



LE GROUPE

ANNUAL RESULTS
2017

Wifi 

RESULTATS 2017

Password: resultats2017

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.

PART I

2017, SUCCESS OF THE ANNOUNCED STRATEGY



Multichannel,
Multi-business,
Multimedia



Production



Digital



CSR

PART II

FINANCIAL STATEMENTS



PART III

2018 CHALLENGES



PART IV

OUTLOOK



PART I

2017, SUCCESS OF THE ANNOUNCED STRATEGY



Multichannel,
Multi-business,
Multimedia



Production



Digital



CSR

PART II

FINANCIAL STATEMENTS



PART III

2018 CHALLENGES



PART IV

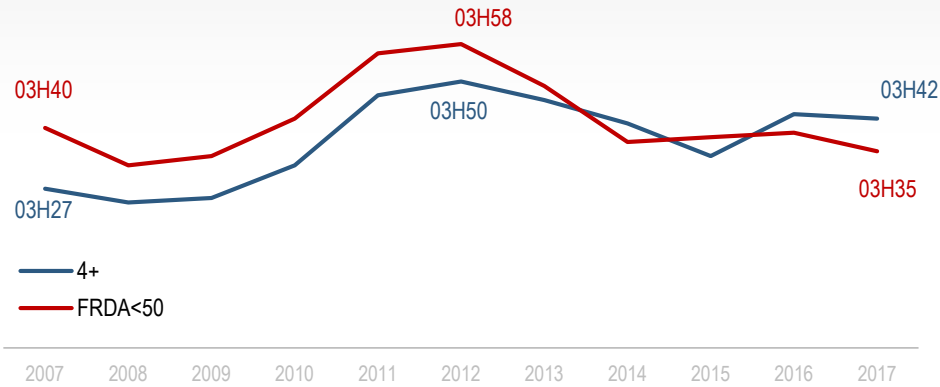
OUTLOOK





TV, THE MOST CONSUMED MEDIUM IN FRANCE

FRENCH PEOPLE WATCH NEARLY 4 HOURS OF TV A DAY

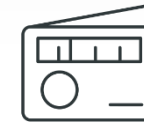


TV



3H42

Radio



2H05

Desktops



56mins

Mobile



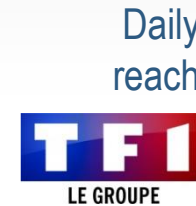
34mins

31 MILLION INDIVIDUALS REACHED DAILY BY THE GROUP'S CHANNELS

Daily reach for TV

74%

43 million people



Daily reach

53%

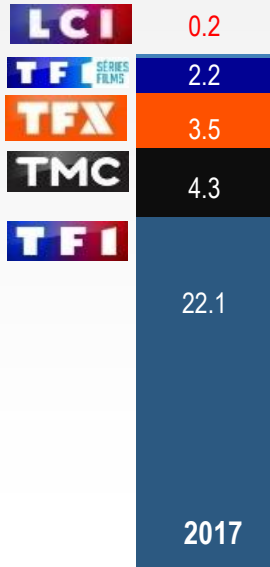
31 million people



STRONG COMPLEMENTARITY IN THE GROUP'S PORTFOLIO OF CHANNELS



LEADERSHIP FOR GROWING MULTICHANNEL AUDIENCES



32.3%
W<50PDM

29.2%
Ind 25-49



SUCCESSFUL CHANNEL REBRANDING AND REPOSITIONNING



MULTICHANNEL & MULTIMEDIA PROGRAMMING

TF1-LCI-Digital co-broadcast of the *Grand Débat**



TF1 and TF1 Séries Films, MYTF1 (exclusivity and replay), MYTF1VOD



1st half on TF1, then 2nd half on TMC



LEADER FOR DTT AND GROWING



10.2%
W<50PDM

9.3%
Ind. 25-49



DYNAMICS OF THE TF1 CHANNEL'S BUSINESS MODEL



POWER AND TARGETING WITH CONTROLLED COSTS

Continuing to deliver gold-standard programming

20.0%
Ind. 4+

22.1%
W<50PDM

19.9%
Ind. 25-49

The channel for big events



C'est Canteloup



Le Grand Débat



La Vengeance aux yeux clairs



Championnat du monde de Handball féminin



Mission Enfoirés

Renewal of access



MONETISATION OF THE TF1 POWER RATIO

Branding strategy & performance



VIP screens

Enhancement of editorial environment and ROI



GRP Data



A FIRMLY MULTIMEDIA STRATEGY

MYTF1 leader for IPTV in 2017



>10 million unique monthly IPTV visitors



Previews & login/data strategy



New platforms (YouTube, ...)



SUCCESS OF "FRESH" AND LOCAL PROGRAMMES

ENTERTAINMENT

TF1 occupied all the **22** entertainment places in the 100 best 2017 ratings



Up to 8.1 million viewers



Up to 6.9 million viewers

FRENCH DRAMA

TF1 occupied **32** places with French dramas in the 100 best 2017 ratings



7.2 million viewers



Mention Particulière
6.5 million viewers

LCI CONFIRMED ITS STATUS AS FRANCE'S NO.2 NEWS CHANNEL



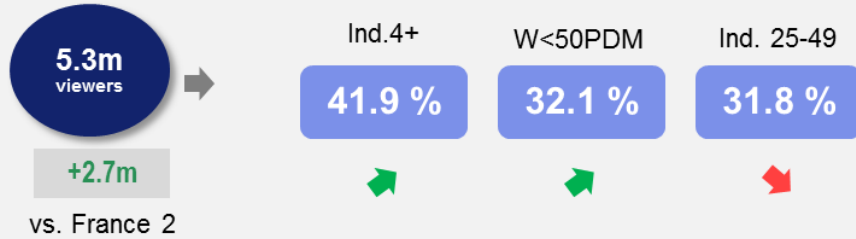


WELL ORIENTED AUDIENCES SINCE LAST SEPTEMBER

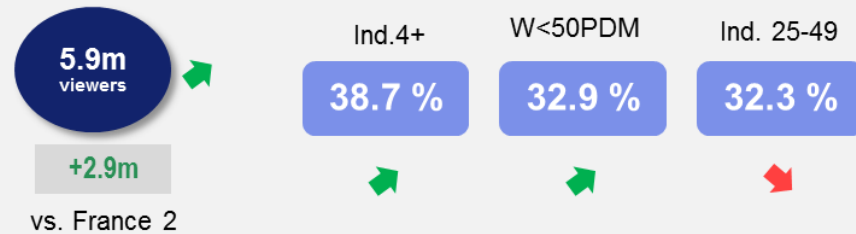
Audience Share Sept. 17 – Jan. 18 vs. Sept. 16 – Janv 17

LE13H

Week days

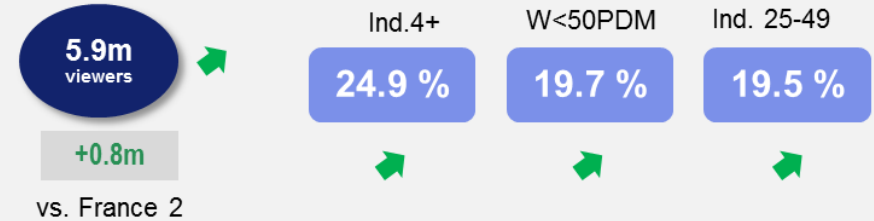


Weekend

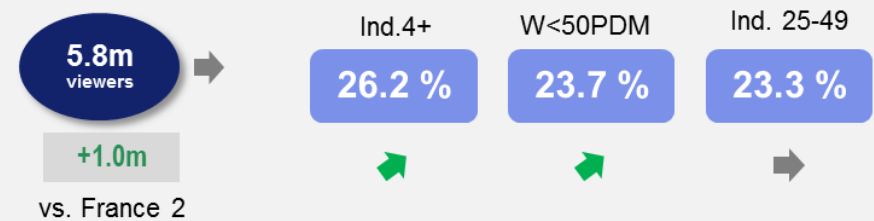


LE20H

Week days



Weekend





OPTIMIZED CONTENT ACQUISITION POLICY



RIGHTS PURCHASES SOURCING POLICY

Reduction in the number of output deals

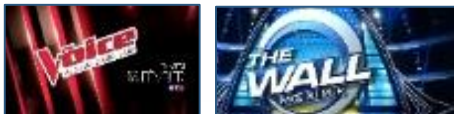


Cherry picking



Une famille formidable

Securing flagship entertainment programmes



French drama



Entre deux mères

Film multicasting



CO-PRODUCTIONS, NEW FINANCING MODES, NEW FORMATS

Reinforcement of in-house production



Mon plus beau Noël



Demain nous appartient

New financing modes



Marseille



La Mante

New genres

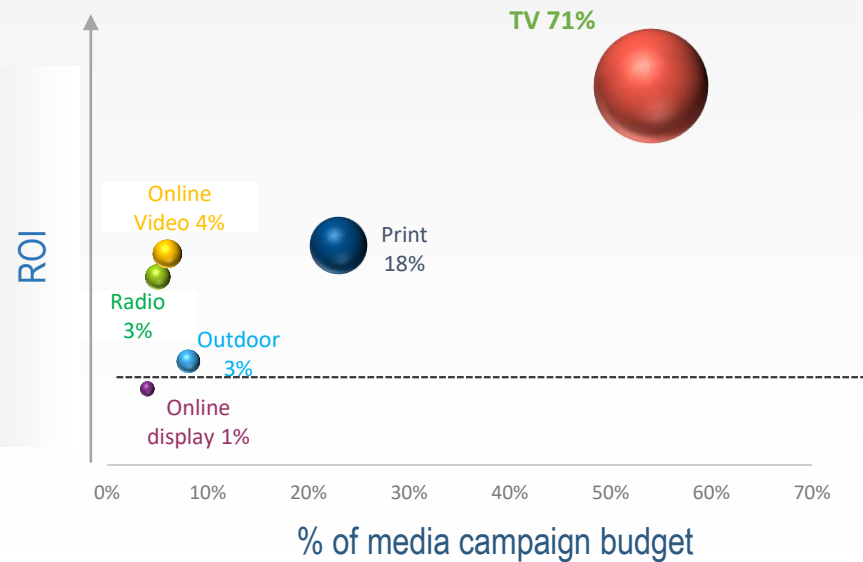




TV REMAINS KEY MEDIUM FOR ADVERTISERS

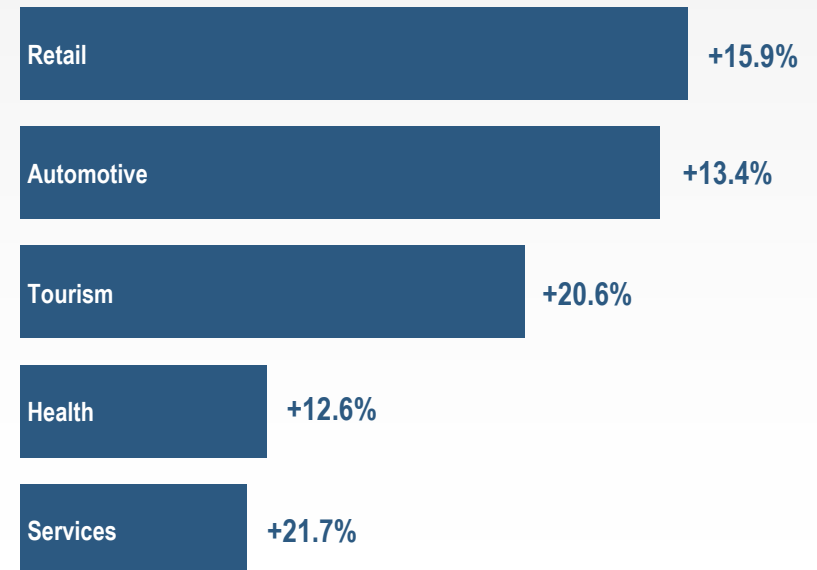
TV: ADVERTISING PERFORMING MEDIUM

Example in **UK**: TV's ROI is £4,20 for £1 invested, contributing to 71% of global ROI of campaigns



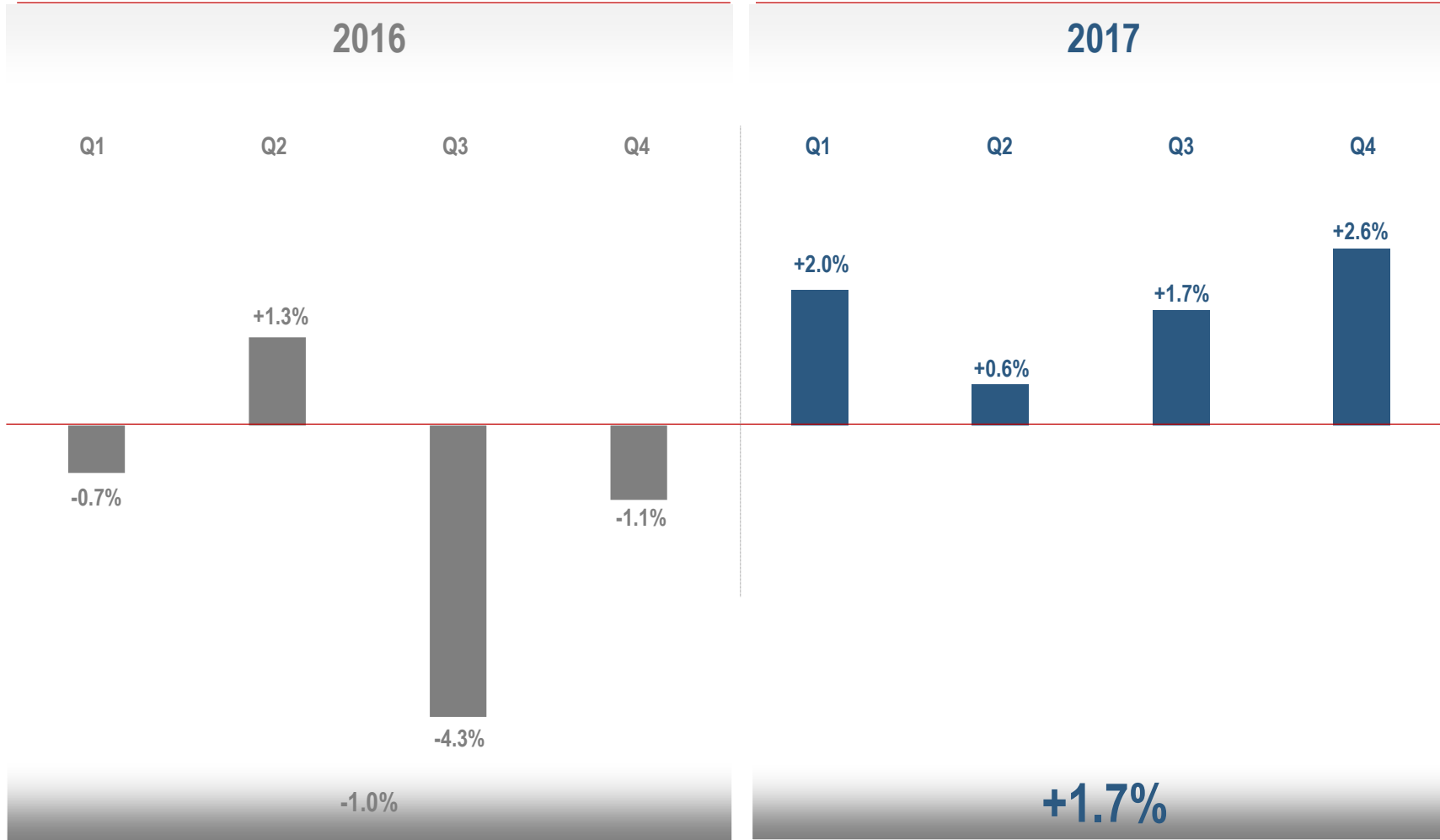
MAJOR DYNAMIC SECTORS FOR TV ADVERTISING

TOP 5 PROGRESSIONS IN 2017 (VS 2016)





NET ADVERTISING REVENUE OF THE 5 UNENCRYPTED CHANNEL UP BY 1.7 % IN 2017



INCREASE IN AD REVENUES OF THE 5 UNENCRYPTED CHANNELS :

€1,480.5m in 2017, + 1.7%

9m 2017:
+ 0.8 points of net market share

2017*:
+ 0.7 points of gross market share



CONQUERING SALESHOUSE

INCREASED NUMBER OF ADVERTISERS

+12.7%

+101 advertisers
in 2017 vs 2016

GROWTH IN SPONSORSHIP / SPECIAL OPERATIONS

+27%

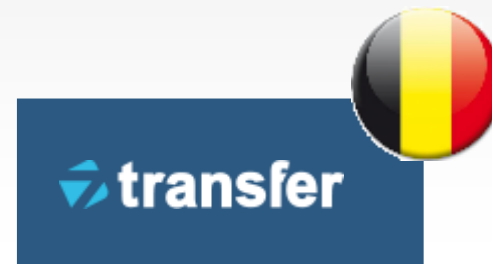
Billboard revenue
in 2017



GOING ON WITH 'LA BOX' DEPLOYMENT AND ADTECH PARTNERSHIP



NEW CHANNELS AND TERRITORIES





DIVERSIFIED AND REDEPLOYED ENTERTAINMENT ACTIVITIES

MUSIC/SHOWS



1st Diamond disc, filming and live album



Successful launch for the Escape Game at the Parc des Princes

CINEMA



4.6 million entries



3 million entries



3.6 million entries

The top 4 French films are co-produced by TF1 Films
Production: *Raid Dingue*, *Valerian*, *Alibi.com* and *Le sens de la fête*

LA SEINE MUSICALE



Over 300,000 viewers since opening in April 2017
Varied programme, good performances of *West Side Story* and *Michel Sardou* in concert

VOD



The film *Alibi.com* with over 450,000 VOD plays is the biggest hit of the year

TÉLÉSHOPPING



Coupe Express (100 000 products sold)

222 products broadcast, 116 of them new
1,330,000 products dispatched
360,000 new customers

TF1 GAMES



Escape Game: 82,000 games sold among the best Christmas sales



PRODUCTION: THE NEWEN GROUP CONTINUES TO DEVELOP



MORE DIVERSIFIED CLIENTS PORTFOLIO

•2 ————— •3



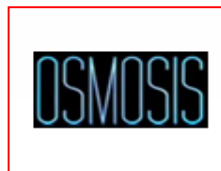
Demain nous appartient



Un village à la diète



Souviens toi



SUCCESSFUL CHALLENGE: *DEMAIN NOUS APPARTIENT*



26 Minutes/episod

5 Days a week

350 Technical Staff

3 Film crews



Already sold in Italy



ACCELERATION OF THE DIGITAL TRANSFORMATION

DEVELOP NEW CONTENT AND INVENTORY



1.3bn
videos viewed in 1 year*



+18%
Additional viewing in catch-up

18 m
videos viewed every month



6 m
videos viewed monthly on MyTF1
100% digital format

SUPPORTING ADVERTISERS, NEW TERRITORIES, NEW TARGETS



Ad agency operational in 2018 to address European budgets



France



INNOVATION, DIGITAL TECHNOLOGIES AND DATA



18 million
people identified to date (x2 since April)



350 campaigns
via the DMP**

15% CPM 'Data'
vs conventional



1 start-up incubator in Station F



TF1 INITIATIVES : A UNIQUE BRAND HIGHLIGHTING OUR CSR ACTIONS



BRINGING TOGETHER THE INITIATIVES OF THE CHANNELS, THE COMPANY AND TF1 FOUNDATION

Solidarity

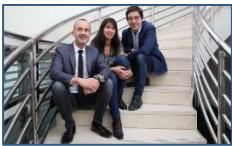


€38.7m
recognition of donations

Diversity

Diversity Label renewed
10th anniversary of the TF1 Foundation and of the Disability/Diversity Action initiative
Action plan to improve the role women play in news

Sustainable company



Ushuïa TV
Commitment to ISO 50 001 certification
Positive innovation

EXPANDING OUR RANGE OF ACTIONS THROUGH TOUCHSTONE PARTNERSHIPS



Sport Dans la Ville

Committed to helping disadvantaged boys and girls through sport



Fraternité Générale

Promoting fraternity throughout the country



Respect Zone

For respect in digital forums

COMMUNICATING WITH AND ENGAGING EMPLOYEES



Internal Campaign



AND CONTINUED GOOD PERFORMANCES IN NON-FINANCIAL RANKINGS



PART I

2017, SUCCESS OF THE ANNOUNCED STRATEGY



Multichannel,
Multi-business,
Multimedia



Production



Digital



CSR

PART II

FINANCIAL STATEMENTS



PART III

2018 CHALLENGES



PART IV

OUTLOOK





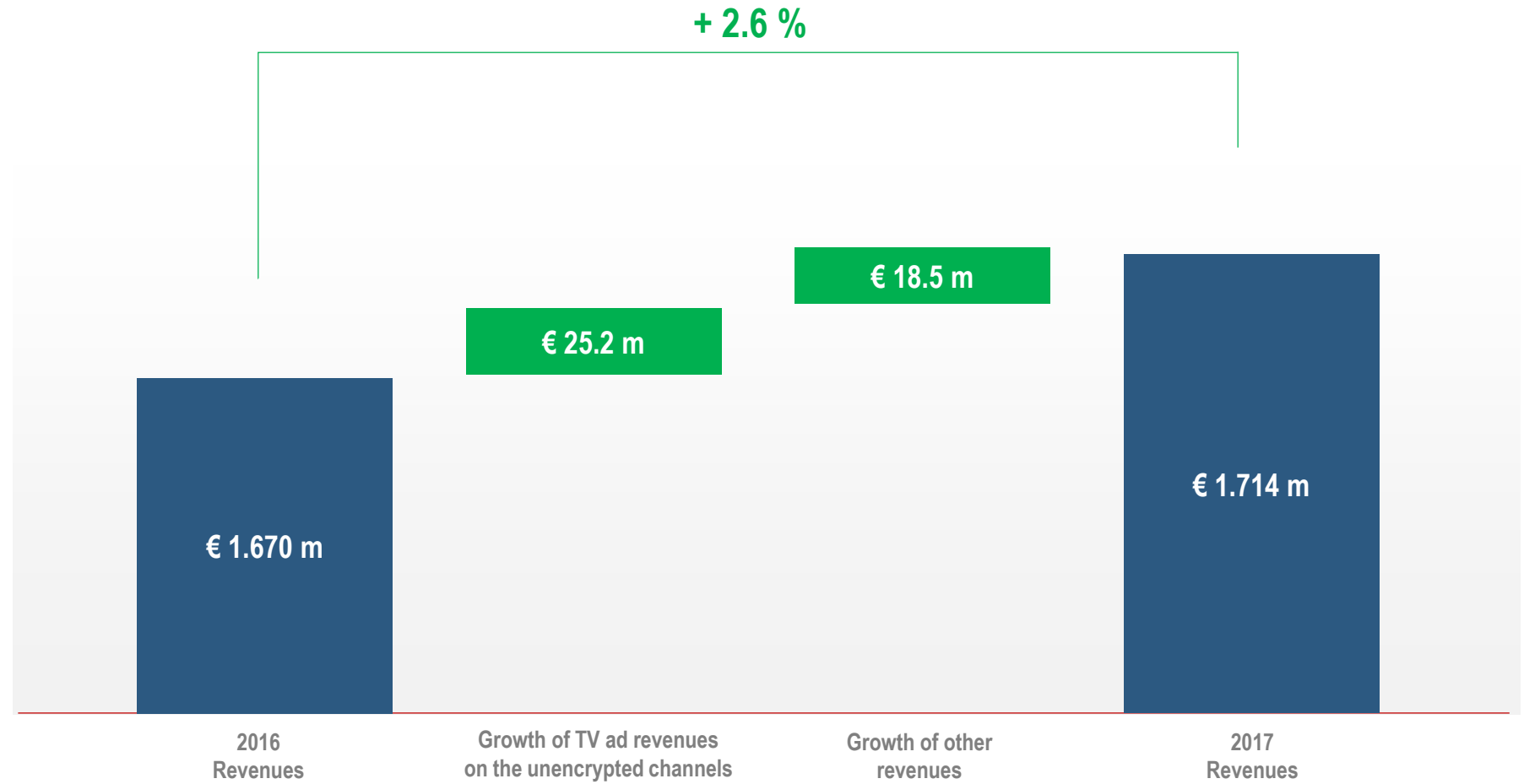
CONSOLIDATED REVENUE

€m	2017	2016	Var. €m	Var. %
BROADCASTING	1,713.6	1,669.9	43.7	2.6%
UNENCRYPTED PLATFORMS	1,543.8	1,517.1	26.7	1.8%
<i>TV advertising</i>	<i>1,480.5</i>	<i>1,455.3</i>	<i>25.2</i>	<i>1.7%</i>
<i>Other revenues</i>	<i>63.3</i>	<i>61.8</i>	<i>1.5</i>	<i>2.4%</i>
OTHER PLATFORMS AND RELATED ACTIVITIES	169.8	152.8	17.0	11.1%
STUDIOS & ENTERTAINMENT	411.3	392.8	18.5	4.7%
TOTAL REVENUE	2,124.9	2,062.7	62.2	3.0%



2.6%
GROWTH IN 2017

€+43.7 M





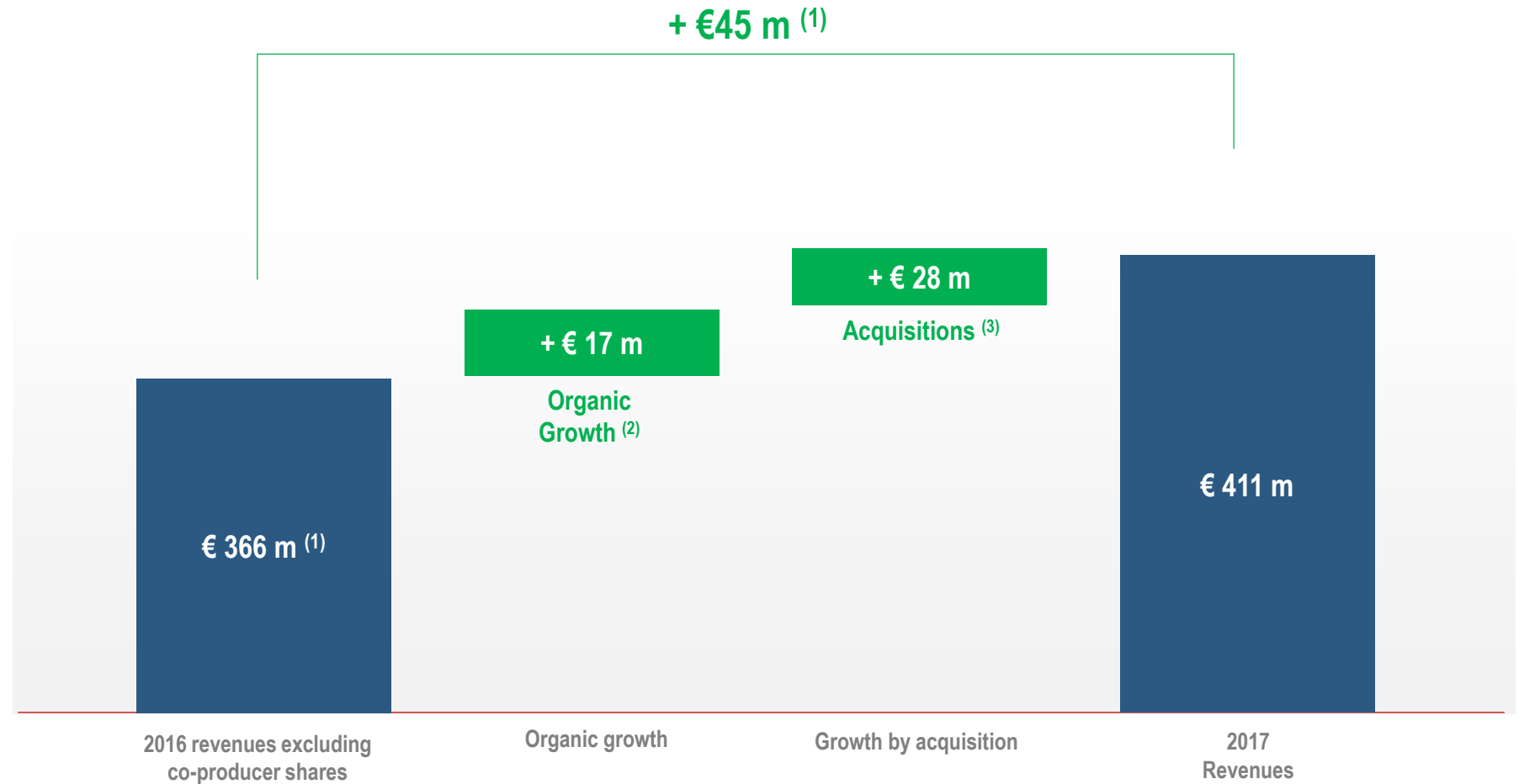
STUDIOS & ENTERTAINMENT

38%

ORGANIC GROWTH

62%

GROWTH BY ACQUISITION





COST OF PROGRAMMES

€m	2017	2016 *	Var. €m	Var. %
Entertainment	273.9	269.5	4.4	1.6%
TV dramas/TV movies / Series /Theatre	325.2	312.1	13.1	4.2%
Sports (excl. One-off sporting events)	59.2	49.0	10.2	20.9%
News	142.5	140.7	1.8	1.3%
Movies	169.0	174.1	(5.1)	-2.9%
Youth	14.2	15.1	(0.9)	-6.1%
TOTAL EXCL. ONE-OFF SPORTING EVENTS	983.9	960.5	23.4	2.4%
<i>One-off sporting events</i>	-	46.1	(46.1)	-
TOTAL INCL. ONE-OFF SPORTING EVENTS	983.9	1 006.6	(22.7)	-2.3%

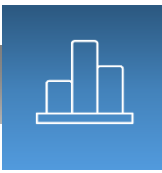
* The cost of programmes published for 2016 was €1,032 million, including €25.4 million of non-recurring expenses. Excluding non-recurring expenses, the cost of programmes was €1,006.6 million

In Q1 2016, the 5 channels cost of programs didn't include LCI.



CONSOLIDATED INCOME STATEMENT

€m	2017	2016	Var. €m	Var. %
CONSOLIDATED REVENUE	2,124.9	2,062.7	62.2	3.0%
Total costs of programmes	983.9	1,006.6	(22.7)	-2.3%
Other charges, depreciation, amortization, provision	955.7	926.7	29.0	3.1%
CURRENT OPERATING PROFIT	185.3	129.4	55.9	43.2%
CURRENT OPERATING MARGIN	8.7%	6.3%	-	+2.4pts
Other operating income and expenses	-23.3	-83.7	60.4	-72.2%
OPERATING PROFIT	162.0	45.7	116.3	x3.5
Cost of net debt	-1.5	-1.2	(0.3)	25.0%
Other financial income and expenses	6.3	-4.5	10.8	n/a
Income tax expense	-44.6	-5.9	(38.7)	n/a
Share of profits / (losses) of associates	14.2	9.9	4.3	43.4%
Net profit from continuing operations	136.4	44.0	92.4	x3.1
Post-tax profit from discontinued/held-for-sale operations	-	-	-	-
NET PROFIT	136.4	44.0	92.4	x3.1
Net profit attributable to the Group	136.1	41.7	94.4	x3.3
<i>Attributable to non-controlling interests</i>	<i>0.3</i>	<i>2.3</i>	<i>(2.0)</i>	<i>n/a</i>



€27 m recurrent savings

€12 m

ORGANISATION / TRANSFORMATION

€6 m

PURCHASING
OPTIMISATION

€9 m

DIGITALISATION



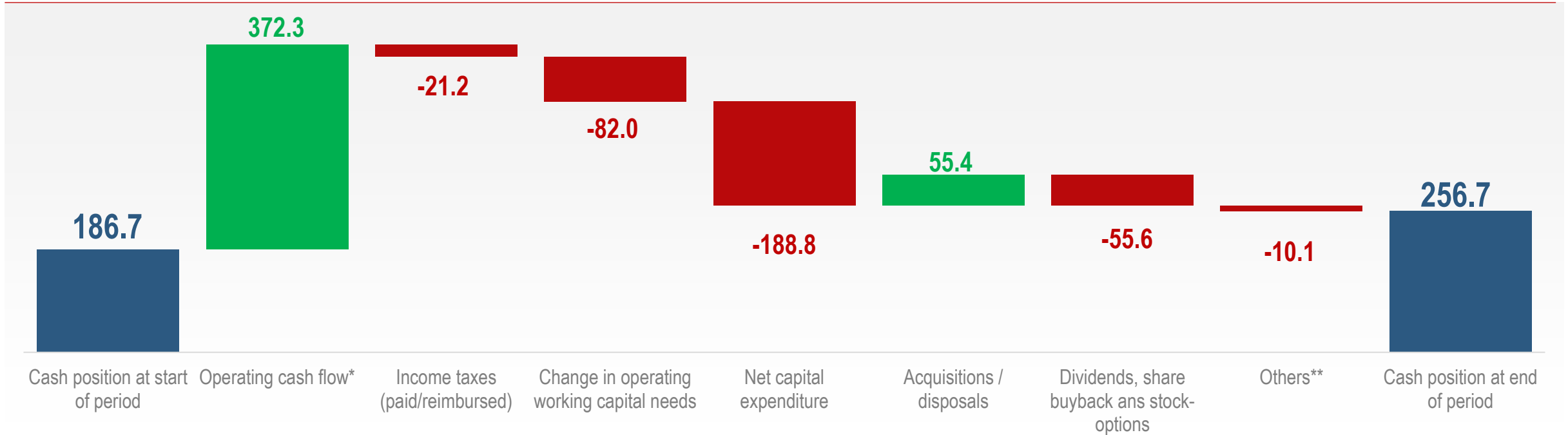
BALANCE SHEET

CONSOLIDATED ASSETS (€m)	DEC 31st 2017	DEC 31st 2016	Var. €m
Total non-current assets	1,060.9	1,093.1	(32.2)
Total current assets	2,329.4	2,122.6	206.8
Held-for-sale assets	-	-	-
TOTAL ASSETS	3,390.3	3,215.7	174.6
Net cash (+)	256.7	186.7	70.0

CONSOLIDATED LIABILITIES (€m)	DEC 31st 2017	DEC 31st 2016	Var. €m
Total shareholders' equity	1,581.8	1,492.6	89.2
shareholders' equity attributable to the Group	1,581.9	1,493.4	88.5
Total non-current liabilities	311.6	322.0	(10.4)
Total current liabilities	1,496.9	1,401.1	95.8
Liabilities related to held-for-sale operations	-	-	-
TOTAL LIABILITIES & SHAREHOLDERS' EQUITY	3,390.3	3,215.7	174.6



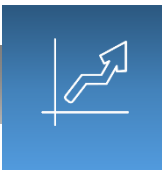
EVOLUTION OF NET CASH POSITION 2017



* Operating cash flow – cost of net debt – income tax expense ** Cash inflows/outflows from/on acquisitions of financial assets, dividends received, other cash flows from investing activities, other transactions between shareholders, cash inflows from new debt contracted, repayment of debt (including finance leases), net interest paid (including finance leases)

NET CASH POSITION 2016





RETURNS FOR SHAREHOLDERS

€ 73.5 m*

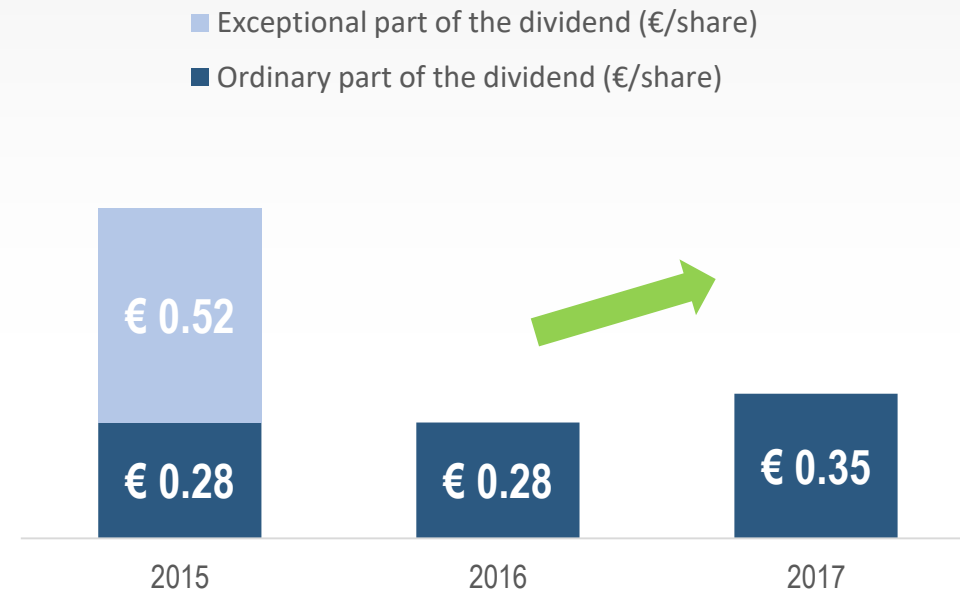
Increase of the dividend per share

€ 0.35

54%

of net profit attributable
to the group in 2017

2015 – 2017 EVOLUTION



* On the basis of the number of shares making up TF1 capital at 12/31/2017

PART I

2017, SUCCESS OF THE ANNOUNCED STRATEGY



Multichannel,
Multi-business,
Multimedia



Production



Digital



CSR

PART II

FINANCIAL STATEMENTS



PART III

2018 CHALLENGES



PART IV

OUTLOOK

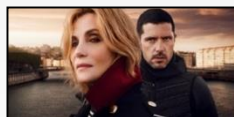




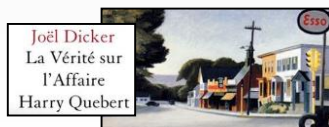
REINFORCED, ATTRACTIVE CONTENT ON ALL OUR CHANNELS



CONTINUE THE RENEWAL OF FRENCH DRAMA AND US SERIES



Insoupçonnable



Les Guépardés



FIRMLY ESTABLISH AND RENEW UNSCRIPTED FORMATS



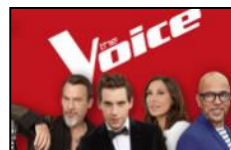
KOH-LANTA All Stars



Saison 2



Depuis le 31 janvier



Depuis le 27 janvier



FIRMLY ESTABLISH THE ACCESS OFFER



New format TF1 Production





EXCEPTIONAL PACKAGE FOR 2018 FOOTBALL WORLD CUP



FOOTBALL WORLD CUP UNENCRYPTED EXCLUSIVELY ON TF1

From 14 June to 15 July 2018

A FULL MULTICHANNEL, DIGITAL PACKAGE

(Magazines, Téléfoot daily,...)

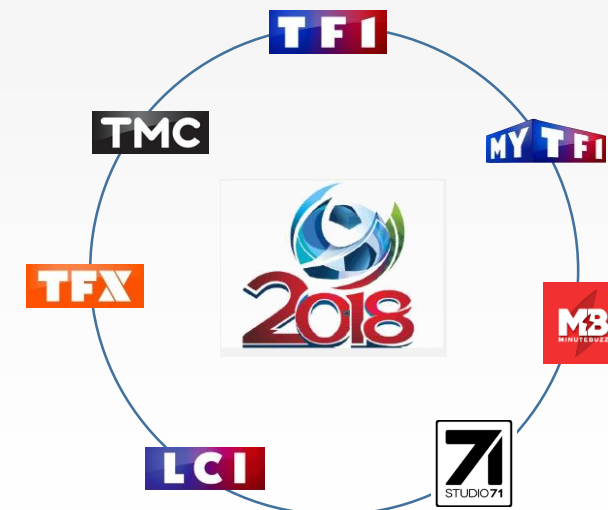
The best 28 matches, including all the French team matches

Matches at 8pm that impact TV schedule (11 of 16 group-stage matches chosen at 8pm)

4K on the boxes of Altice-SFR and Bouygues Telecom (**TF1 Premium**)

Premium marketing of **Events screens**

LCI : THE WOLRD CUP NEWS CHANNEL



FIFA WORLD CUP
RUSSIA 2018



TRANSFORMATION OF NEWS: 3 PILLARS FOR THE 'INFO 2020' AMBITION

ORGANISATION

SYNERGIES BETWEEN TEAMS



EDITORIAL

OPTIMISATION OF THE 8:30PM-9:00PM SLOT

Reinforcement of news offering, new format,
clear dates for viewer



TOOLS

PROJECTS ON COMMON PRODUCTION AND BROADCASTING TOOLS

NEW NEWS STUDIO BY SEPTEMBER 2018





TWO AGREEMENTS SIGNED



Signed, 6 November 2017



Signed, 30 January 2018

ONGOING NEGOTIATIONS





OUTLOOK

JULY 2017

Renewal of TF1 agreement including some more flexibility

OCTOBER 2017

Public consultation on simplifying the rules on TV advertising

2018

Audiovisual law to come...

MAJOR STAKES

Media Chronology

Extension of **TV advertising-eligible sectors**

Reform of **public audiovisual sector**

Dependant / Independant ratio for French Drama purchasing

....



**THE IMPLEMENTATION OF THIS TRANSACTION IS SUBMITTED TO THE CLEARANCE BY REGULATORY AUTHORITIES
AND COULD TAKE PLACE IN H1 2018**



AUFEMININ: A UNIQUE PORTFOLIO OF HIGH-AWARENESS BRANDS

EUROPE (France, Spain, Italy, Germany, UK)

Fashion / Beauty

Food

Parenting

Health

Lifestyle

aufeminin

marmiton

netmums

Onmeda

MY LITTLE PARIS

aufeminin Club *Expertes*

Gretel

Beautiful Box by aufeminin

MERCI ALFRED

GAMBETTES BOX

MY LITTLE BOX

Business model based on the sale of 'boxes'

UNITED STATES

Fashion / Beauty

STYLEB!STRO

Interiors

Lonny

Celebrity

ZIMBIO

Lifestyle

livingly

JAPAN

Lifestyle

MY LITTLE BOX



REVENUE*

€ 113 m in **2017** (+6.1%)

EBITDA*

€24.7 m in 2016 (Margin : 23%)

EBIT*

€17.8 m in 2016 (Margin : 17%)



KEY FIGURES



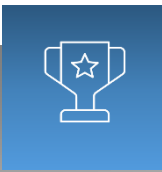
Over **129 million** users* in the world, of which **20 million** in France

Over **7 million** followers on social networks

Around **17 million** downloads for Marmiton app

4 million subscribers to My Little Paris Newsletter

460 employees



A UNIQUE MODEL FOR THE MONETISATION OF AUDIENCES AND COMMUNITIES



1-REACH

Display
Programmatic / Header Bidding

2-ENGAGEMENT

Brand content
Brand Publishing
Influence
Social Networks
Events

3-CONVERSION

Social E-Commerce
Magazine

ADVERTISING MODEL

B2B

Platforms


TRANSACTIONAL MODEL


B2C



POWERFUL AND ENGAGED COMMUNITIES: EXAMPLE OF MARMITON



 **GLOBAL AUDIENCE**
13.3 m UU
(Desktop / mobile / tablet)

MOBILE APPLICATIONS 
16.6 m downloads
5.7 m push subscribers









 **NEWSLETTERS**
234 000 subs
35% opening rate

EVENTS 
4 events per year
120 influencers



 **MARMITON MAG**
4.27 m readers
Every 2nd month

SOCIAL NETWORKS 

 2,4M fans  2,9M readers/month
 48,8K followers  280K followers
 181K followers  2K followers





VALUE-ADDING FOR TF1 AND AUFEMININ



1. **e-commerce know-how** (marketing of boxes), an activity which has **huge growth potential**
2. **Complementary business lines**
3. **An entrepreneurial culture**
4. **A growth driver**
5. **Digital legitimacy**



1. **Production of content** (film/digital) Newen, TF1 Studios, Studio71
2. **Acceleration of growth**, in particular **internationally** (inc. growth by acquisition)
3. **Optimization of operations**



A GLOBAL REACH = A UNIQUE OFFERING

PART I

2017, SUCCESS OF THE ANNOUNCED STRATEGY



Multichannel,
Multi-business,
Multimedia



Production



Digital



CSR

PART II

FINANCIAL STATEMENTS



PART III

2018 CHALLENGES



PART IV

OUTLOOK





2018

Growth
in current operating margin
at Group level
excluding major sporting events

2018 - 2020

Average annual cost
of programmes
(excluding major sporting events)
reduced to €960 million
for the five unencrypted channels
for the 2018-2020 period

2019

A Group with more diversified revenues:

More than one-third of consolidated revenue
will come from **activities other than advertising on**
the five unencrypted channels

REITERATED TARGET OF DOUBLE-DIGIT CURRENT OPERATING MARGIN IN 2019



LE GROUPE

QUESTIONS & ANSWERS