

A better business



A better future

**BT Group plc**

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**Premier League rights**

**13 June 2012**

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Certain statements in this presentation are forward-looking, and made in reliance on the safe harbour provisions of the US Private Securities Litigation Reform Act of 1995. These statements include, without limitation, those concerning: outlook, including EBITDA and normalised free cash flow; BT's investment in Premier League live rights; BT's ability to make the new channel available over BT's fibre network and to other platforms, and offer value; and cash flow generation, dividend policy and share buyback programme.

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# Award of Premier League rights

- ▶ Awarded 2 packages of Premier League rights
  - 2013/14 – 2015/16 seasons
  - cost of £246m per season
- ▶ 18 first picks
  - around half of total first picks
  - best games on offer
- ▶ Access to 38 games
- ▶ Launch of new channel focused on football
  - builds our TV proposition
- ▶ Leverages fibre and interactivity
- ▶ Enhances our consumer offering to drive broadband and bundled services

# We have won 2 packages

## ► Rights to 38 matches

- including opening game of season
- around one quarter of those shown each season

## ► 18 top picks

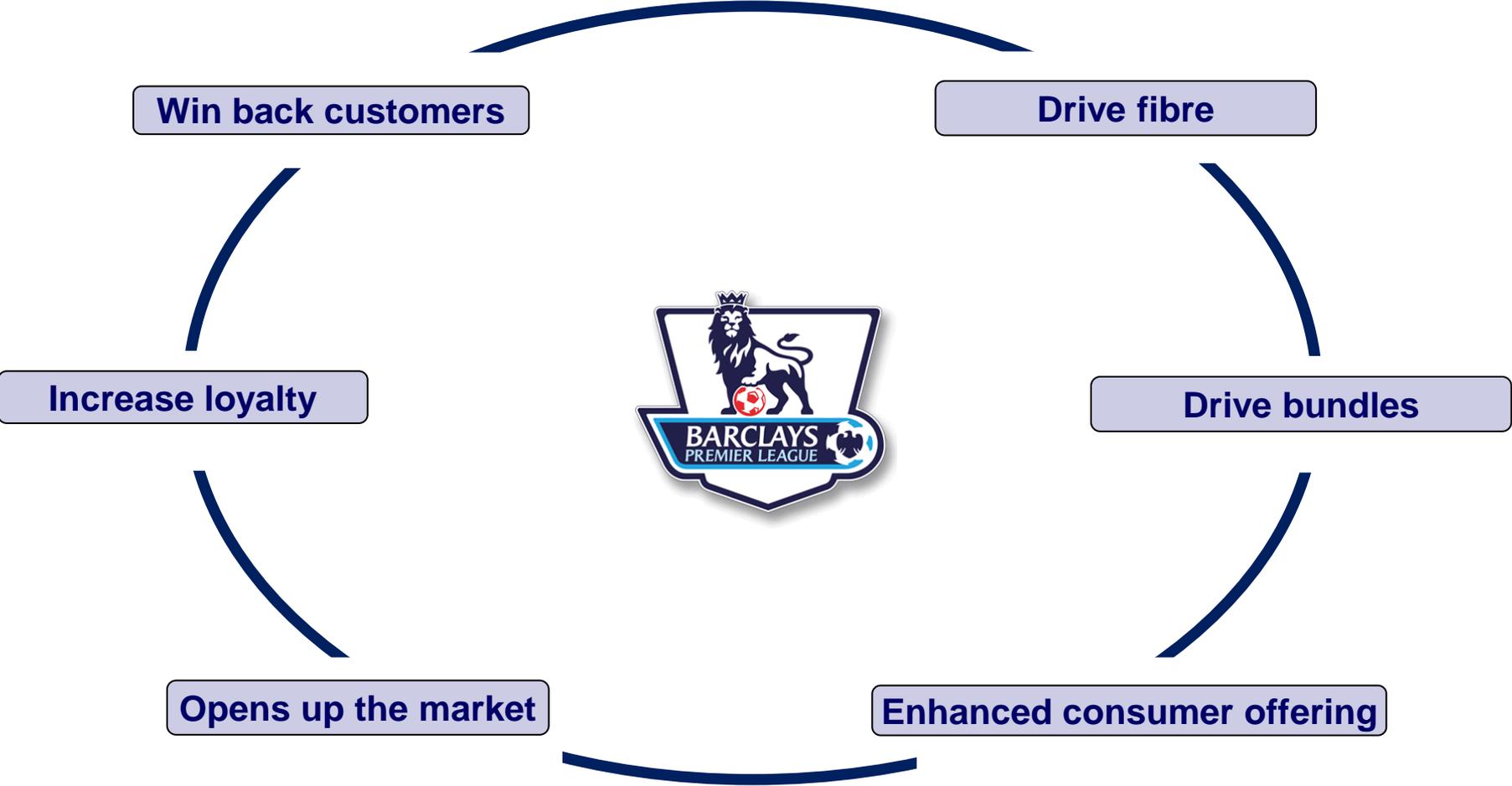
- around half of best games of the season
- for the first time consumers have a real choice for top games

	1st Picks	Total	Kick-off Times
<b>A</b>	13	<b>26</b>	Saturday 12.45
<b>B</b>		<b>26</b>	(a) 16-18 matches Saturday 17.30 (b) 6-7 matches Sunday 12.00 or Sunday 13.30-14.05 (c) 2-3 matches on Bank Holidays
<b>C</b>		<b>26</b>	Sunday 13.30 - 14.05
<b>D</b>	20	<b>26</b>	Sunday 16.00 - 16.10
<b>E</b>		<b>26</b>	(a) 18 - 22 matches Monday 20.00 (b) 4 - 8 matches Sunday 16.00-16.10 or Saturday 12.45
<b>F</b>		<b>12</b>	Saturday 17.30
<b>G</b>	5	<b>12</b>	(a) 10 matches midweek evenings and Bank Holidays (b) 2 matches Saturday 12.45
	<b>38</b>	<b>154</b>	

# Potential sources of revenue



# Gives us a position in the market

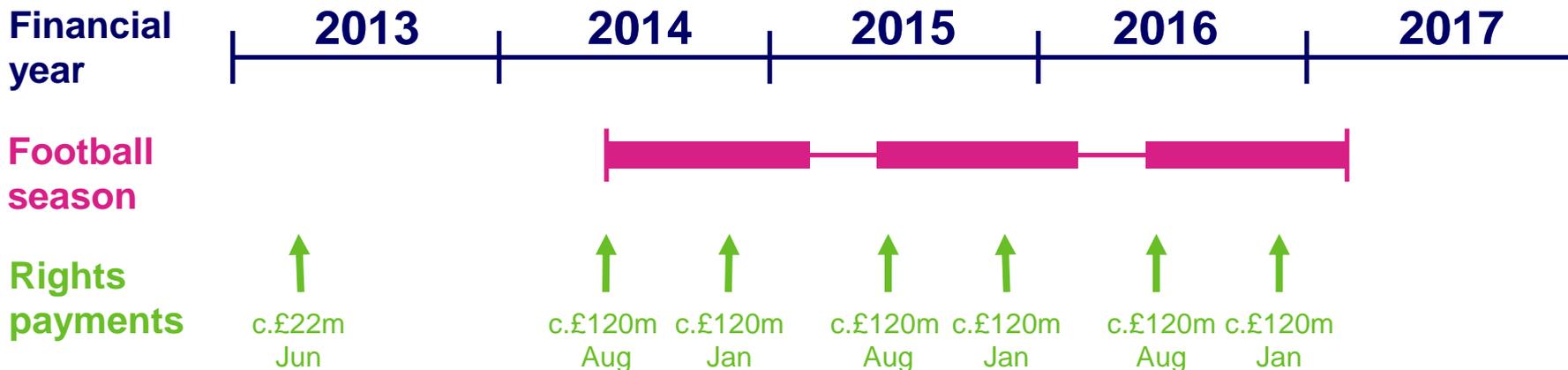


**Better positioned for the future**

# We have the expertise to deliver

- ▶ We are already established in TV transmission
  - We provide the majority of DTT transmission in the UK
  - Transmit to >200 countries, including Premier League football
- ▶ London 2012
  - Official communications services provider
  - 80,000 connections across 94 locations
  - Up to 60Gb of information carried each second
- ▶ We have experience in sports
  - Most Premier League grounds and major sporting venues connected with BT fibre
  - Prior experience in production and outside broadcast of football
  - Previously held near live Premier League rights
  - Extensive TV experience in current management

# Financial impact outlook



- ▶ 2013 outlook
  - no change
- ▶ 2014 outlook
  - EBITDA<sup>1</sup> to reduce by c.£100m
  - FCF<sup>2</sup> to reduce by c.£200m
- ▶ 2015 outlook
  - c.£2.5bn of FCF<sup>2</sup>
- ▶ No change to dividend policy or buyback programme

8 <sup>1</sup> Before specific items, pension deficit payments and the cash tax benefit of pension deficit payments  
<sup>2</sup> Before specific items  
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**Q&A**