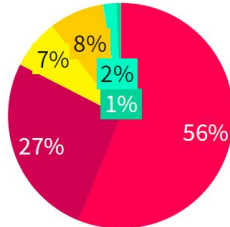


# Tamedia: The leading Swiss media group

## About Tamedia

Tamedia is the leading and by far most profitable Swiss media group. With its digital platforms, Tamedia reaches 78% of all people living in Switzerland, and 66% of them read a newspaper or magazine published by the group. Half of profits are already coming from digital activities. The company employs 3,400 staff members in Switzerland, Austria, Denmark, France, Germany, Israel, Luxembourg and Serbia and has been listed on the Swiss Stock Exchange since 2000. (TAMN, CH0011178255). The founding family stills holds a majority stake in the company.

## Revenue split (2017)



## Divisions

**Marketplaces & Ventures** Number one positions in the Swiss real estate (homegate.ch), jobs (JobCloud) and general classifieds markets (tutti.ch) as well as in marketplaces (ricardo.ch).

**Paid Media** With titles such as Tages-Anzeiger or 24 heures, Tamedia is the largest publisher of paid dailies and paid news sites in Switzerland.

**Free Media** With its commuter media network 20 Minuten, Tamedia is the only media company with an offer in all three language regions under the same brand.

## Strategic highlights

**Paid Print** To successfully leverage the synergies of Switzerland's largest newspaper network to work on costs and maintain profitability in a shrinking market.

**Paid Digital** Increase digital subscriptions with new offers.

**Free Media** Expand the highly successful free media network into new markets such as Austria.

**Classifieds & Marketplaces** Expand number 1-positions into new markets and leverage Tamedia's unrivalled digital reach and data potential for new advertising offers.

## Chairman and CEO



Dr. Pietro Supino  
Publisher and Chairman



Christoph Tonini  
Chief Executive Officer

**New releases** can be found here:

[www.tamedia.ch/en/group/newsroom/media-releases](http://www.tamedia.ch/en/group/newsroom/media-releases)

## Contact

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**Share price** and relevant investor information:

[www.tamedia.ch/en/group/investor-relations/share-price](http://www.tamedia.ch/en/group/investor-relations/share-price)

## History of Tamedia

**1893:** Foundation of the company

**2000:** IPO of Tamedia AG

**2003-2005:** Takeover of 20 Minuten Switzerland

**2007-2008:** Merger with Espace Media Groupe

**2009-2011:** Merger with the Swiss activities of Edipresse

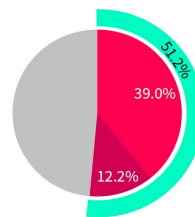
**2012:** Takeover of jobs.ch in partnership with Ringier

**2013:** Takeover of metroXpress in Denmark

**2014:** Swisscom and Tamedia reach agreement on a common approach in the market for directory services

**2015:** Tamedia takes over the Ricardo Group

**2017:** Tamedia launches takeover bid for Goldbach



## Pro-Forma EBITDA share of digital offering in per cent

39.0% Digital business division

12.2% Digital publishing offerings

51.2%: EBITDA of all digital offers

## Key figures 2017

in CHF mn	2017	2016	Change
<b>Income statement</b>			
Revenues	974.2	1 004.8	-3.0%
Operating income before depreciation and amortisation (EBITDA)	245.2	201.0	22.0%
Margin	25.2%	20.0%	25.8%
Operating income (EBIT)	180.7	113.5	59.3%
Margin	18.6%	11.3%	64.3%
Net income	170.2	122.3	39.1%
of which			
attributable to Tamedia shareholders	146.9	104.7	40.3%
attributable to non-controlling interests	23.3	17.6	32.2%
<b>Revenue by business division with third parties</b>			
Paid Media	586.0	616.8	-5.0%
Free Media	153.2	162.3	-5.6%
Marketplaces and Ventures	235.0	225.6	4.1%
<b>Balance sheet</b>			
Current assets	330.9	308.9	7.1%
Non-current assets	2 182.5	2 112.2	3.3%
Balance sheet total	2 513.3	2 421.1	3.8%
Liabilities	543.7	665.0	-18.2%
Equity	1 969.6	1 756.1	12.2%
<b>Financial key data</b>			
Equity ratio	78.4	72.5	8.0%
Return on equity	8.6	7.0	24.0%
<b>Employee key data</b>			
Headcount as of balance sheet date <sup>1</sup>	3 261	3 296	-1.1%
Revenue per staff member <sup>2</sup> in CHF 000	304.0	306.2	-0.7%
<b>Key figures per share</b>			
Net income per share in CHF	13.87	9.89	40.3%
Dividends per share in CHF	4.50 <sup>3</sup>	4.50	0.0%
Dividend yield <sup>4</sup>	3.3%	2.9%	13.0%
Price/earnings ratio <sup>4</sup> x	9.9	15.8	-37.0%

<sup>1</sup> Number of full-time equivalents

<sup>2</sup> Based on the average number of employees

<sup>3</sup> Proposed appropriation of profit by the Board of Directors

<sup>4</sup> Based on year-end price

