

FULL YEAR RESULTS 2010

10 March 2011

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The leading European entertainment network



Agenda

- **INTRODUCTION**

- Business Review
- Financial Review
- Outlook

Up
EUR 435 m

REVENUE
EUR 5.6 billion

Up
EUR 315 m

REPORTED EBITA
continuing operations
EUR 1.1 billion

EBITA MARGIN
19.9 %

CASH CONVERSION
110%

Up
EUR 406 m

NET RESULT
triples to
EUR 611 million

Strong audience shares
in major markets
**GERMANY, FRANCE,
NETHERLANDS
& BELGIUM**

NET CASH POSITION
EUR 1.5 billion

DIVIDEND
EUR 5.00 per share

Best ever result: significant improvement in profitability and margins

Agenda

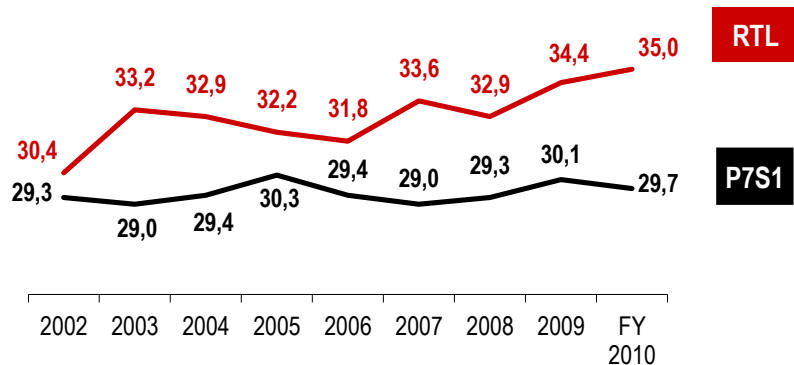
- Introduction

- **BUSINESS REVIEW**

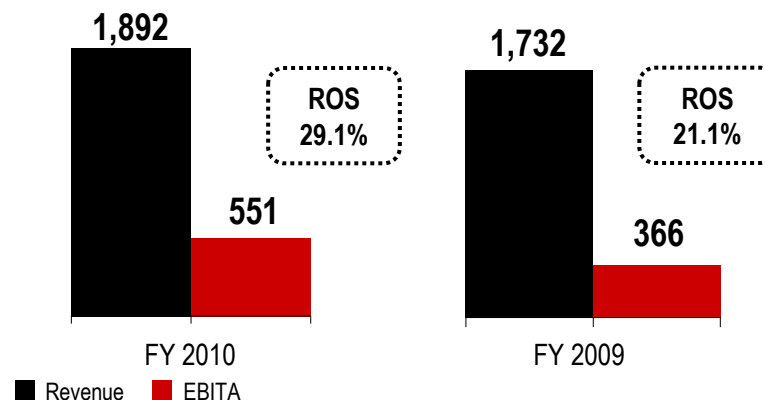
- Financial Review

- Outlook

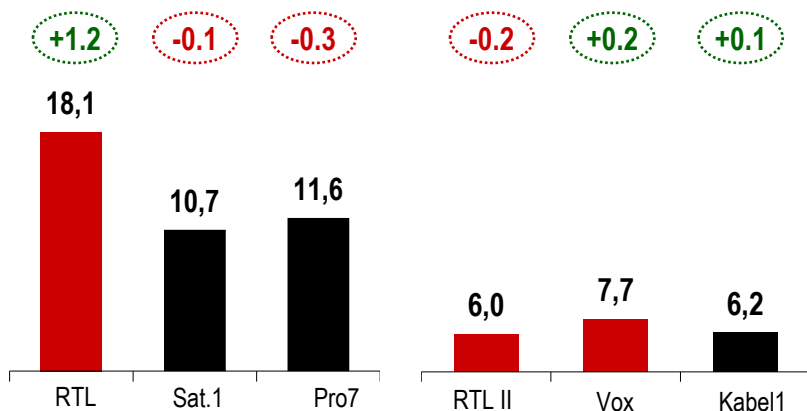
AUDIENCE SHARE 14-49 (in %)



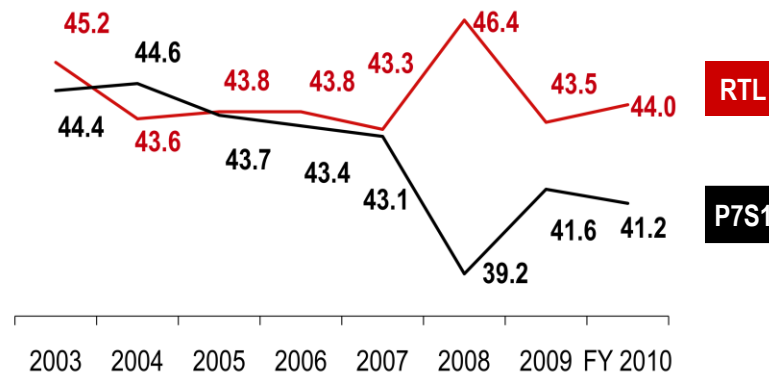
KEY FINANCIALS (in EUR million)



AUDIENCE SHARE 14-49 (in %)

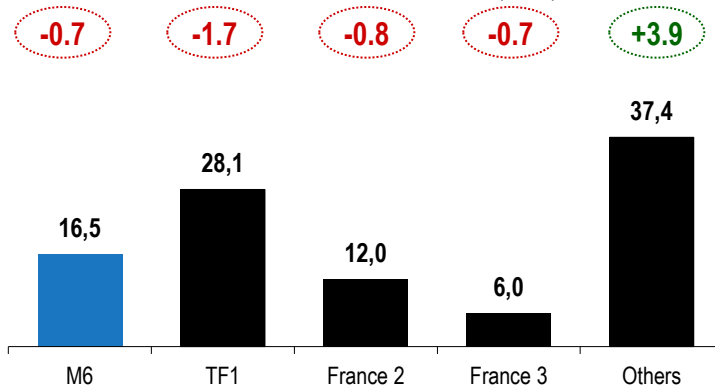


SHARE OF NET ADVERTISING MARKET (in %)



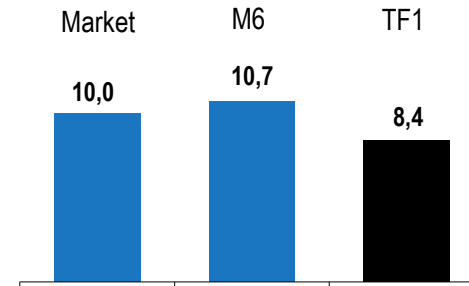
AUDIENCE SHARE – MAIN CHANNELS

HOUSEWIVES <50 ALL DAY (in %)



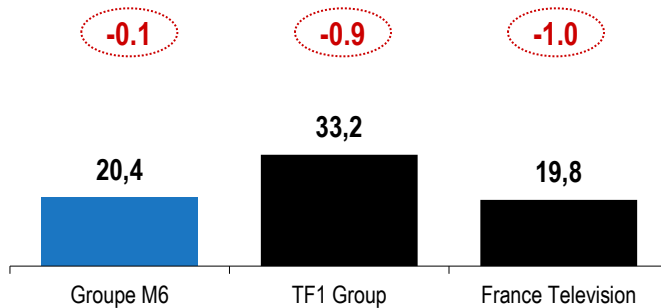
NET ADVERTISING MARKET DEVELOPMENT (in %)

FY 2010 vs FY 2009

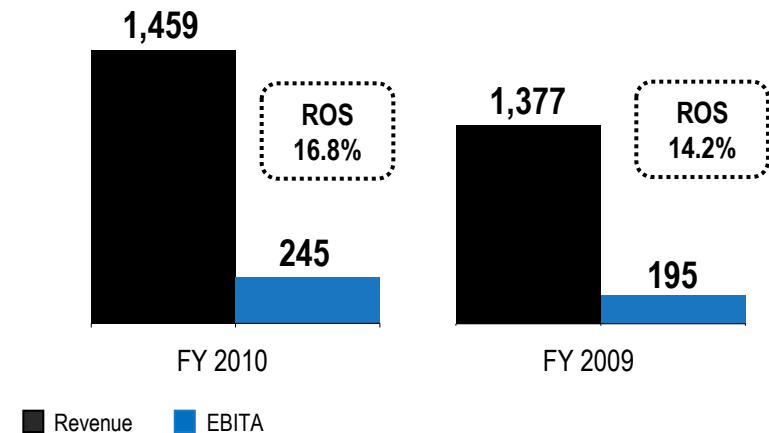


AUDIENCE SHARE – FAMILY OF CHANNELS

HOUSEWIVES <50 ALL DAY (in %)



KEY FINANCIALS (in EUR million)

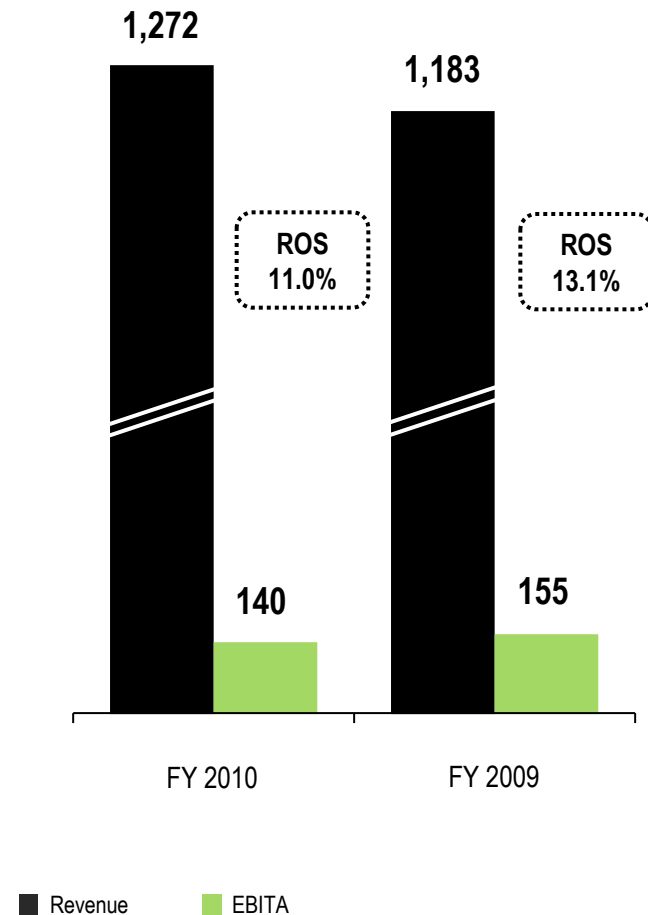


Source: Médiamétrie, housewives under 50, RTL Group estimates
 Groupe M6 : M6 and W9: TF1 Group : TF1, TMC and NT1: France TV : Fr2, Fr3 and Fr4

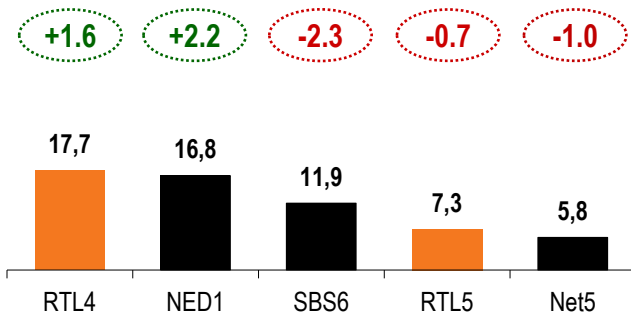
KEY FACTS 2010

- **Strengthened international presence via acquisitions of Radical Media, Ludia and Four One Media**
- **Produced nearly 9,500 hours of TV programming across 54 countries – one of the largest creators of award-winning international programmes**
 - In the US, *American Idol* was, for the seventh year in a row, the most watched prime time entertainment series
 - In the UK, series seven of *The X Factor* was the highest rated entertainment show with nearly one-third of the population tuning into the final
 - In Germany, the local version of *Got Talent* was the most popular yet, with an average audience share of over 37% among viewers aged 14 to 49
 - In Australia, the final of the second series of *Masterchef* was the most watched non-sports show ever
- **EBITA impacted by contract re-negotiations affecting pricing and volumes**

KEY FINANCIALS (in EUR million)

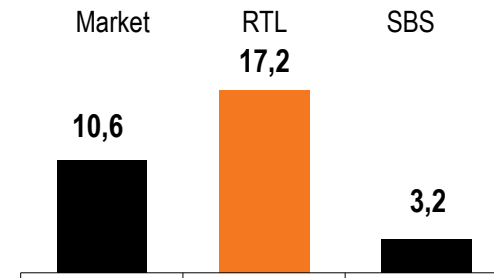


TV AUDIENCE SHARE: 20-49, PRIMETIME (in %)



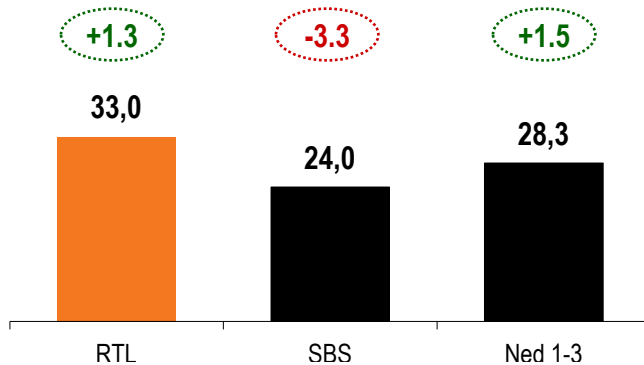
NET TV ADVERTISING MARKET DEVELOPMENT (in %)

FY 2010 vs FY 2009

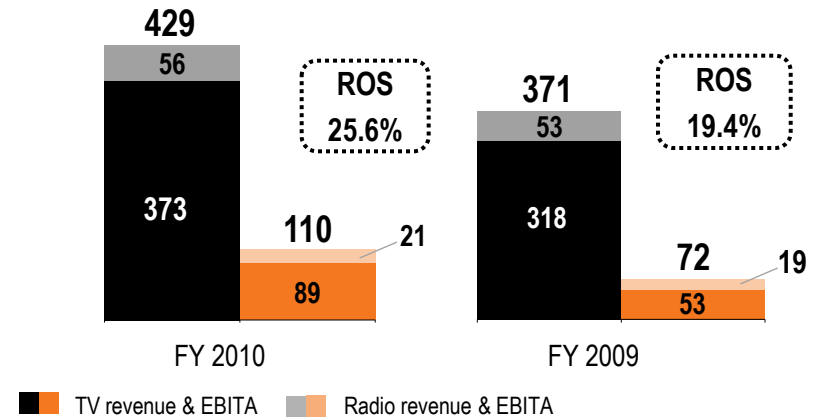


Source : RTL Group estimates

TV AUDIENCE SHARE – FAMILY OF CHANNELS



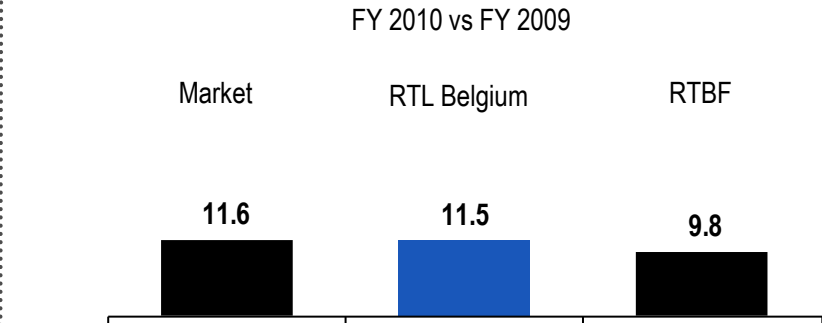
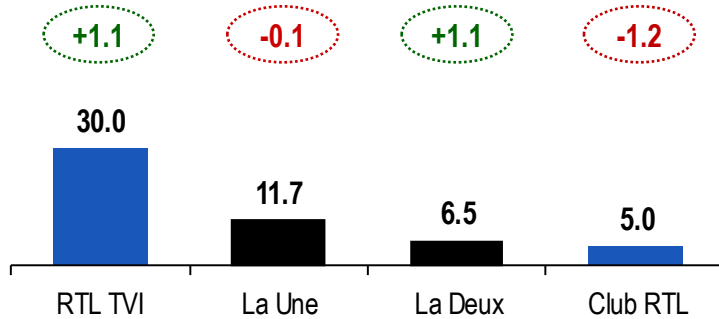
KEY FINANCIALS (in EUR million)



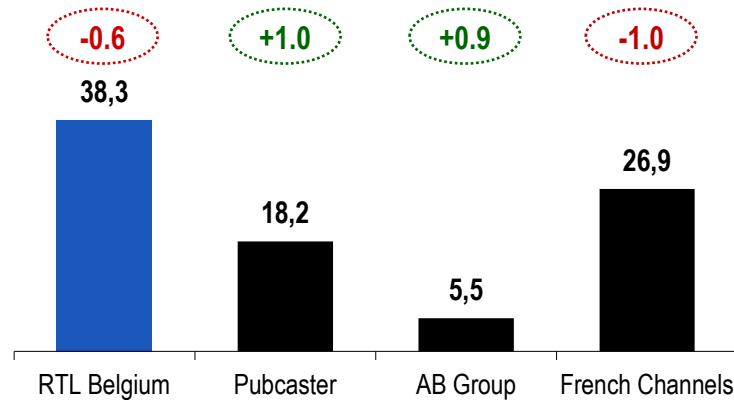
Belgium – RTL Belgium

Full year Results 2010

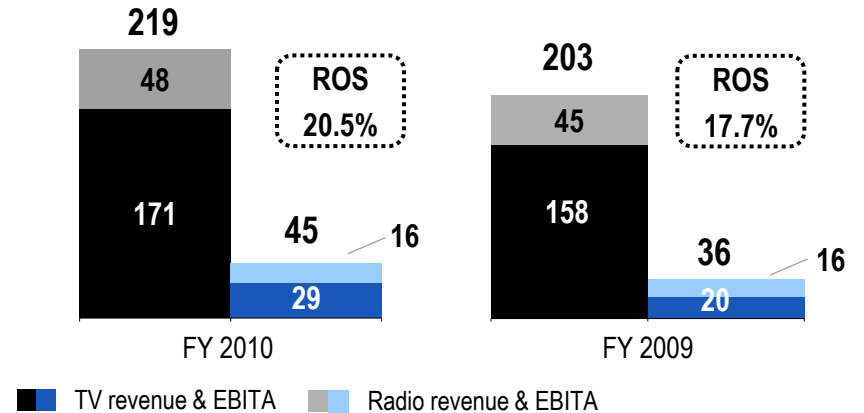
TV AUDIENCE SHARE: SHP 18-54, PRIMETIME (in %)¹⁾ NET TV ADVERTISING MARKET DEVELOPMENT (in %)



TV AUDIENCE SHARE – FAMILY OF CHANNELS

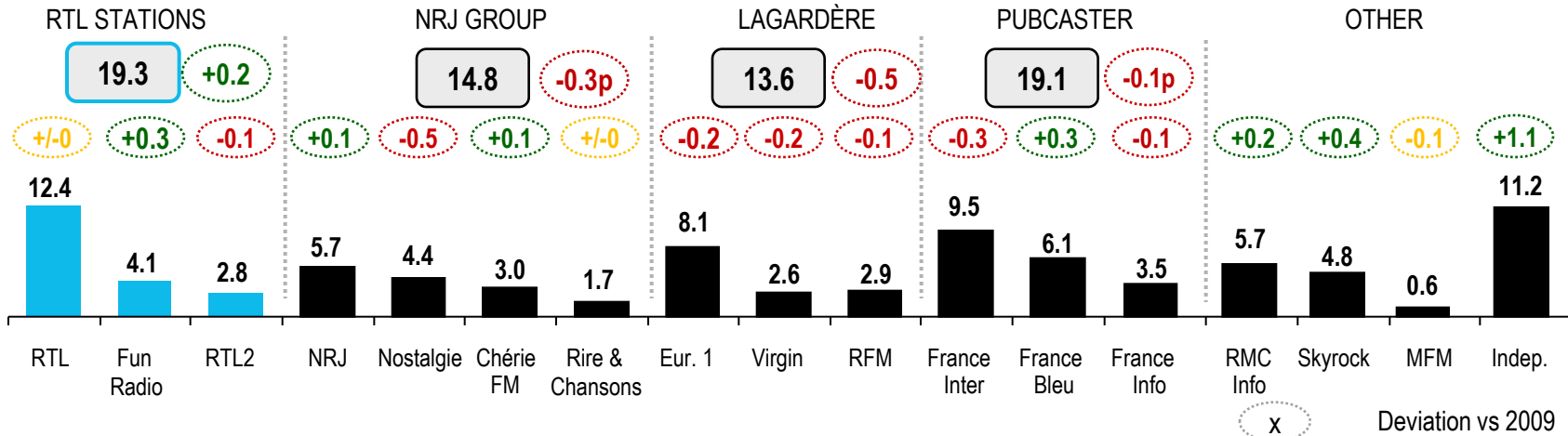


KEY FINANCIALS (in EUR million)



Source: Audimetrie 1) CIM MDB South, RTL Group estimates

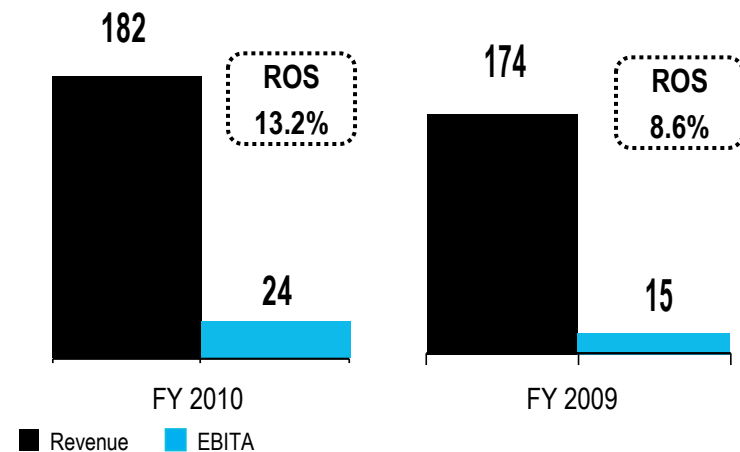
AUDIENCE SHARE AVERAGE 2010 – 13+, 5-24H, MON – FRI (in %)



KEY FACTS 2010

- Audience share of RTL family well ahead of commercial rivals
- Advertising market estimated to be up 6.3 per cent while RTL's share decreased slightly to 25.6 per cent
- Reported EBITA up 60 per cent to EUR 24 million

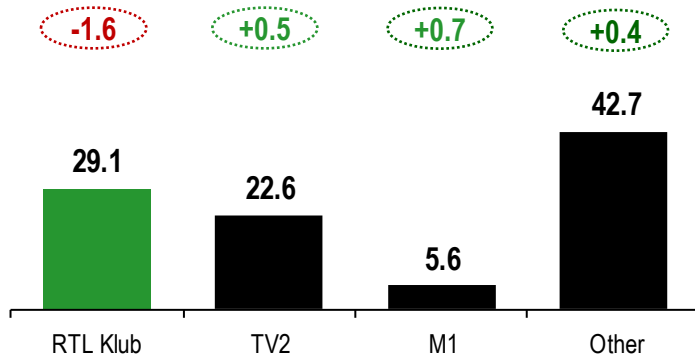
KEY FINANCIALS (in EUR million)



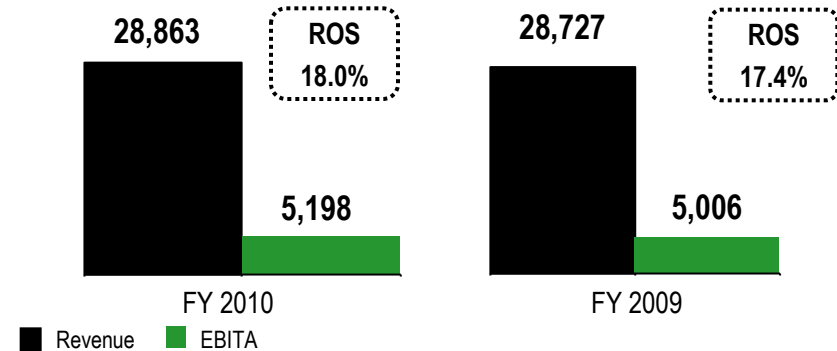
Hungary – RTL Klub

Full year Results 2010

AUDIENCE SHARE: 18-49, PRIMETIME (in %)

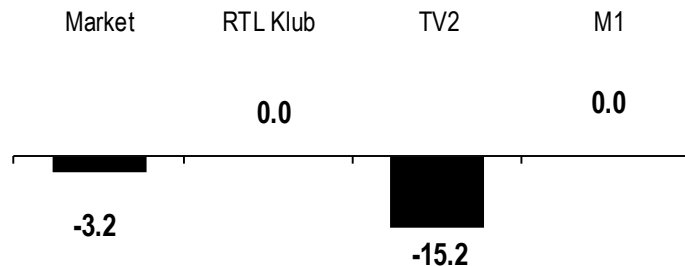


KEY FINANCIALS (in HUF million)



NET ADVERTISING MARKET DEVELOPMENT (in %)

FY 2010 vs FY 2009 – IN LOCAL CURRENCY



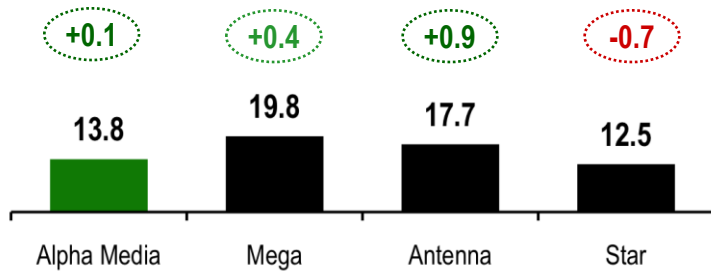
KEY FINANCIALS (in EUR million)



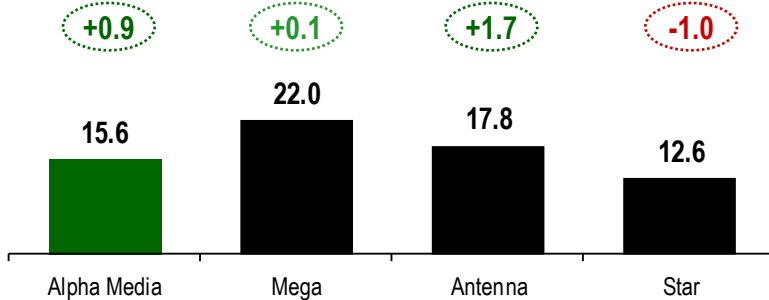
Greece – Alpha TV

Full year Results 2010

AUDIENCE SHARE: 15-44, ALL DAY (in %)



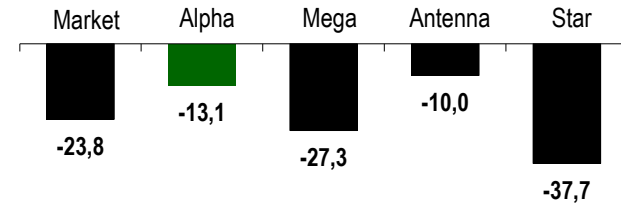
AUDIENCE SHARE: PRIMETIME (in %)



Source : AGB Nielsen 20:00-23.59, 15-44

NET ADVERTISING MARKET DEVELOPMENT (in %)

FY 2010 vs HY 2009



Source : RTL Group estimates

KEY FINANCIALS (in EUR million)

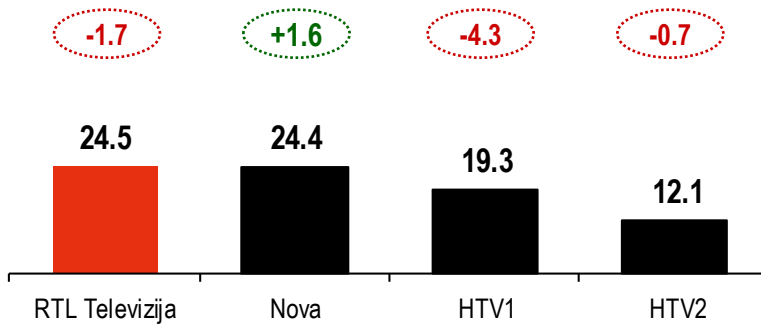


■ Revenue ■ EBITA

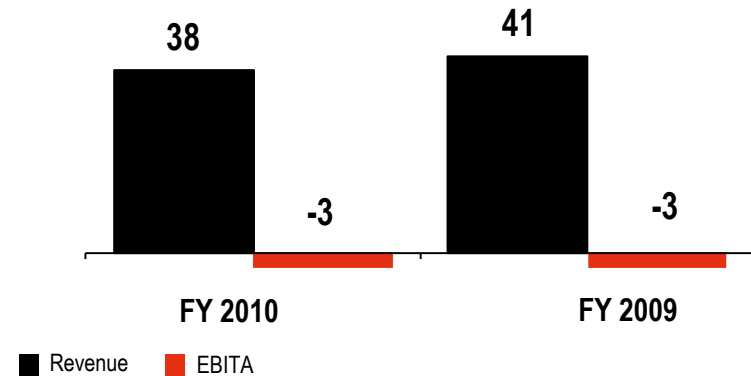
Croatia – RTL Televizija

Full year Results 2010

AUDIENCE SHARE: 18-49, ALL DAY (in %)

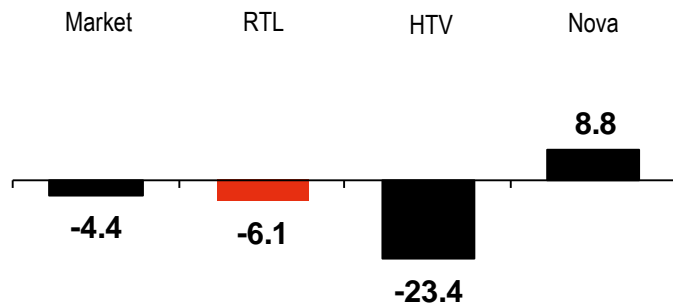


KEY FINANCIALS (in EUR million)

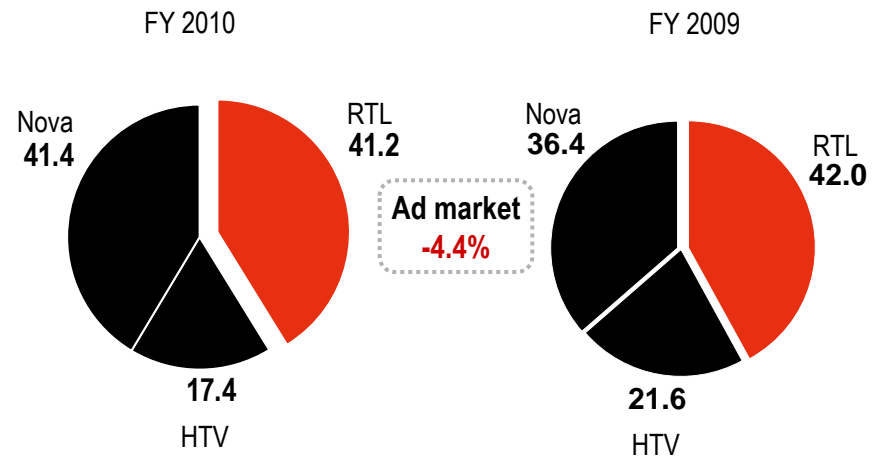


NET ADVERTISING MARKET DEVELOPMENT (in %)

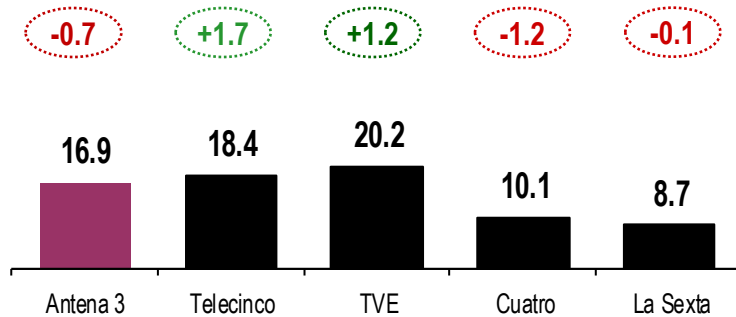
FY 2010 vs FY 2009



SHARE OF NET ADVERTISING MARKET (in %)

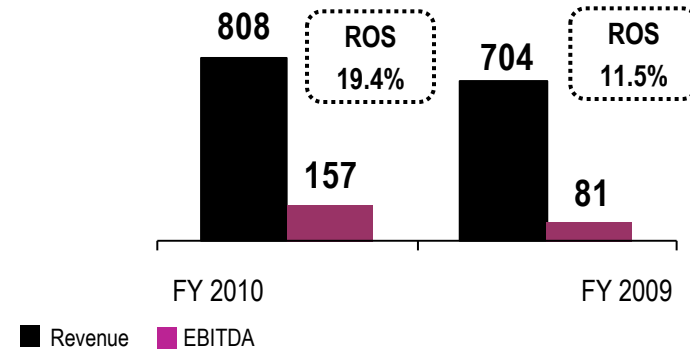


GROUP AUDIENCE SHARE: 16-54 - ALL DAY (in %)



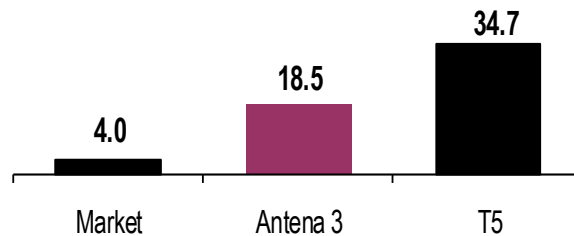
KEY FINANCIALS

100% VIEW (in EUR million)

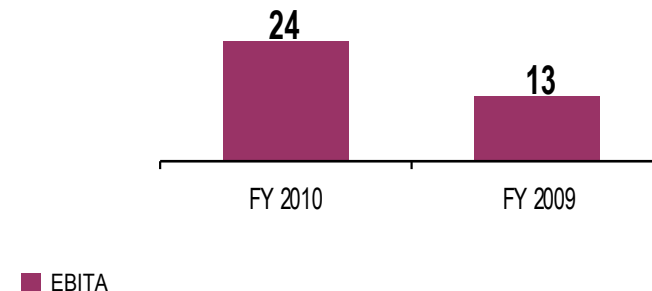


NET ADVERTISING MARKET DEVELOPMENT (in %)

FY 2010 vs FY 2009



GROUP CONTRIBUTION (in EUR million)



Agenda

- Introduction
- Business Review
- **FINANCIAL REVIEW**
- Outlook

Review of Results 31 December 2010 (1/2)

In EUR million	Full Year to December 2010	Full Year to December 2009 *	Per cent change
REVENUE	5,591	5,156	+8.4
REPORTED EBITA ¹⁾	1,111	796	+39.6
<i>Restructuring charges</i>	0	25	
<i>Start-up losses</i>	23	32	
ADJUSTED EBITA ¹⁾	1,134	853	+32.9
Reported EBITA margin (%) ¹⁾	19.9	15.4	+4.5pp
Adjusted EBITA margin (%) ¹⁾	20.3	16.5	+3.8pp
UNDERLYING REVENUE	5,464	5,142	+6.3
UNDERLYING EBITA	1,102	795	+38.6

* re-presented for discontinued operations

1) continuing operations

Review of Results 31 December 2010 (2/2)

In EUR million	Full Year to December 2010	Full Year to December 2009 *	Per cent change
REPORTED EBITA	1,111	796	+39.6
Impairment of goodwill and disposal group and amortisation and impairment of fair values	(63)	(89)	
Loss from sale of subsidiaries, other investments and re-measurement to fair value of pre-existing interest in acquiree	(7)	-	
Net financial income	14	27	
Income tax expense	(268)	(234)	
PROFIT FOR THE YEAR – CONTINUING OPERATIONS	787	500	+57.4
LOSS FOR THE YEAR – DISCONTINUED OPERATIONS	<u>(57)</u>	<u>(202)</u>	
PROFIT FOR THE YEAR	<u>730</u>	<u>298</u>	+>100.0
<i>Attributable to:</i>			
Minority Interest	119	93	
RTL Group shareholders	611	205	

* re-presented for discontinued operations

Cash Flow Statement as of 31 December 2010

In EUR million	Full Year to December 2010	Full Year to December 2009
NET CASH FLOW FROM OPERATING ACTIVITIES	1,130	763
Add: Income tax paid	293	224
Less: Acquisition of assets, net	(208)	(189)
Equals: Reported free cash flow (FCF)	1,215	798
Acquisition of subsidiaries and JVs, net of cash acquired	(30)	(14)
Disposal of subsidiaries and JVs, net of cash	112	-
Other financial assets (deposit excluded), net	385	28
Net interest received/(paid)	9	(11)
Acquisition of non-controlling interests	(1)	(42)
Income tax paid	(293)	(224)
Dividends paid	(721)	(631)
CASH GENERATED/(USED)	676	(96)
REPORTED EBITA (CONTINUING AND DISCONTINUED)	1,105	755
EBITA CONVERSION (FCF/EBITA)	110%	106%

Agenda

- Introduction
- Business Review
- Financial Review

- **OUTLOOK**

- ▶ Strong recovery of television in 2010
- ▶ Reliable guidance for 2011 impossible to give at this stage but optimistic about health of the overall television industry
- ▶ Continue to pursue strategic goals regarding optimisation of our core business, investment in our content arm, new channels and new media activities