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JP MORGAN CEO CONFERENCE  
29 JUNE 2016





# MARKET ENVIRONMENT

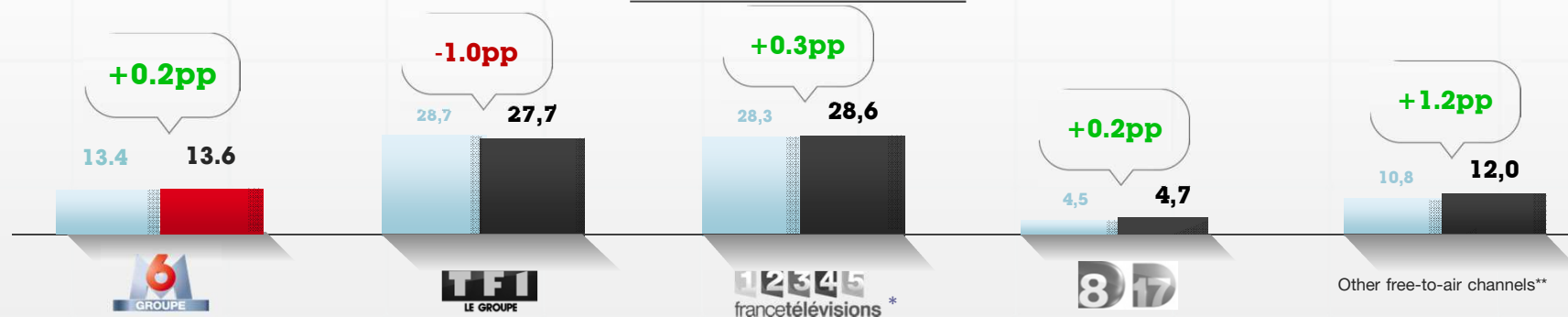
## INTRODUCTION

# M6 GROUP GAINED GROUND IN 2015

### FREE TO AIR AUDIENCE FIGURES

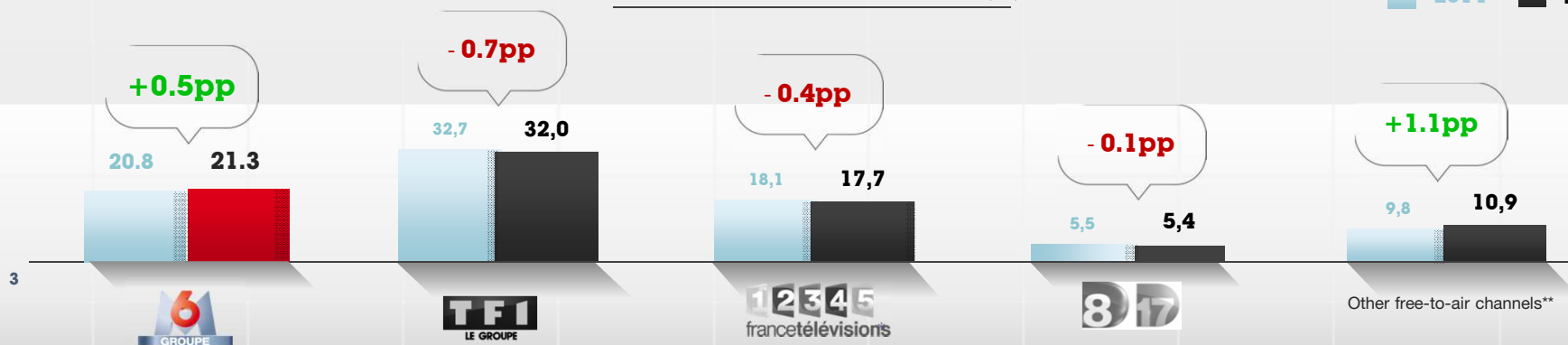
### 4+ audience share (%)

2014 2015



### WRP < 50 audience share (%)

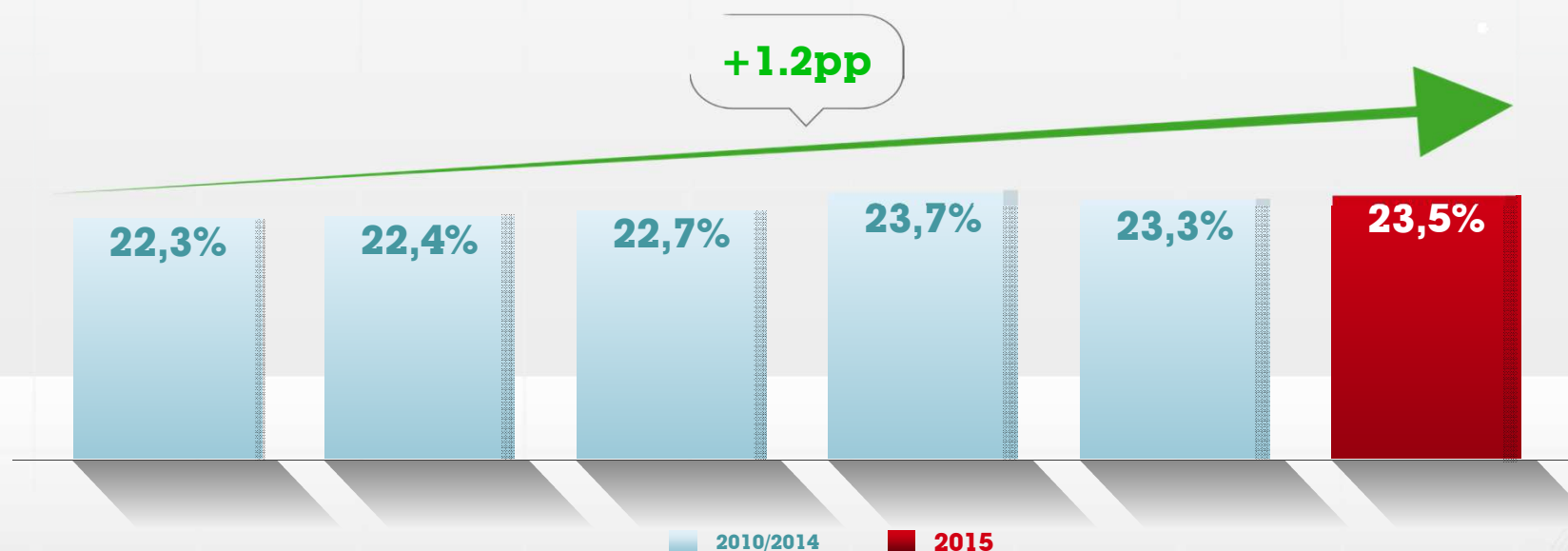
2014 2015



## INTRODUCTION

# M6 GROUP'S FREE-TO-AIR CHANNELS SAW THEIR ADVERTISING MARKET SHARE INCREASE BY 0.2 PERCENTAGE POINTS IN 2015

Growth in net TV advertising market share of M6 Group's free-to-air channels since 2010 - In %



4

\* Estimates based on IREP data dated 29/01/2016 - Source: M6



## INTRODUCTION

# RELEVANCE OF GROUP STRATEGIC MODEL

**Safeguarding content supply for our channels by moving up the value chain**

**At the heart of our business: our TV channels**

**Optimising our TV channels' value creation**

## CONTENT ACQUISITION & PRODUCTION



## BROADCASTING



## DIVERSIFICATION



## DIGITAL ACTIVITIES

**Develop brand content and digital production**

**Testing and positioning ourselves on new uses**

**Strengthen our brand assets and become a digital reference player**

**Leverage all opportunities to allocate available ad space to strengthen digital brands**

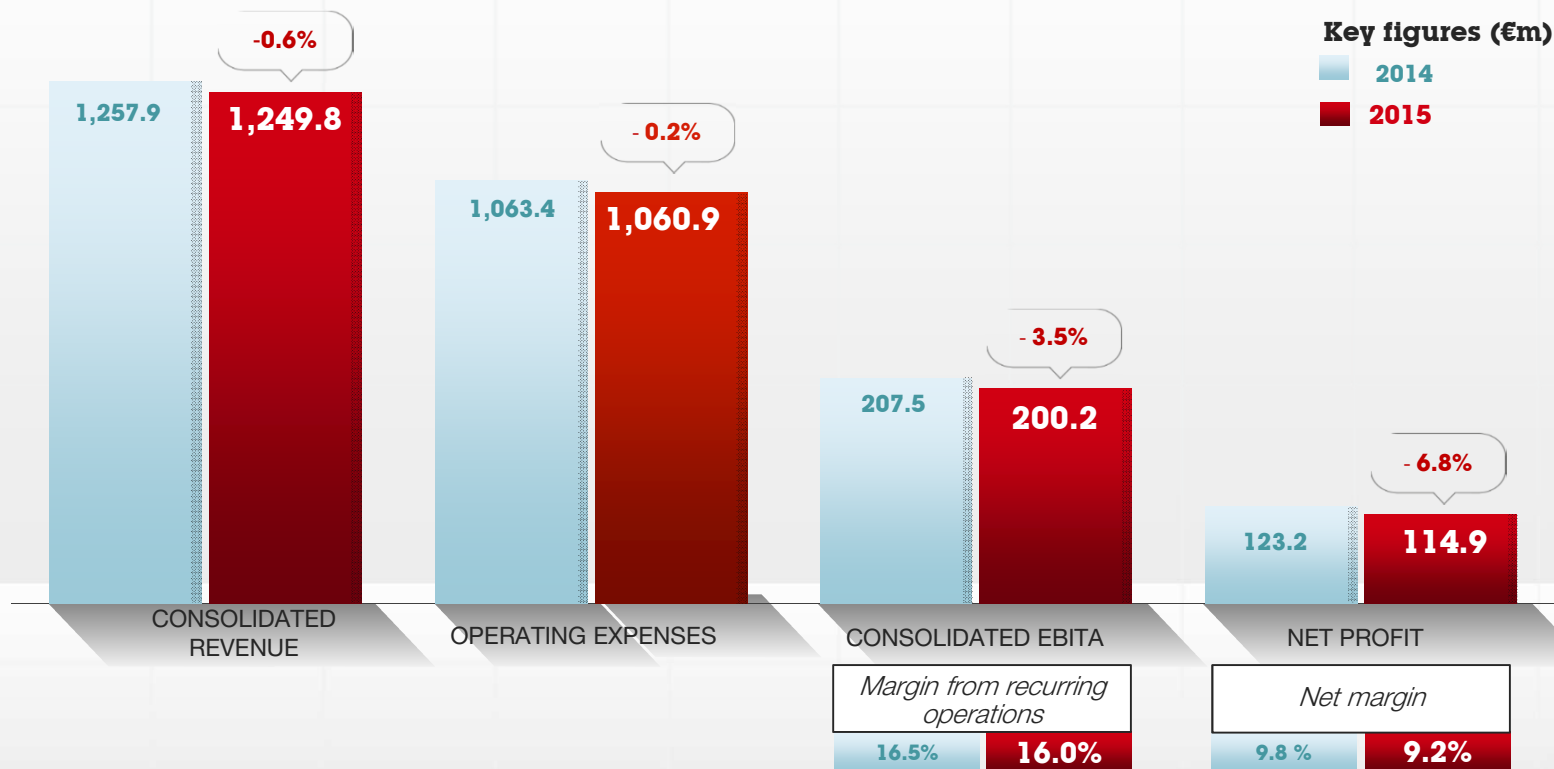




# KEY FIGURES

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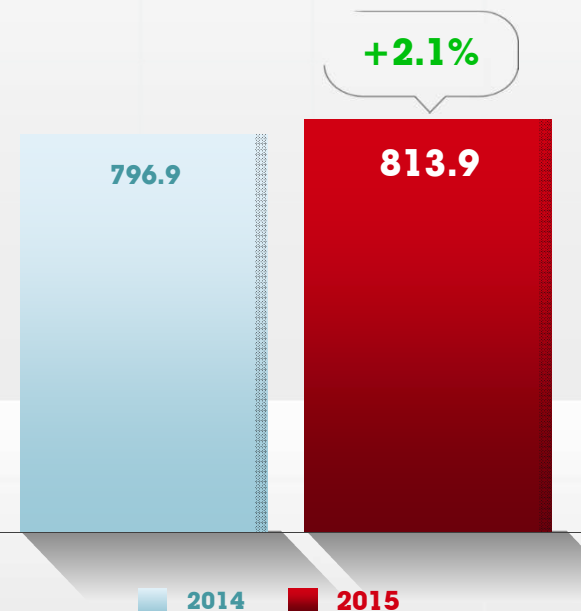
# A SOLID PERFORMANCE



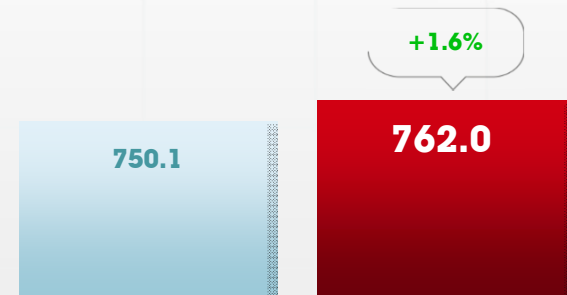
## ADVERTISING

# M6 GROUP'S ADVERTISING REVENUES GREW BY 2.1% IN 2015

M6 Group net advertising revenues  
(€m)



Free-to-air channels



Other operations





Q1 2016

## CONSOLIDATED REVENUE AND EBITA UP

Key figures (€ m)

