

INVESTOR PRESENTATION

September 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

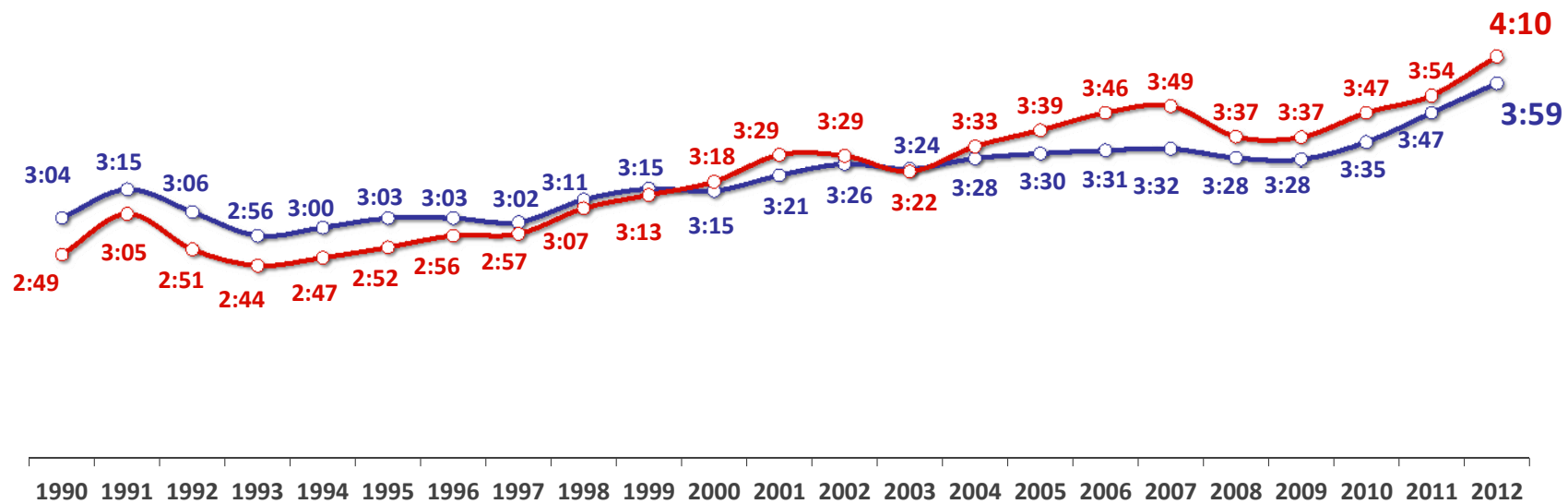


A RECORD FOR TV CONSUMPTION

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

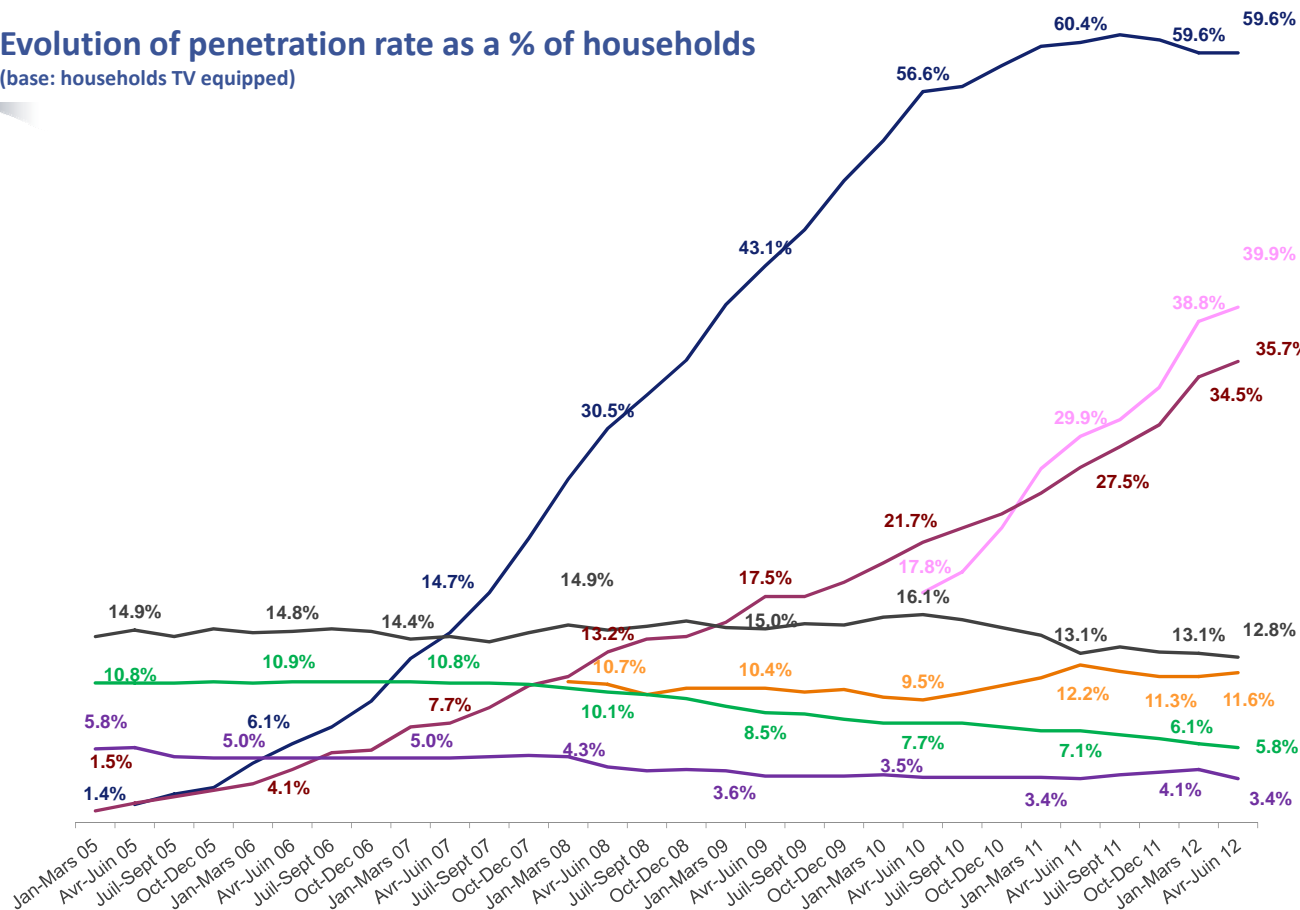
— Women<50 PDM : 4h10, i.e +16' vs Jan-Jun 2011 / +7 % (incl. 5'49 of offline viewing)

— Individuals aged 4+ : 3h59, i.e +12' vs Jan-Jun 2011 / +5% (incl. 4'15 of offline viewing)



THE SWITCH-OFF BOOSTS THE FREE DIGITAL NETWORKS

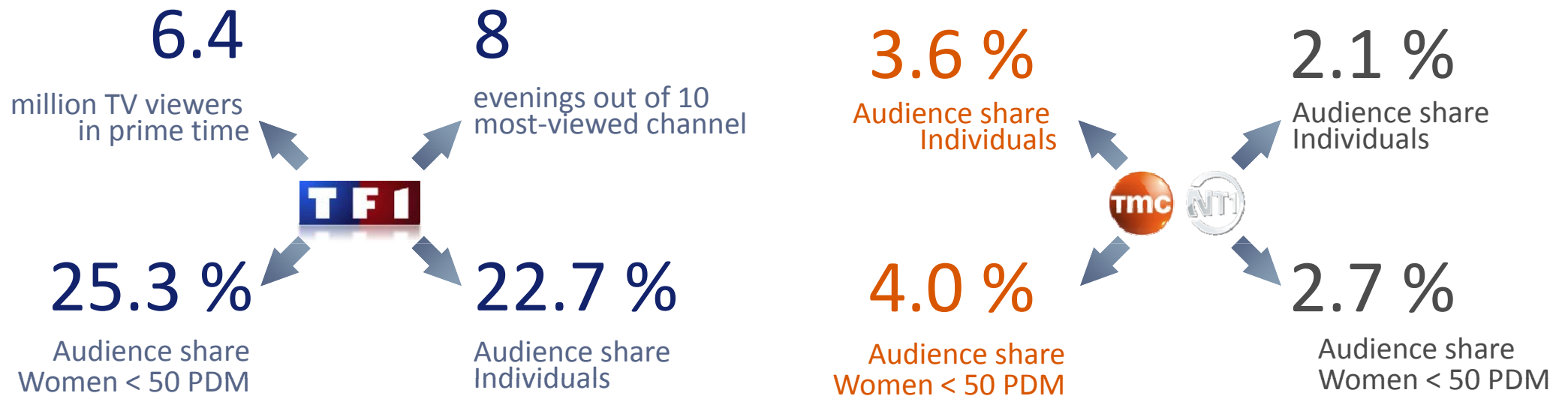
Evolution of penetration rate as a % of households
(base: households TV equipped)



Number of households	Evol. YOY	Mode
16.1m	-0.8 pt	DTT connected
10.8m	+10.0 pts	HD DTT connected
9.6m	+8.2 pts	TV reception by IPTV/Fibre (IPTV/Fibre box equipped and connected to TV)
3.5m	-0.3 pt	Paying satellite subscribers
3.1m	-0.6 pt	Free satellite
1.6m	-1.3 pt	Paying analogical or digital cable
0.9m	=	Free analogical or digital cable



GROUP TF1 IN H1 2012 : AN UNRIVALLED FREE-TO-VIEW OFFER



TF1 : THE MASS MEDIA

Programmes acclaimed by viewers
50 of the top audiences over the 1st half 2012

50/50
Women <50 PDM*

50/50
Women 25-49

48/50
Individuals 25-49

47/50
Individuals 15-34

31
million

viewers on average
each day

50

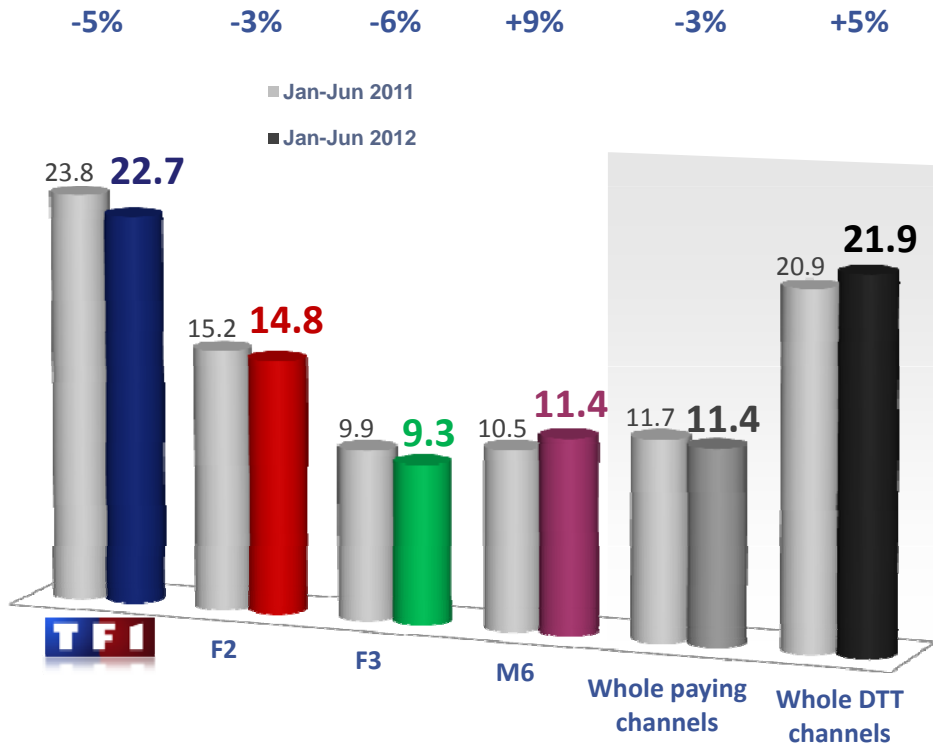
programmes attracted
more than 8 millions
viewers



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

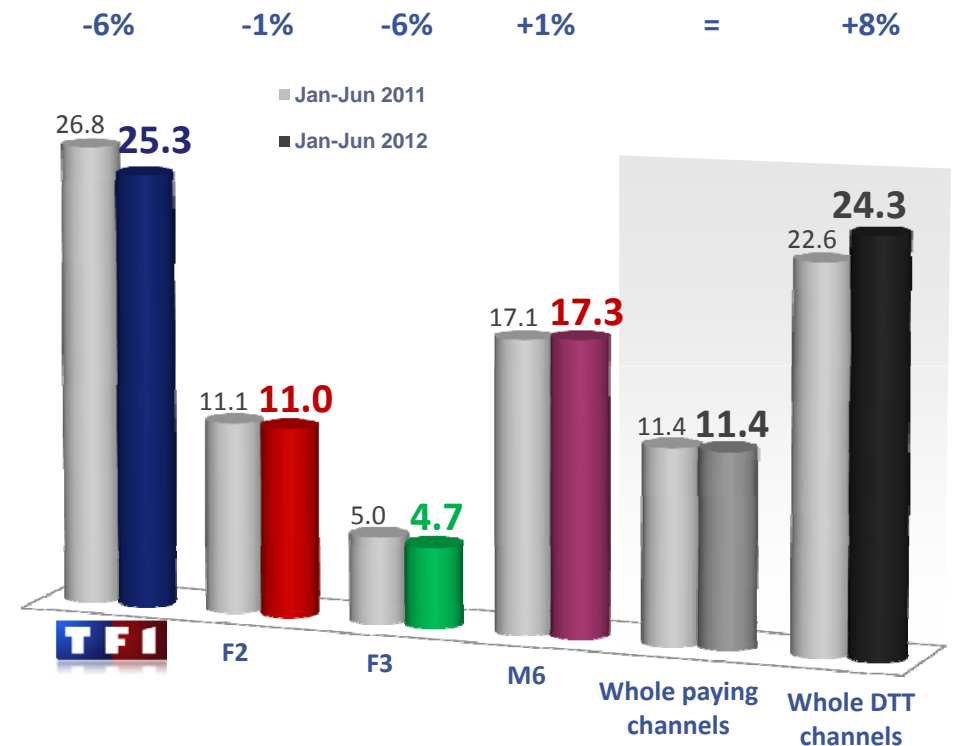
4 years and over

Change vs. H1 2011



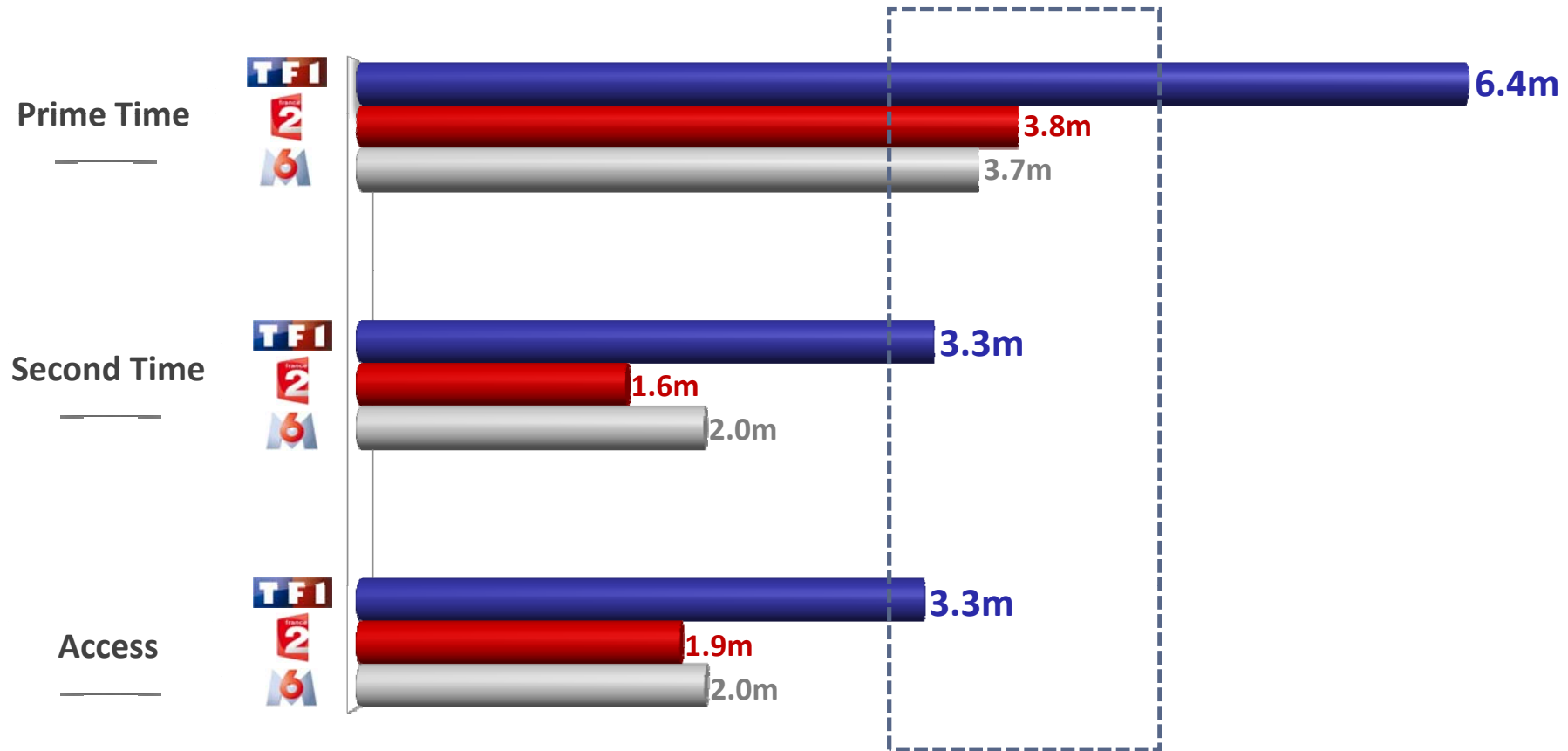
Women <50

Change vs. H1 2011



TF1 THE CLEAR LEADER IN HIGH-POTENTIAL SLOTS

Viewer numbers



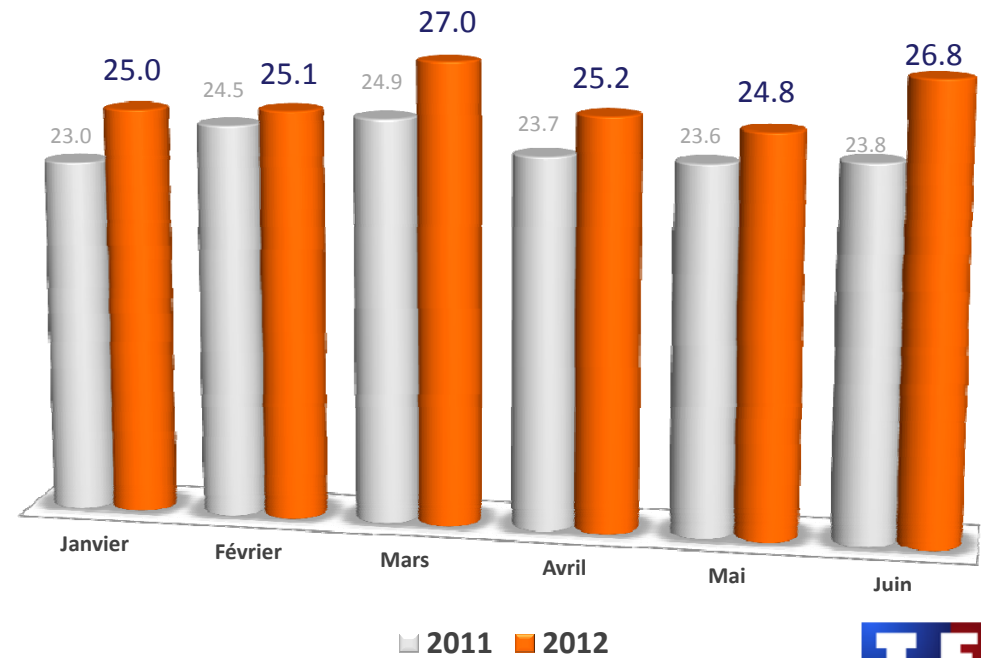
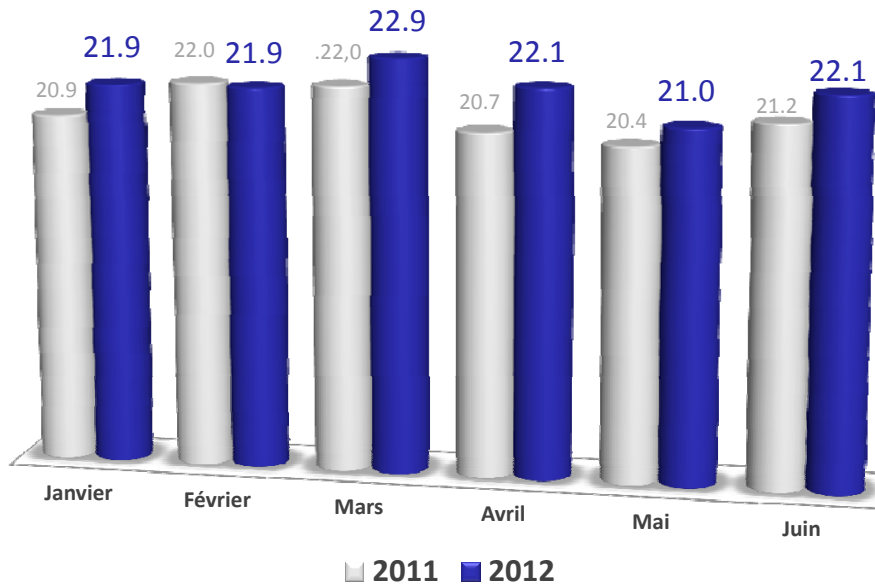
TREND IN TF1 AUDIENCES IN PRIME TIME ACCESS

Prime Time Access = 6 pm to 7.45 pm

Audience share (%)

Individuals aged 25-49

Women <50 PDM*



Source: Mediamétrie



* = Purchasing decision maker

RECORDS IN ALL PROGRAMME TYPES

ENTERTAINMENT



Les Enfoirés: 13.3 m, record for the show
NRJ Music Awards: 7.0 m, best score since 2003

CINEMA



Gran Torino: 9.4 m, best audience for a film since November 2010
Les bronzés font du ski: 9.0 m, best audience for a French film this season

SPORT



Euro 2012: 12.9 m for *Spain/Italy*, best audience ratings for a football match since June 2006, all channels combined

US SERIES



Dr House: 9.1 m, best audience for a US series in 2012, all channels combined
CSI:NY: as many as 8.2 m

FRENCH DRAMA



Profilage: 7.8 m, best ratings for a French police show since November 2009
Joséphine ange gardien: 7.5 m (46% audience share with children)

NEWS



8 o'clock news: 9.8 m viewers
1 o'clock news: 8.3 m viewers
Most-watched news shows in Europe



INNOVATION-DRIVEN TF1 PROGRAMMES

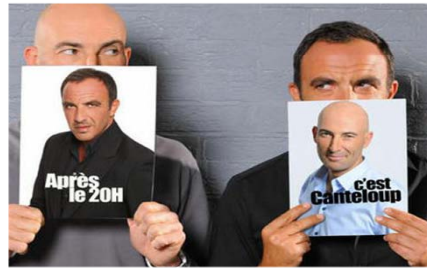
▶ ALL DAY

EVENING



9.3 m, best score for Saturday entertainment show since Dec 2006

ACCESS



Peak 9.7 m viewers and more than 7 m every evening

AFTERNOON



Clear leader in ad targets (29% audience share women <50 pdm)

MORNING



Ratings boost in morning slot (30% growth on women <50 pdm)

▶ ALL PROGRAMME TYPES

ENTERTAINMENT



3.0 m viewers, 33% audience share on women <50 pdm

MAGAZINES / DOCS



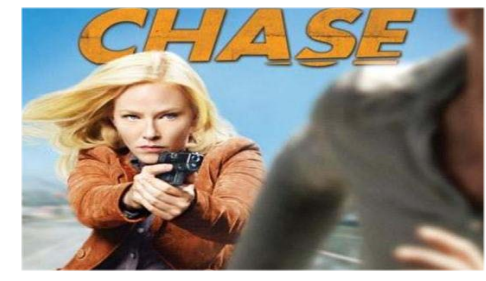
Constant progress since launch: +500,000 viewers

FRENCH DRAMA



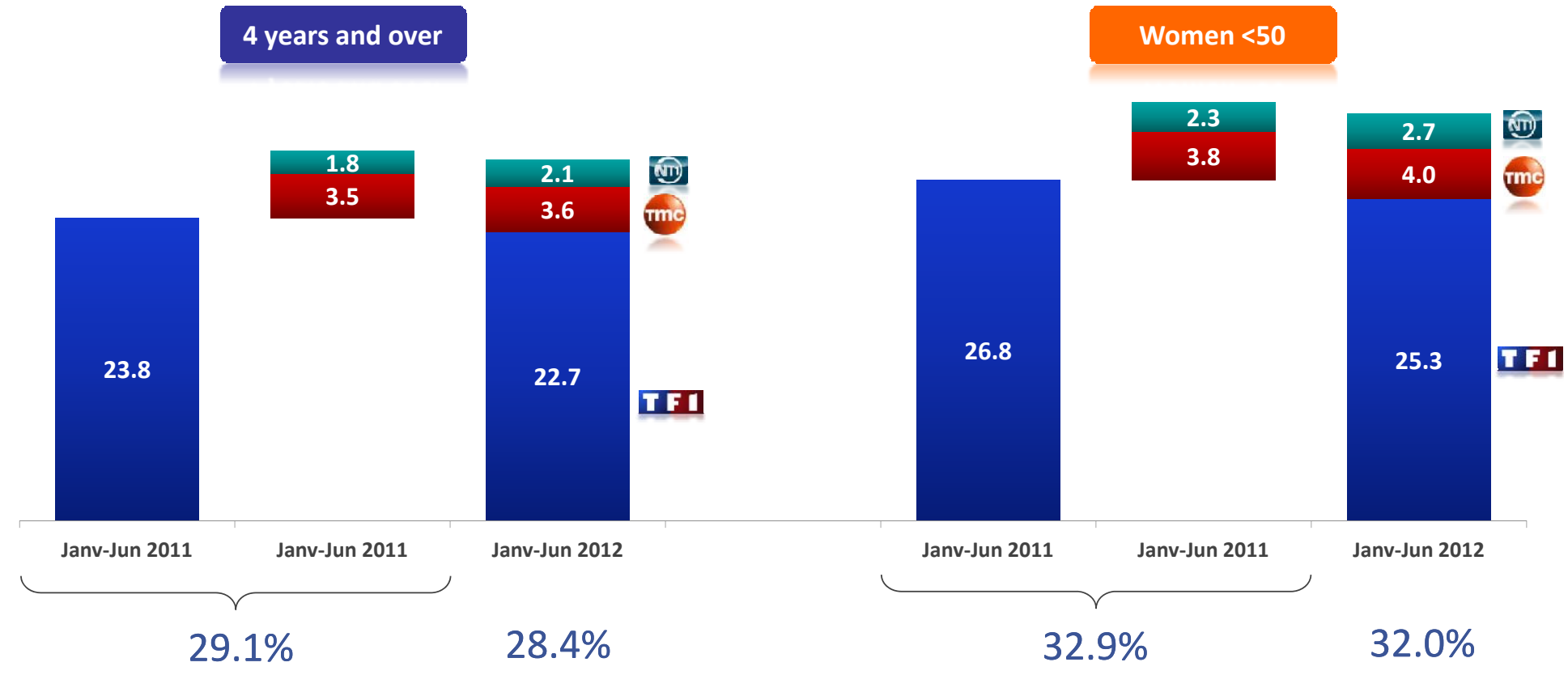
Best performance in ad target slots (up to 29% audience share on women <50 pdm)

US SERIES

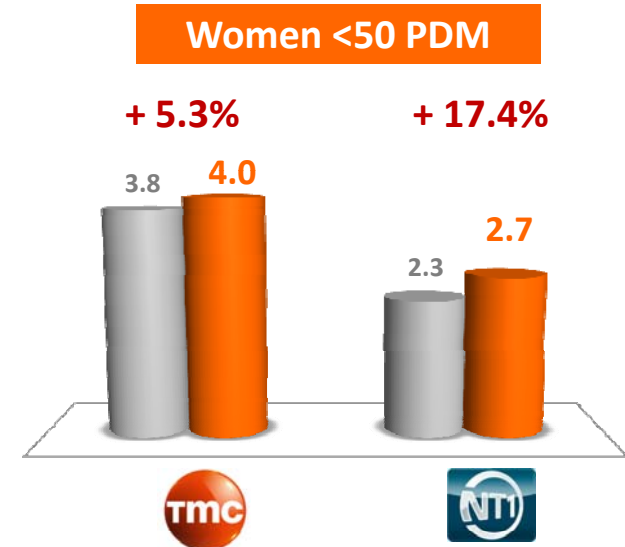
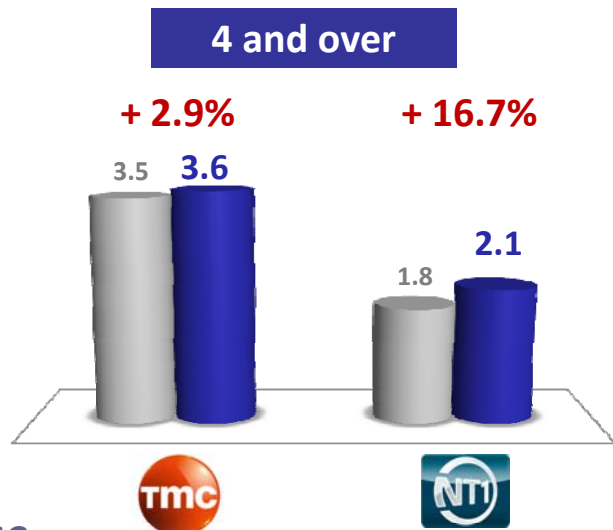


Particularly strong performances in second time (29% audience share on individuals, 36% on women <50 pdm)

Q1 2012: RESILIENCE OF GROUP AUDIENCE SHARE ON TARGETS



TMC AND NT1 CONFIRM AUDIENCE MOMENTUM



► **TMC:**

- Fifth-ranked channel in France for individuals and long-standing DTT leader
- Top two DTT audience ratings in 2012: peak of 2.1 m viewers for *Bodyguard*
- Average 0.9 m prime-time viewers (leading DTT channel) and 92 programmes with over 1 m (72 in 2011)

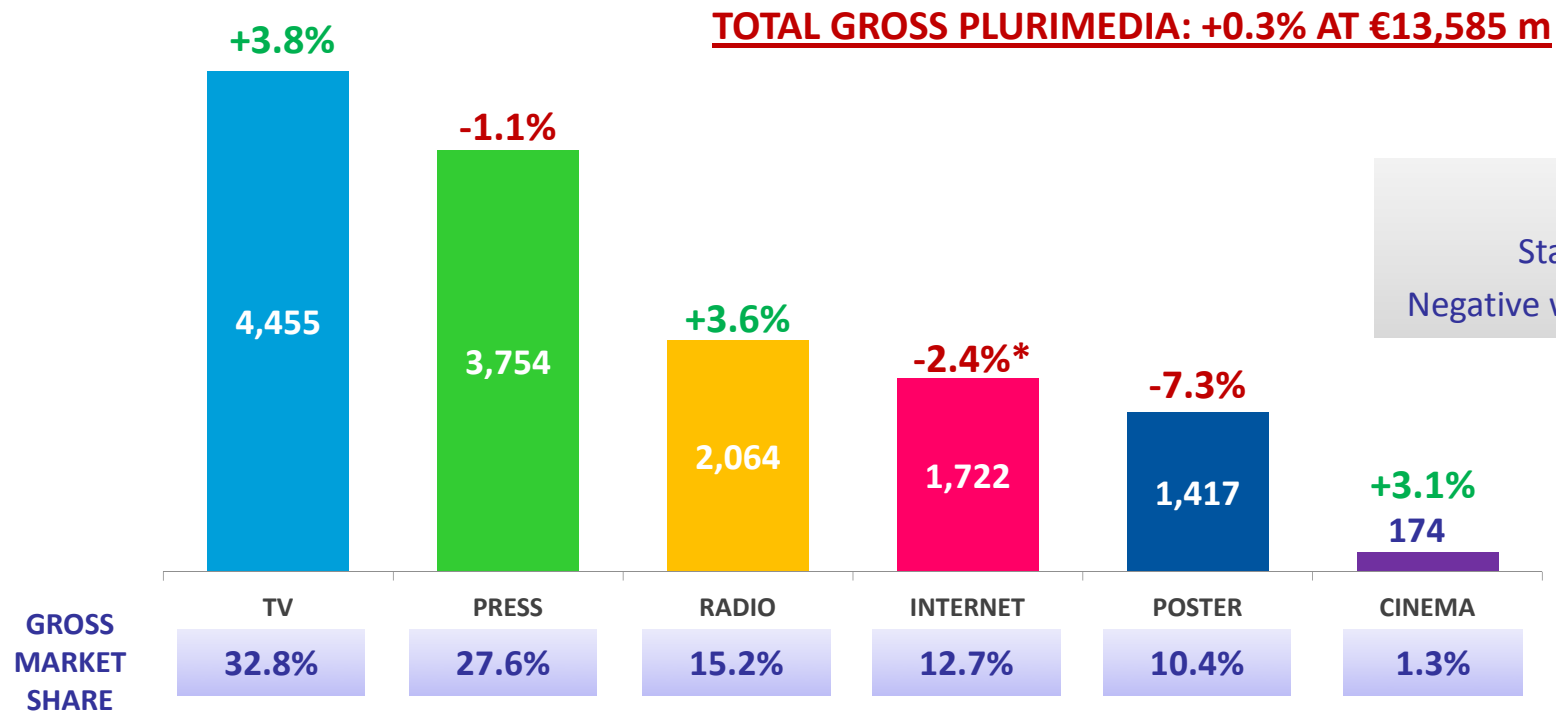
► **NT1:**

- One of biggest increases, all channels combined (+17% on both targets in 1 year)
- Peak of 1.8 m viewers in 2012 (channel record with *The Bourne Supremacy*)
- Average 600,000 prime-time viewers (up 100,000 in 1 year), 19 programmes with more than 1 m (3 in 2011)



PLURIMEDIA INVESTMENTS DOWN IN EARLY 2012

Gross plurimedia investment (€m) – Jan-June 2012 vs 2011



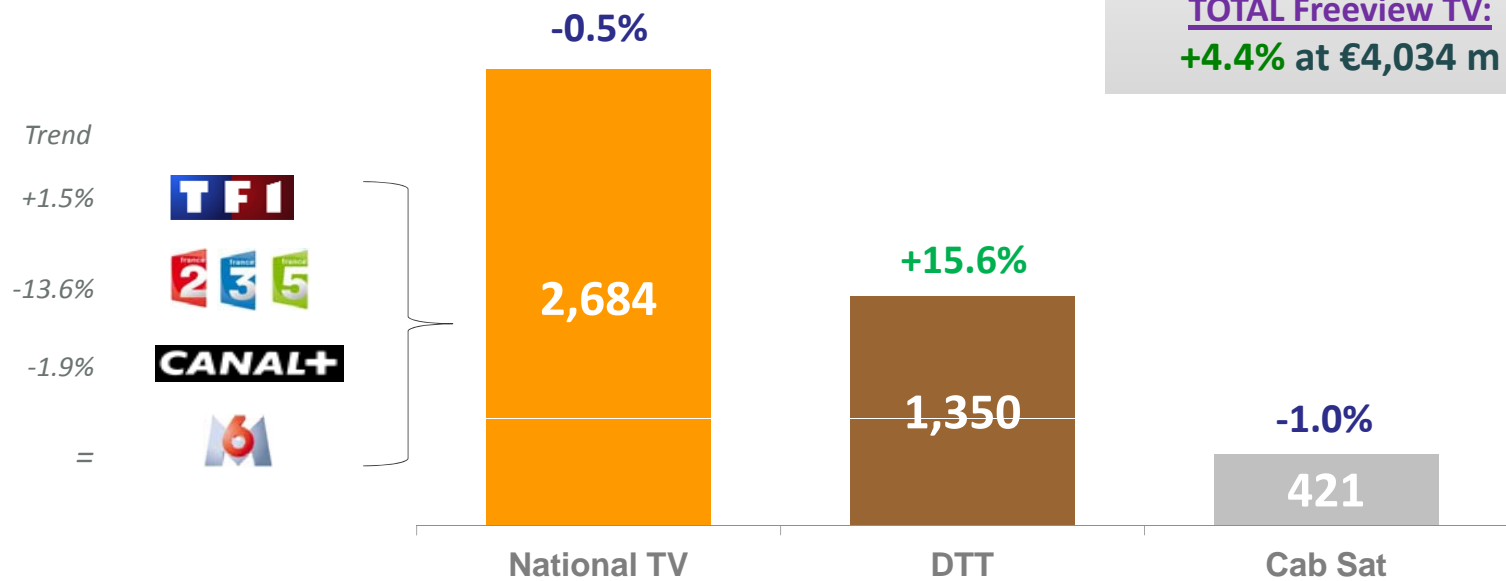
Net H1 2012 trend
 Stability at best in TV market
 Negative when combined with other media

*NB: gross data, not on a like-for-like basis. Net, the internet was -0,3% over Jan-June 2012.



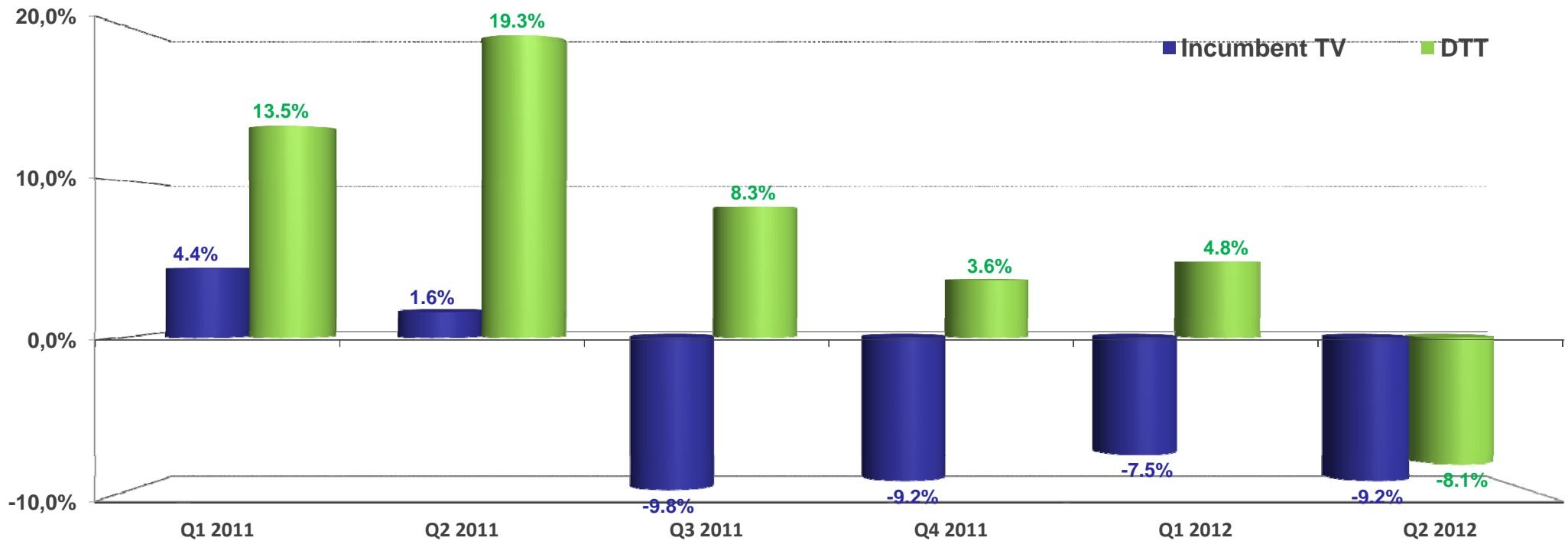
TV STILL DRIVEN BY TNT

Trend in gross TV investment (€m) – Jan-June 2012



AD MARKET UNDER PRESSURE FROM ECONOMIC ENVIRONMENT

Quarterly trend in volume of advertising broadcast on TV

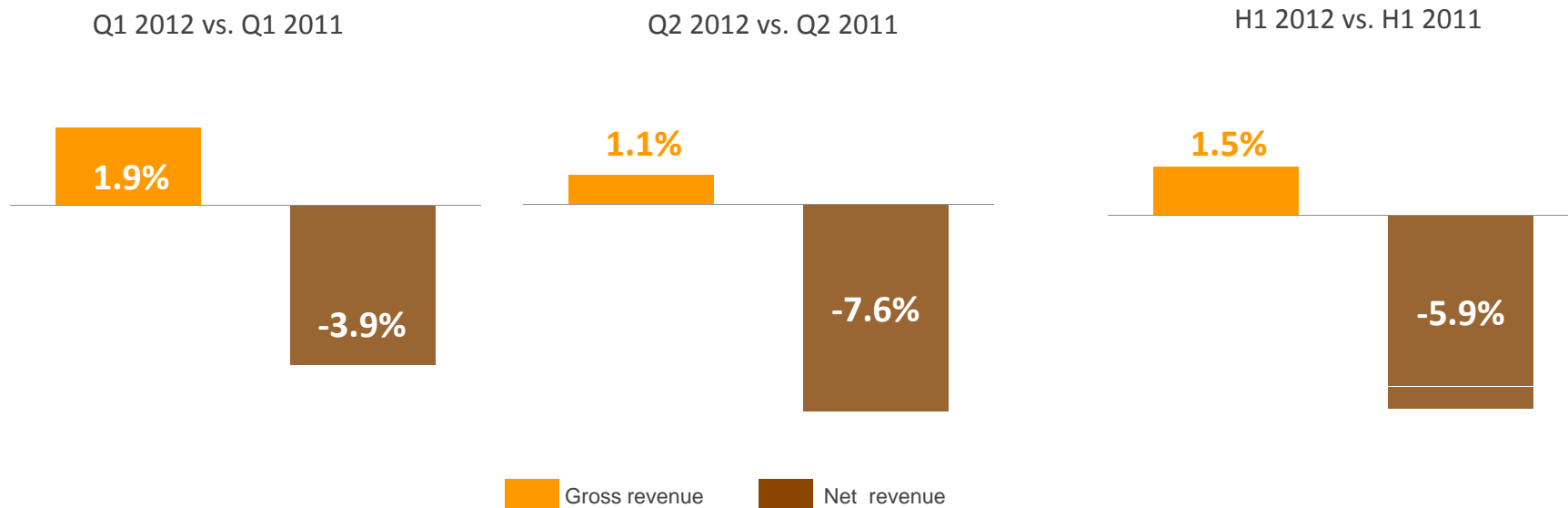


STRONG PRESSURE ON PRICES



TF1 SUPPORTED ITS CUSTOMERS IN H1 2012

TF1 NET REVENUE H1 2012 VS. H1 2011: -5.9%



MOVING AHEAD ON OTHER ACTIVITIES

DYNAMIC PAY TV SERVICES

Theme channels



- Non-exclusive distribution
- Sharp increase in audience ratings for all TF1 group theme channels

Eurosport International



- Revenue up 10.1%
- Audience rise for Group channels
- Strong sales dynamic

MyTF1 services



- 326 m of catch-up videos viewed over H1 2012 (+43.6%)
- 3.3 m app. downloads

REINFORCED CONSUMER SERVICES



- Revenue up 4.4%
- Brand growth
- 20% rise in UVs for Place des Tendances



- Revenue up 19.8%
- Restructure underway
- Partnership signed with Paramount



- Revenue up 4.8%
- Success in music
- CA Games stable
- Launch of Recycler.fr



360° STRATEGY FOR UEFA EURO 2012

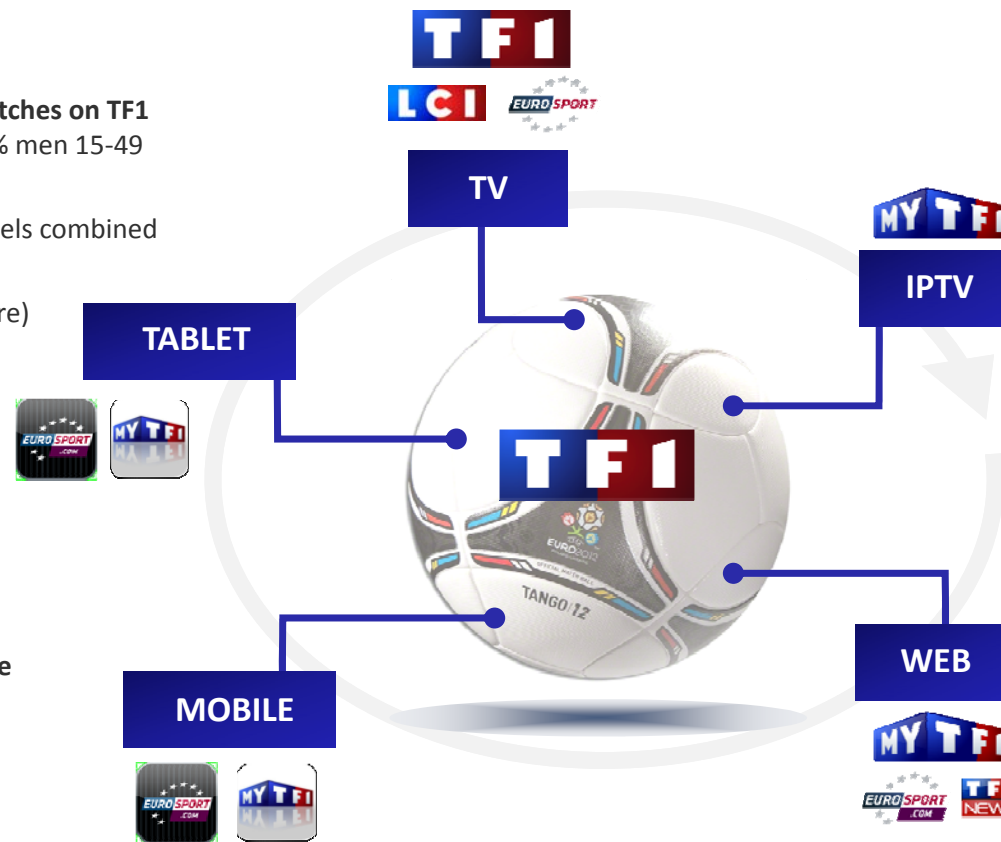


Strong audience ratings

- ▶ An average 8.3 m viewers for the 9 matches on TF1
34% audience share individuals and 49% men 15-49
- ▶ Spain / Italy final: 12.9 m viewers
Best audience score for event, all channels combined
- ▶ Better scores than for M6 matches
(M6 average: 6.7 m / 29% audience share)

Euro 2012 success in all media

- ▶ 11.5 m unique visitors on dedicated site
- ▶ 6.6 m videos watched (including live)
- ▶ Numerous live sessions for France/Spain



Programming cost

- ▶ 8 matches broadcast in Q2 2012
- ▶ Final broadcast in Q3 2012 (1 July 2012)
- ▶ Competition programming cost: €24.4 m (including production costs) for 2012, of which €21.8 m accounted for in Q2 2012.

Ad revenue

- ▶ €37 m in gross revenue for TF1 channel (excl. sponsoring)
- ▶ 96% slot fill rate
- ▶ Extra revenue before and after competition via all media

A BETTER ECONOMIC EQUATION



EUROSPORT : FROM A SPORTS TV CHANNEL TO A MULTIMEDIA PLATFORM



At 31 December 2011



FINANCIAL INFORMATION

ADVERTISING REVENUE EVOLUTION

€m	H1 2012	H1 2011	Var. €m	Var. %
Consolidated revenue	1,301.2	1,277.6	+23.6	+1.8%
Advertising revenue TF1 channel	713.2	757.8	-44.6	-5.9%
Diversification revenue	588.0	519.8	+68.2	+13.1%
Detail of the total advertising revenue				
TF1 Channel	713.2	757.8	-44.6	-5.9%
Thematic channels in France	103.5	97.5	+6.0	+6.2%
Internet France	16.0	12.5	+3.5	+28.0%
Eurosport International	40.1	31.5	+8.6	+27.3%
Others	24.0	5.9	+18.1	ns
Total advertising revenue	896.8	905.2	-8.4	-0.9 %

TF1 CORE CHANNEL PROGRAMMING COSTS EVOLUTION

€m

	H1 2012	H1 2011	Var. €m	Var. %
Total programming costs	476.5	423.6	+52.9	+12.5%
One-off sporting events	21.8	-	+21.8	ns
Programming costs excl. one-off sporting events	454.7	423.6	+31.1	+7.3%
Entertainment	128.6	110.1	+18.5	+16.8%
TV dramas / TV movies / Series / Theatre	154.6	156.0	-1.4	-0.9%
Sports (excl. one-off sporting events)	47.7	51.7	-4.0	-7.7%
News	61.3	56.4	+4.9	+8.7%
Movies	54.2	40.7	+13.5	+33.2%
Youth	8.3	8.7	-0.4	-4.6%

CONSOLIDATED INCOME STATEMENT (1/2)

€m	H1 2012	H1 2011	Var. €m	Var. %
Consolidated revenue	1,301.2	1,277.6	+23.6	+1.8%
Total programming costs	(476.5)	(423.6)	-52.9	+12.5%
Total other charges	(640.3)	(610.6)	-29.7	+4.9%
Depreciation and amortisation, provisions and impairment (net)	(50.5)	(56.9)	+6.4	-11.2%
Current operating profit	133.9	186.5	-52.6	-28.2 %
<i>Current operating margin</i>	10.3%	14.6%	-4.3 pts	

CONSOLIDATED INCOME STATEMENT(2/2)

€m

	H1 2012	H1 2011	Var. €m	Var. %
Operating profit	133.9	186.5	-52.6	-28.2%
Cost of net debt	0.0	0.2	- 0.2	ns
Other financial income and expenses	5.7	(1.0)	+6.7	ns
Income tax expense	(43.9)	(53.1)	+9.2	-17.3%
Share of profits / (losses) of associates	(0.1)	(11.6)	+11.5	ns
Net profit	95.6	121.0	-25.4	-21.0%
Net profit attributable to the Group	93.5	118.6	-25.1	-21.2%
<i>Attributable to minority interests</i>	<i>2.1</i>	<i>2.4</i>	<i>-0.3</i>	<i>-12.5%</i>

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**

TELEVISION HAS ROBUST FUNDAMENTALS FOR THE FUTURE

- ▶ Television consumption has risen continuously in 2012
- ▶ Major live events continue to attract big audiences
- ▶ TV campaign performance confirmed
- ▶ Digital extends the TV offer and boosts its value

TELEVISION MORE THAN EVER IS AT THE HEART
OF THE BUSINESS ECOSYSTEM

TF1 CONTINUES TO ADAPT ITS BUSINESS MODEL...

2008-2011

- ▶ Optimisation plan, phase 1: €155 m in recurring savings
 - reduced structural costs
 - optimised programming costs
- ▶ Rationalised diversifications
 - Surinvitation, Dogan, 1001 Listes, SPS, etc.
- ▶ Review of processes and organisation
 - Creation of Purchasing Department and DGAAN
- ▶ Group out of debt

2012-...

- ▶ Optimisation plan, phase 2, aimed at:
 - reducing payroll
 - increasing flexibility in producer contracts
 - reviewing stocks and potential sales
- ▶ Rationalised diversifications:
 - restructuration TF1 Vidéo
 - distribution partnership with Paramount
- ▶ Organisations and processes under review

THE GOUP IS MORE MOBILISED THAN EVER

... WITHOUT NEGLECTING GROWTH OPPORTUNITIES

A STRONGER FREE-TO-AIR OFFER

CONTINUED DEVELOPMENT OF PAY OFFER

- Launch of HD1 in December 2012



DIGITAL, AT THE
HEART OF OUR
BUSINESSES



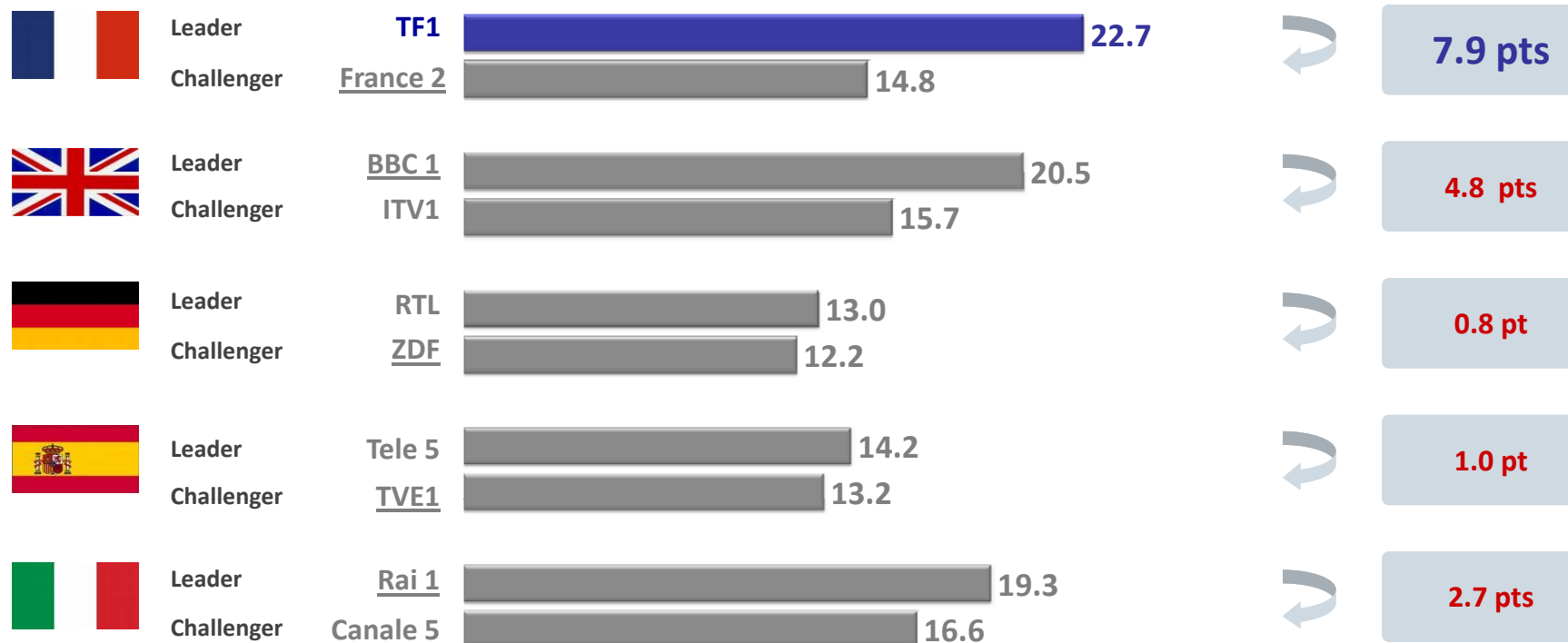
THE MOST COMPREHENSIVE OFFER ON THE MARKET



APPENDIXES

TF1, A EUROPEAN LEADER

Audience share (in%) of European channels, leaders in their respective national territories in H1 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:

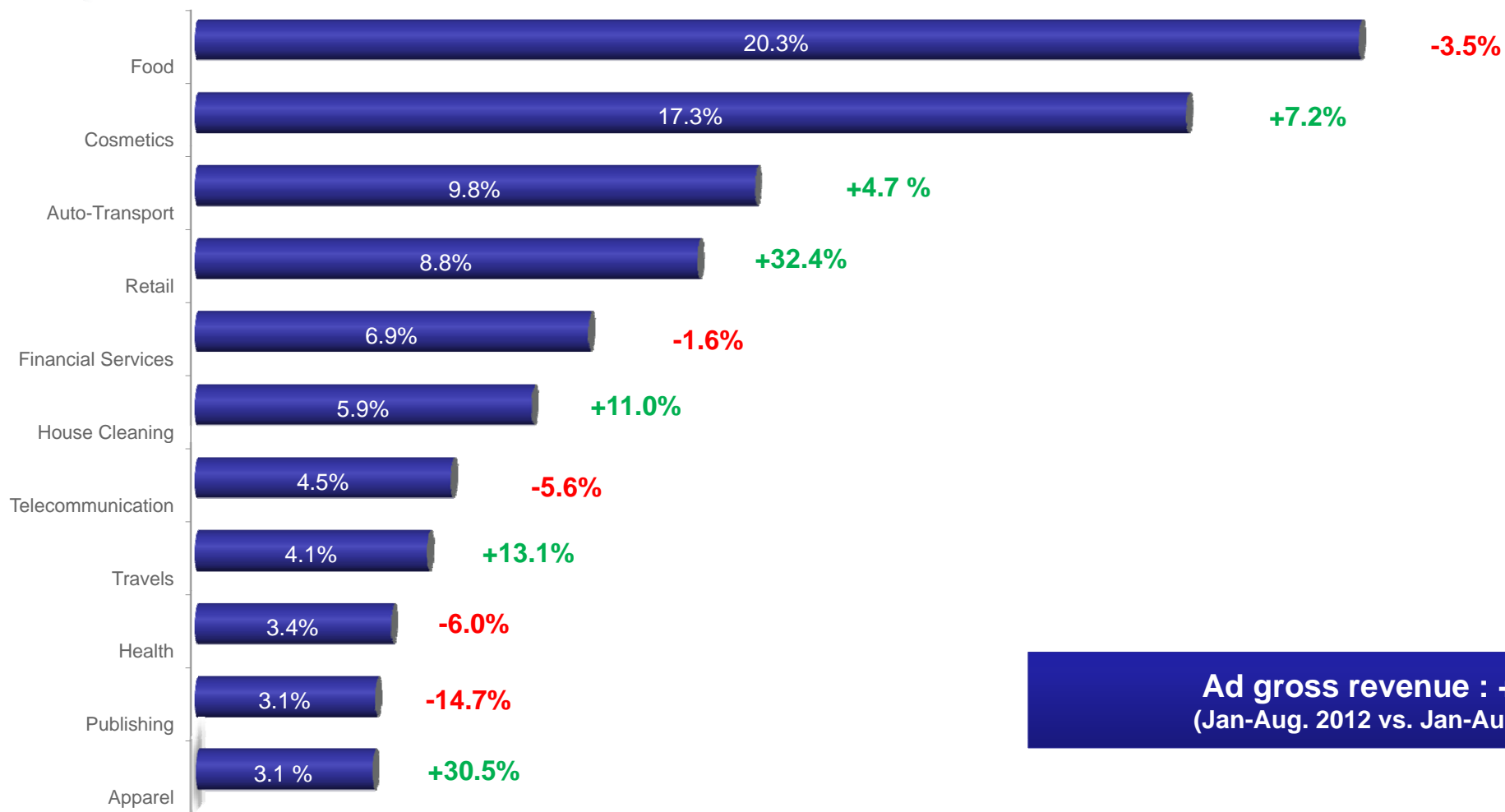


- ▶ January 2012: TF1 Publicité wins Best Digital Strategy prize at 2012 E-Marketing Awards, organised by E-Business

360° STRATEGY RECOGNISED BY THE MARKET



EVOLUTION OF THE ADVERTISING SECTORS



Ad gross revenue : +3.2%
(Jan-Aug. 2012 vs. Jan-Aug. 2011)



REVENUE CONTRIBUTIONS BY SEGMENT

€m	H1 2012	H1 2011	Var. €m	Var. %
Broadcasting France	1,045.4	1,052.2	-6.8	-0.6%
TF1 SA	716.1	760.5	-44.4	-5.8%
Téléshopping	56.5	54.1	+2.4	+4.4%
Thematic channels in France	163.3	160.1	+3.2	+2.0%
TF1 Entreprises	17.4	16.6	+0.8	+4.8%
In-house production companies	11.1	11.6	-0.5	-4.3%
e-TF1	50.1	38.6	+11.5	+29.8%
Others	30.9	10.7	+20.2	ns
Audiovisual Rights	64.5	50.1	+14.4	+28.7%
Catalogue	18.5	11.7	+6.8	+58.1%
TF1 Vidéo	46.0	38.4	+7.6	+19.8%
Broadcasting International	191.3	173.8	+17.5	+10.1%
Eurosport International	191.3	173.8	+17.5	+10.1%
Other Activities	-	1.5	-1.5	ns
SPS	-	1.5	-1.5	ns
Total consolidated revenue	1,301.2	1,277.6	+23.6	+1.8%

OPERATING PROFIT CONTRIBUTIONS BY SEGMENT

€m	H1 2012	H1 2011	Var. €m	Var. %
Broadcasting France	102.1	181.0	-78.9	-43.6%
TF1 SA	63.1	131.9	-68.8	-52.2%
Téléshopping	7.0	1.0	+6.0	x7.0
Thematic channels in France	17.8	27.9	-10.1	-36.2%
TF1 Entreprises	1.6	2.6	-1.0	-38.5%
In-house production companies	(2.0)	2.0	-4.0	ns
e-TF1	9.3	3.1	+6.2	X3.0
Others	5.3	12.5	-7.2	-57.6%
Audiovisual Rights	4.9	(11.1)	+16.0	ns
Catalogue	3.6	(10.1)	+13.7	ns
TF1 Vidéo	1.3	(1.0)	+2.3	ns
Broadcasting International	26.9	27.6	-0.7	-2.5%
Eurosport International	26.9	27.6	-0.7	-2.5%
Other Activities	-	(11.0)	+11.0	ns
SPS	-	(11.0)	+11.0	ns
Total operating profit	133.9	186.5	-52.6	-28.2%

CONSOLIDATED BALANCE SHEET

ASSETS (€m)	30/06/2012	31/12/2011	Var. €m
Total non-current assets	1,409.2	1,421.8	-12.6
Total current assets	2,016.2	1,932.6	+83.6
Total assets	3,425.4	3,354.4	+71.0

SHAREHOLDERS' EQUITY AND LIAB. (€m)	30/06/12	31/12/11	Var. €m
Shareholders equity	1,561.1	1,587.2	-26.1
<i>of which shareholders' equity attributable to the Group</i>	<i>1,547.9</i>	<i>1,575.1</i>	<i>-27.2</i>
Non-current liabilities	71.0	67.9	+3.1
Current liabilities	1,793.3	1,699.3	+94.0
Total shareholders' equity and liabilities	3,425.4	3,354.4	+71.0
Net cash (+) / Debt (-)	(91.7)	(40.6)	-51.1

CONSOLIDATED CASH FLOW STATEMENT

€m	30/06/12	30/06/11	Var. M€
Operating cash flow	164.4	219.7	-55.3
Income taxes (paid)/reimbursed	(62.2)	(31.7)	-30.5
Change in operating working capital needs	(5.9)	(56.2)	+50.3
Net cash generated by/(used in) operating activities	96.3	131.8	-35.5
Net cash generated by/(used in) investing activities	(28.3)	(14.7)	-13.6
Net cash generated by/(used in) financing activities	(121.3)	(125.8)	+4.5
Change in cash position	(53.3)	(8.7)	-44.6
Cash position at beginning of period	(18.2)	37.0	-55.2
Cash position at end of period	(71.5)	28.3	-99.8

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