

# Group Key Figures

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in € millions	H1/2010	H1/2009	Change
<b>Revenues</b>	<b>1,364.3</b>	<b>1,254.8</b>	<b>8.7 %</b>
Newspapers National	584.4	590.6	- 1.1 %
Magazines National	243.0	263.3	- 7.7 %
Print International	154.3	151.6	1.8 %
Digital Media	333.9	200.8	66.3 %
Services/Holding	48.8	48.5	0.6 %
International revenues	352.3	249.6	41.1 %
<i>International revenues as percent of total revenues</i>	<i>25.8 %</i>	<i>19.9 %</i>	
Pro forma revenues Digital Media	325.5	274.6	18.5 %
<i>Digital Media revenues as percent of total revenues (pro forma)</i>	<i>24.0 %</i>	<i>20.7 %</i>	
<b>EBITDA<sup>1)</sup></b>	<b>261.2</b>	<b>162.3</b>	<b>61.0 %</b>
<i>EBITDA margin<sup>1)</sup></i>	<i>19.1 %</i>	<i>12.9 %</i>	
Consolidated net profit	170.3	267.3	- 36.3 %
Consolidated net profit, adjusted <sup>2)</sup>	146.6	77.5	89.1 %
Total assets <sup>3)</sup>	3,095.3	2,934.3	5.5 %
Equity <sup>3)</sup>	1,260.1	1,196.8	5.3 %
<i>Equity ratio<sup>3)</sup></i>	<i>40.7 %</i>	<i>40.8 %</i>	
Free cash flow	73.7	98.7	- 25.3 %
Net debt <sup>3)</sup>	- 172.8	- 193.0	-
Earnings per share (in €) <sup>4)</sup>	5.55	8.84	- 37.2 %
Earnings per share, adjusted (in €) <sup>2)4)5)</sup>	4.90	2.59	89.2 %
Closing price (in €)	86.51	70.50	22.7 %
Average number of employees	11,025	10,749	2.6 %

<sup>1)</sup> Adjusted for non-recurring effects and effects of purchase price allocation.

<sup>2)</sup> Adjusted for significant, non-operating items.

<sup>3)</sup> As of June 30, 2010 and December 31, 2009, respectively.

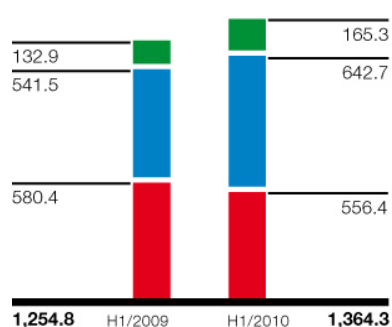
<sup>4)</sup> Diluted.

<sup>5)</sup> The year-ago comparison figure for the adjusted earnings per share was calculated on the basis of the weighted average shares outstanding during the reporting period.

### Revenues

in € millions

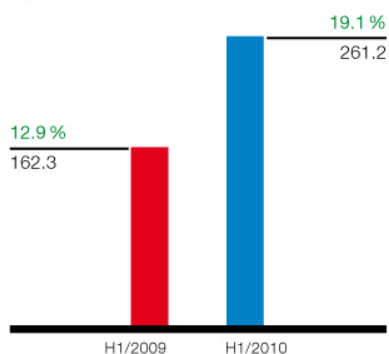
■ Circulation ■ Advertising ■ Other



### EBITDA

in € millions

■ EBITDA margin in %



### Adjusted Net Income

in € millions

