



ANTENNA
GROUP

Antenna Group is a fast-growing international media and entertainment organisation. It owns and operates a portfolio of exciting media assets across platforms such as free and pay television, new digital channels, content production, music, publishing and radio. The company is a leading content provider in Central and South East Europe and its expertise in growing profitable, digital businesses in the region has made it the trusted partner for global media brands such as VICE and Warner Music.

Created in 1989, Antenna Group is privately owned by the Kyriakou family and has built up a world-class management team, combining the family's long term vision with best-in-class operational excellence from the media and financial sectors. It maximises shareholder value by combining deep investment insight with proven media expertise, entrepreneurial spirit and financial discipline.

Antenna Group's flexible business model enables it to develop individual assets with a specifically tailored approach:

Management

It owns and operates a wide network of media assets

Partnerships

It develops partnerships with leading global media brands

Investments

It invests in high potential tech and media companies

2,200+

employees working in offices in Amsterdam, in Greece, Serbia, Montenegro, Slovenia, Romania, the US, the UK and Australia

20+

media assets across Europe, North America and Australia

470m

people visited Antenna Group's websites around the world

Content

18,000 songs produced

150,000 hours of TV programmes produced

222 TV series produced

Market Leadership

Number One free-to-air TV channel in Serbia, Greece and Cyprus

Number Two free-to-air TV channel in Slovenia.

85m

homes are watching Antenna Group's programs via cable and satellite networks

4,100

advertisers that Antenna Group works with worldwide

Through its strategic partnership with Raine Group, Antenna Group is jointly investing in and partnering with companies including **VICE** and **Imagine Entertainment**.

OUR GLOBAL FOOTPRINT

International

- **20+ pay TV platforms agreements worldwide.**
- **Antenna International Enterprises:** Content production and distribution.
- **Antenna Foreign Language Channels:** Distributed in Europe, North America and Australia.

Europe

TV

- **PRVA Plus:** Entertainment pay TV channel
- **B92 Info:** Regional pay TV news channel
- **Antenna TV:** #1 FTA TV channel in Greece
- **Planet TV:** #1 FTA TV channel in Slovenia
- **PRVA:** #1 FTA TV channel in Serbia
- **PRVA Montenegro:** #1 FTA TV channel in Montenegro

Music

- **Heaven:** record label and live events business
- **PRVA Records:** record label
- **Kiss TV:** #1 music channel in Romania

Digital

- **ANT1 WEB TV:** online TV catch up service
- **Netwix:** Web TV channel
- **Perfect Date:** social dating site
- **123playGames:** online gaming platform
- **Brands Galaxy:** online fashion shopping site

Radio

- **Kiss/Magic/Rock FM/Kiss TV:** #1 radio group in Romania & Moldova
- **B92:** #2 radio station in Serbia
- **Rythmos FM:** #5 radio station in Greece

United States

TV

- **Antenna Satellite:** pay TV service

Partnership

- **Raine Group:** strategic partnership to explore joint initiatives

Australia

TV

- **Antenna Pacific:** pay TV service

CEO

Theo Kyriakou

Group CEO & Lead Shareholder

Founder of Antenna Group, ship owner, media entrepreneur and investor. 18 years' investment experience in the media sector that involved founding Antenna Group and successfully building its strong track record.

MANAGEMENT

Peter Smith

Group MD

Former President at NBCUniversal International, where he grew revenue from \$2.7bn to \$4bn over four years. 25 years' management experience in broadcast and entertainment with previous positions at Universal Pictures, Cineflix and Polygram.

Eric Hansen,

Antenna Radio MD

Held position of SVP at ProSiebenSat.1 and SBS Broadcasting for nearly a decade with responsibility for radio stations & music TV channels in 7 countries. 20 years' management experience in the radio broadcasting sector.

ADVISORY BOARD

Marco Sodi

Board Director

Joined Antenna Group having spent 23 years at Veronis Suhler Stevenson, a TMT-focused private equity fund. 40 years' investment experience in the TMT sector, led 120 transactions worth over \$1bn in equity invested worldwide.

Bhavneet Singh,

Board Member

Currently President and CEO of the Global English and Informal Learning division at Pearson. 15 years' management experience in the media sector, including positions at Viacom's MTV Networks International Emerging Markets, IMG and Discovery.

Darren Childs,

Board Member

Currently CEO of UKTV with 25 years' experience in the media sector. Previous management positions at global media companies including BBC Worldwide, Sony Pictures Television International, HBO Europe and BSkyB.

CASE STUDIES

VICE Partnership

In January 2014, Antenna Group announced its partnership with VICE to expand the media company's presence into Greece, Serbia and Romania. This agreement provided VICE with access to Antenna Group's leading position in the region, enabling it to draw upon the company's knowledge of the local market alongside its distribution and production capabilities.

Antenna Group's support allowed VICE to produce and deliver content in the region across a variety of local platforms including digital media and broadcast. In order to produce local content, the partnership also involved setting up two fully equipped video production facilities that made a number of successful episodes including 'Blood Debt' and 'The Fake Volcano of Greece'. These shows have won numerous awards such as the Press Freedom Honorary Award for the documentary, 'Escape from Greece'.

The partnership has been hugely successful in terms of improving VICE's regional footprint and growing audiences. In Serbia, VICE reached a quarter of the Serbian television market and in Romania it grew rapidly in popularity to deliver year-to-year audience growth of 135%. The online platform has also experienced significant growth with annual web traffic rising by 91% in Greece, 186% in Serbia and 112% in Romania. VICE Greece now ranks among the top VICE websites globally in terms of growth.

The partnership with Antenna Group has also yielded commercial success by generating significant revenue growth in these regions. VICE Greece and Serbia both moved into profitability after 12 months and together they now contribute a significant portion of VICE's global revenue.

Thanks to the initial success, the partnership is being extended so that Antenna Group and VICE can work more together in 2016 to launch VICE operations across Russia, Hungary, Bulgaria and Croatia.

Entrance into the Serbian Market

Antenna Group has built up a leading presence in the Serbian market through the successful acquisition and development of a series of media assets. It now has a family of two terrestrial TV channels, two cable channels, three leading sites and one radio station.

Since entering the Serbian market, Antenna Group has completely transformed the nation's TV landscape. It is the largest media investor in the country, having spent more than EUR100m on programming, which has contributed to improving the local production industry and providing advertisers with more choice and better value for money. It has also introduced new content to the Serbian audience such as VICE's successful brand of media content. As a marker of success, Antenna Group has achieved a 25% audience share of the TV market and a 50% share of its TV advertising market.

In 2015, Antenna Group further increased its presence in Serbia through the acquisition of a controlling stake in one of the region's leading free to air television networks and radio broadcasters, B92. This helped the broadcaster to establish a significant digital presence.