



INVESTOR PRESENTATION

September 2013

This presentation contains certain forward-looking statements based on current expectations, forecasts and assumptions that involve risks and uncertainties. These statements are based on information available to the Company as of the date hereof. All forward-looking statements are TF1 management's present expectations of future events, beliefs, intentions or strategies 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.

BROADCASTING & CONTENT

BROADCASTING

FTA CHANNELS



DIGITAL



Other



CONTENT



CONSUMER PRODUCTS

VIDEO



HOME SHOPPING



DIVERSIFICATION



PAY-TV

EUROSPORT GROUP *



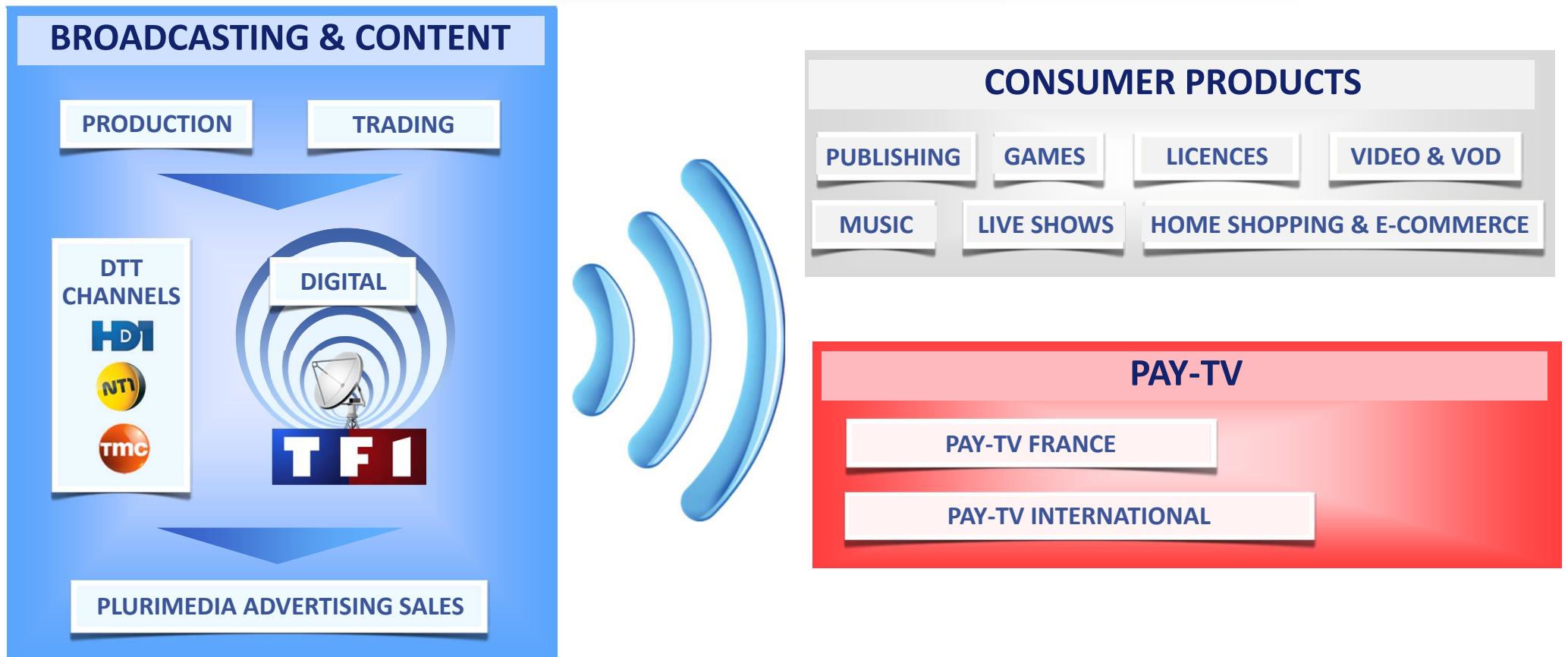
THEMATIC CHANNELS (FRANCE)



* 80% owned

** 50% owned

2007 – 2015 STRATEGY: ADAPTING OUR ORGANISATIONAL STRUCTURE

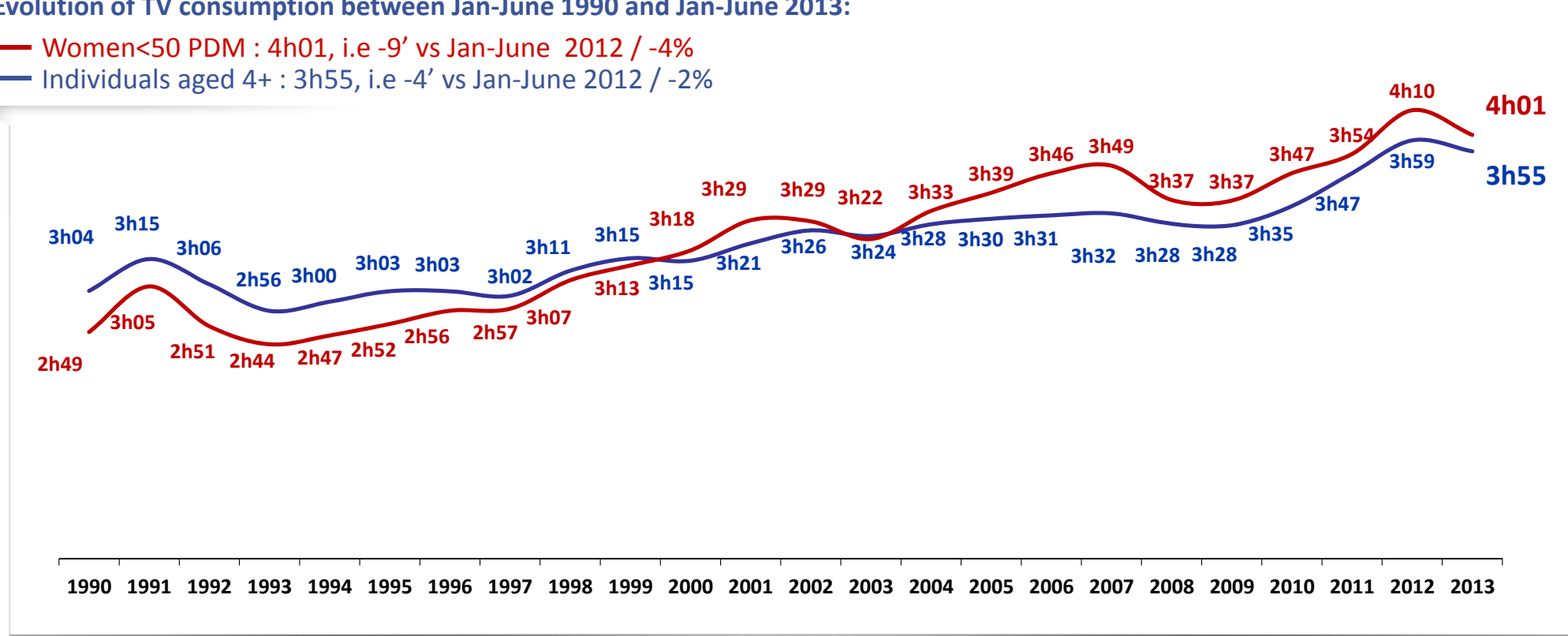


THREE SEGMENTS WORKING IN SYNERGY

TV CONSUMPTION REMAINS AT A HIGH LEVEL

Evolution of TV consumption between Jan-June 1990 and Jan-June 2013:

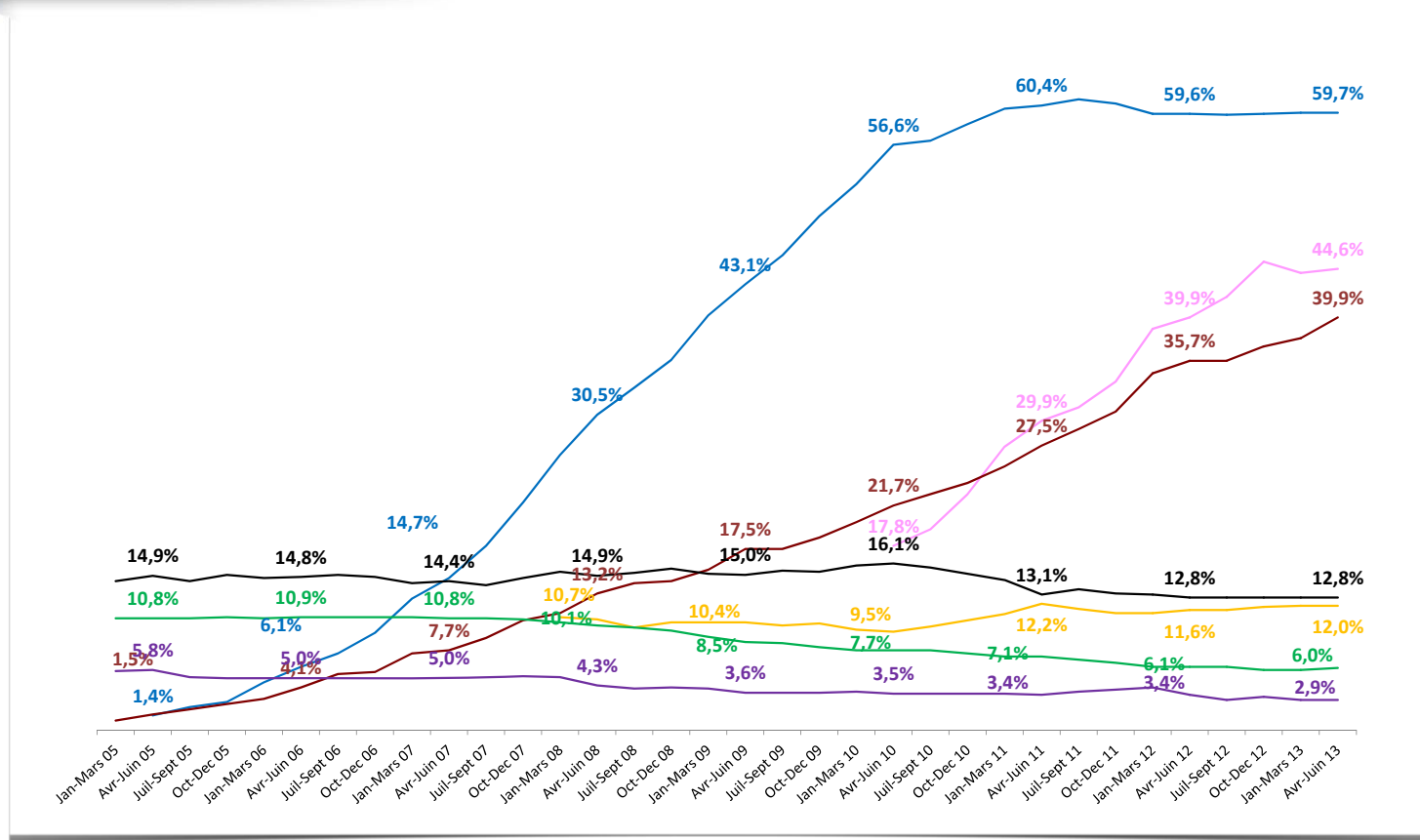
- Women<50 PDM : 4h01, i.e -9' vs Jan-June 2012 / -4%
- Individuals aged 4+ : 3h55, i.e -4' vs Jan-June 2012 / -2%



THE SWITCH-OFF BOOSTS THE FREE DIGITAL NETWORKS

Evolution of penetration rate as a % of households

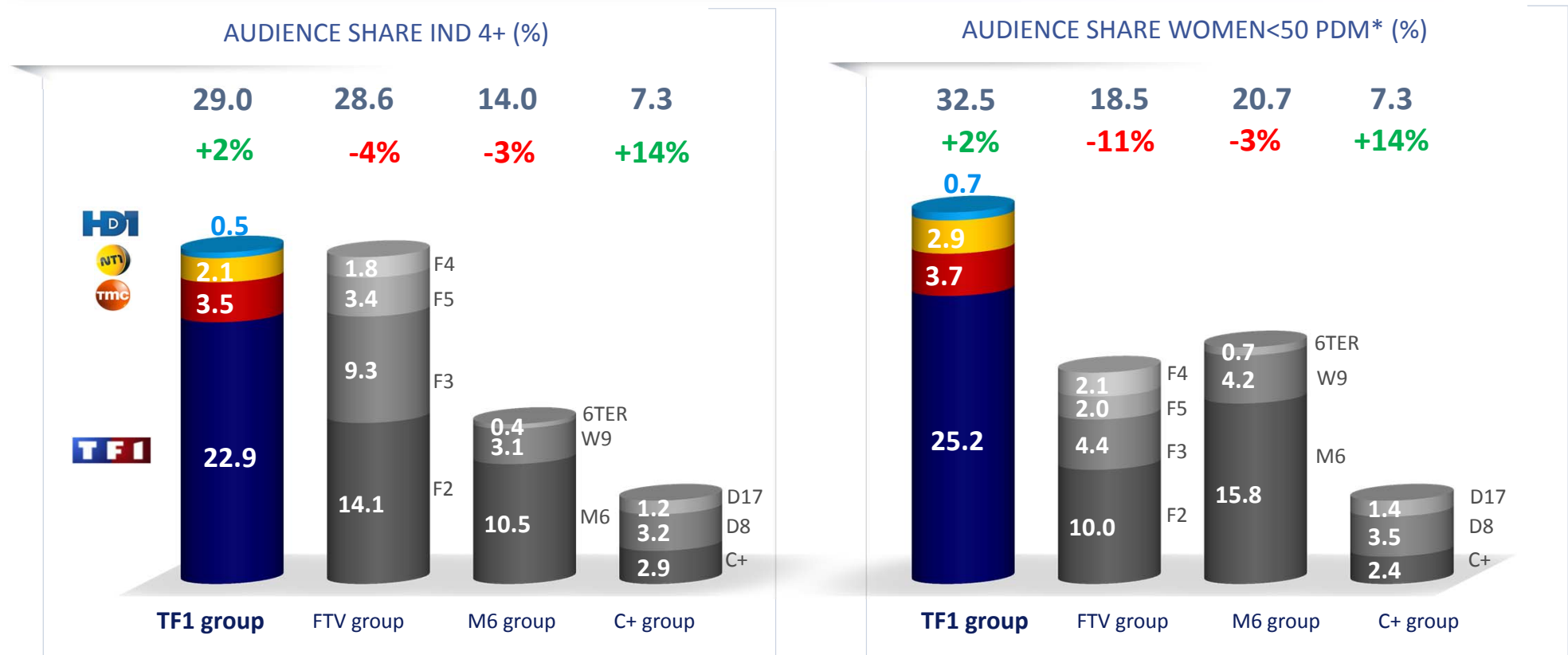
(base: households TV equipped)



Number of households	Evol. YOY	Mode
16.2m	+0.1pt	DTT connected
12.1m	+4.7pts	HD DTT connected
10,8m	+4.2pts	TV reception by IPTV/Fibre (IPTV/Fibre box equipped and connected to TV)
3.5m	=	Paying satellite subscribers
3.2m	+0.4pt	Free satellite
1.6m	-0.1pt	Paying analogical or digital cable
0.8m	-0.5pt	Free analogical or digital cable

Source : Médiamétrie / Gfk – Référence des Equipements Multimédias – 2005/2013

REINFORCED LEADERSHIP IN FREEVIEW TV IN H1 2013



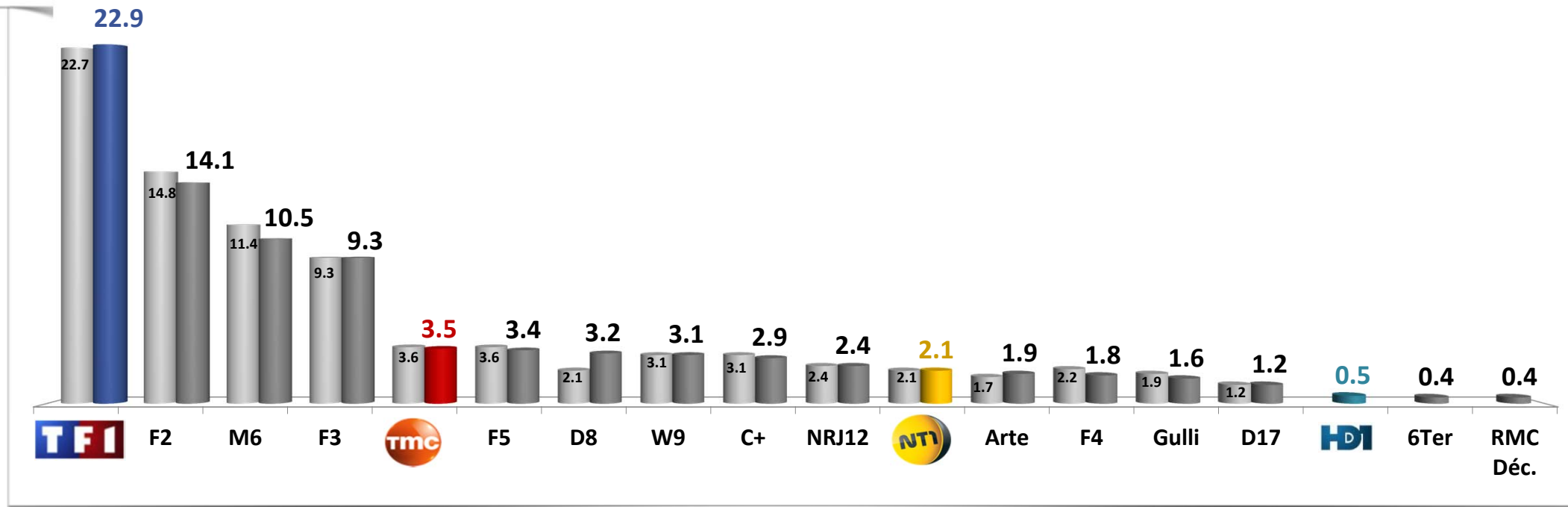
TF1 IS THE NO.1 TELEVISION GROUP IN FRANCE

TF1: THE ONLY LARGE HISTORICAL CHANNEL TO POST GROWTH IN H1 2013

AUDIENCE SHARE IND 4+ (%)

Evol.
Jan-June
2012

+1% -5% -8% = -3% -6% +52% = -6% = = +12% -18% -16% =



POPULAR AND EFFECTIVE PROGRAMMING

- ▶ THE TF1 CHANNEL SCORED 24 OF THE TOP 25 AUDIENCE RATINGS IN H1 2013
- ▶ SUCCESS IN ALL PROGRAMME CATEGORIES

ENTERTAINMENT



The Voice: 9.6m, highest ratings for an entertainment show since May 2007

Les Enfoirés: 13.6m, a record for the programme

Canteloup: a high of 9.9 m – a record for the show

FRENCH DRAMA



Nos Chers Voisins: a high of 8.2m

Section de recherches: 7.4m
(0.6m more viewers than previous season)

US SERIES



Dr House: 8.5m (39% share W<50 PDM)

Unforgettable: 9.0m viewers

NEWS



8 o'clock news: 9.7m
(20 January 2013)

SPORT



France-Spain: 10.3m, highest ratings for a qualifying match since November 2009

CINEMA

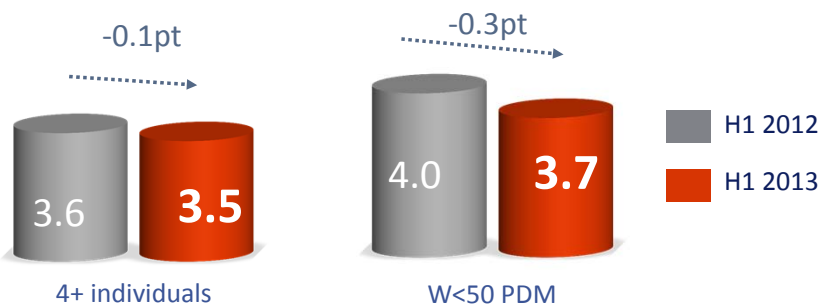


Rien à Déclarer: 10.0m, best audience ratings for a film since November 2010

31.3 MILLION PEOPLE WATCH TF1 EVERY DAY

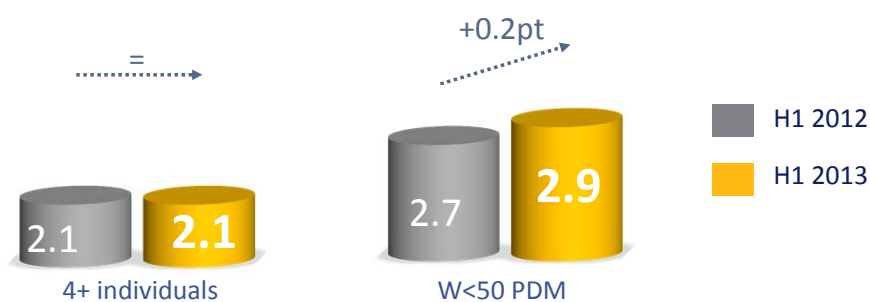
TMC / NT1 : COMPLEMENTARY EDITORIAL FIT

TMC AUDIENCE SHARE (%)



- No.5** channel in France
- 1.9m** TV viewers for the Spain/Italy semi-final in the FIFA Confederation Cup
- 800k** TV viewers in prime time*

NT1 AUDIENCE SHARE (%)

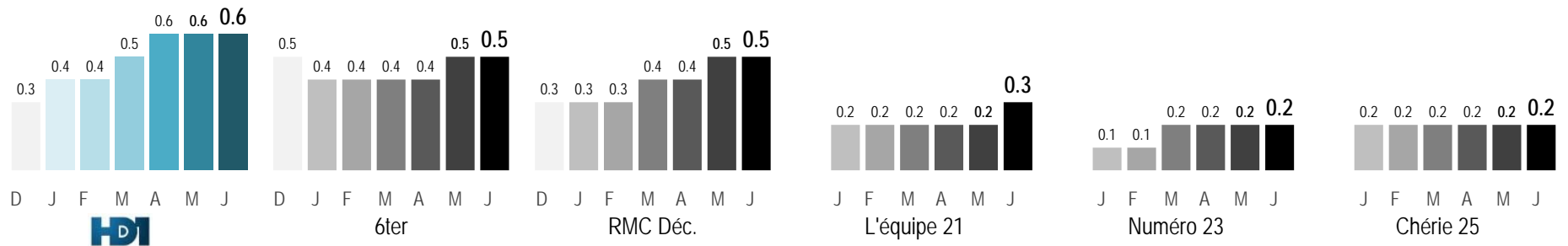


- 7%** rise in W<50 PDM
- 13** programmes with over 1m TV viewers
- 600k** TV viewers in prime time*

STRONG RESISTANCE IN AN INCREASINGLY COMPETITIVE SECTOR

HDI MAKES SUCCESSFUL DEBUT

HDI AUDIENCE SHARES (% - INDIVIDUALS AGED 4+)



No.1 of 6 new HD DTT channels

0.7% share among W<50 PDM



Gladiator

135k TV viewers in prime time*



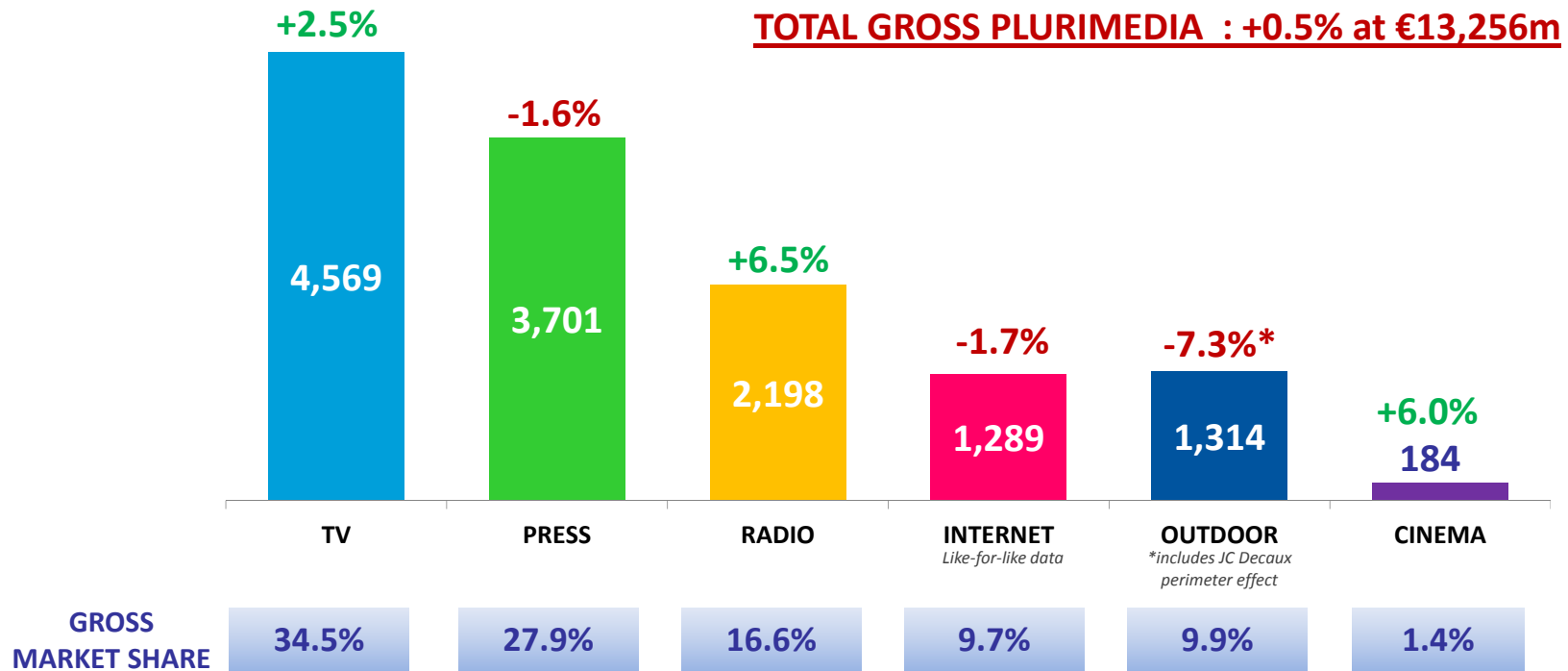
Ma Meuf

2 Best audience ratings of 2013 among the 6 new HD DTT channels

WINNING POSITIONING

EVOLUTION OF GROSS ADVERTISING MARKET IN H1 2013

EVOLUTION OF GROSS PLURIMEDIA INVESTMENTS IN H1 2013:



ADVERTISING MARKET UNDER PRESSURE

TF1 GROUP : EVOLUTION OF FREE-TO-AIR TV ADVERTISING

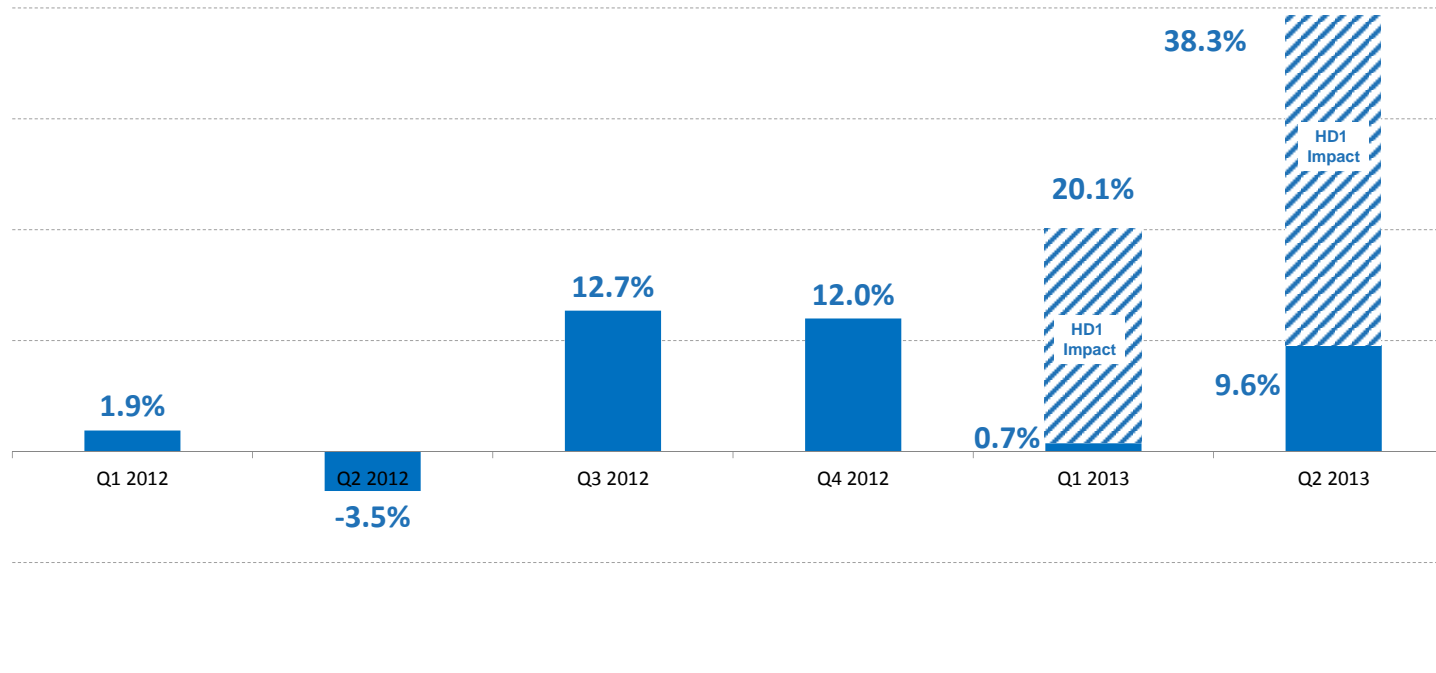
Net advertising revenue for TF1, TMC, NT1 and HD1 (y-o-y evolution)



A MORE LIMITED DECREASE DURING THE SECOND QUARTER

TF1 GROUP : A STRATEGY FOCUSED ON VOLUMES IN Q2 2013

Volume of advertising broadcast / TF1 + TMC + NT1 + HD1 (y-o-y evolution)



STRONG PRICING PRESSURE

GROWING SYNERGIES BETWEEN TV AND DIGITAL



- ▶ Nearly 950 million catch-up videos watched in 2012 (+43%)¹ and 15m fans and followers (+71%)
- ▶ 51 million catch-up videos viewed in June 2013 (+24% vs. May 2013)¹
- ▶ 37m Connect sessions in H1 2013¹
- ▶ 12.7 million tweets shared on TF1 programmes and 38% “Twitter + TV” share of voice² in 2012
- ▶ TF1, best digital footprint for a TV channel (Social Media Awards)³

MYTF1 IS A MAJOR PLAYER IN SOCIAL TV

¹ Médiamétrie or AT Internet ² Mesagraph ³ NPA

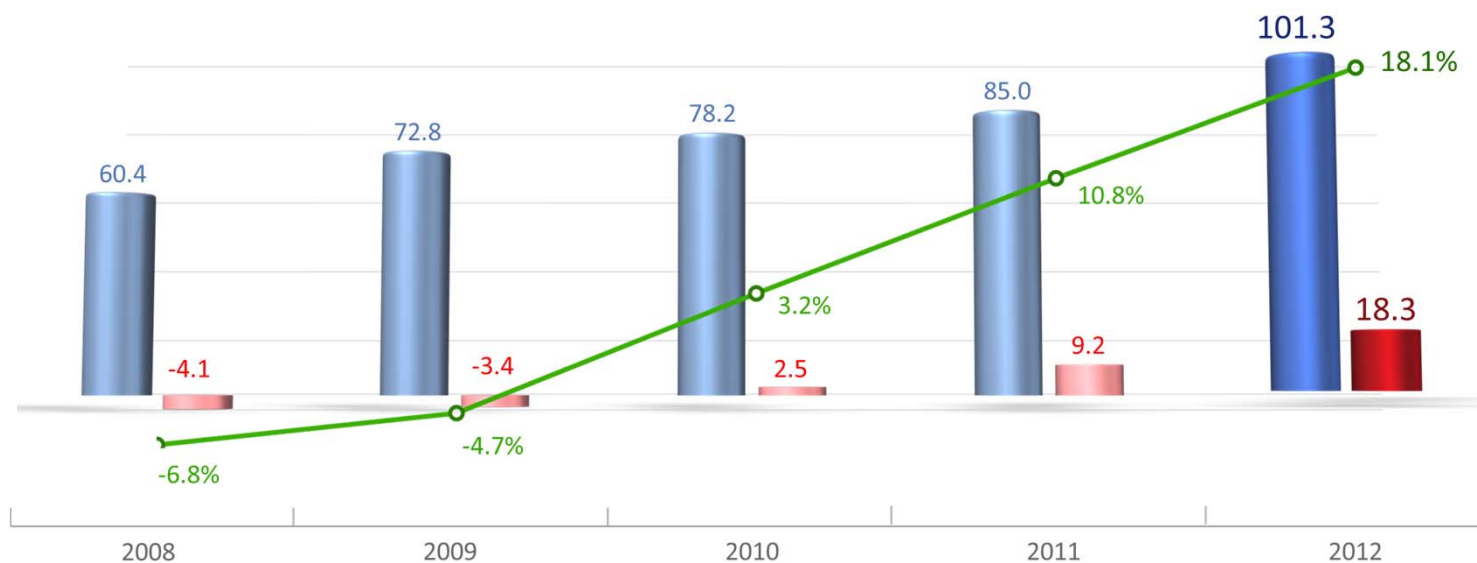
DIGITAL: CONTINUED IMPROVEMENT IN FINANCIAL PERFORMANCE

E-TF1 PERFORMANCE SINCE 2008

■ Total revenue (€m)

■ Current. op. income (€m)

— Current operating margin (%)



H1 2013:

- ▶ Revenues up 7.0%
- ▶ 24.8% operating margin (+6.3pts y-o-y)

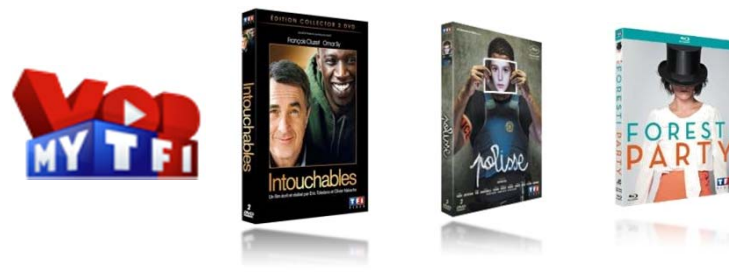
MODERN AND PROFITABLE

CONSUMER PRODUCTS RESIST IN H1 2013

TF1 VIDEO

Revenue : -35.0% / Current operating profit : x2

- ▶ Tough comps in H1 2013 (Success of movie *Intouchables* in H1 2012)
- ▶ Double-digit growth in VOD not yet offsetting the decrease of the physical video market
- ▶ An activity rationalised and back to profitability in H1 2013



TELESHOPPING

Revenue : -14.3% / Current operating profit : 0.4m

- ▶ Low consumption from French households weighing on activity
- ▶ A less favourable product mix in H1 2013



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

TF1 ENTREPRISES

Revenue : +28.2% / Current operating profit : +6.3%

- ▶ MUSIC: success of *Thérèse*, *Vincent Niclo*, *Zaz*, *Johnny Hallyday*, etc.
- ▶ GAMES: Activity in line with H1 2013. Success of *Mille Bornes* and *Les 12 Coups de Midi*
- ▶ PUBLISHING: *Tintin* (1,750k units sold) and *Barbapapa* (650k) collections
- ▶ LICENSES: Strong success of *The Voice* and *Mille Bornes*

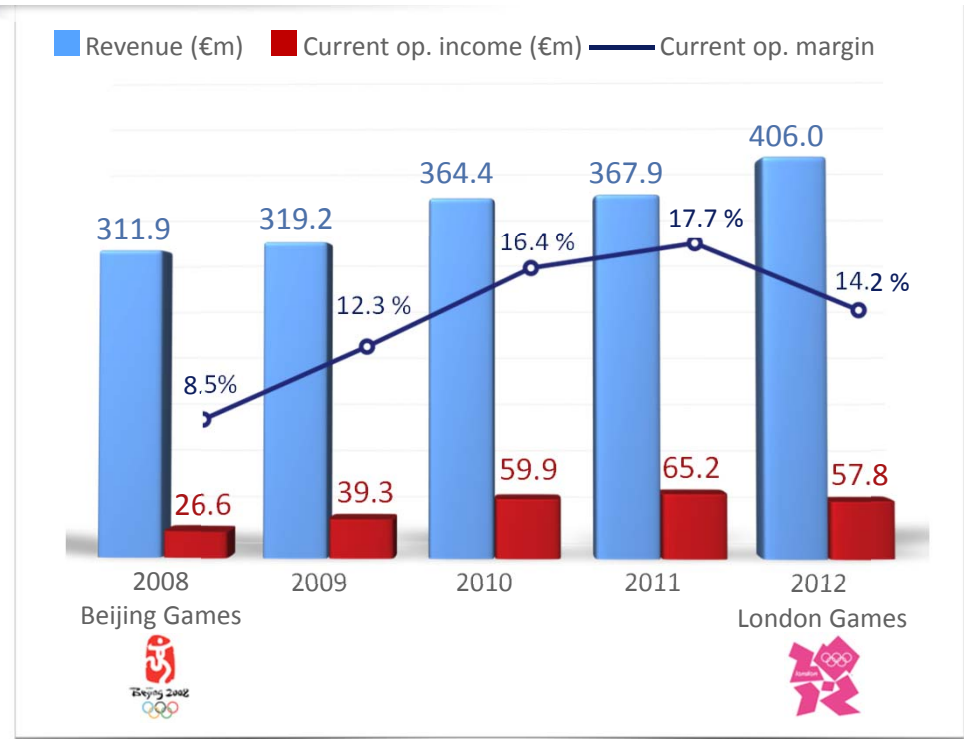


EUROSPORT : GROWTH STRATEGY



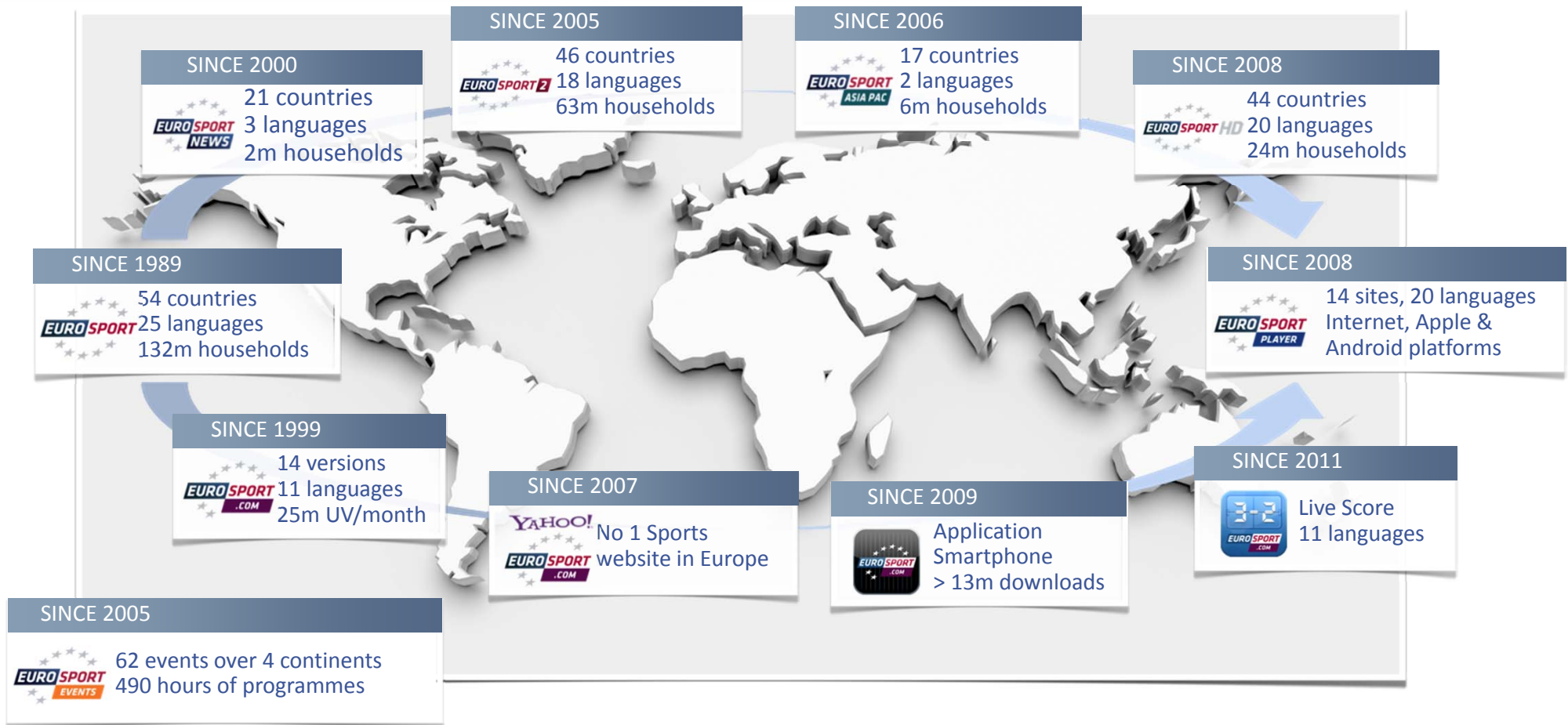
- 24%** operating margin in Q2 2013
- 131m** European households receive Eurosport (at end-June 2013, up 0.9m y-o-y)
- +11%** rise in number of households receiving Eurosport2 (62.5 m at end-June 2013)
- 16 M** users downloaded the Eurosport app since launch in July 2009

EUROSPORT INTERNATIONAL FINANCIAL PERFORMANCE SINCE 2008



DEVELOPMENT & PROFITABILITY

EUROSPORT : FROM A SPORTS TV CHANNEL TO A MULTIMEDIA PLATFORM



At 31 December 2012



STRATEGIC PARTNERSHIP

3 KEY AREAS

DEVELOPMENT OF EUROSPORT BUSINESS

- ▶ Synergies and complementary capabilities in content
- ▶ Development opportunities
- ▶ Discovery acquires 20% share in Eurosport

DEVELOP PAY TV CONTENT IN FRANCE

- ▶ Create a flagship range of theme channels in France
- ▶ Build around the content and brand portfolios of the two groups
- ▶ Discovery acquires a 20% share in TV Breizh, Histoire, Ushuaïa TV and Stylía

DEVELOPMENT OF PRODUCTION ACTIVITIES

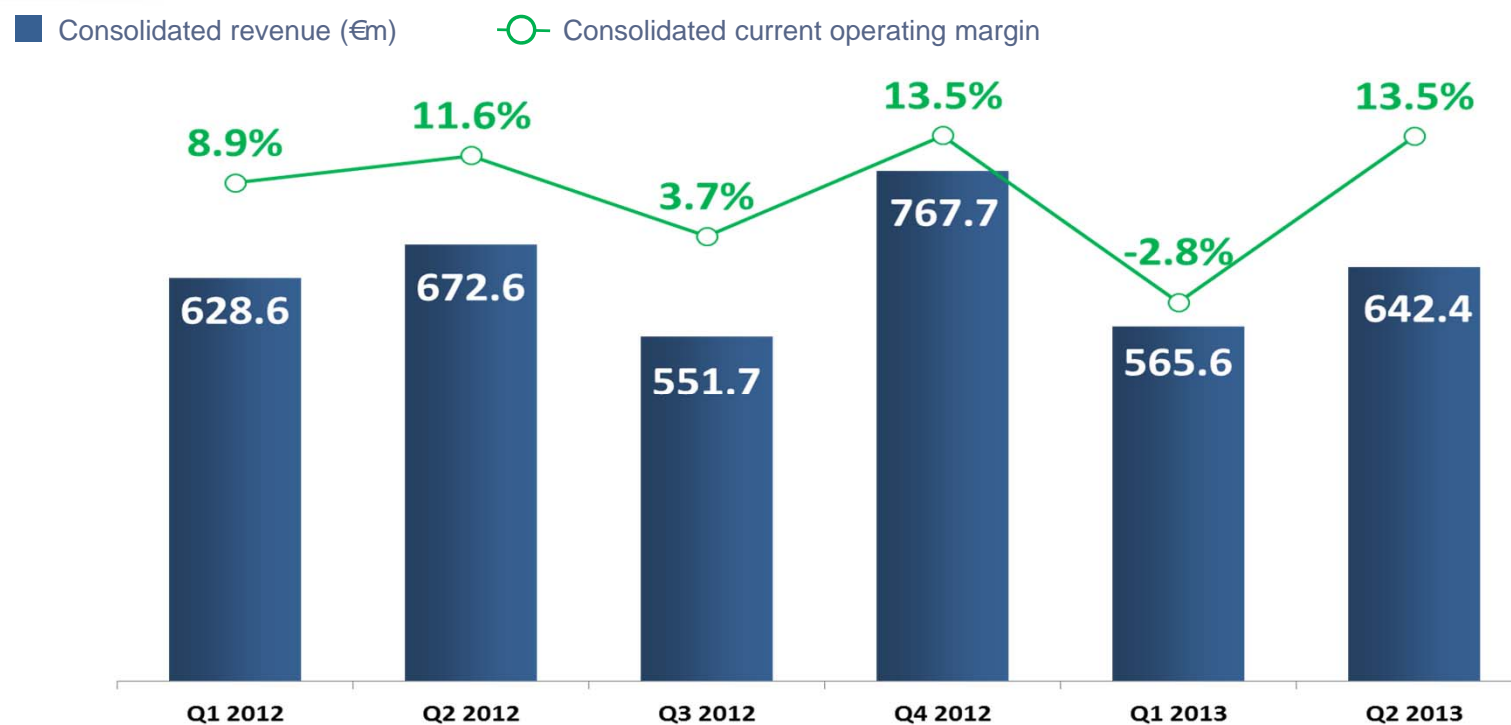
- ▶ Magazine and documentary programmes of international standing
- ▶ Harness the expertise of TF1 Production

A STRONGER POSITION IN PAY CONTENT PUBLISHING

FINANCIAL INFORMATION

Q2 2013 KEY FIGURES (1/2)

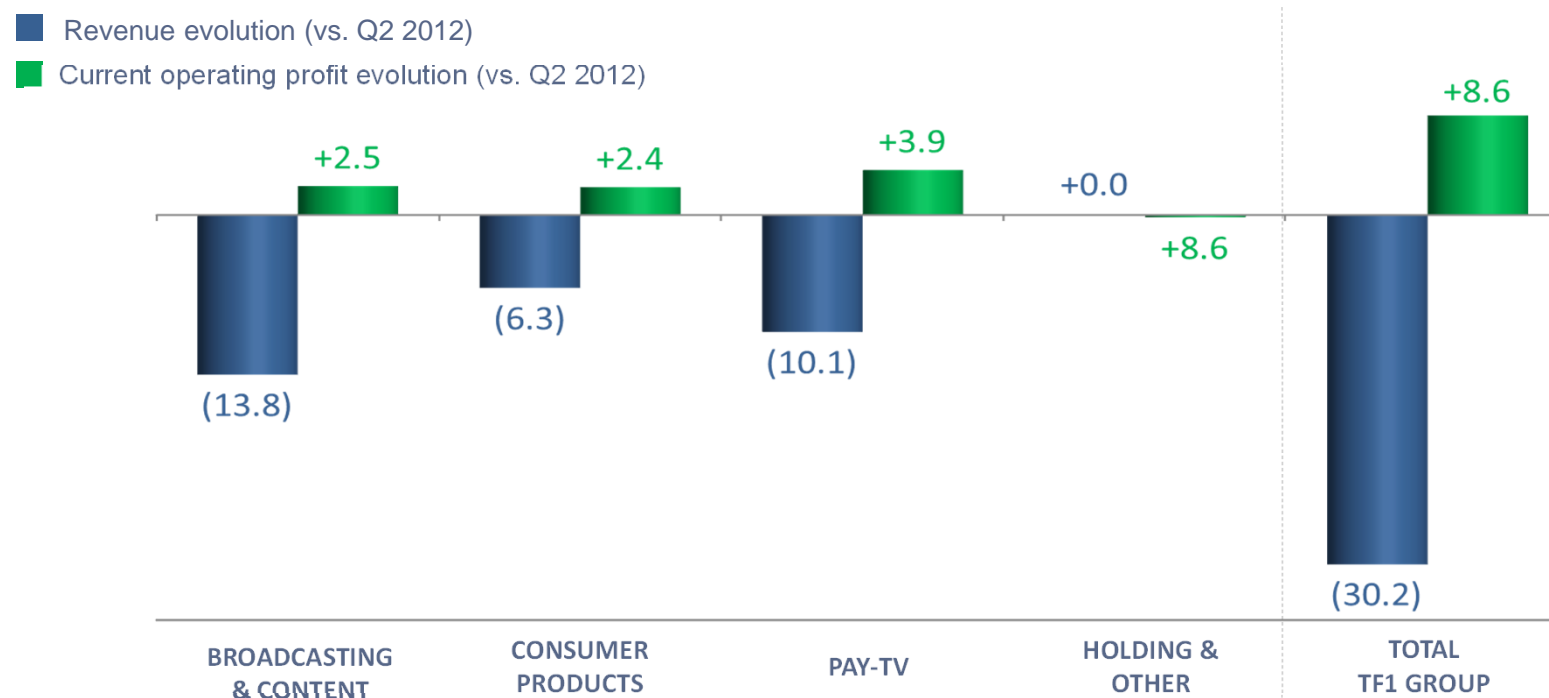
CONSOLIDATED REVENUE AND CURRENT OPERATING MARGIN EVOLUTION BY QUARTER



AN INCREASE IN PROFITABILITY

Q2 2013 KEY FIGURES (2/2)

Q2 2013: REVENUE AND CURRENT OPERATING PROFIT EVOLUTION BY SECTOR (€m)



ONGOING ADAPTATION OF BUSINESS MODEL

H1 2013 CONSOLIDATED REVENUE EVOLUTION

€m	H1 2013	H1 2012	Var. €m	Var. %
Broadcasting & Content	844.2	907.7	(63.5)	-7.0%
Broadcasting	814.1	878.1	(64.0)	-7.3%
Content	30.1	29.6	+0.5	+1.7%
Consumer products	100.6	119.9	(19.3)	-16.1%
TF1 Vidéo	29.9	46.0	(16.1)	-35.0%
Home Shopping	48.4	56.5	(8.1)	-14.3%
TF1 Entreprises	22.3	17.4	+4.9	+28.2%
Pay TV	258.8	269.3	(10.5)	-3.9%
Eurosport group	219.5	225.0	(5.5)	-2.4%
Themes channels in France	39.3	44.3	(5.0)	-11.3%
Holding & Other	4.4	4.3	+0.1	+2.3%
Total Revenue	1,208.0	1,301.2	(93.2)	-7.2%

H1 2013 ADVERTISING REVENUE EVOLUTION

€m	H1 2013	H1 2012	Var. €m	Var. %
Ad. Revenue – Broadcasting & Content	770.1	837.8	(67.7)	-8.1%
o/w TV	728.4	798.4	(70.0)	-8.8%
o/w Other platforms	41.7	39.4	+2.3	+5.8%
Ad. Revenue – Pay-TV	50.1	59.0	(8.9)	-15.1%
o/w Eurosport group	40.9	44.8	(3.9)	-8.7%
o/w Theme channels in France	9.2	14.2	(5.0)	-35.2%
Group advertising revenue	820.2	896.8	(76.6)	-8.5%

H1 2013 COSTS OF PROGRAMMES EVOLUTION

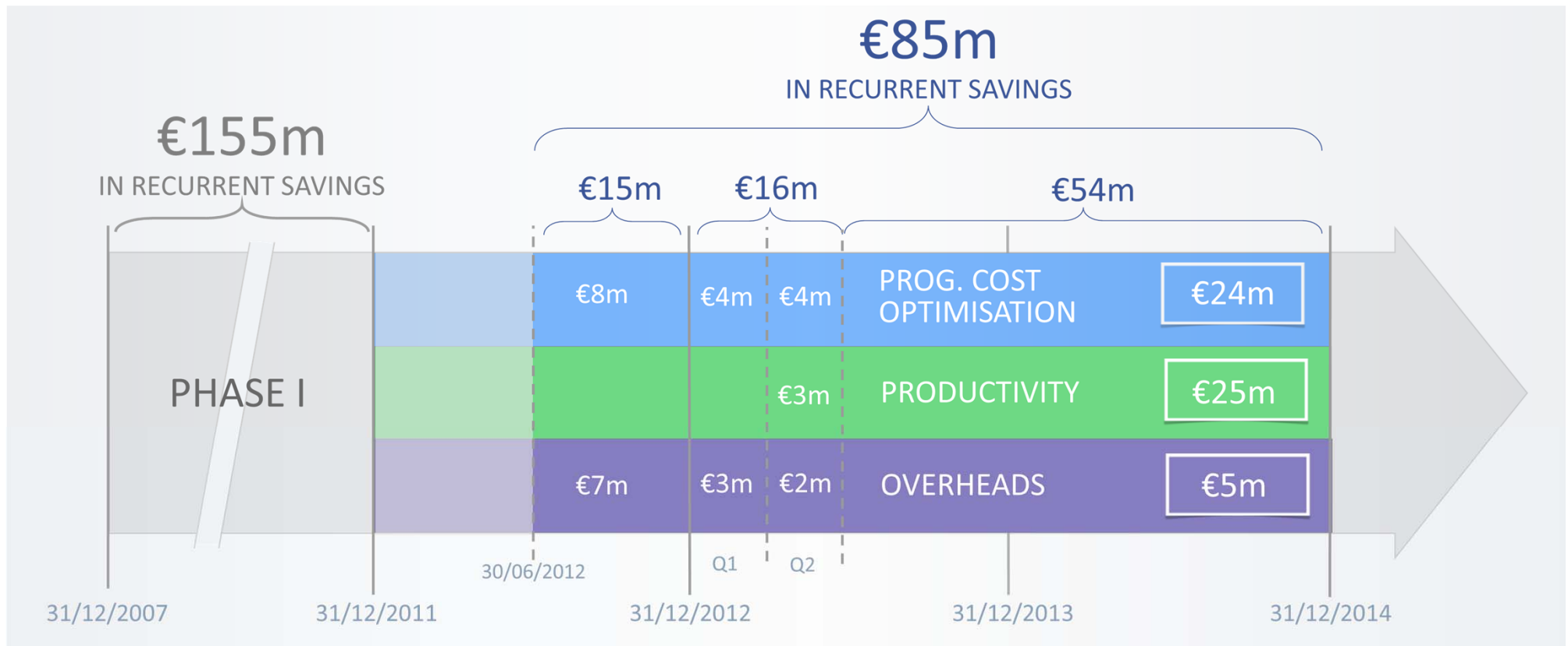
€m	H1 2013	H1 2012	Var. €m	Var. %
Total costs of programmes	491.5	511.3	(19.8)	-3.9%
One-off sporting events	0.0	21.8	(21.8)	n.a
Total Cost of Programmes excl. one-off sporting events	491.5	489.5	+2.0	+0.4%
Entertainment	143.6	144.4	(0.8)	-0.6%
TV dramas / TV movies / Series / Theatre	176.4	165.0	+11.4	+6.9%
Sports (excl.one-off sporting events)	31.4	47.4	(16.0)	-33.8%
News	52.0	56.2	(4.2)	-7.5%
Movies	79.3	69.0	+10.3	+14.9%
Youth	8.8	7.5	+1.3	+17.3%

H1 2013 CONSOLIDATED INCOME STATEMENT (1/2)

€m	H1 2013	H1 2012	Var. €m	Var. %
Consolidated revenue	1,208.0	1,301.2	(93.2)	-7.2%
Total costs of programmes	(491.5)	(511.3)	+19.8	-3.9%
Total other charges, depreciation, amortisation, provision and impairment (net)	(645.7)	(656.0)	+10.3	-1.6%
Current Operating Profit	70.8	133.9	(63.1)	-47.1%
<i>Current Operating Margin</i>	<i>5.9%</i>	<i>10.3%</i>	<i>-4.4pts</i>	
Other operating income and expenses	-	-	-	-
Operating profit	70.8	133.9	(63.1)	-47.1%

TF1 GROUP : ADAPTATION IS KEY

- ▶ Phase II of the optimisation plan is under way



IN 2013, THE GROUP WILL FULFIL ITS COMMITMENTS

H1 2013 CURRENT OPERATING PROFIT BREAKDOWN

€m	H1 2013	H1 2012	Var. €m	Var. %
BROADCASTING & CONTENT	28.6	90.3	(61.7)	-68.3%
Broadcasting	25.9	88.8	(62.9)	-70.8%
Content	2.7	1.5	+1.2	+80.0%
CONSUMER PRODUCTS	4.8	9.9	(5.1)	-51.5%
TF1 Vidéo	2.7	1.3	+1.4	x2.1
Home Shopping	0.4	7.0	(6.6)	-94.3%
TF1 Entreprises	1.7	1.6	+0.1	+6.2%
PAY-TV	29.1	25.7	+3.4	+13.2%
Eurosport group	30.7	26.8	+3.9	+14.6%
Themes channels in France	(1.6)	(1.1)	(0.5)	+45.5%
HOLDING AND OTHERS	8.3	8.0	+0.3	+3.8%
TOTAL CURRENT OP. PROFIT	70.8	133.9	(63.1)	-47.1%

H1 2013 CONSOLIDATED INCOME STATEMENT (2/2)

€m	H1 2013	H1 2012	Var. €m	Var. %
Operating profit	70.8	133.9	(63.1)	-47.1%
Cost of net debt	0.1	-	+0.1	n.a
Other financial income and expenses	0.2	5.7	(5.5)	n.a
Income tax expense	(22.4)	(43.9)	+21.5	-49.0%
Share of profits / (losses) of associates	(0.1)	(0.1)	-	-
Net profit	48.6	95.6	(47.0)	-49.2%
Net profit attributable to the Group	42.1	93.5	(51.4)	-55.0%
<i>Attributable to non-controlling interests</i>	6.5	2.1	+4.4	x3.1

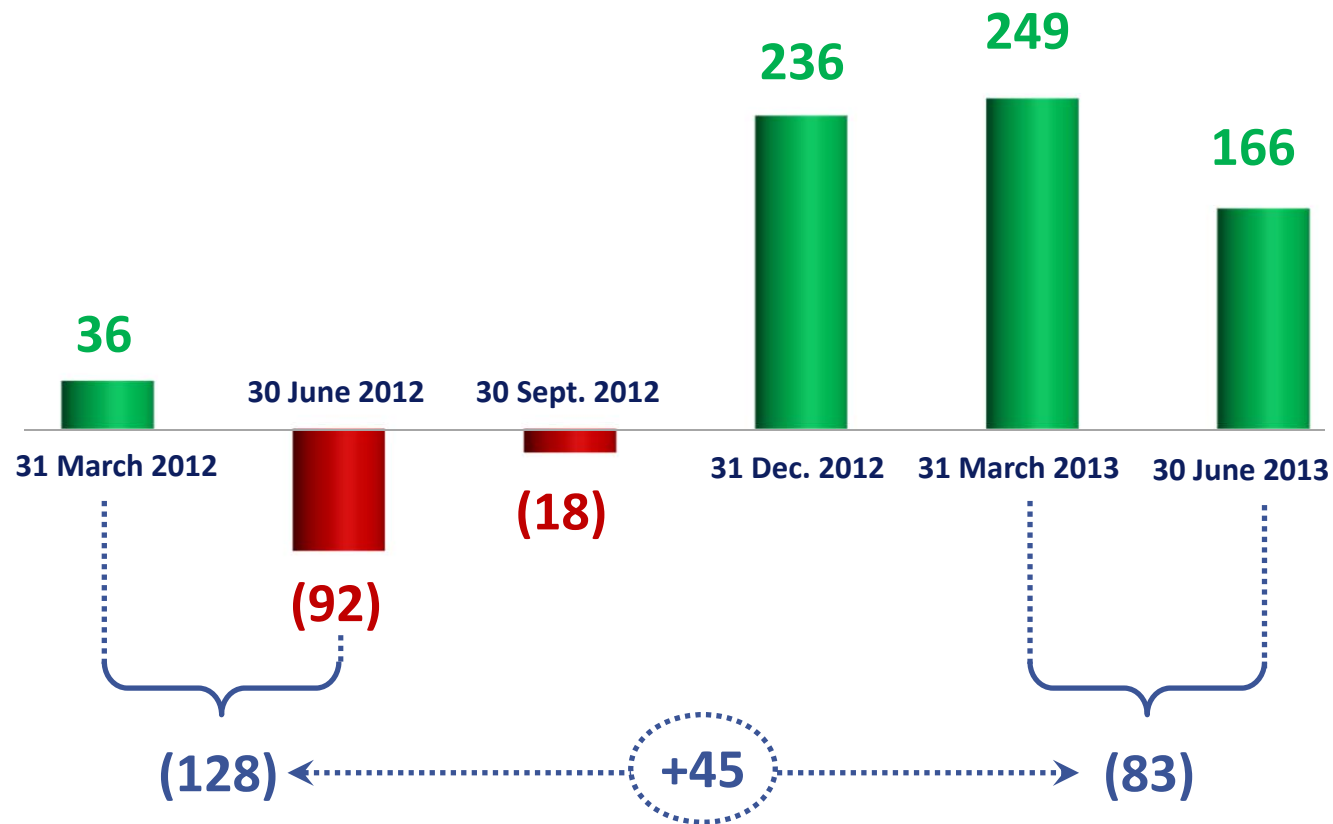
STRONG FINANCIAL SITUATION MAINTAINED

► Pragmatic cash policy :

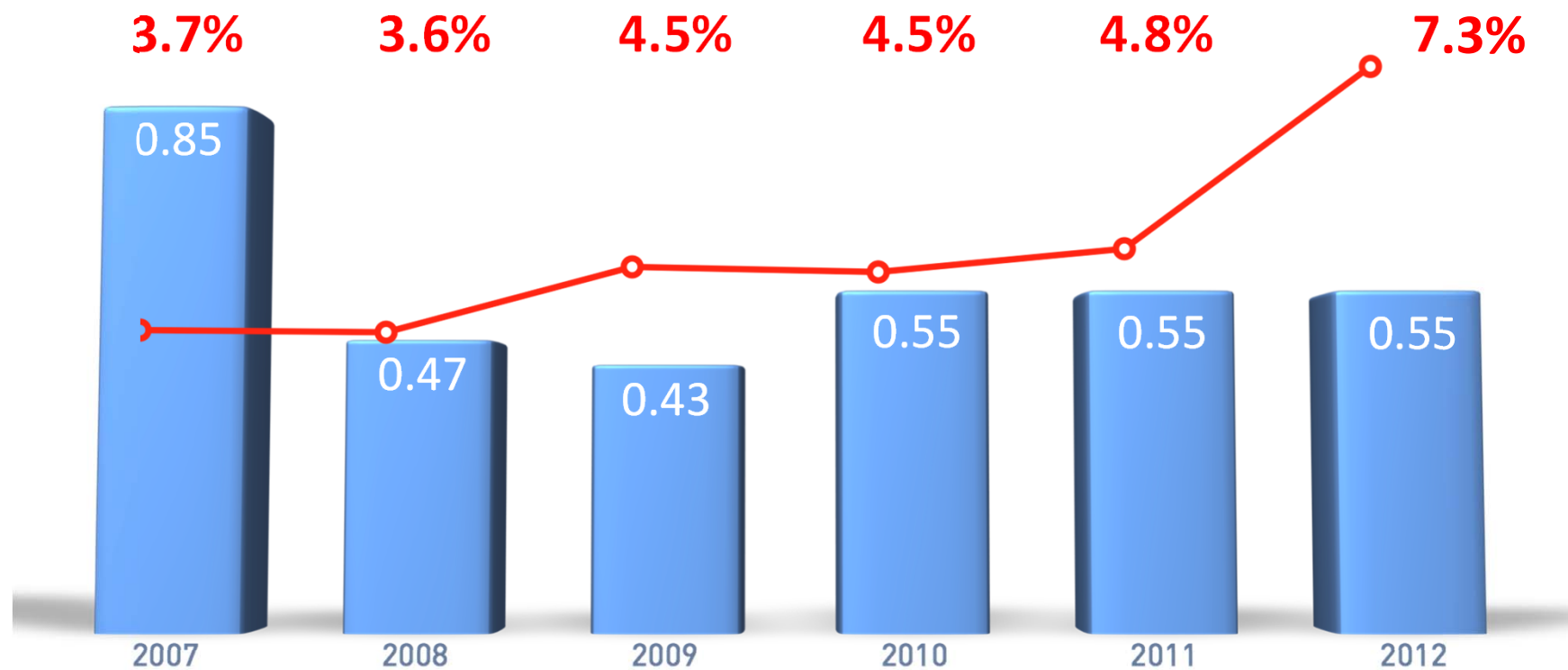
- ✓ Two main goals : finance growth and remunerate our shareholders

€m

■ Net cash
■ (Net debt)



DIVIDEND & YIELD



■ Dividend paid (€ per share)

— Yield of TF1 share
(average price of TF1 share over the year)

OUTLOOK

2013 OUTLOOK

€m	2012	2013
Consolidated revenue	2,621	2,500

- ▶ **During H2 2013, the TF1 group will focus on 5 priorities:**
- delivering strong audience ratings;
 - optimizing the value of major advertising slots;
 - remaining at the cutting edge of innovation in all fields;
 - continuing with its development;
 - keep adapting the business model.

THE TF1 GROUP IS ADDRESSING THE CHALLENGE AND ADAPTING

1. REINFORCED LEADERSHIP IN FREEVIEW TV

- ✓ Increase in TF1 audience
- ✓ TMC and NT1 holding up well
- ✓ HD1 makes successful debut

2. GROWING TV / DIGITAL SYNERGIES

- ✓ MYTF1 the leader in catch-up TV
- ✓ Increasingly interactive relationship
- ✓ An increasing performance

3. PAY BUSINESS DRIVEN BY EUROSPOORT

- ✓ Our Theme Channels in France impacted by the economic environment
- ✓ Eurosport confirms robustness

THE TF1 GROUP IS ADDRESSING THE CHALLENGE AND ADAPTING

4. CONTRASTED RESULTS IN CONSUMER PRODUCTS

- ✓ Téléshopping in downturn but investing
- ✓ TF1 Vidéo starting to benefit from 2012 restructuring
- ✓ TF1 Entreprises continues to perform well

5. GROUP STEPPING UP OPTIMISATION EFFORTS

- ✓ Phase II of optimisation plan in line with expectation
- ✓ New operational measures taken since June

6. THE GROUP IS CONFIRMS ITS FINANCIAL ROBUSTNESS

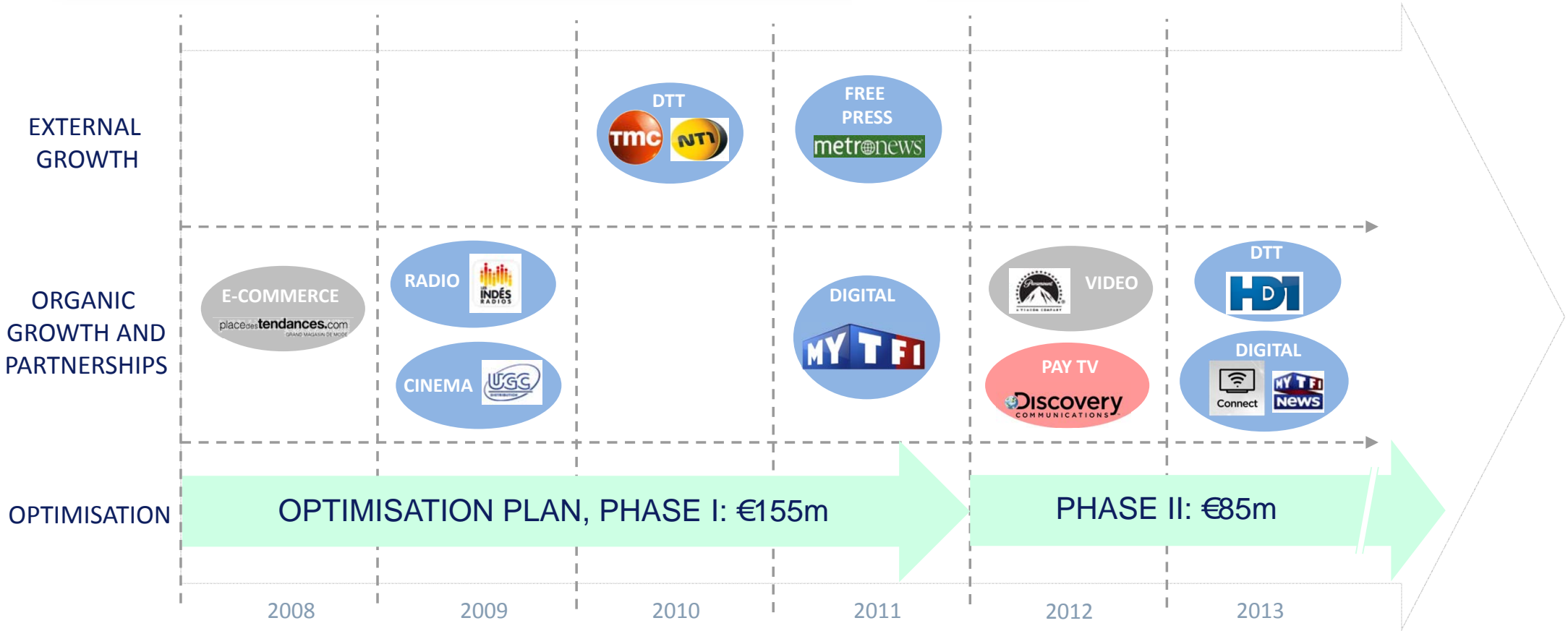
ACHIEVEMENTS IN LINE WITH GROUP STRATEGY

OUR PRIORITY ACTIONS REMAIN THE SAME

1. Continue to deliver powerful audiences at controlled cost
2. Maintain the value of major advertising slots
3. Remain on the cutting edge of innovation in all areas
4. Seek out new opportunities for profitable growth
5. Step up our savings drive

A CLEAR ROAD MAP

A GROUP IN MOVEMENT

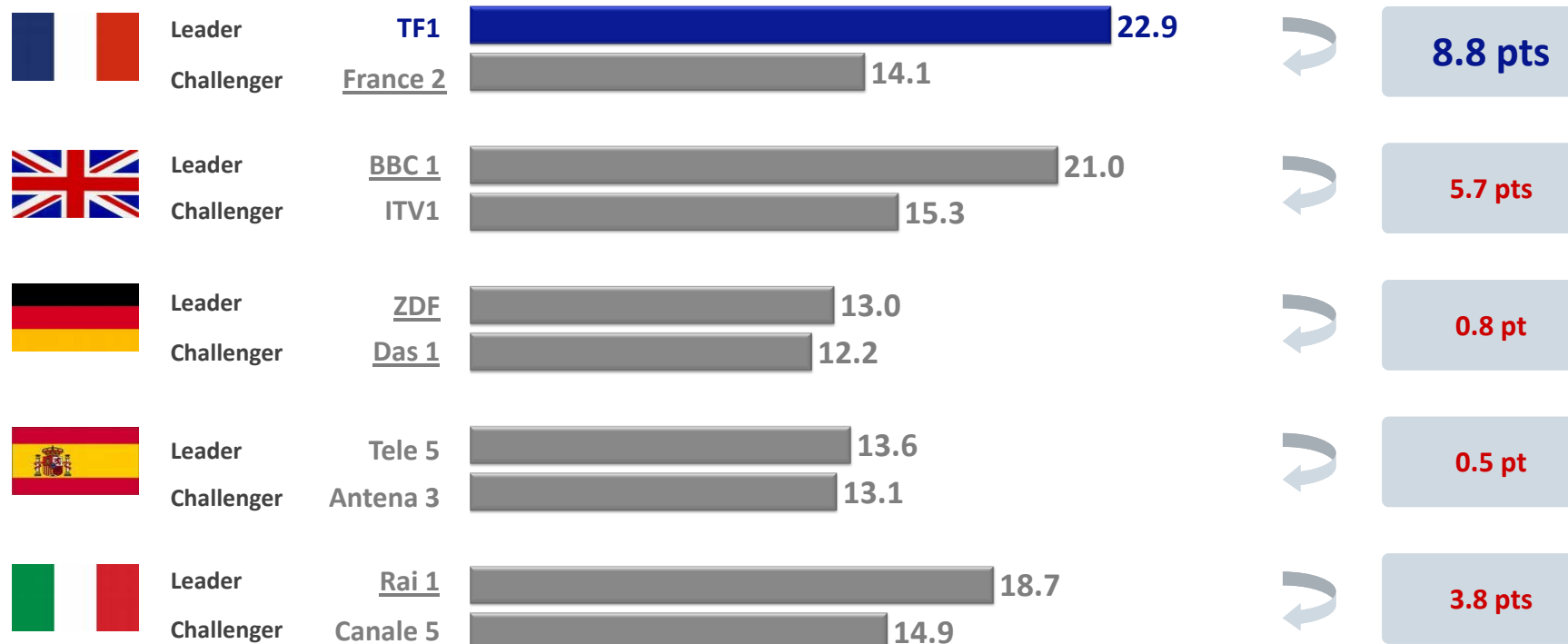


APPENDIX

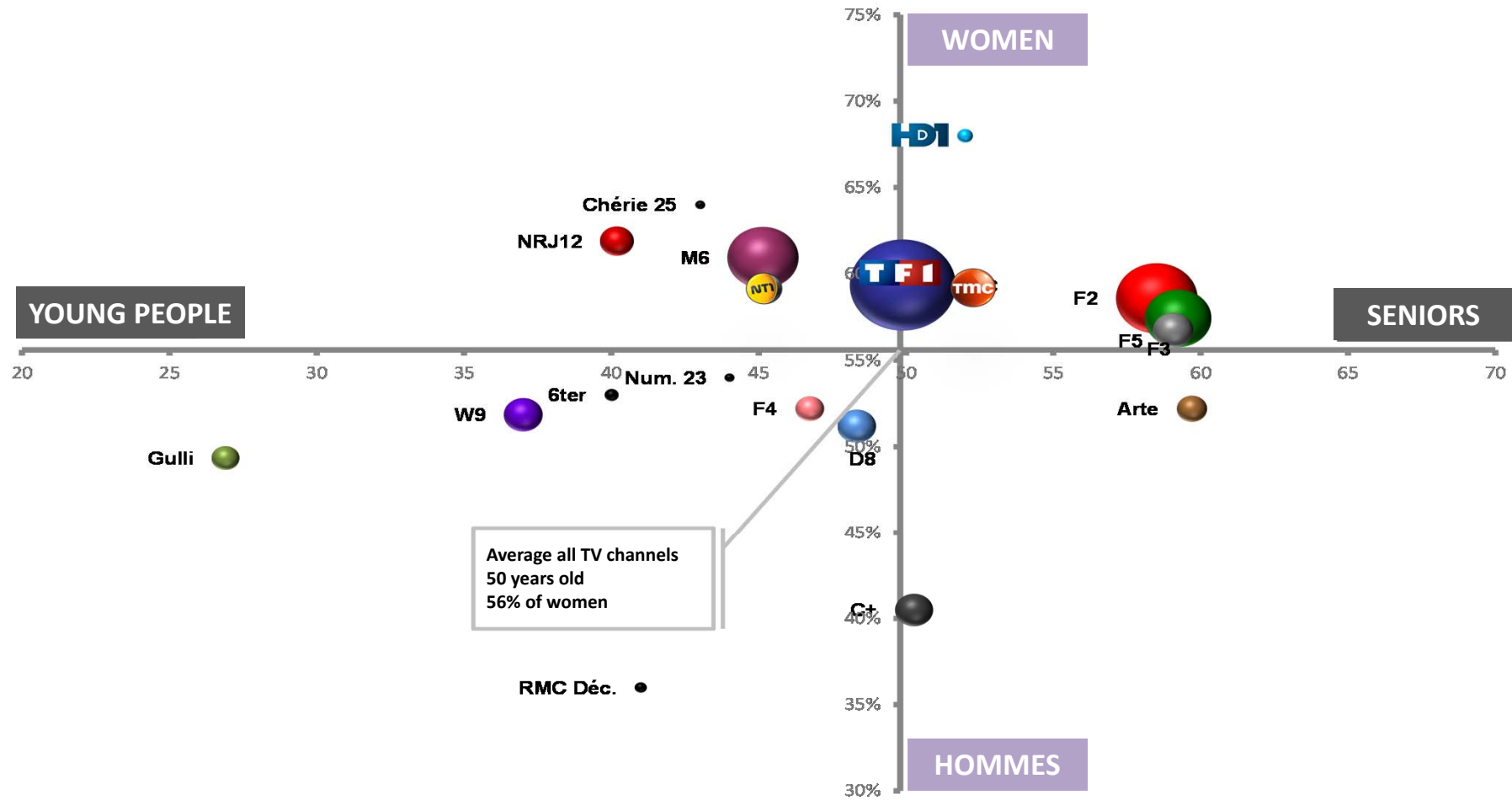
TF1 CHANNEL, A EUROPEAN LEADER

Audience share (in%) of European channels, leaders in their respective national territories in January-June 2013

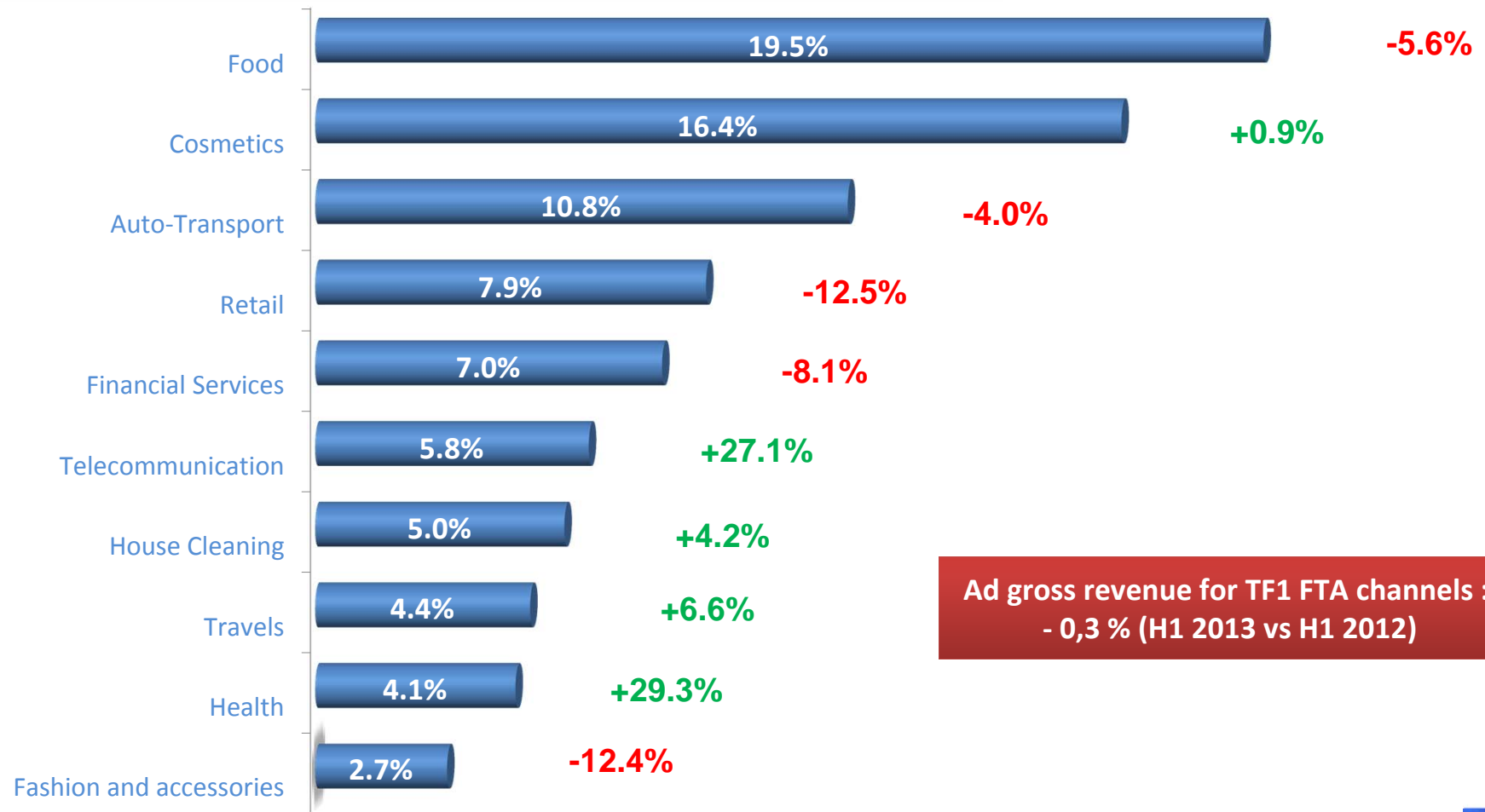
Gap between each leader and its challenger



FRENCH FREE-TO-AIR LANDSCAPE

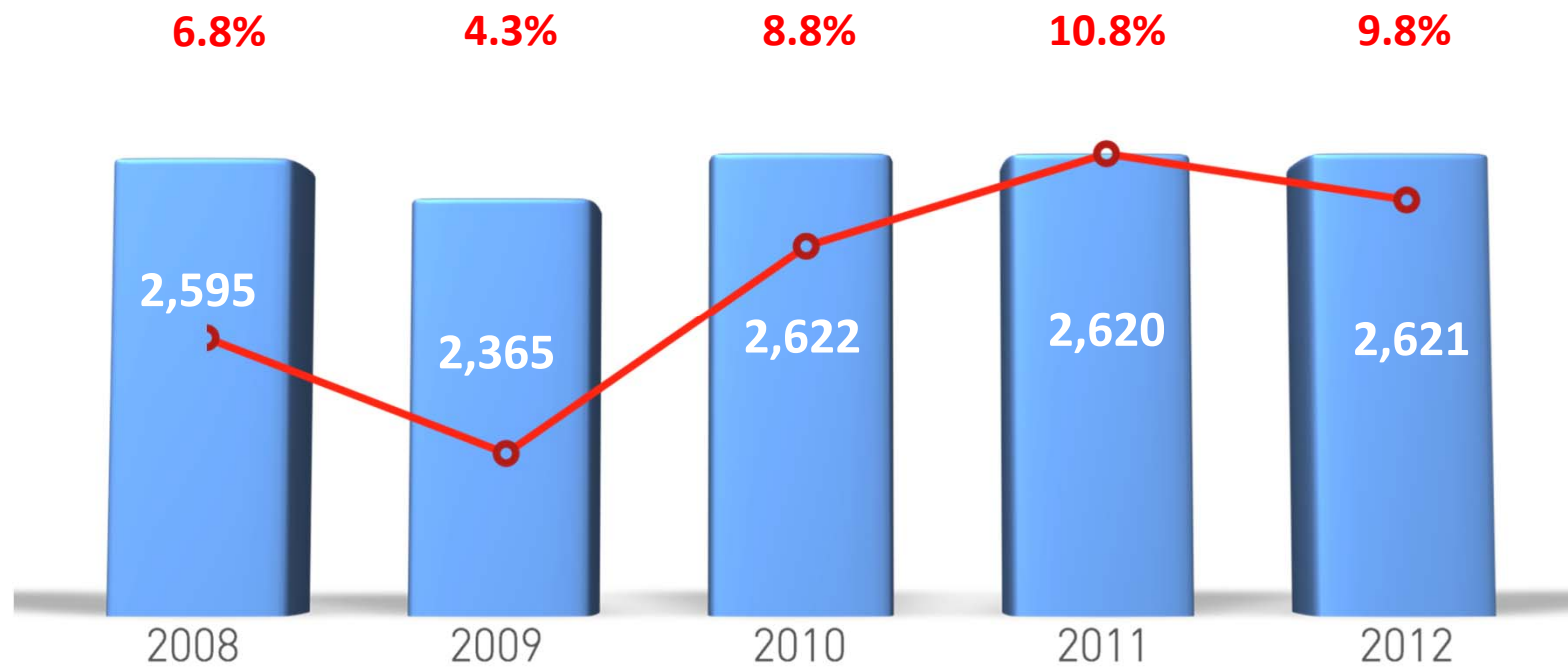


EVOLUTION OF THE ADVERTISING SECTORS IN H1 2013



TF1 CONSOLIDATED HISTORICAL DATA

■ Consolidated revenue (€m) — Current operating margin



FY 2012 REVENUE CONTRIBUTIONS BY SEGMENT

€m	2012	2011	Var. €m	Var. %
BROADCASTING & CONTENT	1,809.3	1,858.3	(49.0)	-2.6%
Broadcasting	1,737.8	1,781.3	(43.5)	-2.4%
Content	71.5	77.0	(5.5)	-7.1%
CONSUMER PRODUCTS	240.3	228.1	+12.2	+5.3%
TF1 Vidéo	84.1	78.3	+5.8	+7.4%
Téléshopping	99.3	100.4	(1.1)	-1.1%
TF1 Entreprises	56.9	49.4	+7.5	+15.2%
PAY-TV	562.7	524.9	+37.8	+7.2%
Eurosport Group	475.1	434.3	+40.8	+9.4%
Themes channels in France	87.6	90.6	(3.0)	-3.3%
HOLDING & OTHER	8.3	8.4	(0.1)	-1.2%
TOTAL REVENUE	2,620.6	2,619.7	+0,9	=

FY 2012 ADVERTISING REVENUE EVOLUTION

€m	2012	2011	Var. €m	Var. %
Advertising Broadcasting & Content	1,649.7	1,706.5	(56.8)	-3.3%
o/w Television	1,566.0	1,653.8	(87.8)	-5.3%
o/w Other platforms	83.7	52.7	+31.0	+58.8%
Advertising Pay-TV	125.8	115.0	+10.8	+9.4%
o/w Eurosport group	98.6	85.3	+13.3	+15.6%
o/w Theme channels in France	27.2	29.7	(2.5)	-8.4%
GROUP ADVERTISING REVENUE	1,775.5	1,821.5	(46)	-2.5%
NON-ADVERTISING REVENUE	845.1	798.2	+46,9	+5.9%
GROUP CONSOLIDATED REVENUE	2,620.6	2,619.7	+0,9	=

FY 2012 COST OF PROGRAMMES EVOLUTION

	2012	2011	Var. €m	Var. %
TOTAL COSTS OF PROGRAMMES	1,004.6	960.2	+44.4	+4.6%
One-off sporting events	24.2	24.1	+0.1	0,4%
Total Cost of Programmes excl. one-off sporting events	980.4	936.1	+44.3	4,7%
Entertainment	293.6	270.8	+22.8	8,4%
TV dramas / TV movies / Series / Theatre	313.4	295.8	+17.6	5,9%
Sports (excl.one-off sporting events)	101.0	108.3	(7.3)	-6,7%
News	107.9	104.2	+3.7	3,6%
Movies	147.5	139.9	+7.6	5,4%
Youth	17.0	17.1	(0.1)	-0,6%

FY 2012 CONSOLIDATED INCOME STATEMENT (1/2)

€m	2012	2011	Var. €m	Var. %
CONSOLIDATED REVENUE	2,620.6	2,619.7	+0.9	+0.0%
Total costs of programmes	(1,004.6)	(960.2)	(44.4)	+4.6%
Total other charges	(1,273.5)	(1,268.3)	(5,2)	+0,4%
Depreciation and amortisation, Provision and impairment (net)	(84.4)	(108.3)	+23.9	-22.1%
CURRENT OPERATING PROFIT	258.1	282.9	(24.8)	-8.8%
<i>CURRENT OPERATING MARGIN</i>	9.8%	10.8%	-1.0pt	
Other operating income and expenses	(47.7)	-	(47.7)	na
OPERATING PROFIT	210.4	282.9	(72.5)	-25.6%

FY 2012 CONSOLIDATED INCOME STATEMENT (2/2)

€m	2012	2011	Var. €m	Var. %
OPERATING PROFIT	210.4	282.9	-72.5	-25.6%
Cost of net debt	-	0.5	-0.5	na
Other financial income and expenses	5.8	5.1	+0.7	+13.7%
Income tax expense	(70.5)	(88.7)	+18.2	-20.5%
Share of profits / (losses) of associates	(6.4)	(13.7)	+7.3	-53.3%
NET PROFIT	139.3	186.1	-46.8	-25.1%
NET PROFIT ATTRIBUTABLE TO THE GROUP	136.0	182.7	-46.7	-25.6%
ATTRIBUTABLE TO MINORITY INTERESTS	3.3	3.4	-0.1	-2.9%

FY 2012 CURRENT OPERATING PROFIT CONTRIBUTIONS BY SEGMENT

€m	2012	2011	Var. €m
BROADCASTING & CONTENT	160.1	210.2	(50.1)
Broadcasting	154.9	234.2	(79.3)
Content	5.2	(24.0)	+29.2
CONSUMER PRODUCTS	18.0	(3.1)	+21.1
TF1 Vidéo	0.3	(11.7)	12.0
Téléshopping	6.8	+2.9	3.9
TF1 Entreprises	10,9	+5.7	5.2
PAY-TV	64.3	73.2	(8,9)
Eurosport Group	63.6	68.8	(5.2)
Themes channels in France	0.7	4.4	(3.7)
HOLDING AND OTHERS	15.7	2.6	+13.1
TOTAL CURRENT OP. PROFIT	258.1	282.9	(24.8)

CONSOLIDATED BALANCE SHEET AT 30 DEC. 2012

ASSETS (€m)	31 DEC. 2012	31 DEC. 2011	Var. €m
Total non-current assets	1,408.4	1,421.8	-13.4
Total current assets	2,209.4	1,932.6	+276.8
TOTAL ASSETS	3,617.8	3,354.4	+263.4

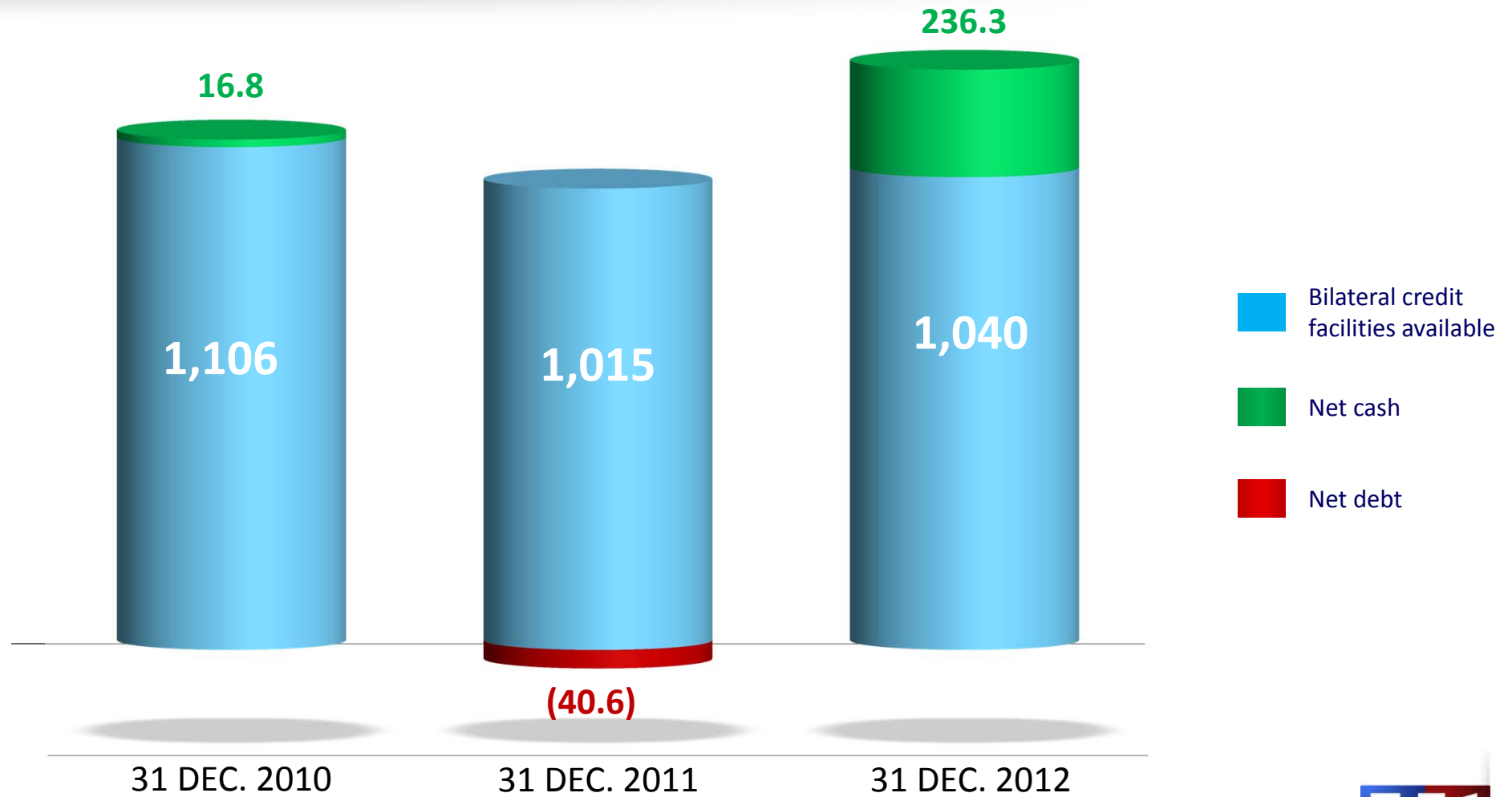
SHAREHOLDERS' EQUITY AND LIAB. (€m)	31 DEC. 2012	31 DEC. 2011	Var. €m
Shareholder's equity	1,801.8	1,587.2	+214.6
of which shareholder's equity attributable to the Group	1,684.8	1,575.1	+109.7
Non-current liabilities	62.7	67.9	-5.2
Current liabilities	1,753.3	1,699.3	+54.0
TOTAL SHAREHOLDER'S EQUITY AND LIABILITIES	3,617.8	3,354.4	+263.4
NET CASH (+) / DEBT (-)	236.3	(40.6)	+276.9

FY 2012 CONSOLIDATED CASH FLOW STATEMENT

€m	2012	2011	Var. €m
Operating cash flow	277.0	346.4	-69.4
Income taxes (paid)/reimbursed	(102.1)	(73.2)	-28.9
Change in operating working capital needs	87.6	(82.1)	+169.7
Net cash generated by/(used in) operating activities	262.5	191.1	+71.4
Net cash generated by/(used in) investing activities	(58.6)	(94.7)	+36.1
Net cash generated by/(used in) financing activities	68.7	(151.6)	+220.3
CHANGE IN CASH POSITION	272.6	(55.2)	+327.8
CASH POSITION AT BEGINNING OF PERIOD	(18.2)	37.0	-55.2
CASH POSITION AT END OF PERIOD	254.4	(18.2)	+272.6

A HEALTHY BALANCE SHEET

En M€



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