



Annual Media Conference 2008



The year 2007



Partnership

Category: Private TV Channel

Country: Romania

Start: 18th February 2007

Shares: 25% Ringier, 75% Dogan



Acquisition

Category: Local Radio

Launch: 2003

Frequency: 100.9 MhZ

Listener: 217'000 (per 18th January 2008)

mediaswiss
G R O U P

GATE24

SCOUT 24

www.scout24.ch

X
MEDIA

JOB
SCOUT 24

www.friendscout24.ch

IMMO
SCOUT 24

www.immoscout24.ch

MOTO
SCOUT 24

FRIEND
SCOUT 24

www.friendscout24.ch

AUTO
SCOUT 24

www.autoscout24.ch

topjobs.ch
für Kader und Spezialisten

Acquisition

Category: Online Market Place, Internet Technology

Employees: 350

Locations: Flamatt, Teufen



Acquisition

Country: Czech Republic
 Category: tabloid newspaper
 Published: daily
 Acquisition: 17th October 2007
 Circulation: 110'091



Launch

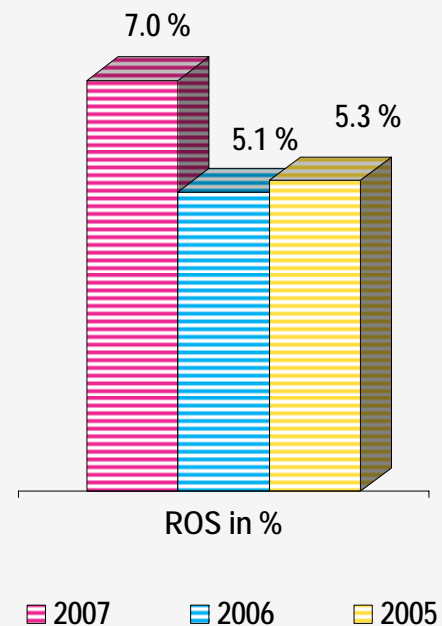
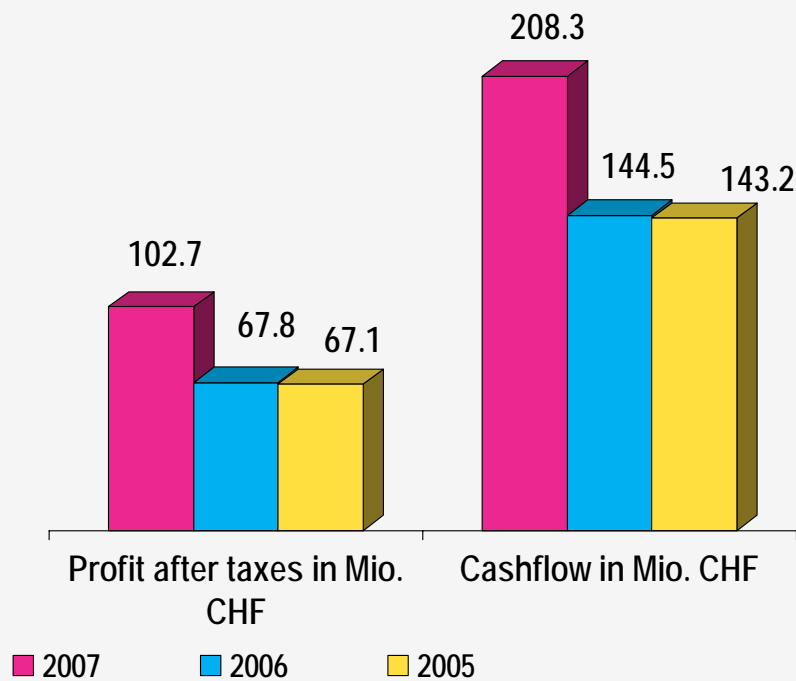
Country: Serbia
 Category: tabloid newspaper
 Published: daily
 Launch: 15th October 2007
 Circulation: 73'042



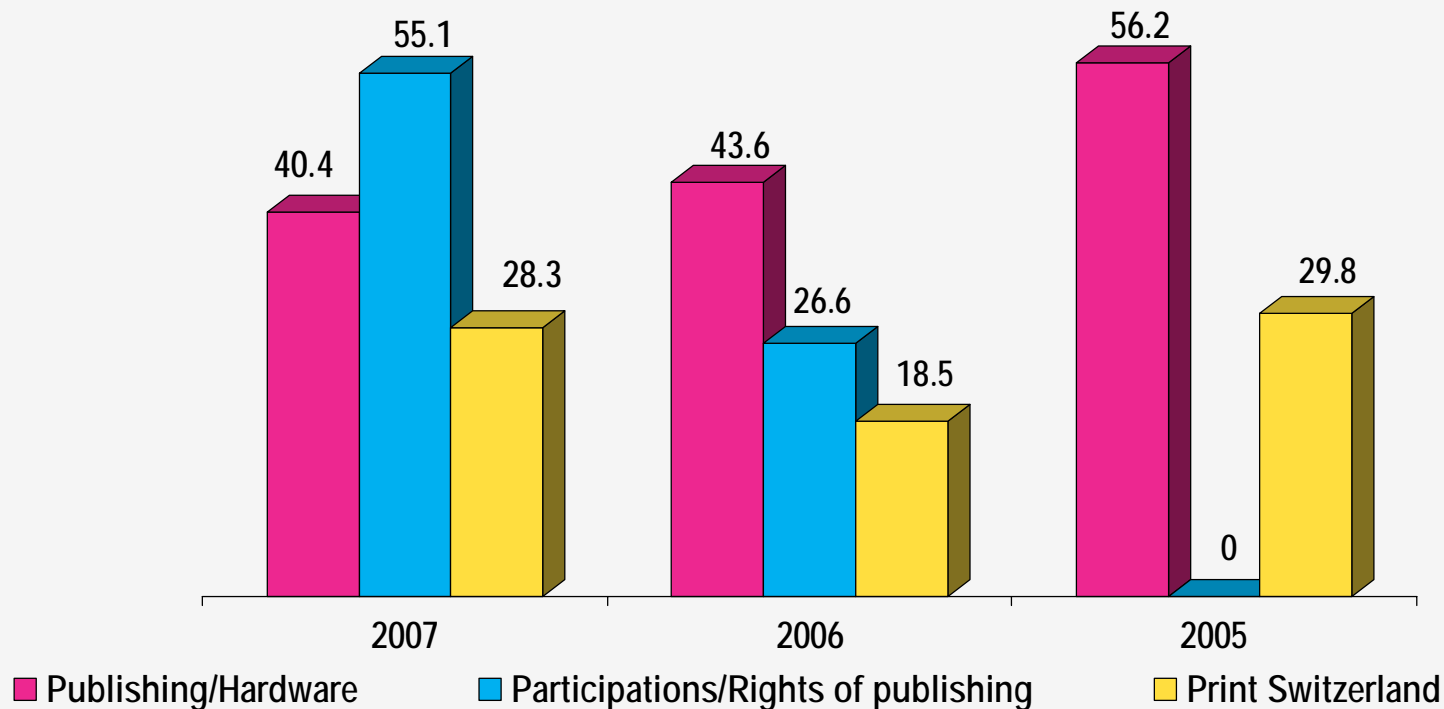
Launch

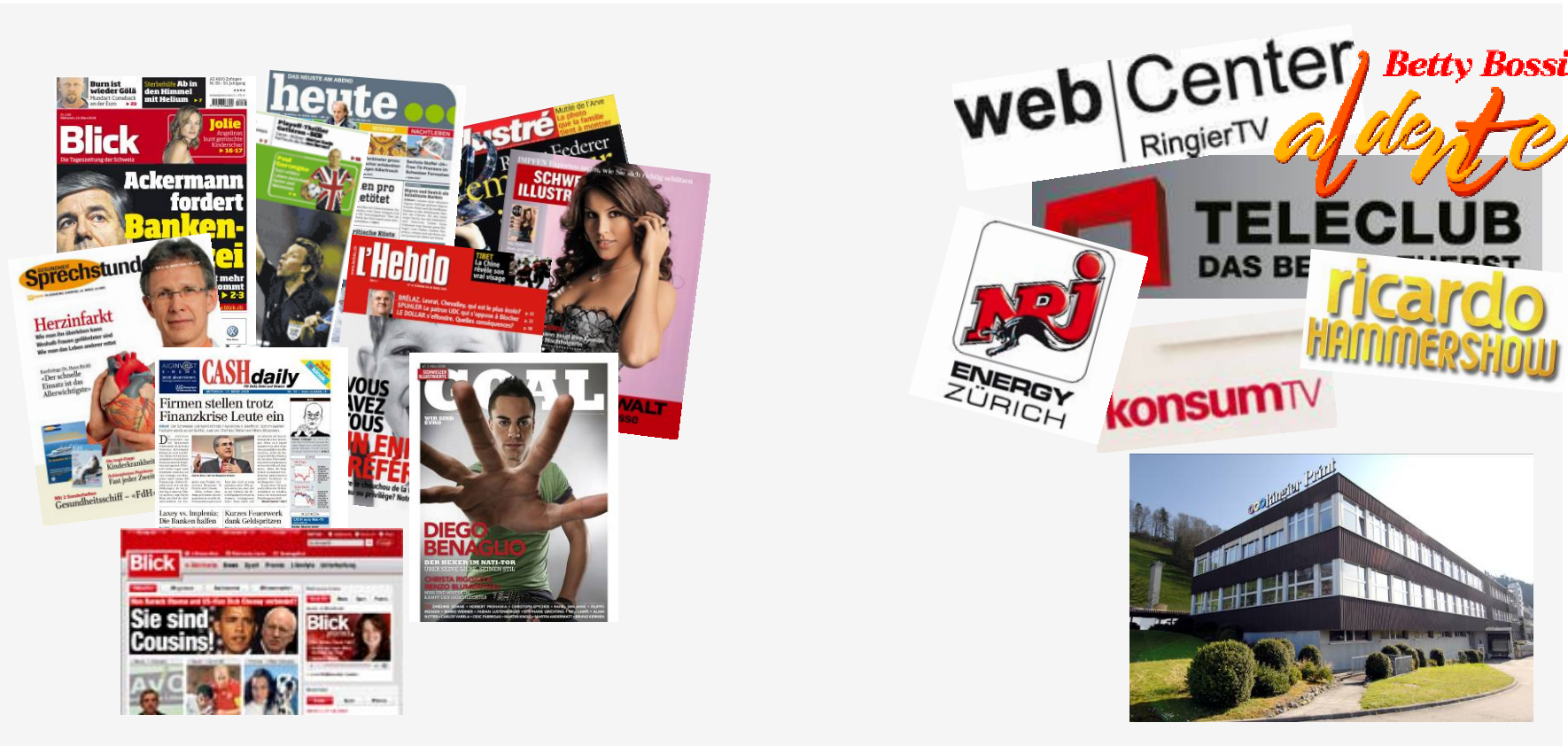
Country: China
 Co-operation: Wenhui Xinmin United Press Group
 Category: women magazine
 Published: weekly
 Launch: 18th October 2007
 Circulation: 150'000

In Mio. CH	2007	2006	in %
Switzerland	557.7	569.7	- 2.1%
Central and Eastern Europe	506.3	430.0	17.7%
Pacific	71.3	62.2	14.6%
Print Switzerland	323.1	275.6	17.2%
Total	1458.4	1337.5	9.0%



Total in Mio. CHF	123.8	88.7	86
-------------------	-------	------	----



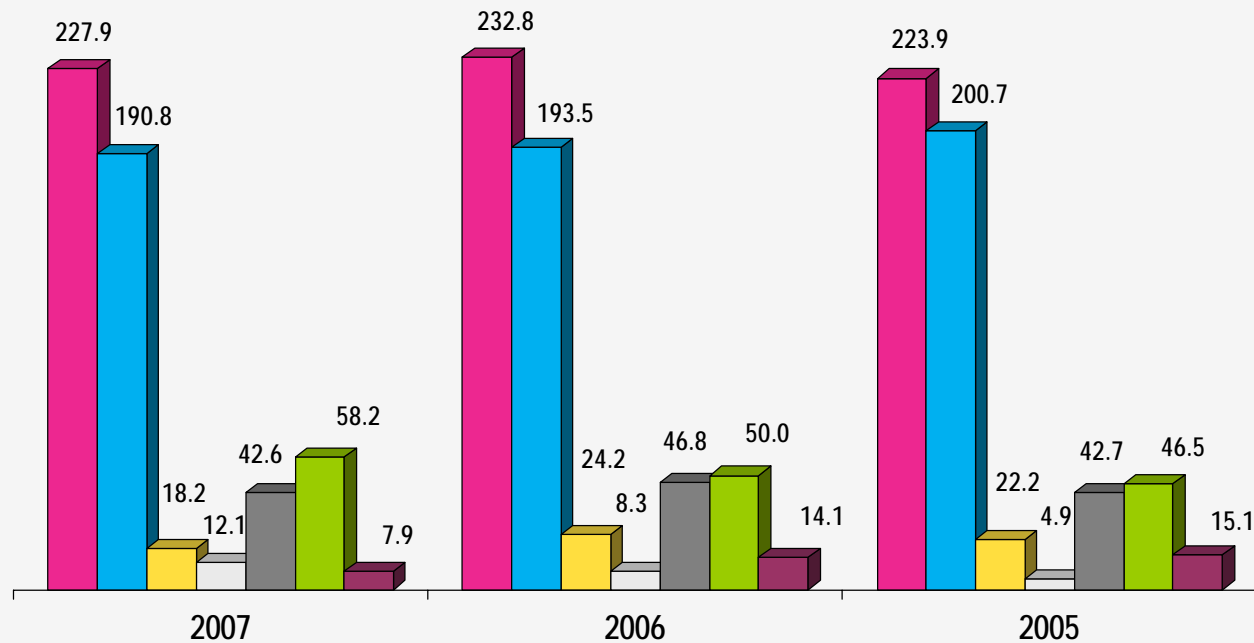


Total in Mio. CHF

557.7

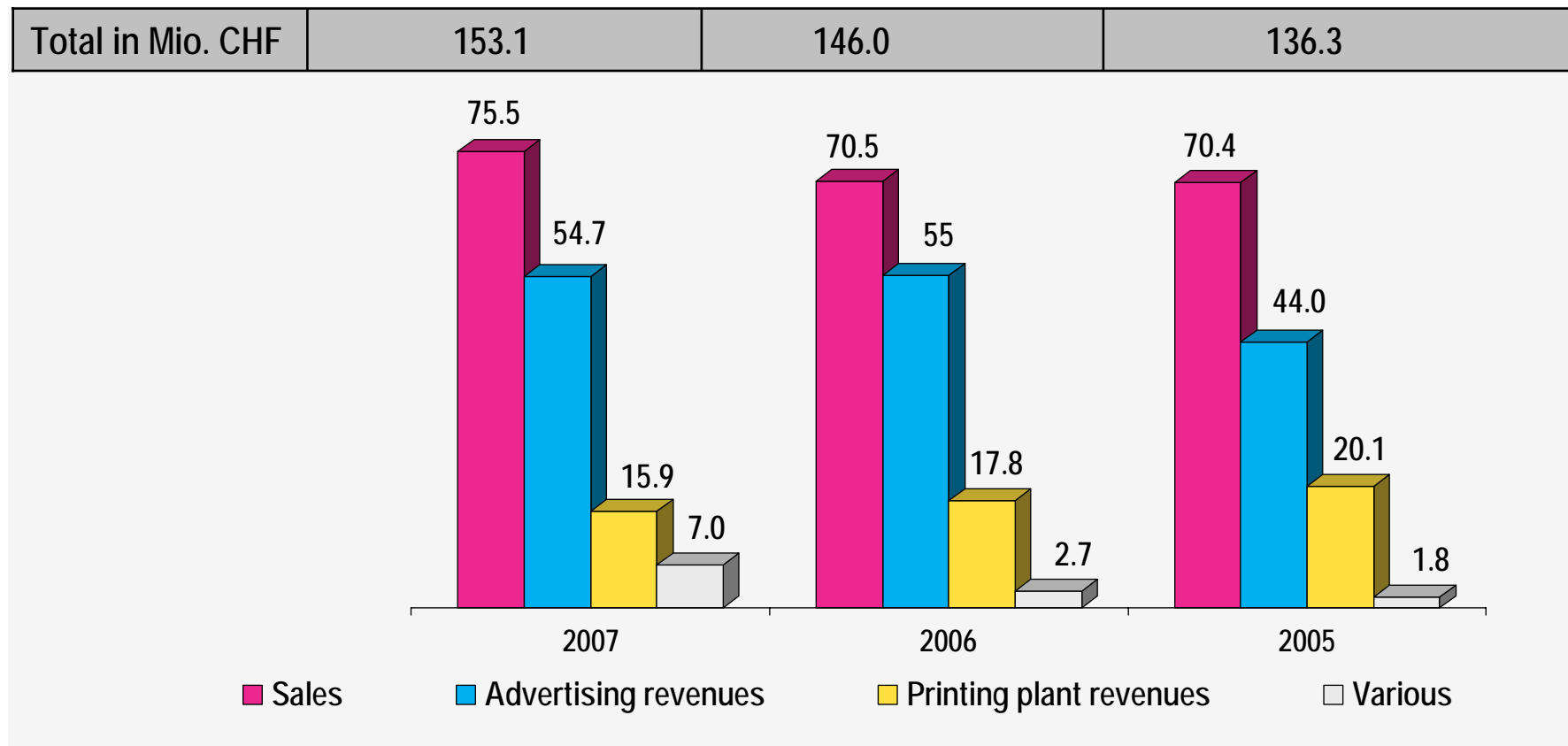
569.7

556.0

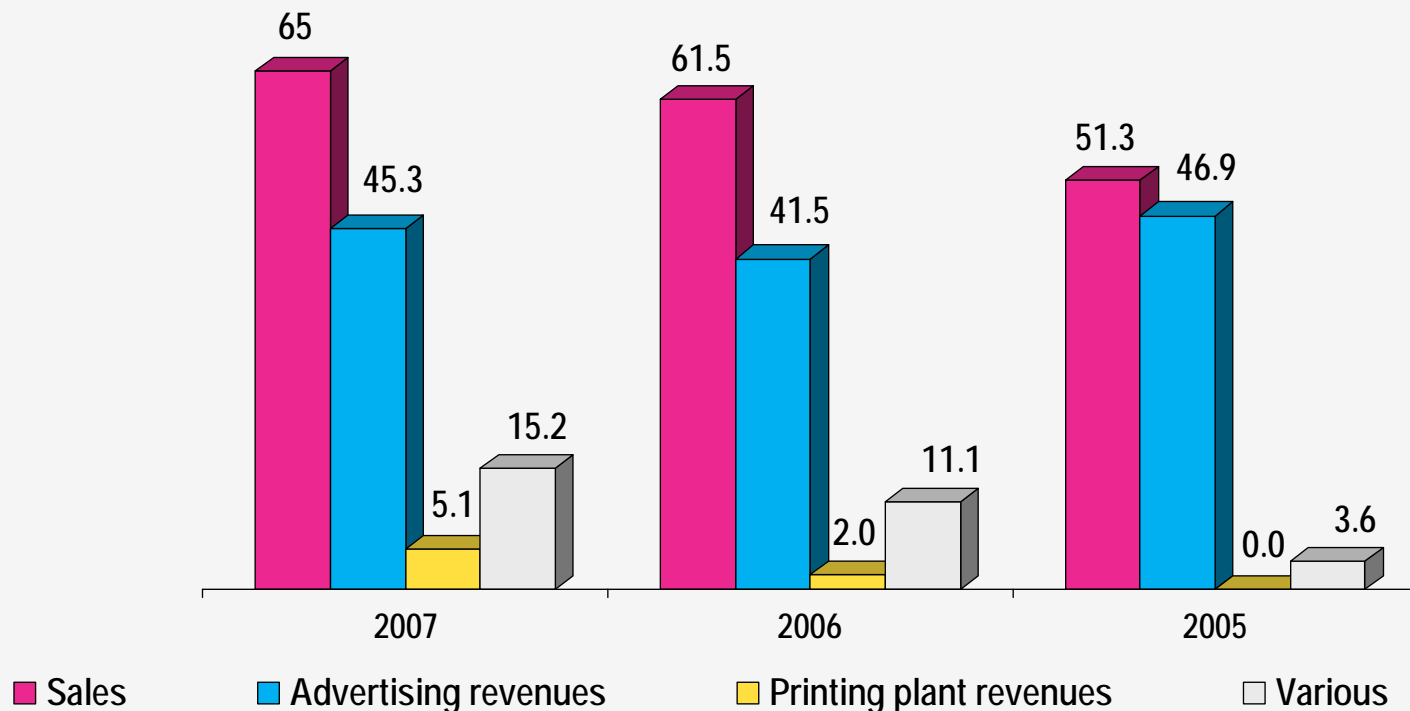


■ Magazines
 ■ Newspapers
 ■ Economic Media
 ■ Cicero/Monopol
 ■ Betty Bossi
 ■ Electronic Media
 ■ Various

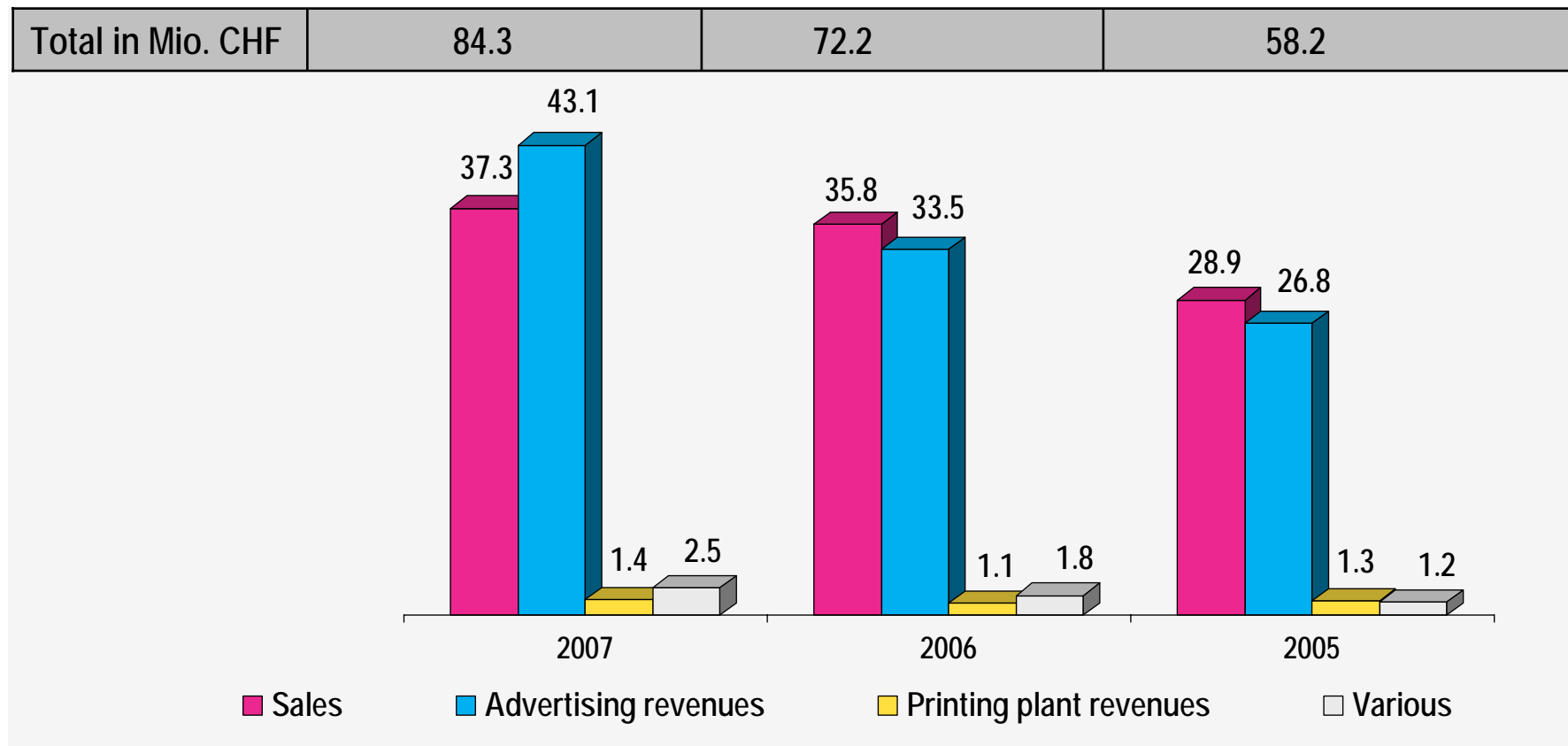
Turnover Czech Republic



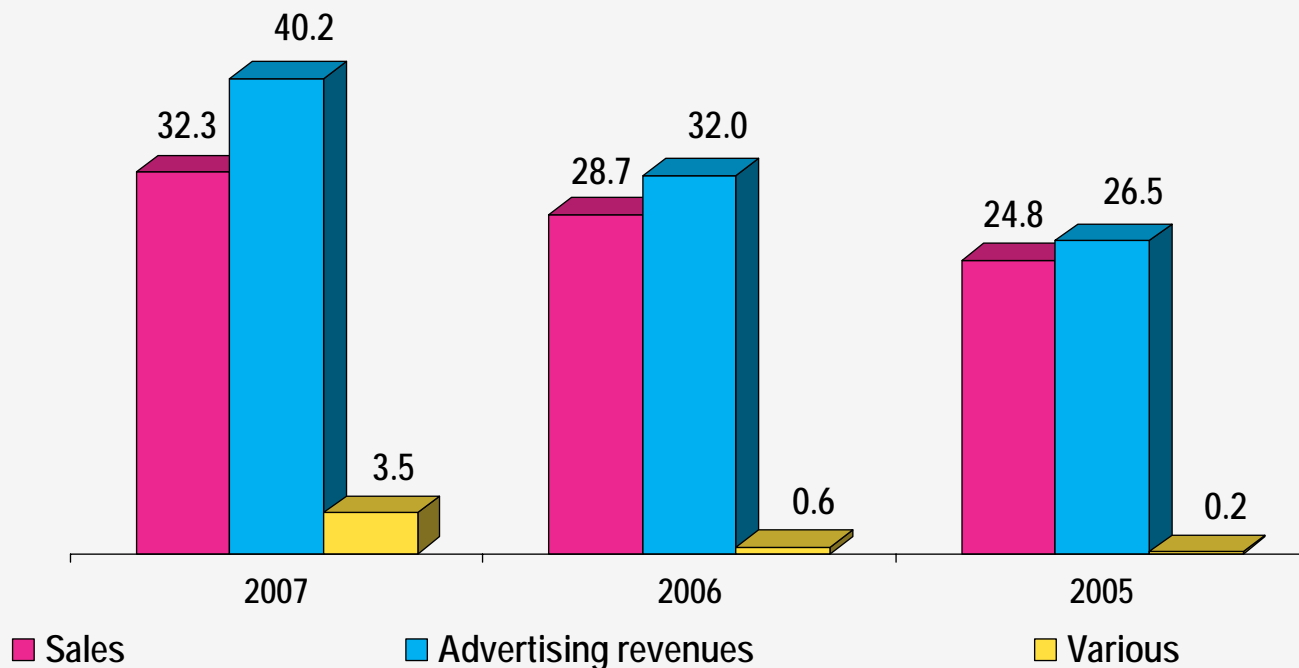
Total in Mio. CHF	130.6	116.1	101.8
-------------------	-------	-------	-------



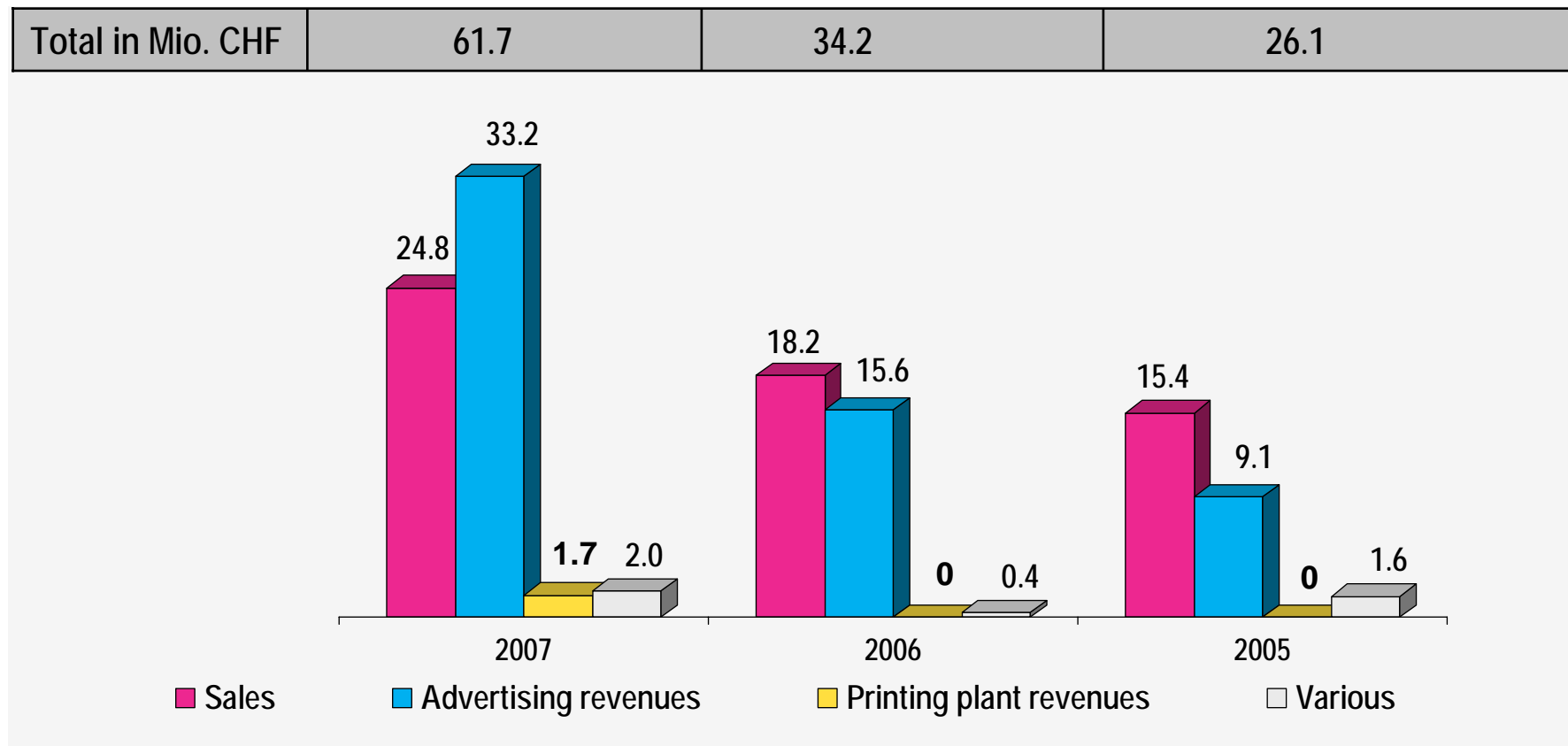
Turnover Romania



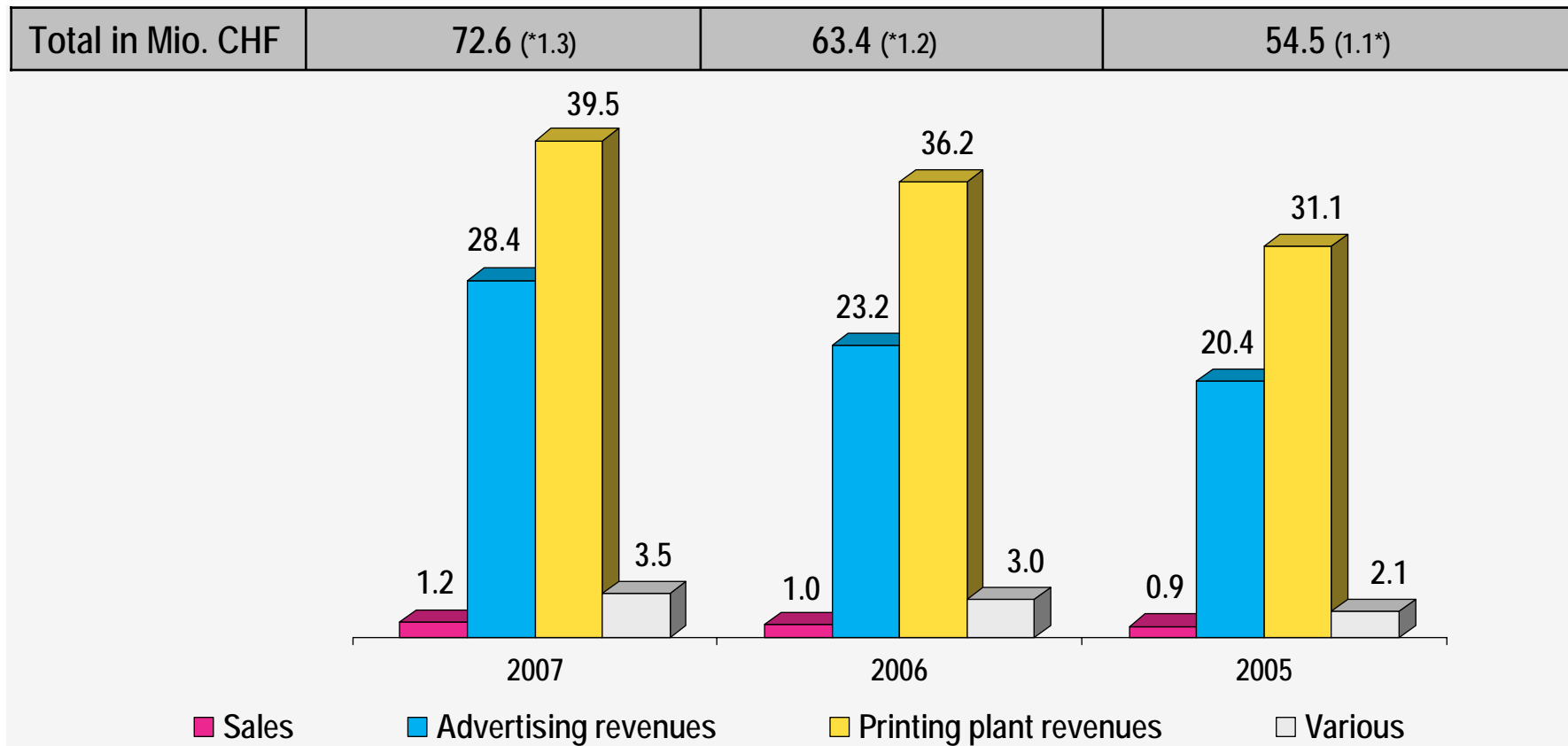
Total in Mio. CHF	76.0	61.3	51.5
-------------------	------	------	------



Turnover Serbia



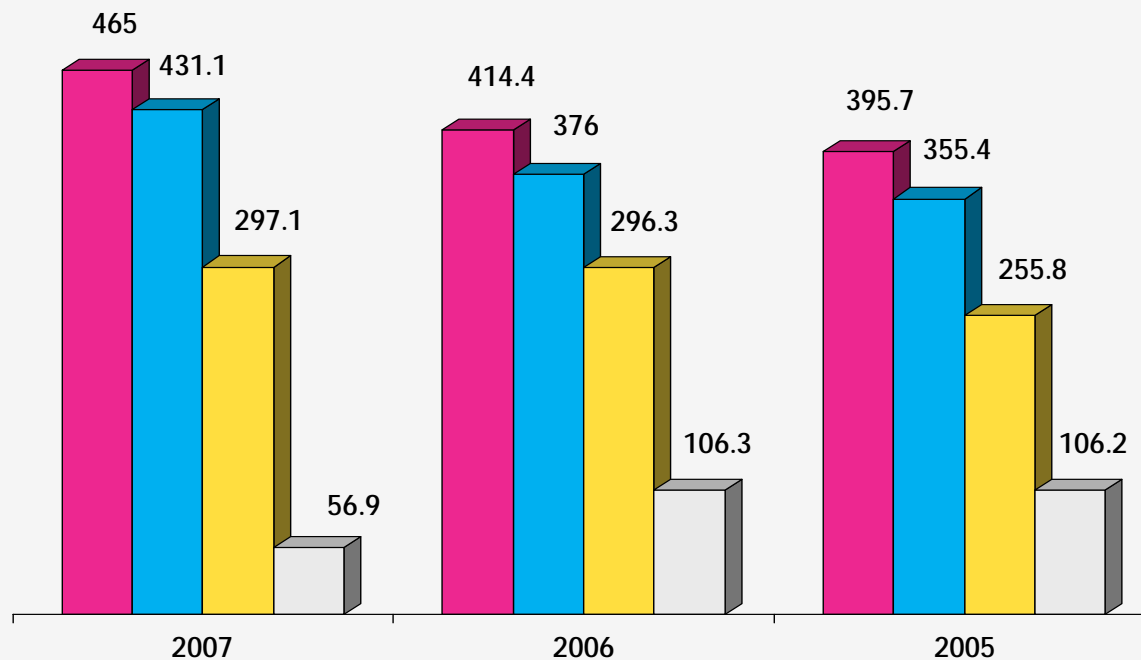




* non-consolidated turnover

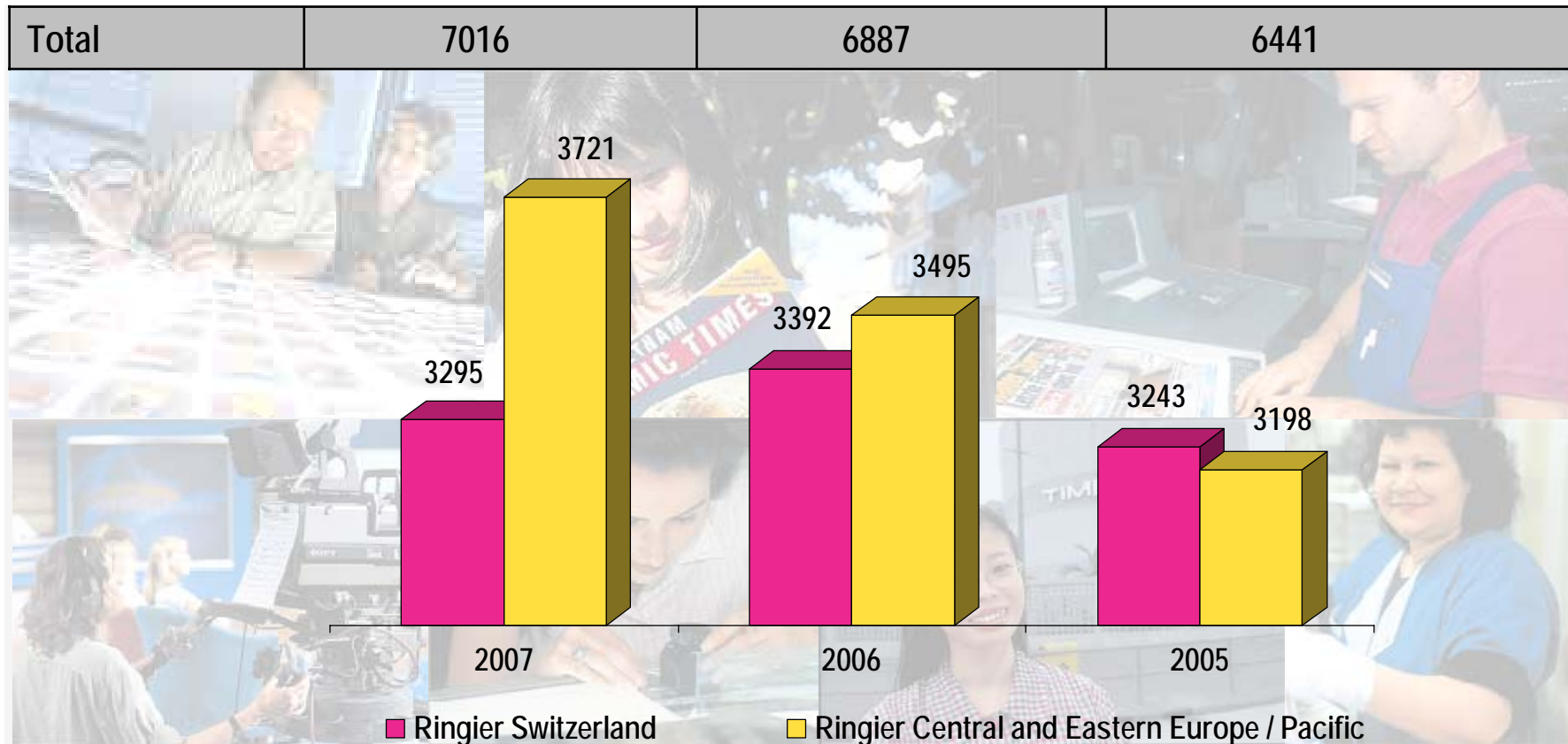
Expenditures

Total in Mio. CHF	1250.1	1193.0	1113.1
-------------------	--------	--------	--------



■ Personnel ■ Materials and outside services ■ Editorial offices, publishing, transportation and advertising ■ Other







PUNTA ALLA GENTE



WAS MENSCHEN BEWEGT



Marius Hagger – Ringier Romania

- **Growth in the tabloid market**

Two major launches: Click and Cancan; actual print run of competitors equals Libertatea's
Libertatea remains number one

- **Booming economic market**

New titles, heavy investments: Business Standard, Financiarul and Money Express
Capital remains number one

- **Overcrowded magazines market**

Nine new magazines launched in 2007, amongst them Esquire and Harper's Bazaar

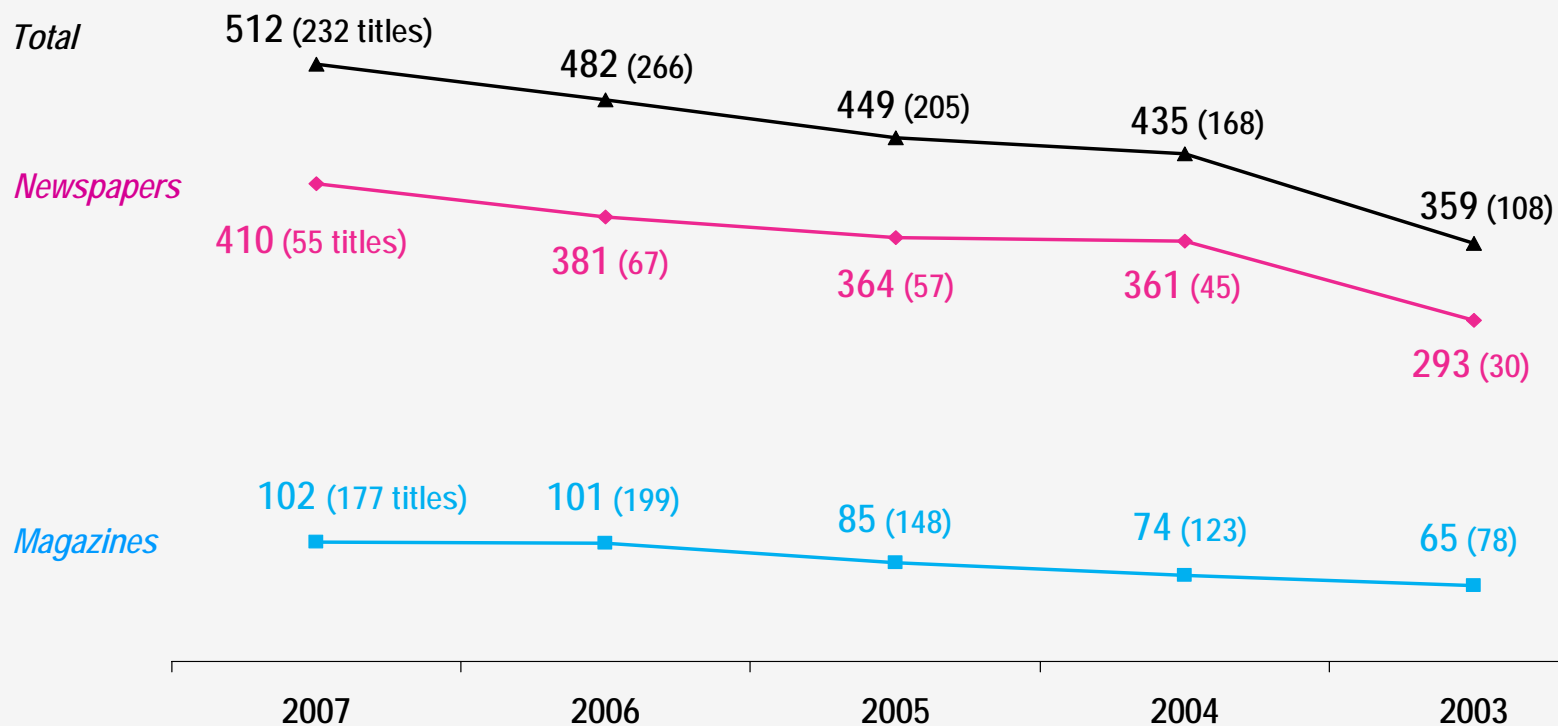
- **Unstable situation of press distribution**

Distribution blames losses on low commissions

Low cover prices of mass market newspapers

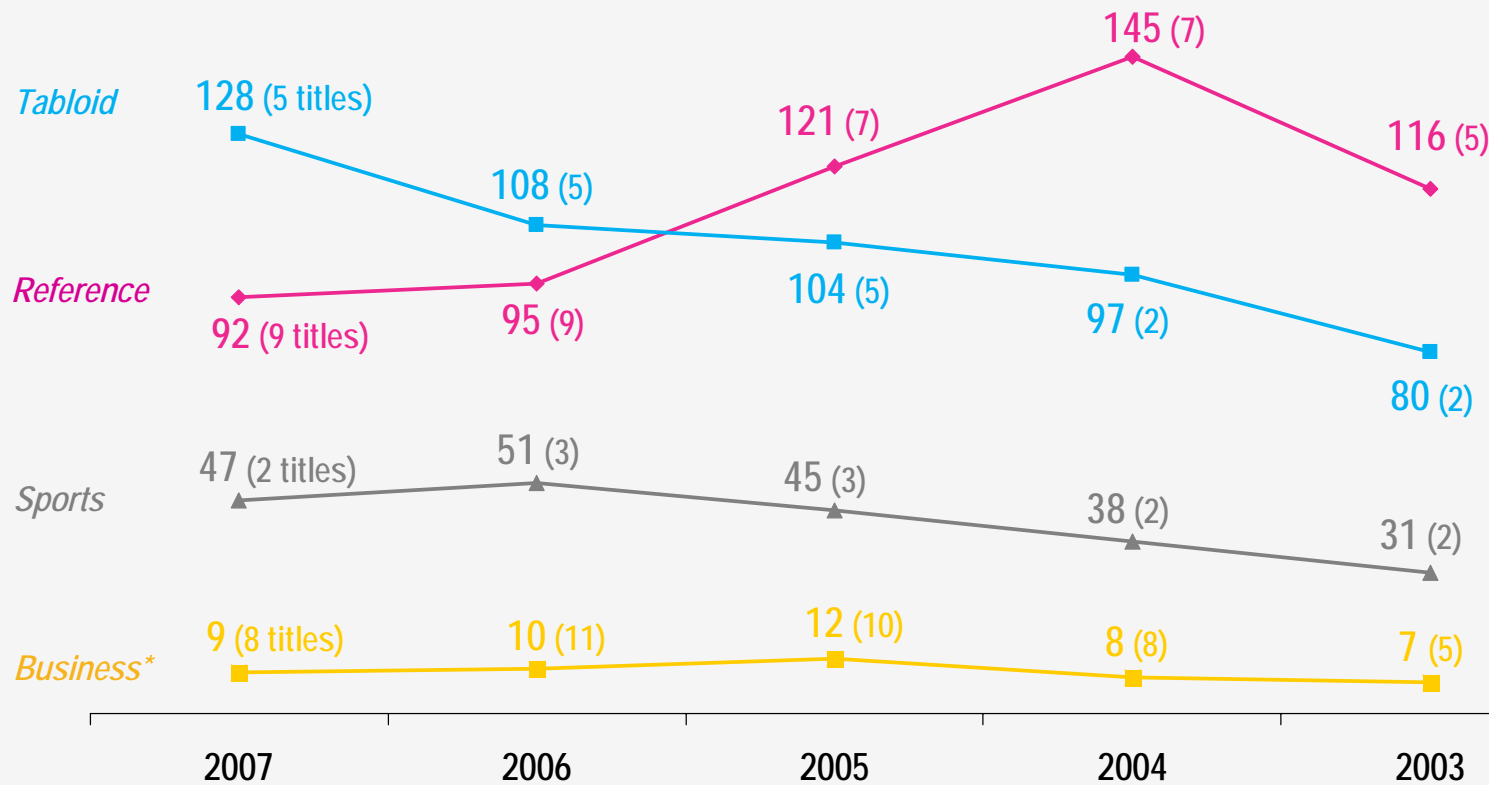
Publishers have to strongly support distribution development: distributors = partners

Evolution of press sales in Romania (Mio)



Source: BRAT (newspaper sales include Sunday editions, figures include distributed circulation of free titles)

Evolution of press sales in Romania, by segment (Mio)



Source: BRAT (sales of newspapers include Sunday editions)

(*) Business segment includes all business publications (dailies, weeklies, etc.)

- **Ringier enters TV business**

- Kanal D launched in February; currently ranks 4th in relevant target group

- Cooperation between print and TV: Capital TV

- Success story as expected

- **Libertatea**

- Printed over 600'000 copies on March 9

- **Strategic divestments**

- Sale of TV magazines and ProSport

- **Social engagement**

- The Ringier Foundation

- Continue and grow the corporate involvement projects in the near past
- Help the helpless
- Use the company's strengths

People

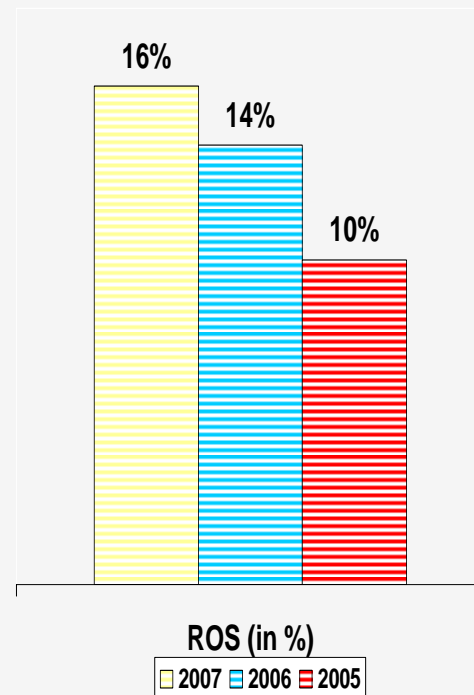
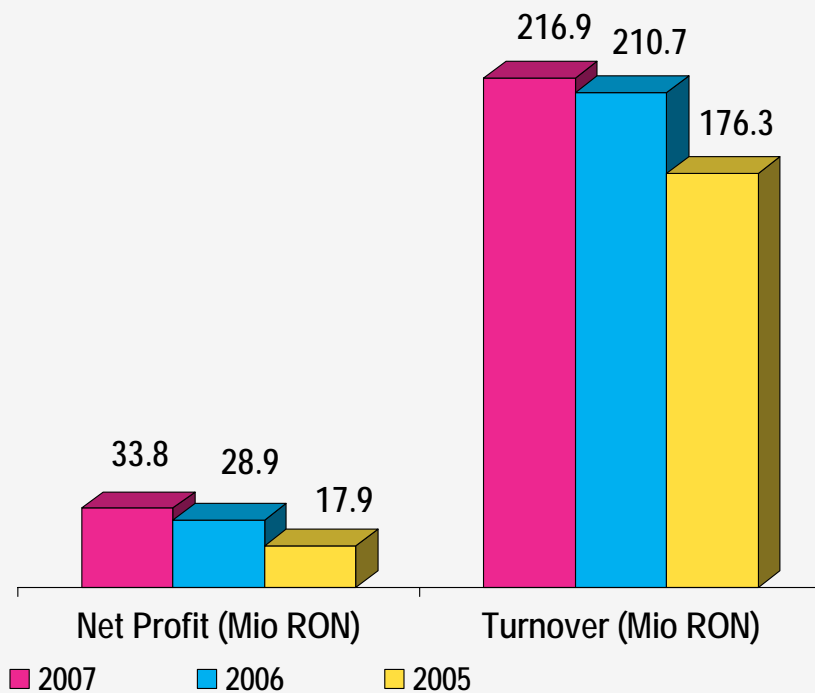
Information

Power to communicate

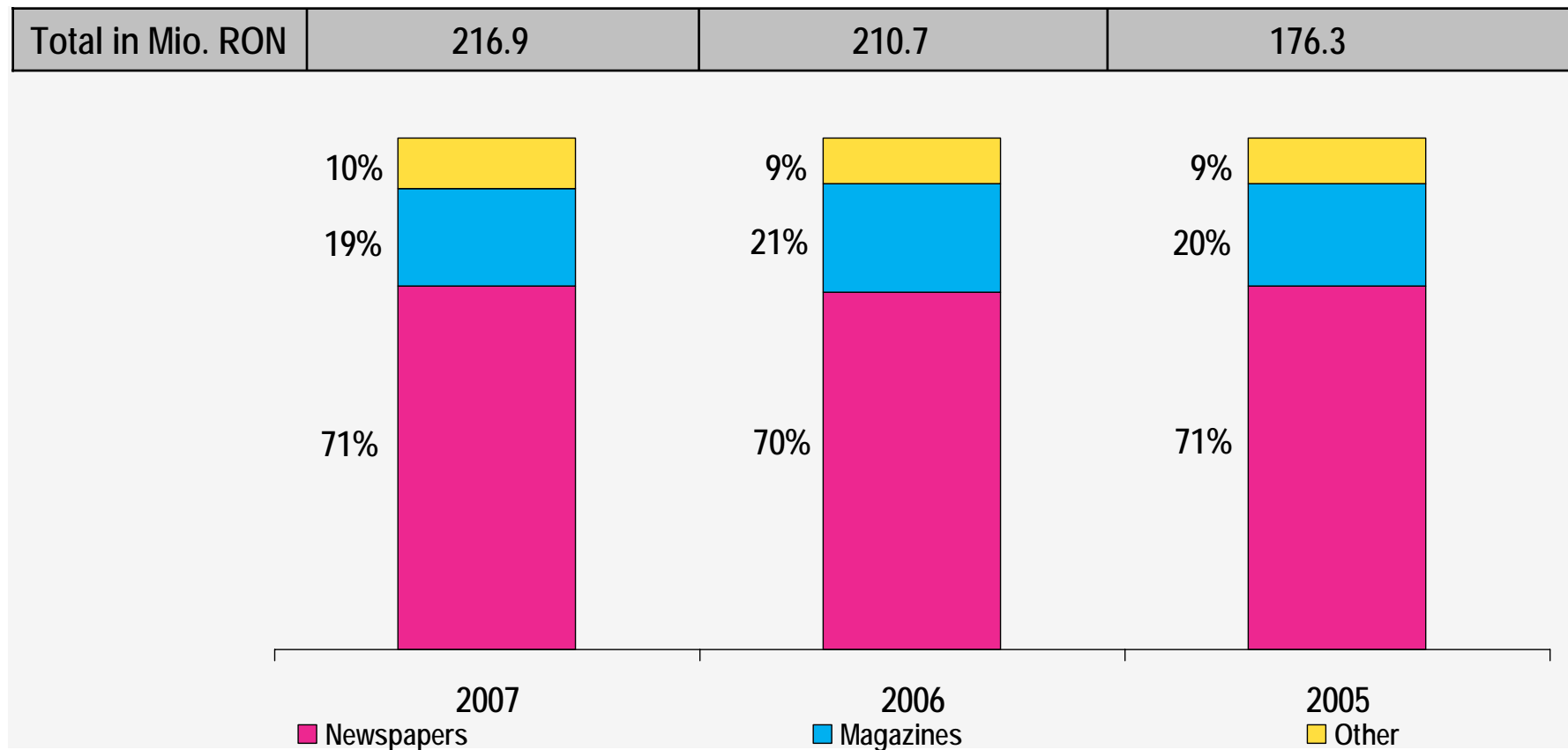
Financial success



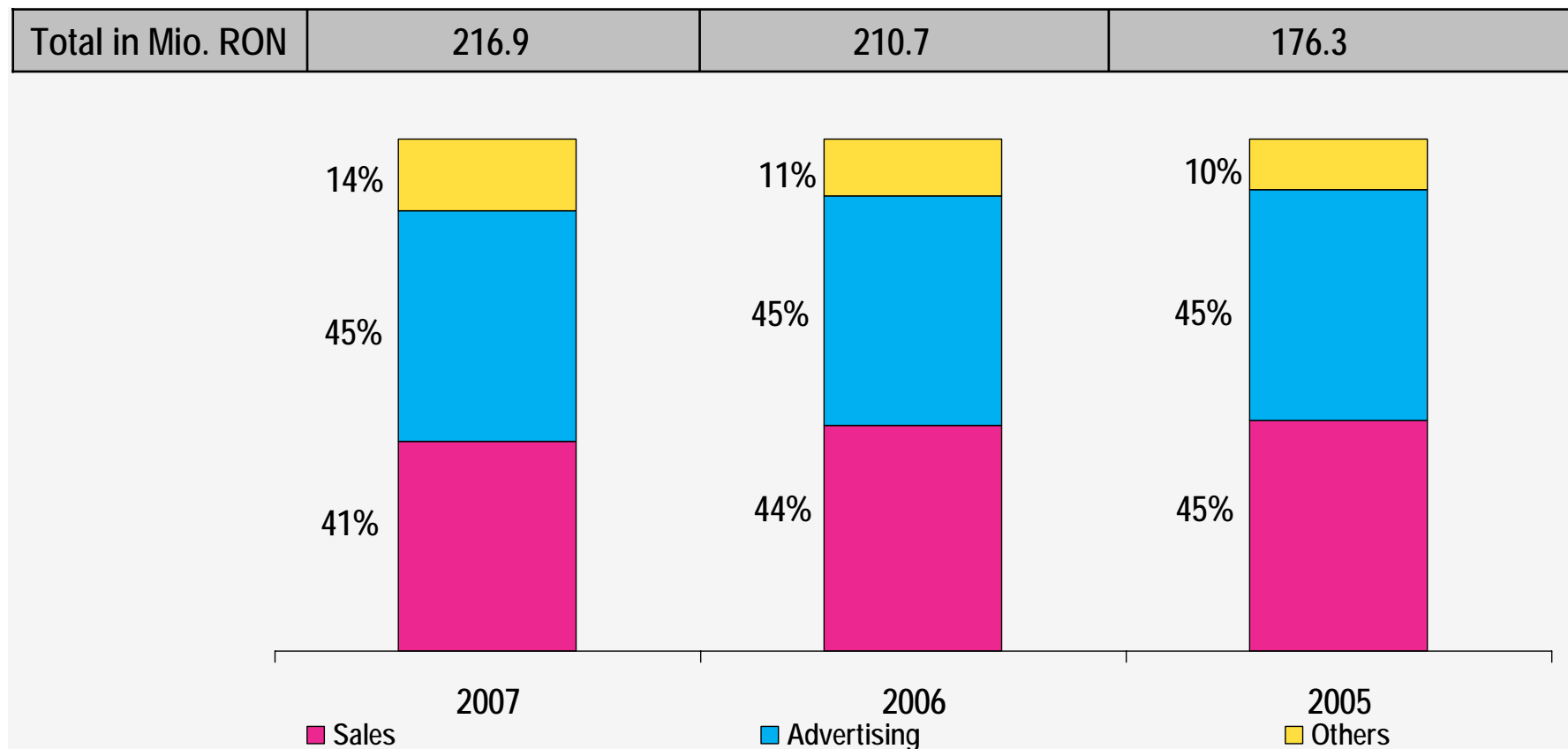
Ringier Romania – 2007 Indicators



Share of Divisional Contribution to Turnover



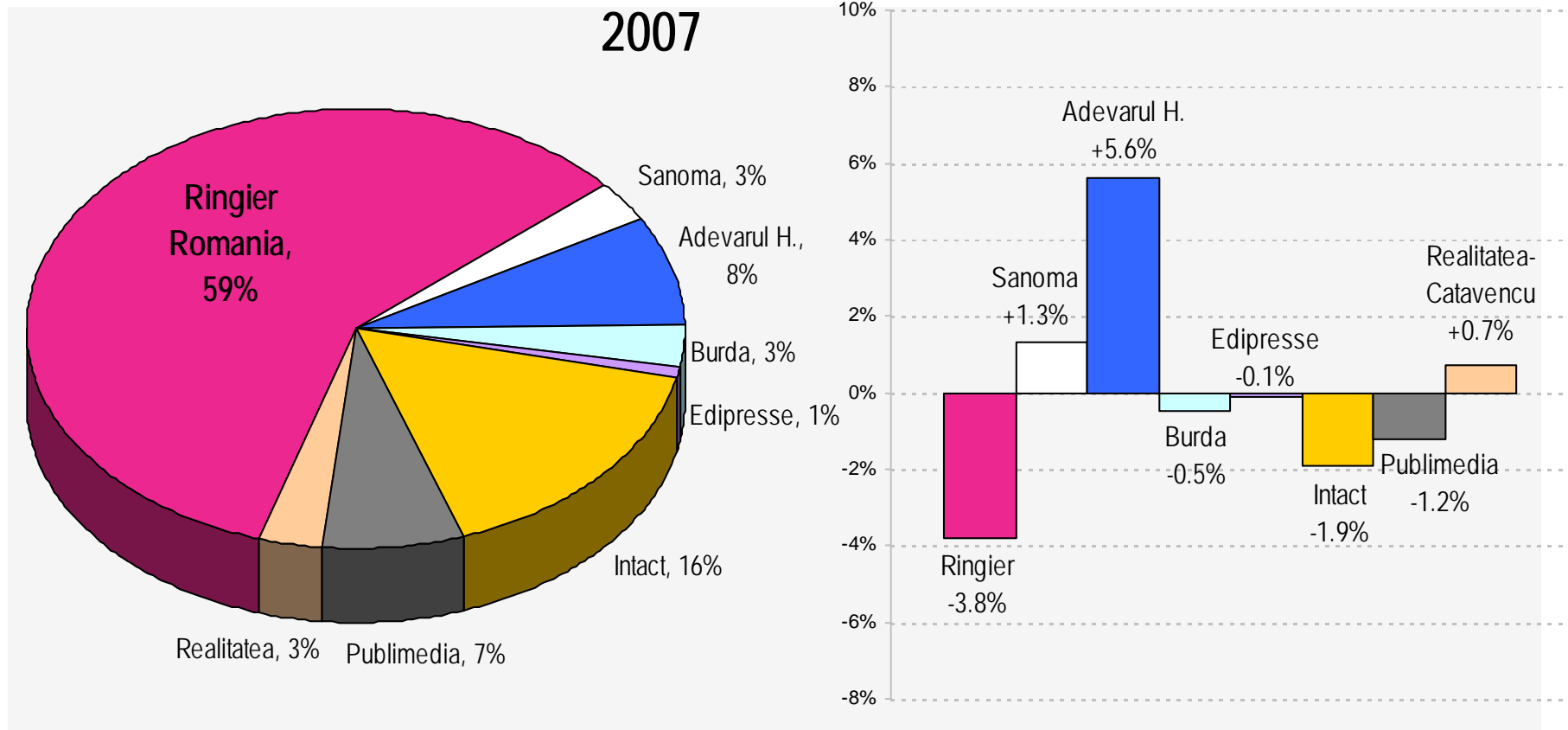
Share of Source of Revenues to Turnover



A 3D bar chart comparing the number of editorial and non-editorial staff across three years: 2005, 2006, and 2007. The x-axis represents the years, and the y-axis represents the number of staff. For each year, there are two bars: a pink bar for editorial staff and a blue bar for non-editorial staff. The values are explicitly labeled above each bar.

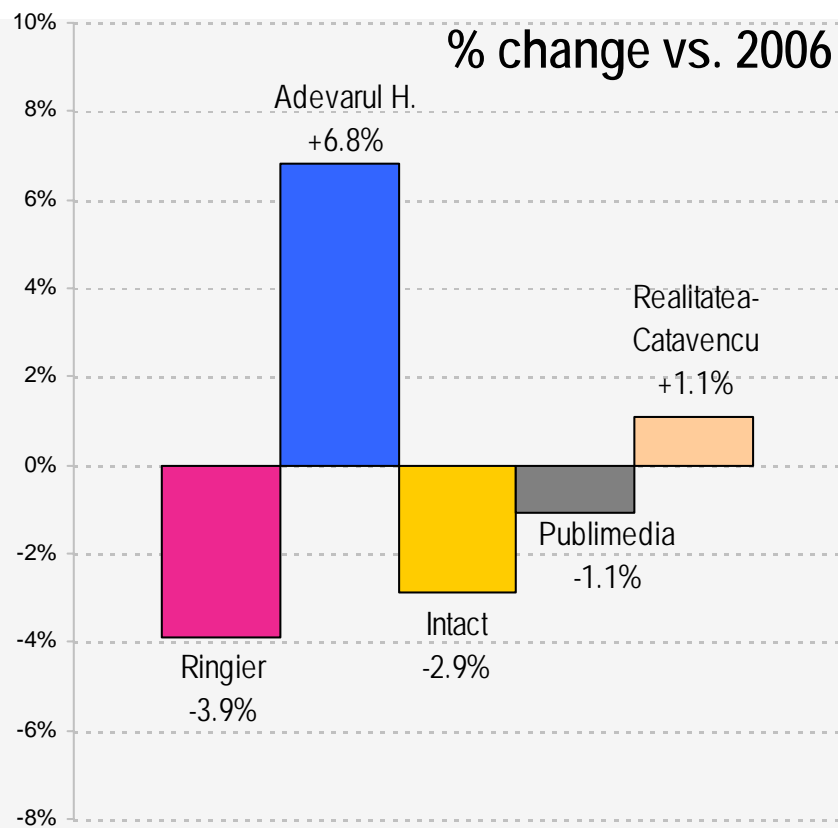
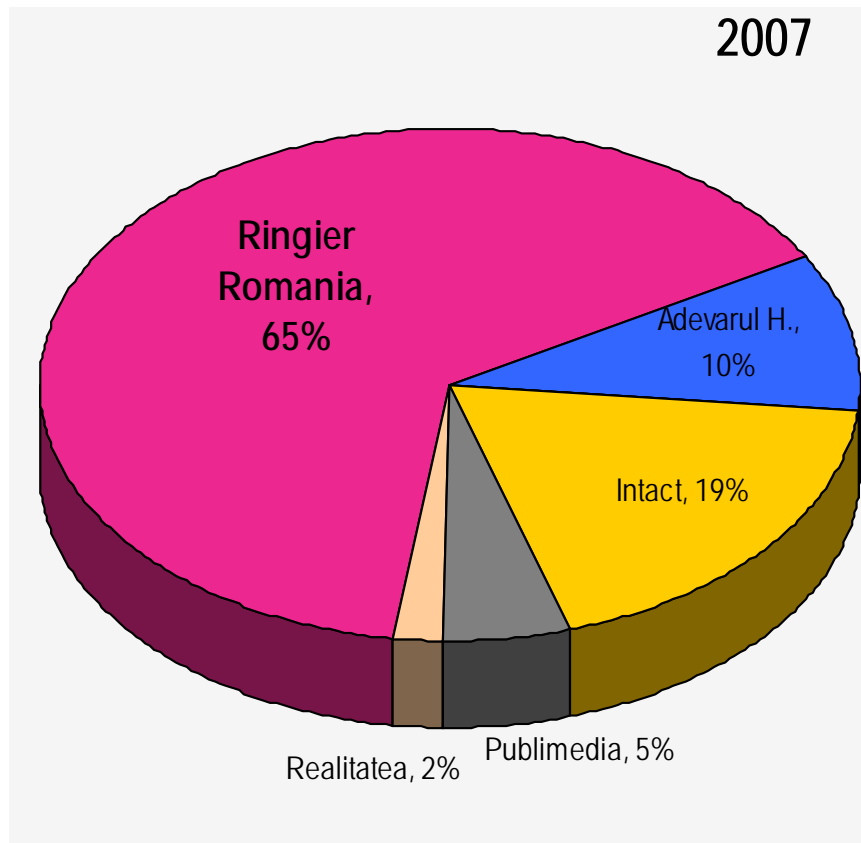
Year	Editorial staff	Non-editorial staff
2007	473	268
2006	458	281
2005	413	276

Sold Circulation market shares of main players 2007 vs. 2006 – ALL PRESS



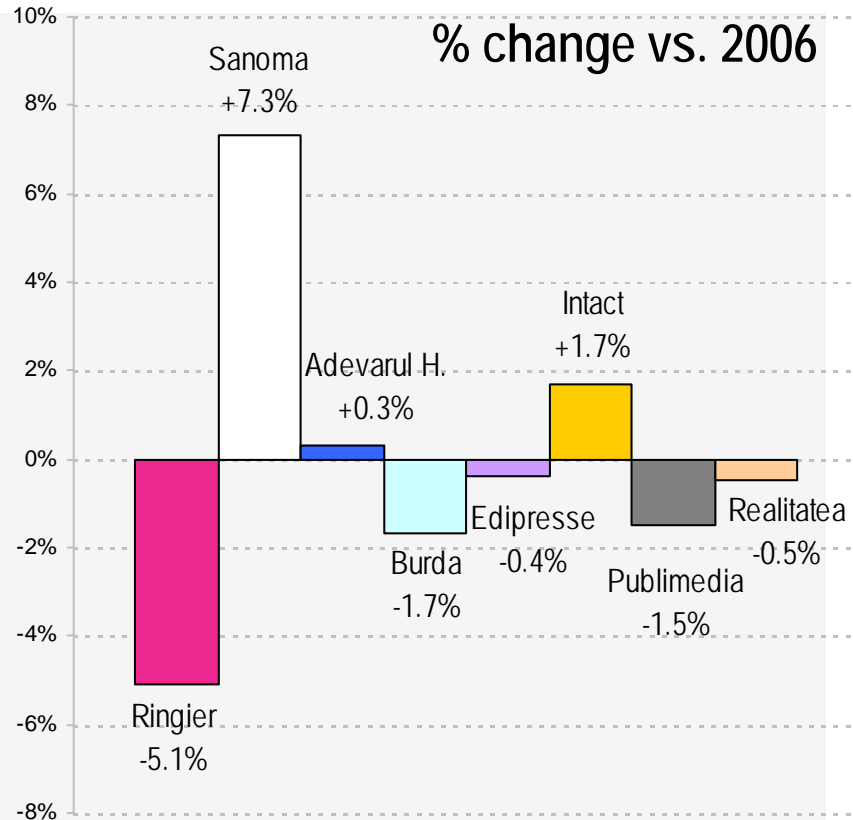
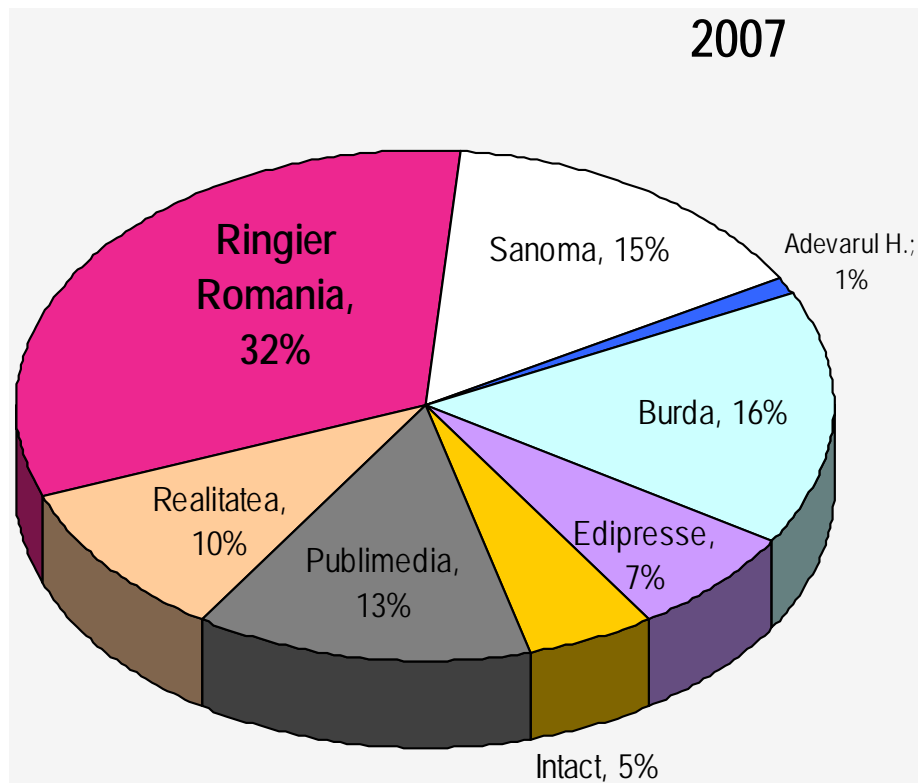
Source: Consolidation of BRAT-audited titles (includes free titles)

Sold Circulation market shares of main players 2007 vs. 2006 – NEWSPAPERS



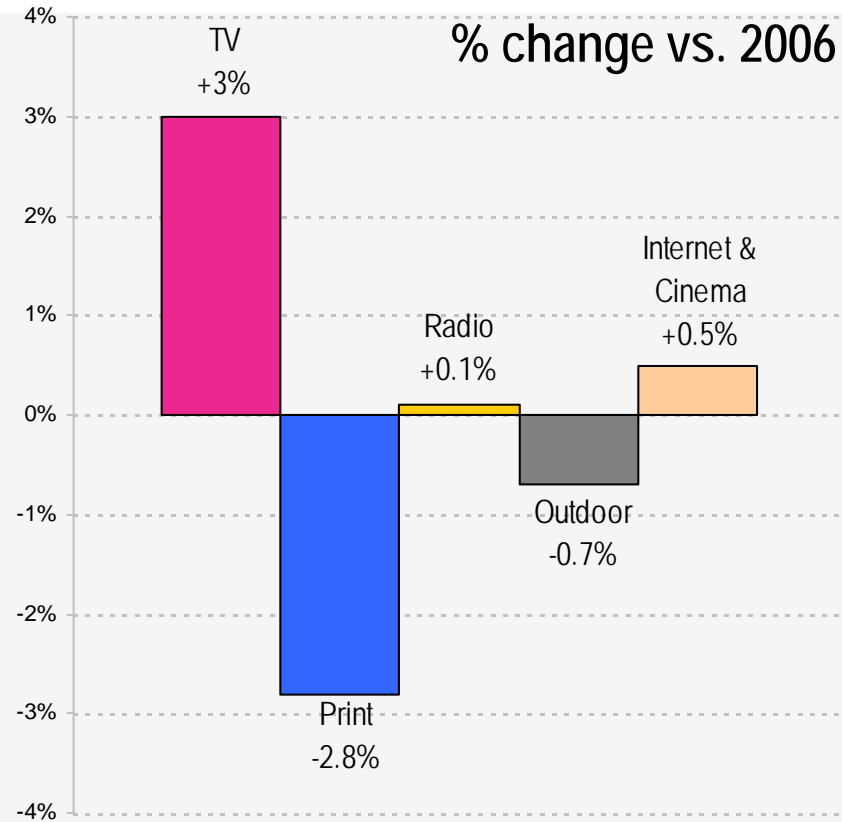
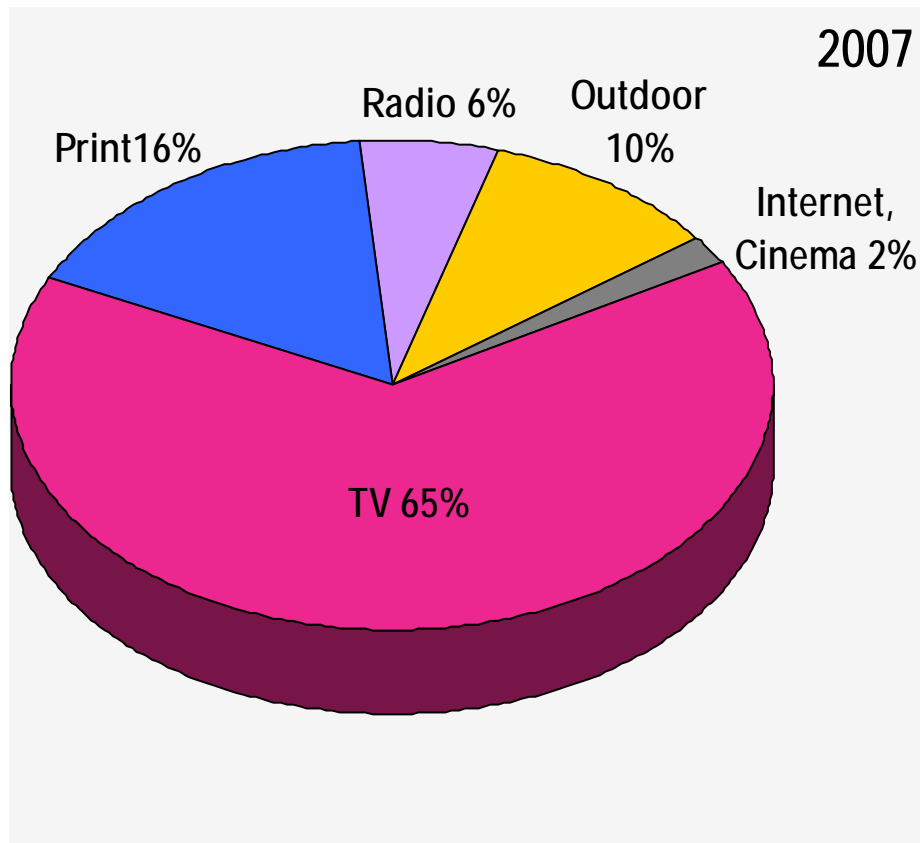
Source: Consolidation of BRAT-audited titles (includes Compact)

Sold Circulation market shares of main players 2007 vs. 2006 – MAGAZINES



Source: Consolidation of BRAT-audited titles (includes free titles)

Romanian advertising market – budgets allocation 2007 vs. 2006 (net)



Source: Ringier estimates of net advertising spending

- **Market gets even more overcrowded**

 - Marie Claire and InStyle on sale since April

 - Fourth and fifth tabloid rumored to be launched end of year

- **Higher costs**

 - Higher salaries, marketing expenditures and distribution costs; not reflected in cover prices

- **Consolidation still likely**

 - Too many publications with unsatisfactory ROS

- **Distribution has to be developed**

 - Growth driver will be highly developed press distribution; investments are needed

- **Internet market developing**

 - High growth of 86% (2004-2007) on low level, but with an interesting potential

 - Some remarkable transactions: 30% of ejobs for 4.2 Mio. €; 28% of Neogen for 6 Mio. €

- **Working the growth drivers**

- New printing plant

- Developing press distribution in partnership with major players and distributors

- **Reinforcing our market positions**

- Libertatea, Capital, Evenimentul Zilei, Compact, Magazines

- **Invest in social responsibility**

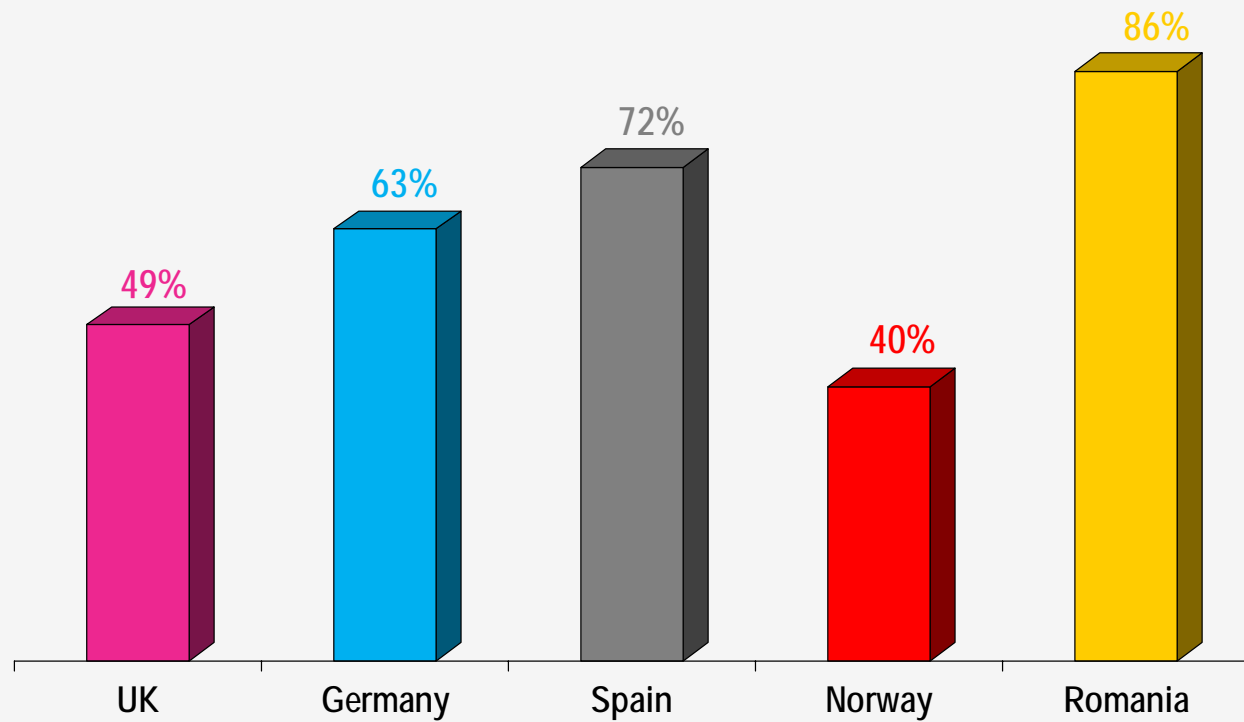
- Develop the programme for the Ringier Foundation

- **Focus on multimedia**

- Further develop cooperation with Kanal D

- Investing in websites of our publications and new business

Compound Annual Growth Rate of online advertising, by country (2004-2007)



Source: IAB, eMarketer, Nielsen

Share of online advertising spending, by country (2004-2007)

