



## **The BoD has approved the Half-year Report**

**58.44 million Euros in Revenues (-11%), an increase of 12% in EBITDA, to 5.0 million  
Net Group Profit of 0.3 million Euros  
(- 0.31 million Euros in 2008).**

Milan, 28 August 2009

The Board of Directors of Class Editori SpA met today, under the chairmanship of Victor Uckmar, to examine the publishing house's operations and consolidated results in the first half of the year.

### **- Consolidated Results**

Total revenues for the first half of 2009 were equal to 58.44 million Euros, a drop of 10.9% compared to the figure of 65.56 million in 2008. Operating revenues were 55.86 million Euros (63.33 million Euros in 2008), which include 0.75 million Euros in revenues contributed by Assinform S.r.l., the majority of which was acquired during the period.

Operating costs went from 61.1 million Euros in the first half of 2008 to 53.5 million Euros, with a decrease of 8.3 million Euros using the same consolidation perimeter (-13.6% over the previous year). EBITDA was plus 5.0 million Euros, versus 4.5 million Euros for the same period of the previous year, a growth of approximately 12%.

EBIT amounted to 0.73 million Euros, an increase of 38.8%.

The consolidated financial statement for the first six months of 2009 was closed with positive pre-tax income of 0.57 million Euros (0.17 in the corresponding period of 2008); income after minority interests and taxes was plus 0.3 million Euros (- 0.31 million Euros in 2008).

The half-year period which just ended was unprecedented in terms of the gravity of the crisis which affected the Italian economy and the publishing sector in general, which suffered from a very significant drop in advertising sales. The publishing house succeeded in limiting this decline to less than the national average: its advertising sales fell by 20%, compared to a national average of -25.6% for paid daily newspapers and -29.5% for periodicals (Nielsen data, domestic commercial advertising).

The publishing house also dealt with the economic difficulties through important and significant measures to reduce and rationalize costs, implementing a recovery plan which allowed for achieving a financial profit already in the first half of the year.

The plan, involving approximately 15 million Euros, regarded all of the business areas, with the goal of restoring balance to the financial statements starting with the current year, and with the active participation of all of the employees. The employees individually and unanimously agreed to the Cooperation and Solidarity plan, which provides for a 12-month, voluntary reduction of salary by approximately 10%, starting in March, and the use of all remaining vacation time by the end of the year. By this gesture, which is unique in Italy, the publishing house's employees have allowed for guaranteeing the continuing publication of all of the media without squandering the company's assets, and without the need for public money.

The circulation figures for the leading publications stayed at satisfactory levels, considering the difficulties present in the printed media market: For the period, in terms of the updated moving average, the average circulation figures for the publications were as follows: *Class*, approximately 82,000 copies (80,000 copies in 2008); *Capital*, 85,300 copies (87,800 copies in 2008); and *MF/Milano Finanza* approximately 100,000 copies (103,600 in 2008).

During the period, Class Editori concluded the acquisition of 65% of Assinform Srl, a publishing house in the city of Pordenone specialized in the insurance sector. Since 1989 Assinform has published the *Assinews* monthly, a magazine containing technical, legal and general information concerning insurance, which is a true reference point in the sector, due to both its analysis of policies and accounts of companies, and the authoritativeness of the opinions expressed in the publication. In addition to *Assinews* and its respective web site, Assinform also publishes the specialty quarterly magazine *Rischio Sanità* and a series of books regarding the world of insurance policies. With the acquisition of Assinform, Class Editori strengthens its presence in the insurance sector.

The group's shareholders' equity at 30 June 2009, net of minority interests, was equal to 70.7 million, compared to 70.5 million at 31 December 2008. Net financial indebtedness amounted to 33.42 million, an increase of 9.8 million, principally due to payments for shares of the MF Honyvem and Assinform equity stakes, and also due to investments made in the period, as well as a worsening of payment terms for advertising revenues.

#### **- Future Prospects**

In the month of July, advertising sales for daily newspapers were equivalent to those for the same month of the previous year, while TV advertising sales increased. With the new business offers denominated *Poker di Class*, the publishing house has made new television communication formats available to the business world which lets companies that want to communicate by television present themselves in a more effective manner. However, it would be premature to predict a considerable recovery of advertising revenues in the coming six months. The audits of the publishing house's business operations continued to generate effects on all areas during the summer period as well, allowing for achieving the savings and economies necessary to counter the effects of the crisis.

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*The tables for the Income Statement and Balance Sheet follow below.  
The Half-year Report is available on-line on the web site: [www.classeditori.it](http://www.classeditori.it)*

Pursuant to Par. 2 of Art. 154a of the Financial Consolidation Act, the Manager of Corporate Accounting Documents, Emilio Adinolfi, states that the accounting information included in this announcement corresponds to the documentary records, books and accounting entries.

**- Consolidated Income Statement at 30 June 2009**

<b>Euro/000</b>	<b>30/06/08</b>	<b>31/12/08</b>	<b>30/06/09</b>	<b>% change</b>
Sales revenues	63.326	126.824	55.865	(11,8)
Other revenues and income	2.232	5.168	2.572	15,2
Total revenues	65.558	131.992	58.437	(10,9)
Operating costs	(61.106)	(125.381)	(53.463)	(12,5)
Gross profit	4.452	6.611	4.974	11,7
% of revenues	6,79	5,00	8,51	
Amortizations	(3.923)	(9.038)	(4.240)	8,1
Operating result	529	(2.427)	734	38,8
% of revenues	0,81	(1,8)	1,26	
Net financial income and charges	(357)	(445)	(162)	(54,6)
Pre-tax profits	172	(2.872)	572	232,6
Taxes	(634)	(315)	(579)	(8,7)
Third parties profit/(loss)	147	197	310	110,9
Net group profit	(315)	(2.990)	303	n.s.

**- Revenues can be broken down as follows**

<b>Euro/000</b>	<b>30/06/08</b>	<b>30/06/09</b>	<b>% change</b>
Newsstand sales	5.368	5.144	(4,2)
Subscription revenues	20.238	20.394	0,8
Advertising revenues	37.585	30.090	(20,0)
Other revenues	2.232	2.545	14,0
<b>Total revenues</b>	<b>65.423</b>	<b>58.173</b>	<b>(11,1)</b>
Contributions for operating expenses	135	264	95,5
<b>Total</b>	<b>65.558</b>	<b>58.437</b>	<b>(10,9)</b>

**- The consolidated net financial position is shown in the table below**

<b>Euro/000</b>	<b>31/12/2008</b>	<b>30/06/2009</b>	<b>Changes 2009/2008</b>	<b>Change %</b>
Securities	--	--		
Cash and cash equivalents	6.982	5.801	(1.181)	(16,9)
Non-current financial payables	(3.053)	(2.778)	275	9,0
Current financial payables	(27.566)	(36.439)	(8.873)	(32,2)
<b>Net financial position:</b>	<b>(23.637)</b>	<b>(33.416)</b>	<b>(9.779)</b>	<b>(41,4)</b>

**- Table showing the consolidated balance sheet-financial position at 30 June 2009**

<b>ASSETS</b> <b>(thousands of Euros)</b>	<b>31.12.08</b>	<b>30.06.09</b>
Intangible fixed assets with an indefinite life	53.013	54.375
Other intangible fixed assets	14.293	14.724
Intangible fixed assets	67.306	69.099
Tangible fixed assets	8.324	7.525
Equity investments	2.861	3.161
Other equity investments	776	1.076
Financial receivables	-	-
Other receivables	2.547	2.543
<b>NON-CURRENT ASSETS</b>	<b>81.814</b>	<b>83.404</b>
Inventory	3.632	3.756
Trade receivables	72.913	72.360
Securities	-	-
Financial receivables	13.155	13.100
Tax receivables	6.929	7.911
Other receivables	9.705	9.629
Cash and cash equivalents	6.982	5.801
<b>CURRENT ASSETS</b>	<b>113.316</b>	<b>112.557</b>
<b>TOTAL ASSETS</b>	<b>195.130</b>	<b>195.961</b>

- Table showing the consolidated balance sheet-financial situation at 30 June 2009

<b>LIABILITIES (thousands of Euros)</b>	<b>31.12.08</b>	<b>30.06.09</b>
Share capital	10.264	10.264
Share premium account	28.966	28.966
Legal reserve	2.544	2.544
Other reserves	31.746	28.619
Profit (loss) for the year	(2.990)	303
Group shareholders' equity	70.530	70.696
Capital and reserves of third parties	5.040	5.062
Profit (loss) of third parties	(197)	(310)
Shareholders' equity of third parties	4.843	4.752
<b>SHAREHOLDERS' EQUITY</b>	<b>75.373</b>	<b>75.448</b>
Financial payables	3.053	2.778
Provisions for risks and charges	629	742
Severance fund and other employee funds	5.097	5.023
<b>NON-CURRENT LIABILITIES</b>	<b>8.779</b>	<b>8.543</b>
Financial payables	27.566	36.439
Trade payables	40.680	33.635
Tax payables	5.386	5.041
Other payables	37.346	36.855
<b>CURRENT LIABILITIES</b>	<b>110.978</b>	<b>111.970</b>
<b>TOTAL LIABILITIES</b>	<b>119.757</b>	<b>120.513</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>	<b>195.130</b>	<b>195.961</b>