

## 2003 1<sup>st</sup> HALF-YEAR GROUP NET PROFIT IMPROVES 24.1% TO €81.9 MILLION



Neuilly-sur-Seine, France

25 July 2003

	2003 1 <sup>st</sup> HY	2002 1 <sup>st</sup> HY	2002 1 <sup>st</sup> HY	%	%
(€millions)		Proforma <sup>(1)</sup>	Published	Proforma <sup>(1)</sup>	Published
Advertising revenues	300.9	287.5	288.0	4.7%	4.5%
Brand Diversification	217.7	176.6	180.9	23.3%	20.3%
TPS	89.0	84.2	-	5.7%	-
<b>Total sales</b>	<b>607.6</b>	<b>548.3</b>	<b>468.9</b>	<b>10.8%</b>	<b>29.6%</b>
Operating profit	130.0	103.7	107.0	25.4%	21.5%
<i>Operating profit margin<sup>(2)</sup></i>	<i>21.4%</i>	<i>18.9%</i>	<i>22.8%</i>		
Net finance income	0.5	0.0	2.4		
Profit from ordinary activities	130.5	103.7	109.4	25.8%	19.3%
Net exceptional expenses	-1.6	-1.4	-1.7		
<b>Net profit</b>	<b>81.9</b>	<b>66.0</b>	<b>66.0</b>	<b>24.1%</b>	<b>24.1%</b>
Free Cash Flow <sup>(3)</sup>	69.1	42.2	58.0	63.7%	19.1%

<sup>(1)</sup> Pro-forma = includes 34% proportionally consolidated TPS results for 2002 1<sup>st</sup> HY

<sup>(2)</sup> Operating profit as a percentage of sales

<sup>(3)</sup> Change in cash and cash equivalents arising from operating and investing activities

M6 Group net profit for the 1<sup>st</sup> half-year ending 30 June 2003 improved 24.1% to € 81.9 million.

For the 1<sup>st</sup> half of 2003, M6 was ranked as France's second most watched television network amongst viewers under 50: the audience share among households under 50 was an average of 18.4%. The network's share in the first part of the evening increased in this target market (19.6% for the 1<sup>st</sup> half of 2003).

Group sales on a constant group structure basis increased by 10.8% to €607.6 million.

Advertising revenues increased by 4.7% to €300.9 million.

Programming costs increased by 6.5% to €116.8 million

Brand Diversification sales, excluding TPS, increased 23.3% to €217.7 million, reflecting the sustained activity enjoyed by M6 Interactions (music, DVD, publications, events, film distribution), HSS home shopping subsidiary, and M6 Web (Internet and telephony)

The Group's digital activities encompass the TF6, Téva, Série Club, M6 Music, Fun TV and Club Téléachat channels' production and TPS distribution activities.

With 2.8 million daily viewers, the M6 Group channels recorded a significant audience increase in the latest Médiaabsat survey, particularly in its commercial targets. Specialty channels' operating profit for the 1<sup>st</sup> half-year amounted to €+1.5 million.

At 30 June 2003, TPS had 1,438,000 subscribers, including 246,000 subscribers to its premium channels on cable.

For the 1<sup>st</sup> half of 2003, TPS sales were €261.8 million (M6 share: €89 million), whilst its operating profit amounted to €+13.3 million (M6 share: up €+4.5 million).

As TPS operations are cyclical, it should record a loss for the 2003 fiscal year, as already announced.

M6 Group posted an operating profit of €130 million for the 1<sup>st</sup> half of 2003, a 25.4% improvement over the same period last year on a constant group structure basis.

Free Cash Flow increased to €69.1 million, thus strengthening the Group's financial structure.

2003 1<sup>st</sup> half-year results enable us to anticipate a full-year increase in M6 Group net profit, which depends on the advertising market holding up in the 2<sup>nd</sup> half year.