



Capital Markets Day – October 13, 2016

# Summary & Outlook

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## Summary: How we create value with our new strategies

Ad Sales	Broadcasting	Content Production	Digital Entertainment	Digital Ventures & Commerce
Push new innovative and targeted sales offerings	Expand channel and genre portfolio	Build (Digital) Content Ecosystem	Grow Digital Entertainment businesses internationally	Build Lifestyle Commerce Ecosystem and leading Verticals

**We work more synergistically than ever before with our ecosystem approach**

**We create an efficient system to build brands at low costs**

**We become an even more attractive partner for advertisers and our media peers in Europe**



## We confirm our overall positive outlook for 2016

Group revenue **growth to exceed +15%** (previous target +10%)

German **TV ad market to grow 2% plus in 2016**

P7S1 TV ad revenue growth **slightly below market**

Digital Entertainment and Digital Ventures & Commerce  
with **double-digit revenue growth**

Recurring EBITDA & underlying net income **above prior year**



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