

BoAML

London, June 7th 2017



Entertain. Inform. Engage.

**RTL**  
GROUP

ENTERTAIN. INFORM. ENGAGE.

# Agenda



**Q1 2017  
highlights**

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**Business  
update**

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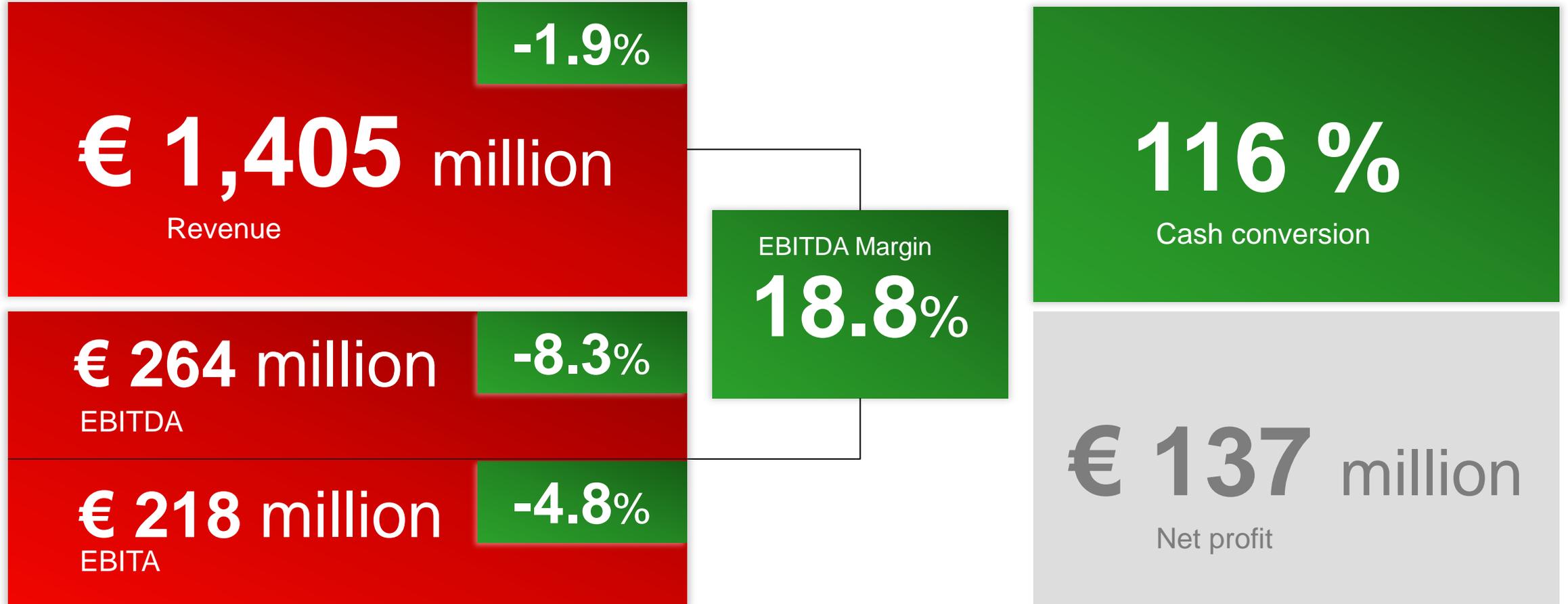


**Strategy &  
Outlook**

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## Q1 2017 Highlights

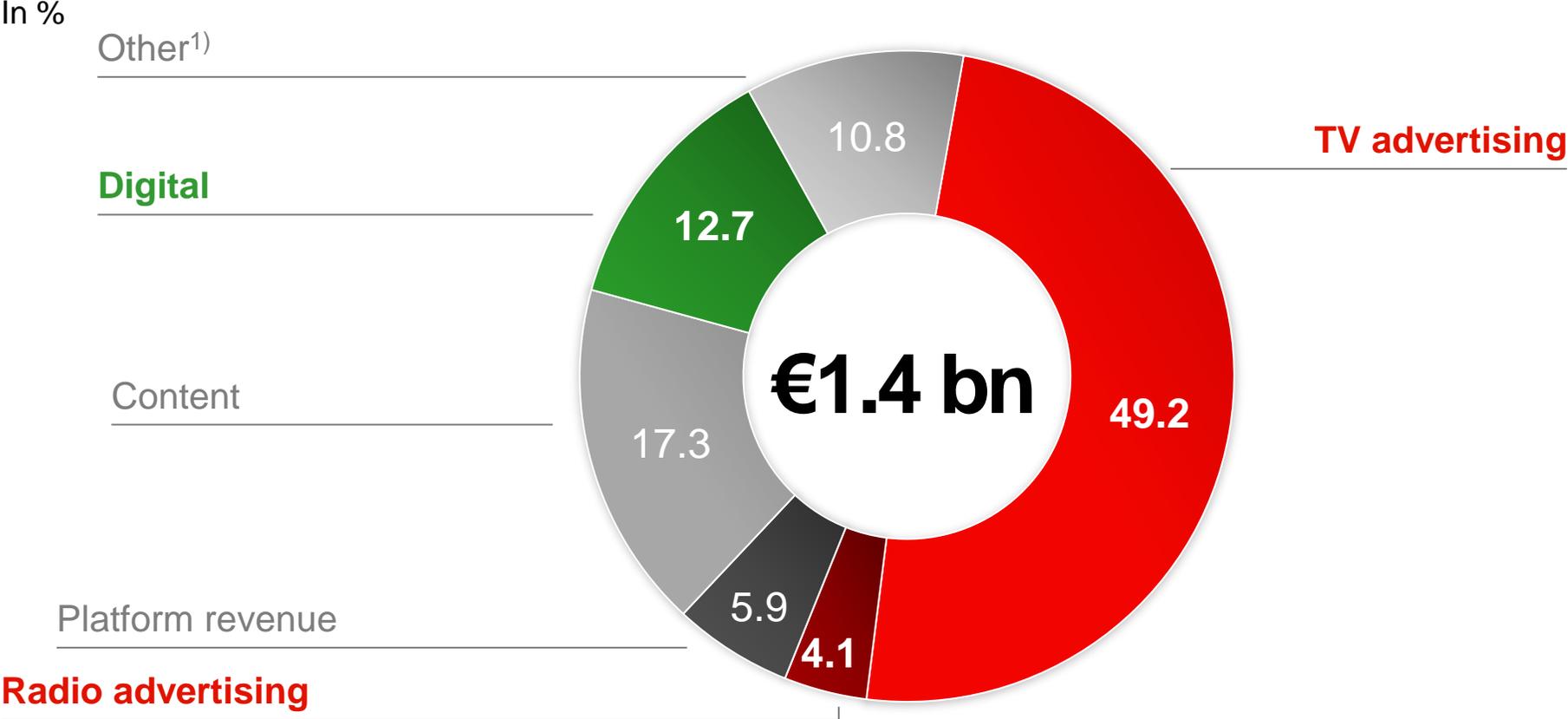
**Expected soft start into 2017 due to comp's & absence of American Idol**



# 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**

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**Business  
update**

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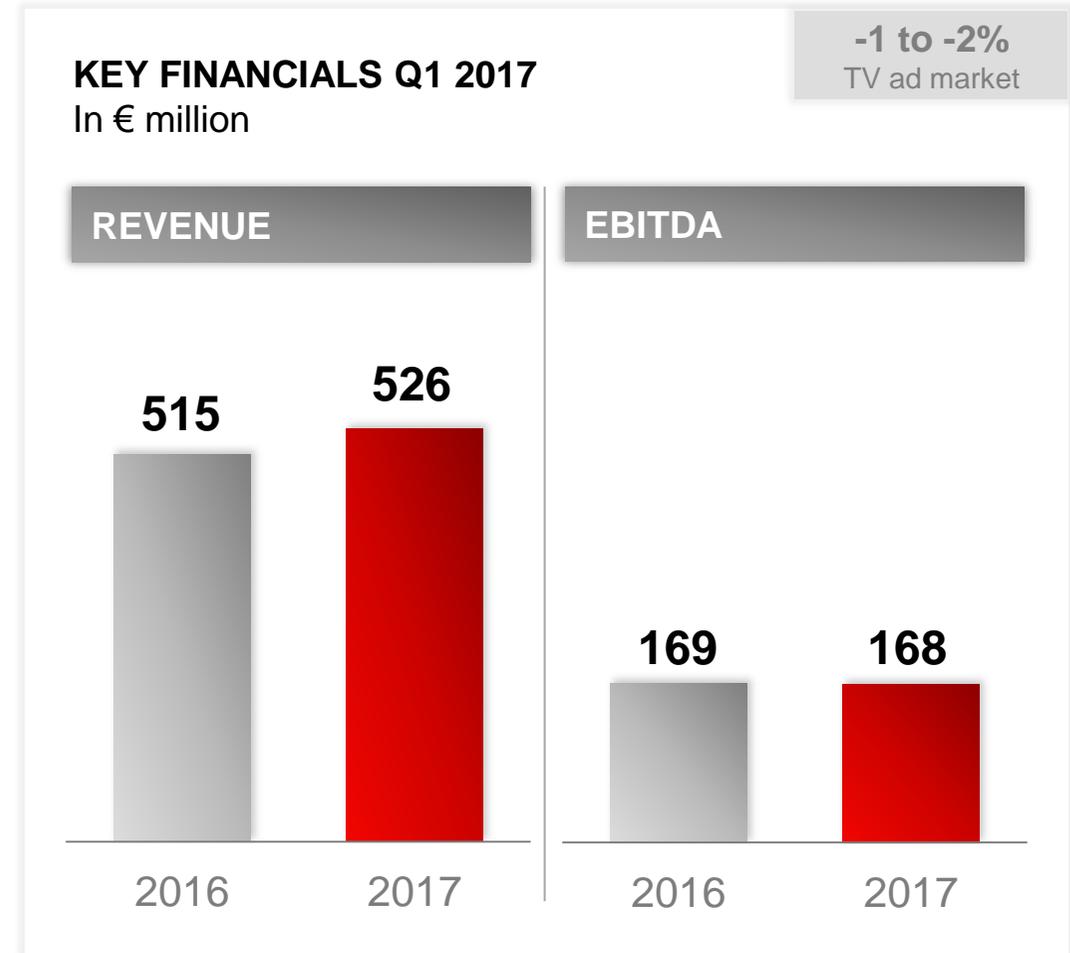
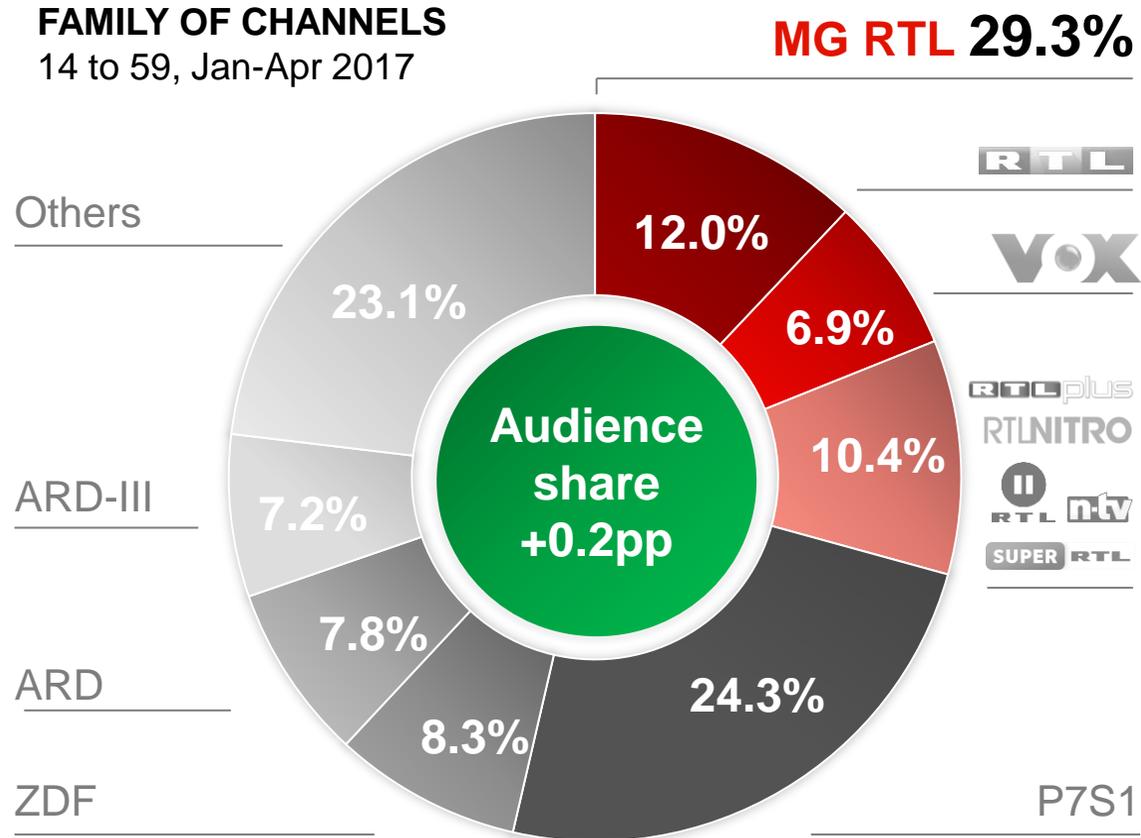


**Strategy &  
Outlook**

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# Mediengruppe RTL Deutschland

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



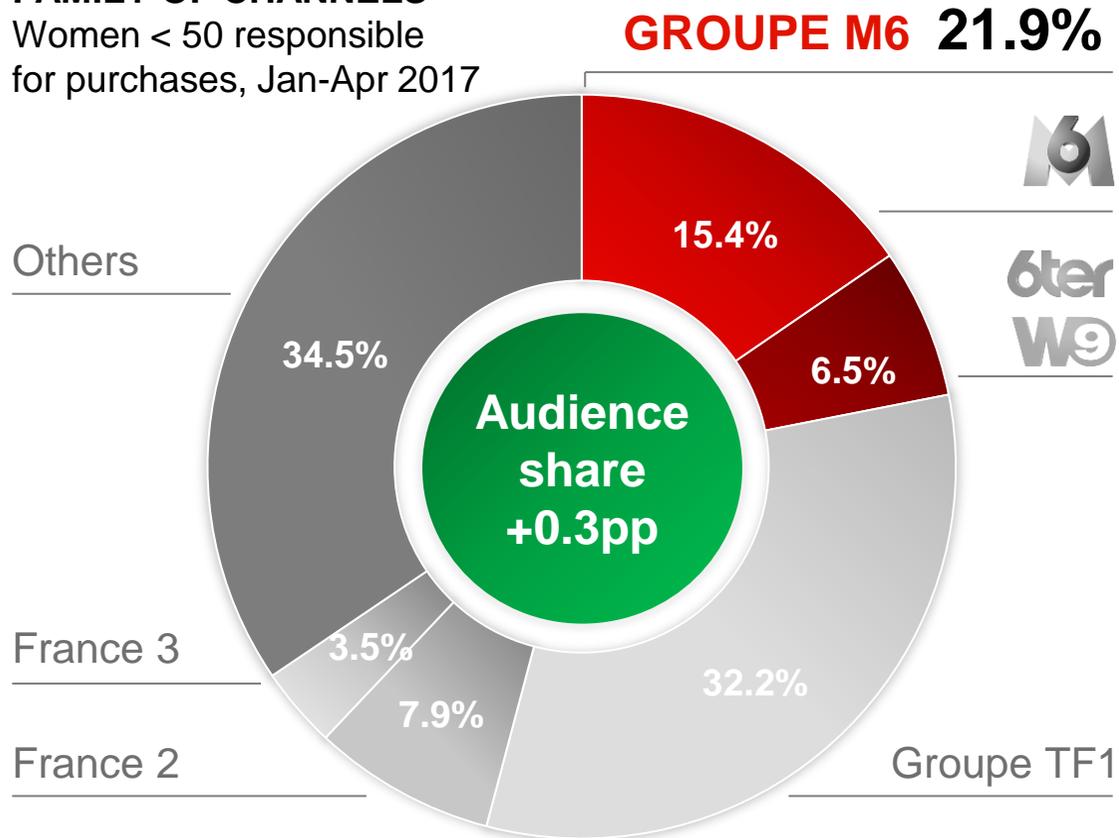
Source: AGF in cooperation with GfK

# 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

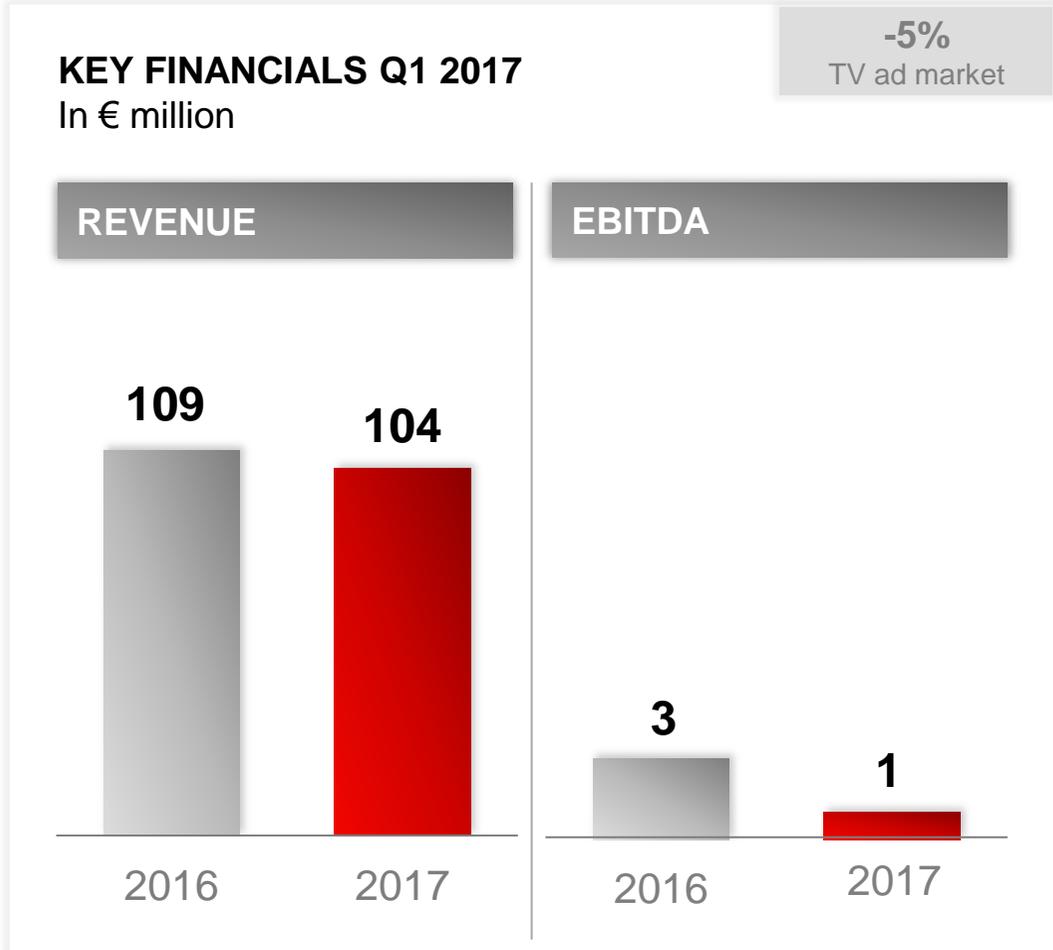
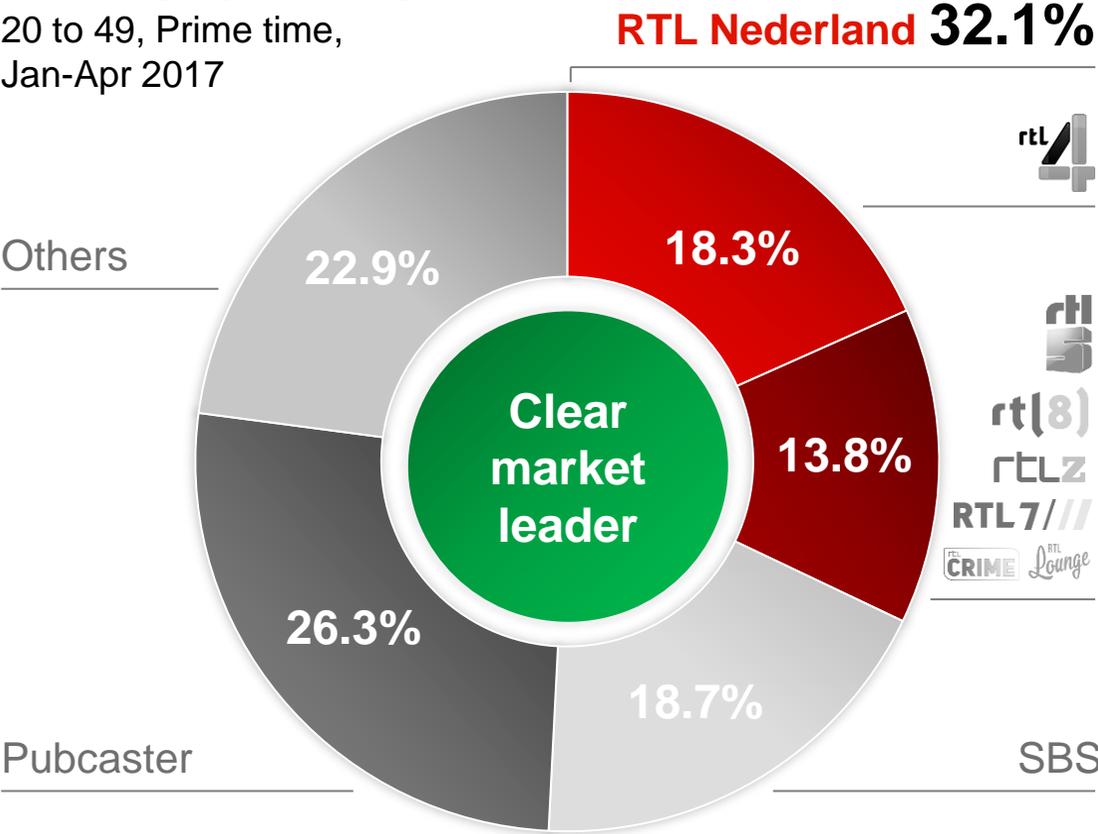
Source: Médiamétrie

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



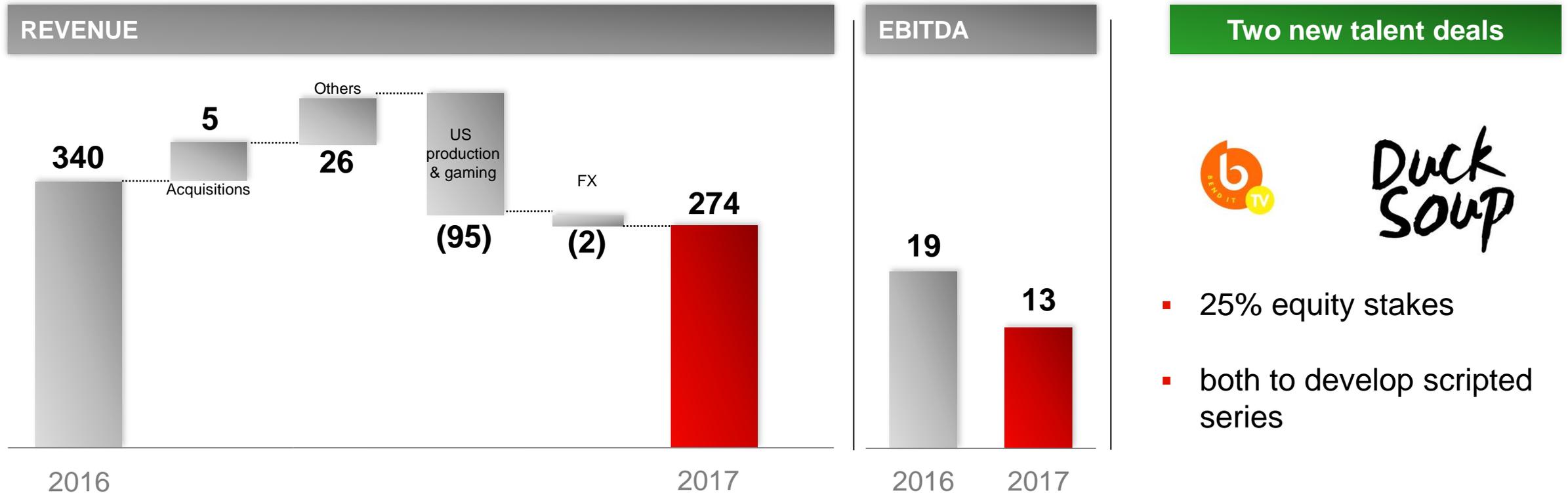
Source: SKO  
SBS: SBS6, Net 5, Veronica & SBS 9; Pubcaster: NPO 1, NPO 2 & NPO 3

# FremantleMedia

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

### KEY FINANCIALS Q1 2017

In € million



# FremantleMedia

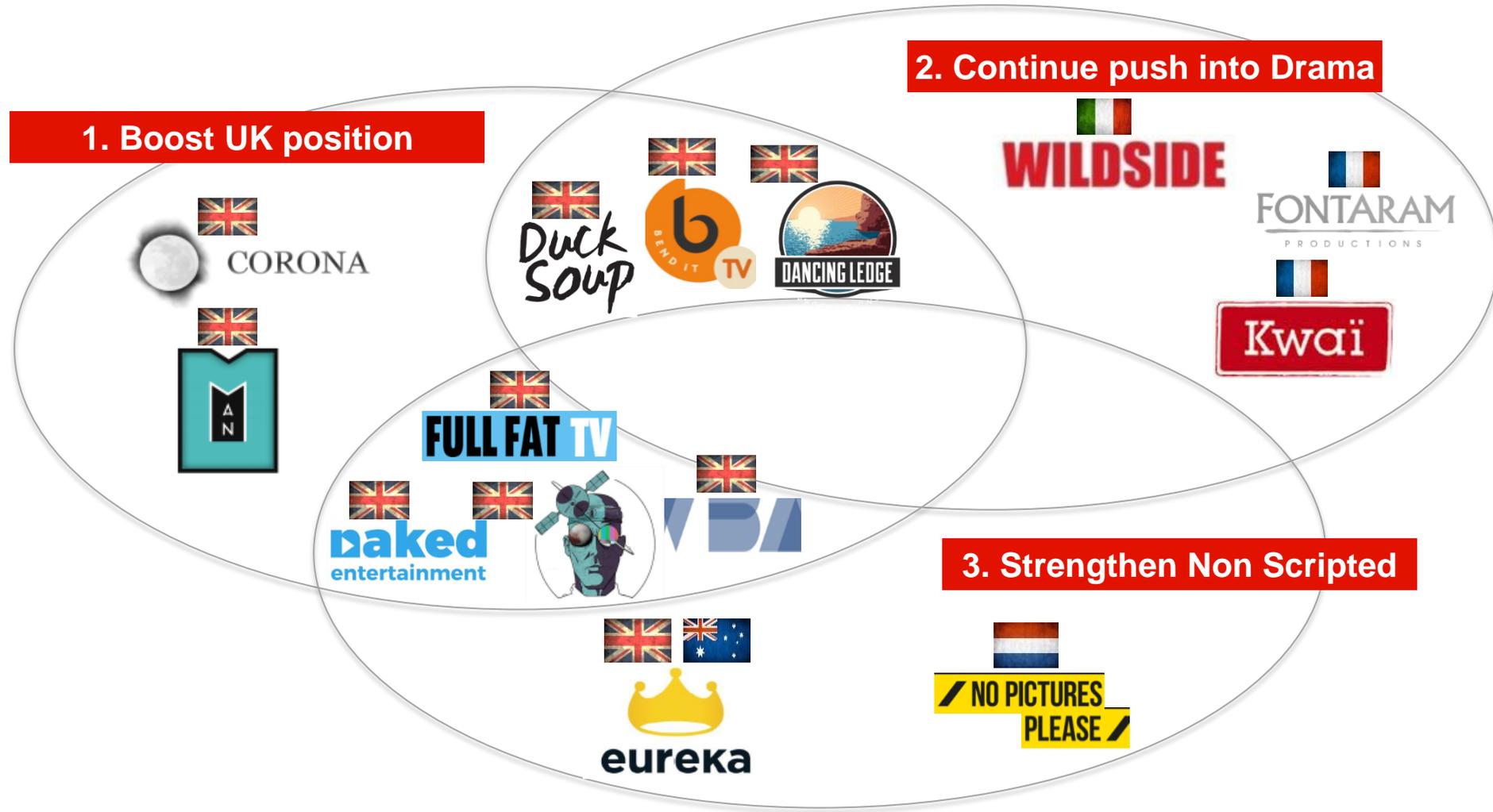
## High-end scripted business is a growth driver

International Drama  
 ~15% of revenue  
 in 2017 vs. 2% in 2013



# FremantleMedia

## M&A drives growth, strengthens pipeline and delivers on three objectives

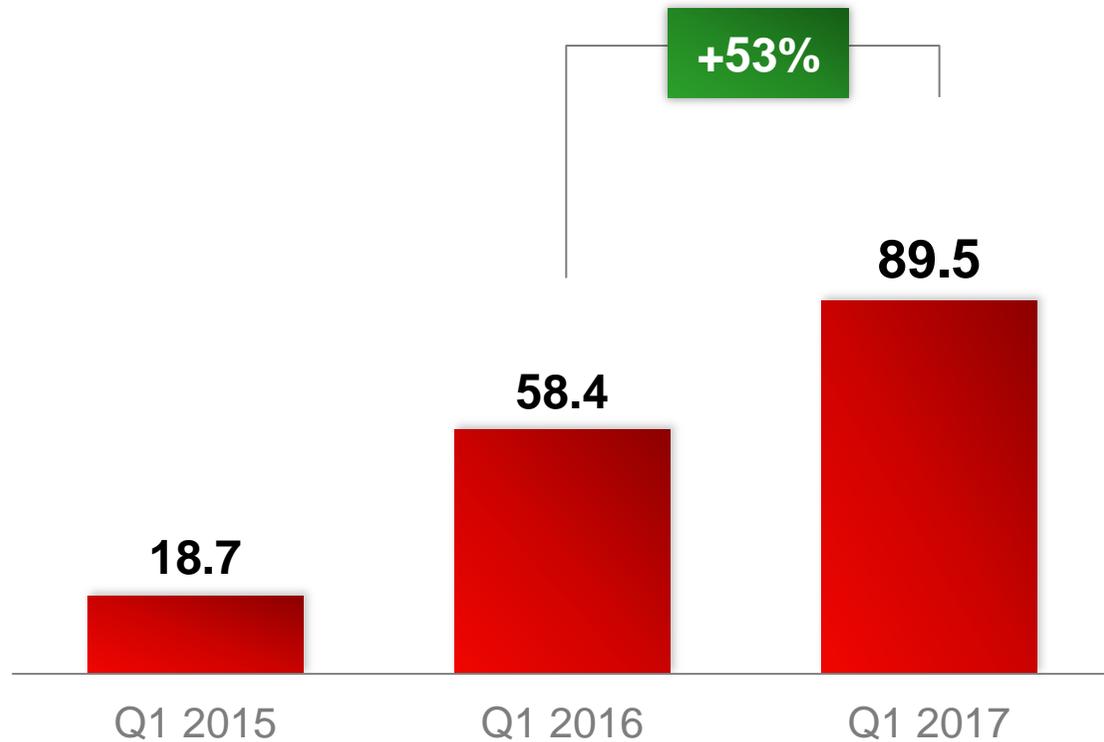


# Digital

## Growth in video views and revenue continues

### VIDEO VIEWS RTL GROUP Q1 2017

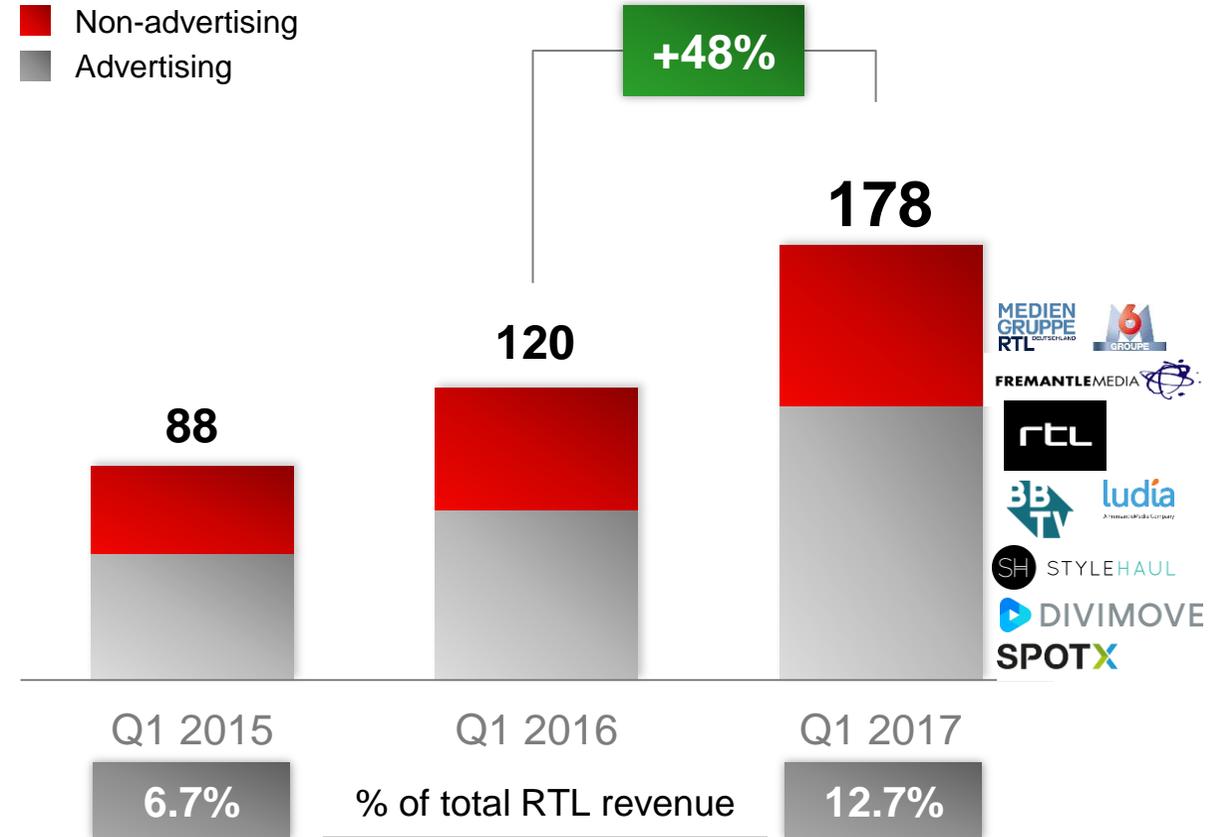
In billion



### DIGITAL REVENUE Q1 2017

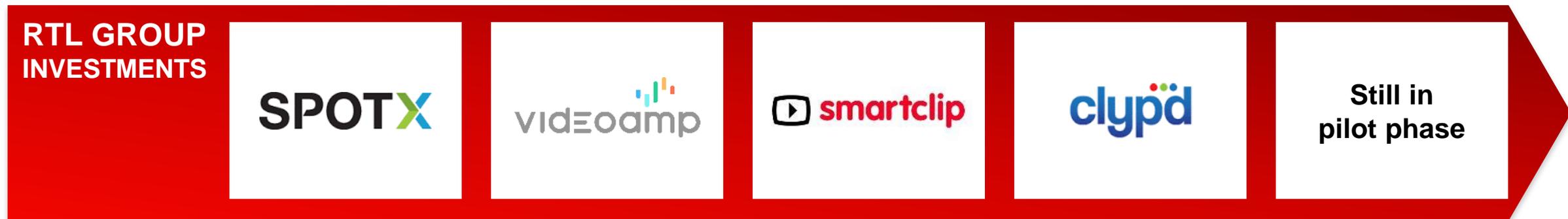
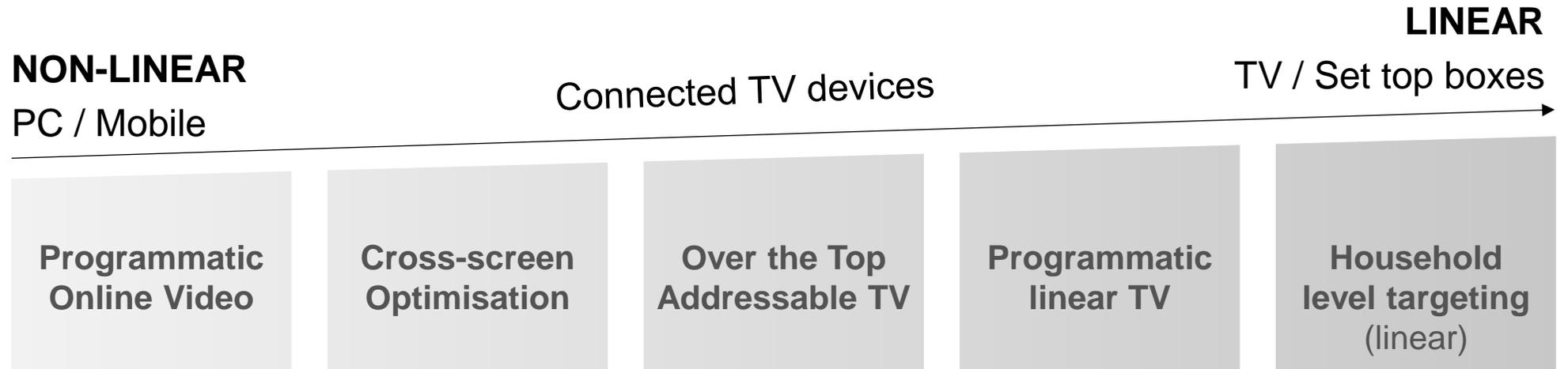
In € million

- Non-advertising
- Advertising



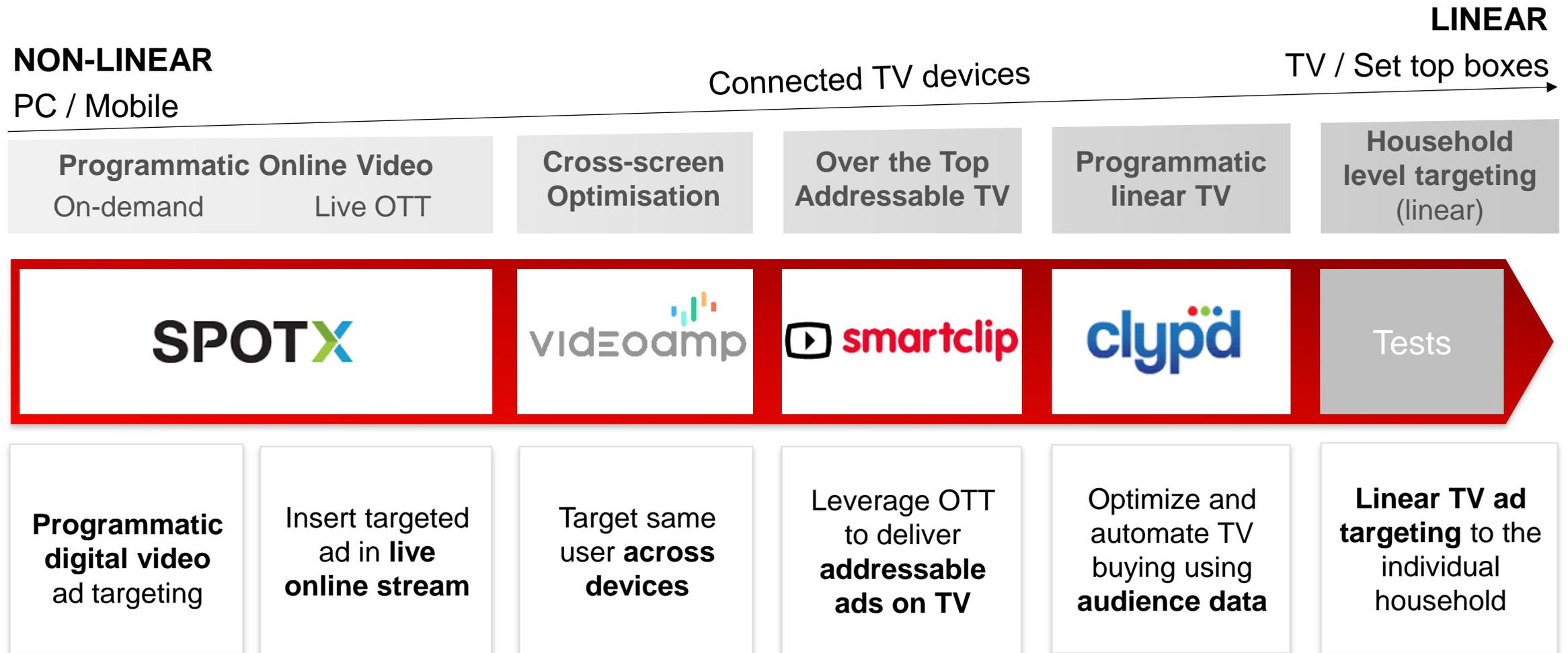
# Digital : ad-tech strategy

## Goal: Covering the 'Total TV' advertising monetisation chain



# Digital : addressable advertising

## Overview of addressable advertising products in “Total video”



# Agenda



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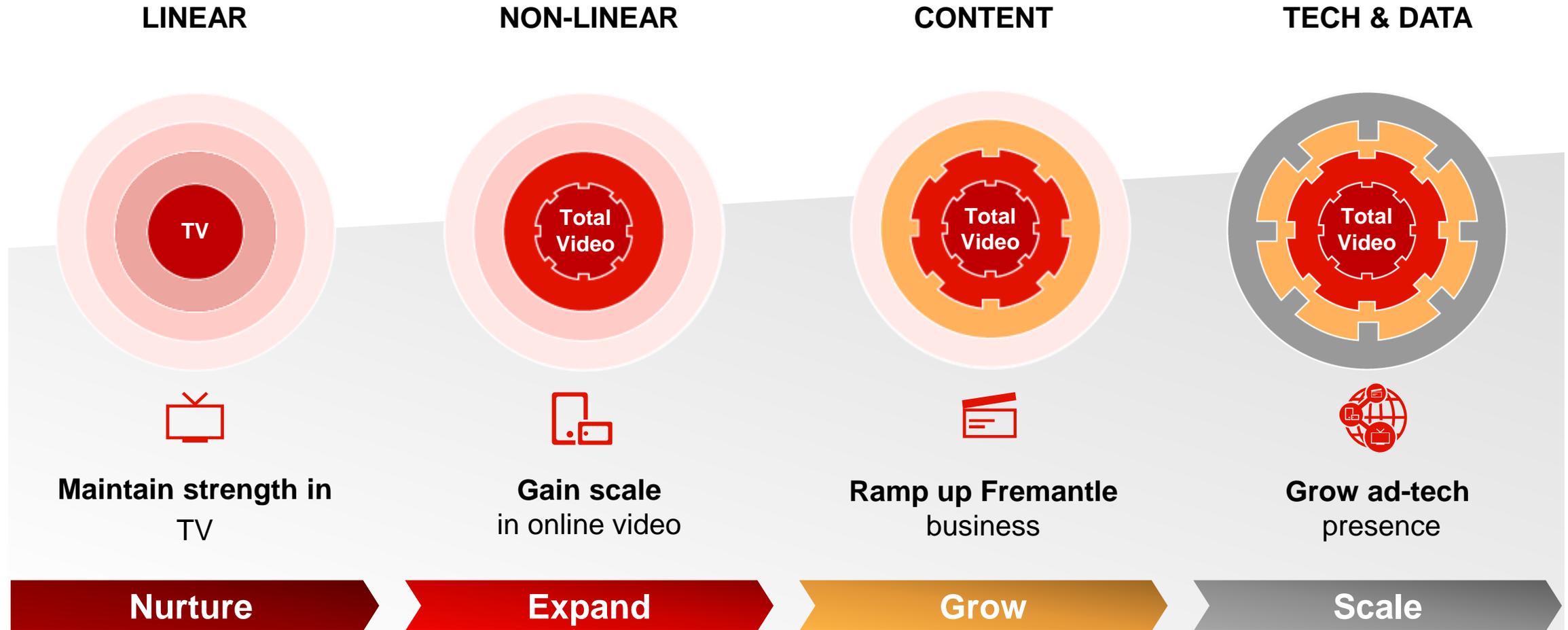


Strategy &  
Outlook

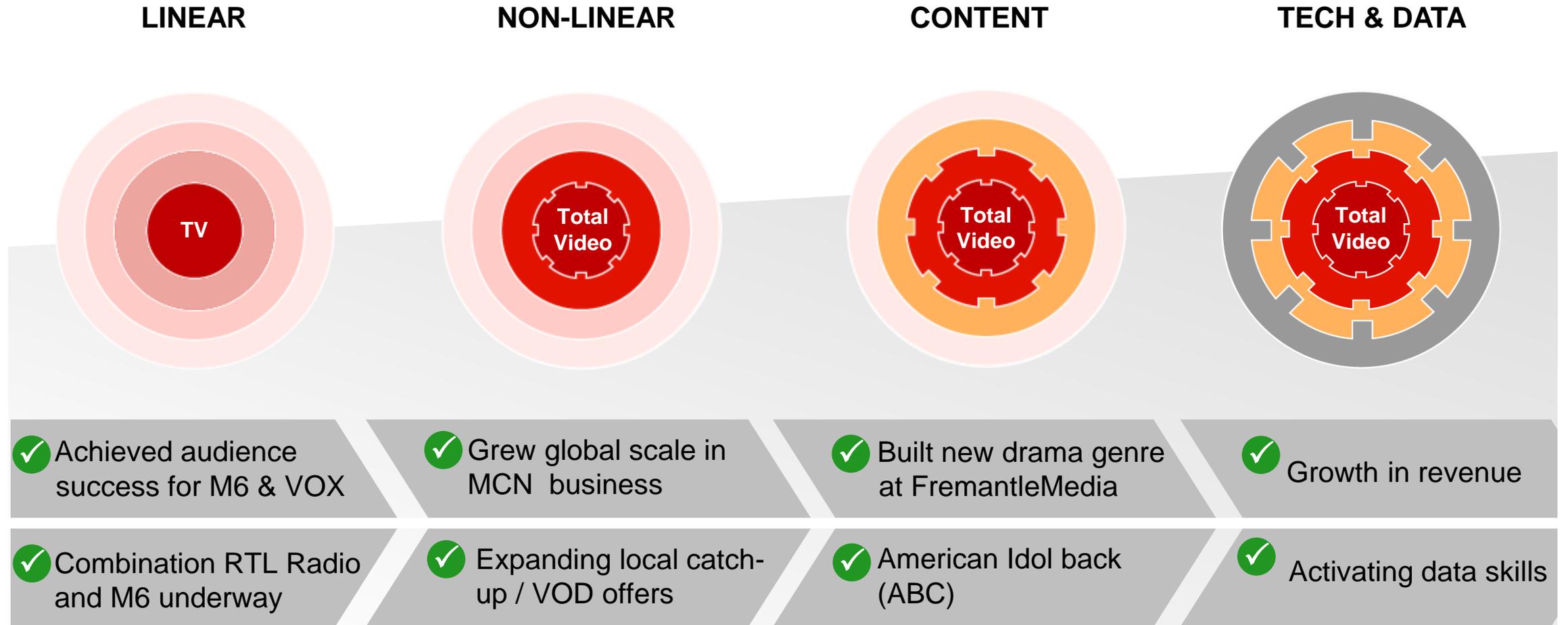
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# RTL Group Strategy

## Continue to pursue our goals in 'Total Video' ...



# RTL Group Strategy ...and have achieved notable results to date



# RTL Group

## Confirming outlook for 2017

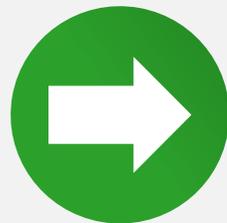
1

**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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