

MODERN TIMES GROUP

CAPITAL MARKETS DAY 2013

Kim Aagren Poder
CEO OF FREE-TV DENMARK



KIM AAGREN PODER

JOINED MTG IN 1999

Born 1968

Joined MTG in 1999

Appointed as CEO of Free-TV Denmark in January 2011

CEO of Viasat Denmark between 2001 & 2011 and
CEO of Viasat Finland from 2006

Also previously Media Director for Omnicom Media Direction
and Media Analyst at Gallup

Favourite APP: Windfinder

Best LAP: So tired after my twin boys were born that I could not find my car keys one evening at the airport after a day of meetings in Stockholm and eventually found my car in the car park with the keys in and engine running after 11 hours!

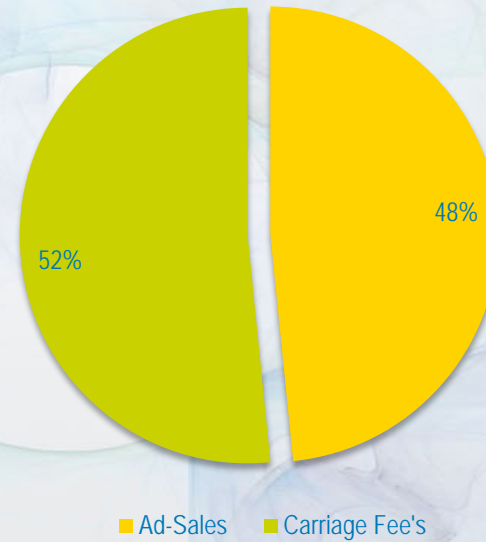


CLEARLY OUTPERFORMING THE MARKET

AD-SALES INDEX FTV DK (2006: 100)



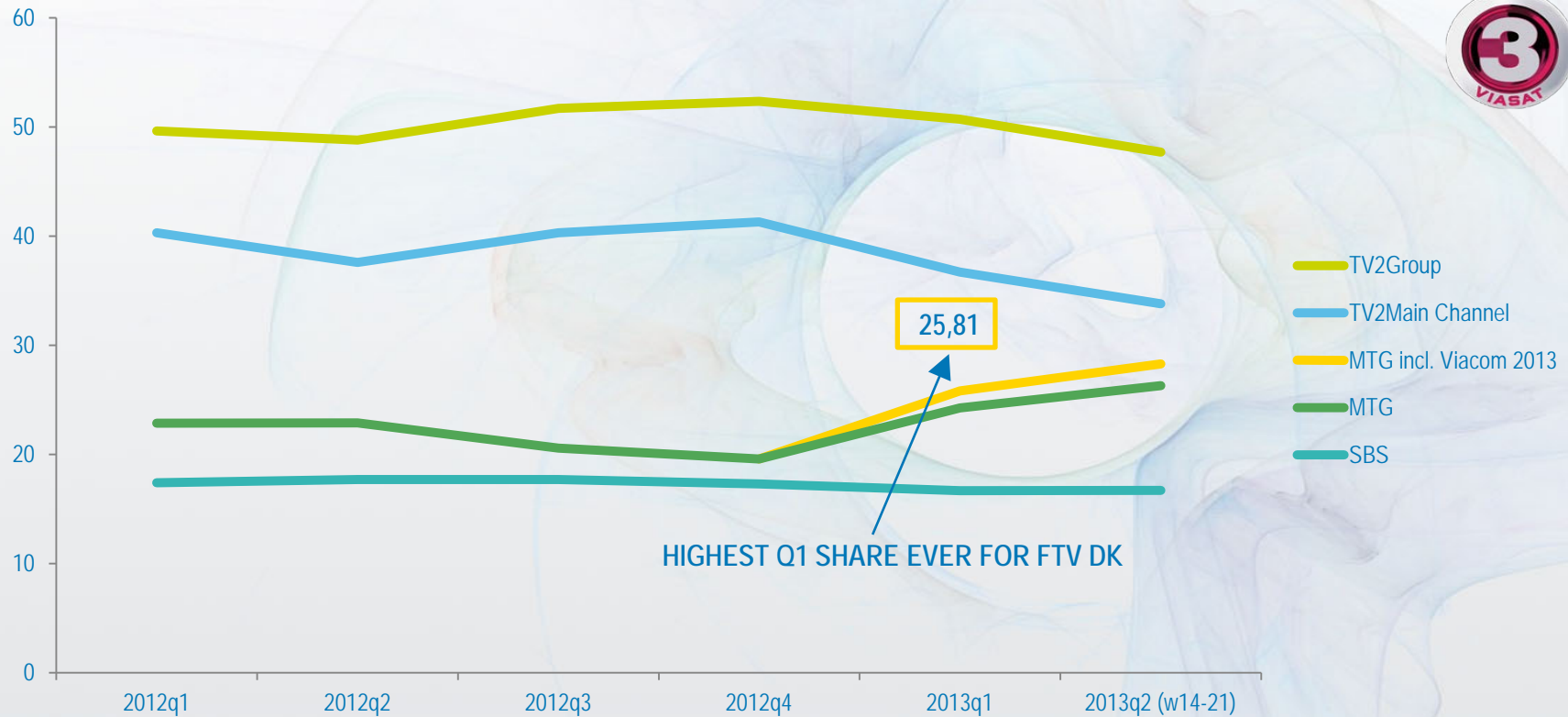
DENMARK SALES SPLIT 2012



Source: "Kreativitet og Kommunikation (formerly DRRB)"

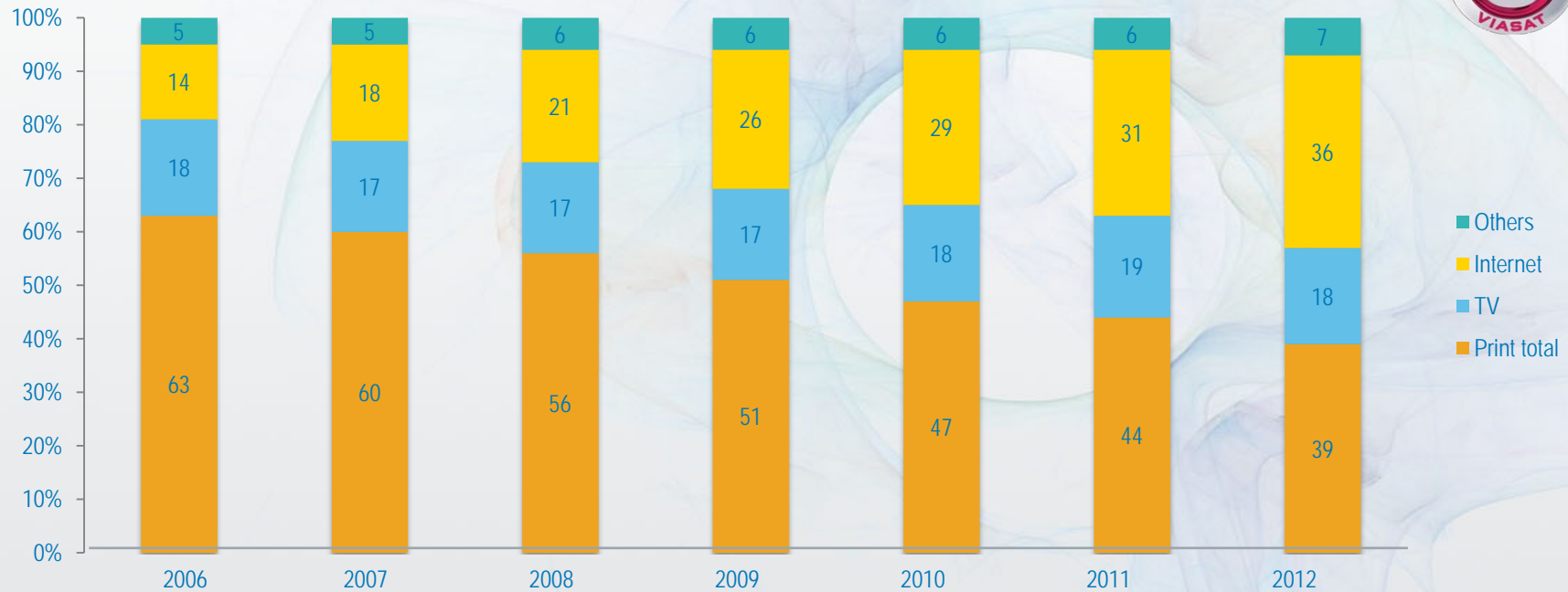


MEDIA HOUSE AUDIENCE SHARE CSOV (15-49)



TV RETAINS ITS SHARE OF MEDIA SPEND WHILE INTERNET EXPANDS

ADVERTISING SHARE PER MEDIA 2006 -- 2012



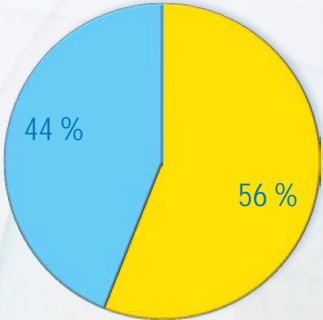
Source: "Dansk Oplagskontrol – The Danish Advertising Expenditure Survey 2012"



CLEARLY OUTPERFORMING THE MARKET

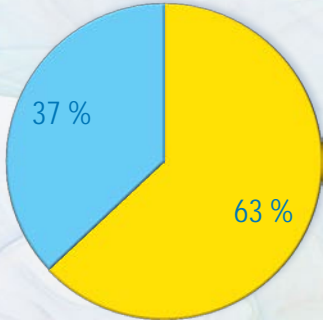
POPULATION 15+

■ A15-49 ■ A50+



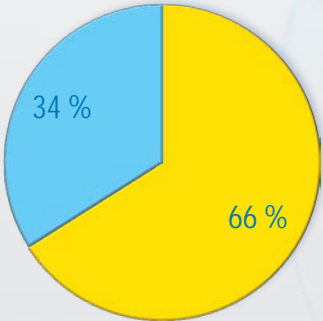
TV3 VIEWERS

■ A15-49 ■ A50+



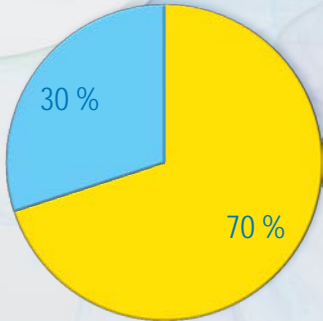
USE INTERNET DAILY/ALMOST DAILY

■ A15-49 ■ A50+



USE WEB TV DAILY/ALMOST DAILY

■ A15-49 ■ A50+

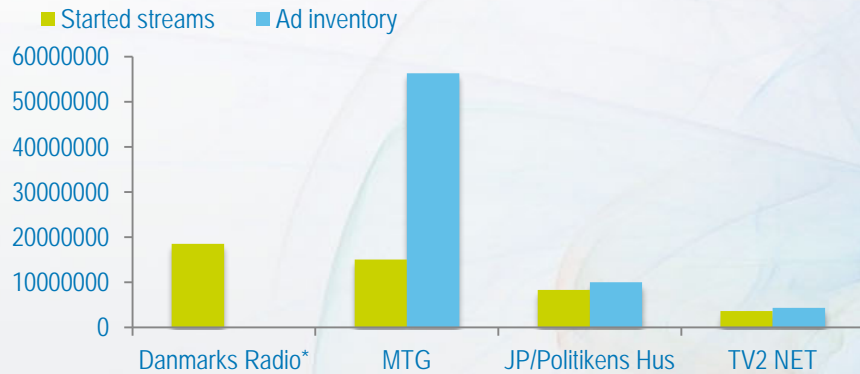


Source: TNS Gallup, Index DK 1+4Q 2013

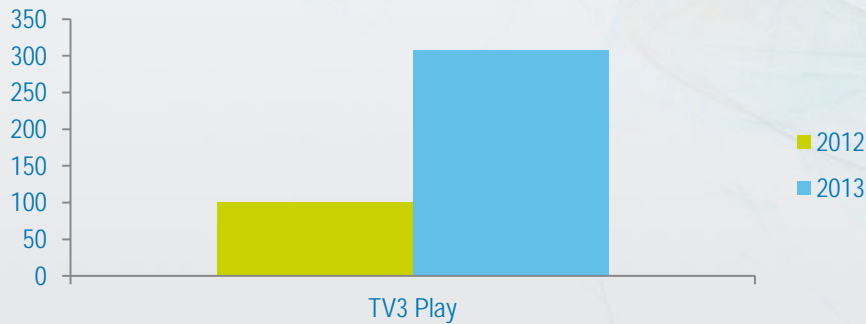


TV3PLAY IS MARKET LEADER & GROWING FAST

MTG IS THE BIGGEST COMMERCIAL AVOD PUBLISHER IN DK (W14-20)



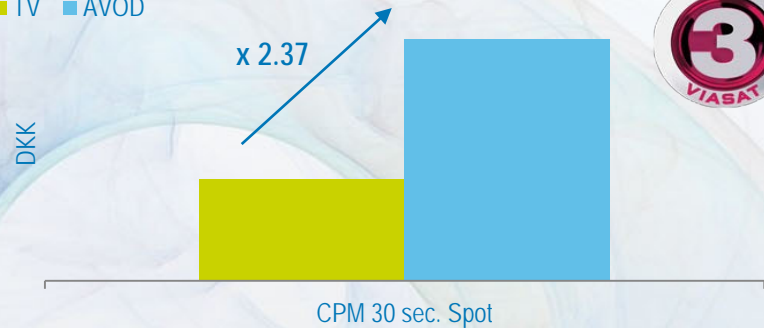
TV3 PLAY VIEWING



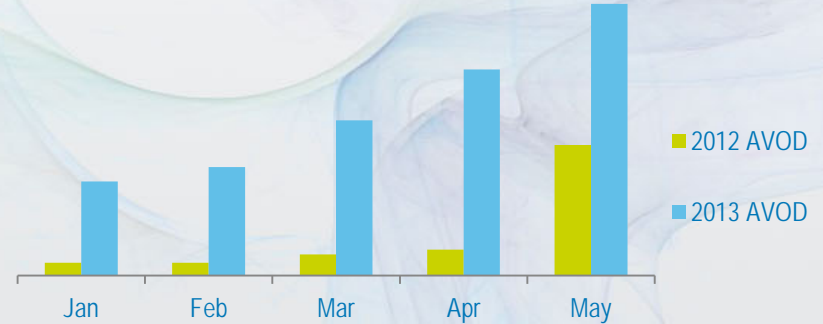
Total time viewing on AVOD platform (excl. Sports). Week 14-20 2013
Web data: Google Analytics

CPM

Legend: TV (Yellow), AVOD (Blue)



AVOD REVENUE TV3 DK



PARADISE HOTEL

A DIGITAL BOOST FOR OUR MEDIA HOUSE

Short clips
721.656
videoviews

13.000.000
Viewers during the season on linear TV

Facebook
80.000
likes



More than
350
short clips exclusive for web

Facebook
1.358.210
Unique viewers

Webisode
Paradise After Dark:
72
episodes

15.932.769
Videoviews total

12.941.329
page views
on articles



THANK YOU

