



Annual General Meeting April 23, 2010

Dr. Mathias Döpfner, Chairman and Chief Executive Officer

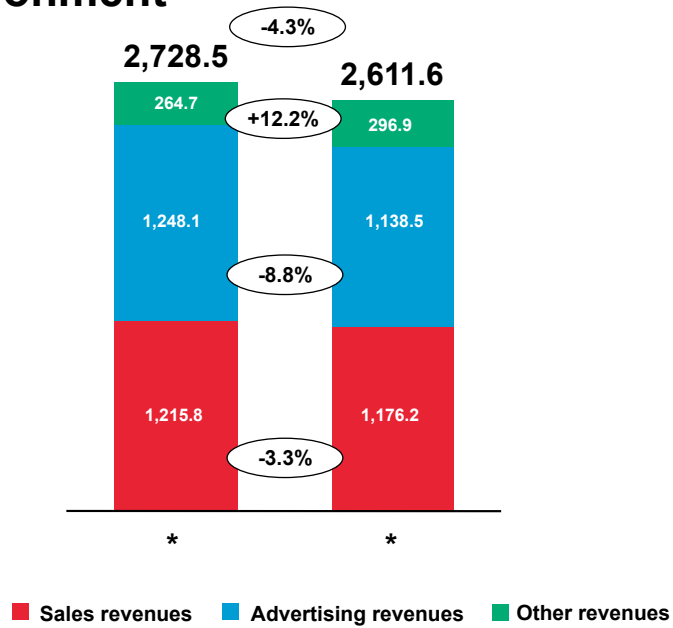
axel springer 

Axel Springer remains highly profitable during the economic crisis and gains market share

1. EBITDA margin of 12.8%
2. Equity ratio increased to over 40%
3. Net debt significantly reduced to € 193 million
4. Record dividend of 4.40 Euros proposed once again
5. Market share of our top-selling titles further expanded
6. One in five Euros of revenue generated by digital business
7. Nine of our ten largest online assets are profitable
8. Number of employees increased slightly

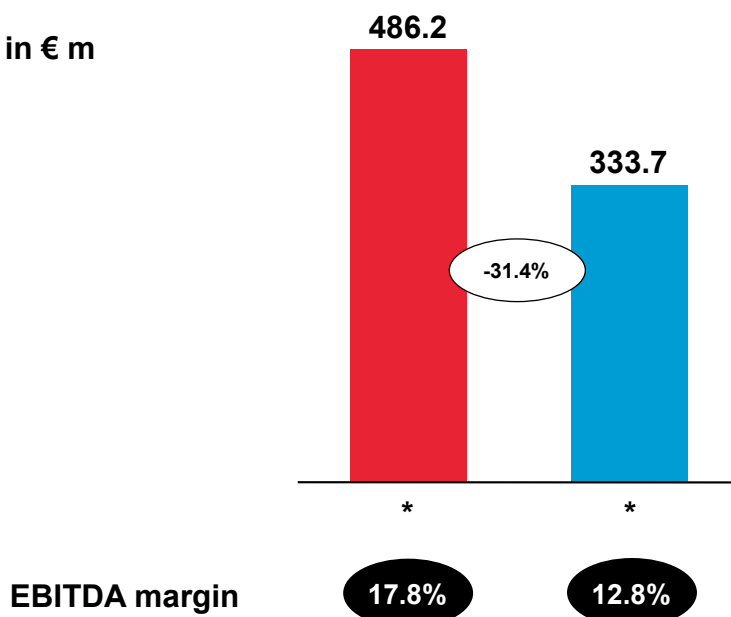
Group turnover declined slightly in difficult environment

in € m

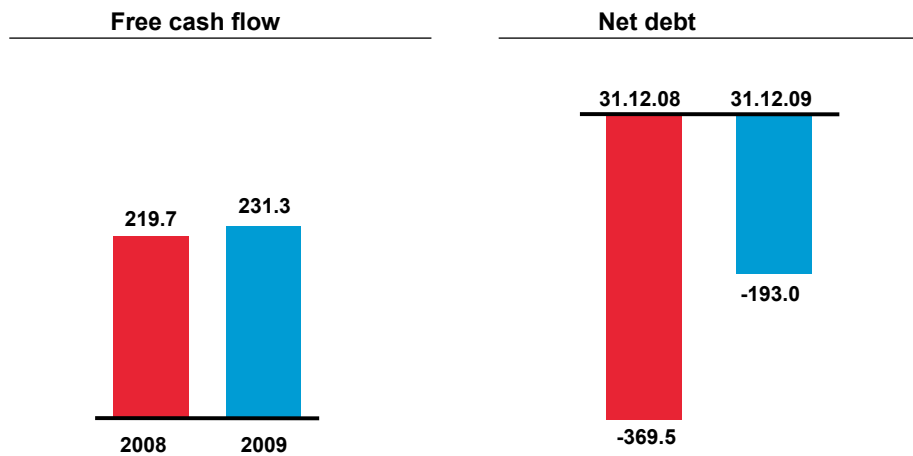


Double-digit EBITDA margin despite recession

in € m

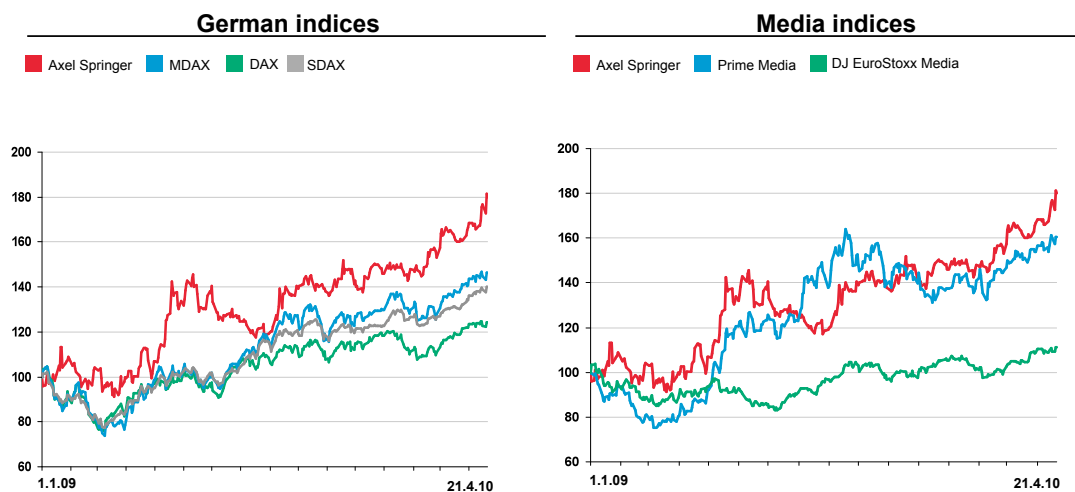


Net debt significantly reduced in € m



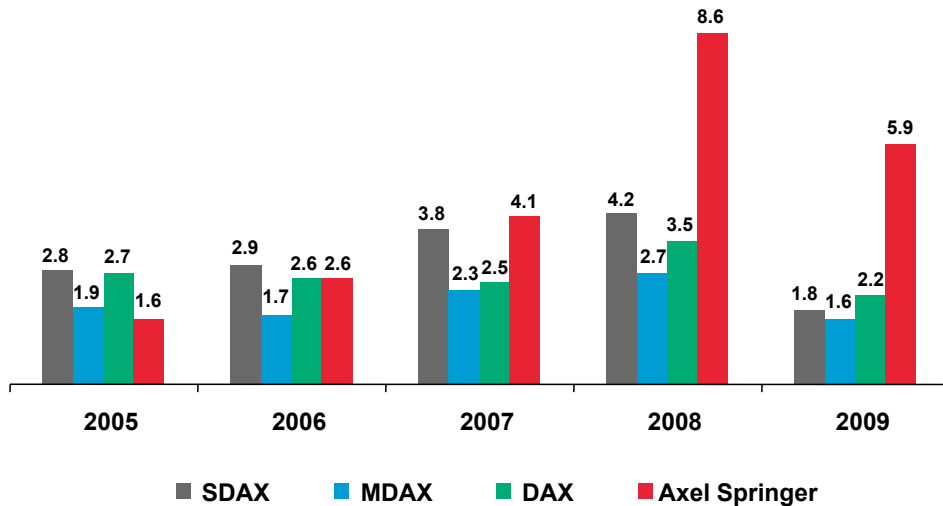
Credit line: € 1.5 bn secured until 2012, € 1 bn thereof extended to 2013

Axel Springer shares outperforming the relevant stock indices



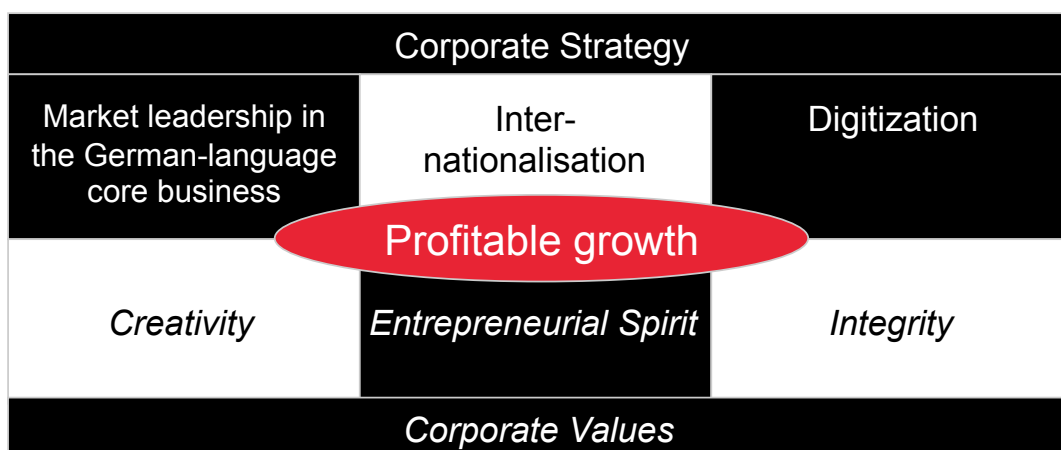
With a proposed dividend of 4.40 € once again above-average dividend margin

in %



Source: Bloomberg, based on annual closing prices 2005-2009

Strategy consistently further implemented



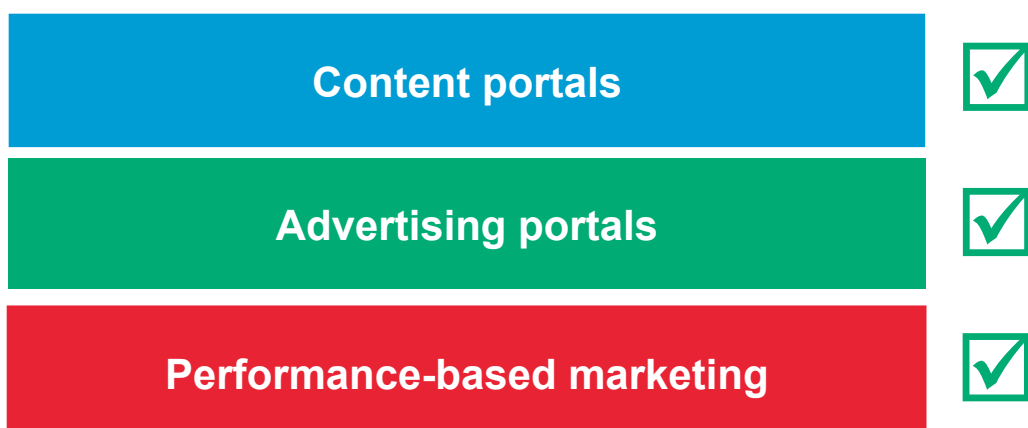
Axel Springer and Ringier join forces in Eastern Europe



- Successful Eastern Europe business since the 1990s
- Joint venture area: 5 growth markets
- 100 print titles, in particular 5 market-leading tabloid newspapers
- 70 online offerings
- Revenues 2009*: EUR 414 m
- EBITDA 2009*: EUR 62 m

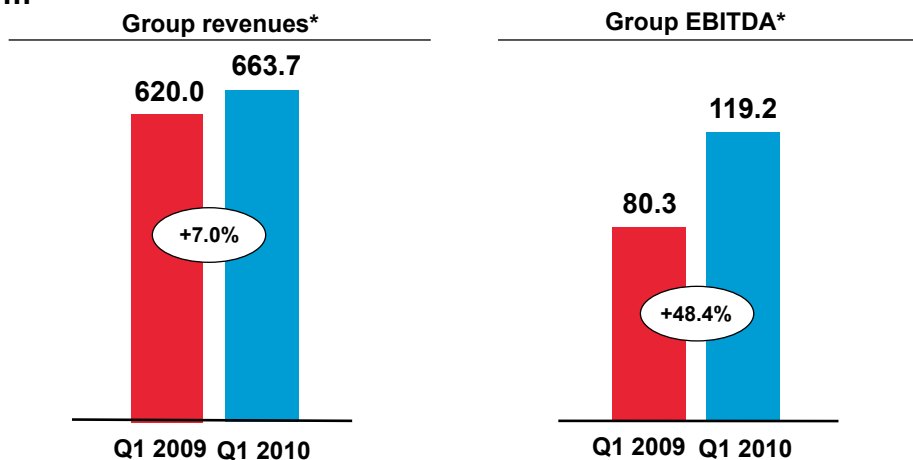
*Pro forma

Digitization pushed forward with a clear strategy



Axel Springer achieves record results in the first quarter of 2010 and raises forecast

in € m



Forecast 2010: significant increase in revenues, EBITDA increase considerably higher than 10%

*Preliminary figures Q1 2010

Review 2009 - Outlook 2010

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2. Equity ratio increased to over 40%
3. Net debt significantly reduced to € 193 million
4. Record dividend of 4.40 Euros proposed once again
5. Market share of our top-selling titles further expanded
6. One in five Euros of revenue generated by digital business
7. Nine of our ten largest online assets are profitable.
8. Number of employees increased slightly
9. Forecast 2010: EBITDA increase well above 10%
10. Placement of own shares increases free float and trading volume



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