

tamedia:

Financial Reporting 2007



# Annual Report 2007: Overview

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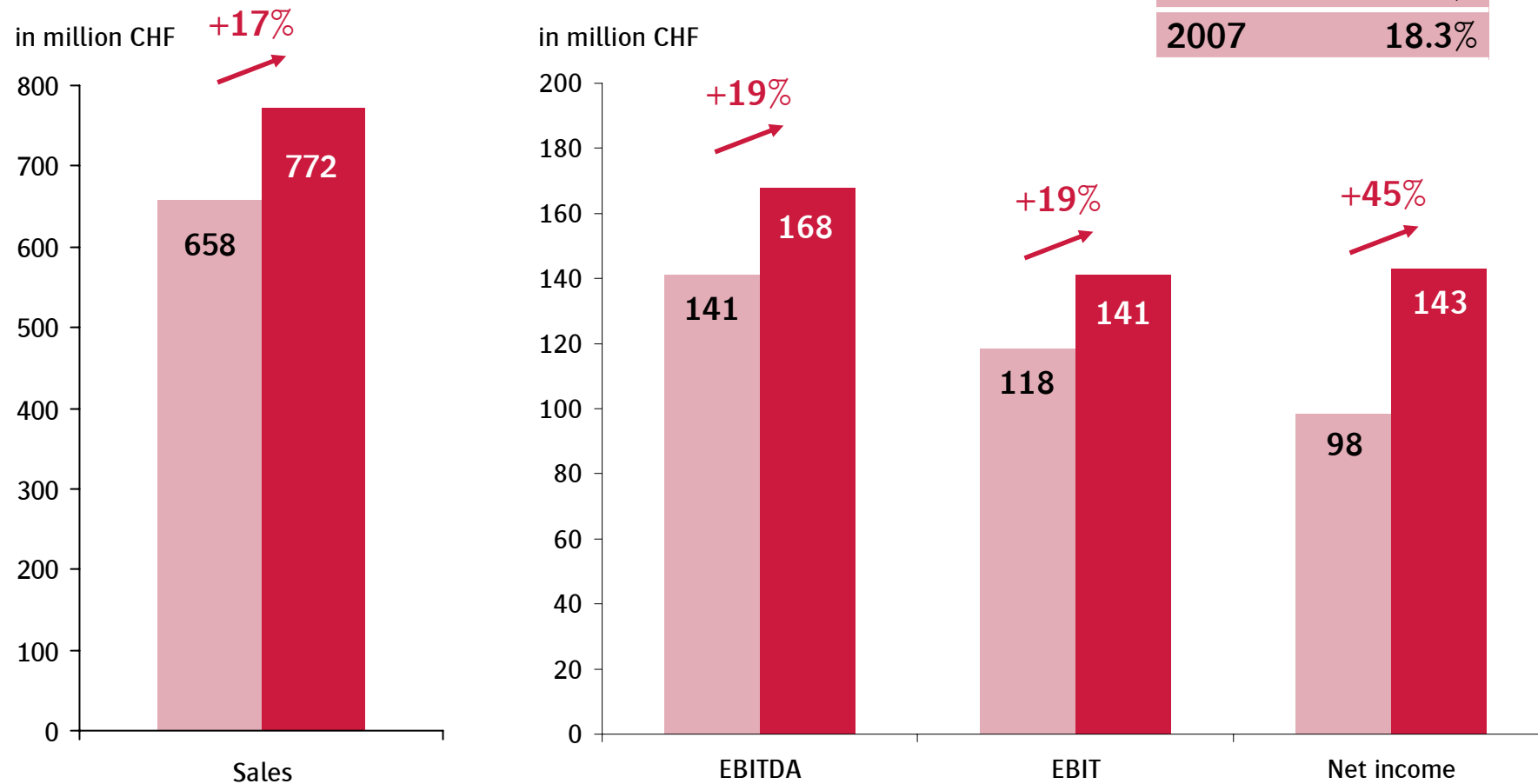
## Martin Kall

Chief Executive Officer (CEO)

# Tamedia increases its net income in 2007 to record levels

## Fiscal years 2006 and 2007 at a glance

EBIT Margin	
2006	18.0%
2007	18.3%



■ 2006

■ 2007

## Multi-year comparison: Significant growth in all divisions

<b>Tamedia in million CHF</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>06/07</b>
Sales (operating income)*	574	567	650	658	772	17%
Operating income before depreciation and amortisation (EBITDA)	28	103	127	141	168	19%
EBITDA margin	5%	18%	20%	21%	22%	-
Operating income (EBIT)	-41	63	95	118	141	19%
EBIT margin	-7%	11%	15%	18%	18%	-
<b>Net income</b>	<b>-19</b>	<b>51</b>	<b>80</b>	<b>98</b>	<b>143</b>	<b>45%</b>
Net income per share in CHF	-1.77	4.98	7.95	9.85	13.45	36%
Dividends per share in CHF	0.00	1.50	2.50	3.00	4.00**	33%

\* Operating revenues as compared to third parties

\*\* Recommendation of the Board of Directors

# Pleasing development in the economic environment

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## Growth and decline in unemployment

- The Swiss economy saw a continuation of its real growth at 3.1% (previous year 2.7%), thus remaining at a high level
- The driving forces behind the economic growth were the strong demand amongst consumers in Switzerland and the increase in exported service
- The unemployment rate decreased to 2.8% on average for the year (previous year 3.3%) and thus to its lowest level in five years

## Consumer confidence continues to be positive

- The consumer confidence index increased by April 2007 to +20 index points, however it declined slightly in the second half of the year and was reported at +15 points in October

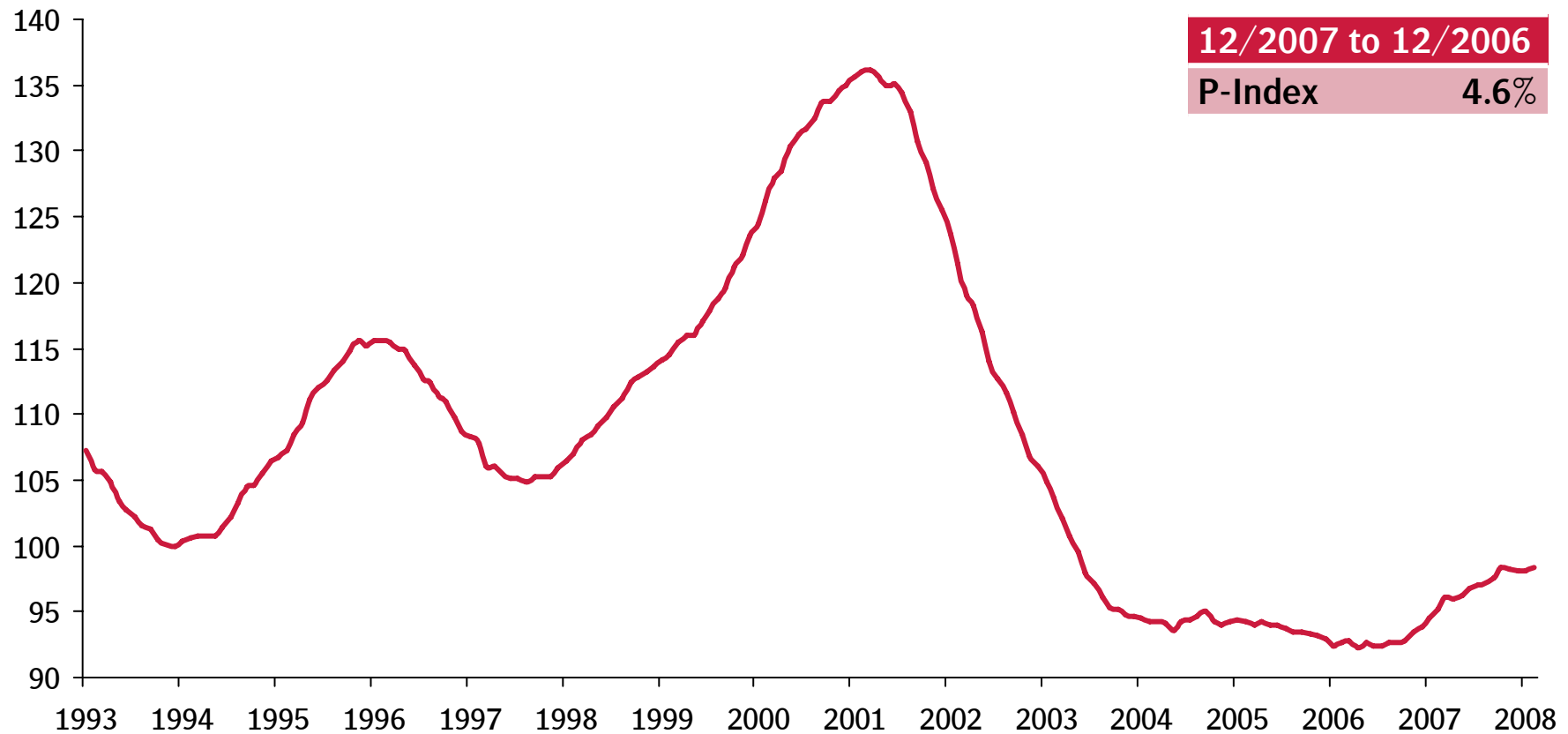
## Significant increase in advertising expenditures

- The higher advertising expenditures were a direct reflection of the strong consumer demand in Switzerland
- The Publicitas Index, which shows long-term changes in advertising expenditures in daily media, was at 98.1 index points at the end of the year and thus 4.6% higher than in the previous year (93.8)
- On average, investment in advertising even increased by 9% throughout the year among all media categories as reported by Media Focus

Source: Swiss State Secretariat for Economic Affairs SECO

# An overall successful year for the class Daily Newspapers

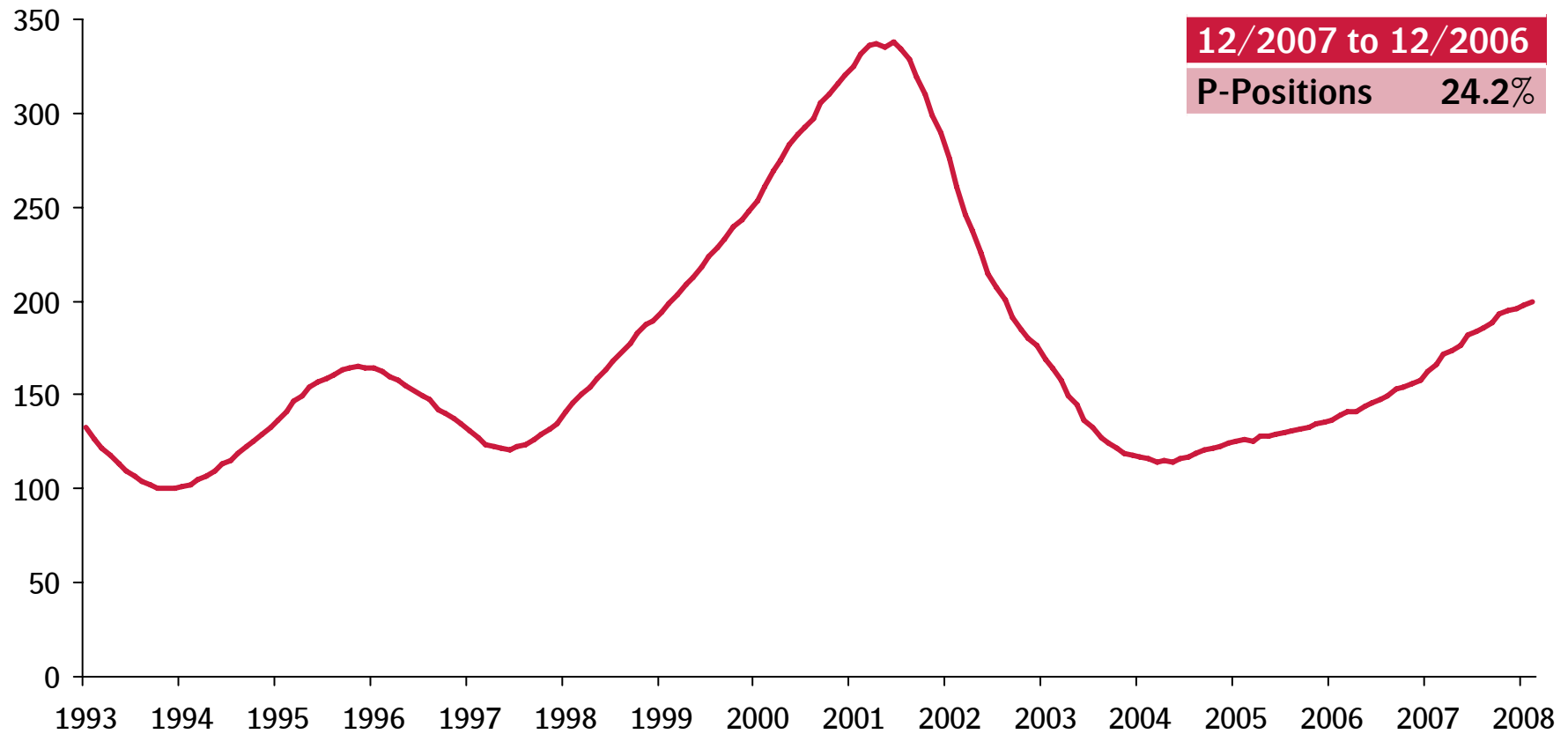
Publicitas Index: Change ad insertions in the daily press (12/1993 = 100)



Source: Publicitas

# Job ads report strong growth

Publicitas Index: Change in job inserts in the daily press (12/1993 = 100)



Source: Publicitas

## Print advertising expenditures grew below average in 2007

<b>Ad expenditures in million CHF*</b>	2003	2004	2005	2006	2007	2006/07
Daily newspapers	1167	1134	1157	1327	1425	7%
Consumer newspapers	592	603	620	627	669	7%
Special Interest publications	168	163	175	182	192	5%
<b>Print</b>	<b>1927</b>	<b>1900</b>	<b>1952</b>	<b>2137</b>	<b>2286</b>	<b>7%</b>
TV	670	737	798	880	1043	18%
Radio	118	129	135	136	137	1%
Billboards	416	391	402	423	437	3%
Cinema	48	50	50	50	47	-7%
Teletext	17	14	13	11	11	-8%
Online	19	29	36	47	52	11%
<b>Total</b>	<b>3215</b>	<b>3250</b>	<b>3387</b>	<b>3685</b>	<b>4013</b>	<b>9%</b>

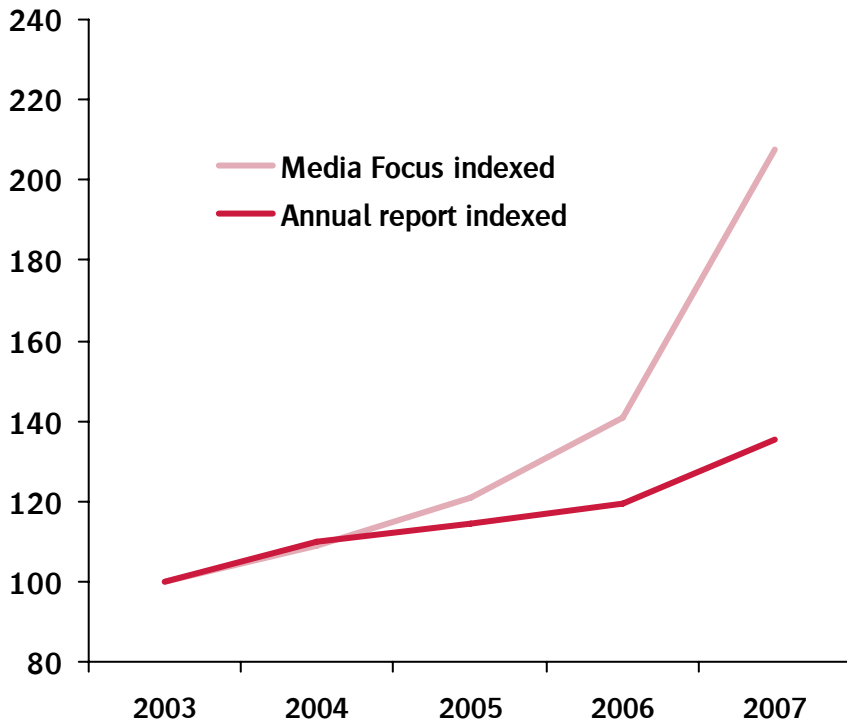
\* Source: Media Focus



# How strongly do the advertising expenditures for TV really grow in Switzerland?

Development of TV sales Goldbach 2003-2007 according to Media Focus (gross) and the annual report of Goldbach (net)

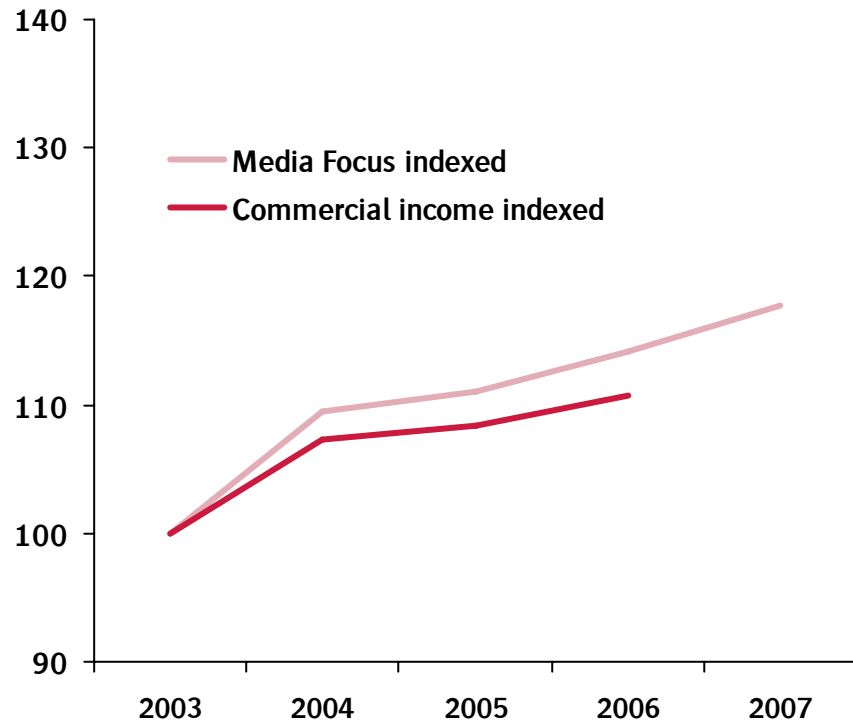
in index points (2003=100)



Note: The Media Focus figures include M6, MTV, PRO SIEBEN, RTL, RTL II, SUPER RTL, VIVA SWITZERLAND, VOX

Development of advertising SF 2003-2007 according to Media Focus (gross) and facts and figures of SF (net)

in index points (2003=100)



Source: Financial reports Goldbach, financial reports SRG SSR idée suisse Deutschschweiz, Media Focus

## Newspapers division: New titles show vitality in the class

Newspapers 2007 MCHF	2003	2004	2005	2006	2007	2006/07
Sales	347	347	447	475	551	16%
EBIT	4	27	72	85	97	15%
EBIT margin	1%	14%	16%	18%	18%	-

### General Issues

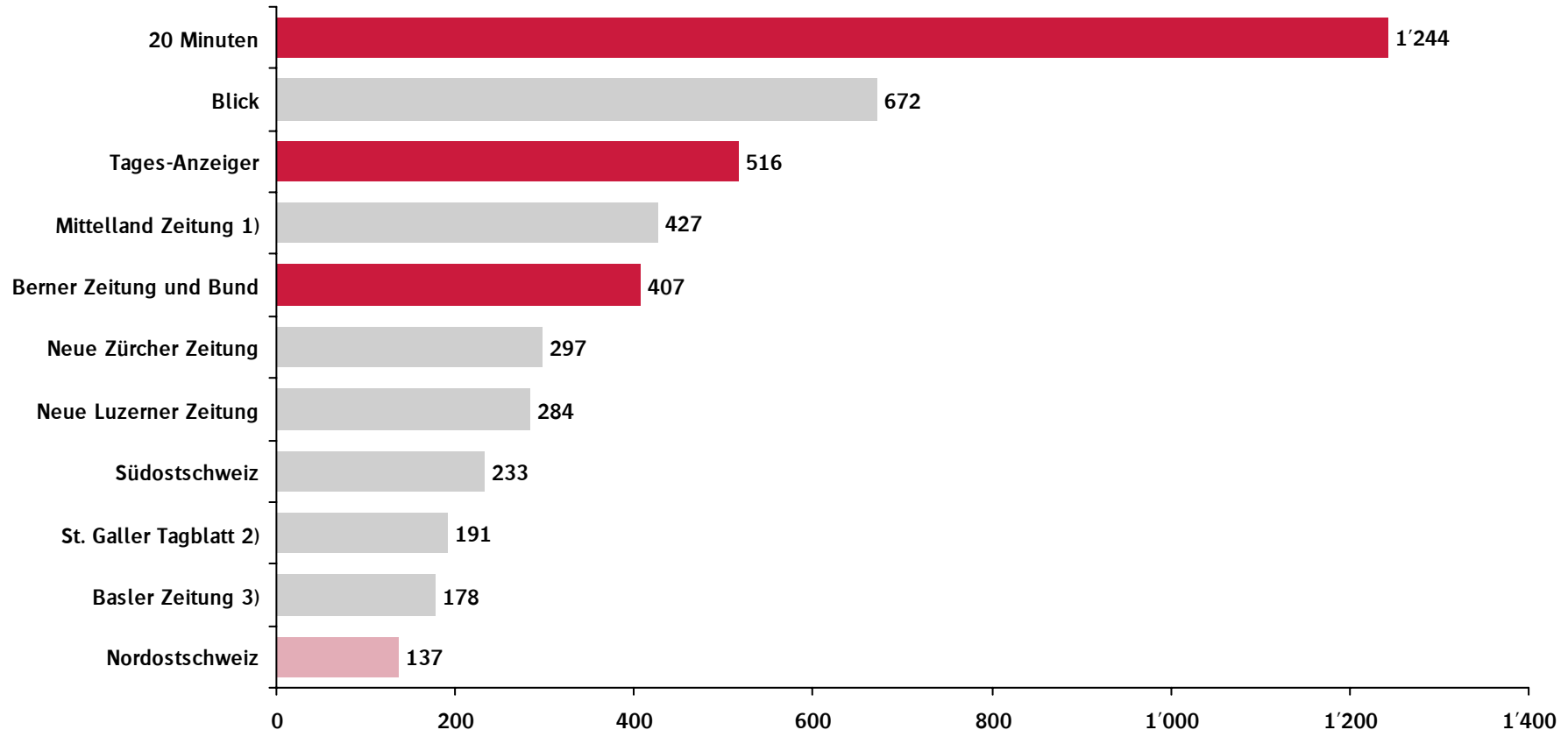
- In Switzerland, the newspaper market continues to consolidate
- A number of new newspapers were launched in the free and Sunday newspaper market

### Tamedia

- Berner Zeitung gains new readers; Der Bund achieved balanced results for the first time
- Regionalisation of Tages-Anzeiger satisfy plan requirements
- 20 Minuten continues growth; Circulation of 20 Minuten in German-speaking Switzerland increases to 550,000; 20 minutes in Western Switzerland reaches 390,000 readers
- Commuter paper News was launched in collaboration with Basler Zeitung Medien
- L'essentiel was launched in collaboration with Editpresse in Luxembourg
- Finanz und Wirtschaft shows strong increase in sales and net income thanks to an excellent environment

# Tamedia publishes three of the five most read daily newspapers

## Readership numbers of leading daily newspapers in German-speaking Switzerland in thousands



1) MRN since Basic 2006-2 inc. Basellandsch. Zeitung; 2) St. Galler Tagblatt Ges: City edition St. Gallen and Ostschweizer Tagblatt merged since March 2006; 3) Basler Zeitung: All household circulation not included; source: MACH Basic 2008-1

# Subscription daily newspapers expand their firm regional anchorage

## Berner Zeitung BZ



- Start of all household circulation of Solothurner Tagblatt
- As a result of splitting the edition Berne city and Berne region as well as Freiburg, reporting of local topics was fine-tuned
- Enhanced collaboration between Bieler Tagblatt, Freiburger Nachrichten and Walliser Bote

## Tages-Anzeiger



- Regional issues already show a high level of acceptance among the readers in the first year
- Start of all household circulation in the spring of 2007
- Regional editions satisfy budgeted figures

## Thurgauer Zeitung



- Start of new newspaper network Nordostschweiz in April 2007
- Expanded Thurgau reporting in autumn 2007
- Extension of combined advertising options Nordostschweiz to Schaffhauser Nachrichten as of 1 January 2008

# Finalised redirection of Huber and expansion of Thurgauer Zeitung

## Thurgauer Zeitung

- Since taking over Huber & Co. AG in 2005, conversion to four-colour printing throughout
- Expansion from a two- to a four-group newspaper in the newspaper network Nordostschweiz
- Significantly expanded report coverage and redesign of layout

## Reorientation Huber & Co. AG

- Finalised redirection: Services and central services were completely integrated into Tamedia
- Printing activities handed over to two printing companies in Eastern Switzerland, sale of the magazine and book publishing section and management buyout of Backslash



# 20 Minuten since 2007 with a new look and larger circulation

**20 Minuten**  
Donnerstag, 29. März 2006 Zürich # 67

**HEUTE AUF [www.20minuten.ch](http://www.20minuten.ch)**  
3x2 Tickets fürs UEFA Champions League Finale!  
Wo findet am 17. Mai 2006 das Finale statt?  
Spenden für den UNICEF, für mehr WERBUNG und für mehr HEINZLICHEN im 2006 (Fr. 070/206). Kostenlose Textanfrage auf [www.20minuten.ch](http://www.20minuten.ch), ab 18 Jahren. Heineken

## 20 Minuten hat jetzt über 1 Million Leser

ZÜRICH – Historischer Erfolg in der Presse-landschaft: 20 Minuten hat als erste Tageszeitung in der Schweiz mit ihrer Leserzahl die Millionengrenze geknackt. 1,039 Millionen Menschen lesen täglich die Pendlerszeitung. Die Erfolgsgeschichte begann Ende 1999: 20 Minuten

stanzose in Zürich. Mitunterwolle ist die Pendlerszeitung aus dem Verlagshaus Tamedia auch in Bern, Basel, Luzern, St. Gallen, Lausanne und Genf präsent. Schon seit 2004 ist sie die meistgelesene Tageszeitung der Schweiz. Liebe Lesertinnen und Leser: Herrlichen Dank! Seite 2

**Übungen gegen Stress an den VBZ-Haltestellen**  
3

**SCHWEIZ: Fahren unter Drogen: Mehr Ausweisenzüge**  
6

**BEST OF: Das 4. Abenteuer von Harry Potter auf DVD**  
34

**Scarlett Johansson ist die «Sexiest Woman»**  
Werde zur Frau mit dem grössten Sex-Appell gewählt: Schauspielerinnen Scarlett Johansson (17).  
NEW YORK – Hollywoodstar Scarlett Johansson hat Kollegin hansson zur sexysten Frau der Welt. Die bisherige Titelhalterin Jolie schaffte es auf Rang zwei, besonders gem. dass sie sexy ist.»

**FLYNIKI.COM NACH WIEN AB 39 SFR**  
WIKI



**20 Minuten**  
Freitag, 25. Januar 2008 Zürich Seite Zwei 2

**HEUTE AUF [WWW.20MINUTEN.CH](http://WWW.20MINUTEN.CH)**  
Aktuelle Schneeprognose von allen Bergstationen in der Schweiz  
**Tiefschnee oder Fun-Park?**

## Die Schweiz erhält Radio für die Euro

BERN. Oliver Scotoni und Miguel Alvarez schreiben Mediengeschichte: Ihr Radio zur Euro 08 ist der erste private Sender, der in vier verschiedenen Landesteilen empfangen werden kann – nämlich in den Host Cities Zürich, Bern, Basel und Genf. Radio 11 – The Rhythm of Football begleitet das Grossereignis rund um die Uhr mit Informationen zu den Mannschaften und Spielern, mit ausgesuchten Sounds und mit Party-Tipps. Seite 7

**Der neue Bond spendet Trost**  
Zürcher Wassertaxi auf den Namen Panta Maria getauft

**Sport: Am Australian Open gibts kein Duell Federer – Nadal**

Portiergeiern für die Medien: Die Schauspieler Daniel Craig und Judi Dench sowie Regisseur Marc Forster (v. l.), Noomi Yacoob, LONDON. Der Bündner Regisseur Marc Forster lud gestern zur Pinewood Studios in London die ersten Pressekonferenz des neuen James-Bond-Films, 20 Minuten war exklusiv in den Pinewood Studios in London dabei. Forster stellte seine Crew vor, darunter Hauptdarsteller Daniel Craig sowie die Bond-Girls. Und er verrät den Filmtitel: «Quantum of Solace» (etwa «Eine Menge Trost»). Seite 29

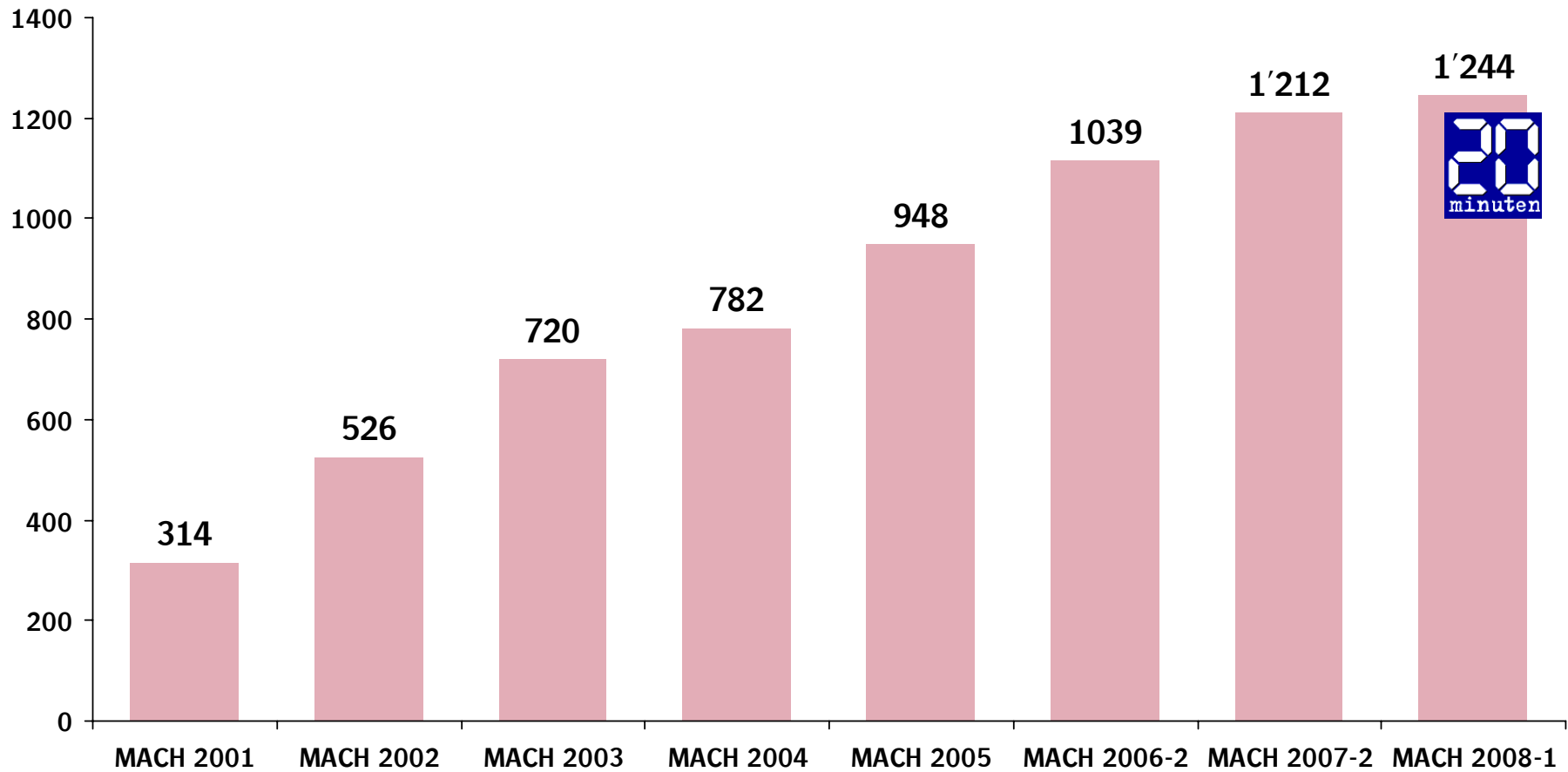
**www.wetter.20min.ch**  
Das Wetter in der Schweiz und in der Region

**FLYNIKI.COM NACH WIEN AB 39 SFR**  
WIKI

**RABGASS**  
Patisserie mit 300 Partysorten - Rabatzone 20, 4050 Basel

# 20 Minuten attracted 200,000 readers over the last 18 months

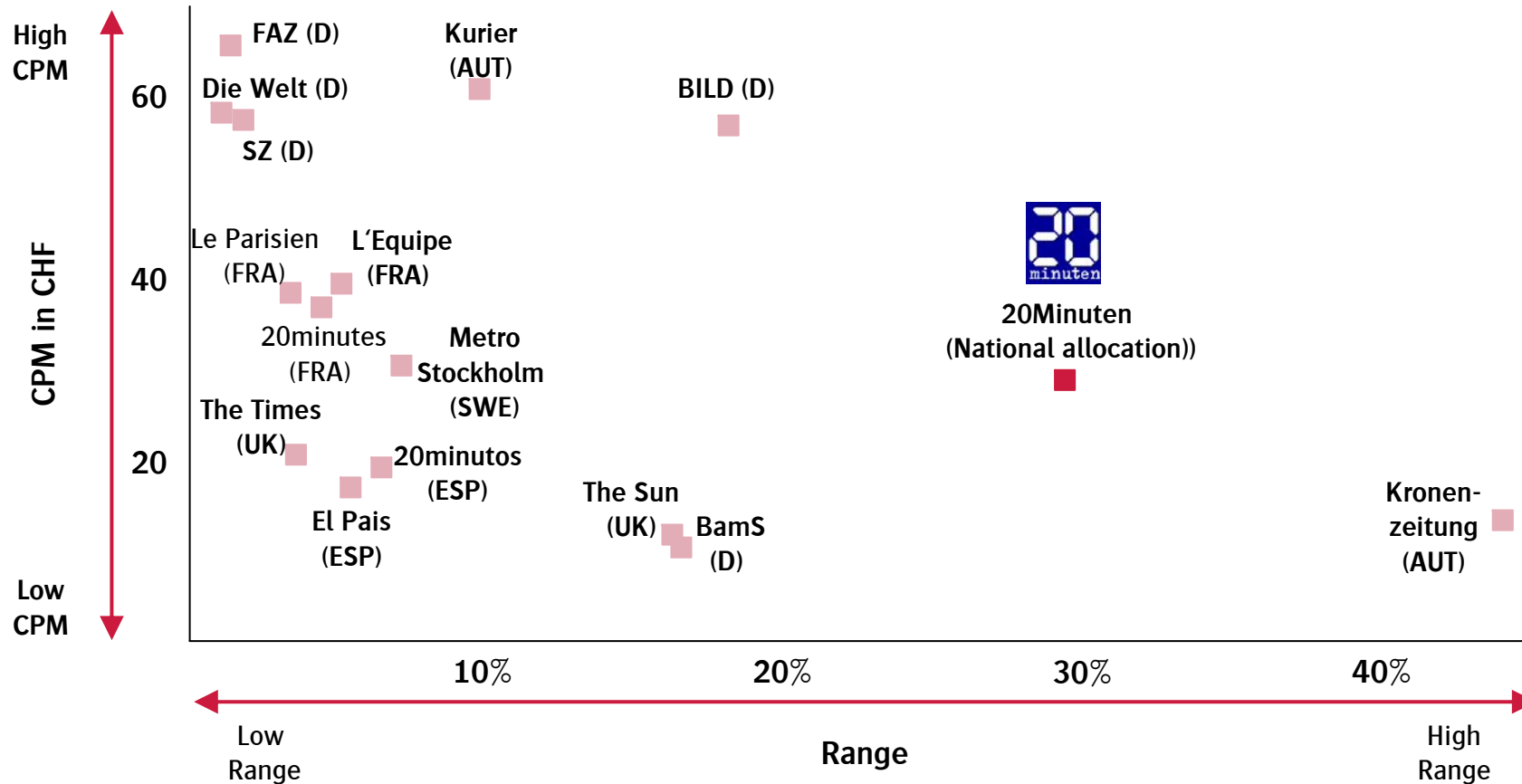
Number of readers of 20 Minuten in German-speaking Switzerland in thousands



Source: Wemf Mach Basic

# 20 Minuten ranks among the top international titles in terms of range

International performance comparison of print titles as relates to range and cost per thousand (CPM)

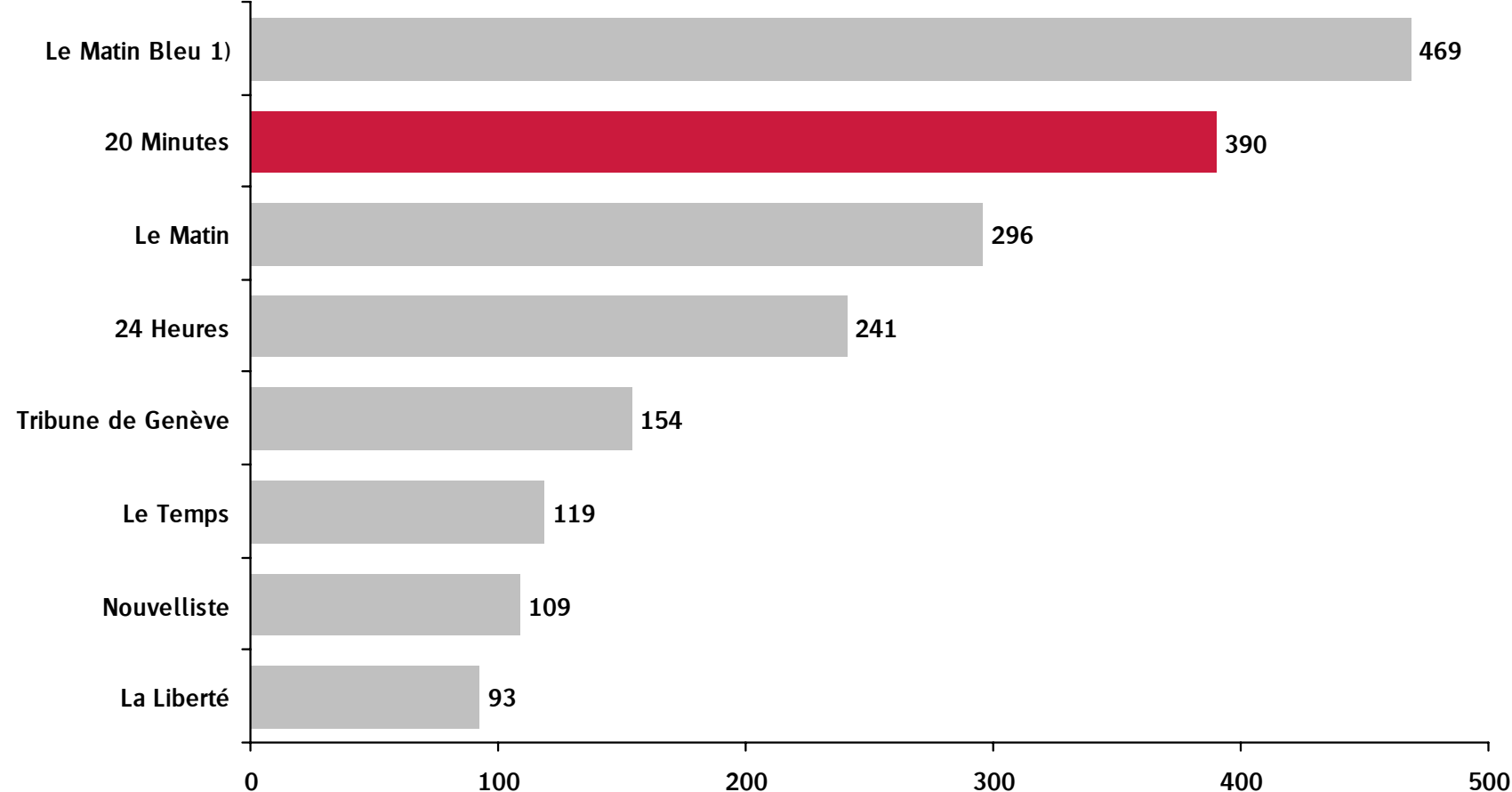


Sources: MACH Basic 2008-1 / Western Europe Market & Mediafact 2007; Basis for TKP Print: Price of 1/1 page 4c



# 20 minutes ranked highest in penny press titles just 18 months after launch

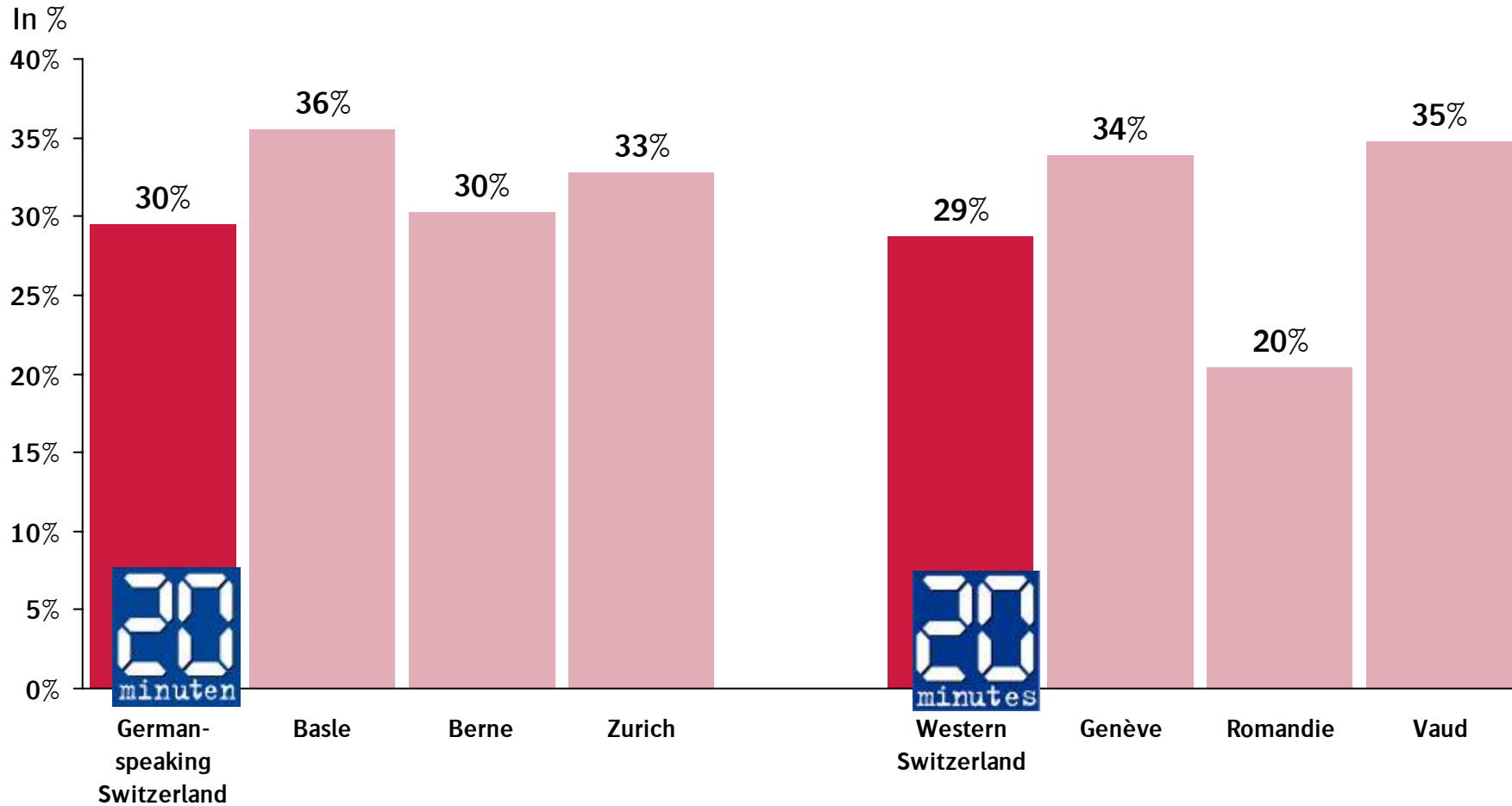
Readership numbers of leading daily newspapers in French-speaking Switzerland in thousands



1) Le Matin Bleu launched in October 2005 2) 20 minutes launched in March 2006; Source: MACH Basic 2008-1

# ... and achieves the excellent ranges of 20 Minuten

## Range of commuter papers by region

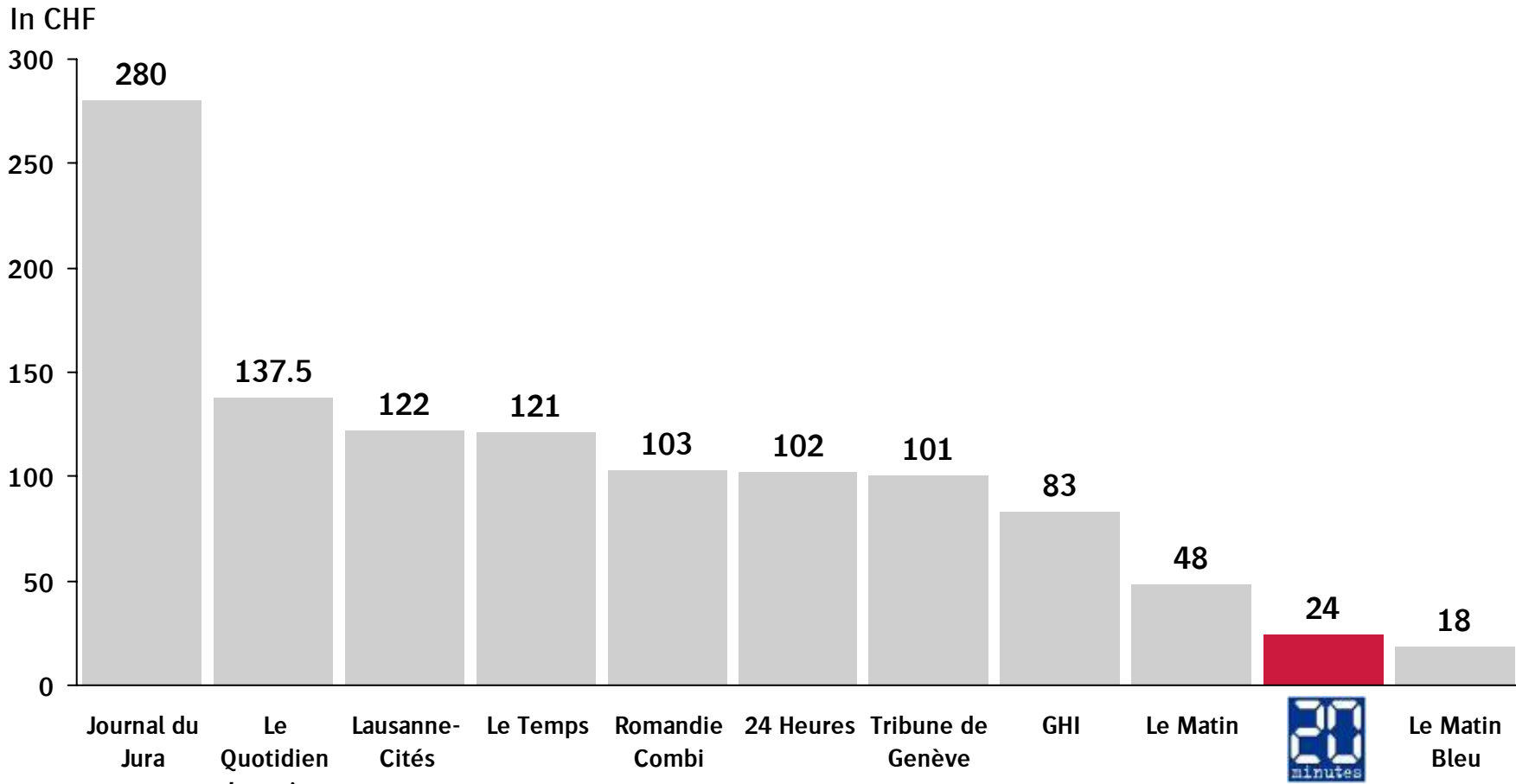


Source: MACH Basic 2008-1

tamedia:

# 20 minutes offers excellent price-to-performance ratio

## Comparison of 20 minutes to competitors in 2008 in terms of cost per thousand



Source: MACH Basic 2008-1 based on ad prices 2008

# Commuter paper News launched in December with a circulation of 330,000

**Basle**

**NEWS**

**Peru bebte: über 450 Tote**

**Zurich**

**NEWS**

**Calmy-Rey: Rütli-Triumph und Stiche gegen die SVP**

**Berne**

**NEWS**

**Peru bebte: über 450 Tote**

**Mittelland**

**NEWS**

**Calmy-Rey: Rütli-Triumph und Stiche gegen die SVP**

**NEWS**

Serial USB  
Startet den USB-Stack für den ersten Aufruf.

**NEWS**

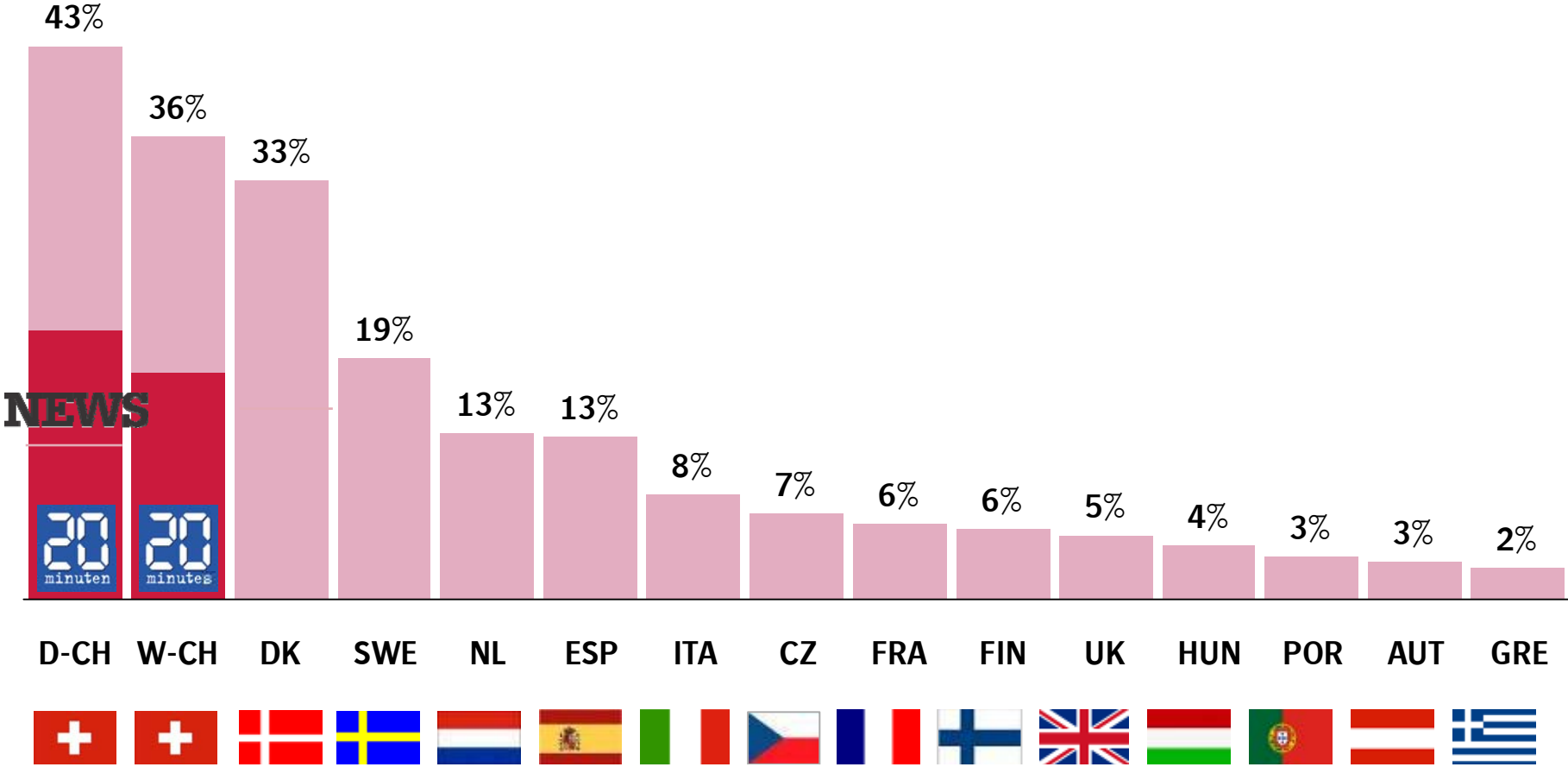
www.newsfirst.ch

Nr. 746, Donnerstag, 3. August 2007

- With News a different readership shall be reached than with 20 Minuten
- Core feature of the project is the combination with the contributing regional newspapers

# Switzerland is the most intensively competitive market for free newspapers

Circulation of all free newspapers shown as a percentage of the population 14 and older



Source: Metro, 20 Minuten, University of Amsterdam, Auflagenstatistik der Länder; 2007

# News is a main pillar of the Tages-Anzeiger strategy



## Magazines: High profitability after discontinuation of Facts

Magazines 2007*	2003	2004	2005	2006	2007	2006/07
Sales	98	90	88	84	94	13%
EBIT	- 10	8	7	13	15	18%
EBIT margin	- 10%	9%	8%	16%	16%	-

### General Issues

- Springer takes over the publishing group Jean Frey with Beobachter, Bilanz and TV Star
- Ringier sells programming magazines and Cash subscriber database to Springer

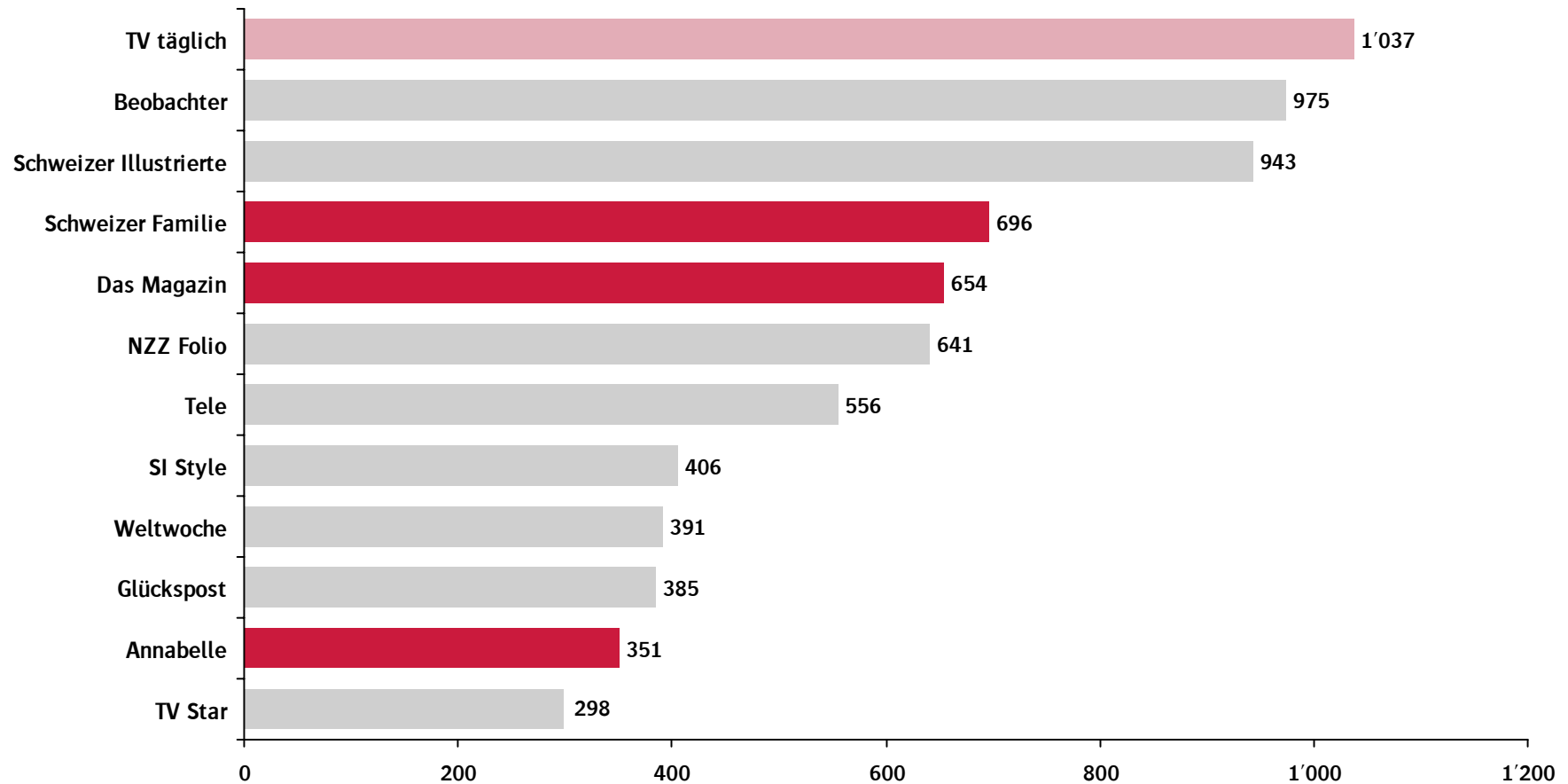
### Tamedia

- Facts is discontinued in June 2007; The news magazine had only once not reported losses during its 12 years of existence
- Annabelle increases readership and sales despite growing competition
- Fachmedien Mobil are integrated into Tamedia with Automobil Revue and Revue Automobile as well as Moto Sport Schweiz and Moto Sport Suisse
- Layout of Schweizer Familie is redesigned; traditional title gains market share and sales
- Das Magazin to be intergrated into the Newspapers division as of the spring of 2008

\* Figures 2007 and 2006 do not include news magazine Facts, which is reported under discontinued operations

# Magazines with the strongest titles and good outlook

Readers of leading Swiss magazines in German-speaking Switzerland in thousands



Source: MACH Basic 2008-1



# Special interest automotive media as an interesting addition to magazines



# Since 2007, Schweizer Familie in new design layout and with new website



## E-media division: Growth of online media

<b>E-media 2007</b>	2003	2004	2005	2006	2007	2006/07
Sales	52	67	53	52	62	20%
EBIT	- 34	- 6	-3	2	2	-6%
EBIT margin	- 66%	- 8%	- 6%	4%	3%	-

### General Issues

- New radio and TV law leads to advertising funds being shifted to foreign TV stations with Swiss advertising windows; new bidding for all licences
- Growth in online advertising continues
- Mergers and take-overs in the online sector increase in 2007

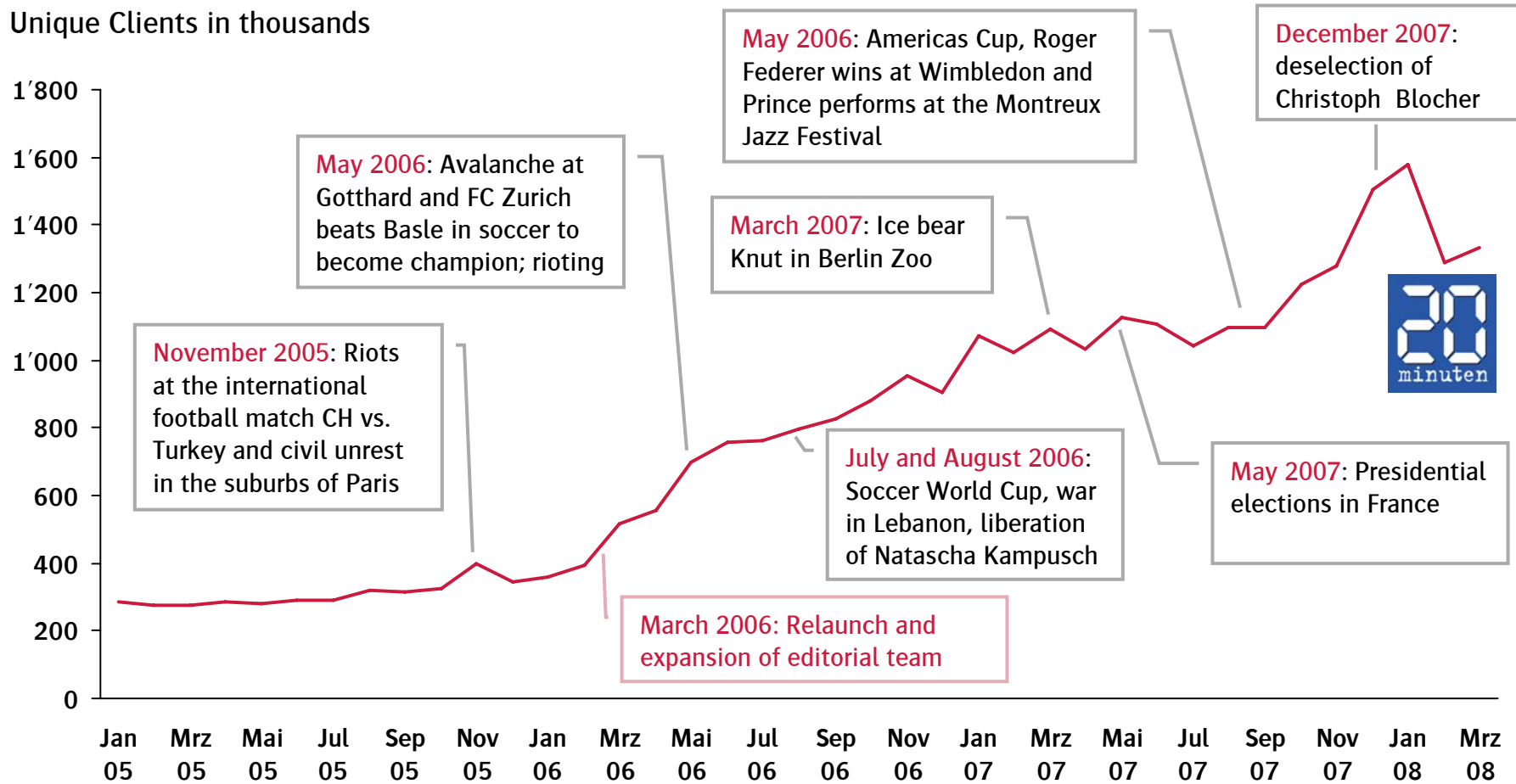
### Tamedia

- Strong growth of news platform 20minuten.ch thanks to investments in editorial team
- Job ads platforms alpha.ch and jobwinner.ch report significant growth
- Facts 2.0 project launched; news network with community functions
- Capital FM, Radio 24, TeleBärn and TeleZüri report a drop in sales
- New radio and TV law forces Tamedia to sell Basilisk and Canal 3

# 20minuten.ch: Up-to-date reporting pays off

## Development of unique clients 20minuten.ch

Unique Clients in thousands

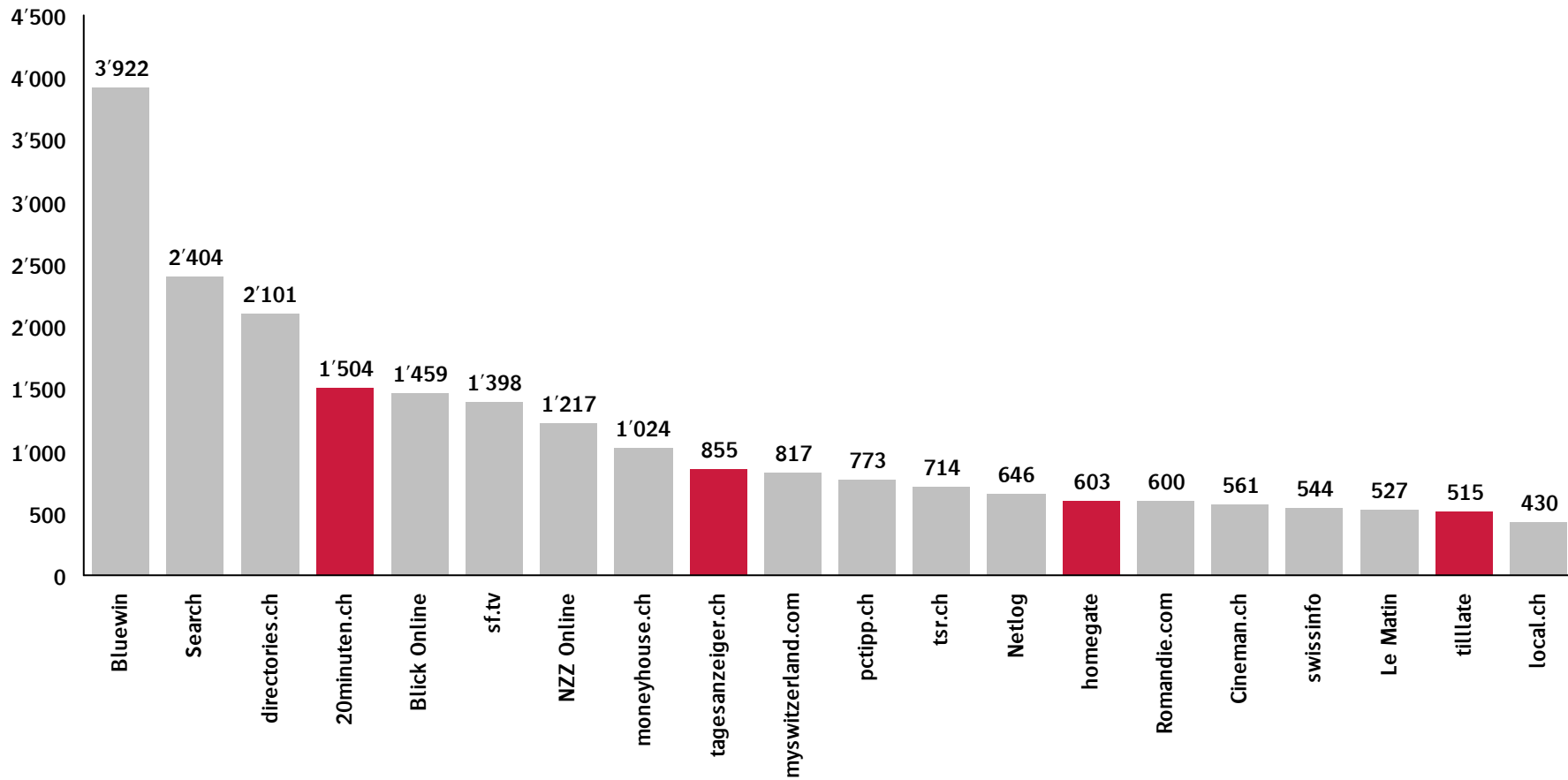


Source: NET-Audit

tamedia:

# 20minuten.ch is among the media websites with the largest number of users

Top 20 websites in Switzerland in December 2007, unique clients in thousands

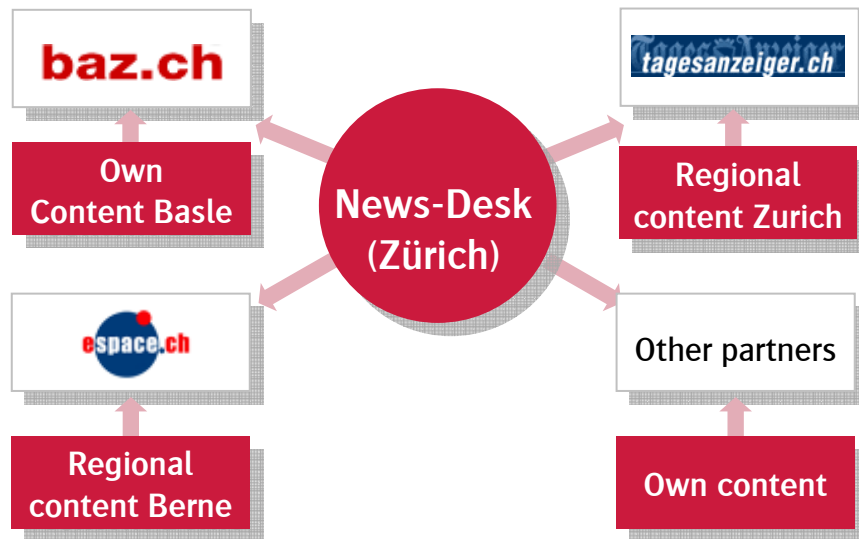


Source: WEMF NET-Matrix-Audit December 2007

■ Tamedia and shareholdings    ■ Other

# News network NewsNetz to go online as of 8 August 2008

## Basic structure of NewsNetz



## Key points NewsNetz

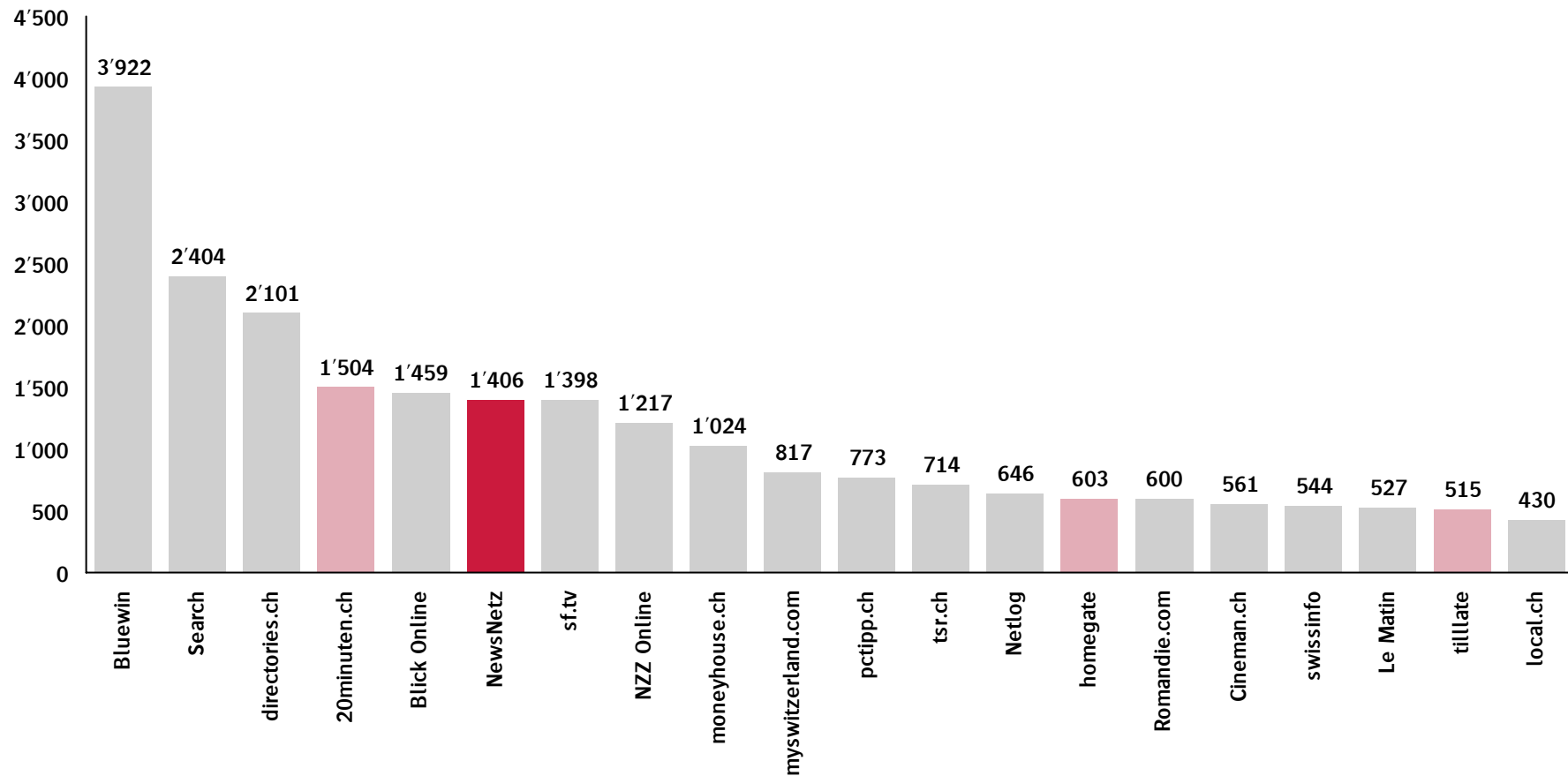
- The news network NewsNetz will go online on 8 August 2008 before the start of the Olympic Summer Games being held in Peking
- All-in-all, the news network will employ a staff of 43 full-time employees by the end of 2008; Of those, 24 will be full-time positions in the main editorial office in Zurich

## Competent Crew

- With the former editor-in-chief of 20minuten.ch, Peter Wälty, and the former online sales manager of 20minuten.ch, Dominik Lämmli, the support of two online experts was won for the project
- Plans for setting up the editorial staff and the technical platform are on target

# With the NewsNetz, a strong news platform will be available at first go

Top 20 websites in Switzerland in December 2007, unique clients in thousands



Source: WEMF NET-Metrix-Audit December 2007

■ Tamedia and shareholdings ■ Other

# Tamedia participate in leading nightlife platform Tilllate



## Tilllate

- Tilllate is the leading nightlife platform in Switzerland
- Tilllate offers photo galleries and community functions
- Since 2001, a partnership has been in place with 20 Minuten

## Tamedia shareholdings

- Tamedia took over 20% of Tilllate Switzerland in the autumn of 2007
- Early in 2010, participation will increase to 49%
- Tamedia and Tilllate plan to further expand Tilllate's leading position
- Collaborative efforts with 20 Minuten are to be strengthened



# Homegate: Edipresse and Tamedia assume the responsibility

## Real estate platform homegate.ch



## Management team



tamedia:

## Key points Homegate

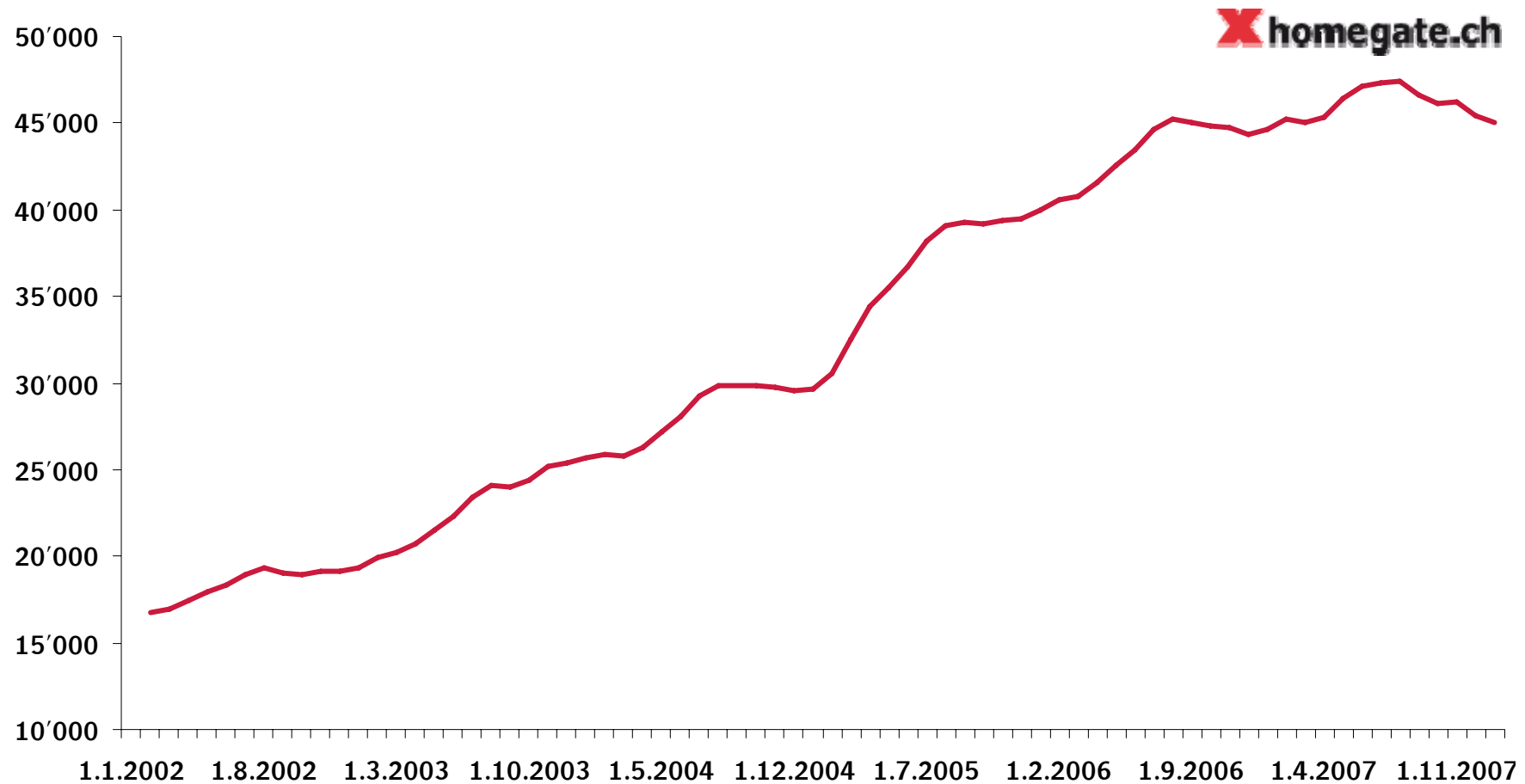
- Tamedia and Edipresse increase their participation in homegate.ch to 45% each; the former principal shareholder Zürcher Kantonalbank ZKB continues to hold a 10% interest
- homegate.ch will be systematically integrated in all Tamedia media

## Successful real estate portal

- With around 600,000 unique clients per month (December 2007), homegate.ch is the leading real estate portal in Switzerland and one of the most frequently visited websites in Switzerland
- The successful management team at homegate AG under its CEO Urs Hügli remains responsible for executive management

# Since 2002, Homegate has almost tripled the number of real estate objects

Number of real estate properties placed at Homegate from January 2002 until March



Source: homegate.ch database

## Radio and TV licences need to be re-issued in 2008



**Capital FM**



**Radio 24**



**TeleBärn**



**TeleZüri**

	Capital FM	Radio 24	TeleBärn	TeleZüri
Year founded	1983	1979	1995	1994
Listeners/audience	85 000	263 000	249 000	487 000
Licence status	terminated	terminated	terminated	terminated
Applications for licences	2	3	1	1
Number of applicants	2	5	1	2
Next steps	Issuing of Licence undoubtedly before summer	Decision in summer of 2008	Issuing of Licence undoubtedly before summer	Decision in summer of 2008

## Services Division: Strong sales and growth in net income

<b>Services 2007</b>	2003	2004	2005	2006	2007	2006/07
Sales	227	195	215	208	269	30%
EBIT	0	13	20	18	26	45%
EBIT margin	0%	7%	9%	9%	10%	-

### General Issues

- Pressure from margins and competition in market of job sheet-fed printing remains high
- Prices for paper for newspapers show increases because of a rise in demand

### Tamedia

- Deliverer organisations Bevo and Zuvo win new customers; 50% participation of Zuvo in the delivery organisation Schazo in Schaffhausen early 2008
- Printing centres with up to 1.5 million newspapers a night are operating at high capacity
- Printing company Huber Print Pack is sold to two printing enterprises in Eastern Switzerland; the printing division of Benteli Hallwag is sold to Farbendruck Weber AG in Biel (as of 1 June 2008); more than half of the jobs are saved

# State-of-the-art newspaper printing centres with new contracts in 2007

## Druckzentrum Espace Media Berne

Employees: 100

Machine outfit: KBA Commander 6/2

3 Printing machines @ 72 newspaper pages

Printed circulation: between 6 and 6,5 million newspapers each week

New contracts 2007: Print 20 Minuten Berne, print News Berner Zeitung



## Druckzentrum Tamedia Zurich

Employees: 220

Machine outfit: KBA Commander 6/2

5 Printing machines @ 72 newspaper pages

Printed circulation: close to 10 million newspapers each week

New contracts 2007: Print News Tages-Anzeiger

# Takeover of 80% of Espace Media Groupe in October 2007

## Takeover as of 1 October 2007

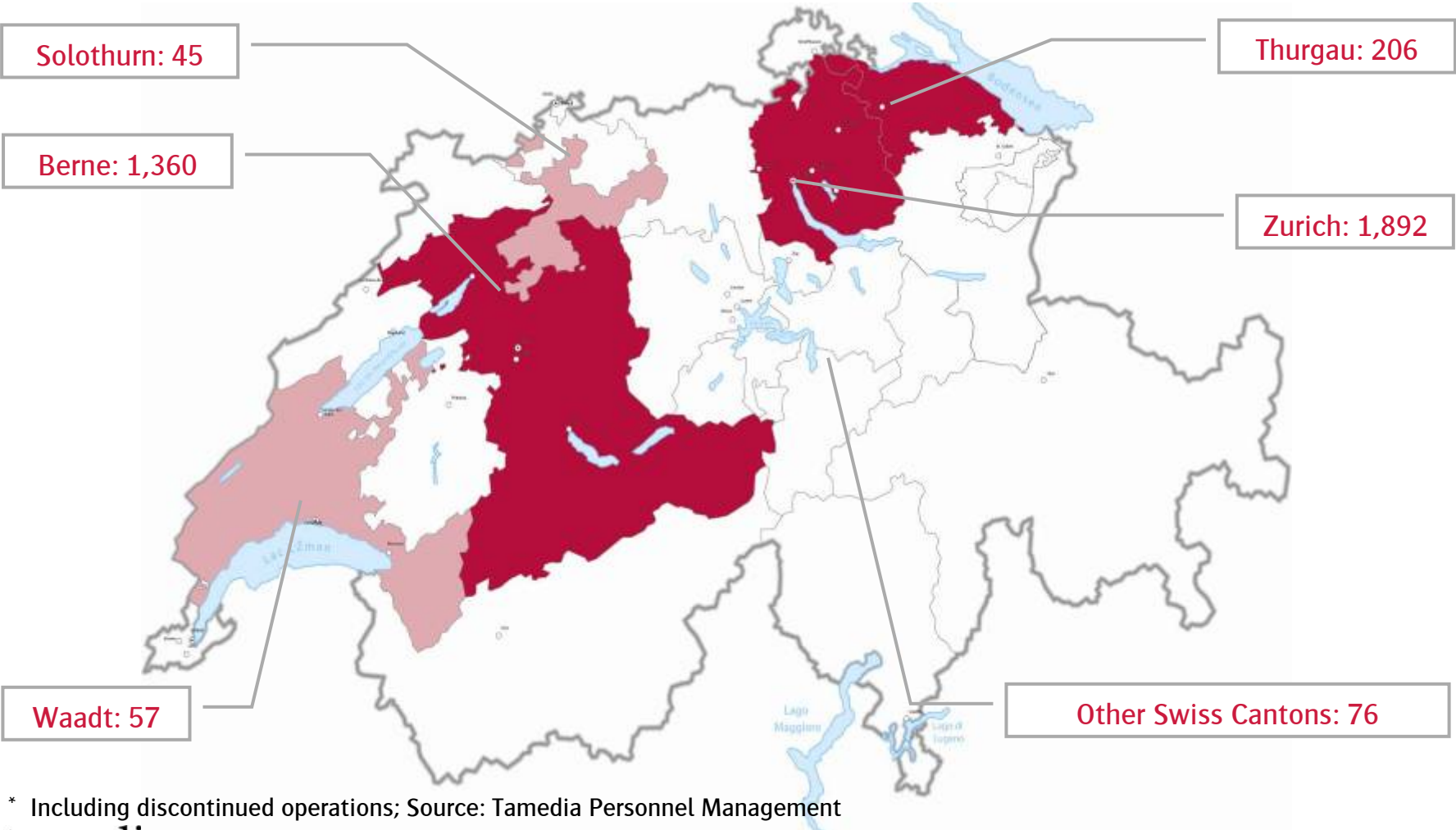
- The merger with Espace Media Groupe was completed on 1 October 2007 with the transfer of 80% of the Groupe's shares
- At the same time, by means of a capital increase, 600,000 Tamedia registered shares were admitted to official quotation at the SWX Swiss Exchange
- The majority shareholders received the usual control premium and assumed comprehensive guarantees applicable for several years; Purchase price for 80% at CHF 291 million

## Espace Media 4/2007 in million CHF

	2007	Stake in Tamedia 2007
Sales (operating revenues)	69	9%
EBITDA	10	6%
EBITDA margin	15%	-
EBIT	4	3%
EBIT margin	7%	-







# With Espace Media, Tamedia has become a Swiss Media Company

Employees by Canton as of 31 December 2007\*



\* Including discontinued operations; Source: Tamedia Personnel Management

# Merger: New corporate organisations since 1 January 2008

Executive Board	Espace Media Berne	Media Zurich & Northeastern Switzerland	Media Switzerland	Publishing services	Finances
					
<p><b>Martin Kall</b> Chief Executive Officer</p>	<p><b>Albert P. Stäheli</b></p>	<p><b>Rolf Bollmann</b></p>	<p><b>Christoph Tonini</b> Vice Chairman of the Executive Board</p>	<p><b>Urs Schweizer</b></p>	<p><b>Sandro Macciachini</b></p>
<p>Personnel Project services Legal services Corporate communications</p>	<p>Berner Zeitung Der Bund Solothurner Tagblatt News (Berne edition) Solothurner Woche Berner Bär Der Murtenbieter Anzeiger von Kerzers Bümpliz Woche Bantiger Post TeleBärn CapitalFM espace.ch Shareholdings: Thuner Tagblatt Berner Oberländer Schweizer Bauer Controlling</p>	<p>Tages-Anzeiger Thurgauer Zeitung Regional Zeitung ZüriTipp News Tagblatt der Stadt Zürich TeleZüri Radio 24 Huber &amp; Co. Shareholdings: Ziegler Druck- und Verlags AG (Der Landbote) Controlling</p>	<p>20 Minuten/20 minutes SonntagsZeitung Annabelle Finanz und Wirtschaft Das Magazin Automobil Revue/ Revue Automobile Moto Sport Schweiz/ Moto Sport Suisse Schweizer Familie Stellen-Anzeiger / Alpha jobwinner.ch piazza.ch partnerwinner.ch facts.ch Shareholdings: TV täglich tillate.com L'essentiel homegate.ch Controlling</p>	<p>Tamedia Druckzentrum Espace Druckzentrum Benteli Hallwag Schaer Thun Büchler Grafino AG Digital Management Production Services Contact Center AD Services Central reader's market Publishing logistics Shareholdings: Zuvo Bevo Controlling</p>	<p>Financial accounting Controlling Group finances Facility management Information technology Infrastructure &amp; safety Personnel restaurants Legal services</p>



# Merger of Espace Media and Tamedia is moving forward quickly

## Already implemented integration projects

### Espace Media Groupe

- Sale of the printing company Benteli Hallweg to Farbendruck Weber

### Tamedia

- New Management Board since January 2008

### Espace Media Groupe and Tamedia

- Integration of the overhead departments purchasing, facility management, finances, human resources, legal services, corporate communications bringing savings of close to CHF 5 million
- Next steps: Integration of Information technology and central reader's market as well as the customer contact centre by the middle of the year 2008

### By the end of 2009

Definition of collaboration between Espace Media Berne and Media Zurich & Northeastern Switzerland  
The entire publishing services are to be merged

# Integration is moving more quickly than expected; Offer to the minority shareholders of Espace Media Groupe

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## Minority shareholders request an offer

- After announcing the merger, numerous minority shareholders expressed their desire to sell their shares
- The remaining shareholders of Espace Media Groupe therefore received a purchase price offer of CHF 300 per share
- The purchase price per share was to be below the price paid for the majority of shares. However, the purchase price was to exceed the average price of the over-the-counter-trade price offered by Berner Kantonalbank (close to CHF 275)

## Benefits of a complete take over

- In part, complicated cross-shareholdings between Tamedia and Espace Media Groupe can be disentangled
- More simple means of adjusting internal costs and taking advantage of synergies
- Costs for financial statements and general shareholders' meeting for Espace Media Groupe are no longer incurred
- Last but not least, Espace Media Groupe remains an attractive investment

# Minority shareholders reacted positively to the offer

## Participation is now over 95%

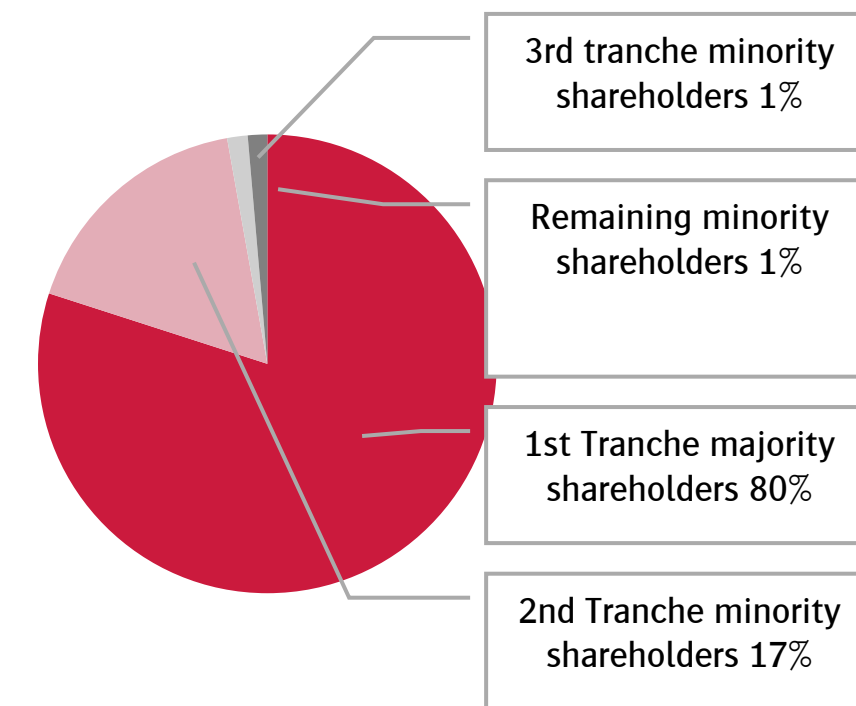
- By the end of 2007, another 17.23% of Espace shares were purchased
- Thus, participation in Espace Media was at 97.23% at the end of 2007
- Since then, additional 1.33% of shares in Espace Media Groupe have been purchased
- Early April 2008, participation was thus at 98.56%

## Possible cash compensation merger

- With well over 90% participation, Tamedia generally also has the option to merge with Espace Media Groupe and to compensate the remaining minority shareholders with a cash compensation

\* Estimate on the basis of the hitherto tranches

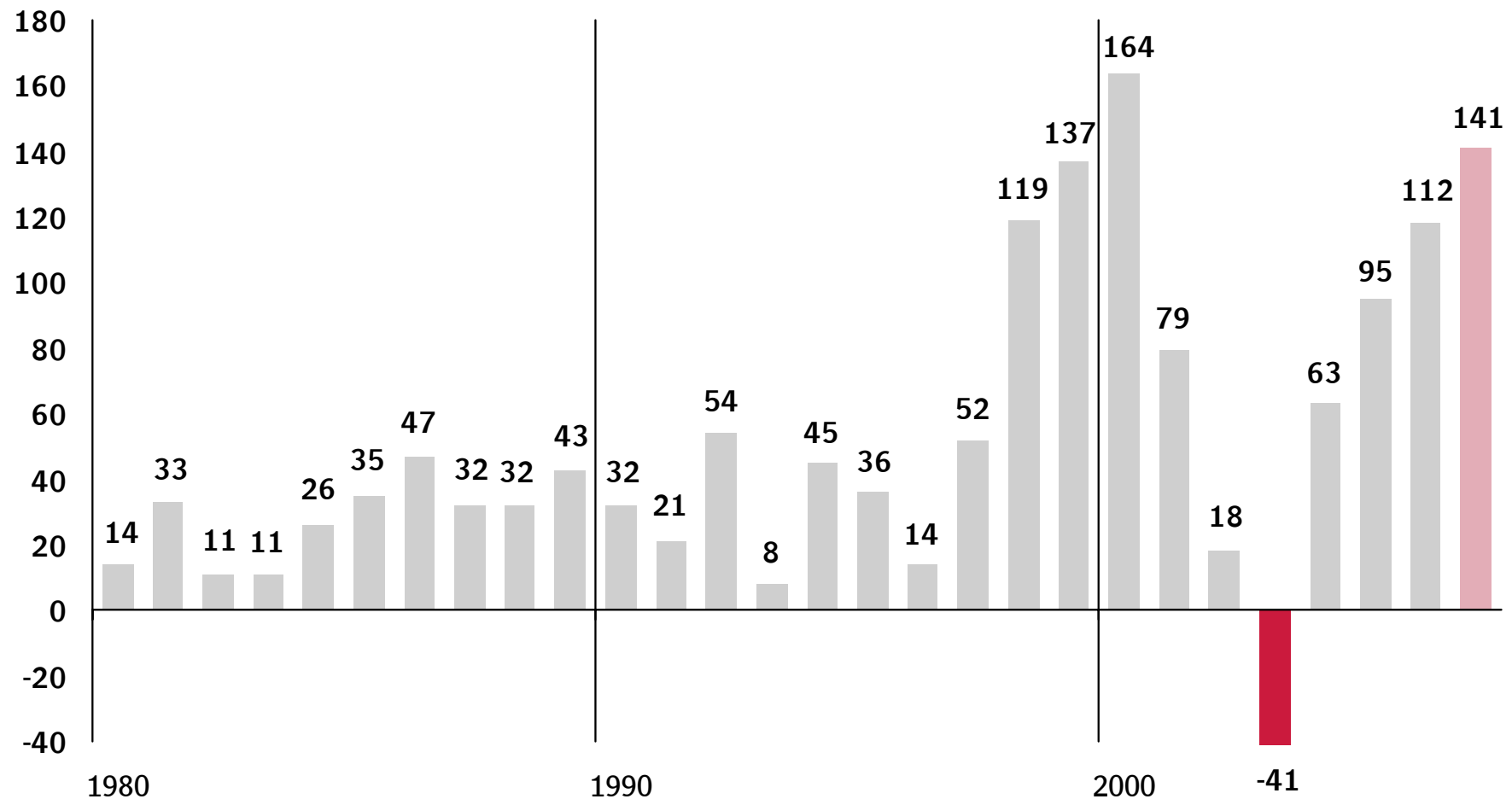
## Shareholders Espace Media Groupe Status 4 April 2008



Purchase price in million CHF	
Espace 80%	291
Espace 100%*	357

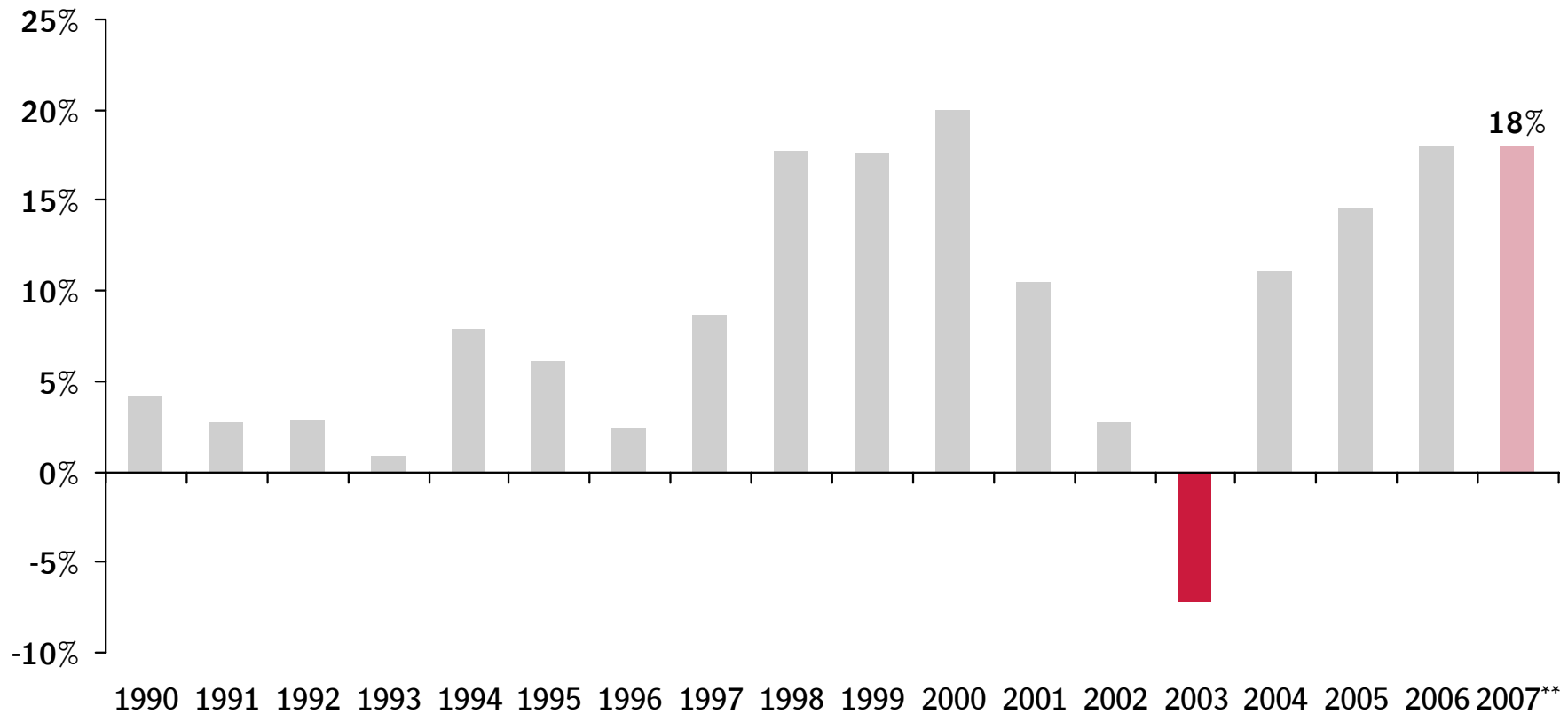
# Tamedia's EBIT operating income again shows a significant increase

Change in Tamedia's EBIT operating income since 1980



# At 18%, the EBIT margin achieved a very appealing value...

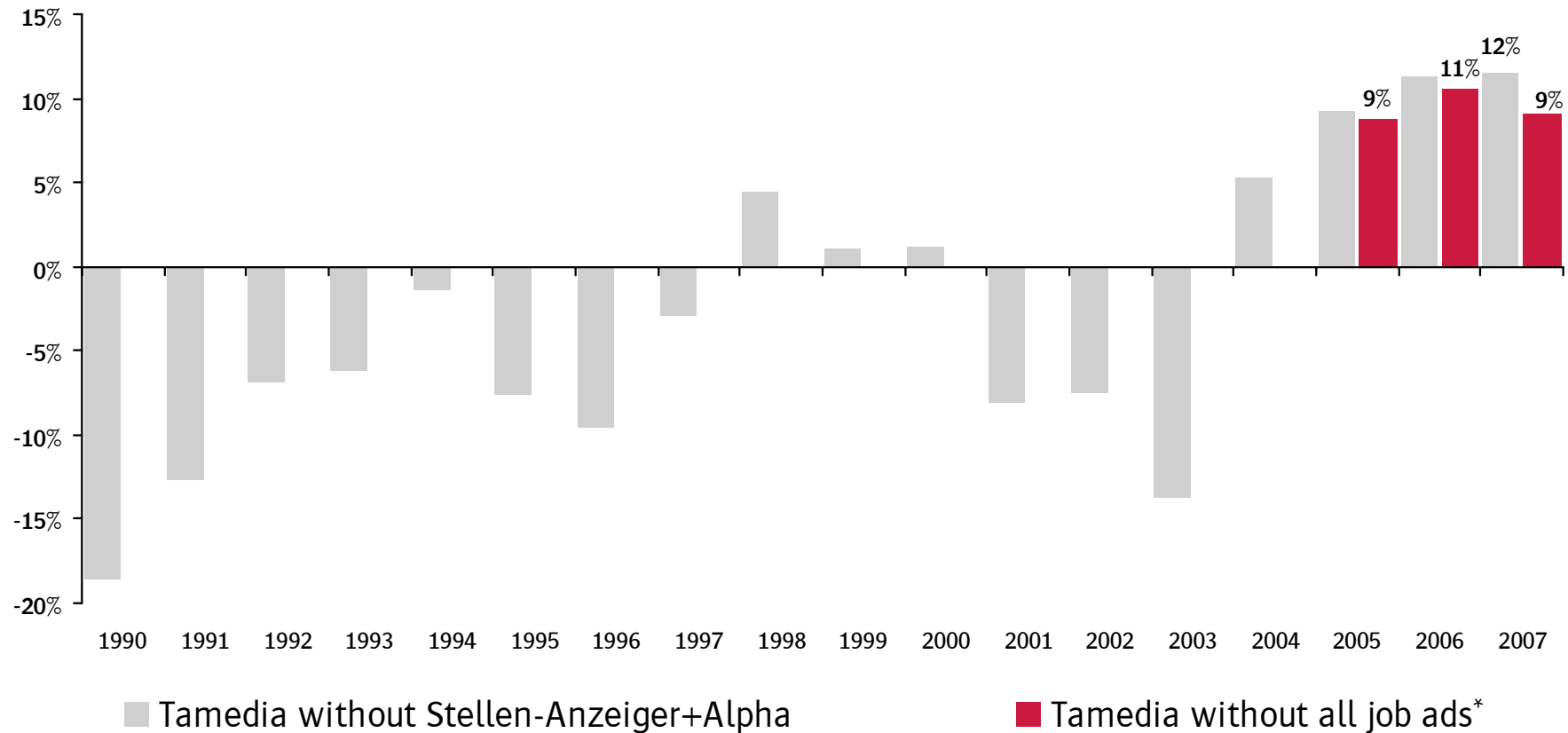
Change in Tamedia's EBIT margin including Stellen-Anzeiger and Alpha\* since 1990



\* The EBIT net income per unit was deducted from the Tamedia EBITDA until 1995. For the years 1990-1994, the EBIT was calculated by means of average marginal revenue and an 80% margin.

...and even without all job ads, the EBIT margin is more than 9%

Change in Tamedia's EBIT margin without Stellen-Anzeiger and Alpha\* since 1990

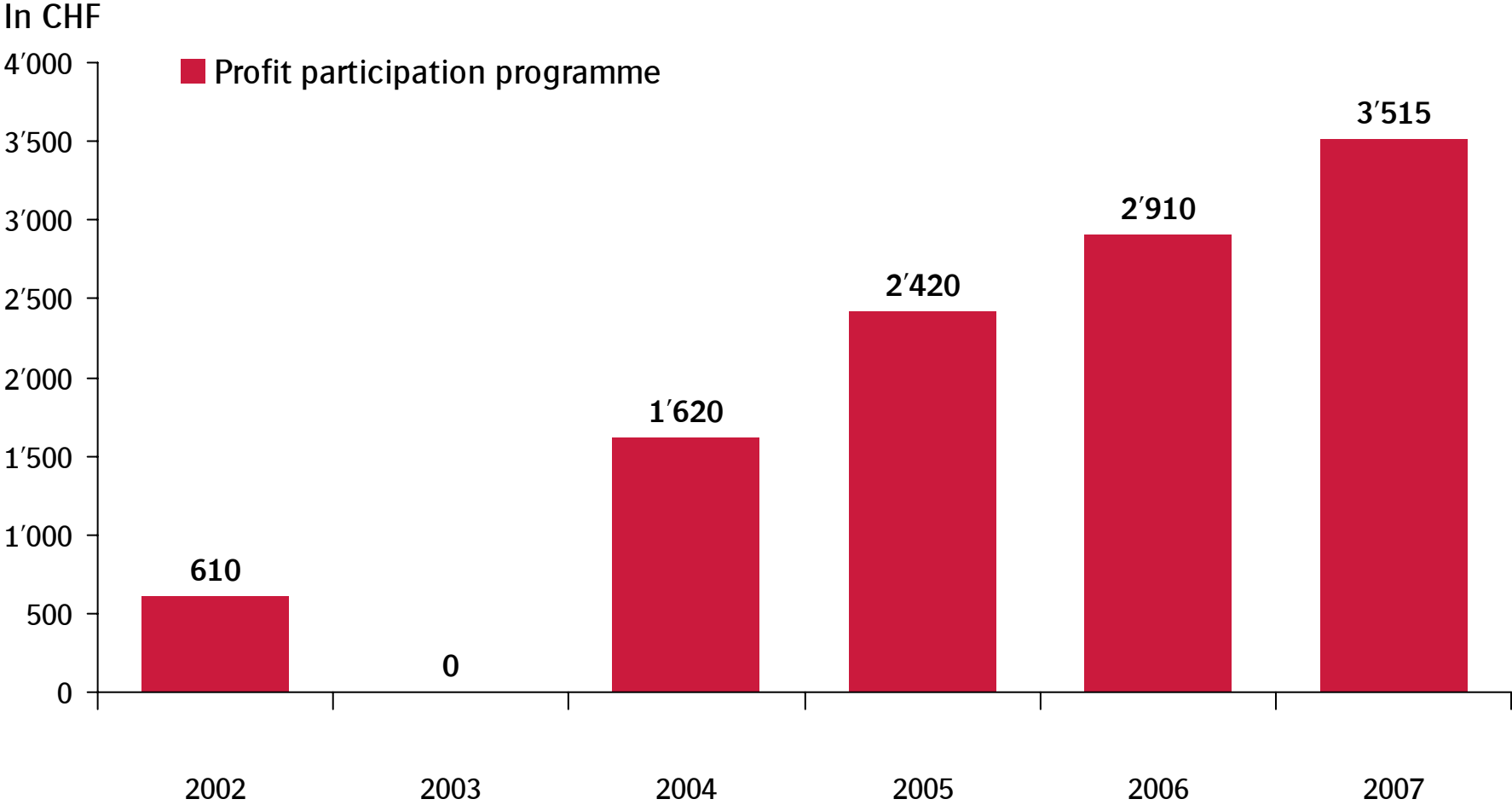


\* The EBIT net income per unit was deducted from the Tamedia EBITDA until 1995. For the years 1990-1994, the EBIT was calculated by means of average marginal revenue and an 80% margin.

\*\* Job ads include: Stellen-Anzeiger, Alpha, BZ/Bund, Thurgauer Zeitung und 20 Minuten

# Profit participation for employees increases once again

Change in the profit participation for Tamedia employees since 2002 in CHF



# Economic growth continues at slightly weaker level in 2008

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## Growth and decline in unemployment

- For the current year, the Swiss State Secretariat for Economic Affairs expects economic growth to be slightly weaker at 1.9%
- The unemployment rate, which is currently at around 2.7%, is expected to drop even further and reach an annual average of around 2.5% (previous year 2.8%)

## Consumer confidence continues to be positive

- The consumer confidence index dropped by one point as compared to October 2007 (+15 points) and in January was at a high +14 index points

## Significant increase in advertising expenditures

- The Publicitas Index was at 98.3 points in February 2008 and thus even slightly higher than it had been at the end of the year 2007 (98.1 index points)



## Sandro Macciachini is new CFO as of 1 May 2008

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### Up to now, head of Legal Services

- Completed a degree in law and was granted a licence as an advocate in 1995
- From 1996 to 1999, he held the position as a legal consultant at the Swiss Press Association in Zurich
- Wrote his thesis in 1999
- As of 2000, legal consultant for new media at Tamedia
- Since 2003 head of the legal services department at Tamedia
- Completed the CAS continued education programme in financial accounting in 2006
- Has been a member of the management board since 1 March 2008

### CFO as of 1 May 2008

- Sandro Macciachini will assume the position of Chief Financial Officer as of 1 May 2008 after completion of the financial reports for 2007

# Fiscal Year 2007: Financial Report

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## Christoph Tonini

Head of the Finances & Media Switzerland

# Comments about the fiscal year 2007

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## Wide-reaching changes in the consolidation scope

- Since 1 October 2007, participation in Espace Media Groupe is fully consolidated. Each and every segment is affected by the merger. The following significant changes are also noteworthy:

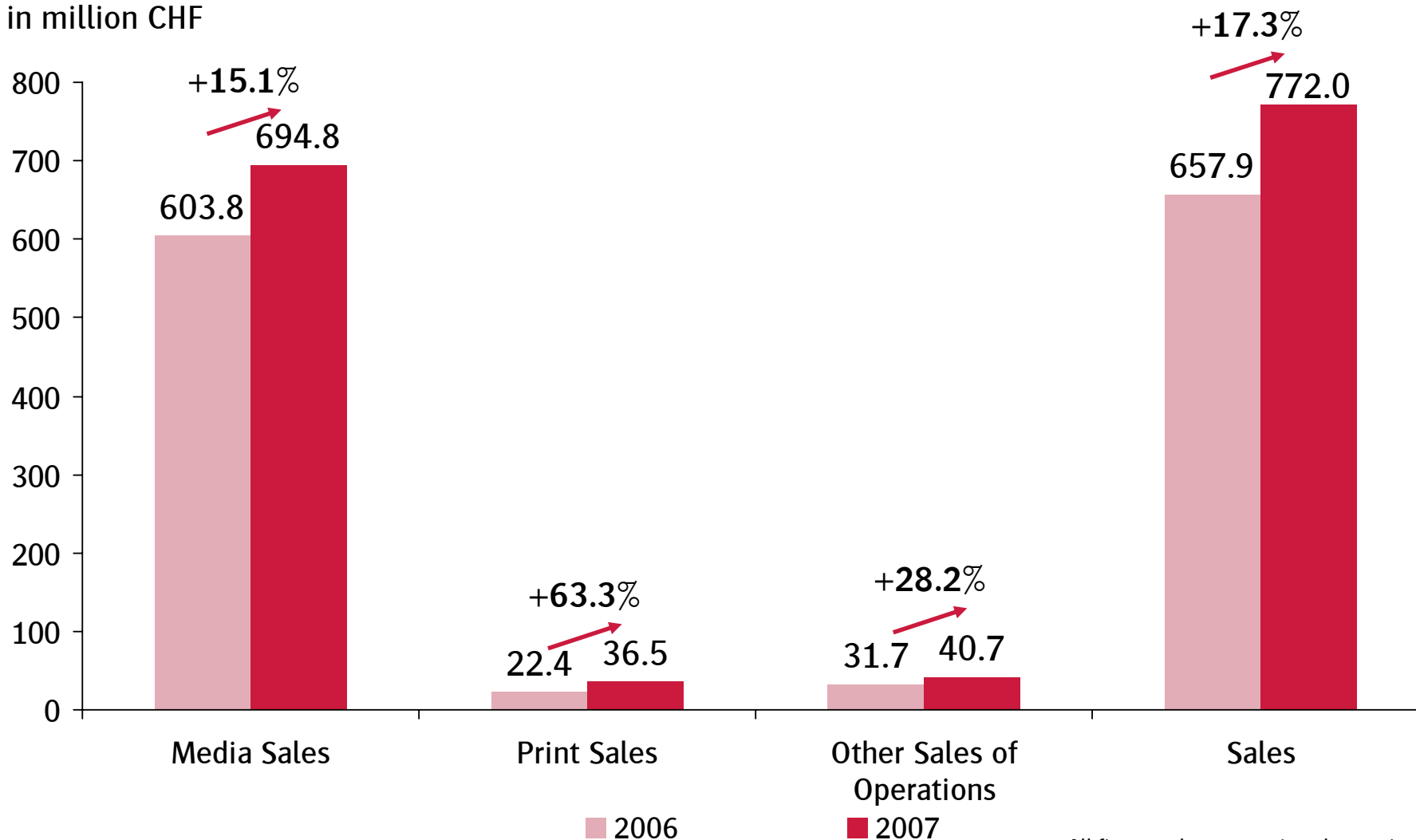
- Newspapers                                      new EDITA S.A. (since 7 June 2007)
- Magazines                                        Facts is no longer included
- Electronic Media                                Radio Basilisk and RV Radio Vision are no longer included
- Services                                         Huber PrintPack is no longer included

## IFRS standards

- The accounting standards, which have in part been updated, did not have any effect on Tamedia, or rather only affected Tamedia's accounting marginally
- Standard IFRS 5, section 6 and following are applied and the activities of Facts, Huber PrintPack, Huber & Co., Radio Basilisk and RV Radio Vision are being itemised as discontinued operations. The data applicable for the previous year were adjusted accordingly

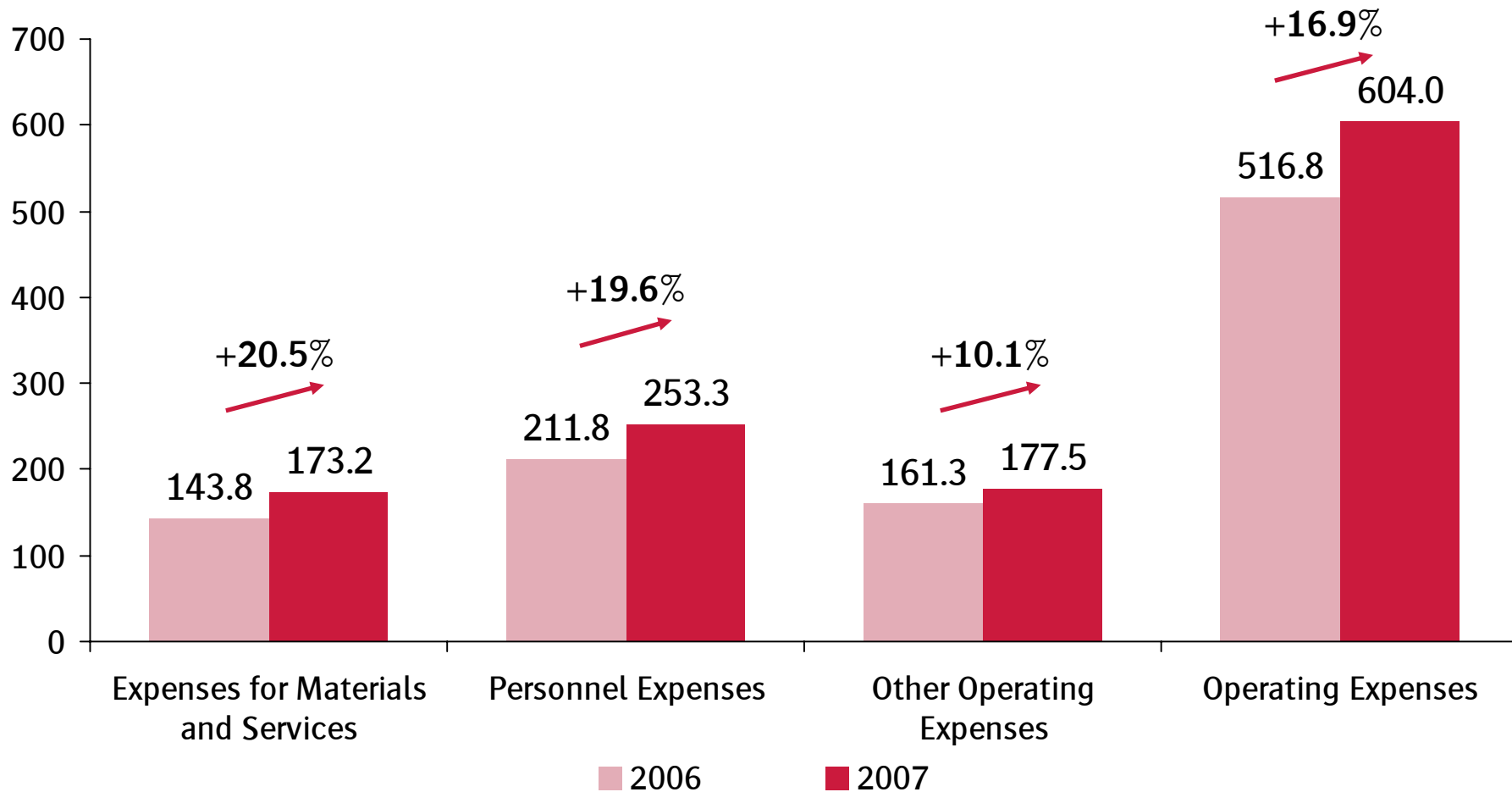
# Media sales increase especially thanks to Espace Media, job supplements of Tages-Anzeiger and 20 Minuten

in million CHF



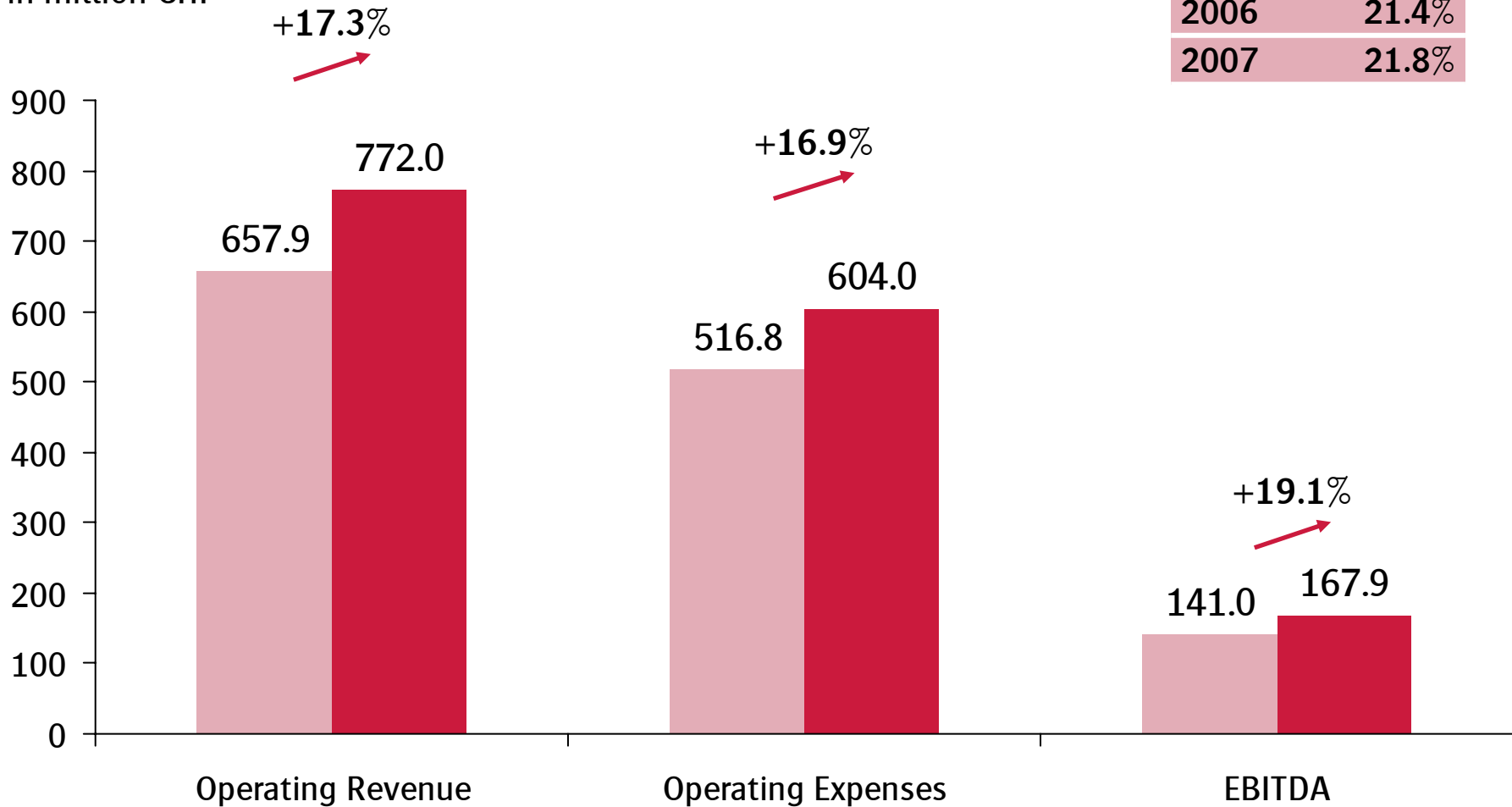
# New projects and merger with Espace Media lead especially to increased expenses for raw material and personnel

in million CHF



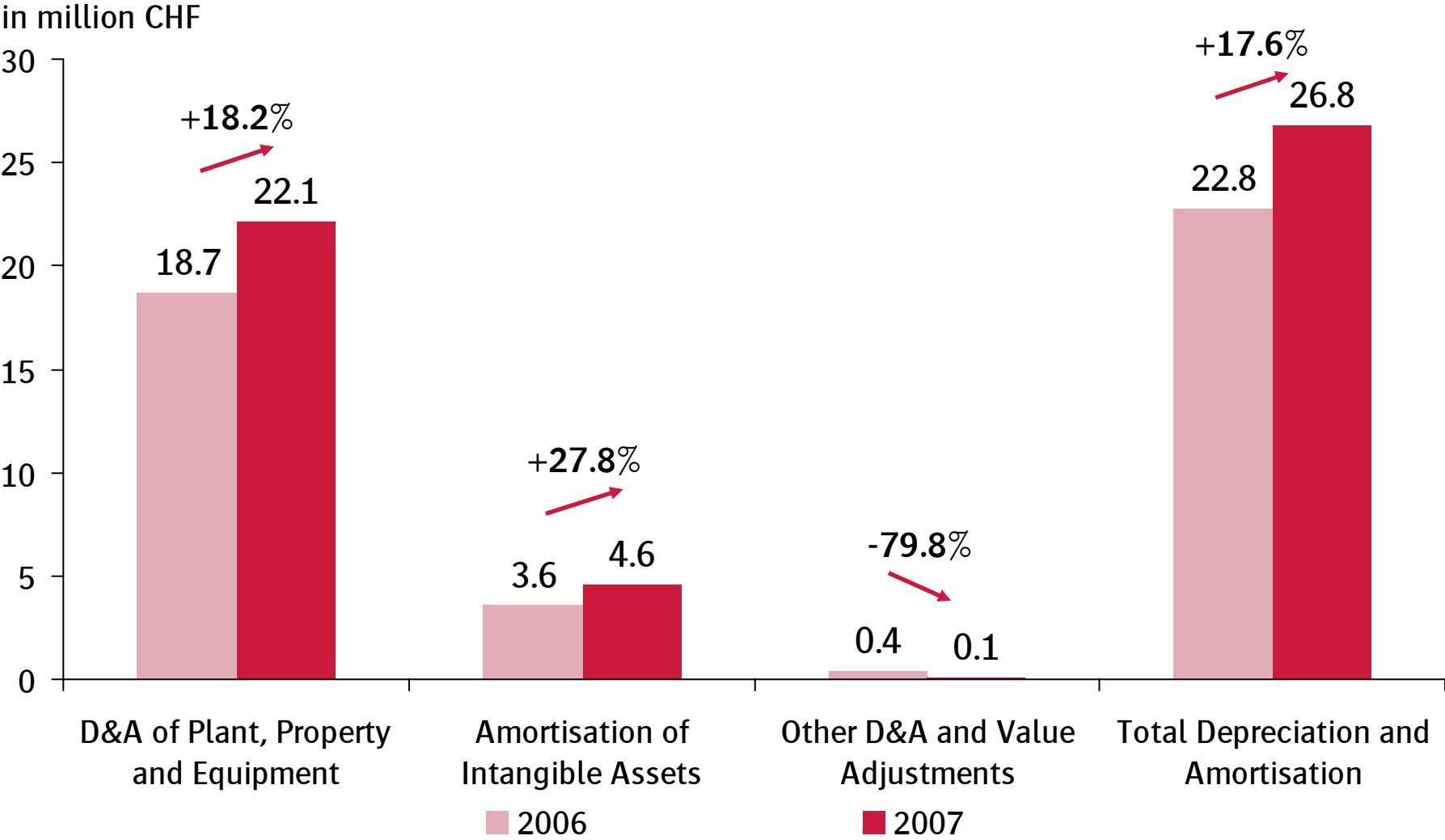
# EBITDA rises by 19.1 per cent – margin increases slightly once again

in million CHF

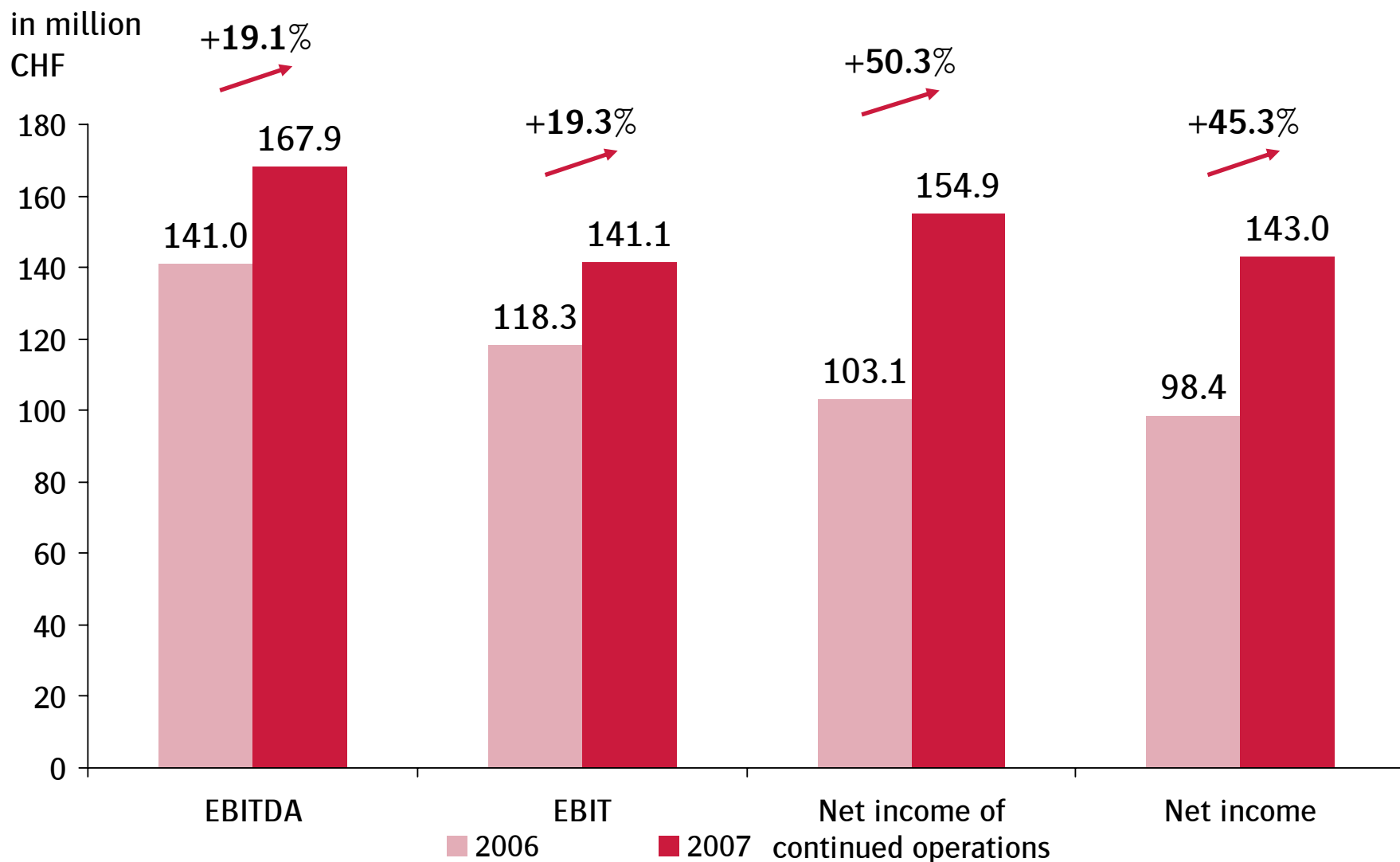


EBITDA margin	
2006	21.4%
2007	21.8%

# Depreciation and amortisation increase by 17.6 per cent and are reported at CHF 27 million



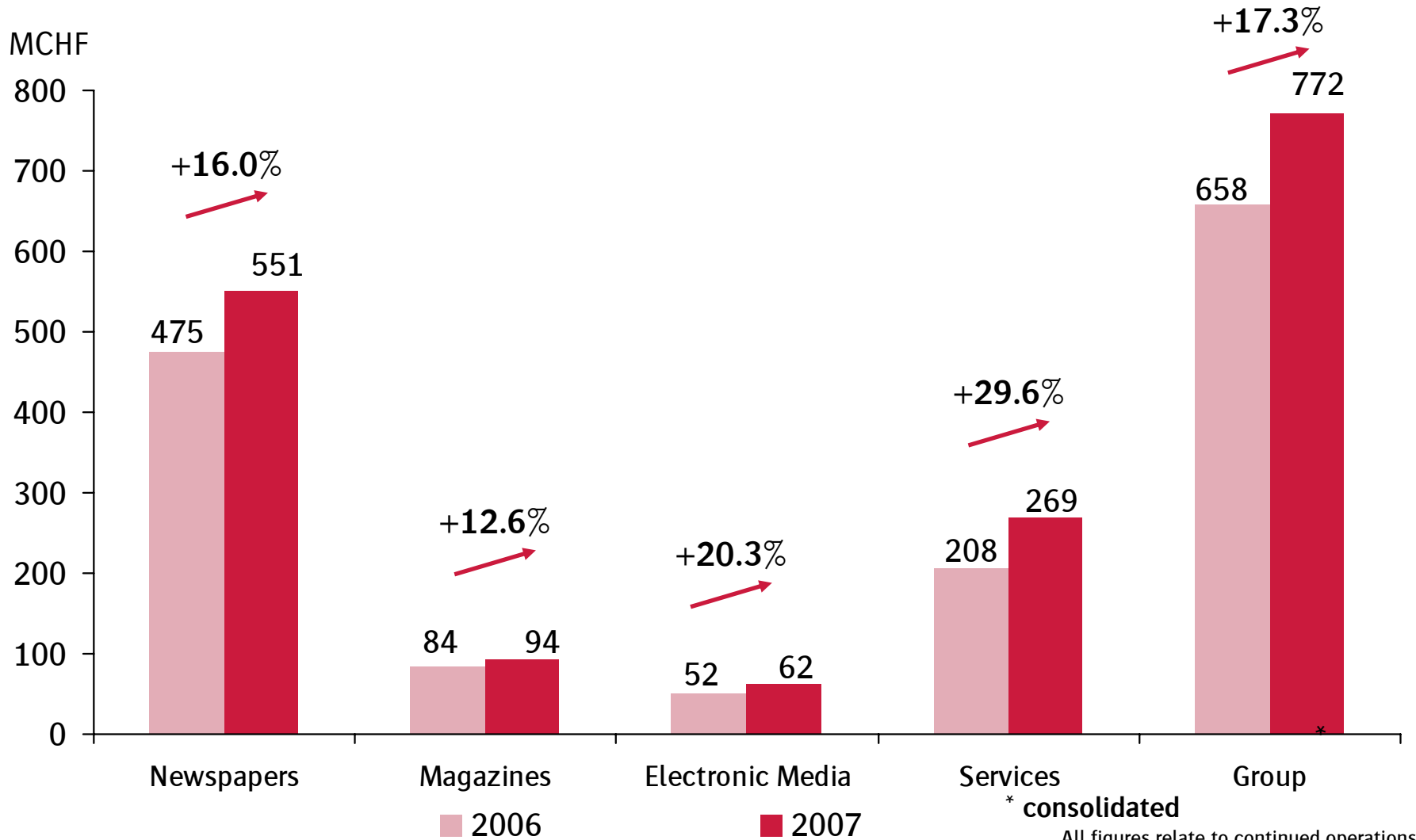
# Net income rises due to sales and tax incidents by 45.3%





# Merger with Espace Media Groupe results in significant increase in nominal sales especially for newspapers and services...

Sales as of December 2007 by segment (external disclosure)

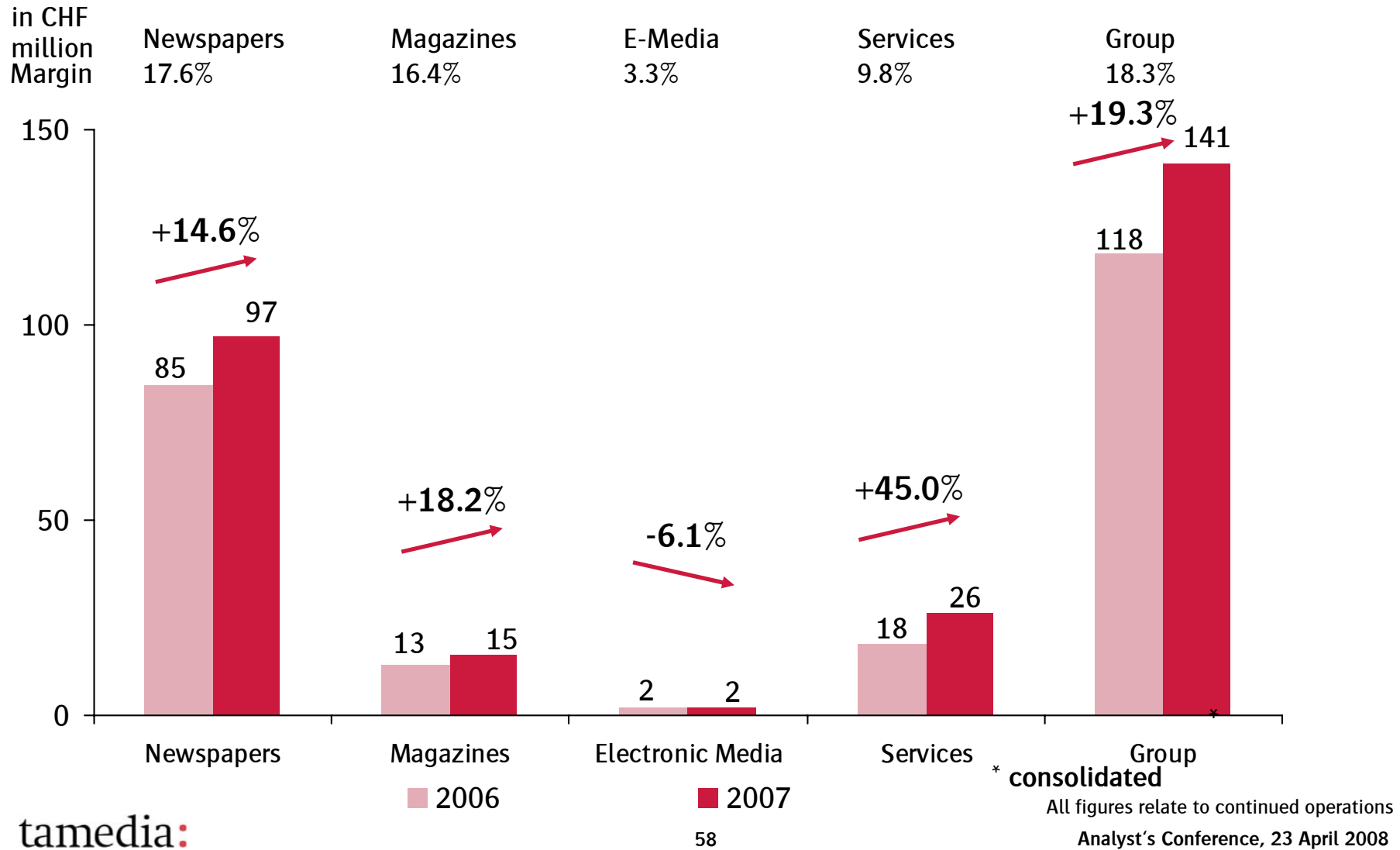


All figures relate to continued operations

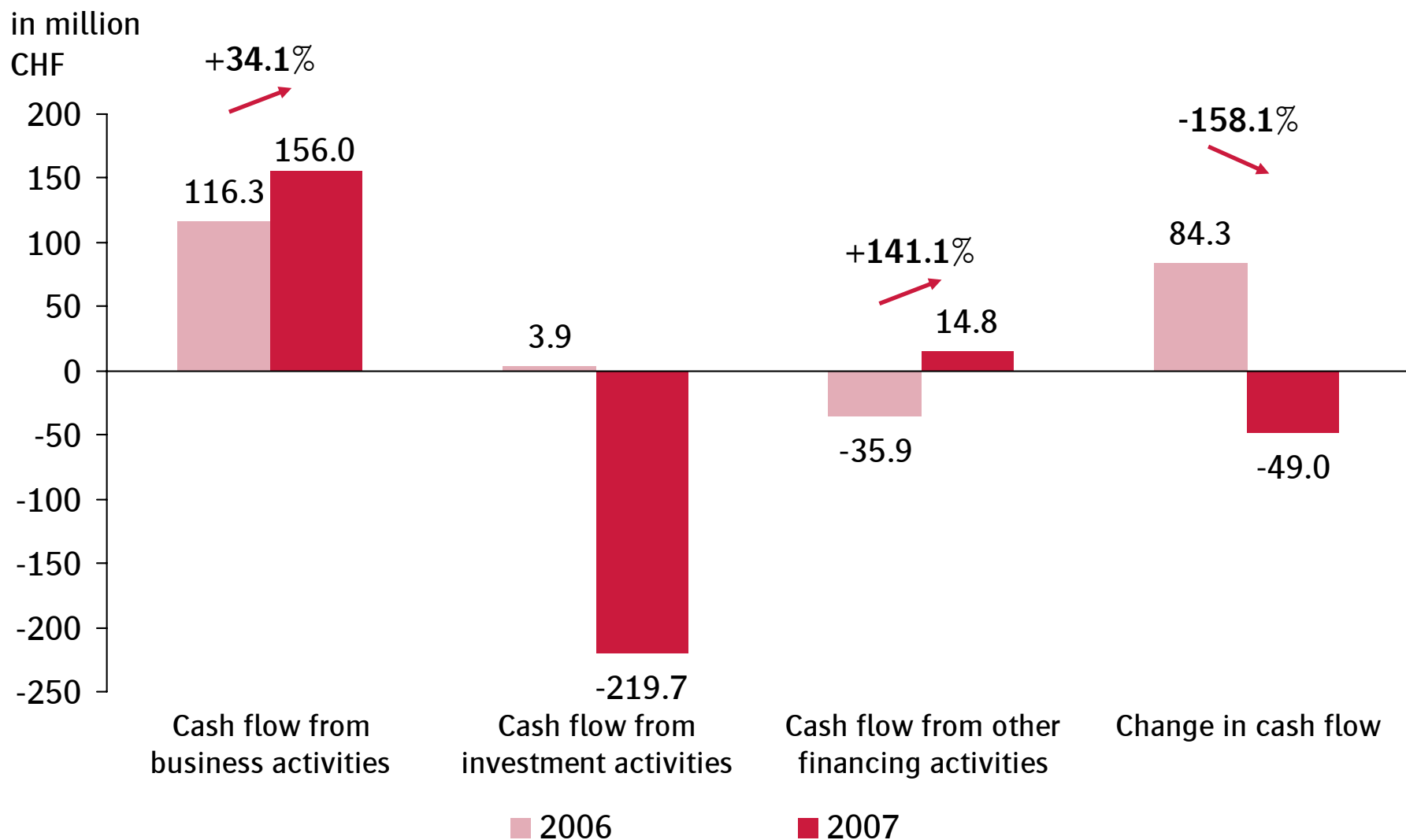
Analyst's Conference, 23 April 2008

# ...which also has a positive impact on the EBIT results

## EBIT as of December 2007 by segment (external disclosure)

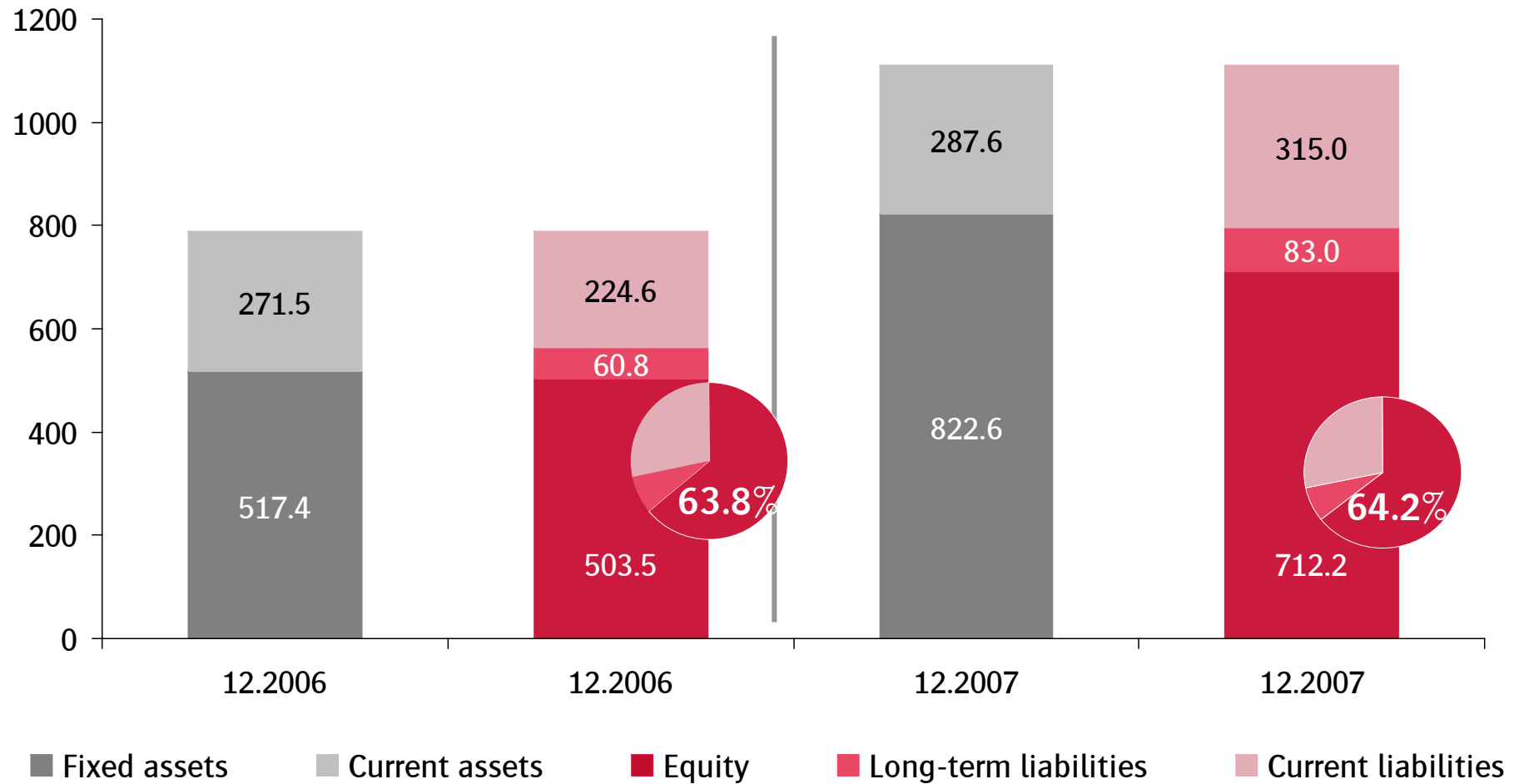


# Very high level of investment transactions (Espace) results in outflow of cash



# The balance sheet continues to show a very solid equity ratio

in million  
CHF



# Significantly higher equity thanks to record profits

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## Current assets/fixed assets

- While current assets of continued operations were reduced by CHF 7.3 million to CHF 264.3 million due to the investment in Espace Media Groupe, fixed assets showed a significant increase with CHF 305.2 to CHF 822.6 million

## Balance sheet total

- Especially because of the merger with Espace Media Groupe, the balance sheet total increased substantially by CHF 321.2 million to CHF 1,110.2 million

## Equity

- Equity also grew substantially by CHF 208.7 million to CHF 712.2 million. In addition to record earnings, also contributing to this was the increase in authorised share capital carried out in conjunction with the acquisition of Espace Media Groupe

## Equity ratio

- The equity ratio remains at a high 64.2 per cent thanks to the significant increase in equity despite the increase in the balance sheet total

# Summary Financial Report 2007

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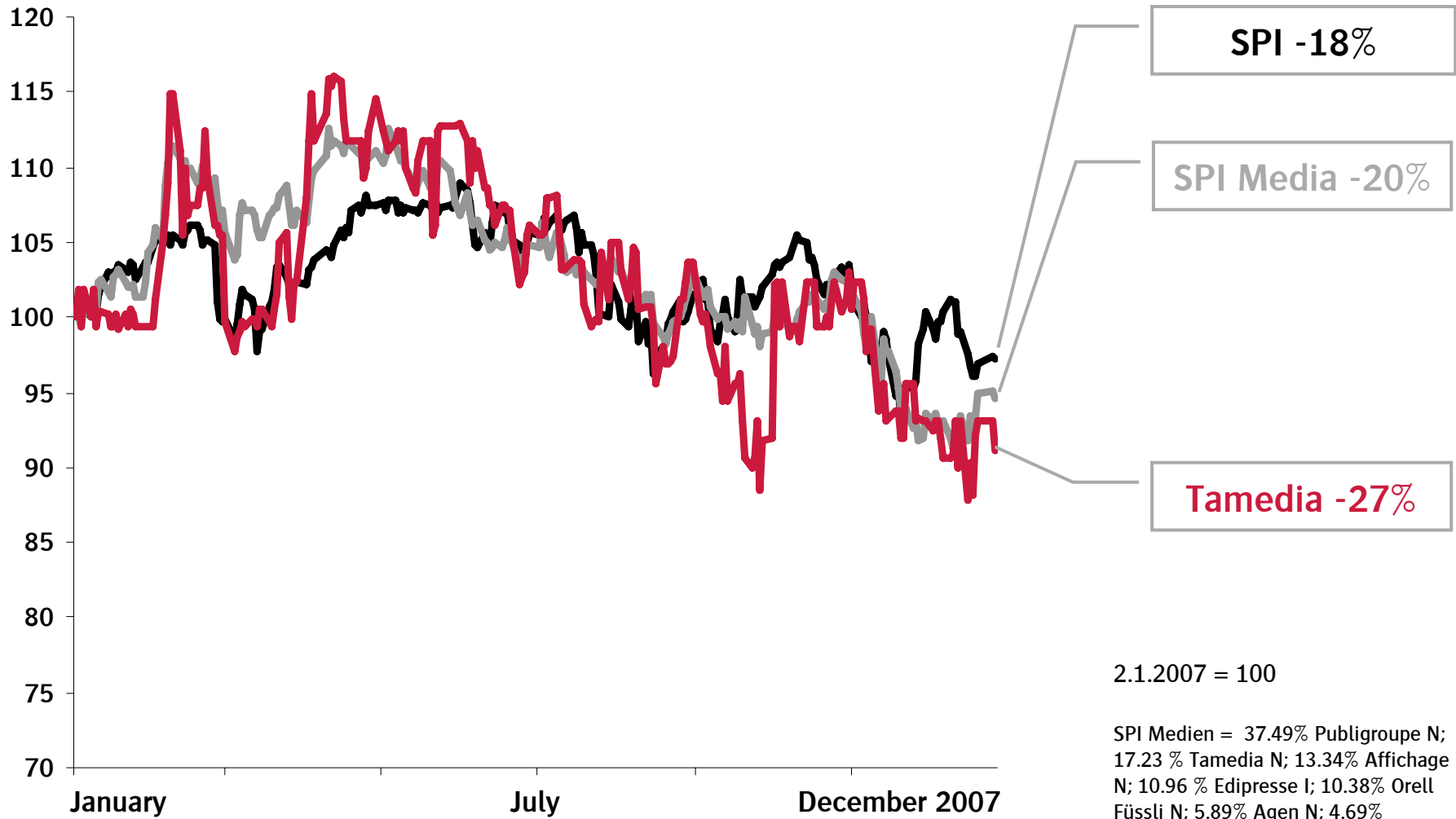
## Income statement

- With a growth in sales by 17.3%, Tamedia was able to report substantial growth for the third time in a row in 2007
- Despite a high level of investment in regionalising the Tages-Anzeiger, expanding 20 minutes in Western Switzerland and 20minuten.ch, the EBIT margin rose slightly from 18.0 per cent to 18.3%
- All Tamedia segments show positive results at the EBIT level
- Especially because of the sale of Basilisk and tax incidents, at over 45%, net income increased to a record level of CHF 143 million

## Balance sheet

- Despite having acquired Espace Media, the self-financing ratio continues to be very high at 64.2%
- Despite the large acquisition, liquidity is already back to a very high level

# Unsatisfying change to Tamedia stock in 2007



**Thank you very much for your attention!**

