

2004 1st HALF YEAR
NET PROFIT UP 10.2 % TO € 90.3 million
ADVERTISING REVENUES UP 8.8 %



Neuilly-sur-Seine, France

27 July 2004

(€millions)	2003 1st HY	2004 1st HY	% change
Advertising revenues	300.9	327.4	8.8%
Other sales	306.7	299.1	-2.5%
Total sales	607.6	626.5	3.1%
Operating profit	130.0	143.1	10.1%
Operating profit margin	21.4%	22.8%	-
Net finance income	0.5	1.3	-
Profit from ordinary activities	130.5	144.5	10.7%
Net exceptional expenses	-1.6	0	-
Net profit	81.9	90.3	10.2%

Group sales rose by 3.1%, driven by an **8.8% increase in advertising revenues**, confirming the effectiveness of the network's programming strategy.

M6 gained a 0.6 basis point share increase during this time for its key targeted market of under 50 year old housewife, remaining France's 2nd most popular TV network for this market with a viewing audience share of 19%. In addition, **M6 significantly progressed in the teenage and young adult market** (4 basis points increase for 11 to 14 years old to 24.3%, 2.5 basis points increase for 15 to 24 years old to 23.7%, 1.4 basis point increase for the 15 to 34 years old to 21.5%).

The increase in programming costs was restricted to 7.1%, allowing the programming gross profit to improve to 51.2% from 50.5% the previous year.

Brand Diversification sales, including the Group's share of TPS sales, **decreased by 2.5% to € 299.1 million**, with:

- the continued growth of Home Shopping and Internet activities, which enjoyed 2004 1st half-year sales growth of 23.3% to € 60.2 million and 9.5% to € 14.7 million respectively;
- the strong growth in Digital TV activities driven by:
 - specialty channels sales, with advertising revenues, rising to € 20.3 million from € 12 million for the 1st half of 2003;
 - a 7.7% increase in TPS sales;
- the slowdown at its SND movie distribution activities, reflecting its non-recurring nature as well as its Records and Collections activities, due to the contraction of the records market.

Brand Diversifications operating profit, including digital operations but excluding Girondins de Bordeaux, improved to **€ 25.5 million from € 24.5 million during this time**.

The Group's French premier league football team, Girondins de Bordeaux, posted an operating loss of € 8.6 million for the 1st half of 2004, reflecting a disappointing league performance.

At 30 June 2004, TPS had 1,561,200 subscribers, including 1,269,000 Satellite and TPSL subscribers. TPS reported a 2004 1st half-year operating profit of € 14.4 million, up from € 13.3 million for the same period last year, with M6 Group's share increasing to € 4.9 million from € 4.5 million during this time. Given the cyclical nature of its business, TPS should report a net loss for its 2004 financial year, in accordance with previously announced forecasts, as a result of TPSL operating expenses. TPS reduced its borrowings by more than € 25 million during the 1st half of 2004.

M6 Group operating profit improved by 10.1% to **€ 143.1 million**, compared to 2003.

M6 Group realised a net profit of € 90.3 million for the 1st half-year ending 30 June 2004, **up 10.2%** over the same period last year and incorporating Paris Première's 2 month net loss of € 0.5 million including € 0.3 million of goodwill amortization.

First half year results enable the M6 Group to forecast an improvement in 2004 net profit, whose magnitude will primarily depend on the performance of the French TV advertising market during the 2nd half of 2004.

For more information, please visit our web site at www.m6finances.com