LEHMAN BROTHERS

April 5th, 2005

Road show in Holland

Introduction

TF1 Group’s channels

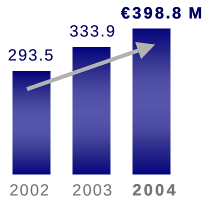
Advertising

Other businesses

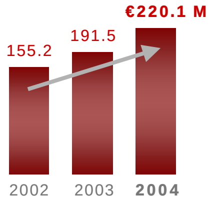
Strategy and outlook

Good results in 2004

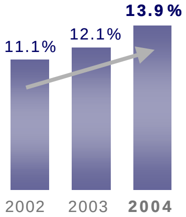
EBIT: + 19.4%



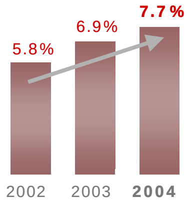
Net profit: + 15%



Operating margin: + 1.8 pt



Net margin: + 0.8 pt



Programming costs under control: + 4.8% (€893.2 M)

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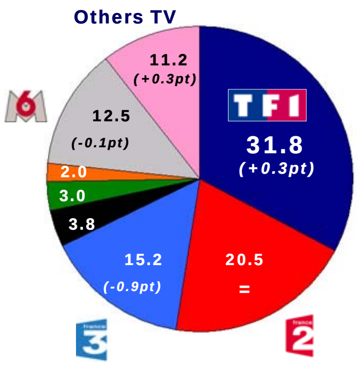
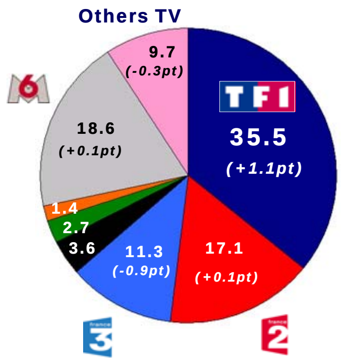
Audience share consolidation ....

Individuals aged 4 and +



Increase in TV consumption:
204 minutes per day
+ 2 min (TF1: + 2 min)

Women below 50



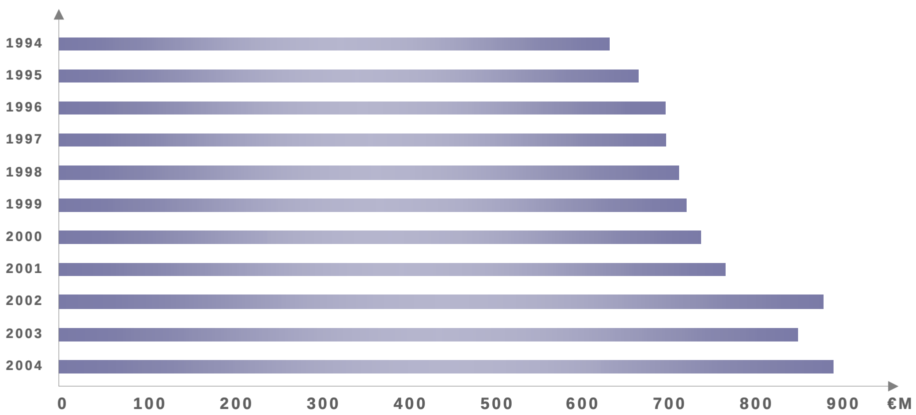
Increase in TV consumption:
209 minutes per day
+ 10 min (TF1: + 4 min)

■ Canal+ ■ France 5 ■ ARTE

Source: Médiamétrie Jan-Dec 2004 vs Jan–Dec 2003

... at controlled cost: + 3.5% / year over 10 years

Evolution of programming costs



2005: +3.9%
2006: ~ +3% (excl. Football World Cup)

Detailed programming costs in appendices

- Road-Show in Holland – April 2005 - Lehman Brothers

TF1 Group: leading the theme channels market

TF1 Group = 24 theme channels

Theme channels market*

2004 figures:

Pay TV penetration: 23.5%

National audience share: 11.2%

TV ad market share: 9.0%

*Offer > 15 channels

TF1		Theme channels		Total TF1 Group share of voice
31.7%	+	2.9%	=	34.6%

Source: Médiamétrie 2004 – MédiaCabSat 8 / Audience share / Individuals aged 4 and above / Whole base
* 11.4% stake

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Advertising in 2004 – Complementary channels

High ranking thematic channels

	Audience Target	Audience share*	Subs 31.12.04	Ad revenue growth
Eurosport France	AB+ people Men 15-49 years old	1.5 %	5.7 M	+ 41%
LCI	AB+ people	1.1 %	5.3 M	+ 22%
TF6 la télé très télé	Women 15- 34 years	1.0 %	2.7 M	+ 14%
tvbreizh	Women < 50	1.1 %	4.4 M	+ 72%
serieclub	Individuals 15-49 years	0.6 %	2.4 M	+ 15%
odyssée	AB+ people	0.2 %	2.1 M	+ 14%
histoire	AB+ people	0.1 %	4.2 M	ns

* Source: Médiamétrie audience share / MédiaCabSat 8 / Audience share / Individuals aged 4 and above / Whole base

- Road-Show in Holland – April 2005 - Lehman Brothers

Outlook 2005

TV advertising growth forecasts for 2005

- **+3.0%** according to France PUB
- **+3.1%** according to Ad Barometer
- **+4.5%** according to Zénith Optimédia

TF1 guidance for 2005 ad revenue: +3% to +4%

- UBS Conference – March 2005 -

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Contributions 2004* – 2005 format

€M	Revenue	% of total rev.	Operat. profit	Op. margin 2004	Op. margin 2003
TV Broadcasting	**1,995.4**	69.7%	**354.9**	**17.8%**	**15.3%**
Incl. Teleshopping	*82.6*	*2.9%*	*9.5*	*11.5%*	*6.0%*
E-TF1	*47.8*	*1.7%*	*2.5*	*5.2%*	*ns*
Distribution: TPS	**380.1**	13.3%	**1.3**	**0.3%**	**0.8%**
Audiovisual rights	**226.4**	7.9%	**15.8**	**7.0%**	**5.9%**
Incl. TF1 Vidéo	*153.8*	*5.4%*	*14.7*	*9.6%*	*7.3%*
International channels	**239.2**	8.3%	**27.5**	**11.5%**	**10.9%**
Other activities	**20.4**	0.7%	**(0.7)**	**ns**	**ns**
Total	**2,861.5**	**100%**	**398.8**	**13.9%**	**12.1%**

TV Broadcasting: TF1, TF1 Entreprises, Teleshopping, Eurosport France, LCI, Odyssée, TF6, TV Breizh, Série Club,Histoire, e-TF1, Glem, Alma, TAP, TPP, Studios 107, TF1 Films Production
Distribution: TPS
Audiovisual rights: TF1 Vidéo, CIC, RCV, Ciby DA, TF1 International, Téléma, TCM, Cabale
International channels: Eurosport, Europa TV, KSO & SRW
Other activities: Métro, Visiowave, Prima TV, Syalis

* Contributions after intra-group restatements

2004 results in line with expectations

2004 key figures*

Rev: €291.2 M (+ 2.4%)

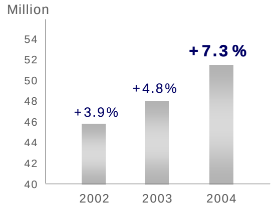
EBIT: €32.2 M (+ 6.6%)

54 countries - 19 languages

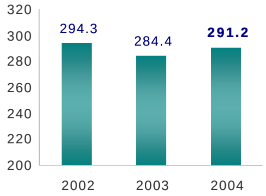
TV households: 98.0 M

Paying subs: 51.5 M (+7.3% vs 2003)

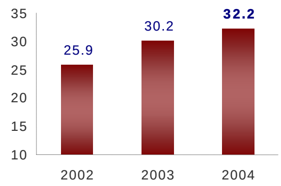
Number of paying subs



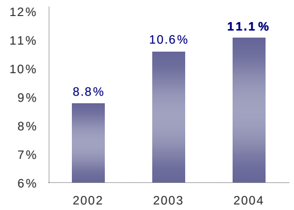
Revenue (€M)



EBIT (€M)



EBIT margin (%)



* Contributions to consolidated revenue

Drivers for profitability

Revenue growth for Eurosport channel

Improvement of the pan-European advertising market share

Positive change for fees revenue

- Increase in paying households
- New distribution contracts (Central, Eastern and Southern Europe ...)
- Distribution on new platforms (DTT, ADSL ...)

Additional revenue thanks to market & offer expansion

Europe: **Eurosport 2**

Outside Europe: **Eurosportnews**
Asia ...

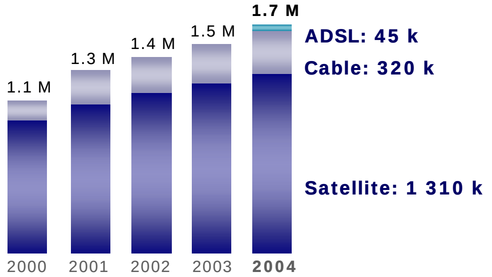
Development of the offer at marginal cost

Optimise the Group's know how

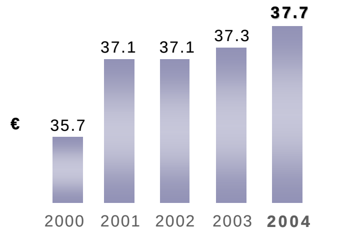
Develop internal synergies for production

TPS: a growing business

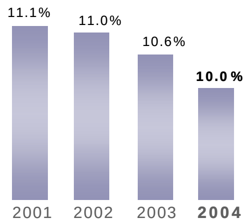
Number of subscribers*



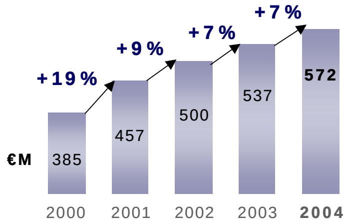
An increasing monthly ARPU



A decreasing churn rate



Turnover**



* Excl. Collective subscribers ** figures at 100%

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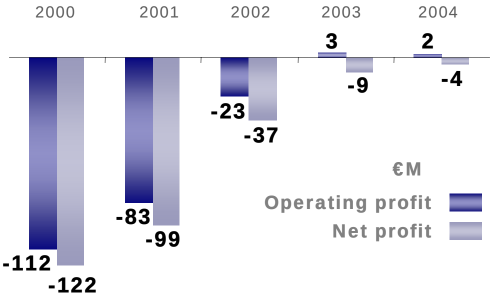
TPS*: breakeven in 2004 for the satellite activity

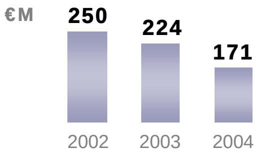


Breakeven

EBITDA : 2000
EBIT : 2003
Satellite net profit : 2004

Satellite net profit 2004 : €14 M

TPS : debt reduction



* Figures at 100%

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Conclusion

- Remain leader for TF1 channel and theme channels in France
- Keep on developing programme and service distribution
- Maintain Eurosport position as the first pan-European channel

DTT launched in March 2005

14 channels for the free offer => March 2005

- State-owned
- Generalist
- Mini generalist
- Music

TF1 Group channels

15* channels for the pay offer => September 2005

- Premium
- Mini generalist
- News
- Documentary
- Cinema
- Sport
- TV Dramas
- Youth
- 15-35 years old

* 2 frequencies are still to be allocated

Outlook 2010

	2004	Outlook 2010
Households equipped with TV	24 M households	25 M households
Households receiving only 5 analogue channels	16.5 M households	<12 M households
Digital satellite	3.6 M households	**4.5 M households**
Cable (service antenne)	1.5 M households	1 M households
Cable (pay TV)	2.5 M households	2.5 M households
Free DTT	0	3.5 M households
Pay DTT	0	**1.5 M households**
ADSL	5 M households	10 M households
Free TV on ADSL	150 K households	2.5 M households
Pay TV on ADSL	80 K households	**1 M households**
Mobile phone	43 M individuals	50 M individuals
Video on mobile phone	0	> 25 M individuals
Video on nomad screens	0	4 M screens

TF1

April 5th, 2005

LEHMAN BROTHERS

Notes

Contributions 2004* –2003 format

M€	Revenue	Op. profit	Op. margin 2004	Op. margin 2003
TF1 Channel	1,667.4	352.1	21.1 %	19.1 %
Publishing / Distribution	280.5	35.1	12.5 %	9.8 %
Eurosport	291.2	32.2	11.1 %	10.6 %
Theme Channels	56.1	(17.0)	ns	ns
TV Production[1]	39.4	(6.1)	ns	ns
Audiovisual Rights[2]	78.6	(0.6)	-0.8 %	-1.3 %
Internet	47.8	2.5	5.2 %	-4.6 %
TPS	380.1	1.3	0.3 %	0.8 %
Others	20.4	(0.7)	ns	ns
Total	2,861.5	398.8	13.9 %	12.1 %

* Contributions after intra-group restatements

1 Groupe Glem, Alma, TAP, Quai Sud, Studios 107, TF1 Publicité Production
2 TF1 Films Production, Téléma, TF1 International, Ciby DA, TCM

- Road-Show in Holland – April 2005 - Lehman Brothers

Shareholding structure – 31st December 2004

	Capital	Voting rights
BOUYGUES	41.5%	41.5%
Société Générale	1.4%	1.5%
Core shareholders	**42.9%**	**43.0%**
Others France(1) *Incl. employees*	35.4% *3.3%*	35.4% *3.3%*
Treasury shares	0.1%	-
Europe (excl. France)	16.6%	16.6%
Others (excl. Europe)	5.0%	5.0%
Total	**100%**	**100%**

(1) Including unidentified shareholders
Source: Euroclear as of 31 December 2004

Programming costs*

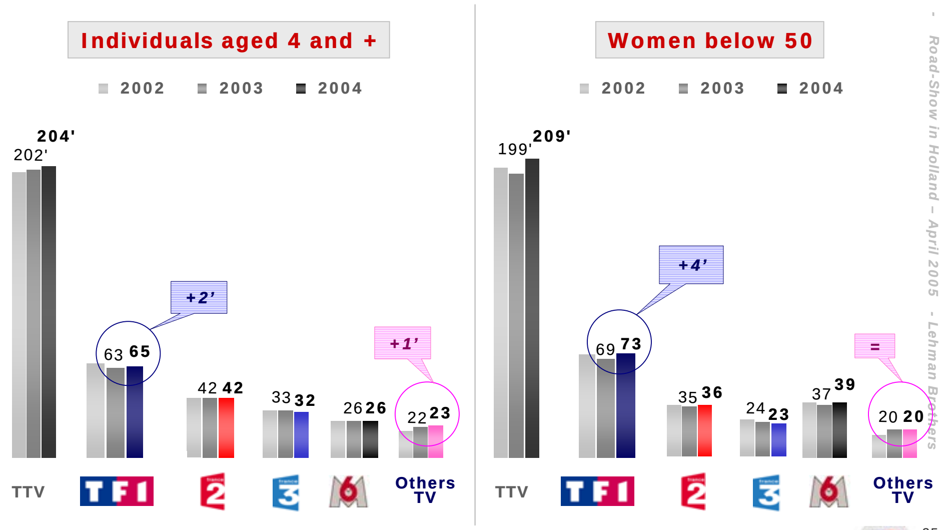
€M	2004	2003	Δ / 03 €M
Entertainment	**275.9**	**261.1**	**+ 14.8**
TV drama & series	**217.1**	**211.3**	**+ 5.8**
Sport	**146.7**	**140.7**	**+ 6.0**
News	**116.0**	**113.8**	**+ 2.2**
Movies	**113.2**	**102.5**	**+ 10.7**
Children programmes	**24.3**	**22.6**	**+ 1.7**
Total programming costs	**893.2**	**852.0**	**+41.2**

2004 change: + 4.8%

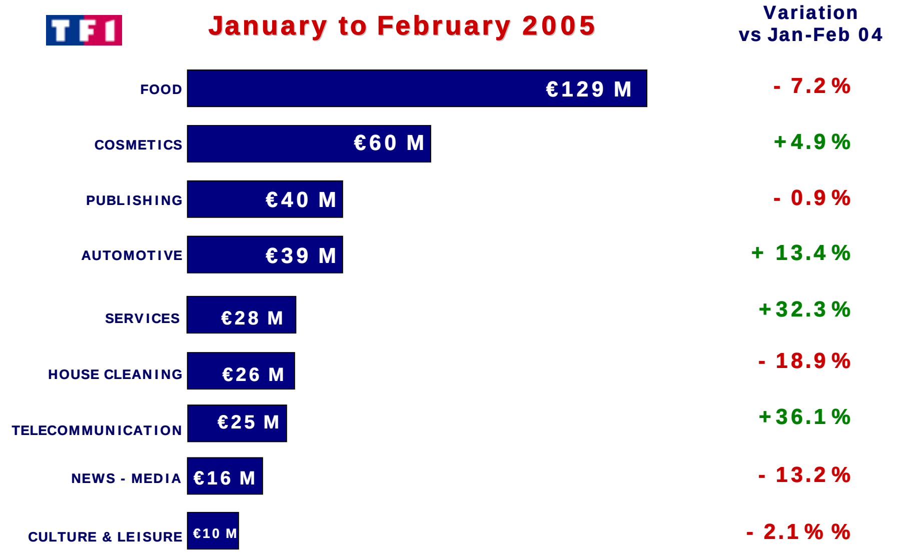
* incl. Retired and expired rights

TF1, leader in a growing market

Increasing audiences in a more competitive environment



Advertising : sectorial breakdown



Source : TNS Secodip – 2005 vs 2004 – January to February

The best resistance

Audience share

	Analogue* (100% penetration)	Cable & satellite** (23% penetration)	Degree of resistance
TF1	31.8 %	24.5 %	77%
France 2	20.5 %	14.4 %	70%
France 3	15.2 %	9.0 %	59%
France 5	3.0 %	1.4 %	47%
M6	12.5 %	8.4 %	67%

TF1 : **The best resistance to the market fragmentation**

The market fragmentation widens the gap between TF1 and its competitors

* Source Mediamétrie : 2004, ind. 4+ ** Source Mediacabsat 8 : September 2004 – February 2005

Advertising in 2004

Growth in 2004

TF1 core channel	**+6.6%**
Thematic channels	**+25.5%**
Internet	**+44.7%**

TF1 advertising market share: 54.8% (+0.1 pt)

980 ad screens out of the top 1,000 broadcast on TF1[1]

Advertising watched per day on TF1 – Women < 50: **+8.5%**[2]

(1) On women below 50
(2) Source: Médiamétrie – 2004 vs 2003

TPS: a rich and diversified offer !

- **Best of cinema on TPS !**

  **Warner,
  Touchstone,
  New regency,
  MGM,
  Paramount,
  Dreamworks,
  Columbia, …**

  55 % of market share on US studio movies

  French Cinema : €35 M invested / year

- **Sports exclusivity**

  English Premier League

  Basket ball: French championship and national team

- **A premium offer and more than 100 channels starting at 28.5€ / month**

  New in 2005 : Ushuaïa TV, M6 Music Rock, M6 Music Black …

  On exclusivity : TF6, Boomerang, Teletoon, Piwi, Eureka, Tfou, Infosport, Fun TV, M6 Music

sportitalia LA TV DELLO SPORT : a promising start

An original format and an innovating programming line up

- **The first sport channel broadcast on free to air in Europe**
- **A complementary free offer to the sport pay offer: Sky, Eurosport and free to air generalist channels**

A fast growing coverage of the channel launched on February 6th, 2004

- **442 frequences = 81% of the Italian population**
- **27.1 M out of 46.2 M inhabitants already selected Sportitalia on their TV**

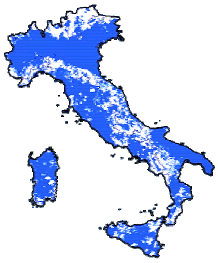
First audience success

- **A weekly reach of 9.4 M viewers in December 2004**

: DTT

An optimal coverage

- 68% national coverage
- ~ 15 M households (i.e. more than 39 M Italian people)

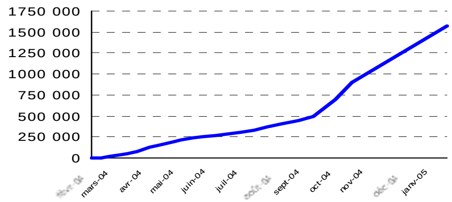


A full digitalisation of the network in less than 1 year

A good programming offer :
CANALE 5, ITALIA 1, SPORTITALIA, RADIOITALIA & LCI

A strong & fast growth of the nb of decoder sold

x 3 in 5 months
~ 1.6 M decoders



Figures at January 2005

Other major subsidiaries

TELE SHOPPING — **Growth and profitability**	Revenue	€83.2 M (+14% vs 2003)
	EBIT	€9.5 M (> x2 vs 2003)
	EBIT Margin	11.4% (+ 5.4 pts vs 2003)
TF1 VIDEO — **2004 a record year**	Revenue	€235.7 M (+ 9.5% vs 2003)
	EBIT Margin	10.5% (+ 2.5 pts vs 2003)
	Units sold	19.7 M (+ 30% vs 2003)

TF1 INTERNATIONAL · TF1 FILMS PRODUCTION · TFM

2005: a promising year for cinema

A diversified line up with exceptional movies

Continue the relationship with our TV viewers

TF1 mobile

- **Services** for all, via the 3 mobile operators
- A **mass market offer:** entertainment, news, sports, games
- TF1 has edited **video mobile content** since April 2004 (Euro 2004, mobile news, LCI…).
- Strong **reactivity to events** thanks to the integration of know-how (marketing, technical, programming line up)
- To **anticipate tomorrow's services**: Agreement with Nippon TV, mobile TV broadcast (2004 world car exhibition).

France : a highly regulated market

TF1 : legal environment

ADVERTISING	▪ **Duration : daily average: 6 ' / hour; max: 12 ' / hour** ▪ **Sectors non authorized to advertise on TV:** • **Retail** • **Cinema** ▪ **Interruption of programmes : 1 ad break max / movie**
PROGRAMMING	▪ **Investment obligations in French and EU programmes (16% of ad. revenue in TV drama, 3.2% in Movies …..)** ▪ **Broadcast : max. 192 movies / year; min. 1,000 hours of children's programmes; min. 800 hours of news programmes**
SHAREHOLDING	▪ **49% ownership law**

April 5th, 2005

LEHMAN BROTHERS

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