

Group Key Figures

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| in € millions | 9M/2009 | 9M/2008 | Change |
|-------------------------------------------------------------|----------------|----------------|-----------------|
| Revenues | 1,886.2 | 1,994.1 | - 5.4 % |
| Newspapers National | 891.0 | 939.0 | - 5.1 % |
| Magazines National | 386.5 | 419.5 | - 7.9 % |
| Print International | 224.9 | 304.3 | - 26.1 % |
| Digital Media | 310.1 | 257.5 | 20.4 % |
| Services/Holding | 73.8 | 73.8 | 0.1 % |
| EBITDA¹⁾ | 264.5 | 306.6 | - 13.7 % |
| EBITDA margin ¹⁾ | 14.0 % | 15.4 % | |
| EBIT ¹⁾ | 214.1 | 259.5 | - 17.5 % |
| Net income | 317.0 | 560.5 | - 43.4 % |
| Net income, adjusted ²⁾ | 130.1 | 165.4 | - 21.3 % |
| Total assets ³⁾ | 3,007.3 | 2,809.1 | 7.1 % |
| Equity ³⁾ | 1,242.4 | 1,067.7 | 16.4 % |
| Equity ratio ³⁾ | 41.3 % | 38.0 % | |
| Cash flow from continuing operations | 174.0 | 167.9 | 3.6 % |
| Net debt ³⁾ | - 184.2 | - 369.5 | - |
| Earnings per share (diluted, in €) | 10.47 | 18.29 | - 42.8 % |
| Earnings per share, adjusted (diluted, in € ²⁾) | 4.37 | 5.44 | - 19.7 % |
| Closing price (in €) | 71.70 | 63.50 | 12.9 % |
| Average number of employees | 10,757 | 10,649 | 1.0 % |

¹⁾ Adjusted for non-recurring effects and effects of purchase price allocations.

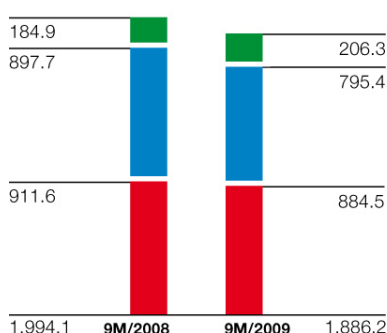
²⁾ Adjusted for significant, non-operating items.

³⁾ As of September 30, 2009 and December 31, 2008, respectively.

Revenues

in € millions

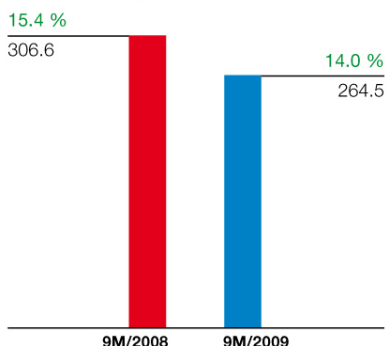
■ Circulation ■ Advertising ■ Other



EBITDA

in € millions

■ EBITDA margin in %



Adjusted Net Income

in € millions

