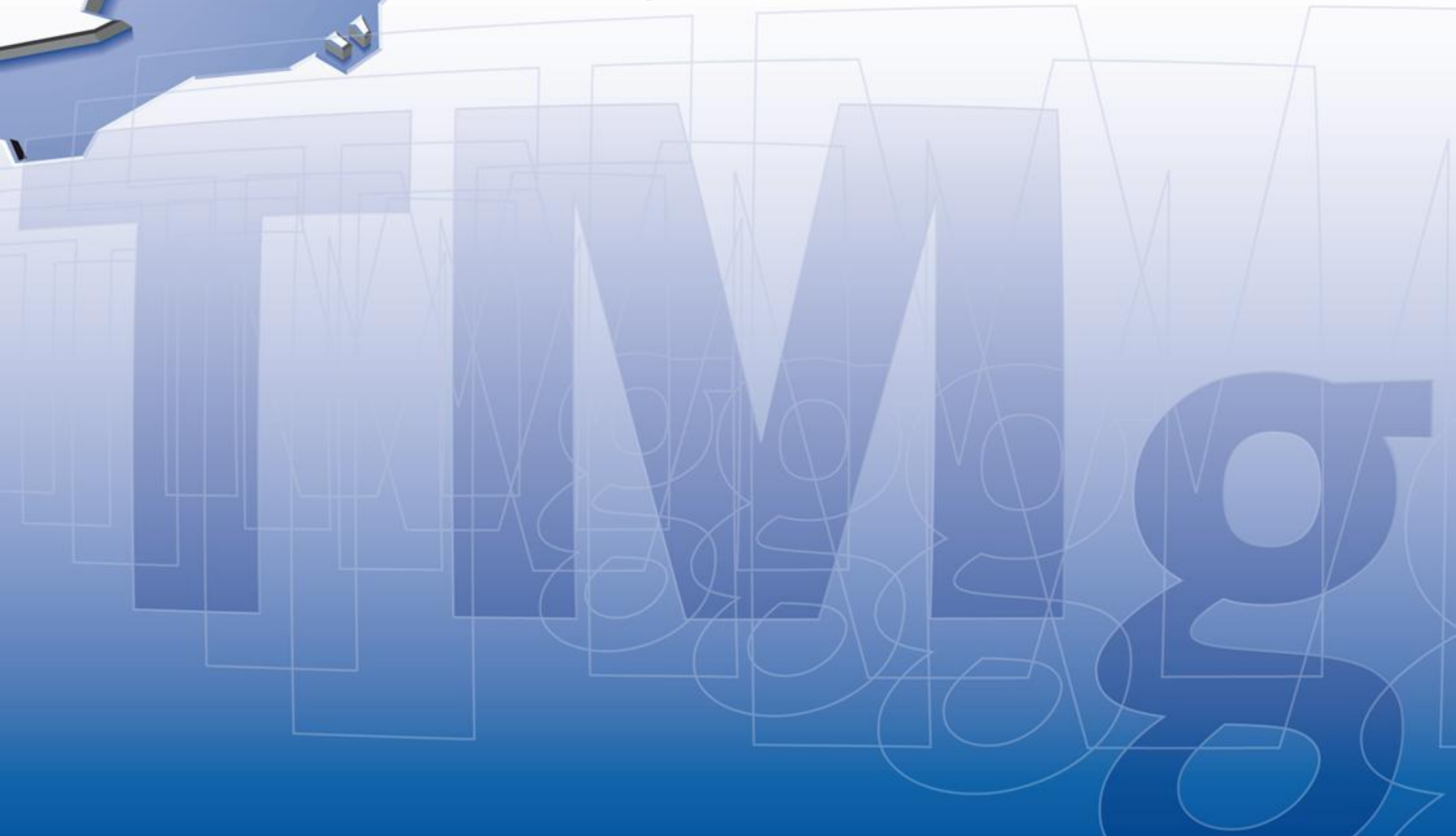




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TMG Annual Results 2010

March 11, 2010



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Hans Elekan

**Head of Investor Relations &
Company Spokesman**

Introduction

Agenda



H.M.P van Campenhout - CEO

- Headlines 2010 results
- ProSiebenSat.1 Media AG
- Public Broadcasting in the Netherlands
- Outlook and Conclusion

F. Th. J. Arp – CFO

- Headlines
- Evaluation 2008 - 2010
- General information 2010
- Analysis result 2010 - continued operations
- ProSiebenSat.1 Media AG

Q&A



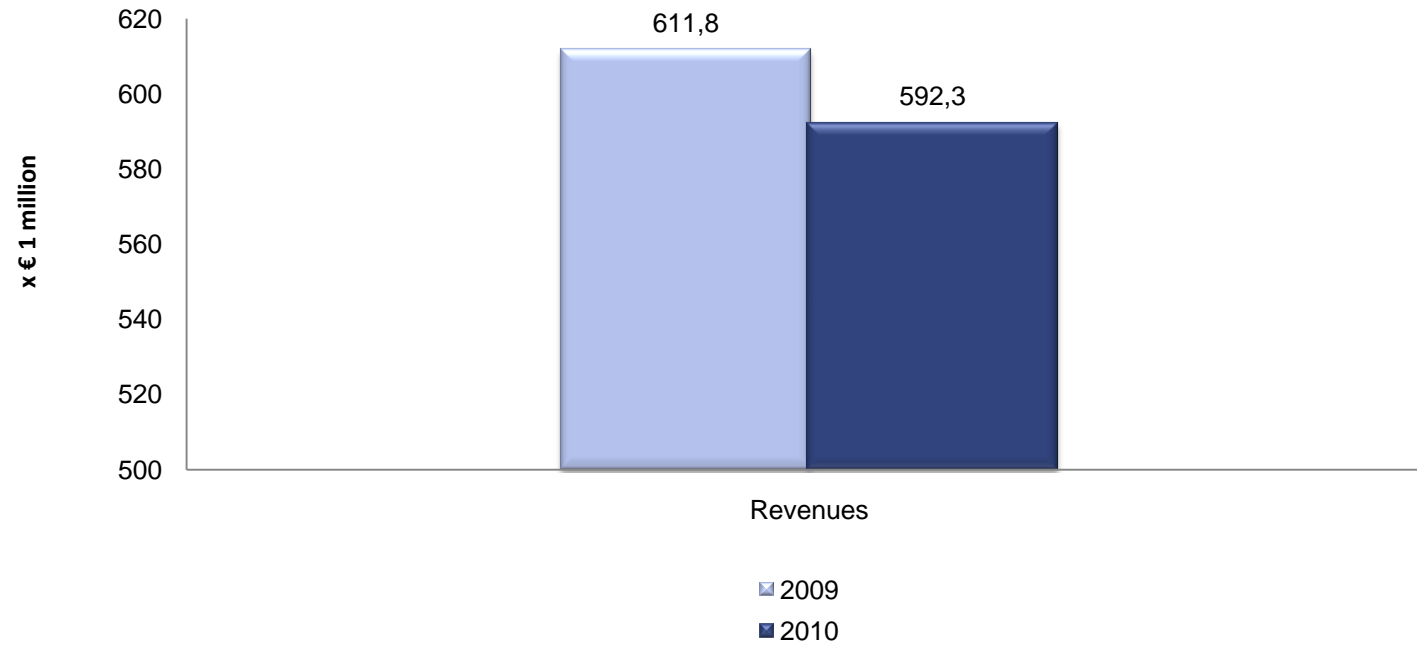
telegraaf media groep

H.M.P. van Campenhout - CEO

Headlines 2010



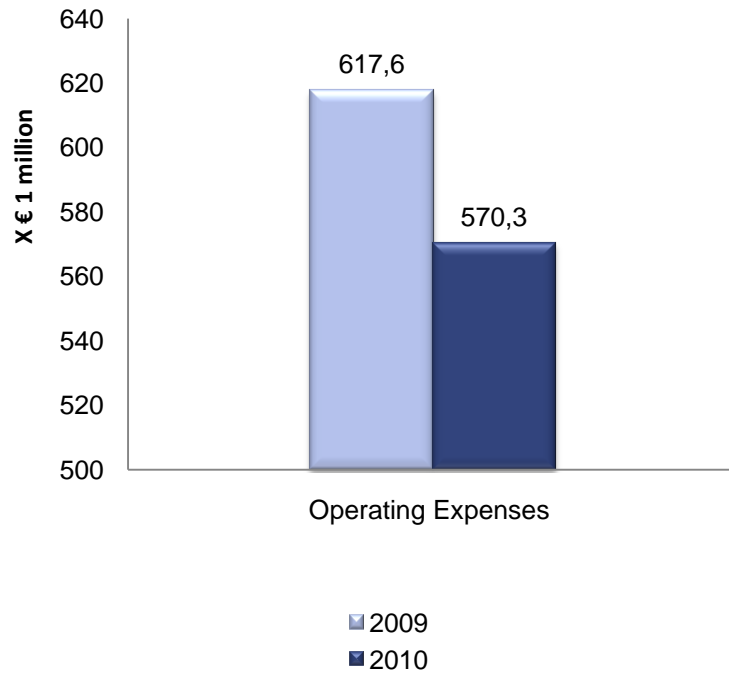
Revenues



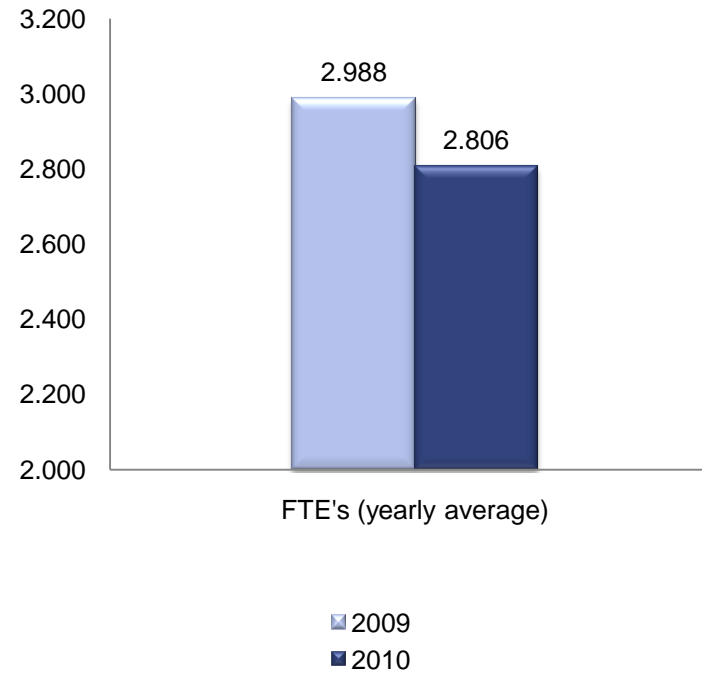
Headlines 2010



Operating Expenses



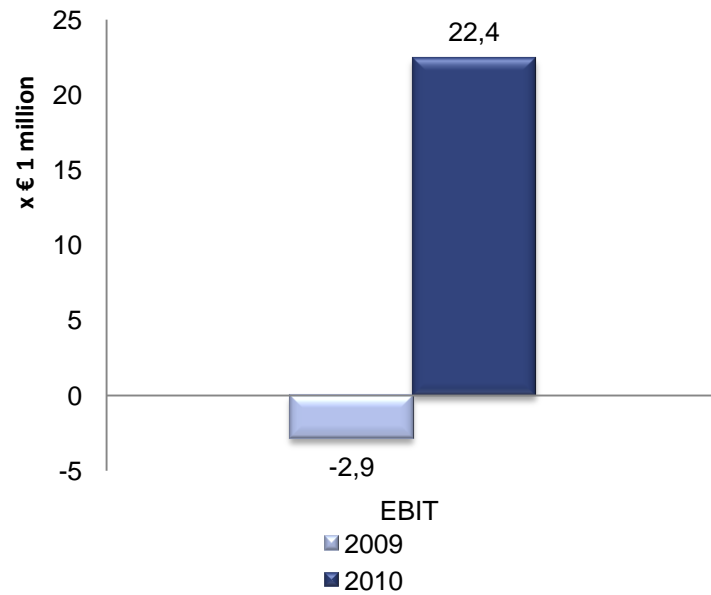
FTE's (yearly average)



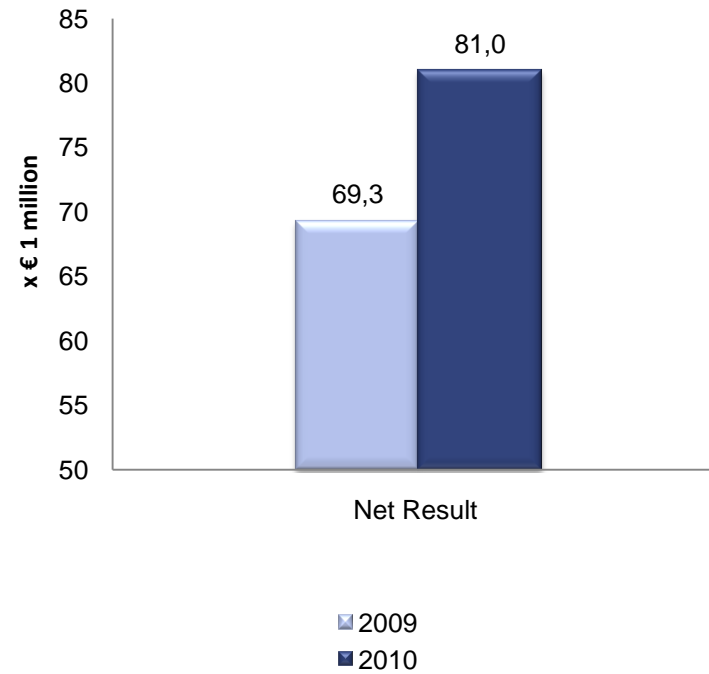
Headlines 2010



EBIT



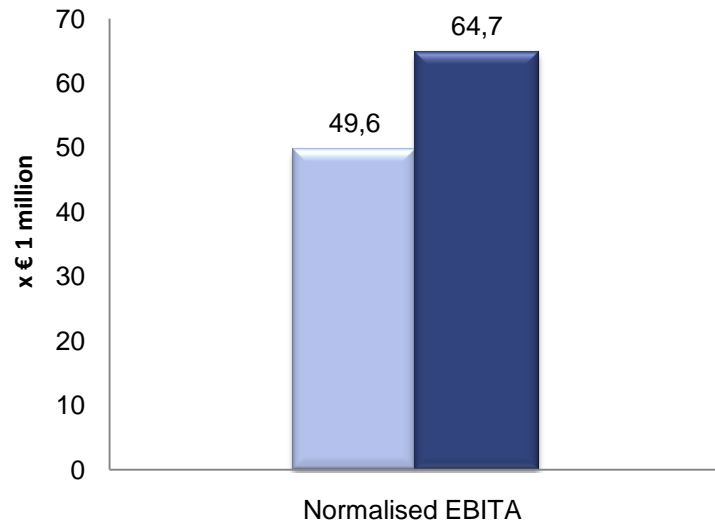
Net Result



Headlines 2010

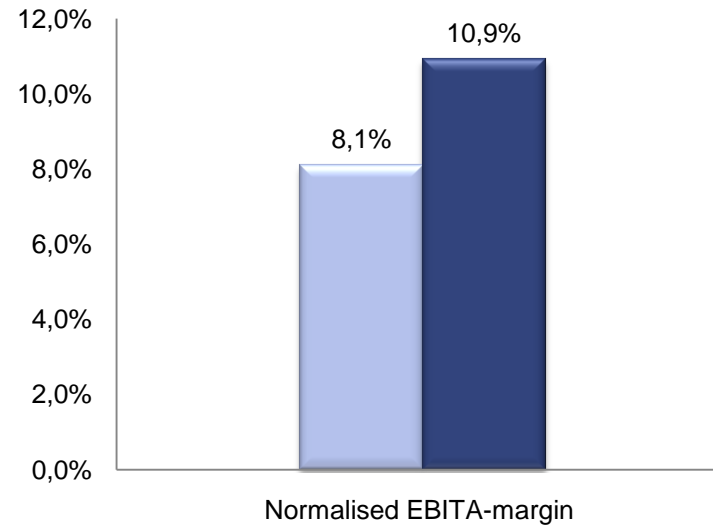


Normalised EBITA



■ 2009
■ 2010

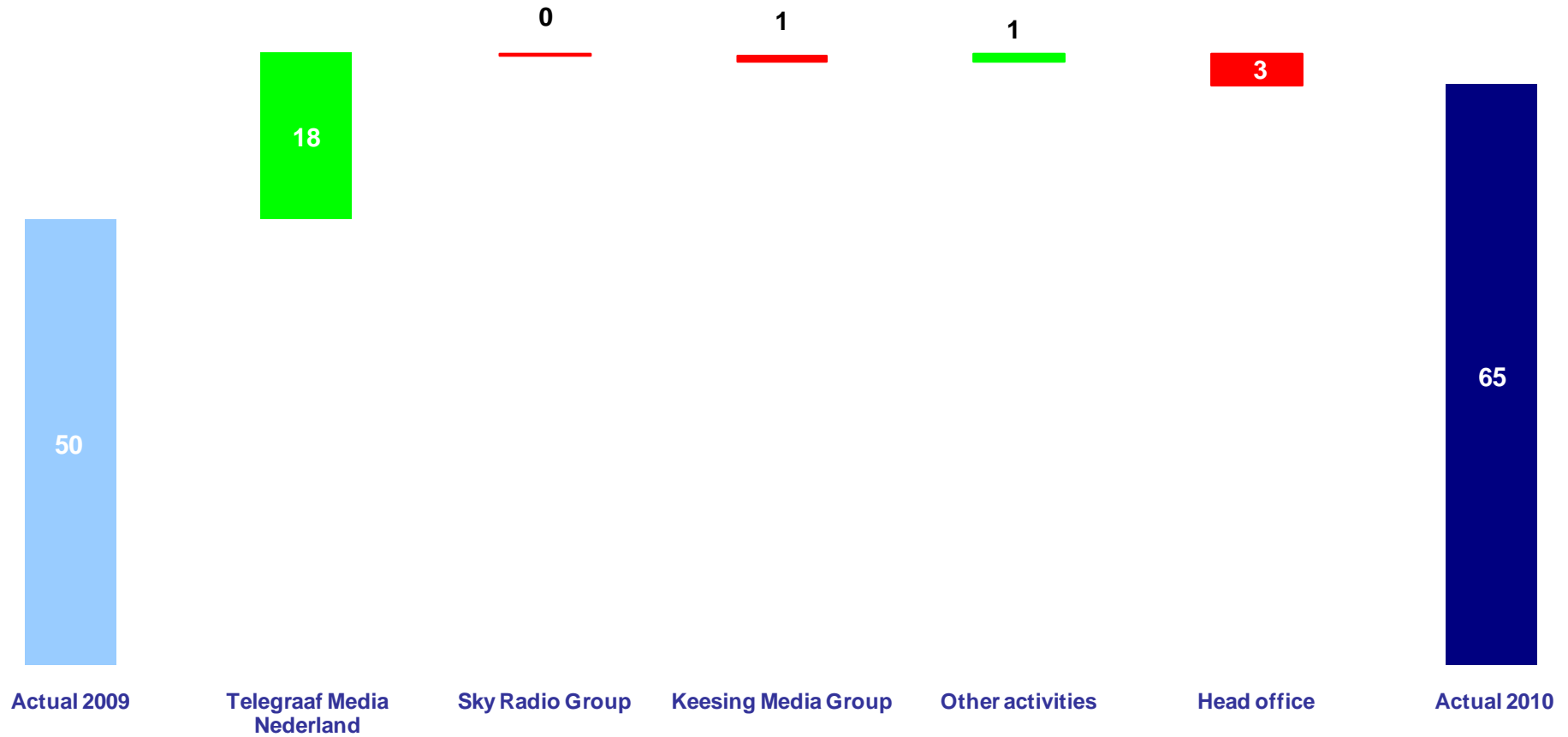
Normalised EBITA margin



■ 2009
■ 2010

Normalised EBITA 2010 versus 2009

(amounts in millions of euros)



ProSiebenSat.1 Media AG / SBS Netherlands



ProSiebenSat.1 Media AG 2010 results

- Group earnings € 3.0 billion + 8.7%
- Recurring EBITDA € 905.9 million +30.1%
- Dividend proposal € 1.12 per common share

- TMG possesses 13,127,832 common shares
- Book value 6% stake per 31 December 2009: € 136.8 million
per 31 December 2010: € 199.3 million
(€ 43.8 m revaluation + €18.8 m share in result)

SBS Netherlands

- If the business unit SBS Nederland is for sale
TMG may be interested in acquiring depending on conditions.

Public Broadcasting and Level Playing Field



- Dutch regulations forced TMG to sell interests in newspapers and denied any significant involvement in commercial television in the past.
- TMG was calling upon the Dutch government to create a fair and competitive environment . The Dutch government installed in 2010, did cut budget of public broadcasters as from 2013 to gradually reach € 200 million in 2015 and abandoned crossownership rules as of January 1st, 2011.
- Funded by the Dutch government (yearly approx. € 900 million) public broadcasters now provide extensive involvement in the internet and mobile internet. Directly competing with the commercial market players (television, radio, newspapers, magazines) for share in time and money of consumers and advertisers. Thus creating an unfair competitive environment .

Outlook for 2011 (1)



Operating result in 2011 will be affected by:

Revenues

- key question: will advertising revenues recover?
Projection in New Year's speech: modest decline in newspaper ads
- stable circulation revenues
- increased revenues from digital activities
- full-year effect of Hyves
- stable revenues from radio advertising and puzzle magazines

Outlook for 2011 (2)



Operating result in 2011 will be affected by:

Costs

- inflation, increases in collective labour agreements
- higher pension premiums
- higher price of newsprint (paper)
- further cost reductions, including collaboration with Wegener and NDC regarding distribution of daily newspapers



Outlook for 2011 (3)

Other factors affecting the **net result** in 2011:

- The share in the result of ProSiebenSat.1 Media AG
- Fee of FM-licenses

First two months 2011

- Modest decline revenues
- Marginal improvement normalised EBITA result

Full year

- If pressure on advertising continues
EBITA margin will decline slightly

Conclusion



- TMG is almost debt-free and occupies leading positions with strong brands in a number of relevant markets.
- Print products remain still very important for result and will deliver proper returns for many years to come
- Importance of digital activities is growing
- Prospect ProSiebenSat.1 Media AG looks healthy
- The coming time, we will continue to:
 - focus on achieving synergy, economies of scale, digitalisation and the strengthening of market shares for existing products
 - remain alert to potential acquisitions for consolidation and strengthening of position
 - adept to changing media landscape
- *Biggest challenge: to migrate to more digital revenues and results without losing sight of the profitability of print products*



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F.Th.J. Arp - CFO

Mr. F.Th.J. Arp - CFO



- I. Headlines 2010
- II. Evaluation 2008-2010
- III. General information 2010
 - Statement of comprehensive income
 - Statement of cash flows
 - Statement of financial position.
- IV. Analysis result 2010 - continued operations
- V. ProSiebenSat.1

I Headlines 2010



Headlines continued operations (amounts in millions of euros)



	<u>2010</u>	<u>2009</u>	<u>Change</u>
Revenues (recurring)	592.3	611.8	-3%
Ebitda (recurring)	78.3	65.6	19%
Ebitda margin (recurring)	13.2%	10.7%	23%
Ebita (recurring)	64.7	49.6	30%
Ebita margin (recurring)	10.9 %	8.1 %	35%
Financial incomes and expenses	64.7	62.7	
Net result (realized) attributable to Shareholders of TMG	81.8	70.5	16%
Dividend proposal	0.45	0.35	29%

II Evaluation 2008-2010



Evaluation 2008-2010 (1)



Project Margin Improvement 2008-2010:

- Cost reduction program 2008 - 2010 € 50 million
- Growth internet activities

And, as a result

- Growth Recurring EBITA marge



Evaluation 2008-2010 (2)

Cost reduction program 2008-2010 € 50 million

- FTE reduction program (minimum 600 FTE)
- Sale/termination of unprofitable or insufficiently profitable activities
- Outsourcing non core activities
- Structural decrease of operating expenses
- Expected decline in the price of paper (influenced by developments on the paper market)
- Other cost reductions



Evaluation 2008-2010 (3)

Cost reduction program 2008-2010 € 50 million

Sale/termination of unprofitable or insufficiently profitable activities and outsourcing non-core activities:

2008

- Sale of operations of TTG Sverige A.B. (portfolio of magazines)
- Termination of the bi-weekly magazine Carp

2009

- Discontinuation of De Telegraaf on Sunday
- Termination of the portfolio of magazines in the Ukraine
- Sale of the magazines Elegance, Residence, Hitkrant, JAN, FHM, CosmoGirl! en Motoplus
- Sale of interest in Media Librium B.V. (digital out-of-home media)
- Sale of interest in DataWire Sport B.V.
- Outsourcing fleet management, security and catering

2010

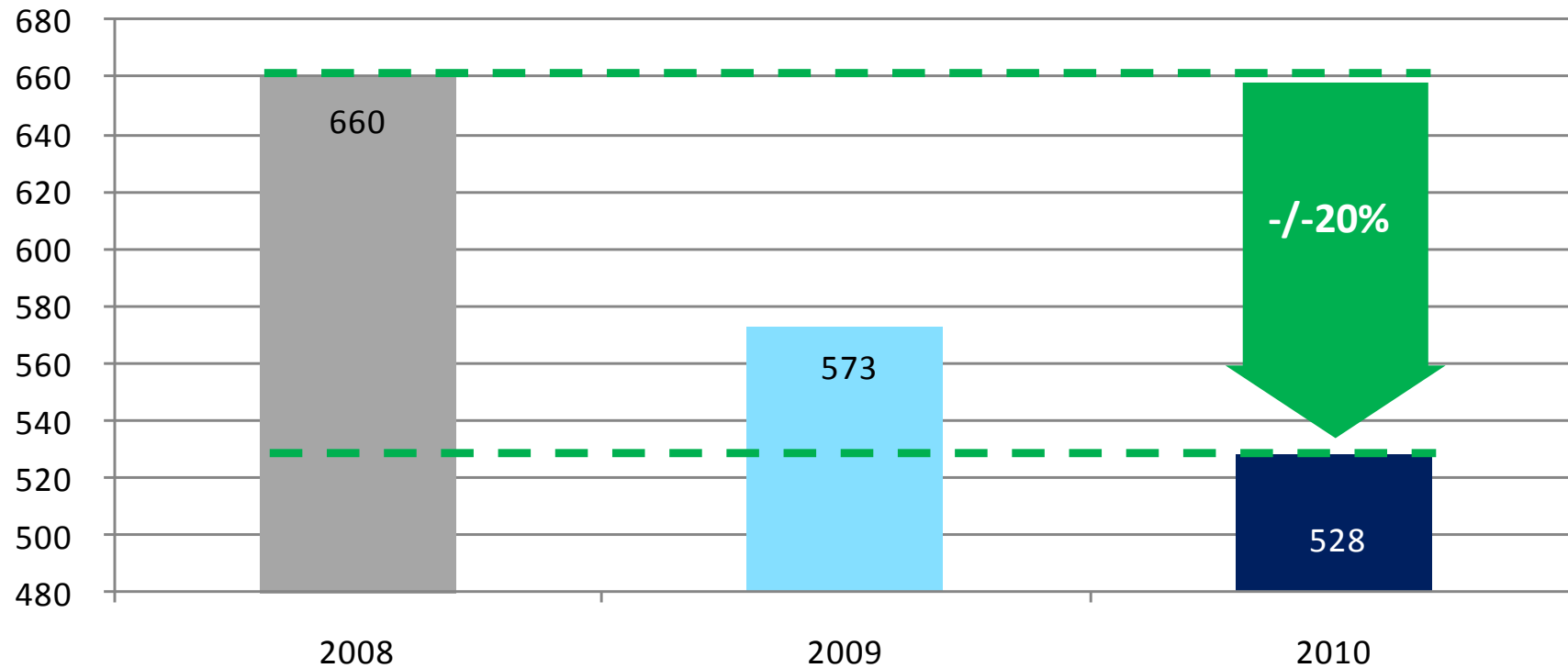
- Discontinuance of transport activities
- Start up of cooperation with Wegener and NDC in the area of daily newspaper distribution

Evaluation 2008-2010 (4)

Cost reduction program 2008-2010 € 50 million



Total Operations: Recurring Operating expenses (excl. amortisation and impairment loss) (* € 1 million)



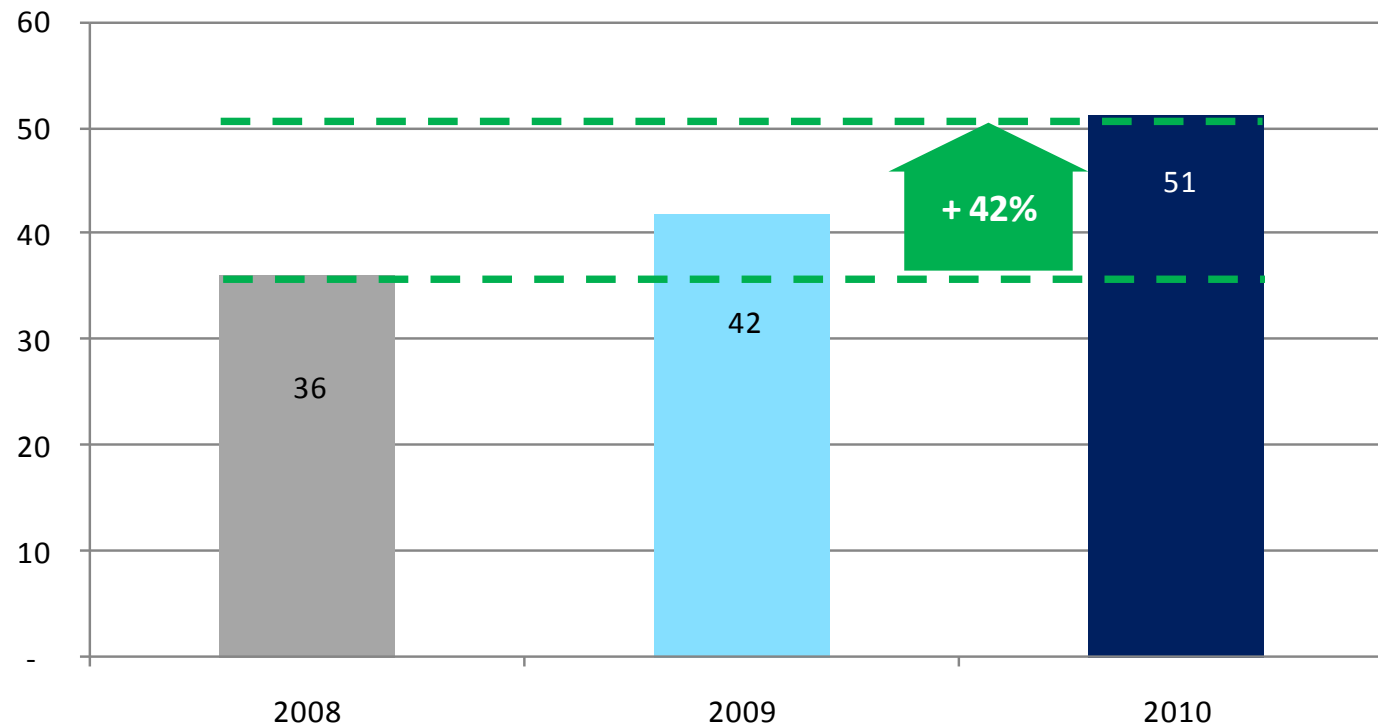


Evaluation 2008-2010 (5)

Growth Internet activities

- Further growth of mobile and internet range
- Acquisition of Hyves in november 2010
- Increase of internet revenue:

Internet revenue

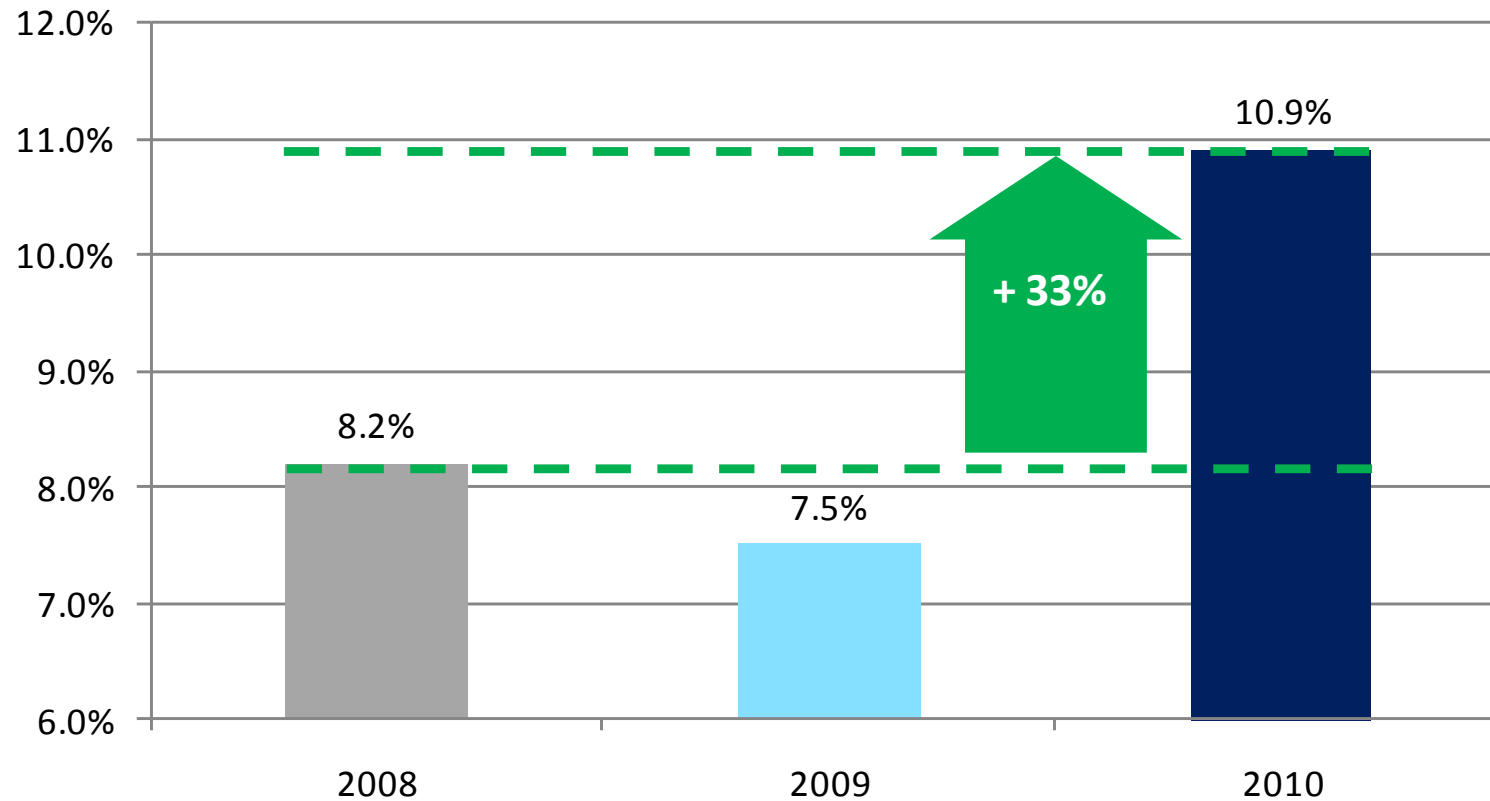


Evaluation 2008-2010 (6)

Development recurring EBITA marge



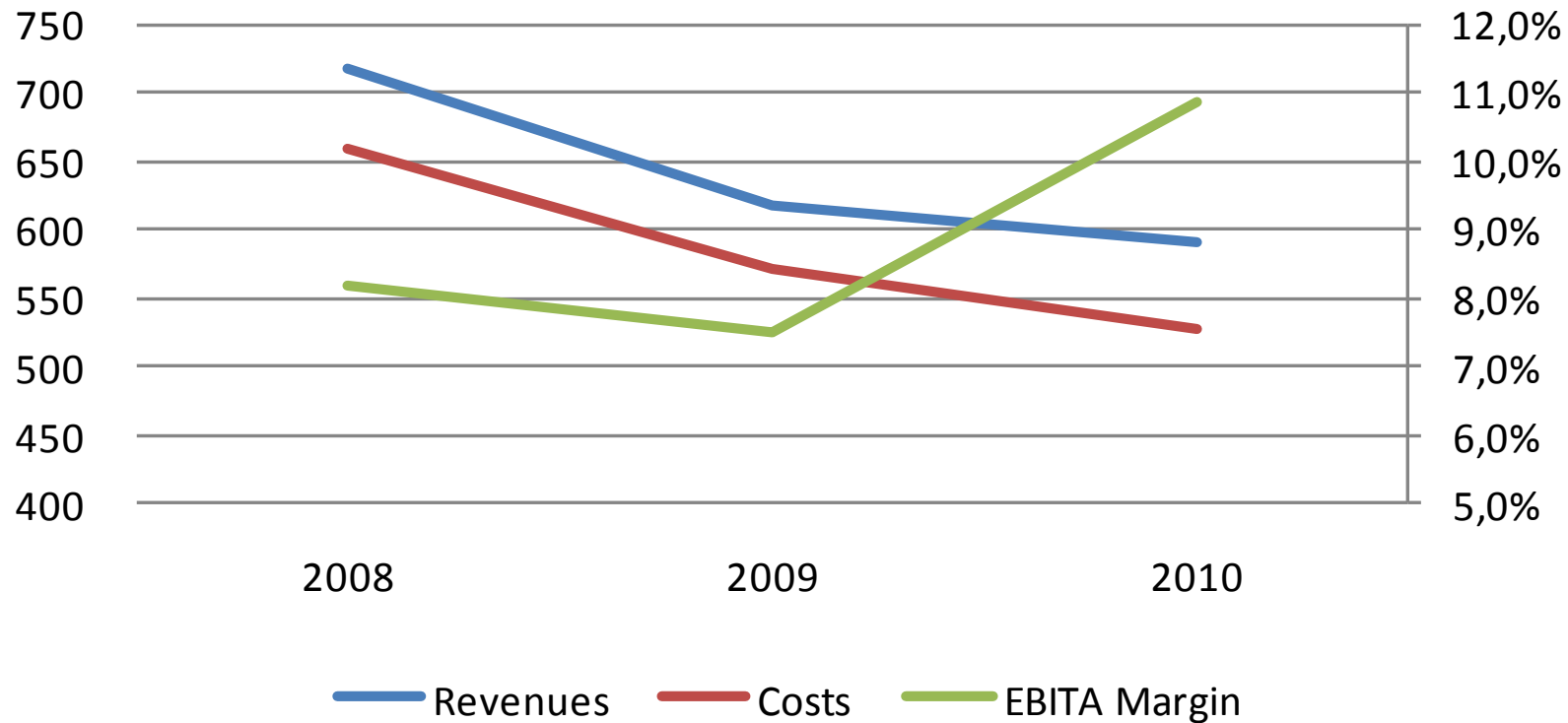
Total Operations: Recurring EBITA margin



Evaluation 2008-2010 (7)



Total operations: 2008 - 2010 (* € 1 million)



III General information



- Headlines
- Statement of comprehensive income
- Statement of cash flows
- Statement of financial position

TMG financial statements 2010



- The consolidated financial statements have been prepared in accordance with the International Financial Reporting Standards (IFRS), as adopted and authorized by the European Commission.
- The presentation of the statement of comprehensive income is on continued operations.

Statement of comprehensive income – continued operations

(amounts in thousands of euros)



	<u>2010</u>	<u>2009</u>
Total income	592,720	614,742
Total operating expenses excl. amortisation and impairment loss	532,628	571,419
EBITA	60,092	43,323
Total normalisations	4,561	6,312
Recurring EBITA	64,653	49,635
As % of sales	10.9%	8.1%
Amortisation and impairment loss	37,650	46,193
EBIT	22,442	-2,870
Financial income and expenses	64,678	62,738
Result before tax	87,120	59,868
Tax on result	6,159	907
Result after tax before gain on discontinued operations	80,961	58,961
Gain on sale of discontinued operation, net of tax	-	10,365
Result for the year	80,961	69,326
Minority interest	865	1,179
Result attributable to Shareholders of TMG	81,826	70,505

Statement of cash flows

(amounts in thousands of euros)



	<u>2010</u>	<u>2009</u>
Net cash from operating activities	+ 59,569	+ 49,252
Acquisitions/disposals	-40,990	-1,041
Net investments/divestments	<u>-8,156</u>	<u>3,660</u>
Net cash (used in)/from investing activities	- 49,146	+ 2,619
Redemption of borrowings	-12,448	-14,187
Dividends paid	-16,713	-16,713
Change in minority interest	<u>7</u>	<u>1,245</u>
Net cash used in financing activities	- <u>29,154</u>	- <u>29,655</u>
Net (decrease)/increase in cash	- <u>18,731</u>	+ <u>22,216</u>

Statement of financial position – assets
(amounts in thousands of euros)



	<u>31/12/2010</u>	<u>31/12/2009</u>
Non-current assets	656,985	595,522
of which:		
Intangible assets	396,898	381,360
Property, plant and equipment	52,056	60,646
Other non-current assets	208,031	153,516
Current assets	139,696	167,274
of which:		
Cash and cash equivalents	39,584	56,506
Other current assets	100,112	110,768
Total assets	<u>796,681</u>	<u>762,796</u>



Statement of financial position – equity and liabilities (amounts in thousands of euros)

	<u>31/12/2010</u>	<u>31/12/2009</u>
Shareholders' equity	533,552	469,297
Interest-bearing loans and borrowings	16,654	18,618
of which:		
Interest-bearing loans	10,638	11,166
Acquisition payables	5,972	7,411
Other financing	44	41
Provisions	53,000	60,291
of which:		
Post-employment benefit liabilities	23,336	26,932
Restructuring provision	1,973	7,657
Deferred tax liabilities	27,691	25,702
Current liabilities	<u>193,475</u>	<u>214,590</u>
Total liabilities	263,129	293,499
Total equity and liabilities	<u><u>796,681</u></u>	<u><u>762,796</u></u>

IV Analysis result 2010 – continued operations



Ebita: reported and recurring (amounts in thousands of euros)



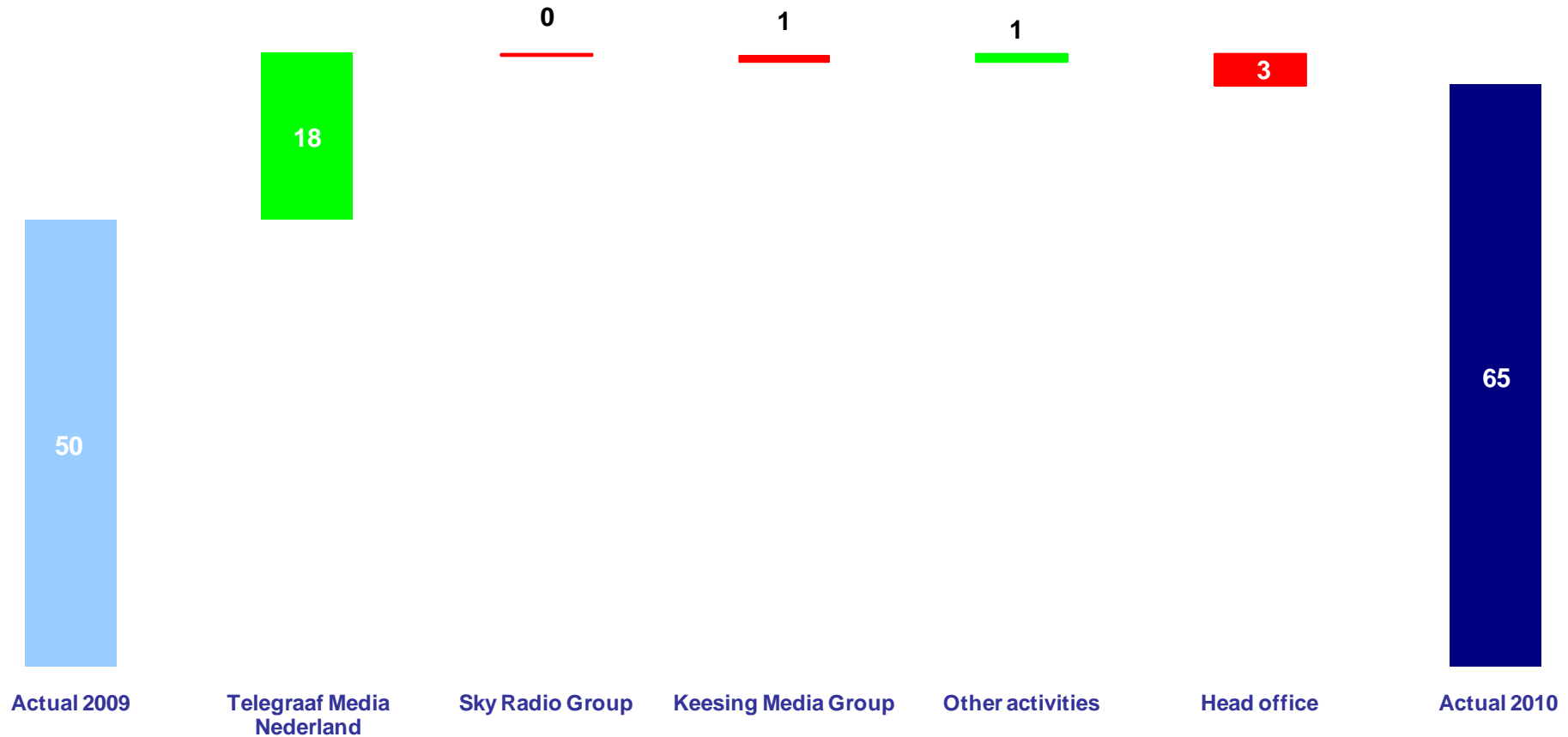
	2010		2009	
	Reported	Recurring	Recurring	Reported
Revenues	592,297	592,297	611,840	611,840
Other operating income	423			2,902
Total income	592,720	592,297	611,840	614,742
Total operating expenses excl. amortisation and impairment loss	532,628	527,644	562,205	571,419
EBITA	60,092	64,653	49,635	43,323
EBITA margin		10.9%	8.1%	
Amortisation intangible assets*)	37,650	37,650	37,560	37,560
Impairment loss of intangible assets	-			8,633
Amortisation and impairment loss	37,650	37,650	37,560	46,193
EBIT	22,442	27,003	12,075	-2,870
*) Including amortisation license costs SRG (cash out)		9,857	9,857	

Reported Ebita versus recurring Ebita (amounts in thousands of euros)



	<u>2010</u>	<u>2009</u>	<u>Delta</u>
Reported EBITA	60,092	43,323	16,769
Other operating income (book profits)	423-	2,902-	2,479
Restructuring costs	3,469	5,385	1,916-
Other operating expenses	1,515	3,829	2,314-
Total normalisations	4,561	6,312	1,751-
Recurring EBITA	<u><u>64,653</u></u>	<u><u>49,635</u></u>	<u><u>15,018</u></u>

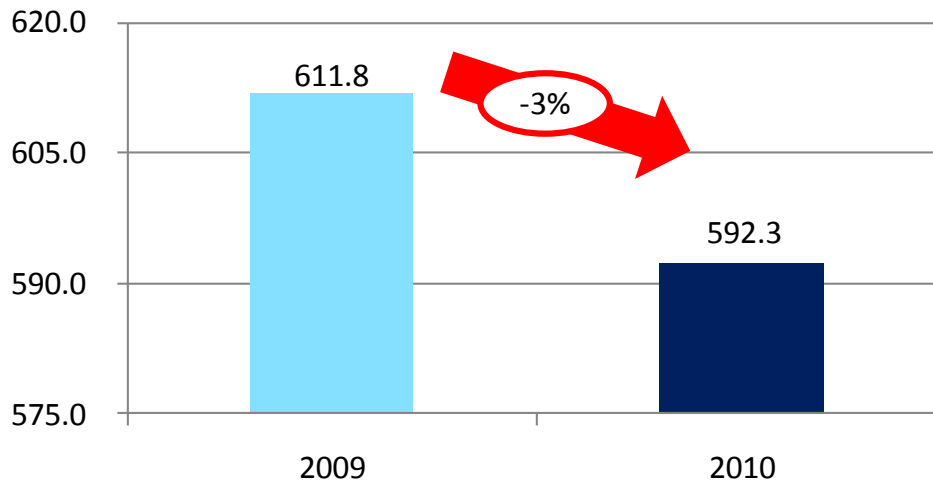
Recurring Ebita 2010 versus 2009 (amounts in millions of euros)



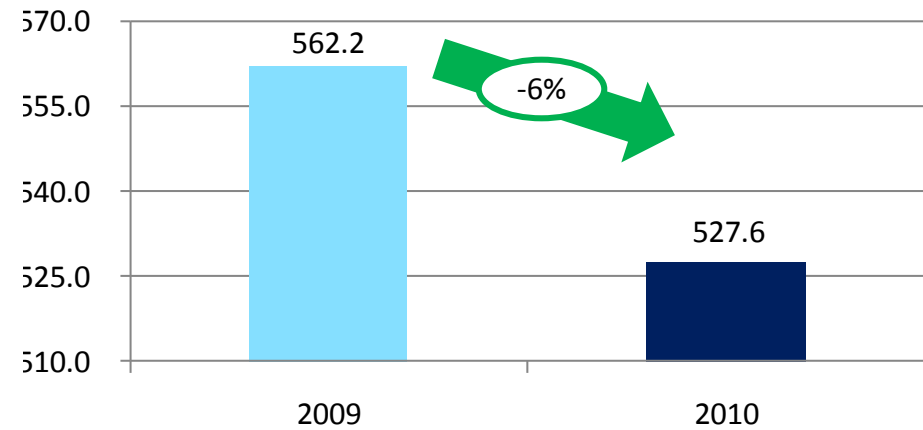
Cost saving measures take effect (2010 continued) (amounts in millions of euros)



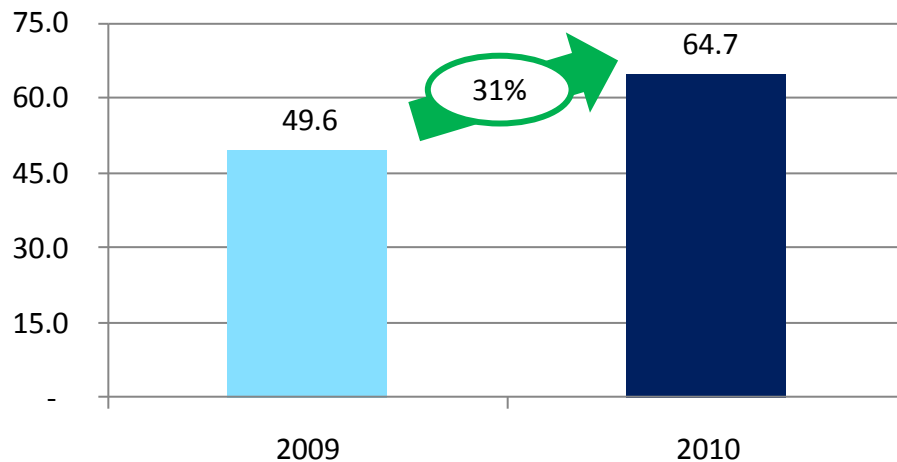
Recurring revenues



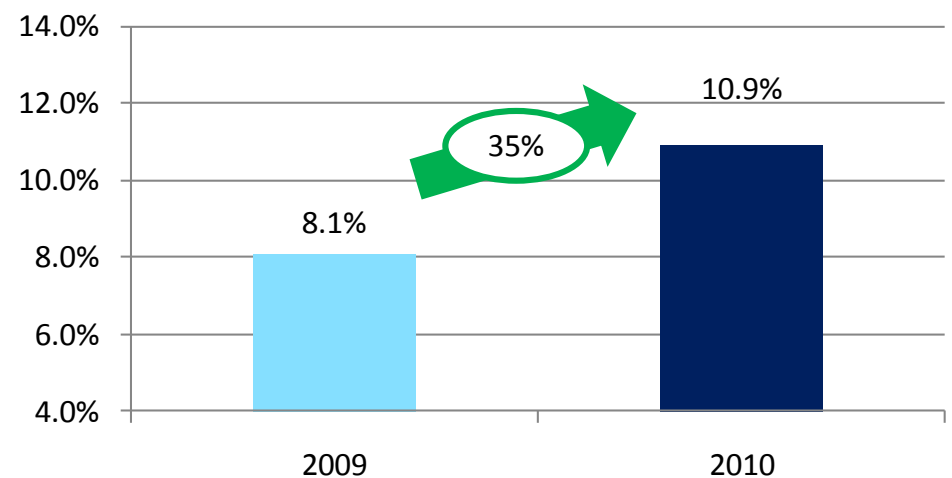
**Recurring costs
(excl. amortization and impairment loss)**



Recurring Ebita



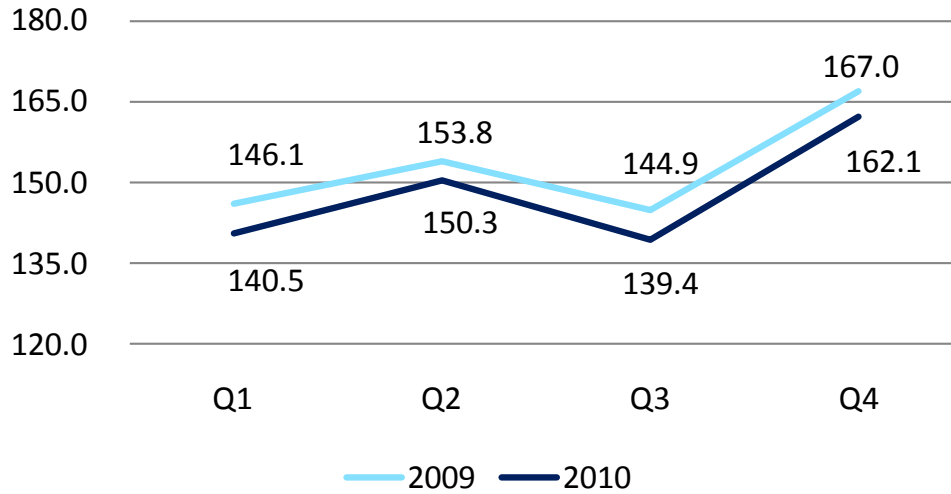
Recurring Ebita margin



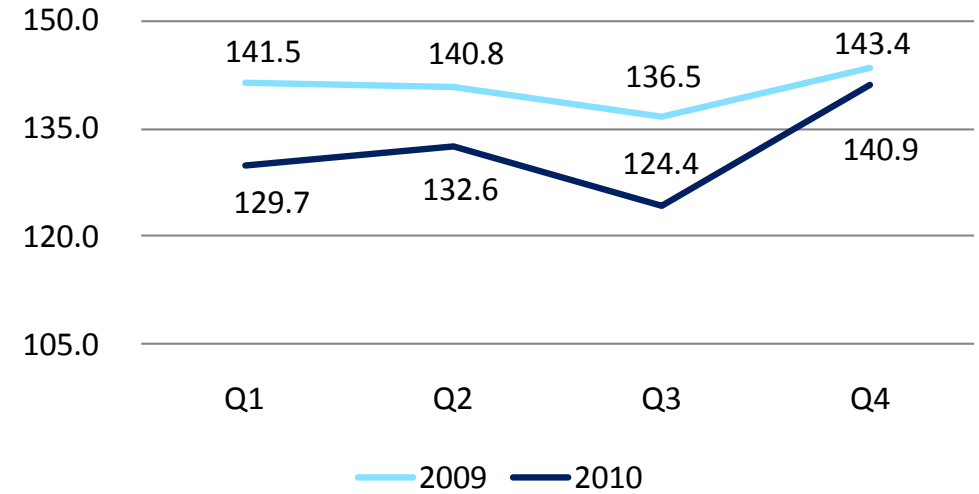
Cost saving measures take effect (by quarter continued) (amounts in millions of euros)



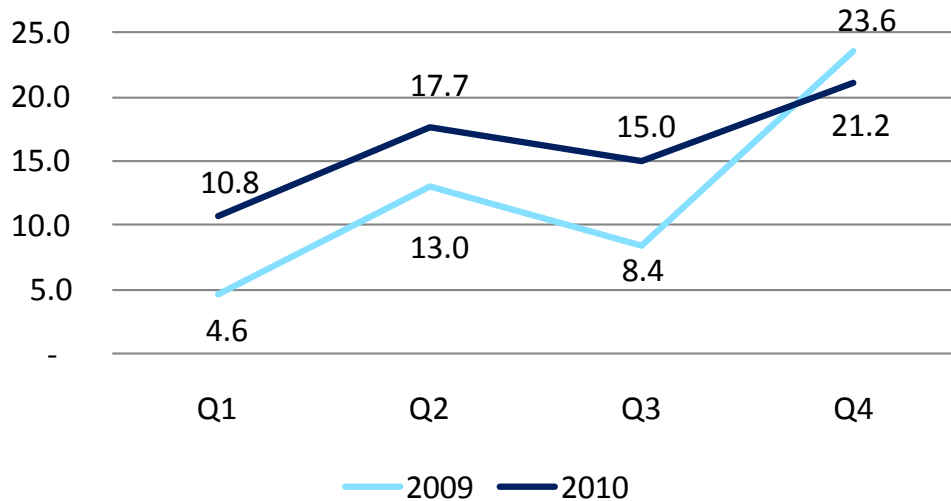
Recurring revenues by quarter



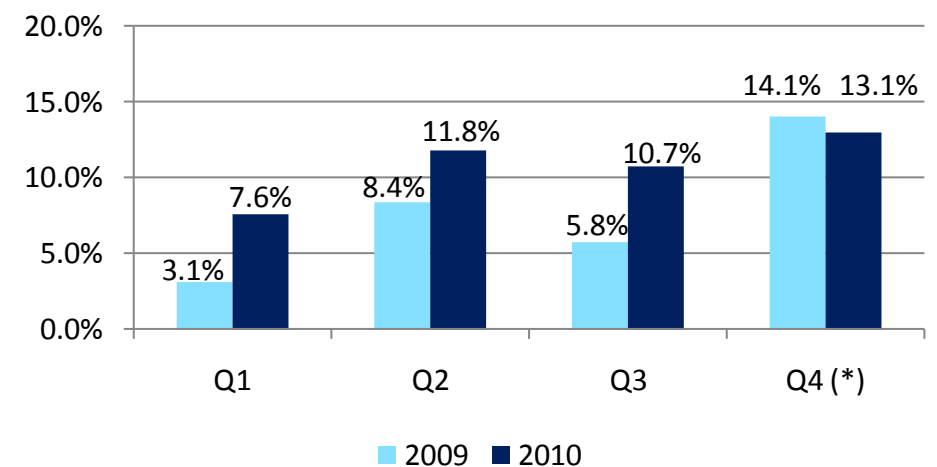
Recurring costs by quarter



Recurring Ebita by quarter



Recurring Ebita margin by quarter



(*) = Q4 2010 excluding one offs: 14.6%

Recurring Ebita changes 2009 – 2010 (amounts in millions of euros)



2010

Cost reductions

Staff costs	-	11
Distribution costs	-	15
Production costs (paper)	-	8
Depreciation costs	-	2
Other		1

Effect measures according to implementation strategy

- 35

Revenues

Decrease advertisements	-	12
Decrease distribution and printing third parties	-	3
Other	-	5

- 20

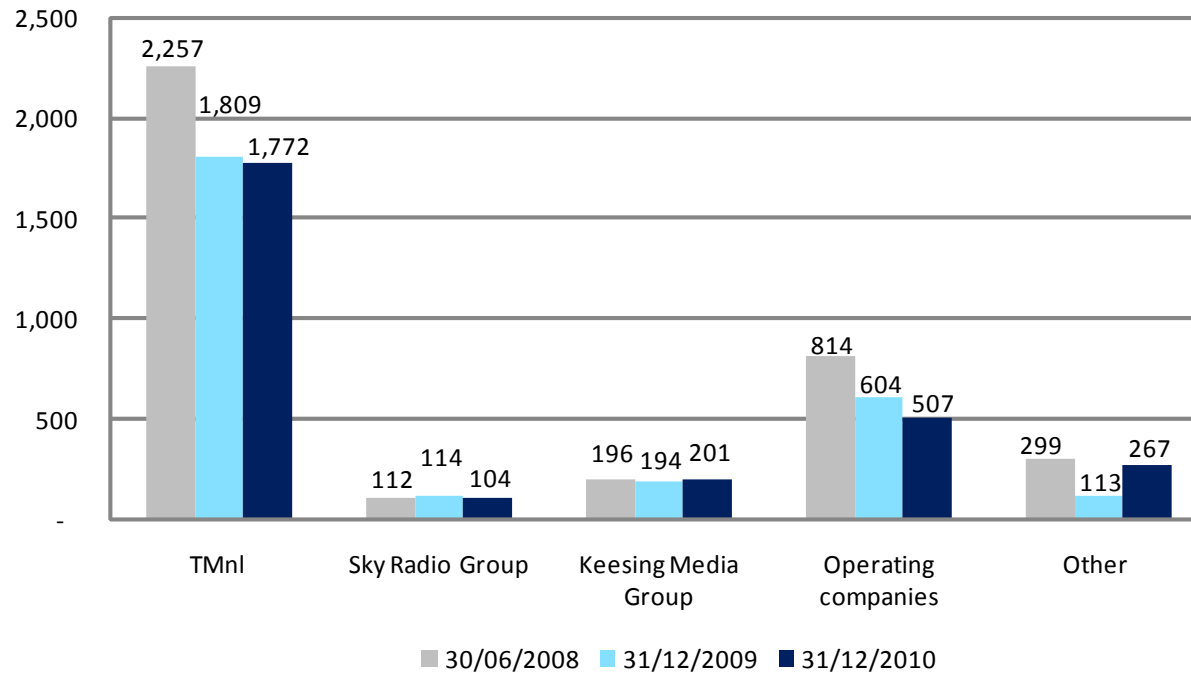
Total recurring Ebita effect

+ 15

Headcount - Operations



FTE's as at	30/06/2008	31/12/2009	31/12/2010	Diff. 31/12/2010 vs 30/6/2008
TMnl (**)	2,257	1,809	1,772	485-
Sky Radio Group	112	114	104	8-
Keesing Media Group	196	194	201	5
Operating companies	814	604	507	307-
Other (*) (**)	299	113	267	32-
Operations	3,678	2,834	2,851	827-



(*) = 31/12/2010 includes the FTE of Hyves.

(**) = As from 1 January 2010, approx. 40 FTE of FSSC are transferred from TMnl to Other.

Revenue development (amounts in millions of euros)

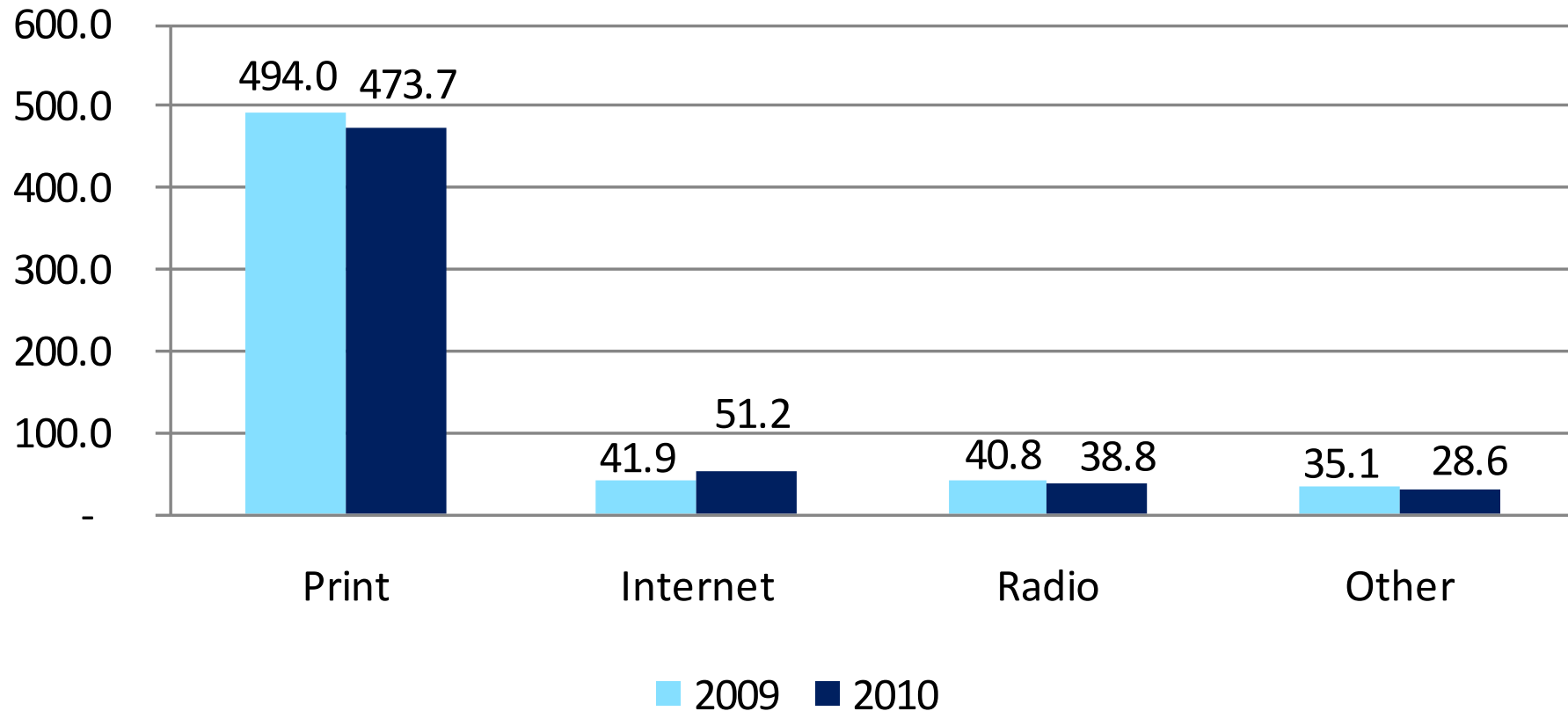


	2010		2009		Delta
	Total	of which: Internet	Total	of which: Internet	Total
Advertisements	265.3	33.8	277.3	29.2	12.0-
Circulation	276.1	-	281.4	-	5.3-
Production	3.6	-	3.6	-	-
Distribution	14.0	-	16.6	-	2.6-
Other income	33.3	17.4	32.9	12.7	0.4
Revenues	592.3	51.2	611.8	41.9	19.5-
Other operating income	0.4	-	2.9	-	2.5-
Total income	592.7	51.2	614.7	41.9	22.0-

Revenue development (continued) (amounts in millions of euros)



Revenue development





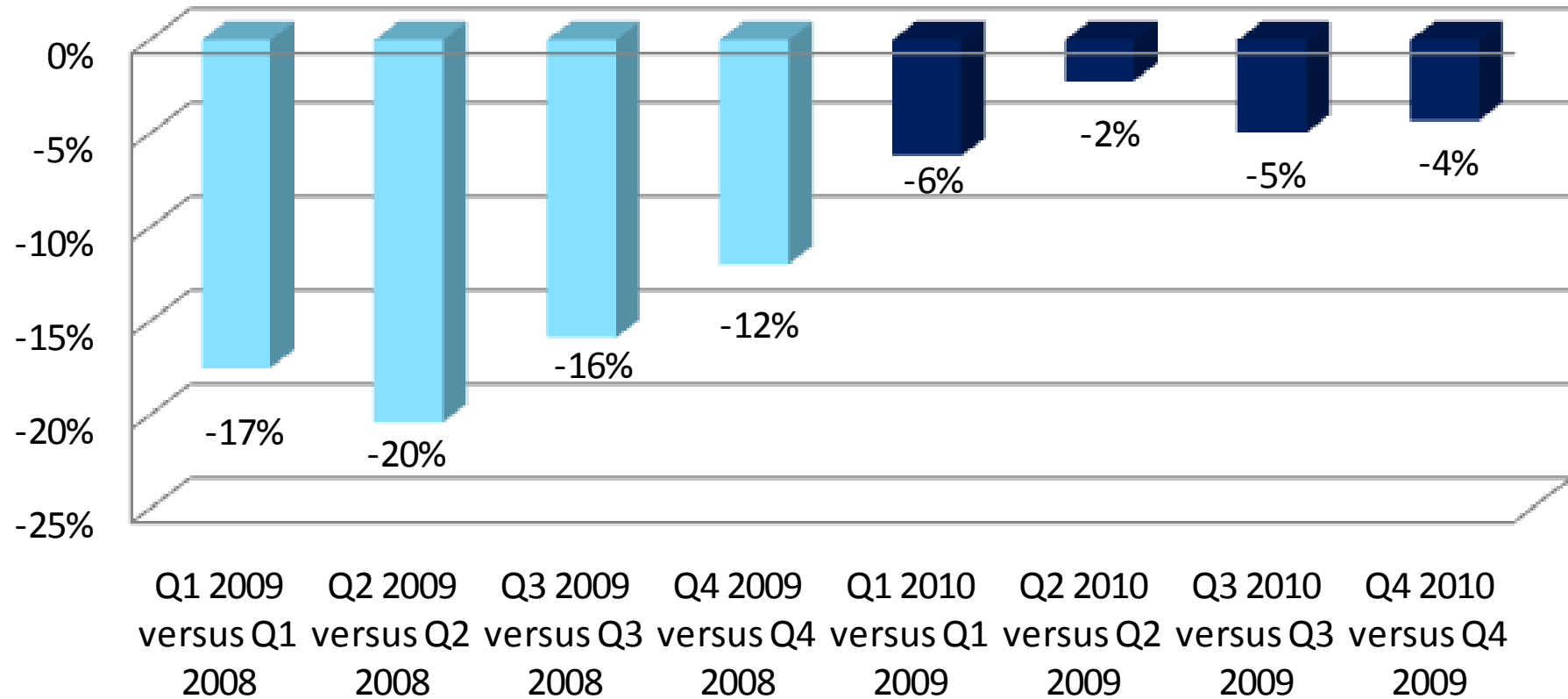
Revenue development by business unit (amounts in millions of euros)

	<u>2010</u>	<u>2009</u>	<u>Delta</u>
Telegraaf Media Nederland	479.6	496.0	-16.4
Keesing Media Group	47.5	48.5	-1.0
Sky Radio Group	39.6	41.7	-2.1
Other activities	25.6	25.6	-
	<u>592.3</u>	<u>611.8</u>	<u>-19.5</u>

Revenue development – Advertisement



Ontwikkeling advertentieopbrengsten

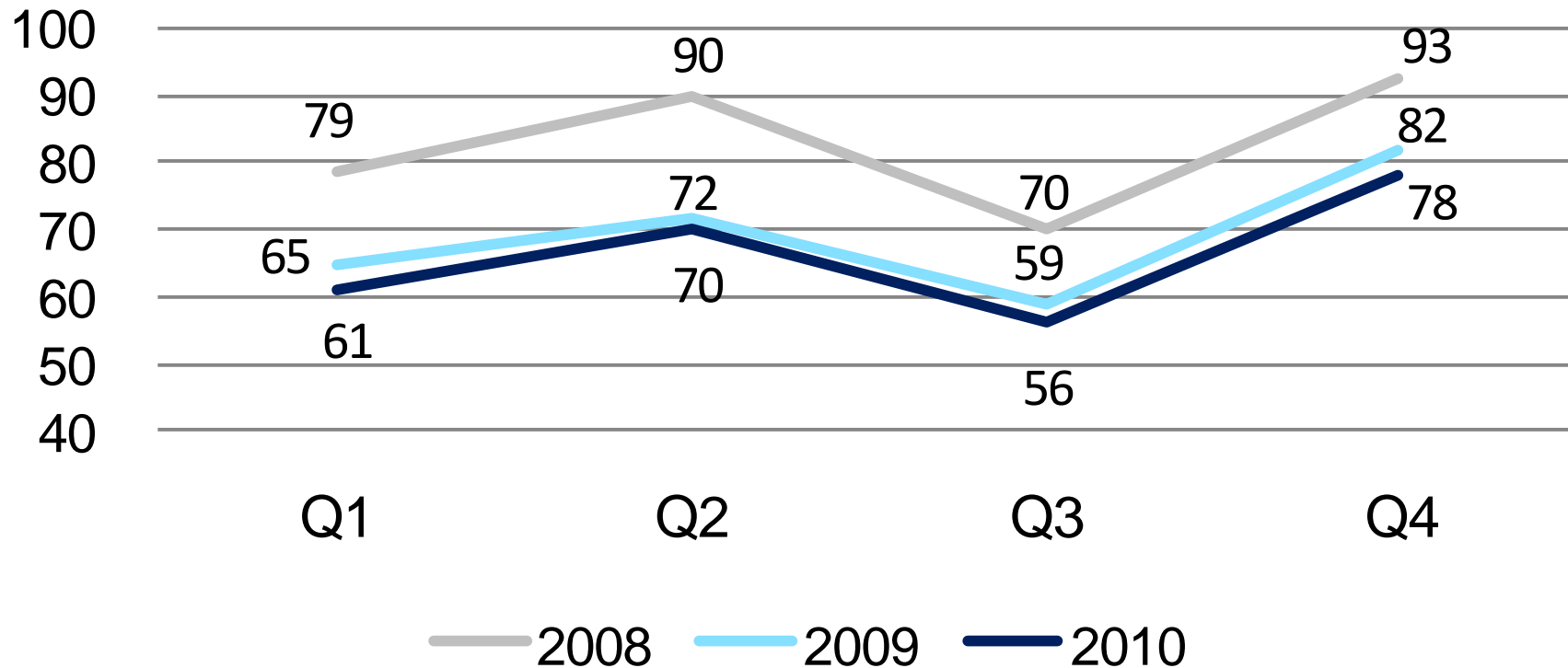


Revenue development – Advertisement (continued)

(amounts in millions of euros)



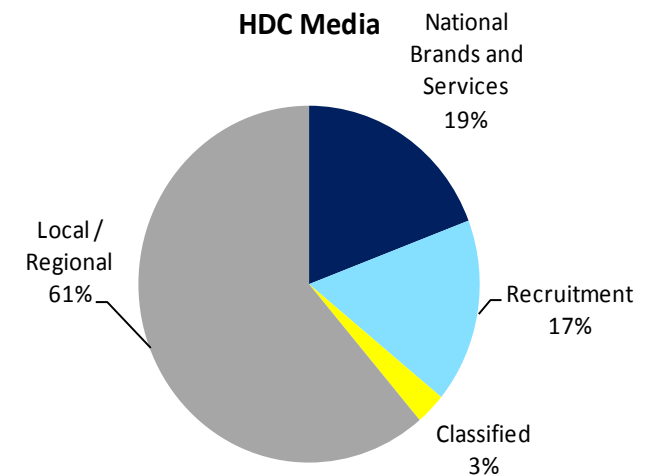
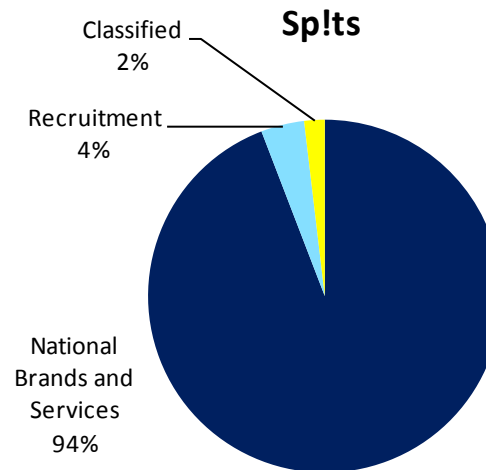
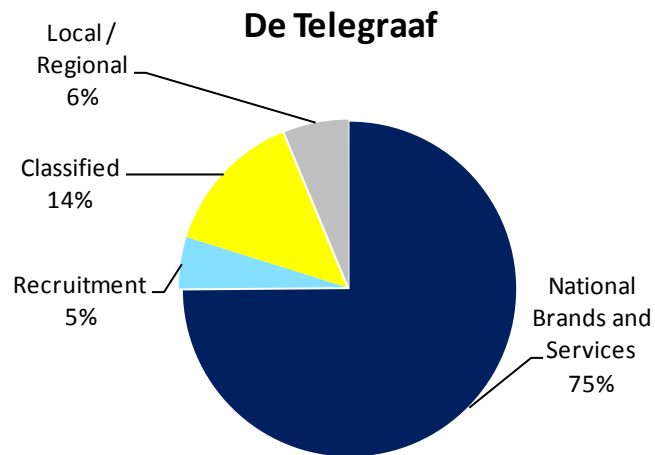
Advertisement revenue by quarter



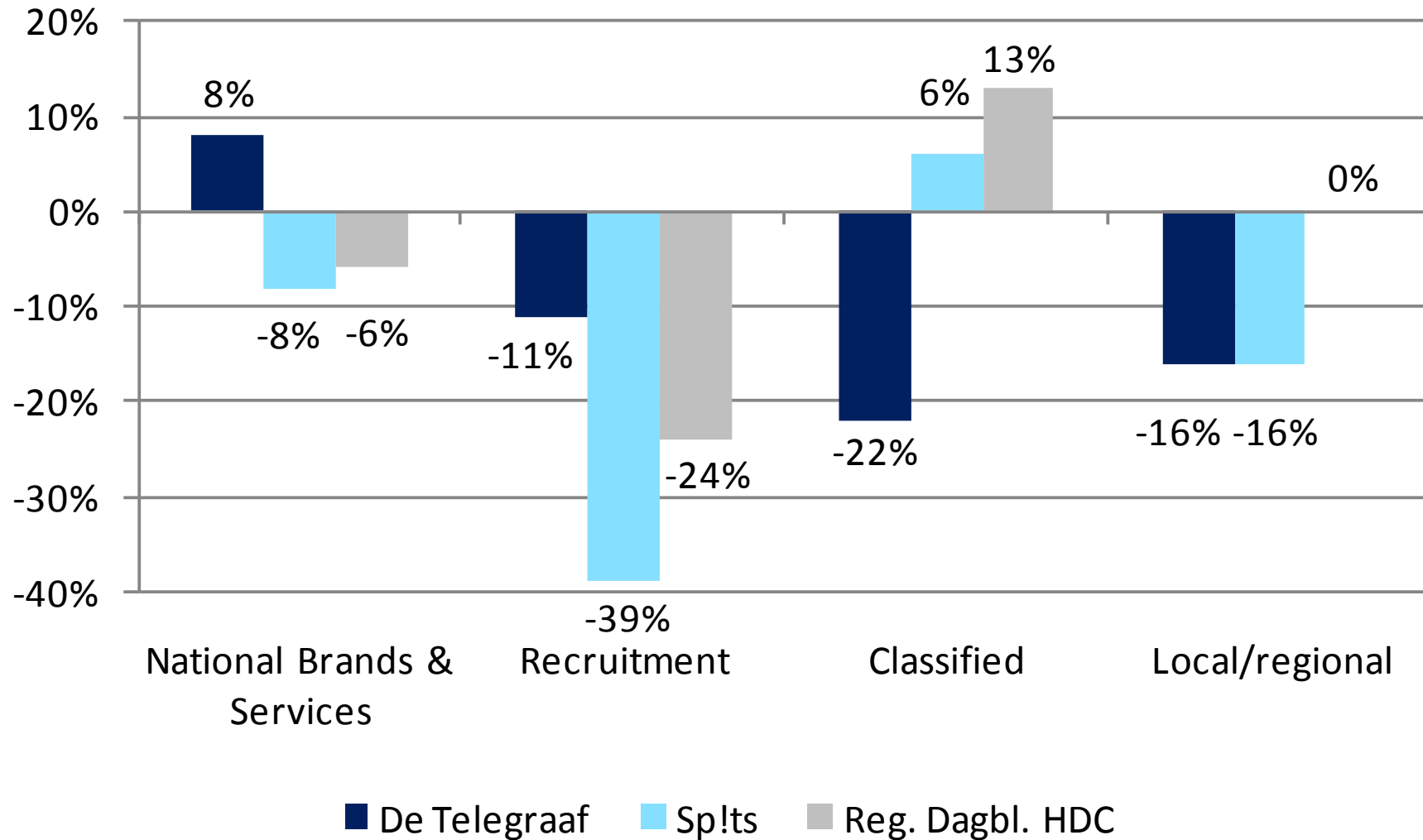


Revenue development – Advertisement by segment (amounts in millions of euros)

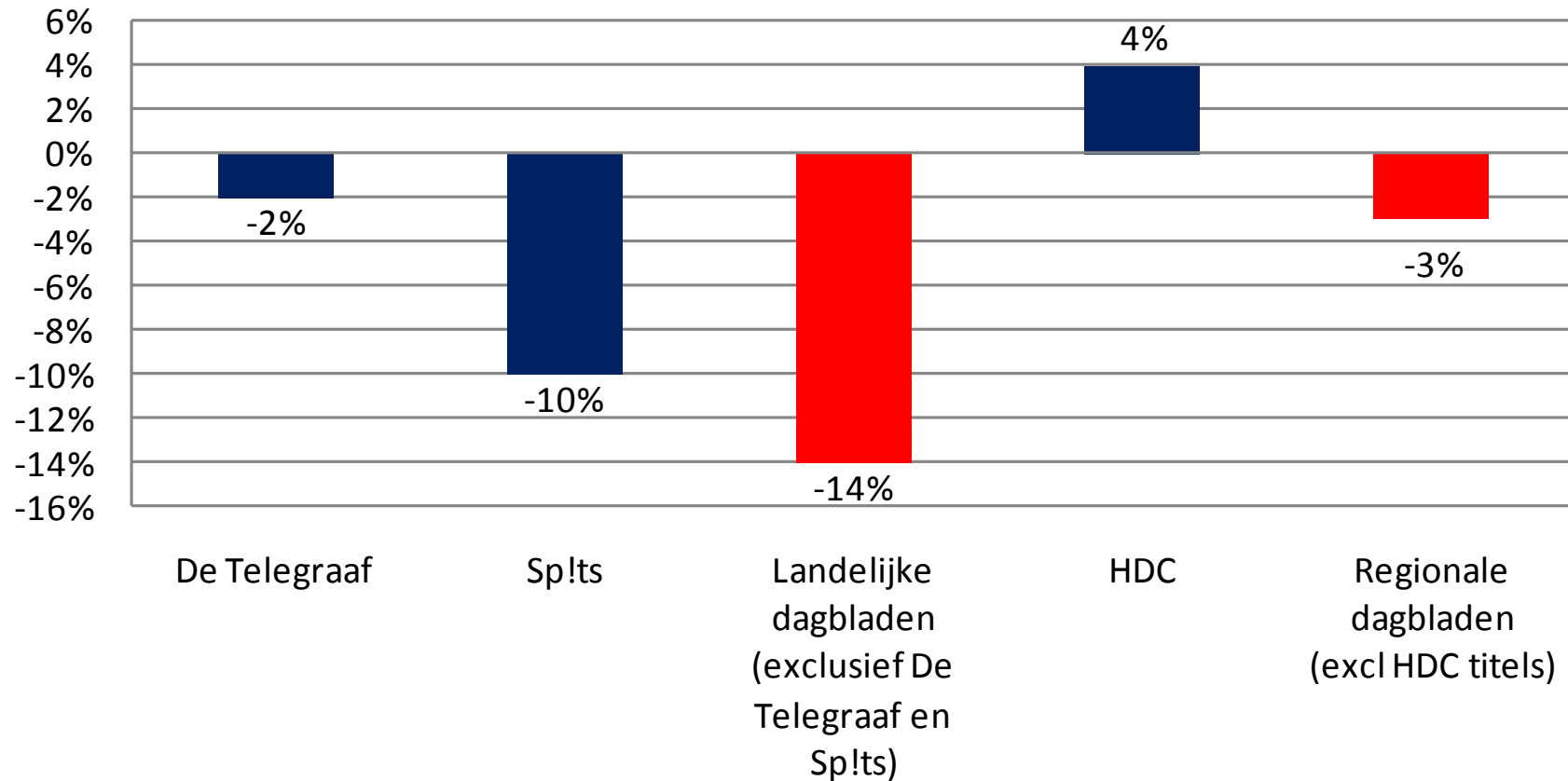
	2010	2009	Change
National Brands and Services	166.5	170.2	3.7-
Recruitment	16.3	20.9	4.6-
Classified	16.0	19.3	3.3-
Local / Regional	66.5	66.9	0.4-
	265.3	277.3	12.0-



Advertisement revenue – volume index 2010 – 2009 (ASS)



Advertisement revenue – volume index 2010 – 2009 (ASS) (continued)

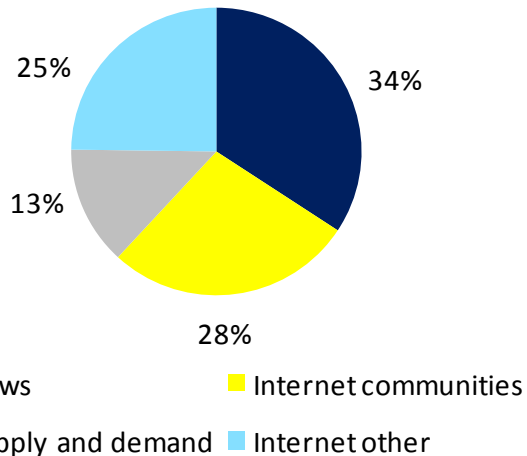


Revenue development – Internet (amounts in millions of euros)

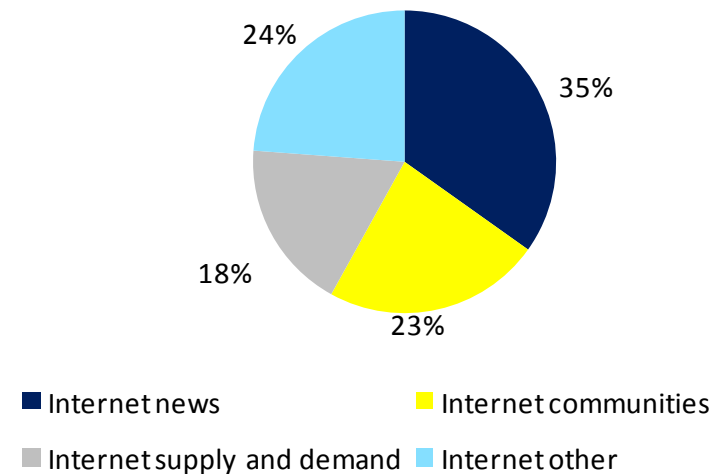


	2010	2009	Delta
Internet news	17.5	14.6	2.9
Internet communities	14.2	9.7	4.5
Internet supply and demand	6.8	7.6	- 0.8
Internet other	12.7	10.0	2.7
	<u>51.2</u>	<u>41.9</u>	<u>9.3</u>

2010 Internet revenue



2009 Internet revenue



Financial income and expenses (amounts in millions of euros)



	<u>2010</u>	<u>2009</u>
Share in result from associates	21	8
Reversal of impairment lossess	44	56
Result from associates	65	64
Financial income	1	1
Financial expenses	- 1	- 2
Financial income and expenses	<u>65</u>	<u>63</u>

V ProSiebenSat.1 Media AG (ProSiebenSat.1)



Valuation associated company ProSiebenSat.1 (amounts in millions of euros)



-Initial valuation at 25 September 2008		182.1
-6% minority interest in result ProSiebenSat.1 (25 Sep -31 Dec 2008)	-10.2	
-Impairment loss as at 31 December 2008	-99.8	
		<hr/>
		-110.0
Carrying value at 31 December 2008		72.1
- 6% minority interest in result ProSiebenSat.1 (2009)	8.7	
-Reversal impairment loss	56.0	
		<hr/>
		64.7
Carrying value at 31 December 2009		136.8
- 6% minority interest in result ProSiebenSat.1 (2010)	18.8	
-Reversal impairment loss	43.8	
		<hr/>
		62.6
<u>Carrying value at 31 December 2010</u>		<u>199.4</u>

Valuation associated company ProSiebenSat.1 (continued)



(in millions of euros)

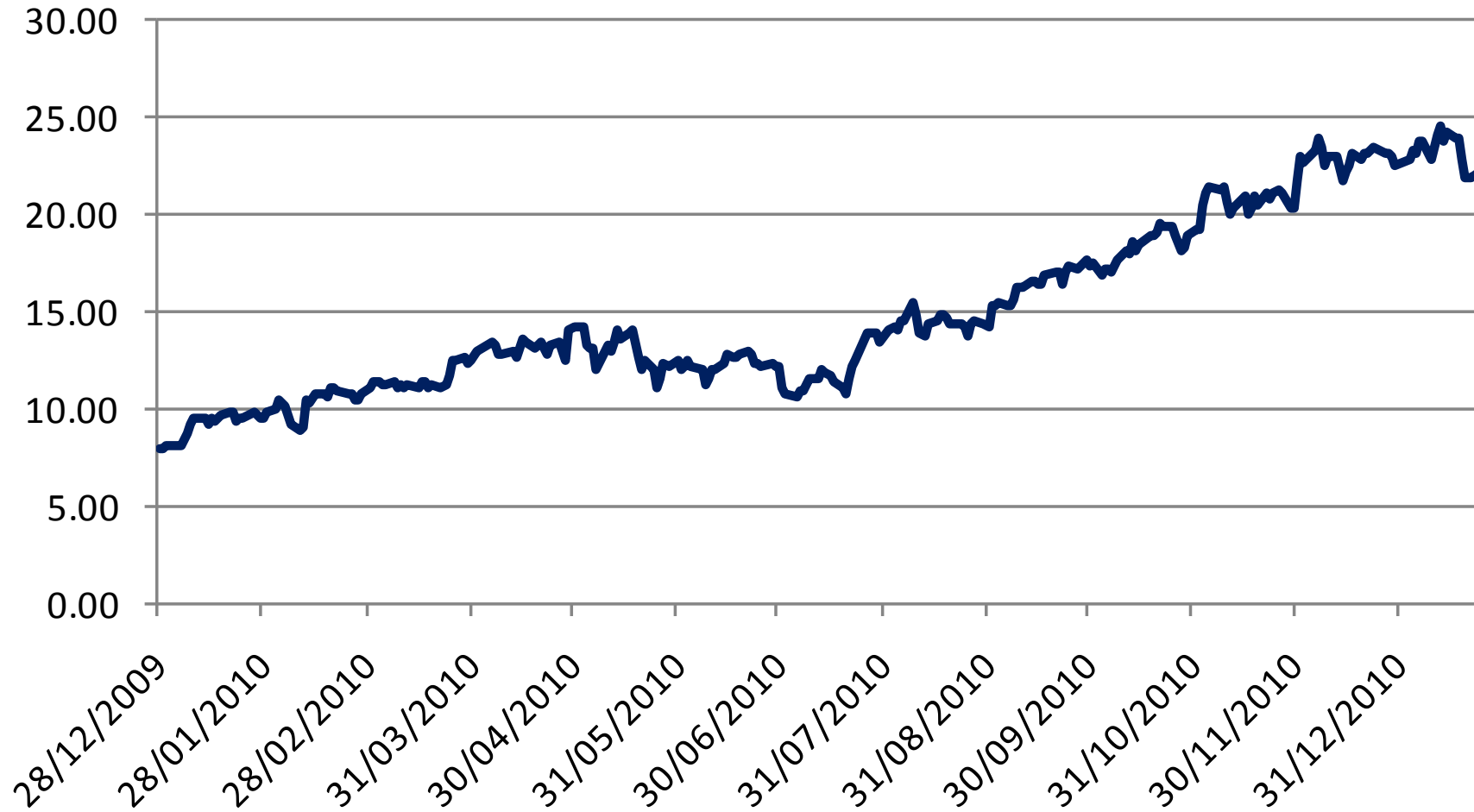
Carrying value at 1 January 2010	136.8
Carrying value at 31 December 2010	199.4
Total effect in P&L	<u>62.6</u>

-Number of ordinary shares with voting rights		13,127,832
-Carrying value TMG per ordinary share at 31 December 2009	EUR	10.42
-Listed price per preferent share at 31 December 2009	EUR	8.06
-Carrying value TMG per ordinary share at 31 December 2010	EUR	15.18
-Listed price per preferent share at 31 December 2010	EUR	22.50
-Dividend proposal 2010 (common shares)	EUR	1.12

Revenues and earnings ProSiebenSat.1

	<u>2008</u>	<u>2009</u>	<u>2010</u>
Revenues	3,054.2	2,760.8	3,000.0
Recurring EBITDA	674.5	696.5	905.9

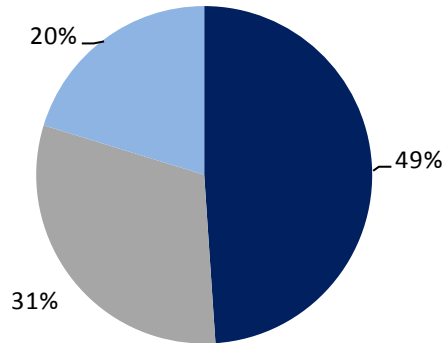
ProSiebenSat.1 – Stock price





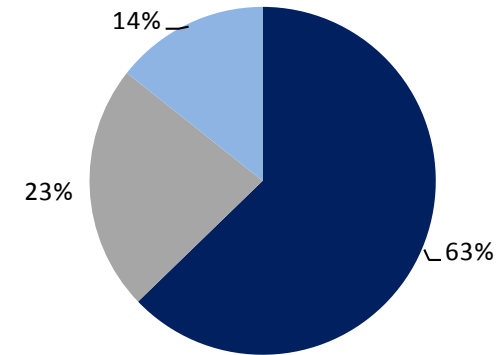
Pro forma Ebita break down TMG

2009: TMG - Recurring Ebita



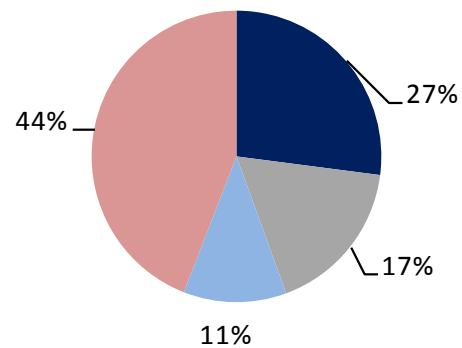
■ Telegraaf Media Nederland ■ Sky Radio Group ■ Keesing Media Group

2010: TMG - Recurring Ebita



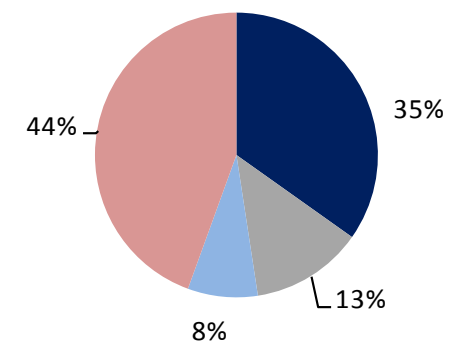
■ Telegraaf Media Nederland ■ Sky Radio Group ■ Keesing Media Group

2009: Proforma TMG recurring Ebita including 6% interest in ProSieben.Sat.1.



■ Telegraaf Media Nederland ■ Sky Radio Group
■ Keesing Media Group ■ Televisie (proforma ProSiebenSat.1)

2010: Proforma TMG recurring Ebita including 6% interest in ProSieben.Sat.1.



■ Telegraaf Media Nederland ■ Sky Radio Group
■ Keesing Media Group ■ Televisie (proforma ProSiebenSat.1)



Summary

↓ Decrease of advertisement revenue;

BUT

↑ Ongoing cost reductions; and

↑ Sharply increased result ProSiebenSat.1; and

↑ Acquisition of Hyves in November 2010;

AND THEREFORE

↑ Considerably improved recurring EBITA result; and

↑ Internet platforms to further rollout the online strategy regarding verticals as possible payment models; and

↑ Due to a debt free position and cash and cash equivalents of € 39.6 million, an excellent position for further acquisitions.



Q & A



telegraaf media groep

