

**vivendi**

Q3 YTD Earnings

Philippe Capron

*Member of the Management Board &  
Chief Financial Officer*

November 13, 2008

**IMPORTANT NOTICE:**

Financial statements are unaudited and prepared under IFRS guidelines

Investors are strongly urged to read the important disclaimer at the end of this presentation



Two major acquisitions finalized  
with no capital increase

### Activision Blizzard

- Creation of Activision Blizzard, 54% held\*, July 9, 2008
- Reduction in Vivendi's net debt of €0.6 Bn
- Expect ~\$100-150m in synergies
- €89m in integration costs at end of Sept. 08

### SFR/Neuf Cegetel

- 100% control of Neuf Cegetel as of June 24, 2008
- Increase in Vivendi's net debt of €5.3 Bn
- Expect ~ €250-300m in synergies\*\*
- €110m in restructuring costs at end of Sept. 08

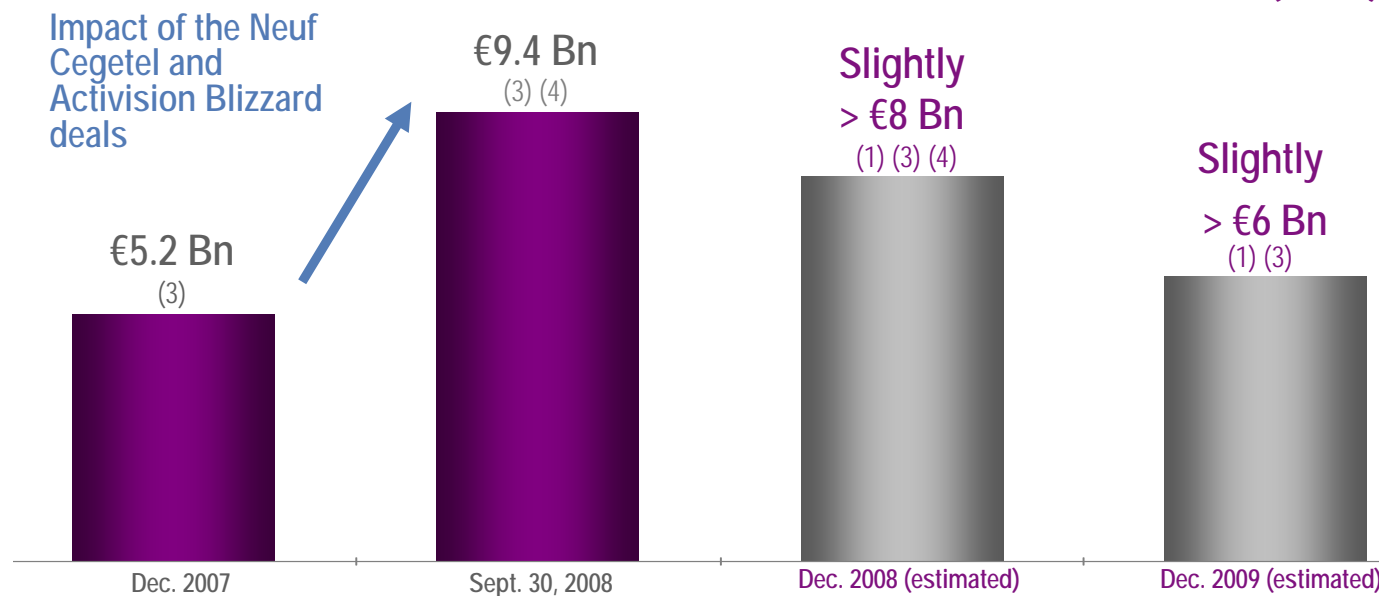
\* approximately 52% after full dilution

\*\* see details in the Sept. 1, 2008 presentation

# Strong financial position

- ~€5.5 Bn of undrawn facilities anticipated at the end of 2008 and 2009 <sup>(1)</sup>
- No significant debt reimbursement before 2012
- Strong free cash generation by businesses
- A quality rating: BBB stable <sup>(2)</sup>
- Controlled financing costs

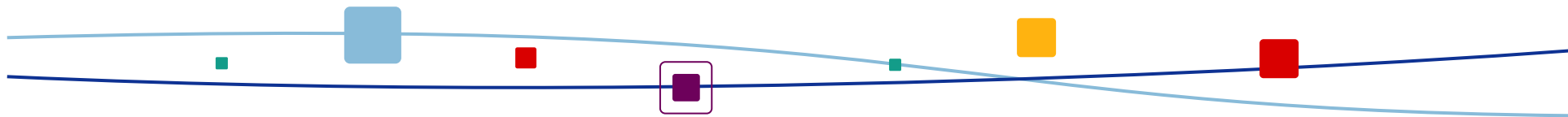
## Financial net debt (IFRS)



(1) Based on the perimeter as of September 2008 and before any potential impact of the share buy-back of Activision Blizzard (see slide 16)  
 (2) Standard & Poor's / Fitch Rating: BBB stable – Moody's: Baa2 stable  
 (3) Including the put option granted to TF1/M6 on 15% of Canal+ France, exercisable in February 2010 (-€1bn at 2007 year end)  
 (4) Including Activision Blizzard's cash (-€1.9bn as of September 30, 2008)

## In the current environment, Vivendi confirms 2008 outlook

- Vivendi confirms guidance for 2008: increase in results similar to 2007 at constant perimeter, i.e. excluding impact of Neuf Cegetel and Activision Blizzard
- In 2009, the dividend corresponding to 2008 earnings will show similar increase, illustrating Vivendi's confidence in future performance of its businesses



## Solid operational performance as of September 30, 2008



- 30% increase in digital recorded music sales at constant currency
- EBITA margin rate of 13%



- Technical migration of TPS subscribers realized at more than 90%
- Increase of almost 3 points in the EBITA margin rate



- Rapid integration of Neuf Cegetel. ~€250 to €300m synergies expected in 2011
- Increase in mobile revenues: spectacular success of Illimythics driving data growth; postpaid at 69% of the customer base
- Mobile EBITDA margin rate at 40%, despite increasing recruitments in postpaid



- Customer growth fueled by African subsidiaries
- EBITA margin rate above 47%



- Newly combined Activision Blizzard already up and running
- Excellent results in the first quarter as a combined entity, performing above expectations





EBITA for the first 9 months of 2008 is strongly impacted by the integration costs of the Neuf Cegetel and Activision Blizzard deals (€199m)

### 9 Months 2008

■ Revenues:	€17.8 Bn, +13.6% (+15.9% at constant currency)
■ EBITA:	€3,848m, -2.1% (-1.0% at constant currency)
■ Adjusted Net Income:	€2,079m, -7.5%
■ Net Income:	€3,982m, +89.3%

# EBITA

	<i>In euro millions - IFRS</i>				
	9 months 2008	9 months 2007	% Change	% Change at constant currency	
Favorable Ligue 1 schedule compared to 2007 (2 days, +€32m)	408	335	+ 21.8%	+ 27.3%	
Restructuring costs €(110)m	Canal+ Group	509	+ 22.0%	+ 21.0%	
	SFR	2,066	- 4.8%	- 4.8%	
Integration costs €(89)m	Maroc Telecom Group	851	+ 7.3%	+ 9.7%	
	Activision Blizzard	33	- 79.4%	- 75.3%	Launch of the first <i>World of Warcraft</i> expansion pack
	<b>Subtotal Core Business</b>	<b>3,941</b>	<b>3,921</b>	<b>+ 0.5%</b>	<b>+ 1.5%</b>
	Holding / Non core	10	na*	na*	Positive impact of VAT litigation (+€73m) and German real estate (+€48m)
	<b>Total Vivendi</b>	<b>3,931</b>	<b>-2.1%</b>	<b>- 1.0%</b>	

EBITA for the first 9 months of 2008 includes favorable evolution in share-based compensation costs (-€1m vs. -€97m for the 9 months of 2007)

## Net Income

<i>In euro millions - IFRS</i>		9 months 2008	9 months 2007	Change	
				<i>in € '000</i>	%
	1 Revenues	17,777	15,643	2,134	+ 13.6%
Full consolidation of Neuf Cegetel since April 15, 2008	2 EBITA	3,848	3,931	(83)	- 2.1%
	3 Income from equity affiliates	186	248	(62)	- 25.0%
	4 Interest	(253)	(124)	(129)	- 104.0%
Impact of Neuf Cegetel and Activision Blizzard deals	5 Income from investments	5	5	-	-
	6 Provision for income taxes	(727)	(769)	42	+ 5.5%
	7 Minority interests	(980)	(1,044)	64	+ 6.1%
	8 Adjusted Net Income	2,079	2,247	(168)	- 7.5%
	9 Net income, group share	3,982	2,104	1,878	+ 89.3%

Capitalized interest tied to BMGP acquisition (+€25m)

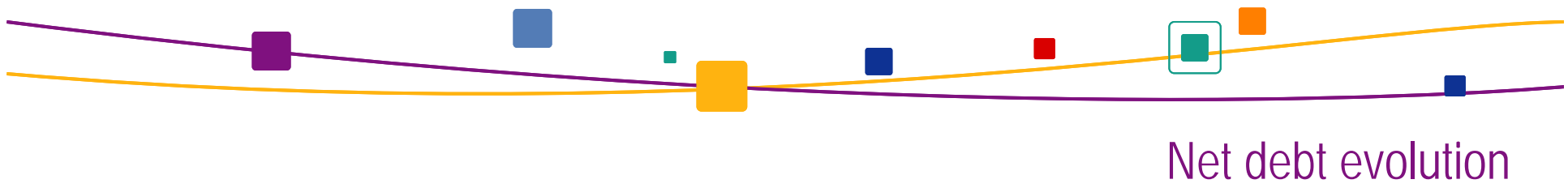
Dilution gain on 45.5% of Vivendi Games in 2008



## Reconciliation of adjusted net income to net income

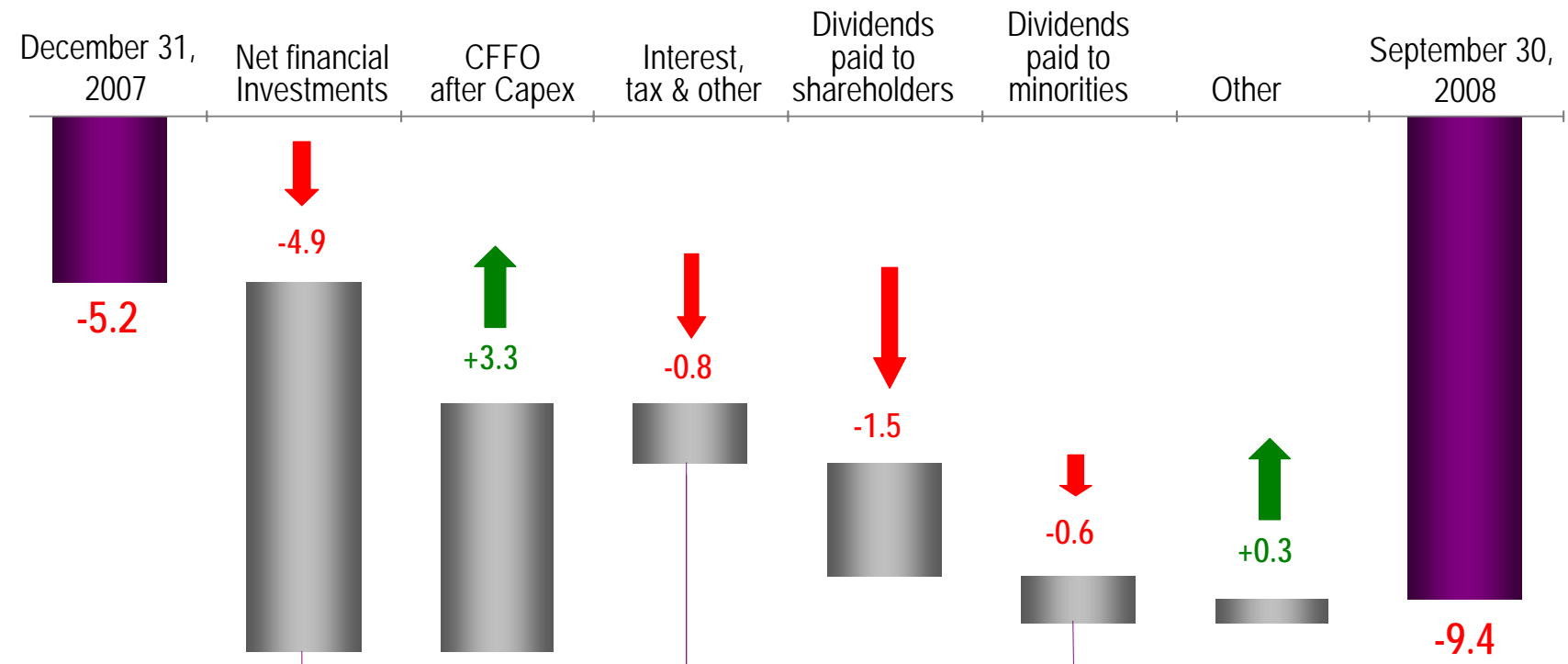
*In euro millions - IFRS*

	9 months 2008	9 months 2007	
<b>Adjusted Net Income</b>	<b>2,079</b>	<b>2,247</b>	
Amortization and impairment losses of intangible assets acquired through business combinations	(388)	(212)	Impact of Neuf Cegetel and Activision Blizzard deals
Other financial charges and income	2,271	(51)	
- o/w gain on the dilution by 45.53% of Vivendi's interest in Vivendi Games following the creation of Activision Blizzard	2,318	-	
- o/w dilution gain on the sale of 10.18% of Canal+ France to Lagardère	-	239	Anticipated decline in 2009 BMC, following the acquisition of Neuf Cegetel by SFR
Provision for income taxes	(67)	45	
Minority interests	87	75	
<b>Net Income, group share</b>	<b>3,982</b>	<b>2,104</b>	



# Net debt evolution

In euro billions - IFRS



Including:

- Acquisition of Neuf Cegetel €(5,339)m; Activision €635m; Univision, Kinowelt
- Sale of UMG publishing catalogues

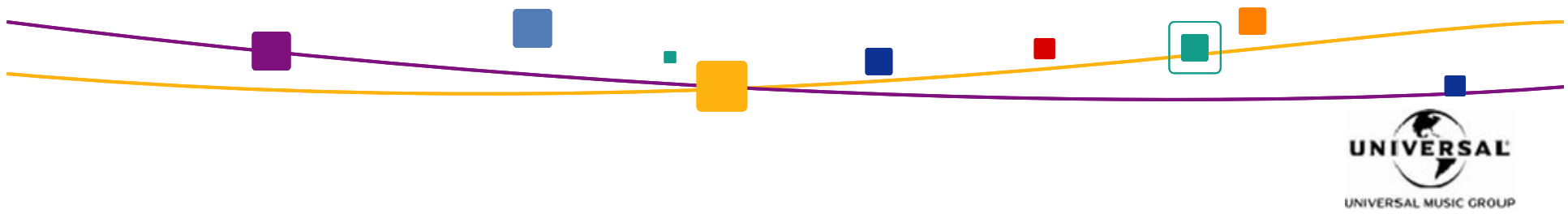
Including:

- Interest: €(253)m
- Tax: €(570)m

Including:

- SFR: €(237)m
- Maroc Telecom SA: €(331)m





■ **Revenues up 3.5%**  
at constant currency

- Digital revenues increase +30% at constant currency representing 21% of recorded music
- Diversification of revenue sources: merchandising, marketing services and artist management

<i>In euro millions - IFRS</i>	9 months 2008	9 months 2007	Change	Constant currency
Revenues	3,142	3,265	-3.8%	3.5%
EBITA	408	335	21.8%	27.3%
<i>o/w restructuring costs</i>	(41)	(17)		
EBITA margin	13.0%	10.3%		

■ **EBITA up 27.3%**  
at constant currency

- BMGP integration completed  
Achieved margin for publishing above 30% in that period
- Positive impact from the reduction in equity compensation provision
- Increase in license income
- Despite increase in restructuring costs of €24m

**Q4 Release Schedule**

50 Cent, Akon, Take That, Fall Out Boy, Florent Pagny, Guns N' Roses, Snow Patrol, Keane, The Killers, Kanye West

➔ **2008 Outlook confirmed**

## ■ Revenues: +5.0%

- Canal+ France revenues: +2.9%
  - Increase of c.110K\* subscriptions vs. September 2007 despite the current environment
  - Strong increase in Canal Overseas
- Other activities: +19%, integration of Kinowelt\*\*

<i>In euro millions - IFRS</i>	9 months 2008	9 months 2007	Change
<b>Revenues</b>	3,391	3,231	5.0%
<i>o/w Canal+ France</i>	2,882	2,802	2.9%
<b>EBITA excl. transition costs</b>	685	565	21.2%
<i>Transition costs</i>	(64)	(56)	-14.3%
<b>EBITA</b>	621	509	22.0%

## ■ EBITA: +21.2%

excluding transition costs

- Increase in revenues
- Benefit of synergies following TPS merger: reduced distribution and programming costs including savings on Ligue 1 rights
- Favorable Ligue 1 schedule: 2 fewer match days compared to 2007 (+€32m)

## ■ Transition costs of €64m

- More than 90% of TPS subscribers already transferred to the CanalSat platform



**Cost synergies in line with plan  
2008 Outlook confirmed**

\* Excluding the elimination of c. 70K subscribers, in order to maintain a perennial subscription formula  
 \*\* Consolidated since April 2, 2008



## Mobile

- Continued growth of mobile service revenues: +2.6% (+4.5% excluding the impact of regulated tariff cuts\*)
  - Strong increase in postpaid customer base (+10.7% YoY) and in the mix: postpaid represent 69% (+2.8 pts YoY) of the 19.2 m\*\* SFR customers
  - Data revenues up 32.6% YoY
  - 3G customers: +50.4% YoY at 5.2m

## ■ EBITDA margin at 40.1% in a very competitive market, despite:

- Increase in postpaid customer recruitments leading to higher acquisition and retention costs (+1.9 pts as a % of mobile service revenues)
- Increase in interconnection costs, due to unlimited bundles
- Regulatory pressure

## Restructuring costs

- €110m of which voluntary redundancy plan (€88m)

## Fixed and ADSL

- Revenues: +2.0% vs. 2007 on a comparable basis\*\*\*

- Increase of mass market broadband Internet and Corporate segment partly offset by wholesale and switched voice

- Increase in total number of broadband Internet clients to 3.73 million, + 8.2% vs. 2007 cb

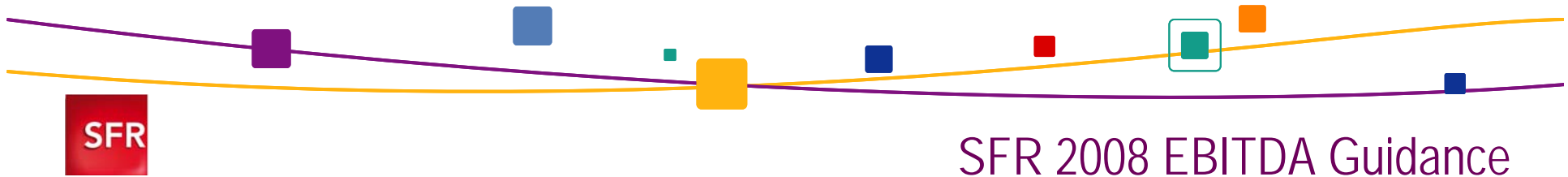
- EBITDA: €303m, +14m vs. 2007 on a comparable basis

<i>In euro millions - IFRS</i>	9 months 2008*	9 months 2007	Change
<b>Revenues</b>	8,420	6,647	26.7%
<i>Mobile</i>	6,716	6,539	2.7%
<i>Fixed and ADSL</i>	1,916	108	na
<i>Intercos</i>	(212)	na	na
<b>EBITDA</b>	2,997	2,724	10.0%
<i>Mobile</i>	2,694	2,746	-1.9%
<i>Fixed and ADSL</i>	303	(22)	na
<b>EBITA excl. restructuring</b>	2,076	2,066	0.5%
<b>Restructuring costs</b>	(110)	na	na
<b>EBITA</b>	1,966	2,066	-4.8%

\* Including Neuf Cegetel since April 15

na not applicable

\* -13% for call terminations as of January 1, 2008  
 \*\* including customers of the Debitel and Neuf Mobile offers since June 30, 2008 (438k as of that date)  
 \*\*\* please refer to comparable basis definition on slide 28



### Mobile EBITDA 2008 guidance confirmed: slight growth

- Higher investments in contract customer base (mainly retention) in the first nine months of 2008
- Less aggressive competitive environment expected in Q4-08 vs. Q4-07
- Favorable Q4 comparable basis: high level of customer costs in 2007 due to the launch of Illimythics
- Strong control of other Opex

### Fixed and ADSL EBITDA 2008 expected at €460m-€470m

- EBITDA expected to be broadly stable on a comparable basis\* (incl. Neuf Cegetel for 8.5 months since April 15)
- SFR ADSL rebranding

\* please refer to comparable basis definition on slide 28

## Maroc Telecom Group

- **Revenues: +7.2%**  
at constant currency and constant perimeter\*
  - Increase in mobile revenues, up 10.6% at constant currency and constant perimeter
  - Fixed and Internet: -0.3% at constant currency and constant perimeter

- **EBITA: +10.2%**  
at constant currency and constant perimeter\*
  - Improvement of EBITA margin by more than 1 pt\*
  - Cost control, including acquisition costs, despite an increasingly competitive environment

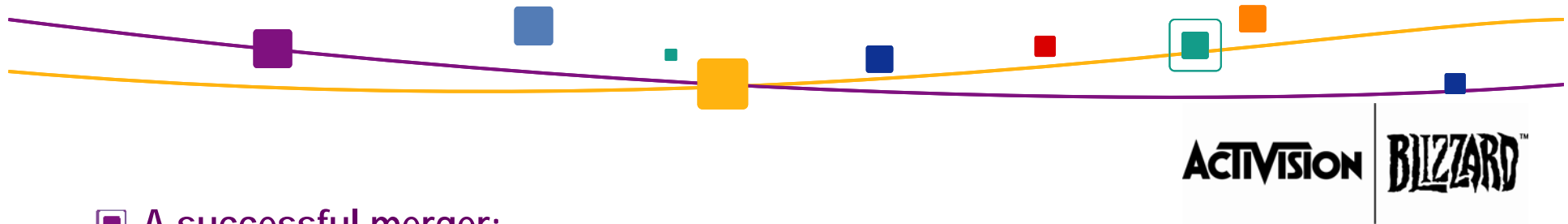
 **2008 Outlook confirmed**

<i>In euro millions - IFRS</i>	9 months 2008	9 months 2007	Change	Constant currency
<b>Revenues</b>	<b>1,930</b>	<b>1,819</b>	<b>6.1%</b>	<b>8.3%</b>
<i>Mobile</i>	<i>1,382</i>	<i>1,266</i>	<i>9.2%</i>	<i>11.4%</i>
<i>Fixed and Internet</i>	<i>737</i>	<i>743</i>	<i>-0.8%</i>	<i>1.2%</i>
<i>Intercos</i>	<i>(189)</i>	<i>(190)</i>	<i>-0.5%</i>	<i>-1.1%</i>
<b>EBITDA</b>	<b>1,147</b>	<b>1,057</b>	<b>8.5%</b>	<b>10.9%</b>
<b>EBITA</b>	<b>913</b>	<b>851</b>	<b>7.3%</b>	<b>9.7%</b>
<i>Mobile</i>	<i>708</i>	<i>659</i>	<i>7.4%</i>	<i>9.8%</i>
<i>Fixed and Internet</i>	<i>205</i>	<i>192</i>	<i>6.8%</i>	<i>9.1%</i>

### Continued increase in customer base

- Mobile customers: 17.2 m +18.5% YoY
- Fixed customers: 1.5 m +2.3% YoY
- Internet customers: 0.5 m +9.5% YoY

\* Constant perimeter illustrates the consolidation of Gabon Telecom, consolidated since March 1, 2007, as if the transaction had occurred on January 1, 2007



■ A successful merger:

- Seamless integration of Vivendi Games and Activision
- Increased profitability
- Expanded global reach of powerful franchises

■ Very strong performance in the first quarter of the combined company:

- Q3 results exceed prior outlook\*  
Continued strong worldwide sales of the best-selling franchises in the industry:
  - *Guitar Hero* is the best-selling franchise in the U.S, on all console platforms for the first 9 months\*\*
  - *Call of Duty 4: Modern Warfare* is still selling at launch pricing one full year after its release
  - *World of Warcraft* has now exceeded 11 million subscribers worldwide

■ Confidence in the long-term growth opportunities

■ Board authorized a \$1 billion stock repurchase program\*\*\*

\* See outlook for quarter ending September 30, 2008 as presented in the Activision Blizzard press release, July 31 2008

\*\* According to the NPD Group

\*\*\* Activision Blizzard may suspend or discontinue the repurchase program at anytime. Vivendi does not intend to sell any of its Activision Blizzard shares in that program. Additionally, Vivendi does not have any current plans to buy additional Activision Blizzard shares.



## Q3 YTD Standalone results on a US Non-GAAP US\$ comparable basis\*\*\*

### ■ Revenues up 29%:

- Activision Publishing up 58% driven by *Guitar Hero* and *Call of Duty 4: Modern Warfare*
- Blizzard Entertainment flat with 2007 which is exceptional given the success of *The Burning Crusade* in 2007. 2<sup>nd</sup> expansion pack launched on November 13, 2008

### ■ Operating income up 46%

- Activision Publishing: \$101m vs. \$66m loss in 2007
- Blizzard Entertainment: 51.6% margin

## Activision Blizzard's holiday line-up, the strongest in its history:

- 2<sup>nd</sup> expansion pack of *World of Warcraft: Wrath of the Lich King*, *Guitar Hero World Tour*, *Guitar Hero: On Tour Decades*, *Call of Duty: World at War*, *Quantum of Solace*, *Spider-Man: Web of Shadows*, *Madagascar: Escape 2 Africa*



### IFRS in Euros\*

In euro millions - IFRS	9 months 2008	9 months 2007	Change
Revenues	919	716	28.4%
EBITA before integration costs	122	160	-23.8%
Integration costs**	(89)	na	na
EBITA	33	160	-79.4%

Consolidation of Activision Inc. from July 10, 2008

→ Combined 2008 outlook set to exceed the comparable year 2009 US Non-GAAP financial target\*\*\*\*

\* For a reconciliation of Activision Blizzard US GAAP results to IFRS see slides 31 & 32

\*\* As defined by Vivendi, includes transaction costs, restructuring costs and balance sheet write-offs of a number of Sierra titles

\*\*\* Comparable basis includes Activision Inc historical results prior to July 10, 2008. See definitions provided on slide 39

\*\*\*\* Information from Activision Blizzard's press release of July 31, 2008 and confirmed in the press release of November 5, 2008. In addition, see definitions provided on slide 39

## In the current environment, 2008 Outlook confirmed for each of our other businesses



- Revenues: Slight increase at constant currency\*
- EBITA: Slight increase at constant currency\*



- Revenues: 3% to 4% growth
- EBITA: > €600m before transition costs of around €80m

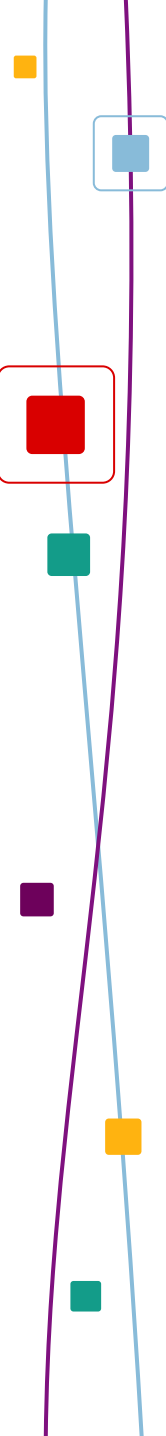


- Revenues for Mobile: Slight growth
- EBITDA for Mobile: Slight growth
- CFFO for Mobile: Up, due to decreased capex



- Revenues: Above 8% growth in Dirhams
- EBITA: Above 11% growth in Dirhams

\* Including BMGP and Sanctuary for 12 months



In the current environment,  
Vivendi confirms its strong financial position  
and 2008 goals

- Vivendi enjoys a strong financial position and free cash generation by businesses
- Vivendi confirms 2008 guidance for group and businesses
- Vivendi confirms dividend policy with 2008 dividend growth similar to increase in adjusted net income at constant perimeter\*

\* i.e. excluding impact of Neuf Cegetel and Activision Blizzard



vivendi

A world leader  
in communications and entertainment

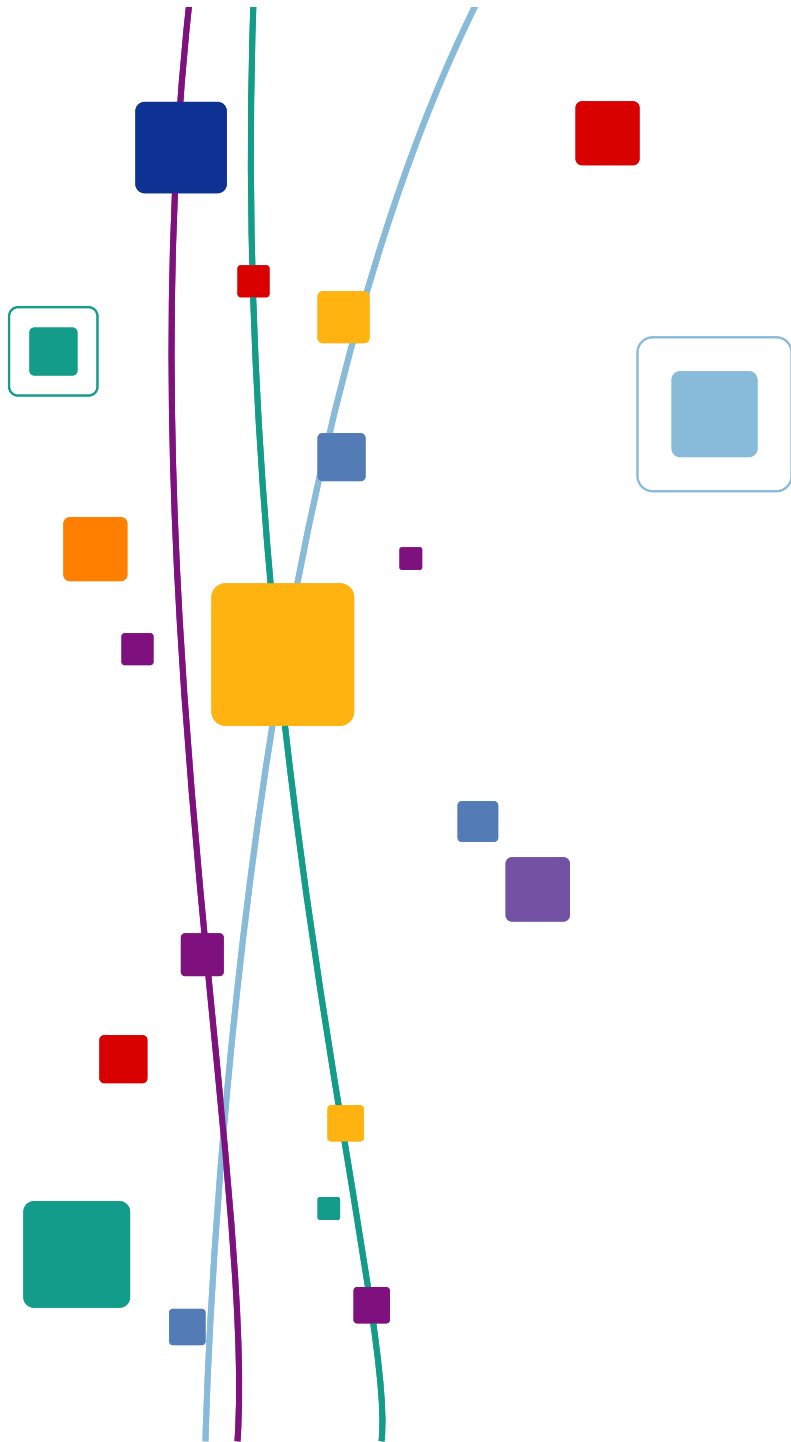
#1 Video Games Worldwide

#1 Music Worldwide

#2 Telecoms France

#1 Telecoms Morocco

#1 Pay-TV France



**vivendi**

Appendices



## September 30, 2008 YTD Revenues

*In euro millions - IFRS*

	9 months 2008	9 months 2007	% Change	% Change at constant currency
Universal Music Group	3,142	3,265	- 3.8%	+ 3.5%
Canal+ Group	3,391	3,231	+ 5.0%	+ 4.4%
SFR	8,420	6,647	+ 26.7%	+ 26.7%
Maroc Telecom Group	1,930	1,819	+ 6.1%	+ 8.3%
Activision Blizzard	919	716	+ 28.4%	+ 42.1%
Non Core and other, and elimination of intersegment transactions	(25)	(35)	+ 28.6%	+ 28.6%
<b>Total Vivendi</b>	<b>17,777</b>	<b>15,643</b>	<b>+ 13.6%</b>	<b>+ 15.9%</b>

Including the consolidation of the following entities:

- at UMG: Univision Music Group (May 5, 2008); BMG Music Publishing (May 25, 2007); and Sanctuary (August 2, 2007);
- at Canal+ Group: Kinowelt (April 2, 2008);
- at SFR: Neuf Cegetel (April 15, 2008); the fixed and ADSL activities of Tele2 France (July 20, 2007); and Debitel France (December 1, 2007);
- at Maroc Telecom Group: Gabon Telecom (March 1, 2007);
- on July 9, 2008, Vivendi Games combined with Activision and renamed Activision Blizzard



## Summary of revenues and EBITA during Q3 2008

Revenues				EBITA				
Q3 2008	Q3 2007	% Change	% Change at constant currency		Q3 2008	Q3 2007	% Change	% Change at constant currency
1,098	1,170	- 6.2%	+ 1.1%	<i>In euro millions - IFRS</i>	149	115	+ 29.6%	+ 33.0%
1,137	1,077	+ 5.6%	+ 4.8%	Universal Music Group	270	207	+ 30.4%	+ 29.1%
3,131	2,311	+ 35.5%	+ 35.5%	Canal+ Group	626	702	- 10.8%	- 10.8%
676	654	+ 3.4%	+ 5.4%	SFR	329	313	+ 5.1%	+ 6.9%
475	216	+ 119.9%	+ 146.2%	Maroc Telecom Group	(59)	41	na*	na*
-	-	na*	na*	Activision Blizzard	(24)	(37)	+ 35.1%	+ 36.1%
(8)	(8)	+ 0.0%	+ 0.0%	Holding & Corporate	(10)	(6)	- 66.7%	- 40.6%
6,509	5,420	+ 20.1%	+ 22.8%	Non Core and Others	1,281	1,335	- 4.0%	- 3.4%
				<b>Total Vivendi</b>				

\*na: not applicable

Including the consolidation of the following entities:

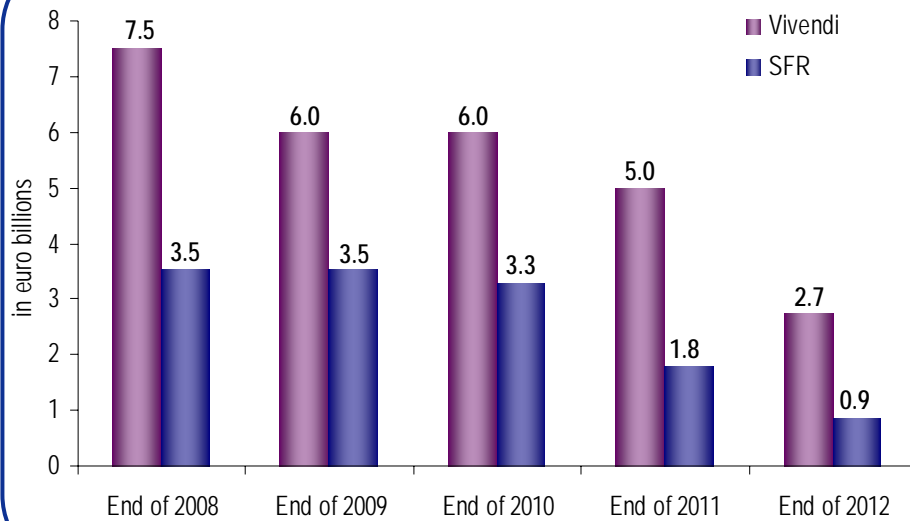
- at UMG: Univision Music Group (May 5, 2008); BMG Music Publishing (May 25, 2007); and Sanctuary (August 2, 2007);
- at Canal+ Group: Kinowelt (April 2, 2008);
- at SFR: Neuf Cegetel (April 15, 2008); the fixed and ADSL activities of Tele2 France (July 20, 2007); and Debitel France (December 1, 2007);
- at Maroc Telecom Group: Gabon Telecom (March 1, 2007);
- on July 9, 2008, Vivendi Games combined with Activision and renamed Activision Blizzard.



Important credit lines up to 2011

No significant debt reimbursement before 2012

Amount of bank credit lines\*

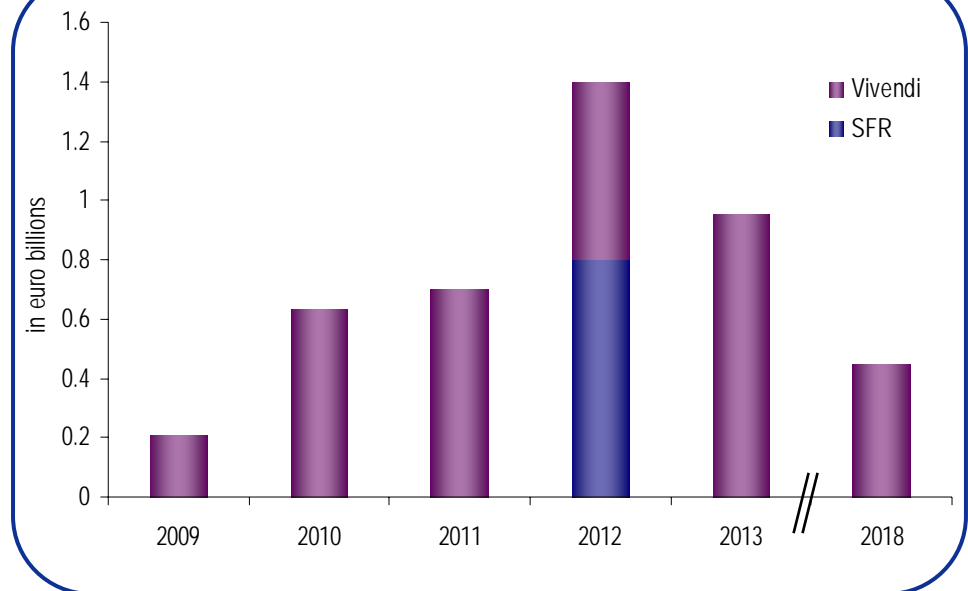


\* Bank credit line agreements as of Nov. 13, 2008, of which a €1.5 Bn « bridge to equity » loan, expiring at the end of August 2009

At 2008 year end, anticipated available undrawn facilities, net of commercial paper:  
**Vivendi SA:** ~ €5.5 Bn      **SFR:** ~ €1.1 Bn

At 2008 year end, the economic average term of the group's consolidated debt should be 4 years

Maturity of bonds





Top-selling artists

September 30, 2008 YTD	Million Units*	September 30, 2007 YTD	Million Units*
<i>Duffy</i>	3.7	<i>Amy Winehouse</i>	3.7
<i>Amy Winehouse</i>	3.6	<i>Nelly Furtado</i>	3.3
<i>Mamma Mia! OST</i>	3.4	<i>Mika</i>	3.2
<i>Lil Wayne</i>	3.0	<i>Hannah Montana 2</i>	2.8
<i>Jack Johnson</i>	2.6	<i>High School Musical 2</i>	2.8
<b>Top - 5 Artists</b>	<b>16.3</b>	<b>Top - 5 Artists</b>	<b>15.8</b>

\* Physical and digital album sales



Digital Initiatives

- US: Previously announced My Space Music offering, featuring the largest initiative in ad-supported interactive audio and streaming of music launched in September

Partnership between Dell and UMG to create pre-recorded digital music MP3 libraries
- UK: Nokia launches « Comes With Music »

UMG launches « Lost Tunes », an online download store for rare music
- France: UMG teams up with SFR to launch the first unlimited music down-loading offer for music without DRM on mobiles in France

<i>In euro millions</i>	9 months 2008	% Change at constant currency
Physical	1,708	-12.0%
Digital	557	29.9%
License and Other	334	14.5%
<b>Recorded music</b>	<b>2,599</b>	<b>-2.2%</b>
Artist services	115	
Music Publishing	465	22.4%
Inter-co elimination	(37)	
<b>Revenues</b>	<b>3,142</b>	<b>3.5%</b>



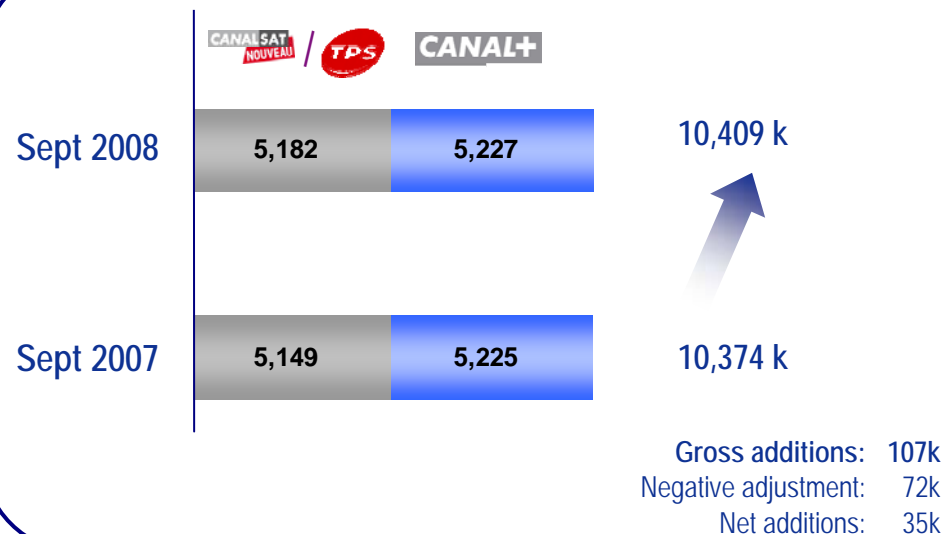
*The freedom to fully benefit from Canal+ and CanalSat either at home or on the go, live or on demand*



## The New TV Experience

- ▣ Launch of the new decoder + LE CUBE: HD satellite terminal with an internet connection. Equipped with a hard disk and offering new services such as « Séries en avant-première »
- ▣ Launch of CANAL+ A LA DEMANDE and CANALSAT A LA DEMANDE
- ▣ Canal+ invents LA CLE CANAL+: a pocket-size TNT HD decoder with a USB key
- ▣ Signature of a multi-year agreement between CanalPlay and Gaumont for the downloading of a large selection of movies

## Canal+ France net portfolio (in thousands)\*



## Increase in digital subscriptions:

Canal+ Le Bouquet represented 78% of the total portfolio of Canal+ at the end of September 2008 compared to 68% at end of September 2007

\* Individual and group subscriptions at Canal+, CanalSat and TPS (in 2007) in metropolitan France, DOM/TOM and Africa

## SFR — SFR. And the world is yours.

- ▣ Launch of SFR's « neufbox »: 1<sup>st</sup> triple-play offer with SFR service included
- ▣ SFR launches the 1<sup>st</sup> « mobile internet devices » on the French market: Eee PC 901 with an integrated 3G+ connection, Archos 3G+, SFR MI! Pocket PC
- ▣ Launch of Ma Sferre, a new experience that allows for moving between mobile and PC
- ▣ 1<sup>st</sup> offer for unlimited music downloading without DRM on mobile
- ▣ 2 new convergence solutions for businesses: 9Office SFR and Global Access Ipnnet

# SFR



<i>(including SRR)</i>	9 months 2008	9 months 2007	Change
<b>MOBILE</b>			
Customers (in '000) *	19,228	18,109	+ 6.2%
Proportion of postpaid clients *	69.0%	66.2%	+2,8pts
3G customers (in '000) *	5,200	3,457	+ 50.4%
Market share on customer base (%) *	34.1%	34.1%	-
Network market share (%)	36.0%	36.0%	-
12-month rolling blended ARPU (€/year) **	431	443	-2.7%
12-month rolling postpaid ARPU (€/year) **	556	575	-3.3%
12-month rolling prepaid ARPU (€/year) **	182	193	-5.7%
Net data revenues as a % of service revenues **	17.1%	13.2%	+3,9pts
Postpaid customer acquisition costs (€/gross adds)	213	204	+ 4.4%
Prepaid customer acquisition costs (€/gross adds)	25	23	+ 8.7%
Acquisition costs as a % of service revenues	7.1%	6.2%	+0,9pt
Retention costs as a % of service revenues	5.9%	4.9%	+1,0pt
<b>FIXED AND ADSL</b>			
Broadband Internet EoP customer base (in '000) ***	3,730	3,447	+ 8.2%
Enterprise data links (in '000)	188	165	+ 13.9%

\* including Neuf Mobile and Debitel clients since June 30, 2008 (438k at that date). Not including MVNO clients which are estimated at approximately 1,050k at Sept. 2008 vs. 969k at end of Sept. 2007

\*\* including mobile terminations

\*\*\* as from September 30, 2008, broadband Internet customers are disclosed excluding Neuf Cegetel customers who subscribed but that are not activated (55k customers)

# vivendi

Q308 – Nov 13, 2008



## SFR: Detailed revenues

IFRS in euro million	sept-08 YTD Actual		sept-07 YTD Actual		% Change	sept-07 YTD Comparable Basis*		% Change on a Comparable Basis *
<b>Outgoing revenues net of promotions</b>	<b>5,233</b>	82%	<b>5,059</b>	81%	3.4%	<b>5,079</b>	81%	3.0%
<b>Mobile incoming</b>	<b>641</b>	10%	<b>618</b>	10%	3.7%	<b>618</b>	10%	
<b>Fixed incoming revenues</b>	<b>295</b>	5%	<b>306</b>	5%	-3.6%	<b>311</b>	5%	
<b>Roaming in</b>	<b>179</b>	2%	<b>199</b>	3%	-10.1%	<b>199</b>	3%	
<b>Network revenues</b>	<b>6,348</b>		<b>6,182</b>		2.7%	<b>6,207</b>		2.3%
<b>Other mobile</b>	<b>68</b>	1%	<b>72</b>	1%	-5.6%	<b>72</b>	1%	
<b>Service revenues</b>	<b>6,416</b>	100%	<b>6,254</b>	100%	2.6%	<b>6,279</b>	100%	2.2%
<b>Equipment sales, net</b>	<b>300</b>		<b>285</b>		5.3%	<b>297</b>		
<b>Total mobile revenues</b>	<b>6,716</b>		<b>6,539</b>		2.7%	<b>6,576</b>		2.1%
<b>Broadband Internet and fixed revenues</b>	<b>1,916</b>		<b>108</b>		na	<b>1,879</b>		2.0%
<b>Elimination of intersegment transactions</b>	<b>-212</b>		<b>0</b>		na	<b>-200</b>		
<b>Total SFR revenues</b>	<b>8,420</b>		<b>6,647</b>		26.7%	<b>8,255</b>		2.0%
of which data revenues from mobile services	1,098		828		32.6%			

na : not applicable

\* Comparable basis mainly illustrates:

- (i) the full consolidation of the fixed and ADSL activities of Tele2 France as if this acquisition had taken place on January 1, 2007
- (ii) the full consolidation of Neuf Cegetel and Club Internet as if this acquisition had taken place on April 15, 2007
- (iii) the restatement of 2007 figures in compliance with IFRIC 12 *Service Concession Arrangements*



## Maroc Telecom Group

<i>In '000</i>	9 months 2008	9 months 2007	Change
<b>MAROC TELECOM</b>			
Number of mobile customers	14,629	12,838	14.0%
% Prepaid customers	96.1%	96.2%	
Number of fixed lines*	1,314	1,324	-0.8%
Total Internet access**	482	449	7.3%
<b>Subsidiaries</b>			
Number of mobile customers	2,575	1,679	53.4%
Number of fixed lines	216	172	25.6%
Internet customers	36	24	50.0%

\* Maroc Telecom SA's fixed customer base is now displayed in numbers of equivalent lines. It was previously displayed in numbers of accesses.

\*\* Including narrowband and ADSL

# Activision Blizzard: September 30, 2008

## US Non-GAAP comparable basis segment performance\*

US\$ in millions

Revenues

9 Months 2008

Activision	1,584	+58%
Blizzard	866	+1%
Distribution	239	+2%

Core 2,689 +29%

Operating Income

9 Months 2008

Activision	101
Blizzard	447
Distribution	8

Core 556 +46%

## Highlights for Activision Blizzard

### September Quarter:

Two of the top-10 titles in dollars on all console platforms in the U.S\*\*, #1 third-party publisher on the Nintendo DS\*\*

*Guitar Hero: On Tour* was the #1 best-selling title overall in North America for the Nintendo DS\*\*

Two of the top-five PC titles worldwide – *World of Warcraft: Battle Chest* and *Call of Duty 4: Modern Warfare*\*\*\*

### First nine months of 2008:

*Guitar Hero* remained the #1 best selling franchise in U.S. on all console platforms\*\*\*

## Recent Events

- **July 9, 2008:** Vivendi Games and Activision completed the transaction, announced on December 2, 2007 to create Activision Blizzard as the world's most profitable pure-play online and console game publisher
- **August 12, 2008:** Blizzard Entertainment and NetEase.com announced an agreement to license *StarCraft II*, *Warcraft III: Reign of Chaos*, *Warcraft III: The Frozen Throne*, and Battle.net platform, which provides online multiplayer services for these games
- **September 8, 2008:** Activision Blizzard completed a two-for-one stock split
- **September 12, 2008:** Activision Publishing acquired FreeStyle Games, a premier U.K.-based video game developer specializing in music-based games
- **October 28, 2008:** *World of Warcraft* exceeded 11 million players

\* Information is from Activision Blizzard's press release dated November 5, 2008  
 \*\* According to The NPD Group  
 \*\*\* According to Chartrack, Gfk and The NPD Group



## Activision Blizzard: Guidance 2008

Activision Blizzard has reaffirmed its calendar year 2008 US Non-GAAP combined outlook of \$4.9 billion in revenues and \$1.2 billion in operating income\*,

exceeding the comparable year 2009 US Non-GAAP financial targets that were provided on December 2, 2007 by:

- approx. \$600 million in US Non-GAAP net revenues
- approx. \$100 million in US Non-GAAP operating income
- Synergies expected to be \$100-\$150 million

### Activision Blizzard outlook for Q4 2008\*\*

#### US GAAP:

- Net revenues of \$1.6 billion
- Loss per diluted share of \$0.01

#### US Non-GAAP :

- Net revenues of \$2.2 billion
- Earnings per diluted share of \$0.29

\* Information is from Activision Blizzard's press release dated November 5, 2008 and speaks of that date. Additionally, please see slide 39 for definitions  
\*\* Information is from Activision Blizzard's press release dated November 5, 2008 and speaks of that date. This press release includes the reconciliation of the US GAAP fourth quarter guidance. Additionally, please see slide 39 for definitions

# Activision Blizzard - Reconciliation to 9 Months IFRS EBITA

		9 Months 2008	9 Months 2007	
<i>In millions</i>				
US GAAP Basis	Core operating income under US non-GAAP on a comparable basis (a)	\$556	\$382	46%
	Less: Activision operating income generated prior July 10, 2008	-\$167	-\$14	
	<b>Core operating income US non-GAAP</b>	<b>\$389</b>	<b>\$368</b>	<b>6%</b>
	Less: Changes in deferred net revenues and cost of sales	-\$7	-\$67	} Included in EBITA and ANI
	Less: Equity-based compensation expense	-\$47	-\$77	
	Less: Results of Activision Blizzard's non-core exit operations	-\$251	-\$86	} Excluded from EBITA and ANI
	Less: One time costs related to the Vivendi transaction, integration and restructuring	-\$78	-\$1	
Less: Amortization of intangibles and purchase price accounting related adjustments	-\$92	-\$3		
<b>Operating (loss) / income under US GAAP as published by Activision Blizzard</b>	<b>-\$86</b>	<b>\$134</b>	<b>n.a</b>	
<b>Reconciling difference between US GAAP and IFRS (b)</b>		<b>\$44</b>	<b>\$78</b>	
IFRS	<b>Operating income under IFRS</b>	<b>-\$42</b>	<b>\$212</b>	
	Less: Impairment losses of intangible assets acquired through business combinations	\$7	\$0	} Elimination of items excluded from EBITA
	Less: Amortization of intangible assets acquired through business combinations	\$90	\$0	
	<b>EBITA under IFRS (in millions of dollars)</b>	<b>\$55</b>	<b>\$212</b>	
	Translation from dollars to euros			
<b>EBITA under IFRS (in millions of euros), as published by Vivendi</b>	<b>33 €</b>	<b>160 €</b>		

(a) Please refer to definitions on slide 39. Core activities are defined on slide 30

(b) Including the elimination of the impact of net change in deferred net revenues and deferred costs of sales for *World of Warcraft* that Activision Blizzard has recognized in its US GAAP operating income. In order to take into consideration the evolution of accounting for online enabled video-games in this industry and hence improve financial information provided to the shareholders of Vivendi and Activision Blizzard, Vivendi is considering whether both accounting treatments should be made consistent in the fourth quarter of 2008, by aligning the IFRS treatment on the US GAAP treatment.

For further details please refer to Activision Blizzard press release issued on November 5, 2008 and to Vivendi Financial Report and Unaudited Condensed Financial Statements for the Nine Months Ended September 30, 2008 – Section Unaudited supplementary financial data



# Activision Blizzard - Reconciliation to 3Q IFRS EBITA

In millions

Q3 2008 Q3 2007

		Q3 2008	Q3 2007	
US GAAP Basis	Core operating income under US non-GAAP on a comparable basis (a)	\$113	\$110	3%
	Less: Activision operating loss generated prior July 10, 2008	\$9	\$3	
	Core operating income US non-GAAP	\$122	\$113	8%
	Less: Changes in deferred net revenues and cost of sales	-\$12	\$28	Included in EBITA and ANI
	Less: Equity-based compensation expense	-\$26	-\$43	
	Less: Results of Activision Blizzard's non-core exit operations	-\$110	-\$40	Excluded from EBITA and ANI
Less: One time costs related to the Vivendi transaction, integration and restructuring	-\$78	\$0		
Less: Amortization of intangibles and purchase price accounting related adjustments	-\$90	-\$1		
Operating (loss) / income under US GAAP as published by Activision Blizzard		-\$194	\$57	n.a
Reconciling difference between US GAAP and IFRS (b)		\$14	-\$1	

IFRS	Operating income under IFRS	-\$180	\$56	
	Less: Impairment losses of intangible assets acquired through business combinations	\$7	\$0	Elimination of items excluded from EBITA
	Less: Amortization of intangible assets acquired through business combinations	\$90	\$0	
	EBITA under IFRS (in millions of dollars)	-\$83	\$56	
Translation from dollars to euros				
EBITA under IFRS (in millions of euros), as published by Vivendi		-59 €	41 €	

- (a) Please refer to definitions on slide 39. Core activities are defined on slide 30
- (b) Including the elimination of the impact of net change in deferred net revenues and deferred costs of sales for *World of Warcraft* that Activision Blizzard has recognized in its US GAAP operating income. In order to take into consideration the evolution of accounting for online enabled video-games in this industry and hence improve financial information provided to the shareholders of Vivendi and Activision Blizzard, Vivendi is considering whether both accounting treatments should be made consistent in the fourth quarter of 2008, by aligning the IFRS treatment on the US GAAP treatment.

For further details please refer to Activision Blizzard press release issued on November 5, 2008 and to Vivendi Financial Report and Unaudited Condensed Financial Statements for the Nine Months Ended September 30, 2008 – Section Unaudited supplementary financial data

**vivendi**

Q308 – Nov 13, 2008



## Income from equity affiliates analysis

*In euro millions (except where noted) - IFRS*

	9 months 2008	9 months 2007	% Change
■ Income from equity affiliates	186	248	- 25.0%
o/w NBC Universal in €	173	197	- 12.2%
NBC Universal in \$	264 \$	263 \$	+ 0.4%
o/w Neuf Cegetel*	18	55	- 67.3%

\* Neuf Cegetel has been fully consolidated since April 15, 2008

## Interest

*In euro millions (except where noted) - IFRS*

	9 months 2008	9 months 2007
■ Interest	(253)	(124)
■ Interest expense on borrowings (including swaps)	(328)	(233)
Financing rate (%)	4.77%	4.14%
Average outstanding borrowings (in euro billions)	9.2	7.5
■ Capitalization of interest related to the acquisition of BMGP	-	25
■ Interest income from cash and cash equivalents	75	84
Average rate of income on cash equivalents (%)	4.12%	4.01%
Average amount of cash equivalent (in euro billions)	2.4 *	2.8

\* From July 10th, includes Activision Blizzard cash position (€1,831m as of that date)



## Other financial charges and income

*In euro millions – IFRS*

	9 months 2008	9 months 2007
<ul style="list-style-type: none"> <li>■ Other financial charges and income (not included in Adjusted net income)</li> </ul>	2,271	(51)
<ul style="list-style-type: none"> <li>■ Capital gain or loss on divestitures or investments               <ul style="list-style-type: none"> <li>- o/w gain on the dilution by 45.53% of Vivendi's interest in Vivendi Games following the creation of Activision Blizzard</li> <li>- o/w Sogecable: gain on early redemption of exchangeable bonds</li> <li>- o/w Neuf Cegetel: impact of certain non-cash adjustments</li> <li>- o/w dilution gain on the sale of 10.18% of Canal+ France to Lagardère</li> <li>- o/w write-off of the minority stake in Amp'd</li> </ul> </li> </ul>	2,344	46
	2,318	-
	83	-
	(68)	-
	-	239
	-	(65)
■ Effect of undiscounting assets and liabilities	(28)	(60)
■ Effect of amortized cost on borrowings	(22)	(21)
■ Other	(23)	(16)



## Income tax analysis

*In euro millions - IFRS*

	9 months 2008	9 months 2007
■ Provision for income taxes	(794)	(724)
■ Included in Adjusted net income	(727)	(769)
Worldwide Tax System (year n)	443	403
Tax charge	(1,170)	(1,172)
■ Not included in Adjusted net income	(67)	45
Worldwide Tax System (variation of deferred taxes n+1/n)	(207)	(6)
Other taxes	140	51
■ Taxes paid in cash	(570)	(645)

**Adjusted earnings before interest and income taxes (EBITA):** EBIT (defined as the difference between charges and income that do not result from financial activities, equity affiliates, discontinued operations and tax) before the amortization of intangible assets acquired through business combinations and the impairment losses of goodwill and other intangible assets acquired through business combinations.

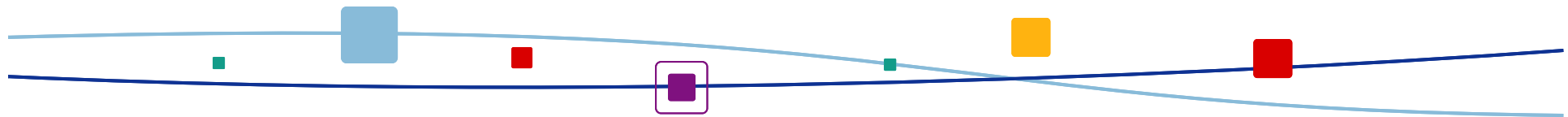
**Adjusted net income** includes the following items: EBITA, income from equity affiliates, interest, income from investments, including dividends received from unconsolidated interests as well as interest collected on advances to equity affiliates and loans to unconsolidated interests, as well as taxes and minority interests related to these items. It does not include the following items: impairment losses of goodwill and other intangibles acquired through business combinations, the amortization of intangibles acquired through business combinations, other financial charges and income, earnings from discontinued operations, provision for income taxes and minority interests relating to these adjustments, as well as non-recurring tax items (notably the change in deferred tax assets relating to the Consolidated Global Profit Tax System).

**Cash flow from operations (CFFO):** Net cash provided by operating activities after capital expenditures net, dividends received from equity affiliates and unconsolidated companies and before income taxes paid.

**Capital expenditures net (Capex, net):** Capital expenditures, net of proceeds from property, plant and equipment and intangible assets.

**Financial net debt:** Is calculated as the sum of long-term and short-term borrowings and other long-term and short-term financial liabilities as reported on the consolidated statement of financial position, less cash and cash equivalents as reported on the consolidated statement of financial position, as well as derivative instruments in assets and cash deposits backing financing (included in the Consolidated Statement of Financial Position under "financial assets").

The percentage of change are compared with the same period of the previous accounting year, except particular mention.



## Activision Blizzard – standalone - definitions

### US Non-GAAP Financial Measures\*

Activision Blizzard provides net revenues, net income (loss), earnings (loss) per share and operating margin data and guidance both including (in accordance with US GAAP) and excluding (US Non-GAAP): the impact of the change in deferred net revenues and costs of sales related to online-enabled key titles on certain platforms and also the deferred revenues and costs related to the MMORPG platform for *World of Warcraft*; the impact of expenses related to equity-based compensation costs; Activision Blizzard's non-core exit operations (which is the operating results of products and operations from the historical Vivendi Games, Inc. businesses that the company has begun to exit or wind down); one-time costs related to the business combination between Activision, Inc. and Vivendi Games, Inc. (including transaction costs, integration costs, and restructuring activities); the amortization of intangibles and the increase in the fair value of inventories and the associated changes in cost of sales resulting from purchase price accounting adjustments from the business combination; and the associated tax benefits.

### Comparable basis

Comparable basis includes both Activision, Inc. and Vivendi Games from January 1<sup>st</sup> and is based on standalone US GAAP.

\* Information from Activision Blizzard's press release dated November 5, 2008 and speaks of that date

# Investor Relations team

## Daniel Scolan

Executive Vice President Investor Relations  
+33.1.71.71.14.70  
[daniel.scolan@vivendi.com](mailto:daniel.scolan@vivendi.com)

## Paris

42, Avenue de Friedland  
75380 Paris cedex 08 / France  
Phone: +33.1.71.71.32.80  
Fax: +33.1.71.71.14.16

## Aurélia Cheval

IR Director  
[aurelia.cheval@vivendi.com](mailto:aurelia.cheval@vivendi.com)

## Agnès De Leersnyder

IR Senior Analyst  
[agnes.de-leersnyder@vivendi.com](mailto:agnes.de-leersnyder@vivendi.com)

## New York

800 Third Avenue  
New York, NY 10022 / USA  
Phone: +1.212.572.1334  
Fax: +1.212.572.7112

## Eileen McLaughlin

V.P. Investor Relations North America  
[eileen.mclaughlin@vivendi.com](mailto:eileen.mclaughlin@vivendi.com)

For all financial or business information,  
please refer to our Investor Relations website at: <http://www.vivendi.com/ir>



## Important legal disclaimer

*This presentation contains forward-looking statements with respect to the financial condition, results of operations, business, strategy and plans of Vivendi. Although Vivendi believes that such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance. Actual results may differ materially from the forward-looking statements as a result of a number of risks and uncertainties, many of which are outside our control, including, but not limited to the risk that Vivendi will not be able to obtain the necessary approvals in connection with certain transactions, as well as the risks described in the documents Vivendi filed with the Autorité des Marchés Financiers (French securities regulator) and which are also available in English on our web site ([www.vivendi.com](http://www.vivendi.com)). Investors and security holders may obtain a free copy of documents filed by Vivendi with the Autorité des Marchés Financiers at [www.amf-france.org](http://www.amf-france.org), or directly from Vivendi. The present forward-looking statements are made as of the date of the present presentation and Vivendi disclaims any intention or obligation to provide, update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The release schedules for both UMG and Activision Blizzard may change.*