

MODERN TIMES GROUP

CAPITAL MARKETS DAY 2013

STRONG EQUITY IN WELL POSITIONED PORTFOLIO

Joachim Nordlind
CEO FREE-TV SWEDEN



JOACHIM NORDLIND

JOINED MTG IN 1996 & RE-JOINED IN 2007

Born: 1972

Originally joined MTG in 1996 and again in 2007

Appointed as CEO of Free-TV Sweden in 2012

Sales Director of Free-TV Sweden from 2007 to 2012

Also previously Media Director of Aegis Media between 2003 & 2007

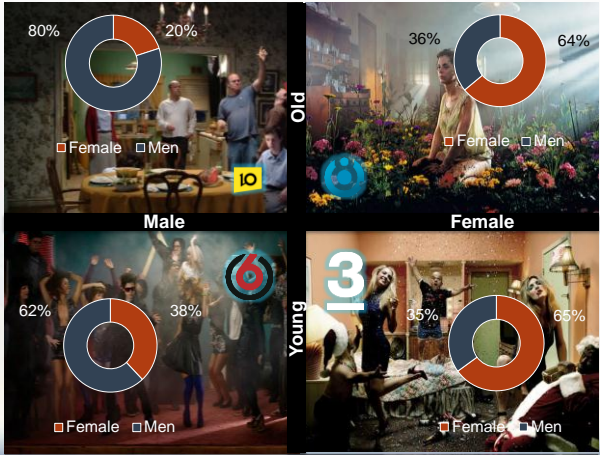
Favourite APP: Klipster

Best LAP: Paddling a kayak 200 kilometers in under 48 hours



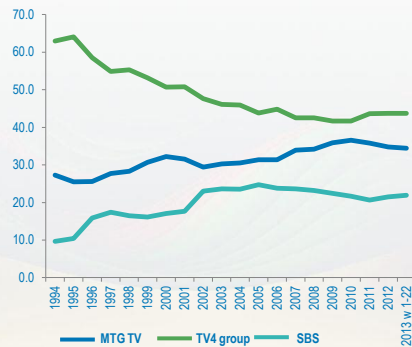
STRONG EQUITY IN WELL POSITIONED PORTFOLIO

* 35.000 HOURS CONTENT / YEAR * 7,4% OF CONTENT IS OP * 2,65 M DAILY VIEWERS * 5,06 M WEEKLY VIEWERS



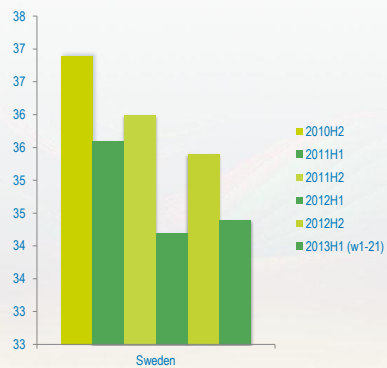
BEST IN CLASS WITH MTG TV PORTFOLIO

CSOV, ALL 15-49, 1994-2013 (2013 W1-21)



Källa: Advantedge

CSOV, ALL 15-49, HY 2011-2013 (2013 W1-21)



CLEAR VIEW ON MOTIVATORS CLEAR VIEW GOING FORWARD

CONSUMER INSIGHTS

Current motivators for watching TV

I want: the 'feel-good' factor, to be emotionally engaged, to escape everyday humdrum, to relax, to laugh, to be fascinated, to be moved, a fascinating context, content where I can relate to the characters

Old motivators for TV3

2013 motivators for TV3



Source: Auguri/Carat Insight – Motivator studies 2012



RESULTS IN STRENGTHENED BRAND AND CONTENT

EXTENDED BASE OF PROGRAM BACKBONE STRENGTHEN
PREFERRED BRAND AND ABILITY TO DEVELOP LINE EXTENSIONS

3 Backbone Then: Now:

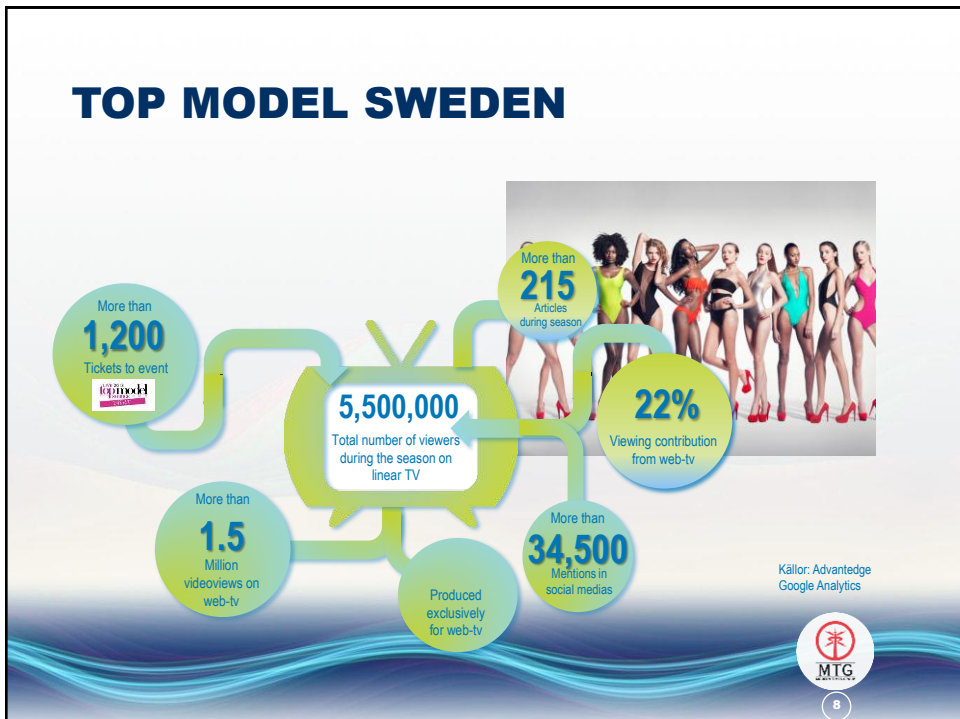


3 Brand (index 100; 2011 – preferred channel)

2011: 100 2012: 60 2013: 117

Source: Brand tracking, Nepa





THANK YOU

