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THE INFORMATION, TABLES AND FINANCIAL STATEMENTS INCLUDED IN THIS DOCUMENT, ESPECIALLY IN THE APPENDICES, REFLECT THE FINANCIAL INFORMATION AVAILABLE IN THE HALF-YEAR FINANCIAL REPORT AS CERTIFIED BY THE STATUTORY AUDITORS AND TO BE FILED WITH THE AMF.



M6 GROUP

#### PRESENTATION OF 2021 HALF-YEAR RESULTS

INTRODUCTION

OPERATIONS — FINANCIAL STATEMENTS —

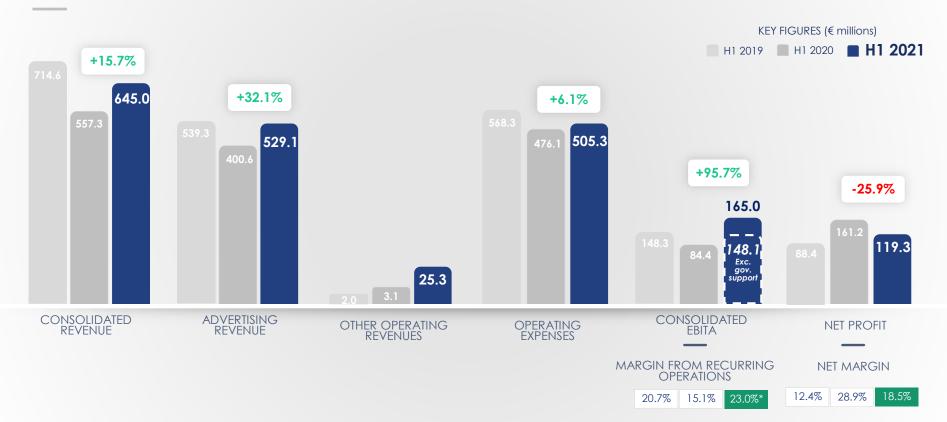
OUTLOOK





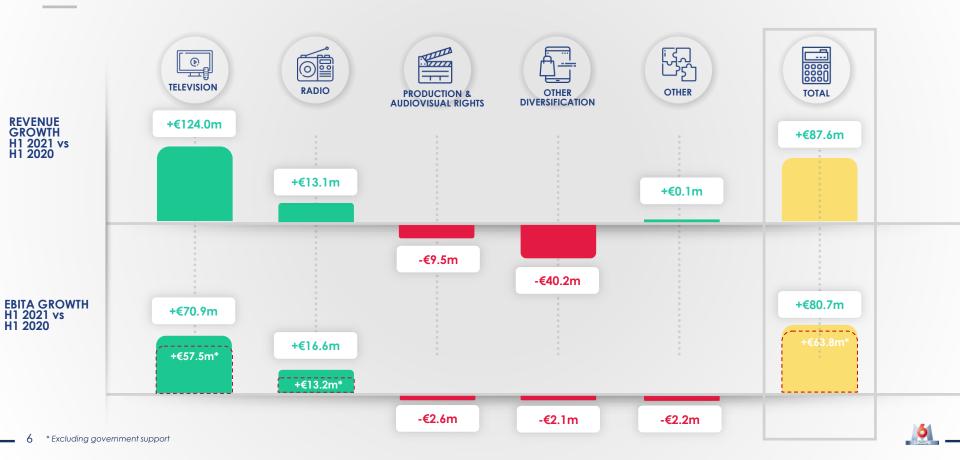
#### INTRODUCTION - KEY FIGURES

#### STRONG GROWTH IN RESULTS



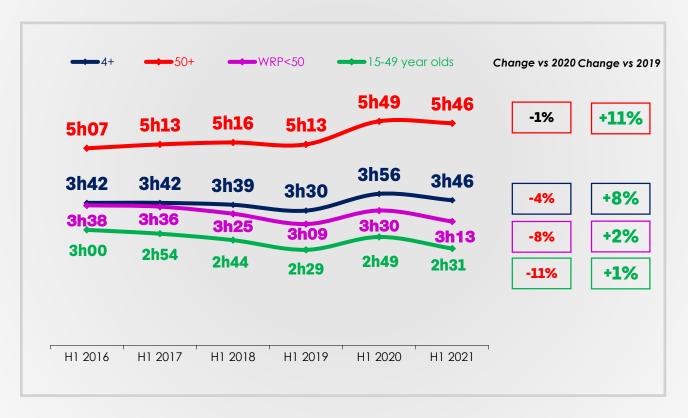


#### STRONG INCREASE IN ADVERTISING REVENUE AND COST CONTROL

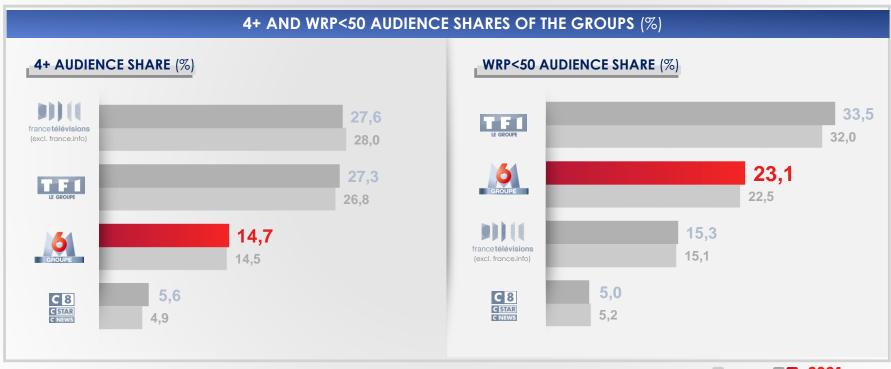




## AFTER A RECORD 2020 H1, TELEVISION VIEWING REMAINS ON AN UPWARD TREND

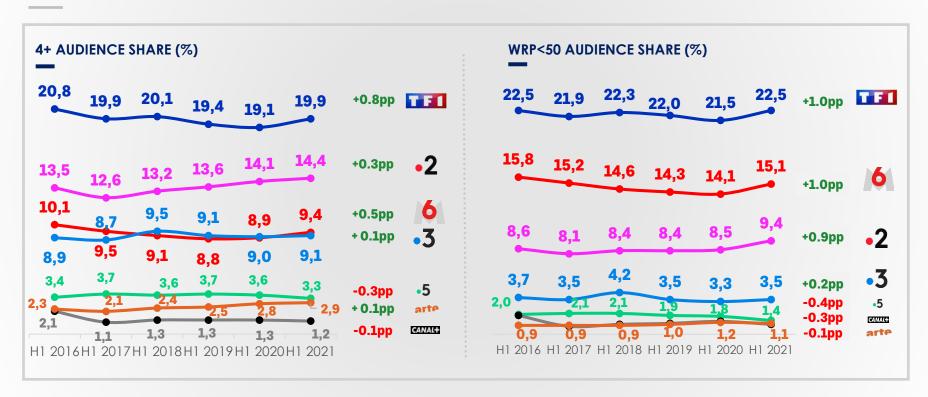


# M6 GROUP ACHIEVES ITS BEST EVER FIRST HALF ON THE TWO STRATEGIC TARGETS





#### M6 MOVES INTO 3RD PLACE FOR 4+ VIEWERS AND ACHIEVES STRONG GROWTH WITH WRP<50





#### IN PRIMETIME, M6 IS AT A 5-YEAR HIGH FOR 4+ VIEWERS AND A 9-YEAR HIGH FOR WRP<50

11.5% 4+ / 18.9% WRP<50 / 2.7M IN THE 9-11PM SLOT



#### DRIVEN BY HISTORIC BRANDS ACHIEVING HIGH LEVELS











27% WRP<50 / 3.3 M

2nd Best ever season for WRP<50 28% WRP<50 / 2.4 M

#### SUCCESS OF NEW SHOWS

**3.7 M** 20% 4+ / 32% WRP<50

**2.7 M** 25% < 50s





3.9 M 30% WRP<50 Best new flow programme on M6 for 16 years



#### AND THE APPEAL OF THE EURO MATCHES





15.2 M

7.8 M BELGIUM V PORTUGAL

4.4 M

#### **TELEVISION - AUDIENCE RATINGS**

#### M6 RECORDS ITS BEST WRP<50 FIGURES IN ACCESS PRIMETIME IN 5 YEARS

11.3% 4+ / 17.3% WRP<50 / 2.1M IN THE 5.30-9PM SLOT



5.30pm

7pm

**News bulletins** 

8.30pm

On weekdays



La meilleure Boulangerie





0.9M

16% WRP<50 on average Record levels at 21%

2.3M

Best ever season 4+/ WRP>50 at 7pm

3.3M

Best H1 for 8 years in 4+ and for 7 years in WRP<50

4.1M

16% 4+ / 20% WRP<50 in H1 Most-watched daily drama

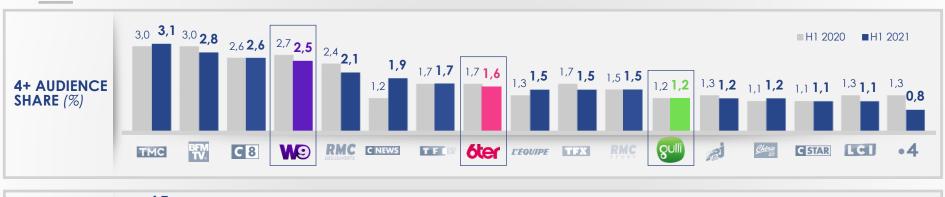


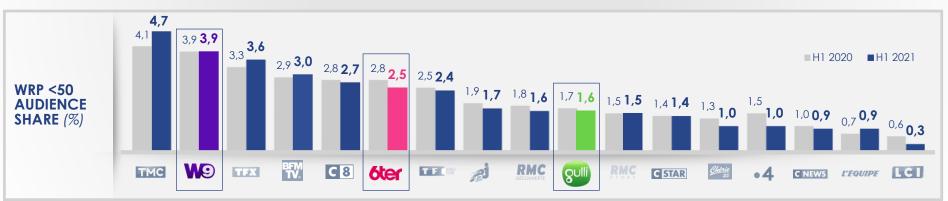






#### FACED WITH TRADITIONAL CHANNELS ON THE ATTACK, W9 ACHIEVED A GOOD H1 AND RETAINED 2<sup>ND</sup> PLACE AMONG WRP<50. 6TER AND GULLI DIPPED SLIGHTLY







#### ALL THE GROUP'S DTT CHANNELS WERE SUCCESSFUL WITH THEIR NEW SHOWS



#### W9 STILL No.2 DTT CHANNEL FOR **WRP<50** STABLE YEAR ON YEAR

Record year for reality TV



0.9MBest ever season for a reality TV programme 9.2% for WRP<50



0.7M8.7% for WRP<50



13% **WRP<50** 

**Record high for** drama on DTT (exc. films)



#### RECORD HIGH 4+ / WRP<50 **IN PRIMETIME** 1.6% 4+ / 2.2% WRP<50 (9-11PM SLOT)



6ter leader most of the time on HD DTT for WRP<50 in primetime on Mondays





7 films topped 0.7M admissions in H1



2.9% WRP<50 in primetime



#### **POSTED GROWTH AMONG 4-10S** +1.5PP YEAR-ON-YEAR

#### Success for family range in primetime









Up to 0.6M participants





# PARIS PREMIÈRE AND TÉVA WERE BOTH LEADERS IN THEIR RESPECTIVE SPHERES



#### PARIS PREMIÈRE EQUALLED ITS BEST EVER WAVE

N°1: most watched pay-TV channel with 12 million viewers every month

Audience share during the January-June 2021 wave

4+

0.7%

Upper socioprofessionals

0.7%

Pay TV leader téva

#### TÉVA IS THE MOST POPULAR PAY CHANNEL WITH WOMEN UNDER 50\*

N°3: 3<sup>rd</sup> most watched pay-TV channel with 8 million viewers every month

Audience share during the January-June 2021 wave

4+

0.3%

Women <50

0.7%



TELEVISION
6PLAY AUDIENCE RATINGS

#### SUCCESSFUL AUDIENCE FIGURES FOR 6PLAY, WHICH IS CONTINUING ITS AVOD EXPANSION

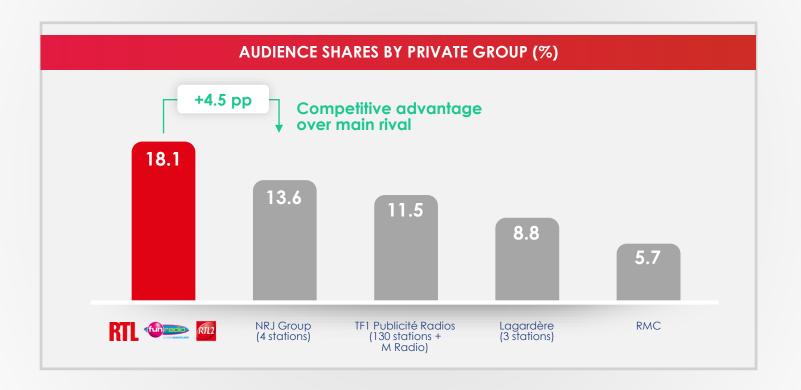








#### RADIO DIVISION: LEADING PRIVATE RADIO GROUP IN FRANCE



#### RELEVANCE OF THE POSITIONING OF THE RADIO DIVISION'S STATIONS



Nº1

privately-owned station in France

Les Grosses Têtes Top podcast in France (almost 13 M listens and downloads per month)



2.9% audience share among 13+

3rd

biggest music station for the 25-49 age bracket

Bruno dans la Radio 2<sup>nd</sup> ranked breakfast show in France

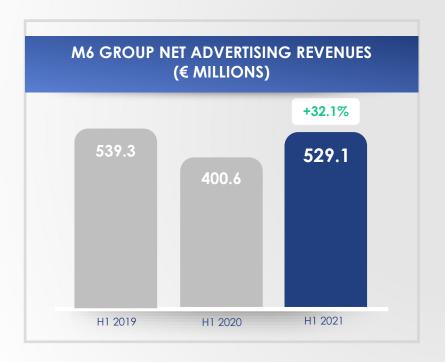


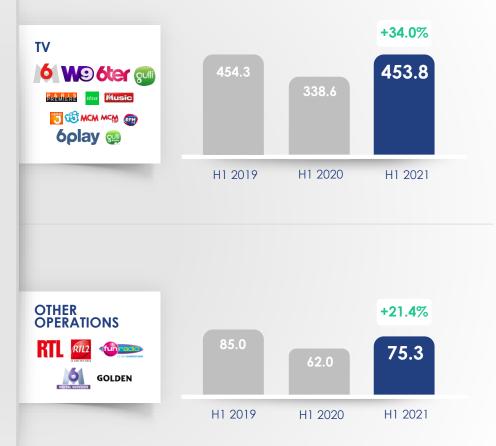




#### 2. ADVERTISING MARKET

# ADVERTISING REVENUES RECOVERED AND APPROACH PRE-PANDEMIC LEVELS

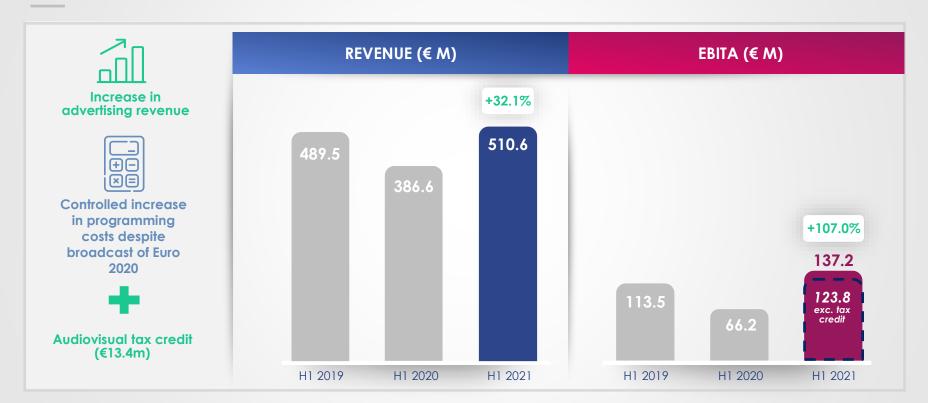






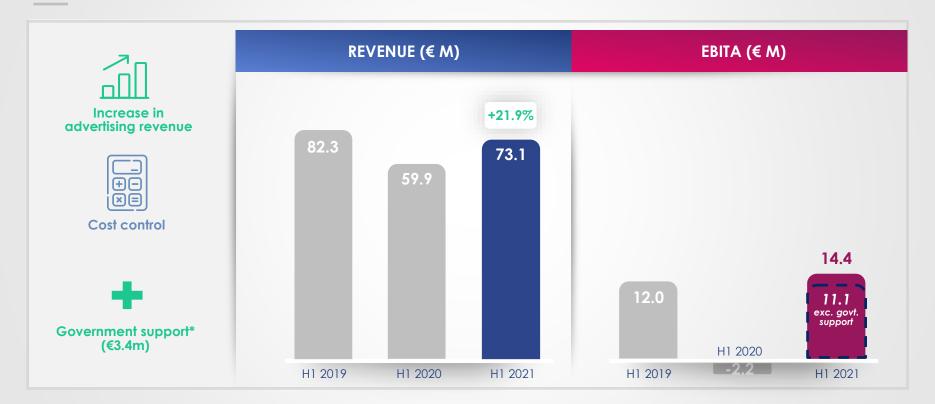


#### TV ACTIVITY EXCEEDS ITS PRE-CRISIS LEVELS





#### ADVERTISING RECOVERY AND CONTINUED COST OPTIMISATION











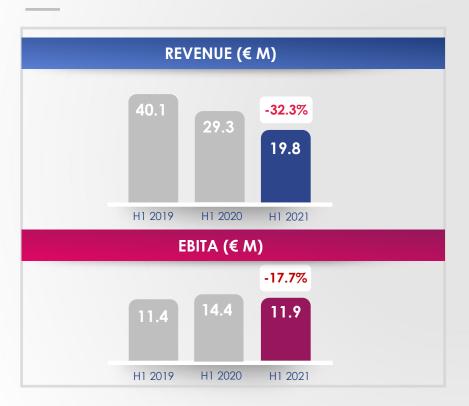




GOLDEN

# ESPION ORDINAIRE

# PROFITABILITY MAINTAINED DESPITE THE CLOSURE OF CINEMAS



#### **CINEMA**

CLOSURE OF CINEMAS UNTIL 18 MAY





0.3M ADMISSIONS





















RECETTES

CRÊPES

**GALETTE DES ROIS** 











### Inspirations recettes, b

OTHER DIVERSIFICATION

#### **DIVERSIFICATION PERFORMS** WELL EXCLUDING SCOPE **EFFECT**



#### DISCONTINUED **OPERATIONS**



**MARCH 2020 TRANSFER** 



**DISPOSAL ON** 1 OCTOBER 2020



Increasing advertising revenues from platforms

cuisineAZ C TURB





#### CONTINUING **OPERATIONS**



Sales growth: Lower long-term impact of Covid restrictions than during the first lockdown in 2020



Revenue growth in line with the improved advertising trend



Decline in business due to the closure of record stores and entertainment venues



#### FINANCIAL STATEMENTS

#### CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Mé Group	30 June 2020 restated	30 June 2021	H1 2021 / H1 2020 change (€ millions)
Revenue	557.3	645.0	87.6
Other operating revenues	3.1	25.3(1)	22.2
Total operating revenues	560.5	670.3	109.8
Materials and other operating expenses	(293.0)	(317.1)	(24.1)
Personnel costs (including profit sharing plan contributions)	(122.1)	(124.6)	(2.5)
Taxes and duties	(20.7)	(25.8)	(5.1)
Amortisation, depreciation and impairment charges (net of reversals)	(40.3)	(37.8)	2.6
Profit from recurring operations [EBITA]	84.4	165.0	80.7
Capital gains on disposal of subsidiaries	120.9	3.2	(117.8)
Operating income and expenses related to business combinations	(7.6)	(3.3)	4.3
Operating Profit [EBIT]	197.7	164.9	(32.8)
Net financial income/(expense)	(2.4)	(1.1)	1.2
Share of profit of joint ventures and associates	(3.0)	(17.4)	(14.3)
Profit before tax	192.3	146.4	(45.9)
Income tax	(31.2)	(27.1)	4.1
Net profit from continuing operations	161.2	119.3	(41.8)
Net profit/(loss) from operations sold	-	- / / /	
Net profit for the period	161.2	119.3	(41.8)
Attributable to the Group	161.2	119.2	(42.0)
Attributable to non-controlling interests	-	0.2	0.2



#### FINANCIAL STATEMENTS

#### **CONDENSED BALANCE SHEET**

M6 Group	31 December 2020	30 June 2021	2021 / 2020 change (€ millions)
Goodwill	282.2	281.4	(0.8)
Non-current assets	535.7	542.0	6.3
Current assets	846.6	838.1	(8.5)
Cash and cash equivalents	197.0	140.8	(56.3)
Assets held for sale <sup>(2)</sup>	-	-	
TOTAL ASSETS	1,861.5	1,802.3	(59.2)
Group equity	1,060.3	995.5 (64.8)	
Non-controlling interests	7.7	7.7 0.0	
Non-current liabilities	210.2	206.2 (4.0)	
Current liabilities	583.2	592.9	9.6
Liabilities associated with assets held for sale <sup>(2)</sup>	-	-	
TOTAL EQUITY AND LIABILITIES	1,861.5	1,802.3	(59.2)

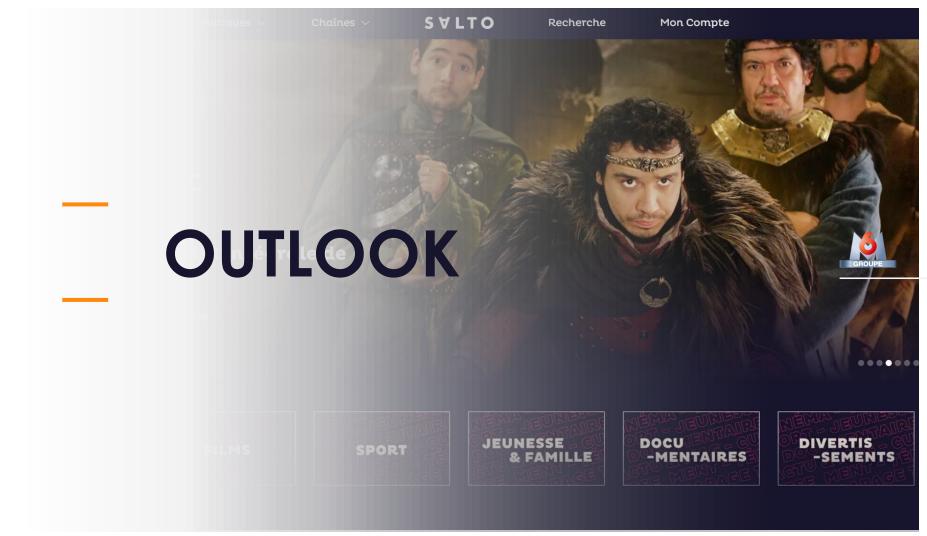


#### FINANCIAL STATEMENTS

#### **CASH FLOW STATEMENT**

M6 Group	30 June 2020	30 June 2021	H1 2021 / H1 2020 change (€ millions)
Self-financing capacity from operations	120.0	203.8	83.8
Operating WCR movements	36.2	(9.2)	(45.4)
Income tax	(42.6)	(1.4)	41.2
Cash flow from operating activities	113.5	193.2	79.6
Cash flow from investment activities	(3.6)	(36.2)	(32.7)
Recurring items	(30.6)	(44.5)	(13.8)
Non-recurring items	27.1	8.2	(18.8)
Cash flow from financing activities	140.3	(213.2)	(353.5)
Dividends paid	-	(189.4)	(189.4)
Equity transactions	(4.0)	0.00	4.0
Financing of M&A transactions	155.0		(155.0)
Contributions to joint venture current accounts  Lease repayments Other	(7.5)	(21.2)	(13.7)
	(3.5)	(3.1)	0.5
	0.3	0.4	0.1
Cash flow from activities sold	-	-	-
Translation effect on cash and cash equivalents	(0.2)	0.0	0.3
Net change in cash and cash equivalents	250.0	(56.3)	
Cash flow from assets held for sale	-	- / /	-
Cash and cash equivalents - opening balance	45.9	197.0	151.1
Cash and cash equivalents - closing balance	295.9	140.8	(155.1)
Net cash and cash equivalents - closing balance	1.9	38.4	36.5





# OUTLOOK 2021 STAKES



#### SALTO



Leverage the advertising recovery

Continue the Group's development in streaming technologies



Continue the Radio/TV integration



Implement the synergies plan with the Youth TV division



Develop targeted advertising



# QUESTIONS ANSWERS

