## 68 <br> Media Capital

## Full Year 2006 Results

## Full Year 2006 Results

Media Capital's Net profit increased 18\% year on year to €15.4 million.

- For the full year of 2006, consolidated revenues increased $4 \%$ to $€ 229.5$ million, with the TV segment up $8 \%$.
- Advertising revenues increased $4 \%$ over the comparable period to $€ 179.2$ million, backed by the increase of $5 \%$ in the TV segment.
- Consolidated EBITDA was up $11 \%$ year on year to $€ 44.9$ million.
- EBITDA margin reached $19.6 \%$ in 2006 , up 1.3 p.p. year on year.
- Operating Income improved by $16 \%$ to $€ 33.4$ million, following the improvement in operational performance.
- For the second year running, TVI led both all day and prime time audiences, with audience shares of $34.8 \%$ and $39.2 \%$ respectively, with all day in line with the previous year (down 0.1 pp ) and prime time up 0.8 pp.
- TV contents producer NBP, again increased its operational activity, producing nearly 900 hours of series and soap operas, which were broadcasted mainly in prime time.
- Jornal Nacional was the leading daily news program in Portuguese television, reaching an average audience share of $32.1 \%$ and an average reach above 1 million daily viewers.
- Farol Música led the Portuguese music record market reaching a combined market share of $25 \%$ in its partnership with Warner Music.


## Important Note

On 26 October 2006, Grupo Prisa published a preliminary announcement for a voluntary Take Over bid over the shares of Grupo Média Capital SGPS, SA ("Grupo Media Capital", "Grupo", "Media Capital", "Sociedade"). The offer acceptance period ended on 5 February 2007, with a total of 34.398 .555 shares transacted, corresponding to $40.7 \%$ of the share capital and voting rights of Grupo Media Capital. Following this operation, Grupo Prisa currently holds $73.7 \%$ of Media Capital's share capital and voting rights, with the stake being held by Vertix, SGPS, SA, a company owned at $100 \%$ by Grupo Prisa.

Following the aforementioned offer, on 6 February 2007, Vertix SGPS, SA, published a preliminary announcement for a mandatory Take Over bid over the shares that were not acquired in the previous offer. To this date, this offer has not been registered with the Portuguese Securities Commission (CMVM).

## 1. Analysis of consolidated income statement

| (€ thousands) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total operating revenue | 229.516 | 221.247 | 4\% | 63.979 | 61.647 | 4\% |
| Television | 171.952 | 159.462 | 8\% | 48.154 | 46.852 | 3\% |
| Radio | 13.880 | 14.928 | -7\% | 4.021 | 3.941 | 2\% |
| Outdoor | 17.400 | 16.587 | 5\% | 4.886 | 4.405 | 11\% |
| Others | 26.284 | 30.271 | -13\% | 6.919 | 6.448 | 7\% |
| Total operating expenses | 184.568 | 180.784 | 2\% | 51.545 | 51.360 | 0\% |
| EBITDA | 44.948 | 40.464 | 11\% | 12.434 | 10.287 | 21\% |
| EBITDA margin | 19,6\% | 18,3\% | 1,3 pp | 19,4\% | 16,7\% | 2,7 pp |
| Television | 51.030 | 48.441 | 5\% | 13.883 | 16.493 | -16\% |
| Radio | 677 | 459 | 48\% | 1.150 | (610) | N/A |
| Outdoor | 1.773 | 1.513 | 17\% | 551 | 642 | -14\% |
| Others | (8.533) | (9.949) | 14\% | (3.150) | (6.238) | 50\% |
| Depreciation and amortisation | 11.517 | 11.738 | -2\% | 3.004 | 3.104 | -3\% |
| Operating income (EBIT) | 33.431 | 28.726 | 16\% | 9.430 | 7.183 | 31\% |
| Financial expenses, net | 9.382 | 9.031 | 4\% | 2.378 | 2.672 | -11\% |
| Profit / (Loss) before inc. tax/ min. | 24.049 | 19.695 | 22\% | 7.052 | 4.511 | 56\% |
| Income tax for the period | (8.453) | (6.955) | -22\% | (2.510) | (1.657) | -52\% |
| Minority interests | (195) | 273 | N/A | (51) | 50 | N/A |
| Net profit / (loss) for the period | 15.400 | 13.013 | 18\% | 4.490 | 2.905 | 55\% |

For the period ended 31 December, 2006, Grupo Media Capital reported consolidated revenues of $€ 229.5$ million, a $4 \%$ YoY increase and EBITDA (net of all provisions) of $€ 44.5$ million, up $11 \%$ over the previous year.

Operating income (EBIT) increased by $18 \%$ to €33.4 million in 2006, while Net profit increased to €15.4 million up 18\% over last year.


The increase in consolidated revenues was mostly based on the 4\% increase in advertising revenues with TV up 5\%, Outdoors up 2\%, the segment Others up 39\%, and Radios down 11\%.

Total advertising spend in Portugal is estimated to have been marginally positive, with current estimates from media buyers ranging from $0.4 \%$ to $0.6 \%$ growth in nominal terms and backed mainly by the growth in the TV market. Such growth however, was not evenly distributed across all media segments. Free-to-air TV, Outdoor advertising and the Internet in particular have show a positive and above average performance, whereas the press segment, cable channels, cinema and
especially radios, should have witnessed a significant drop in their net advertising revenues and thus in their share of market revenues.

The performance obtained by the Group in advertising revenues remains firmly supported by the performance in the TV segment, with TVI leading average audience shares both in prime time and in all day for the second year running, remaining nearly flat in all day and improving in prime time YoY.

Newsstand sales had a $7 \%$ decline, following a generalized slump in the print market. Still, the magazine segment, same as the Group's titles, managed to rather soften the drop with the positive impact of newly launched titles.

Other revenues were up 2\% year on year, with improvements in TV, Radio and Outdoor offsetting the anticipated decrease in the narrowband internet service provider activity and the drop in add-on product sales from the Group's magazine operations.

## Changes in Operating Costs ( $€ \mathrm{mn}$ )



Operating expenses were up by $2 \%$, mostly due to:

- higher TV programming costs ( $€ 7.6$ million), due to higher costs with in-house productions, but were mainly impacted by higher stock program amortization (almost $€ 5$ million above last year) strictly in accordance with our amortization policy. This amortization regards programs that have been in stock for over a period of time, and have not been rerun. Should these programs be broadcasted again in the future, they will generate audiences and return at no further cost.
being partially offset by:
- the reduction of costs in the Internet Service Provider activity,
- the reduction in costs associated with add-ons sales in the Group's magazines operations, and
- lower operating costs at the Holding company, following the restructuring costs incurred in the final quarter of last year


## Changes in EBITDA ( $€$ mn)



Net Financial expenses were up $4 \%$ to $€ 9.4$ million, with the reduction in interest expenses (on lower average debt in the period), being offset by an increase with costs with related companies.

Income tax (mostly non cash) was up following the increase in pre-tax gains.


## 2. Television

|  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| ( $€$ thousands) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
|  |  |  |  |  |  |  |
| Operating revenue | 171.952 | 159.462 | $8 \%$ | 48.154 | 46.852 | $3 \%$ |
| Advertising | 143.015 | 136.285 | $5 \%$ | 39.385 | 40.427 | $-3 \%$ |
| Other revenues | 28.936 | 23.177 | $25 \%$ | 8.768 | 6.425 | $36 \%$ |
| Operating Expenses | 120.922 | 111.021 | $9 \%$ | 34.270 | 30.359 | $13 \%$ |
| EBITDA | 51.030 | 48.441 | $5 \%$ | 13.883 | 16.493 | $\mathbf{- 1 6 \%}$ |
| EBITDA margin | $29,7 \%$ | $30,4 \%$ | $-0,7 \mathrm{pp}$ | $28,8 \%$ | $35,2 \%$ | $-6,4 \mathrm{pp}$ |
| Depreciation and amortisation | 6.178 | 6.411 | $-4 \%$ | 1.595 | 1.542 | $3 \%$ |
| Operating income (EBIT) | 44.852 | 42.030 | $7 \%$ | $\mathbf{1 2 . 2 8 8}$ | $\mathbf{1 4 . 9 5 1}$ | $\mathbf{- 1 8 \%}$ |

The TV segment includes TV broadcasting, TV production and non-advertising TV associated activities (including sales of music CD's).


Source: Marktest
According to Marktest data, TVI has once again led Portuguese television audiences in 2006, both in all-day and prime time with audience shares of 34.8\% and $39.2 \%$ respectively, audience shares that compare to $34.9 \%$ in all day and $38.4 \%$ in prime time in 2005.

In 2006 has reached 6.3 million viewers on average daily, of which 4.7 million alone in prime time.


Source: Marktest

TVI's lead for a second straight year remains based in its regular programming contents with the popular in-house productions of Portuguese fiction staying on as the cornerstone of to TVI's continued audience share success.

Leadership in 2006 was also kept in other important timeslots such as access to prime time ( $18-20 \mathrm{~h}$ ) and late night ( $24 \mathrm{~h}-2 \mathrm{~h} 30$ ), with $37.2 \%$ and $39.2 \%$ audience shares, while having also led audiences in the final quarter of the year, reaching shares of $32.8 \%$ in all day and $36.6 \%$ in prime time.

In Portuguese fiction, TVI has again reached outstanding results in terms of audience shares, with the highlights going to soap operas "Dei-te Quase Tudo" with an average share of $48 \%$ and an average of 1.6 million daily viewers, "Mundo Meu" with an average share of $53.5 \%$ and over one million daily viewers and "Fala-me de Amor" that reached an average share of $47.4 \%$, throughout their broadcasts. Soap operas "Tempo de Viver" and "Tu e Eu", premiered in 2006 and now showing in TVI's grid, also led their timeslots with average shares of $42 \%$ e 42.7 .

The longest running Portuguese fiction project in Portuguese television, youth long series "Morangos com Açucar" remained as the favourite program among its core younger audiences, with an average year share of $69 \%$ in individuals aged 4 to 14 and $62.1 \%$ in individuals aged 4 to 24 years old.

TVI's "Jornal Nacional" was the leading daily news program in Portuguese television, reaching an average audience share of $32.1 \%$ and an average reach above 1 million daily viewers. The Portuguese Football League matches, broadcasted by TVI reached an average share of $44.5 \%$ and over $50 \%$ share in the Men target.

With a $5 \%$ increase, Media Capital's television advertising revenues outperformed the TV advertising market in 2006 (with the TV market to have grown below $1 \%$ according to our estimates), being the main force behind advertising market growth.

Other revenues were up by $25 \%$, reflecting the significant increase in call-TV revenues (from entertainment programs and TV contests) and merchandising revenues, which continue to leverage on the strong popularity of youth series "Morangos com Açucar".

Sales of music CDs were up slightly by $1 \%$, overcoming the significantly negative trend of the recorded music industry in Portugal. Highlights of the year go to local artists D'ZRT, FF e André Sardet, as well as to Melanie C. and the sound tracks from TVI programs. In total, the Farol/Warner partnership managed to place:

- 50 of its CDs in the national Top 30 (with 6 \#1 titles)
- 27 DVDs in the respective national Top 30 (with 3 \#1 titles)

The Farol Música / Warner Music partnership led the recorded music market in Portugal reaching a combined market share of $25 \%$, while the Farol Música label was ranked \#2, only 0.3 pp behind the leader Universal Music..

Other revenues contribution to total TV revenues was up from 15\% to 17\% in 2006.
Operating expenses in the TV segment were up 9\%, with higher TV programming costs due to increased costs with in-house productions, and the aforementioned increase in program amortization.

Consolidated EBITDA of the TV segment was up $5 \%$ over last year to $€ 51.0$ million with EBITDA margin showing a decrease of 0.7 pp over last year to $29.7 \%$. Consolidated EBIT of the TV segment improved $7 \%$ to $€ 44.9$ million.

## 3. Radio

|  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| $(€$ thousands) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
|  |  |  |  |  |  |  |
| Operating revenue | 13.880 | 14.928 | $-7 \%$ | 4.021 | 3.941 | $2 \%$ |
| Advertising | 12.826 | 14.437 | $-11 \%$ | 3.783 | 3.753 | $1 \%$ |
| Other revenues | 1.054 | 491 | $115 \%$ | 238 | 188 | $27 \%$ |
| Operating Expenses | 13.203 | 14.469 | $-9 \%$ | 2.871 | 4.551 | $-37 \%$ |
| EBITDA | 677 | 459 | $48 \%$ | 1.150 | $(610)$ | N/A |
| EBITDA margin | $4,9 \%$ | $3,1 \%$ | $1,8 \mathrm{pp}$ | $28,6 \%$ | $-15,5 \%$ | $44,1 \mathrm{pp}$ |
| Depreciation and amortisation | 1.809 | 1.352 | $34 \%$ | 465 | 408 | $14 \%$ |
| Operating income (EBIT) | $(1.132)$ | $(893)$ | $-27 \%$ | 685 | $\mathbf{( 1 . 0 1 9 )}$ | N/A |



Source: Marktest
In the Q4 of 2006 Media Capital Radios (MCR) reached an audience share of 20.7\%, which compares to the $21.0 \%$ obtained in the previous quarter and to $21.7 \%$ in the last quarter of 2005.

In the final quarter of the year, Rádio Comercial kept its third spot in the audience ranking with an audience share of $9.9 \%$ and is planning to keep a significant effort in entertainment, a strong drive time period and new programming features and promotions. Cidade FM has kept its leadership among younger radio listeners (between the age of 15 and 17), while reaching $21 \%$ of the population between the age of 15 and 24, its core segment and in which it's ranked \#2 nationwide and \#1 in the most significant urban areas.

Rádio Clube (RCP) kicked off a migration process to a more generalist and news \& entertainment based format, supported by new anchors and celebrity program hosts, which should relaunch growth in its audience shares. The development of this format, which was fully in place late in January 2007, is part of the $75^{\text {th }}$ anniversary of RCP and has the potential to deliver more revenues, both thanks to new sponsored advertising spaces for specific programs, and to the improvement in audience profile towards more upscale, urban listeners.

MCR's online format, Cotonete, celebrated its $5^{\text {th }}$ anniversary, having undergone a website renewal, increased its contents offer and placed a growing effort in bringing technology and end users even closer. In 2006 Cotonete enjoying its best results to date, with an average 6 million monthly page views and nearly one million unique users monthly, having established itself as an autonomous reference brand in Portuguese online radio.

MCR's total advertising revenues were down $11 \%$ in 2006, following the trend of the radio advertising market which, according to our estimates was the worst
performing segment in Portuguese media for 2006 (a drop between 6\% to 8\% according to the Group's estimates), a trend that was maintained in the final quarter of 2006, a quarter in which MCR was able to obtain a small increase in their advertising revenues over the comparable period of 2005 . Note that the comparison with the previous year is affected by the change in allocation criteria for some revenue items, now being accounted for as other revenues. On a comparable basis MCR's advertising revenues would have been down by approximately $8 \%$.

The radio advertising market was especially hit in 2006, since it depends, to a certain extent, on institutional campaigns by large advertisers from business like telecommunications and banking services, whose advertising spend was cut back in 2006. MCR should have been more affected than other radio groups, since it holds significant market shares in some of these sectors or with direct clients.

Total operating expenses were down $9 \%$, benefiting from a favourable comparable with the last quarter of 2005, when the costs with the reshuffle of MCR's management team were booked, and also from the fact that most of the marketing effort in 2006 was done in the first half of the year and from a decrease in payroll expenses.

Consolidated EBITDA in the Radio increased to $€ 0.7$ in 2006, while Consolidated EBIT decreased to $€-1.1$ in 2006.
4. Outdoor

| $(€$ thousands) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |  |
| Operating revenue | 17.400 | 16.587 | $5 \%$ | 4.886 | 4.405 | $11 \%$ |
| Advertising | 16.878 | 16.532 | $2 \%$ | 4.723 | 4.388 | $8 \%$ |
| Other revenues | 521 | 56 | $839 \%$ | 163 | 17 | $836 \%$ |
| Operating Expenses | 15.626 | 15.074 | $4 \%$ | 4.335 | 3.763 | $15 \%$ |
| EBITDA | 1.773 | 1.513 | $17 \%$ | 551 | 642 | $-14 \%$ |
| EBITDA margin | $10,2 \%$ | $9,1 \%$ | $1,1 \mathrm{pp}$ | $11,3 \%$ | $14,6 \%$ | $-3,3 \mathrm{pp}$ |
| Depreciation and amortisation | 1.210 | 1.304 | $-7 \%$ | 301 | 357 | $-16 \%$ |
| Operating income (EBIT) | 564 | 209 | $\mathbf{1 6 9 \%}$ | $\mathbf{2 4 9}$ | $\mathbf{2 8 5}$ | $\mathbf{- 1 3 \%}$ |

Media Capital Outdoor (MCO)'s operating revenues were up 5\% YoY. Advertising revenues increased by $2 \%$ with the comparison still hindered by the change in allocation criteria for some revenue items, now being accounted for as other revenues. On a comparable basis MCO's advertising revenues would have been up by approximately $5 \%$, benefiting from the positive trend in the Outdoor advertising market in 2006.

MCO maintained, as in previous quarters, its focus on cost control namely through the optimization of its current network and through selective growth capex investments. Operating costs were up $4 \%$ YoY. In the final quarter of the year, MCO has further restructured its operational structure, leading to additional staff reduction and the booking of further indemnity costs. As for the remaining costs, the increase in costs with rents and concession contracts was offset by lower payroll costs along the year and lower local taxes following the optimisation of the billboard network that took place late in 2005.

Consolidated EBITDA in MCO was up $€ 1.8$ million, an increase of $17 \%$ and reached an EBITDA margin of $10.2 \%$, while Consolidated EBIT improved to $€ 0.6$ million.

## 5. Others

| $(€$ thousands) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |  |
| Operating revenue | 26.284 | 30.271 | $-13 \%$ | 6.919 | $\mathbf{6 . 4 4 8}$ | $\mathbf{7 \%}$ |
| Advertising | 6.527 | 4.683 | $39 \%$ | 2.265 | 1.168 | $94 \%$ |
| Subscriptions and newsstand | 7.518 | 8.074 | $-7 \%$ | 1.843 | 1.530 | $20 \%$ |
| Other revenues | 12.239 | 17.514 | $-30 \%$ | 2.810 | 3.749 | $-25 \%$ |
| Operating Expenses | 34.817 | 40.220 | $-13 \%$ | 10.068 | $\mathbf{1 2 . 6 8 6}$ | $\mathbf{- 2 1 \%}$ |
| EBITDA | $\mathbf{( 8 . 5 3 3 )}$ | $\mathbf{( 9 . 9 4 9 )}$ | $\mathbf{1 4 \%}$ | $\mathbf{( 3 . 1 5 0 )}$ | $\mathbf{( 6 . 2 3 8 )}$ | $\mathbf{5 0 \%}$ |
| Depreciation and amortisation | 2.320 | 2.671 | $-13 \%$ | 642 | $\mathbf{7 9 6}$ | $-19 \%$ |
| Operating income (EBIT) | $(10.853)$ | $(\mathbf{1 2 . 6 2 0})$ | $\mathbf{1 4 \%}$ | $\mathbf{( 3 . 7 9 2 )}$ | $\mathbf{( 7 . 0 3 4 )}$ | $\mathbf{4 6 \%}$ |

Internet operations, magazine publishing, central holding costs and consolidation adjustments are included in this segment.

Advertising revenues were up 39\% in the year, with a very favourable performance in the group's Internet sites network. The magazine segment also achieved a small gain, where new magazine Grazia offset decreases in other main titles.

Subscriptions and newsstand revenues dropped by $7 \%$ YoY in 2006, with the launch of new titles Grazia and Auto Comércio, not enough to even out the decrease in circulation in the group's other main magazines and the impact of the closedown of Revista Choque late in 2005.

According to the information available, newsstand sales in general have dropped in 2006. Most publications from most segments have been through declines in their total circulation figures when compared to last year, a trend that impedes the maintenance of advertising revenues. On top of this, the market has had to endure the decline of the add-on product sales, with some titles returning to promotional gifts and offers, in an effort to promote newsstand sales.

Magazine Grazia, launched by the group early in 2006, reached the stands for the last time in December. This project, based in a new concept of weekly women fashion magazine, was part of a portfolio expansion project, but failed to find the right framework for its development in the Portuguese magazine market. The adverse economic environment that has had a significant impact in the Portuguese press market is currently imposing a difficult frame for such innovative projects to succeed in the near term.

Other revenues were down $30 \%$ mainly due to the continued decrease in active users and minutes of usage in the narrowband Internet Service Provider business, as well as due to a reduction in the sales of add-ons in the Group's main magazines, namely in Lux magazine.

Throughout 2006 Media Capital has focused on the development of its online content, having redesigned and improved the IOL portal and main sites, and has registered a continuous improvement in their audiences.

Audiences in the last quarter of 2006 were the best ever for the information sites on the IOL network:

- Maisfutebol (sports news) has reached over 9.6 million banner views, and currently reaches over 400.000 unique users;
- Portugal Diário (general news) also registered its highest figures ever with 7.8 million banner views and reaches 177.000 unique users;
- Agência Financeira (financial news) reached a total of 2.4 million monthly banner views, and over 42.000 unique users.

Operating Costs were down 13\% in 2006 mainly due to lower variable costs from lower add-ons sales in the group's magazines and the reduction the segment's marketing costs, and also to the decrease in the Internet service provider business variable costs.

At the Holding company, costs were significantly down, following the significant impact of last year's restructuring costs with the changes in GMC's management structure, which at the time led to reorganization costs charged to the P\&L in the final quarter of last year.

EBITDA improved to a negative € $€ .5$ million with the EBIT of the segment up to a negative $€ 10.9$ million over the same period.

## 6. Cash movements

| ( $€$ thousand ) | FY 06 | FY 05 | Var \% | Q4 06 | Q4 05 | Var \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Operating activities |  |  |  |  |  |  |
| Receipts | 294.296 | 275.044 | 7\% | 82.707 | 80.739 | 2\% |
| Payments | (238.220) | (238.934) | 0\% | (59.627) | (64.762) | -8\% |
| Cash flows op. activities (1) | 56.076 | 36.109 | 55\% | 23.080 | 15.978 | 44\% |
| Investing activities |  |  |  |  |  |  |
| Receipts | 310 | 912 | -66\% | 101 | 275 | -63\% |
| Payments | (14.947) | (17.888) | -16\% | (4.921) | (5.361) | -8\% |
| Cash flows inv. activities (2) | (14.637) | (16.976) | 14\% | (4.819) | (5.086) | 5\% |
| Financing activities |  |  |  |  |  |  |
| Receipts | 1.108 | 6.131 | -82\% | 767 | (959) | N/A |
| Payments | (37.543)\| | (26.985) | 39\% | (14.246) | (13.316) | 7\% |
| Cash flows fin. activities (3) | (36.436) | (20.854) | -75\% | (13.479) | (14.275) | 6\% |
| Variation of cash (4) = (1) + (2) + (3) | 5.004 | (1.721) |  | 4.781 | (3.384) |  |
| Cash at the begining of the period | 3.608 | 5.329 |  | 3.830 | 6.991 |  |
| Cash at the end of the period | 8.611 | 3.608 |  | 8.611 | 3.608 |  |

The Cash flow from operating activities was up 55\% YoY to €56.1 million in 2006. The $7 \%$ increase in operating receipts was a combined result of a growth of $4 \%$ in operational revenues and increased collections from previous year sales as a result of the increase in operational activity by the end of 2005 when compared to the end of the previous year. Operational payments were nearly flat YoY , with the increase in operational costs being offset by lower internal production costs related payments, as a part of the programs broadcasted in 2006 had already been paid for back in 2005.

Cash flows from investing activities were down to $€ 14.6$ million in 2006, mostly due to lower payments related with investments in radio expansion projects and the Internet Service Provider activity.

Cash outflows in 2006 include a total of $€ 2.6$ million related with payments of previous financial investments (radio expansion, TCS and other acquisitions) as well as $€ 11.6$ million for tangible assets.

The Cash flow from financing activities is a result of the continued decrease in the Group's debt. In 2006, the Group repaid a total of $€ 29.1$ million from its senior facility and other loans. Additionally there was a reduction of approximately $€ 1.3$ million in interest and other payments related to financial charges following the aforementioned reduction in the Group's debt.

## 7. Debt

| ( $€$ thousands $)$ | Dez-06 | Dez-05 | Change | Var \% |
| :--- | ---: | ---: | ---: | ---: |
| Total Group debt | $\mathbf{7 9 . 7 1 1}$ | $\mathbf{1 0 7 . 7 6 0}$ | $\mathbf{( 2 8 . 0 4 9 )}$ | $\mathbf{- 2 6 \%}$ |
| Senior facility | 71.581 | 98.019 | $(26.438)$ | $-27 \%$ |
| Other debt | 8.129 | 9.741 | $(1.612)$ | $-17 \%$ |

Media Capital debt was down by $€ 28$ million in 2006 using the cash flow generated in the business during the period. Net debt was $€ 71.1$ million at the end of December 2006, which compares to $€ 104.2$ million at the end of 2005 , and represents a decrease of $32 \%$ in the Group's net debt


# CONSOLIDATED STATEMENT OF PROFIT AND LOSS FOR YEAR ENDED 31 DECEMBER 2005 AND 31 DECEMBER 2005 

(Amounts stated in Euro thousand)

|  | $\begin{aligned} & \text { December } \\ & 2006 \end{aligned}$ | $\begin{aligned} & \text { December } \\ & 2005 \end{aligned}$ |
| :---: | :---: | :---: |
| Advertising revenue | 179.247 | 171.936 |
| Subscriptions and newsstand revenue | 7.518 | 8.074 |
| Other operating revenue | 42.751 | 41.237 |
| Total operating revenue | 229.516 | 221.247 |
| Cost of goods sold | 37.833 | 35.332 |
| Subcontracts and third party supplies | 90.603 | 89.826 |
| Payroll expenses | 51.918 | 51.235 |
| Depreciation | 11.517 | 11.738 |
| Provisions | 228 | 530 |
| Other operating expenses | 3.987 | 3.860 |
|  | 196.086 | 192.521 |
| Net operating profit (loss) | 33.430 | 28.726 |
| Financial expenses, net | 9.382 | 9.031 |
| Profit (loss) before income tax | 24.048 | 19.695 |
| Income tax expenses | 8.453 | 6.955 |
| Profit (loss) for the period | 15.595 | 12.740 |
| Attributable to: |  |  |
| Equity holders of the Company | 15.400 | 13.013 |
| Minority interest | 195 | (273) |
|  | 15.595 | 12.740 |


|  | December 2006 | December 2005 |
| :---: | :---: | :---: |
| ASSETS |  |  |
| Non-Current Assets: |  |  |
| Goodwill | 174.373 | 174.373 |
| Intangible assets | 11.437 | 12.930 |
| Tangible assets | 37.529 | 34.726 |
| Investments in associates | 654 | 575 |
| Transmission rights and TV programs | 39.542 | 47.719 |
| Other non-current assets | 541 | 2.545 |
| Deferred income tax assets | 5.559 | 13.691 |
|  | 269.635 | 286.559 |
| Current Assets: |  |  |
| Transmission rights and TV programs | 4.630 | - |
| Inventories | 1.957 | 1.990 |
| Trade and other account receivable | 46.305 | 42.241 |
| Other current assets | 14.698 | 14.213 |
| Cash and cash equivalents | 8.611 | 3.608 |
| Derivative financial instruments | 2.805 | 1.786 |
|  | 79.006 | 63.838 |
| Total Assets | 348.641 | 350.397 |
| EQUITY, MINORITY INTEREST AND LIABILITIES |  |  |
| EQUITY: |  |  |
| Share Capital | 7.606 | 7.606 |
| Share premium | 81.709 | 82.035 |
| Reserves | 10.503 | 10.603 |
| Retained earnings | 28.594 | 15.254 |
| Profit for the period | 15.400 | 13.013 |
| Equity attributable to equity holders | 143.812 | 128.511 |
| Equity attributable to minority interest | 3.036 | 2.858 |
| Total Equity | 146.848 | 131.369 |
| LIABILITIES: |  |  |
| Non-Current Liabilities: |  |  |
| Borrowings | 49.949 | 83.890 |
| Provisions for other risks and charges | 6.039 | 7.019 |
| Other non-current liabilities | 3.143 | 6.390 |
| Derivative financial instruments | 184 | 1.102 |
| Deferred income tax liabilities | 895 | 1.277 |
|  | 60.210 | 99.678 |
| Current Liabilities: |  |  |
| Borrowings | 28.870 | 21.885 |
| Trade and other payables | 83.019 | 68.112 |
| Other current liabilities | 29.694 | 29.353 |
|  | 141.583 | 119.350 |
| Total Liabilities | 201.793 | 219.028 |
| Total Equity and Liabilities | 348.641 | 350.397 |

(Amounts stated in Euro thousand)

|  | $\begin{gathered} \text { December } \\ 2006 \\ \hline \end{gathered}$ | $\begin{gathered} \text { December } \\ 2005 \\ \hline \end{gathered}$ |
| :---: | :---: | :---: |
| Collections from clients | 294.296 | 275.043 |
| Payments to suppliers | (138.250) | (140.238) |
| Payments to employees | (51.316) | (50.442) |
| Cash flow from operations | 104.730 | 84.363 |
| Other payments relating to operating activities, net | (48.654) | (48.254) |
| Cash flow before extraordinary items | 56.076 | 36.109 |
| Cash flows from operating activities (1) | 56.076 | 36.109 |
| /ESTING ACTIVITIES: |  |  |
| Receipts resulting from: |  |  |
| Fixed assets | 257 | 295 |
| Dividends | 53 | 244 |
| Other investments | - | 373 |
|  | 310 | 912 |
| Payments resulting from: |  |  |
| Financial investments | (2.571) | (3.628) |
| Fixed assets | (11.670) | (7.278) |
| Intangible assets | (28) | (1.620) |
| Loans to affiliated companies | (678) | (5.361) |
|  | (14.947) | (17.887) |
| Cash flows from investing activities (2) | (14.637) | (16.975) |
| JANCING ACTIVITIES: |  |  |
| Receipts resulting from: |  |  |
| Loans obtained | 628 | 990 |
| Capital increase / Supplementary capital contributions | - | 4.898 |
| Interest and similar income | 479 | 243 |
|  | 1.107 | 6.131 |
| Payments resulting from: |  |  |
| Loans repaid | (29.076) | (16.525) |
| Leases | (1.051) | (1.597) |
| Interest and related expenses | (4.365) | (5.268) |
| Dividends | - | (171) |
| Other financial expenses | (3.051) | (3.425) |
|  | (37.543) | (26.986) |
| Cash flows from financing activities (3) | (36.436) | (20.855) |
| riation of cash and equivalents (4) = (1) + (2) + (3) | 5.003 | (1.721) |
| sh and equivalents at the begining of the year | 3.608 | 5.329 |
| sh and equivalents at the end of the year | 8.611 | 3.608 |

