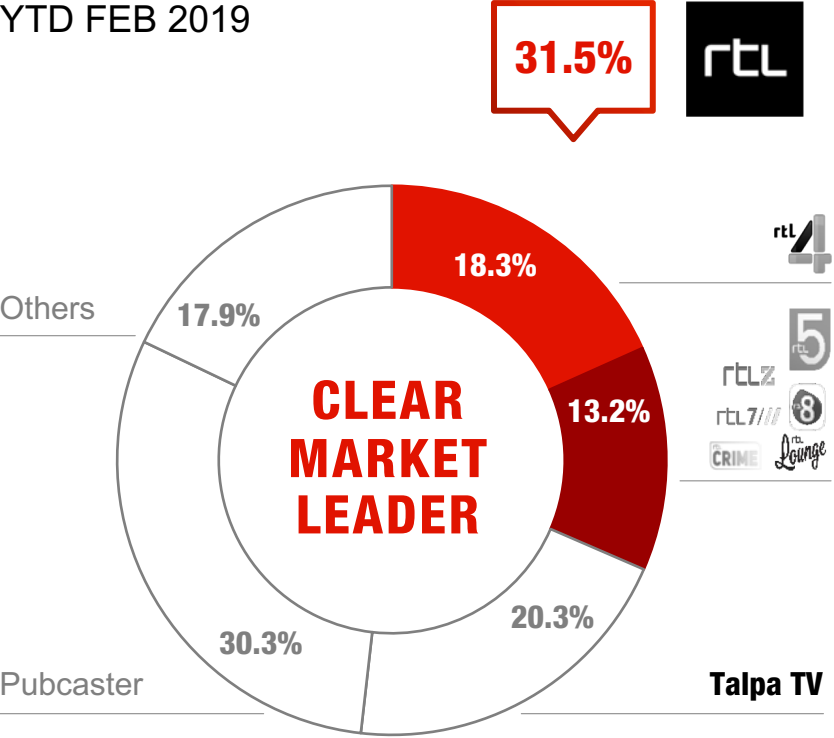
**Obtain regulatory
approval** and
prepare for
successful launch

salto

Continue to push
for **easing of
regulation**

REVENUE BOOSTED BY VIDEOLAND AND POSITIVE TV AD MARKET

Family of channels
Adults 25–54, Prime time,
YTD FEB 2019



Established #1 family of channels

2019 update

On-going : fight for talent
in competitive landscape

+112% YOY Feb to
Feb

Complicated market
environment with strong
competition from pubcaster
& Talpa

STRATEGIC PRIORITIES

Create own IP for
key timeslots,
develop and
retain key talent

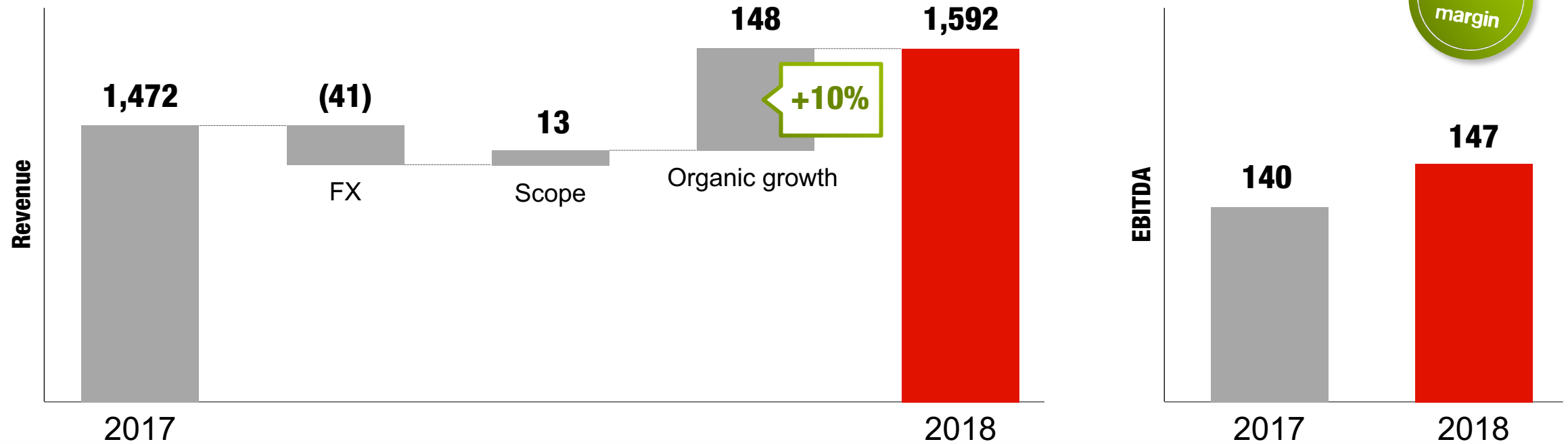
Fuel subscriber
growth

VIDEOLAND
BY RTL

Implement new
sales house
strategy

STRONG ORGANIC GROWTH IN 2018

Key financials
In € million



12,738 hours of content aired in 2018 (+2% on 2017)

WITH GROWTH IN 2019 AND BEYOND SUPPORTED BY NEW SHOWS AND RENEWALS



American Gods s.2 – s.3 confirmed



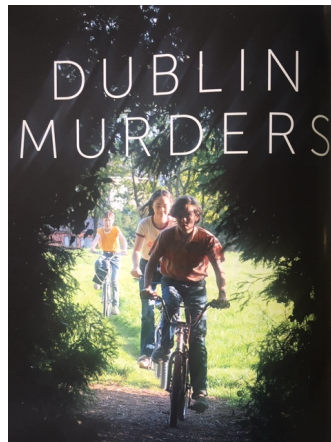
Beecham House -
new



La Jauría -
new



The New Pope
s.2



Dublin Murders -
new



The Luminaries -
new



Baghdad Central -
new



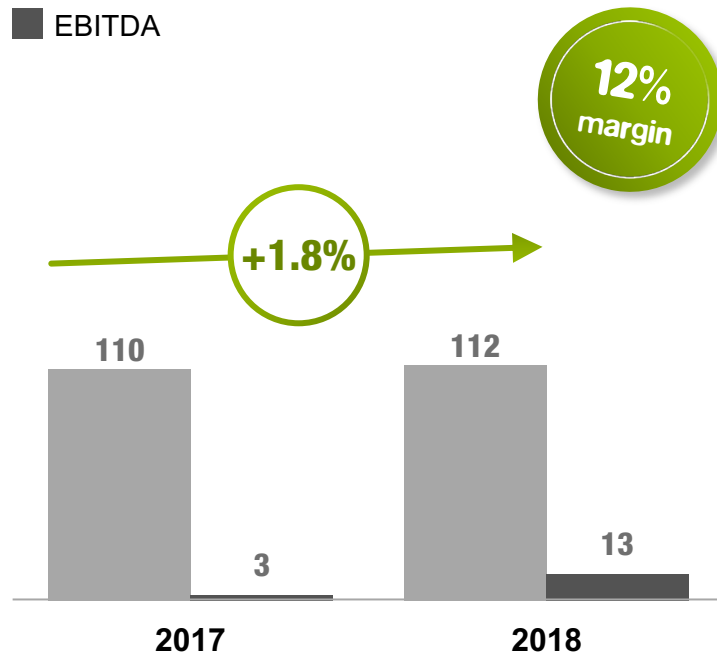
The Story of a New
Name s.2

SPOTX: REPOSITIONING AND INTEGRATION COMPLETED

Key financials¹

In € million

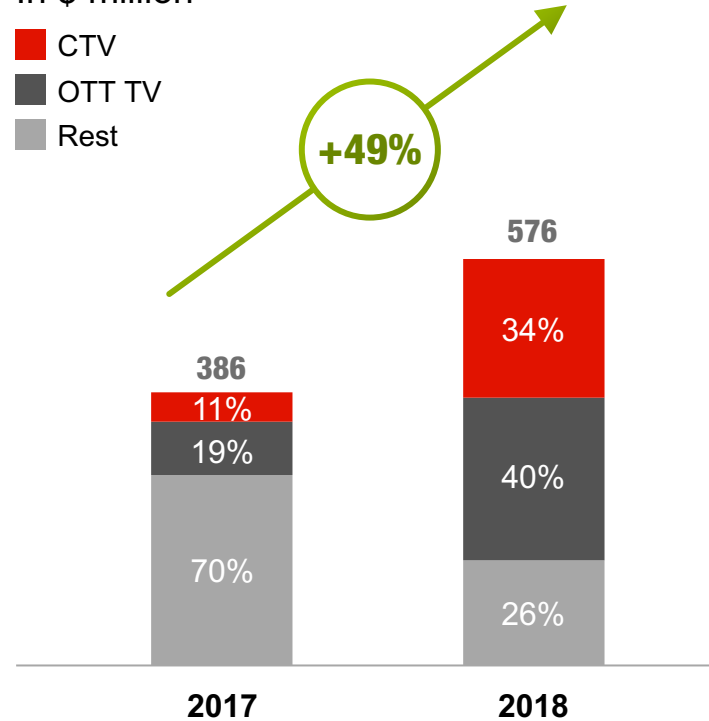
■ Revenue
■ EBITDA



Gross ad-spend at SpotX platform

In \$ million

■ CTV
■ OTT TV
■ Rest



Key clients **FOX** **itv** **ESPN** **JWPLAYER**

abc **Roku** **AT&T** **fubo** **xumo** **PLUTO**

STRATEGIC PRIORITIES

PREMIUM

Move to premium paying off with strong growth in OTT/CTV, net revenue in HY2 2018 grew +32%

INTEGRATION

Expand SpotX solutions into our broadcaster footprint

ORGANIC GROWTH

Foster organic growth in the OTT/CTV market following Yospace investment

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OUTLOOK FOR 2019

1

REVENUE expected to grow moderately, driven by digital businesses and Fremantle

2

EBITA expected to decrease moderately, reflecting investments in TV programming and VOD

2019 GUIDANCE

Revenue outlook
In € million and %



+2.5%

→ **€6,668 m**

+5.0%

→ **€6,830 m**

EBITA outlook
In € million and %



-2.5%

→ **€1,142 m**

-5.0%

→ **€1,112 m**

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