MEETING WITH INVESTORS

SEPTEMBER 2016

M6 GROUPE

INTRODUCTION

M6 GROUPE

RELEVANCE OF GROUP STRATEGIC MODEL

Digital activities

Content Acquisition & Production

Safeguarding content supply for our channels by moving up the value chain

GROUPE M6 · STUDIO · FILMS · STUDIO 89 PRODUCTIONS · C-PRODUCTIONS

GOLDEN MOUSTACHE · ROSE CARPET · COVER GARDEN

Develop brand content and digital production

Broadcasting

At the heart of our business: our TV channels

M6 · W9 · 6ter · PARIS PREMIERE · téva · serieclub · GirondinsTV · Music

6play · Sixième Style · Stories · COMIC · CRAZY KITCHEN · home time · VLOGGIST · BRUCE · POT MOVE

Testing and positioning ourselves on new uses

Strengthen our brand assets and become a digital reference player

Diversification

Optimising our TV channels' value creation

M6 INTERACTIONS · GIRONDINS DE BORDEAUX · HOME SHOPPING SERVICE

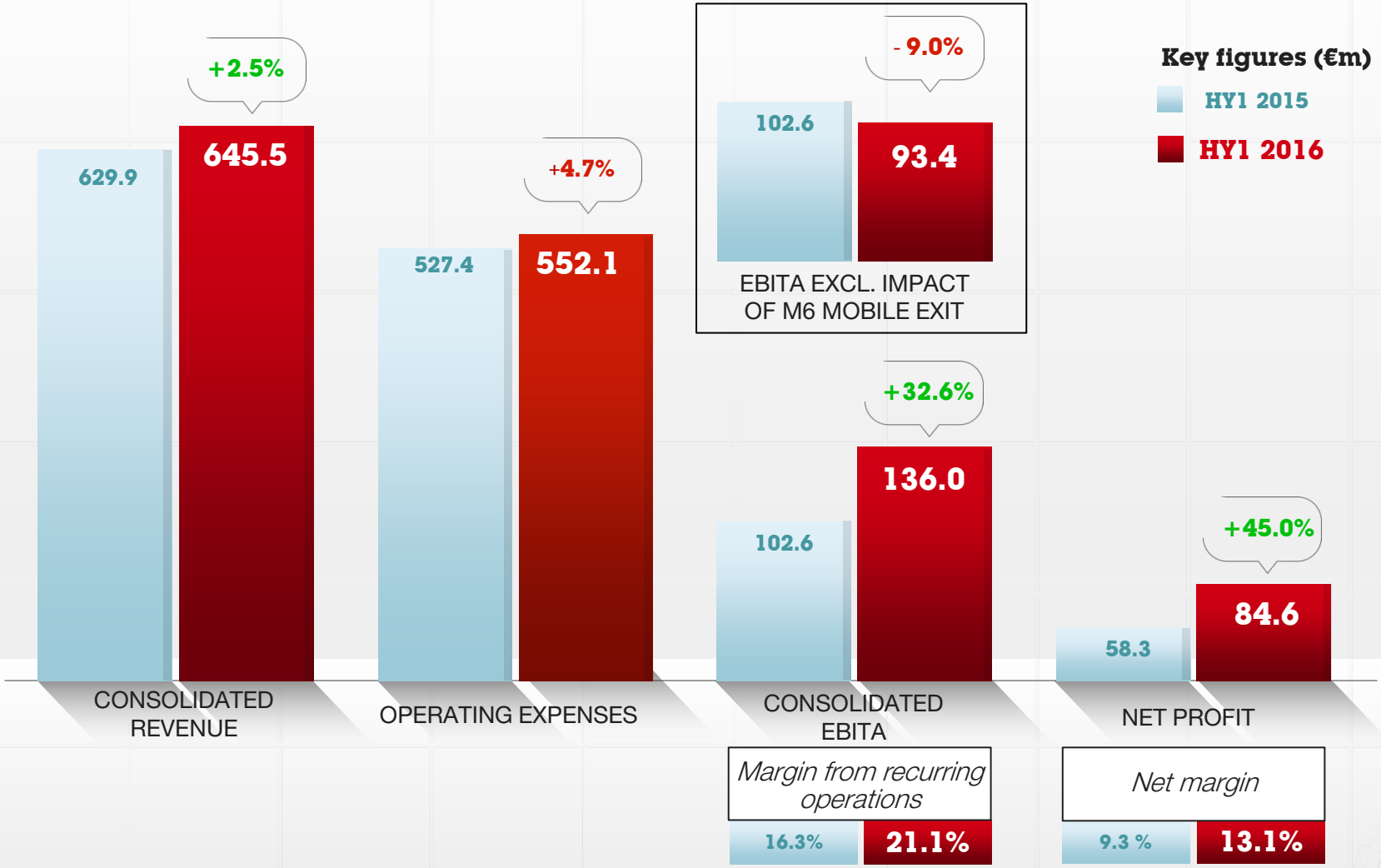
Printic. · malentille.com · monAlbumPhoto.fr · Panorabanques.com

Leverage all opportunities to allocate available ad space to strengthen digital brands

HY1 2016 KEY FIGURES

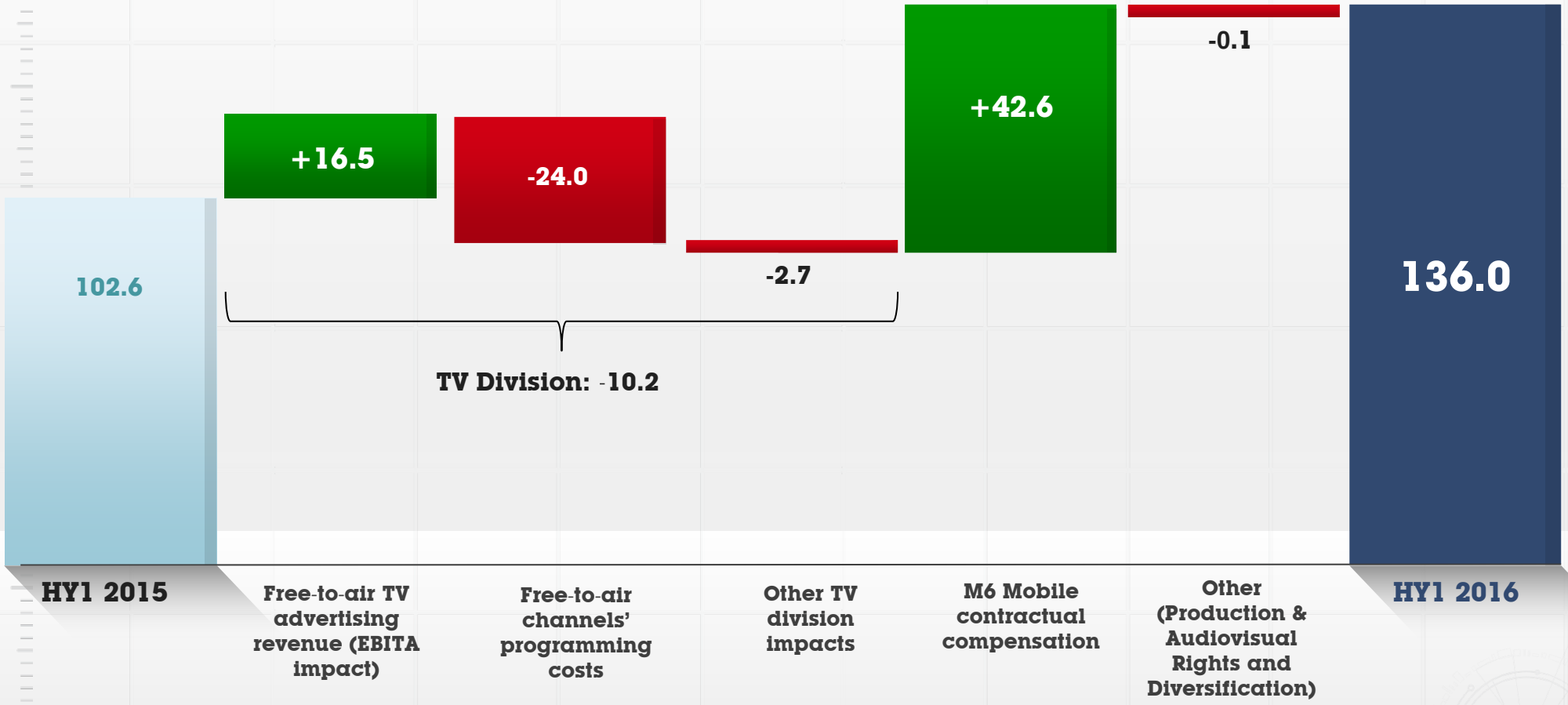
M6 GROUPE

A SOLID PERFORMANCE



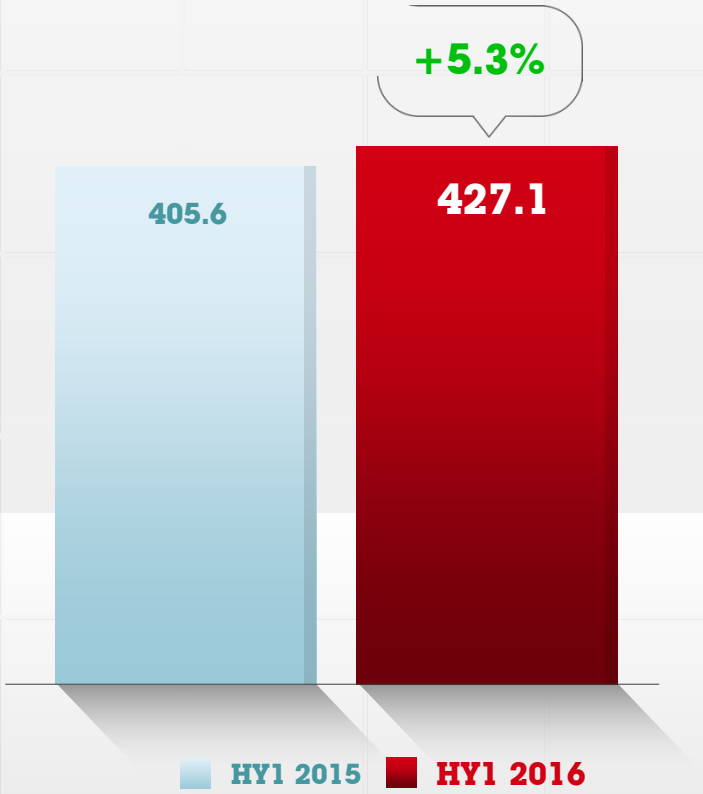
EBITA OF €136.0 MILLION

HY1 2016 EBITA vs. HY1 2015 *(€m)*

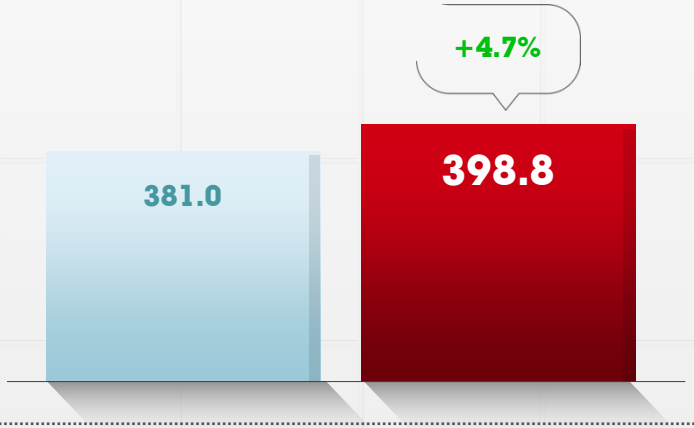


M6 GROUP ADVERTISING REVENUE WAS UP 5.3%

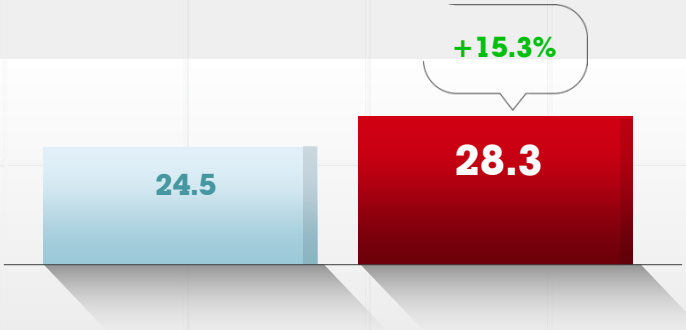
M6 group net advertising revenue *(€m)*



Free-to-air channels

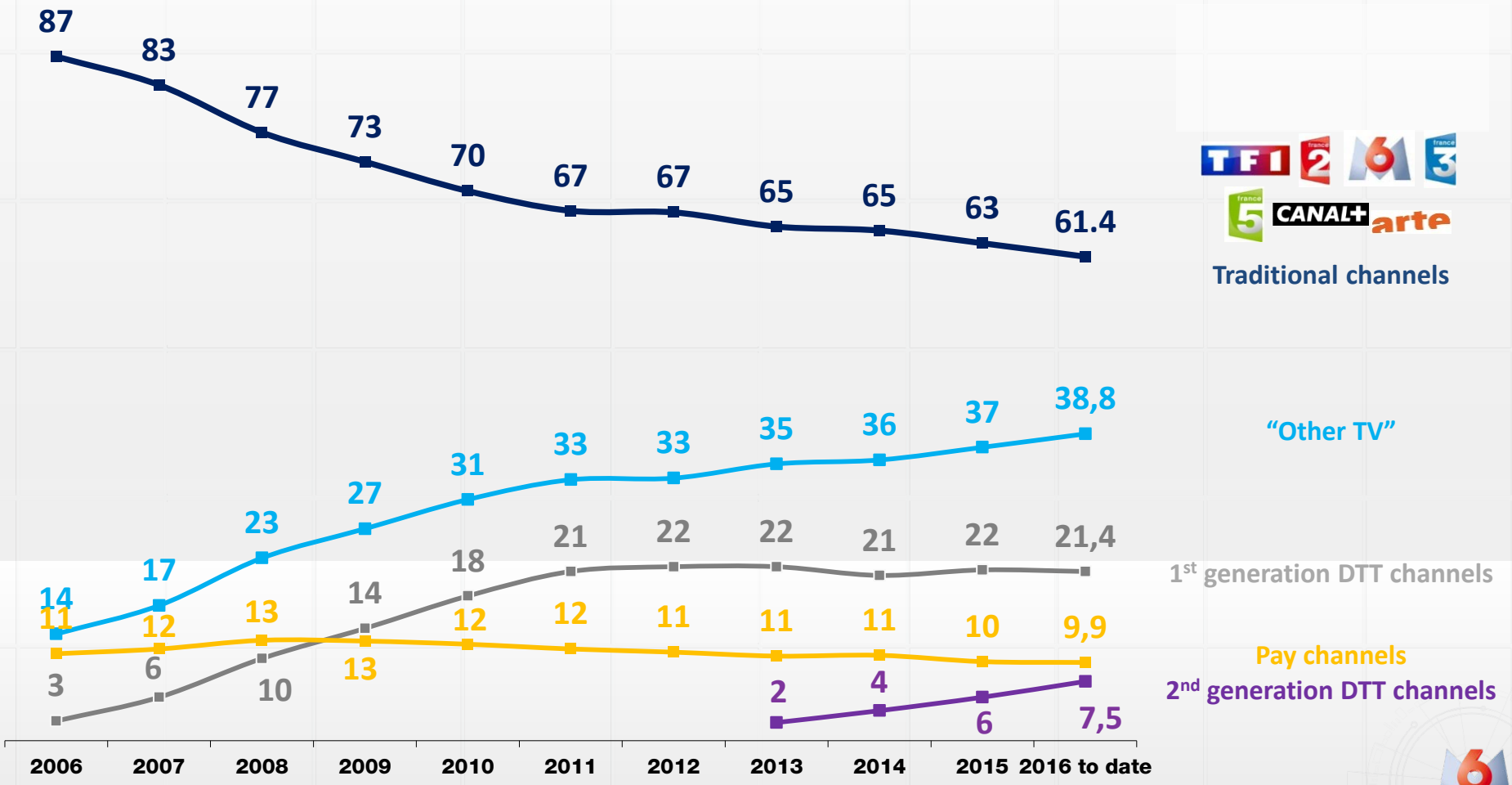


Other activities



TELEVISION – RATINGS UPDATE

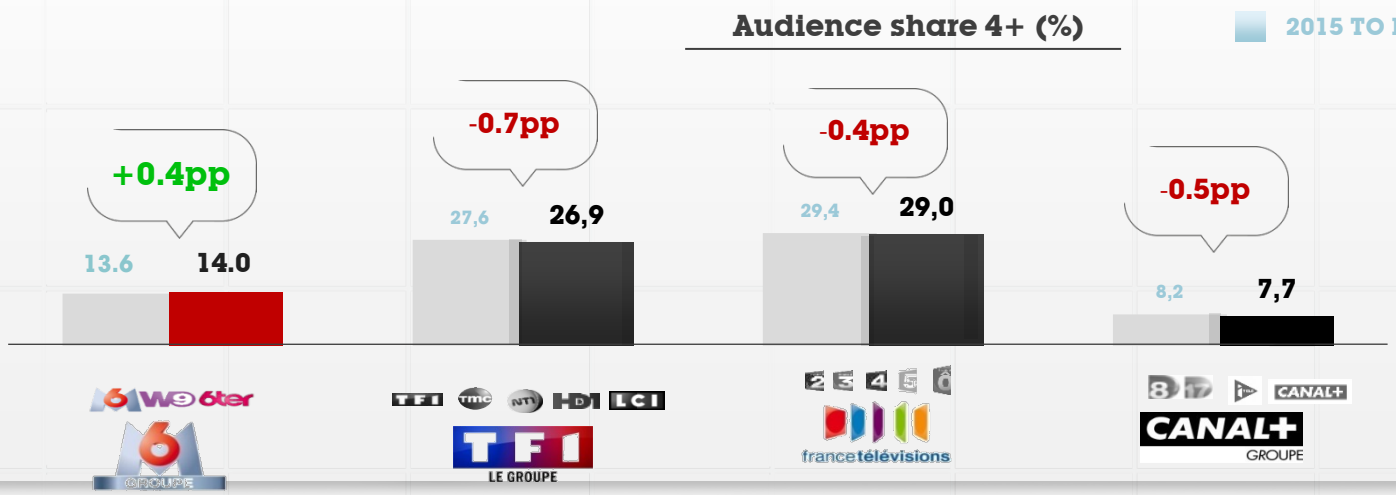
A MARKET THAT IS STILL FRAGMENTING

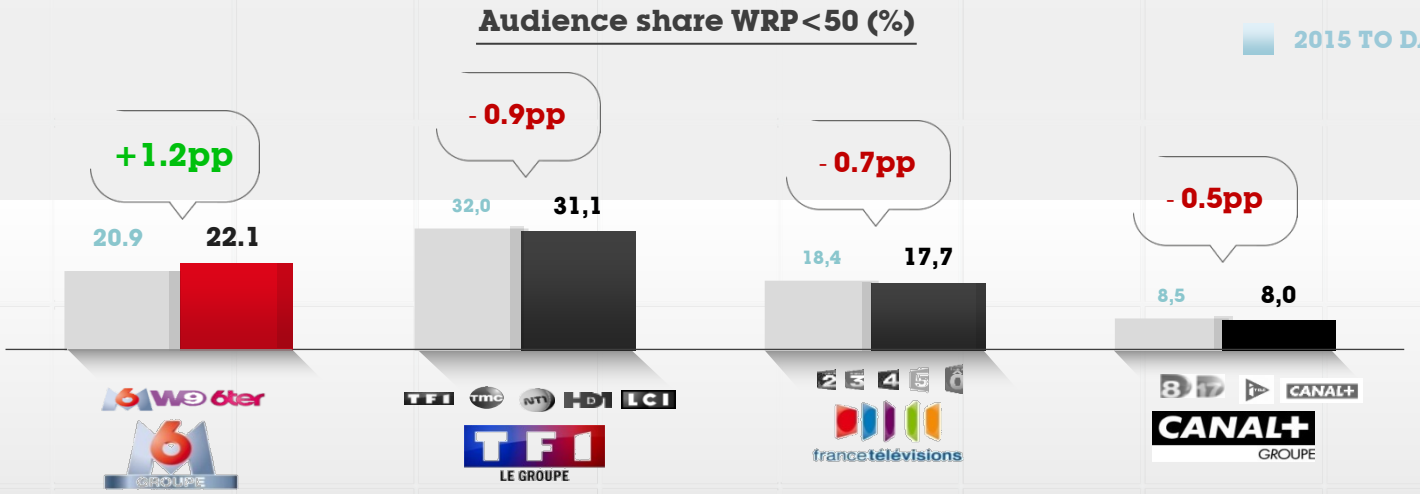


Source: MMW Médiamétrie - 2016 to date : weeks 1 to 34

M6 GROUP MADE PROGRESS IN 2016 TO DATE

AUDIENCE FIGURES OF HISTORICAL GROUPS

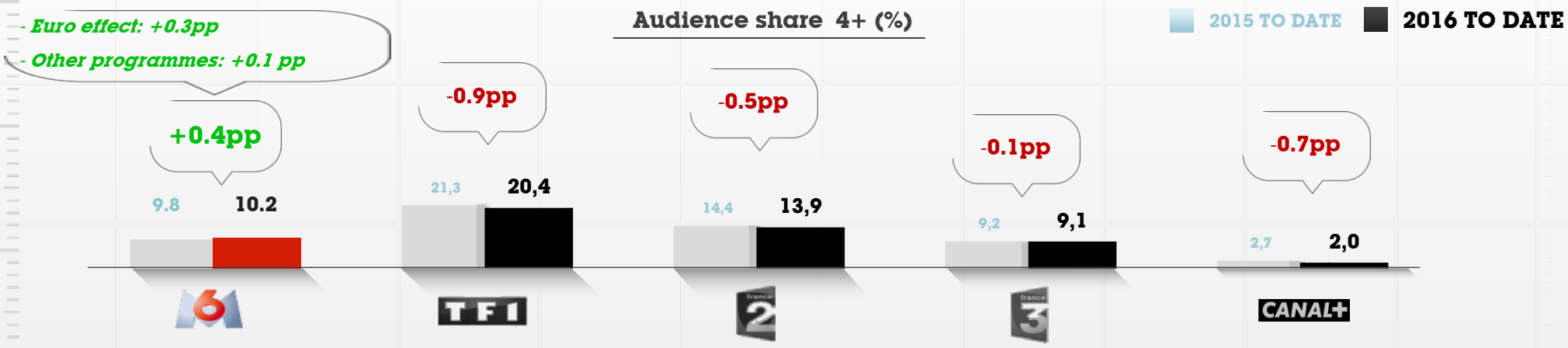


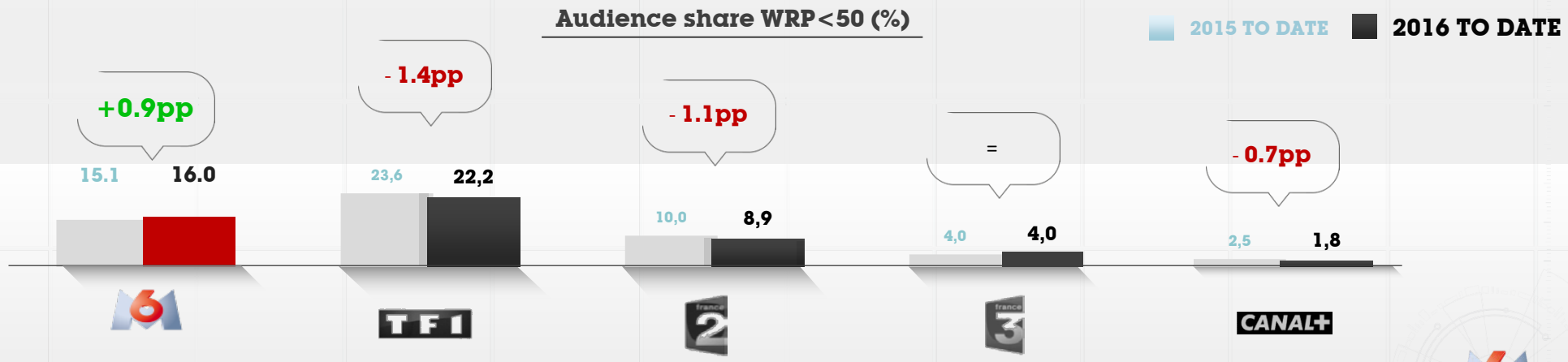


Source: MMW Médiamétrie - weeks 1 to 34

M6 : ONLY HISTORICAL CHANNEL TO MAKE PROGRESS IN 2016 TO DATE

AUDIENCE SHARE OF TRADITIONAL CHANNELS

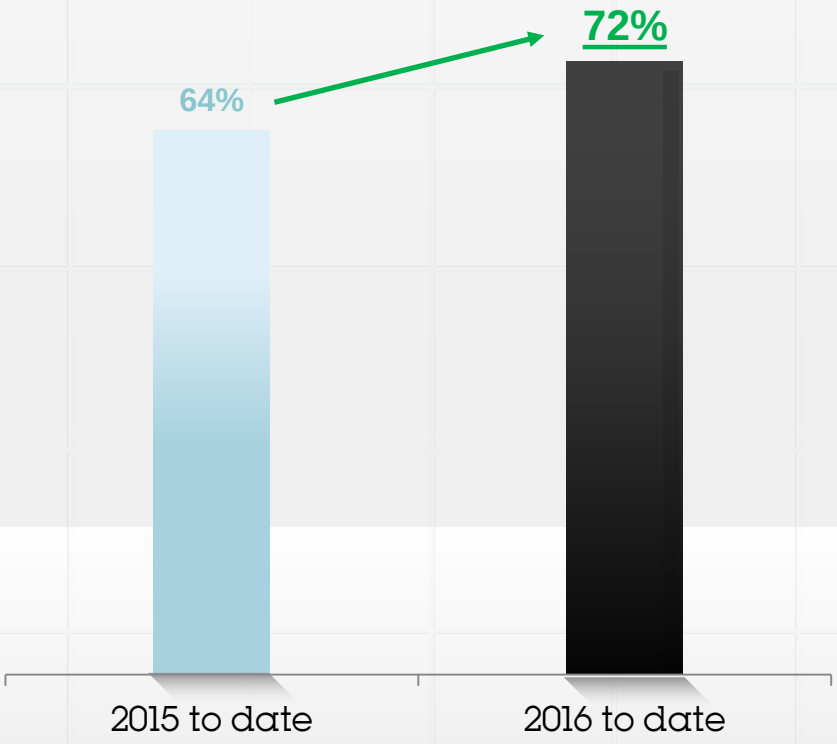




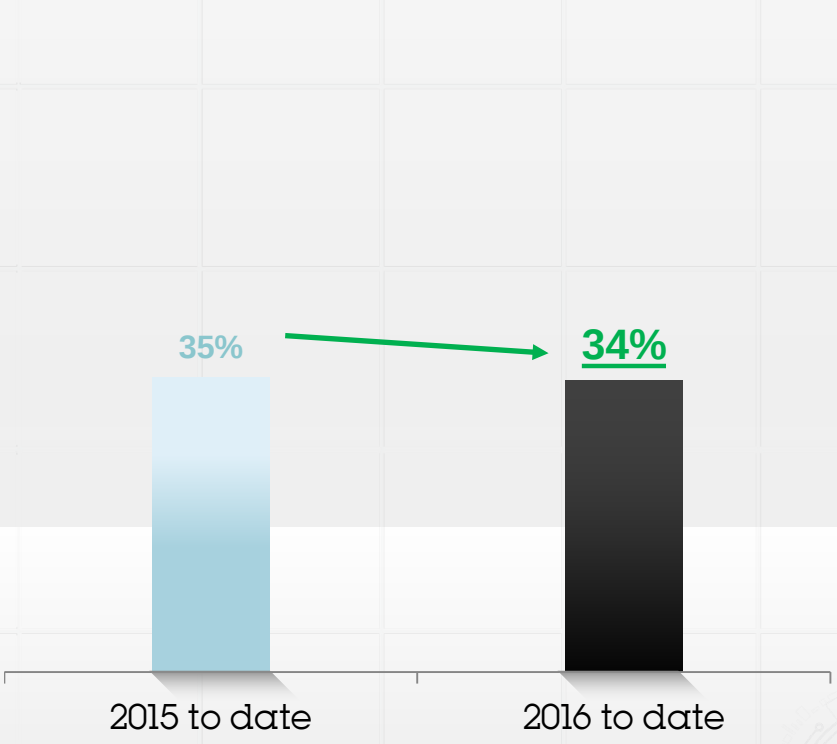
Source: MMW Médiamétrie - weeks 1 to 34

M6: BRIDGING THE GAP WITH TF1 AND INCREASING THE GAP WITH D8

M6 / TF1 audience share ratio WRPs<50 (%)



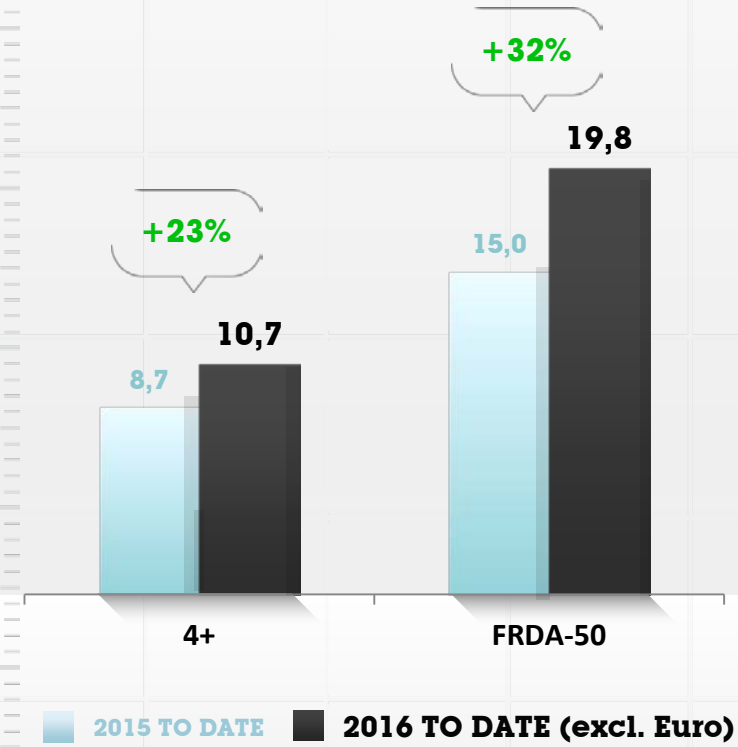
D8 / M6 audience share ratio 4+ (%)



Source: MMW Médiamétrie - weeks 1 to 34

M6: PROGRESS OF ACCESS PRIMETIME

Audience share 4+ and WRPs<50 at access primetime (5.30pm – 7.30pm)



1.2 m
20% WRPs<50

1.8 m
22% WRPs<50

M6 leader viewers < 50 y.o. and WRPs<50

1st week :

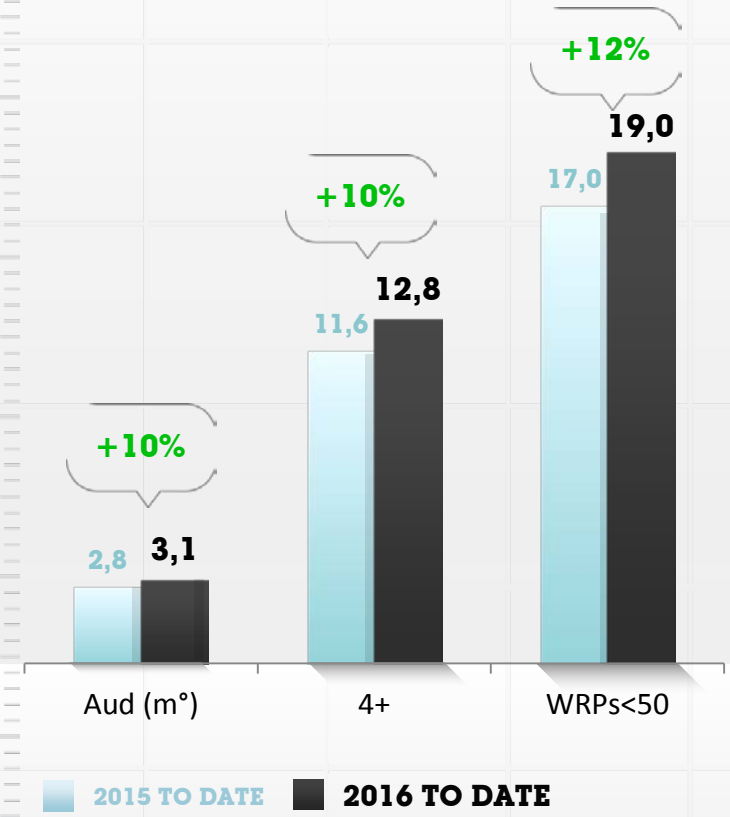
1.1 m
23% WRPs<50

M6 leader viewers < 50 y.o. and WRPs<50

Source: MMW Médiamétrie - weeks 1 to 34 (Non Global)

M6: MANY PRIMETIME SUCCESSES

M6 grew year-on-year at primetime (9pm – 10.30pm time slot)



Success of major brands

3.3 M
22%
WRPs<50

4.2 M
31%
WRPs<50

All-time record

4.7 M
34%
WRPs<50

To date

Success of new programmes

3.9 m
22%
WRPs<50

3.7 m
27%
WRPs<50

Attractive new US series

4.0 m
26%
WRPs<50

3.9 m
31%
WRPs<50

Best performances for a new series on M6 since 2007

Source: MMW Médiamétrie - weeks 1 to 34 (Non Global)

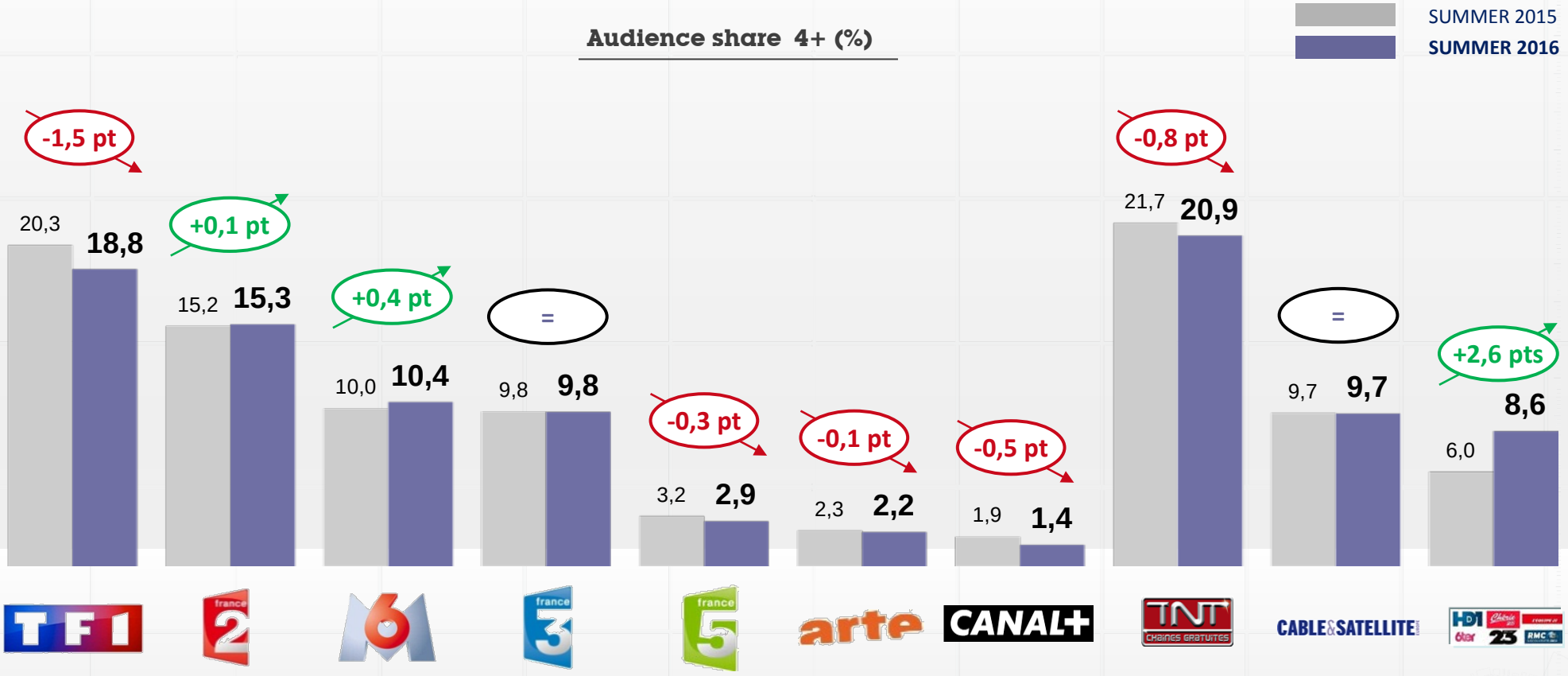
WITH THE EURO, M6 ACHIEVED ITS THREE LARGEST AUDIENCE FIGURES IN ITS HISTORY

Top 10 largest audience figures of M6 since its creation (millions of viewers)

EFFECT ALL VIEWERS	
EFFECT JUNE	*+1,13*
EFFECT JULY	+1,16
YEARLY EFFECT	**+0,19**

Source: MMW Médiamétrie

GOOD SUMMER FOR M6

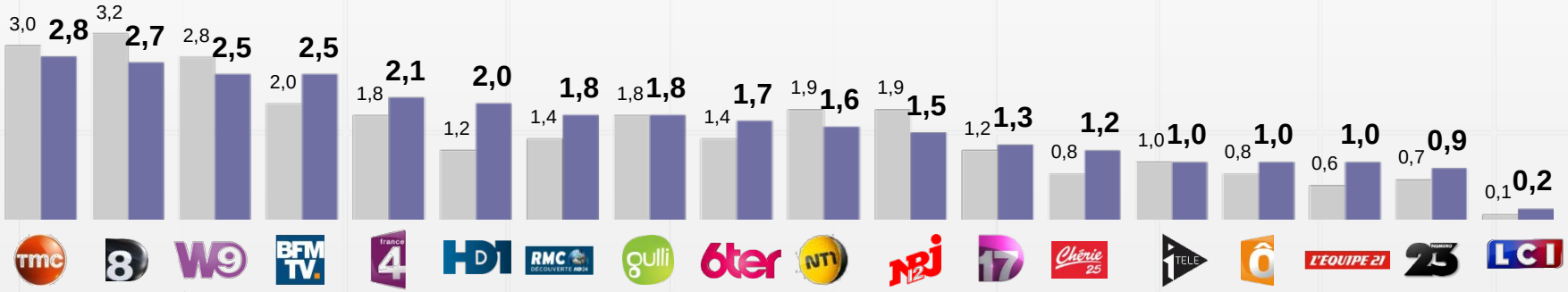


Source: MMW Médiamétrie

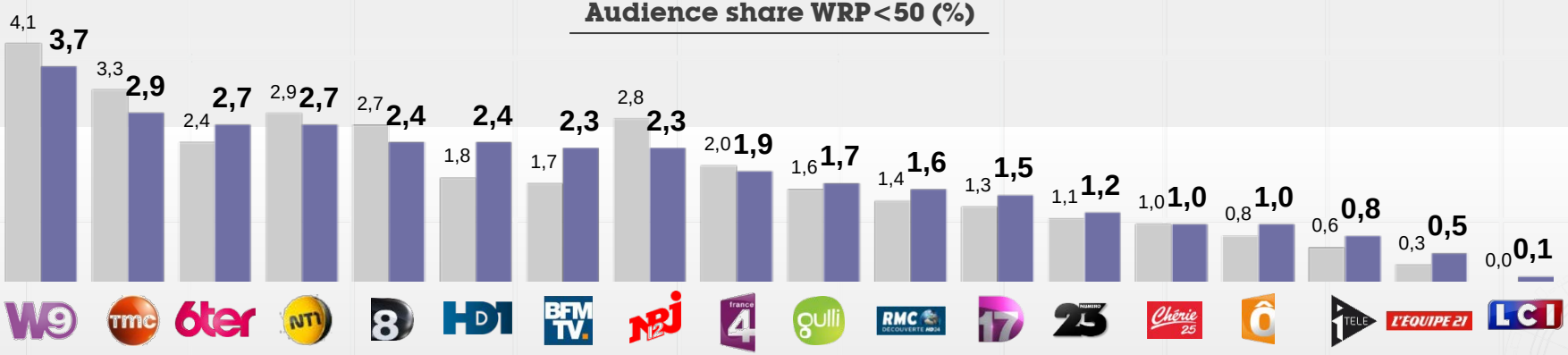
W9 FIRST CHANNEL ON THE COMMERCIAL TARGET

SUMMER 2015
SUMMER 2016

Audience share 4+ (%)



Audience share WRP<50 (%)



Source: MMW Médiamétrie