



MTC

Q2 2015 Financial Results

Q2 2015 Highlights

- Recurring EBIT were stable when excluding M&A costs of SEK 20m, and would have been up when excl. negative FX effects of c. SEK 70m
- Our broadcasting businesses reported higher sales and profits despite the ongoing adverse currency effects
- Our content production businesses reported lower sales and profits, relating to events production and M&A costs
- CTC Media received non-binding offer for 75% of its business operations. MTG has reclassified holding to 'discontinued operation'
- Healthy cash flow generation & strong balance sheet (net debt to recurring EBITDA at 0.6x)
- Strategic investments in digital businesses; Turtle Entertainment, Splay and Zoomin.TV

Strategic digital investments

SEK 1.2bn invested. In line with strategy to invest in growing, relevant and scalable online video entertainment businesses

Significant synergies with existing MTG businesses but also between each other

Turtle – the global esports leader



Zoomin.TV - Top 5 global MCN



Splay - The #1 MCN in Scandinavia



Turtle in brief

- Premium events like ESL One and Intel Extreme Masters attract >100,000 visitors live, and ESL's events & leagues attracted >70 million unique viewers in last 12 months
- FY15 sales estimated to c. EUR 50m (from publisher investments, sponsorships, advertising, media rights) + profitable
- Market c. USD 260m in 2015e with significant growth opportunities - revenue generated per esports enthusiast USD 2, compared to USD 56 for traditional sports fans

Transaction and strategic rationale

- Buying a 74% stake for EUR 78m
- A spectator sport with a huge, engaged and growing fan base – rivalling traditional sports
- Significant opportunity to leverage our experience in sports to help Turtle expand
- We are already present in esports through Viagame & esports are large and important verticals for both Zoomin and Splay

Turtle / ESL

Global #1 position

Runs two of the world's biggest esports brands – ESL and IEM



Zoomin.TV in brief

- Over 2 billion monthly views and 100 million subscribers worldwide on YouTube
- Produces over 400 videos per day in 18 languages from a network of over 2,000 VJs
- Ad sales in 45 different markets & a distribution network of syndication partners with more than 2000 publishers
- Revenue streams from MCN, content production and advertising sales

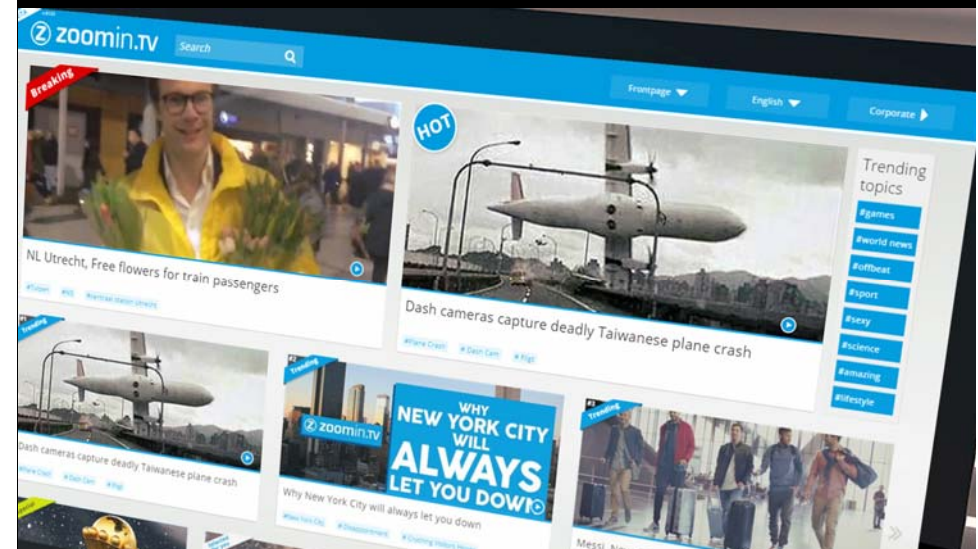
Transaction and strategic rationale

- Buying 51% based on an total Enterprise Value of EUR 88m
- Significant opportunity to leverage our own content on Zoomin
- Great strategic fit with Splay and Turtle
 - esports vertical growth potential
 - Splay can accelerate talent growth by accessing Zoomin's large network

Zoomin.TV

Europe's largest MCN with and
5th largest on a global scale

Also runs a strong content
production arm



Splay in brief

- Has in less than two years become the undisputed leader in Scandinavia
- 430 YouTube channels generating 120m views per month and >50m followers on Instagram
- Recently launched GoSnap, a marketplace that connects celebrity content creators and talents directly with advertisers
- Revenue streams from MCN, advertising sales and GoSnap

Transaction and strategic rationale

- Increasing our stake from 49% (original investment in Nov 2013) to 81%
- Splay has relevant content and targets a key important audience
- Great strategic fit with Zoomin and Turtle
 - Strong gaming vertical benefits
 - Opportunity to build more stars
 - Offering GoSnap influencer marketing platform to Zoomin for further growth

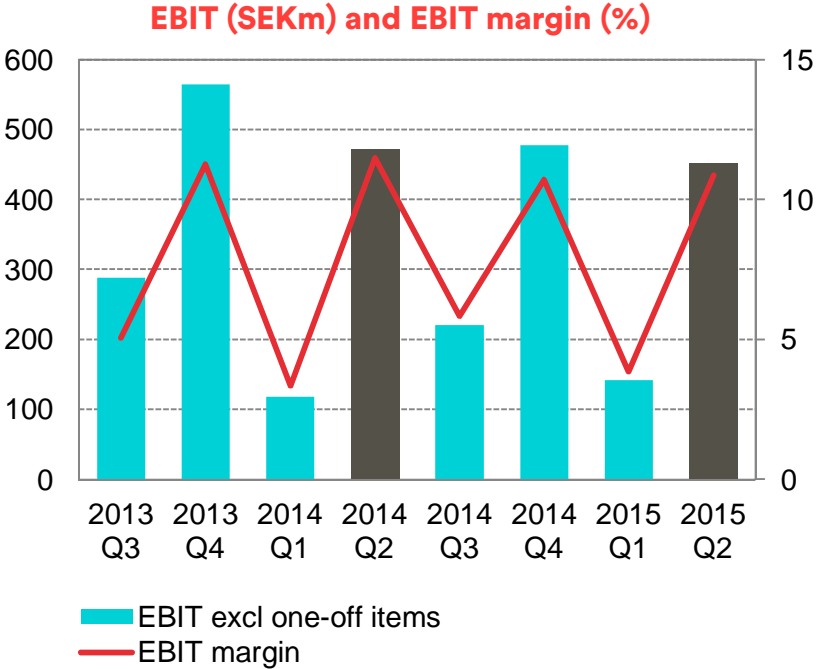
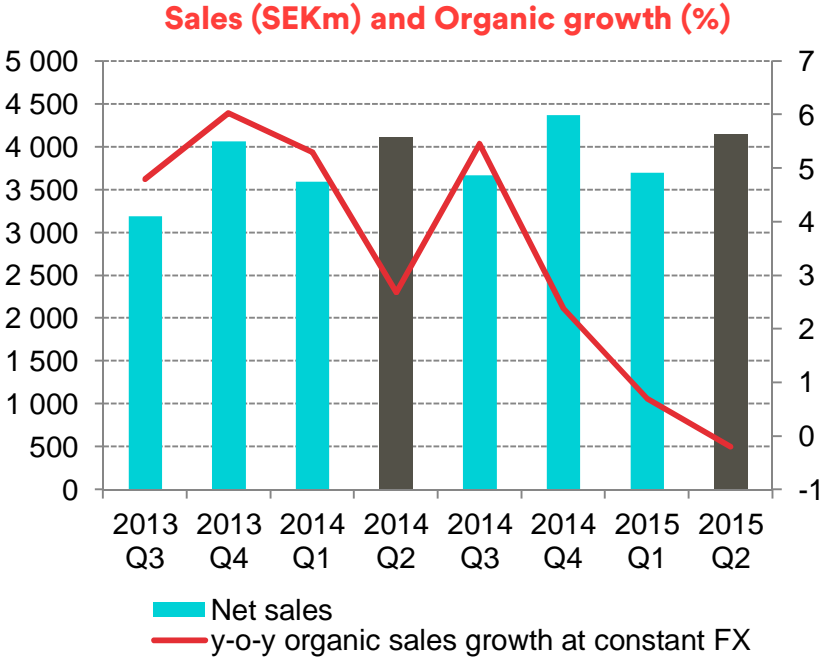
Splay

The #1 MCN in Scandinavia

International expansion
ongoing...now also in Germany



Group: Record Q2 sales, digital acquisitions & ongoing transformation



FTV Scandi: sales stable with profits up

Sales stable at constant FX

Sales up in No and Dk but down in Se

TV ad market trends (estimated): Dk and No up and Se down

PUT down in Se and No but up in Dk. The rate of decline has slowed vs. Q1

AVOD sales up >20%

Profits up

As the negative impact from the strong dollar was more than offset by cost reductions

25% of Group sales	2015	2014
	Apr-Jun	Apr-Jun
Sales (SEKm)	1,080	1,065
Growth (at constant FX)	0%	-3%
EBIT (SEKm)	208	200
EBIT margin	19.3%	18.8%
CSOV (15-49)		
Sweden	29.8%	30.5%
Norway*	18.4%	17.9%
Denmark**	28.3%	26.6%

*The Norwegian universe has expanded from Q2 2015 to include TV2 Humor

** The Danish universe has expanded from Q1 2015 to include TV2 Sport

PTV Nordic: sales up with stable profits

Sales up 3% at constant FX

Viaplay continues to be the principal growth driver

Record subscriber base (incl. Viaplay)

Continued strong growth in Viaplay and IPTV more than offsetting erosion in satellite and cable

Stable profits

Despite FX headwinds

35% of Group sales	2015	2014
	Apr-Jun	Apr-Jun
Sales (SEKm)	1,490	1,439
Growth (at constant FX)	3%	5%
EBIT (SEKm)	185	184
EBIT margin	12.4%	12.8%
Premium subs ('000)	964	970
o/w satellite ('000)	506	546
o/w third party ('000)	458	425
Satellite premium ARPU (SEK)	5,258	5,164

FTV EM: sales & profits up

Sales up 5% at constant FX

Healthy sales growth in all but one market

TV ad market trends (estimated): Czech and Bulgaria up and Baltics down

AVOD sales up >20%. Netinfo launched the first MCN in Bulgaria and MTG acquired 34% in you.bo who runs the largest video sharing site in Czech

Profits up

OpEx up driven by continued programme investments across the region

17% of Group sales	2015	2014
	Apr-Jun	Apr-Jun
Sales (SEKm)	739	680
Growth (at constant FX)	5%	-4%
EBIT (SEKm)	134	121
EBIT margin	18.1%	17.8%
CSOV		
Pan-Baltic (15-49)	47.7%	48.7%
Czech Republic (15-54)	33.4%	34.4%
Bulgaria (18-49)*	41.1%	35.1%

* The source for Bulgarian audience data has been changed as of Q4 2014 from GARB to Nielsen's Mediaresearch, which is a well-established international data source

PTV EM: sales growth with profits up

Sales up 17% at constant FX

Driven by the consolidation of Trace
Organic sales up 1% as healthy growth in the channels business offset lower sales in Ukraine

137m mini-pay subscriptions

Up 43m y-o-y and also up slightly q-o-q
Satellite subscriber base continued to decline, due to the geopolitical situation in Ukraine

Profits up

Despite FX headwind and Russian ad ban

7% of Group sales	2015	2014
	Apr-Jun	Apr-Jun
Sales (SEKm)	303	271
Growth (at constant FX)	17%	8%
EBIT (SEKm)	26	19
EBIT margin	8.5%	6.9%
Subscribers / subscriptions ('000)		
Satellite*	280	344
Mini-pay wholesale**	137,413	94,197

* Subscriber numbers have been restated to exclude Raduga

** Including Trace from Q3 2014

Nice, MTGx, MTG Radio: sales down, profits burdened by transaction costs

Sales down at constant FX

Primarily related to events production within Nice, which had an over 100m y-o-y swing

EBIT down

OpEx down due to lower production volumes in Nice, only partly offset by MTGx investments & M&A costs

MTGx develops according to plan

Total digital sales were up >30% in Q2

16% of Group sales	2015	2014
	Apr-Jun	Apr-Jun
Sales (SEKm)	668	799
Growth (at constant FX)	-18%	140%
EBIT (SEKm)	-29	11
EBIT margin	-4.3%	1.4%

MTG INVESTOR RELATIONS

**For further information
visit www.mtg.com
Tel: +46 (0) 73 699 2714
Email: investors@mtg.com**