









First Quarter 2014 Results

Grupo Media Capital, SGPS, S.A.

NOTE:

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	 Leader for the 10th consecutive year Most watched channel in prime time #1 in digital International presence - more territories, more channels, more platforms Most awarded channel in the "Gala de Troféus TV7 Dias" TVI24 - news channel with strongest growth
plural	 After winning the Goya Prize, the animation movie "Futbolín" won three other prizes: the Grand Prize by the New York International Children's Film Festival and the awards for Best Animation Movie and Best Original Music by the "Prémios Platino do Cinema Iberoamericano".
RÁDIO CORRECIAL	 "Rádio Comercial" - number one radio in Portugal
	 First exclusive online emission under subscription – "Casa dos Segredos – Desafio Final": total of 500 thousand accesses to watch the program in real time; average time watched per session: 59 minutes; accesses from 59 countries; over 30 thousand subscriptions sold New website "MasterChef Portugal"
🚯 Media Capital	 150,000,000 visits and more than 1,650 million pageviews Over 1,300,000 app downloads Facebook: over 4 million fans in the several Grupo Media Capital's pages



GRUPO MEDIA CAPITAL SGPS, SA Sociedade Aberta Sede: Rua Mário Castelhano, n.º 40, Barcarena, Oeiras Matriculada na Conservatória do Registo Comercial de Cascais sob o n.º 17831 (Oeiras) Pessoa Coletiva n.º 502 816 481 | Capital Social: 89.583.970,80 euros

FIRST QUARTER 2014 RESULTS

Media Capital's EBITDA went up 69%, reaching € 5.3 million

- First quarter EBITDA grew by 69% to € 5.3 million with a margin of 13.2%. This performance resulted not only from the revenue increase (+2%) but also from the reduction registered in opex (-4%).
- The Group's operating performance contributed decisively for a positive net profit in the first quarter (€ 715 thousand). This was the first time since 2011 that Media Capital posted a positive bottom line in the January-March period.
- In this period, the advertising market has grown by approximately 2% YoY, thus confirming the recovery signs already seen in the last months of 2013.
- **TVI** kept the leadership in the first three months of the year, with an audience share of 24.4% in all day and 26.9% in prime time. The audience share spread over the second most watched channel was 4.6pp in all day and 2.5pp in prime time. Furthermore, TVI leadership is maintained when considering groups' channels, with 26.5% in all day and 29.3% in prime time). Also worth highlighting is the performance of TVI24 (news channel), which posted its best quarter ever regarding audience share.
- On the financial front, the TV segment had an EBITDA of € 5.0 million and a margin of 15.5%, up 42% vs Q1 2013, with a good mix of higher revenues and lower stable costs.
- The Audiovisual Production segment showed an improvement in terms of profitability, with the EBITDA reaching € -0.3 million (vs. € -1.2 million in Q1 2013). The Group continues to bet simultaneously in upgrading its contents as well on operating efficiency, thus expecting an improvement of its results in the course of the year.
- The Radio segment registered an EBITDA of € 0.5 million from January to March and a margin of 14.5%, improving 13% vs. Q1 2013. We estimate that MCR continues to improve its market share, as its advertising revenues went up by 5%, whereas the market should have fallen by 2%. In the first data available for 2014, the radio station Rádio Comercial registered its 9th consecutive reading in the leadership.
- In **Digital**, the network of sites had a 50% increase in pageviews. Meanwhile the aggregate of TVI's brand websites had a 53% share, thus clearly leading its segment. The favourable KPI evolution of this division allowed for a positive EBITDA continuation.

Queluz de Baixo, 5 May, 2014





1. Consolidated P&L

€ thousand	Q1 2014	Q1 2013	% Var
Total operating revenue	39,860	39,256	2%
Television	32,675	31,129	5%
Audiovisual Production	9,578	10,194	-6%
Radio	3,348	3,187	5%
Others	4,507	4,385	3%
Consolidation Adjustments	(10,248)	(9,640)	-6%
Total operating expenses ex-D&A	34,594	36,136	-4%
EBITDA	5,266	3,120	69 %
EBITDA Margin	13.2%	7.9%	5.3pp
Television	5,049	3,545	42%
Audiovisual Production	(305)	(1,219)	75%
Radio	485	427	13%
Others	46	663	-93%
Consolidation Adjustments	(9)	(296)	97%
Depreciation and amortisation	2,218	2,555	-13%
Operating income (EBIT)	3,048	565	439%
Financial Results	(2,193)	(1,780)	-23%
Profit / (Loss) before inc. tax/ no contrl. Int.	855	(1,214)	N/A
Income Tax	(139)	365	N/A
Profit / (Loss) from continued operations	715	(849)	N/A
Net profit / (loss) for the period	715	(849)	N/A

In the first quarter of 2014 Media Capital's operating revenues totalled \in 39.9 million (+2% YoY), mostly due to advertising revenues.

Opex came down by 4% YoY.

Consolidated EBITDA was \in 5.3 million, with a margin of 13.2%. This represents a substantial improvement when compared with

the previous year, with EBITDA going up 69% and the margin expanding by 5.3pp.

Consolidated EBIT reached \in 3.0 million (\in 565 thousand in Q1 2013), while **net profit** was positive (\in 715 thousand – vs a negative figure in Q1 2014: \in -849 thousand). Since the first quarter of 2011 that Media Capital did not have a positive bottom line in the January-March period.



€ thousand

Operating revenue	39,860	39,256	2%
Advertising	23,549	22,360	5%
Other revenues	16,311	16,895	-3%

In terms of revenues, advertising went up by 5%, thus outperforming the market, which should have improved by 2%. Media Capital's performance was driven by all segments, with TV and Radio growing 5%, whereas the Other segment (which includes Digital, Music &

Events, as well as the holding and shared services) had an even better evolution (10% over last year).

01 2014

01 2013

%Var

Media Capital believes to have gained market share in the **advertising market**.



As far as the other revenues is concerned, which are mostly composed by audiovisual production, multimedia and transmission rights, they fell by 3%, with the impact coming more intensively from the audiovisual production arm in Spain.



tviQf +tv

2. Television

Z)	€ thousand	Q1 2014	Q1 2013	Var %
	Operating revenue	32,675	31,129	5%
	Advertising	19,639	18,740	5%
	Other revenues	13,036	12,389	5%
	Operating Expenses, ex D&A	27,626	27,584	0%
	EBITDA	5,049	3,545	42%
	EBITDA margin	15.5%	11.4%	4.1pp
	Depreciation and amortisation	910	1,131	-20%
	Operating income (EBIT)	4,139	2,414	71%

TVI confirmed once again its leadership among Portuguese viewers, with an average audience share of 24.4%, according with GfK, for the universe of targets. The second most watched channel had an audience share of 19.7%, and the third one 15.4%.

In prime time, TVI obtained a share of 26.9%, i.e 2.5 pp better than its closest competitor.

Considering the aggregate groups of channels of each operator, TVI achieved a share of 26.6% in all day and 28.6% in prime time, again being the number one player.

2014	All-Day (%)
TVI Group	26.6
SIC Group	23.0
RTP Group	19.0

Source: GfK



Considering only the FTA channels, TVI shares were 39.6% in all-day and 40.0% in prime. Such leadership takes place in the vast majority of time slots.

Local (Portuguese) contents represent 75% of the programming grid.

On March 8th, TVI debuted "MasterChef Portugal, which immediately leaded its time slot on Saturday nights with an average audience of 1 million and 380 thousand viewers and a 32.4% share. On Sunday nights, the entertainment show "A Tua a Cara não me é Estranha - Kids" was also leader with a share of 32.4%. Previously, at the beginning of the year, the reality show "Casa dos Segredos" had outstanding audiences (38.7% share on Sunday nights and 30.4% on its weekday programs).

As far as other entertainment programs is concerned, TVI's weekday programs continued to perform clearly ahead of the competition: on the afternoons "A Tarde é Sua" had an average share of 23.8%, while in the mornings "Você na TV" had 33%.

Still in entertainment, but considering weekend afternoons programming, TVI first aired in March "Mais Vale à Tarde do que Nunca" on Saturdays, with a 19.5% share, co-leading its time slot. On Sundays, and with a great lead over its competitors, "Somos Portugal" had a share of 25.8%.

In news programming, TVI kept its undisputed leadership, with "Jornal da Uma" (at lunch time) and "Jornal da 8" (at dinner time) both leading their slots, with shares of 28.5% and 26.1%.



Regarding sports, in this quarter TVI broadcasted four Champions League matches, with an average share of 30.8% (39.1% in Males).

As for local drama, in February TVI debuted "O Beijo do Escorpião", which so far had an average share of 25.4%. In the prime time weekday slot of local drama, TVI continued to air "Belmonte", with a share of 28.7%.

REINFORCING THE PROGRAMMING GRID

Notwithstanding being the leader, in the second quarter TVI starts a new cycle, with new bets in local drama and entertainment.

In May, the main highlight goes to the debut of "Rising Star", a talent show in search of the next big music star, with the peculiarity of joining for the first time the TV screen with other screen devices through an app that will allow Portuguese viewers to vote live on their preferred contestants.

In local drama, TVI will premier the soap "Mulheres".

Back to entertainment, TVI is also betting on the program "Melhor do Que Falecer" – a daily five minute humour show, which repeats on TVI24.

In news programming, and on top of the usual offer, a strong focus will be put in the elections for the European Parliament, which will take place on May 25.



During the first quarter of the year, TVI24 clearly closed the gap towards the number one news channel, by registering a share of 1.4%, i.e. only 0.1pp below. Such share was 28.3% considering the universe of Portuguese news channels. In prime time the reading was 31.3%, whereas the most watched channel had 34.6% and the second one 20.7%.

Such figures represent a positive variation of 30.9% in all day and 36% in prime time.



Aside from TVI and TVI24, TVI also has the thematic cable channels TVI Ficção and +TVI, which presented a new and renewed programming grid in the beginning of 2014. Specialized in local drama, TVI Ficção reached an average share of 0.8% in the quarter, while +TVI (mostly focused on entertainment and humour), which now completes one year of existence, had an average share of 0.2%.



The internationalization of TVI's channels has proceeded in 2014. Already in April, TVI Internacional became available in the French operator SFR, after being present in that territory through Orange and Free. As a whole, TVI Internacional is available in 12 countries: Angola, Mozambique, Spain, France, Andorra, Switzerland, Monaco, Luxemburg, United States, Porto Rico, Australia and New Zealand, taking to the Portuguese speaking communities throughout the World the best contents in drama, entertainment and news.

TVI24, TVI Ficção and +TVI are already present in Angola, Mozambique and Cape Verde (in the latter only TVI24, in two platforms). TVI Ficção is also present in France since April this year.

FINANCIAL PERFORMANCE

In what regards **financial performance**, the TV segment saw its operating revenues climbing 5%.

Advertising revenues went up 5% YoY. Media Capital estimates that the FTA advertising market has grown by 5% and that the cable market has improved by 6%.

Other revenues, which essentially include transmission rights and multimedia services, also went up by 5%.

Despite the growing trend of the top line, **opex** stood at the same level as last year. On this regard, TVI adjusted, among other natures, its programming costs, with more impact on international contents, but also on the local ones, excluding the entertainment genre.



The favourable mix between revenues and costs resulted in a very positive evolution of EBITDA, which reached \in 5.0 million and

compares against \in 3.5 million in Q1 2013 (+42%), with the margin expanding from 11.4% to 15.5% (+4.1pp).



3. Audiovisual Production

€ thousand	Q1 2014	Q1 2013	Var %
Operating revenue	9,578	10,194	-6%
Advertising	0	0	0%
Other revenues	9,578	10,194	-6%
Operating Expenses, ex D&A	9,882	11,413	-13%
EBITDA	(305)	(1,219)	75%
EBITDA margin	-3.2%	-12.0%	8.8pp
Depreciation and amortisation	791	926	-15%
Operating income (EBIT)	(1,096)	(2,145)	N/A

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The Audiovisual Production segment had aggregate operating revenues of \in 9.6 million, thus falling 6%. The lower top line was the result of a conscious strategy of divesting from the least attractive business areas in terms of profitably, which justifies, as discussed below, an improvement in the segment's profitability.

In Portugal, operating revenues grew 12%, due to higher domestic productions and to the construction of scenarios both in Portugal and abroad.

In Spain, the top line was down due to the considerations explained above.

In order to improve the Group's return in this area, Media Capital continued its strategy of adapting and easing the productions' structure, notwithstanding the Group's long-term bet in the business. Media Capital believes that with these changes it becomes better prepared to face the future and respond positively to the challenges ahead.

Hence, and despite the decrease in revenues, the **EBITDA** improved by \in 0.9 million, having reached a negative figure of \in 0.3 million, benefiting from the lower overall opex.

One final note for the 3-D animation movie "Futbolín". After winning the Goya Prize, it won three other prizes: the Grand Prize by the New York International Children's Film Festival and the awards for Best Animation Movie and Best Original Music by the "Prémios Platino do Cinema Iberoamericano".

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4. Radio

€ thousand	Q1 2014	Q1 2013	Var %
Operating revenue	3,348	3,187	5%
Advertising	3,162	3,019	5%
Other revenues	186	168	11%
Operating Expenses, ex D&A	2,863	2,760	4%
EBITDA	485	427	13%
EBITDA margin	14.5%	13.4%	1.1pp
Depreciation and amortisation	430	372	16%
Operating income (EBIT)	54	56	-2%

MCR's **advertising revenues** improved 5% YoY. Following a consistent trend initiated a few years ago, we expected to have gained market share, has the radio market should have fallen by 2%. Other revenues went up 11% YoY.

Opex grew by 4%, thus below top line.

EBITDA was \in 485 thousand (+13% YoY), with a margin of 14.5% (+1.1pp).

In the meantime, the audience data continues to underline the outstanding performance of the formats explored by MCR.

Indeed, the aggregate radio stations owned by Grupo Media Capital registered, in the first of five annual audience measures, and **audience** **reach** (AAV) of **22.0% and an audience share of 31.9%**. The performance of **Rádio Comercial** was quite positive, as it kept being the #1 radio with a reach of 15.1% and a *share* of 21.3%, thus improving by 1.4pp and 0.1pp vs the 2013 first and final readings. It is in fact the ninth consecutive audience measurement with Rádio Comercial in the first place.

In turn, m80 – the 60's, 70's e 80's hits radio – had a reach of 4.1% (share of 6.2%, better that the 5.5% achieved in the comparable period of 2013).

As for the other formats, **Cidade FM** had a reach of 3.4% (share of 3.9%), thus keeping the leadership amongst the radio stations whose main target are the youngsters.



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MEDIA CAPITAL ENTERTAINMEN

MCD 5. Others

€ thousand	Q1 2014	Q1 2013	Var %
Operating revenue	4,507	4,385	3%
Advertising	744	677	10%
Other revenues	3,763	3,708	1%
Operating Expenses, ex D&A	4,461	3,722	20%
EBITDA	46	663	-93%
EBITDA margin	1.0%	15.1%	-14.1pp
EBITDA margin Depreciation and amortisation	1.0% 86	15.1% 126	

Digital operations, music and events, shared services and the holding are included in this segment.

In what concerns the Digital activity, we continue to witness an increasingly competitive

environment in 2014, which stems from the presence of leading multinational players and from the growing penetration of social media. Nonetheless, MCD improved the quality of the audiences of its network of sites, therefore allowing it to have stronger levels of both



pageviews and unique browsers. As an example, in the period under analysis, TVI clearly lead its segment (sites of TV channels) TV, with a share of 50.9% in visits and 53.0% in pageviews.

MCD made successful efforts to innovate and improve its digital contents, already available in multiple platforms (Apple, Android, Samsung and Windows) and devices (smartphones, tablets and smart tvs), having so far developed over 20 apps to several of the Group's brands, with more than 1.300.000 downloads.

Some of the key projects during 2014 were:

 Desafio Final – access to the online emission of the tv reality show "Casa dos Segredos - Desafio Final" – availble by subscription;

- Blogs development of the blog cabaredogoucha.pt;
- New website of Lux this site adapts itself to the various screens and platforms where it can be seen.
- New website MasterChef Portugal photos and videos, extra info on contestants and several other online exclusives, including masterclasses.

Advertising revenues were up 10%, benefiting from the strong KPI performance of the majority of the projects.

As for **other revenues**, these a marginal evolution (+1%).

The segment's **EBITDA** was positive (\in 46 thousand), and compares with \in 663 thousand in Q1 2013.



6. Consolidation Adjustments

€ thousand	Q1 2014	Q1 2013	Var %
Operating revenue	(10,248)	(9,640)	-6%
Advertising	4	(76)	N/A
Other revenues	(10,252)	(9,564)	-7%
Operating Expenses, ex D&A	(10,239)	(9,343)	-10%
EBITDA	(9)	(296)	N/A
EBITDA margin	0.1%	3.1%	-3.0pp
Depreciation and amortisation	0	0	0%
Operating income (EBIT)	(9)	(296)	N/A

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Concerning **consolidation adjustments**, the values above reflect, to a large extent, the intra-group activity between TVI (Television) and Plural (Audiovisual Production).

The EBITDA figure results from the margin adjustments between, on one hand, TVI and, on the other hand, Plural and CLMC.

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7. Cash Flow

€ thousand	Q1 2014	Q1 2013	Var %
Receipts	51,044	50,670	1%
Payments	(56,536)	(46,955)	-20%
Cash flows op. activities (1)	(5,492)	3,715	N/A
Receipts	49	2,015	-98%
Payments	(1,696)	(1,755)	3%
Cash flows inv. activities (2)	(1,647)	260	N/A
Receipts	30,861	28,439	9%
Payments	(25,881)	(35,811)	28%
Cash flows fin. activities (3)	4,980	(7,372)	N/A
Cash at the begining of the period	5,237	10,790	-51%
Variation of cash $(4) = (1) + (2) + (3)$	(2,158)	(3,397)	36%
Efect of FX variations	(4)	(7)	43%
Cash at the end of the period	3,075	7,387	-58%

Cash flow from operating activities was \in -5.5 million, comparing with \in 3.7 million in Q1 2013. Such variation takes place due to the already expected mismatches between cash inflows and outflows, namely in the segments of TV and Audiovisual Production. Given the seasonality that characterizes the Group's activities, we expect a substantial improvement in the next quarter (Q2), although keeping in mind that the strongest quarter is usually the last one of every year.

Cash flow from investing activities was \in -1.6 million, whereas in Q1 2013 it was \in 0.3

million. Considering the cash flow related with tangible and intangible fixed assets, it reached \in -1.0 million, which compares with \in -1.1 million in the comparable period, thus demonstrating the Group's effort in having capex under tight scrutiny.

Cash flow from financing activities was \in 5.0 million, reflecting the movements of both operating and investing activities, as well as the lower level of cash and equivalents vs. the end of last year.



8. Net Debt

€ thousands	Mar 14	Dec 13	Abs Var	% Var
Group financial debt	117,948	110,807	7,141	6%
Bank loans / Commercial paper	115,674	108,304	7,370	7%
Other debt	2,274	2,503	(229)	-9%
Cash & equivalents	3,075	5,237	(2,162)	-41%
Net debt	114,873	105,571	9,303	9%

Regarding **Net Debt**, it registered an increase of 9% or \in 9.3 million vs. December 2013, reaching \in 114.9 million at the end of March.

We recall that the Net Debt figure includes leasings that amount to \in 2.3 million. Media Capital thus keeps a comfortable leverage situation.



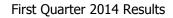
GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONDENDES CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS OF 31 MARCH 2014 AND 31 DECEMBER 2013

(Amounts stated in Euro thousand)

ASSETS	31.03.2014	31.12.2013
NON-CURRENT ASSETS:		
Goodwill	153,568	153,568
Intangible assets	15,373	15,972
Tangible fixed assets	16,057	17,357
Investments in associates	1,639	1,612
Assets held for sale	8	. 8
Transmission rights and TV programs	46,495	46,469
Other non-current assets	3,894	3,961
Deferred income tax assets	4,544	4,279
	241,578	243,225
CURRENT ASSETS:		
Transmission rights and TV programs	30,423	33,091
Inventories	74	102
Trade and other account receivable	47,034	42,086
Current tax assets	309	127
Other current assets	14,680	10,748
Cash and cash equivalents	3,075	5,237
_	95,594	91,391
TOTAL ASSETS	337,172	334,616
EQUITY AND LIABILITIES		
EQUITY:		
Share capital	89,584	89,584
Reserves	38,964	25,261
Profit for the period	715	13,683
Equity attributable to controlling interests	129,263	128,529
Total Equity	129,263	128,529
LIABILITIES:		
NON-CURRENT LIABILITIES:		
Borrowings	58,822	77,566
Provisions	6,621	6,602
Deferred income tax liabilities	1,478	1,478
CURRENT LIABILITIES:	66,921	85,647
Borrowings	59,126	33,241
Trade and other payables	44,644	45,442
Current tax liabilities	1,179	1,159
Other current liabilities	36,039	40,598
—	140,988	120,440
Total liabilities	207,909	206,087
TOTAL EQUITY AND LIABILITIES	337,172	334,616





GRUPO MEDIA CAPITAL, S.G.P.S, S.A.

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE PERIOD ENDED 31 MARCH 2014 AND 2013

(Amounts stated in Euro thousand)

	31.03.2014	31.03.2013
OPERATING REVENUES: Services rendered	26,535	26,454
Sales	20,555	20,454
Other operating revenue	13,206	12,396
Total operating revenue	39,860	39,256
Total operating revenue	39,000	39,230
OPERATING EXPENSES:		
Cost of programs broadcasted and goods sold	(7,128)	(7,536)
Subcontrats and third party supplies	(15,511)	(15,700)
Payroll expenses	(11,537)	(13,384)
Depreciation and amortization	(2,218)	(2,555)
Provisions and impariment losses	(133)	682
Other operating expenses	(286)	(198)
Total operating expenses	(36,812)	(38,690)
Net operating profit	3,048	565
FINANCIAL EXPENSES:	()	
Financial expense	(2,259)	(2,251)
Financial income	38	417
Finance costs, net	(2,221)	(1,833)
Gains (losses) on associated companies, net	28	54
	(2,193)	(1,780)
Profit before tax	855	(1,214)
Income tax expense	(139)	365
	(100)	000
Consolidated net profit for continued operations	715	(849)
Attributable to:		
Equity holders of the parent	715	(849)
Earnings per share (Euros)	0.0005	(0.0100)
Basic	0.0085	(0.0100)
Diluted	0.0085	(0.0100)



GRUPO MEDIA CAPITAL, SGPS, S.A.

CONDENSED CONSOLIDATED CASH FLOW STATEMENTS

FOR THE PERIOD ENDED 31 MARCH 2014 AND 2013

(Amounts stated in Euro thousand)

	31.03.2014 31.03.2013	
OPERATING ACTIVITIES:		
Cash receipts from customers	51,044	50,670
Cash paid to suppliers	(29,945)	(26,185)
Cash paid to employees	(11,387)	(12,646)
Cash generated from operations	9,712	11,839
Cash received/(paid) relating to income tax	11	359
Other cash received/(paid) relating to operating activities	(15,215)	(8,483)
Net cash from operating activities (1)	(5,492)	3,715
	(0,102)	0,1.0
INVESTING ACTIVITIES:		
Cash received relating to:		
The sale of subsidiaries	8	-
Disposal of fixed tangible assets and intangible assets	21	11
Interest and similar income	20	448
Loans granted	-	1,556
ů – Elektrik	49	2,015
Payments resulting from:		
Business concentrations	-	(21)
Acquisition of tangible assets	(986)	(1,063)
Acquisition of intangible assets	(7)	-
Loans granted	(703)	(671)
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Net cash from /(used in) investing activities (2)	(1,647)	260
FINANCING ACTIVITIES:		
Cash received relating to:		
Borrowings	30,861	28,439
Cash paid relating to:		
Borrowings	(23,639)	(33,140)
Leases	(332)	(308)
Interest and other similar expenses	(1,508)	(1,828)
Other financial expenses	(402)	(536)
	(25,881)	(35,811)
Net cash from/(used in) financing activities (3)	4,980	(7,372)
Cash and equivalents at the begining of the period	5,237	10,790
Net increase in cash and cash equivalents $(4) = (1) + (2) + (3)$	(2,158)	(3,397)
Exchange rate effect	(4)	(7)
Cash and equivalents at the end of the period	3,075	7,387