

tamedia:

Financial Results 2004



tamedia:

---

# Christoph Tonini

Chief Financial Officer

- **Segment information with slight changes:**

- Newspaper (new with Car4You Print AG)
- Magazines (unchanged)
- Electronic Media (unchanged)
- Services (new with quota consolidation of Press Publicité)

- **Restatement in the Electronic Media division:**

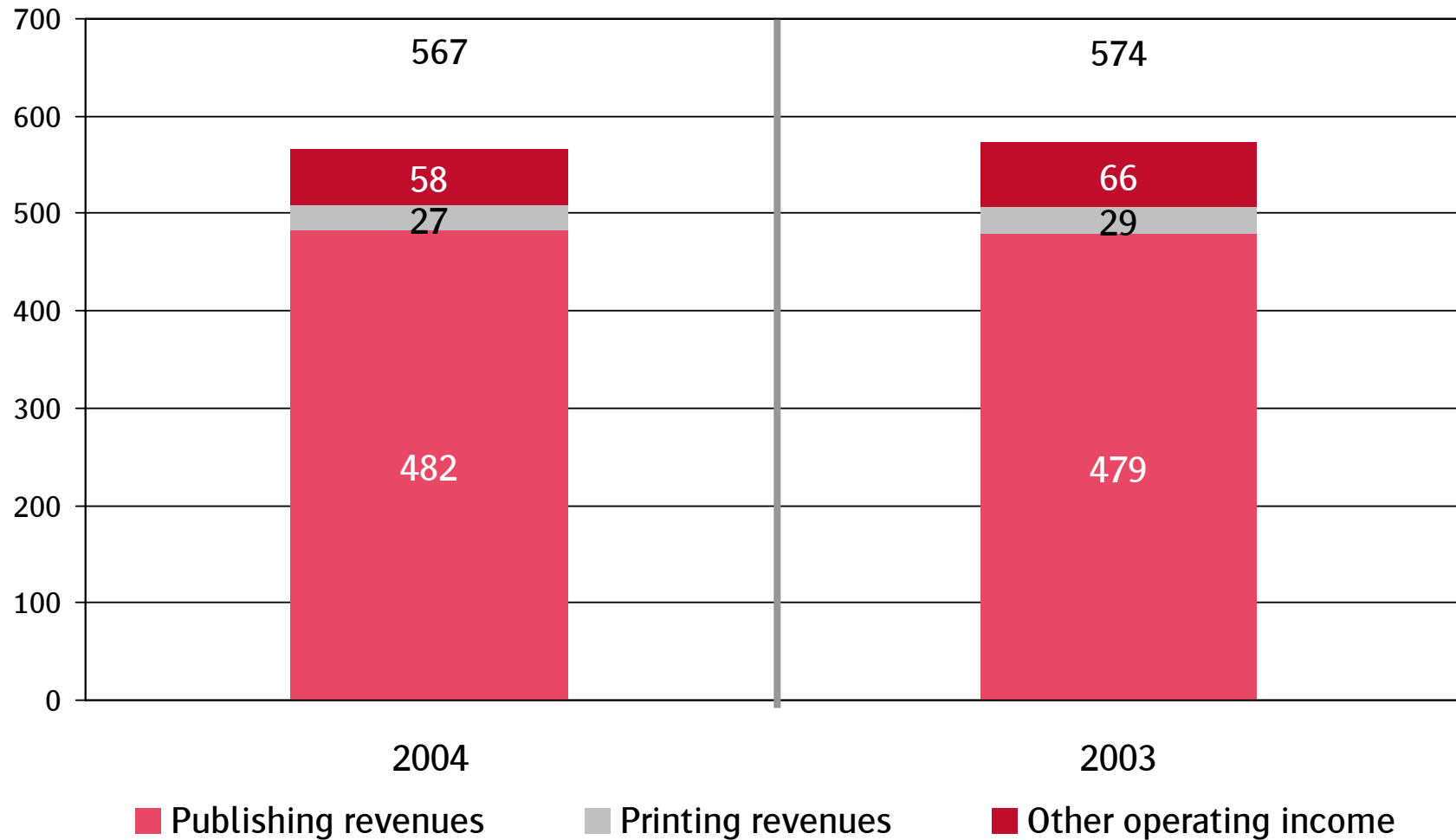
- The previous year results in the Electronic Media division were restated due to barter transactions that had not been accounted for in 2003. Both sales and operating expenses were increased by CHF mill. 5.1.

- **IFRS 3 “Business Combination”:**

- The new IFRS-standard for business combination which became effective for new acquisitions on March, 31<sup>st</sup> 2004 has been applied for the financial year 2004. Old goodwills have been depreciated for the last time on a regular bases.

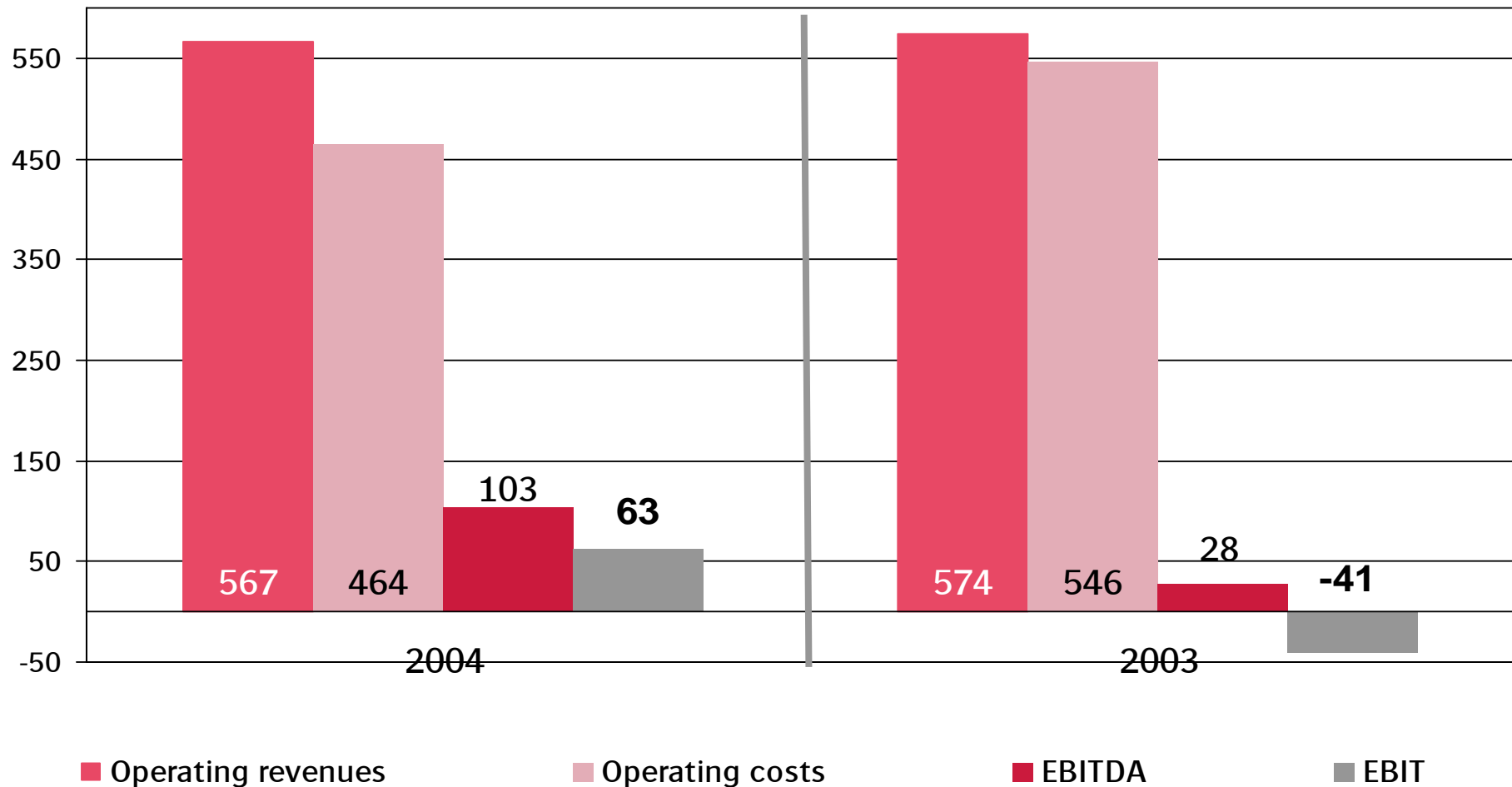
# tamedia: Due to divestments, operating revenues fell by 1.3%

CHF mill. 567, -1.3% resp. CHF mill. -7, prior year: CHF mill. 574



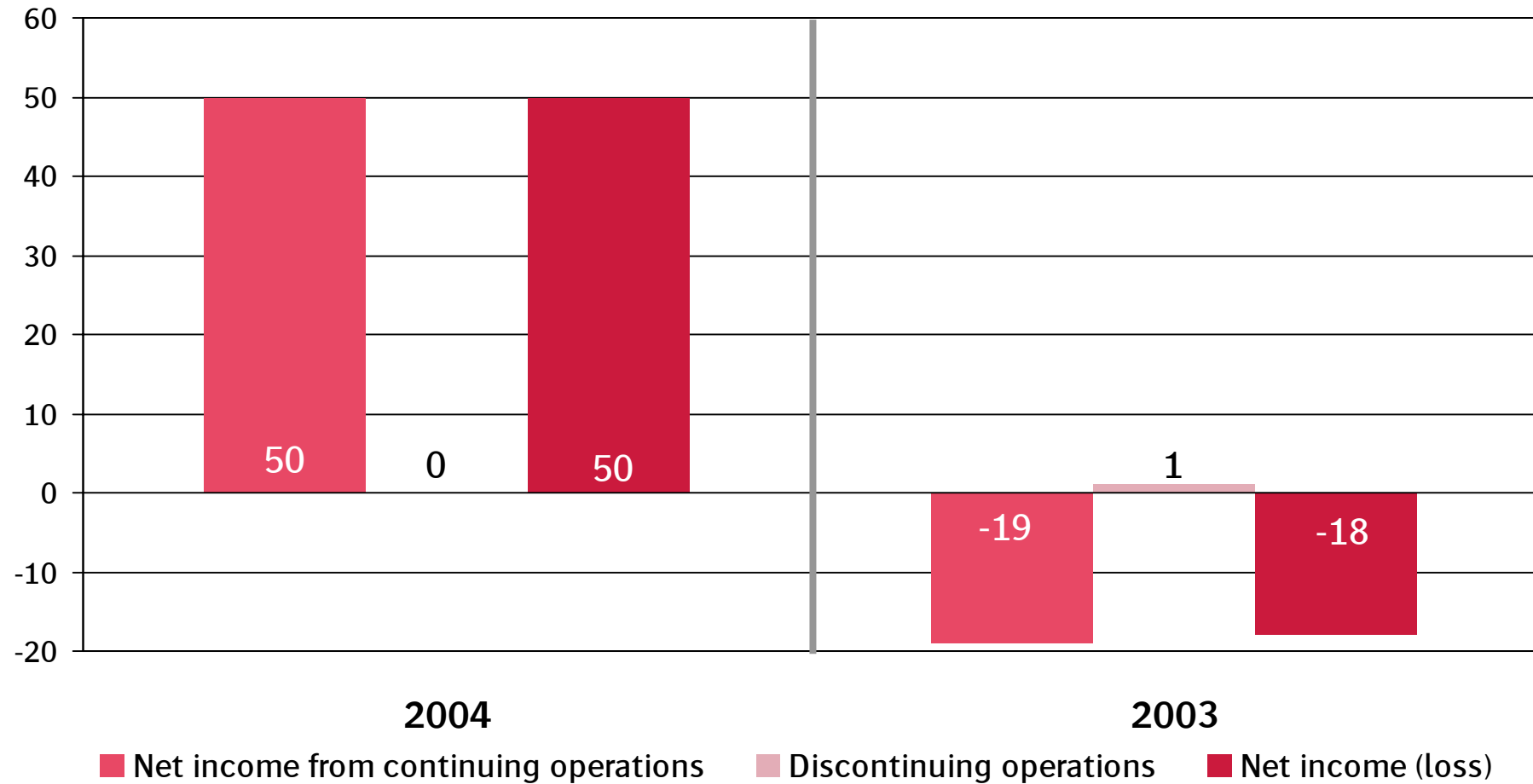
# tamedia: EBITDA-margin with strong increase to 18%

CHF mill. 103, CHF mill. +75, resp. +272%, margin 18%  
prior year: CHF mill. 28, margin 5%

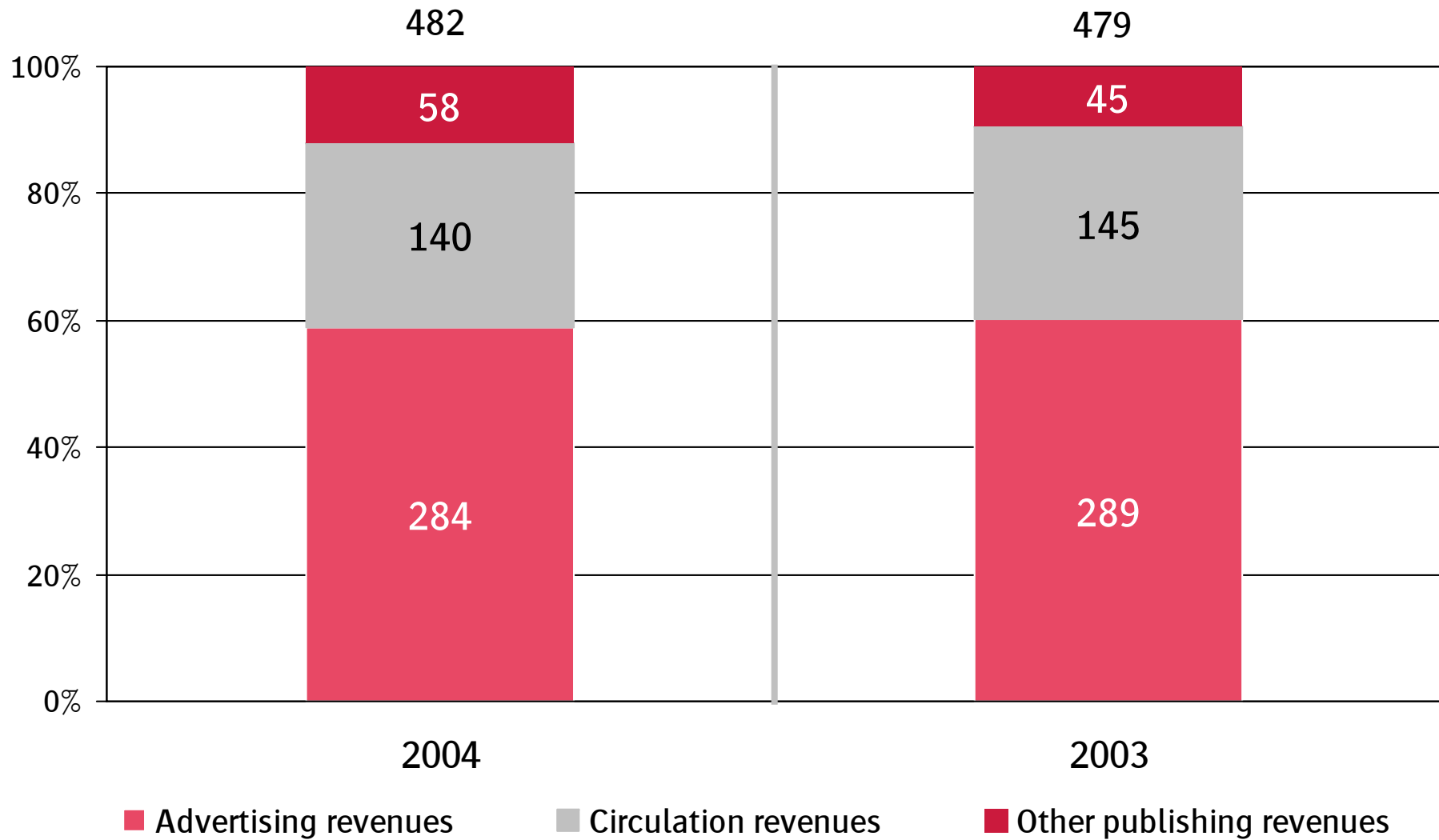


# tamedia: Net income strongly increases to CHF mill. 50

Net income of CHF mill. 50,  $\Delta$  CHF mill. +68  
prior year: net loss of CHF mill. 18



# tamedia: Split of Publishing revenues pract. unchanged



# tamedia: Revenue-decrease fully attributable to divestitures

---

## **Publishing revenues:**

**+ CHF mill. 3.5 or 1%**

- Slightly improved economy
- Small revenue-increase from job ads
- Stable revenues from Newspapers
- Revenue drop in magazine division due to adjustment of portfolio (sale of “du” and discontinuation of “annabelle wohnen” and “annabelle business”)
- Strong advertising increase in the Electronic Media division (both radios and tv)

## **Printing revenues:**

**- CHF mill. 2.8 or 10%**

- Major decrease in printing revenue due to the sale of the rotary offset plant (ARO) in November 2003

## **Other operating income:**

**- CHF mill. 8.1 or 12%**

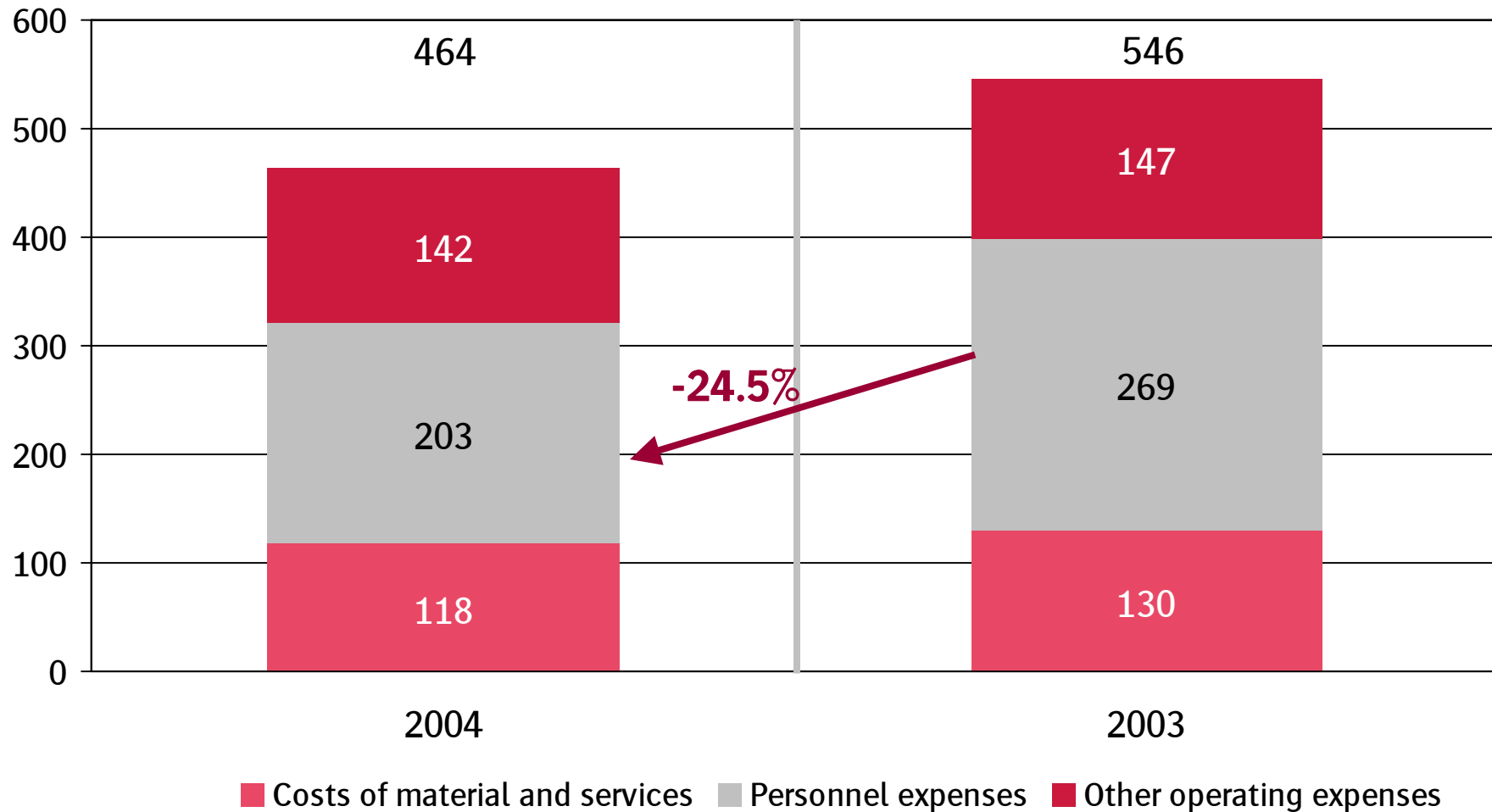
- Declining revenue in book publishing due to the sale of BD Bücherdienst in autumn 2003



tamedia:

# Personnel expenses reduced by CHF 66 mill.

CHF mill. 464, CHF mill. -83 (-15.1%), previous year: CHF mill. 546



# tamedia: Reasons for strong decrease of Operating expenses

---

## Costs of material

- Decrease of CHF mill. 12 (9%) thereof reduction of CHF mill. 4 (9%) due to lower paper prices and lower consumption

## Other operating expenses:

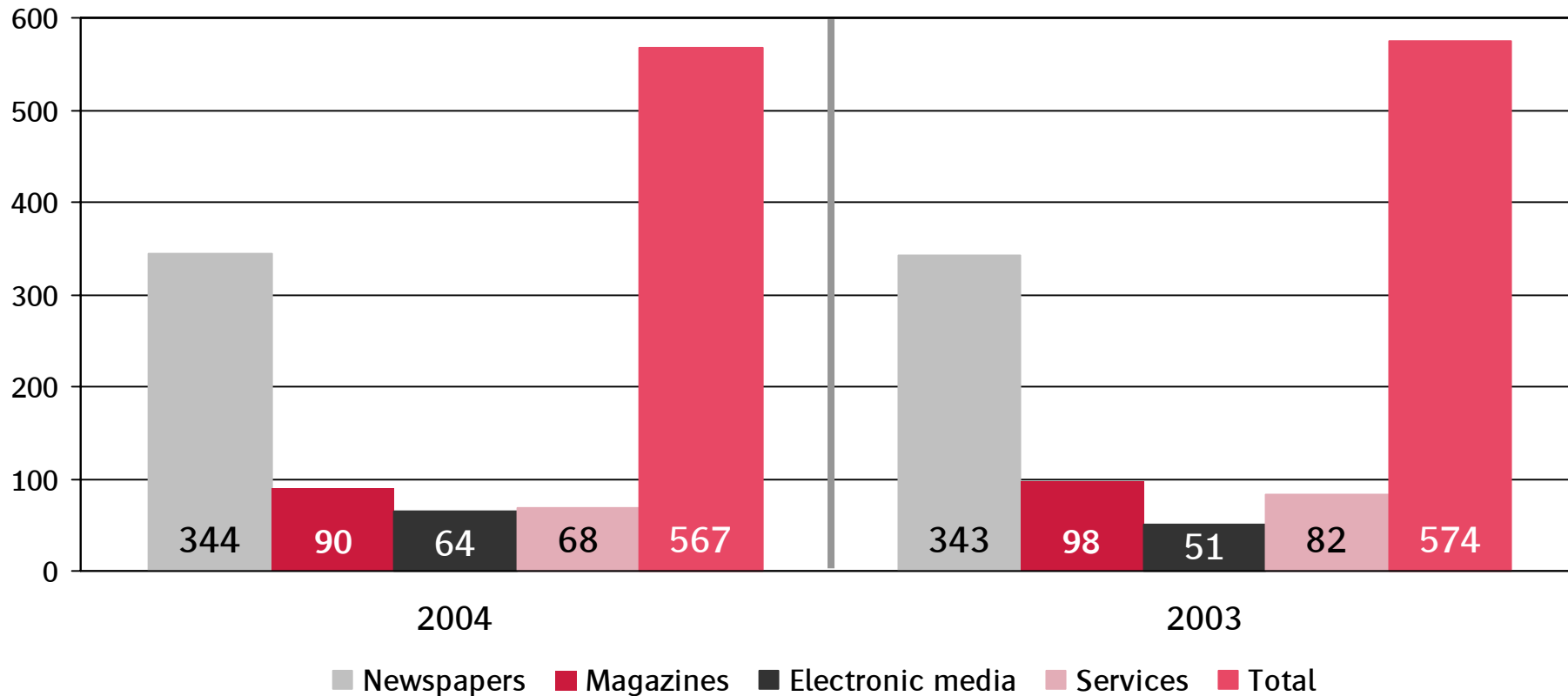
- Total decrease of CHF mill. 5 (3%)
- Increase in Advertising & PR of CHF mill. 3
- Strong reduction of general operating expenses by CHF mill. 7 due to general cost saving measures

## Personnel expenses

- Most significant component of operating expenses was reduced by CHF mill. 66:
  - decrease of total number of employees by 307 (17%) by end 04
  - Average decrease in Newspaper (-63 FTE), Magazine (-34 FTE), E-media (-13 FTE) and Services (-153 FTE)
  - Total personnel costs decreased by 25% compared to 2003 due to significant lower staff number and former provisions for restructuring (CHF mill. 24.4) in 2003
  - Higher costs for employee benefit plan due to good results

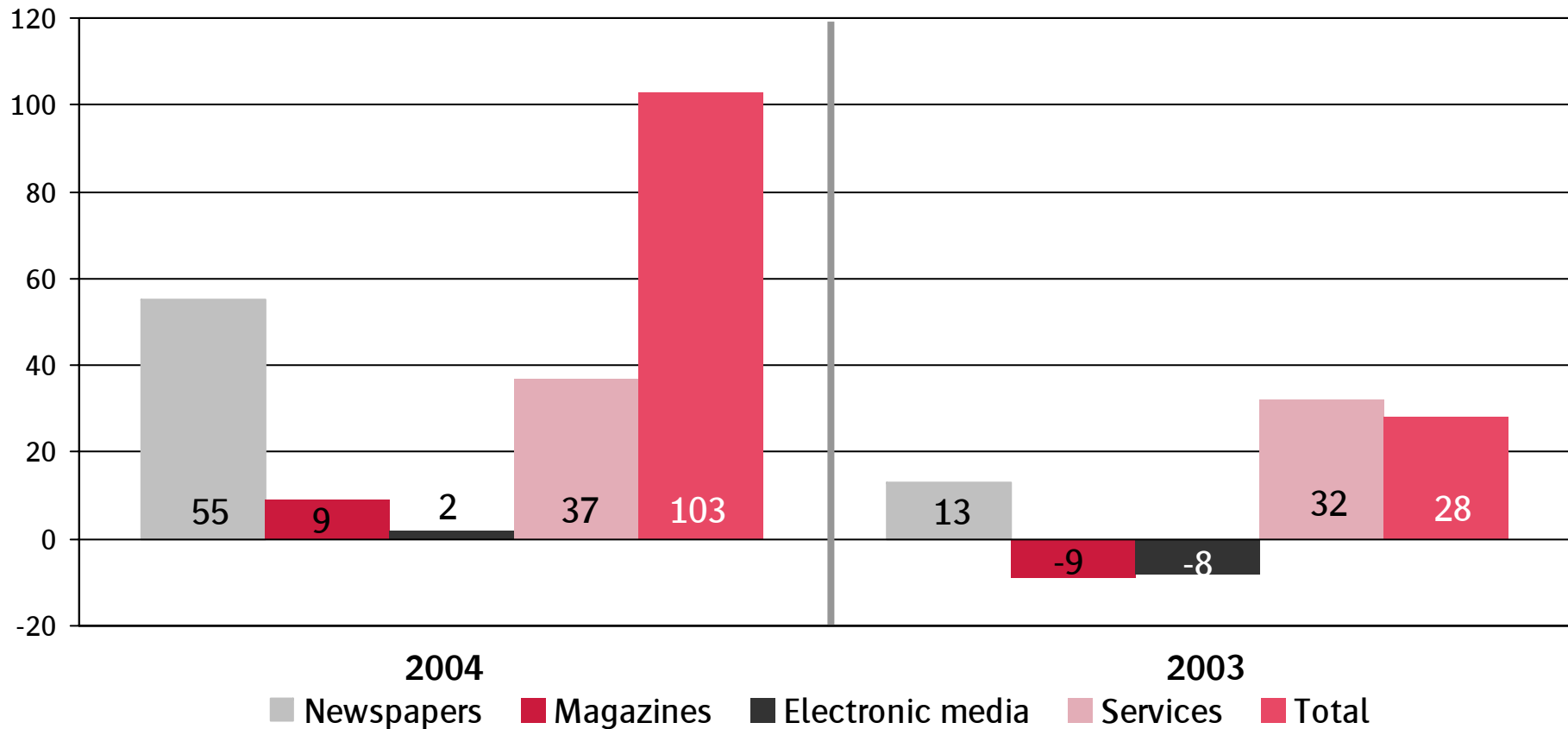
# Segment information on Revenues

<b>Operating revenues:</b>	-1.3%	/ CHF mill.	-7
<b>Newspapers:</b>	+0.2%	/ CHF mill.	+1
<b>Magazines:</b>	-7.7%	/ CHF mill.	-8
<b>Electronic:</b>	+25.1%	/ CHF mill.	+13
<b>Services:</b>	-16.2%	/ CHF mill.	-13



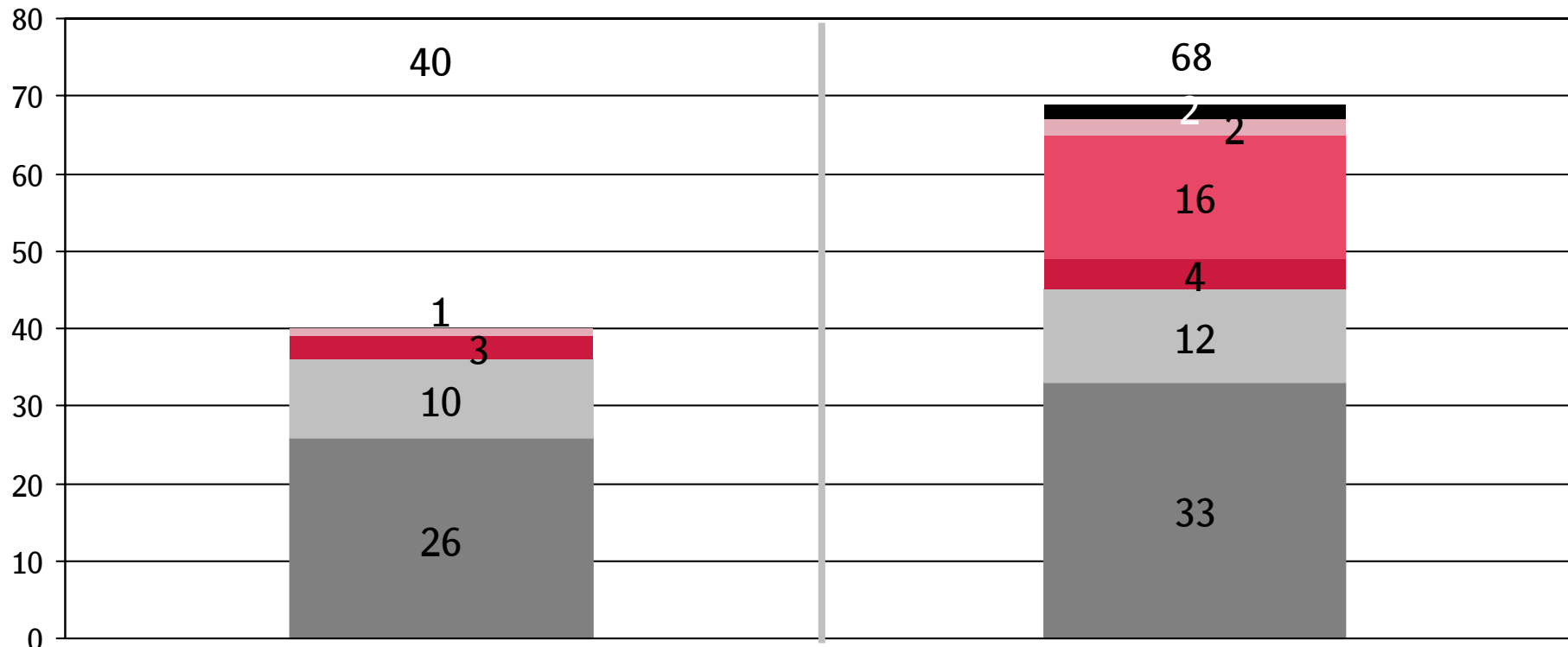
# Segment information on EBITDA

<b>EBITDA:</b>	+272.4%	/ CHF mill.	+75
<b>Newspapers:</b>	+327.7%	/ CHF mill.	+42
<b>Magazines:</b>	+193.7%	/ CHF mill.	+18
<b>Electronic:</b>	+128.4%	/ CHF mill.	+10
<b>Services:</b>	+17.5%	/ CHF mill.	+6



# tamedia: Strong decrease in Depreciation & Amortization

CHF mill. 40, -42%, resp. CHF mill. -28, prior year: CHF mill. 68



- Property, plant and equipment
- Amortization of goodwill
- Amortization of other intangible assets
- Impairment Radio 24/Basilisk
- Other
- Impairment property

- **Impairments 2004**

- on Goodwill Alacasa: CHF mill. 0.3

- on Goodwill AZ Vertrieb: CHF mill. 0.4

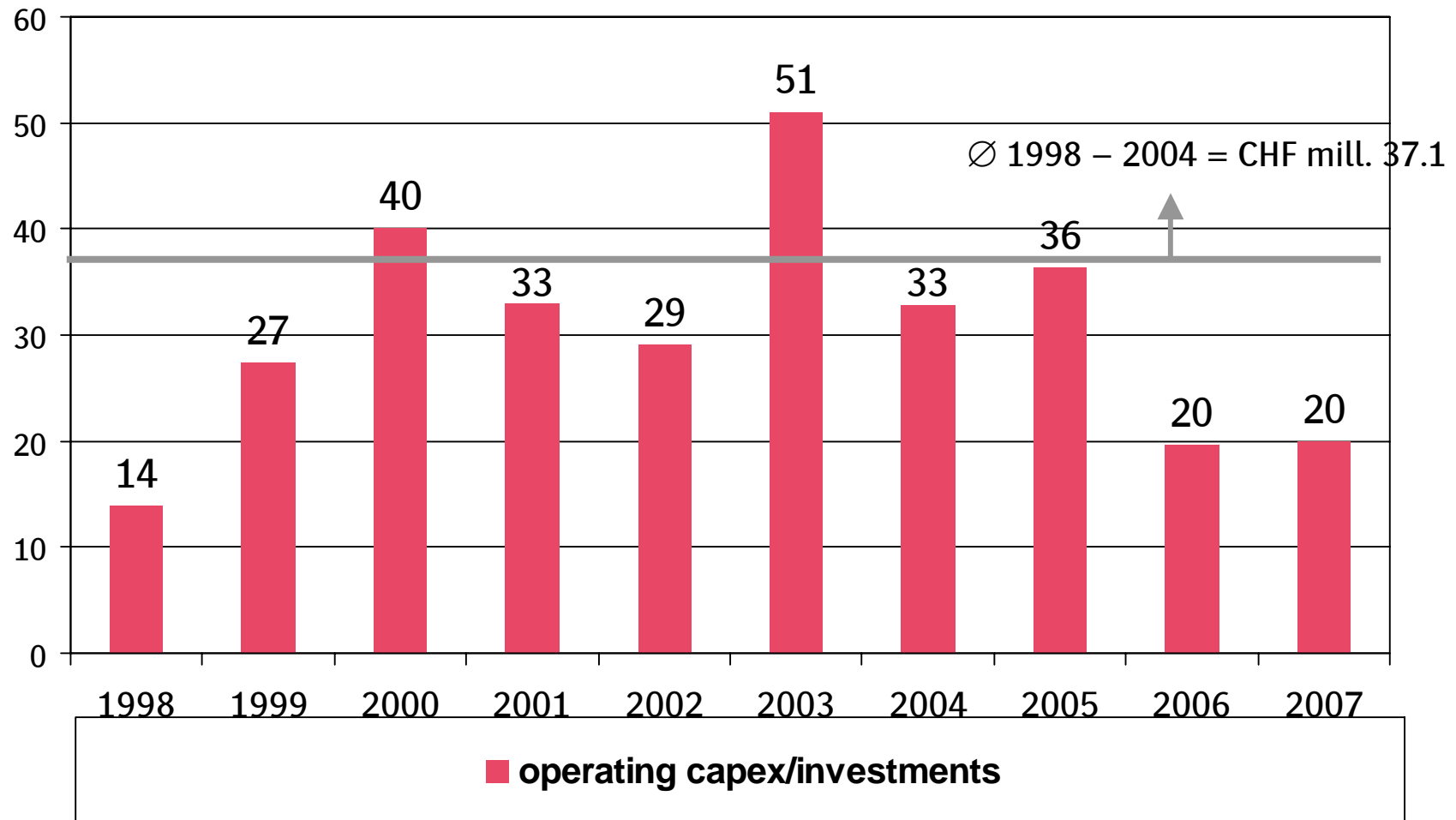
- both goodwills are completely amortized

- Total goodwill amounts up to CHF mill. 63 by end of 2004. With IFRS 3 these goodwills will no longer be amortized on a regular bases

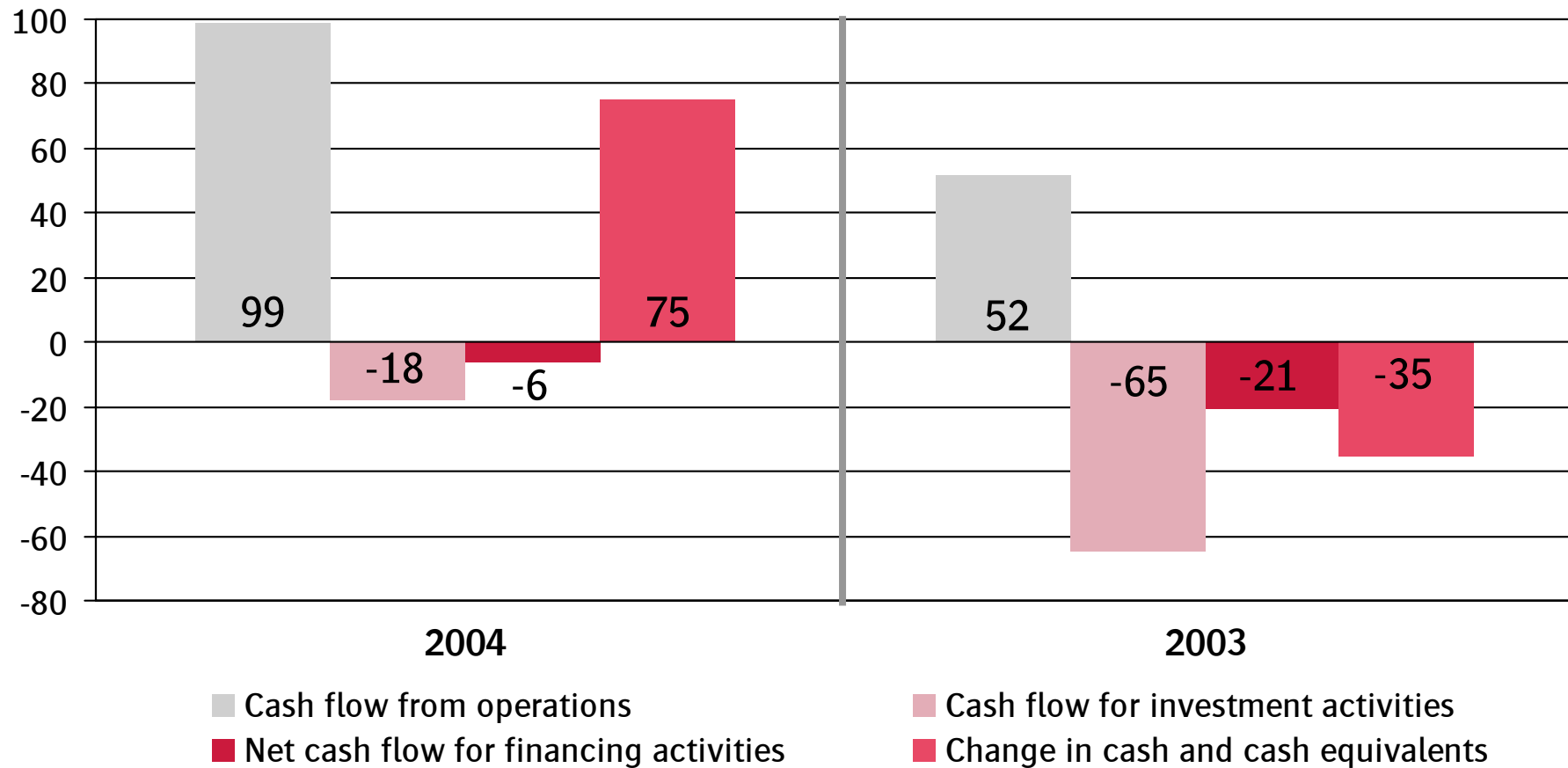
- **Launches:** New operation for Car4You Print

- **Divestments:** MCC Media Clearing Center AG

# tamedia: Substantially lower capex in the coming years

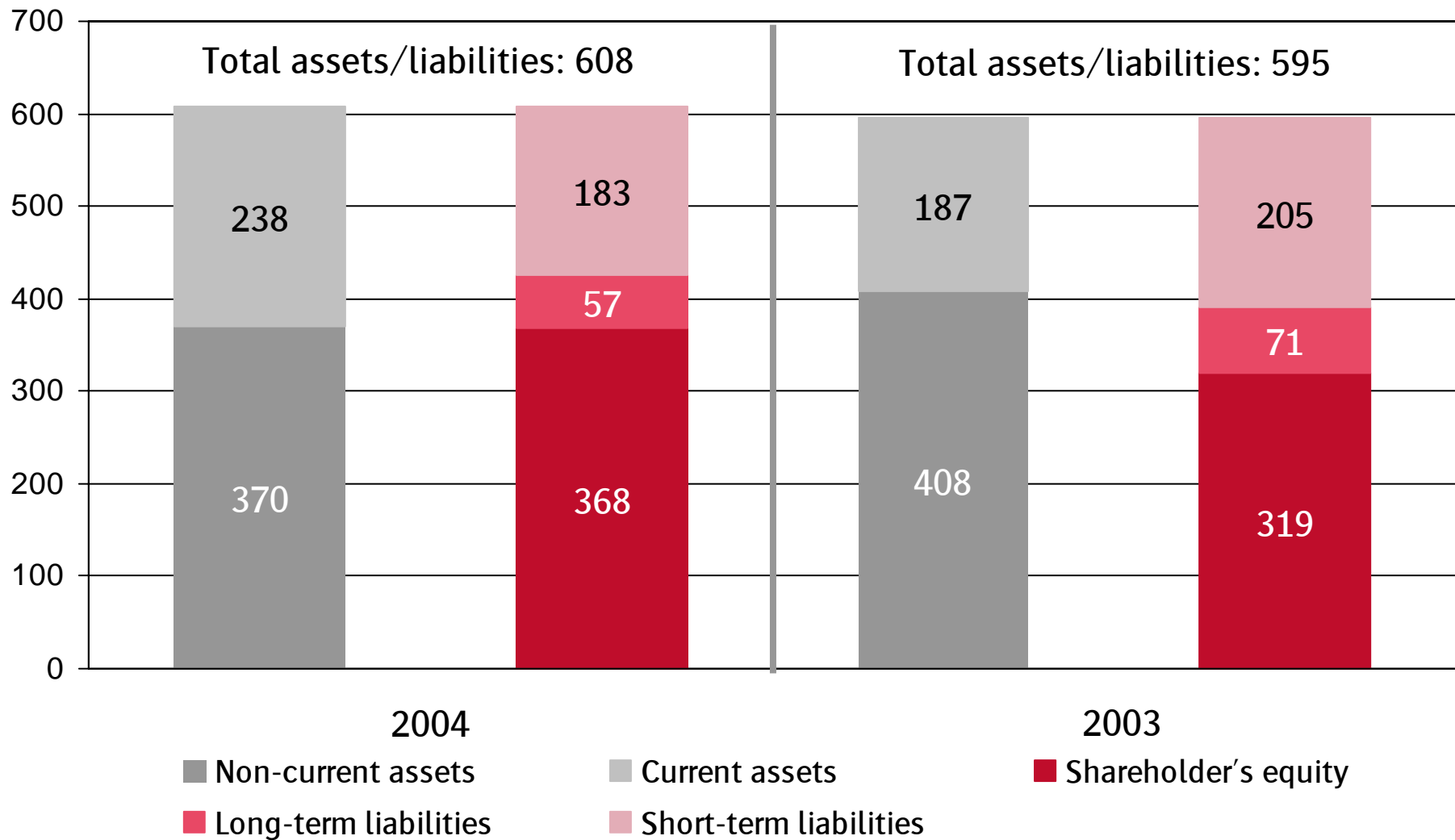


- Cash flow from operations amounts to CHF mill. 99.2 (2002: CHF mill. 51.9)
- Comfortable equity ratio with 60.5% (2003: 53.6%)
- Net cash position increased to CHF mill. 123.7 (2003: CHF mill. 43.7)





Good thumb ratios for financing and investing



- **Liquidity:**

- Net cash position of CHF mill. 123.7 (prior year: CHF mill. 43.7)
- printing plant investment (Rota 05):
  - fully financed with cash
- Liquidity ratio II increased to 128% (2003: 89%)
- Liquidity held mainly in cash, thus no stock market exposure

- **Other financial assets:**

- Decrease:
  - from CHF mill. 45 to CHF mill. 36
  - Partially due to repayment of a long-term loan

- **Equity ratio:**

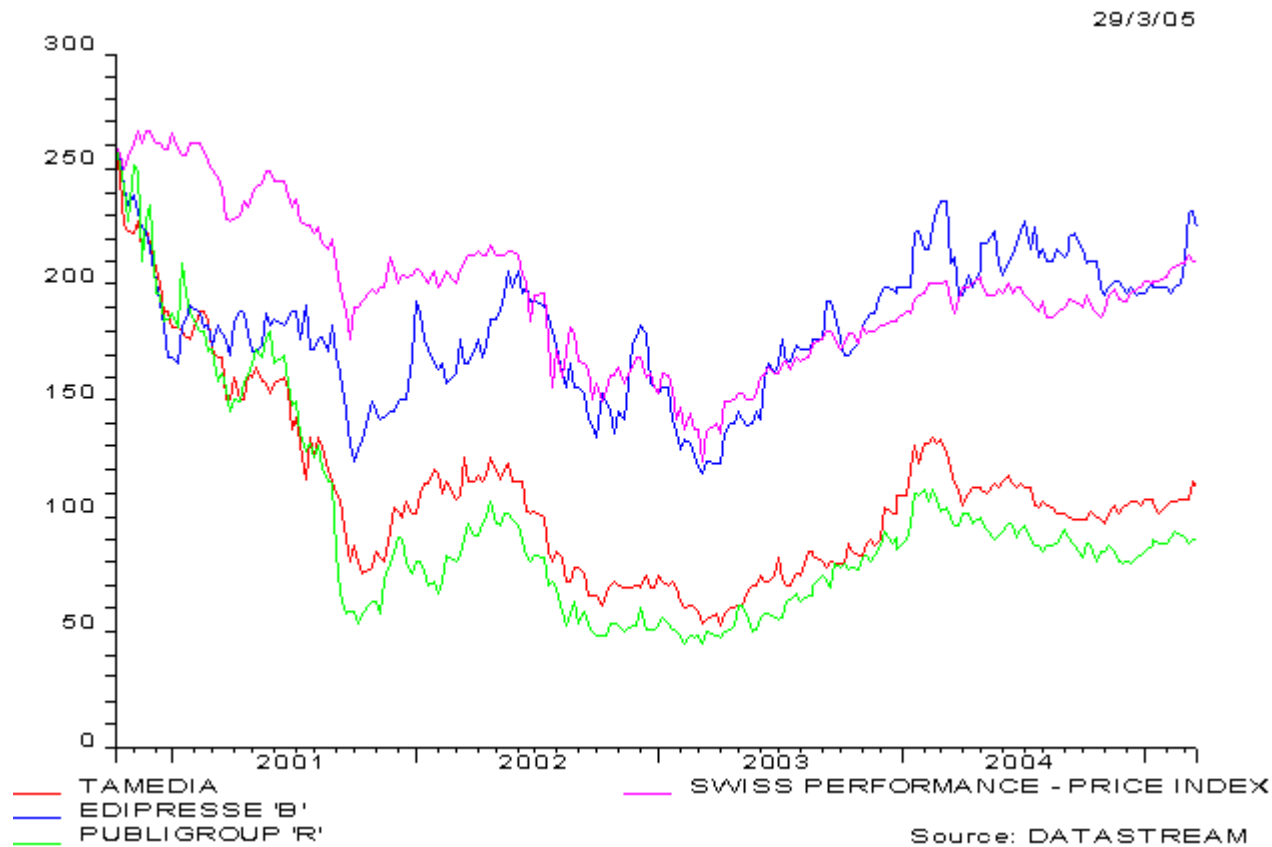
- 60.5% (previous year: 53.6%)
- Tamedia is a very solidly financed company

- **Provisions** (short and long-term)
  - Decrease by CHF mill. 17.2 to CHF mill. 16.1  
Due to:
    - Use of provisions built in 2003 for personnel following the Restructuring of
      - Magazine Division
      - Overhead/Services
      - Newspaper Division

- **Successful turnaround in a still difficult business environment due to heavy cost cutting**
- **Total EBITDA margin 18,2%**
- **All segments with positive EBITDA-results**
- **Dividend pay out in 2005 recommended to shareholders**
- **Equity ratio very good**
- **Net liquidity again very high**

# tamedia: Volatile share price development since 2000

Tamedia – Peers from October 2, 2000 to March 29, 2005



tamedia:

Thanks for your attention!

---

