



Paris Media Investors fieldtrip

6 September 2013



Presentation of M6 Group



TV

3 Free Channels



7 Pay-TV Channels



DIVERSIFICATION



o.w. 2 home shopping TV channels






o.w. 1 TV channel





2nd French private broadcaster (2012 adv revenue: € 811.9 m)

- ▶ Consolidate and/or reinforce ,
 - ▶ Develop ,
 - ▶ Establish ,
 - ▶ Enlarge the family of channels (?)
 - ▶ Use the stock of rights and reinforce the in-house production
 - ▶ Pool the costs / organization
- 2nd national channel on H<50**
1st DTT channel on H<50
1st new DTT channel on H<50

Invest for audience

Increase the audience shares

Increase the advertising market shares

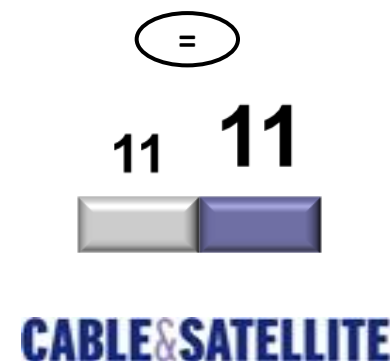
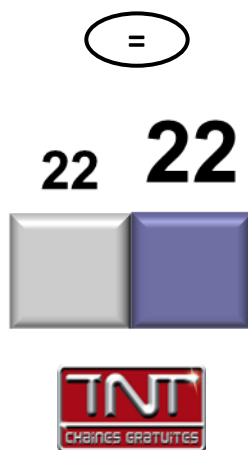
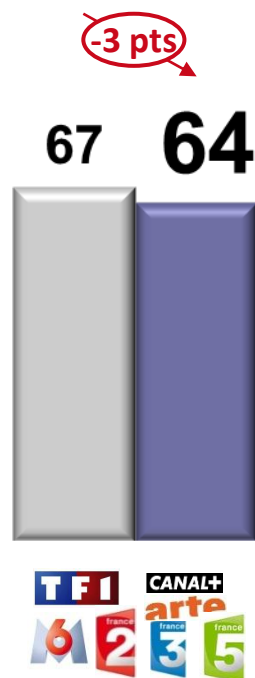
September 2013 Ratings update



Historical channels declined during the summer



Ratings 4 years + (%)

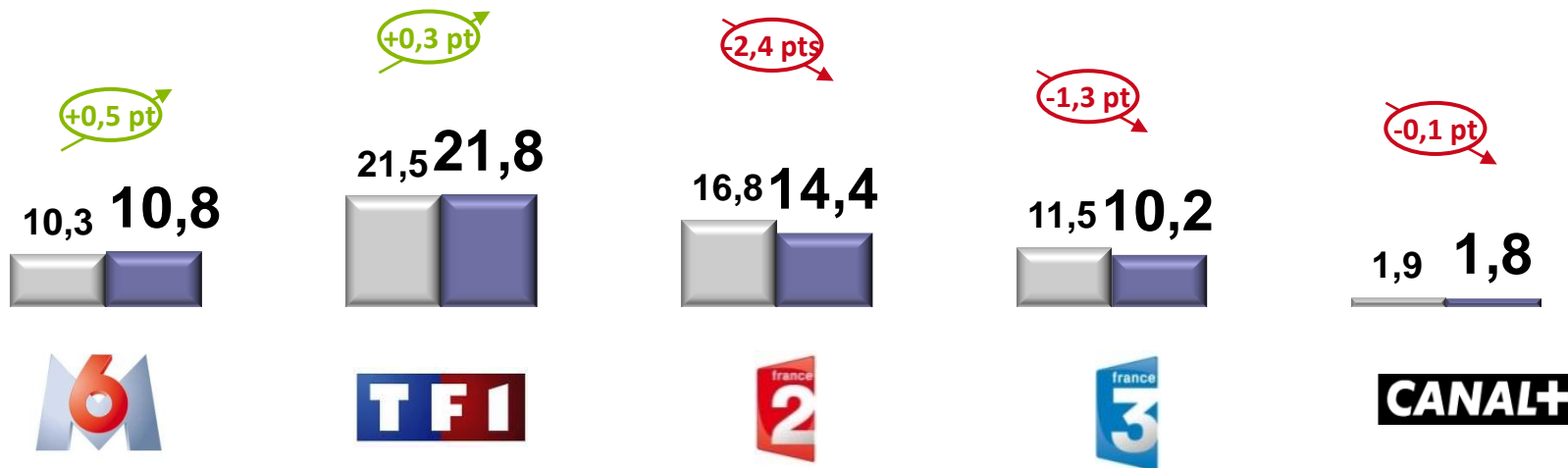


M6 achieved its best summer since 2007



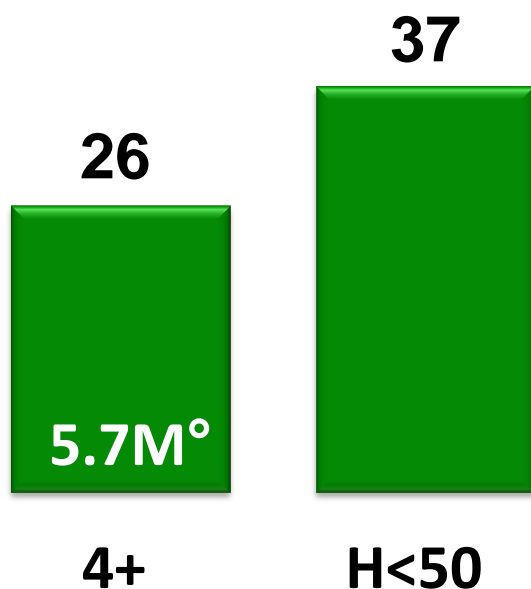
Summer 2012 (Weeks 27 to 35)
Summer 2013 (Weeks 27 to 35)

Ratings 4 years + (%)



In prime-time, *L'Amour est dans le pré* and unreleased US series were the main contributors to this growth

M6 IS LEADER EVERY MONDAY



ON FRIDAY, *BONES* UNRELEASED EPISODES GATHER A LARGE AUDIENCE

BONES

3.5M° / 18% 4+

→ Time slot up **+26%** 4+ vs.
2012

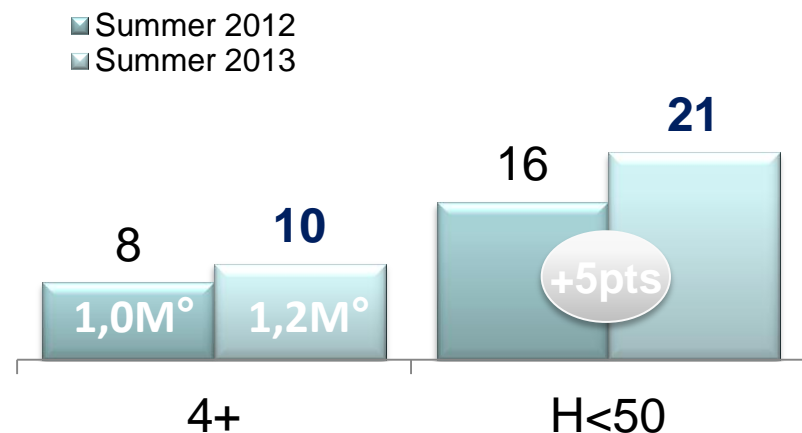
M6' newshows performed well this summer



GROWTH OF LE 12 45

LE1245

(Mond-Frid)

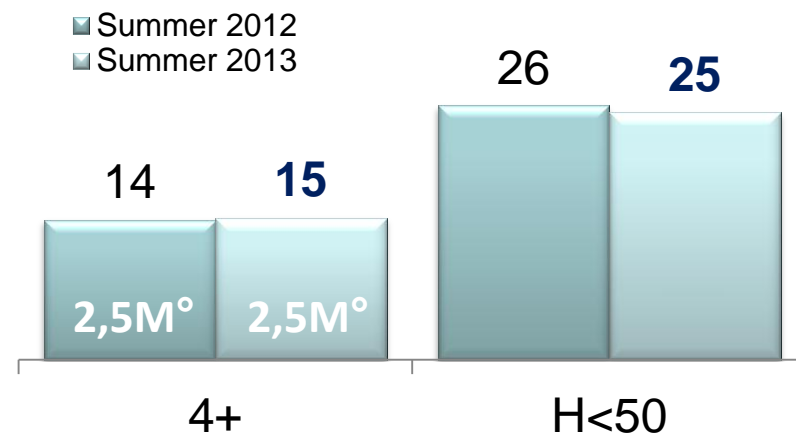


→ This summer, best levels since the launch of the newshow

RESISTANCE OF LE 19 45

LE1945

(Mon-Frid)



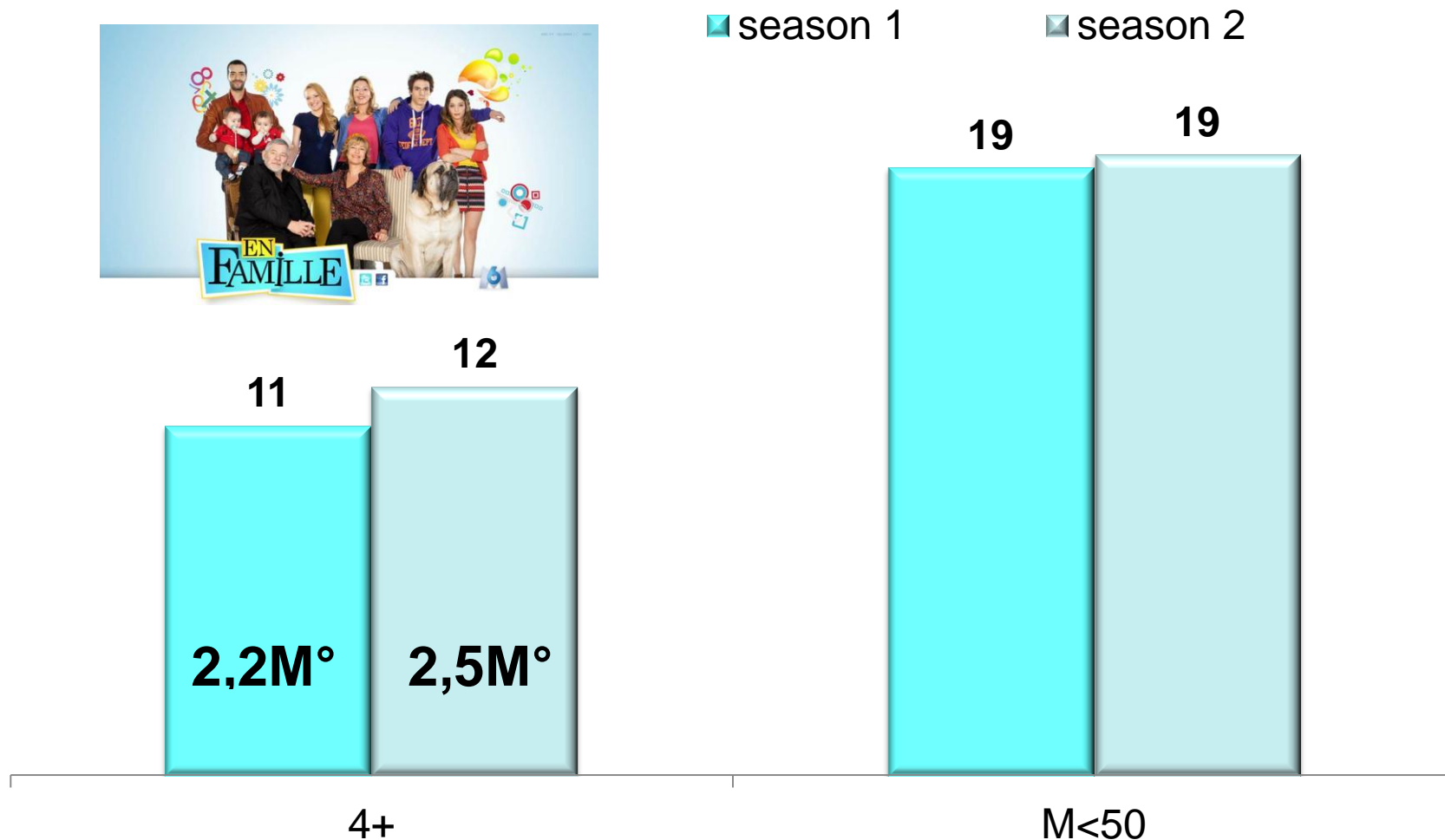
→ In August, LE 19 45 achieves its best month of the year on H<50

At 8:10pm, the latest season of the short fiction *En famille* posted good 4+ audiences, up 300,000 viewers



■ season 1

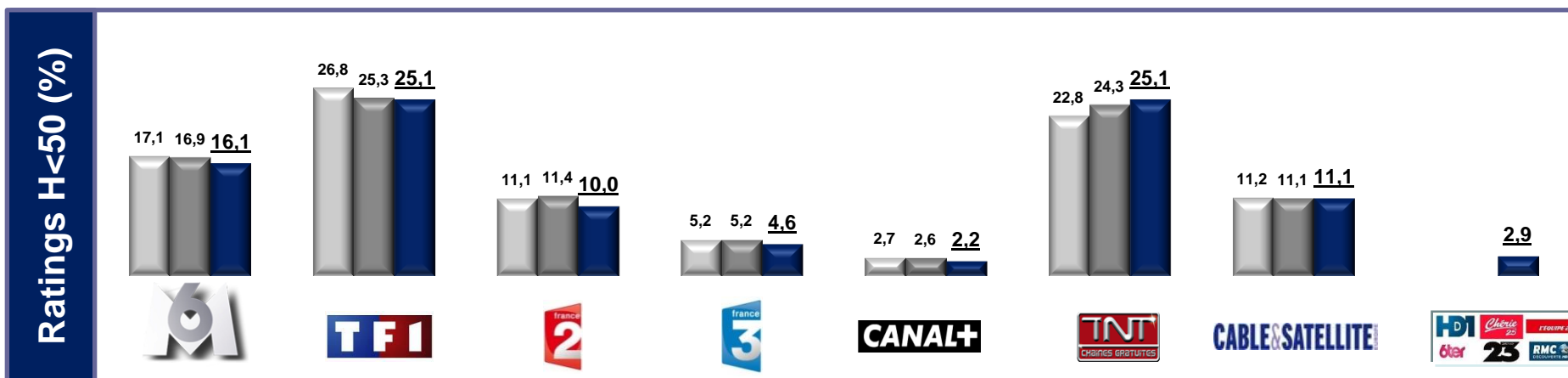
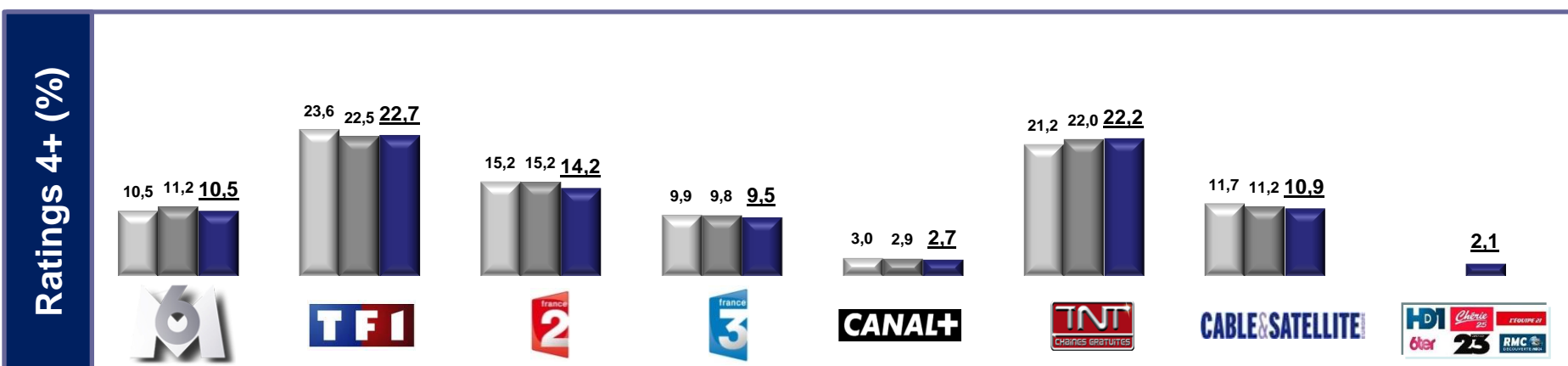
■ season 2



Ratings year to date: M6 stable in 4+ in relation to H1 but reduced the gap on H<50



January - August 2011 - January - August 2012 (Weeks 1 à 35)
January - August 2013 (Weeks 1 à 35)



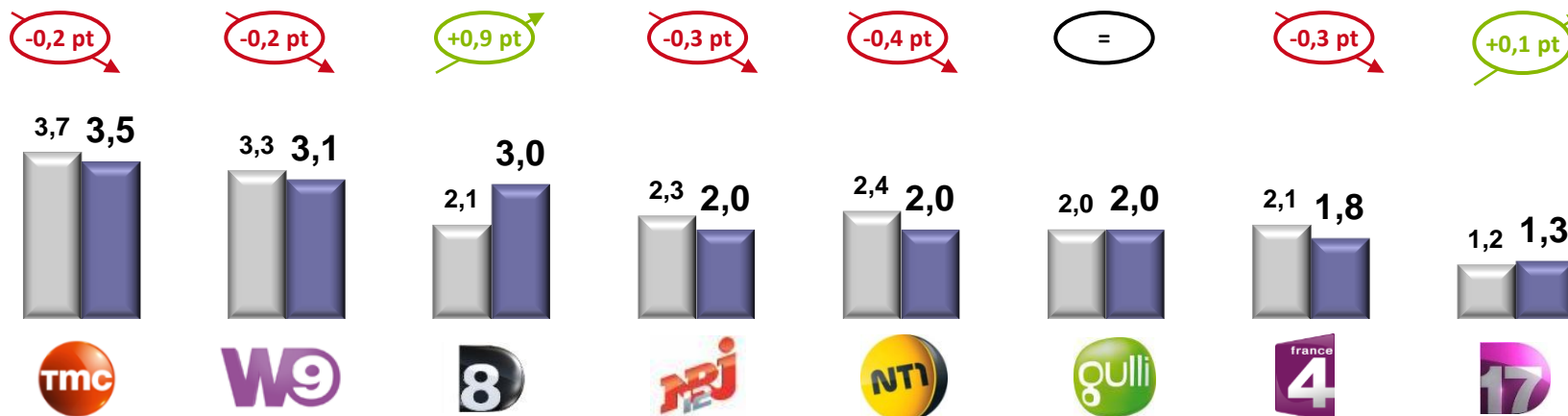


Ratings DTT 1st wave

Most of the channels were down during summer 2013 in relation to summer 2012

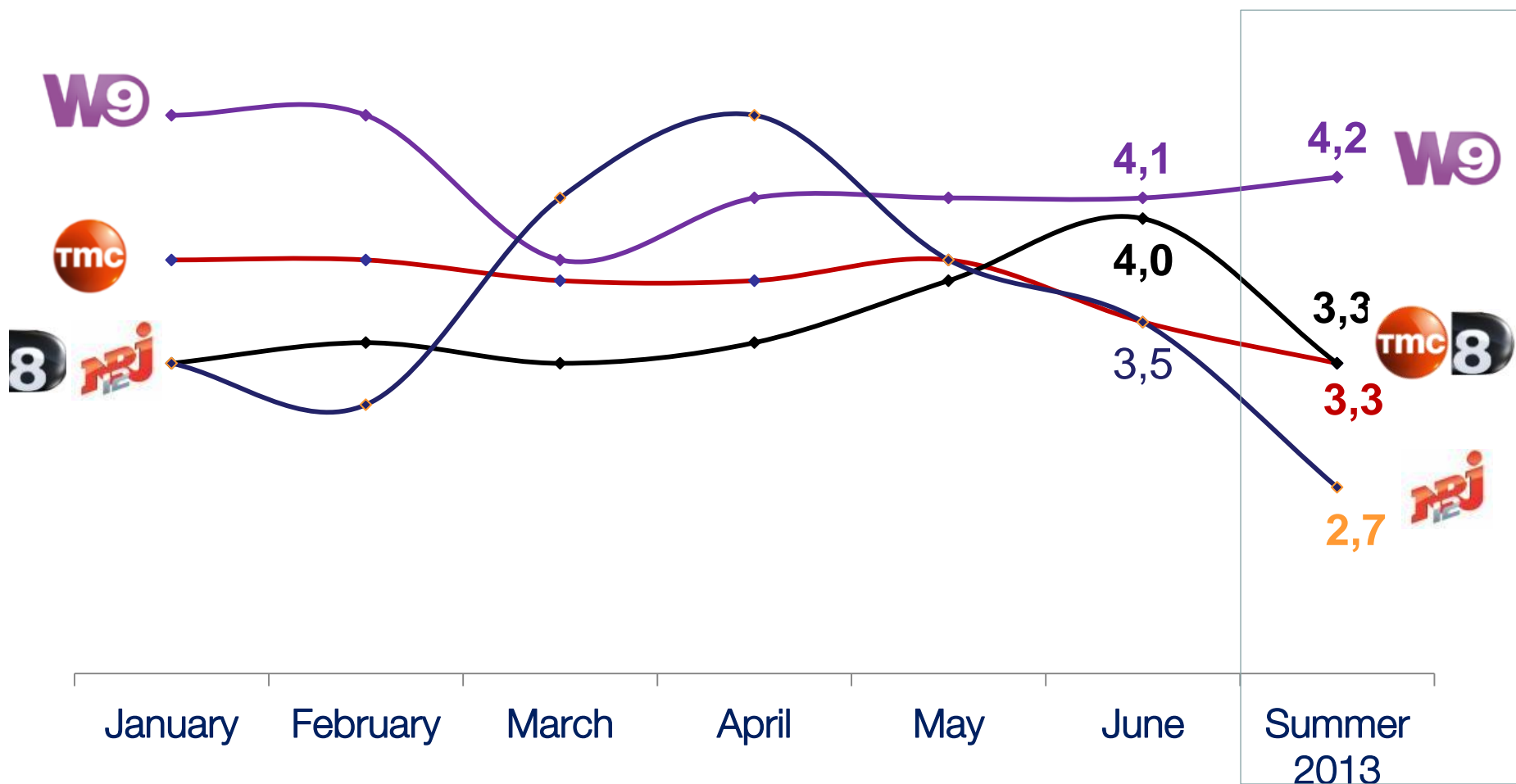
Summer 2012 (Week 27 à 35)
Summer 2013 (Week 27 à 35)

Ratings 4+ (%)



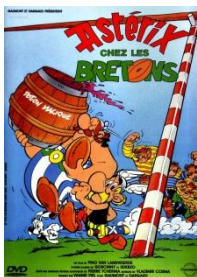
W9 is the clear leader on H<50, close to the historical channel France 3

Ratings H<50



This summer, W9 benefited from its strong blue ships in prime time

FAMILY ORIENTED CINEMA MOVIES



1,6M°



1,3M°



1,1M°

ENQUETE D'ACTION PRIME TIME



1,3M°

HUMOR

On Saturday



0,8M°

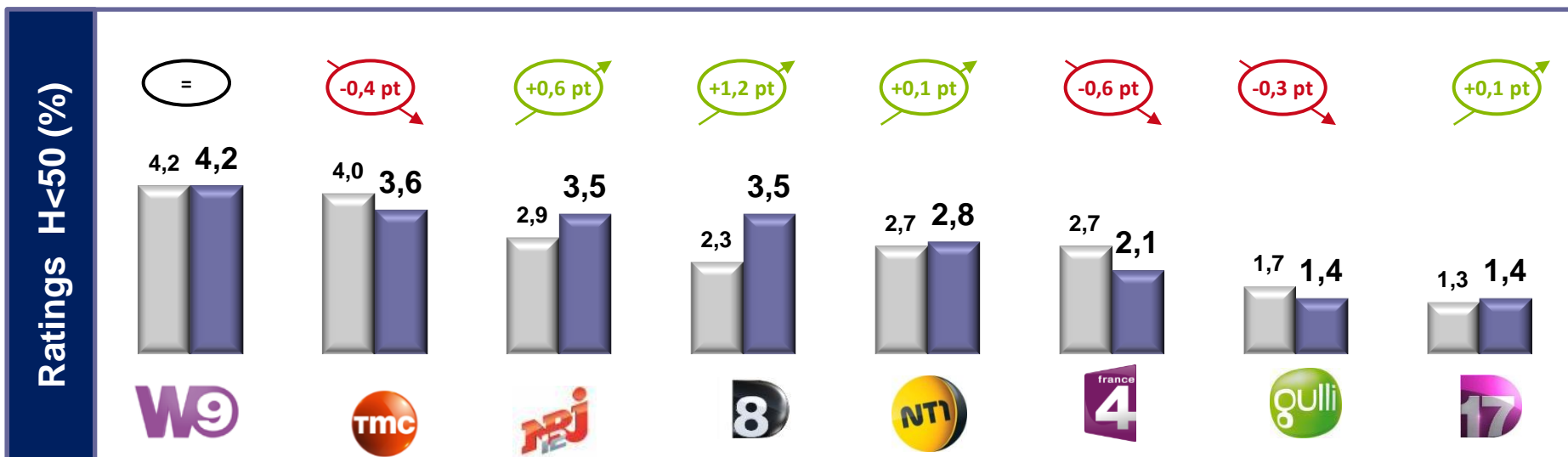
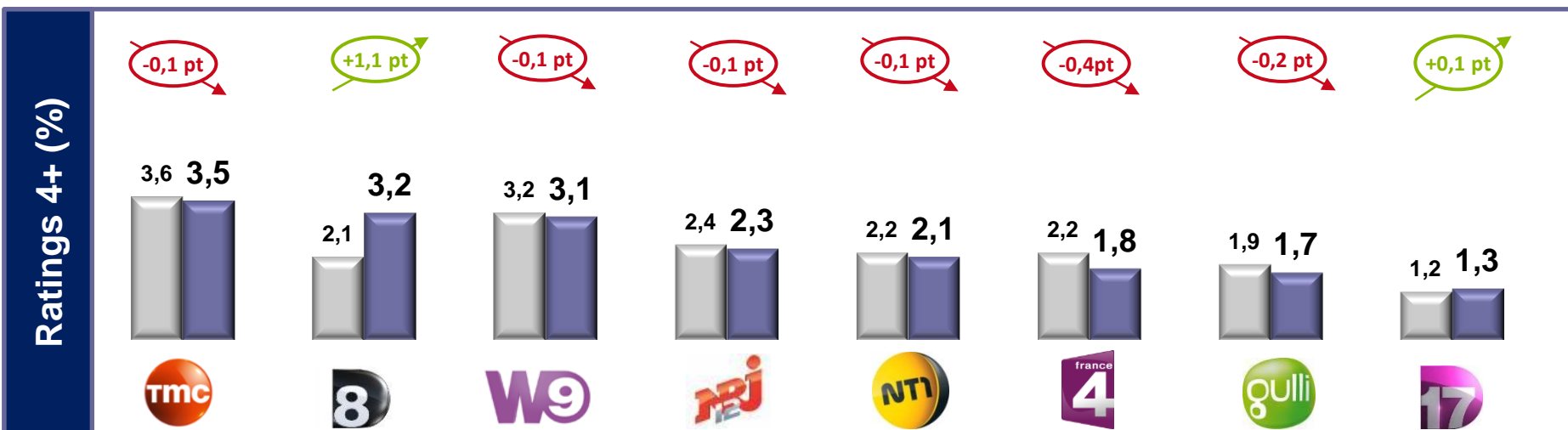
On Wednesday



0,7M°

Ratings year to date

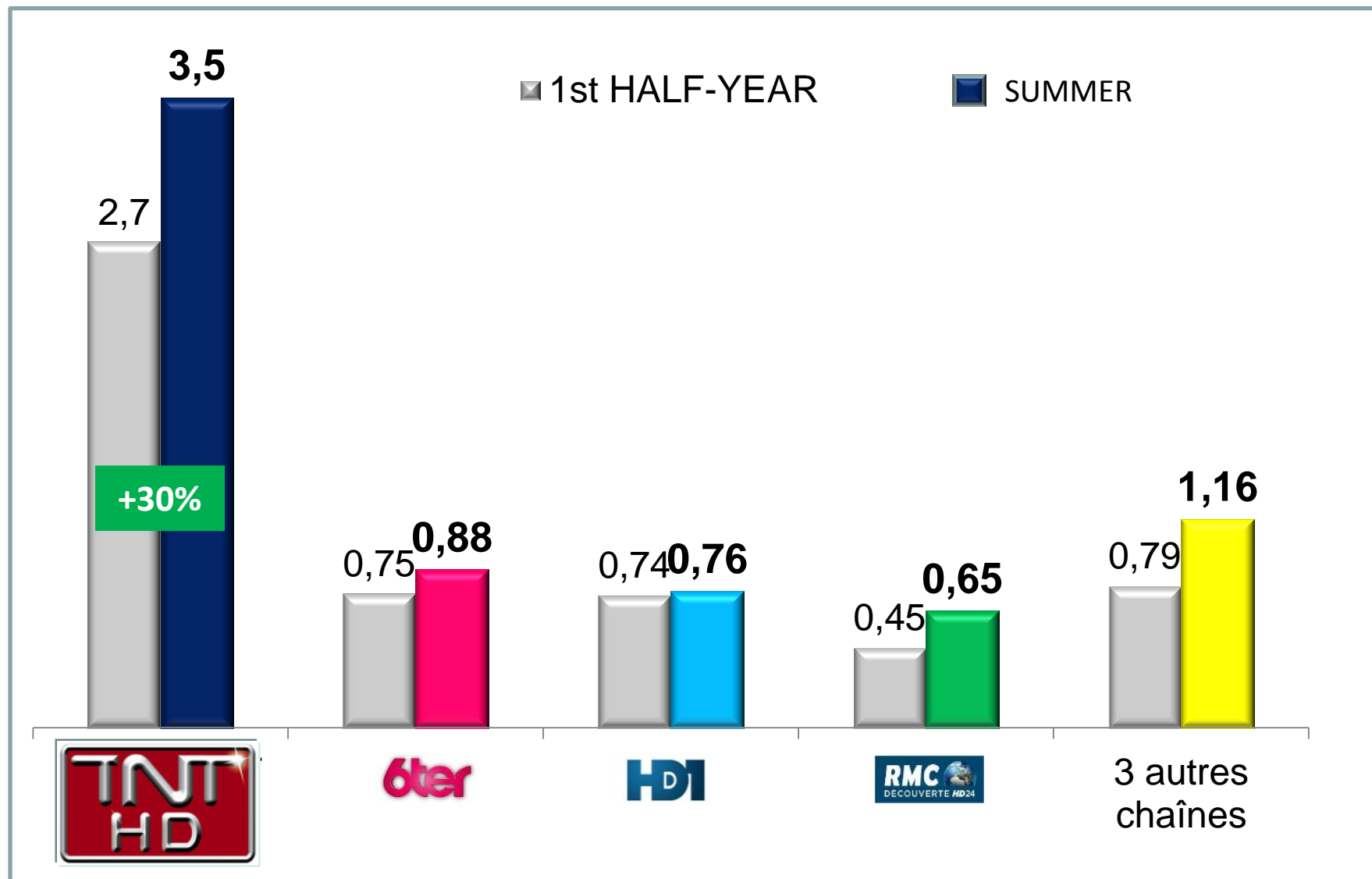
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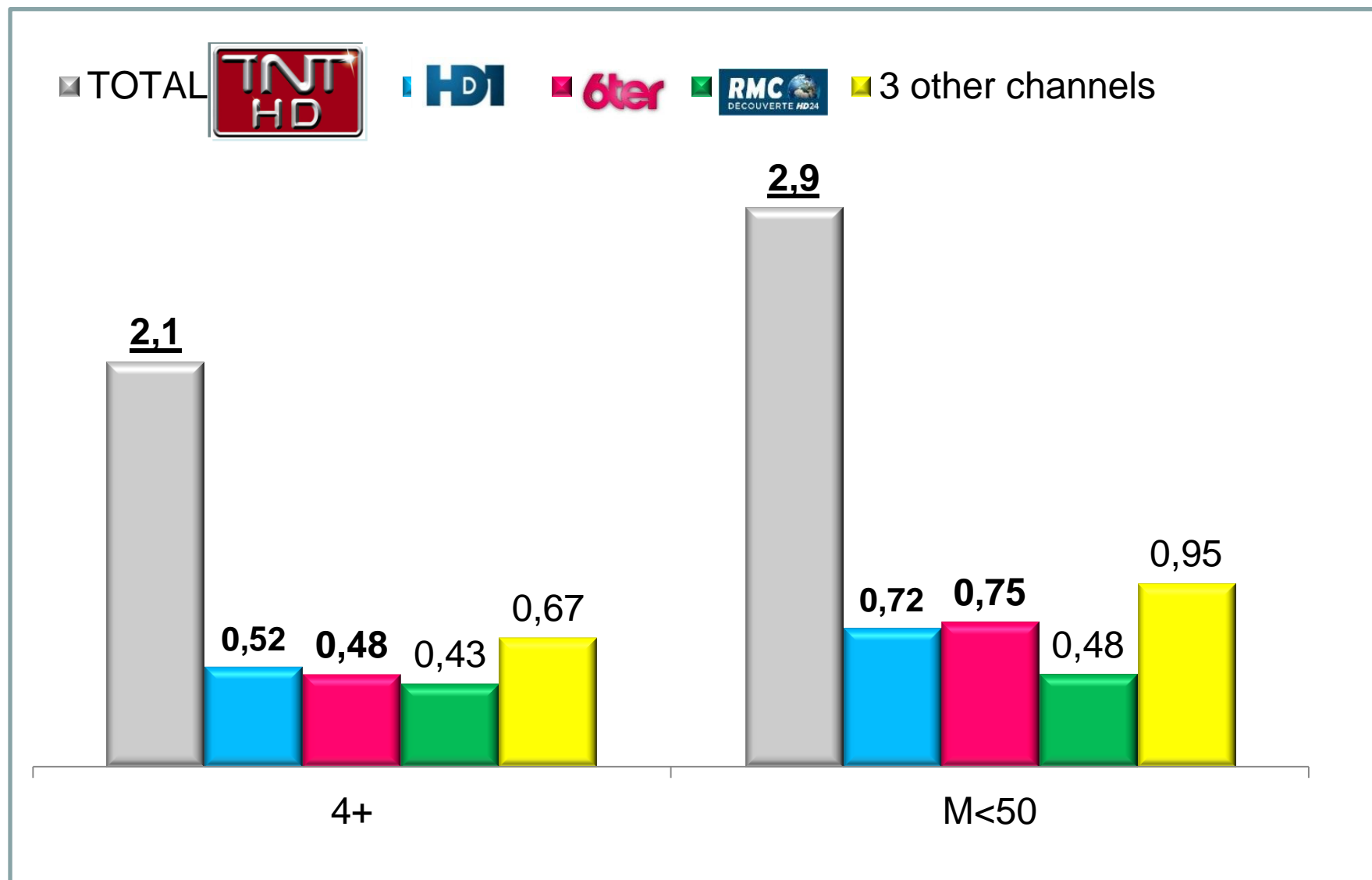


Ratings DTT 2nd wave

DTT new channels posted good summer ratings
6TER strengthened its leadership on H<50



Ratings year to date: 6ter leader on H<50



Diversification





Develop autonomous and profitable activities, by using available advertising slots (*M6 Mobile, MonAlbumPhoto.fr, M6 Mozaïc,...*)



Reinforce the TV access and audience: TV Any time / Any where / Any device (*M6 Replay, VOD, ...*)

Strong businesses



GROUPE



2,8 M customers at end of June 2013

13,9 M unique visitors each month in 2012

INTERNET

52 M videos watched in January 2013

AUDIOVISUAL RIGHTS

More than **8,7 M** tickets sold in 2012



4th French cinema distributor

=> In 2012,



Catalogue of nearly **1.000** titles



600 000 products sold en 2012

>10% of market shares on the internet for white goods in 2012

2 073 600 products



sold en 2012

Revenue : **>150 %** since the takeover



6 times French League 1 Champion

7th in the latest League 1 season 2012-2013

3 recent qualifications in Champions League (o.w. 2009/10)



PRODUCTS AND SERVICES AROUND
F.C.G.B.



Key figures



15,8% : 2012 operational margin

Net cash position (end of June 2013):

€185.8 m

Ordinary dividend pay-out ratio: **80%**

Shareholders' equity:

€534.0 m