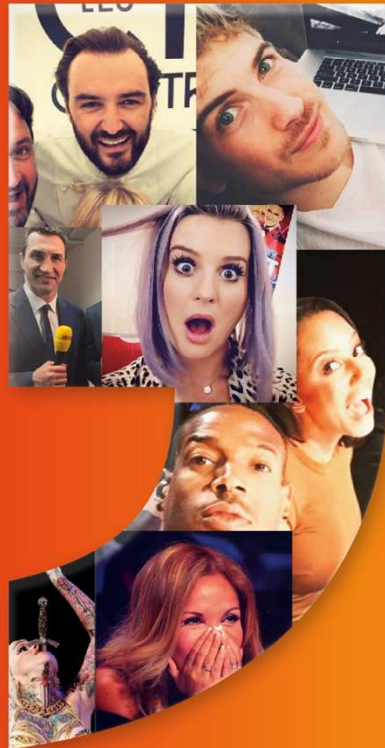


# Full-year results 2015

Deutsche Bank : Denver, Los Angeles, San Francisco

March 16<sup>th</sup>-18<sup>th</sup> 2016



**Entertain. Inform. Engage.**

# Agenda



**Full-year  
2015 highlights**

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**Business  
update**

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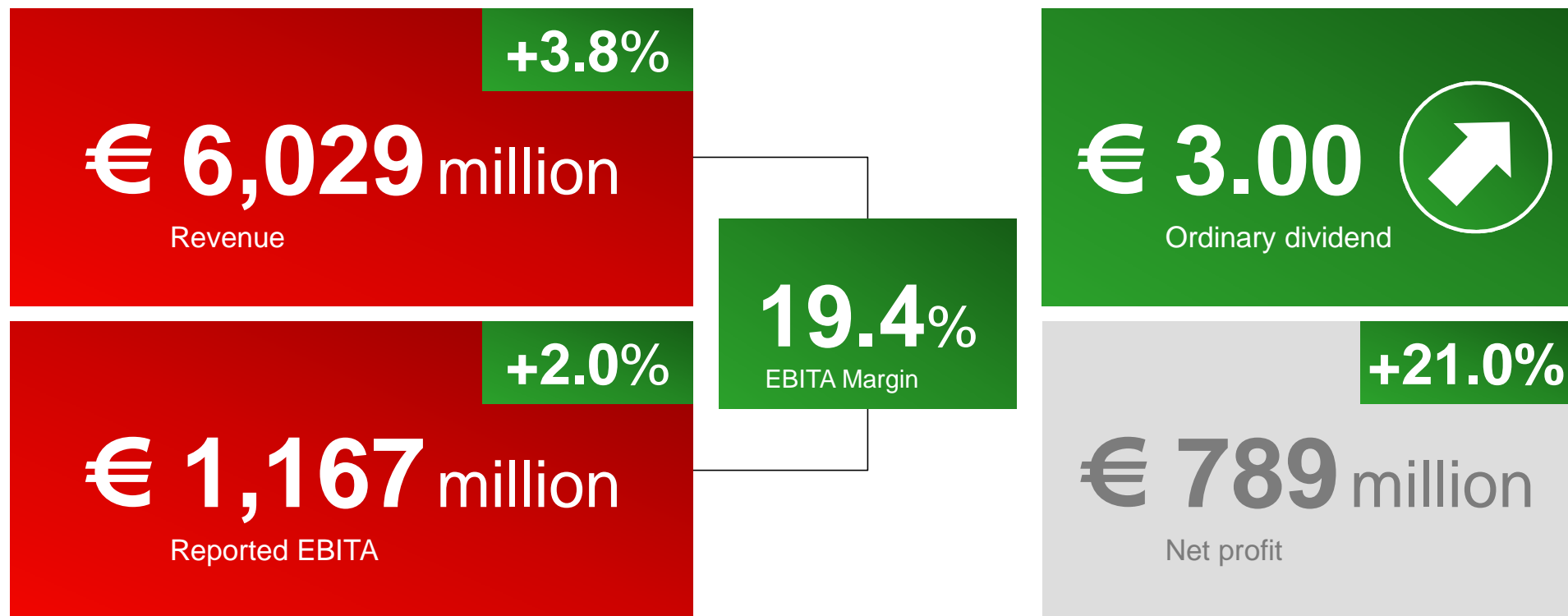


**Strategy &  
Outlook 2016**

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## Highlights

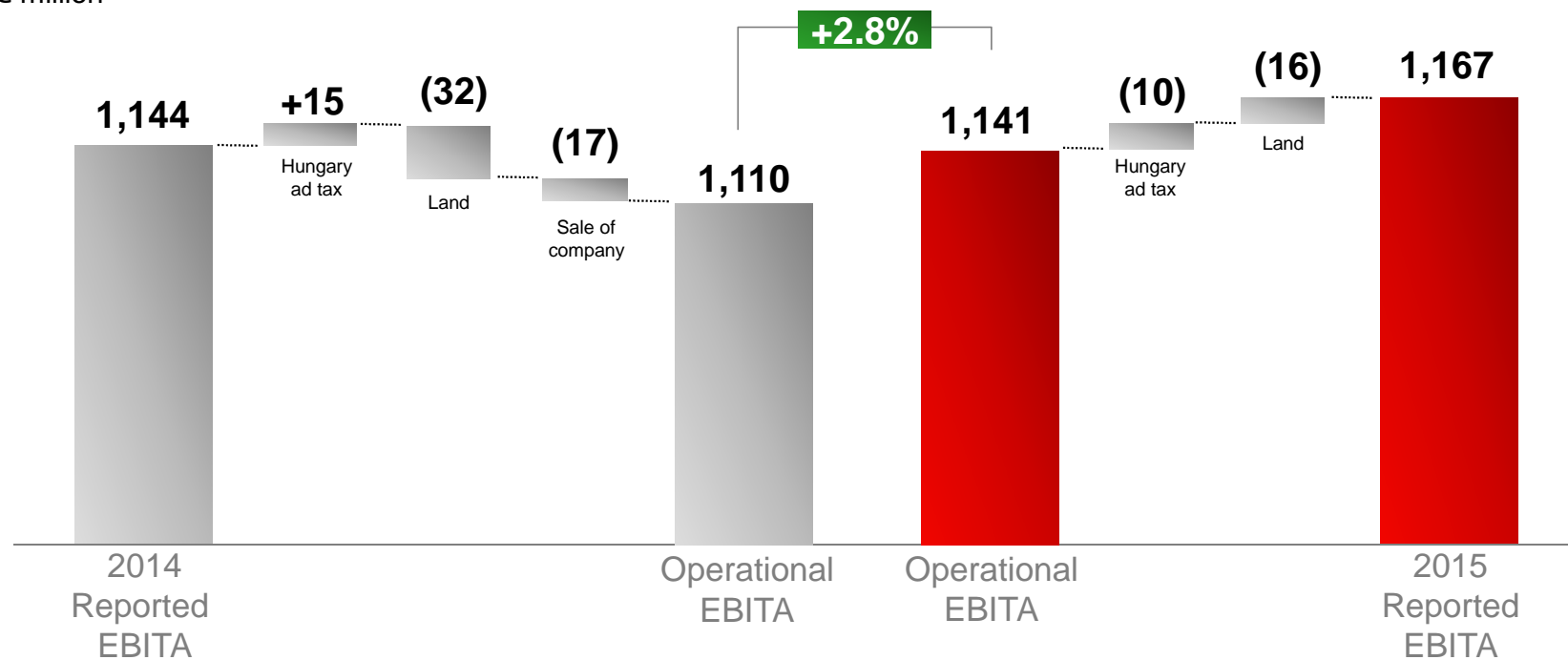
### Impressive results in 2015



## Operational EBITA

### With operational growth better than that reported

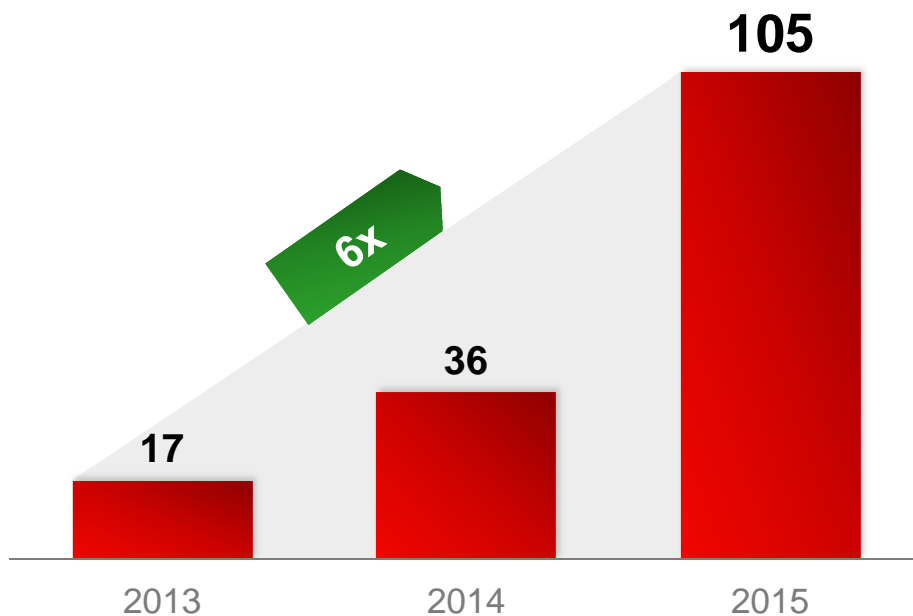
Operational EBITA bridge 2014 – 2015  
In € million



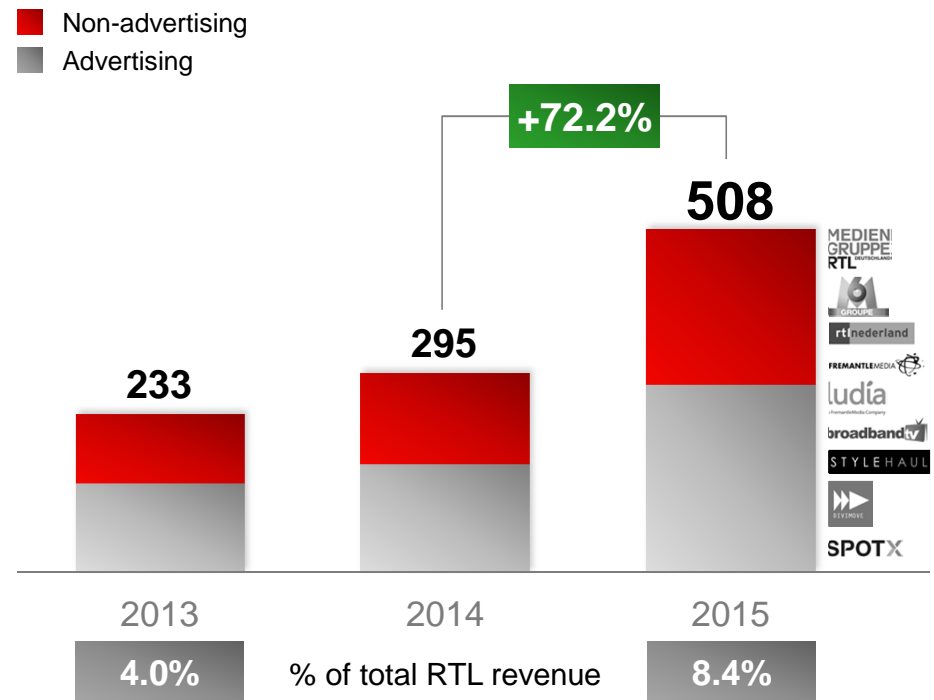
## Highlights

### Digital has become a key driver of RTL Group's top-line growth ...

**VIDEO VIEWS RTL GROUP**  
In billion



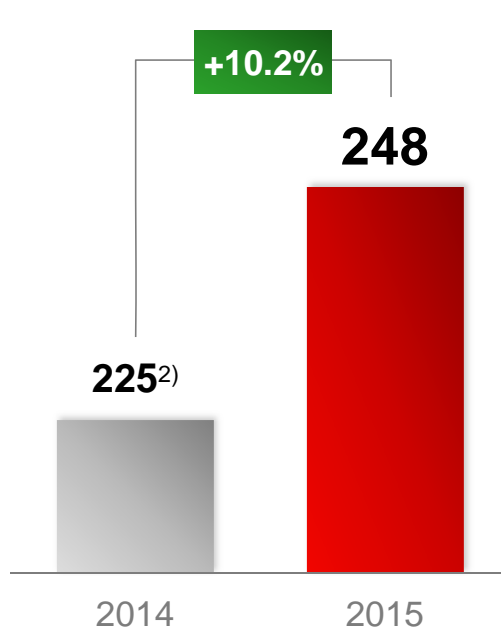
**DIGITAL REVENUE**  
In € million



Source: all internal figures

# Broadcast ... and when combined with platform revenue ...

**RTL GROUP PLATFORM REVENUE**  
In € million<sup>1)</sup>



HD channels



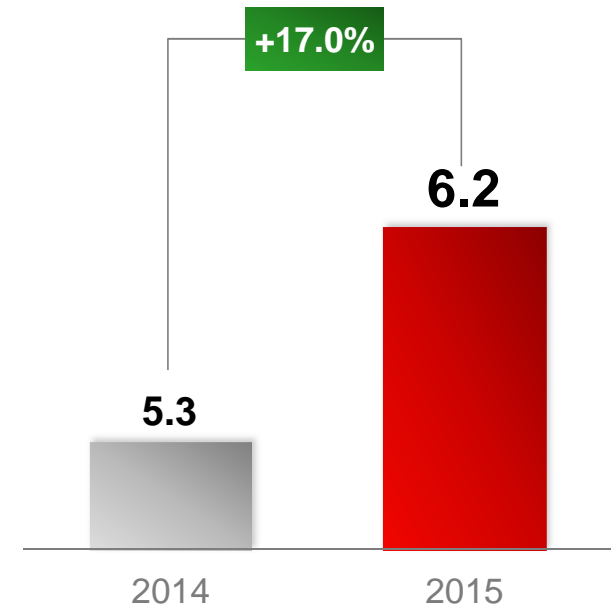
Thematic channels



VOD  
on managed platforms



**HD SUBSCRIBERS, GERMANY**  
In million



<sup>1)</sup> Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees

<sup>2)</sup> Restated

# Highlights

## ... further improves RTL Group's well diversified revenue mix

### RTL GROUP 2015 REVENUE SPLIT

In %

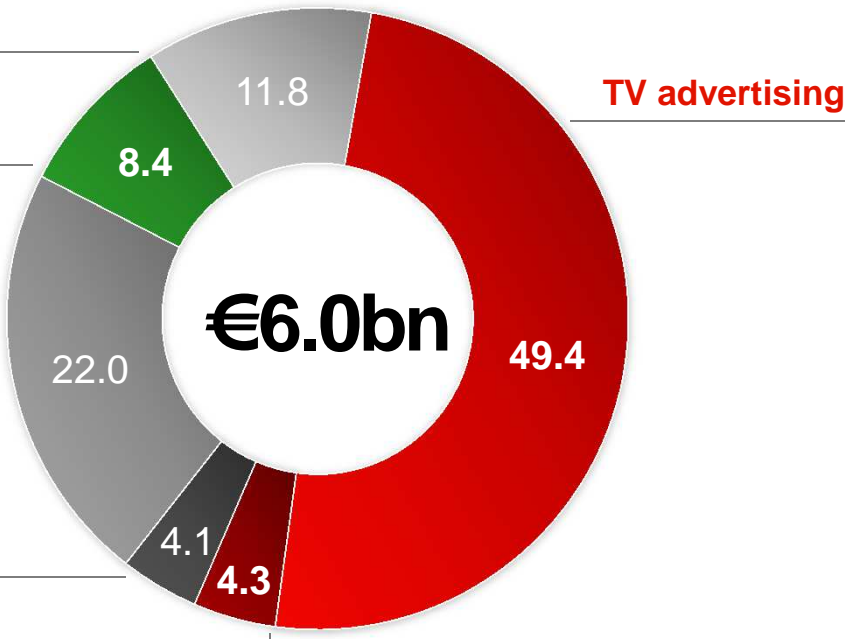
Other diversification

Digital

Content

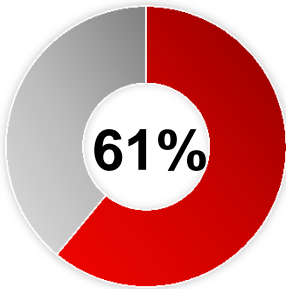
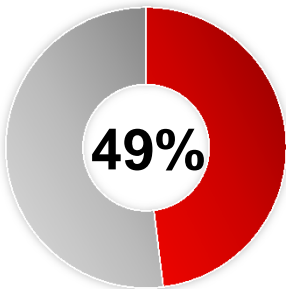
Platform revenue

Radio advertising



### DEPENDENCY FROM TV ADVERTISING

- TV advertising
- Other revenue



# Agenda

1



Full-year  
2015 highlights

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Business  
update

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Strategy &  
Outlook 2016

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**#1 TV family  
in Germany**

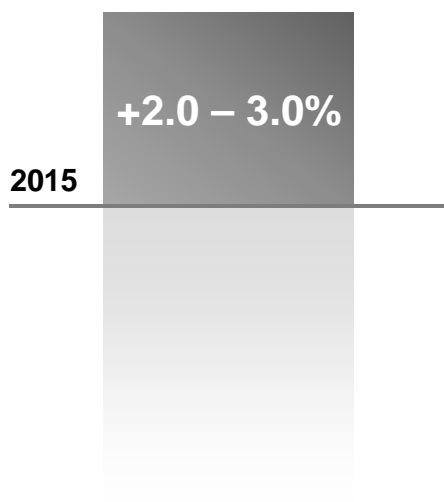
**MEDIEN  
GRUPPE  
RTL** DEUTSCHLAND

# Mediengruppe RTL Deutschland

## Impressive track record – record EBITA for 4<sup>th</sup> consecutive year

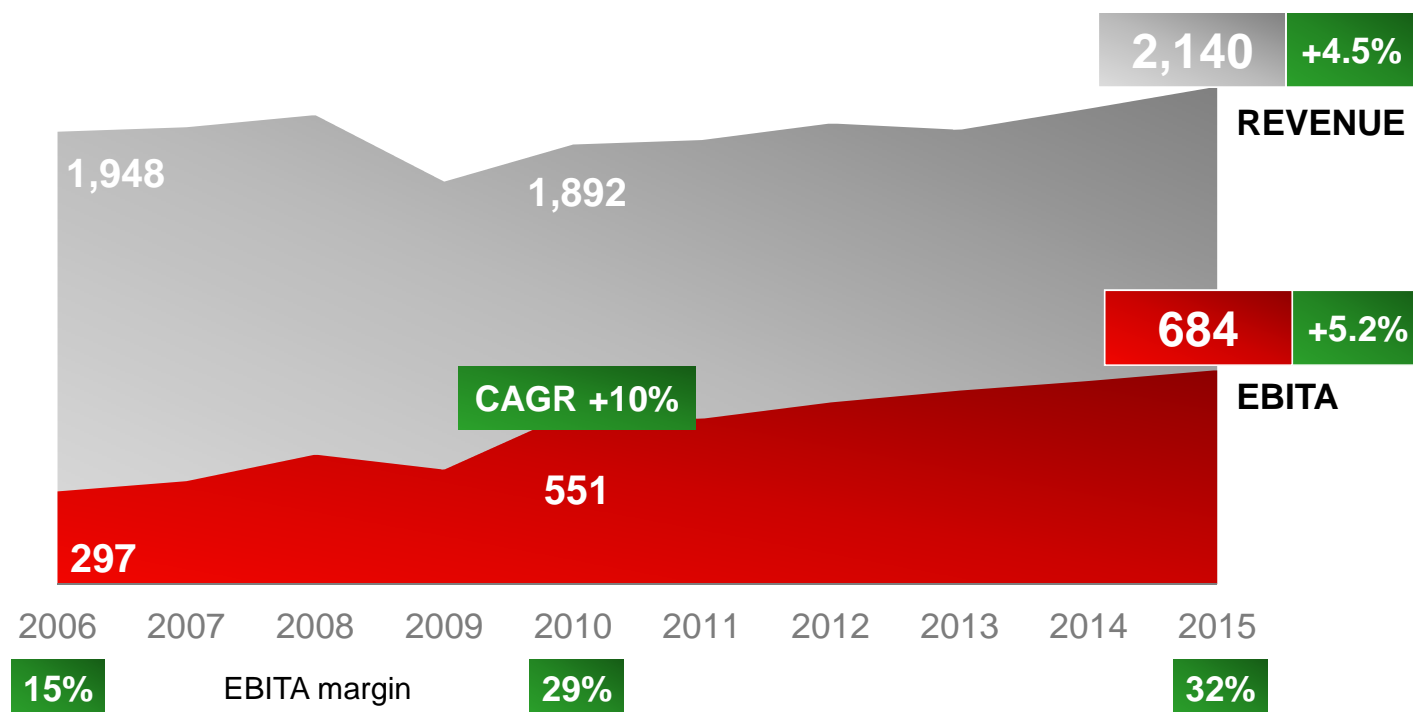
### NET TV ADVERTISING MARKET GROWTH<sup>1)</sup>

In %



### KEY FINANCIALS

In € million

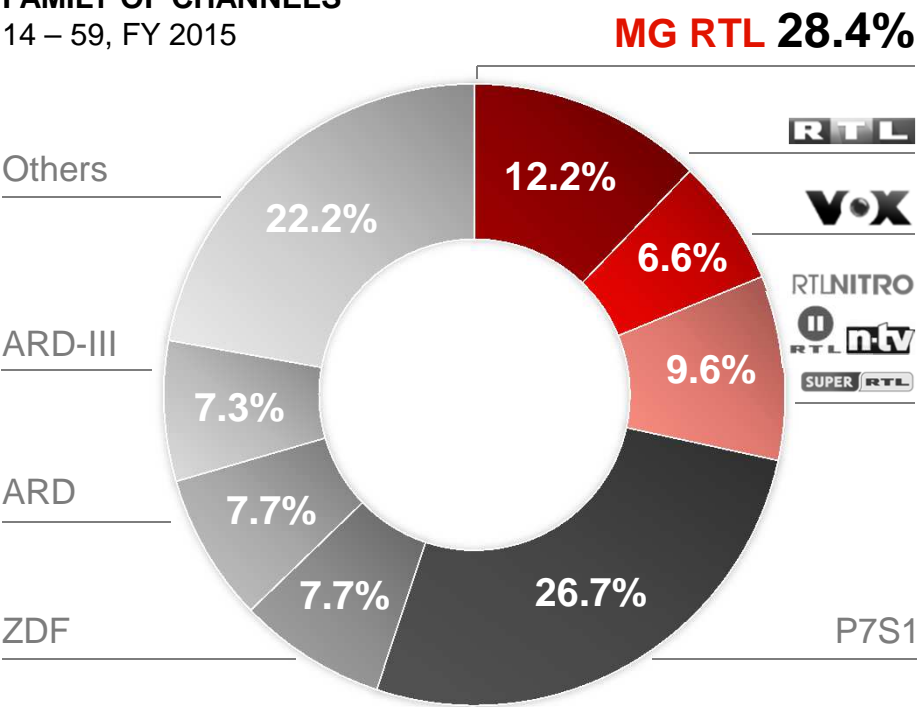


<sup>1)</sup> RTL Group estimate

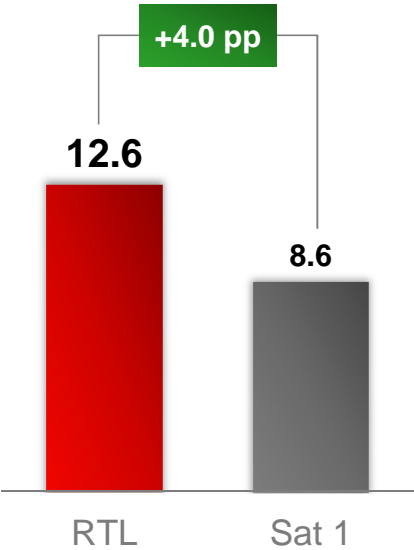
# Mediengruppe RTL Deutschland

## Strong leadership in key timeslots

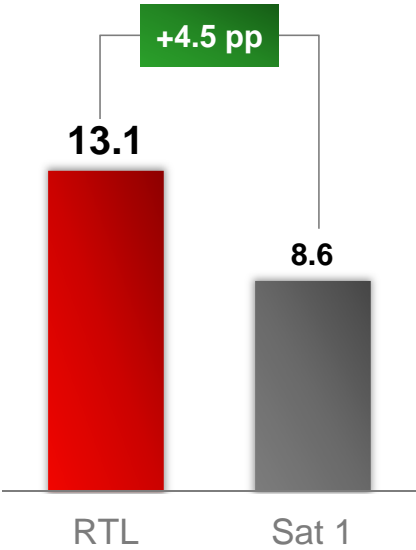
FAMILY OF CHANNELS  
14 – 59, FY 2015



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



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



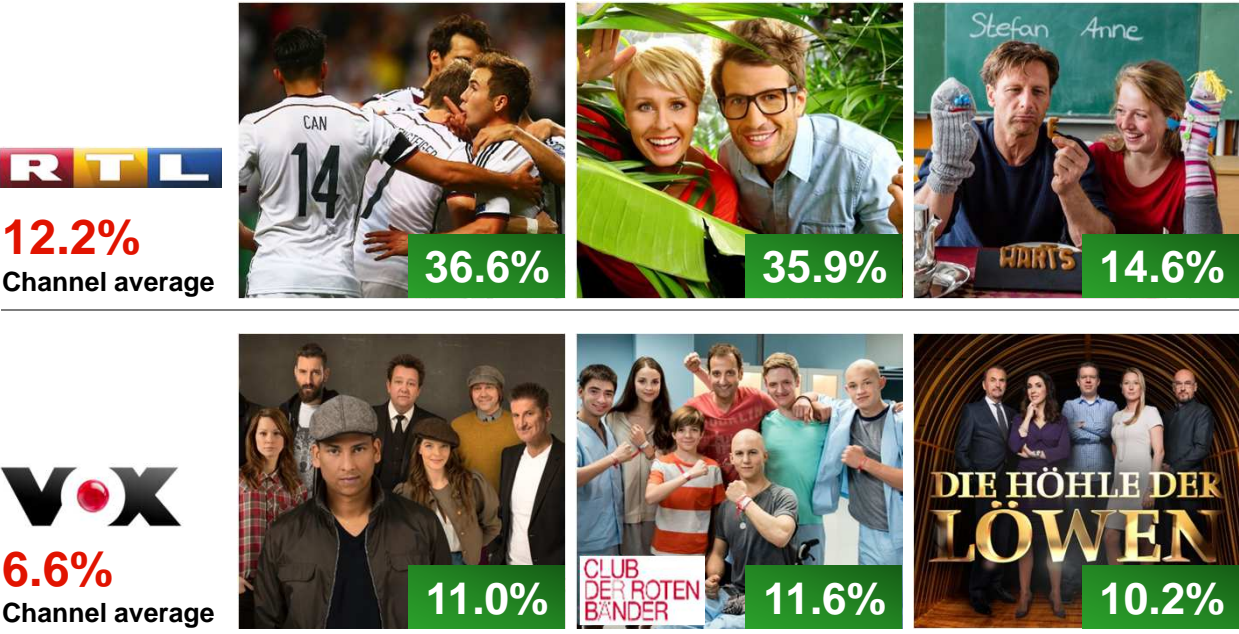
Source: AGF in cooperation with GfK  
Note: MG RTL De including RTL II and Super RTL

# Mediengruppe RTL Deutschland

## Competitive advantage with local content

### HIGHLIGHTS

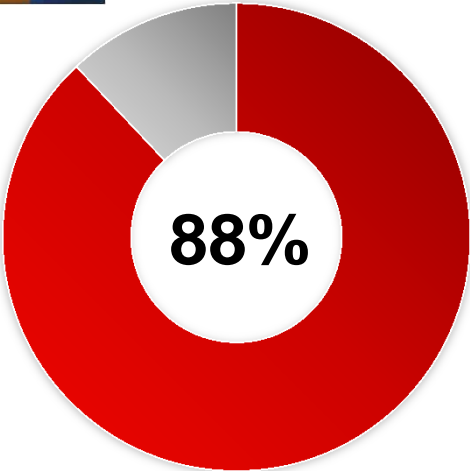
vs. channel average



### PROGRAMME HOURS

In 2015

- Local productions<sup>1)</sup>
- Acquired content



<sup>1)</sup> Programme hours – share of local productions divided by total programming hours excluding ad breaks



**#2 TV family  
in France**

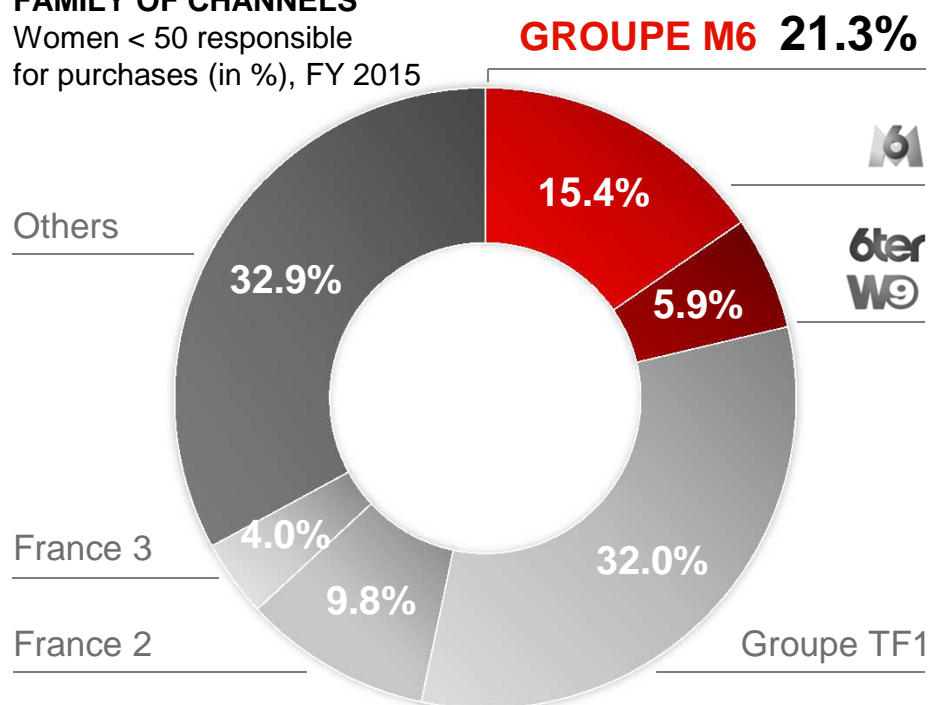


## Groupe M6

### Gaining overall audience share

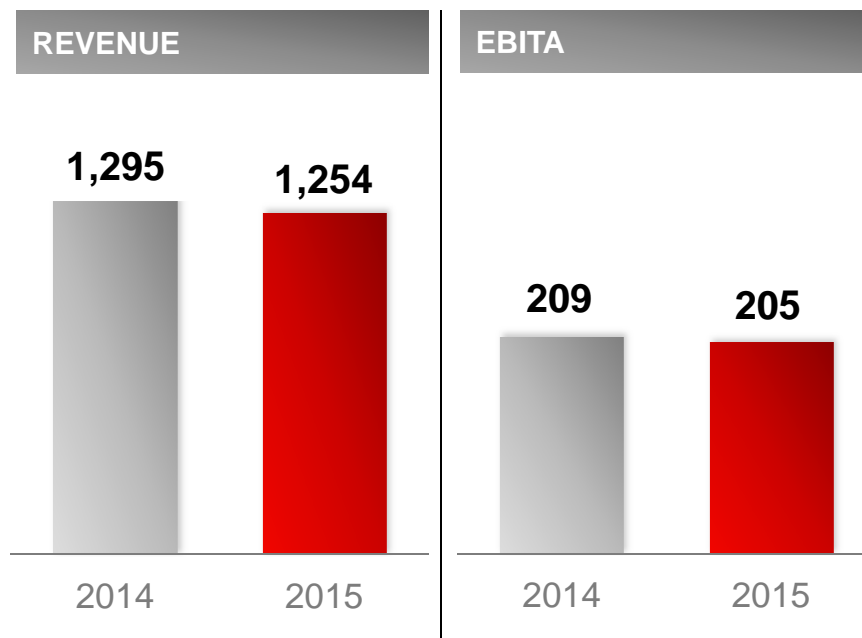
#### FAMILY OF CHANNELS

Women < 50 responsible for purchases (in %), FY 2015



#### KEY FINANCIALS

In € million



Source: Médiamétrie

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

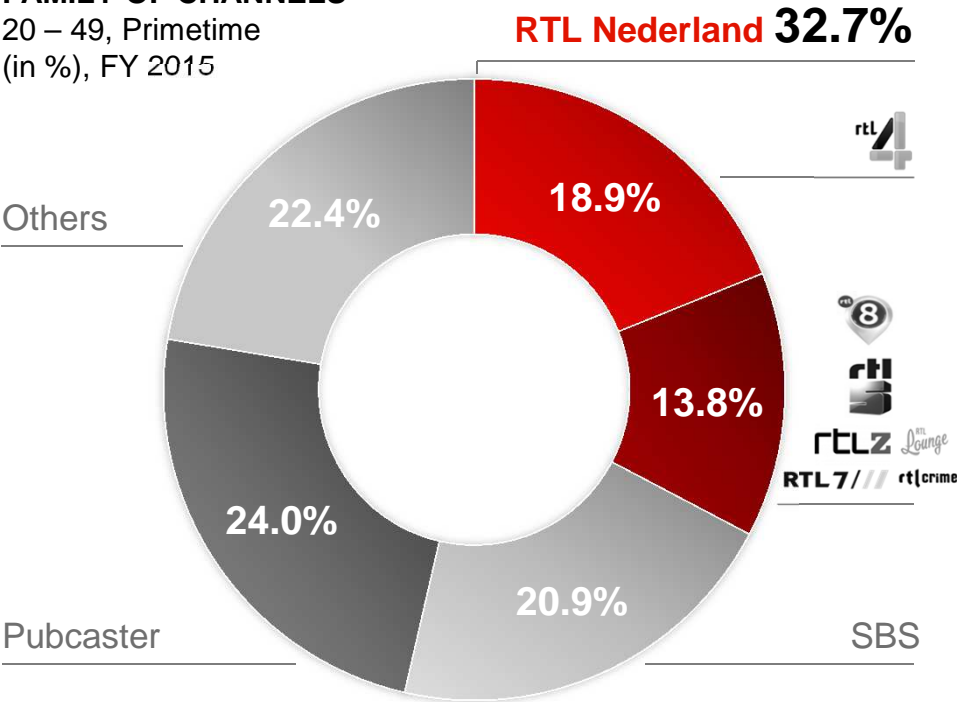
**#1 TV family  
in Netherlands**



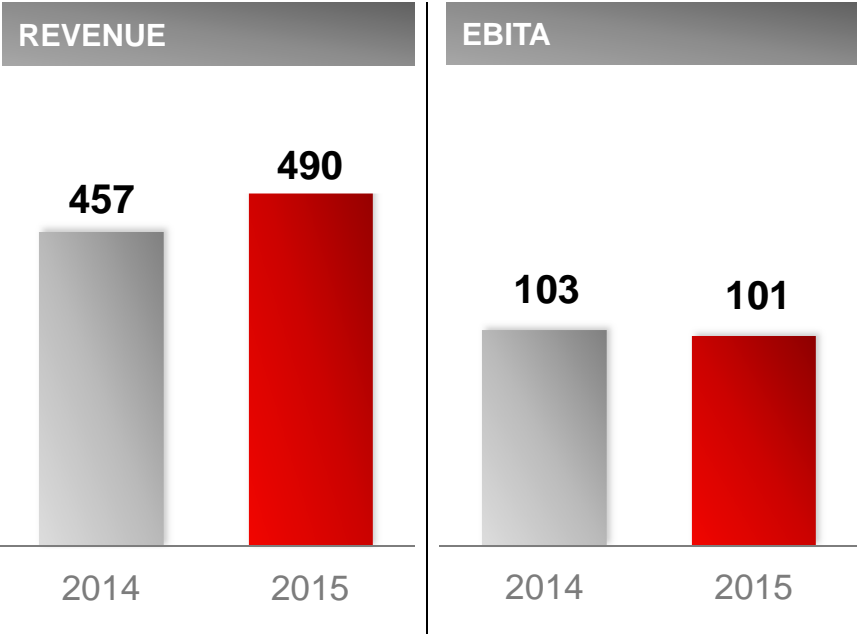
# RTL Nederland

## Strong growth driven by platform and digital revenue

**FAMILY OF CHANNELS**  
 20 – 49, Primetime  
 (in %), FY 2015



**KEY FINANCIALS**  
 (in € million)



Source: SKO



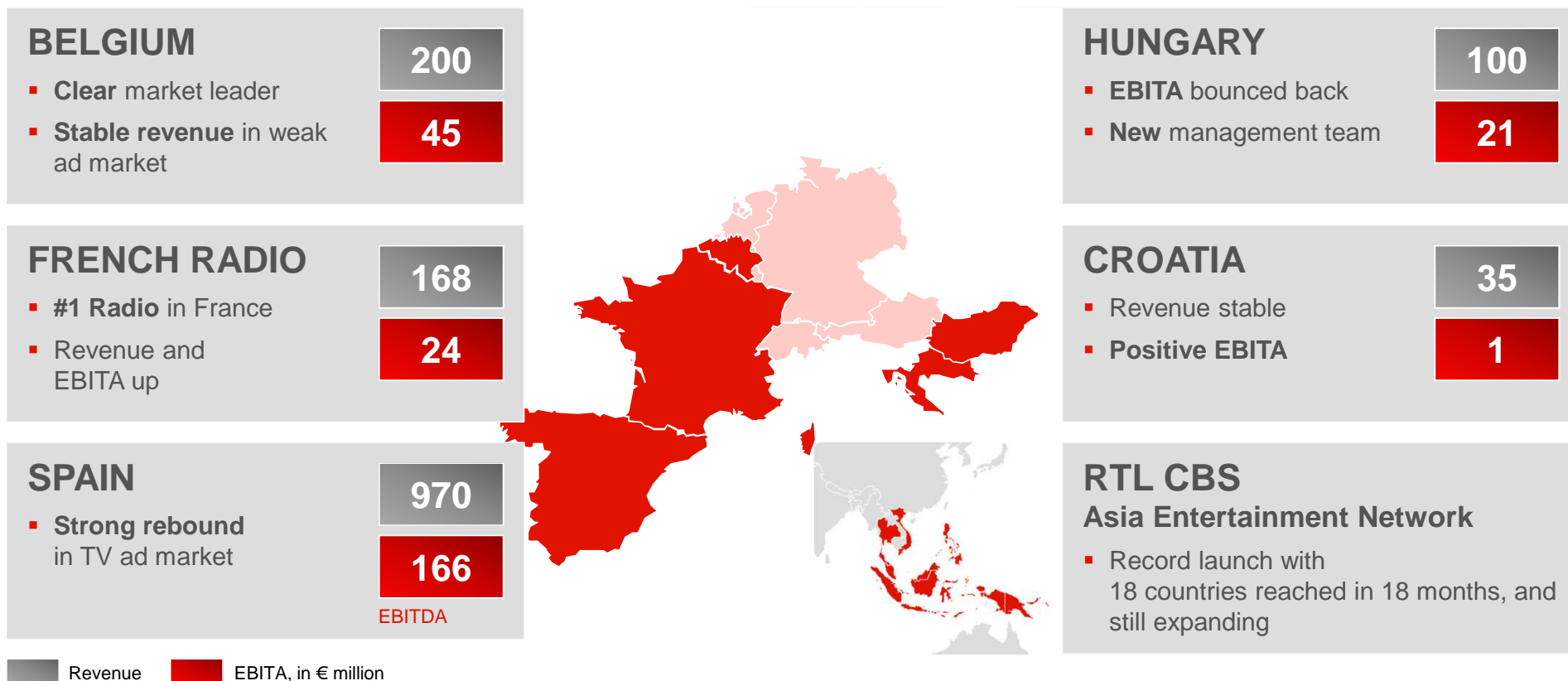


**#1 in Europe,  
successful in Asia**



## Other markets

### Improved EBITA from majority of operations





A man in a dark suit and tie is walking towards the camera on a wet, reflective path. The path is surrounded by a vast, mountainous landscape with patches of snow and a body of water in the background. The sky is overcast and grey.

**More creative  
power**



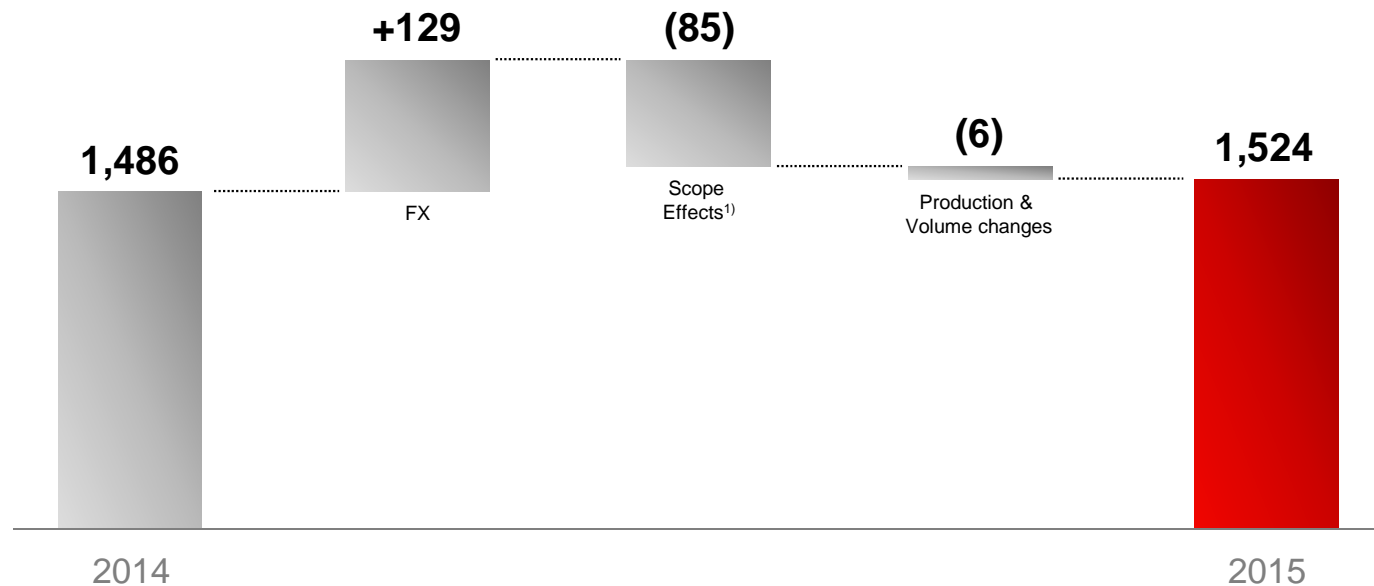
**FREMANTLE**MEDIA

# FremantleMedia

## In line with expectations

### REVENUE BRIDGE 2014 – 2015

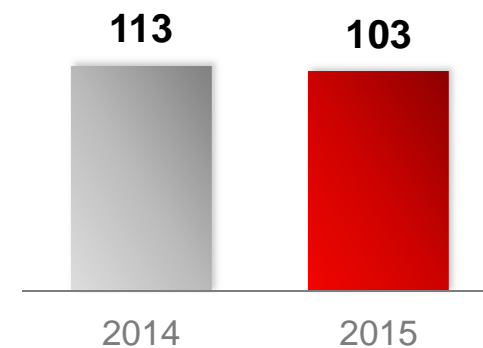
In € million



10,313 hours of content aired in 2015

### EBITA

In € million



<sup>1)</sup> Primarily Radical Media

## FremantleMedia

### Strong brands are resilient and highly valuable ...



**Most successful**  
primetime show aired in 34 markets



Final season of American Idol,  
still in production in **15 markets**



World's **most popular**  
dating format



**Leading** mobile  
game of 2015



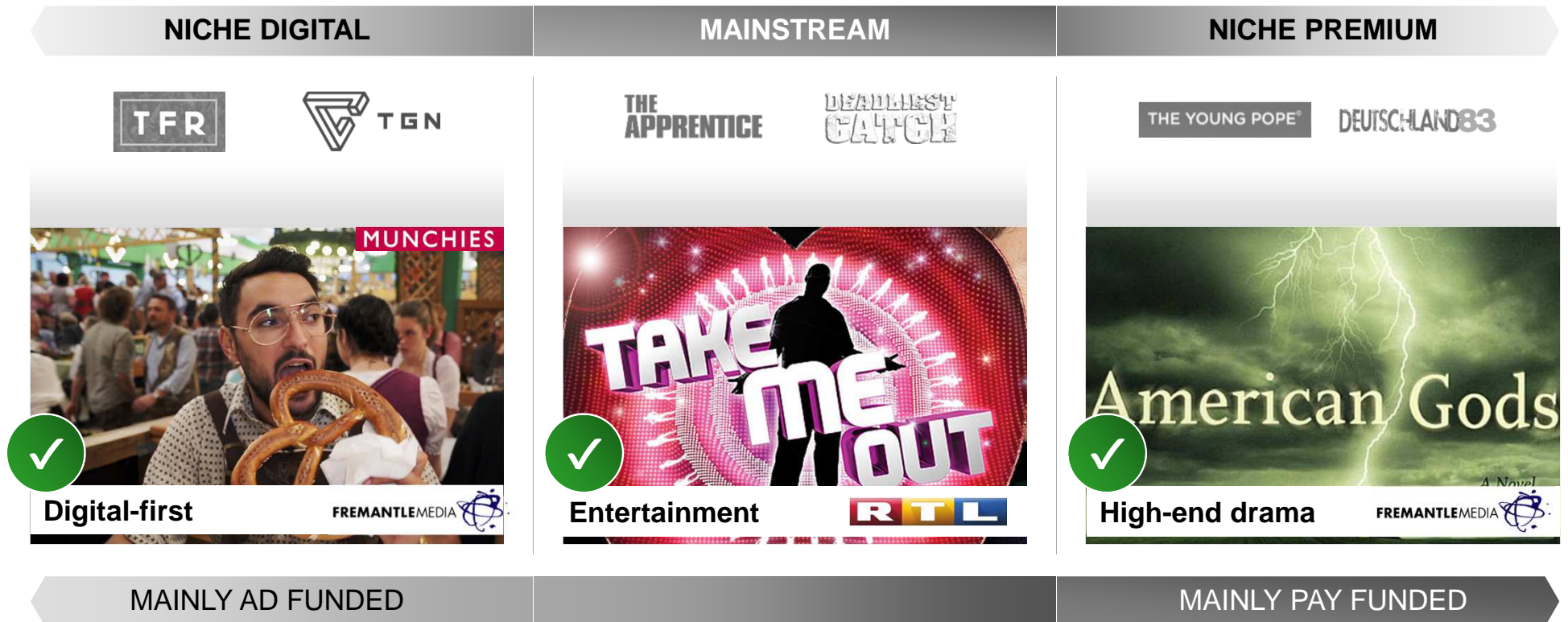
EMMY  
AWARDED

**Most successful** factual  
reality show on Discovery



Sold to  
**33 markets**

# FremantleMedia ... to cut through the fragmented media landscape






# FremantleMedia







## Increasing creative firepower

### Acquisitions and investments in 2015 & 2016

#### ACQUISITIONS

 Drama	 Drama	 Factual	 Ent./Drama 2016
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#### TALENT DEALS

 Factual Ent.	 Factual Ent.	 Drama	 Factual Ent.
 Drama	 Entertainment <i>Development partnership</i>		

### Strategic priorities

Developing  
the pipeline

Strengthen  
new genres: drama  
and local productions

Maximising  
the global network

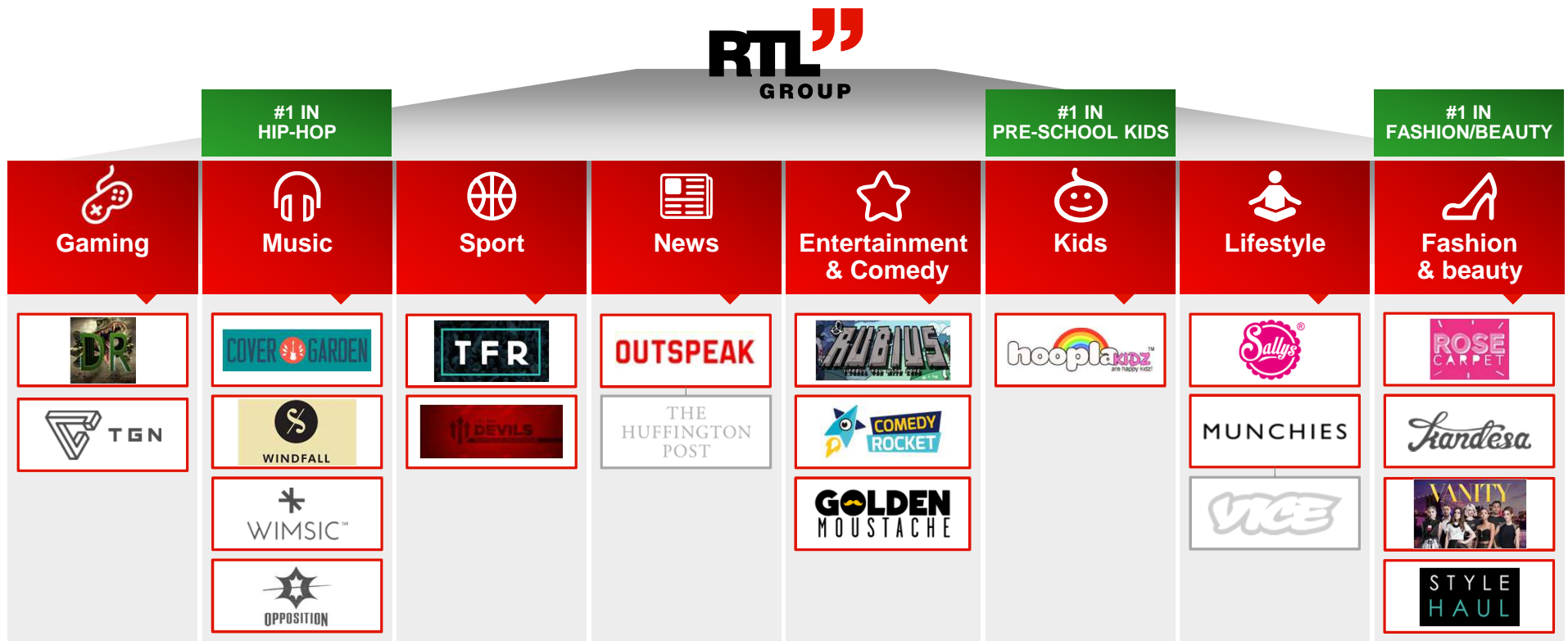
**#1 MCN,  
leading ad-tech**





# Multichannel networks

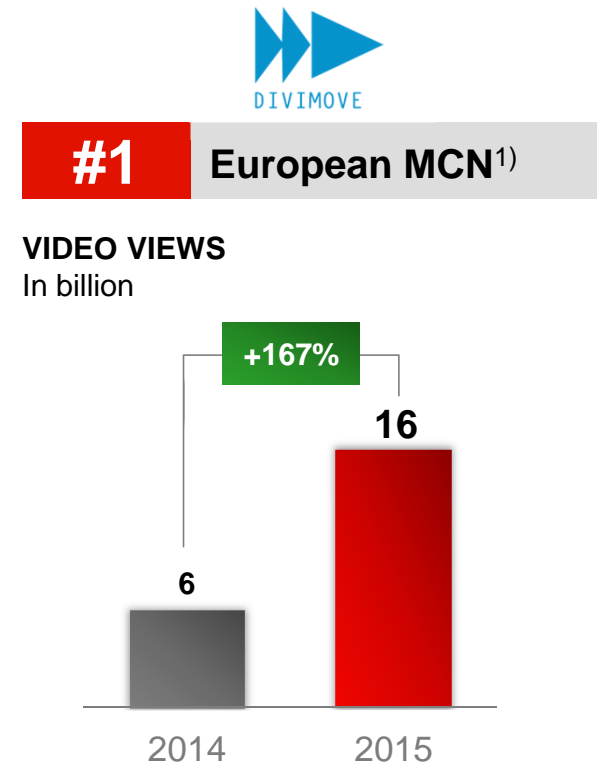
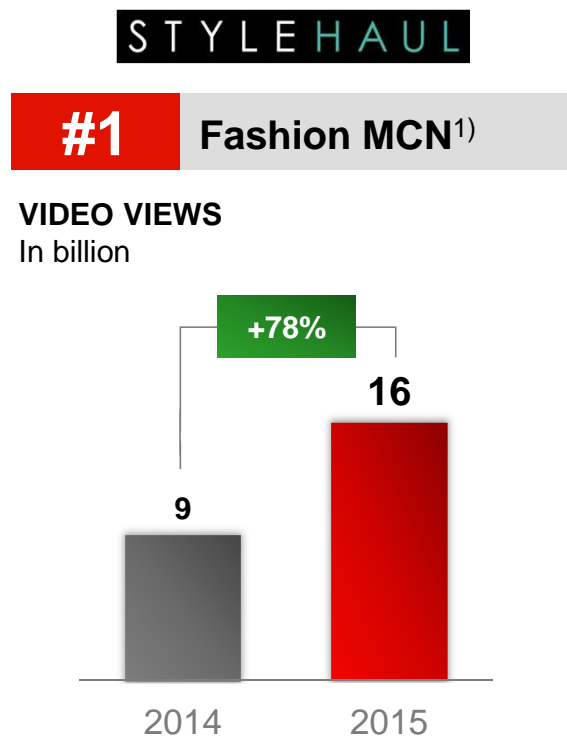
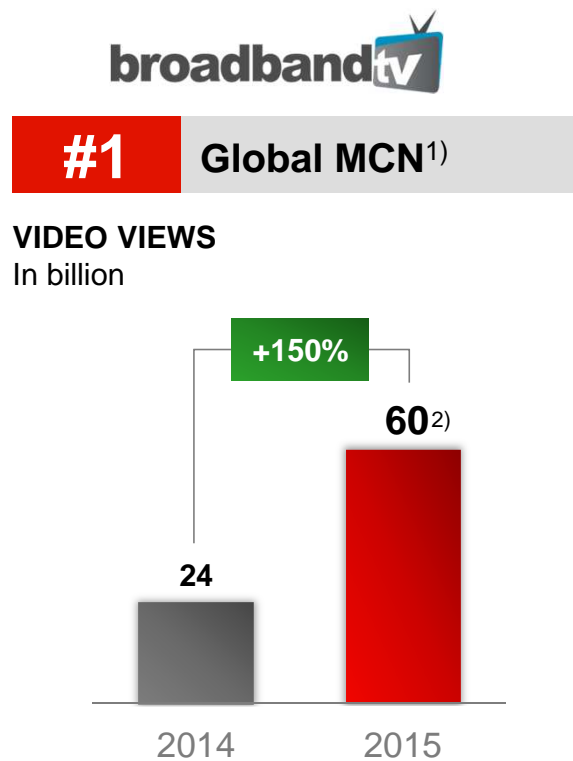
## Building strong digital brands across key verticals



Examples: non-exhaustive ☐ Partners

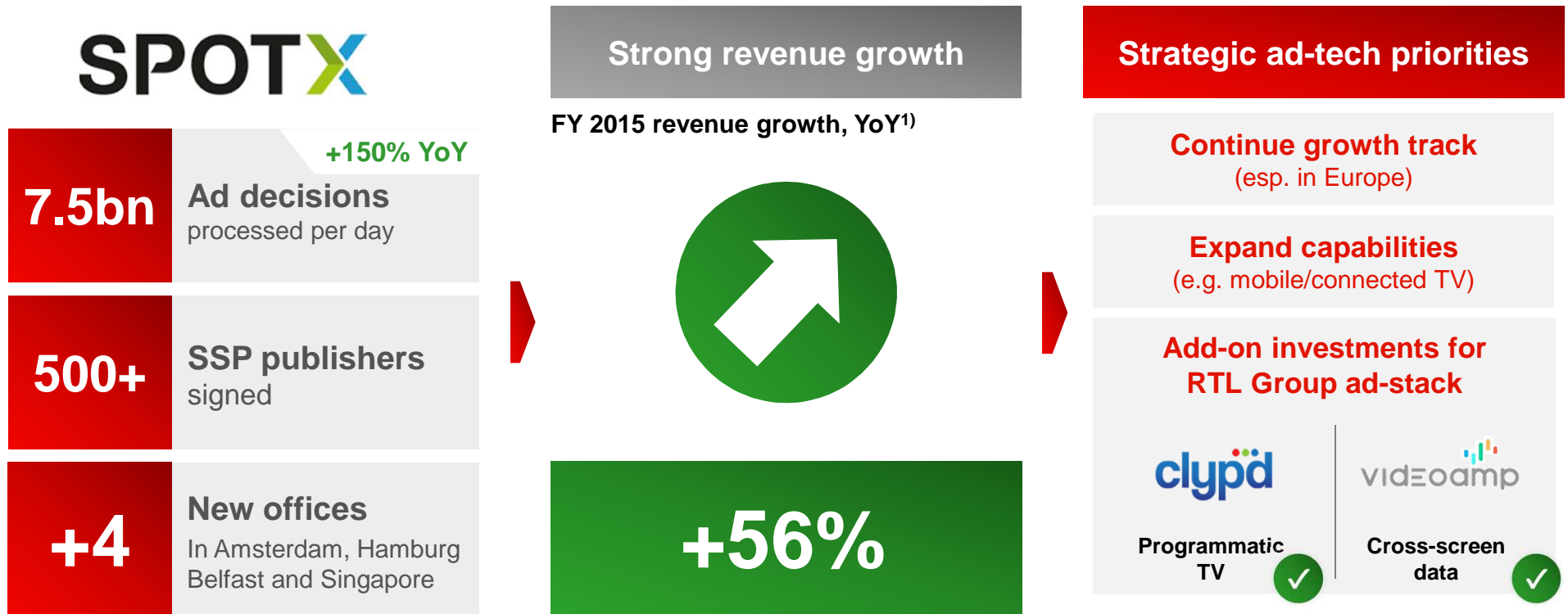
## Multichannel networks

# Massive video view growth establishes RTL Group as clear #1



Source: Internal figures, consolidated view for BroadbandTV, pro-forma for StyleHaul and Divimove, 1) SocialBlade ranking Jan. 2016, 2) BroadbandTV 2015 video views include YoBoHo

# Online video advertising SpotX on impressive profitable growth path



<sup>1)</sup> IFRS view, proforma in EUR

# Agenda

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Full-year  
2015 highlights

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Strategy &  
Outlook 2016

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Strategic goals  
**Video is at the heart of our strategy ...**

**BROADCAST**



**Develop**  
and optimise new offers

**CONTENT**



**Grow**  
global brands

**DIGITAL**



**Capture**  
digital growth

Strategic goals  
... as broadcast, content, digital merge into Total Video

**Capture long and short-form video growth**

USAGE

**Solutions for convergent video advertising**

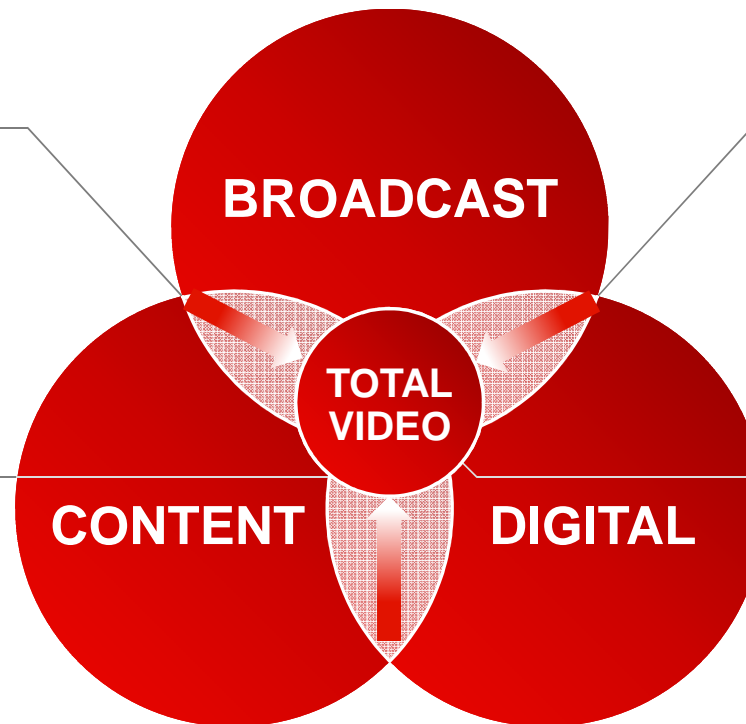
SALES

**Build brands for mainstream and niche**

PROGRAMMING

**Cross-screen media technology**

TECHNOLOGY



## RTL Group Outlook for 2016

1

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



2

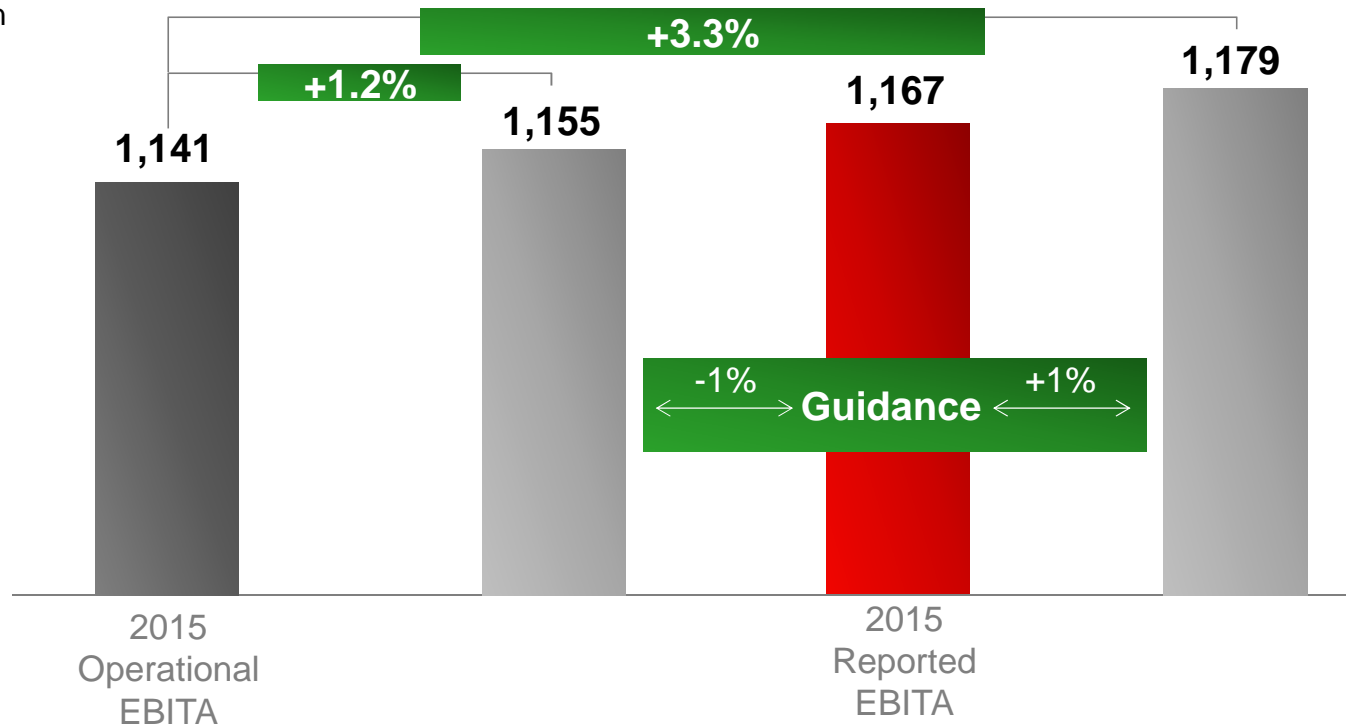
**Reported EBITA** to be broadly stable



## 2016 EBITA Guidance

### Operational growth above guidance

Operational EBITA guidance 2016  
In € million





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