



## 2012: FIRST HALF RESULTS

25 July 2012

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- Statements contained in this document, particularly those concerning forecasts on future Groupe M6 performance, are forward-looking statements that are potentially subject to various risks and uncertainties.
- Any reference to Groupe M6 past performance should not be interpreted as an indicator of future performance.
- The content of this document must not be considered as an offer document or a solicitation to buy or sell Groupe M6 shares.
- The information, tables and financial statements contained in this document, particularly those in the appendices, still need to be certified by auditors and submitted to the Autorité des Marchés Financiers (reference document including the annual finance report).



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# 1. KEY FACTS

Summary



Only historical channel to improve its ratings

4+ y.o. audience ratings: 11.4%



W9 Leader of the DTT on commercial target



1<sup>st</sup> among general-interest pay channels



Preferred general-interest pay channel for upper socio-professional category (USP+)

DIVERSIFICATION



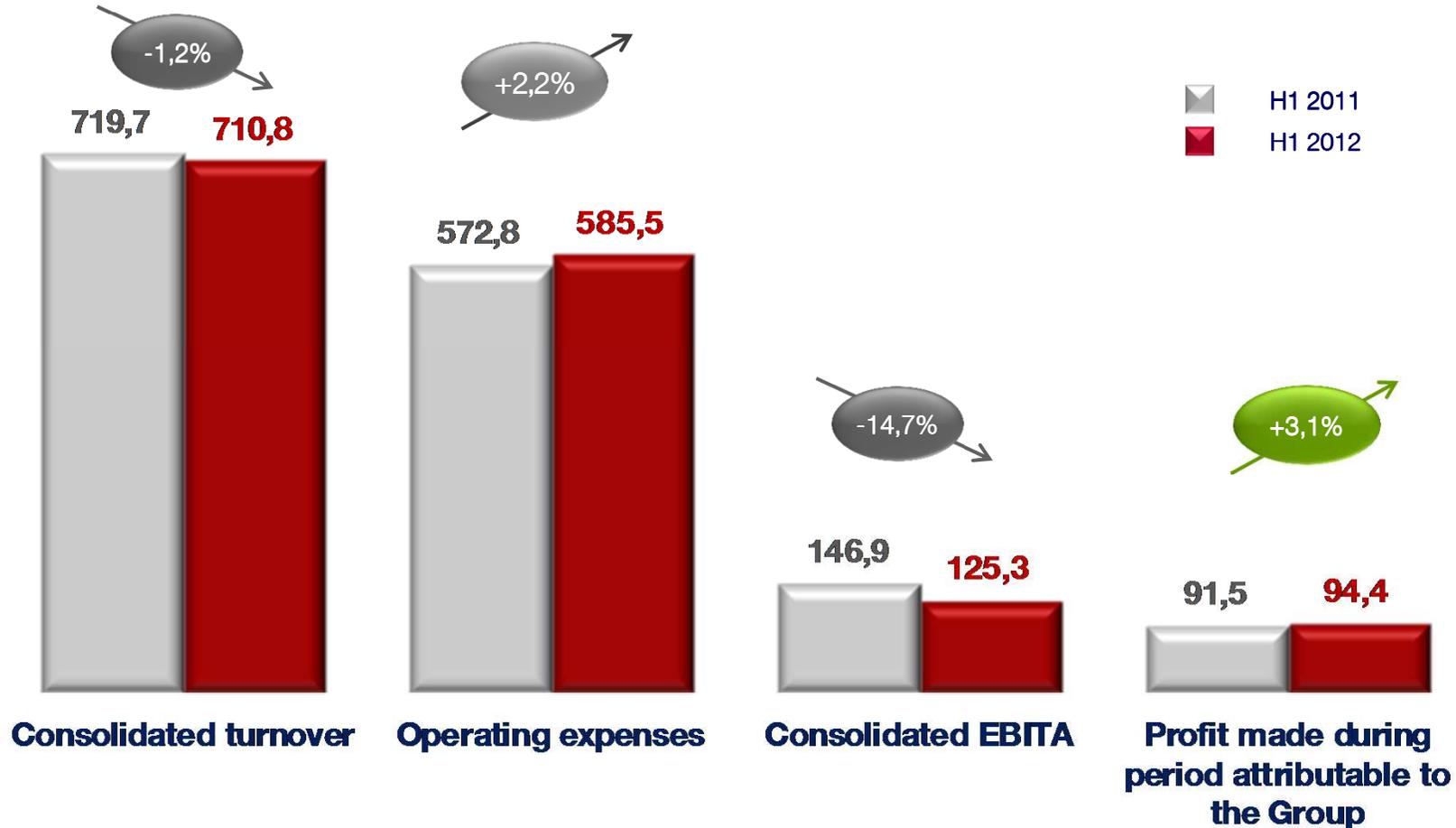
Growth in EBITA and in operating margin

Sound financial structure and cash position of 254.6 million euros

Net profit up despite a drop in revenue and EBITA



KEY FIGURES (€ million)

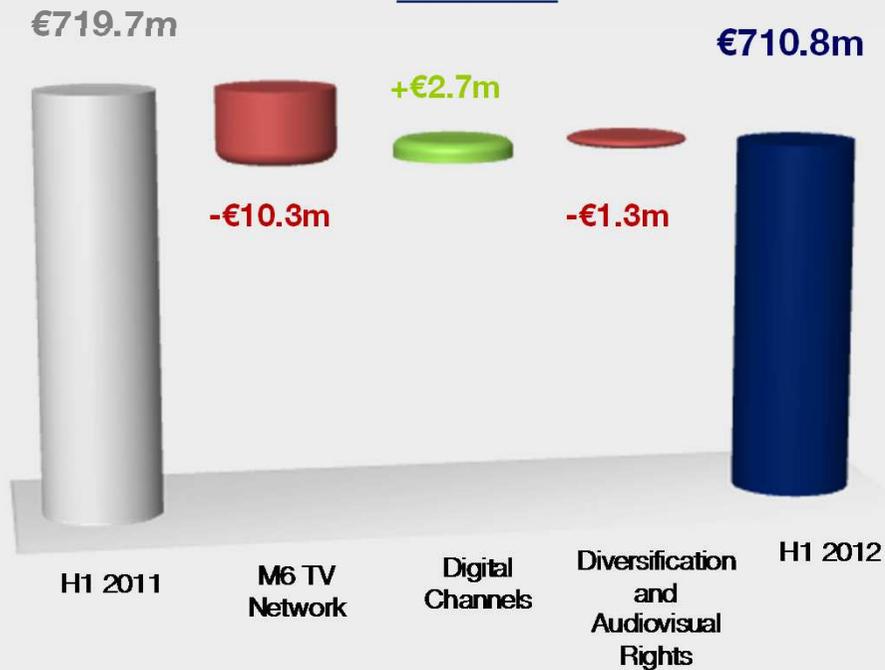


## 2012: Key facts for H1

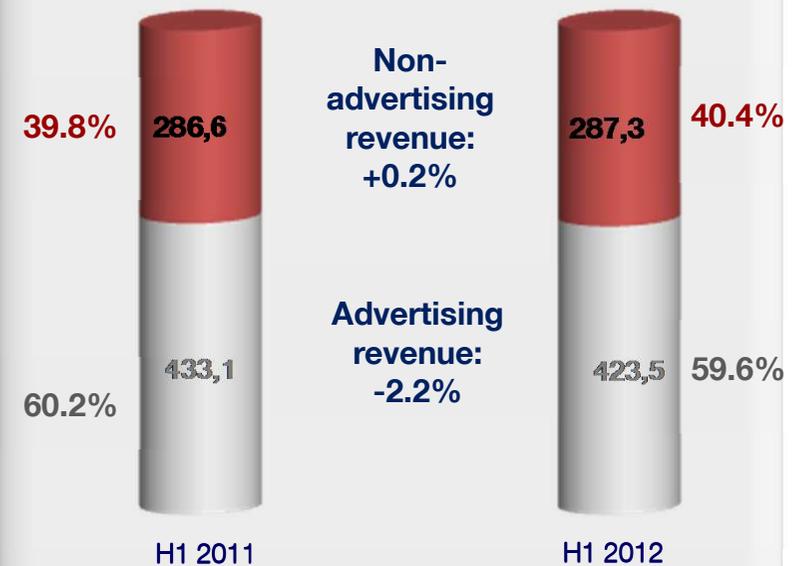
### Consolidated revenue of 710.8 million euros



#### Developments in contribution to consolidated revenue



#### Breakdown of advertising and non-advertising revenues (€ million)



## 2012: Key facts for H1

### Consolidated EBITA of 125.3 million euros



#### Developments in contribution to consolidated EBITA



#### Growth in margins for diversification activities

M6 TV network	31,3%	24%	-7.3pts
Digital channels	22.5%	20.5%	-2.0pts
M6 Web	29.8%	36.4%	+6.6pts
Audiovisual rights	-2,1%	4,6%	+6.7pts
M6 Interactions	16.1%	30%	+13.9pts
VENTADIS	2.5%	3.8%	+1.3pts
F.C.G.B.	-13.9%	-9.2%	+4.7pts



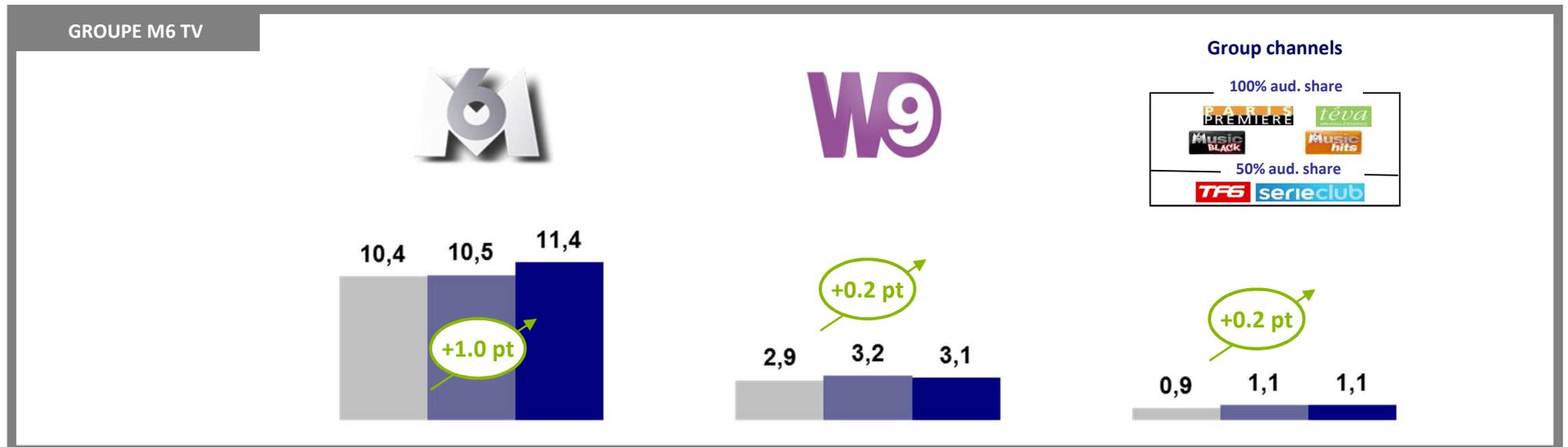
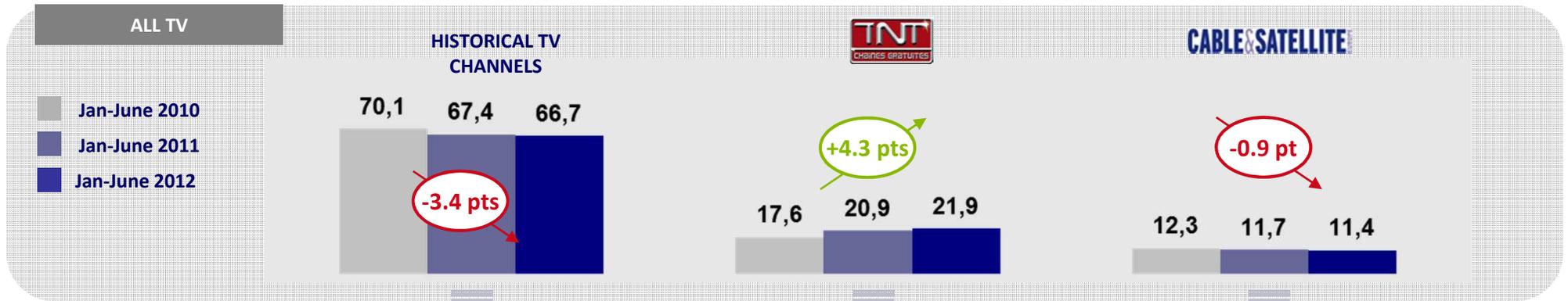
## 2.TELEVISION

Audience ratings

The Group's channels strengthen their position throughout the world of TV

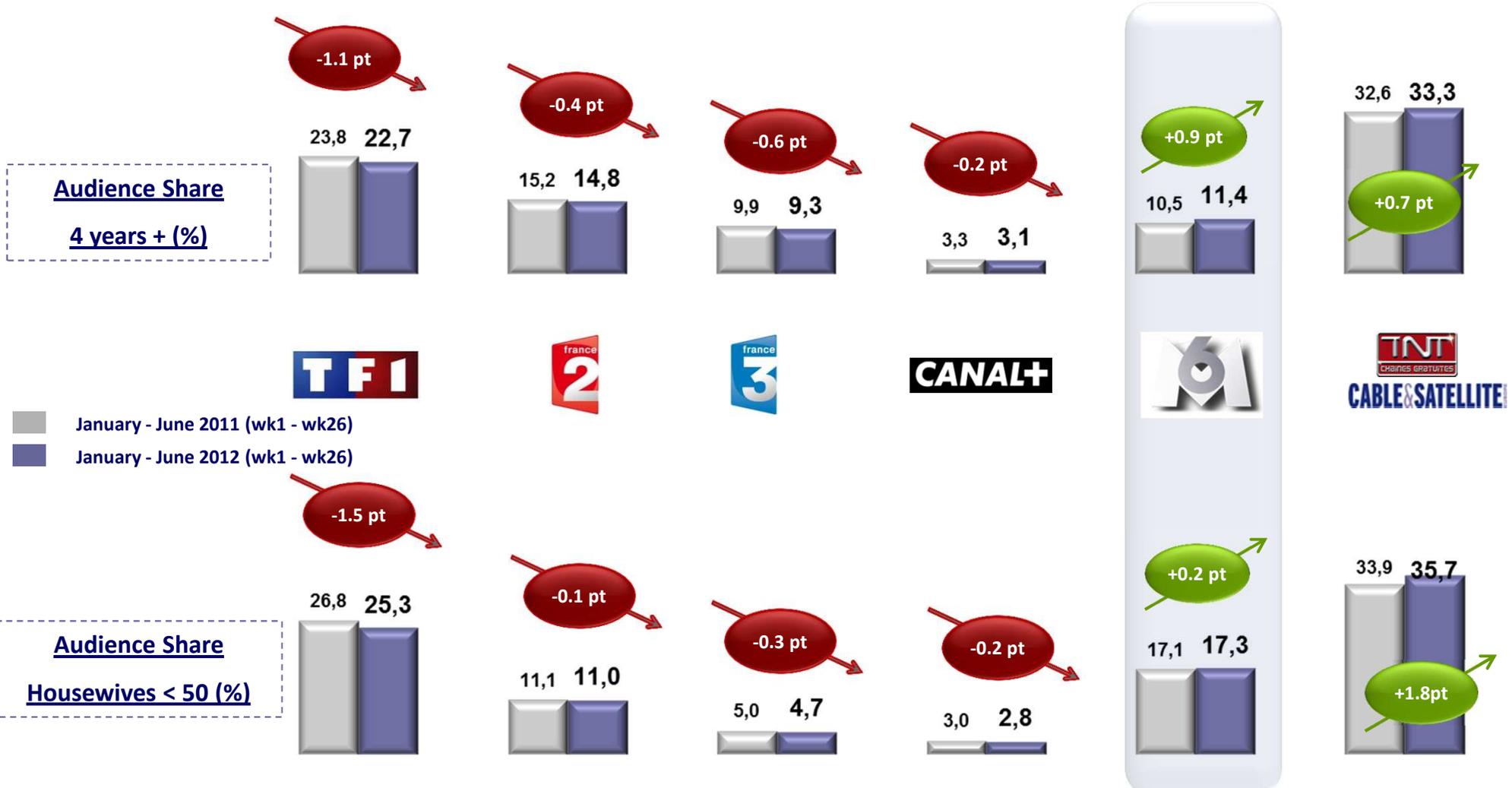


4 + year old audience ratings (%)



# Television – Audience ratings

## January - June 2012: M6 channel shows greatest increase in ratings



Source: Médiamétrie

\*The 'Other TV' category (DTT, cable and satellite) does not include results from the channels Arte and France 5



## M6 shows record half year audience ratings

### M6 INCREASINGLY TOPS EVENING AUDIENCE RATINGS

- It came out top on 28 evenings this year (as compared to 25 last year)

### SCHEDULED PROGRAMMES ARE INCREASINGLY POPULAR

- Access Prime-Time

Preferred news programme for the under 50s



Attracted up to 5.9 million viewers

- Prime-Time



A season of L'AMOUR EST DANS LE PRÉ gets off to its best start yet



M6 celebrates its 2<sup>nd</sup> best recorded audience ratings

### JUNE 2012: 12.3% audience share

- Best monthly performance in the past 4 years
- Best recorded levels in Prime-Time
- M6 ahead of France 2 in the 3<sup>rd</sup> week

## EURO 2012 audience ratings better for M6 than for TF1



Impact of all UEFA EURO 2012 matches in June 2012:



**+1.3 pt 4 years +**

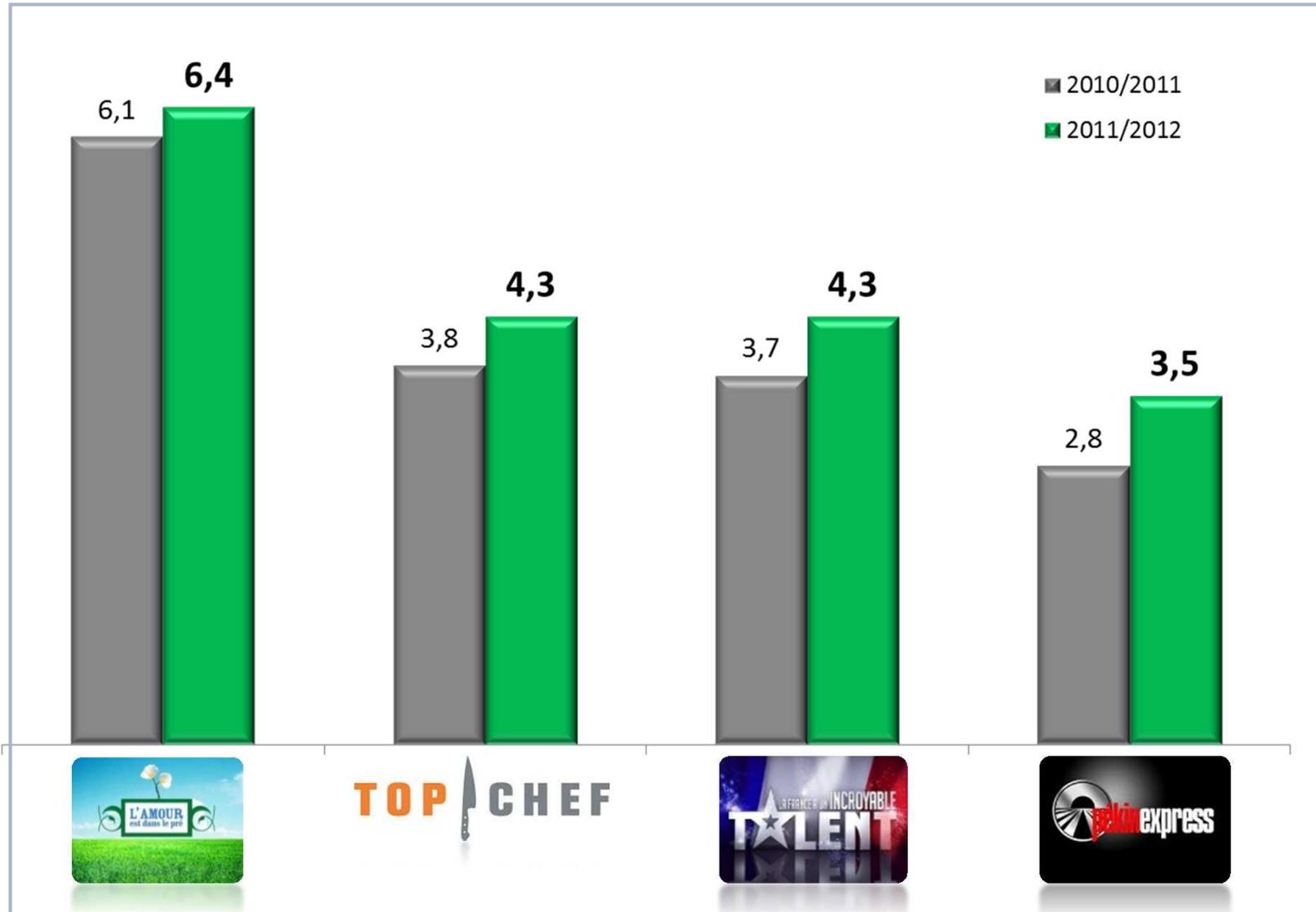


**+0.3 pt Housewives < 50**

<i>M6's five best recorded audience ratings</i>		<b>Audience rating</b>
17/06/2008	EURO 2008 / France – Italy	13.2m
19/06/2012	EURO 2012 / Sweden – France	12.2m
15/06/2012	EURO 2012 / Ukraine – France	10.5m
09/06/2008	EURO 2008 / Romania – France	9.6m
27/06/2012	EURO 2012 / Portugal – Spain (semi-final)	8.8m

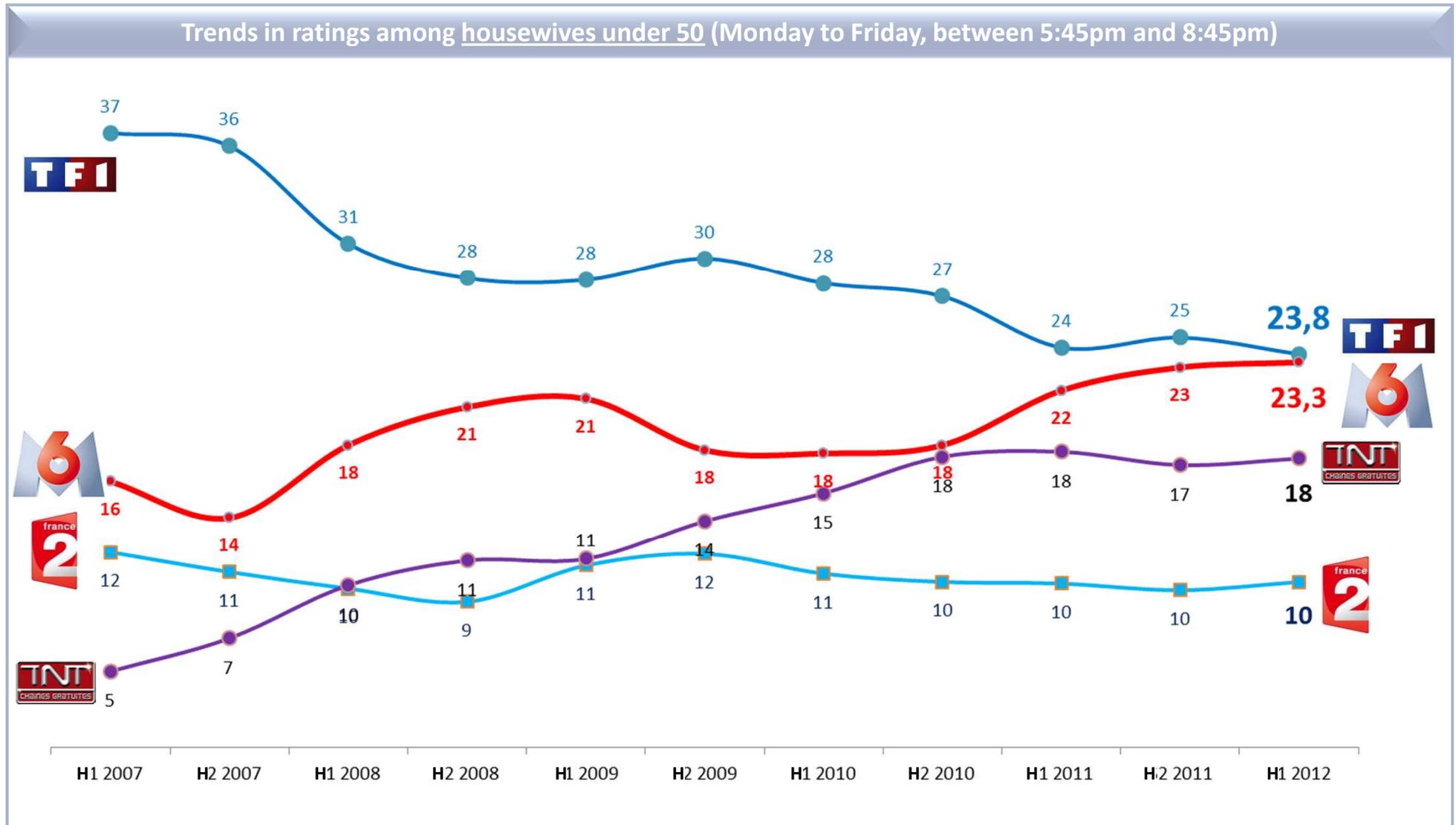
## Television – Audience ratings

Ratings in Prime Time have increased this season



## Television – Audience ratings

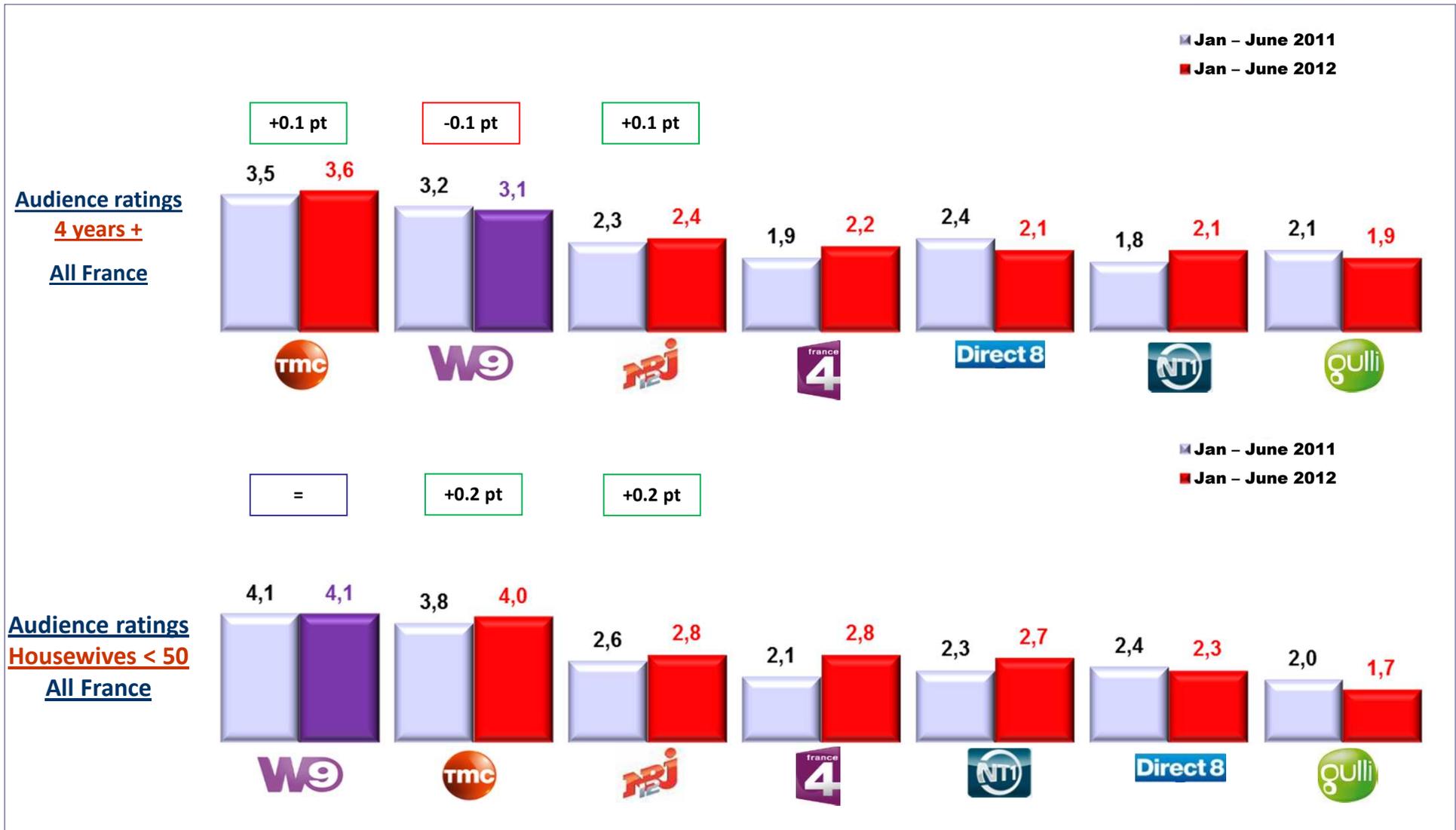
M6's early evening ratings have increased significantly over the past 5 years and continue to demonstrate strong growth



**2012: W9 remains the most watched DTT channel for housewives under 50**



**GROUPE**



## Television – Audience ratings



**W9 is the most popular evening DTT channel**  
**165 programmes have achieved audience ratings of over a million**  
**(compared to 157 last year)**

### HIT REALITY TV SHOWS



**1.2m**

DTT's most popular reality TV show



**0.9m**

W9 is the 2<sup>nd</sup> most popular national channel among the under 35s

### SUCCESSFUL SERIES



**1.0m**

DTT's most popular new series



**1.0m**

### LIVE SHOWS HUGELY POPULAR



**1.5m**



**1.7m**

W9 is the national leader among under 25s

### MAGAZINE PROGRAMMES STILL POPULAR



**1.1m**



**0.9m**

W9 is the DTT leader among all target audiences

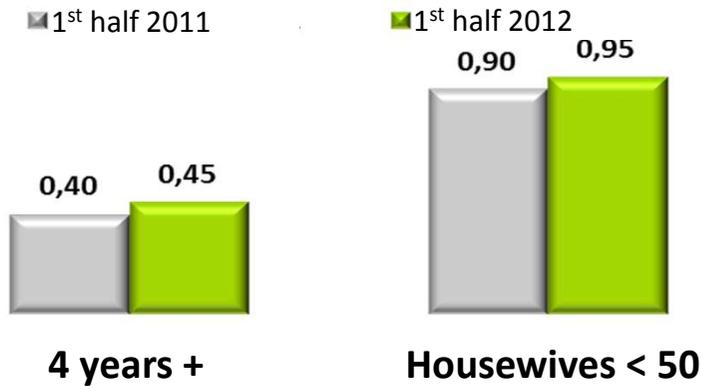


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## Téva and Paris Première celebrate a good start to the year

### TEVA

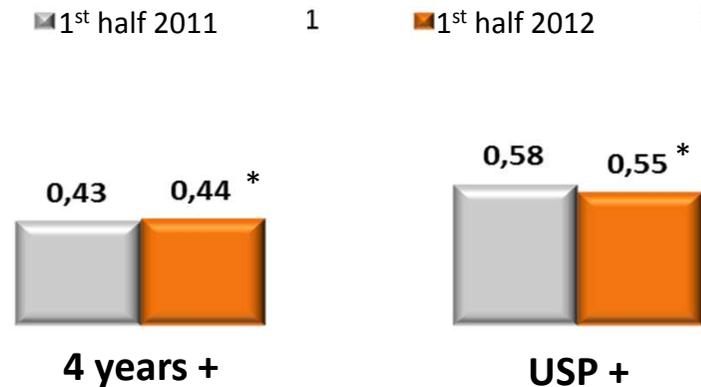
National audience share (%) – January-June 2012



- ❖ Most watched general-interest pay channel by all target audiences
- ❖ Leading pay channel among female viewers
- ❖ Record audience share achieved in the first half of 2012

### PARIS PREMIERE

National audience share (%) – January-June 2012



- ❖ Most popular evening general-interest pay channel
- ❖ Record audience share achieved in the first half of 2012
- ❖ 16.0 million viewers every month

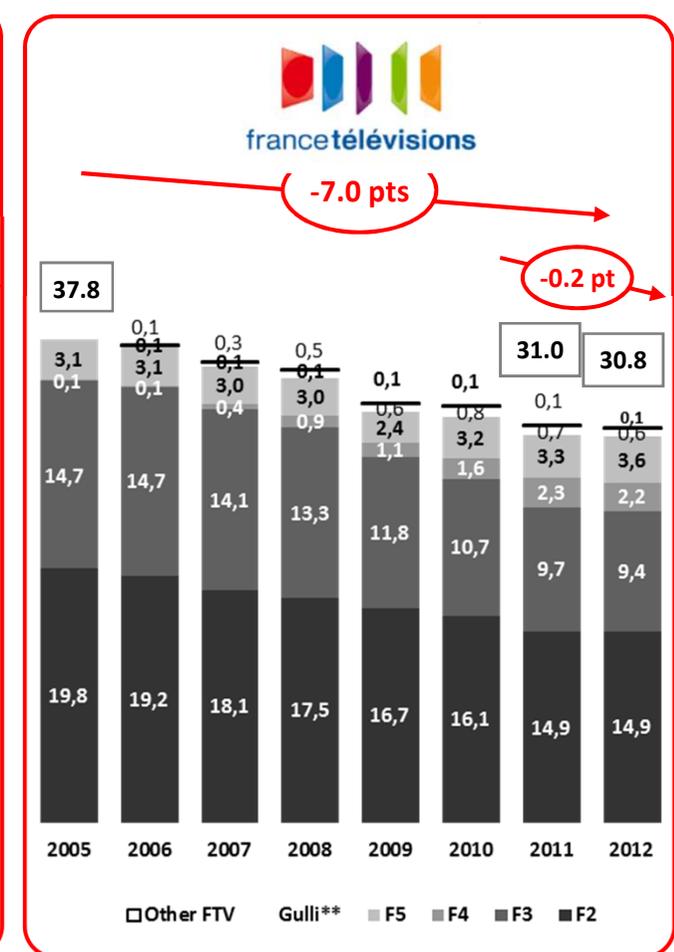
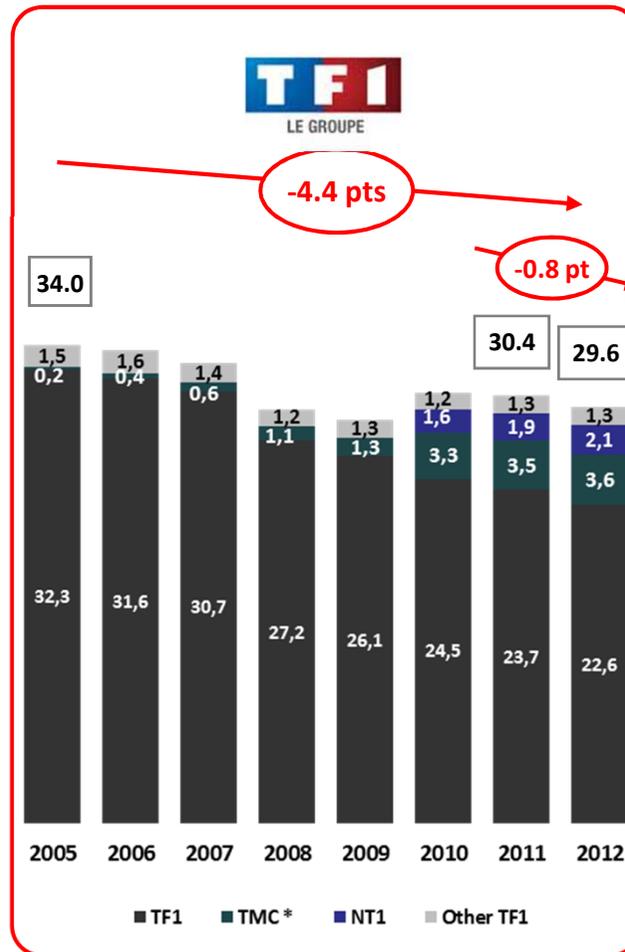
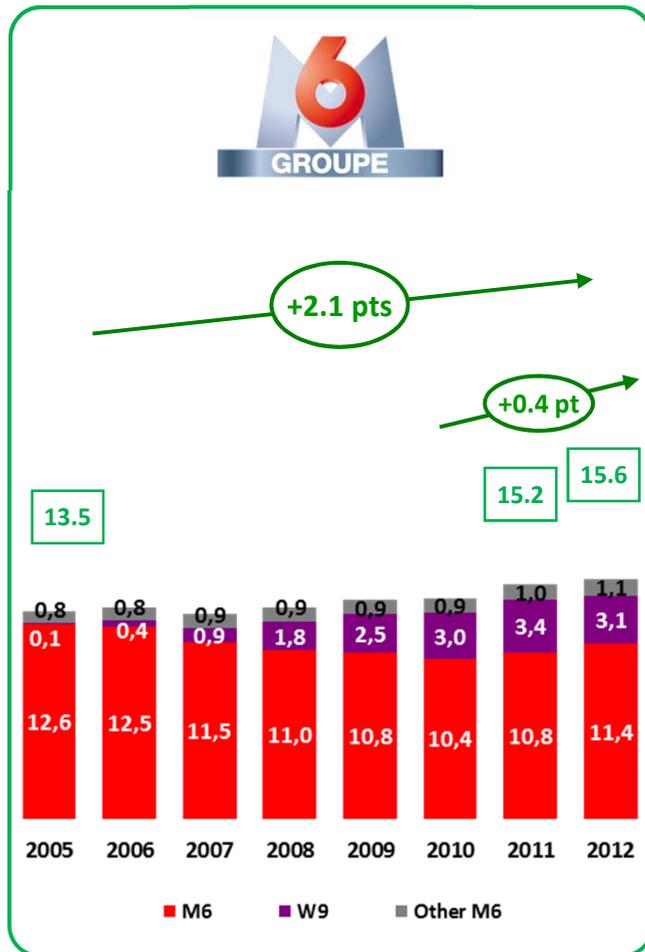
\*Internal estimates / Source: Médiamat'Thématik + Mediaplanning files

# Television – Audience ratings

## Groupe M6 continues to demonstrate strong growth



*Trends in audience share by broadcaster (target audience: individuals aged 4 and over)*



\* 50% ownership of TMC from 2005 to 2009, 100% ownership from 2010

\*\*France TV has a 34% interest in Gulli



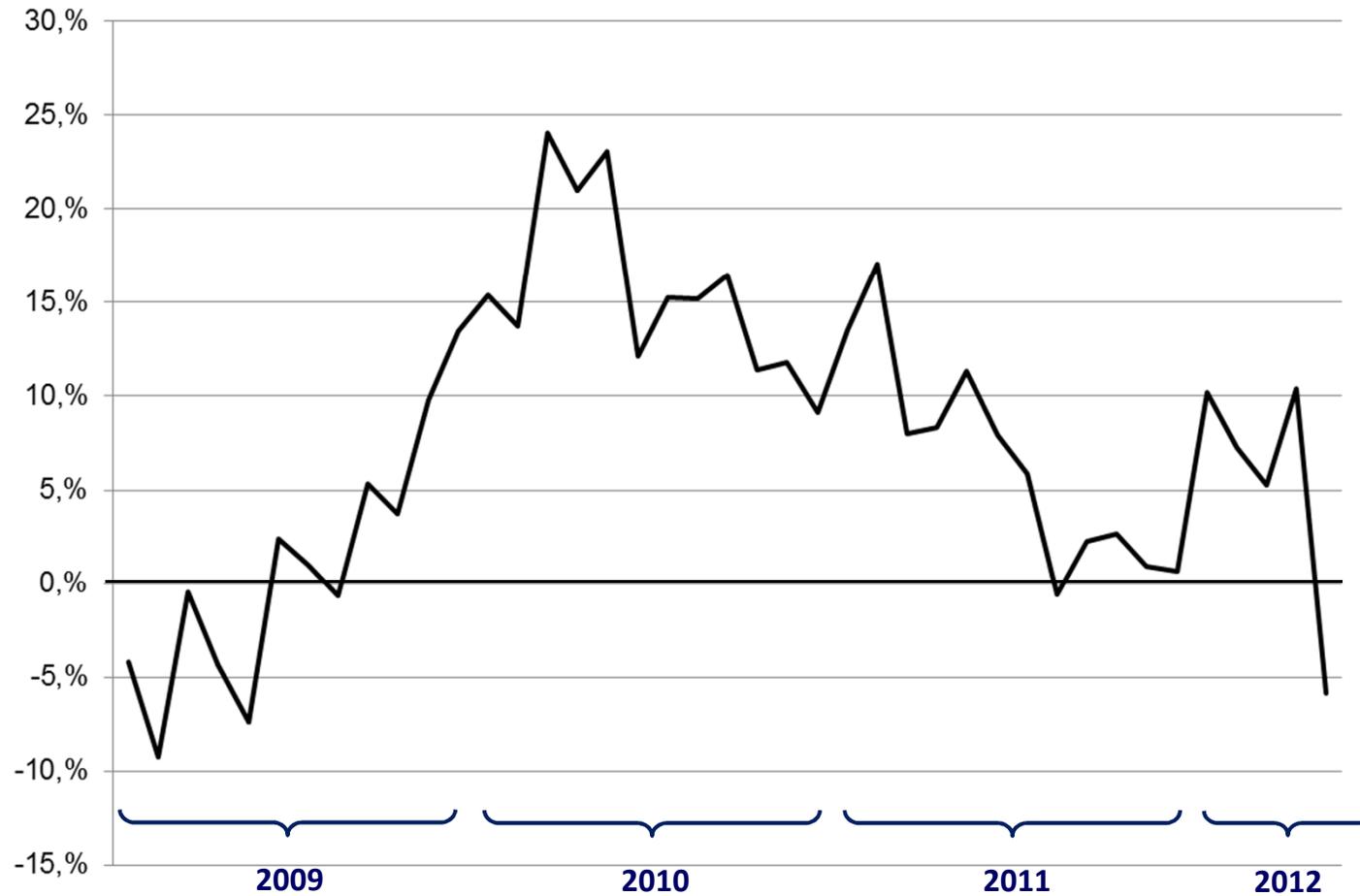
# TELEVISION

Advertising



## TV advertising market dropped sharply in May 2012, in comparison with May 2011

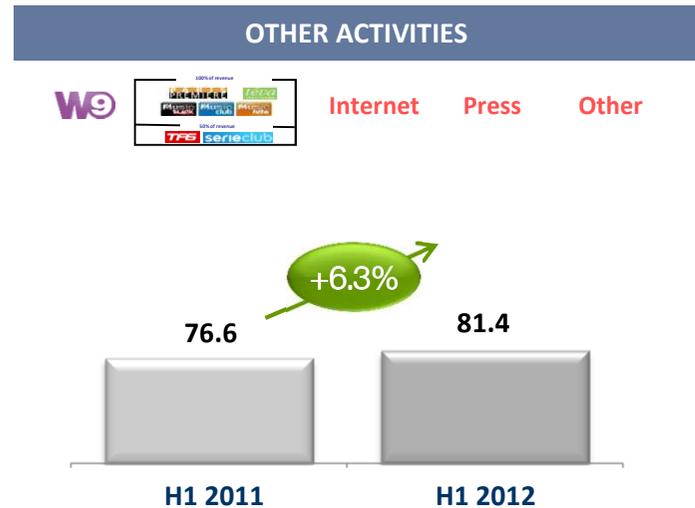
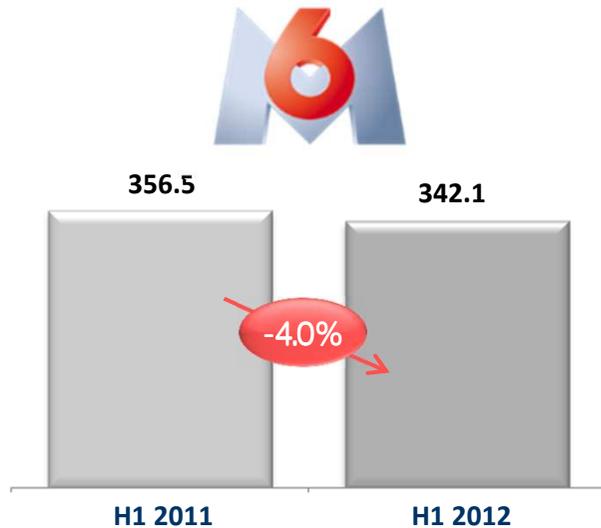
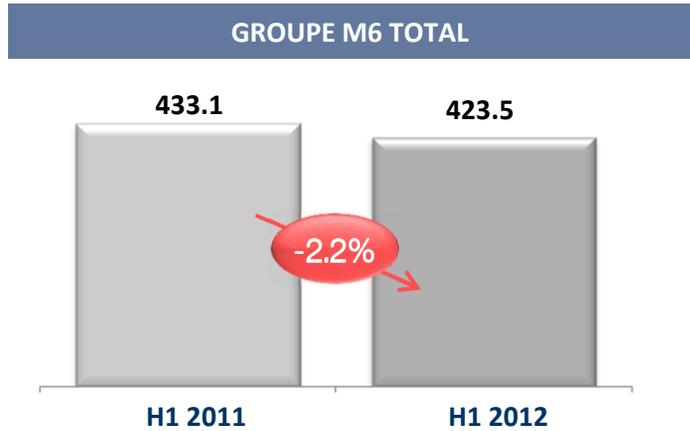
### TRENDS IN MONTHLY GROSS TV ADVERTISING MARKET



Groupe M6's net advertising revenue dropped by -2.2% in H1 of 2012



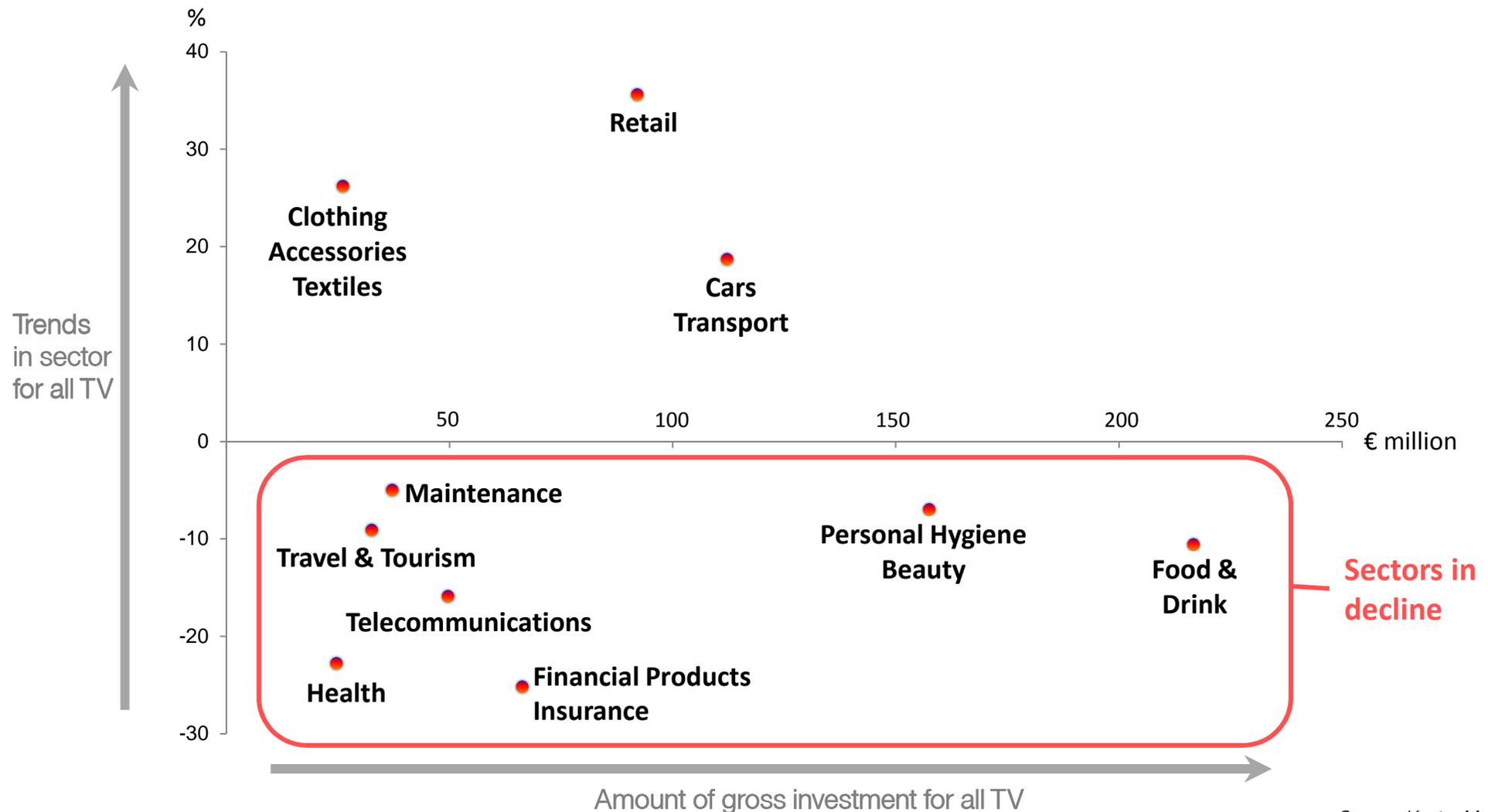
GRUPE M6'S NET ADVERTISING REVENUE IN H1 OF 2012 (€MILLION)





## Decline in the main consumer sectors contributed significantly to a drop in the advertising market in May - June 2012

Trends in advertising categories in May - June 2012 compared to May - June 2011

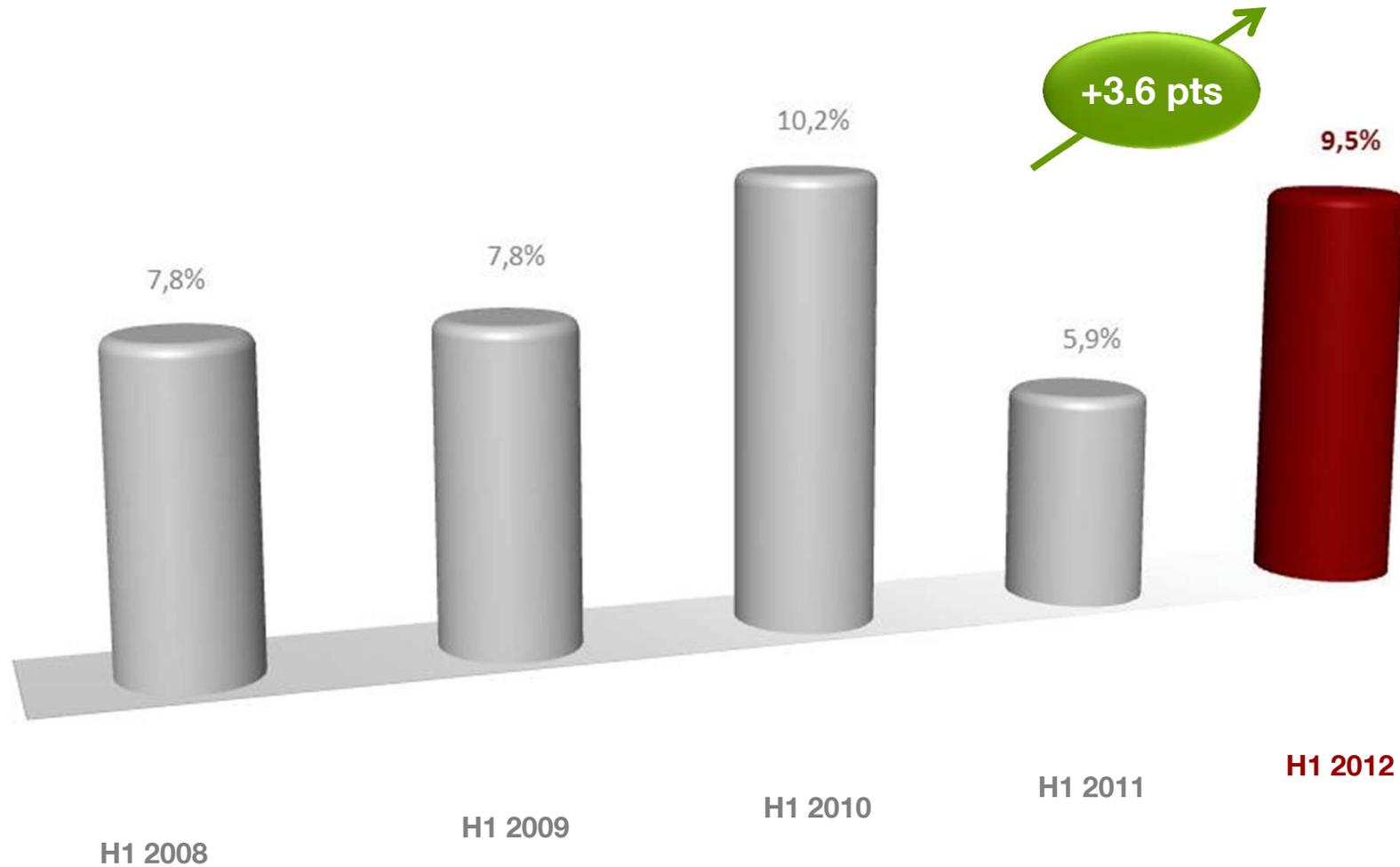




# 3.DIVERSIFICATION AND AUDIOVISUAL RIGHTS

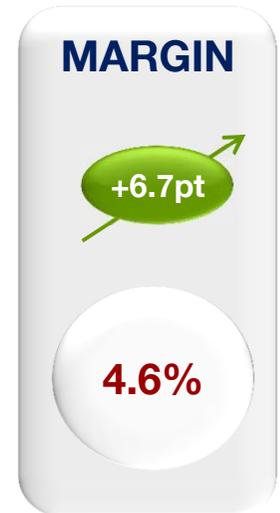
## Diversification and Audiovisual Rights

Current EBITA margin up 3.6 pts to 9.5%





## Successful release schedule for audiovisual rights



## KEY FACTORS

**CINEMA: reduced line-up**  
6 films attracted nearly 2m cinema-goers



+ DVD release + DVD release

**VIDEO: Growth area**  
2.5m sold



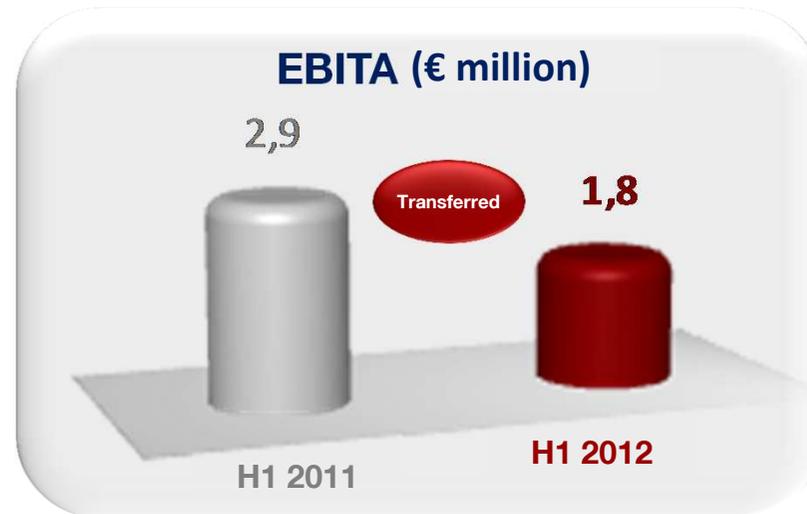
**Twilight 4:**  
0.7m units sold

# Diversification and Audiovisual Rights



## Refocusing of activities has been completed

=> Part of the Interactions activity has been transferred to the M6 TV Network



### KEY FACTORS

- ✓ Collections / publishing / press stopped
- ✓ Music activity successful
- ✓ Co-production of shows

### ACTIVITIES TRANSFERRED TO M6 TV NETWORK

#### LICENCES

837 419 subscriptions since the launch

#### MERCHANDISING



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Internet activities developed and M6 Mobile remains resilient



KEY FACTORS



- 2m customers at the end of June 2012
- New offers and new targets



39m videos watched in June 2012, compared to 29m in June 2011 (+33%)

Games and interactive programmes

- Savings relating to the ending of certain activities



**KEY FACTORS**

- Pressure from competitors
- Reduction in logistical and marketing costs
- New publicity campaign
- New website launched in May 2012 – improved navigation and search facilities



- Operating successfully thanks to the M6 Boutique programme and to its website
- Activity demonstrating growth, expansion of services



### Improved sporting results



#### KEY FACTORS

**5<sup>th</sup>** in League 1  
Championship for the  
2011/2012 season, as  
compared to 7<sup>th</sup> in 2010/2011



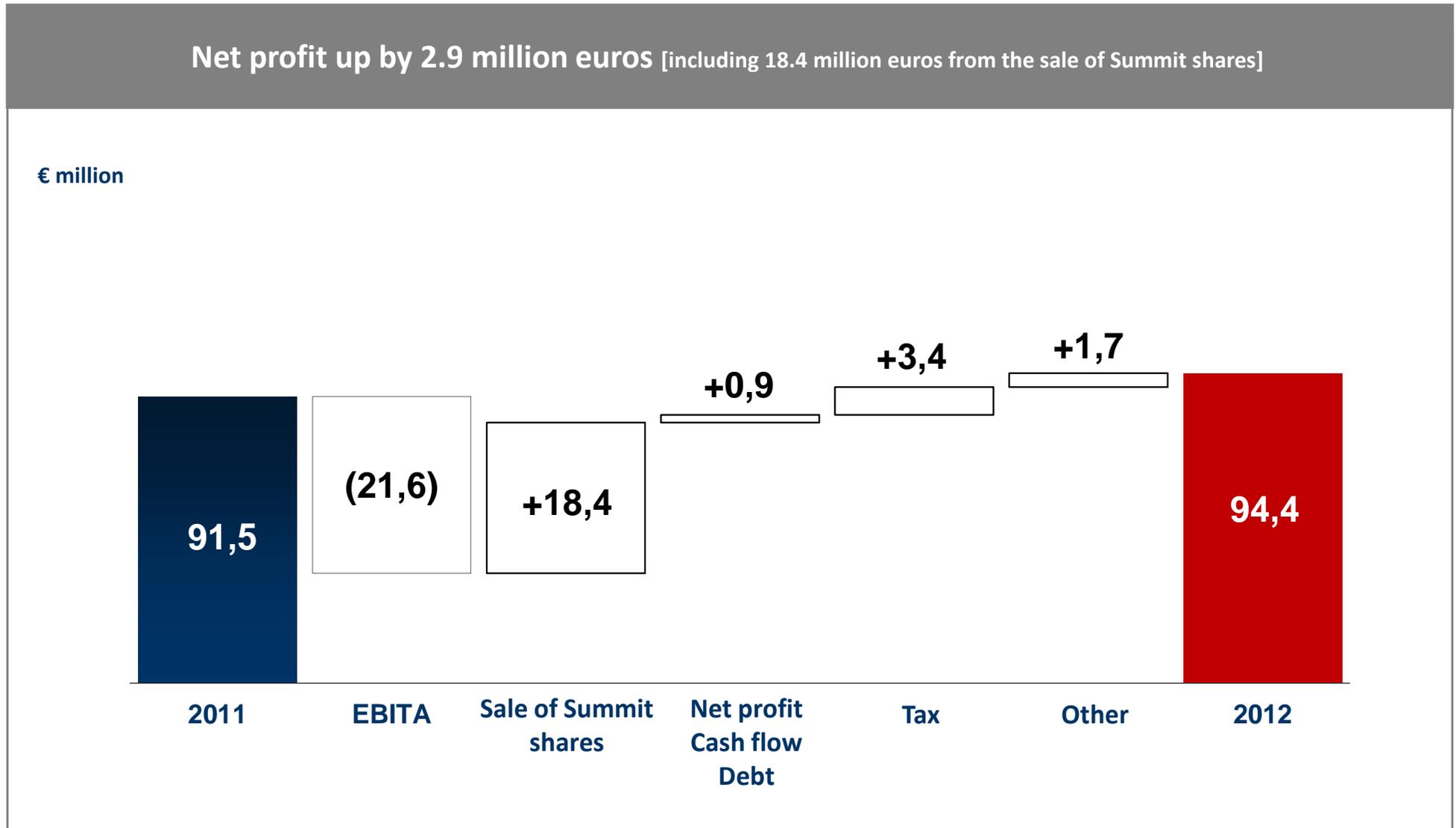
Qualified for Europa  
League 2012/2013  
season





# 4. APPENDICES

## Net profit up despite a drop in EBITA

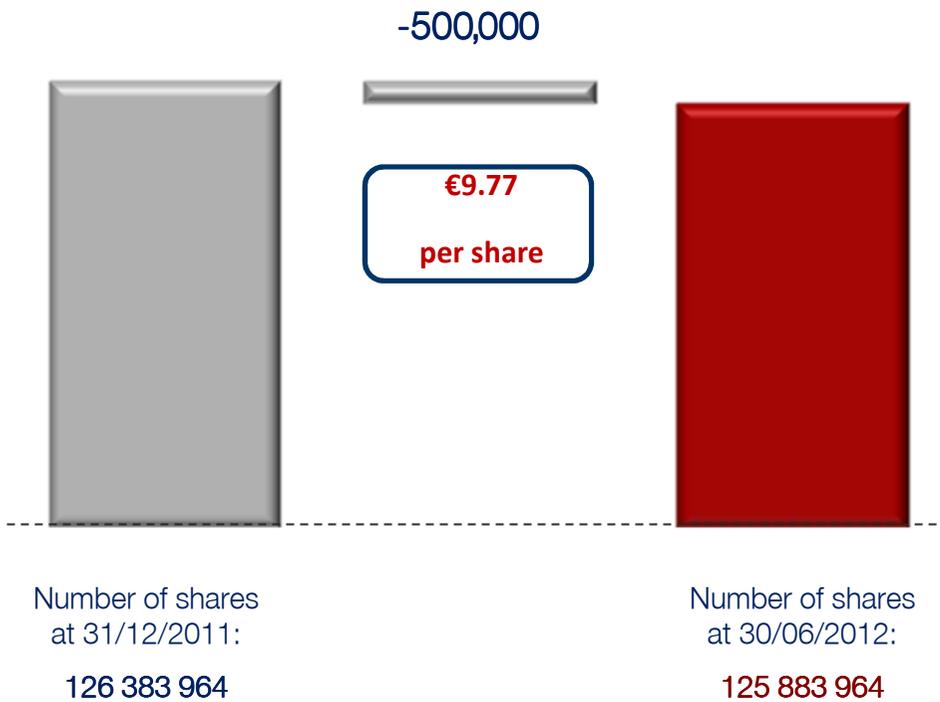


## Share buy-back programme

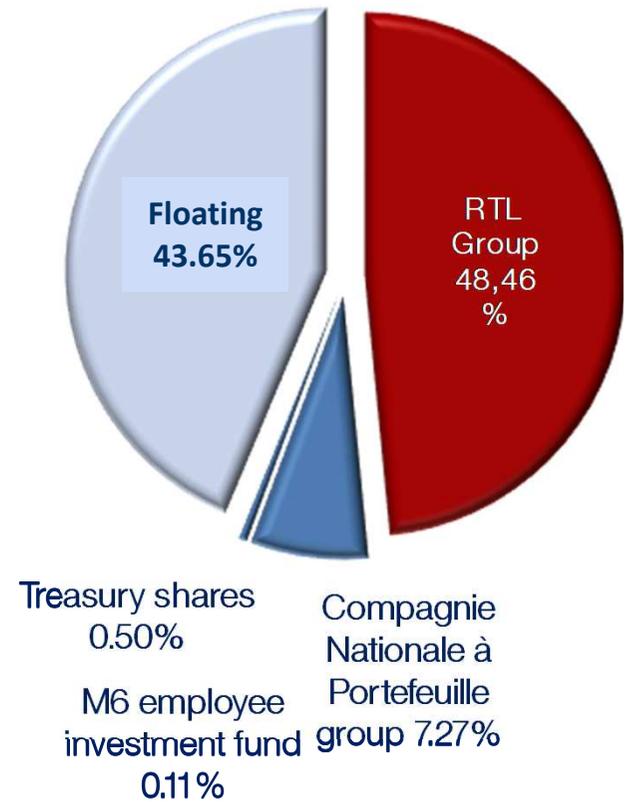


### Changes in capital

980,000 shares purchased by the Group in the first half of 2012:  
 - 500,000 for cancellation  
 - 480,000 for planned free shares in future



### Shareholders at 30/06/2012



## Simplified consolidated statement of comprehensive income

€ million

	30/06/2011	30/06/2012
Revenue	719.7	710.8
Other operating revenue	5.6	3.0
<b>Total revenue</b>	<b>725.3</b>	<b>713.8</b>
Consumables and other operating expenses	(389.4)	(383.5)
Staff costs (including shares)	(125.7)	(128.3)
Taxes and other levies	(32.3)	(32.1)
Allocations to amortisation and depreciation (net of write backs)	(31.0)	(44.6)
<b>Current operating income [EBITA]</b>	<b>146.9</b>	<b>125.3</b>
Capital gain on sale of fixed assets	-	-
Income and operating expenses relating to business combinations	(2.4)	(0.7)
<b>Operating income [EBIT]</b>	<b>144.5</b>	<b>124.6</b>
<b>Net financial income</b>	<b>1.5</b>	<b>22.7</b>
Share of income in associated companies	-	-
<b>Current income before taxes</b>	<b>146.0</b>	<b>147.3</b>
Tax on profits	(54.5)	(52.9)
<b>Net profit from continuing operations</b>	<b>91.5</b>	<b>94.4</b>
<b>Profit made during period</b>	<b>91.5</b>	<b>94.4</b>

## Simplified consolidated balance sheet



€ million

	31 December 2011	30 June 2012	Difference H1 2012/FY 2011 (million)
Goodwill	74.8	74.8	-
Non-current assets	304.6	305.0	0.4
Current assets	667.2	713.9	46.7
Cash and cash equivalents	328.6	251.1	(77.5)
<b>TOTAL ASSETS</b>	<b>1,375.2</b>	<b>1,344.8</b>	<b>(30.4)</b>
Equity	693.7	638.8	(54.9)
Minority interests	0.1	0.1	-
Non-current liabilities	18.8	21.1	2.3
Current liabilities	662.6	684.8	22.2
<b>TOTAL EQUITY AND LIABILITIES</b>	<b>1,375.2</b>	<b>1,344.8</b>	<b>(30.4)</b>



## Consolidated analytical income statement

€ million	30/06/2011	30/06/2012	Difference 2012 / 2011 (€ million)	(%)
<b>M6 TV Network</b>				
Revenue - Advertising	356.5	342.1	(14.4)	-4.0%
Revenue - other activities	5.3	9.4	4.2	79.0%
Current operating income (EBITA)	113.4	84.4	(29.0)	-25.6%
<b>Digital Channels</b>				
Revenue	88.8	91.5	2.7	3.0%
Current operating income (EBITA)	20.0	18.8	(1.2)	-5.9%
<b>Diversification &amp; Audiovisual Rights</b>				
Revenue	269.1	267.7	(1.3)	-0.5%
Current operating income (EBITA)	16.0	24.0	8.1	50.4%
Other revenue	0.1	0.1	(0.0)	-33.8%
Eliminations and unallocated items	(2.5)	(2.0)	0.5	-21.1%
<b>Revenue from continuing operations</b>	<b>719.7</b>	<b>710.8</b>	<b>(8.9)</b>	<b>-1.2%</b>
<b>Current operating income (EBITA) from continuing operations</b>	<b>146.9</b>	<b>125.3</b>	<b>(21.6)</b>	<b>-14.7%</b>
Income and operating expenses relating to business combinations	(2.4)	(0.7)	1.7	
Profit from sale of subsidiaries and holdings	-	-	-	
<b>Operating income (EBIT) from continuing operations</b>	<b>144.5</b>	<b>124.6</b>	<b>(19.9)</b>	<b>-13.7%</b>
Net financial income	1.5	22.7	21.2	
Variation in fair value of financial asset Canal + France	-	-	-	
Share in equity-accounted companies	-	(0.0)	(0.0)	
<b>Pre-tax income (EBT) from continuing operations</b>	<b>146.0</b>	<b>147.3</b>	<b>1.3</b>	<b>0.9%</b>
Tax on income from continuing operations	(54.5)	(52.9)	1.6	
<b>Net profit from continuing operations</b>	<b>91.5</b>	<b>94.4</b>	<b>2.9</b>	<b>3.2%</b>
<b>Net profit</b>	<b>91.5</b>	<b>94.4</b>	<b>2.9</b>	<b>3.2%</b>
Minority interests	(0.0)	(0.0)	(0.0)	
<b>Group share of net income</b>	<b>91.5</b>	<b>94.4</b>	<b>2.9</b>	<b>3.1%</b>

## Breakdown of activity contributions – M6 TV Network



€ million	30/06/2011			30/06/2012			Difference 2012/2011		
	Total revenue	Non-Group revenue	Current operating income (EBITA)	Total revenue	Non-Group revenue	Current operating income (EBITA)	Total revenue	Non-Group revenue	Current operating income (EBITA)
M6 TV Network *	401.7	357.9	110.0	387.0	343.9	80.3	(14.7)	(14.0)	(29.8)
Audiovisual and film production subsidiaries	57.6	3.9	3.4	62.2	7.6	4.2	4.6	3.8	0.8
Intra-activity eliminations	(78.7)	0.0	0.0	(79.1)	0.0	0.0	(0.3)	0.0	0.0
<b>M6 TV Network Total</b>	<b>380.6</b>	<b>361.8</b>	<b>113.4</b>	<b>370.0</b>	<b>351.5</b>	<b>84.4</b>	<b>(10.5)</b>	<b>(10.2)</b>	<b>(29.0)</b>

*\* including M6 Publicité (advertising sales department)*



## Accounting segment contributions presentations - M6 TV Network

€ million	30/06/2011	30/06/2012	Difference 2012 / 2011 (€ million)	(%)
Free To Air net revenues	297,5	288,3	(9,3)	-3,1%
Programming costs	(159,9)	(178,7)	(18,8)	11,8%
Gross profit on programming	137,7	109,6	(28,1)	-20,4%
As % of sales	0,5	0,4		
Other operating expenses incurred by the channel (net of additional revenues)	(33,6)	(35,0)	(1,4)	4,2%
Non-activity commissions net of cost of advertising sales department not allocated to M6	6,0	5,7	(0,3)	-5,0%
Current operating income (EBITA) of other M6 TV Network subsidiaries	3,4	4,2	0,8	23,1%
<b>M6 TV Network (EBITA)</b>	<b>113,4</b>	<b>84,4</b>	<b>(29,0)</b>	<b>-25,6%</b>

Net revenue from broadcasters = net invoiced revenue – taxes – broadcasting costs – cost of advertising sales department (share)

## Breakdown of activity contributions – Digital Channels, Diversification and Audiovisual Rights



€ million	30/06/2011			30/06/2012			Difference 2012/2011		
	Total revenue	Non-Group revenue	Current operating income (EBITA)	Total revenue	Non-Group revenue	Current operating income (EBITA)	Total revenue	Non-Group revenue	Current operating income (EBITA)
<b>Digital Channels Total</b>	90.5	88.8	20.0	93.4	91.5	18.8	2.9	2.7	(1.2)
<b>Diversification &amp; Audiovisual Rights Total</b>	281.3	269.1	16.0	287.7	267.7	24.0	6.5	(1.3)	8.1

## Simplified consolidated cash flow statement

€ million	30 June 2011	30 June 2012	Difference (€ million)
Cash flow from operations (self-financing capability)	180.9	171.9	(9.0)
WCR movements	(43.7)	(25.8)	17.9
Taxes	(64.5)	(39.6)	24.9
<b>Cash flow from operating activities</b>	<b>72.7</b>	<b>106.5</b>	<b>33.8</b>
Acquisitions & transfer of companies	(9.1)		
"Recurring" investments	(36.1)	(50.4)	
Dividends received from Summit	7.5		
Sale of Summit shares		24.8	
Other	(1.6)	0.2	
<b>Cash flow from investing activities</b>	<b>(37.7)</b>	<b>(25.4)</b>	<b>12.3</b>
Payment of dividends	(128.3)	(125.9)	
Buy-back of own shares	-	(10.0)	
Stade de Bordeaux	-	(20.0)	
Other	(2.3)	(2.8)	
<b>Cash flow from financing activities</b>	<b>(130.6)</b>	<b>(158.7)</b>	<b>(28.1)</b>
<b>Effect of exchange rate fluctuation on cash held</b>	<b>-</b>	<b>0.1</b>	<b>0.1</b>
<b>Net difference in cash and cash equivalents</b>	<b>(95.7)</b>	<b>(77.5)</b>	
<b>Cash and cash equivalents - opening balance</b>	<b>376.9</b>	<b>328.6</b>	<b>(48.3)</b>
<b>Cash and cash equivalents - closing balance</b>	<b>281.3</b>	<b>251.1</b>	<b>(30.2)</b>
<i>Net cash position at end of period</i>	<i>282.4</i>	<i>254.6</i>	<i>(27.8)</i>