



**Press conference
50:50 Joint Venture
Axel Springer AG & Ringier AG**

Zurich, March 24, 2010

Axel Springer and Ringier establish Joint Venture in eastern Europe



- Successful business activities in eastern Europe since the 1990s
- Joint Venture area: 5 countries
- Market-leading tabloid newspapers in all countries of the JV
- Revenues 2009: €414m
- EBITDA 2009: €62m
- Goal: Growth and digitization
- IPO planned within three to five years

Ringier: 20 years eastern Europe – „Foot Print“ and market-leadership tabloid newspapers

Ringier Czech Republic

- No. 1 tabloid: Blesk
- Sunday newspaper No. 2: Nedelni Blesk
- Women's magazine No. 1: Blesk pro Ženy

Ringier Hungary

- No. 1 tabloid: Blikk
- Sunday newspaper No. 1: Vasarnapi Blikk
- TV program guide No. 1: Blikk TV

Ringier Slovakia

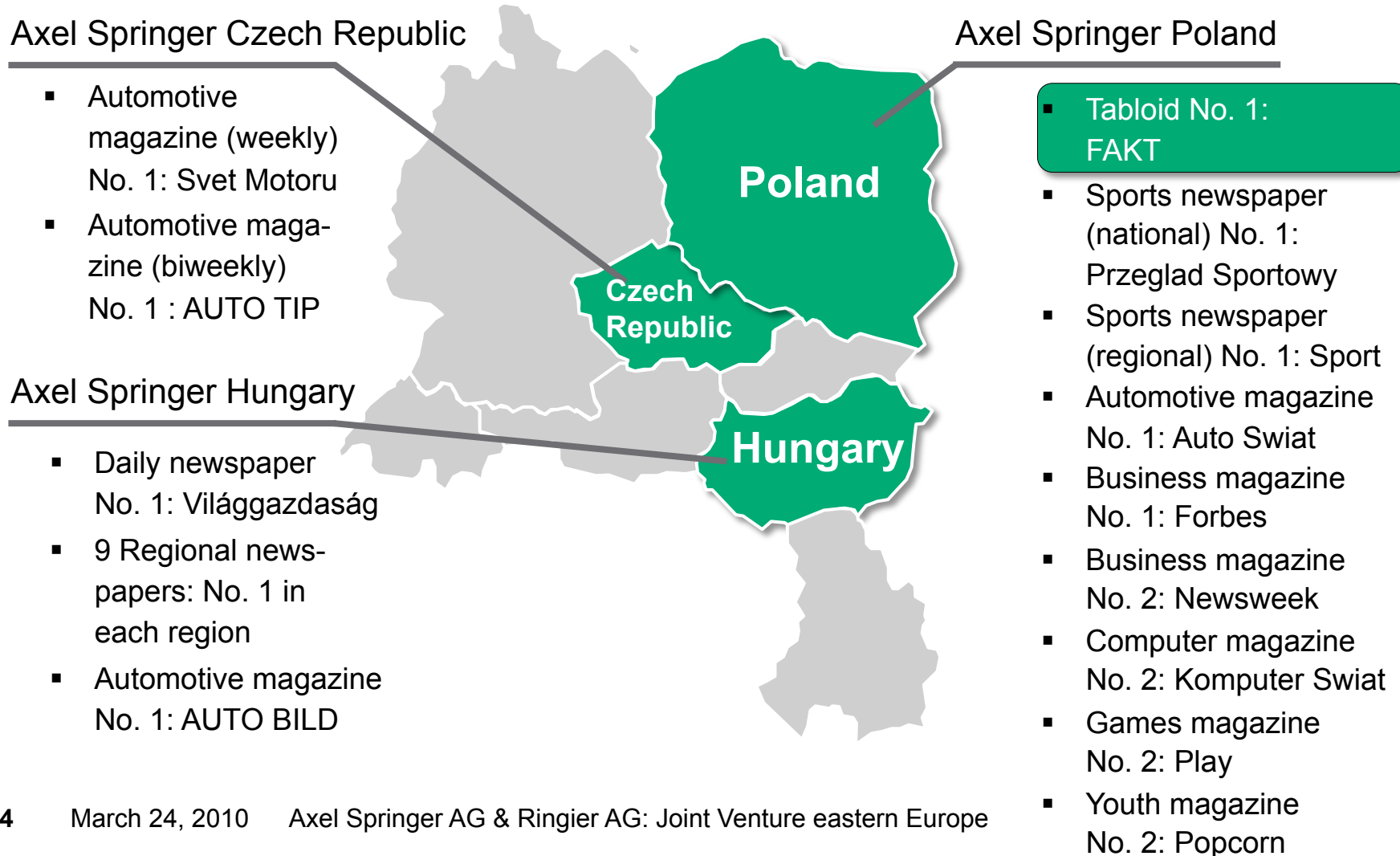
- No 1 tabloid: Nový Čas
- Sunday newspaper No. 1: Nový Čas Nedel'a
- Women's magazine No. 1 : Nový Čas pre ženy

Ringier Serbia

- No. 1 tabloid: Blic
- Sunday newspaper No. 1: Blic nedelje
- Women's magazine No. 1: Blic Zena



Axel Springer: Successful internationalization strategy in eastern Europe



Axel Springer and Ringier: Two partners combine their forces – joint strategy in eastern Europe

axel springer 






- Newspapers: **13**
- Magazines: **48**
- Online offerings: more than **40**
- Printing plants: **2**



 Ringier

- Newspapers: **21**
- Magazines: **25**
- Online offerings: **34**
- Printing plants: **4**

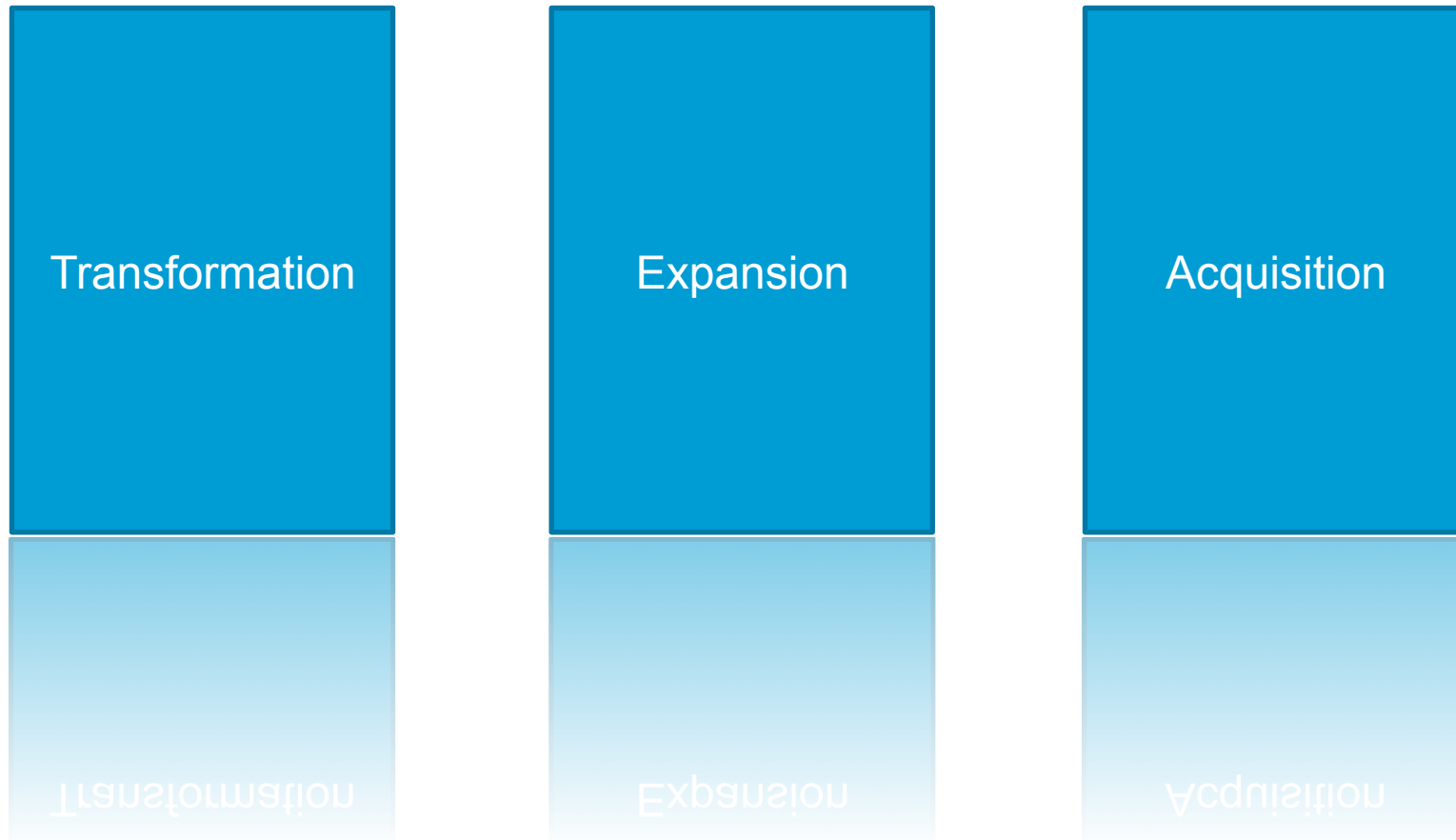
Market leadership in tabloid newspapers in all five countries

| | <i>CZ</i> | <i>SK</i> | <i>SER</i> | <i>HU</i> | <i>PL</i> |
|-------------------|---|--|---|---|---|
| Tabloid newspaper |  |  |  |  |  |
| Market position | No. 1 | No. 1 | No. 1 | No. 1 | No. 1 |
| Sold circulation | 411k copies | 152k copies | 156k copies | 210k copies | 467k copies |
| Reach (readers) | 1.5m | 1.2m | 0.8m | 1.1m | 4.7m |

- **Total circulation (cumulative): 1.4m**
- **Total reach (readers, cumulative): 9.3m**

Source (Reach, readers). Blesk: Media projekt. Novy Cas: MML/TGI. Blic: World Association of Newspapers. Fakt: World Association of Newspapers

Digitization with three core areas



Growth path Joint Venture





Thank you for your attention