Capital Markets Day – December 6, 2017

SUMMARY & OUTLOOK

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ACCELERATE VALUE AND FOCUS THROUGH THREE PURE PLAY PILLARS

P7S1 MEDIA SE

1. ENTERTAINMENT
   (Entertainment)
   Leading European multi-channel entertainment products and ad sales house

2. RED ARROW STUDIOS
   (Content Production & Global Sales)
   Leading global Content, Talent & IP company

3. NCG – NUCOM GROUP
   (Commerce)
   #1 omnichannel platform for consumer services & lifestyle brands in Europe
KEY REVENUE GROWTH OPPORTUNITIES

- Addressable TV
- New TV ad opportunities
- DTC platforms
- Red Button Portal/HbbTV
- (New) pricing models
- Advertising Platform Solutions
- Red Arrow Studios
- NCG – NUCOM GROUP

Note: Revenue growth potential 2022 vs. 2017; including potential bolt-on acquisitions; outlook 2018 to be announced at full year earnings call.
Value today

1. Revenues Entertainment
   New ad-driven and non-ad revenues

2. Revenues Red Arrow Studios
   Organic growth of Content Production

3. Revenues NUCOM GROUP
   Organic growth of Commerce

4. Efficiencies
   Entertainment reorganization & cost reduction

5. Partnerships/collaborations
   Intra-ad and European opportunities

6. M&A
   Larger bolt-on M&A

Future value
THREE THINGS TO REMEMBER

- Strong TV business
- Attractive synergistic diversification
- Strong revenue & value growth potential
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