

tamedia: Financial Report on the First Half Year of 2004



Higher unemployment:

- With 3.7 %, the unemployment rate in June 2004 is even higher than in June 2003 (3.6 %). Despite a decline from 4.5 % to 4.3 %, the unemployment rate in the Canton of Zurich is still significantly above average

Weak economic growth

- GDP rose by 0.4 % in the first quarter of 2004 compared to the fourth quarter 2003

Consumer confidence

- With –12 Indexpoints compared to –35 Indexpoints in July 2003, the Consumer Confidence Index ameliorated clearly but remains in a negative range

Publicitas Index:

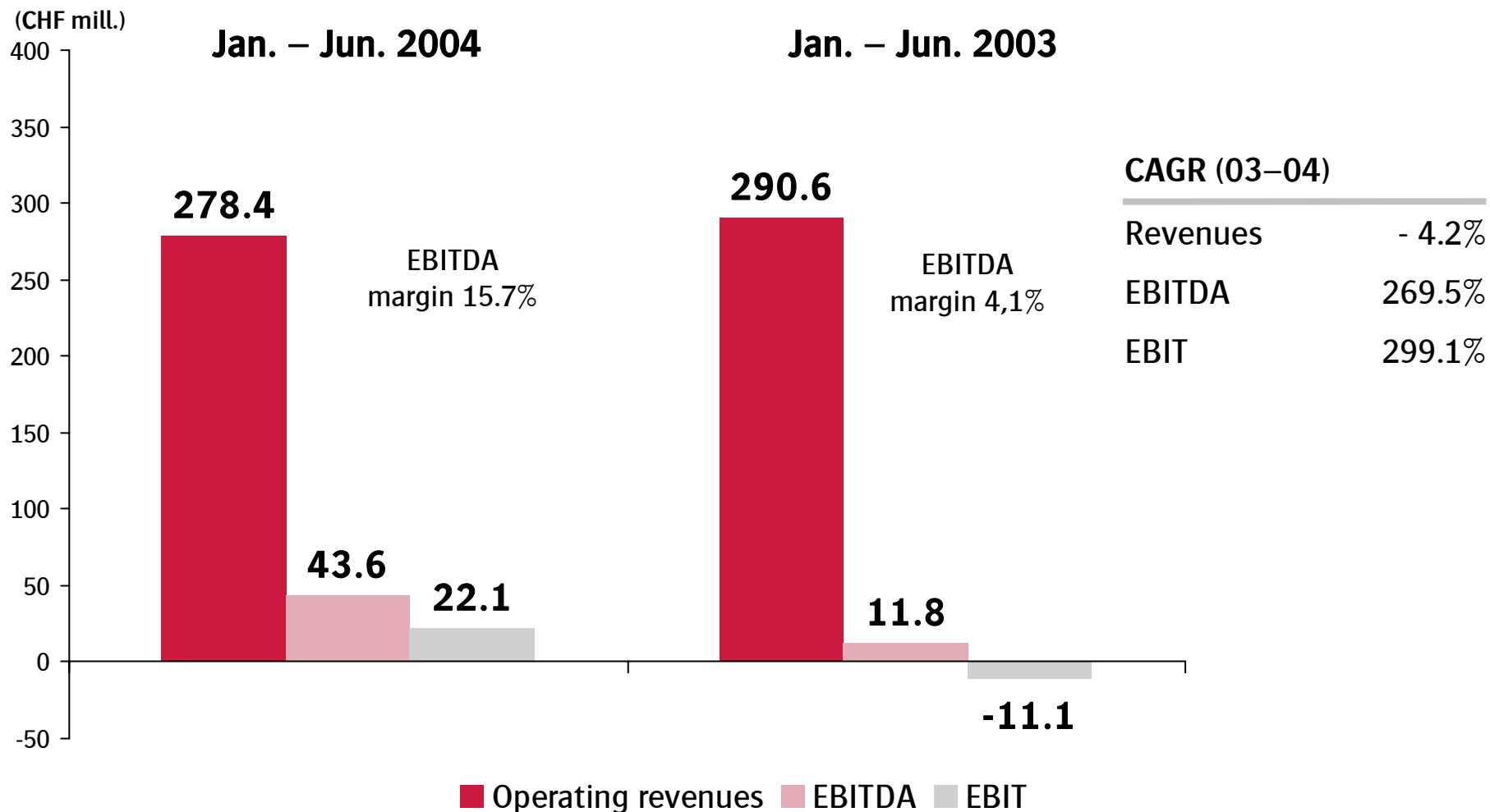
- Publicitas Index (representing ad spending in daily papers) reaches a new low in June 2004 with 94.2 Indexpoints (June 2003: 98; June 2002 114)

Lower ad spending

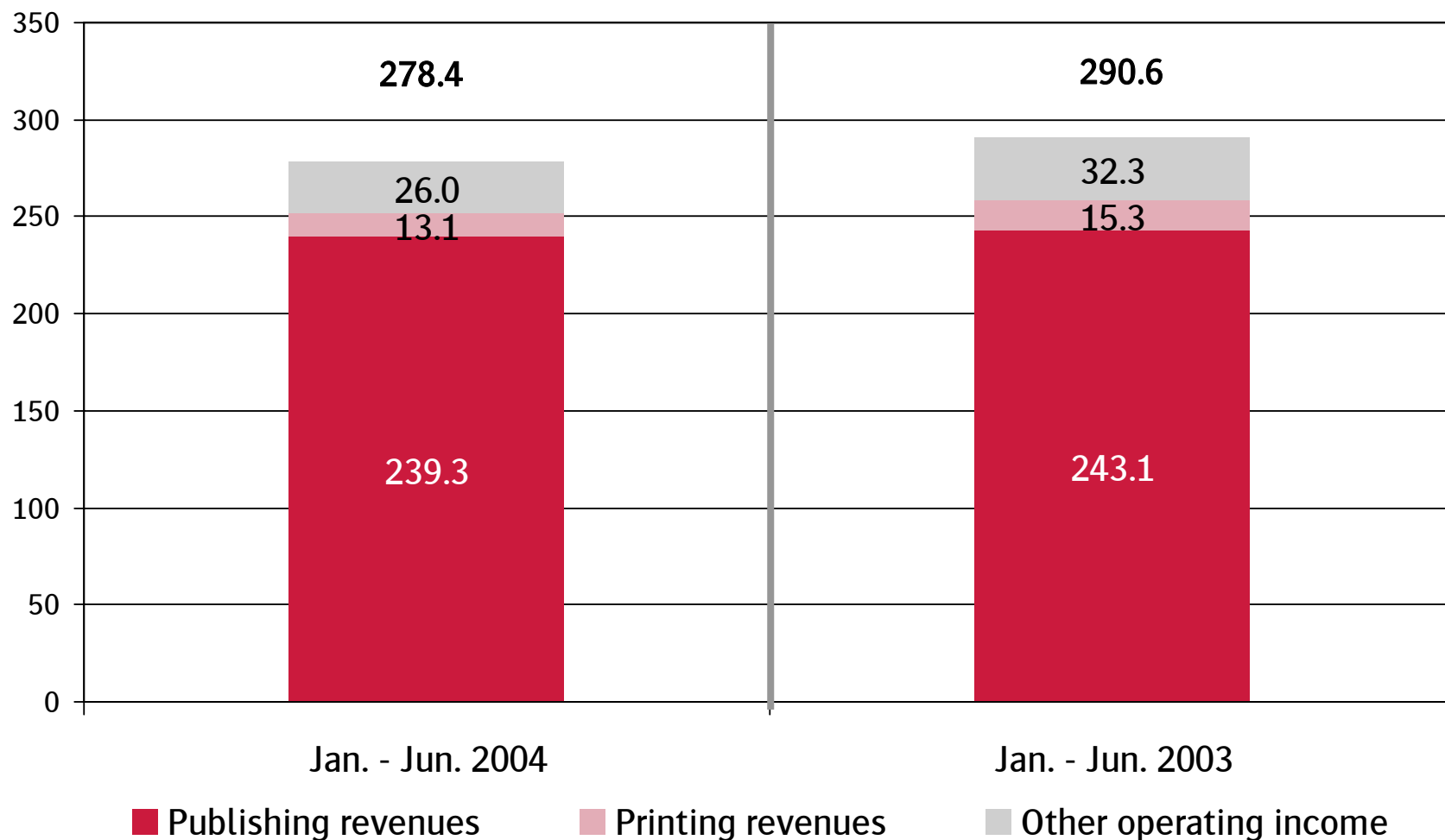
- Total ad spending (excl. barter deals) increased 1.3 % compared to June 2003 according to Media Focus

Decline in job advertising

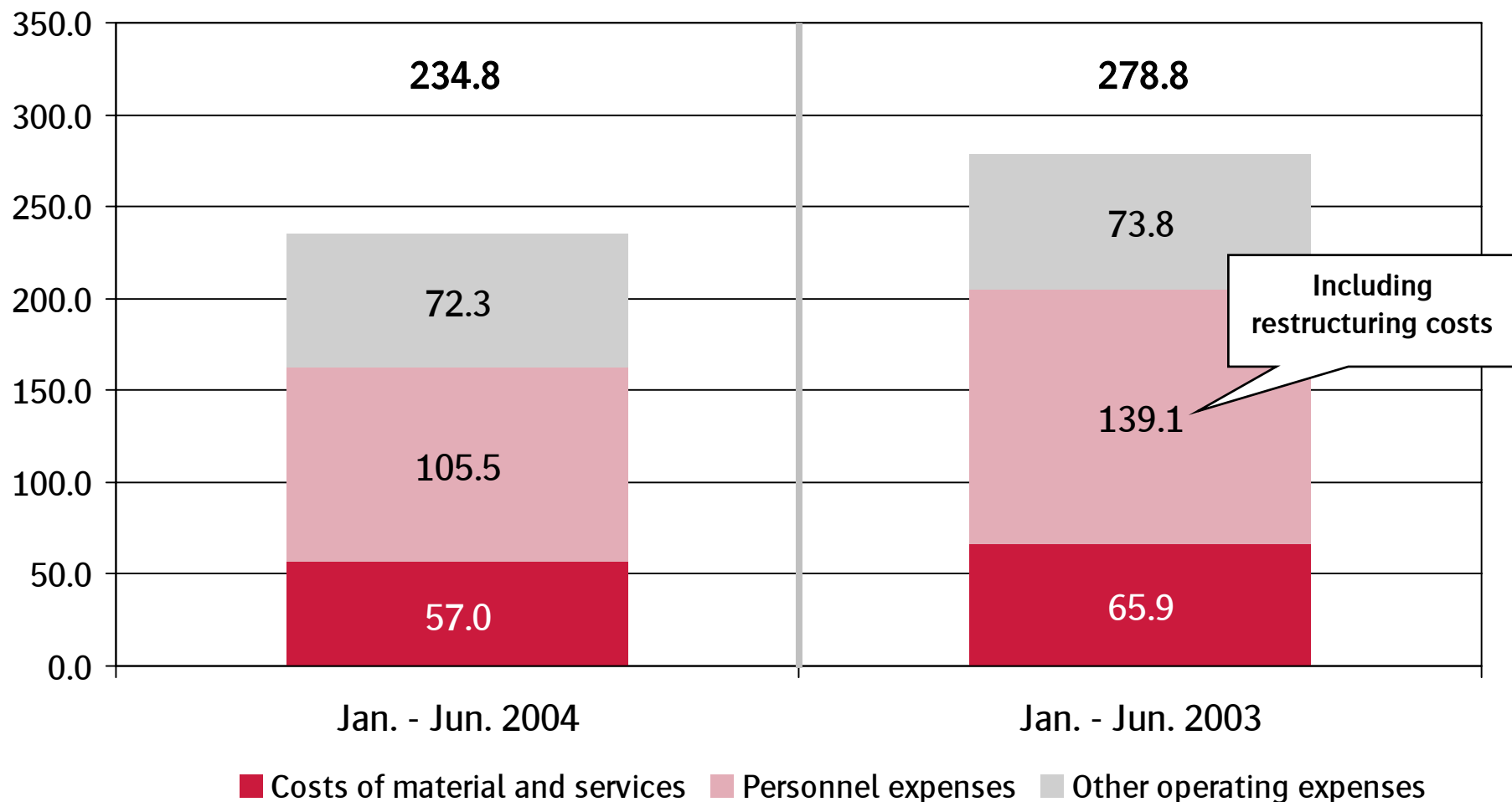
- In the first half 2004, job ads declined by 10 % in the relevant category according to Wemf-statistics



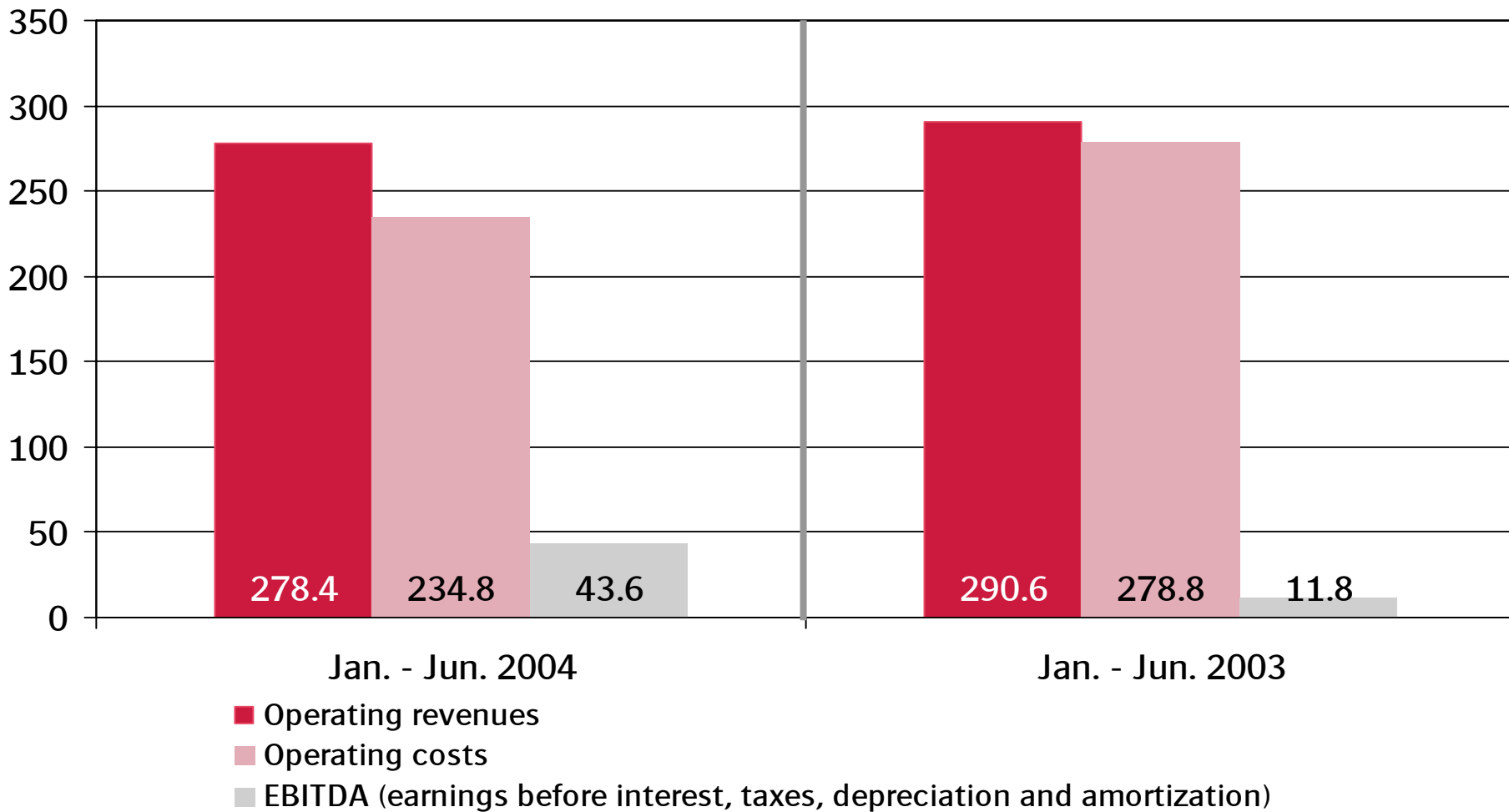
CHF 278.4 mill., -4.2% resp. CHF – 12.2 mill.



CHF 234.8 mill., -15.8% resp. CHF -44 mill.

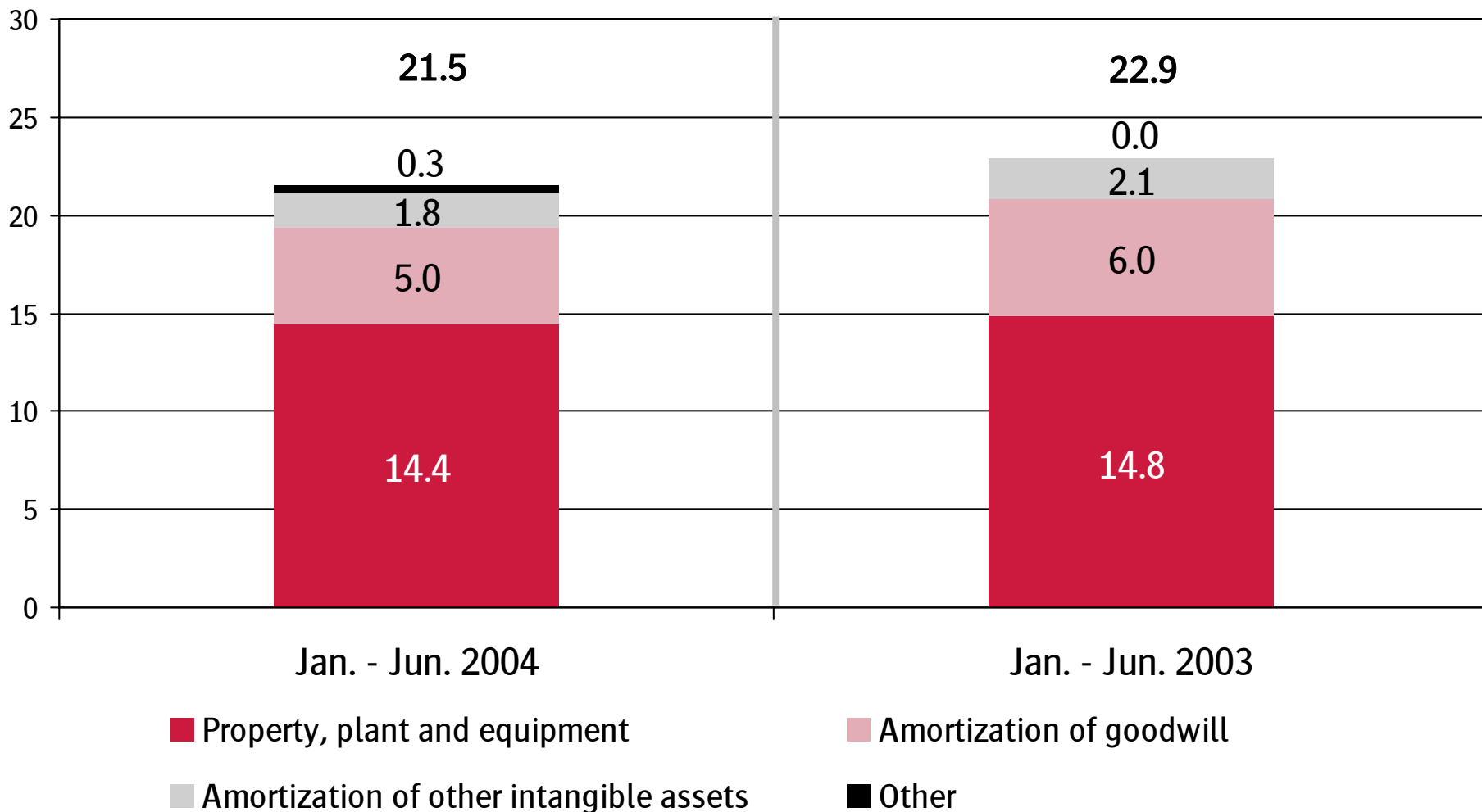


CHF 43.6 mill., 269.5% resp. CHF 31.8 mill.; margin 15.7%,
margin 2003: 4.1%

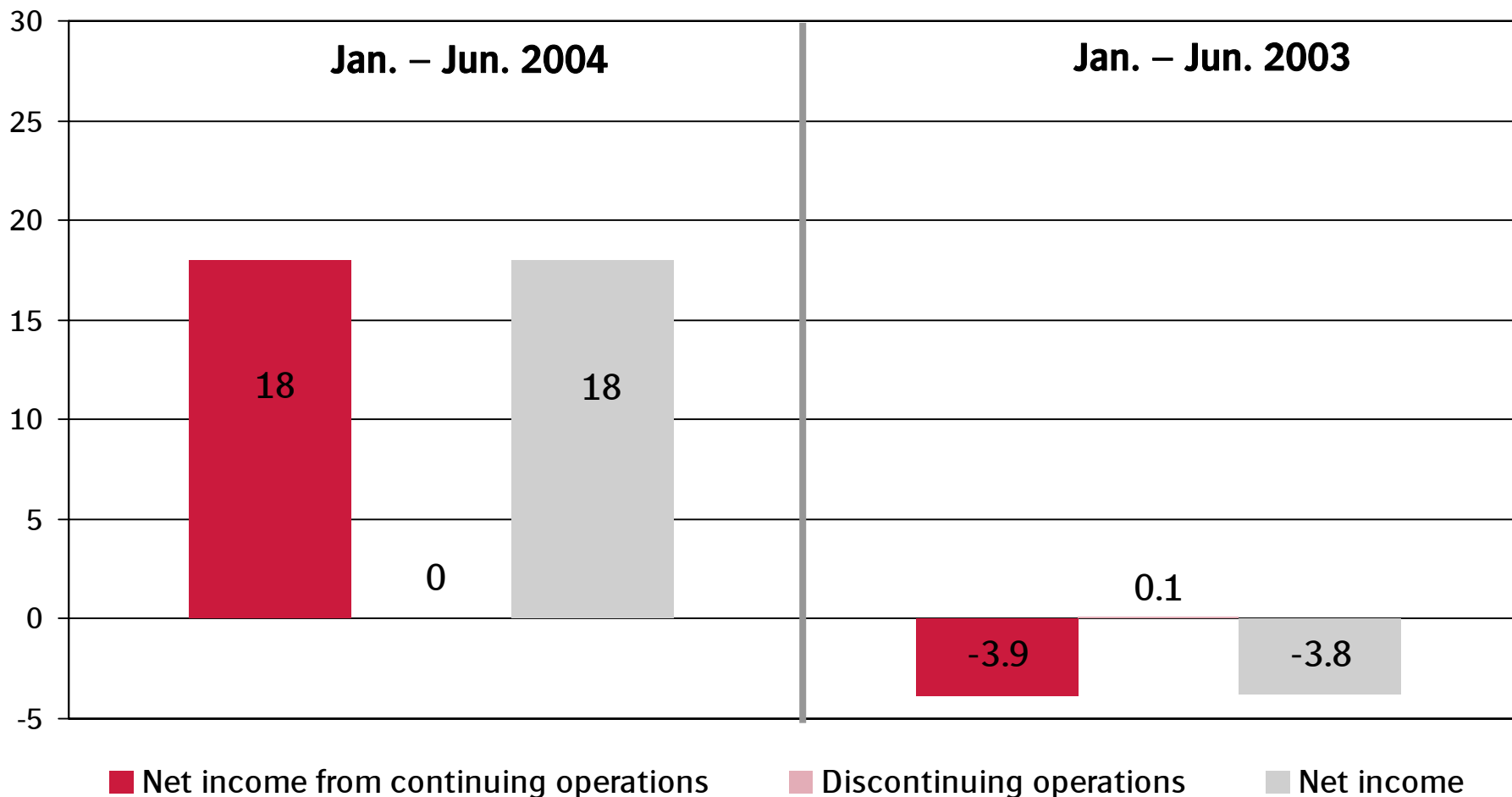


Depreciation & Amortization

CHF 21.5 mill., -6.1% resp. CHF -1.4 mill.



CHF 18 mill., 574% resp. CHF 21.8 mill.



| | Jan-Jun 2004 | Jan-Jun 2003 | change in % |
|-------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------|
| Operating revenues | 172.7 | 176.8 | (2.3) |
| Operating expenses | (145.0) | (165.4) | (12.3) |
| Operating income before depreciation and amortization (EBITDA) | 27.7 | 11.4 | 143.0 |
| Depreciation and amortization | (4.6) | (5.3) | (13.2) |
| Operating income (EBIT) | 23.1 | 6.1 | 278.7 |

In mill. CHF

Division

- Revenues are still slightly regressive
- Significantly enhanced EBIT and EBITDA due to cost-cuts

Tages-Anzeiger:

- Slightly regressive revenues
- Moderate redesign has been implemented in spring
- Over-all strategy in the pipeline

SonntagsZeitung:

- Slightly regressive operating revenues while inserts compensate lower print-advertising volumes

Finanz und Wirtschaft:

- Slight decline in operating revenues

Tagblatt der Stadt Zürich:

- *ZürichExpress* has been replaced successfully
- Change in concept led to slump in sales as anticipated

| | Jan-Jun 2004 | Jan-Jun 2003 | change in % |
|-------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------|
| Operating revenues | 46.9 | 51.8 | (9.5) |
| Operating expenses | (43.2) | * (62.5) | (30.9) |
| Operating income before depreciation and amortization (EBITDA) | 3.7 | (10.7) | 134.6 |
| Depreciation and amortization | (0.2) | (0.4) | (50.0) |
| Operating income (EBIT) | 3.5 | (11.1) | 131.5 |

In mill. CHF

* Including restructuring costs of CHF 9 mill.

Division

- Restructuring fully put into action
- Positive EBIT for the first time and earlier than expected
- Sale of cultural magazine *du* and termination of *annabelle wohnen* and *annabelle business* led to slightly lower revenues
- Positive impact on result

Schweizer Familie:

- Redesign implemented; ascending operating revenues

Annabelle:

- Only slightly regressive operating revenues despite absence of *annabelle business* and *annabelle wohnen*

Facts:

- Redesign implemented; still explicitly decreasing revenues

| | Jan-Jun 2004 | Jan-Jun 2003 | change in % |
|-------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------|
| Operating revenues | 25.3 | 23.8 | 6.3 |
| Operating expenses | (25.1) | (26.5) | (5.3) |
| Operating income before depreciation and amortization (EBITDA) | 0.2 | (2.7) | 107.4 |
| Depreciation and amortization | (4.0) | (4.8) | (16.7) |
| Operating income (EBIT) | (3.8) | (7.5) | 49.3 |

In mill. CHF

Division:

- Significant increase in revenues
- Positive EBITDA for the first time; break-even expected in 2005
- RTVG still in parliamentary hearing

Radios:

- *Radio 24* improves market reach and remains clearly the No. 1 private radio station
- *Radio Basilisk* with a slight decrease in sales

TeleZüri:

- Strong growth in sales and market reach; effective cost control

Online-Group:

- Significantly increasing revenues
- Strategy for online-sales of classified ads will be put into operation

Condor:

- Renewed slump in sales

| | Jan-Jun 2004 | Jan-Jun 2003 | change in % |
|-------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------|
| Operating revenues | 101.2 | 121.8 | (16.9) |
| Operating expenses | (89.3) | * (108.0) | (17.3) |
| Operating income before depreciation and amortization (EBITDA) | 11.9 | 13.8 | (13.8) |
| Depreciation and amortization | (12.6) | (12.4) | 1.6 |
| Operating income (EBIT) | (0.8) | 1.4 | (42.9) |

In mill. CHF

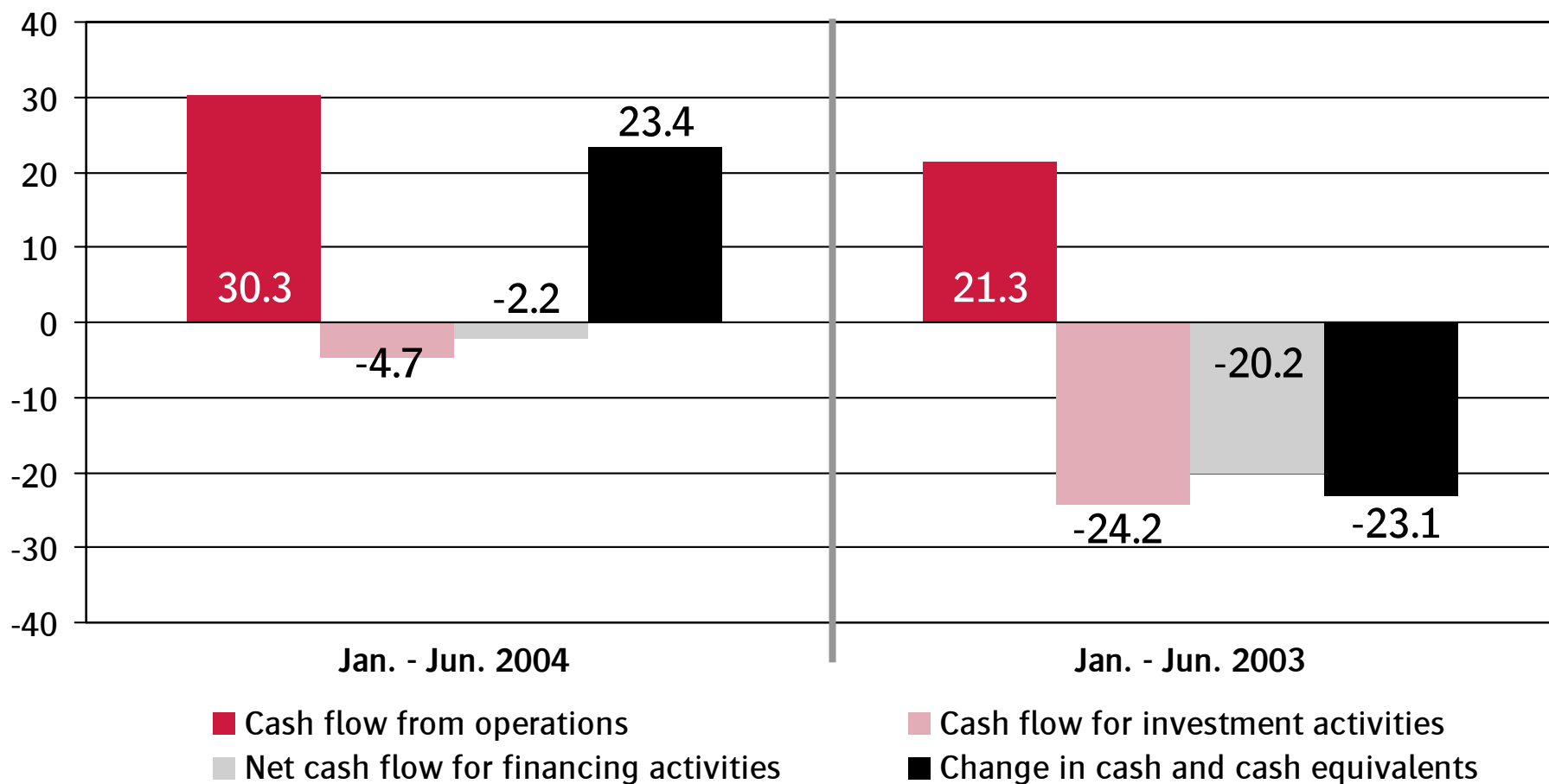
* Including restructuring costs of CHF 9 mill.

Printing facilities/Rota 2005:

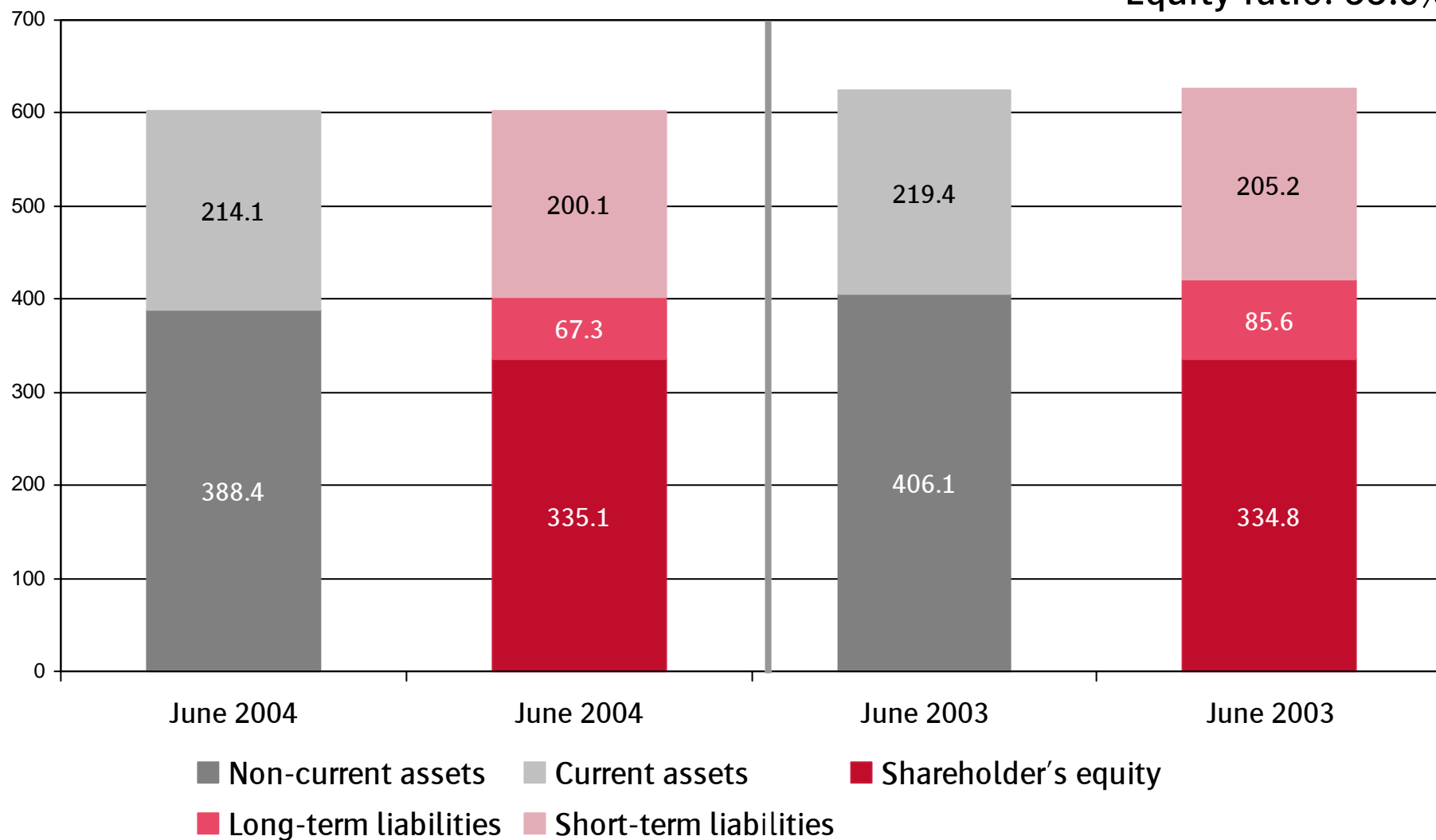
- First printing-towers of new Rota 2005 successfully put into operation
- Pressure on margins in industry remains high
- Printing of *20 Minuten* partial circulation for the Lucerne region

Daughter companies

- *Zuvo* with a slight decrease in sales
- *Waser Druck* with significantly decreasing revenues due to integration in *Meier Waser Druck*
- Lettershop *Regor* with slump in sales
- Sale of *BD Bücherdienst* leads to lower divisional revenues
- *Werd Verlag* with slightly higher revenues



Equity ratio: 55.6%



Equity ratio:

- Rises to high 55.6%

Shareholders equity:

- Increases by 5.5 % to 335.1 mill. CHF, mainly due to half-year profit

Current assets:

- Increases due to rising cash and cash equivalents

Economic data:

- Swiss economy is recovering
- Unemployment rate is slowly decreasing
- Consumer confidence on a higher level than last year

Media data:

- Slight increase in total ad spending; bottom is reached in most categories
- Job classifieds will stabilize towards the end of the year

Tamedia:

- Revenues are not expected to increase on an annualized basis
- Significant increase of operating results due to restructuring

tamedia:

Thank you for your attention!

