

Modern Times Group

Second Quarter 2008 Results

“The 15th Consecutive Quarter of Double Digit year-on-year Sales Growth”



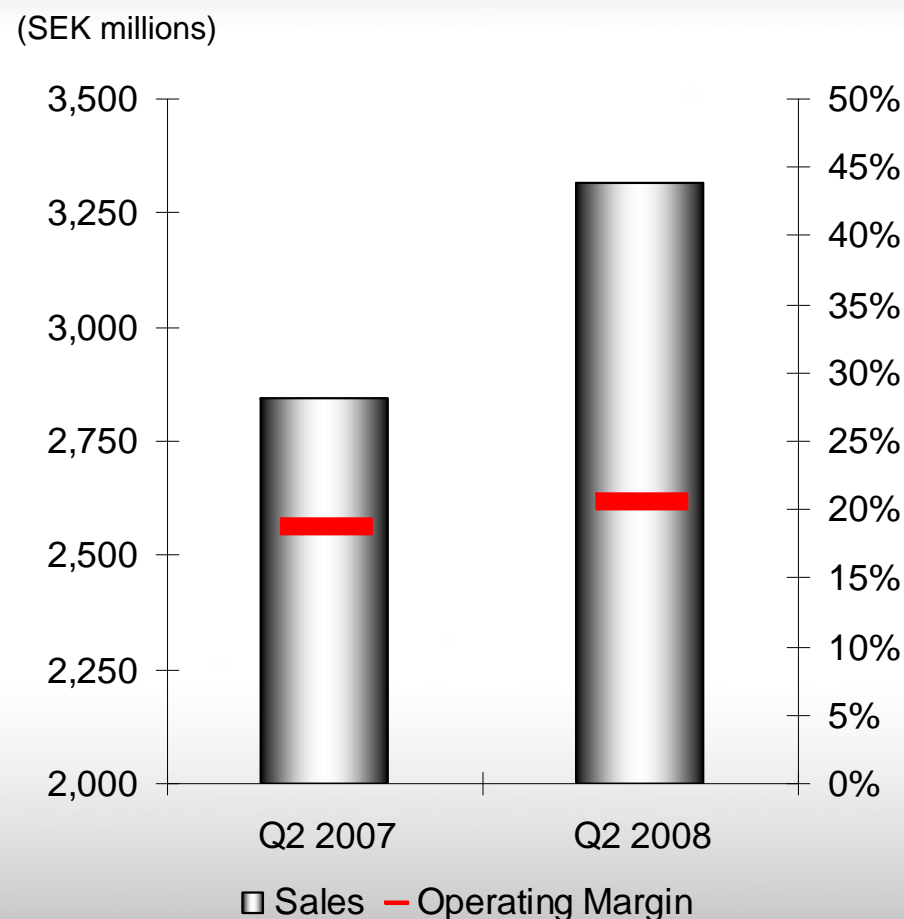
Second Quarter Highlights

Record Sales & Profits

Second Quarter

- Group net sales up 17% y-o-y to SEK 3,318 mn
- Underlying operating income excluding one-offs* up 26% y-o-y to SEK 673 mn with increased operating margin of 20% (19%)
- Viasat Broadcasting net sales up 19% y-o-y to SEK 2,664 mn
 - Operating income, excluding associated company income, up 24% y-o-y to SEK 531 mn, with an increased operating margin of 20% (19%)
 - Associated company income from CTC Media up 22% y-o-y to SEK 132 mn
- SEK 1,159 mn net gain from sale of DTV Group Russia
- Group net cash flow nearly doubled y-o-y to SEK 986 mn
- Basic earnings per share of SEK 23.90 (4.95)

Q2 net sales up 17% y-o-y
Underlying* operating margin up to 20%



* Excluding SEK 1,159 mn net gain from the sale of Russian DTV Group & SEK 76 mn non-cash asset impairment charge in the Online business area

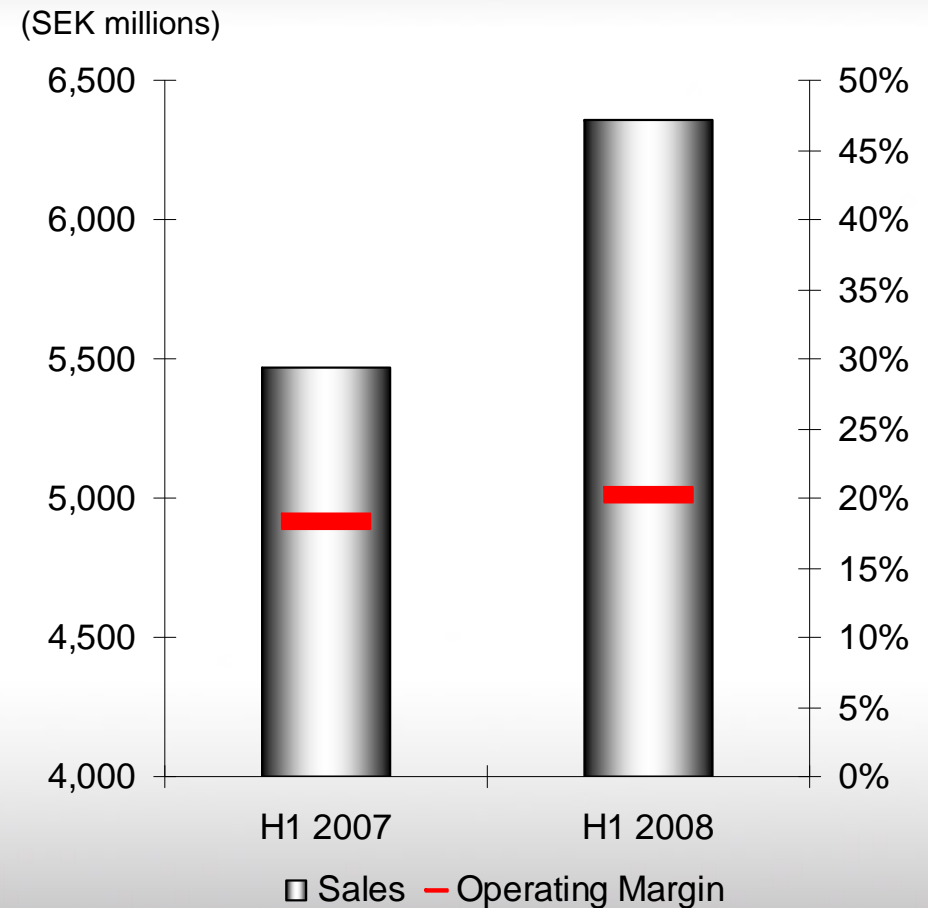
First Half Highlights

Record Sales & Profits

First Half

- Group net sales up 16% y-o-y to SEK 6,360 mn
- Underlying operating income excluding one-offs up 27% y-o-y to SEK 1,269 mn with an increased operating margin of 20% (18%)
- Viasat Broadcasting net sales up 19% y-o-y to SEK 5,065 mn
 - Operating income, excluding associated company income, up 24% y-o-y to SEK 920 mn with an operating margin of 18% (18%)
 - Associated company income from CTC Media up 25% y-o-y to SEK 270 mn
- Group net cash flow more than doubled y-o-y to SEK 1,029 (458) mn
- Basic earnings per share of SEK 29.68 (9.50)
- Sale of Russian DTV Group to CTC Media for USD 395 mn in cash

Half year net sales up 16% y-o-y
Underlying* operating margin up to 20%



** Excluding SEK 1,159 mn net gain from the sale of Russian DTV Group & SEK 76 mn non-cash asset impairment charge in the Online business area*

Free-TV Scandinavia

Summary

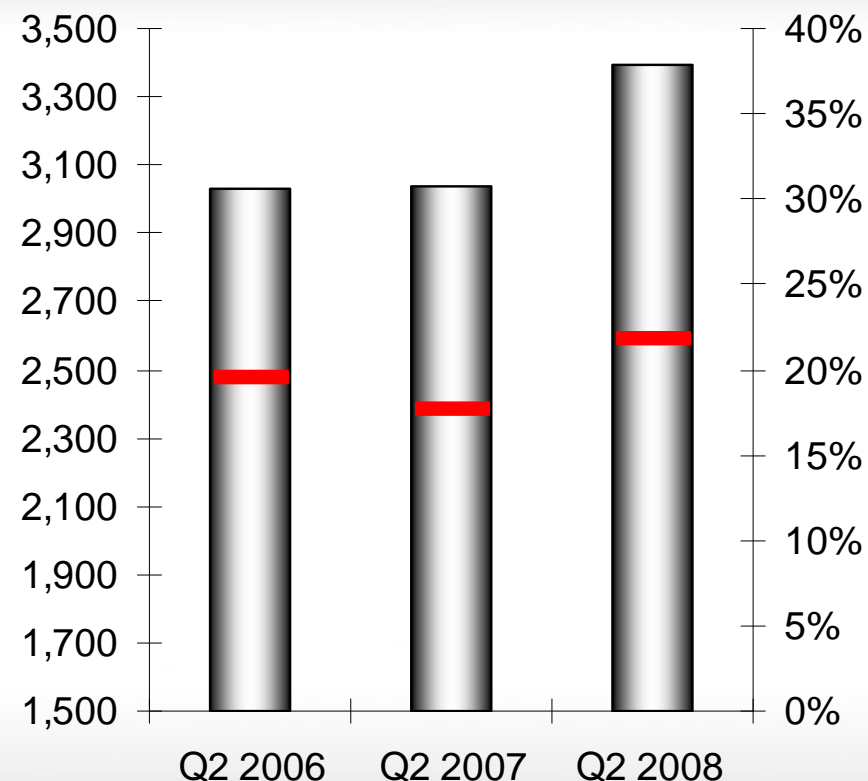
- Net sales up 16% y-o-y to SEK 947 mn in Q2 & up 15% to SEK 1,755 mn in H1
- Operating costs up 9% y-o-y in Q2 & H1 to SEK 706 mn & 1,363 mn, respectively
- Operating income up 43% y-o-y to SEK 241 mn in Q2 & up 41% to SEK 392 mn in H1 with increased operating margins of 25% (21%) & 22% (18%), respectively
- Penetration increases in Norway & Sweden following agreements with Canal Digital – Viasat media house quarterly CSOV larger than SBS ProSieben in Norway for the first time

Commercial Share of Viewing (%)

| | Q1 2008 | Q2 2008 |
|------------------------------|---------|---------|
| TV3 & TV6 Sweden (15-49) | 32.0 | 33.5 |
| TV3 & Viasat4 Norway (15-49) | 20.4 | 23.0 |
| TV3 & TV3+ Denmark (15-49) | 21.3 | 22.7 |

Rolling 12 Months

(SEK Millions)



□ Sales — EBIT Margin



Pay-TV Nordic

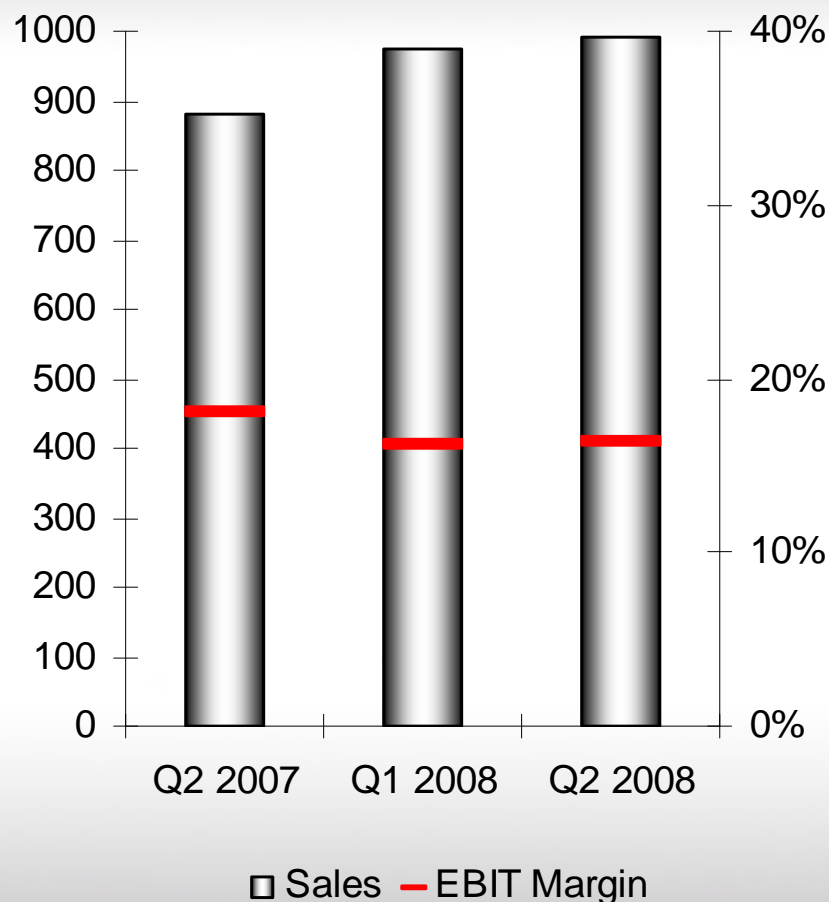
Summary

- Sales up 13% y-o-y to SEK 993 mn in Q2 & up 12% to SEK 1,969 mn in H1
- ARPU up 11% y-o-y to SEK 3,900 & up from SEK 3,790 in Q1
- Operating costs up 15% y-o-y in Q2 & up 14% in H1 to SEK 831 mn & 1,650 mn respectively
- Operating income up y-o-y to SEK 162 (160) mn in Q2 & up 4% to SEK 319 mn in H1 with 16% (18%) & 16% (17%) operating margins, respectively
- Agreement with Telia to sell Viasat packages to Telia's > 300,000 IPTV subscribers and > 1 mn broadband subscribers

Subscription Data

| (000's) | Q1 2008 | Q2 2008 |
|----------------------------|------------|------------|
| Premium subscribers | 752 | 739 |
| - of which, DTH Satellite | 703 | 688 |
| - of which, IPTV | 50 | 51 |

(SEK Millions)



Free-TV Emerging Markets

Baltics, Czech Republic, Hungary, Slovenia, Bulgaria, Ghana

Summary

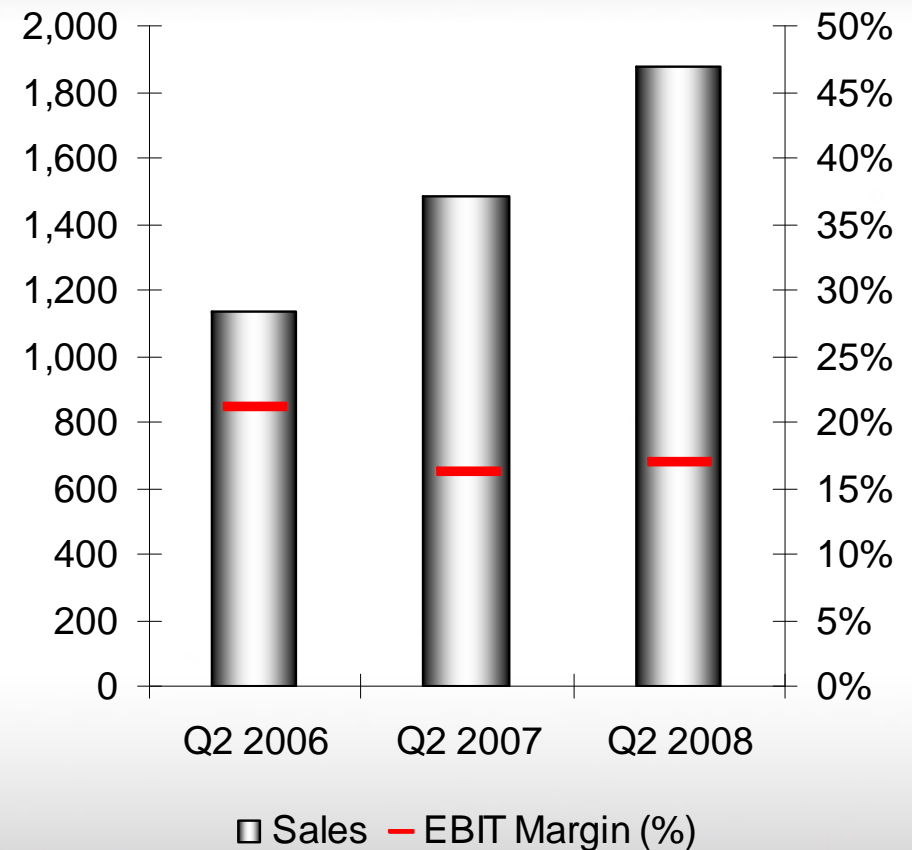
- Sales up 34% y-o-y to SEK 586 mn in Q2 & up 31% to SEK 1,009 mn in H1
- Investment in UEFA EURO 2008 drives ratings in Czech Republic, Slovenia & Bulgaria but increases Q2 cost base
- Operating income of SEK 85 (111) mn in Q2 & SEK 131 (153) mn in H1 with operating margins of 15% (25%) & 14% (20%) for the two respective periods

Combined Commercial Share of Viewing (%)

| | Q1 2008 | Q2 2008 |
|----------------------|---------|---------|
| Pan-Baltic (15-49) | 39.9 | 39.6 |
| Czech Republic (15+) | 20.5 | 20.8 |
| Hungary (18-49) | 6.7 | 7.2 |
| Slovenia (15-49) | 7.8 | 12.1 |
| Bulgaria (15-49) | 10.2 | 9.7 |

Rolling 12 Months

(SEK Millions)



Pay-TV Emerging Markets

Baltic & Ukraine DTH Satellite Platforms + Wholesale Mini-Pay Business

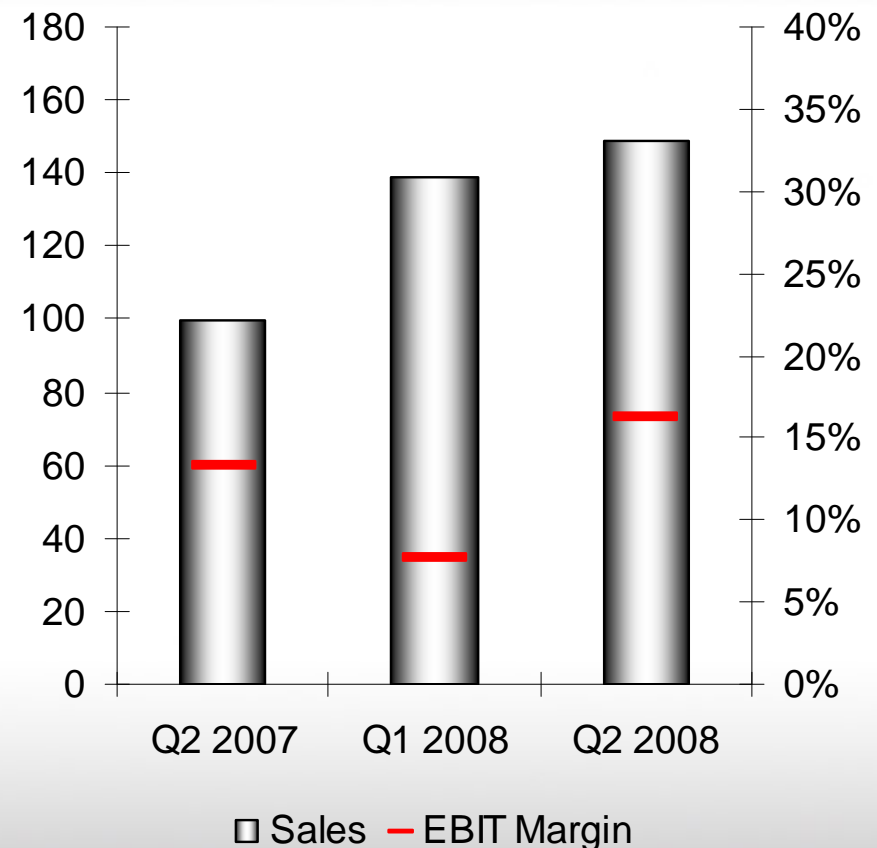
Summary

- Net sales up 48% y-o-y to SEK 149 mn in Q2 & up 57% to SEK 288 in H1
- Operating income up 88% y-o-y to SEK 25 mn in Q2 & up 57% to SEK 38 mn in H1, with operating margins of 16% (13%) & 12% (13%), respectively
- 31% y-o-y growth increase in mini-pay subscriptions to over 30 million for the first time
- Viasat Ukraine platform launched on 21 April

Subscription Data

| (000's) | Q1 2008 | Q2 2008 |
|------------------------|---------|---------|
| DTH Premium Baltics | 175 | 179 |
| Mini-pay subscriptions | 27,638 | 30,202 |

(SEK Millions)



Other Operations

Radio & Online

- MTG Radio sales up 11% y-o-y in Q2 to SEK 221 mn & up 17% to SEK 408 mn in H1
 - Operating income up 26% y-o-y to SEK 52 mn in Q2 & 70% to SEK 82 mn in H1, with increased operating margins of 24% (21%) & 20% (14%), respectively
 - Advertising market share gains for P4 Radio in Norway
- Online sales up 48% y-o-y to SEK 412 mn in Q2 & up 36% to SEK 829 mn in H1 when excluding discontinued operation TV-Shop's results in 2007
 - MTG Internet Retailing sales up 50% y-o-y in Q2 & up 43% in H1 following continued growth for CDON + contribution from newly acquired businesses - rolling 12 month sales of > SEK 1 bn for the first time
 - Underlying operating income of SEK 16 (10) mn in Q2 & SEK 44 (24) mn in H1, when excluding SEK 76 mn Playahead non-cash goodwill impairment charge in Q2 08 & SEK 17 mn gain from disposal of TV-Shop business in Q2 2007 - reflects ongoing restructuring of newly acquired & developing businesses
 - BET24 sales up 48% y-o-y in Q2 & up 36% in H1, with gross profits up 50% y-o-y in Q2 & up 39% in H1, respectively, & substantially increased operating income of SEK 22 (0.3) mn in H1

5 Year Strategic Goals

“On Track”

- MTG to report Group Net Sales of SEK 20 billion in 2011 (including acquisitions) with >10% organic annual sales growth
Sales up 15% y-o-y to SEK 12.2 billion for 12 month period ended 30 June 2008
- >20% operating (EBIT) margin for Viasat Broadcasting (excl. CTC Media) by end of 2011
Operating (EBIT) margin of 18% for 12 month period ended 30 June 2008
- Current Viasat Broadcasting Emerging Markets operations (incl. CTC Media) to generate higher operating profit (EBIT) than rest of Viasat Broadcasting by 2011
Emerging Markets = 40% of Viasat Broadcasting EBIT (incl. CTC Media) for 12 month period ended 30 June 2008
- MTG to report 30% return on Equity for 2007-2011 5 year period
28% Return on Equity for 12 month period ended 30 June 2008

Summary Income Statement

| (SEK million) | Q2 2008 | Q2 2007 | H1 2008 | H1 2007 |
|---|-------------------|----------------|-------------------|----------------|
| Net Sales | 3,318 | 2,843 | 6,360 | 5,471 |
| Operating Income (EBIT) before exceptional items | 673 | 532 | 1,269 | 1,001 |
| Net gain from sale of DTV Group | 1,159 | - | 1,159 | - |
| Online asset impairment charge | -76 | - | -76 | - |
| Operating Income (EBIT) | 1,756 | 532 | 2,351 | 1,001 |
| Net interest and other financial items | 29 | -1 | 16 | -3 |
| Income before tax | 1,785 | 531 | 2,368 | 998 |
| Tax | -187 | -169 | -373 | -320 |
| Net income for the period | 1,598 | 362 | 1,995 | 678 |
| <hr/> | | | | |
| Basic average number of shares outstanding | 65,662,041 | 67,065,495 | 65,937,651 | 67,055,823 |
| Basic earnings per share (SEK) | 23.90 | 4.95 | 29.68 | 9.50 |

Cash Flow

| (SEK million) | Q2 2008 | Q2 2007 | H1 2008 | H1 2007 | FY 2007 |
|---|---------------|-------------|---------------|-------------|-------------|
| Cash flow from operations | 694 | 307 | 1,005 | 586 | 1,363 |
| Changes in working capital | 292 | 211 | 24 | -128 | -433 |
| Net Cash Flow from Operations | 986 | 518 | 1,029 | 458 | 930 |
| Proceeds from sales of shares of subsidiaries | 1,412 | 70 | 1,412 | 70 | 70 |
| Investments in shares in subsidiaries & associates | -10 | -1 | -220 | -179 | -219 |
| Investments in other non-current assets | -28 | -31 | -58 | -103 | -327 |
| Other cash flow from investing activities | - | 10 | 1 | - | -4 |
| Cash flow from/to investing activities | 1,373 | 49 | 1,134 | -212 | -479 |
| Cash flow from/to financing activities | -1,969 | -470 | -1,894 | -356 | -590 |
| Net change in cash and cash equivalents for the period | 389 | 96 | 270 | -110 | -139 |

- Net cash flow nearly doubled y-o-y in Q2
- Positive changes in working capital of SEK 292 mn in Q2 & SEK 24 mn in H1
- SEK 1,412 mn received from the sale of DTV Group, with balance received in Q3
- SEK 196 mn acquisition of Gymgrossisten online retailer in Q1 08

Balance Sheet

| (SEK million) | 30 Jun 2008 | 30 Jun 2007 | 31 Dec 2007 |
|---------------------------------------|---------------|---------------|---------------|
| Non-current assets | 5,157 | 5,424 | 5,756 |
| Current assets | 6,376 | 4,638 | 5,203 |
| Total assets | 11,534 | 10,063 | 10,958 |
| Shareholders' equity | 6,786 | 5,337 | 5,875 |
| Long-term liabilities | 416 | 371 | 430 |
| Current liabilities | 4,331 | 4,355 | 4,654 |
| Total equity & liabilities | 11,534 | 10,063 | 10,958 |

- 35% ROCE and 28% ROE for trailing twelve months
- Equity to assets ratio of 59% (53%)
- Net cash position of SEK 1,675 mn
- SEK 4,394 million of available liquid funds
- SEK 7.6 billion surplus value of CTC Media stake