

Modern Times Group

Q4 & Full Year 2009 Financial Results

11 February 2010





Continued Sales
Growth & Outperformance



VIASAT
FOTBOLL

One passion. One channel.

Highlights

Group

- Record Q4 & full year sales – continued growth despite economic recession & declining advertising markets
- Record underlying operating profits in Q4* - reflects ongoing focus on balancing investment in long term development of the business with low cost, efficient operating structures
- Results illustrate resilience in business model & benefits of operating an integrated broadcasting business
- Proposed dividend of 5.50 krona per share - demonstrates commitment to delivering total shareholder returns

Operations

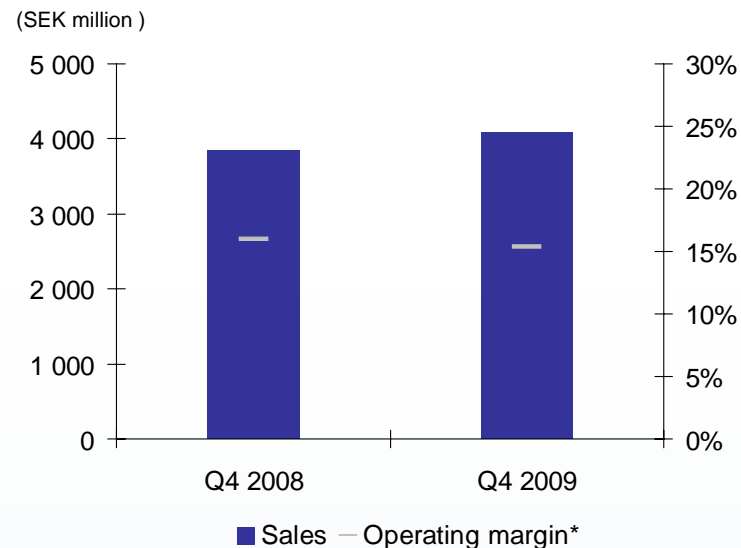
- Free-TV Scandinavia: Accelerated y/y growth & 24% operating margin in Q4
- Pay-TV Nordic: 21,000 net new premium subscribers & 18% operating margin in Q4
- Free-TV Emerging Markets: Advertising market share gains & 9% operating margin in Q4
- Pay-TV Emerging Markets: continued subscriber & sales growth with 27% operating margin in Q4
- Scandinavian free-TV, Nordic pay-TV, Emerging Market pay-TV and Internet retailing businesses all delivered sales growth and higher profits in 2009 than in 2008

* excluding associated company income & non-recurring items

Fourth Quarter 2009

6% Sales Growth & Healthy Operating Profit

- Net sales of SEK 4,076 (3,845) million – up 6% y/y & 4% at constant exchange rates
- OPEX up 7% y/y in Q4 & up 6% at constant exchange rates
- Operating income up y/y to SEK 624 (615) million with operating margin of 15%*
- Pre-tax profit of SEK -2,722 (647) million
- Net income of SEK -2,845 (528) million
- Basic earnings per share of SEK -43.36 (7.50)

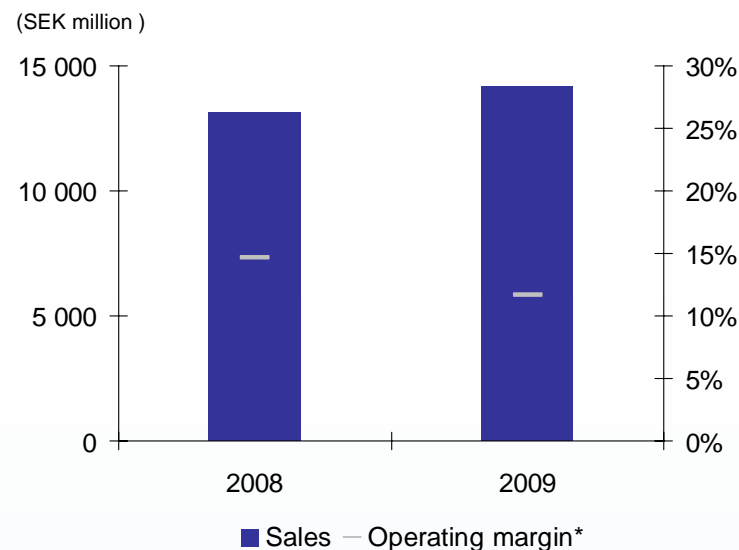


* excluding associated income & non-recurring items primarily relating to Nova Tevezia goodwill impairment

Full Year 2009

8% Sales Growth in Adverse Market Conditions

- Net sales of SEK 14,173 (13,166) million – up 8% y/y & 3% at constant exchange rates including consolidation of Nova Televizia
- OPEX up 12% & 6% at constant exchange rates
 - Consolidation of Nova Televizia, launch or re-launch of 7 free-TV channels, addition of 11 channels to pay-TV offerings & subscriber acquisition campaigns
- Group operating income of SEK 1,654 (1,947) million with operating margin of 12%*
- Pre-tax profit of SEK -1,625 (3,610) million
- Net income of SEK -2,008 (2,927) million
- Basic earnings per share of SEK -30.86 (43.25)
- Board of Directors to propose annual dividend payment of SEK 5.50 (5.00) per share



* excluding SEK 270 million of associated company income and SEK -3,352 million of non-recurring items in 2009 & SEK 651 million of associated income and SEK 1,076 million in of non-recurring items in 2008

Operating Review

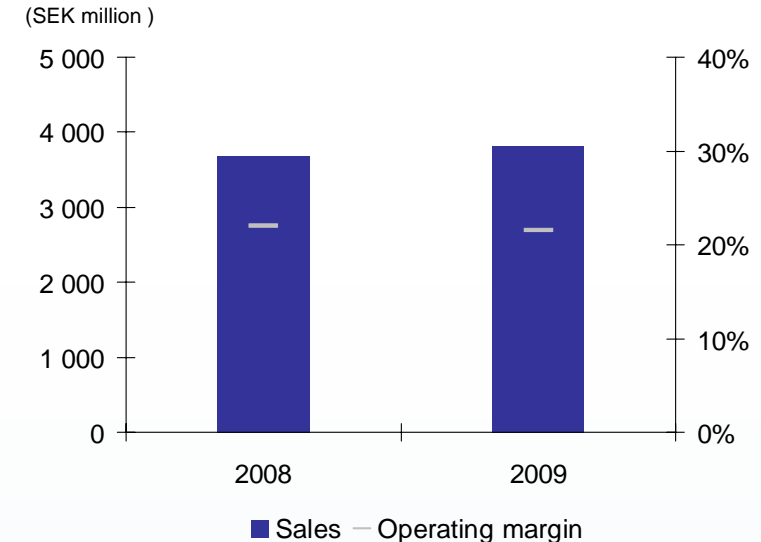


TV 1000

Always a star at home.

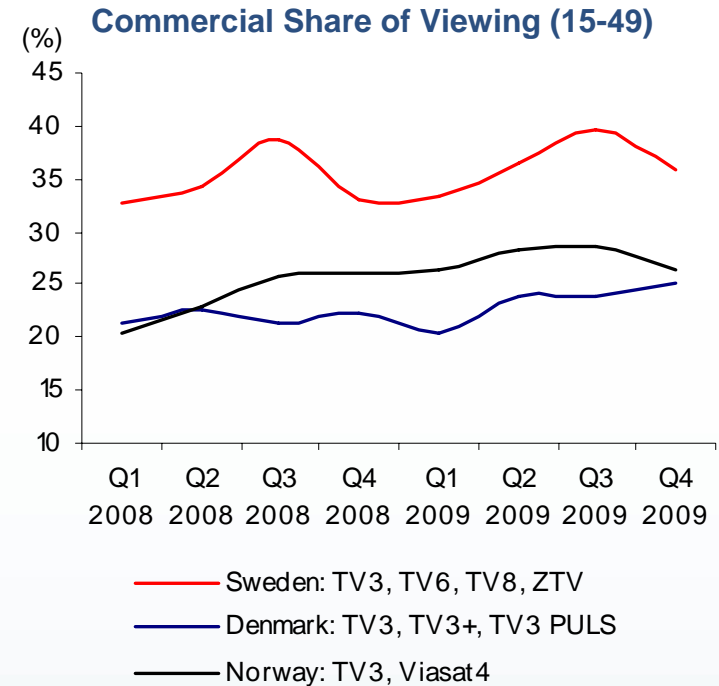
Free-TV Scandinavia Sales Growth & Margins over 20%

- Sales up 7% y/y to SEK 1,160 (1,083) million in Q4 & up 4% y/y to SEK 3,820 (3,687) million for FY
- Sales up 4% y/y in Q4 but down 1% y/y for FY at constant exchange rates
- Continued year on year decline in each of the Scandinavian advertising markets in Q4
- Advertising market shares gains in all three markets
- OPEX up 5% y/y in Q4 & 4% y/y for FY
 - Reflected launch of TV3 PULS in Denmark, selective programming investments & currency exchange rate movements; but also cost saving initiatives
- Operating income up 15% y/y to SEK 282 (244) million in Q4 & up 1% to SEK 820 (809) million for FY
- Operating margins of 24% in Q4 & 21% for FY



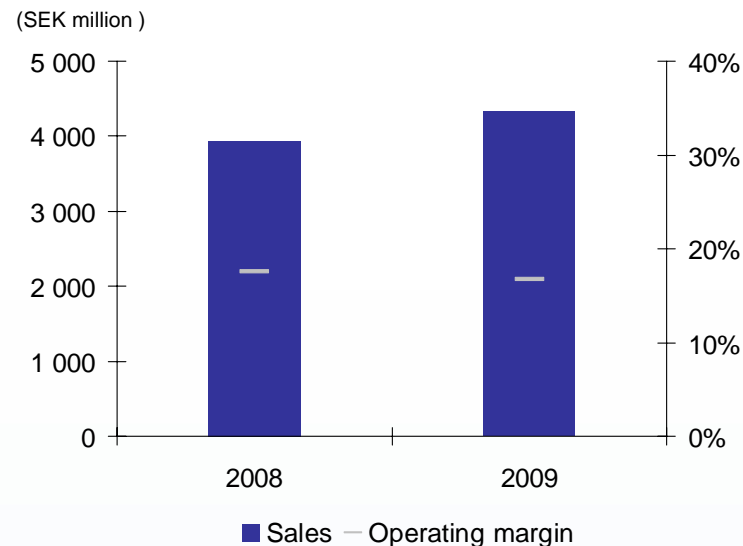
Free-TV Scandinavia Structurally Growing Audience & Market Shares

- Audience share gains following penetration increases & successful investments in channels & programming
 - Sweden up 2.8 pp y/y
 - Norway up 0.5 pp y/y
 - Denmark up 2.9 pp y/y
- 2009 penetration development:
 - Sweden: TV3 & TV6 up from 86% to 88% & TV8 up from 63% to 65%
 - Norway: TV3 up from 85% to 89% & Viasat4 up from 62% to 68%
 - Denmark: TV3 up from 65% to 68% & TV3+ up from 63% to 65%. TV3 PULS up to 53%
- Digitalisation of Norwegian TV completed on 1 December & Danish TV digitalised on 1 November
- Bundled Media House pricing in each country & discount to incumbents closing



Pay-TV Nordic Sales Growth with Healthy Margins

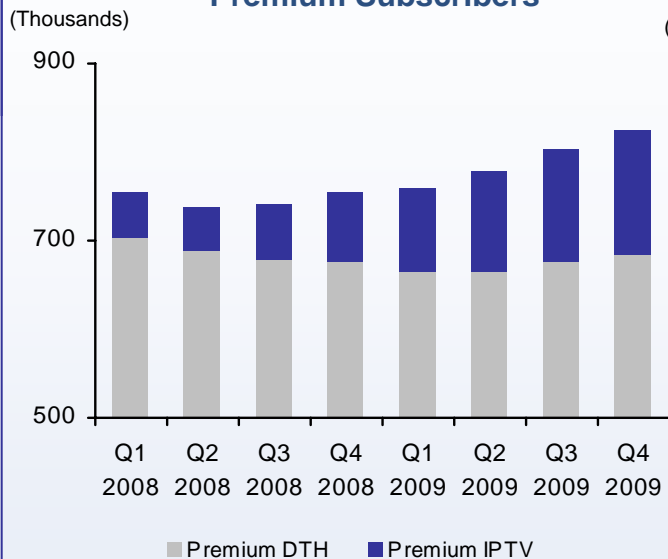
- Sales up 8% y/y to SEK 1,093 (1,016) million in Q4 & up 10% to SEK 4,327 (3,934) for FY
- Sales up 5% y/y both in Q4 & for FY at constant exchange rates
- OPEX up 10% y/y in Q4 & 11% y/y for FY
 - Addition of 8 Viasat & 15 third party channels since beginning of 2008, currency exchange rate movements, acquisition/extension of key sports rights, subscriber acquisition campaigns in Denmark & Norway & investments in HDTV services
 - SAC up 6% y/y in Q4 & 8% for FY
- Operating income of SEK 192 (200) million in Q4 & SEK 725 (692) million for FY
- Operating margins of 18% in Q4 & 17% for FY
- Viasat OnDemand now includes catch-up services for channels with >70% share of viewing in Sweden. SVOD service launched in Scandinavia on 08 February 2010
- Strategic cooperation with Sanoma in Finland: Launched Nelonen Sport Pro on Viasat's DTH platform & in cable TV packages on 1 February 2010



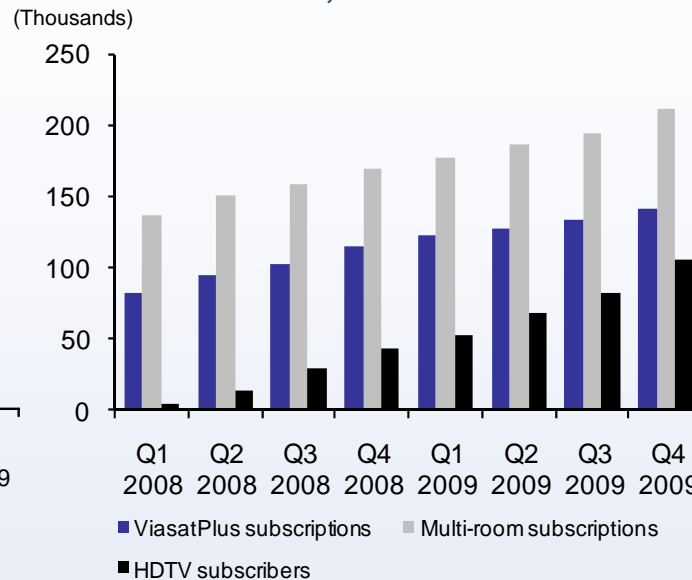
Pay-TV Nordic Premium Subscriber & ARPU Growth

- Net premium subscribers up 21,000 in Q4
 - Net growth of 10,000 premium DTH satellite subscribers following completion of digitalisation in Norway & Denmark
 - Net growth of 10,000 IPTV subscribers
- Premium DTH ARPU up 9% y/y to SEK 4,435
 - Driven by price increases, ongoing uptake of value-added services & positive currency exchange rate movements
 - Offset by subscriber acquisition campaigns in Denmark & Norway

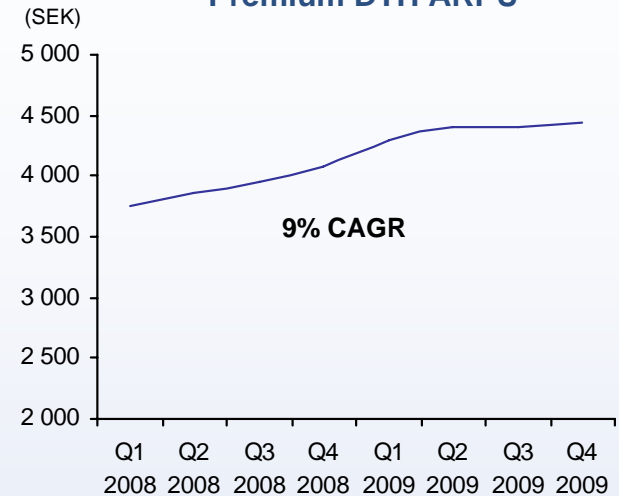
Premium Subscribers



ViasatPlus, Multi-Room & HDTV

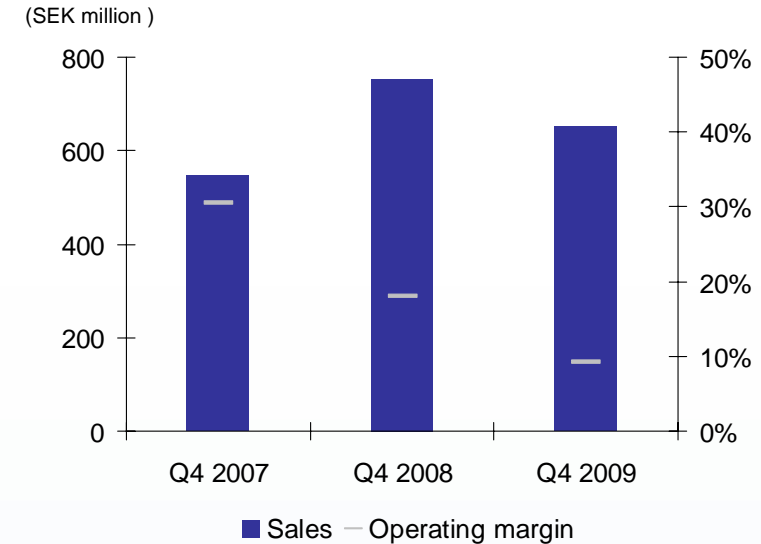


Premium DTH ARPU



Free-TV Emerging Markets Increased Market Shares & Return to Profitability

- Sales down 14% y/y to SEK 652 (754) million in Q4 & down 3% y/y to SEK 2,095 (2,150) million for FY*
- Sales down 15% y/y in Q4 & down 9% y/y for FY at constant exchange rates
- Sales performance reflected adverse economic environment, lower levels of advertising expenditure & consolidation of Nova Televizia
- OPEX down 4% y/y in Q4 & up 17% y/y for FY
 - Reflected consolidation of Nova Televizia in Q4 2008, currency exchange rate movements, launch or re-launch of six channels, selective programming investments & implementation of cost reduction programmes
- Operating income of SEK 60 (136) million in Q4 & SEK -84 (292) million for FY with 9% EBIT margin in Q4 – reflects high level of operational gearing



* results include Nova Televizia in Bulgaria, which has been consolidated since 16 October 2008

Free-TV Emerging Markets Weathering the Storm

Baltics

- Pan-Baltic CSOV up y/y to 41.1% (39.4%)
- Sales down 40% y/y in Q4 at constant exchange rates - in line with overall advertising market decline

Czech

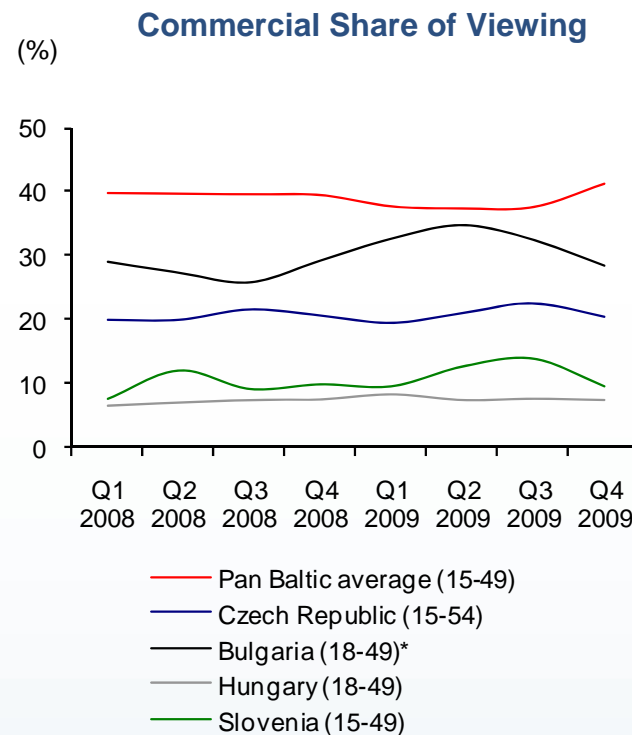
- CSOV stable y/y & new channel Prima COOL performing strongly
- Sales down 15% y/y in Q4 at constant exchange rates, but Czech ad market share increased in Q4

Bulgaria

- CSOV reflected a re-weighting of the programming schedules and high levels of investment in Q4
- Key exclusive Premier League rights extended until 2012-2013 season.
- Bulgarian pro forma sales down 11% y/y in euro in Q4

Other operations

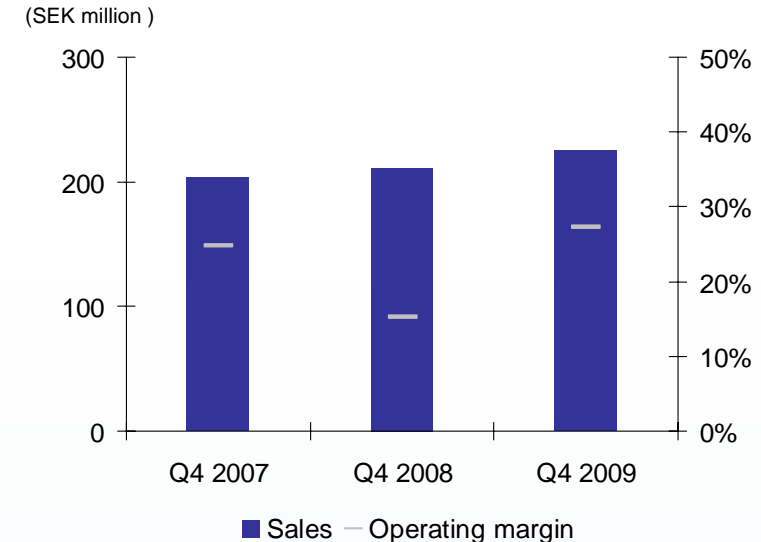
- Hungarian sales down 10% y/y in Q4
- Slovenia sales up 23% y/y in Q4
- Ghana sales of SEK 3 million in Q4



*pro forma for the combined Diema & Nova channels

Pay-TV Emerging Markets Sales Growth & Rising Margins

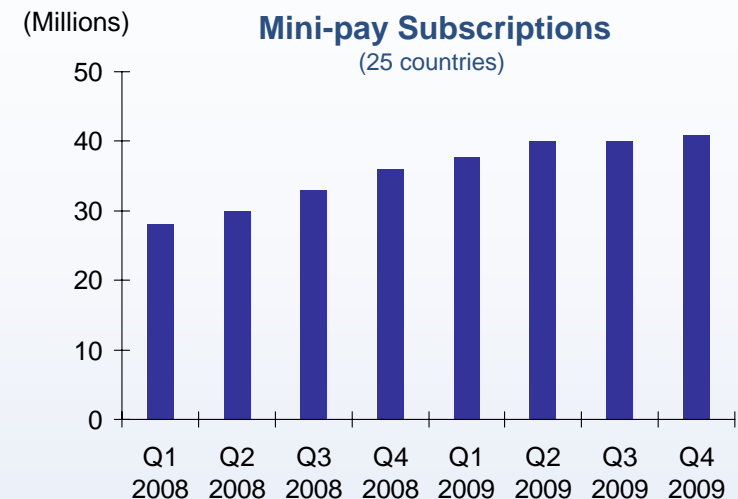
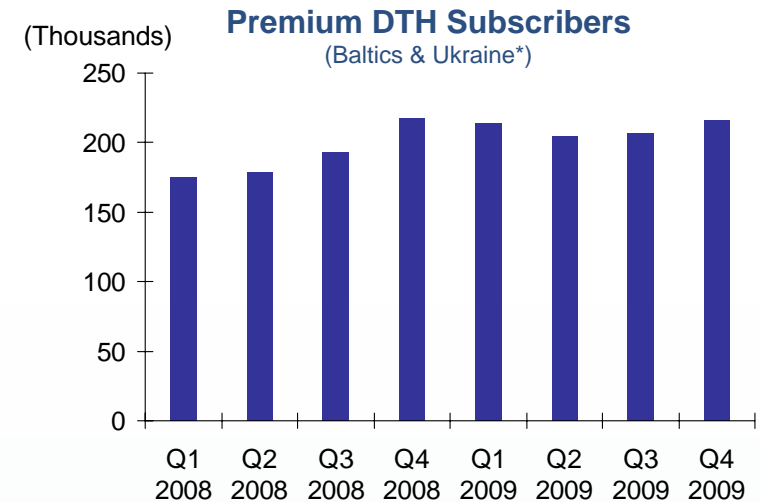
- Sales up 11% y/y to SEK 225 (203) million in Q4 & up 33% to SEK 875 (658) million for FY
- Sales up 13% y/y in Q4 & up 24% for FY at constant exchange rates
- OPEX up 8% y/y in Q4 & 28% for FY
 - Reflected increased subscriber acquisition costs & addition of new channels
- Operating income up 22% y/y in Q4 to SEK 61 (50) million & up 59% y/y to SEK 168 (106) million for FY
- Operating margins of 27% (25%) in Q4 & 19% (16%) for FY



Pay-TV Emerging Markets

Growth in Subscribers & Subscriptions

- Baltic & Ukrainian DTH platforms added 9,000 premium subscribers in Q4
 - Continued intake in Ukraine & more stable position in Baltics
- Mini-pay subscriptions up 1.2 million q/q & 4.3 million y/y to 40.8 million
- 4 year agreement signed with Elion in Estonia - Viasat to market & sell pay-TV packages to 175,000 broadband customers & Viasat's free-TV channels made available to Elion subscribers
- New premium sports channel Viasat Sport Baltic launched & Viasat Golf made available in the Baltics
- Ukrainian football channel TRK Football added to Viasat's Ukrainian DTH platform
- Viasat Hockey channel made available after end of 2009 to replace Viasat Sport East in the Baltics
- Acquisition of 50% of Raduga Holdings S.A. which operates Russian nationwide satellite pay-TV platform Raduga TV, in February 2010. Partnership to develop competitive pay-TV distribution platform in one of the world's most attractive pay-TV markets



* includes Ukraine from Q4 2008

Other Businesses

Strong Performance by Internet Retailing

Online

- Sales up 30% y/y to SEK 759 (582) million in Q4 & up 26% to SEK 2,300 (1,831) for FY09
- Sales up 29% y/y in Q4 & 21% for FY09 at constant exchange rates
- MTG Internet Retailing drives growth – sales up 39% y/y in Q4 & up 36% for FY
 - CDON.COM sales up 35% y/y in Q4 & 26% for FY09 following strong run-in to Christmas & sales of games, music & mobile phones
 - Gymgrossisten sales up 24% y/y in Q4 & 45% for FY09
 - Nelly.com sales up 153% y/y in Q4 & 157% for FY09
- Operating income more than tripled y/y in Q4 to SEK 61 (20) million & was up 53% to SEK 120 (78) million for FY09*
- Increased operating margins of 8% (3%) in Q4 & 5% (4%) for FY09*

Radio

- Sales down 11% y/y in Q4 to SEK 174 (196) million & down 13% to SEK 694 (800) million for FY09 – in line with overall advertising market declines
- Sales down 14% y/y in Q4 & down 15% for FY09 at constant exchange rates
- Operating income of SEK 27 (38) million in Q4 & SEK 73 (165) million for FY09 with operating margins of 16% & 10% respectively
- New local radio licenses secured in Norway's 4 largest cities – potential reach of 2 million listeners

Modern Studios

- Sales of SEK 121 (125) million in Q4 & SEK 469 (373) million for FY09.
 - Market share gains in Scandinavia & international sales of licenses of Strix formats
- Operating profits of SEK 6 (12) million in Q4 & SEK 19 (-6) million for FY09

* excluding SEK 47 million in goodwill impairment & close-down costs in Q4 2009 and a goodwill impairment charge of SEK 76 million in Q2 2008

Financial Review



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Income Statement

- Depreciation & amortisation charges of SEK 59 (53) million in Q4 & SEK 236 (157) million for FY09
 - Reflects consolidation of Nova Televizia in Q4 2009
- Net interest of SEK -64 (-74) million in Q4 & SEK -171 (-28) million for full year
 - Reflects increase in borrowing levels in Q4 2008
- Underlying tax rate of 26% for FY
- 66,746,815 total issued shares as at 31 Dec 2009
 - 7,930,701 Class A shares
 - 57,966,114 Class B shares
 - 850,000 Class C shares

(SEK million)	Q4 2009	Q4 2008	2009	2008
Net sales	4,076	3,845	14,173	13,166
Operating income before associated company income & non-recurring items	624	615	1,654	1,947
Associated company income *	101	131	270	651
Non-recurring items **	-3,352	-	-3,352	-76
Net impact of the sale of DTV Group	-	-	-	1,150
Total operating income (EBIT)	-2,627	746	-1,428	3,671
Net interest & other financial items	-95	-99	-197	-61
Income before tax	-2,722	647	-1,625	3,610
Net income	-2,845	528	-2,008	2,927
Basic EPS	-43.36	7.50	-30.86	43.25

* including MTGs Q1 2009 participation in the USD 233 million non-cash impairment of intangible assets by associated company CTC Media in Q4 2008

** comprising the goodwill impairment of the Group's Bulgarian & Slovenian assets, the write-down of the Baltic broadcasting assets in Q4 2009, close-down costs for Playahead.com in Q4 2009, & a goodwill impairment in the Online business area in the second quarter of 2008

Cash Flow

- SEK 88 (10) million change in working capital in Q4 & SEK 237 (67) million for FY09
- Cash flow to/from investing activities in 2008 included acquisition of Nova Televizia & sale of DTV
- CAPEX of SEK 89 (68) million in Q4 & SEK 159 (156) million for FY09
- Board of Directors to propose SEK 5.50 per share dividend to AGM – total dividend of ~SEK 366 million
- Net change in loans of SEK -871 million in Q4 & SEK -1,152 million for FY09
- Cash & cash equivalents of SEK 737 (975) million compared to SEK 977 million at end of Q3

(SEK million)	Q4 2009	Q4 2008	2009	2008
Cash flow from operations	601	672	1,308	1,918
Changes in working capital	88	10	237	67
Net cash flow from operations	689	681	1,546	1,985
Cash flow to/from investing activities	-89	-6,252	-304	-4,674
Cash flow to/from financing activities	-835	4,435	-1,449	3,106
Net change in cash & cash equivalents	-235	-1,135	-206	417

Financial Position

- Total borrowings of SEK 3.5 billion compared to SEK 4.4 billion at end of Q3
 - Comprises SEK 500 million of SEK 3.5 billion facility (due 2011) & SEK 3.0 billion facility (due 2012)
- SEK 3,837 (2,935) million of available liquid funds (cash & undrawn facilities) compared to SEK 3,215 million at end of Q3
- SEK 2.7 billion of net debt, equivalent with 1.1x 2009 EBITDA
- Book value of 39.4% CTC Media stake of SEK 1.8 billion at end of 2009, compared to public equity market value of SEK 6.4 billion

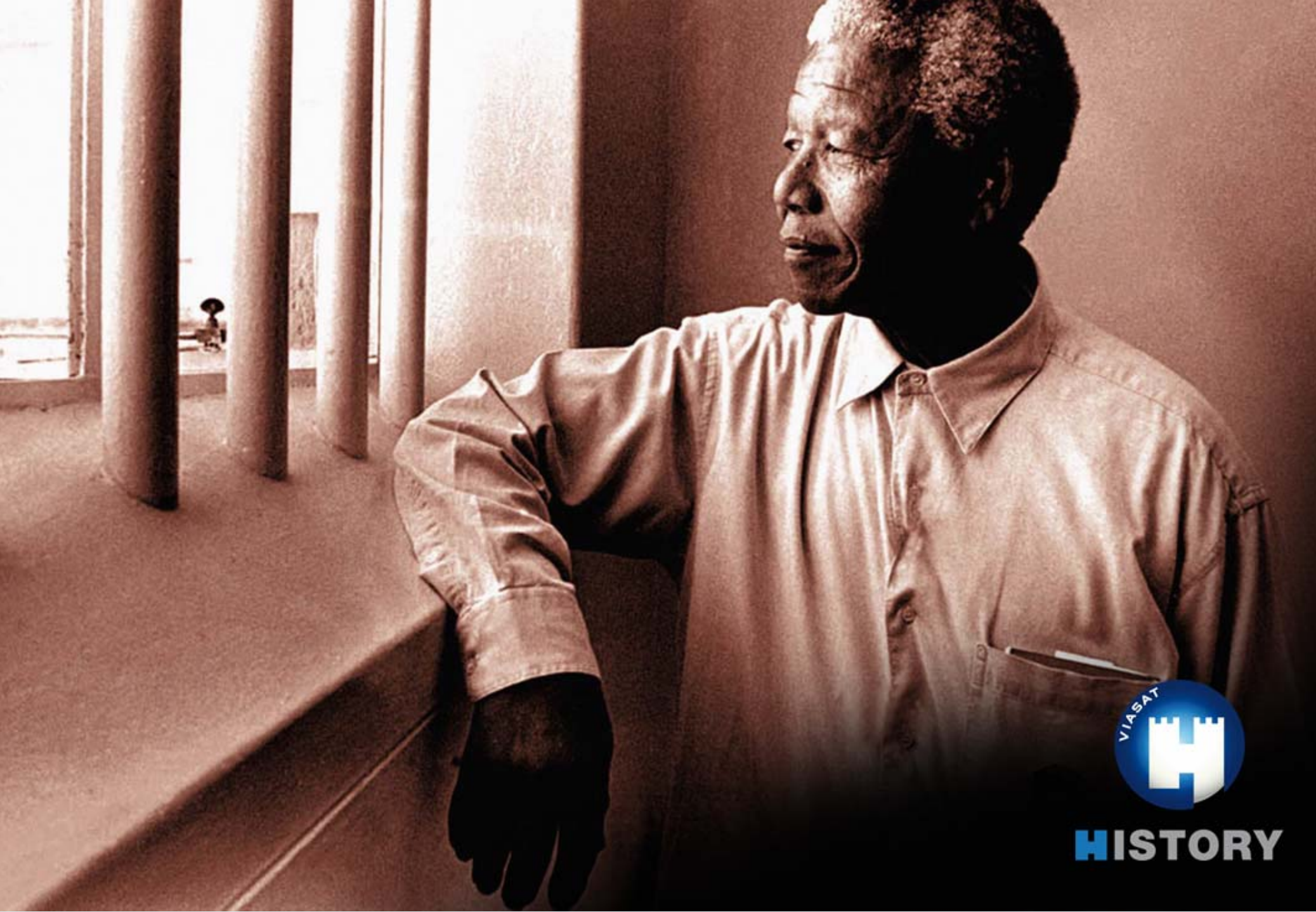
(SEK million)	31 Dec 2009	31 Dec 2008
Non-current assets	9,026	12,881
Current assets	5,625	6,351
Total assets	14,651	19,232
Shareholders' equity	5,680	8,980
Long-term liabilities	4,166	5,263
Current liabilities	4,804	4,989
Total equity & liabilities	14,651	19,232



Summary

Summary

- Record sales in both Q4 & for FY 2009 despite weak market conditions
- Record underlying profits in Q4
- Increased audience & market shares, subscriber bases & ARPU – strengthened competitive positioning
- Reduction in S,G & A costs balanced with selective investments in long term development of business
- Even stronger financial position with reduced net debt to EBITDA of 1.1x
- Proposed increased dividend of SEK 5.50 per share
- Advertising market conditions have improved – all markets except Baltics have stabilised
- Underlying 2010 revenue growth likely to be stronger than reported growth due to strengthening of Swedish krona
- Benefiting from high operational gearing when advertising market growth returns



HISTORY

For Further Information, please visit www.mtg.se or contact:

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