



October 2003

Agenda

- **Company overview**
- **Financial results**
- **Strategic goals**

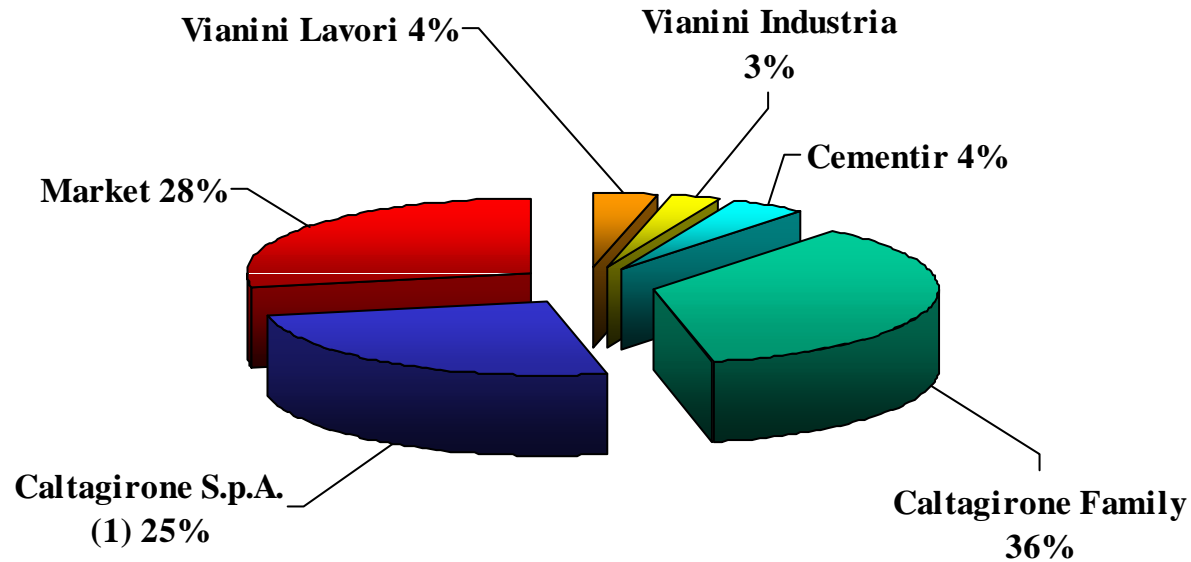
Integrated Group with complementary areas of expertise



Ownership Structure

Caltagirone Editore’s share capital is made of 125 million ordinary shares with a nominal value of €1 each. Free float is 28%.

Main shareholders are the following:

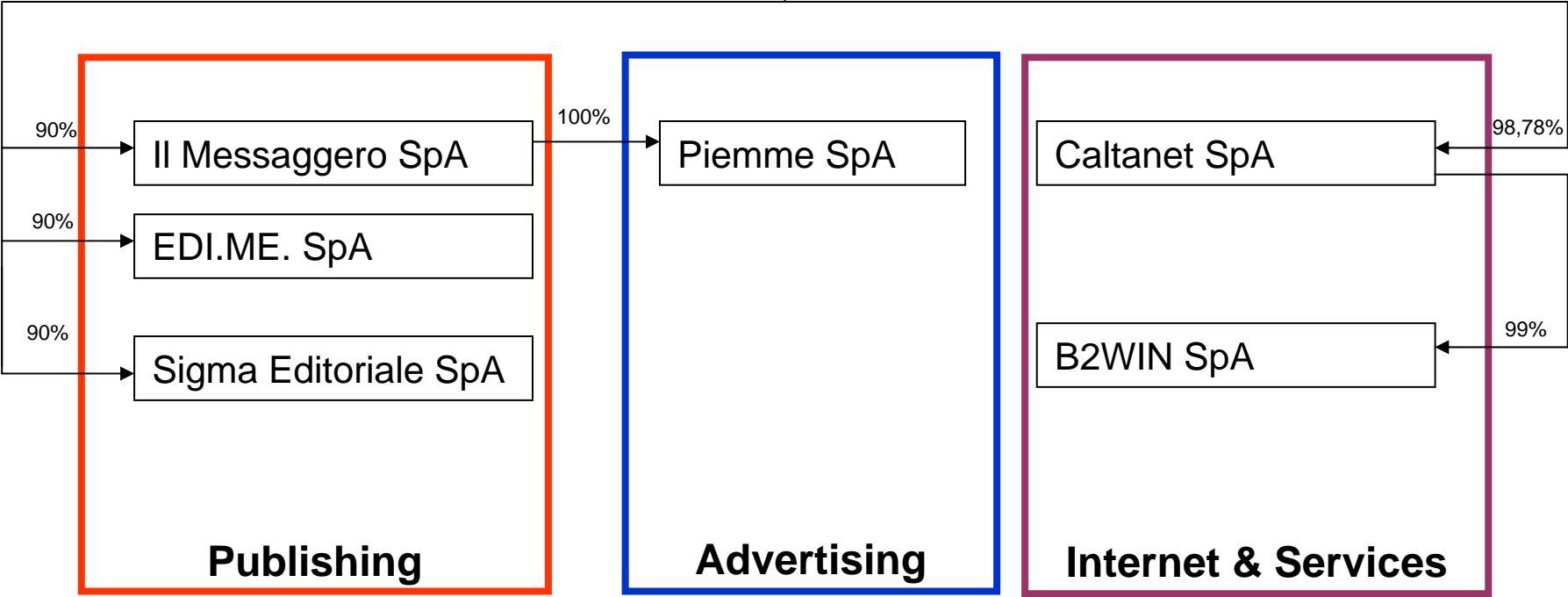


(1) Includes Mantegna '87 Srl, 100% controlled by Caltagirone S.p.A.

Group Structure

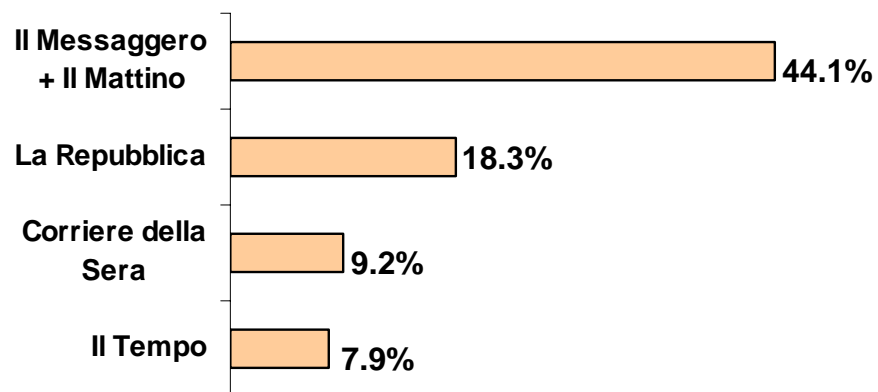


Caltagirone Editore S.p.A.

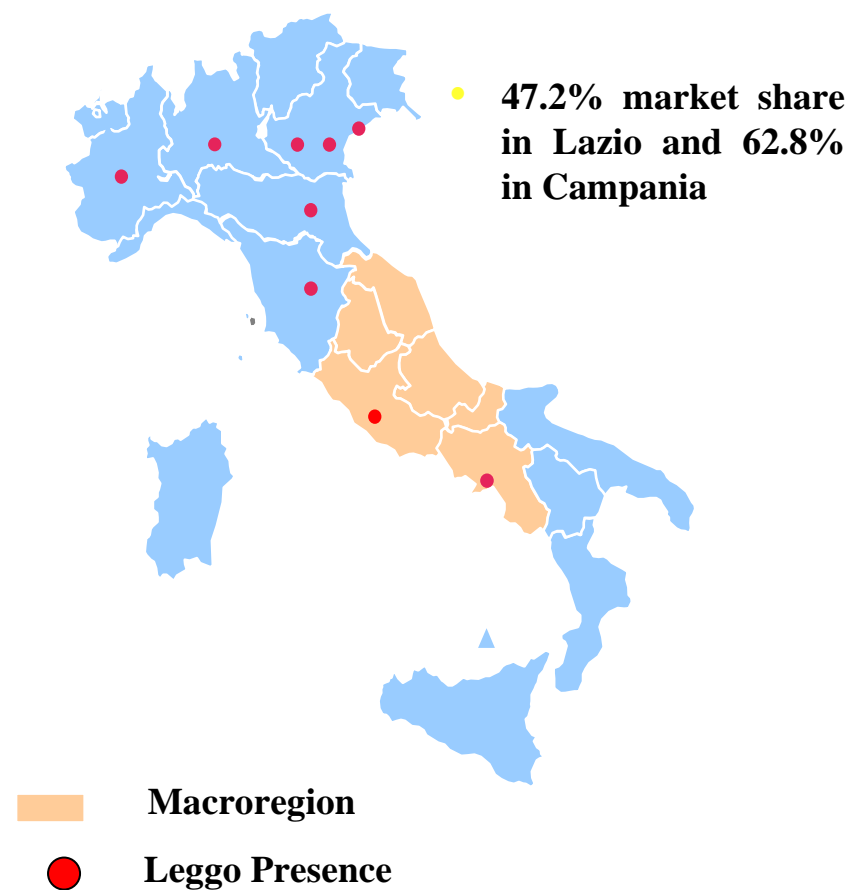


Company Overview – Local Coverage

Percentage market share in the Macroregion ¹



Macroregion accounting for 25% of population and 20% of Italian readers



¹ Excluding financial and sport dailies – Source: Audipress 1999

Il Messaggero

- High brand visibility (120 years of history)
- A national newspaper with 13 editions composed by an average of 44/52 pages, with a maximum of 64 including 24 in colors
- 4th newspaper in Italy¹ with around 1.3 million daily readers and leader in Lazio with 47.2% market share

¹ Excluding financial and sport dailies – Source: Audipress 1999

IL MATTINO

- Founded in 1892
- 8th newspaper in Italy¹, composed by 40/46 pages, with a maximum of 56 including 16 pages in colors
- Leader in Campania with 62.8% market share, more than 800,000 daily readers

¹ Excluding financial and sport dailies – Source: Audipress 1999

LEGGO

- Daily free newspaper launched on March 2001 with a daily circulation of about 810,000 copies
- The 1st newspaper for number of copies in Italy, composed by an average of 24 pages in small format
- Actually present in Rome, Milan, Turin, Naples, Florence, Bologna, Venice, Verona and Padova
- Distributed from Monday to Friday in railway stations (thanks to an exclusive long-term agreement), underground stations, bars, hospitals, universities and other meeting points
- Break – even expected by end of 2004

PIEMME

- Exclusive advertising agency for proprietary brands, Il Messaggero, Il Mattino, Leggo and Caltanet
- Exclusive advertising agency for third parties, such as: Il Nuovo Quotidiano di Puglia, Radio Globo (the first local radio in Rome), Radio Antenna 1 and others
- Dealer of both national and local advertising
- 4 main offices and 20 branch offices with over 180 agents



- Caltanet is one of the main national internet portals
- B2Win, established in 2001, manages a call center that offers services exploiting Caltanet's technology

Year end 2002 Financials

€ mm	Dec 31, 2001	Dec 31, 2002	Var. %
Sales	228.23	227.12	- 0.4%
EBITDA	41.46	39.38	- 5.0%
<i>% margin</i>	18.2%	17.3%	
Normalised EBIT¹	32.12	32.11	-
<i>% margin</i>	14.1%	14.1%	
EBIT	15.75	17.27	9.7%
<i>% margin</i>	6.9%	7.6%	
Net income *	22.96	16.69	- 27.3%
<i>% margin</i>	10.1%	7.3%	

¹ Adjusted for amortisation of goodwill and consolidation differences

* After extraordinaries

Financials' H1 - 2003



€ mm	H1 2003	H1 2002	Var. %
Total Sales	126.6	116.7	+ 8.4%
EBITDA	30.2	22.3	+ 35.4%
<i>% margin</i>	23.8%	19.1%	
EBIT	19.8	12.1	+ 63.6%
<i>% margin</i>	15.7%	10.4%	
Net income (cont.)	17.9	14.3	+ 24.9%
<i>% margin</i>	14.1%	12.2%	
Net income (reported)	10.9	9.4	+ 15.9%
<i>% margin</i>	8.6%	8.1%	

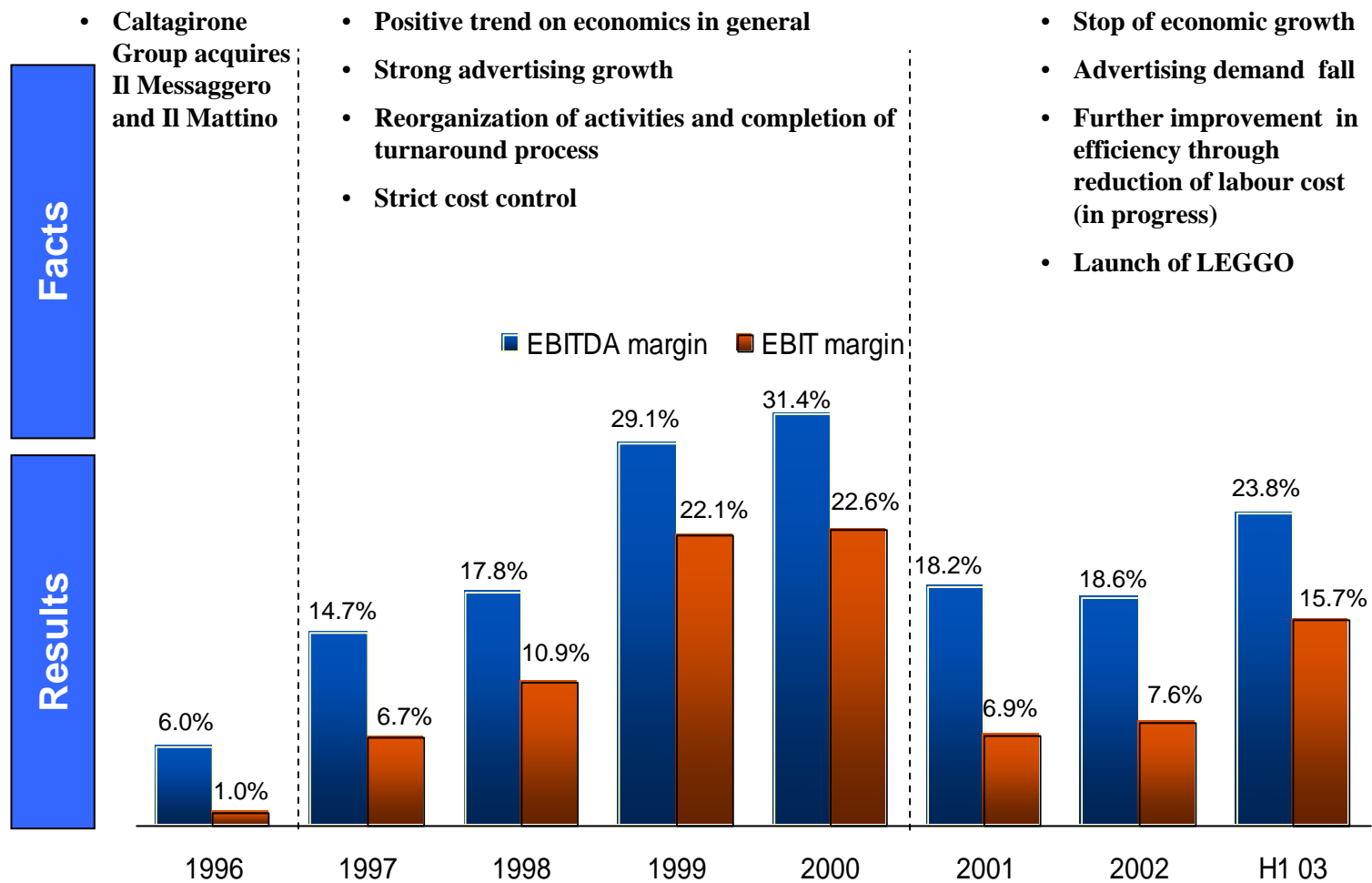
Net Financial Position



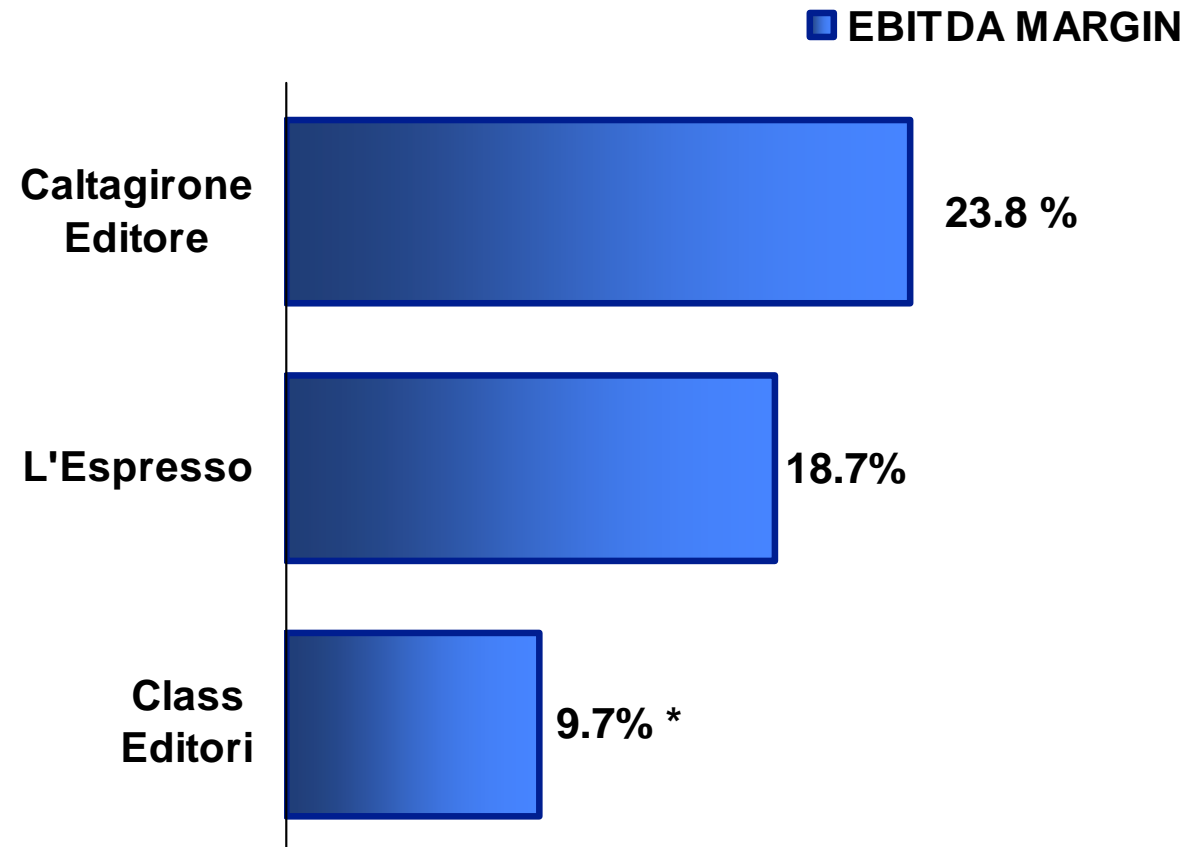
€ m	H1 2003	Dec 31, 2002
Gross cash	584	554
Interest bearing debt	- 102	- 57
<i>Net Financial Position</i>	482	497

Peripheral assets: 2.05% stake in RCS Mediagroup

Profitability over time

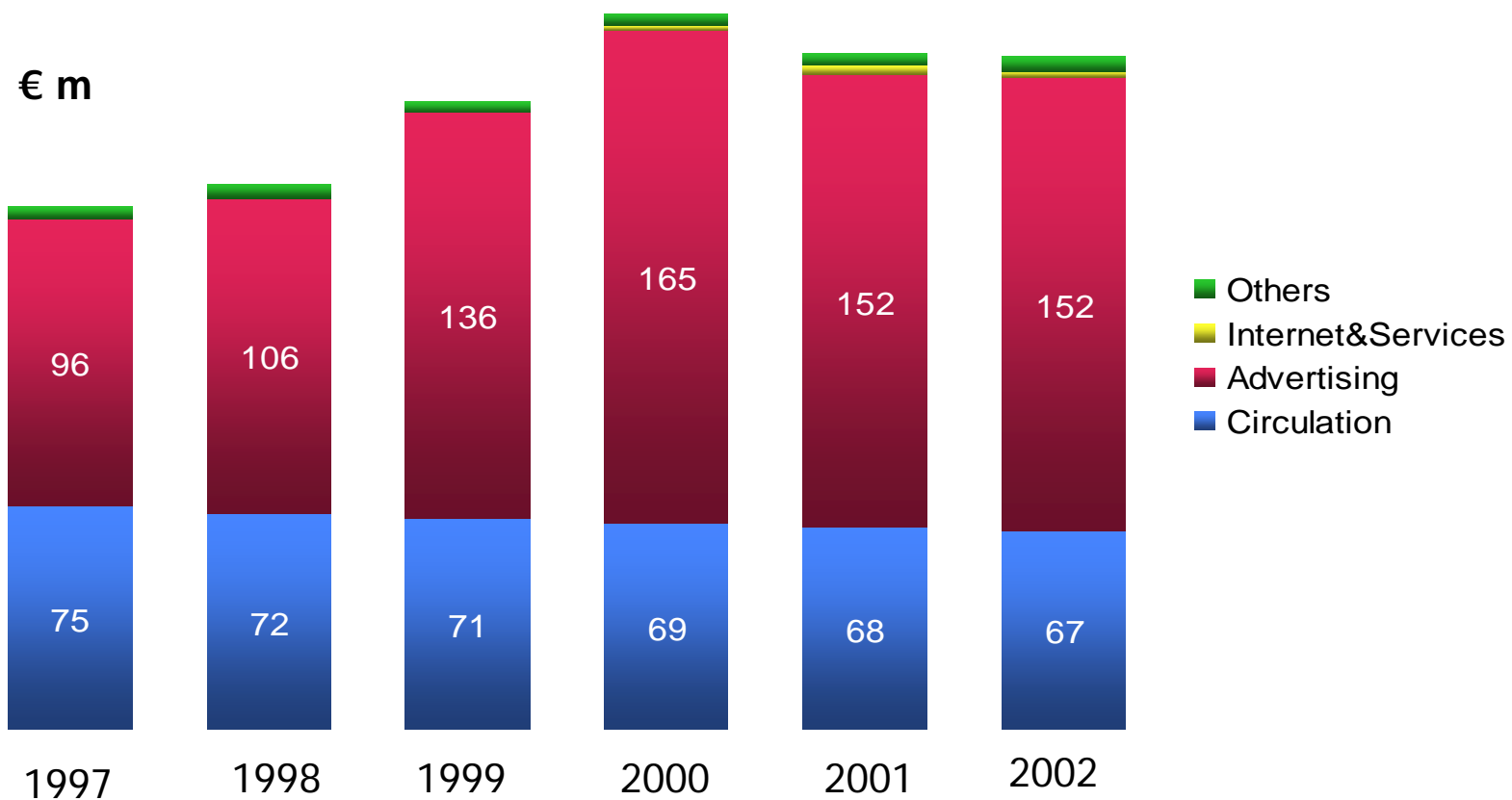


CED vs peers – H1 2003

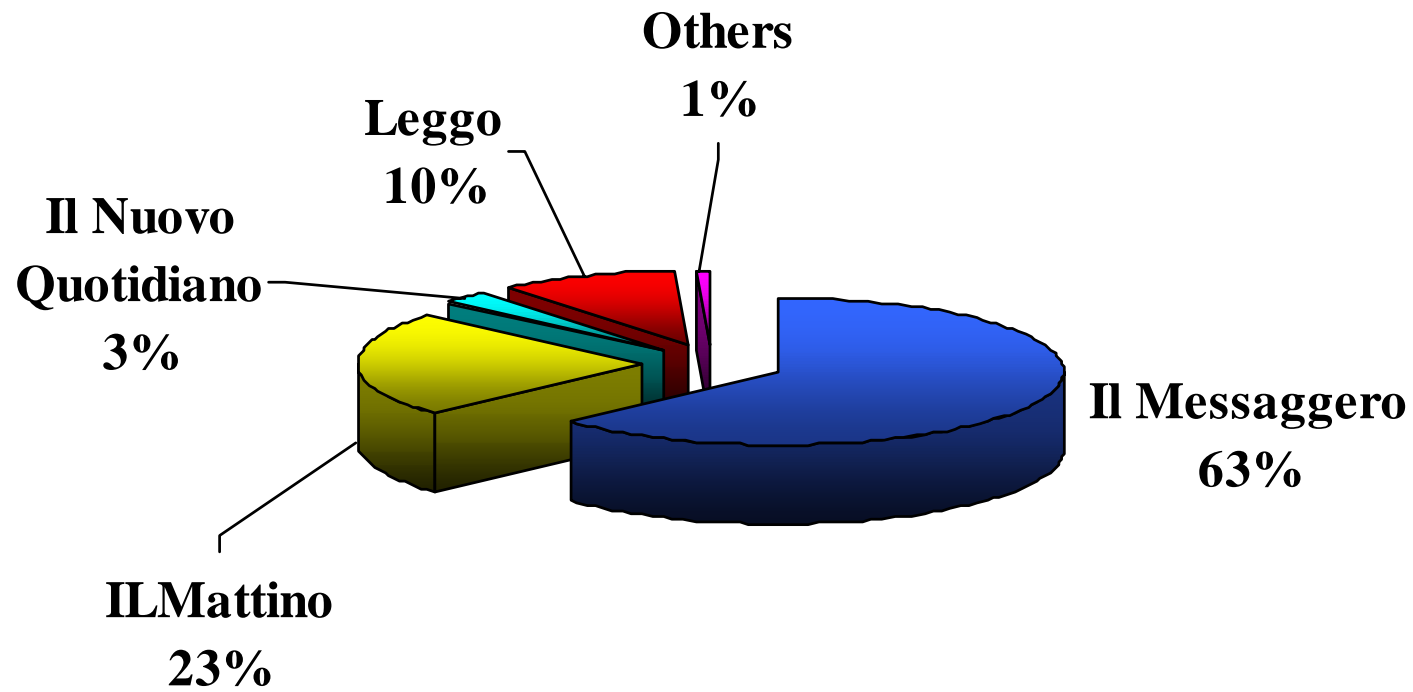


*Data referred to Q1 2003

CED Revenues Breakdown



Advertising Sales Breakdown H1 - 2003



Il Messaggero **IL MATTINO**

- Gain market share with an aggressive price policy in contiguous areas
- “State of the art” printing facilities for Il Messaggero, with a total investment of € 65 million in order to increase number of pages and output quality
- Further efficiency improvement through the agreement with Trade Unions

LEGGO

- Create a national network by focusing on a niche with significant potential
- Develop brand visibility and territorial presence, during advertising downturn
- Maintain market leadership to fully exploit next advertising upturn
- Keep on attracting new readers different from ones proper to the traditional newspapers



- Reduce operating costs to the minimum until the internet market reaches a critical mass
- Increase services offer by the synergies within the Group
- Review the business organization in order to improve processes efficiency and services quality
- Keep always ready to catch new opportunities offered by the Net