

Meetings with investors

April 2014



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 (2013 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

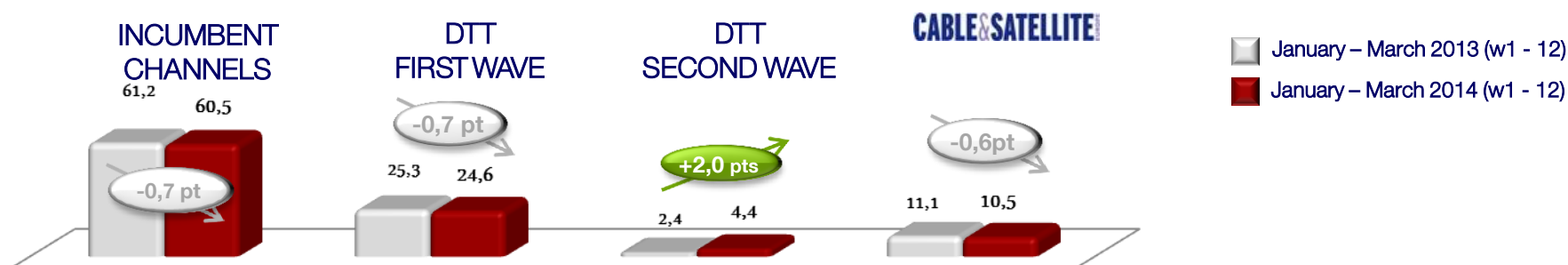
TELEVISION

April 2014 Ratings update

The 6 new DTT channels continue to gain audience shares

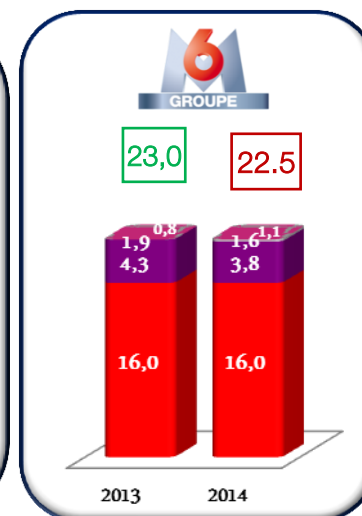
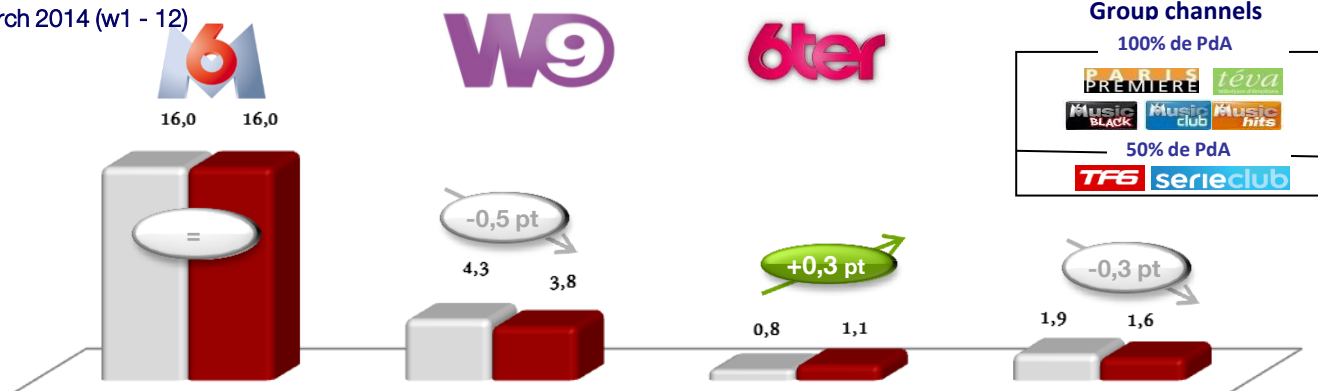


Hws<50 (%) Audience share



Hws<50 (%) Audience share M6 Group

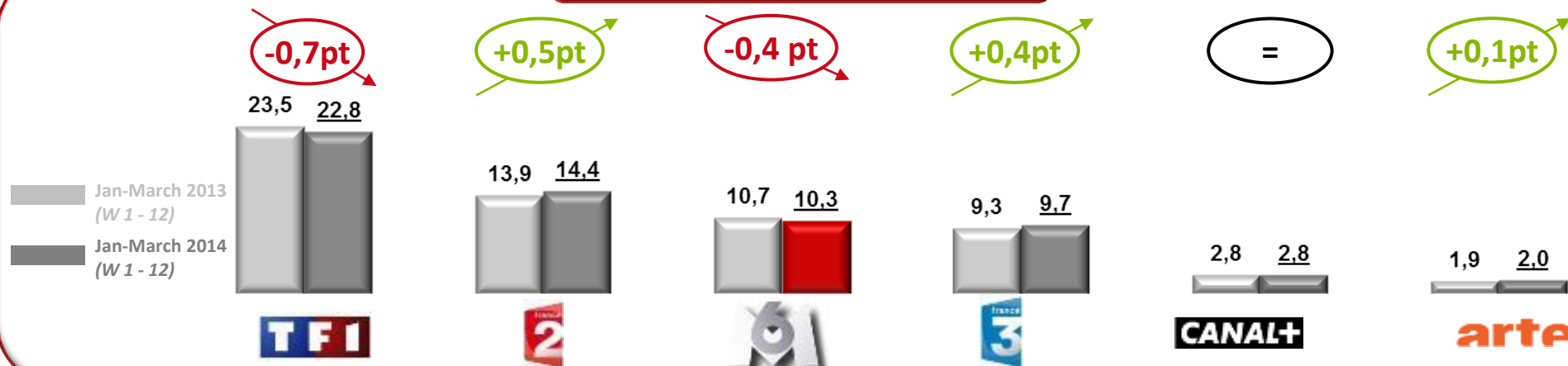
January - March 2013 (w1 - 12)
January - March 2014 (w1 - 12)



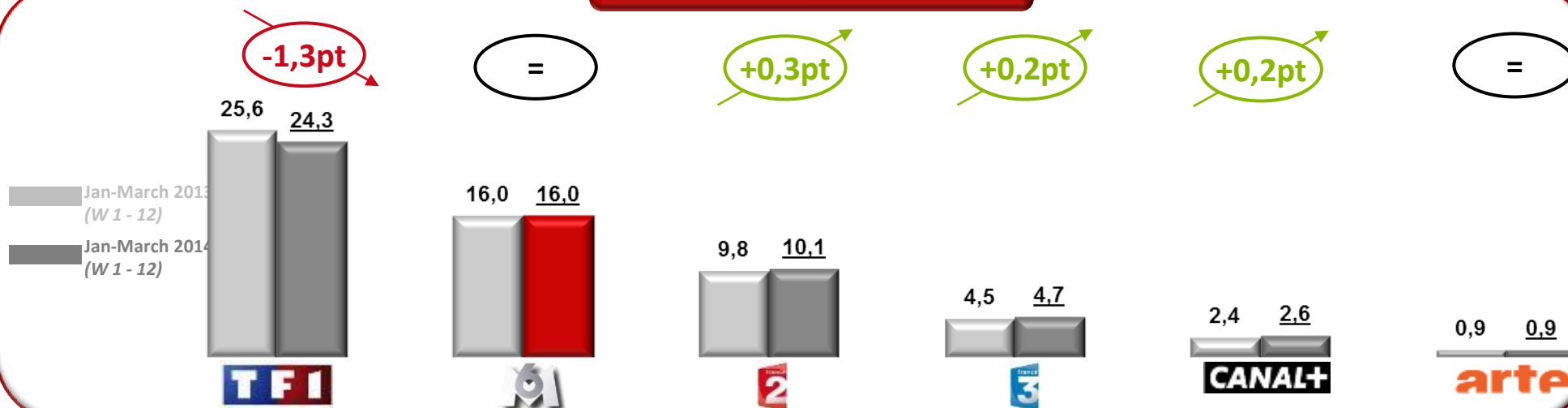
The Olympic Games explain FTV good start to the year



4+ Audience share (%)



Hws<50 Audience share (%)



M6 very resilient thanks to very popular programmes

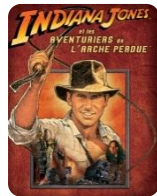


Good performance of cinema



3,5M°

14% all viewers
18% Hws<50



3,6M°

15% all viewers
17% Hws<50

Succes for the special event SCENES DE MENAGES



4,1M° viewers on prime time

Strength of the unreleased series



5,1M° for the launch
of the 11th season

M6 1st channel on all viewers



Till 4,0M° viewers

**M6 1st channel on
-50 y.o every Thursday night**



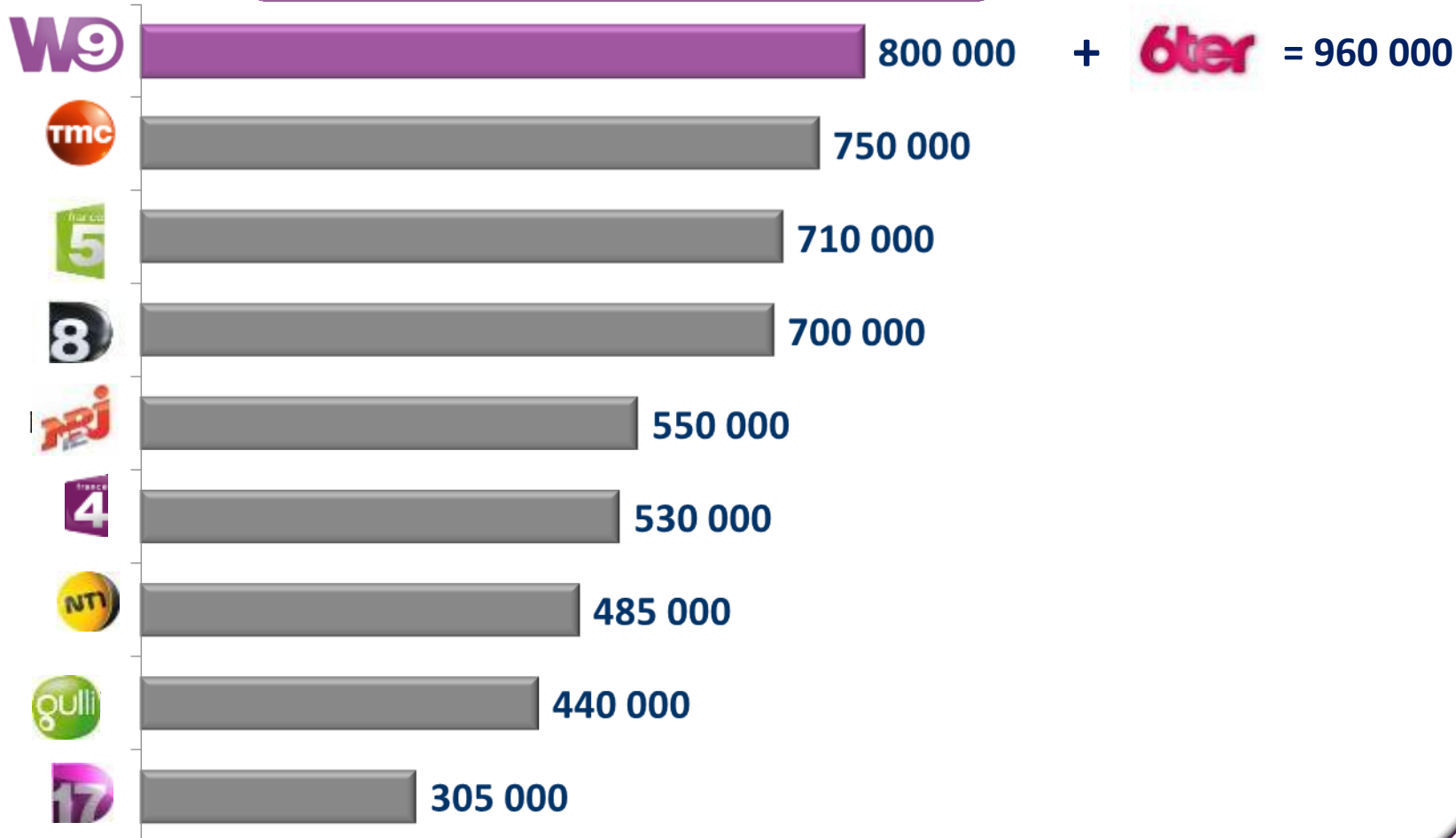
4.0M° in average

**Best launch for an unreleased
serie since 2007**

W9 remains the DTT leading prime-time channel

Number of viewers

Between 8.50pm and 10.30pm

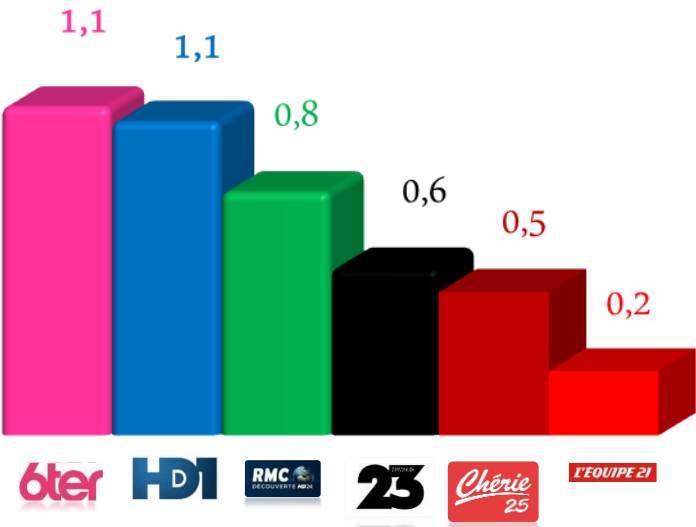


6ter leader among Hws<50 in 2014



Hws<50 Audience share (%)

Audience share of the 6new DTT channels: 4,4% Hws<50



DIVERSIFICATION AND AUDIOVISUAL RIGHTS

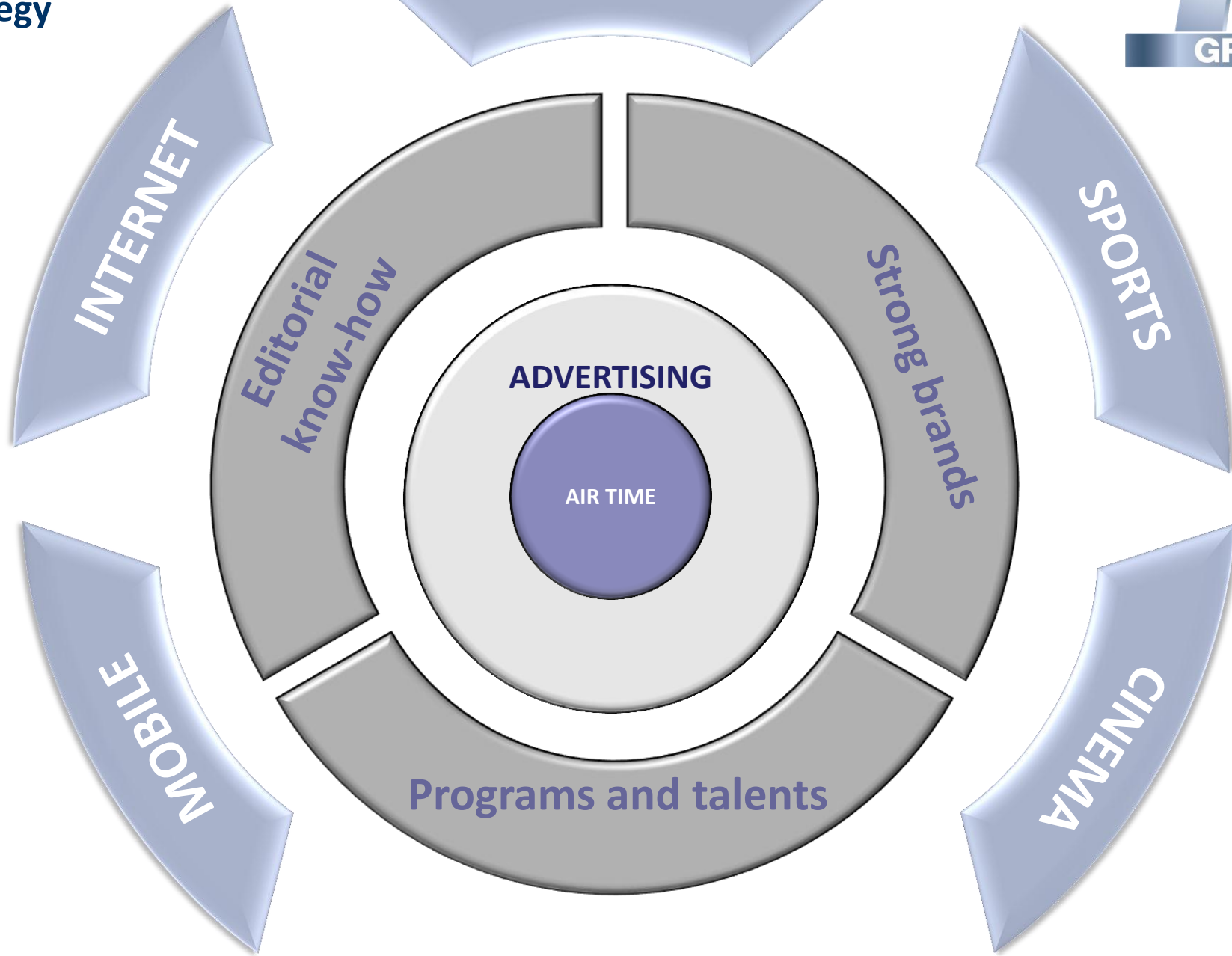


Develop autonomous and profitable activities, by using:

- **Available advertising slots** (*M6 Mobile, MonAlbumPhoto.fr, M6 Mozaïc,...*);
- **Available air slots** (*Home shopping,...*)



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



Strong businesses



2,8 M customers at end of December 2013

12,1 M unique visitors each month in 2013

INTERNET

53 M videos watched in 2013

AUDIOVISUAL RIGHTS

More than **8 M** tickets sold in 2013



3rd French cinema distributor in 2013

=> In 2013,



Catalogue of nearly **1.000** titles



1 943 800 products



sold en 2013

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



monAlbumPhoto.fr
Mon plus beau cadeau !



6 times French League 1 Champion

7th in the latest League 1 season 2012-2013

3 recent qualifications in Champions League



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

