

MODERN TIMES GROUP

CAPITAL MARKETS DAY 2013

THE EASTERN OPPORTUNITY SCALE POSITIONS ON EXCITING MARKETS

Marek Singer
EXECUTIVE VICE PRESIDENT CENTRAL
EUROPEAN BROADCASTING



MAREK SINGER JOINED MTG IN 2008

Born 1968

Executive Vice President of the Group's Central European
Broadcasting operations since January 2013

CEO and a Board member of the TV Prima free-TV operations in
the Czech Republic from 2008

Chairman of the Board of TV Prima

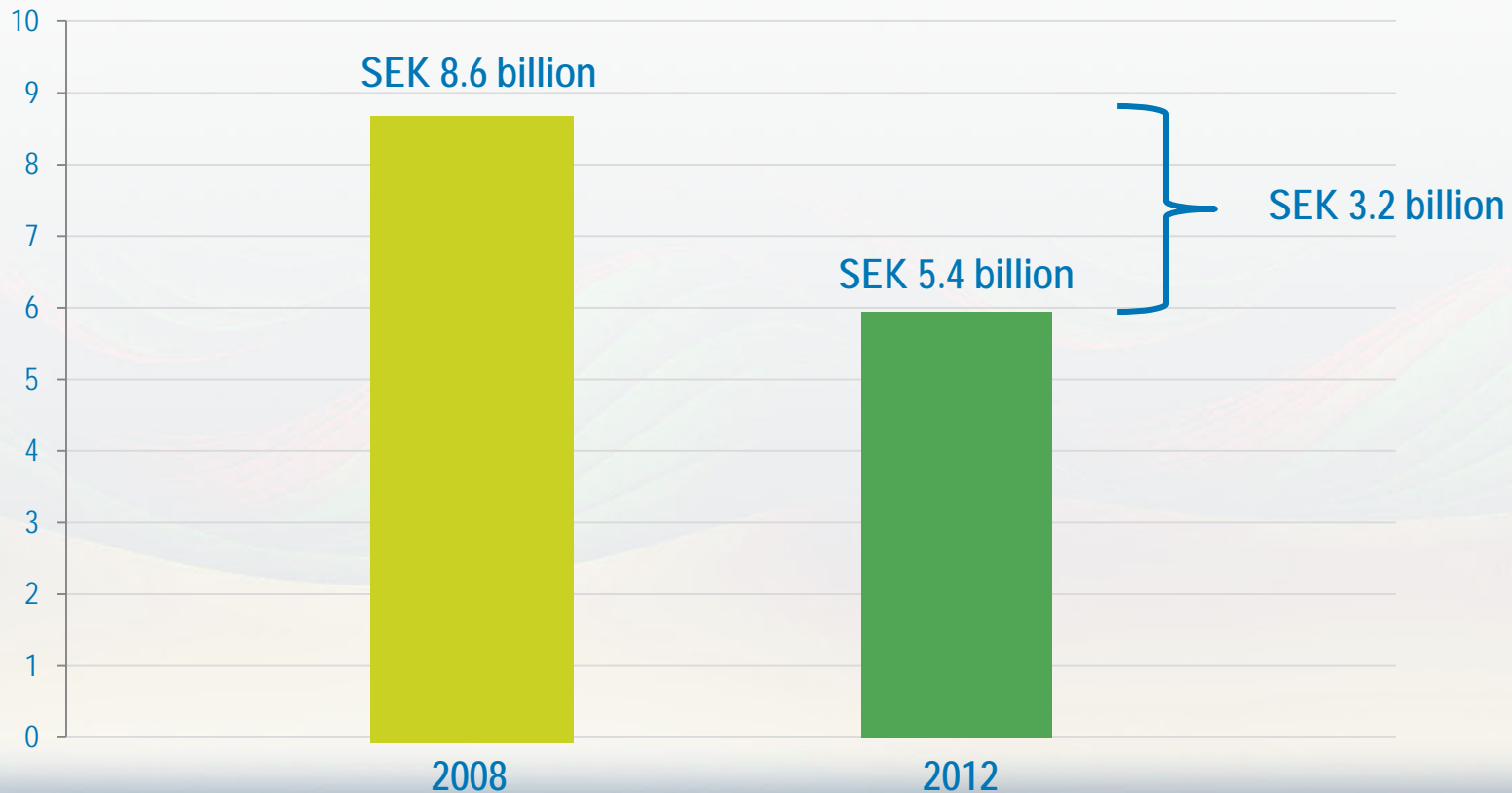
Favourite APP: Go-Pro

Best lap: Downhill snowboard run Hahnenkamm



TO RECAP – THE STORY IS STILL THE SAME REBOUNDED OPPORTUNITY REMAINS

CEE TV ad markets where MTG is present



Sources: Zenith Optimedia 2012/MTG Estimates



TO RECAP – THE STORY IS STILL THE SAME PRODUCT PRICES ARE EQUIVALENT

SHOPPING LIST

Chicken ham (100 g)	16,9
Rice (1Kg)	29,9
Bananas (1Kg)	29,9
Milk (1l)	19,9
Cofee (200g)	14,9
Shower Gel	64,9
Tomatoes (1Kg)	44,9
Potatoes (1Kg)	11,98

367,38 CZK = 14.61 EUR



IN CZECH

SHOPPING LIST

Chicken ham (100 g)	0,86
Rice (1Kg)	0,89
Bananas (1Kg)	1,25
Milk (1l)	0,6
Cofee (200g)	6,49
Shower Gel	1,15
Tomatoes (1Kg)	2,99
Potatoes (1Kg)	0,59

14.82 EUR

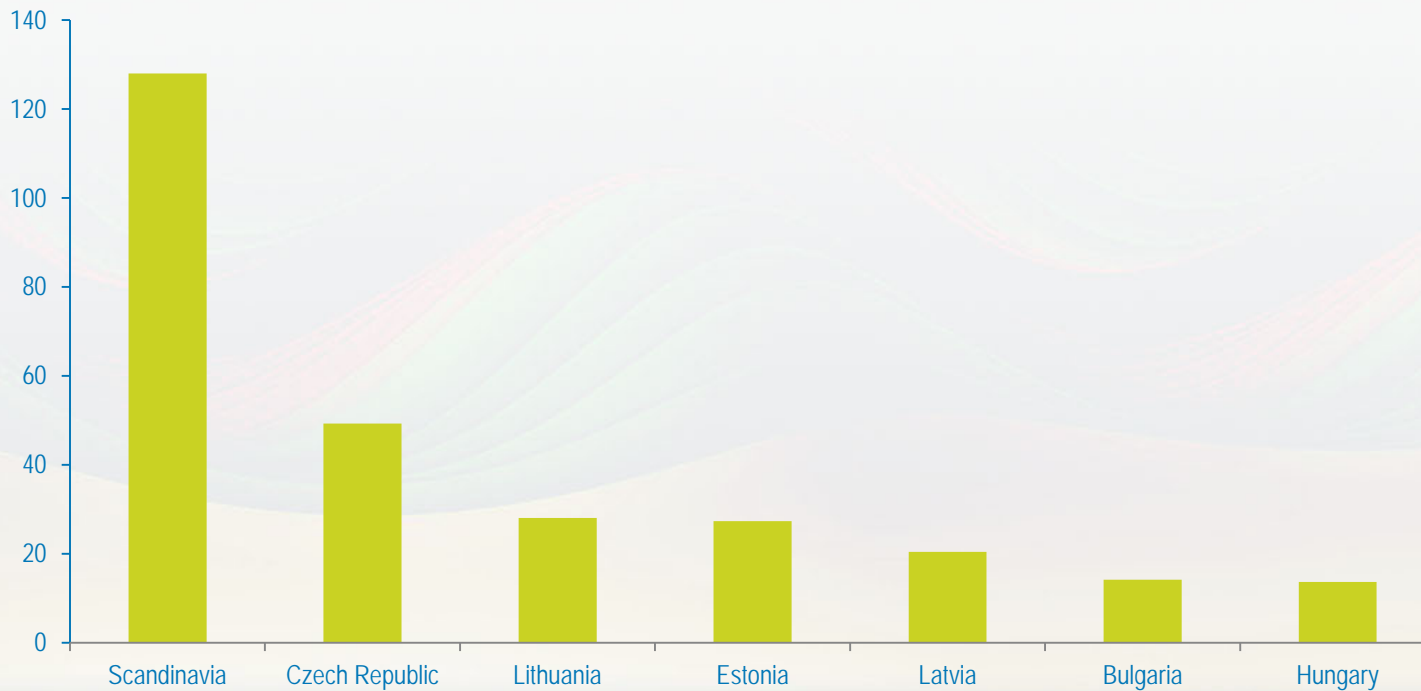


IN GERMANY

PERCENTAGE
DIFFERENCE
-1.4%

TO RECAP – THE STORY IS STILL THE SAME AD PRICES ARE STILL MUCH LOWER

TV ad market CPT (SEK'000, 2012)



Sources: MTG Estimates

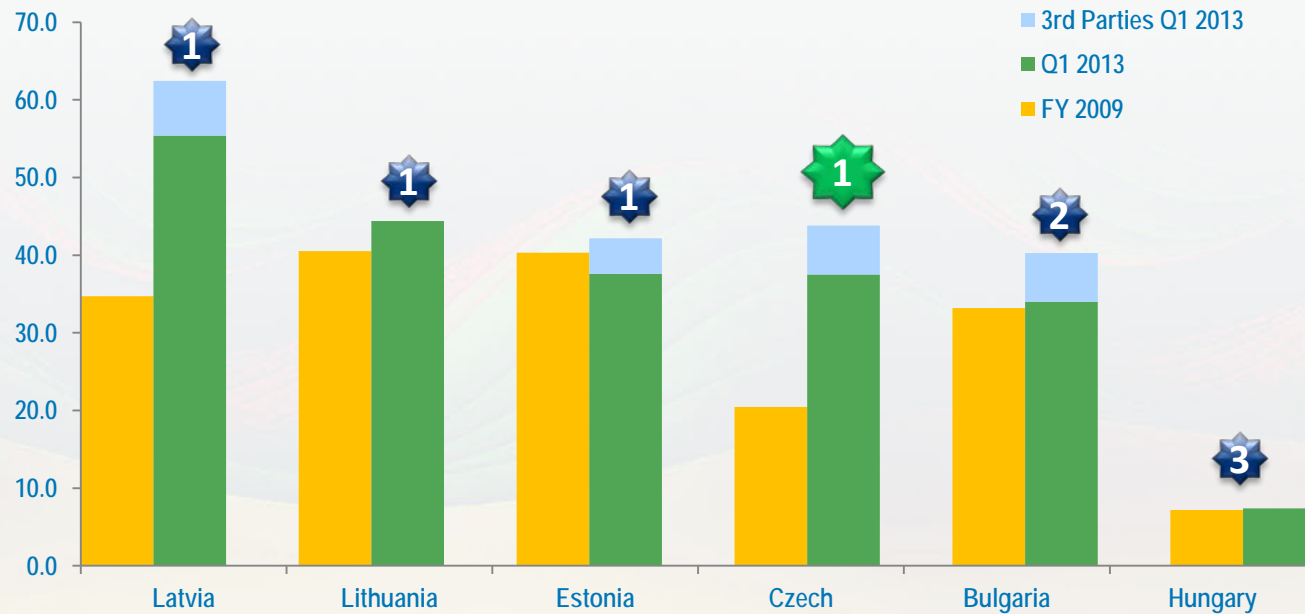


SO WHAT HAS CHANGED

WE ARE BIGGER AND BETTER POSITIONED

CSOV 2009 vs Q1 2013

In Q1 2013 Prima gained #1 advertising market share position in Czech



Ad Market size (USD, millions)	LAT	LIT	EST	CZK	BUL	HUN
	40.5	60.1	28.3	400.7	122.4	214.2

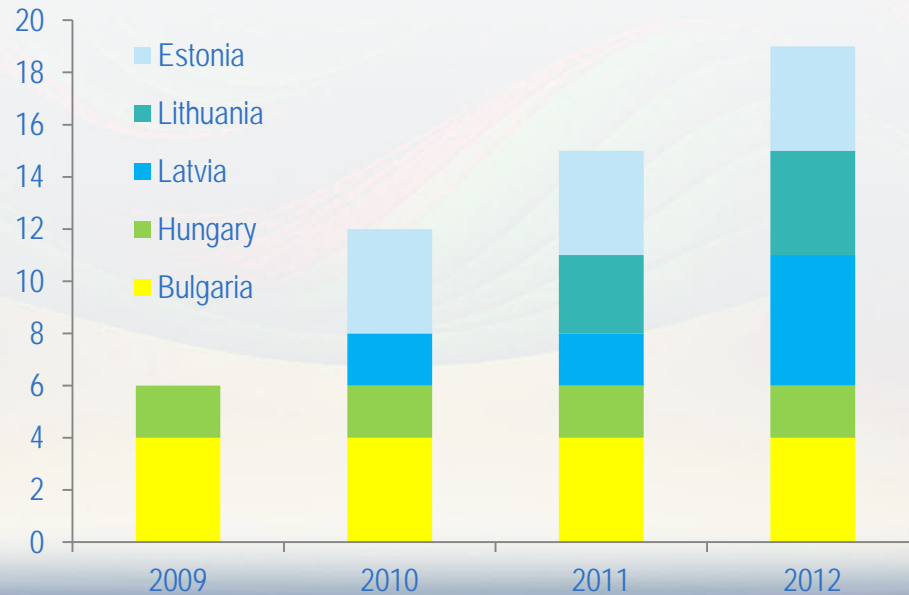


SO WHAT HAS CHANGED

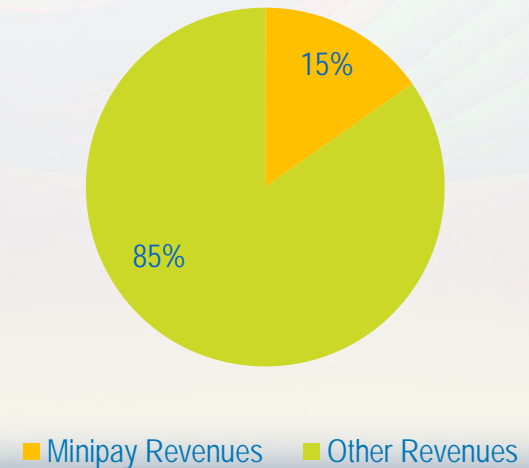
MINI-PAY ROLL-OUT CONTINUES

Rolled out Minipay fully in Baltics still with room for growth
Biggest opportunity ahead of us is Czech (up to 15 mn EUR)
Bulgaria is a role model with 23% of revenues

NUMBER OF CHANNELS



MINI-PAY REVENUE SHARE IN INVOLVED COUNTRIES (2012)

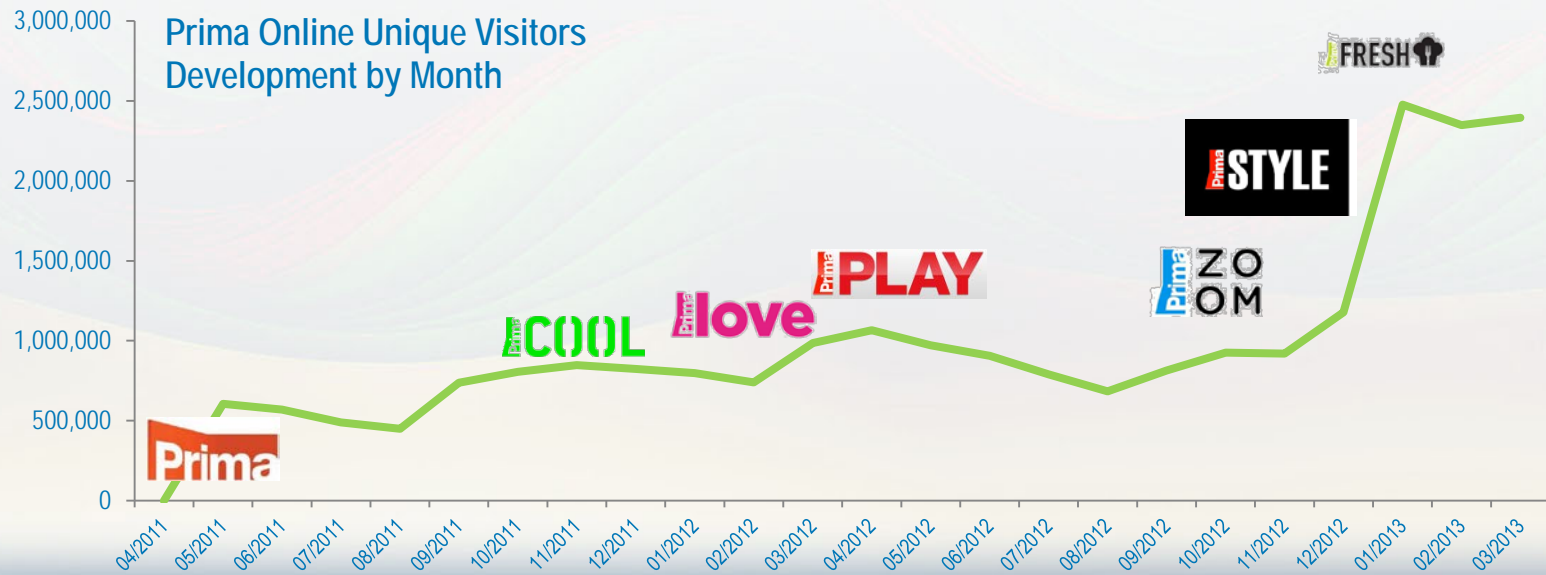


SO WHAT HAS CHANGED BUILDING STRONG ONLINE PRESENCE

Prima Online in Q1 2013 grew net revenues and UVs by more than 500%,
from being #19 to #8 in online

Launch of tabloid magazine reaching #3 with 1,7m visitors in the first month

New documentary channel's website Prima ZOOM 3x bigger than National
Geographic in 2 months



THANK YOU

