



TF1 press release  
Boulogne, February 21, 2008

During its analysts meeting that hold today, TF1 developed the following points :

1/ 2008 forecasts : consolidated turnover: € 2,830 M +2.4%

2/ Strategic Review

2 targets for the next 4/5 years  
50% of total revenue from diversification  
EBITDA margin around 20%

The TF1 group strategic review is based on the following 4 main directions :

1. Improving our performances

- By ongoing optimization of our means;
- Combining growth and profitability;
- According to the new regulations;
- Developing the potential growth of our turnover and profitability

2. TF1, the tomorrow editor

- Developing our free to air offer
- Reinforcing our pay TV offer
- Confirming the "show case" position of TF1 channel

3. Investing in order to control our content

- By long-term agreements
- By well-balanced partnerships with producers
- By increasing the activity of our in-house department

4. Acting as a global media : new media at the heart of our programmes offer to create a new relationships with all targets

- Multiplying bounces between our TV channels, web, mobile TV, TVIP
- Continue to invest on web 2.0 pure players and e-business

The full presentation is available on [www.tf1finance.com](http://www.tf1finance.com) website

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