



PRESENTATION —————
INVESTORS
NOVEMBER
2018

DISCLAIMER

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M6 GROUP **PRESENTATION**

1. KEY FIGURES
2. AUDIENCE RATINGS
3. ADVERTISING
4. DIVERSIFICATION

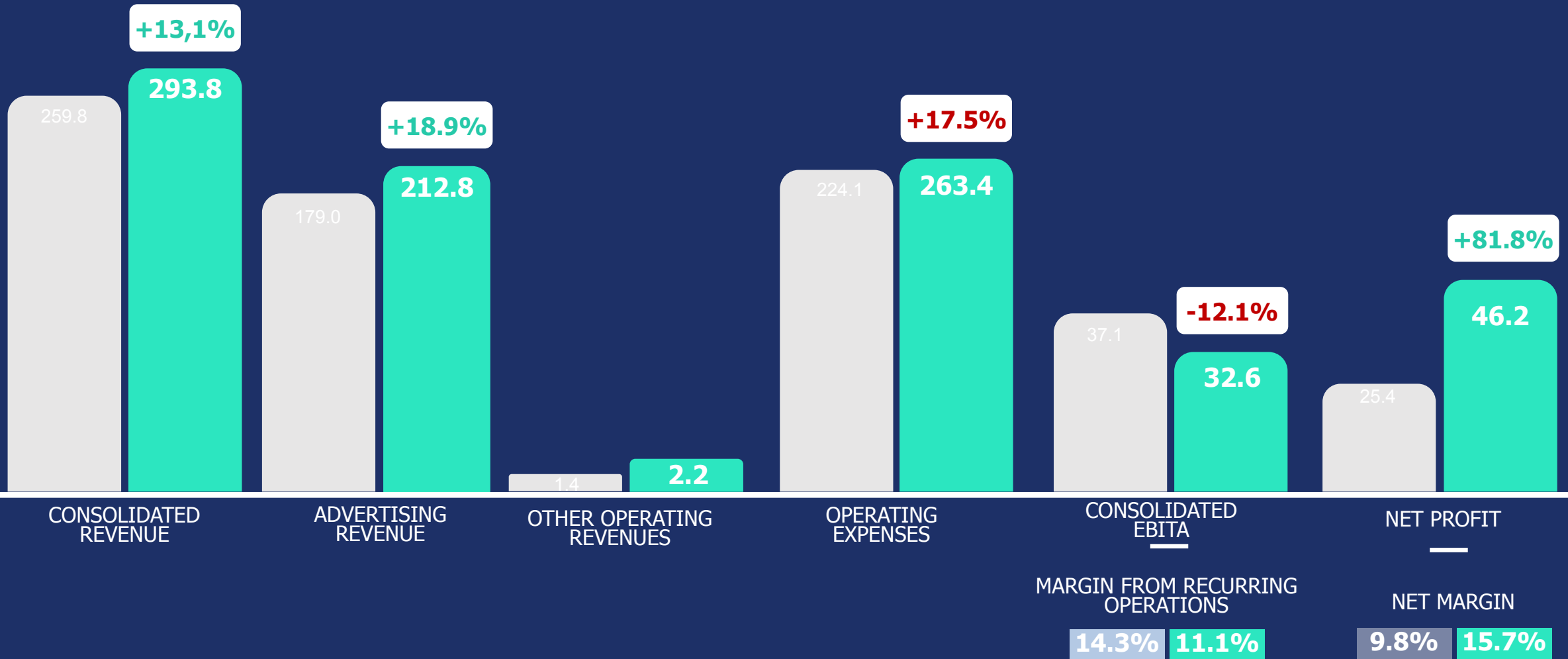


1. KEY FIGURES

Q3: INCREASE IN NET PROFIT

KEY FIGURES (€ MILLIONS)

■ Q3 2017
■ Q3 2018



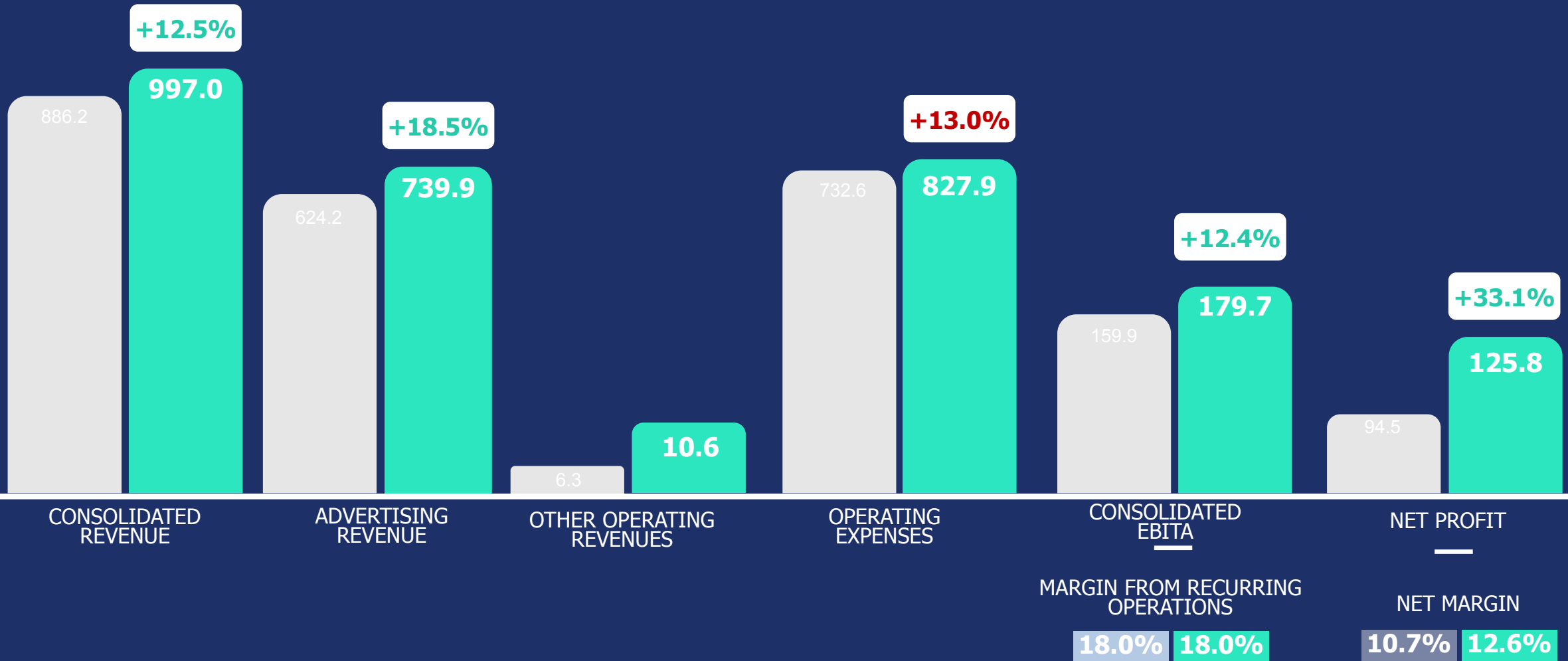
1. KEY FIGURES

9 MONTHS: INCREASE IN RESULTS

KEY FIGURES (€ millions)

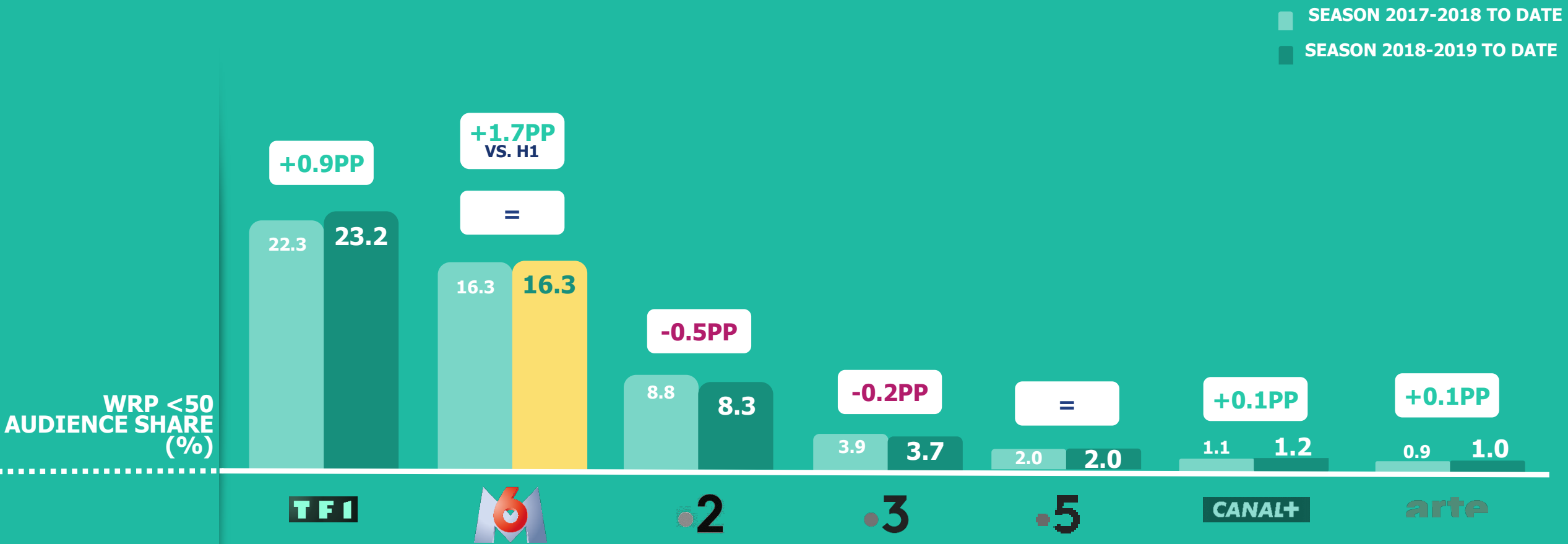
9M 2017

9M 2018



2. TELEVISION – AUDIENCE RATINGS

NEW SEASON: M6 CHANNEL BACK AT HIGH LEVEL



2. TELEVISION – AUDIENCE RATINGS
**NEW SEASON: M6 NECK
AND NECK WITH TF1 IN
ACCESS PRIME TIME**

WRP-50
AUDIENCE SHARE RATIO
MONDAY-FRIDAY
5:30PM – 9PM



+10PP
VS. H1

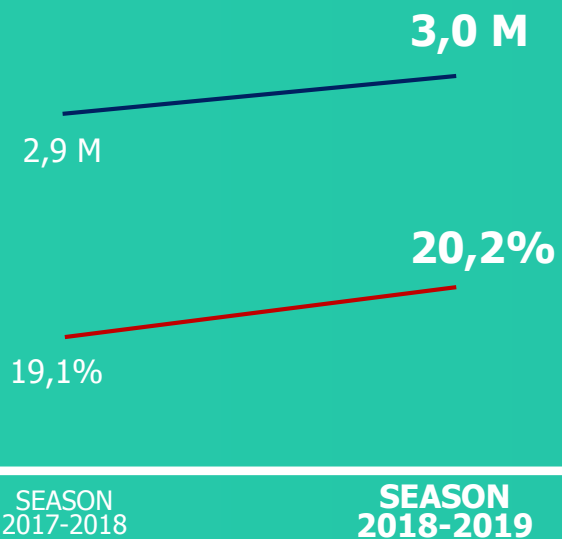
= 97%



2. TELEVISION – AUDIENCE RATINGS

NEW SEASON: MANY PRIMETIME SUCCESS STORIES, ACROSS ALL TYPES OF PROGRAMMES

AUDIENCE IN MILLIONS OF VIEWERS
AUDIENCE SHARE - WRP<50 (%)
 9.10PM-10.30PM TIMESLOT



STRENGTH OF FOOTBALL



M6 OFFICIAL BROADCASTER OF THE NEW WORLD CHAMPIONS



SUCCESS OF HISTORICAL BRANDS

M6 LEADER ON WRP<50 (30%)



LE MEILLEUR PATISSIER

M6 LEADER ON WRP<50 (28%)

RECORDS FOR NEWS PROGRAMMING

CAPITAL



BEST EVER SEASON LAUNCH ON WRP<50



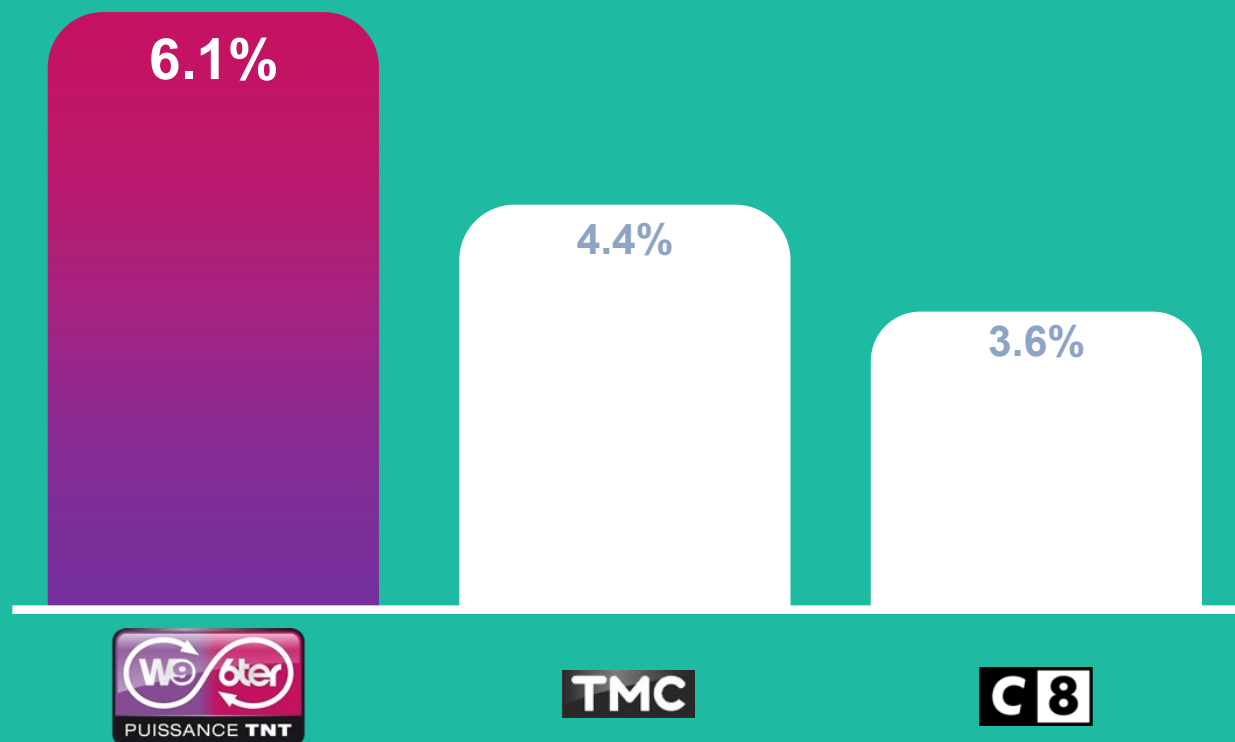
2. TELEVISION - AUDIENCE RATINGS

PUISSANCE TNT THE LEADING DTT SERVICE



THE LEADING
ADVERTISING
SERVICE ON DTT

NEW SEASON AUDIENCES (WRP<50)



3. ADVERTISING
EFFICIENCY OF M6 PROGRAMMING GRID

FTA ADVERTISING REVENUES / PROGRAMMING COSTS

WHEN EACH GROUP SPENT 1€ IN PROGRAMMING



X 1,8 in 2017

IT RECEIVED

X 1,9 in H1 2018

IN ADVERTISIG REVENUES



X 1,5 in 2017

X 1,5 in H1 2018

FY 2017 FTA advertising revenues and programming costs
In H1 2018, including football world cup programming costs for TF1

COMPLETION OF THE SALES OF F.C.G.B. AND MONALBUMPHOTO

ON JULY, 26th



monAlbumPhoto fr

SALE PRICE

€ 40 M

CAPITAL GAIN

€ 12,4 M

ON NOVEMBER, 6th



SALE PRICE

€ 100 M o/w

€ 84 M CASHED IN 2018

€ 16 M CARRIED OVER INTO 2019 AND 2020

**OFF-BALANCE SHEET
COMMITMENTS REDUCED BY**

€ 122 M

**ONE YEAR AFTER THE ACQUISITION OF THE RADIO DIVISION, THESE TRANSACTIONS
ENABLE THE GROUP TO CONSIDER NEW DEVELOPMENTS AND FURTHER ACQUISITIONS**