



MTG
MODERN TIMES GROUP

MTG Capital Markets Day 2012

Hans-Holger
Albrecht,
President &
CEO

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President & CEO

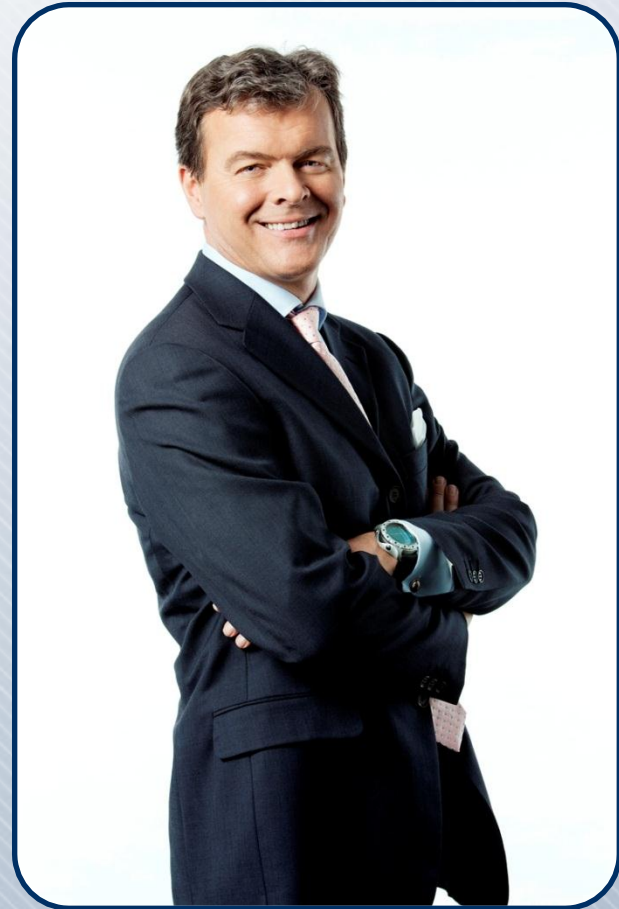
Born 1963

Joined MTG in 1997

What I love: People telling me something is impossible / Chelsea

What I hate: MTG people telling me something is impossible / Chelsea

Quote: “There can only be one Special One.”



MTG is present across the whole Broadcasting spectrum

Free-TV Scandinavia

Pay-TV Nordic

Free-TV Emerging Markets

Pay-TV Emerging Markets

Other Businesses

Sweden



Norway



Denmark



Estonia



Latvia



Lithuania



Bulgaria¹



Czech



Hungary



Ghana

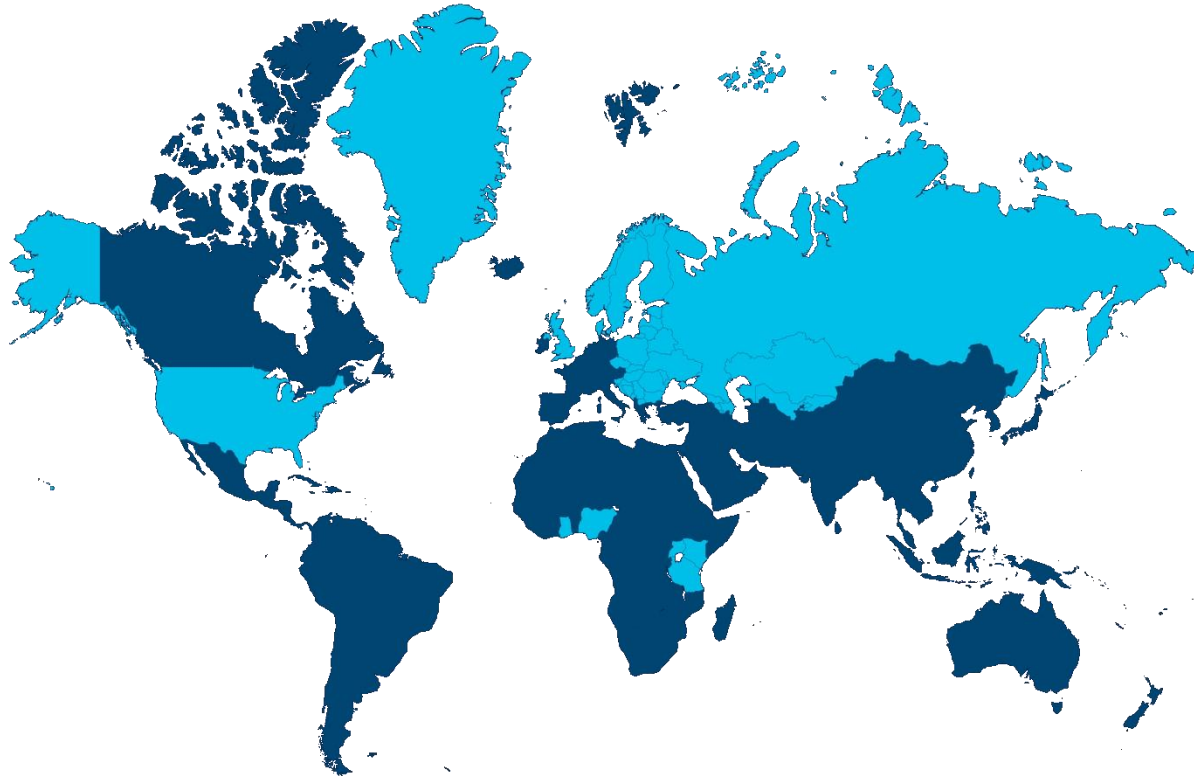


MODERN STUDIOS

Redaktörerna STRIX
STORIES WORTH SHARING



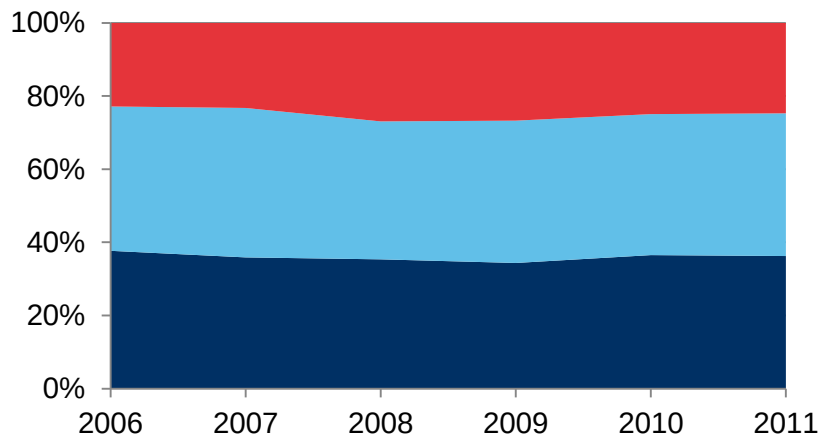
...with channels available **Across 4 Continents**



28 free-TV channels in 10 countries
Satellite pay-TV platforms in 9 countries
Over 66 million mini-pay subscriptions in 34 countries

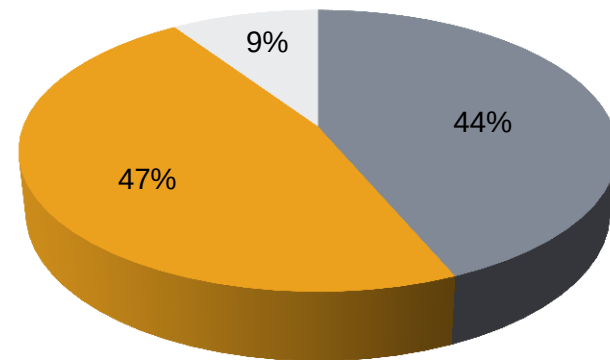
...with a balanced revenue mix + Integrated operator benefits

Segmental revenue mix



■ Free-TV Scandinavia ■ Pay-TV Nordic ■ Emerging Markets

2011 revenue mix



■ Advertising ■ Subscription ■ B2B / B2C

- Balanced revenue mix of cyclical advertising sales & linear subscription sales
- Unparalleled efficiency due to control of content, packaging, pricing & distribution



**Our industry
is changing...
But where are
we going?**



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3 Driving forces

1.

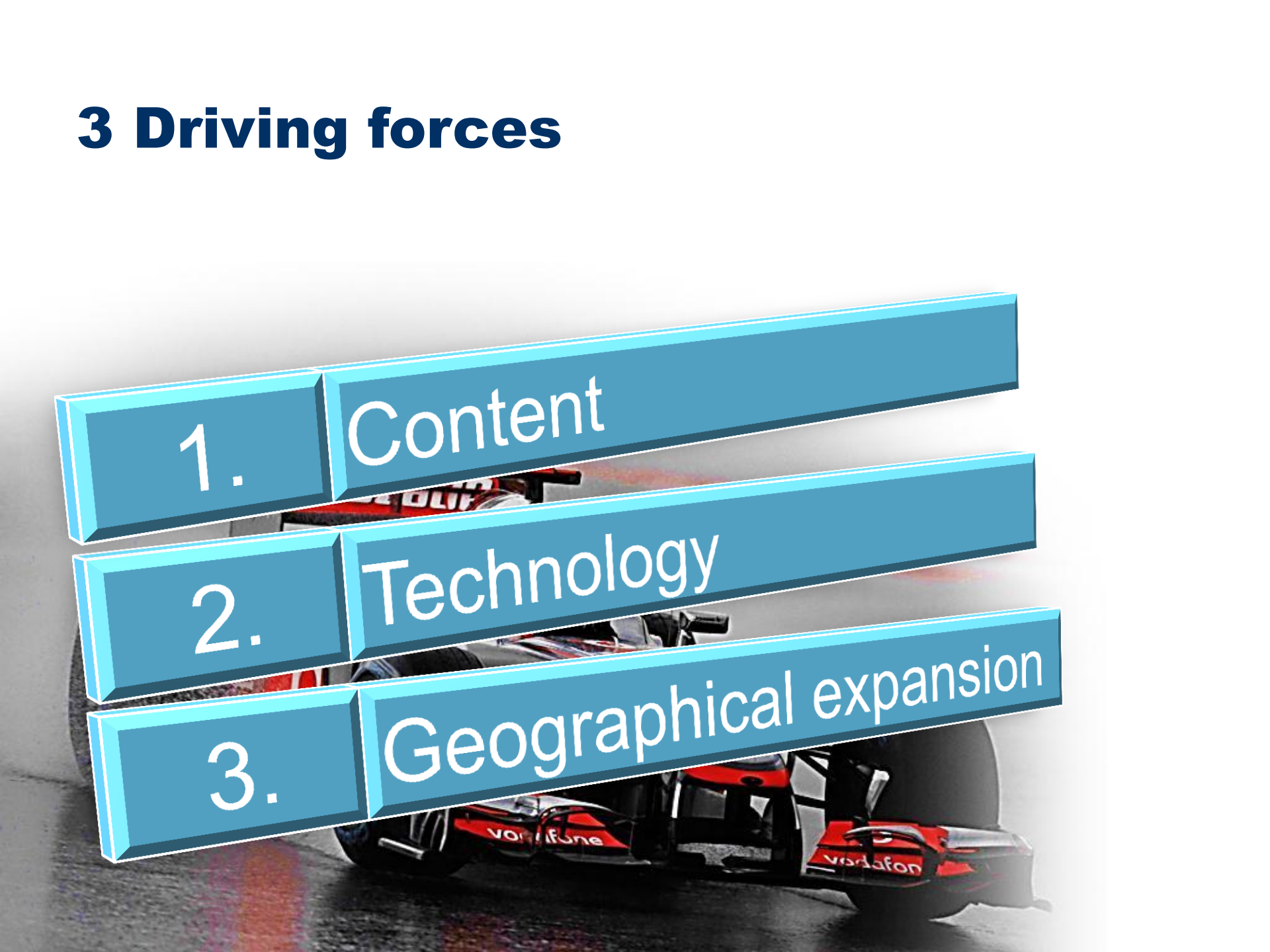
Content

2.

Technology

3.

Geographical expansion



Content remains king



But we need to own more



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paprika
latino

We have constantly innovated...

1987 – TV3 launched as first commercial TV channel in Scandinavia

1989 – Viasat launches first pay-TV channel in Scandinavia

1991 – Viasat launches first Scandinavian satellite pay-TV platform

2001 – Viasat satellite analogue signal switched off in Scandinavia

2005 – Launch of the PVR

2008 – Launch of HD & Swedish analogue terrestrial TV switched off

2010 – Viasat launches 3D

2011 – Viaplay launched

To entertain



TV ▾

Film ▾

Sport ▾

Skaffa Viaplay ▾

Logga in ▾

Sök



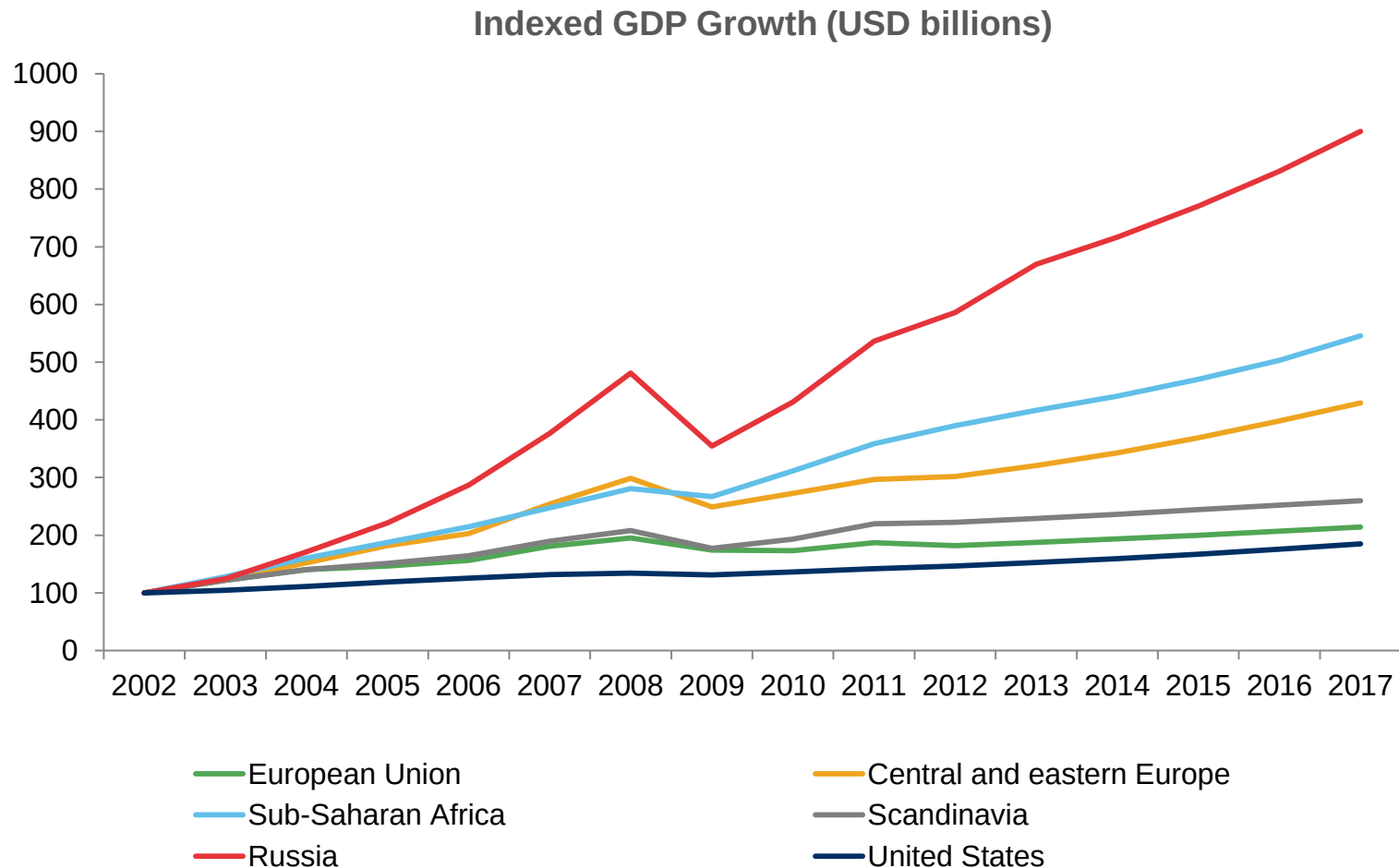
Veckans Direktsända Sport



And we have kept expanding



Into high growth new markets



**So...
How do
we do it?**



With a unique culture & >3,000 reasons to be confident



Stretch for more than you think is possible

Work harder and faster than the competition

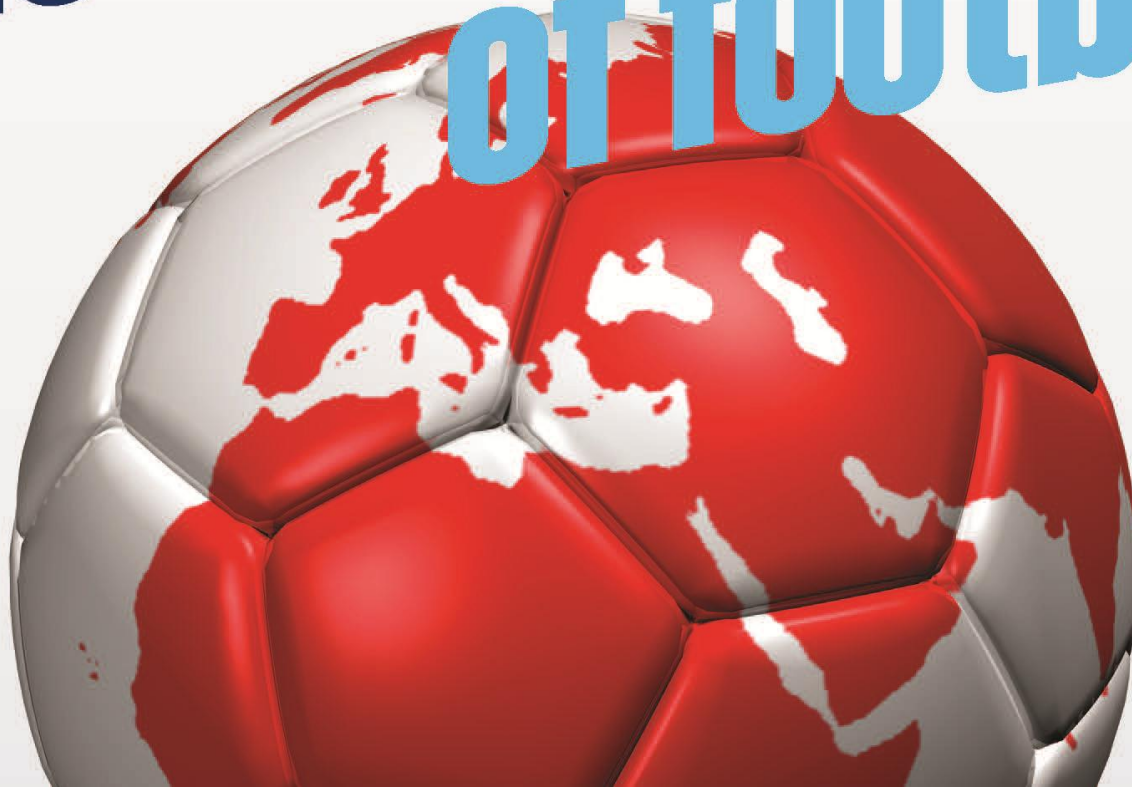
Celebrate your victories

**We cannot
fear to fail
if we want to
succeed**

"Companies that are asleep now will simply not be around in the future to reflect on the far reaching changes to the media landscape that are taking place today"



The language of football



What's next?



Verkställande ledningsgrupp



Hans-Holger Albrecht
CEO and president

Joined 1997



Mathias Hermansson
Chief Financial Officer

Joined 1999



Jørgen Madsen
EVP of Nordic Broadcasting

Joined 1994



Anders Nilsson
EVP of Central European Broadcasting

Joined 1992



Irina Gofman
EVP of Russian & CIS Broadcasting

Joined 2002-2004 & 2008



Martin Lewerth
Pay-TV and Technology

Joined 2001



Laurence Miall-d'Août
EVP of Business Diversification

Joined 2002



Patrick Svensk
EVP of Content

Joined 1991-1994 & 2011



Marc Zagar
EVP of Finance

Joined 2001



Petra Colleen
EVP of Administration

Joined 2002

Today's Agenda

- 09.15 – 09.35 **Group Overview & Strategy**
Hans-Holger Albrecht, President & CEO
- 09.35 – 09.55 **Group Financial Management**
Mathias Hermansson, Chief Financial Officer
- 09.55 – 10.30 **Content: King of Kings**
Patrick Svensk, EVP of Content / Jakob Mejlhede, SVP Acquisitions & Programming / Peter Nørrelund, Head of Sports
- 10.30 – 10.50 **Break**
- 10.50 – 11.25 **Anytime Anywhere: Nordic Pay-TV**
Martin Lewerth, EVP of Pay-TV & Technology / Niclas Ekdahl, CEO of Viaplay
- 11.25 – 12.00 **Expanding Horizons: Emerging Markets Pay-TV**
Irina Gofman, EVP of Russian & CIS Broadcasting
- 12.00 – 13.10 **Lunch**
- 13.10 – 13.45 **Extending the Media House: Scandinavian Free-TV**
Jørgen Madsen, EVP of Nordic Broadcasting
- 13.45 – 14.20 **Building the Media House: Emerging Markets Free-TV**
Anders Nilsson, EVP of Central European Broadcasting
- 14.20 – 14.40 **Break**
- 14.40 – 15.10 **Reaching the Parts other Broadcasters do not Reach**
Joseph Hundah, CEO of MTG Africa
- 15.10 – 15.40 **CTC Media**
Boris Podolsky
- 15.40 – 15.45 **Summary & wrap-up**
Hans-Holger Albrecht, President & CEO
- 17.00 – 19.30 **MTG Champions League Final / River Cruise**
- 19.30 – **Dinner**

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CHAPTER NAME