

INVESTOR PRESENTATION

MAY / JUNE - 2012

DISCLAIMER

All forward-looking statements are TF1 management's present expectations of future events and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements.

TF1 GROUP



FREE CHANNELS



PAY TV (FRANCE)



PRODUCTION



ADVERTISING ADGENCY



DIVERSIFICATION & INTERNET



AUDIOVISUAL RIGHTS



BROADCASTING INTERNATIONAL



* to be launched at end-2012

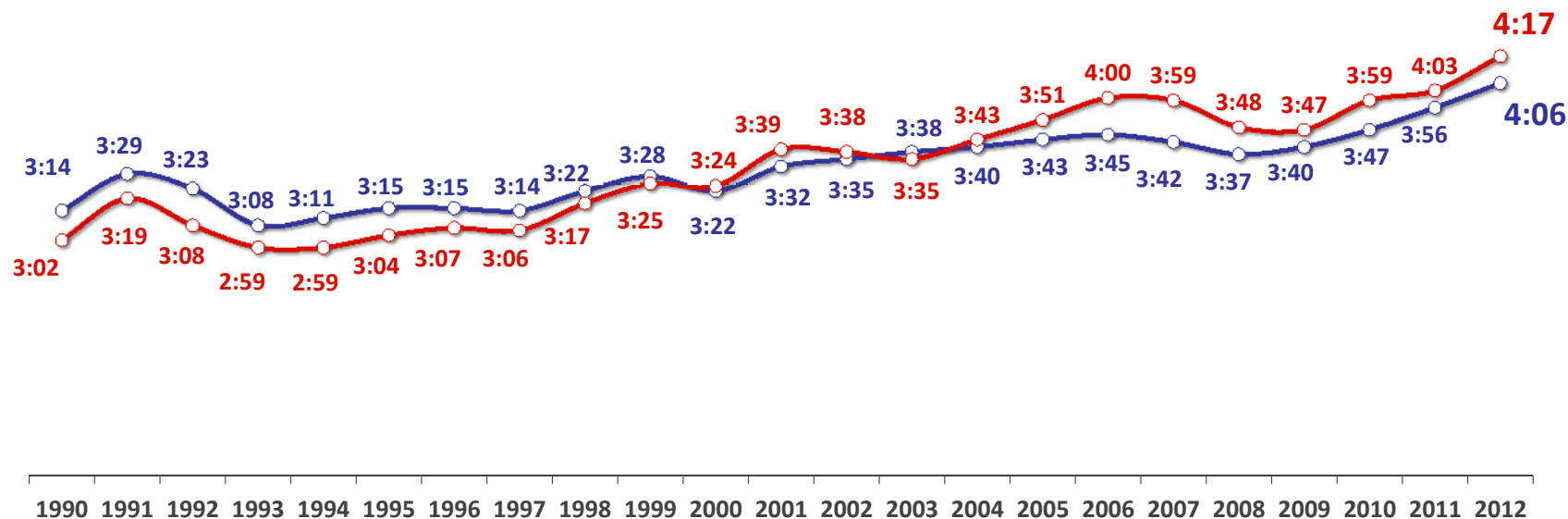


A RECORD FOR TV CONSUMPTION

- ▶ Record beaten every month of the year 2011
- ▶ 4 hour mark exceeded since November 2011

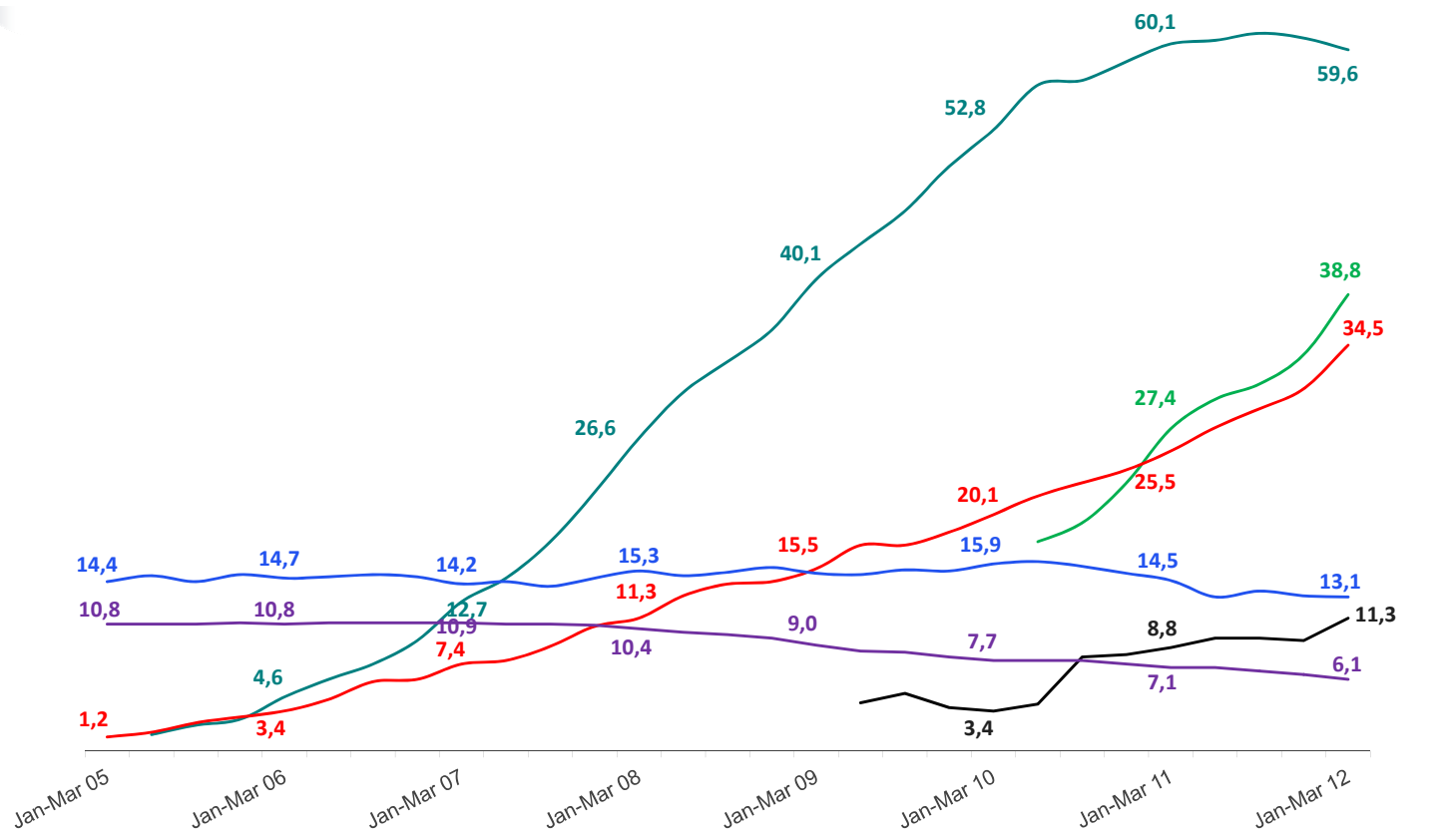
Evolution of TV consumption between Jan-Mar 1990 and Jan-Mar 2012:

- Women<50 PDM : 4h17, i.e +14' vs Jan-Mar 2011 / +6 % (incl. 5'51 of offline viewing)
- Individuals aged 4+ : 4h06, i.e +10' vs Jan-Mar 2011 / +4% (incl. 4'26 of offline viewing)



THE SWITCH-OFF BOOSTS THE FREE DIGITAL NETWORKS

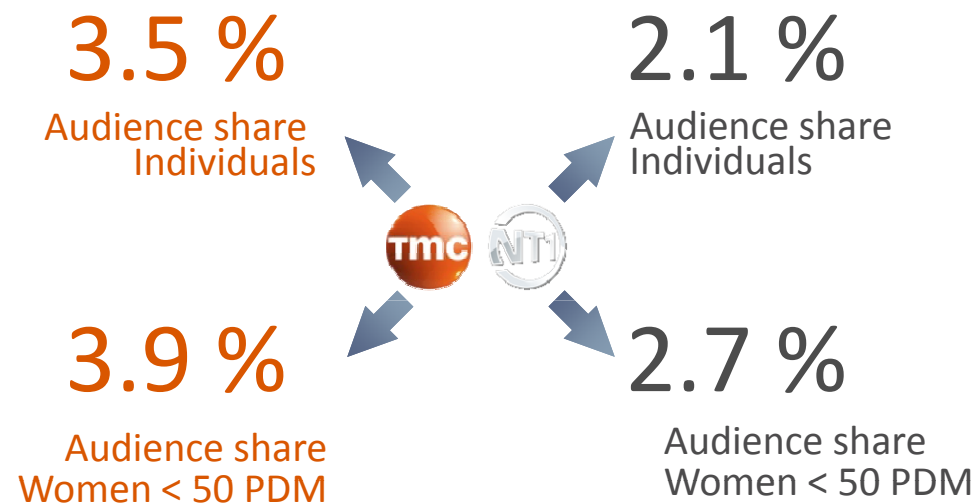
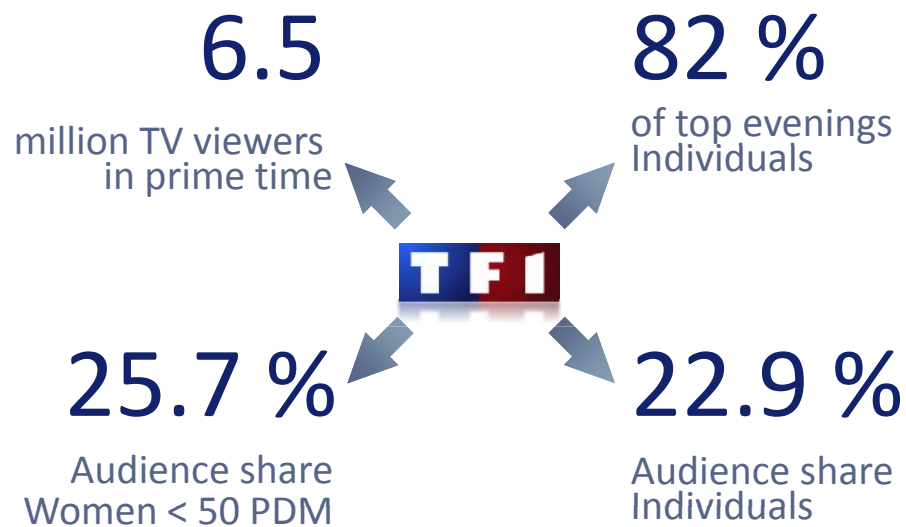
Evolution of penetration rate as a % of households
(base: households TV equipped)



Number of households	Evol. YOY	Mode
16.1m	-0,5 pt	DTT connected
10.5m	+ 11.4 pts	HD DTT connected
9.3m	+ 9.0 pts	TV reception by IPTV/Fibre (IPTV/Fibre box equipped and connected to TV)
3.5m	- 1.4 pt	Paying satellite subscribers
3.1m	+ 2.5 pt	Free satellite
1.6m	- 1.0 pt	Analogical or digital cable



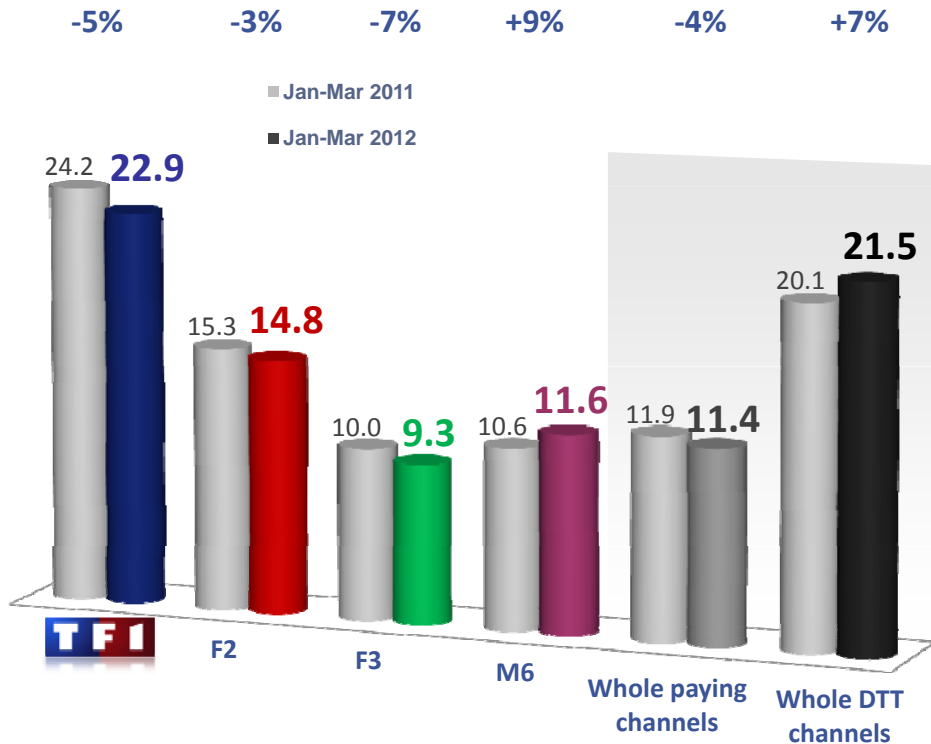
GROUP TF1 IN Q1 2012 : AN UNRIVALLED FREE-TO-VIEW OFFER



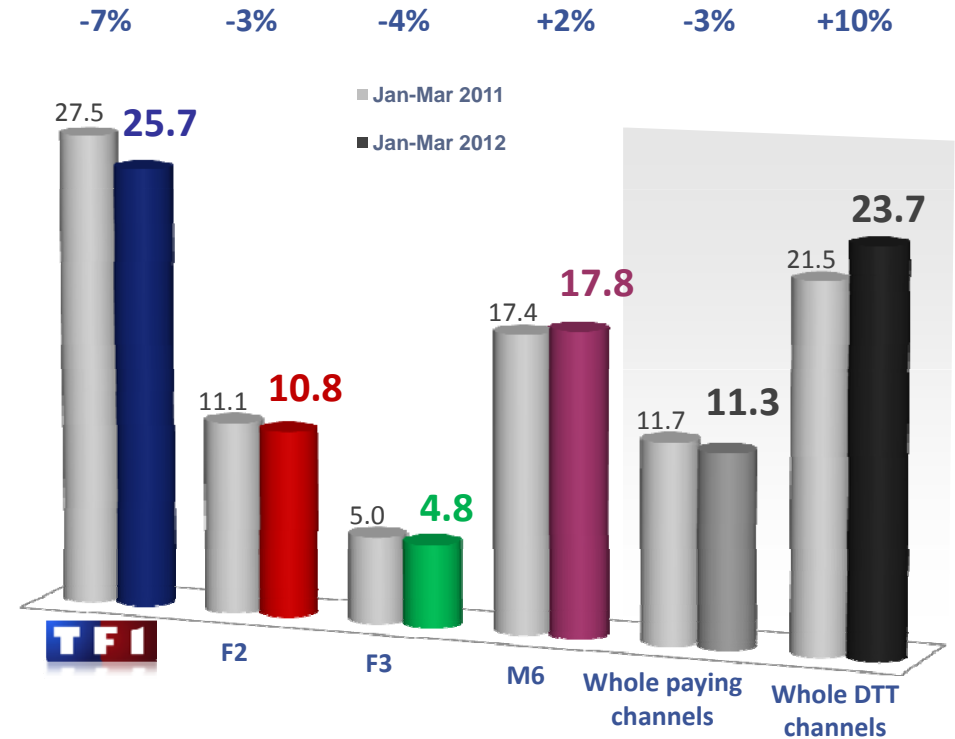
TF1, THE 1ST FRENCH TV CHANNEL (end-March 2012)

4 years and over

Change vs. Q1 2011



Women <50



Q1 2012: POSITIVE AUDIENCE TREND

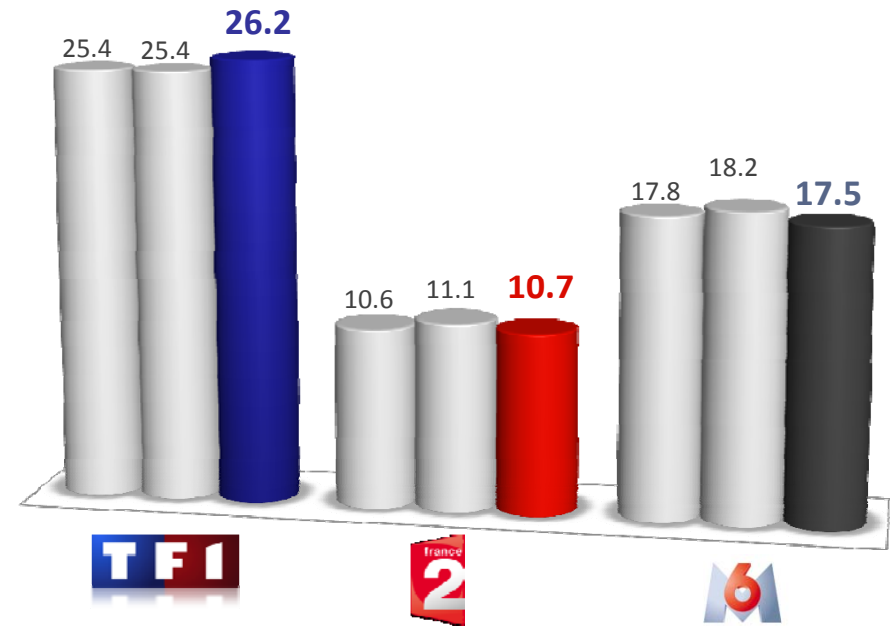
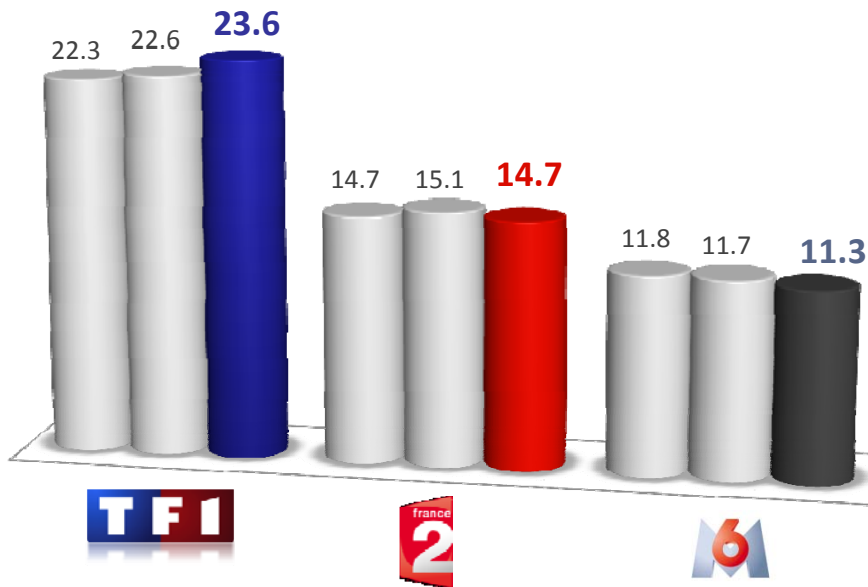
Audience share (%)

4 years and over

Women <50

Jan. 2012 Feb. 2012 March 2012

Jan. 2012 Feb. 2012 March 2012



IMPROVED PERFORMANCE IN 7PM-1AM SLOT



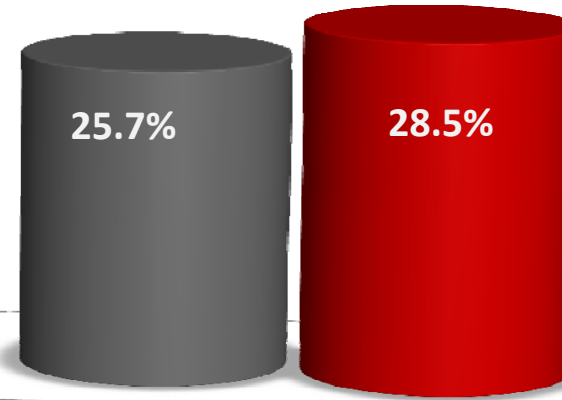
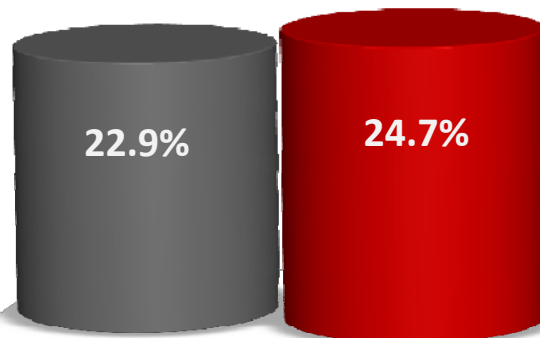
audience share
(Jan-Mar 2012)

4 years and over

Women <50

+1.8pts

+2.8pts



Whole day

7pm - 1am

Whole day

7pm - 1am

TF1 vs challenger

+8.1pts

+10.6pts

+7.9pts

+7.9pts



TF1 NO.1 ACROSS ALL GENRES IN Q1 2012

ENTERTAINMENT



The Voice : 9.3 million

CINEMA



Gran Torino : 9.3 million

SERIES



Dr House: 9.1 million

DRAMA



Profilage: 7.2 million

NEWS



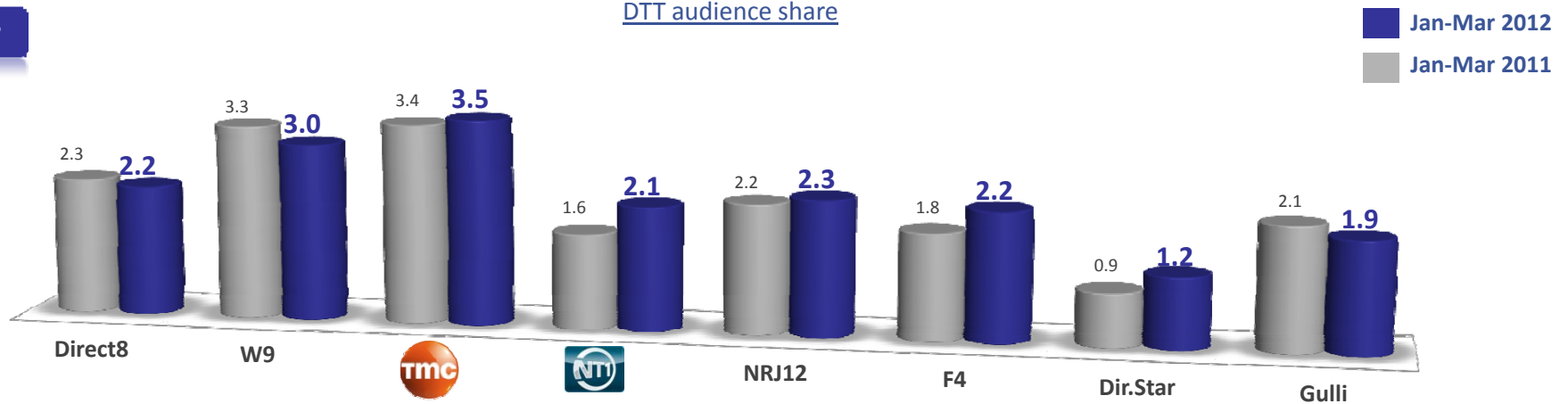
1pm News : 8.3 million /8pm News: 9.8 million



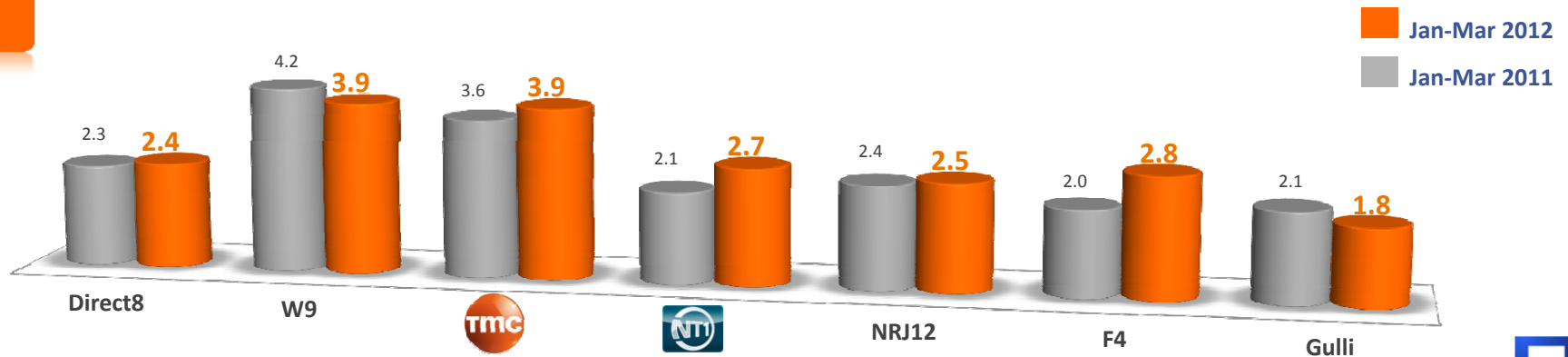
AN INVESTMENT IN DTT TO STRENGTHEN ON OUR CORE BUSINESS

4 years and over

DTT audience share



Women <50



Q1 2012 : CONTINUED STRONG GROWTH ON THE DTT CHANNELS

Audience share (%)

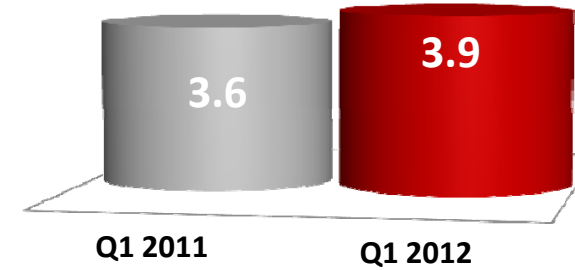
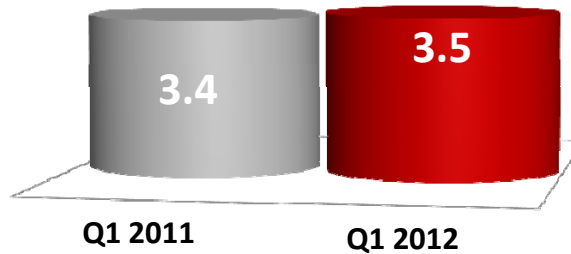
4 years and over

Women <50

Change vs Q1 2011

+ 3 %

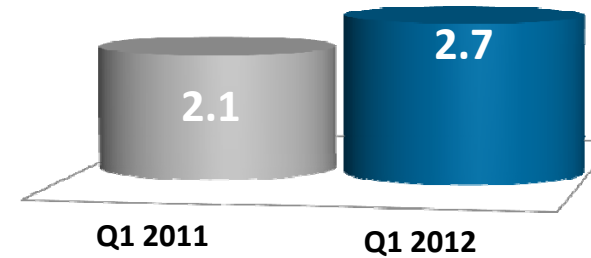
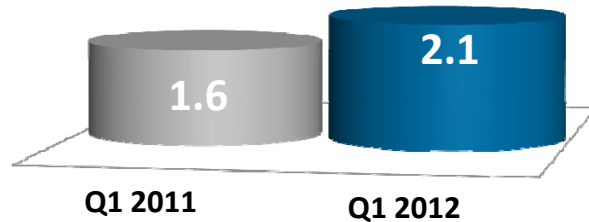
+ 8 %



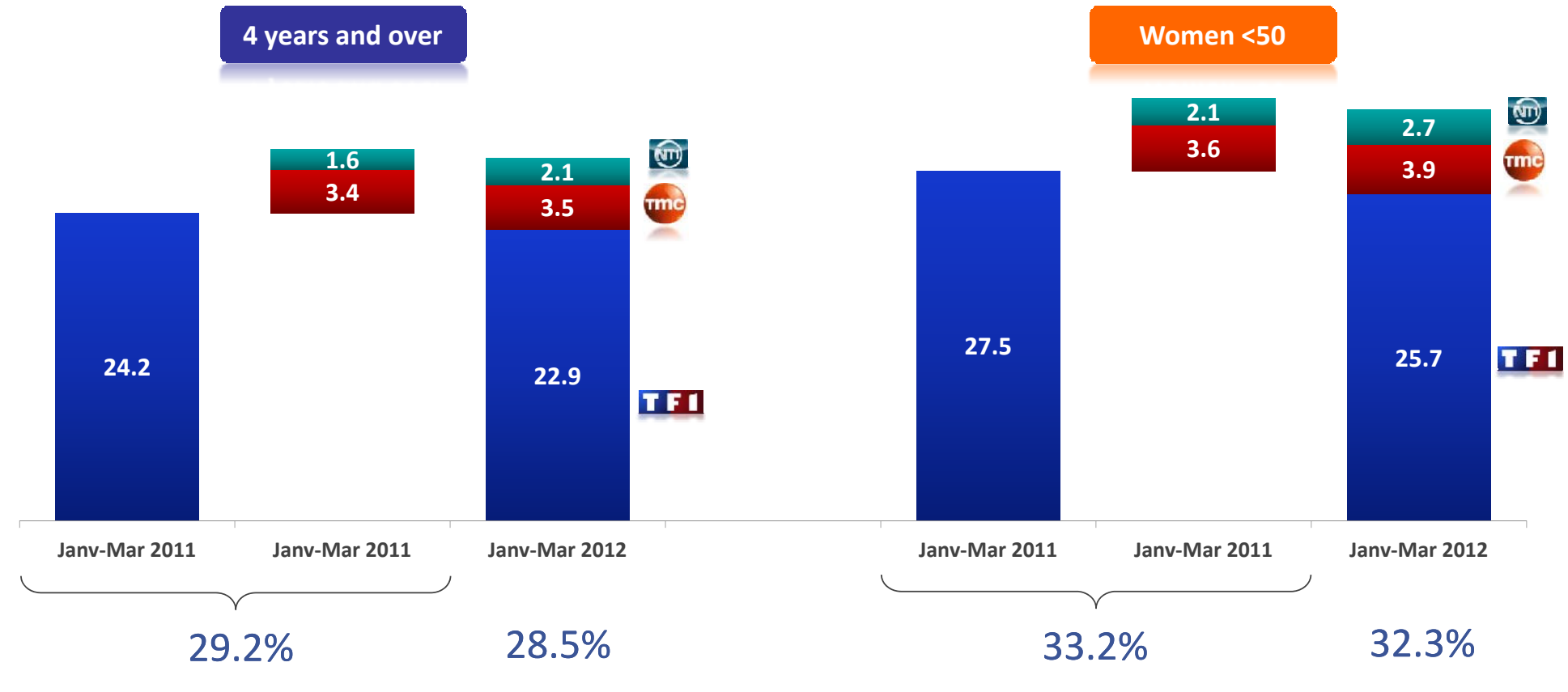
Change vs Q1 2011

+ 31 %

+ 29 %



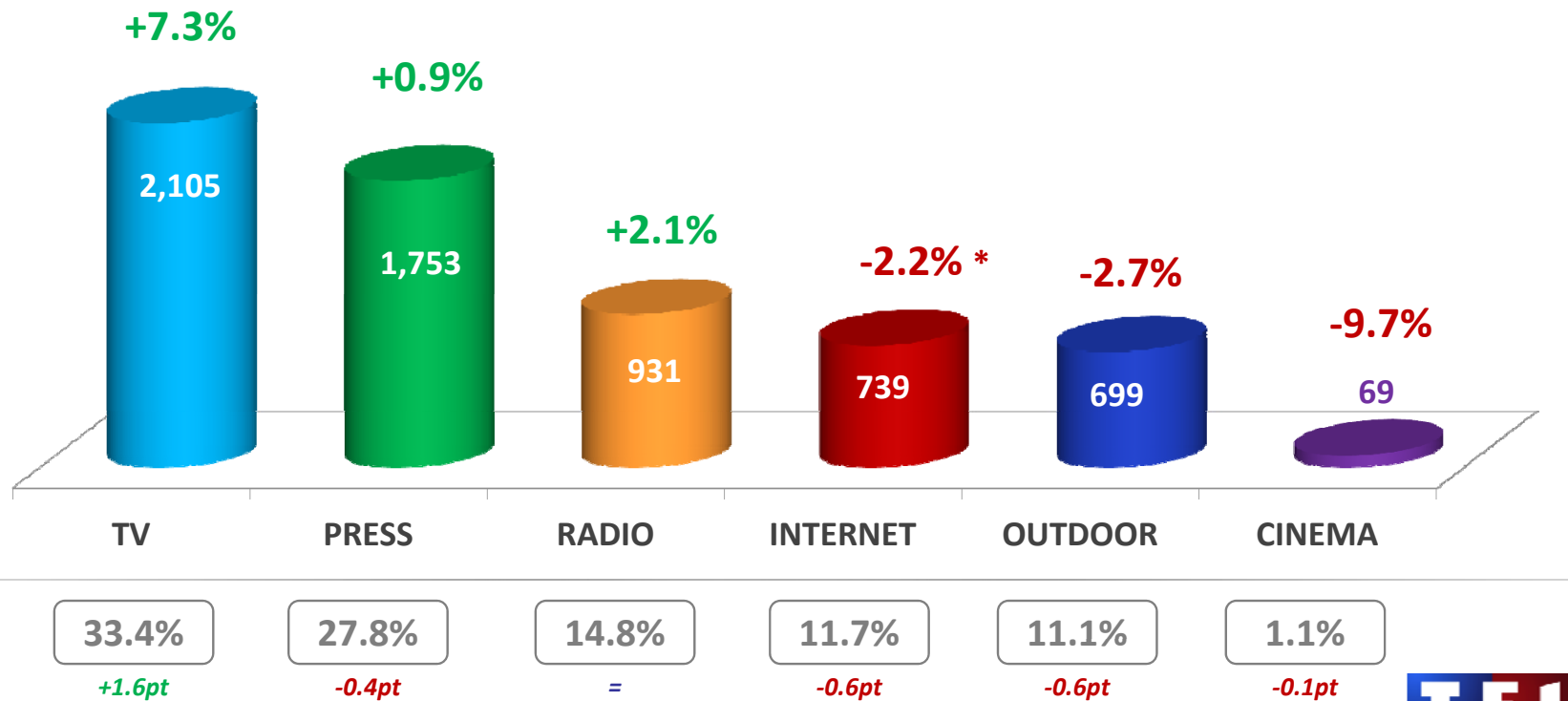
Q1 2012: RESILIENCE OF GROUP AUDIENCE SHARE ON TARGETS



TV : No1 MEDIA IN FRANCE IN Q1 2012

Trend in GROSS plurimedia investments (€m)

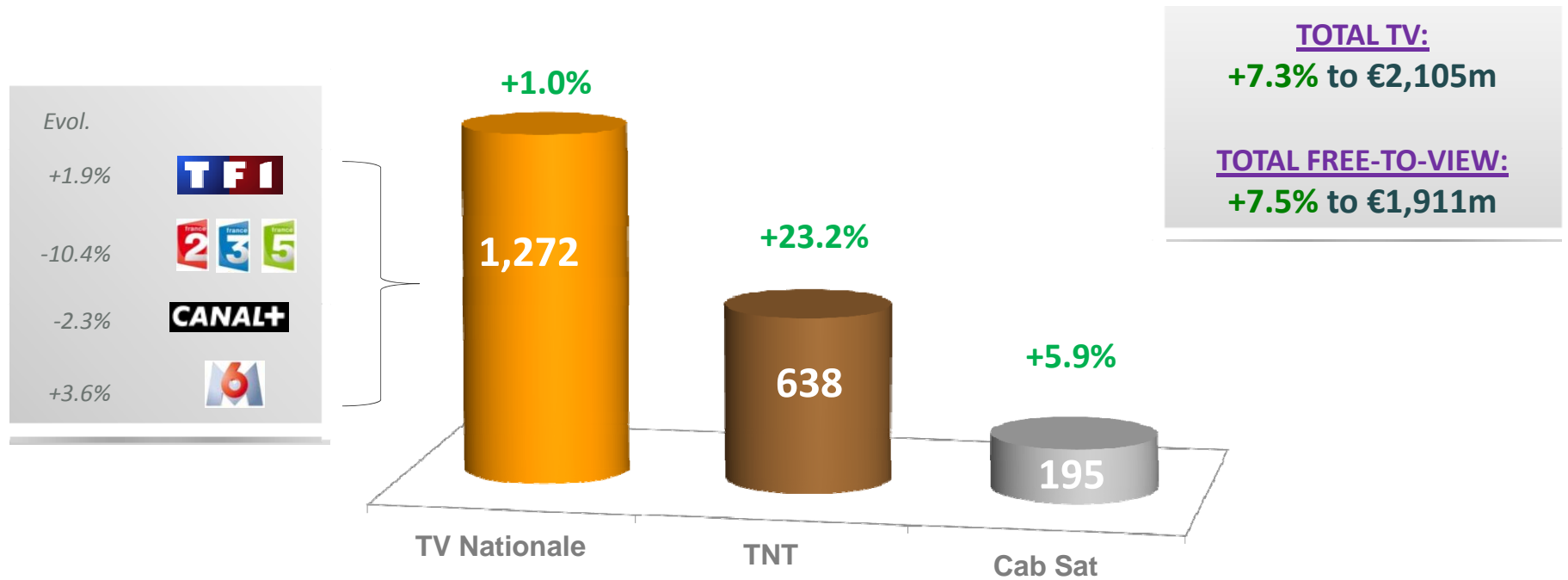
January-March 2012: +2.2% to €6,296m



* Decrease linked to a perimeter effect. In net, display advertising decreases by - 4 % whereas video grows by x3 (janv-fev 12 vs 11).

TV STILL LARGELY DRIVEN BY DTT

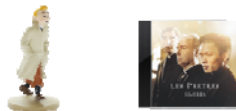
Trend in GROSS TV investments (€m) – Jan-Mar 2012



DYNAMIC AND RATIONALISED DIVERSIFICATIONS IN 2011

TF1 ENTREPRISES

- **GAMES** : *Tintin* figurines, FDJ card, *1000 Bornes* app, ...
- **MUSIC**: 2 albums among 5 best-sellers in 2011 (*Nolwenn Leroy*, *Les Prêtres*)



- **SHOWS**: *Mozart*, *L'opéra Rock*: >1.3 million spectators
- **LICENSES**: Strong success of *Hello Kitty*, *Barpapapa*, ...



e-TF1

- All TF1 digital activities regrouped under MYTF1, a powerful and federative brand
- **wak** No.1 social video media for young people with 7.1m UVs and profitability achieved

- Strong growth in video advertising
- Increased profitability



PRODUCTION

- 13 films with more than one million admissions



TELESHOPPING

- Strong growth in e-commerce, notably thanks to the *Place des Tendances* website, with 200 active brands represented

place des **tendances**.com
GRAND MAGASIN DE MODE



VIDEO

- Double-digit growth in VOD not yet compensating decreasing physical video market



CATALOGUE

- Restated revenue between Catalogue activity and TMC and NT1
- Non-recurring litigation charge impacting profitability in 2011



MYTF1, THE GROUP'S DIGITAL BRAND

- ▶ Broad reach (VOD, catch-up, Social TV on Apple and Android)
- ▶ IPTV portal available with Orange, SFR, Bouygues Telecom, Free and soon CanalSat
- ▶ Strong themes rolled out for multiple devices



1.2 BILLION
free online videos viewed on TF1 Group sites in 2011 (excl. Eurosport)



547 MILLION TF1 catch-up videos viewed in 2011
+25% growth in number of catch-up videos viewed in Q1 2012



3.0 MILLION
MYTF1 app downloads at end-March 2012



6,000
programmes (all categories combined) in Group VOD offer

ORIGINAL MODEL. STRONG BRAND



EUROSPORT : FROM A SPORTS TV CHANNEL TO A MULTIMEDIA PLATFORM



At 31 December 2011



FINANCIAL INFORMATION

Q1 2012 - ADVERTISING REVENUE EVOLUTION

€m	31/03/2012	31/03/2011	Var. €m	Var. %
Consolidated revenue	628.6	614.4	+14.2	+ 2.3%
Advertising revenue TF1 channel	339.5	353.3	-13.8	- 3.9%
Diversification revenue	289.1	261.1	+28.0	+ 10.7%
<u>Detail of the total advertising revenue:</u>				
TF1 Channel	339.5	353.3	-13.8	-3.9%
Thematic channels in France	49.7	45.0	+4.7	+10.4%
Internet France	7.4	5.2	+2.2	+42.3%
Eurosport International	11.0	13.3	-2.3	-17.3%
Others	11.6	2.6	+9.0	na
Total advertising revenue	419.2	419.4	- 0.2	=

Q1 2012 - TF1 CORE CHANNEL PROGRAMMING COSTS EVOLUTION

€m	31/03/2012	31/03/2011	Var. €m	Var. %
Total programming costs	237.7	205.4	+32.3	+15.7%
One-off sporting events	-	-	-	-
Programming costs excl. one-off sporting events	237.7	205.4	+32.3	+15.7%
Entertainment	67.6	55.9	+11.7	+20.9%
TV dramas / TV movies / Series / Theatre	87.1	79.2	+7.9	+10.0%
Sports (<i>excl. one-off sporting events</i>)	15.2	16.3	-1.1	-6,7%
News	31.1	28.0	+3.1	+11.1%
Movies	31.7	21.3	+10.4	+48.8%
Youth	5.0	4.7	+0.3	+6.4%

Q1 2012 - CONSOLIDATED INCOME STATEMENT(1/2)

€m	31/03/2012	31/03/2011	Var. €m	Var. %
Consolidated revenue	628.6	614.4	+14.2	+2.3%
Total programming costs	(237.7)	(205.4)	-32.3	+15.7%
Total other charges	(307.6)	(307.3)	- 0.3	+0.1%
Depreciation and amortisation, provisions And impairment (net)	(27.3)	(40.2)	+12.9	-32.1%
Current operating profit	56.0	61.5	-5.5	-8.9%
Operating margin	8.9%	10.0%	-1.1 pt	
Non-current operating income	-	-	-	-
Operating profit	56.0	61.5	-5.5	-8.9%

Q1 2012 - CONSOLIDATED INCOME STATEMENT(2/2)

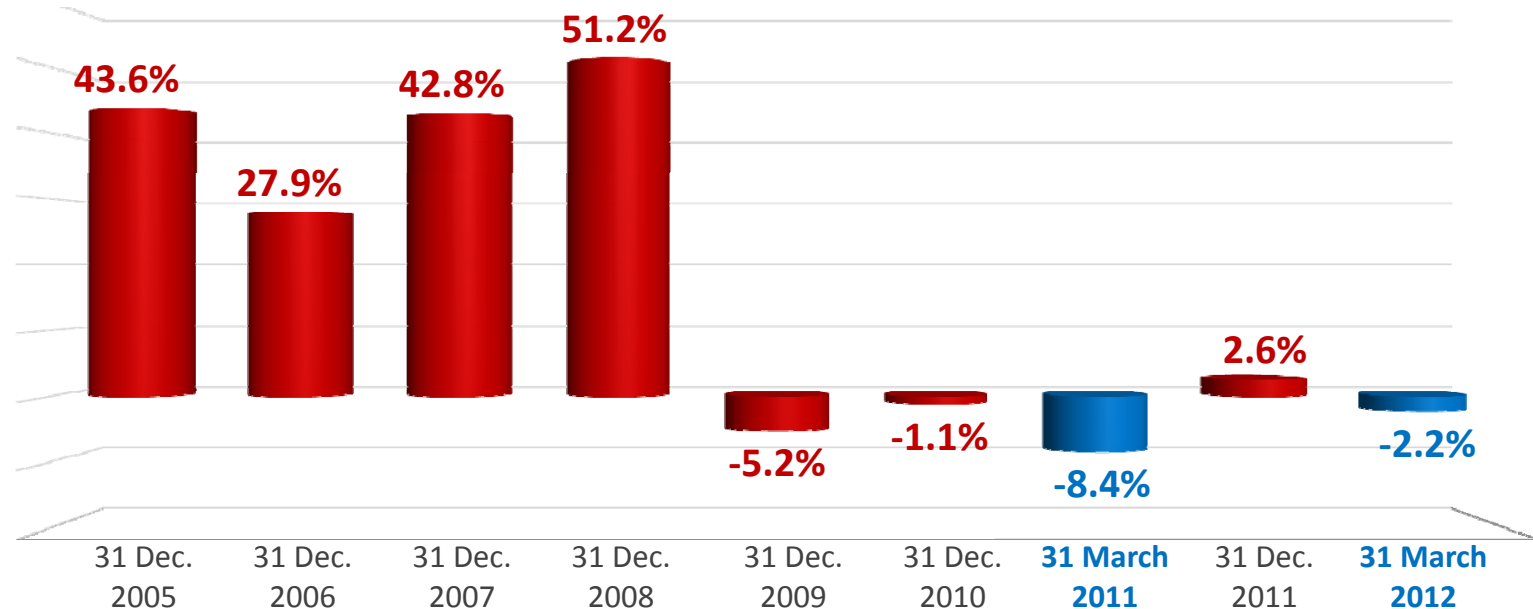
€m	31/03/2012	31/03/2011	Var. €m	Var. %
Operating profit	56.0	61.5	-5.5	-8.9%
Cost of net debt	0.1	0.1	+0.0	+0.0%
Other financial income and expenses	(0.7)	(1.3)	+0.6	-46.2%
Income tax expense	(19.5)	(11.2)	-8.3	+74.1%
Share of profits / (losses) of associates	0.5	(0.9)	+1.4	na
Net profit	36.4	48.2	-11.8	-24.5%
Net profit attributable to the Group	35.2	46.4	-11.2	-24.1%
<i>Attributable to minority interests</i>	<i>1.2</i>	<i>1.8</i>	<i>-0.6</i>	<i>-33.3%</i>

A HEALTHY BALANCE SHEET

- ▶ **A DEPT-FREE COMPAGNY:**

A net cash position of 35,9 M€ at 31 March 2012

Gearing evolution since 2005:



- ▶ **RATING UPGRADED BY STANDARD & POOR'S IN 2011 to BBB +, stable outlook**

- ▶ **SECURED FINANCING:**

1,015 M€ of bilateral, maturity 1-5 years, confirmed at 31 March 2012

2012 OUTLOOK

€m	2011	2012	Var.
Consolidated revenue	2,620	2,620	=

► Stabilisation of programming costs for the TF1 channel:

→ €930 million on average for 2012 and 2013

**A CAUTIOUS FORECAST IN AN INCREASINGLY
UNCERTAIN ENVIRONMENT**

THE GROUP HAS STRONG AND RELIABLE RESOURCES

- ▶ Our main advantage: free service
- ▶ Changes in use will take time
- ▶ Our offer is already multimedia
- ▶ Our financial structure is robust
- ▶ We have greater abilities in terms of responsiveness, flexibility and adaptation
- ▶ Our coordination tools are operational
- ▶ Our organisation system and processes are optimised

THE GROUP WILL BE ABLE TO PROVIDE
THE RIGHT RESPONSES TO FUTURE CHALLENGES

7 STRATEGIC PRIORITIES

- 1 Continue offensive strategy in free-to-view
- 2 Get more efficient use out of our content
- 3 Negotiate regulation consistent with the new economic paradigm
- 4 Adapt our sales policy in line with the economic and competitive environment
- 5 Strengthen a future-looking pay-to-view and digital offer
- 6 Rely on counter-cyclical advantage of diversification
- 7 Create breakthroughs if necessary to speed up cost optimisation

THE TF1 GROUP IS READY FOR THE FUTURE

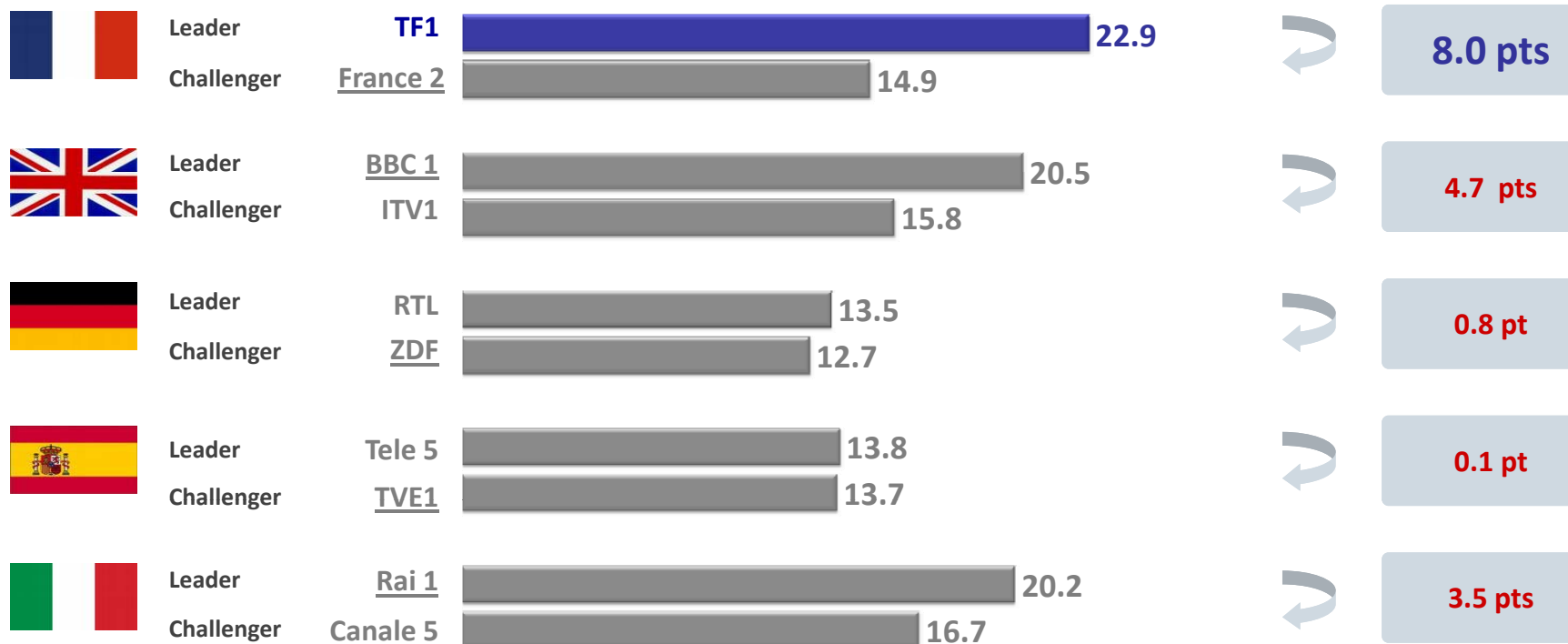
THE MOST COMPREHENSIVE OFFER ON THE MARKET



APPENDIXES

TF1, A EUROPEAN LEADER

Audience share (in%) of European channels, leaders in their respective national territories in Q1 2012 (*)



4 YEARS OF TRANSFORMATION

TF1 IN 2008

- One free-to-view channel
- Dependent pay-to-view channels
- Almost no digital presence
- Diversifications losing steam
- Advertising agency focused on TV
- Rising costs
- Debt
- No financial information system
- Heavy regulation

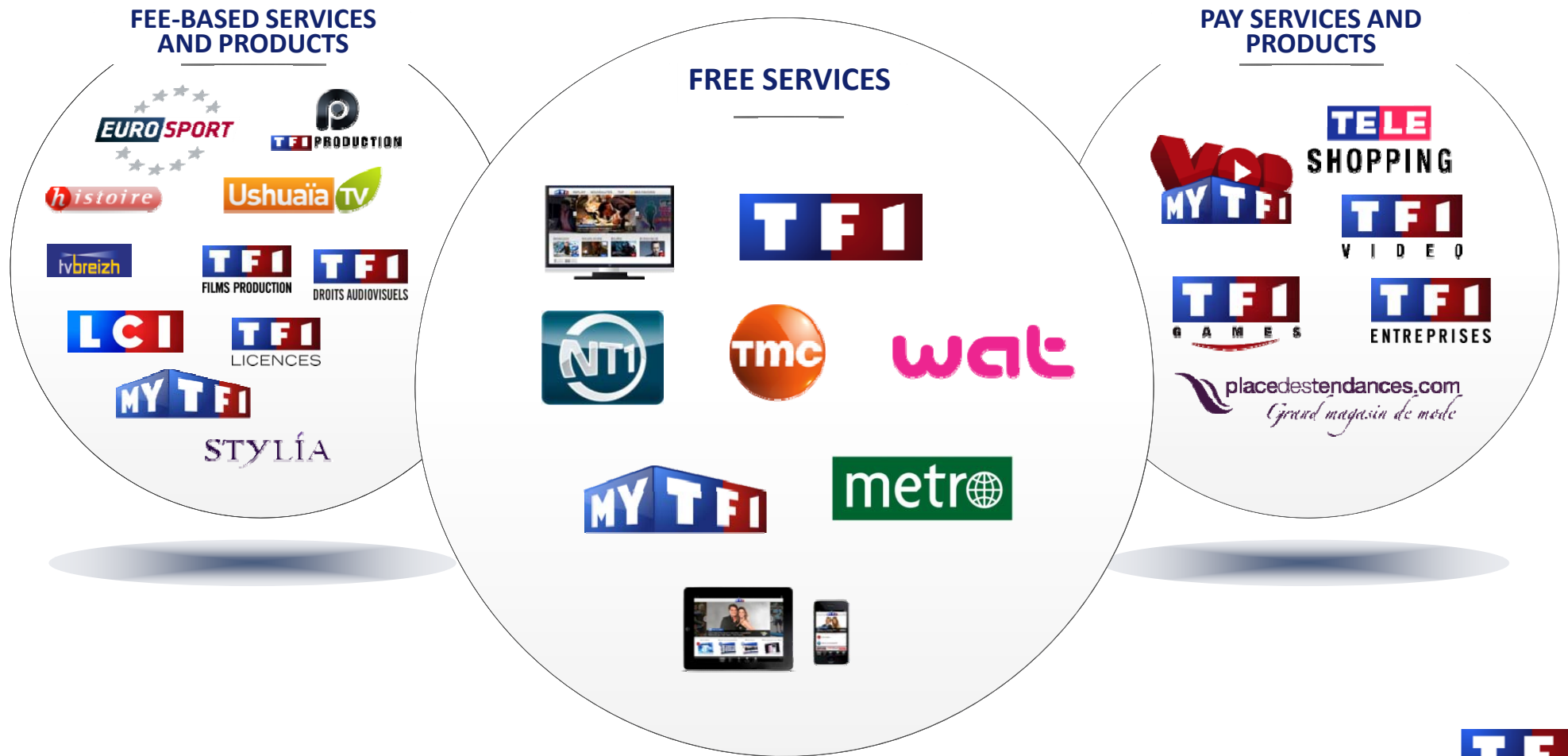
TF1 IN 2011

- An unrivalled multi-channel offer
- A secure pay-to-view business
- High-performance digital offer
- Rationalised diversifications
- A truly innovative multimedia ad agency
- Recurring savings
- Virtually no debt
- SAP implemented in 2012
- Evolving regulation

A 360° GROUP THAT IS CONSTANTLY ADAPTING

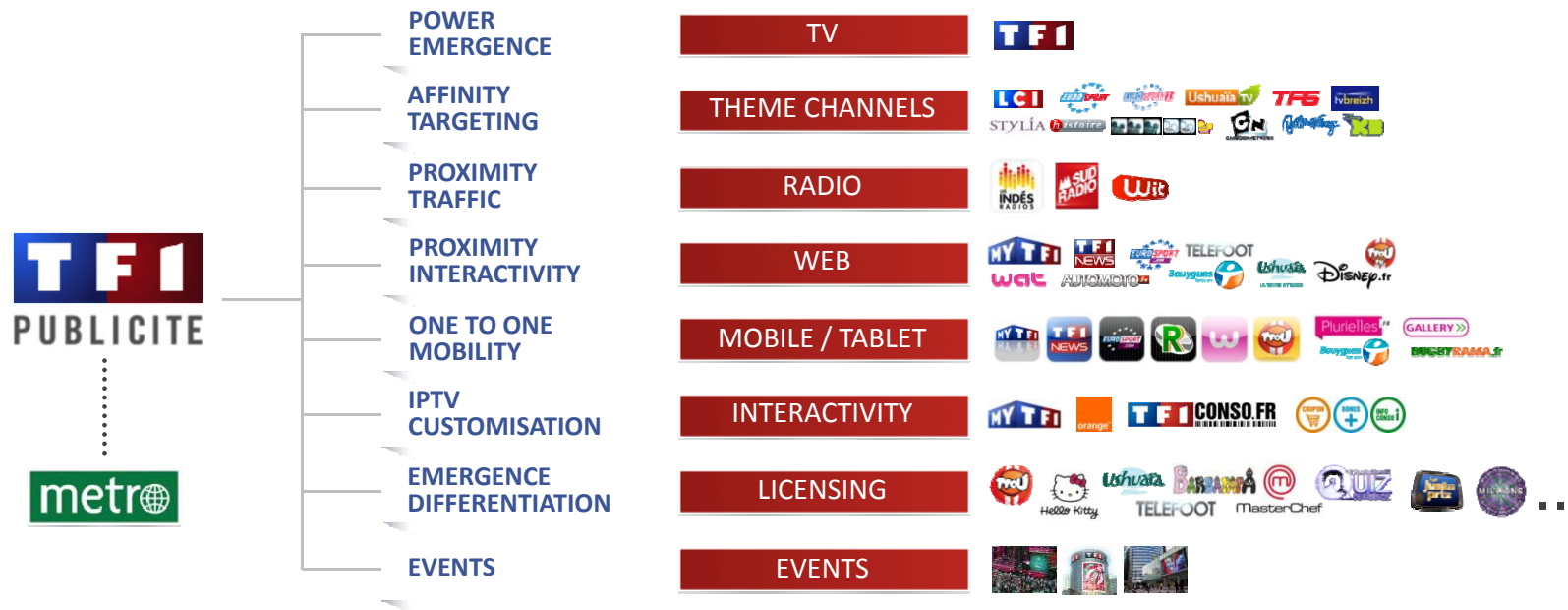


THE GROUP IS DEVELOPING DIFFERENT SALES MODES



A TRUE MULTIMEDIA ADVERTISING AGENCY

- ▶ A 360° advertising agency present in all media, addressing all targets:

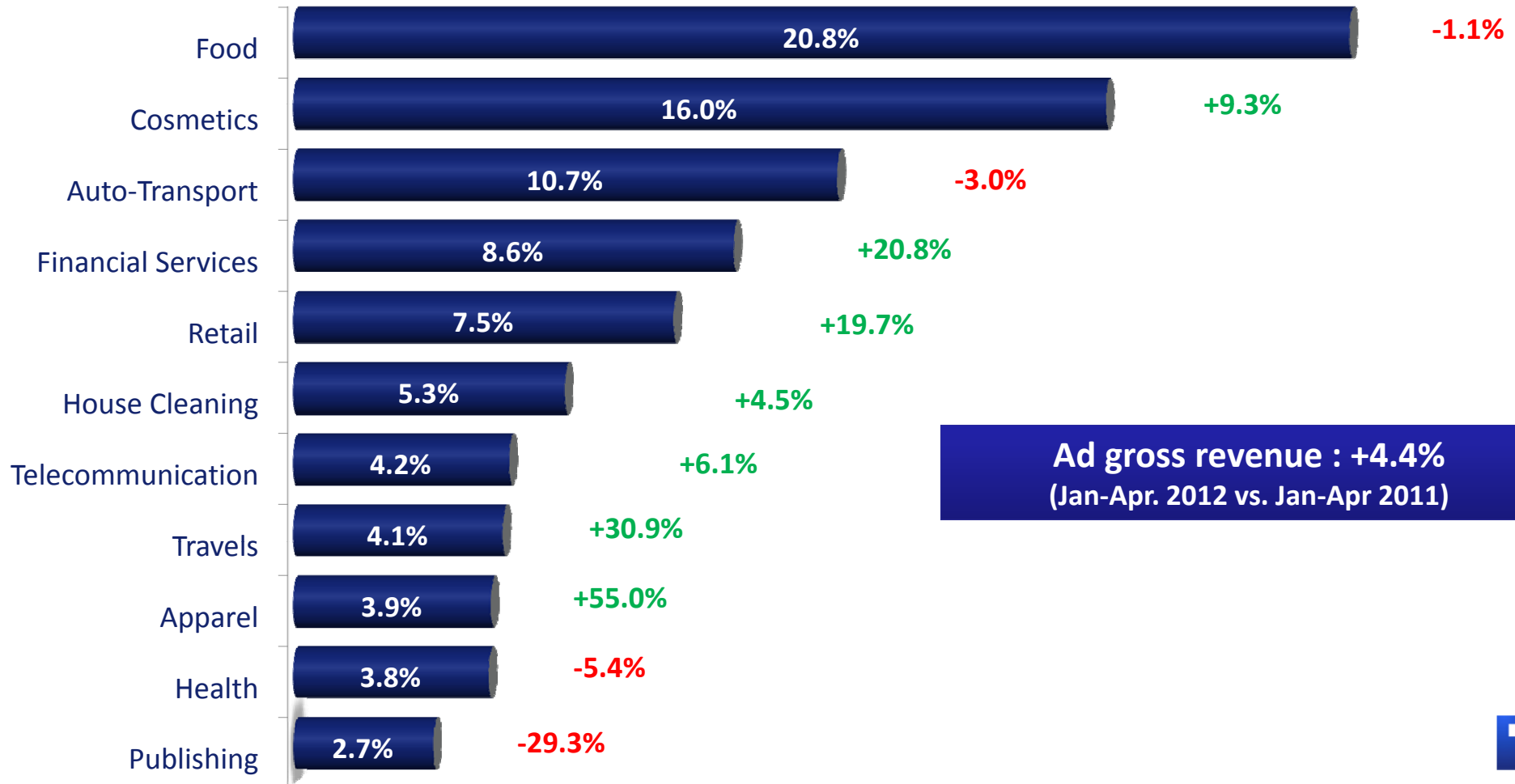


- ▶ January 2012: TF1 Publicité wins Best Digital Strategy prize at 2012 E-Marketing Awards, organised by E-Business

360° STRATEGY RECOGNISED BY THE MARKET



EVOLUTION OF THE ADVERTISING SECTORS (Jan-Apr 2012)



REVENUE CONTRIBUTIONS BY SEGMENT

€m	31/03/2012	31/03/2011	Var. €m	Var. %
Broadcasting France	504.9	499.4	+5.5	+1.1%
<i>TF1 SA</i>	<i>340.3</i>	<i>354.3</i>	<i>-14.0</i>	<i>-4.0%</i>
<i>Téléshopping</i>	<i>30.5</i>	<i>29.5</i>	<i>+1.0</i>	<i>+3.4%</i>
<i>Thematic channels in France</i>	<i>79.7</i>	<i>75.3</i>	<i>+4.4</i>	<i>+5.8%</i>
<i>TF1 Entreprises</i>	<i>7.5</i>	<i>7.5</i>	<i>+0.0</i>	<i>+0.0%</i>
<i>In-house production companies</i>	<i>6.8</i>	<i>7.9</i>	<i>-1,1</i>	<i>-13.9%</i>
<i>e-TF1</i>	<i>25.4</i>	<i>20.1</i>	<i>+5.3</i>	<i>+26,4%</i>
<i>Others</i>	<i>14.7</i>	<i>4.8</i>	<i>+9.9</i>	<i>x 3.1</i>
Audiovisual Rights	38.1	29.0	+9.1	+31.4%
<i>Catalogue</i>	<i>8.9</i>	<i>6.8</i>	<i>+2.1</i>	<i>+30.9%</i>
<i>TF1 Vidéo</i>	<i>29.2</i>	<i>22.2</i>	<i>+7.0</i>	<i>+31.5%</i>
Broadcasting International	85.6	84.5	+1.1	+1.3%
<i>Eurosport International</i>	<i>85.6</i>	<i>84.5</i>	<i>+1.1</i>	<i>+1.3%</i>
Other Activities	-	1.5	-1.5	na
<i>SPS</i>	<i>-</i>	<i>1.5</i>	<i>-1.5</i>	<i>na</i>
Total consolidated revenue	628.6	614.4	+14.2	+2.3%

OPERATING PROFIT CONTRIBUTIONS BY SEGMENT

€m	31/03/2012	31/03/2011	Var. €m	Var. %
Broadcasting France	39.6	62.4	-22.8	-36.5%
<i>TF1 SA</i>	23.2	43.3	-20.1	-46.4%
<i>Téléshopping</i>	2.2	1.0	+1.2	x2.2
<i>Thematic channels in France</i>	8.3	11.6	-3.3	-28.4%
<i>TF1 Entreprises</i>	0.4	0.4	+0.0	+0.0%
<i>In-house production companies</i>	0.1	0.5	(0.4)	na
<i>e-TF1</i>	4.3	0.9	+3.4	x4.8
<i>Others</i>	1.1	4.7	-3,6	na
Audiovisual Rights	11.1	0.1	+11.0	na
<i>Catalogue</i>	3.3	(0.1)	+3.4	na
<i>TF1 Vidéo</i>	7.8	0.2	+7.6	na
Broadcasting International	5.3	10.0	-4.7	-47.0%
<i>Eurosport International</i>	5.3	10.0	-4.7	-47.0%
Other Activities	-	(11.0)	+11.0	na
<i>SPS</i>	-	(11.0)	+11.0	na
Total operating profit	56.0	61.5	-5.5	-8.9%

CONSOLIDATED BALANCE SHEET

ASSETS(€m)	31/03/12	31/12/11	Var. €m
Total non-current assets	1 403.1	1 421.8	-18.7
Total current assets	1 944.8	1 932.6	+12.2
Total assets	3 347.9	3 354.4	-6.5
SHAREHOLDERS' EQUITY AND LIAB. (€m)	31/03/12	31/12/11	Var. €m
Shareholders equity (attribuable to the Group)	1 622.0	1 587.2	+34.8
Non-current liabilities	66.6	67.9	-1.3
Current liabilities	1 659.3	1 699.3	-40.0
Total shareholders' equity and liabilities	3 347.9	3 354.4	-6.5
Net cash(+)	35.9	(40.6)	+76.5

CONSOLIDATED CASH FLOW STATEMENT

€m	31/03/2012	31/03/11	Var. €m
Operating cash flow	72.3	79.3	-7.0
Income taxes (paid)/reimbursed	(24.3)	(6.9)	-17.4
Change in operating working capital needs	37.7	55.9	-18.2
Net cash generated by/(used in) operating activities	85.7	128.3	-42.6
Net cash generated by/(used in) investing activities	(8.4)	(9.0)	+0.6
Net cash generated by/(used in) financing activities	(2.1)	(4.5)	+2.4
Change in cash position	75.2	114.8	-39.6
Cash position at beginning of period	(18.2)	37.0	-55.2
Cash position at end of period	57.0	151.8	-94.8

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