



PRESENTATION —————  
**INVESTORS**  
**DECEMBER**  
**2018**

# DISCLAIMER

---

STATEMENTS CONTAINED IN THIS DOCUMENT, PARTICULARLY THOSE CONCERNING FORECASTS ON FUTURE M6 GROUP PERFORMANCE, ARE FORWARD-LOOKING STATEMENTS THAT ARE POTENTIALLY SUBJECT TO VARIOUS RISKS AND UNCERTAINTIES.

ANY REFERENCE TO M6 GROUP 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 AS A SOLICITATION TO BUY OR SELL M6 GROUP SHARES.



# M6 GROUP **PRESENTATION**

1. KEY FIGURES
2. AUDIENCE RATINGS
3. ADVERTISING
4. DIVERSIFICATION



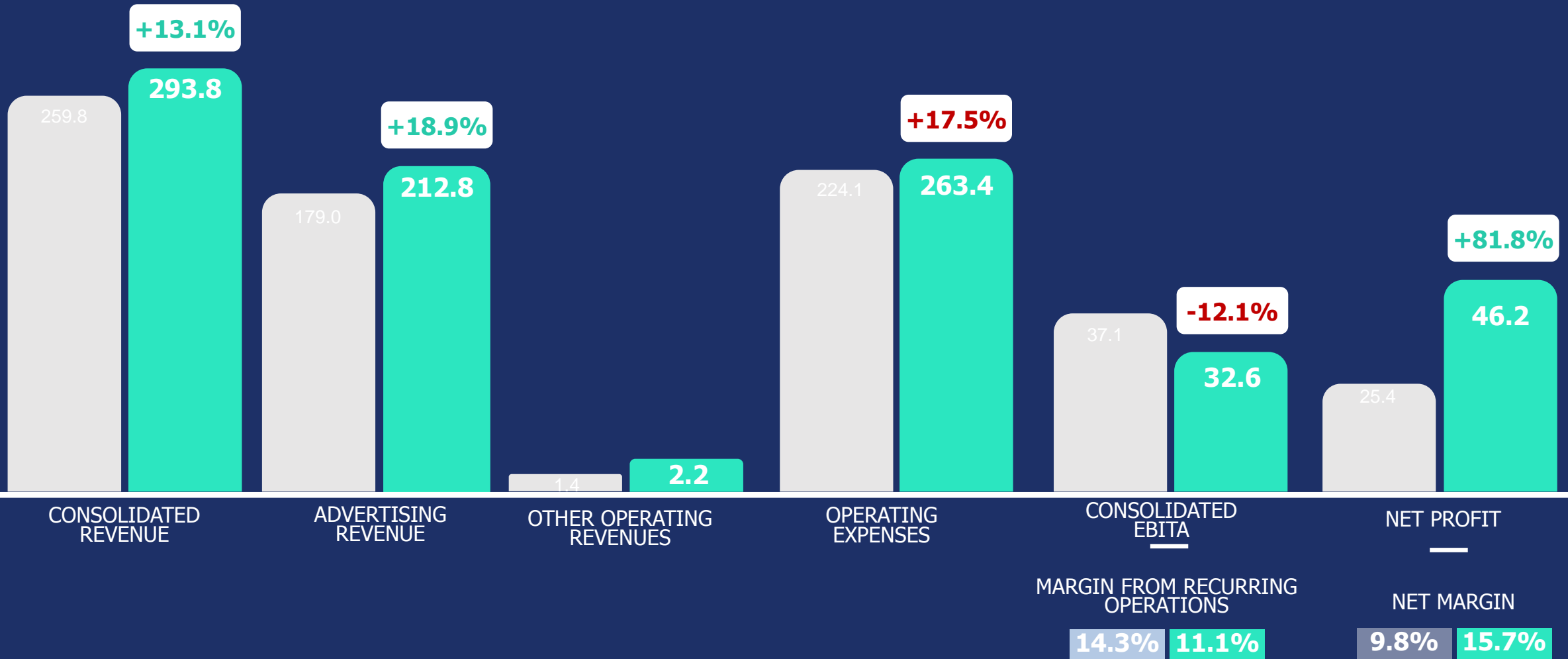


## 1. KEY FIGURES

# Q3: INCREASE IN NET PROFIT

KEY FIGURES (€ MILLIONS)

■ Q3 2017  
■ Q3 2018



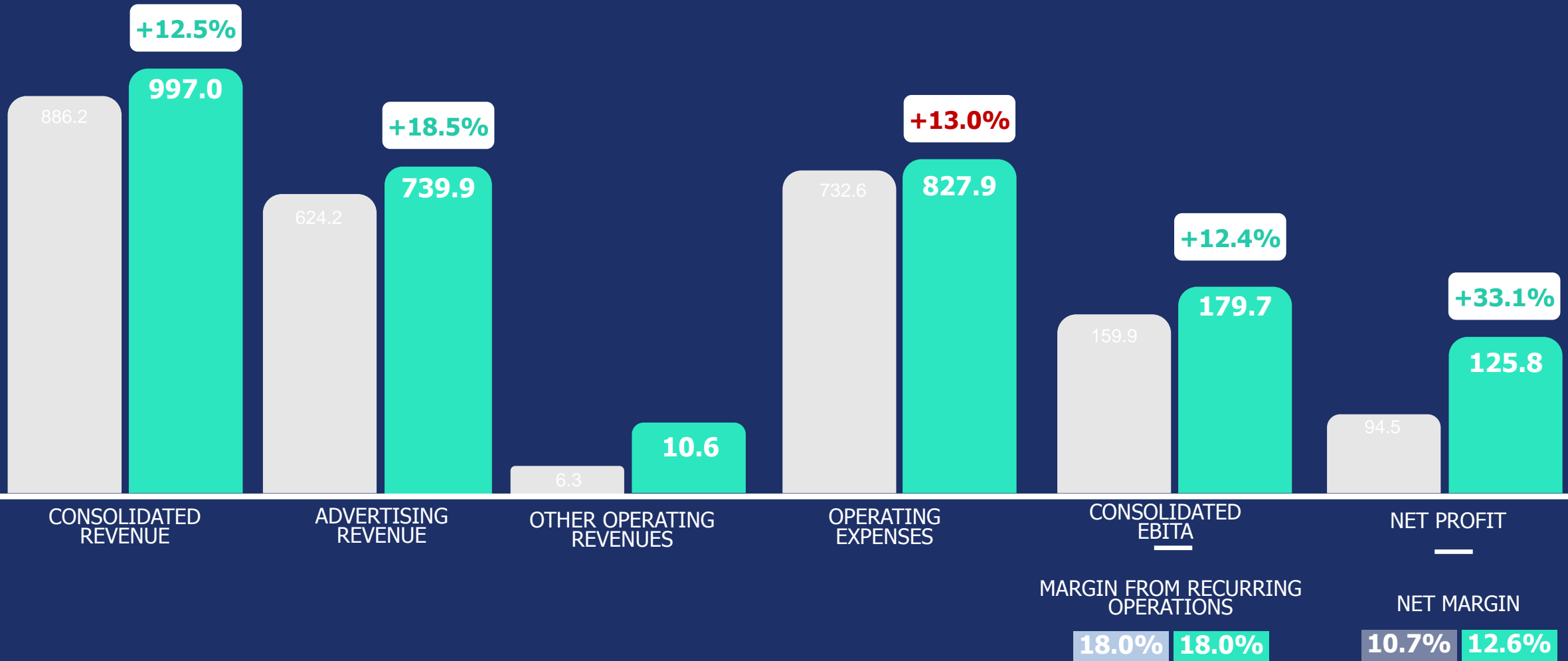
## 1. KEY FIGURES

# 9 MONTHS: INCREASE IN RESULTS

KEY FIGURES (€ millions)

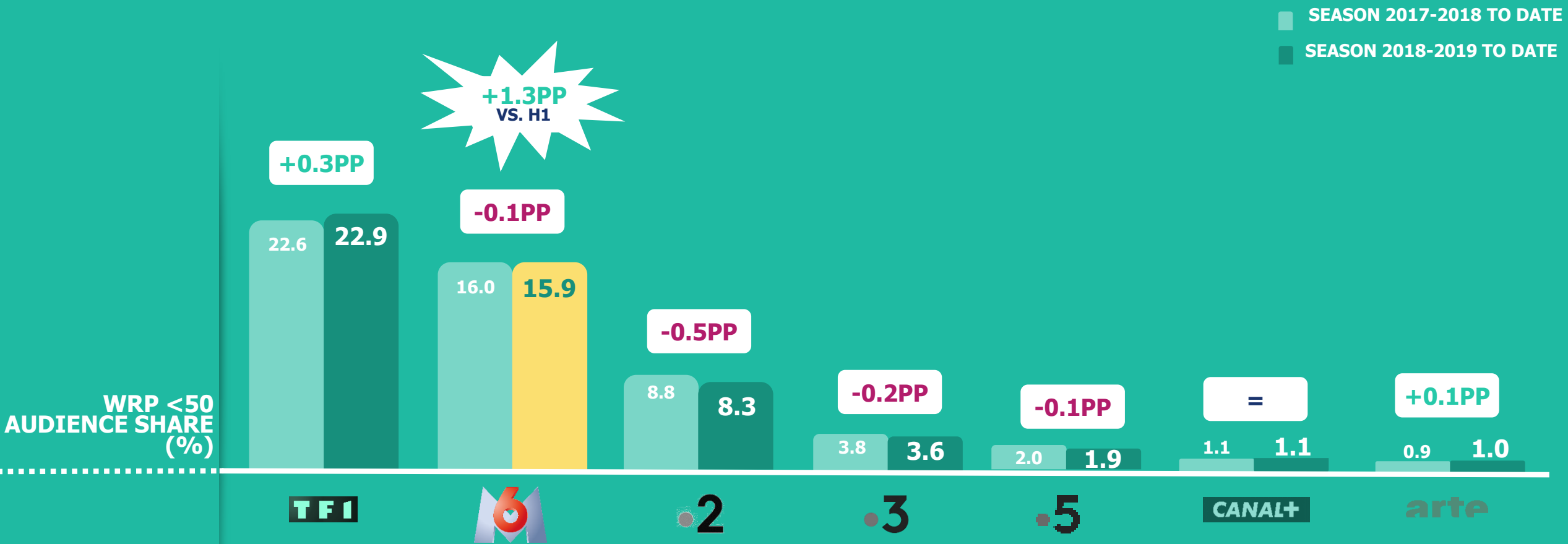
■ 9M 2017

■ 9M 2018



2. TELEVISION – AUDIENCE RATINGS

# NEW SEASON : M6 CHANNEL IS UP VS. H1 2018



2. TELEVISION – AUDIENCE RATINGS  
**NEW SEASON: M6 NECK  
AND NECK WITH TF1 IN  
ACCESS PRIME TIME**

**WRP-50**  
**AUDIENCE SHARE RATIO**  
**MONDAY-FRIDAY**  
**5:30PM – 9PM**



**+10PP**  
**VS. H1**

**= 97%**

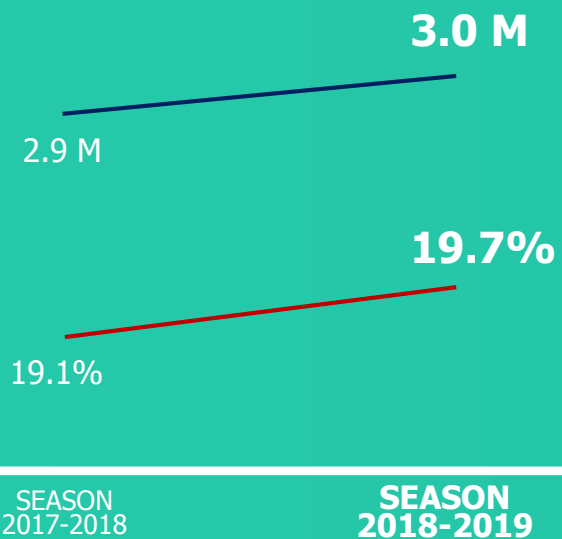




## 2. TELEVISION – AUDIENCE RATINGS

### NEW SEASON: MANY PRIMETIME SUCCESS STORIES, ACROSS ALL TYPES OF PROGRAMMES

AUDIENCE IN MILLIONS OF VIEWERS  
**AUDIENCE SHARE - WRP<50 (%)**  
 9.10PM-10.30PM TIMESLOT



STRENGTH OF FOOTBALL



M6 OFFICIAL BROADCASTER OF THE NEW WORLD CHAMPIONS



6.7 M



6.7 M

SUCCESS OF HISTORICAL BRANDS

M6 LEADER ON WRP<50 (29%)

L'AMOUR est dans le pré

LE MEILLEUR PATISSIER

M6 LEADER ON WRP<50 (28%)

RECORDS FOR NEWS PROGRAMMING

CAPITAL



BEST EVER SEASON LAUNCH ON WRP<50





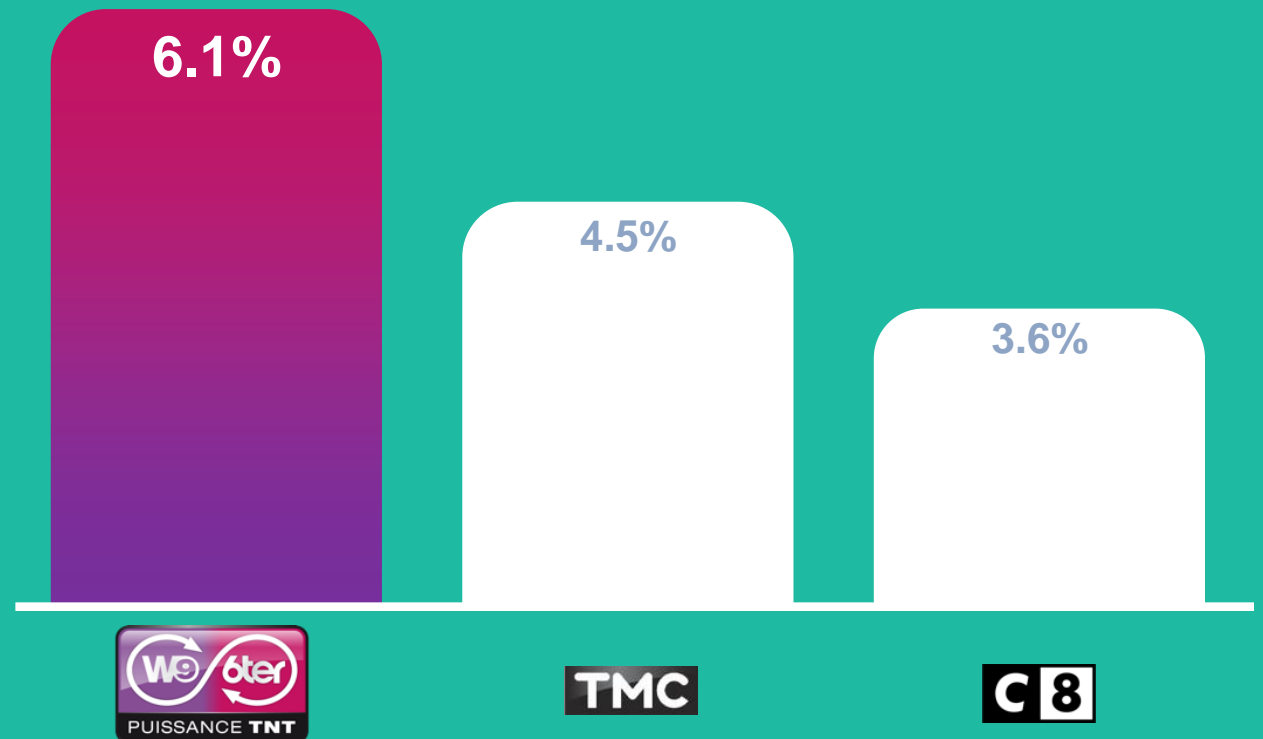
## 2. TELEVISION - AUDIENCE RATINGS

### PUISSANCE TNT THE LEADING DTT SERVICE



THE LEADING  
ADVERTISING  
SERVICE ON DTT

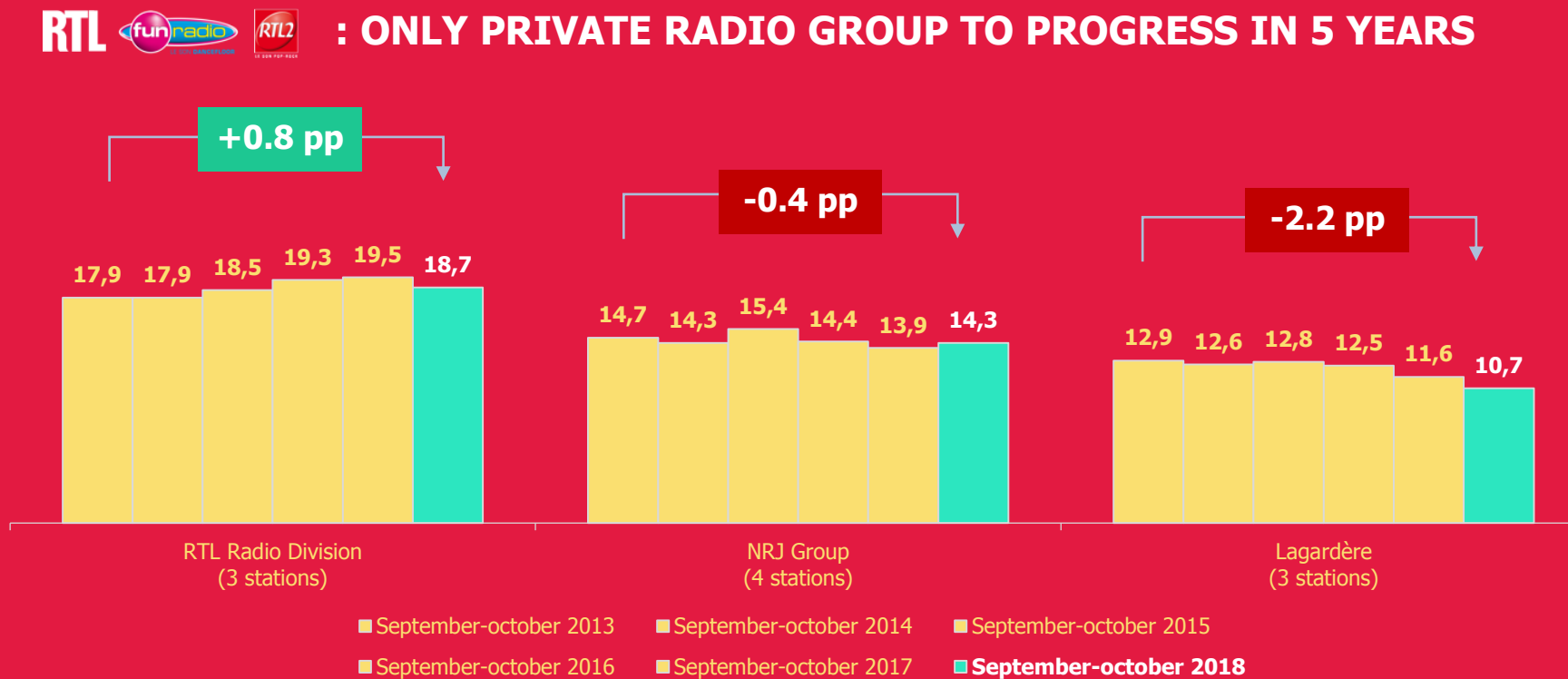
### NEW SEASON AUDIENCES (WRP<50)



## 2. RADIO - AUDIENCE RATINGS

# NEW SEASON : M6 GROUP MAINTAINS ITS POSITION AS FRANCE'S LEADING PRIVATE RADIO GROUP

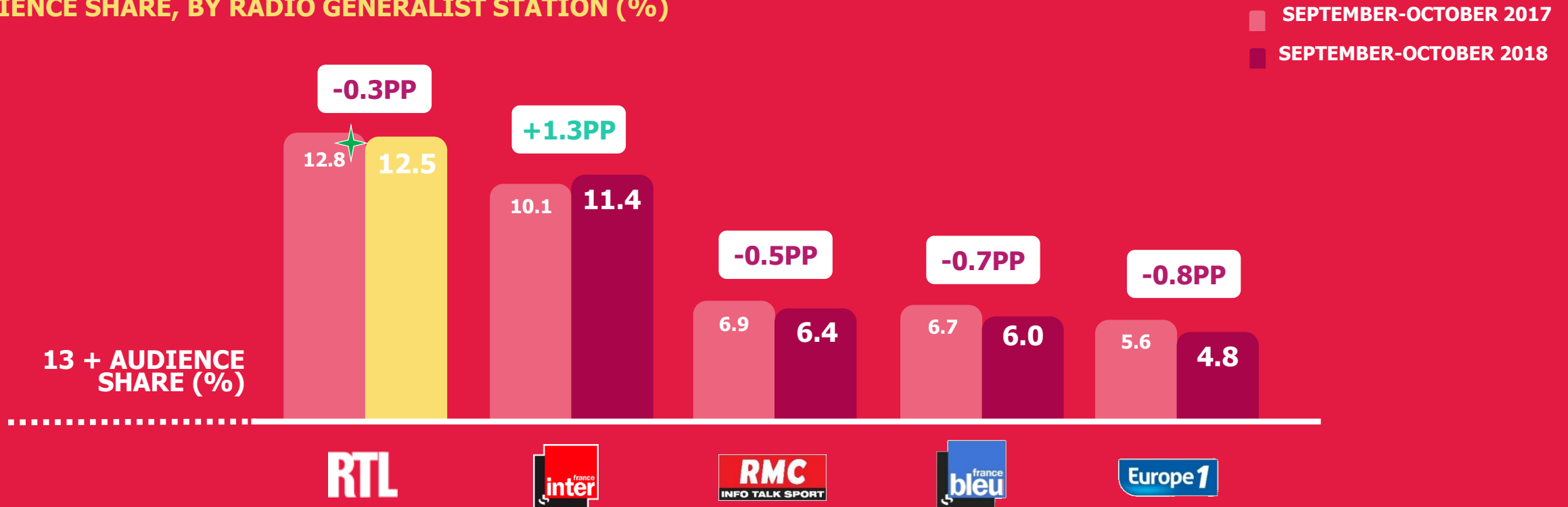
## AUDIENCE SHARE, BY RADIO GROUP (%)



## 2. RADIO - AUDIENCE RATINGS

# NEW SEASON : RTL STRENGTHENS ITS POSITION AS FRANCE'S LEADING RADIO STATION

## AUDIENCE SHARE, BY RADIO GENERALIST STATION (%)



★ BEST SEPT-OCT AUDIENCE SHARE IN 15 YEARS



3. ADVERTISING  
EFFICIENCY OF M6 PROGRAMMING GRID

FTA ADVERTISING REVENUES / PROGRAMMING COSTS

WHEN EACH GROUP SPENT 1€ IN PROGRAMMING



X 1,8 in 2017

IT RECEIVED

X 1,9 in H1 2018

IN ADVERTISING REVENUES



X 1,5 in 2017

X 1,5 in H1 2018

## COMPLETION OF THE SALES OF F.C.G.B. AND MONALBUMPHOTO

ON JULY, 26<sup>th</sup>



monAlbumPhoto fr

**SALE PRICE**

**€ 40 M**

**CAPITAL GAIN**

**€ 12,4 M**

ON NOVEMBER, 6<sup>th</sup>



**SALE PRICE**

**€ 100 M** o/w

*€ 84 M CASHED IN 2018*

*€ 16 M CARRIED OVER INTO 2019 AND 2020*

**OFF-BALANCE SHEET  
COMMITMENTS REDUCED BY**

**€ 122 M**

**ONE YEAR AFTER THE ACQUISITION OF THE RADIO DIVISION, THESE TRANSACTIONS  
ENABLE THE GROUP TO CONSIDER NEW DEVELOPMENTS AND FURTHER ACQUISITIONS**