Presentation of 2008 annual results

M6 Group

11 March 2009

Disclaimer

- Statements contained in this document, particularly those concerning forecasts on future M6 Group performances, are forward-looking statements that are potentially subject to various risks and uncertainties.
- Any reference to M6 Group past performances should not be interpreted as an indicator of future performances.
- The content of this document must not be considered as an offer document or a solicitation to buy or sell M6 Group shares.
- The financial accounts, information and statements included in this document, especially in the appendices are under review by the auditors and pending the AMF registration.

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2008 FY highlights

A complex environment

Accelerated digitalisation

Deteriorating economic situation

Significant legal and regulatory changes

2008 FY highlights

Structural factors: accelerated digitalisation

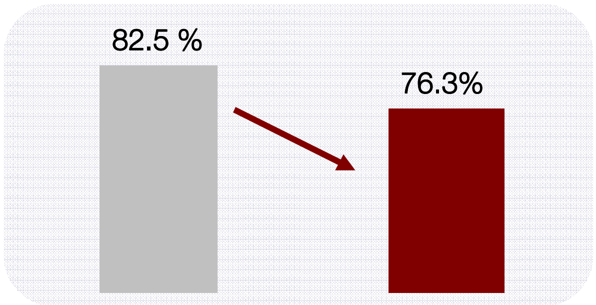
Digitalisation

DTT-EQUIPPED HOUSEHOLDS	2007	2008
	19.7%	35.0%

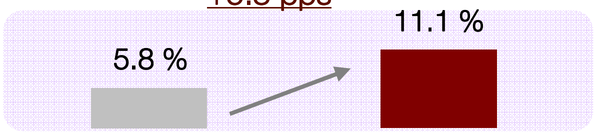
Audience share (4 + y.o)

2007 | 2008

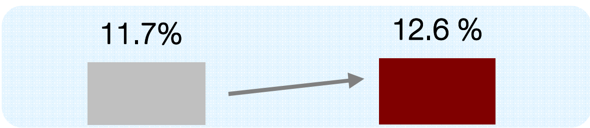
ANALOGUE: -6.2 pps



DTT: +5.3 pps



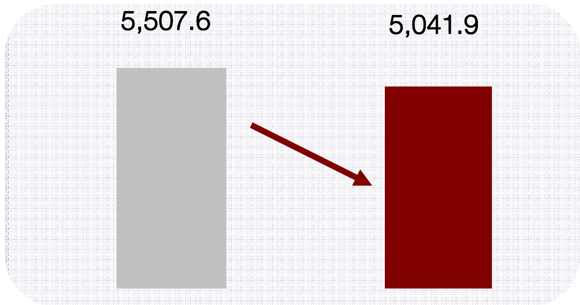
CAB SAT: +0.9 pp



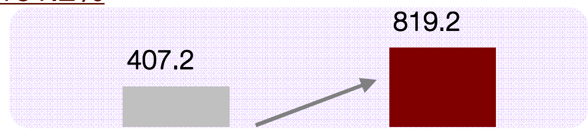
Gross TV advertising market (€ millions)

2007 | 2008

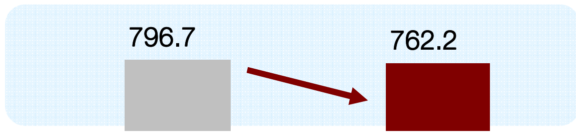
ANALOGUE*: - 8.5%



DTT: + 101.2%



CAB SAT: - 4.3%



Sources: Médiamétrie, TNS MI,

* *Excluding self-promotion and regional channels*

2008 FY highlights

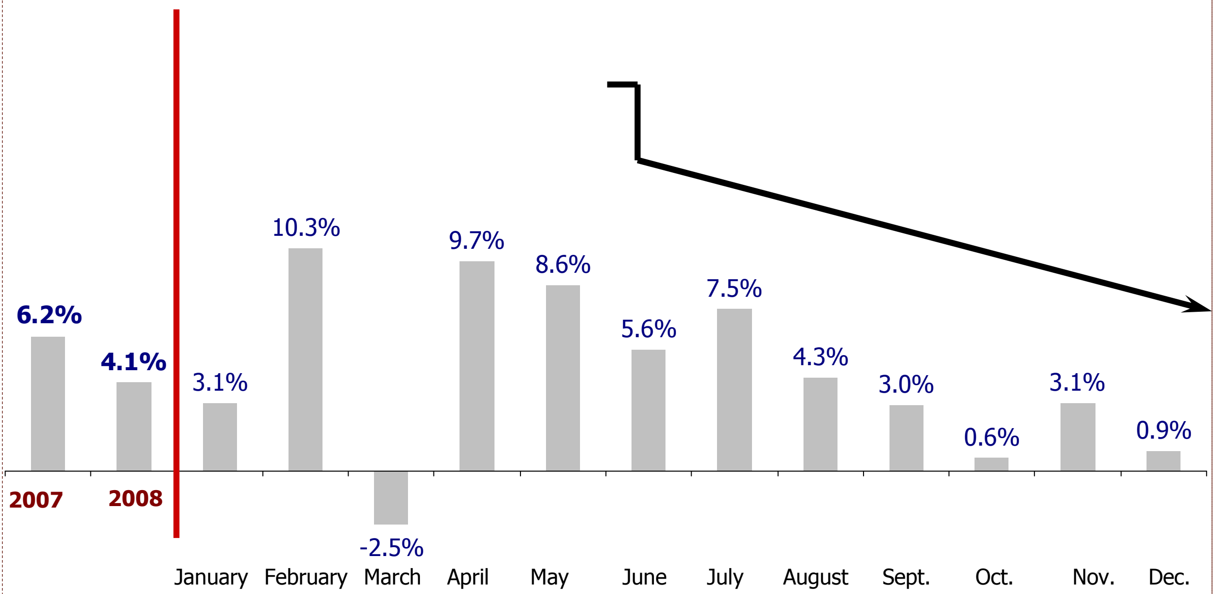
Economic factors: further deterioration in HY2

Economic Situation

GDP:

2008	Q1 08	Q2 08	Q3 08	Q4 08
+ 0.7%	+ 0.4%	- 0.3%	+ 0.1%	- 1.2%

The multi-media advertising market slowed down over HY2 (gross) – 2008 vs 2007 in %



Slowdown in household consumption

2007	2008
+ 2.5%	+ 1.3%

Over the full 2008 FY, the growth in consumers' purchases of manufactured goods slowed down markedly

Impact on M6 Group's consumer markets

- Distance-selling
- Material goods: videos, CDs/DVDs, collections,….

Sources: Insee, TNS MI

2008 FY highlights

Legal and regulatory developments

Legal and regulatory changes

Producers' Decrees	Amendments by Decree	Legal changes
2008 – To be implemented in 2009	2008 – To be implemented in 2009	2009
Signing of an agreement between M6 and producers	Decree of 19 December on the relaxation of advertising regulations	Law voted by the French National Assembly and Senate

Producers' Decrees

Implementation of the new framework in 2009

- **15%** of turnover in audiovisual works
- of which **10.5%** in "patrimonial" works

Amendments by Decree

- Switch from moving time to clock time for advertising time tally
- Increase in average daily advertising volume from 6 to 9 min'

Legal changes

- End of advertising on public channels between 8pm and 6am
- Second advertising break in audiovisual works and movies
- Tax on TV channels
  - 2009-2012: 1.5% of advertising revenue, limited to 50% of growth
  - from 2012: 3% of advertising revenue

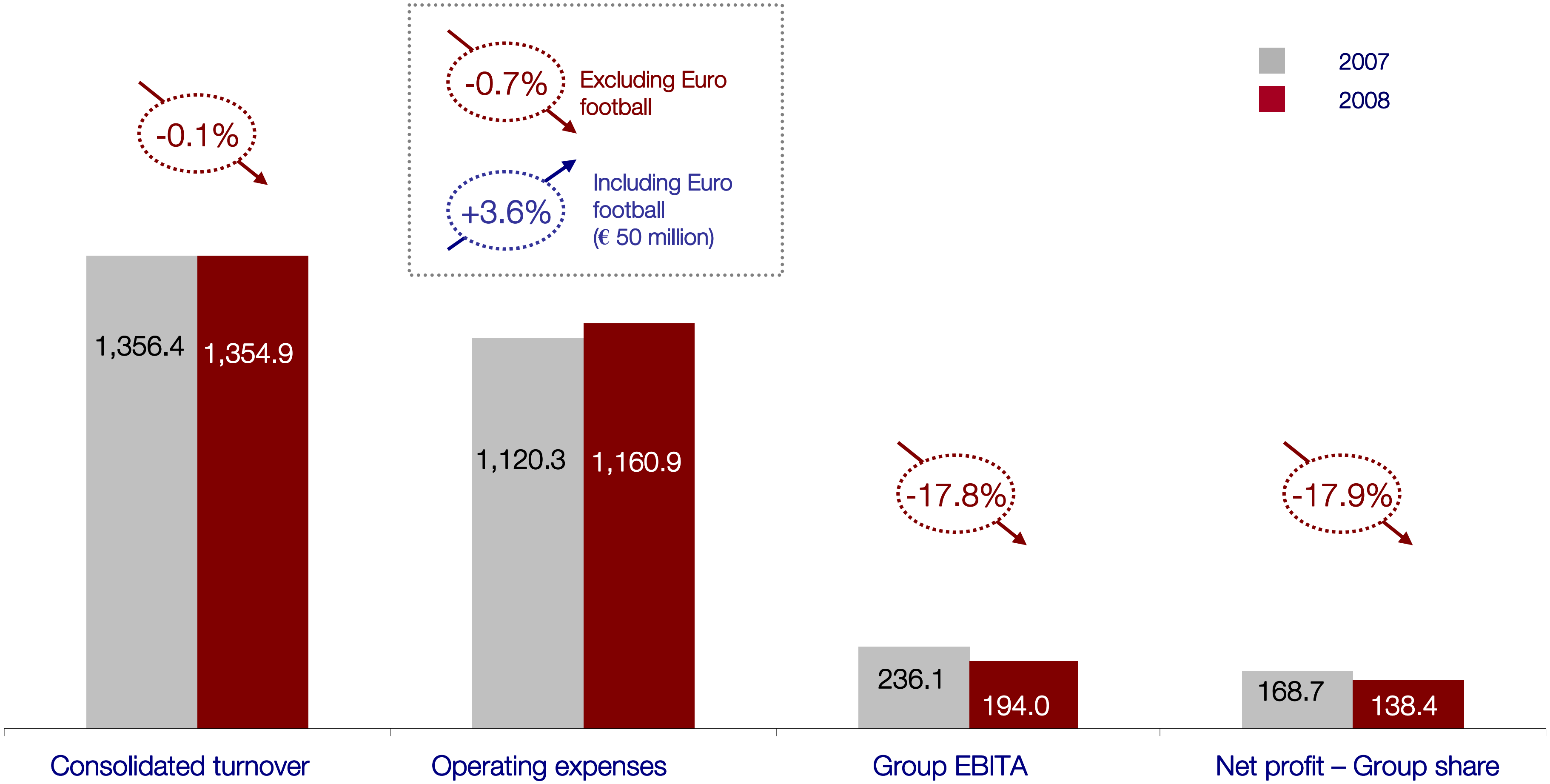
2008 FY highlights
Group performance

Operations	Growth	Financial
▪ M6 shows the best resilience to the development of DTT => Access Prime-Time success ▪ W9 recorded the strongest audience growth of all channels ▪ Market share gains in all advertising segments: +0.8 pp ▪ The Group's websites totalled 13 million UVs	▪ Acquisition of Cyréalis ▪ Strengthened rights catalogue (Hugo Films) ▪ Investments in new technologies: HD, digital control room, Catch-up TV 	▪ Multi-media advertising revenue: +1.3% ▪ Impact of Euro 2008 ▪ Controlled operating expenses ▪ W9 reported its first profitable financial year ▪ A sound financial position ▪ High cash flow generation

2008 FY highlights

M6 Group key figures

(€ million)

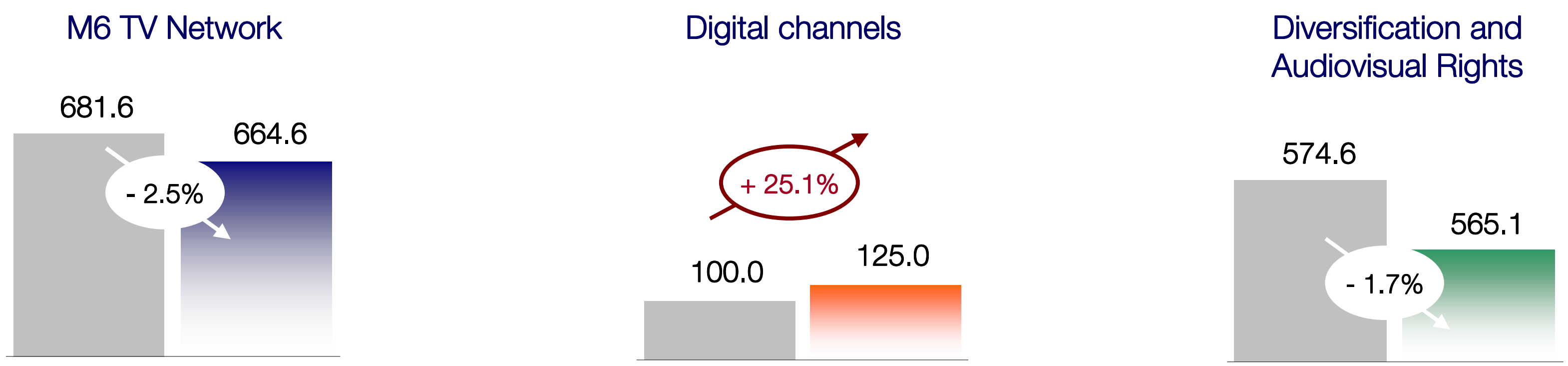


M6 Group key figures

Contribution by segment: Turnover

Stable consolidated turnover: € 1,354.9 million (-0.1%)

(€ million)



Multi-media advertising revenue: +1.3%

Consolidated turnover: € 1,354.9 million - 1.5 million

- Group advertising revenue: € 752.9 million + 9.3 million
- Group non-advertising revenue: € 602.0 million - 10.8 million

Advertising / Non advertising revenue

(vs. 54.8% / 45.2% in 2007)

Further growth drivers: digital channels and interactivity

Consolidated turnover:

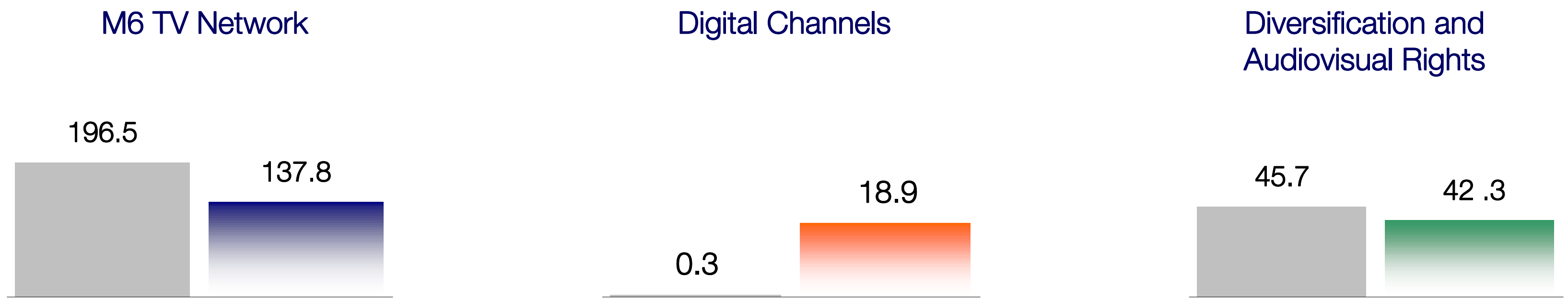
M6 TV Network: € 664.6 million	-17.0
Digital Channels: € 125.0 million	+25.0
Audiovisual Rights: € 90.4 million	-12.3
Interactions: € 36.3 million	-30.1
Ventadis: € 273.2 million	+2.4
Interactivity (Web + Mobile): € 86.7 million	+12.9
FCGB: € 78.5 million	+17.6

2008 key figures

Contributions by segment: Group profitability

Consolidated profit from operations of € 194 million, adversely affected by the cost of Euro 2008

(€ million)



Controlled operating expenses

Euro 2008 (excluding programme replacement cost)	+ € 50.0 million
M6 programming costs, excluding Euro	- € 2.1 million
Other operating expenses M6 TV Network and digital channels	+ € 0.4 million
Other operating expenses, excluding TV	- € 7.7 million
	+ € 40.6 million

Optimised results

- All Group operations are profitable
- Revised cost structure and direct expenses for operations affected by the slowdown in their benchmark markets
- Profitable acquisitions
- Digital channels: a growth driver

2008 key figures
Financial ratios

(€ million, except % data)	2006	2007	2008
Profitability / Cash Flows			
FCF excluding growth investments	230,7	236,9	204,5
Operating Margin (EBITA / turnover)	17.4%	17.4%	14.3%
Restated Cash Conversion Ratio (A)	103.5%	100.4%	105.4%
Net margin (net profit / turnover)	11.9%	12.4%	10.2%
Balance Sheet			
Capital employed and other net assets	277.0	356.1	393.8
C+ France	324.1	342.9	363.0
Net cash position	197.7	89.0	38.3
Equity – Group share	*798.8*	*788.0*	*795.1*

(A) Ratio calculated on the basis of restated FCF (excluding exceptional investments and growth investments)

In spite of a lower profitability, the decline in Free Cash Flow was contained due to WCR management efforts
A particularly sound balance sheet, with no financial debt

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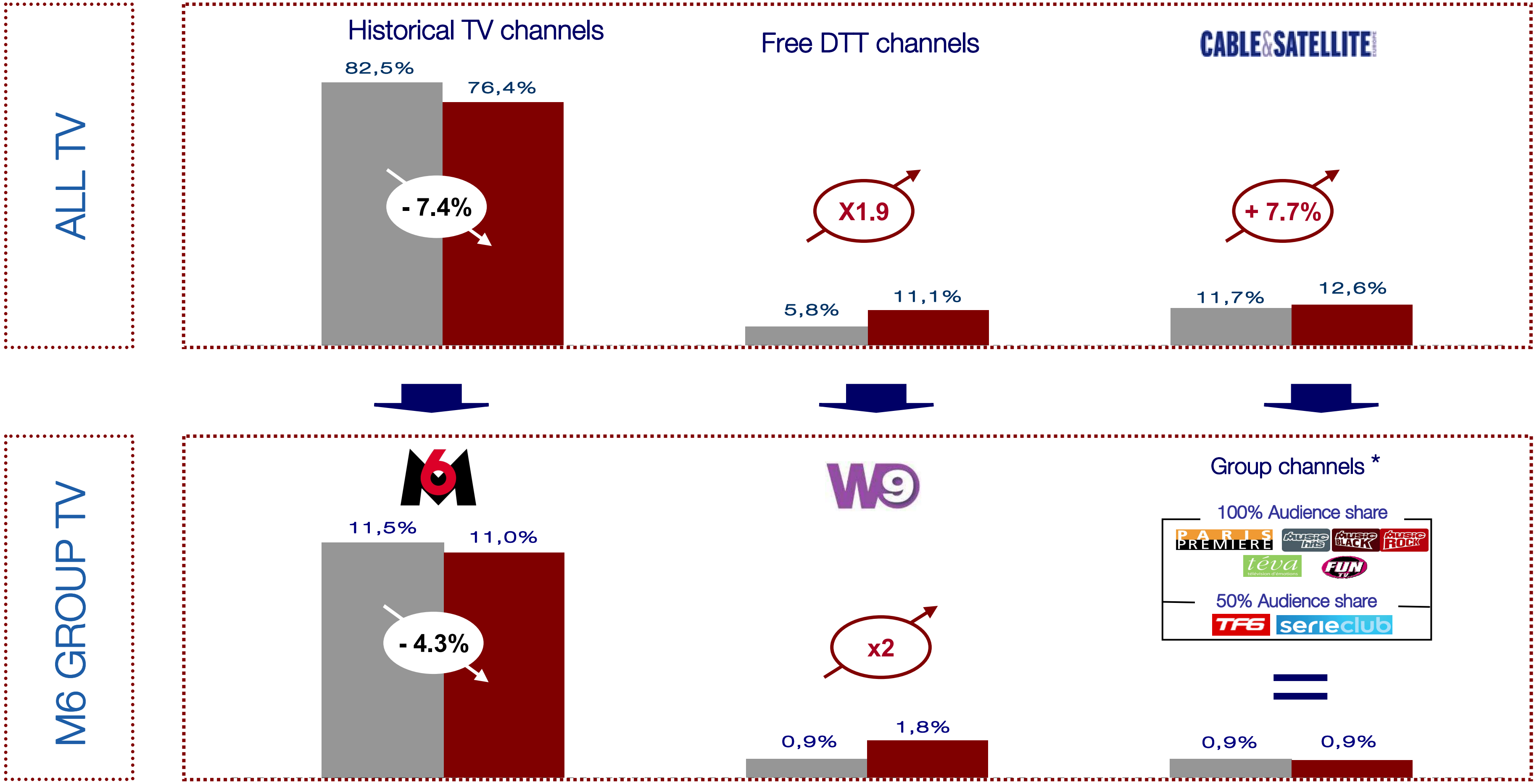
Audiences

Key figures

January – December 2007
January – December 2008

4+ year old audience shares



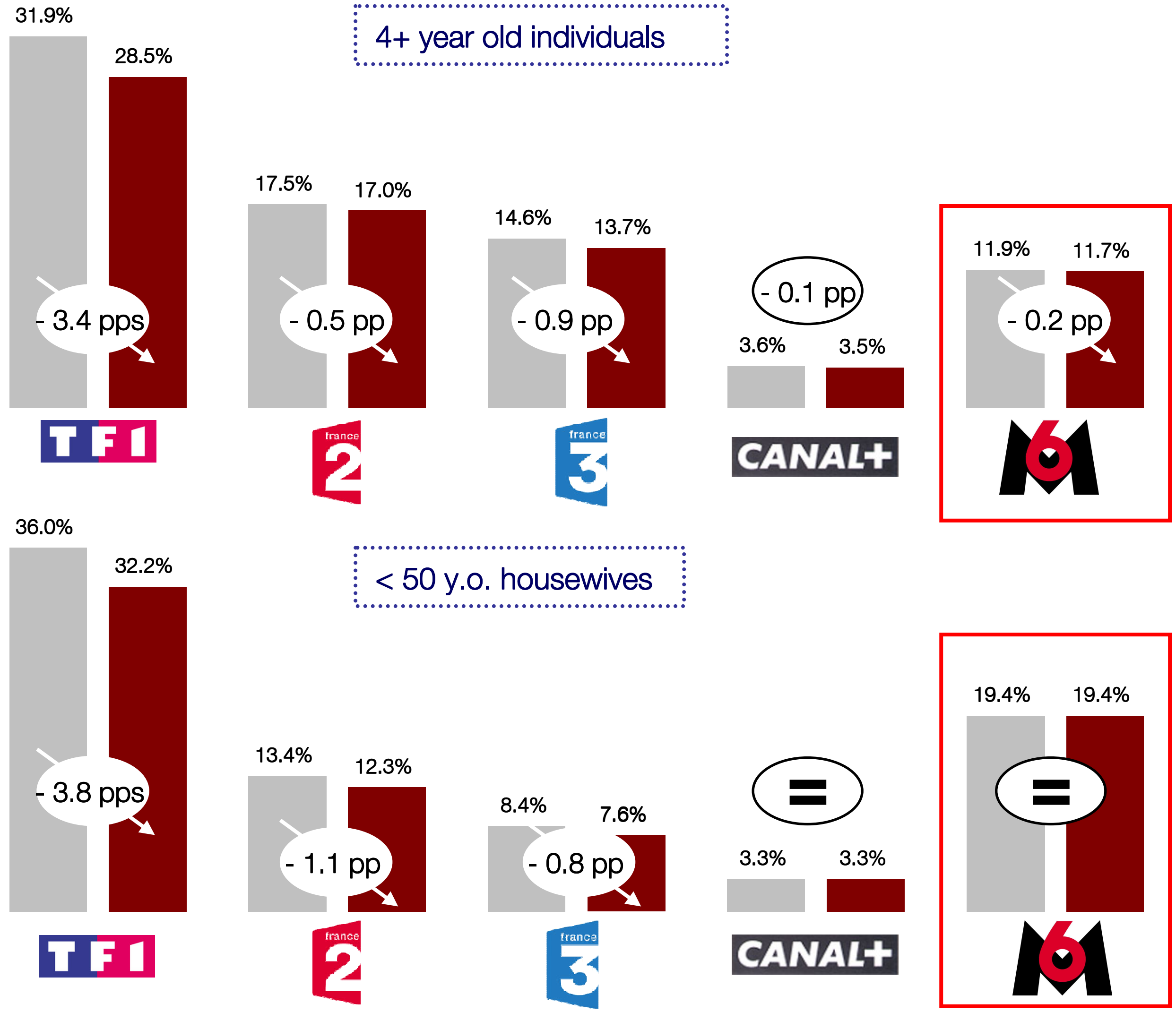
* 4 + y.o. audience share MediaCabSat 2007 and MediaCabSat Jan -June 2008

Source: Médiamétrie

Historical TV / M6 TV Network audience levels

Historical TV / M6 TV Network

M6 succeeded in maintaining its audience levels on strategic time slots (12am-12pm)



12AM – 12PM TIME SLOT

= 95%

of TV advertising expenditure

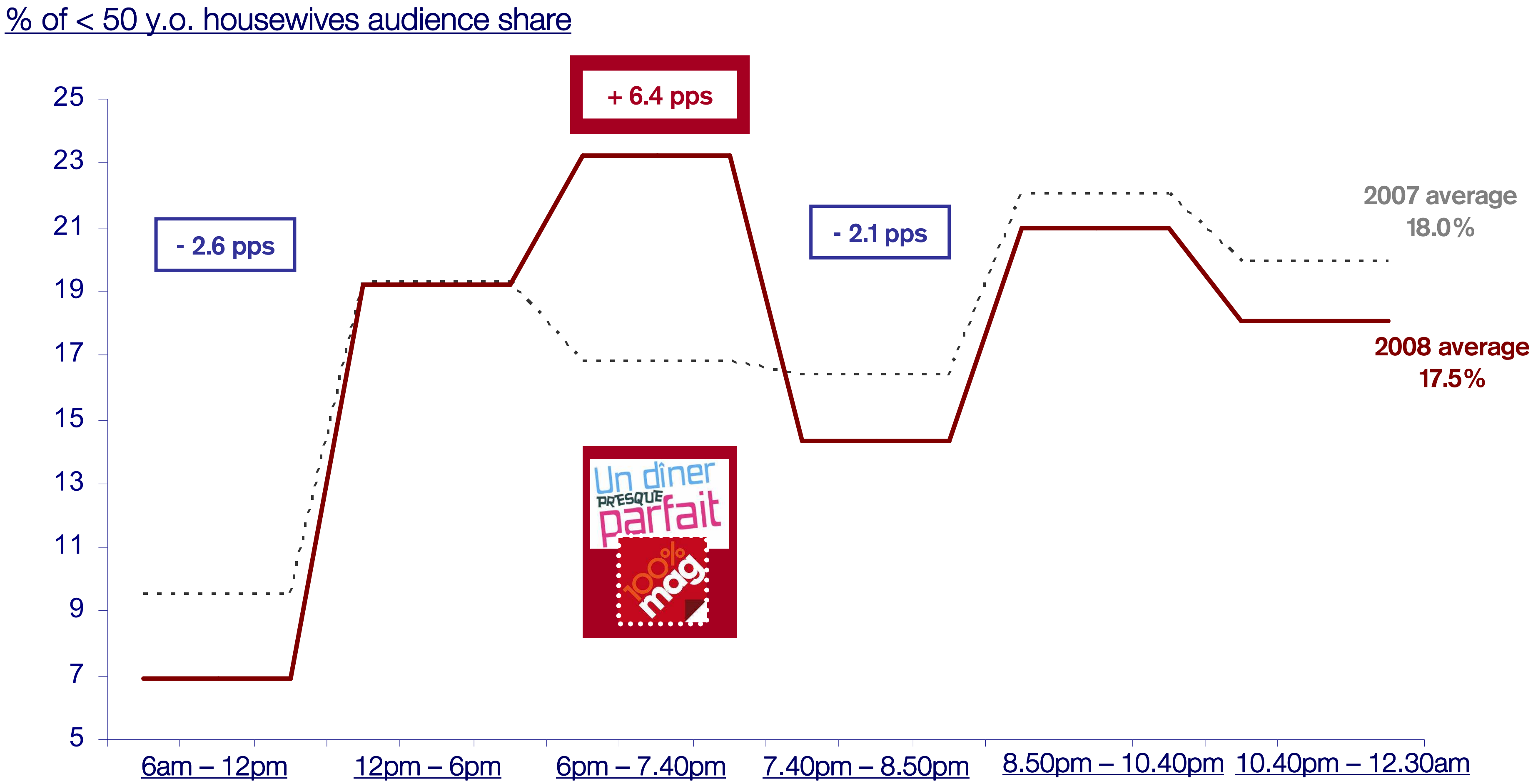
January – December 2007

January – December 2008

Source: Médiamétrie

M6 winning the Access Time challenge

In Access Prime Time (6pm -7.40pm), M6 gained +6.4 pps of the < 50 y.o. housewives audience share and doubled its audience for this slot



Source: Médiamétrie

M6 winning the Access Prime Time challenge

Continuously improving performance since the launch

M6, the most watched channel over the "Dinner" slot (since September 2008)

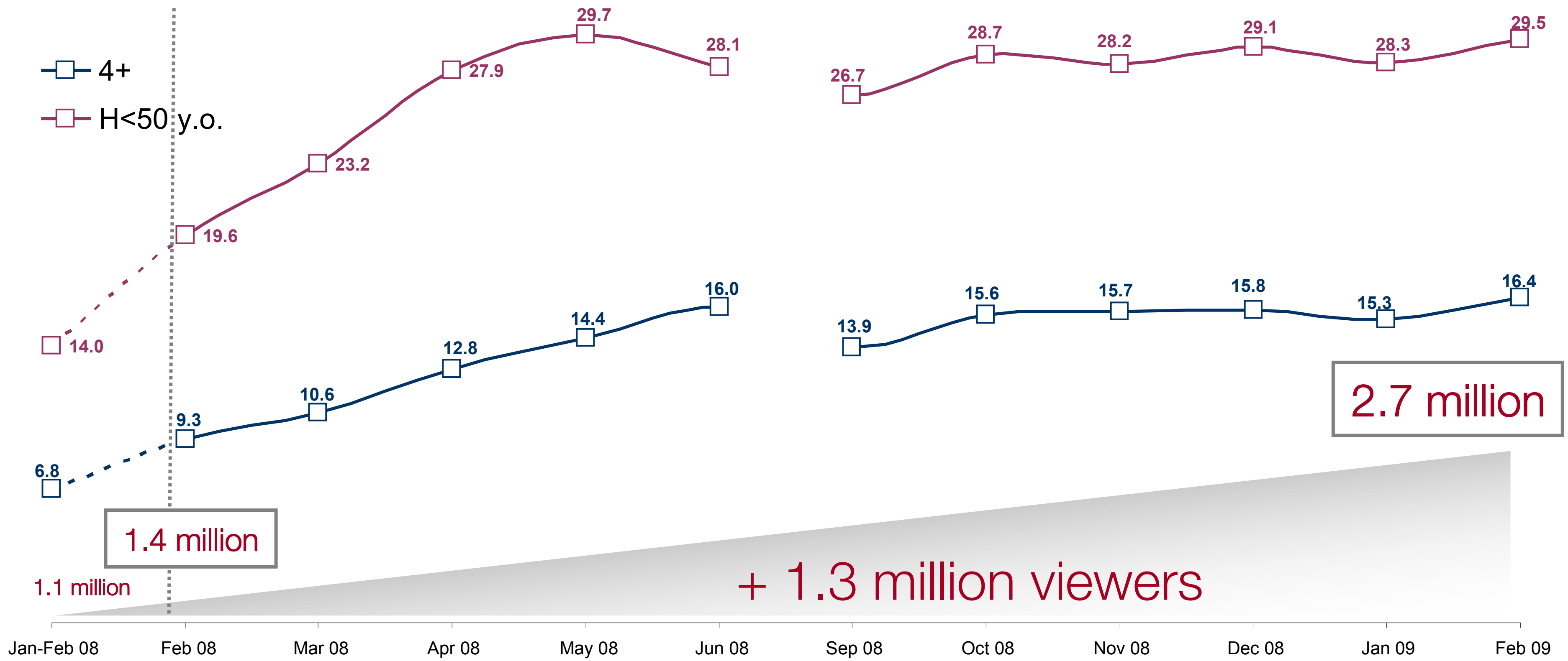
17h50

+

18h40

=>

M6 doubled its audience in a year (December 2008 vs. December 2007) over the 5.50pm-7.40pm timeslot.



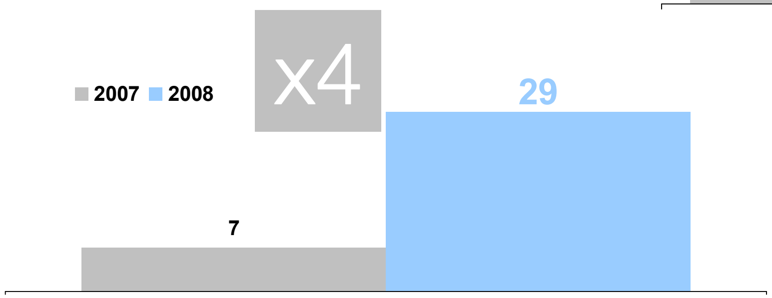
Source: Médiamétrie

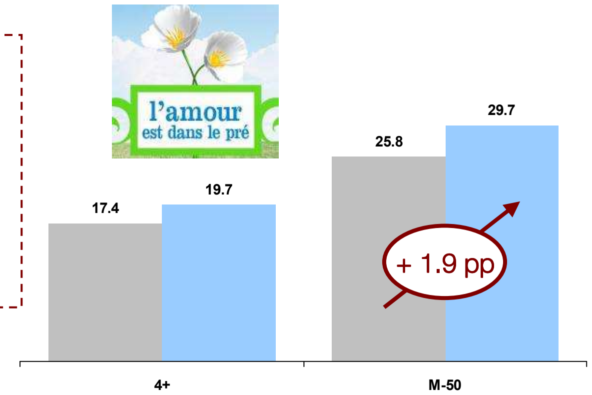
M6 changed its status

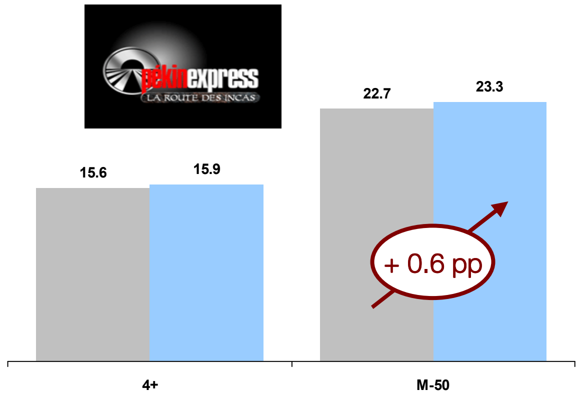
The channel demonstrated its Prime Time power (8.50pm-10.50pm)

Never before was the channel such a Prime Time leader for all audiences

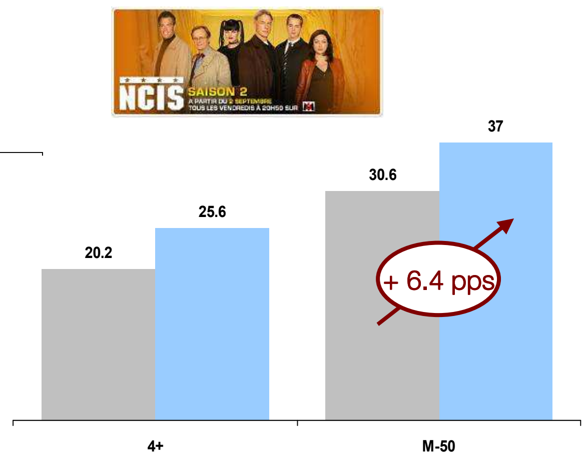
In 2008, the channel was the all-audience leader over 29 evenings, compared to 7 evenings in 2007, a 4-fold increase







3.4 million viewers on average
+ 200,000 viewers compared to 2005
+ 400,000 viewers compared to 2004



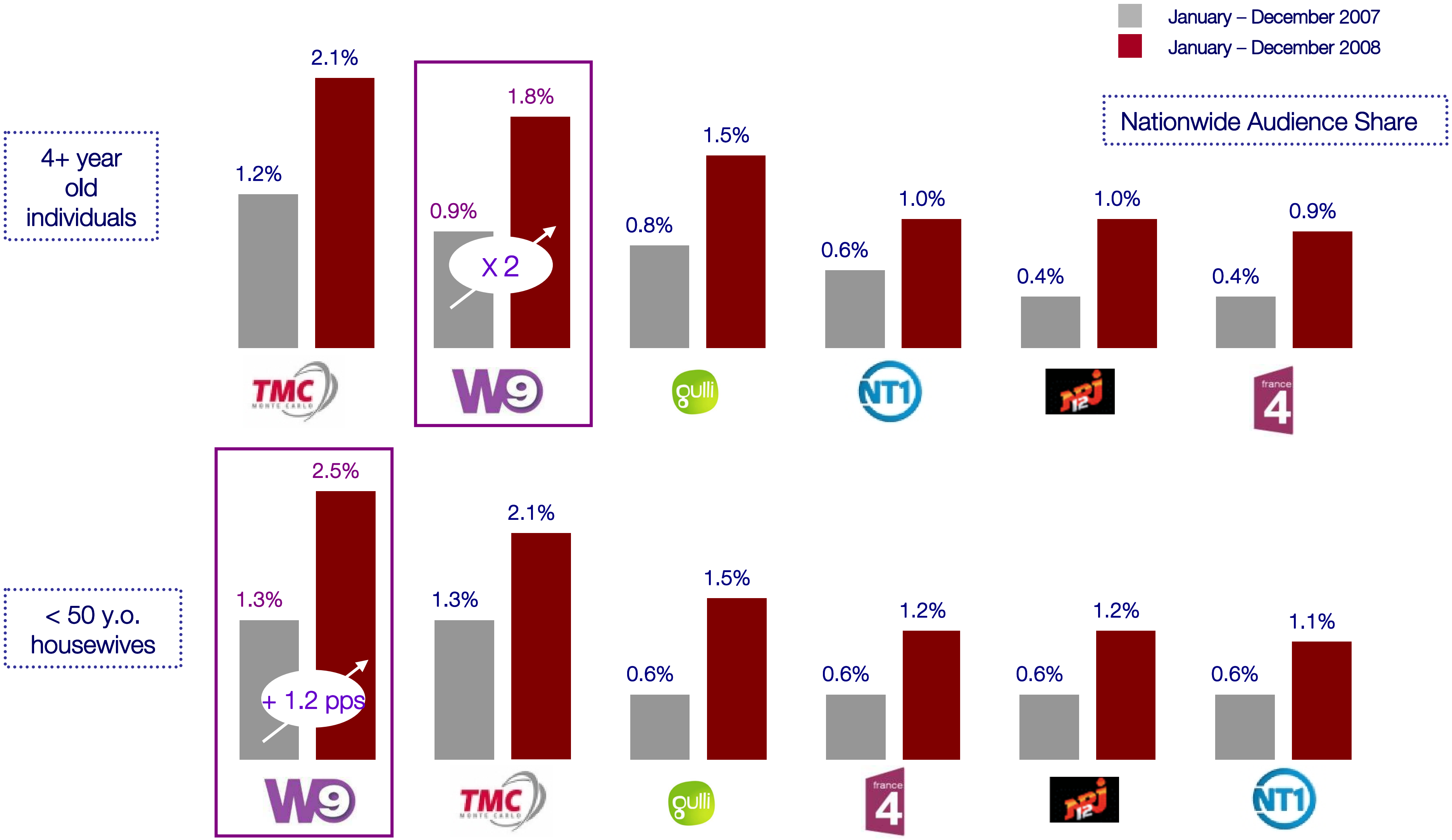
Historic record
13.2 million viewers for
France vs Italy

Source: Médiamétrie

Free DTT / W9 Channel audience levels

Growing relative size of M6 Group in Free DTT

W9: strongest growth rate of all French channels



Source: Médiamétrie

Growing relative size of M6 Group in Free DTT

W9: increasingly powerful

Records….

W9's audience level has increased more than 7-fold in 3 years

Regularity….

More and more programmes exceed the 1 million viewers mark

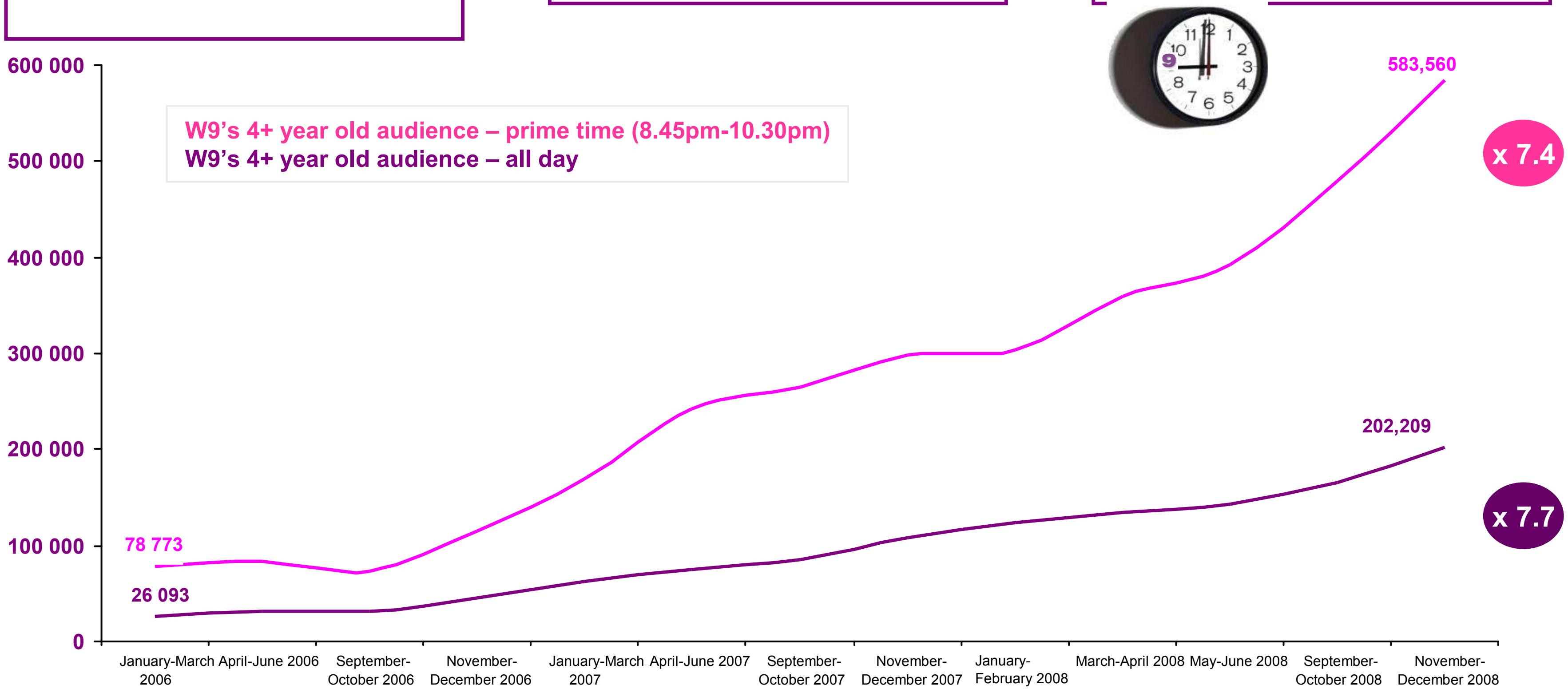
Powerful audience levels for all types of programmes

Particularly uniting programming

Access to Médiamat

Since 5 January 2009, W9 is included in the daily nationwide Médiamat

W9 is the only DTT channel whose audience level is measured on a daily basis and positions itself as a leading offering for advertisers



Source: Médiamétrie / Médiamat

Growing relative size of M6 Group in Free DTT

Increasing successful programming

Number of programmes that exceeded each viewer number threshold

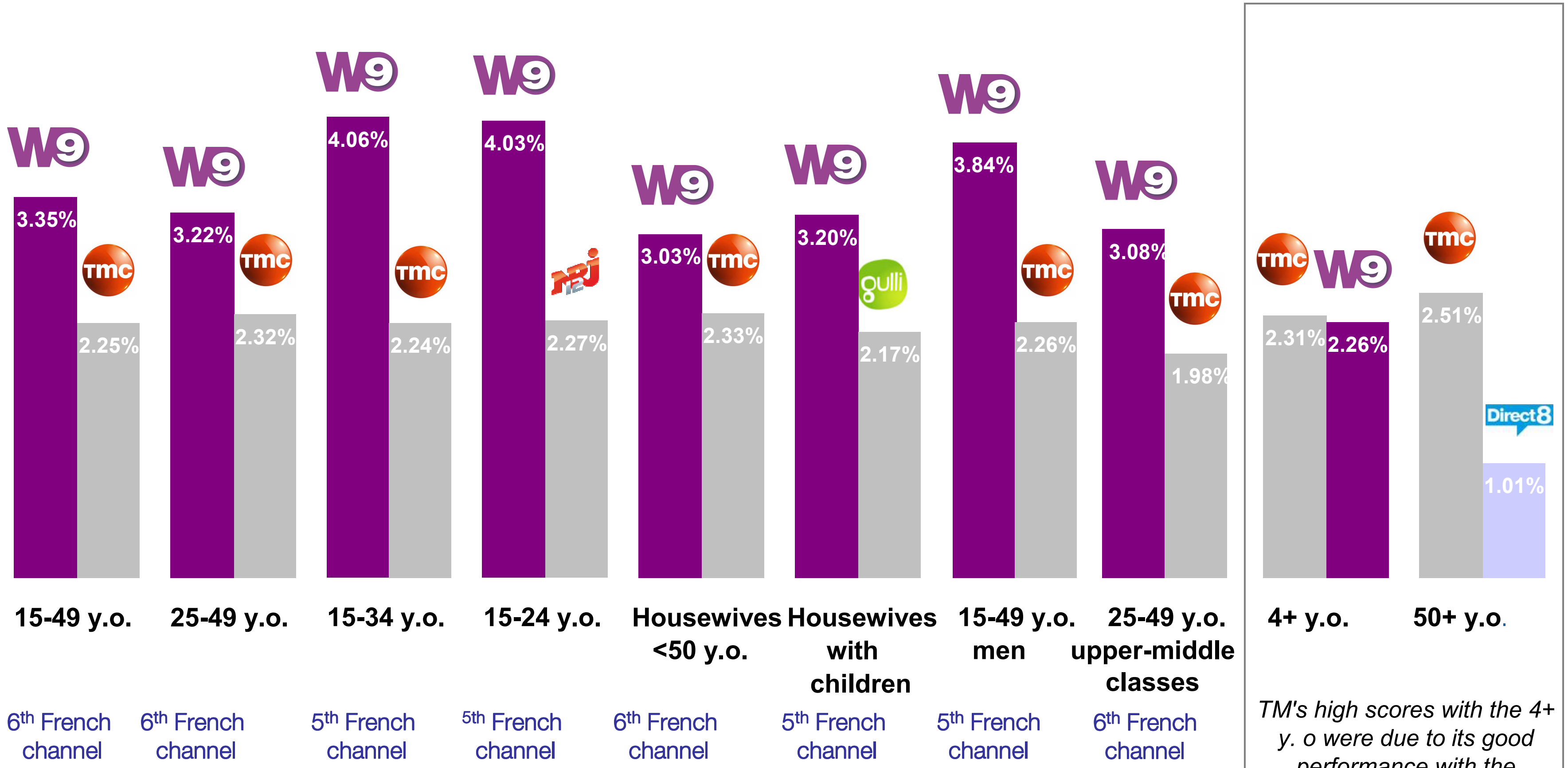
	2006-2007 season	2007-2008 season	Sept 2008 – Feb. 2009
> 1,000,000			23
> 900,000		1	68
> 800,000		3	180
> 700,000		19	323
> 600,000	1	75	468
> 500,000	6	248	674

Source: Médiamétrie / Médiamat – at 22-02-09

Growing relative size of M6 Group in Free DTT

W9 is the leading digital channel on major advertising targets

Nationwide audience shares – 1st vs 2nd digital channel for each advertising target



TM's high scores with the 4+ y. o were due to its good performance with the 50+ y. o

Source: ranking established based on the latest Médiamétrie surveys available (November-December 2008 Mediaplanning and January-June 2008 MediaCabSat files)

Growing relative size of M6 Group in Free DTT

W9 is the leading digital channel on major advertising targets

Leading nationwide audience share per target – evening time: 8pm – 12pm

Ranking of all nationwide channels

15-49 y.o.	15-24 y.o.	15-34 y.o.	25-49 y.o.	15-49 y.o. housewives	Housewives + children	15-49 y.o. men	25-49 y.o. upper-middle classes
TF1 30.5%	TF1 32.7%	TF1 31.4%	TF1 30.1%	TF1 31.7%	TF1 33.5%	TF1 28.7%	TF1 27.5%
M6 17.0%	M6 18.1%	M6 18.7%	M6 16.8%	M6 18.6%	M6 18.3%	M6 15.4%	M6 16.4%
France 2 12.9%	France 2 10.3%	France 2 11.1%	France 2 13.4%	France 2 13.2%	France 2 12.4%	France 2 12.6%	France 2 15.9%
France 3 8.5%	France 3 8.5%	France 3 7.8%	France 3 8.5%	France 3 8.5%	France 3 8.3%	France 3 8.0%	France 3 8.4%
Canal+ 5.0%	Canal+ 5.0%	Canal+ 4.9%	Canal+ 5.0%	Canal+ 4.0%	Canal+ 3.7%	Canal+ 6.1%	Canal+ 6.6%
W9 3.4%	W9 4.4%	W9 4.3%	W9 3.3%	W9 3.0%	W9 3.2%	W9 4.0%	W9 3.0%
TMC 2.1%	France 4 1.8%	TMC 2.0%	TMC 2.2%	TMC 2.1%	TMC 2.1%	TMC 2.2%	Arte 2.0%
France 4 1.8%	TMC 1.7%	France 4 1.8%	France 4 1.8%	France 4 1.7%	France 4 1.7%	France 4 1.8%	TMC 1.7%
Arte 1.5%	NT1 1.4%	NRJ 12 1.3%	Arte 1.7%	Arte 1.5%	Arte 1.3%	NT1 1.7%	France 4 1.6%
NT1 1.4%	NRJ 12 1.3%	NT1 1.3%	NT1 1.4%	NT1 1.1%	NT1 1.1%	Arte 1.7%	France 5 1.1%
NRJ 12 1.3%	Arte 0.8%	Arte 1.2%	NRJ 12 1.3%	NRJ 12 1.1%	NRJ 12 1.1%	NRJ 12 1.5%	NT1 1.0%
Direct 8 1.0%	Virgin 17 0.7%	Direct 8 0.8%	Direct 8 1.1%	Direct 8 1.0%	Gulli 0.9%	Direct 8 1.1%	NRJ 12 1.0%
France 5 0.8%	Gulli 0.6%	Gulli 0.7%	France 5 0.8%	Gulli 0.7%	Direct 8 0.9%	France 5 0.8%	Direct 8 0.9%

Source: Médiamétrie / Médiamat November-December 2008

Pay TV audience levels

Paris Première, the leading pay channel among upper middle class individuals

The leading pay channel for its target: upper middle class individuals…

… and the 2nd pay channel for the 4+ year olds over the last two months of 2008 *

A satisfactory start of 2009, up 0.1 percentage point compared to the first four months of the season

Audience share among subscribers to an extended offering
Monday-Sunday / 3am-3am

Shows and events still providing guaranteed success

Ranking based on 4+ year old subscribers
From 31 December 2007 to 28 December 2008

1. LAURENT GERRA FLINGUE LA TELE
12/01/2008 – 421,000 viewers
2. VIVE LA TELE: CLAUDE FRANCOIS
05/03/2008 – 381,000 viewers
3. SOIREE SPECIALE COLUCHE
15/10/2008 – 379,000 viewers

In 2008,
nearly 80 programmes
attracted more than 200,000 viewers

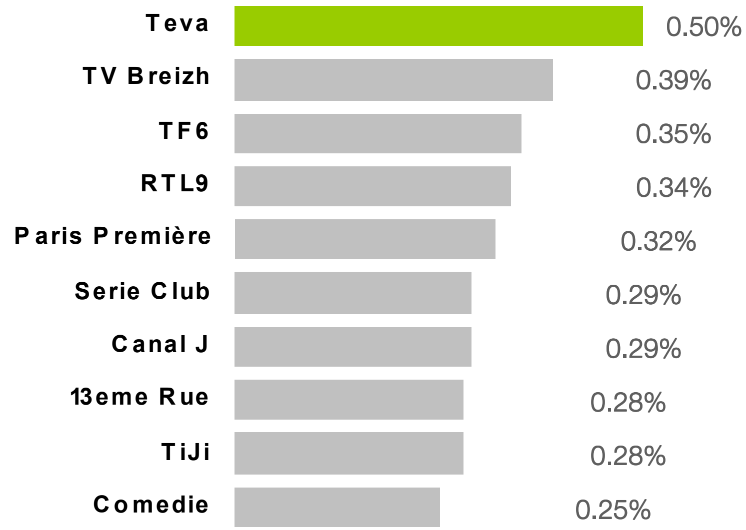
Source: Médiamétrie / Mediamat
* Ranking excludes Canal+ spin-off channels

A year of records for Téva

Historic audience record: TEVA gaining power

- For the 1st time, Téva has become the leading digital channel (excluding free DTT) among under 50 year old housewives and housewives with children.

Estimated nationwide audience shares over the 15-49 year old housewife target (top 10)
Pay digital channels



- Success of powerful, female and family-oriented programmes:
  - Box office movies ("Charlie's Angel", …)
  - Brand new series ("Cashmere Mafia", "Mistresses", …)
  - Cult series ("The little house on the prairie", "Dr Quinn, Medicine Woman")
  - Lifestyle magazines ("Téva déco", "My téva")
  - Brand new reality documentaries ("Top Design", "Projet Haute Couture", …)

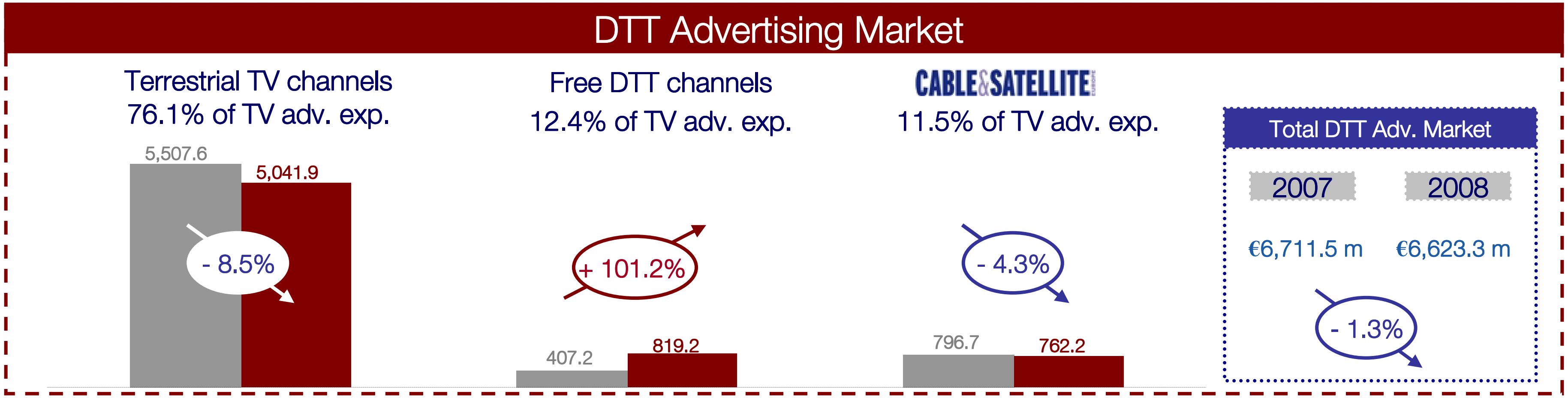
Source: Médiamétrie / MediaCabSat / mediaplanning January-June 2008 files

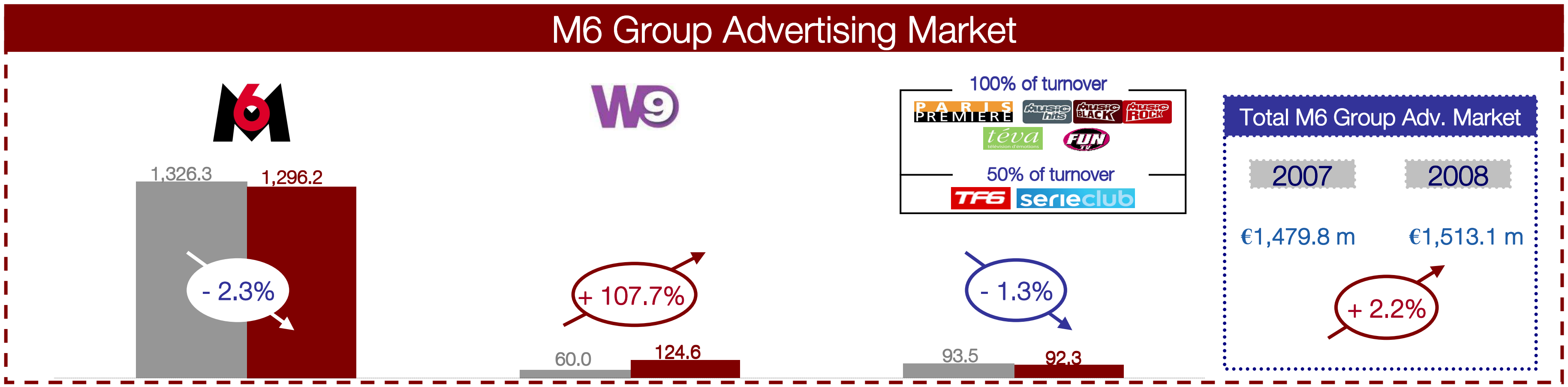
Advertising

TV advertising market analysis (excluding sponsorship and regional channels)

M6 Group out-performed in all market segments

January – December 2007
January – December 2008





Source: TNS Media Intelligence - Terrestrial channels.: TF1 gross, TF1 Cristal net, FTV net, Canal+ gross and M6 gross.
Terrestrial channels excluding sponsorship and regional channels. Therefore, care must be taken in 2008 to interpret historical terrestrial TV and total TV developments

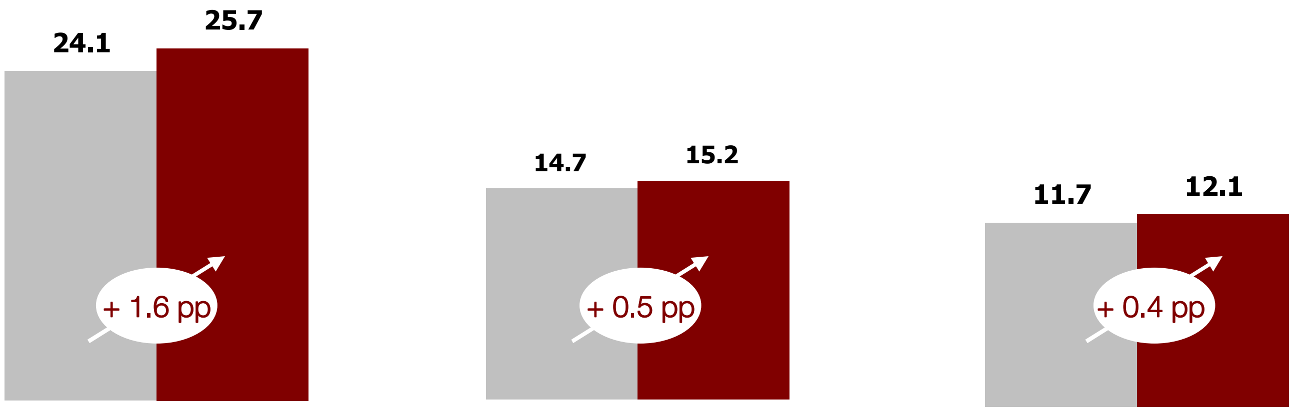
TV advertising market analysis (excluding sponsorship and regional channels)

M6 Group increased its market share in all segments

M6 Group Advertising Market Share of each TV segment

TOTAL TV (terrestrial + DTT + Cab-Sat): € 6,623.3 million in 2008 (-1.3% vs 2007)

TERRESTRIAL CHANNELS	DTT CHANNELS	CAB / SAT CHANNELS
€ 5,041.9 million	€ 819.2 million	€ 762.2 million
-8.5% vs 2007	+101.2% vs 2007	-4.3% vs 2007



100% of turnover

50% of turnover

Total M6 Group market share

2007	2008
22.0%	22.8%

+ 0.8 pp

January – December 2007

January – December 2008

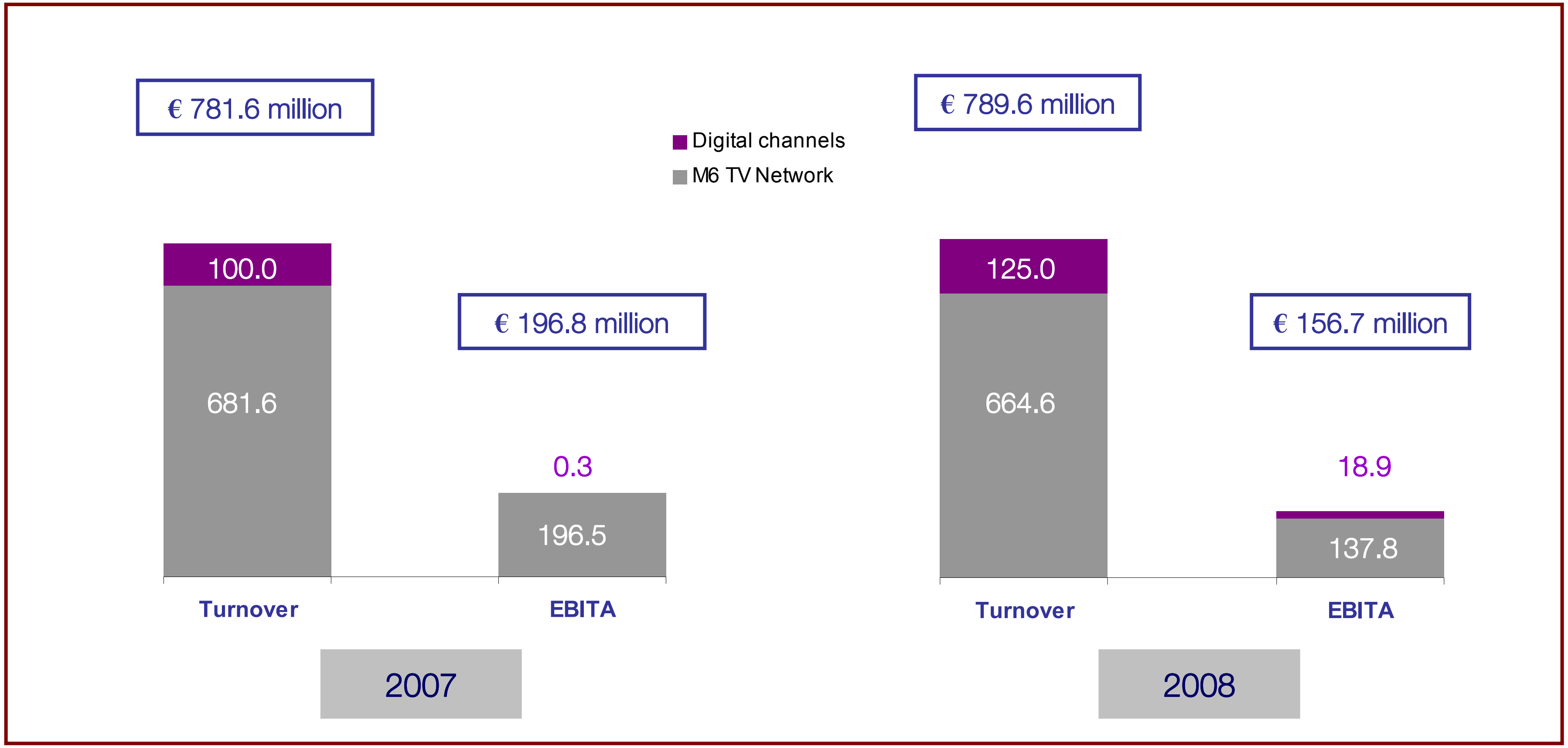
Source: TNS Media Intelligence - Terrestrial channels: TF1 gross, TF1 Cristal net, FTV net, Canal+ gross and M6 gross.

Terrestrial channels excluding sponsorship and regional channels. Therefore, care must be taken in 2008 to interpret historical terrestrial TV and total TV developments

Key figures – Television

Results

A year marked by the Euro 2008



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Key figures

2007

42.4% of consolidated turnover

€ 574.6 million

EBITA

€ 45.7 million

EBITA as % of turnover: 7.9%

2008

41.7% of consolidated turnover

€ 565.1 million

EBITA

€ 42.3 million

EBITA as % of turnover: 7.5%

Interactivity segment

The Group strengthened its Internet presence

Ranked 13th among the most visited Groups in France

	2007	Dec. 2008
Number of Unique Visitors:	5.45 million	> 13 million

⇒ Acquisition of Cyréalis

⇒ Theme-based portals

⇒ Community websites

In March 2008, M6 launched a Replay TV offering that provides access to the M6 TV network's best content

1.9 million Unique visitors per month

10 million programmes viewed per month

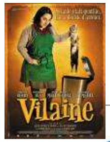
Launched in 2005, M6 mobile by Orange had, at end 2008 | 1.5 million clients

The leading alternative phone brand for the 15-25 year olds

Other segments
Contrasting performances

Audiovisual rights

2008: a historic year for box office sales



- 7.8 million box office sales (vs. 5.8 in 2007)
- 16 movies distributed, 4 films > 1 million sales
- Iron Man: Top-selling Blu-Ray DVD

Interactions

Music | Publishing

Declining market

↓

Adapted cost structure and reduced number of projects in order to limit risk exposure

Ventadis

M6 Boutique: Celebrates its 20th anniversary

M6 Boutique La Chaîne: 8 hours of live TV

Ventadis: over 3 million parcels delivered

Mister Good Deal.com: 13th most-visited e-commerce website in France

Pop Gom

L'invité des Marques – www.linvitedesmarques.com

FCGB

2nd in L1 for the 2007/08 season

Champions' League followed by UEFA Cup

League Cup final on 25 April 2009

Diversification policy

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2009 strengths and weaknesses

Television: flexibility margins to capitalise on

- − Deteriorating advertising environment
- − Supplementary tax on advertising revenue

- + Flexibility potential of M6 programming costs due to the cost of the Euro
- + Renegotiation of contracts, enhanced cost control
- + Savings generated by the end of regional news
- + DTT positioning, audience level dynamics

Diversification and audiovisual rights: optimising their contribution to profit

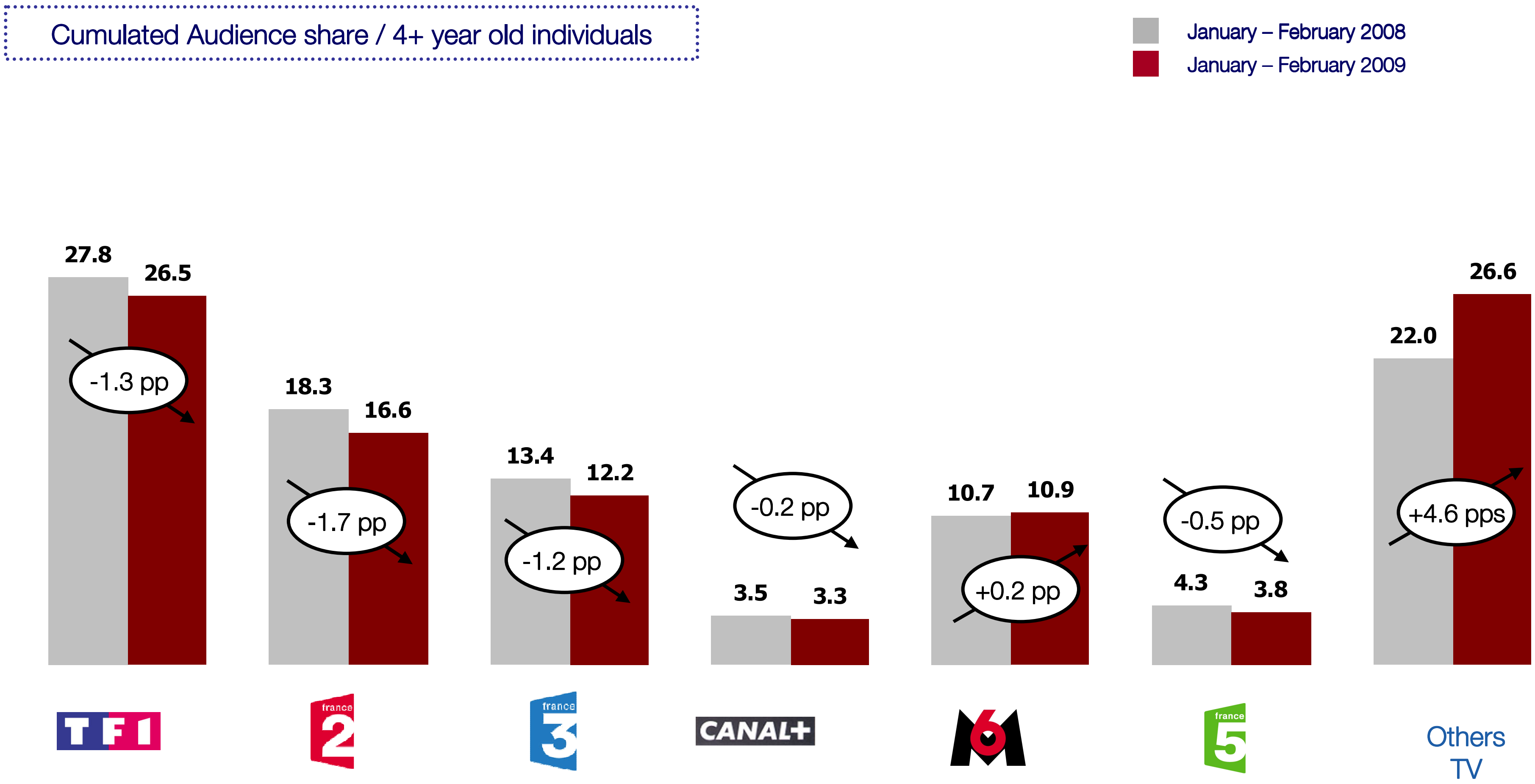
- − Deteriorating advertising and economic environments

- + Ventadis: Priority given to profitability vs. turnover, prudent procurement management
- + M6 web: CPC revenue and subscription/license-based model
- + M6 Interactions: Selectivity, development of licenses (Marvel)
- + SND: Good start of the year: "Twilight"

Group: stable workforce

Audiences January – February 2009

M6, only historical channel to improve its audience share



Source: Médiamétrie

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Condensed consolidated Balance Sheet

(€ million)	31 december 2007		31 december 2008	Change 2008/ 2007 (M€)
Goodwill	53.5		83.0	29.5
Non-current assets	625.4		665.9	40.5
Current assets	659.1	*	651.3	(7.8)
Cash and cash equivalents	89.1		40.5	(48.6)
TOTAL ASSETS	1 427.1		1 440.7	13.6
Equity	788.0		795.1	7.1
Minority interests	-		(0.1)	(0.9)
Non current liabilities	33.1		38.0	4.9
Current liabilities	606.0	*	607.7	1.7
TOTAL EQUITY AND LIABILITIES	1 427.1		1 440.7	13.6

* Net amount between accounts receivable and payable restated to VAT and current tax.

Condensed consolidated Income Statement

(€ million)	31 december 2007	31 december 2008	Change 2008 / 2007 (M€)	(%)
Turnover from continuing operations	1 356.4	1 354.9	(1.5)	-0.1%
EBITA from continuing operations	236.1	194.0	(42.0)	-17.8%
Brand amortisation charges & Impairment of non-amortisable assets	(1.8)	(11.6)	(9.8)	
Capital gains on the disposal of non-current assets	0.1	1.8	1.7	
Operating profit (EBIT) from continuing operations	234.3	184.2	(50.1)	-21.4%
Net financial income/ (expenses)	4.0	(0.1)	(4.1)	
Fair value movement of the Canal+ France asset	18.9	20.0	1.1	
Share of associates' net profit	(0.7)	(9.9)	(9.2)	
Profit before tax from continuing operations	256.6	194.3	(62.3)	-24.3%
Income tax on continuing operations	(87.9)	(55.9)	32.1	
Net profit from continuing operations	168.6	138.4	(30.2)	-17.9%
Net profit (loss) from discontinued operations	-	-	-	
Net profit	168.6	138.4	(30.2)	-17.9%
Minority interests	0.1	0.0	(0.1)	
Net profit - Group share	168.7	138.4	(30.3)	-17.9%

Condensed Cash Flow statement

(€ million)	31 december 2007	31 december 2008	Change 2008/ 2007 (M€)
Cash Flow from operations (self-financing capability)	318.5	276.0	(42.5)
WCR movements	(16.8)	23.9	40.7
Taxes	(83.4)	(74.0)	9.4
Cash flow from operating activities	218.2	225.8	7.6
Cash flow from investing activities	(154.5)	(119.5)	35.0
Cash flow from financing activities	(172.8)	(155.0)	17.8
of which cash flow from discontinuing activities	*(52.5)*	-	*52.5*
Net change in cash and cash equivalents	(161.5)	(48.6)	
Cash and cash equivalents - opening balance	250.7	89.1	(161.6)
Cash and cash equivalents - closing balance	89.1	40.5	(48.7)
Net cash and cash equivalents	*89.0*	*38.3*	*(50.7)*

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M6: programming cost stucture

(€ million)	2007	2008	Change (%)
Net Advertising Revenue *	558.6	544.6	-2.5%
Costs of Programming			
National and regional news	15.0	13.5	-9.6%
Sport	4.6	58.7	ns
Magazines and Entertainement	143.7	127.2	-11.5%
Drama	135.8	147.6	+8.6%
Total cost of programming	299.1	347.0	+16.0%
Gross programming profit margin	259.5	197.7	-23.8%
as a % of Net Advertising Revenue	46.5%	36.3%	

* Net advertising revenue = Advertising revenue – taxes and royalties – broadcasting costs – advertising agency costs

Analytical M6 TV network contribution

€ million	31/12/2008	31/12/2007	2008 / 2007 change (€M)	(%)
Turnover - external advertising revenues	658.0	675.9	(17.9)	-2.6%
Turnover - intra-Group advertising revenues	10.5	12.2	(1.7)	-13.7%
Total advertising agency + royalties + broadcasting costs	(123.9)	(129.5)	5.6	-4.3%
Net broadcasting revenue	**544.6**	**558.6**	**(14.0)**	**-2.5%**
Programming costs	**(347.0)**	**(299.1)**	**(47.9)**	**16.0%**
Gross profit on programming	**197.7**	**259.5**	**(61.9)**	**-23.8%**
(%)	**36.3%**	**46.5%**		
Net other operating revenue / (expenses)	(68.0)	(69.7)	1.8	-2.5%
Ex-segment commissions net advertising agency costs not allocated to M6	9.7	7.6	2.1	27.3%
M6 Free-to-Air other subsidiaries EBITA	(1.7)	(0.9)	(0.7)	n.s
M6 Free-to-Air EBITA	**137.8**	**196.5**	**(58.7)**	**-29.9%**

Analytical segments contribution Group M6

€ million	31/12/2008 Business segment total turnover	31/12/2008 External turnover	31/12/2008 EBITA	31/12/2007 Business segment total turnover	31/12/2007 External turnover	31/12/2007 EBITA	2008 / 2007 change Business segment total turnover	2008 / 2007 change External turnover	2008 / 2007 change EBITA
Total M6 TV Network	**836.4**	**664.6**	**137.8**	**843.5**	**681.6**	**196.5**	**(7.1)**	**(17.0)**	**(58.7)**
Total Digital channels	**130.7**	**125.0**	**18.9**	**105**	**100.0**	**0.3**	**25.7**	**25.0**	**18.6**
Total Diversification & Audiovisual Rights	**616.5**	**565.1**	**42.3**	**617.2**	**574.6**	**45.7**	**(0.7)**	**(9.5)**	**(3.4)**
Audiovisual Rights	112.9	90.4	3.0	114.2	102.7	4.2	(1.3)	(12.3)	(1.2)
Interactions	41.5	36.3	0.1	73.8	66.4	0.1	(32.3)	(30.1)	0.0
Distance-selling (Ventadis)	282.1	273.2	8.9	278.6	270.8	9.6	3.5	2.3	(0.7)
Interactivity	101.1	86.7	24.8	89.4	73.8	19.8	11.7	12.9	5.0
FCGB	78.9	78.5	5.6	61.3	60.9	12.0	17.7	17.6	(6.4)
Other turnover	**-**	**0.2**	**-**	**-**	**0.2**	**-**	**-**	**-**	**-**
Eliminations and unallocated items	**(157.7)**	**-**	**(5.0)**	**(148.1)**	**-**	**(6.5)**	**(9.6)**	**-**	**1.5**
Total M6 Group	**1 425.9**	**1 354.9**	**194.0**	**1 417.6**	**1 356.4**	**236.0**	**8.3**	**(1.5)**	**(42.0)**