

tamedia:

Financial Results 2004



- General environment 2004
- Financial Results 2004: Overview
- Tamedia's key issues 2004
- Outlook and plans 2005
- Remarks to Financial Results 2004:
 - Operating revenues
 - EBITDA
 - Net income
 - Segment information
 - Depreciation & Amortization
 - Impairment
 - Cash flow statement
 - Balance Sheet
- Summary 2004

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Martin Kall

Chief Executive Officer

	1999*	2000	2001	2002	2003	2004
GDP growth (real)	1.6%	3.2%	0.9%	0.2%	0.0%	1.7% ¹⁾
Unemployment rate (year end)	3.0%	2.7%	2.6%	3.2%	4.1%	4.0%
Advertising expenditures in CHF mill. (MediaFocus) ²⁾	3'134	3'370	3'233	3'155	3'150	3'537 ²⁾
Tamedia in CHF mill.*						
Operation revenues	770	818	756	640	574	567
EBITDA	172	201	146	72	28	103
EBIT	136	164	79	18	-41	63
Net income from continuing operations	130	140	43	20	-19	50

* Tamedia figures: before 2000 not on IAS basis

•1) Estimate

•2) Source: Mediafocus gross ad expenditures without media sector; from 2004 AIS without media. Not comparable to previous year because supplements and classifieds are included.

- Growth of Swiss economy mainly export driven
(estimated GDP 2004: 1.7% compared to 0.0% in 2003)
- Ad expenditures slightly higher than in 2003
- Consumer Confidence Index gently higher (-10 indexpoints in January 2005 compared to -28 indexpoints in January 2004)
- Job classifieds still negatively influenced by high unemployment rate (December 2004 4.0% compared to 4.1% in 2003)
- Ongoing consolidation in the Zurich media market

Bottom reached after years of recession

Gross Advertising in 2004

in CHF mill. ¹⁾	WEMF Advertising Statistics Switzerland				WEMF AIS		03/04
	1999	2000	2001	2002	2003	2004	
Newspapers	2'118	2'250	2'150	1'861	1'651	1'640	- 0.7%
Magazines	337	379	346	307	566	567	0.3%
Professional journals	380	404	390	378	14	14	4.8%
Print	2'835	3'032	2'886	2'547	2'230	2'221	-0.4%
Television excl. Sponsoring	439	475	442	482	704	737	4.7%
Radio excl. Sponsoring	105	120	109	106	96	98	2.9%
Movie theaters	42	45	40	38	42	51	20.3%
Teletext/Online from 2003	13	14	14	14	45	47	4.4%
Outdoor advertising	502	592	603	571	391	384	-1.9%
Total	3'998	4'342	4'166	3'826	3'507	3'537	0.9%

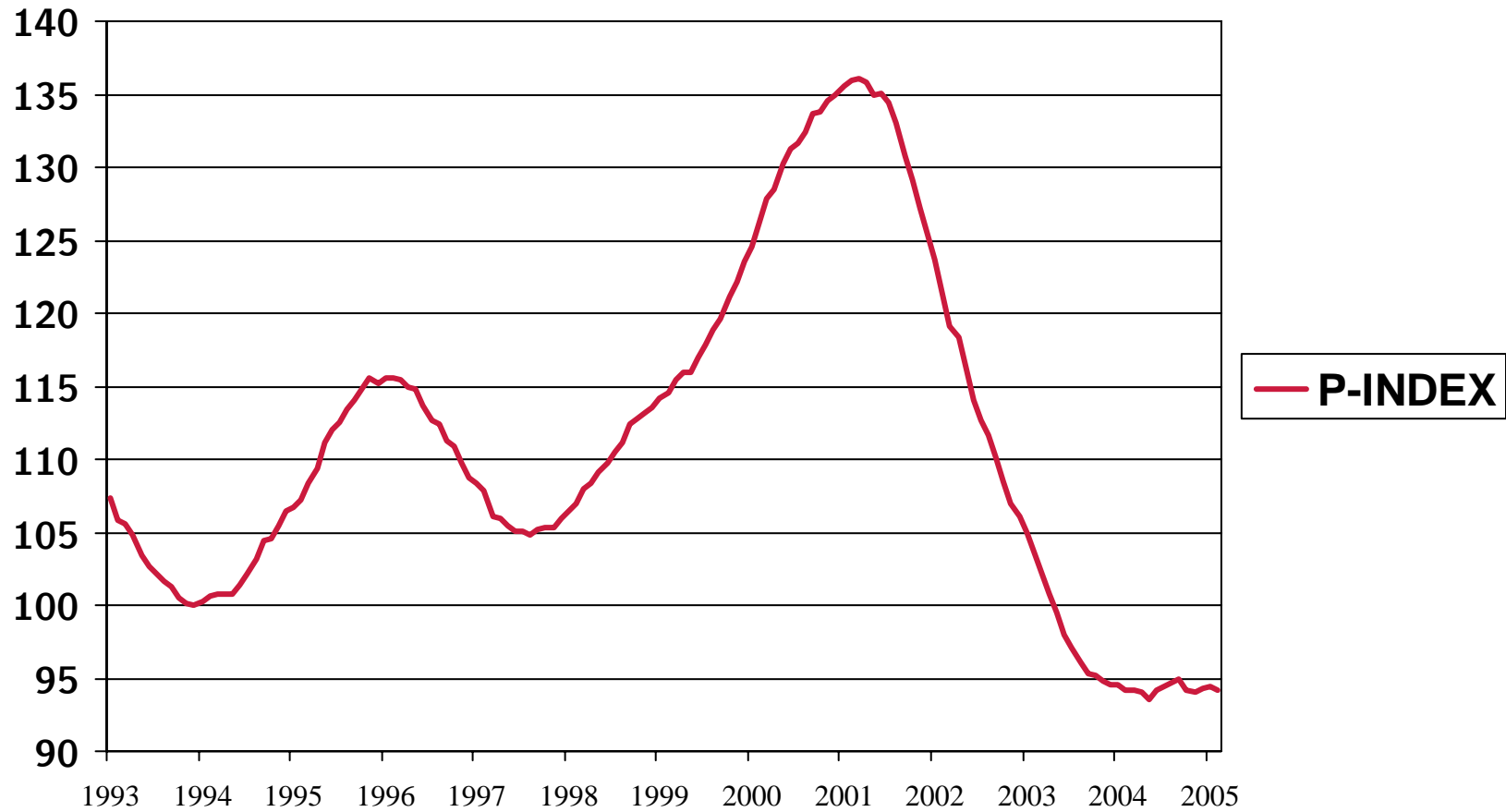
(1) Source: 1998-2002 WEMF Advertising Statistics (new typology from 2002), incl. media. On a net basis.

2003-2004 WEMF Advertising Index Switzerland (AIS), without media. Not comparable to previous year. Gross expenditures (TV, Movie theaters).

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Nevertheless, for the media industry 2004 was an annus horribilis with regard to ads

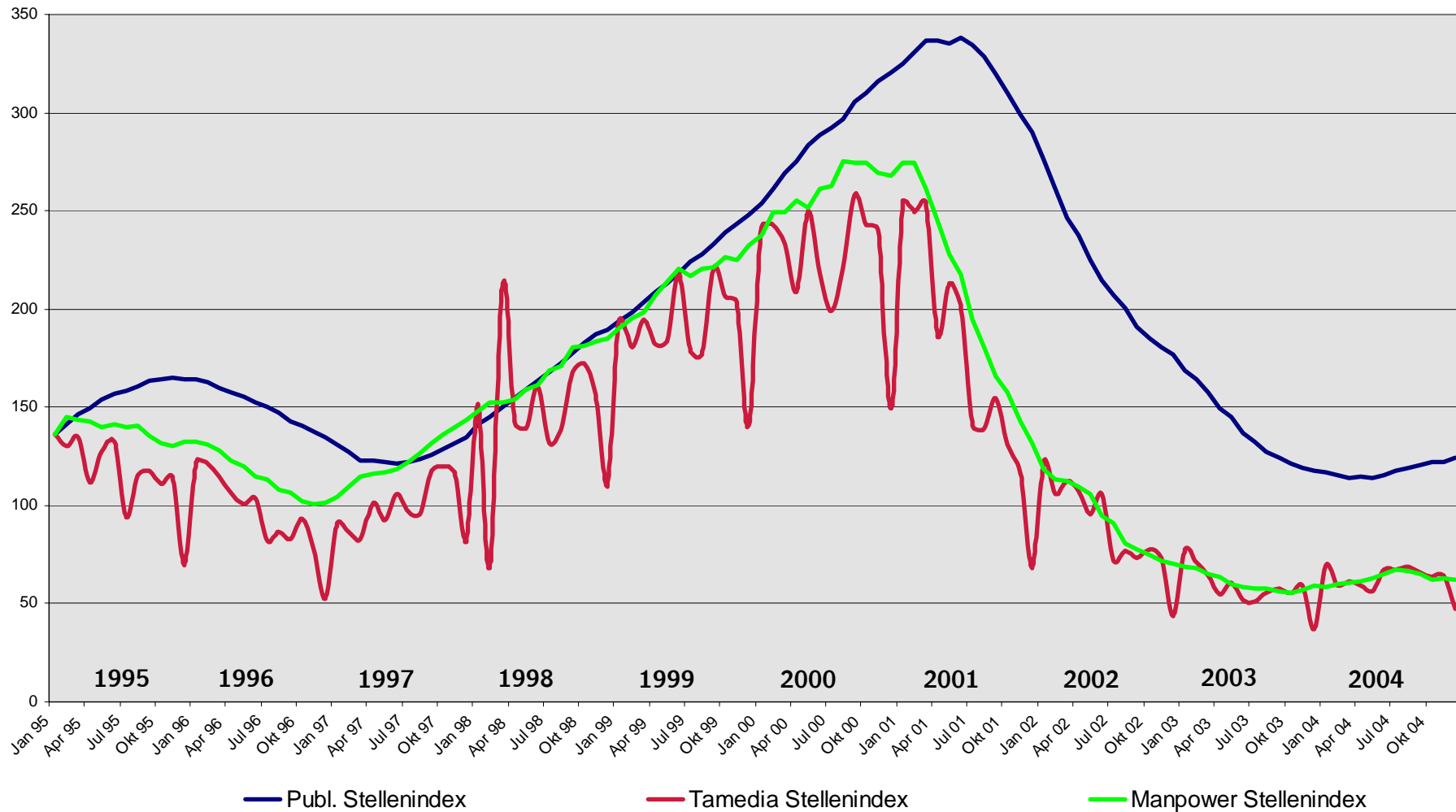
Publicitas-Index: Development of ad spendings in daily papers



Source: Publigroupe

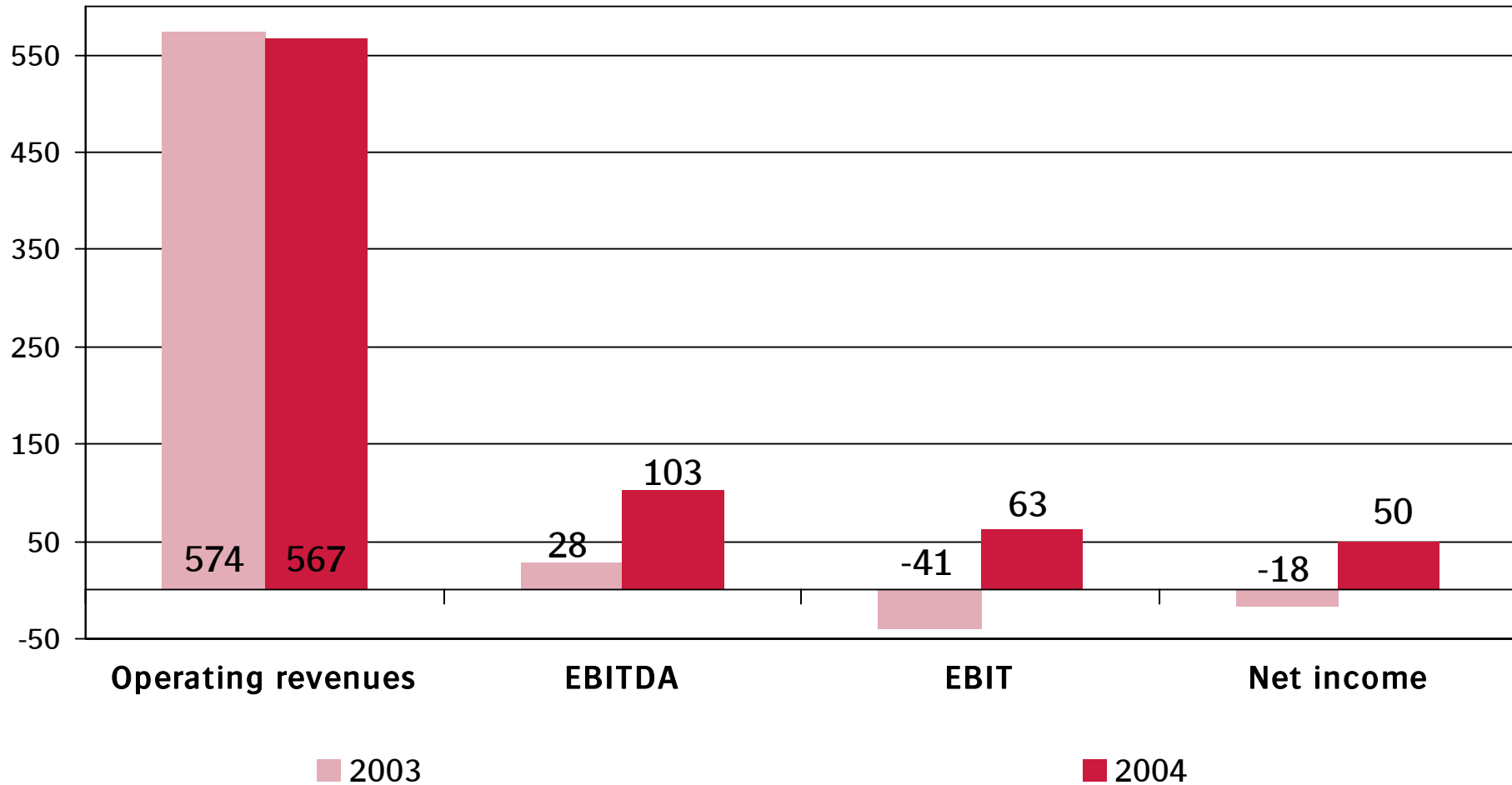
tamedia: ... and in the job market there is potential too

Job ads: Publicitas / Tamedia / Manpower



Tamedia achieves reversal of trend with regard to EBIT

Financial Results 2003 and 2004: Overview



- **Key figures 2004:**

- Revenues: CHF mill. 343.9 (+ 0.2%)
- EBITDA: CHF mill. 55.1 (+ 327.7%); margin: 15.9% (prior year 3.7%)
- EBIT: CHF mill. 47.3 (py: CHF mill. 3.6); margin: 13.6% (py 1.0%)

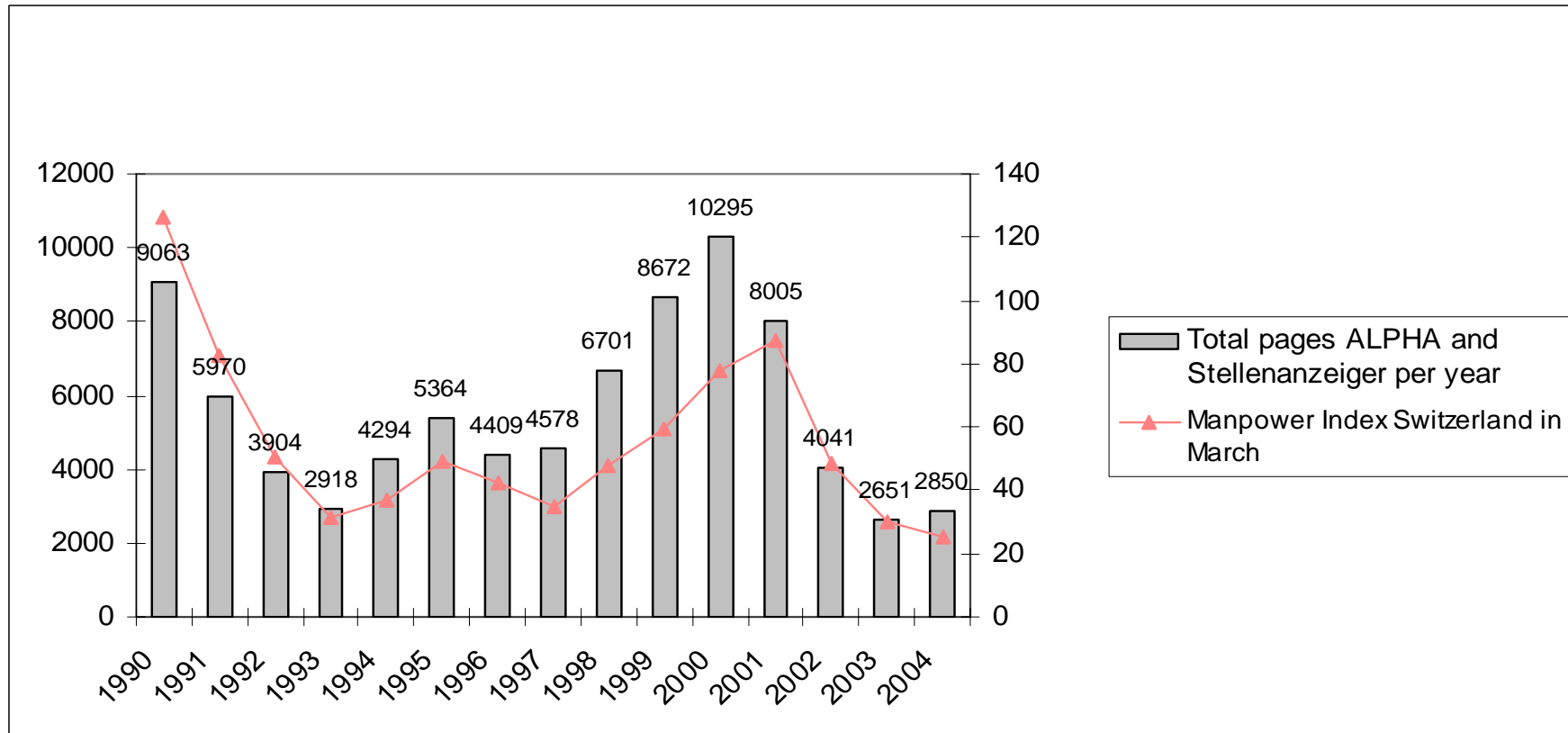
- **General issues:**

- Daily papers still lose commercial ads
- Job ads reached bottom; job management ads increase
- Ongoing consolidation in the Zurich market

- **Tamedia specific issues:**

- Operating revenues stable in the most important division; EBITDA more than tripled
- **Soft face-lift of «Tages-Anzeiger» in March 2004 and decision for expansion in the Zurich area**
- **Formation of advertising package Metropool with BaZ, BZ und Tages-Anzeiger**
- **Cooperation with the same titles for «Das Magazin»**
- **20 Minuten expands to Lucerne**
- **Combination of Print and Online in Tamedia Job Market; relaunch of internetplatform jobwinner.ch**
- **Edipresse and Tamedia take part in homegate.ch**
- **Launch of car4you-newspaper in cooperation with car4you**

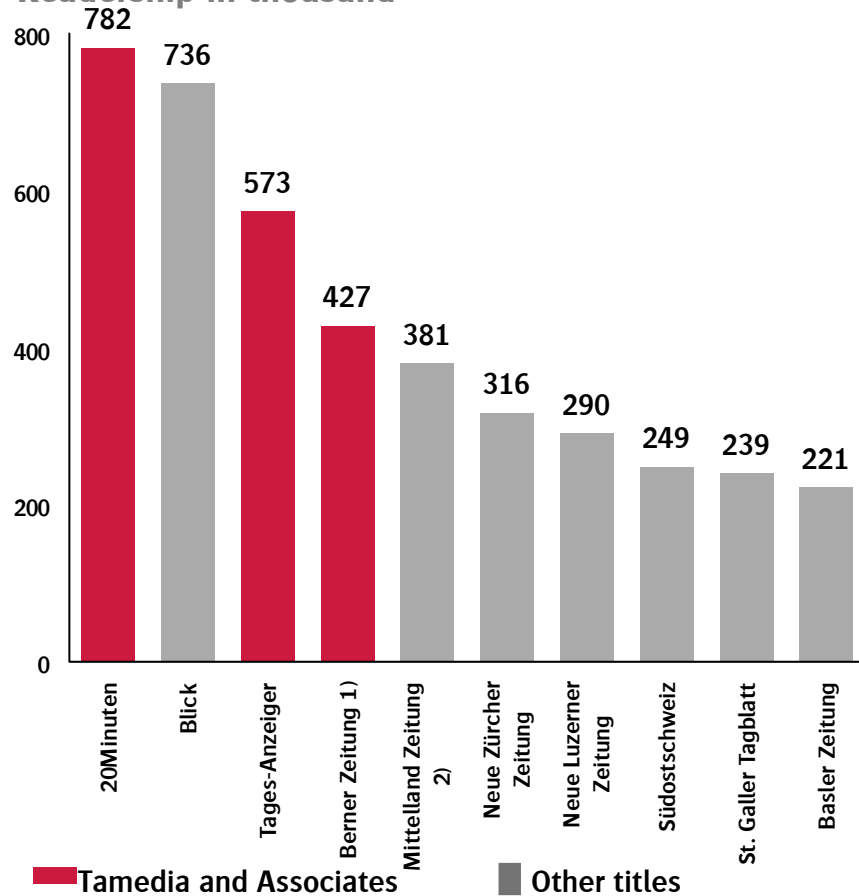
Annual number of ad pages in ALPHA and Stellen-Anzeiger in comparison to Manpower Index Switzerland



Source: Manpower and Tamedia Job Market, 2004

Top daily newspapers

Readership in thousand

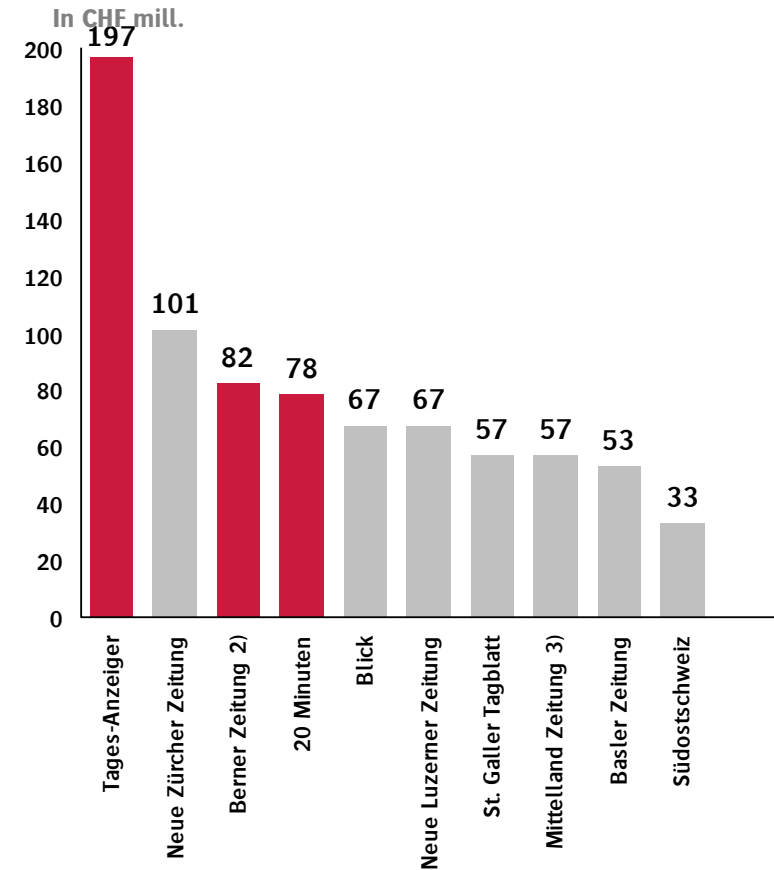


1) BZ from 2004 incl. Bund; 2) AZ was integrated in MLZ in 2002

2) Source: MACH Basic 2004

Analysts' Conference, March 30, 2005

Top Swiss daily newspapers 1) 2004 by gross advertising revenue

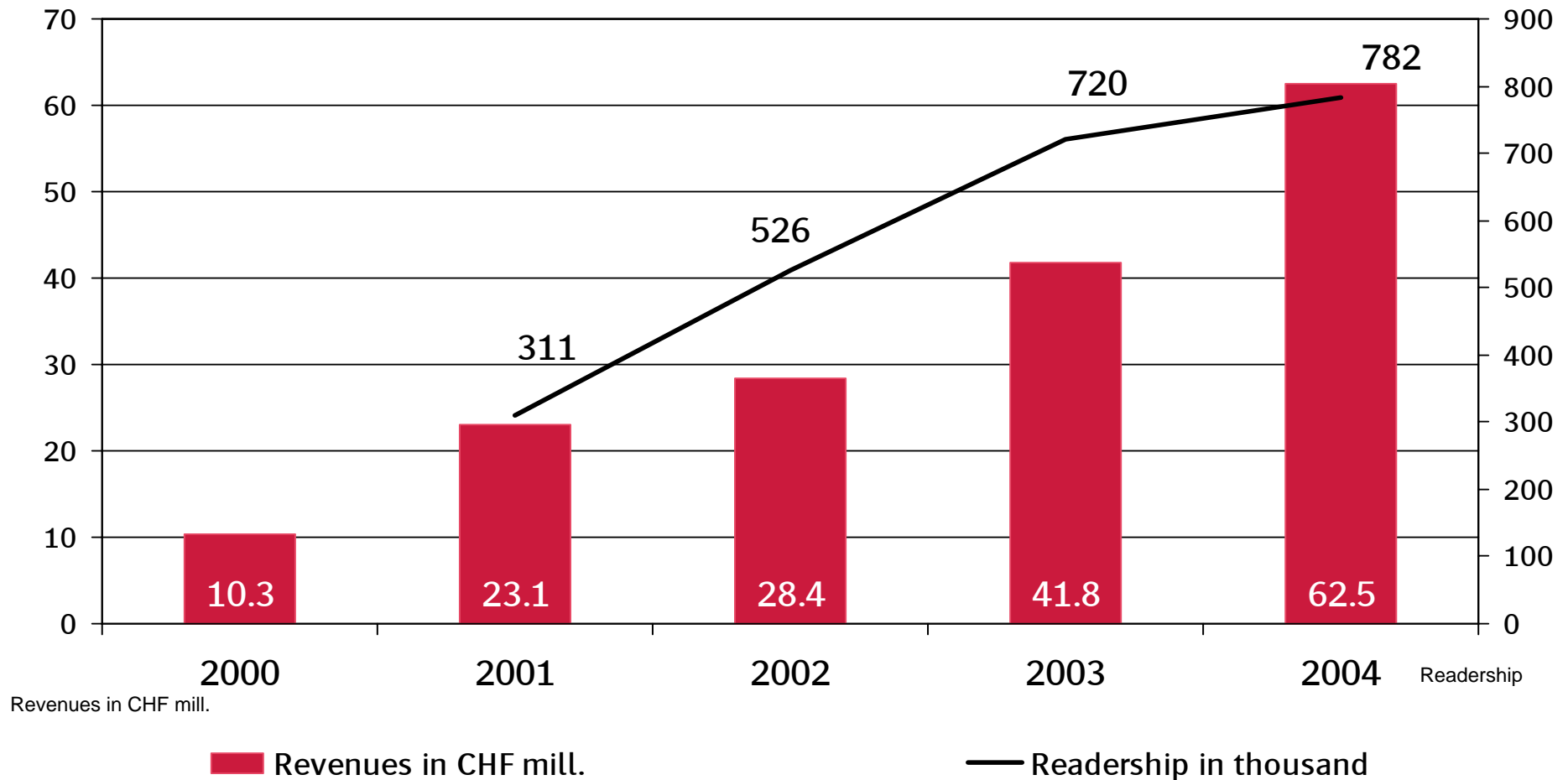


Source: AIS 2004 excl. media

Notes:

- 1) incl. supplements and classifieds
- 2) BZ from 2004 incl. Bund
- 3) incl. split editions

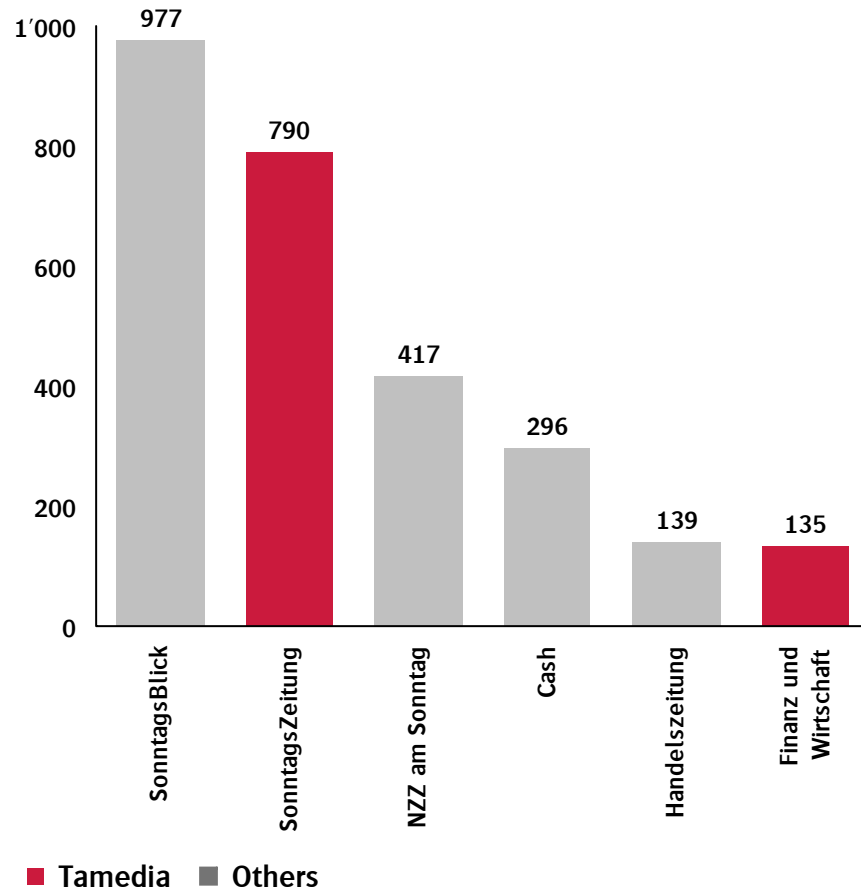
Revenues and readership
from 2000 to 2004



SonntagsZeitung in advertising market far ahead of competitors

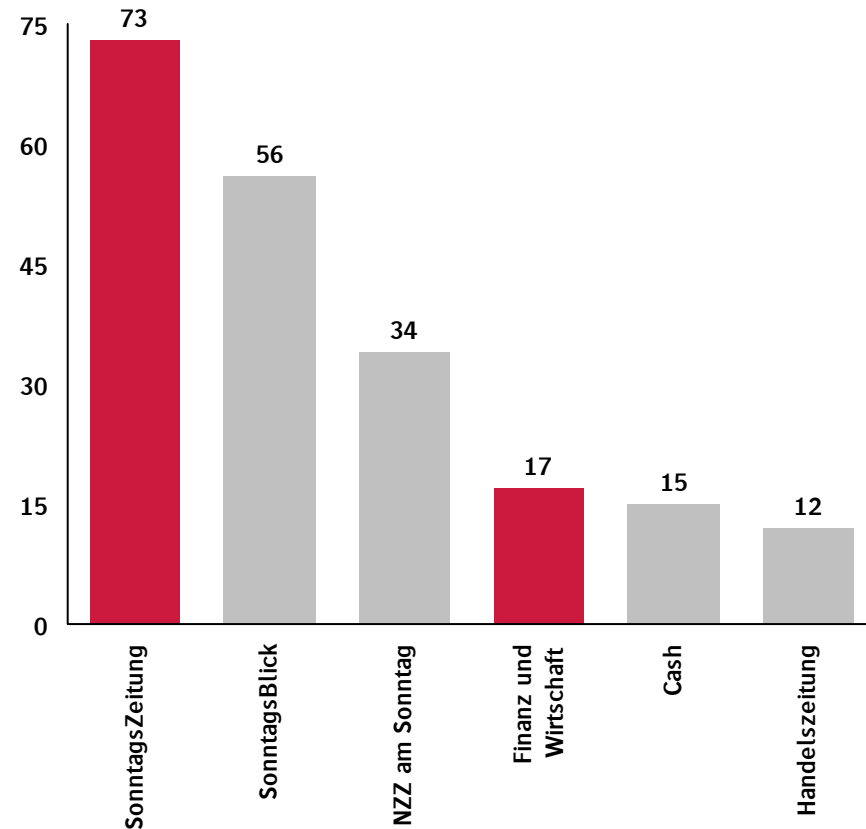
Weekly & Sunday newspapers 2004

Readership in thousand



SOURCE: MACH Basic 2004

Top Swiss weekly & Sunday newspapers¹⁾ 2004 by gross advertising revenue in CHF mill.



SOURCE: AIS 2004 excl. media

Note: 1) incl. supplements and classifieds

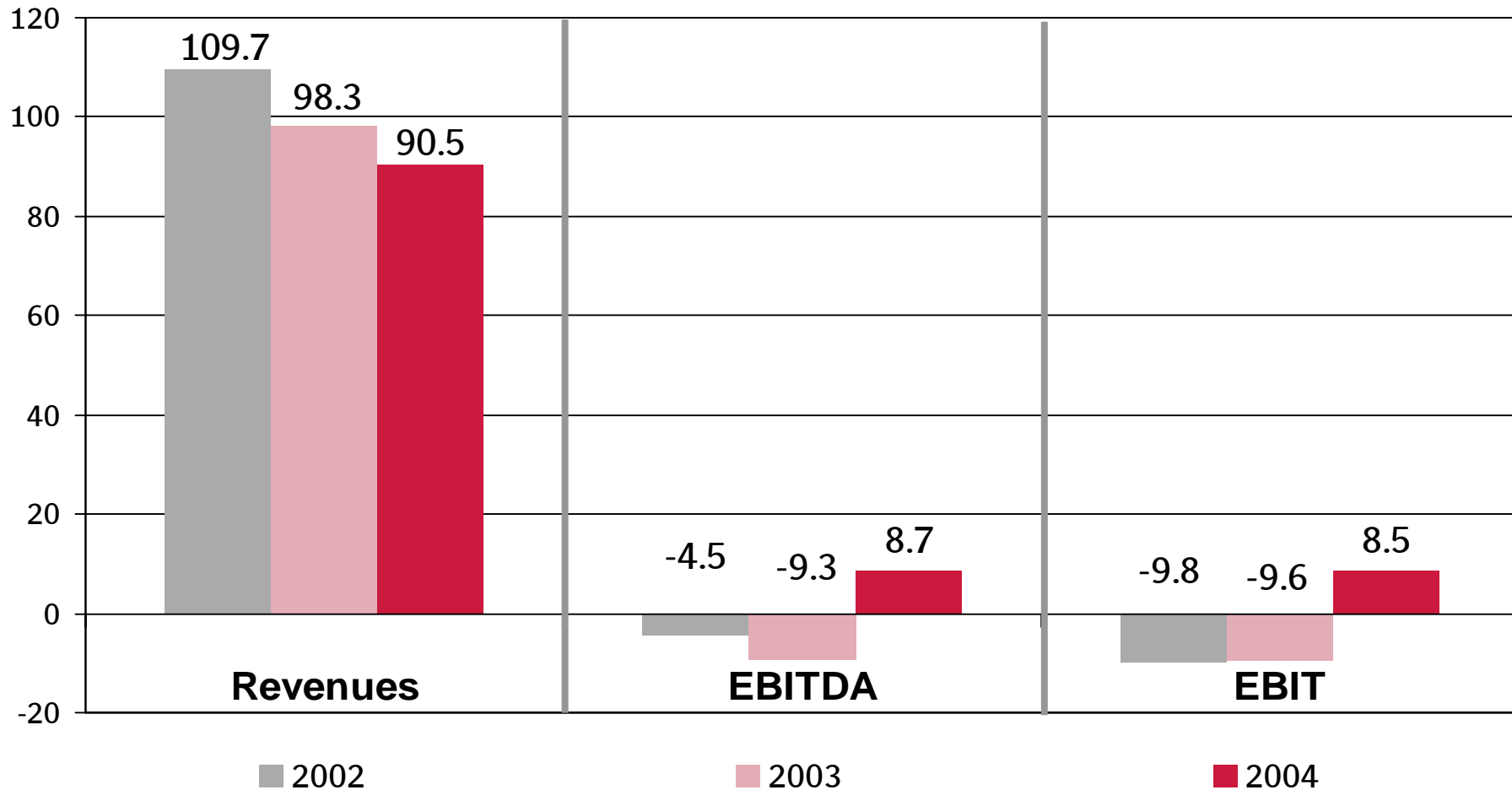
- **Key figures 2004:**
 - Revenues: CHF mill. 90.3 (-7.7%)
 - EBITDA: CHF mill. 8.7 (py CHF mill. -9.3); margin: 9.6% (py -9.4%)
 - EBIT: CHF mill. 8.5 (py CHF mill. -9.6); margin: 9.4% (py -9.8%)

- **General issues:**
 - Still strong competition in the weekly market

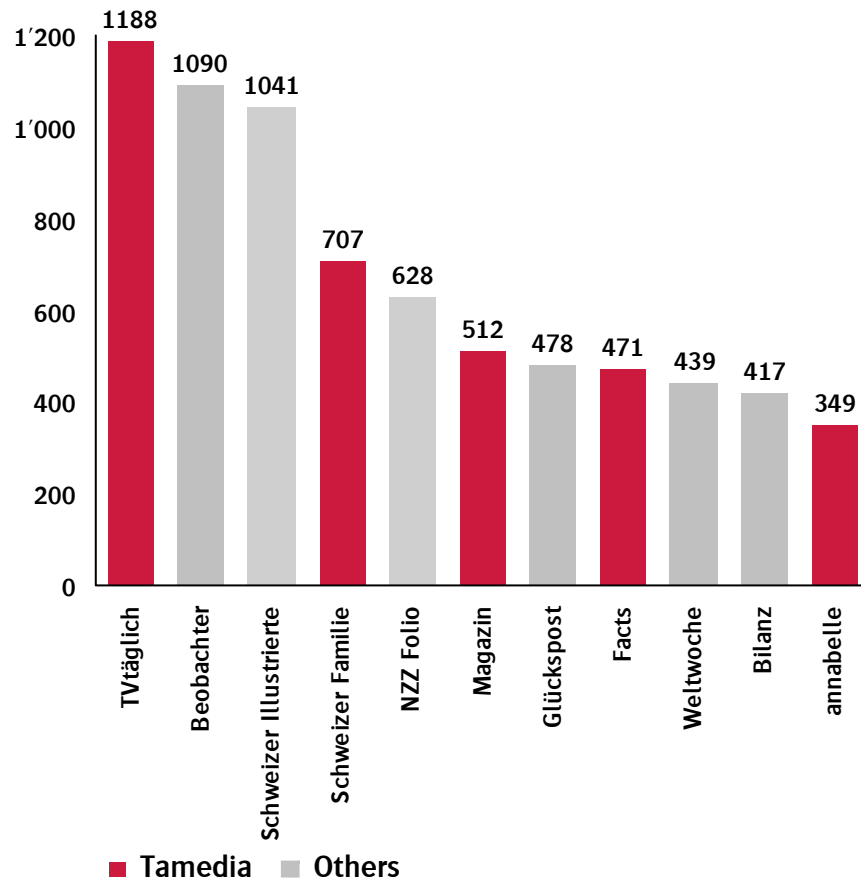
- **Tamedia specific issues:**
 - Turnaround on EBITDA level one year earlier than expected; on EBIT level even two years earlier; Improvement of CHF mill. 18 in EBIT
 - Decrease of revenues mainly due to divestiture of smaller products
 - Relaunch of newsmagazine «Facts»
 - Soft face-lift of «Schweizer Familie»
 - Slight editorial and layout modifications of «annabelle»
 - Sale of childrens' magazine «Spick» as of 1.1.2005

tamedia: Magazines: Turnaround earlier than expected

Revenues, EBITDA and EBIT of magazines from 2002 to 2004

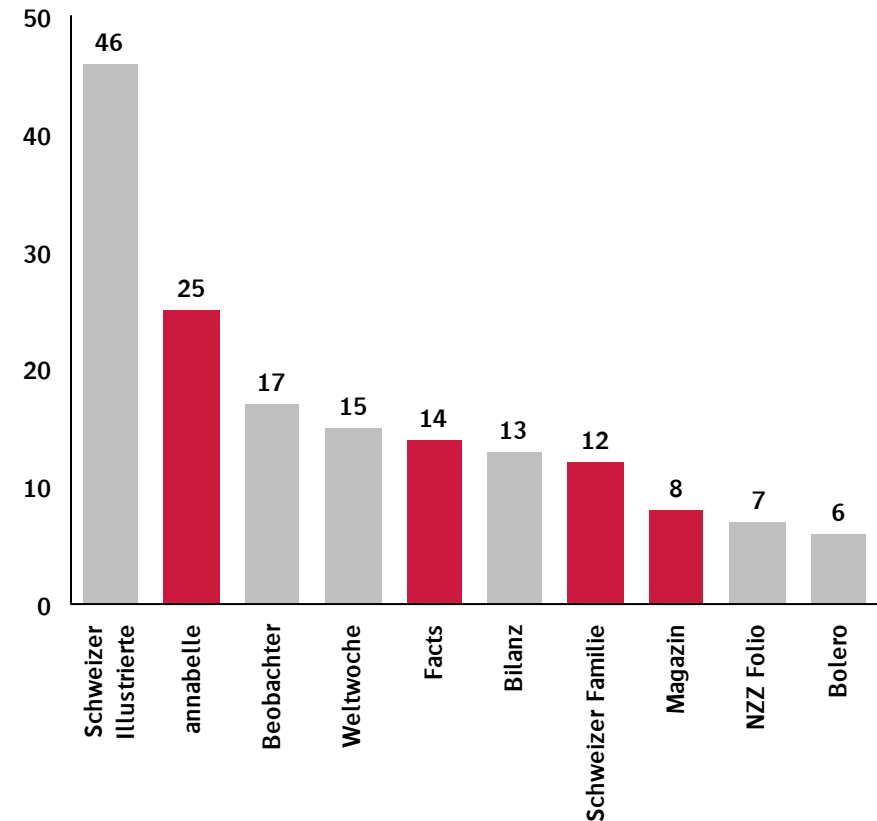


Top Swiss Magazines 2004 by readership in thousand



Source: MACH Basic 2004

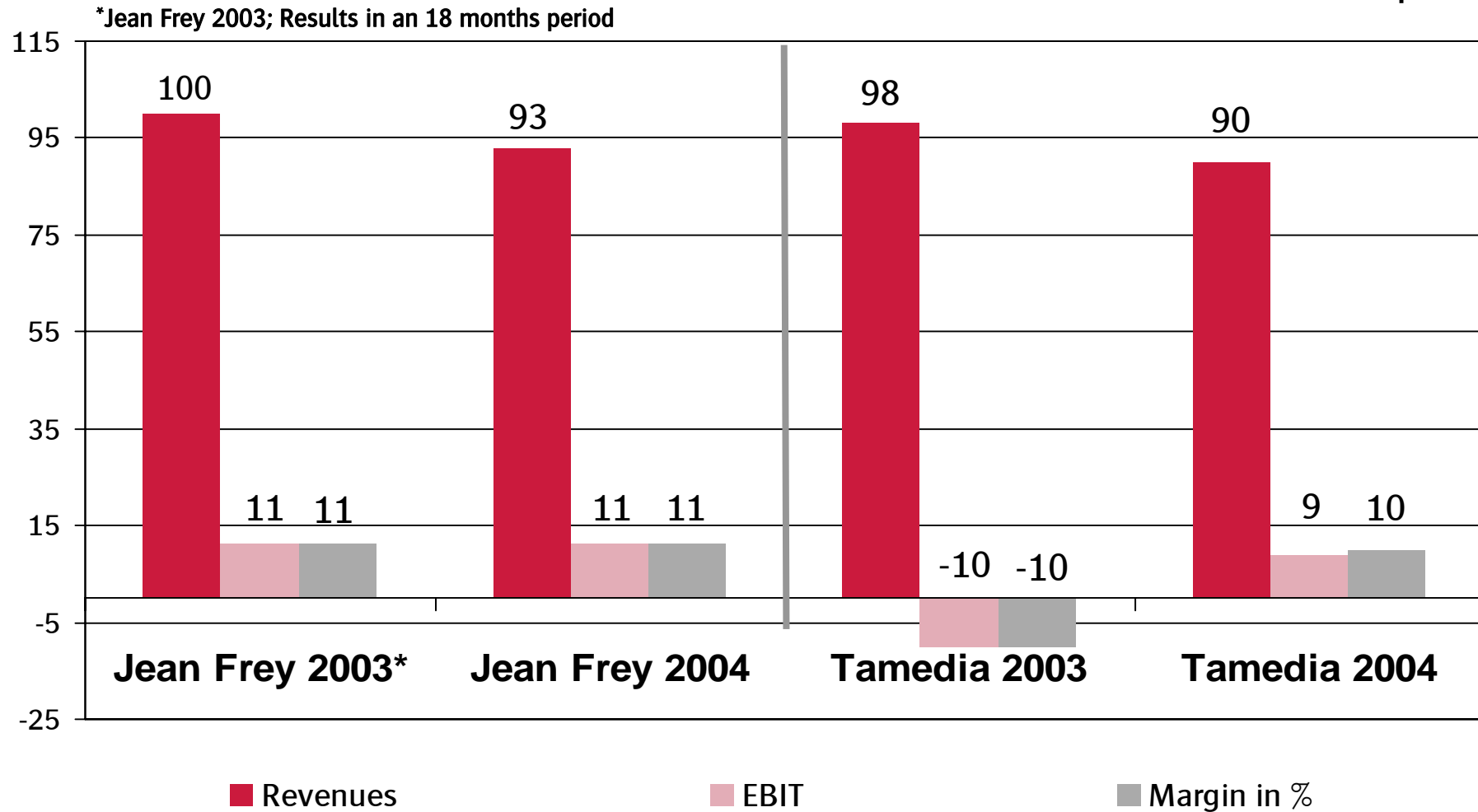
Top Swiss Magazines 2004 by gross advertising revenue in CHF mill.



Source: AIS 2004 excl. media

tamedia: Tamedia and Jean Frey with similar turnaround

Tamedia's magazines in the black earlier than expected



- **Key figures 2004:**

- Revenues: CHF mill. 63.9 (+25.1%)
- EBITDA: CHF mill. 2.1 (py CHF mill. –7.5); margin: 3.2% (py –14.6%)
- EBIT: CHF mill. –5.6 (py CHF mill. –34.2); margin –8.4% (py –66.1%)

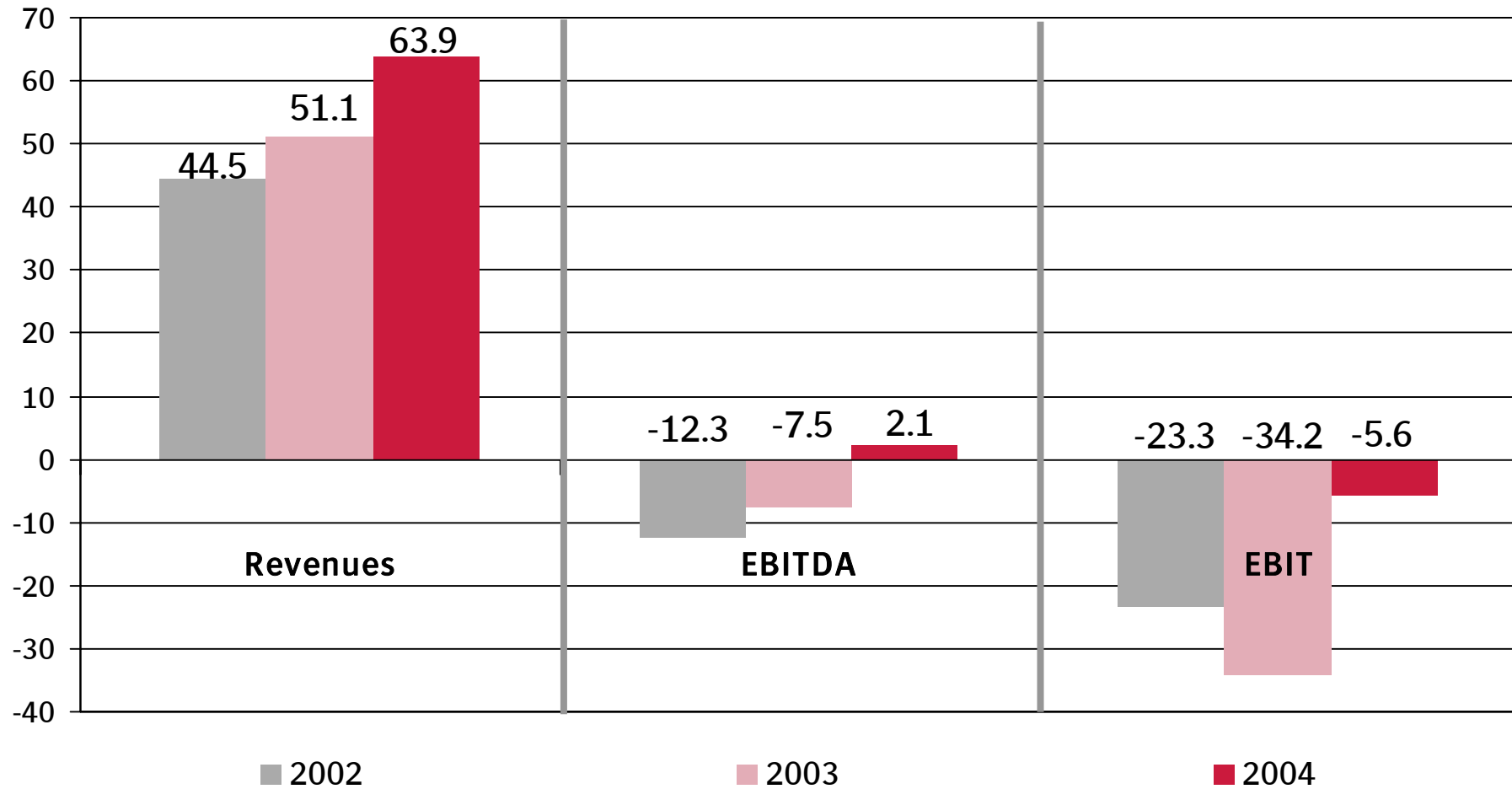
- **General issues:**

- RTVG still in parliamentary hearing
- TV ads strongly asked for due to popular sports events

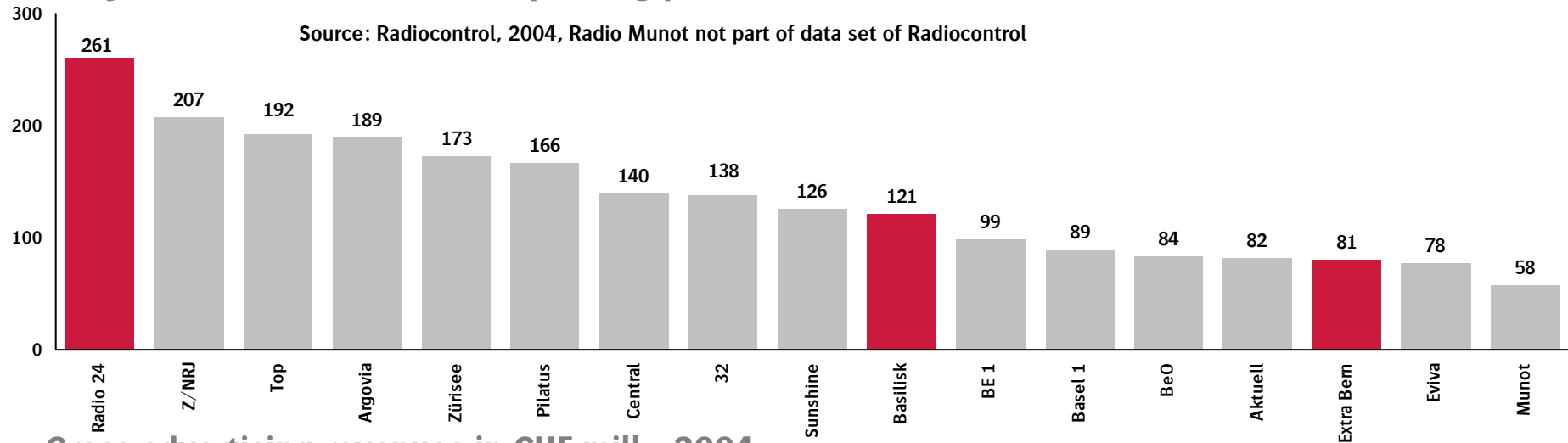
- **Tamedia specific issues:**

- For the first time in the black on EBITDA level
- TeleZüri again with a substantial gain in revenues and viewers
- Radio 24 and Radio Basilisk defend their leading position
- Change of management responsible for programme and sales according to plan at Radio Basilisk; business on track for the first time
- Restatement 2003 due to barter deals that had not been accounted for in the previous year

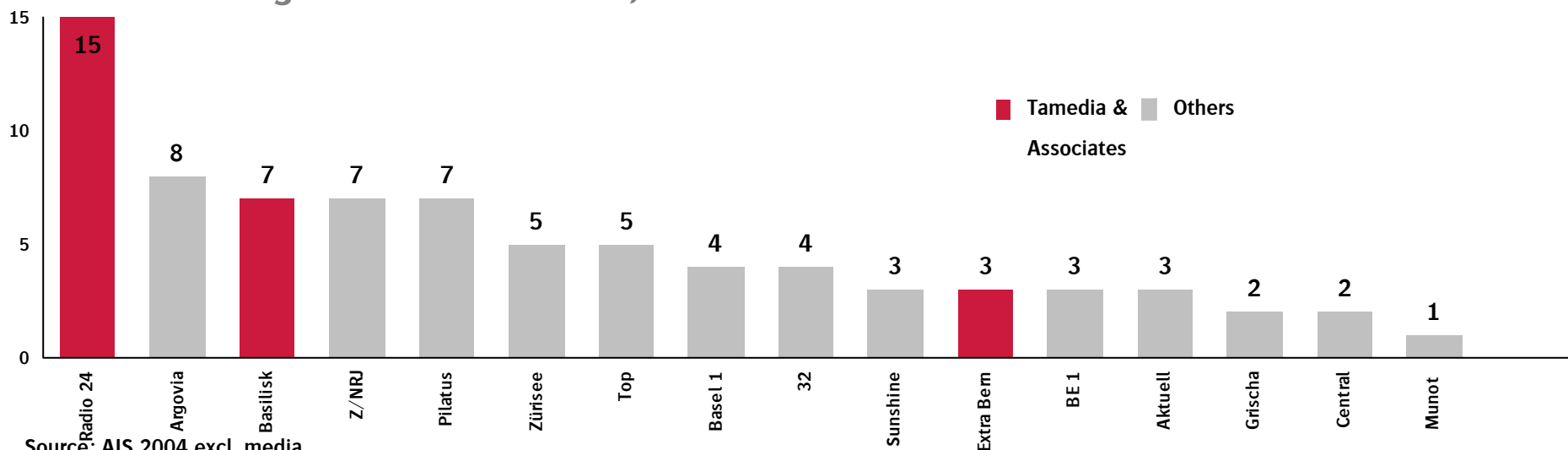
Revenues, EBITDA and EBIT in E-Media
from 2002 to 2004



Daily audience in the German speaking part of Switzerland, 2004 in thousand



Gross advertising revenues in CHF mill., 2004

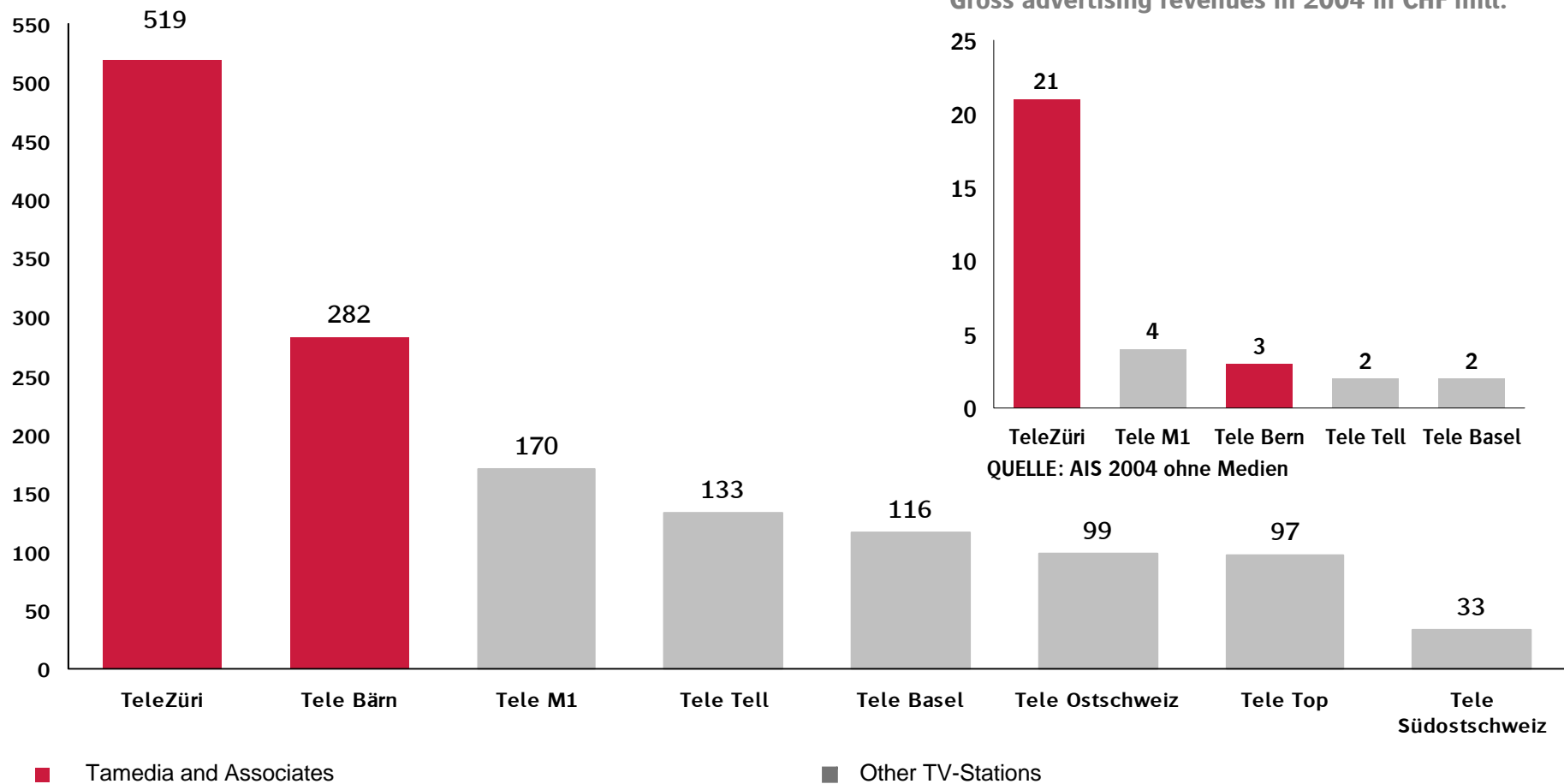


Source: AIS 2004 excl. media

Analysts' Conference, March 30, 2005

tamedia: TeleZüri: most successful private TV station

Daily viewers (age 3+) 2004
in thousand



Source: Telecontrol 2004, 24h average in German speaking Switzerland, (age 3+)

- **Key figures 2004:**

- Revenues: CHF mill. 195,0 incl. Internal revenues (-14%)
- EBITDA: CHF mill. 37.1 (+17.5%); margin: 19% (py 13.9%)
- EBIT: CHF mill. 12.8 (py CHF mill. -0.5); margin: 6.6% (py -0.2%)

- **General issues:**

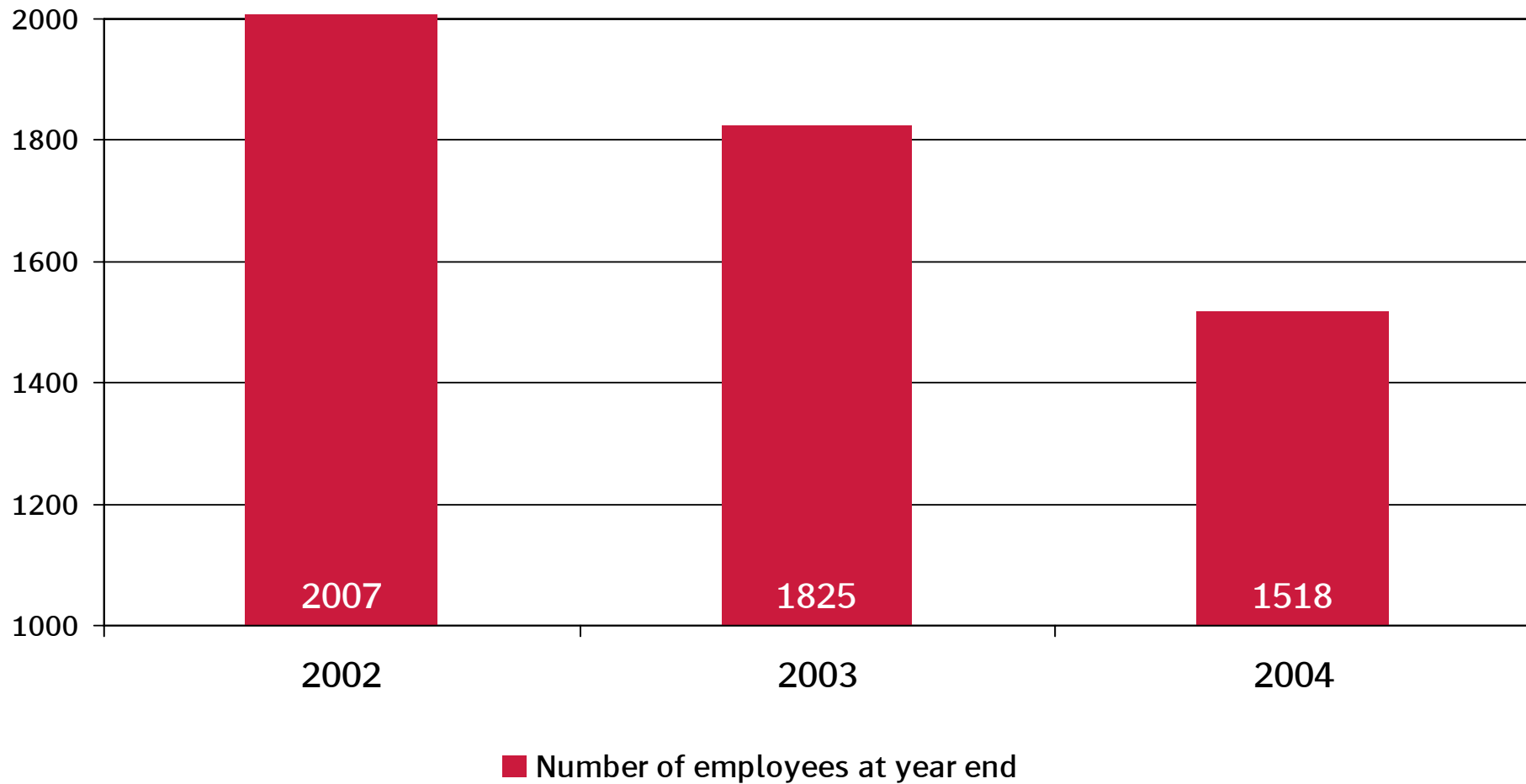
- Pressure on margins in printing industry still high
- New collective labour agreement in printing industry

- **Tamedia specific issues:**

- Significantly lower investments in Rota05 and placing into operation of the most modern printing machines
- Printing plant Bubenberg wins additional contracts (20 Minuten Lucerne and Zurich, Migros Magazin, Landbote)
- Zuvo broadens its market position with partner companies
- ARO crisis solved with Ziegler as general contractor for Tamedia's magazines
- Magazine converting facility taken back and later sold to Ferag subsidiary pmc.
- Discontinuation of revenues of BD Bücherdienst
- Sale of lettershop Regor as of 1.1.2005
- Implementation of a profitcenter structure

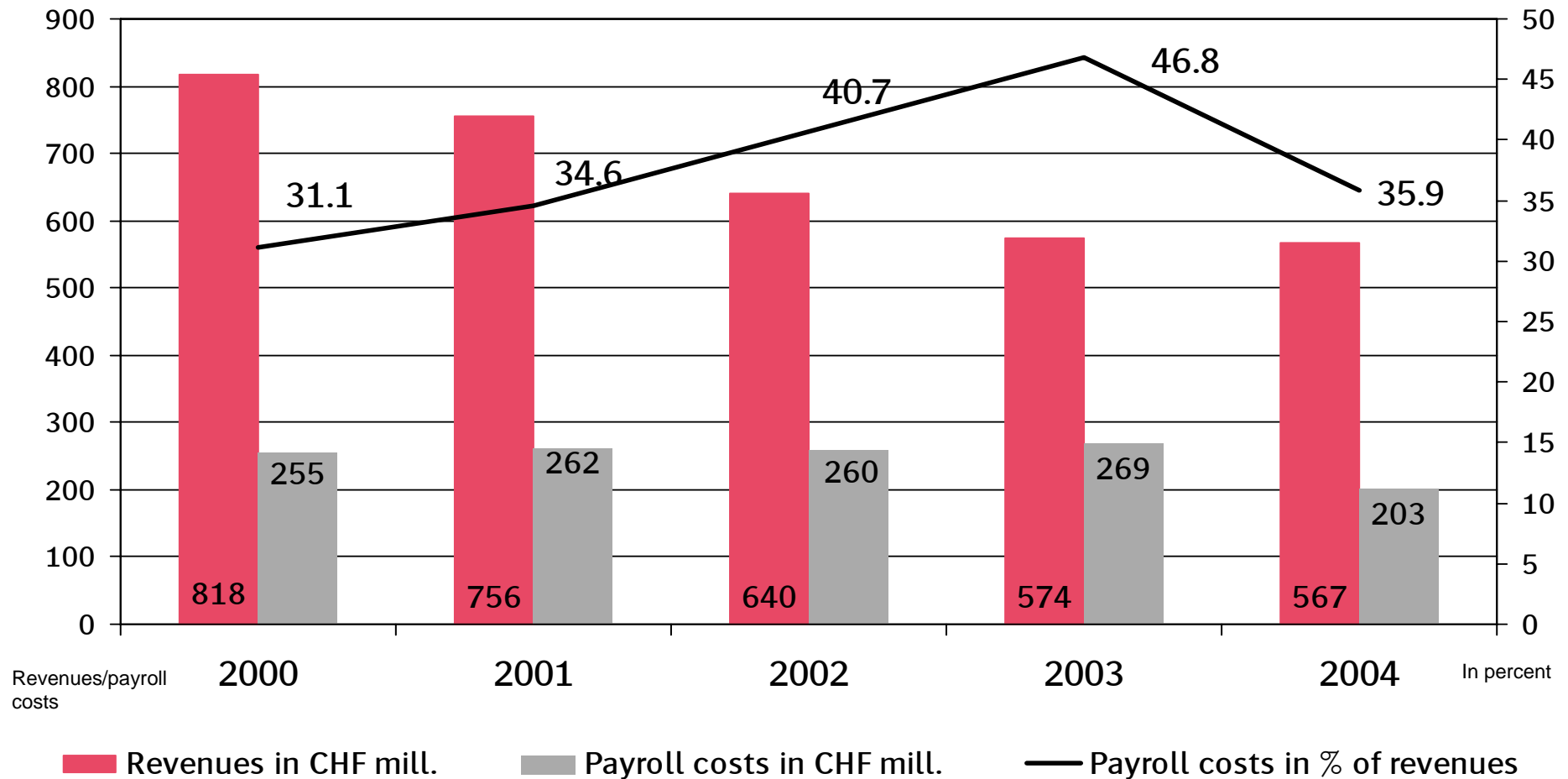
Headcount significantly lower

Year end headcount of Tamedia from 2002 to 2004
in full time employees



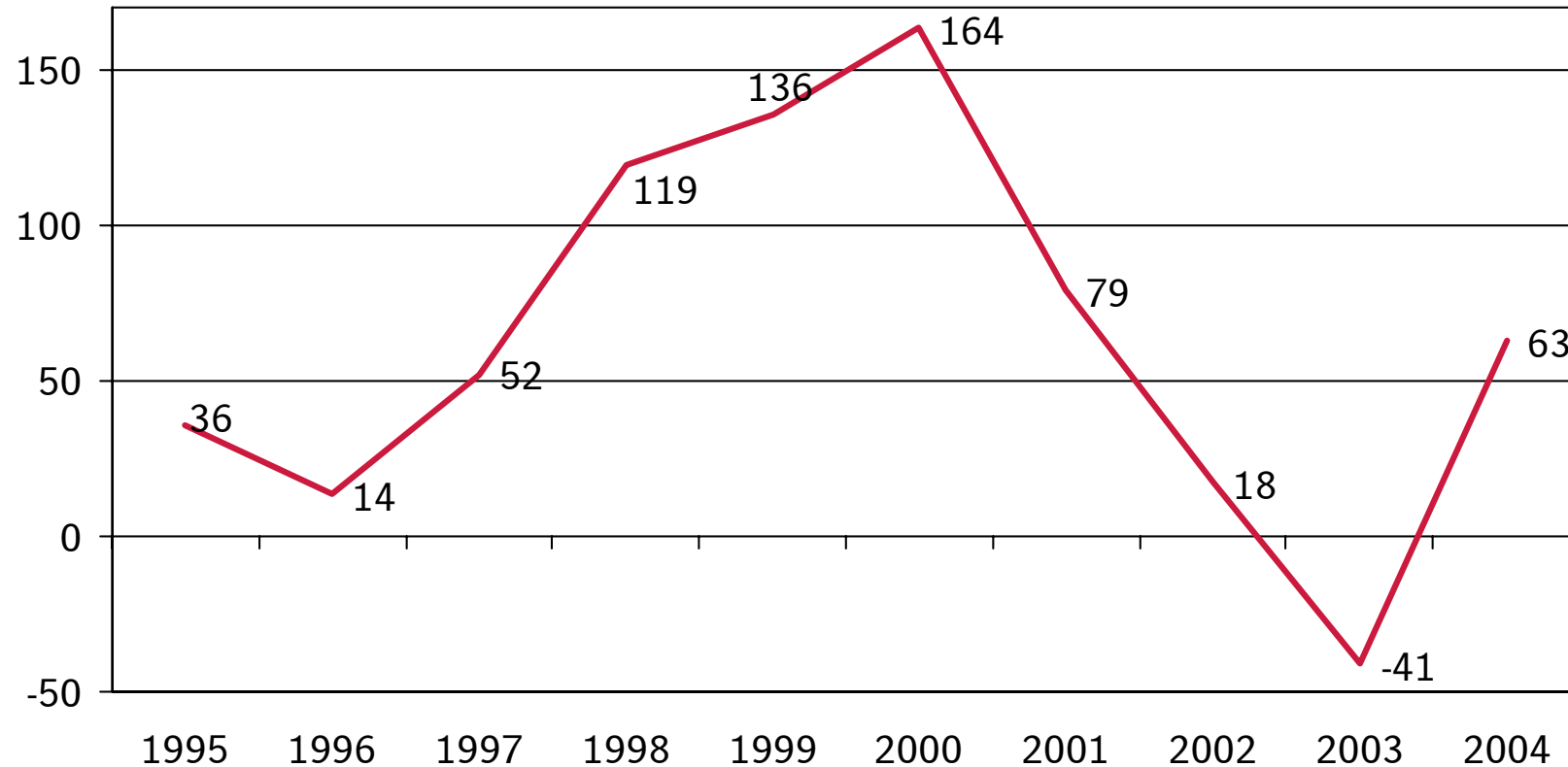
Lower personnel expenses responsible for entire increase in results

Revenues, personnel costs and personnel costs in % of revenues from 2000 to 2005



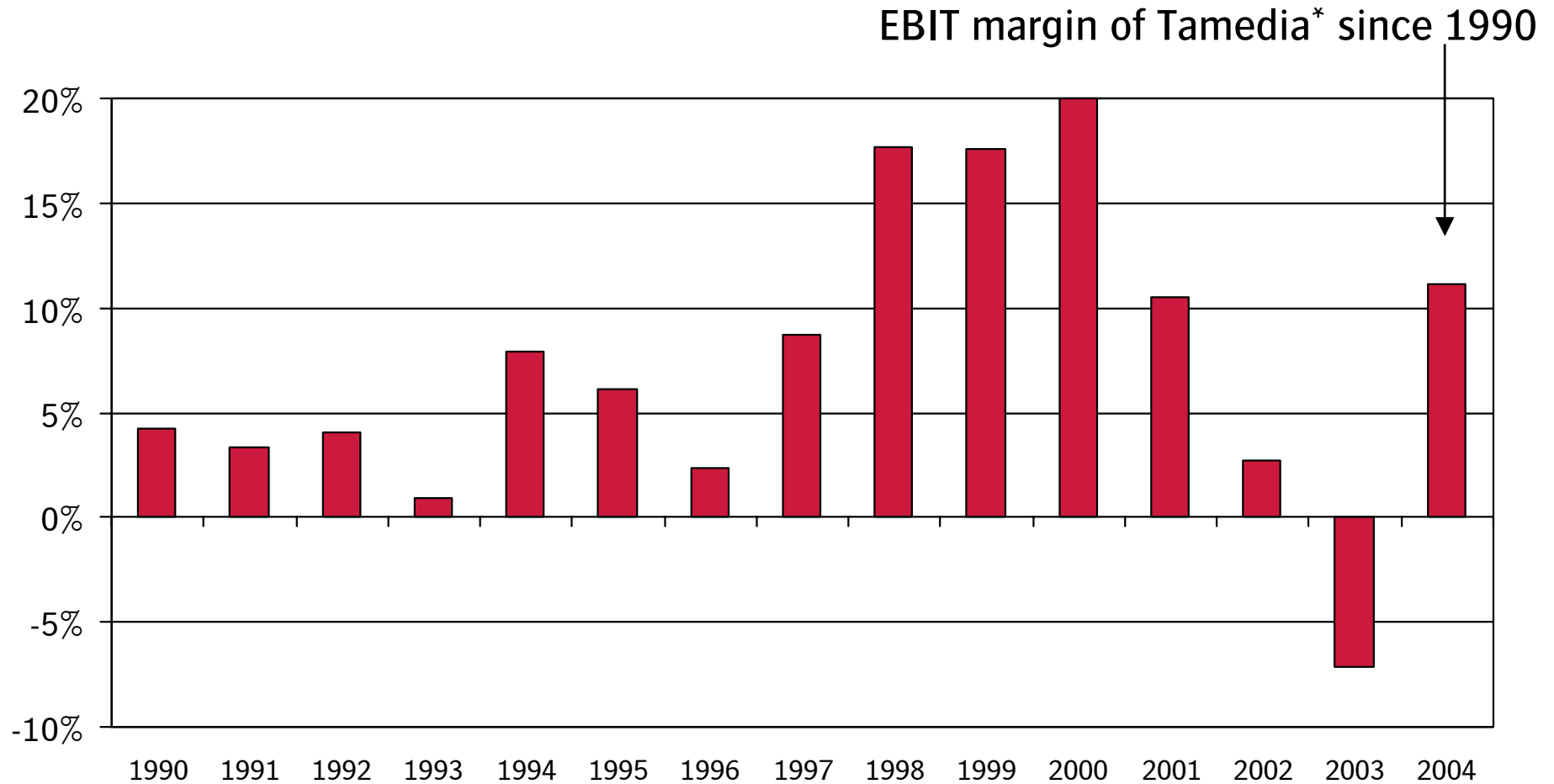
- Restructuring measures implemented decisively -> significantly lower payroll costs
- IT-Outsourcing with Swisscom IT Services
- Changes in management responsibilities as of October 1, 2004
- Appointment of Uli Rubner as Head of Magazines division as of January 1 2005

EBIT Tamedia in CHF mill. since 1995



Source: Annual reports (in CHF mill.)

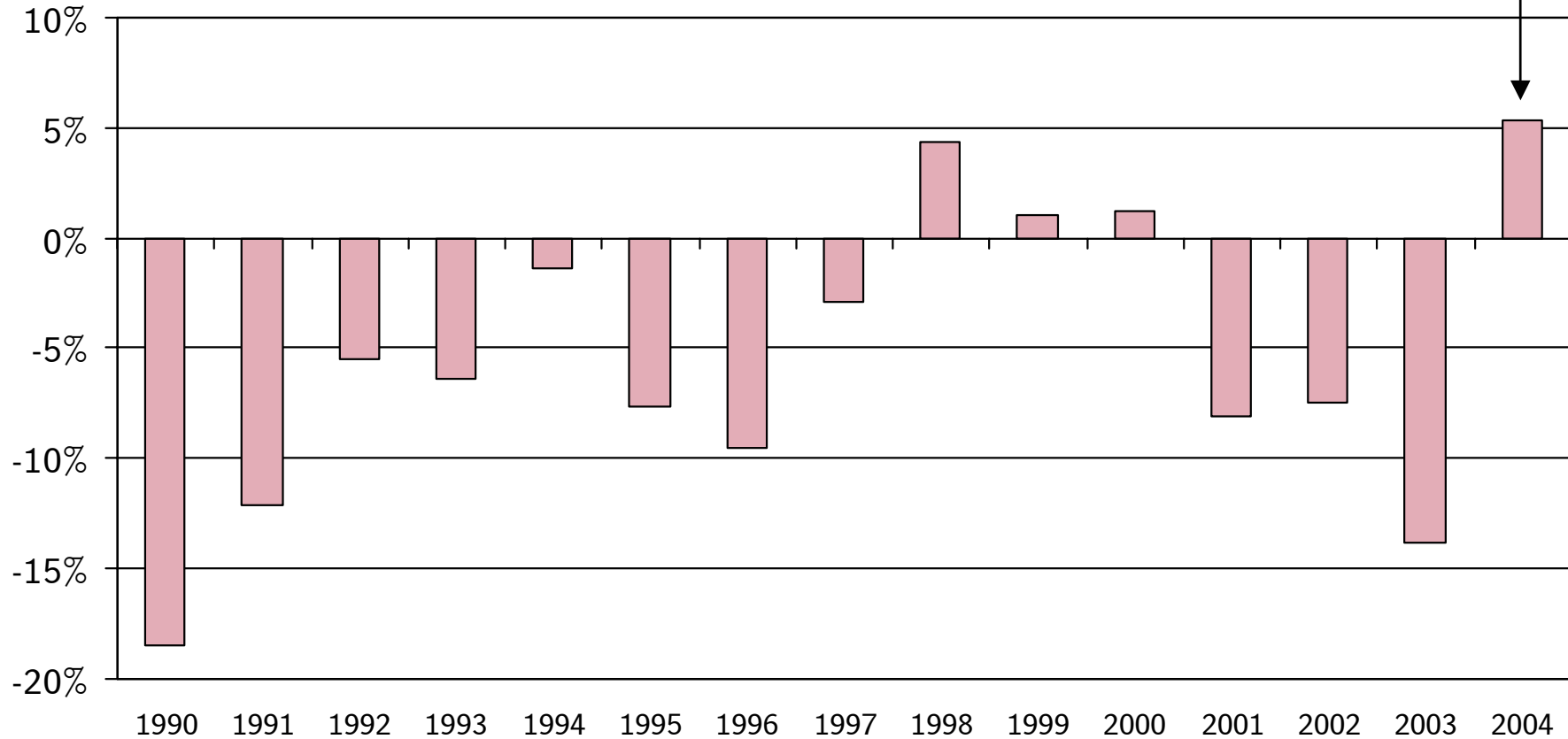
In 2004, Tamedia reached the fourth best EBIT within 15 years



* Until 1995 the result of the products on EBIT level were deducted from Tamedia's EBITDA

Without job ads Tamedia reached best EBIT and best earnings structure since 15 years

EBIT margin of Tamedia without job ads* since 1990



* Until 1995 the result of the products on EBIT level were deducted from Tamedia's EBITDA. Between 1990-1994 EBIT was calculated along an average revenue per page and with a 80 percent margin.

Economic data

- Growth of Swiss economy flattens
- Unemployment rate remains high
- Consumer confidence still cautious

Media industry

- No positive signs in ad expenditures
- No increase in job classifieds expected; rebound in management job ads continues

Tamedia

- Integration of 20 Minuten with positive effect on revenues and net income
- Cooperation with Ziegler Druck- und Verlags AG with positive operating effects
- Continuation of the regionalisation strategy of «Tages-Anzeiger»
- Implementation of engagement with homegate.ch
- Examination of expansion of 20 Minuten to St. Gall