



Agenda

14.00 Introduction & overview

Jørgen Madsen Lindemann (President & CEO)

14.20 Nordic Entertainment

Anders Jensen (EVP & CEO of MTG Sweden) & Jonas Karlen (CEO of Viaplay)

15.30 Break & VR demonstration

15.50 MTGx

Arnd Benninghoff (EVP & CEO of MTGx) & Ralf Reichert (Managing Director of ESL)

17.00 Closing remarks

Jørgen Madsen Lindemann

17.15 Informal drinks reception

A clear and simple story



**Managing the
transformation
of a traditional
broadcaster**

**Into a leading
digital video
entertainment
provider**

**While growing
sales & profits**

**And returning
value to
shareholders**

Why we are transforming



We are
changing

how

we consume
video

We are
changing

when

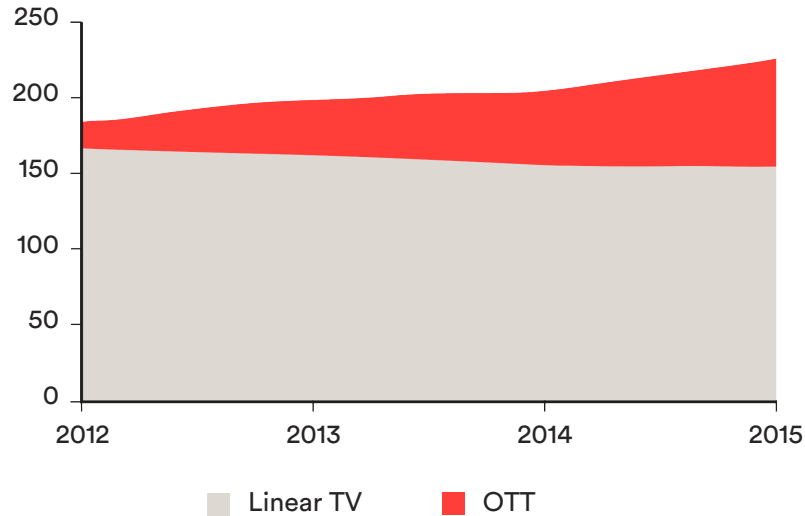
we consume
video

We are
changing

what

video we
consume

Video viewing (minutes per day)

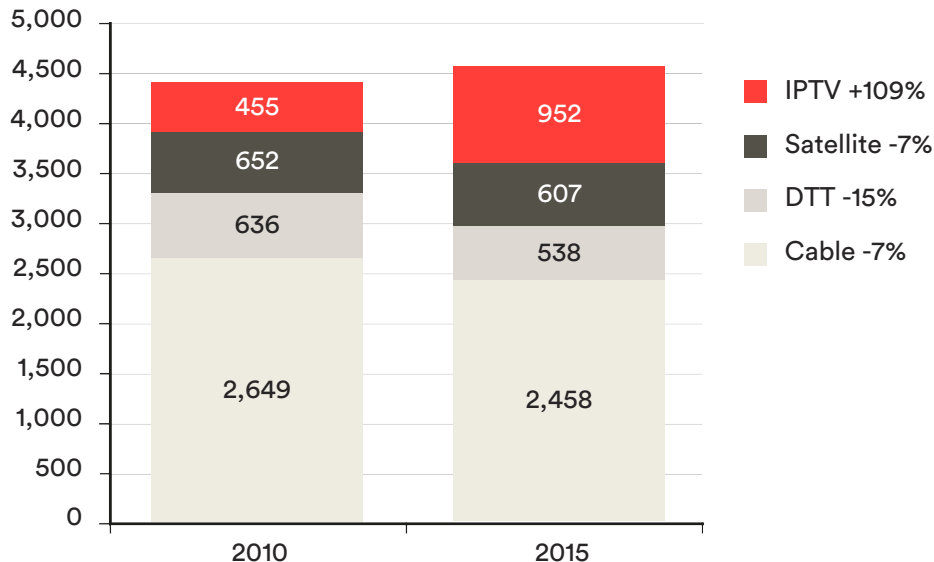


Source: MTG Research, Mediavision, MMS
Demographic: 15-74

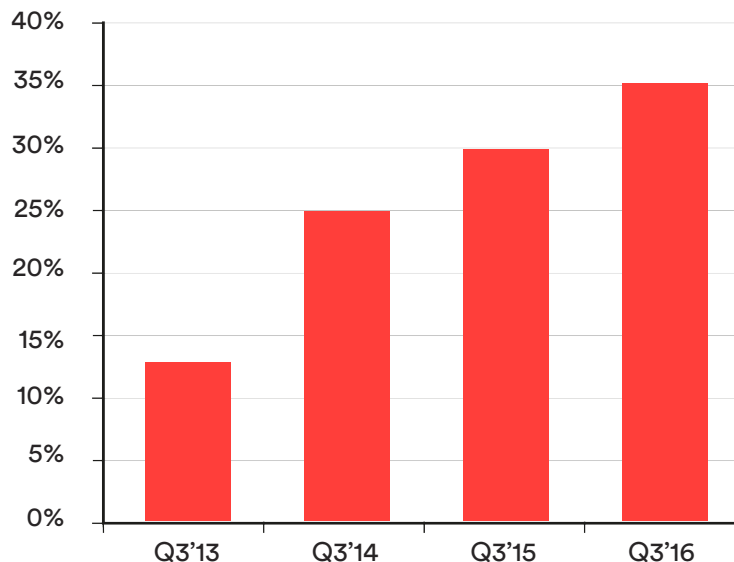
**Overall
video
consumption
higher
than
ever**

Capitalising on changes in behaviour

IPTV driving overall platform growth

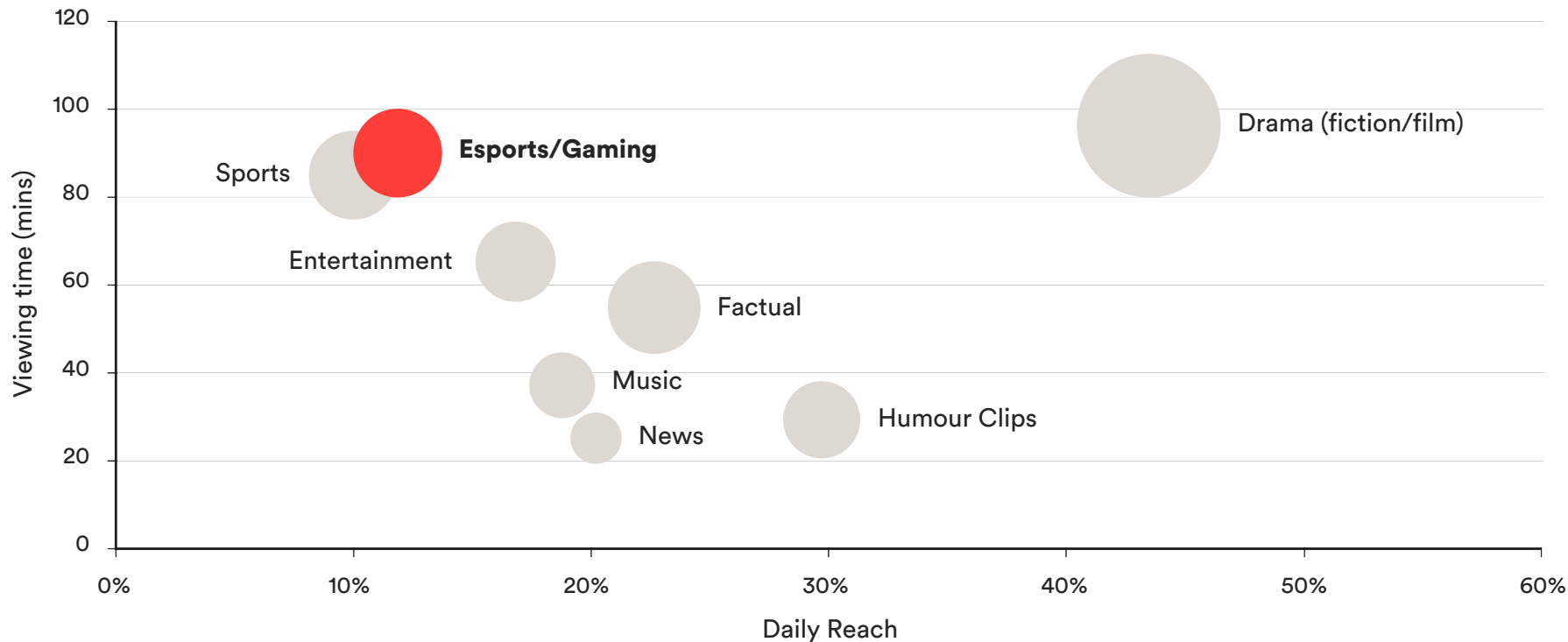


OTT SVOD penetration rising fast



Esports & gaming now more watched than sport

OTT daily reach & estimated viewing time (Q216)





Strategy + Culture = Success

Value creation strategy

- Long term revenue & profit growth

Drive performance in traditional business

- Innovation
- Profitability
- Consolidation

Drive growth in digital business

- #1 online video player
- Expansion
- Diversification

Strategic transformation

- Cost transformation
- Portfolio management
- Capital allocation

We are transforming

A group of young men are walking across a stage, likely at a gaming or esports event. They are wearing dark t-shirts with logos, including one that says 'TEAM RINGLUN'. In the background, a large, dense crowd of spectators is visible, many holding up phones to record. The scene is lit with stage lights, creating a vibrant atmosphere.

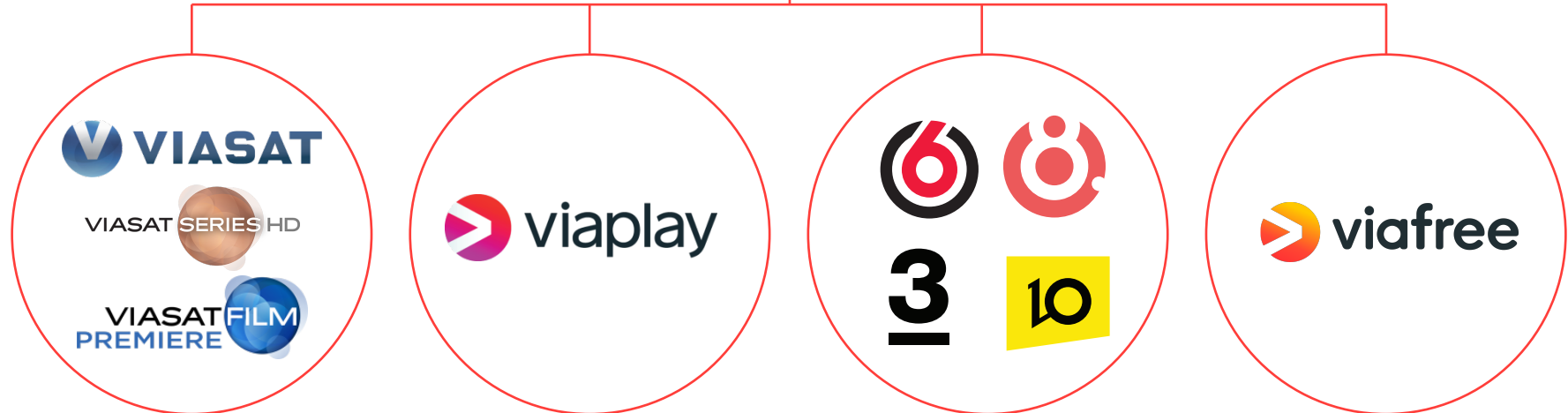
**The way we buy
content to
improve utilisation
& monetisation**

**The way we are
organised to
enhance speed
& efficiency**

**Our cost
structures
to enable
investment**

**Our portfolio
management
to focus
resources**

Smarter content acquisition, utilisation & monetisation



Active portfolio management

Acquisitions

**Turtle
Splay
Zoomin
DreamHack
InnoGames**

Disposals

**Hungary
Russia & CIS
Sappa
Zitius
Africa**

CR Strategy

At MTG, CR is at the core of our business and strategy, and contributes to our growth. Based on four focus areas, we aim to offer responsible entertainment, while acting ethically, committing to our employees, and managing our limited impact on the environment.

Environmental Care

We keep track of our carbon footprint and energy consumption, encourage green thinking and support environmental NGO's and campaigns.

Social Impact

We are committed on behalf of our employees to respecting human rights, diversity, gender equality, health and safety at work, and to giving back to the communities where we run our businesses.

Business Ethics

We do business with integrity and protect the data and privacy of our customers. Our staff and suppliers maintain the high standards of behaviour that are set out in our code of conduct and anti-bribery and corruption policies.

Media Responsibility

We use the power of media to make a real positive difference in the world. We safeguard freedom of expression, editorial integrity, oppose censorship and donate air time to worthy causes.

Our Ratings

We were included in the
2016 Dow Jones Sustainability
World and Europe Indices!


MEMBER OF

**Dow Jones
Sustainability Indices**

In Collaboration with RobecoSAM 

Out of a total of 64 media companies in the DJSI World universe and 29 in the DJSI Europe universe, only the nine highest scoring companies are included in each index.

MTG the only Swedish media company in the European index and one of top nine media companies in the global index!



Key take aways

1

Strategy is working

2

**Retained outlook for accelerated
sales growth & higher profits in 2016**

3

**Investments in Nordic
Entertainment are paying off**

4

**MTGx continues to invest in global
mega trends & entertainment verticals**

5

We act responsibly & invest sustainably

A young boy with short brown hair, wearing a red t-shirt, is sitting on a blue and green plaid couch. He is holding a tablet computer in his hands and looking at the screen with a focused expression. The background is a blurred indoor setting, likely a living room, with warm lighting. The text "Not the end" is overlaid in large, bold, red letters across the middle of the image.

Not the end