

MODERN TIMES GROUP

CAPITAL MARKETS DAY 2013

SHAPING THE FUTURE OF ENTERTAINMENT

Jørgen Madsen Lindemann
PRESIDENT & CEO



CEO SINCE SEPTEMBER 2012

JOINED MTG IN 1994

Born 1966

Appointed as President and CEO in September 2012

Executive Vice President of the Group's Nordic Broadcasting operations from October 2011

Responsible for Czech operations between 2008 and 2011, and Hungarian operations between 2010 and 2011

CEO of MTG Denmark from 2002 to 2012

Also previously Head of Viasat Sport

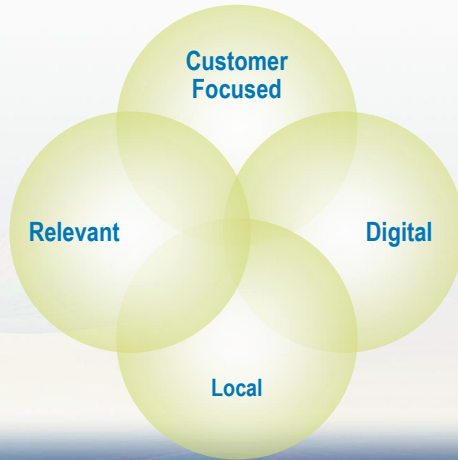
Member of the Board of Directors of CTC Media

Favourite app: Navionics Sea Map

Best lap: Beating my predecessor and current CFO in a sailing race



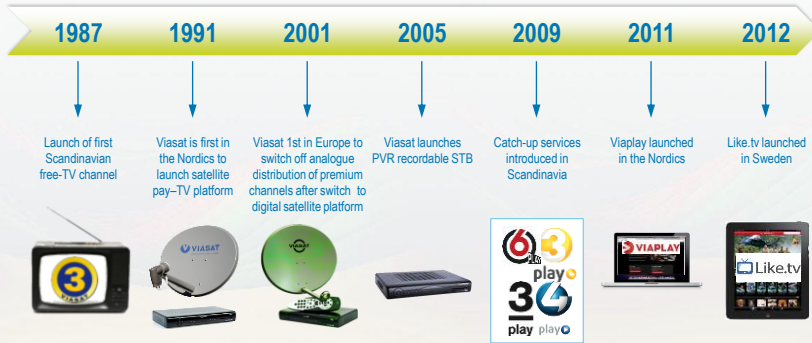
SHAPING THE FUTURE OF ENTERTAINMENT



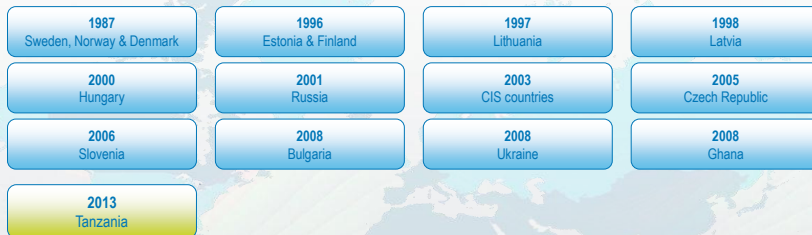
BY CREATING AN ENTERTAINMENT GROUP FOR THE FUTURE



A TRACK RECORD OF CONSTANT INNOVATION



A TRACK RECORD OF EXPORTING THE BUSINESS MODEL



OUR **60 CHANNELS** ARE NOW AVAILABLE IN **36 COUNTRIES** SPANNING **4 CONTINENTS**



WE HAVE SCALE REACH

OUR CONTENT REACHES MORE THAN
100 MILLION PEOPLE
THROUGH OUR ON AND OFFLINE FREE-TV AND PAY-TV
SERVICES IN **36 COUNTRIES**



IN A SCALE MARKET PLACE

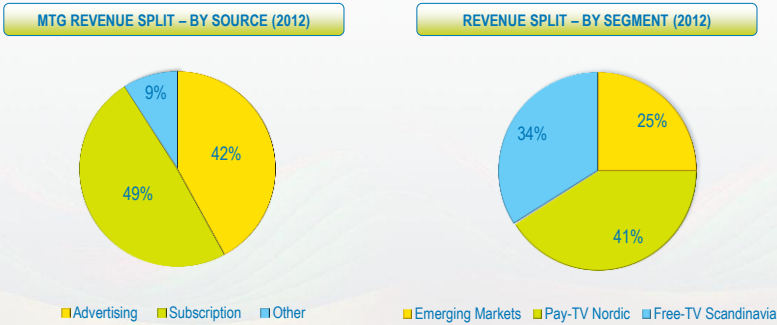
THE MARKETS WE ARE PRESENT IN HAVE A TOTAL
COMBINED ANNUAL TV ADVERTISING SPEND OF
2.7 BILLION DOLLARS AND PAY-TV SUBSCRIPTION
SPEND OF ALMOST **12.5 BILLION DOLLARS!**



GENERATING 10 YEARS OF GROWTH IN SALES & PROFITS



AND A WELL-BALANCED GROUP

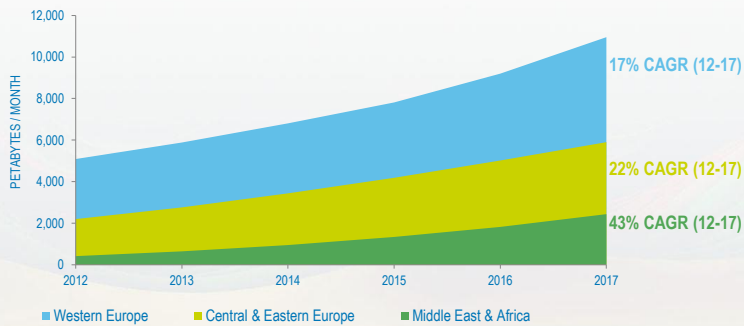


ALL OF THIS ENABLED BY A UNIQUE CULTURE & COMMUNITY OF NOMADIC CONTRARIANS



CONSUMER BEHAVIOUR HAS NOW CHANGED FUNDAMENTALLY AND FOREVER

GLOBAL CONSUMER INTERNET TRAFFIC

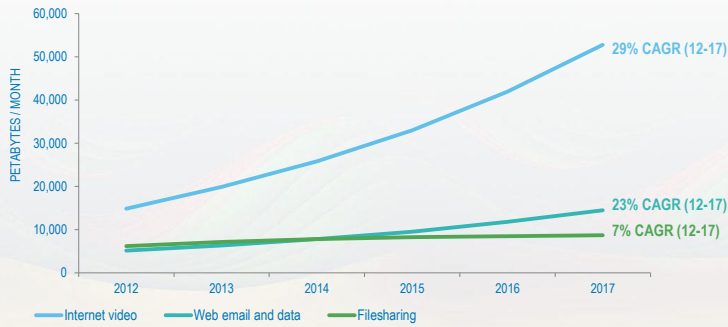


Source: Cisco VNI Report



BUT VIDEO REMAINS THE DRIVER

GLOBAL CONSUMER INTERNET TRAFFIC

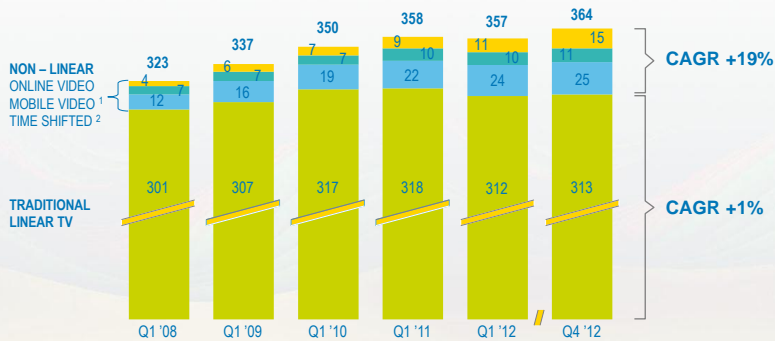


Source: Cisco VNI Report



SO OVERALL VIDEO CONSUMPTION IS GROWING

VIDEO USAGE IN THE USA – MINUTES PER DAY PER USER 2+



¹ Data for Q1 2008 as of May 2008; Mobile video data referring to watching Video via phone; Historic data not fully comparable due to changes in the methodology

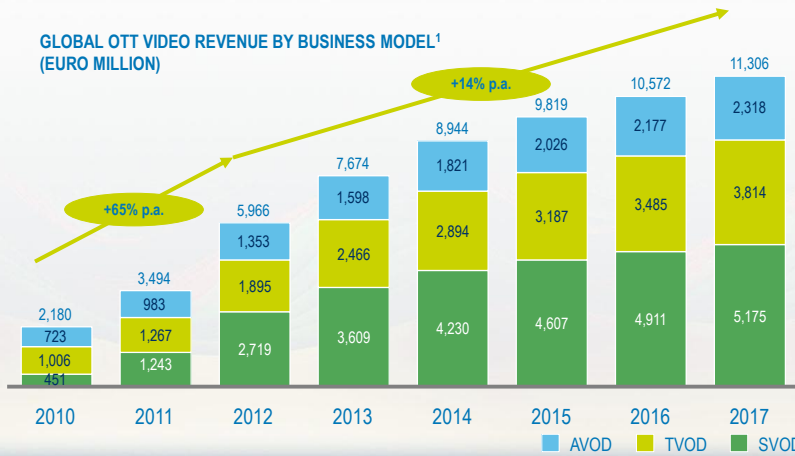
² Data for all TV households (significantly higher for household that own a DVR)

SOURCE: Nielsen Cross Platform reports



AND SET TO CONTINUE TO GROW

GLOBAL OTT VIDEO REVENUE BY BUSINESS MODEL¹
(EURO MILLION)



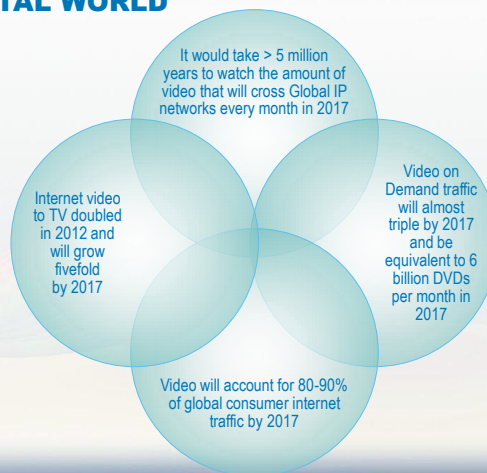
¹ Including OTT movie and TV revenue; OTT TV revenue in F, GER, IT, ES, UK and USA only

SOURCE: Screen Digest



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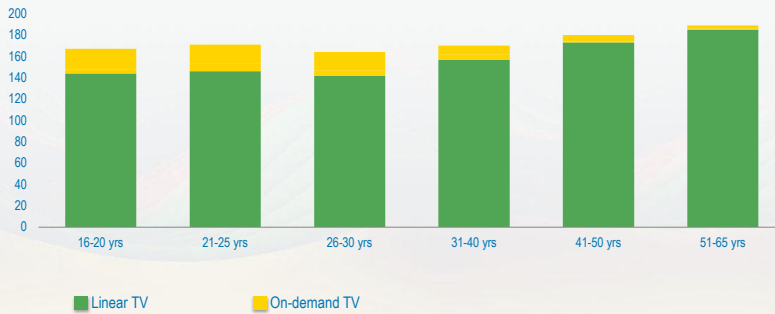
AND IS THE GAME CHANGER IN THE DIGITAL WORLD



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AND ATTRACTING A NEW GENERATION OF VIDEO VIEWERS

AVERAGE MINUTES VIEWED PER DAY BY DEMOGRAPHIC - SWEDEN



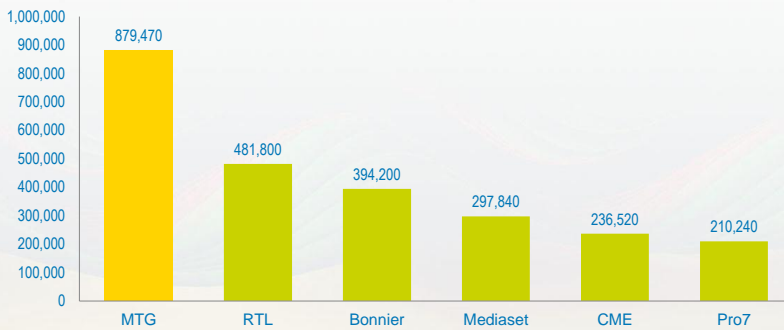
Source: MMS Röriga Bilder 2012



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CONTENT IS KING

Total number of broadcast hours (2013)

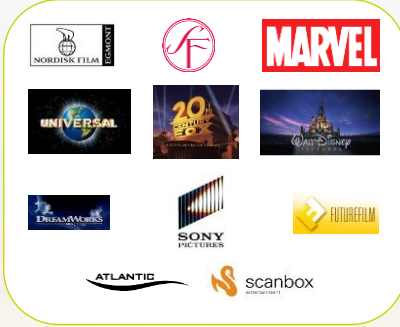


Source: MTG Research



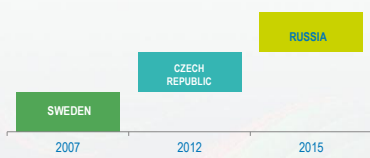
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AND WE HAVE THE BEST CONTENT

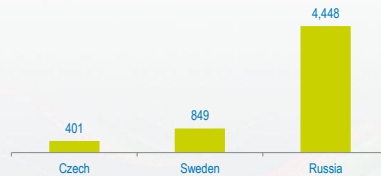


BUT EACH MARKET IS DIFFERENT

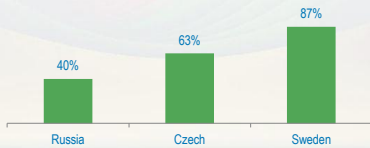
DIGITALISATION TIMELINE



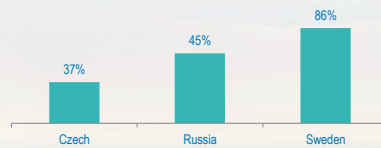
TV AD MARKET SIZE (USD MN)



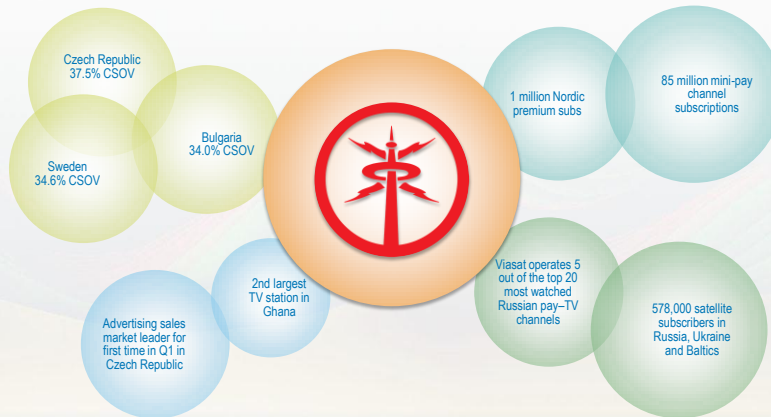
BROADBAND PENETRATION



PAY-TV PENETRATION



ESTABLISHED MARKET POSITIONS AND POWERFUL BRANDS



OUR CUSTOMER COMMITMENT

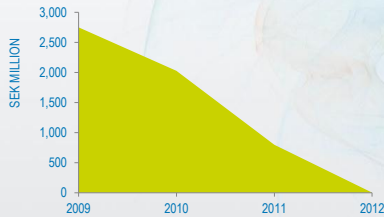
TO DELIVER **DIGITAL, RELEVANT, LOCAL AND VALUE FOR MONEY** ENTERTAINMENT PRODUCTS AND SERVICES TO OUR > 100 MILLION VIEWERS EVERY DAY THAT ENRICH AND EXCITE THEIR LIVES.

We provide you with the ability to stream, download or watch thousands of movies, live sports events and all your favourite TV shows for the same price as taking your family to see one movie at the theatre, rent a DVD or attend one live sports event.

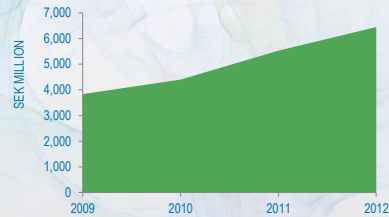


AND WE CAN CONTINUE TO INVEST IN GROWING THESE EXPERIENCES... ...BECAUSE OF OUR FINANCIAL MUSCLE

NET DEBT



AVAILABLE LIQUID FUNDS



AND WITH POWER COMES MODERN RESPONSIBILITY

Defining & governing how we interact responsibly with those we do business with, those we broadcast and market to, our employees and the communities that we operate in

Our aim is to maximise the positive effect, and minimise the negative impact, MTG has on all people, organisations and environments we come into contact with

2012 Highlights

Included in the Dow Jones Sustainability World Index, following a 14% y-o-y improvement in measured sustainability

Anti-Bribery and Corruption Policy approved by Board of Directors in 2011 and now in place in all MTG companies

Another year of improved carbon disclosure and performance ratings in the Carbon Disclosure Project 2012



REACH FOR CHANGE

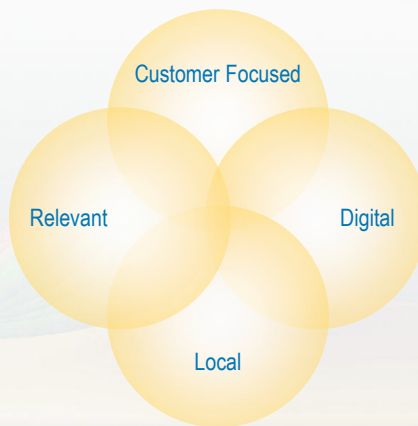
Non-profit organisation co-founded by MTG together with other Group companies in 2010
Invests in social entrepreneurs with innovative ideas improving lives for children
Three year incubator program where social entrepreneurs receive financial support and mentorship from co-workers
Spreading over the world – local incubators in 9 countries (Chat, DRC, Ghana, Russia, Rwanda, Senegal, Sweden)

2012 Highlights

- 600,000 children supported in 2012
- 41 social entrepreneurs in incubator – with footprint in over 30 countries
- 100% of the first generation of social entrepreneurs became financially sustainable
- 4,600 opinion leaders globally were in dialogue with Reach for Change



AND WE ARE ACCELERATING INTO OUR DIGITAL FUTURE



TIME	SESSION	SPEAKER
09.00-09.45	Introduction: "Shaping the Future of Entertainment"	Jørgen Madsen Lindemann, President & CEO
09.45-10.30	Digital Overview: "MTG X"	Rikard Steiber, EVP & Chief Digital Officer
10.30-10.45	Break	
10.45-11.30	Nordic Pay-TV: "TV Everywhere"	Jette Nygaard-Andersen, EVP Nordic pay-TV Broadcasting & Niclas Ekdahl, CEO of Viaplay
11.30-12.15	Emerging Markets Pay-TV: "The Matrioshka Effect"	Irina Gofman, EVP of Russian & CIS Broadcasting
12.15-13.15	Lunch	
13.15-13.30	Introduction to Break-Out sessions	Jørgen Madsen Lindemann, President & CEO
13.35-14.20	Break-out Session 1: Content	Jens Eriksson, President & COO of MTG Studios Peter Nørrelund, MTG Head of Sport Jakob Mejlhede, Senior Vice President of Acquisitions & Programming Joachim Nordlind, CEO of Free-TV Sweden
14.25-15.10	Break-out Session 2: Digital	Rikard Steiber, EVP & Chief Digital Officer Niclas Ekdahl, CEO of Viaplay
15.10-15.25	Break	
15.30-16.15	Break-out session 3: Countries	Marek Singer, EVP of Central European Broadcasting Joseph Hundah, EVP of Africa Jesper Grønholdt, CEO of Free-TV Norway Kim Poder, CEO of Free-TV Denmark
16.20-17.05	Finance: "Creating Long Term Sustainable Shareholder Value"	Mathias Hermansson, Chief Financial Officer
17.05-17.15	Wrap-up & Q&A	Jørgen Madsen Lindemann, President & CEO
17.15-	Drinks & dinner	



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SHAPING THE FUTURE OF ENTERTAINMENT

THANK YOU



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