

TV Prima

Presentation to the Capital Market

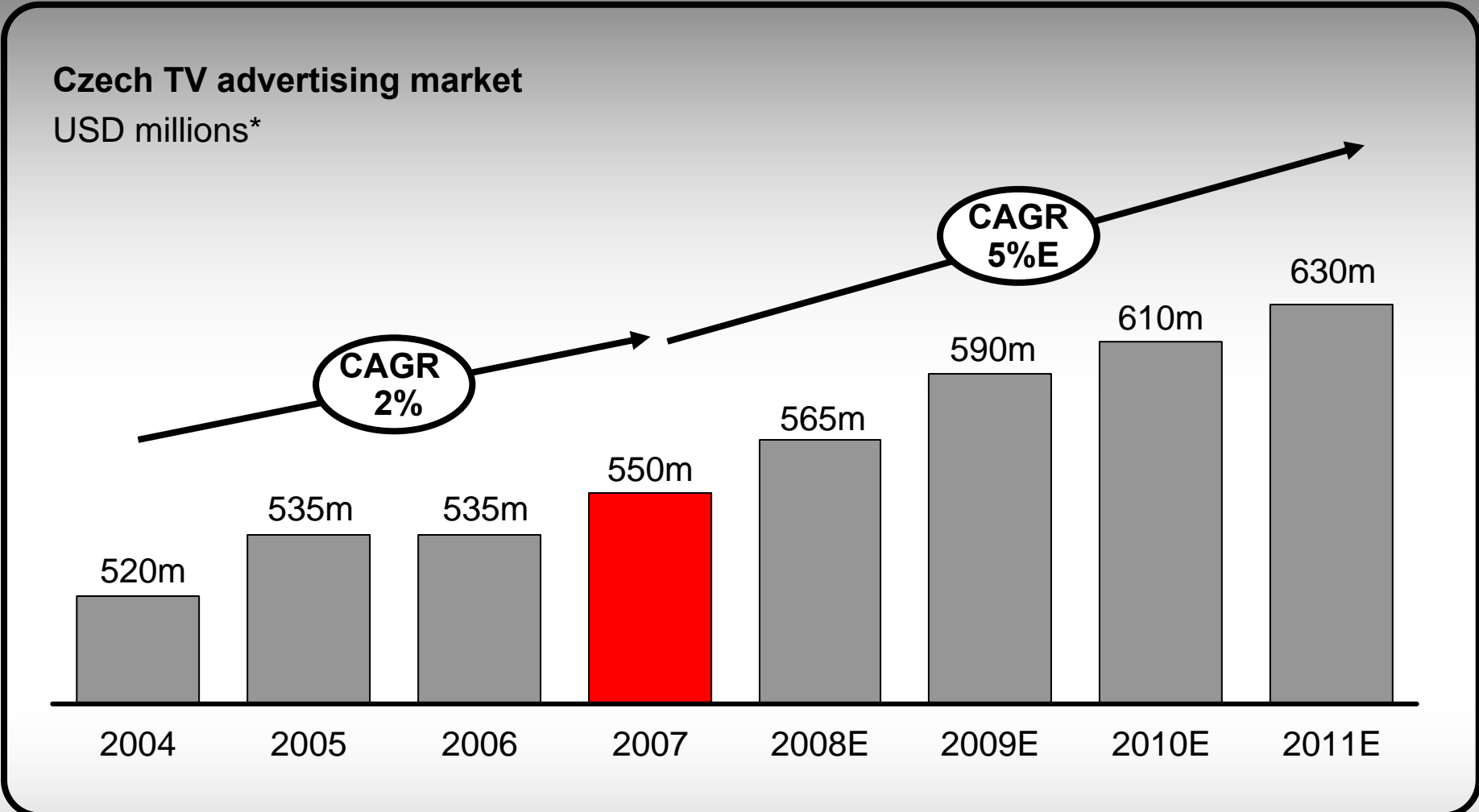


Marek Singer
CEO TV Prima

MTG



The Czech TV advertising market is \$550m today and is expected to grow at 5.5% CAGR



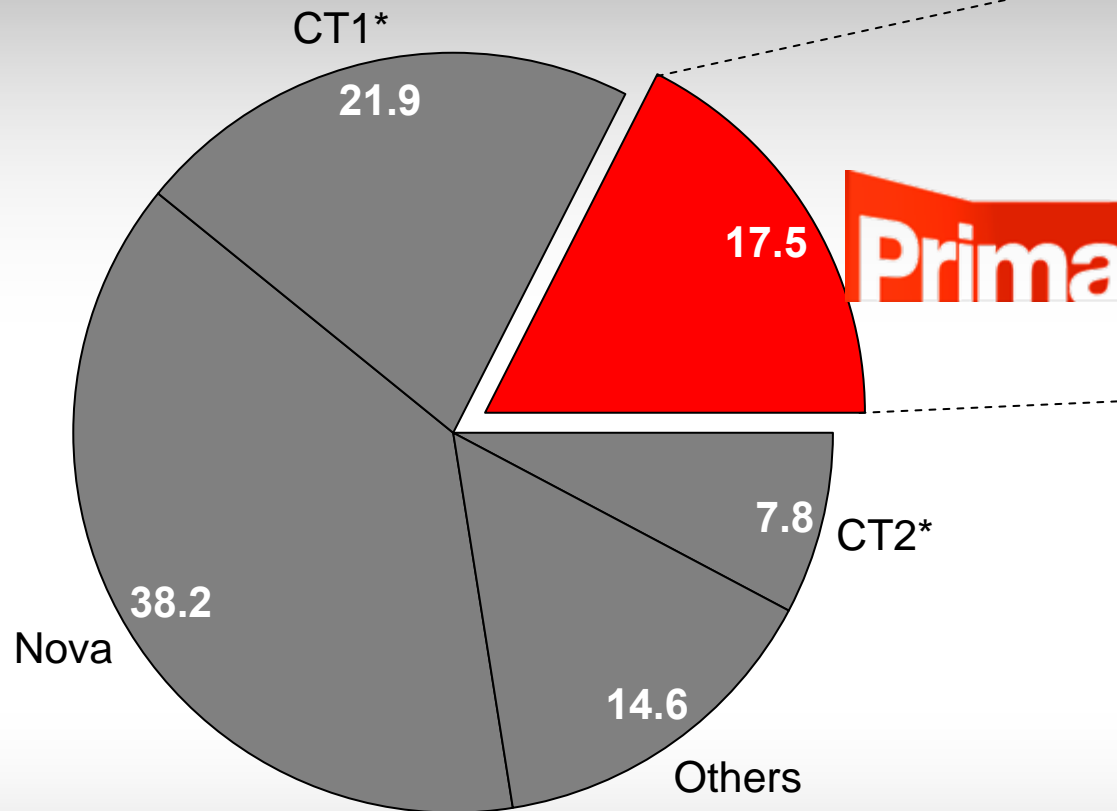
* Current USD/CZK exchange rate used for all years



Prima is the second biggest commercial channel

Share of viewers in 15+ segment; Q1 2008

Percent



- Founded in 1993
- 2nd-biggest commercial TV channel in the Czech Republic
- 2nd most watched channel in 15–44
- CZK 2.7 billion in sales

* Public service channel

We have a new management team ready for challenge



CEO

MAREK SINGER

(started 7.3.08)



Head of Sales

MARTIN KONRÁD

(24.4.08)



Head of Marketing

DENISA SCHULZOVÁ

(1.6.08)



CFO

VLADIMÍR POŘÍZEK

(1.12.07)



Head of Own
Production

ROSTISLAV UHER



Head of News

PAVEL ZUNA



Head of Programming

GORDON LOVITT

(1.4.08)



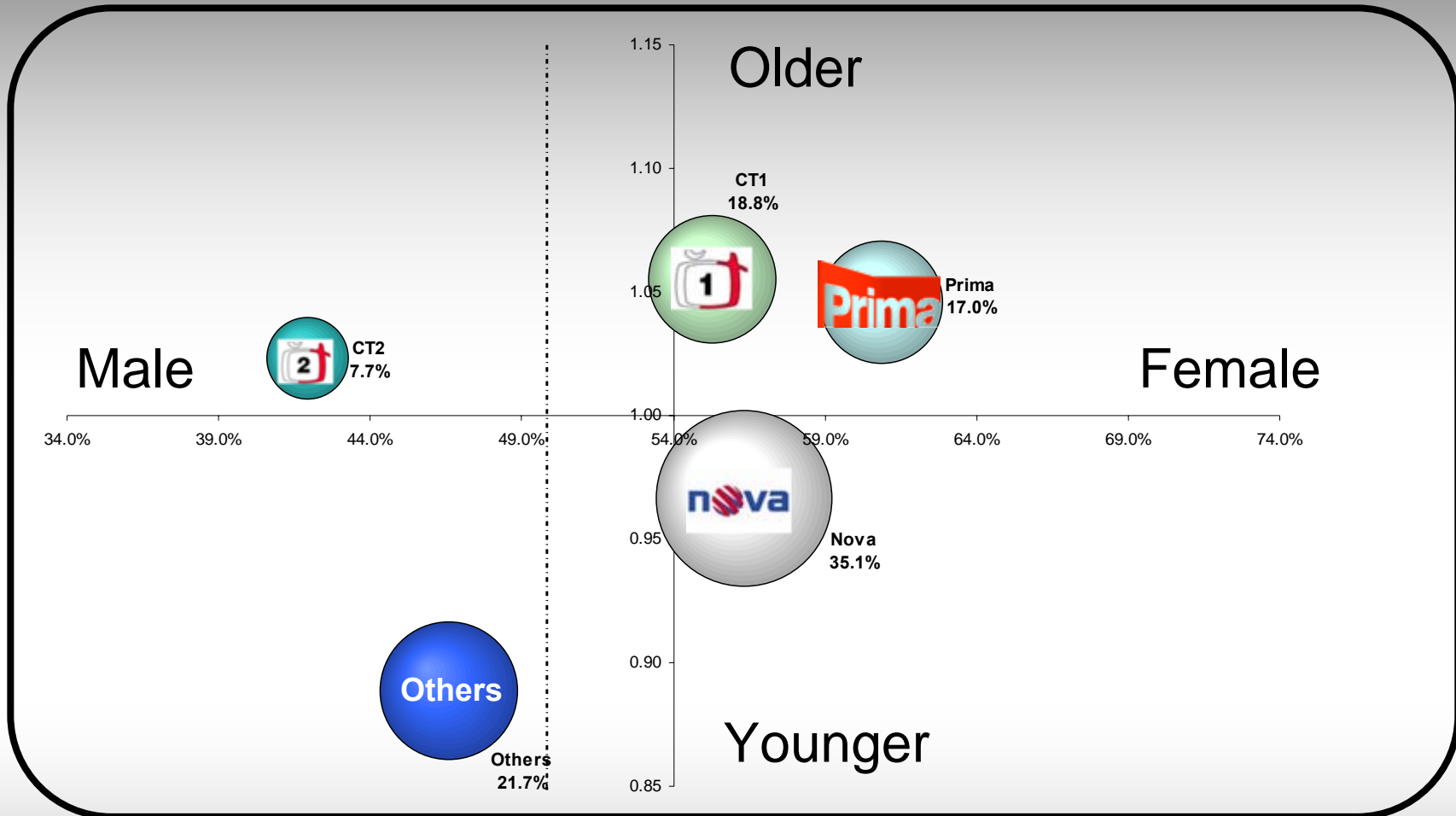
Head of Technology

PATRIK SLAVÍK

Challenge: Audience structure getting old

Prima's viewers in 2007 were mostly 55+.

Focus on younger viewers is needed to effectively challenge Nova



* Affinity = viewership in selected target group versus viewership in general audience

The new Prima Strategy targets younger viewers

- 1 Targeting shift from 15+ to younger 15-54 target group through**
 - Complete rebranding
 - Fresh top quality own production
 - Younger acquisition content
 - Strong sports line up including Euro 2008
- 2 Lifestyle: Modern family TV slightly skewed towards women, urban oriented**
- 3 Sales: Closer cooperation with agencies, creative sales, more focus on Internet**



Prima has focused on younger acquisition content...



- In the late afternoon we broadcast 1st runs or reruns of popular series for a broader audience, e.g., Desperate housewives, Bones or Closer
- Later evening hours are mostly filled with first runs of acquisition series, such as Grey's Anatomy, Heroes, Men in Trees or Shark

...delivered fresh new production throughout the year...



- The main evening events are Prima's own production series "Very Fragile Relations" and "Ugly Betty" at 8 p.m.
- In the evening we broadcast own production entertainment such as Deal or no Deal, Top Star Magazine or the successful show What's my line. This show recently won the Czech TV viewers award for the best programme of 2007

... plus strong sports offering focuses to attract younger viewers and modernise the brand

For football fans, Prima brings Premier League every Saturday and bought exclusive rights for broadcasting Euro 2008 in June



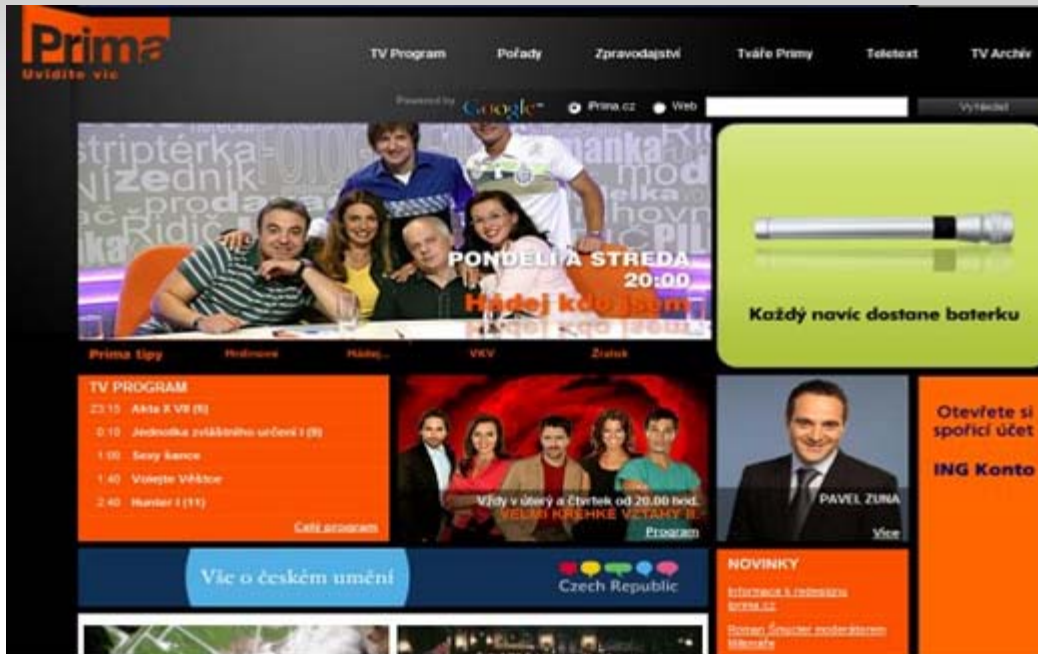
Euro 2008

AUTOSALON is Prima's popular car/bike magazine



Targeting younger viewers = building an online presence

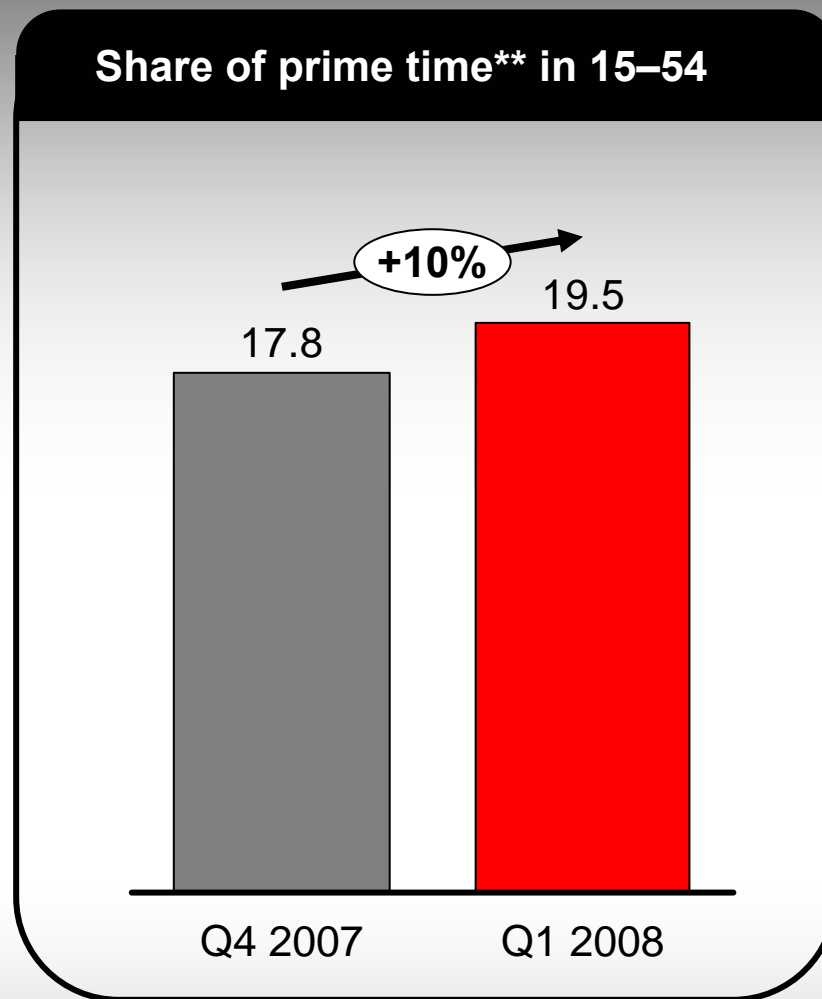
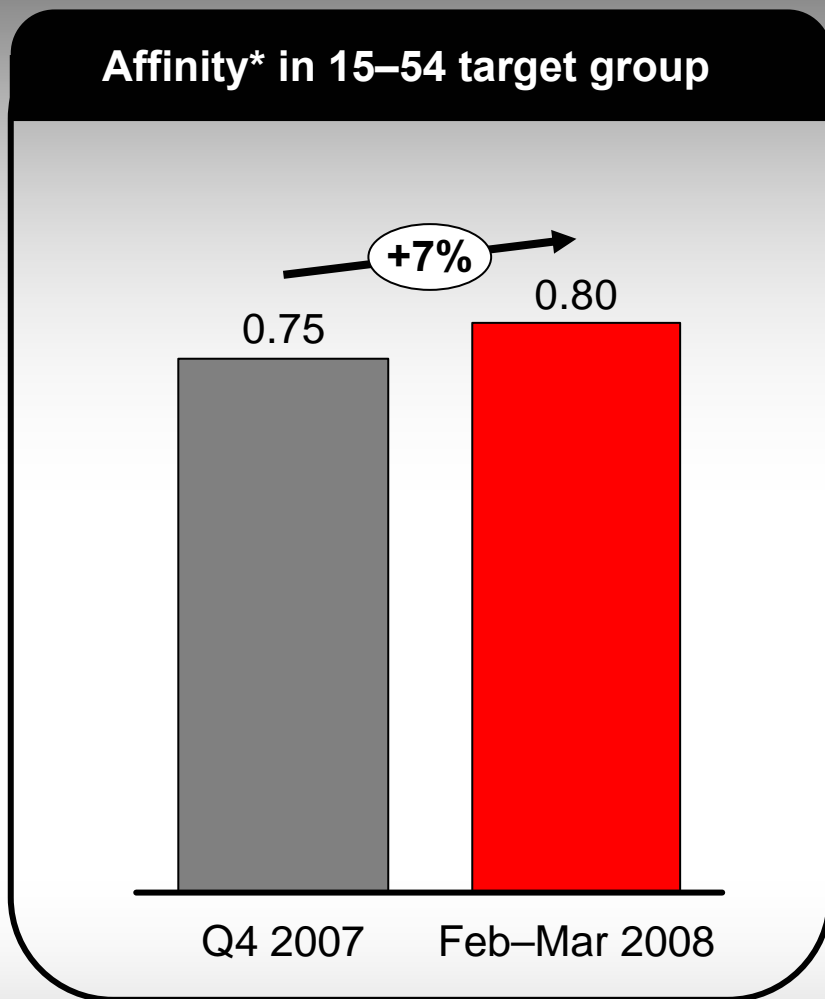
Recently, Prima launched a new, modern interactive website offering up-to-date interactive content



Prima has started to offer it's own production content through a successful e-rental site Kinomania



Early results indicate the new strategy is growing Prima's share of the 15–54 target group

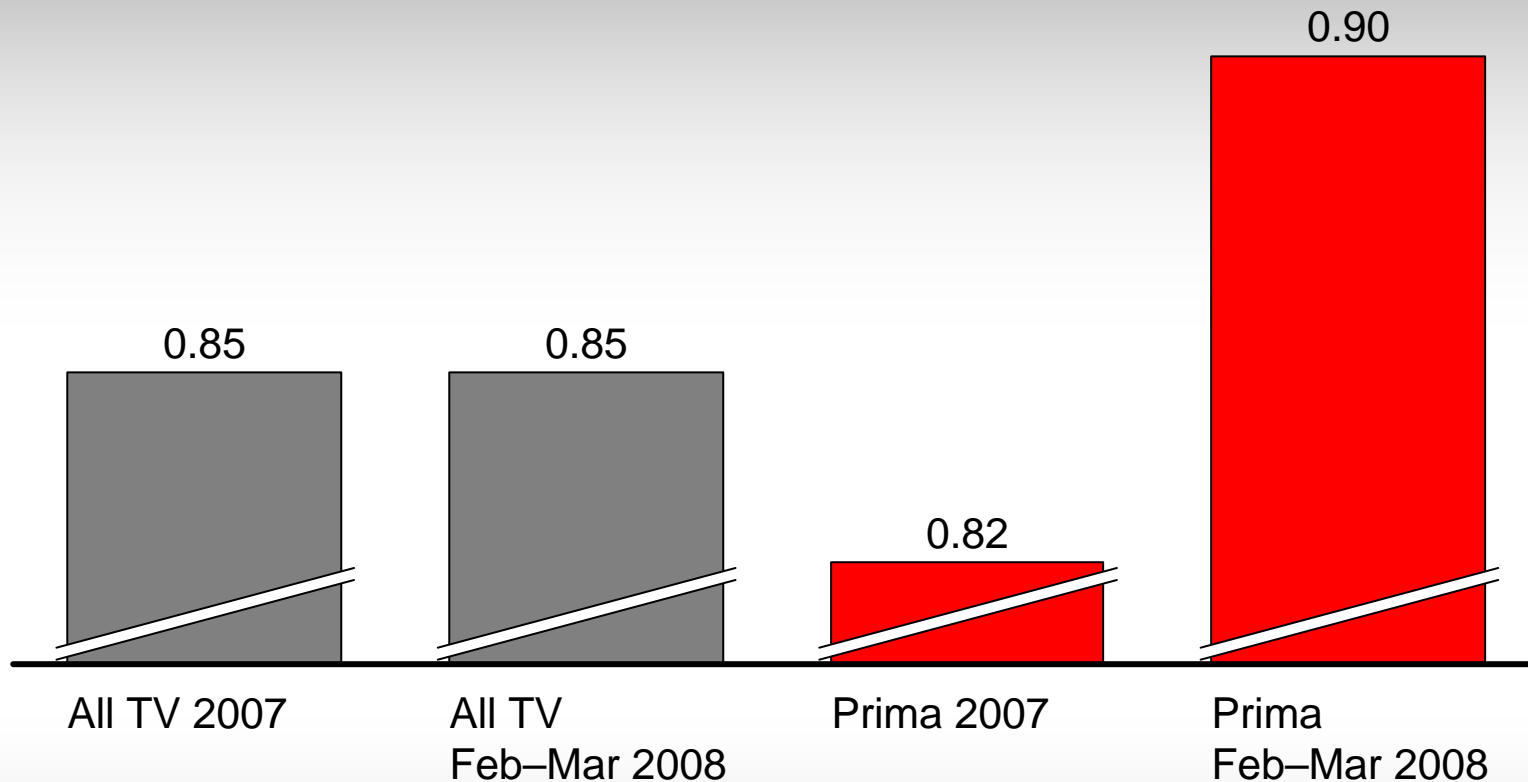


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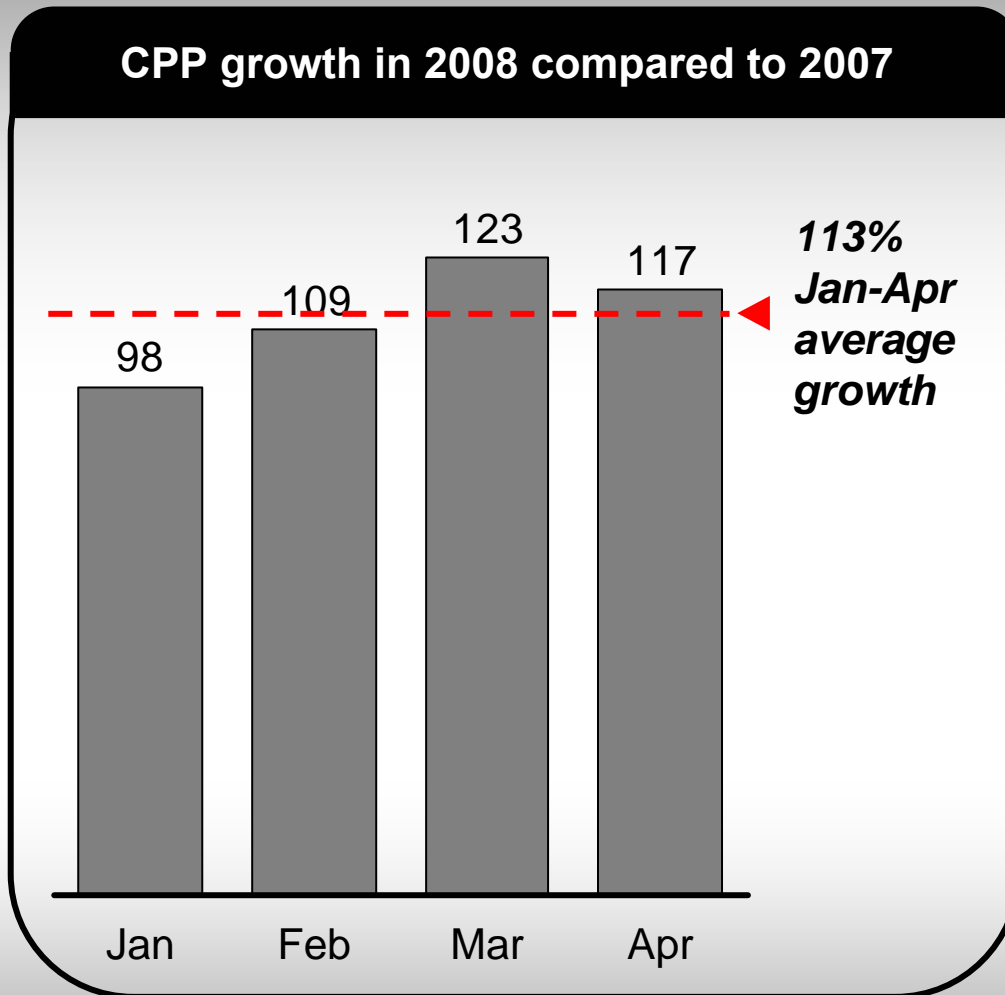
** Prime time taken as 19.00 to 23.00

Core audience: Affinity towards the younger female target group has grown considerably since the change in strategy

Affinity in women 25–34



Agencies have welcomed the new focus with CPP up 13% in 2007



Agencies have welcomed the move to younger more focused target group

“Better focus improves possibilities for closer cooperation, such as product placement or co-production“
OMD Czech Republic

“Younger“ programming makes it easier to select the right breaks to target the desired audience“
Group M Czech Republic

The switch to digital will empower TV Prima to be granted two new licenses

- Prima is a gatekeeper in the DTT process
- Provided TV Prima will agree to DTT, it will be granted two extra FTA licenses
 - 1) Central license for regions (based on Prima's ownership of regional TV Stations)
 - 2) Compensation license
- Analogue broadcasting will be switched off by 11/11/2011

- TV Prima will benefit from new FTA licenses by launching new channels
- TV Prima will have more licences than competition
- Through portfolio of channels, total Prima will grow SOV faster than core competition

Summary

- **Transition towards 15-54 has started successfully**
- **New management team in place**
- **We drive DTT process towards competitive advantage**