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# AGENDA

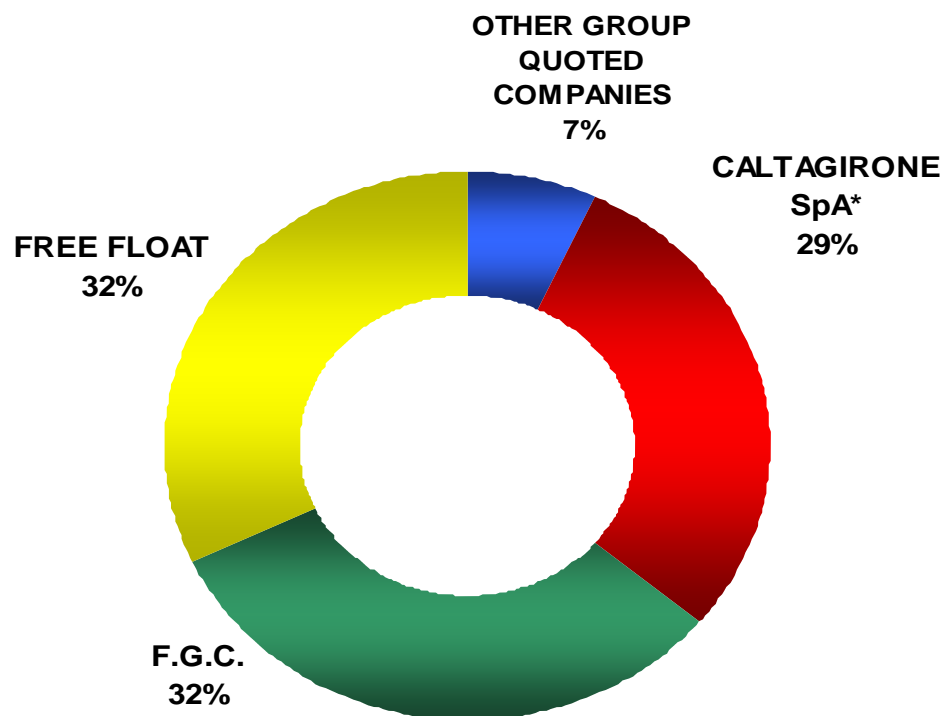
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- **SHAREHOLDERS STRUCTURE**
- **CORE ACTIVITIES**
- **TRADITIONAL NEWSPAPERS**
- **FREE PRESS**
  - MAIN FEATURES
  - NATIONAL LEADERSHIP
- **NEWSPAPER INDUSTRY OVERVIEW**
- **NEWSPAPERS: LOCAL STRENGTH**
- **PROFITABILITY vs. QUOTED PEERS**
- **RECENT HISTORY**
- **FINANCIALS**
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Il Messaggero headquarters in Via del Tritone, Rome

# SHAREHOLDERS STRUCTURE



**N° OF ORDINARY SHARES: 125.000.000**  
**MARKET CAP: €870m \*\***  
**LISTED ON THE BLUE CHIP SEGMENT OF THE ITALIAN STOCK EXCHANGE**

\* Direct/indirect holding through Mantegna 87 SpA and Capitolium SpA

\*\* As of May 2005; Please see the Appendix for further information on the Caltagirone Group

## CORE ACTIVITIES

### TRADITIONAL NEWSPAPERS

**Il Messaggero**

- 1,227,000 daily readers (2)
- 2004 Sales : € 161m
- Market share: 48.8% in Lazio (3)

**IL MATTINO**

- 713,000 daily readers (2)
- 2004 Sales : € 62m
- Market share: 54.6% in Campania (3)

**Corriere Adriatico**

- 228,000 daily readers (2)
- 2004 Sales : € 9,5m
- Market share: 41 % in Marche (3)

**NUOVO di Puglia  
Quotidiano**

- 190,000 daily readers (2)
- 2004 Sales : € 9,5m
- Market share: 36.7% in Salento (Apulia) (3)

### FREE PRESS

**LEGGO**

- 1,157,000 daily readers (1)
- 1.050.000 daily copies distributed
- 2004 Sales : € 21m
- National network
- In 2005 opening in 6 new cities to strengthen market leadership

### ADVERTISING

**PIEMME**

Advertising agency for the Group and third parties  
[Radio Globo (the first local radio in Rome), Radio Cuore and other radios in Rome, Milan, Naples]

### INTERNET & SERVICES

**caltanet**

One of the main national internet portals

(1) Source: Eurisko November 2004. Readership figures are based on 810,000 copies distributed and not 1.050.000

(2) Readership data: Source Audipress 2004

(3) Market share data calculated on "Audipress Population", source: Audipress, 2004; CED estimates

## TRADITIONAL NEWSPAPERS

### STRONG TRADITIONAL NEWSPAPERS

# Il Messaggero

1 NATIONAL EDITION + 13 LOCAL EDITIONS



# IL MATTINO

1 NATIONAL EDITION + 7 LOCAL EDITIONS



### RECENTLY ACQUIRED / CONSOLIDATED NEWSPAPERS

# Corriere Adriatico

LEADER IN MARCHE : 41 % MARKET SHARE\*

# NUOVO di Puglia Quotidiano

LEADER IN SALENTO \*\*: 36.7 % MARKET SHARE\*

\* Based on "Audipress Population", source: Audipress 2004, CED estimates; \*\* Taranto, Brindisi and Lecce in Apulia;

## TRADITIONAL NEWSPAPERS

### NATIONAL NEWSPAPERS WITH HIGH BRAND VISIBILITY

#### **Il Messaggero**

- National newspaper with high brand visibility
- 13 local editions
- Avg. 50 pages up to maximum 64 pages, of which 40 in full color <sup>(1)</sup>
- Average daily circulation : 240,774 copies <sup>(2)</sup>

#### **IL MATTINO**

- National newspaper with high brand visibility
- 7 local editions
- Avg. 50 pages up to maximum 64 pages, of which 40 in full color <sup>(1)</sup>
- Average daily circulation : 87,757 copies <sup>(2)</sup>

- € 105 millions investment in new printing facilities for both Il Messaggero and Il Mattino
- “State of the art” printing facility will make easier to switch from one edition to another without stopping the rotary press
- Increase in number of pages, output quality and yield
- Aggressive price policy in order to increase market share in the Macroregion
- Focus on cost control
- Financial incentives for investments (L. 488, granted up to 30% of capex at Il Mattino)

(1) Assuming no change of cliché  
 (2) Source: ADS 2004 (Daily moving average)

## FREE PRESS: MAIN FEATURES



**1st free newspaper in Italy with daily readership of  
1.157.000\***  
**Reached 1.050.000 copies in 2005; distributed in 15 cities**

### • NEW CITIES FROM 2005

**Genova, Como, Varese,  
Bergamo, Brescia, Bari**



### MAIN FEATURES

- Launched in March 2001, reached about €21m advertising revenue and break-even by the end of 2004
- Average 24 pages in tabloid format in full color
- 1.050.000 copies distributed
- Distributed from Monday to Friday in:
  - ~ railway stations (exclusive long-term agreement with Grandi Stazioni)
  - ~ underground stations, coffee bars, hospitals, universities

### STRATEGY

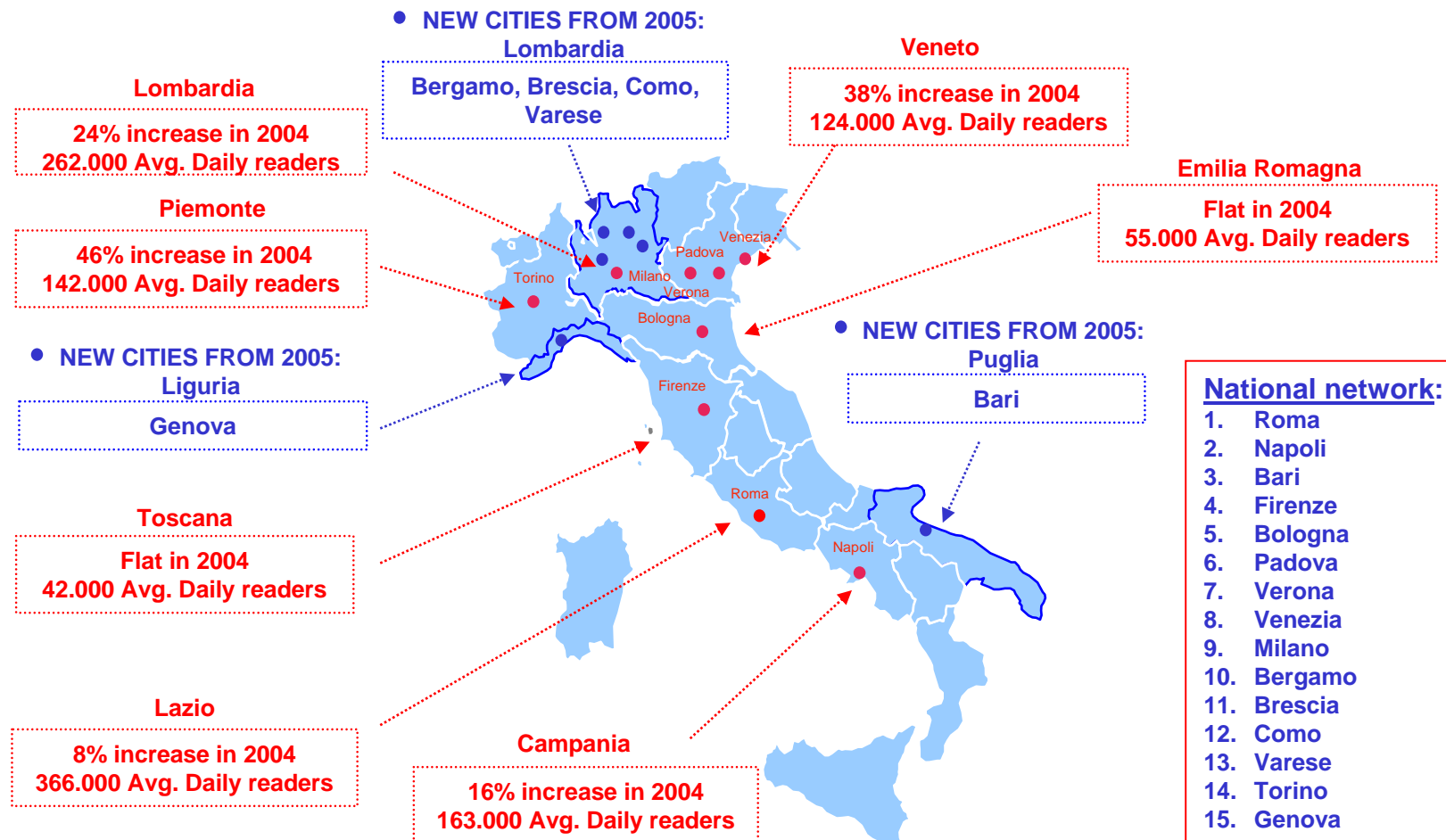
- “Nationwide network” as opposed to “localised model” in order to reach wider audience, strong brand equity and ultimately higher advertising revenue
- 6 new cities in 2005 to strengthen national leadership
- Market leadership provides more visibility
- Target focus on the mass affluent groups, youngsters and upper graduates



# FREE PRESS: NATIONAL LEADERSHIP

# LEGGO

1st free newspaper in Italy with daily readership of 1.157.000\*  
Reached 1.050.000 copies in 2005; distributed in 15 cities



\* Source: Eurisko November 2004. Readership figures are based on 810,000 copies distributed and not 1.050.000

## FREE PRESS: NATIONAL LEADERSHIP

# LEGGO

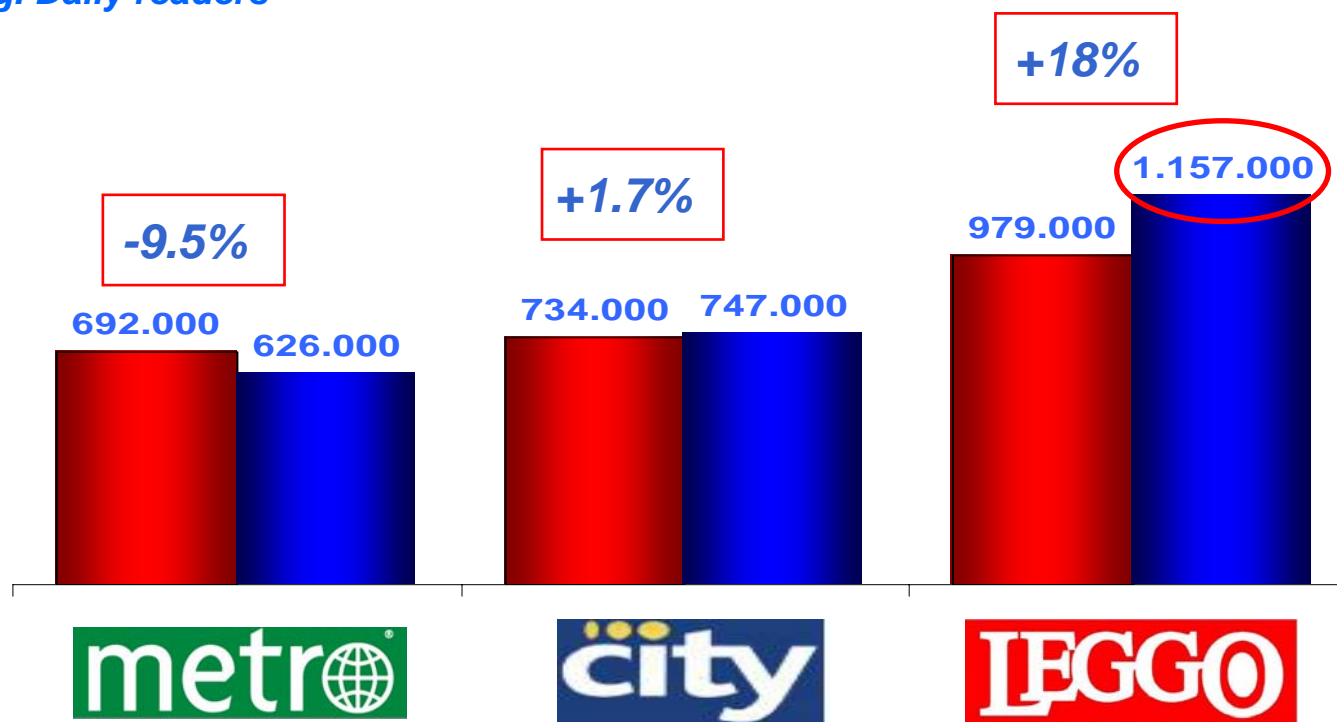
**Leggo is the N.1 free newspaper in Italy:**

1.157.000 avg daily readers\* in 2004 (+ 18%)

Reached 1.050.000 copies in 2005; distributed in 15 cities

*National Avg. Daily readers \**

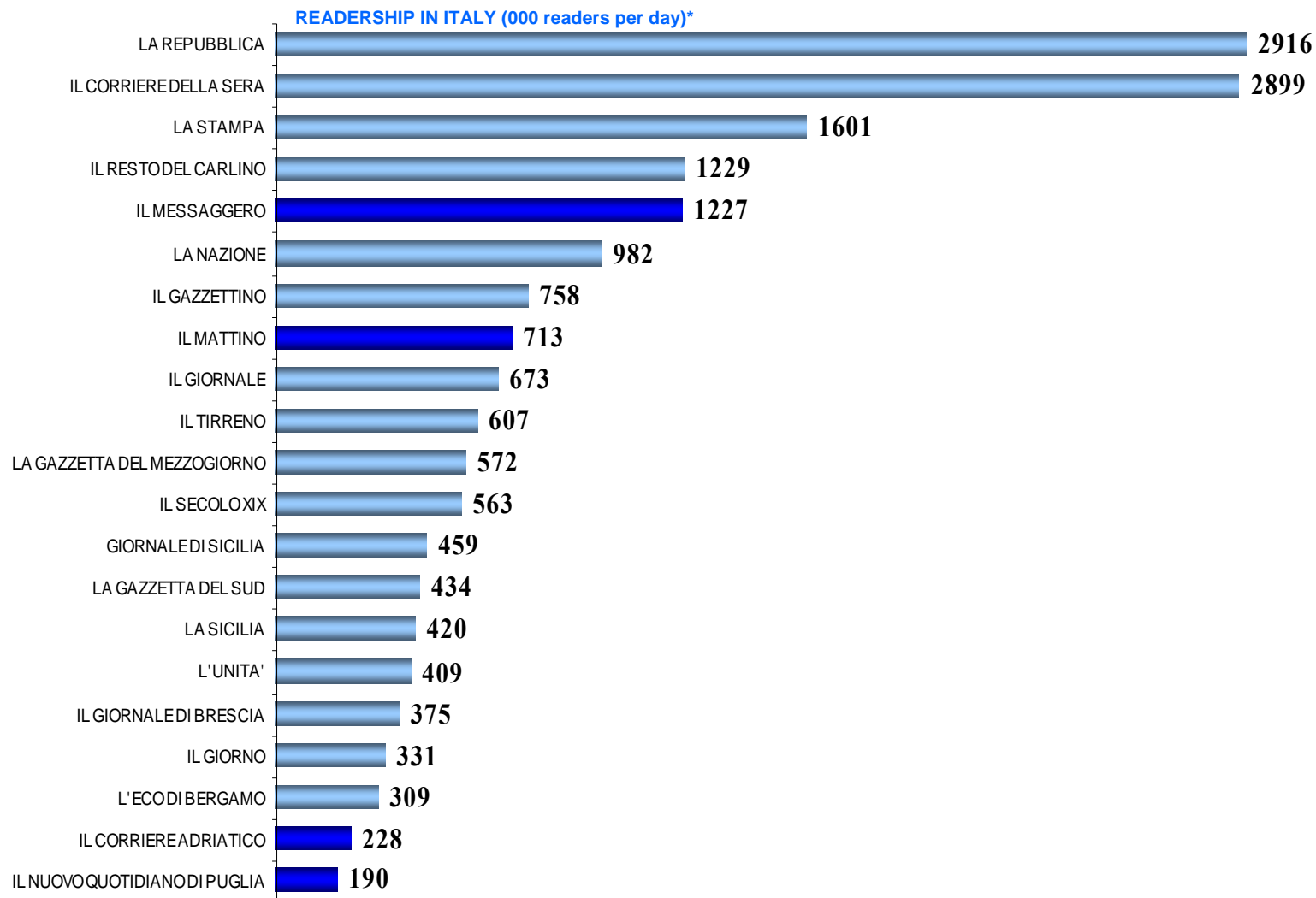
■ 2003  
■ 2004



\* Source: Eurisko November 2004. Readership figures are based on 810,000 copies distributed and not 1.050.000

# NEWSPAPER INDUSTRY OVERVIEW

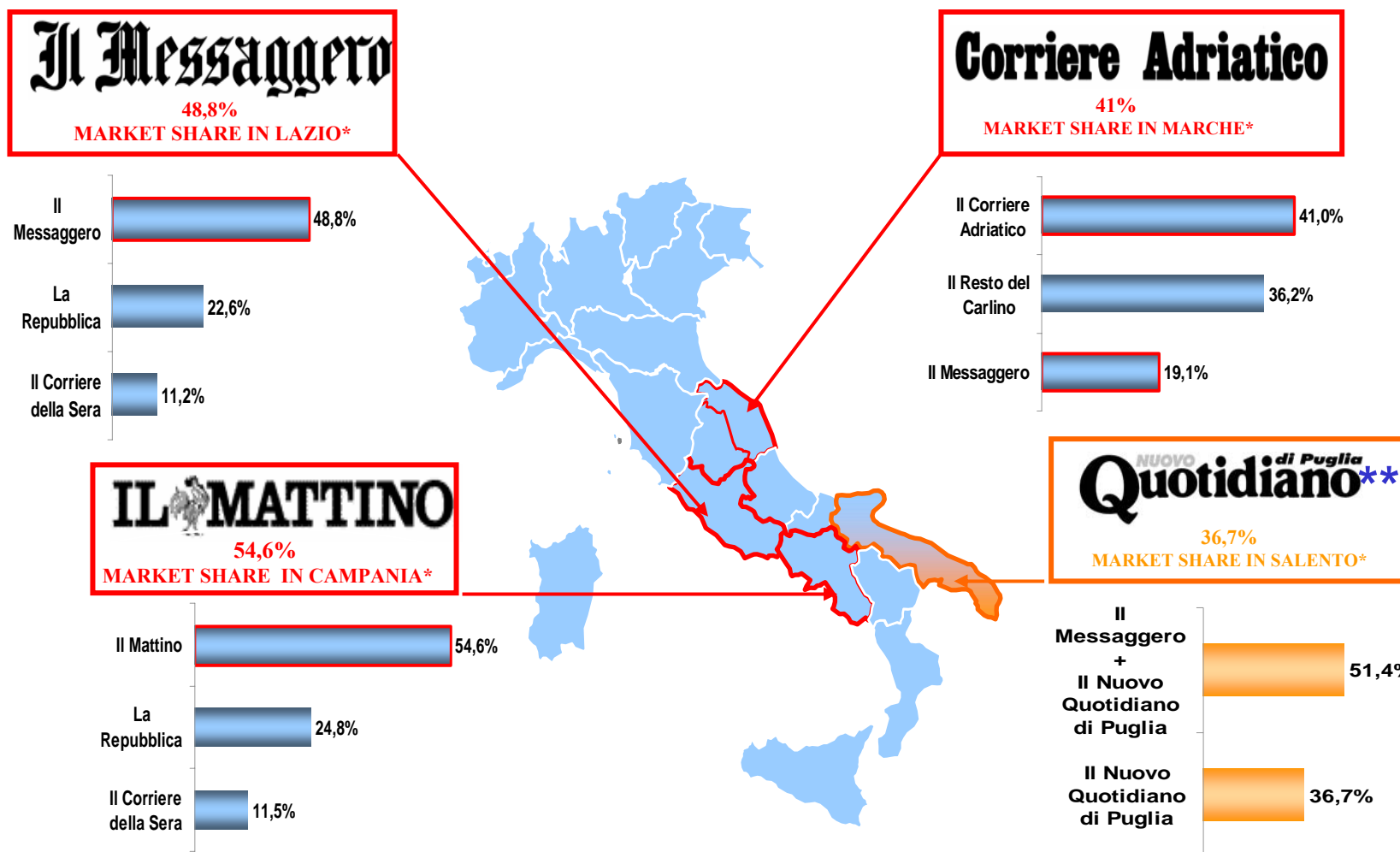
## IL MESSAGGERO AND IL MATTINO ARE AMONGST THE TOP 10 NATIONAL NEWSPAPERS\*



\* Excluding financial and sports daily newspapers - Source: Audipress 2004

# NEWSPAPERS: LOCAL STRENGTH

EACH NEWSPAPER COMMANDS STRONG LOCAL MARKET SHARE \*...

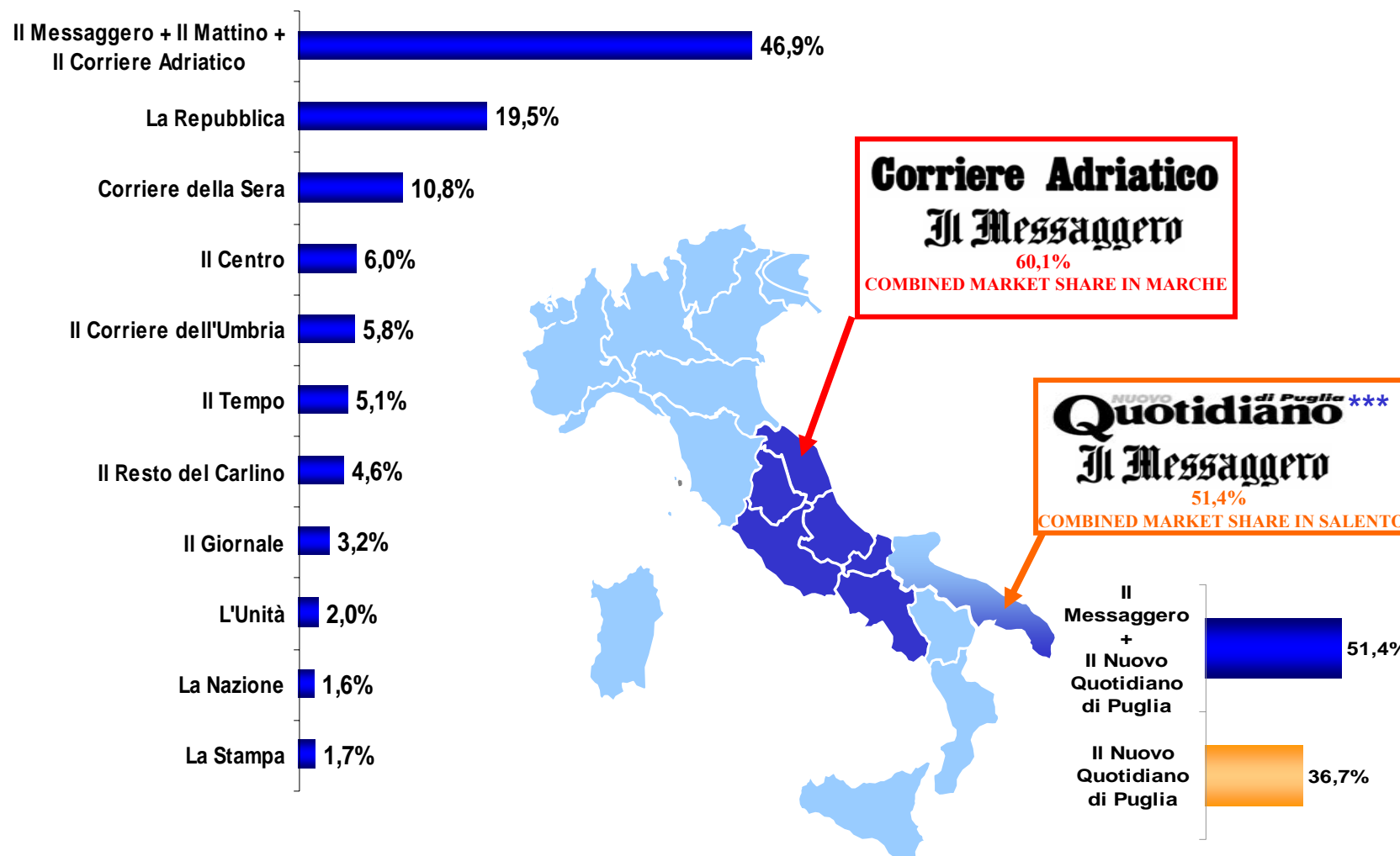


\*Market share calculated on "Audipress population"; Source: Audipress 2004, CED estimates

\*\* Unlike the other Group newspapers, Il Nuovo Quotidiano di Puglia is not a regional newspaper because it is sold only in 3 cities: Lecce, Brindisi and Taranto

## NEWSPAPERS: LOCAL STRENGTH

...BUT COMBINED MARKET SHARE IN THE MACROREGION\* IS UNPARALLELED: 46,9% \*\*



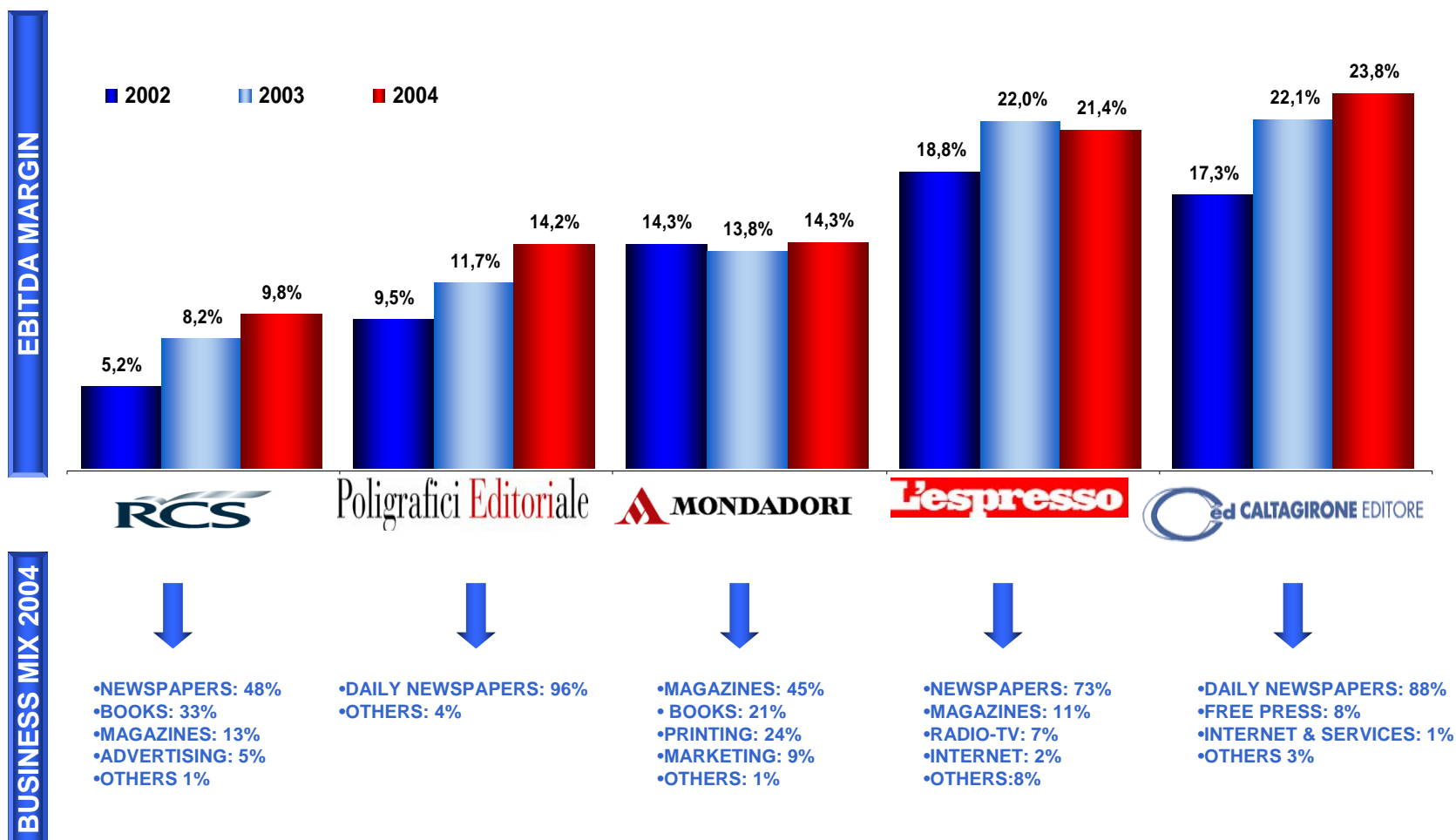
\* The macroregion consists of: Lazio, Campania, Marche, Abruzzo, Umbria and Molise regions

\*\*Il Messaggero, Il Mattino and Il Corriere Adriatico. Source: Audipress 2004, CED estimates

\*\*\* Il Nuovo Quotidiano di Puglia is shown separately because it is sold only in Lecce, Brindisi, Taranto (Salento province).

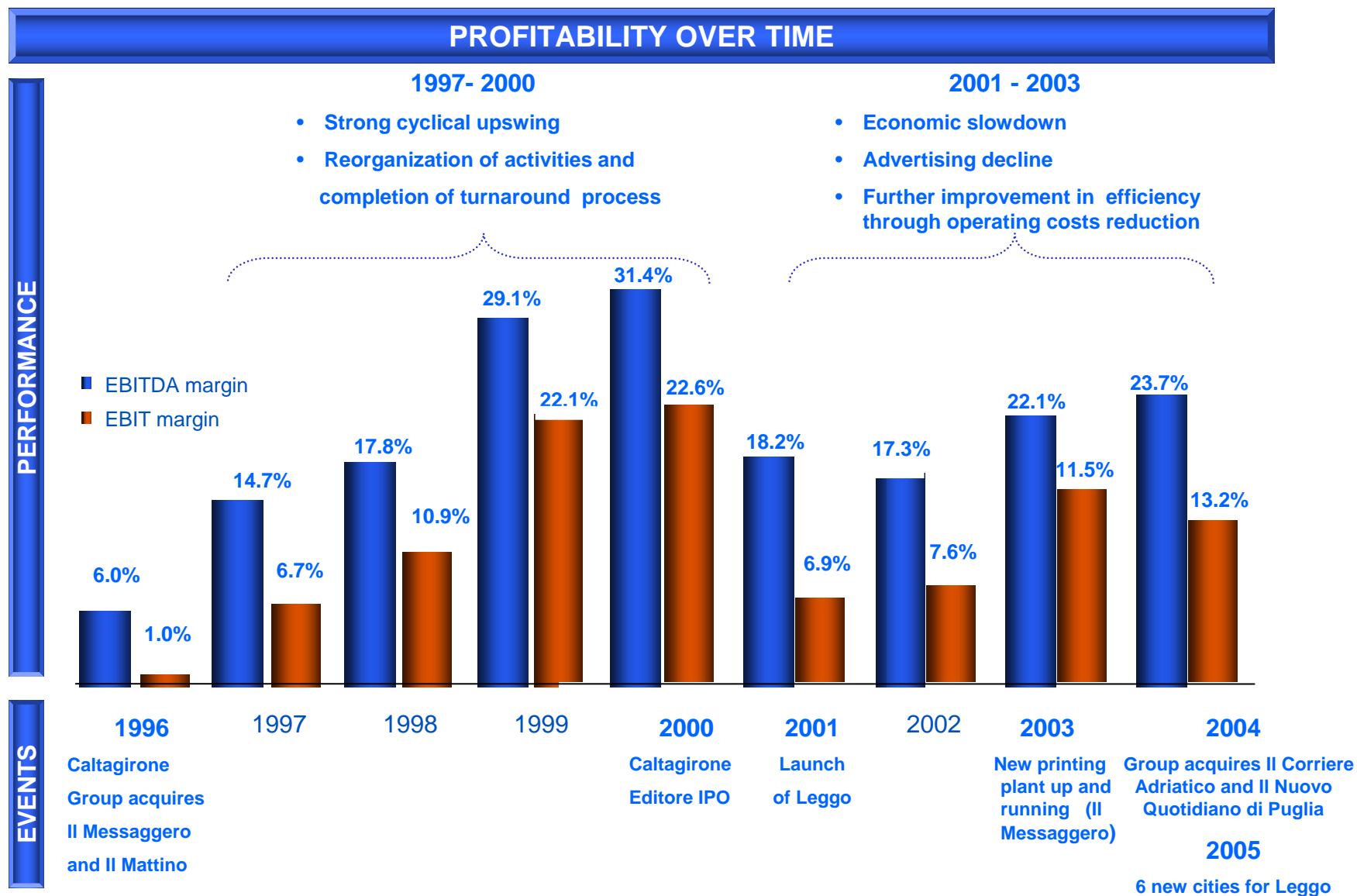
## PROFITABILITY vs QUOTED PEERS

### CALTAGIRONE EDITORE RANKS AS THE MOST PROFITABLE MEDIA GROUP...



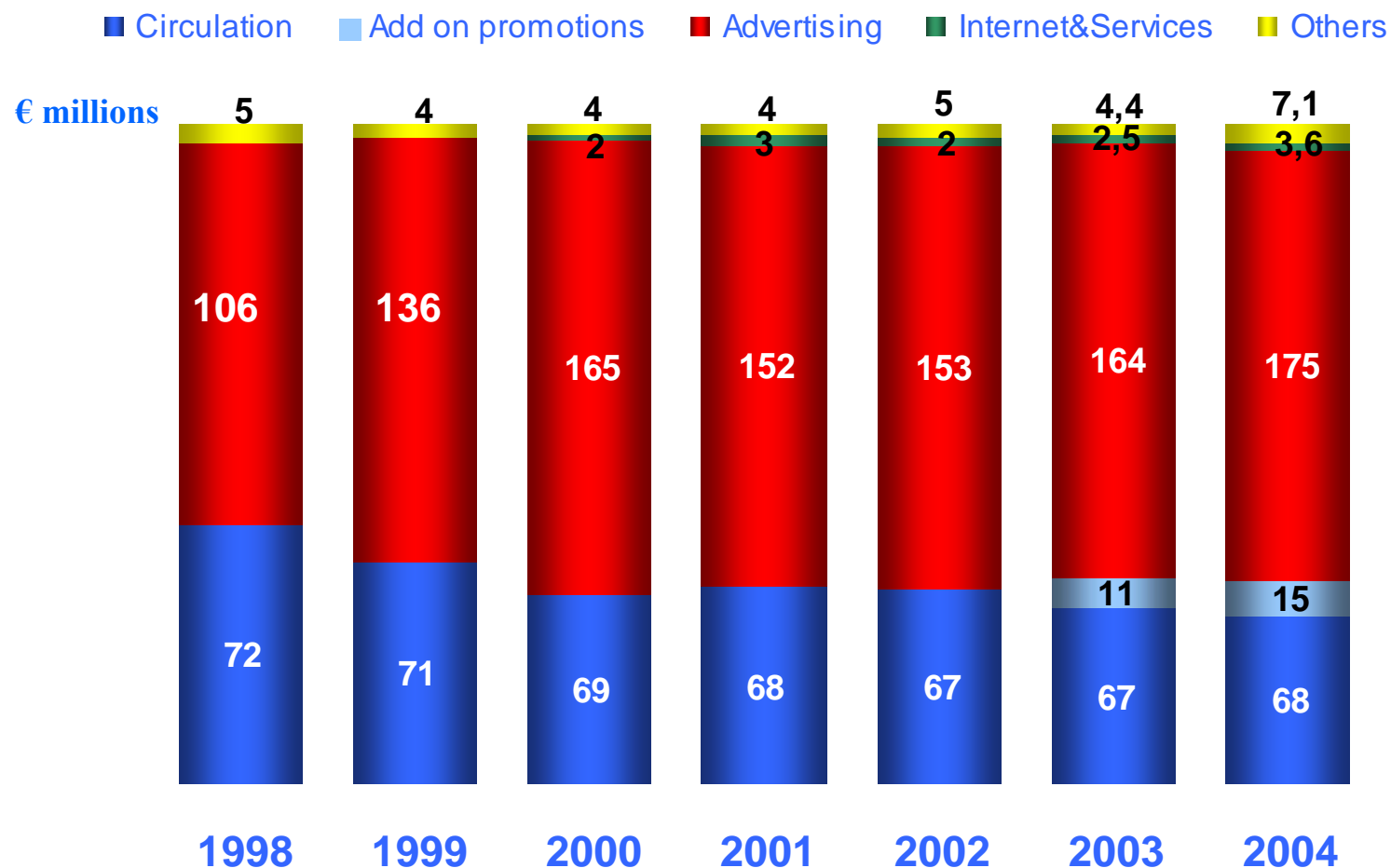
...DESPITE A LESS PROFITABLE BUSINESS MIX

# RECENT HISTORY



## FINANCIALS: REVENUE BREAKDOWN

ADVERTISING IS THE MAIN DRIVER OF GROUP REVENUES





## FINANCIALS: FULL YEAR RESULTS

Profit and Loss Account * (Euro 000)	2004	2003	Δ %	COMMENTS
Circulation	83.367	78.185	6,6%	→ Promotion contributed € 15m to circulation revenue
Advertising	174.939	163.594	6,9%	→ From 1./7/04 "Il Corriere Adriatico" contributed over € 1.9m to Group advertising revenue
Other revenues	10.760	6.922	55,4%	
<b>Total Revenues</b>	<b>269.066</b>	248.701	8,2%	
Raw materials	(25.484)	(28.037)	-9,1%	
Services	(91.072)	(80.877)	12,6%	→ The increase is linked to promotions which soared by about 40% from 2003
Rents, lease and similar costs	(7.050)	(5.083)	38,7%	
Personnel	(79.545)	(77.827)	2,2%	
Other costs	(2.012)	(1.886)	6,7%	
<b>Total Costs</b>	<b>(205.163)</b>	(193.710)	5,9%	
<b>Ebitda</b>	<b>63.903</b>	54.991	16,2%	
D&A	(25.852)	(21.742)	18,9%	→ Full year effect of new printing plants amortisation
Other (costs) revenues	(3.778)	(4.500)	-16,0%	
<b>Ebit</b>	<b>34.273</b>	28.749	19,2%	
Financial result	2.803	3.266	-14,2%	
Net exceptional (loss) income	188	(8.500)	102,2%	→ In 2004 there was no negative impact from extraordinary taxes
<b>Profit before taxes</b>	<b>37.264</b>	23.515	58,5%	
Taxes	(2.679)	4.538	-159,0%	
<b>Profit before minorities</b>	<b>34.585</b>	28.053	23,3%	
Minorities	(3.957)	(2.061)	92,0%	
<b>Net profit</b>	<b>30.628</b>	25.992	17,8%	

\* 2004 results include first time contribution of "Il Corriere Adriatico", acquired on 1.7.2004.

## FINANCIALS: FIRST QUARTER 2005 HIGHLIGHTS

<i>Euro 000</i>	<b>1°Q 2005</b>	<b>1°Q 2004</b>	<b>Δ %</b>
Circulation	20.389	21.957	-7,1%
Advertising	43.769	41.197	6,2%
Other revenues	2.434	1.975	23,2%
<b>Total Revenues *</b>	<b>66.592</b>	<b>65.129</b>	<b>2,2%</b>
Raw materials	(6.584)	(6.321)	4,2%
Services	(20.299)	(22.174)	-8,5%
Rents, lease and similar costs	(1.975)	(1.712)	15,4%
Personnel	(21.765)	(19.270)	12,9%
Other costs	(646)	(384)	68,2%
<b>Total Costs</b>	<b>(51.269)</b>	<b>(49.861)</b>	<b>2,8%</b>
<b>Ebitda</b>	<b>15.323</b>	<b>15.268</b>	<b>0,4%</b>
D&A	(6.899)	(5.924)	16,5%
Other (costs) revenues	(731)	(582)	25,6%
<b>Ebit</b>	<b>7.693</b>	<b>8.762</b>	<b>-12,2%</b>
<b>Pretax</b>	<b>11.005</b>	<b>12.121</b>	<b>-9.2%</b>
<b>Net Income</b>	<b>6.043</b>	<b>5.957</b>	<b>1,4%</b>

→ Lower promotions revenue in Q1-05, matched by lower service costs. New initiatives under way

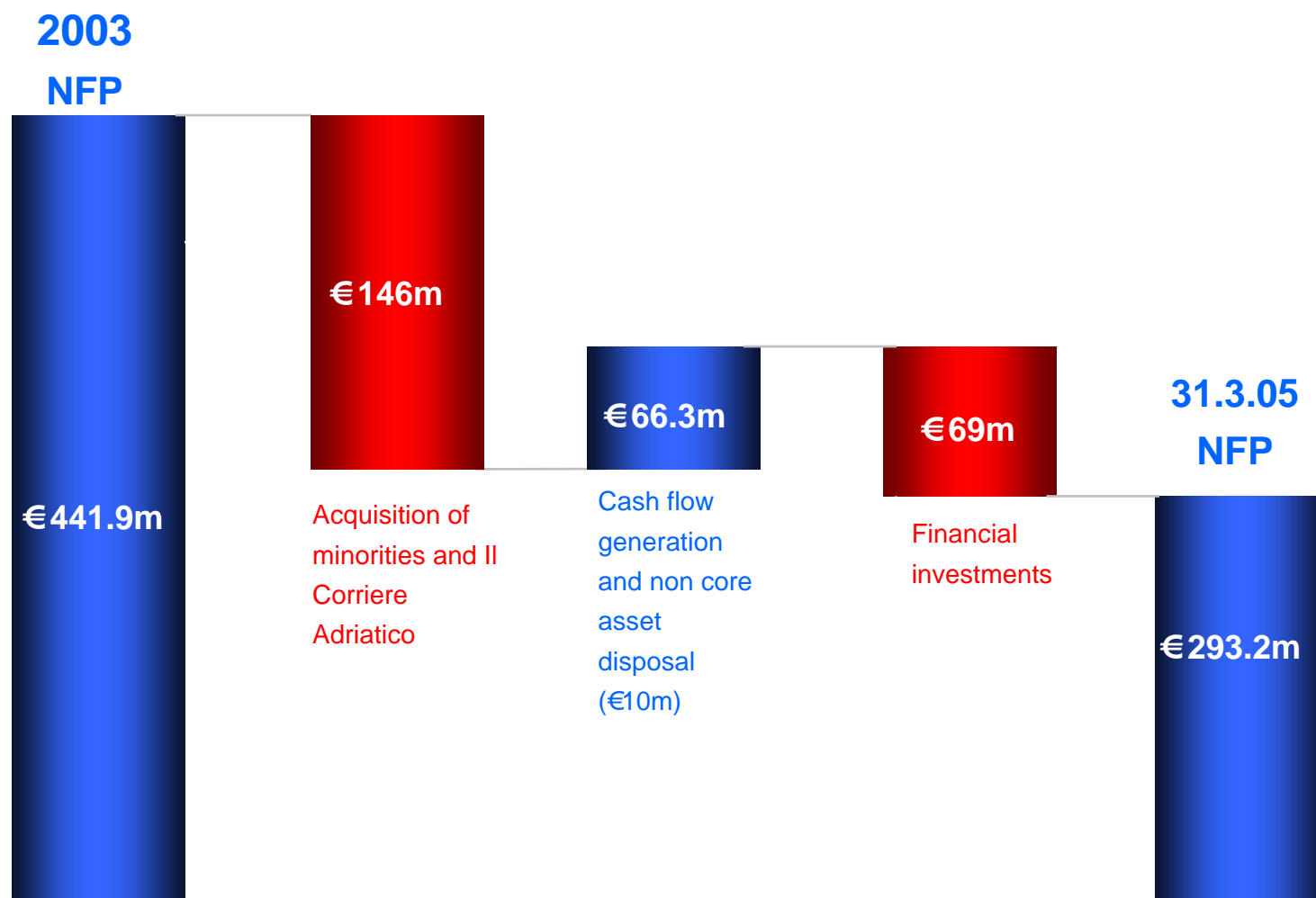
→ First time consolidation of Il Corriere Adriatico contributed € 0.9m to advertising revenue

→ Personnel cost increase is mainly due to the consolidation of Il Corriere Adriatico and to Il Nuovo Quotidiano di Puglia

→ € 2.5m goodwill amortisation charge will disappear when IAS/IFRS rules are applied

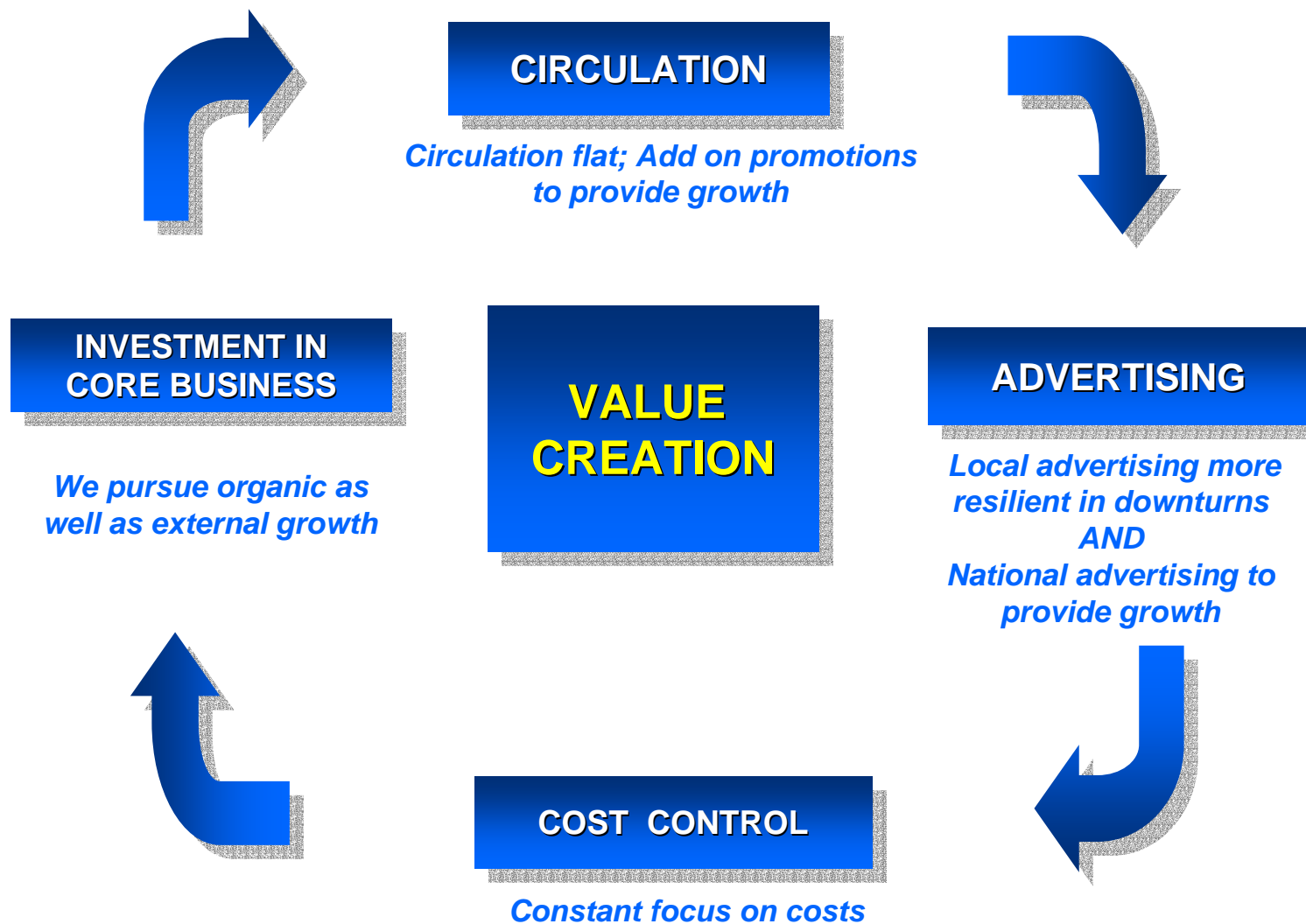
# FINANCIALS

## NET FINANCIAL POSITION



## STRATEGY: GROWTH

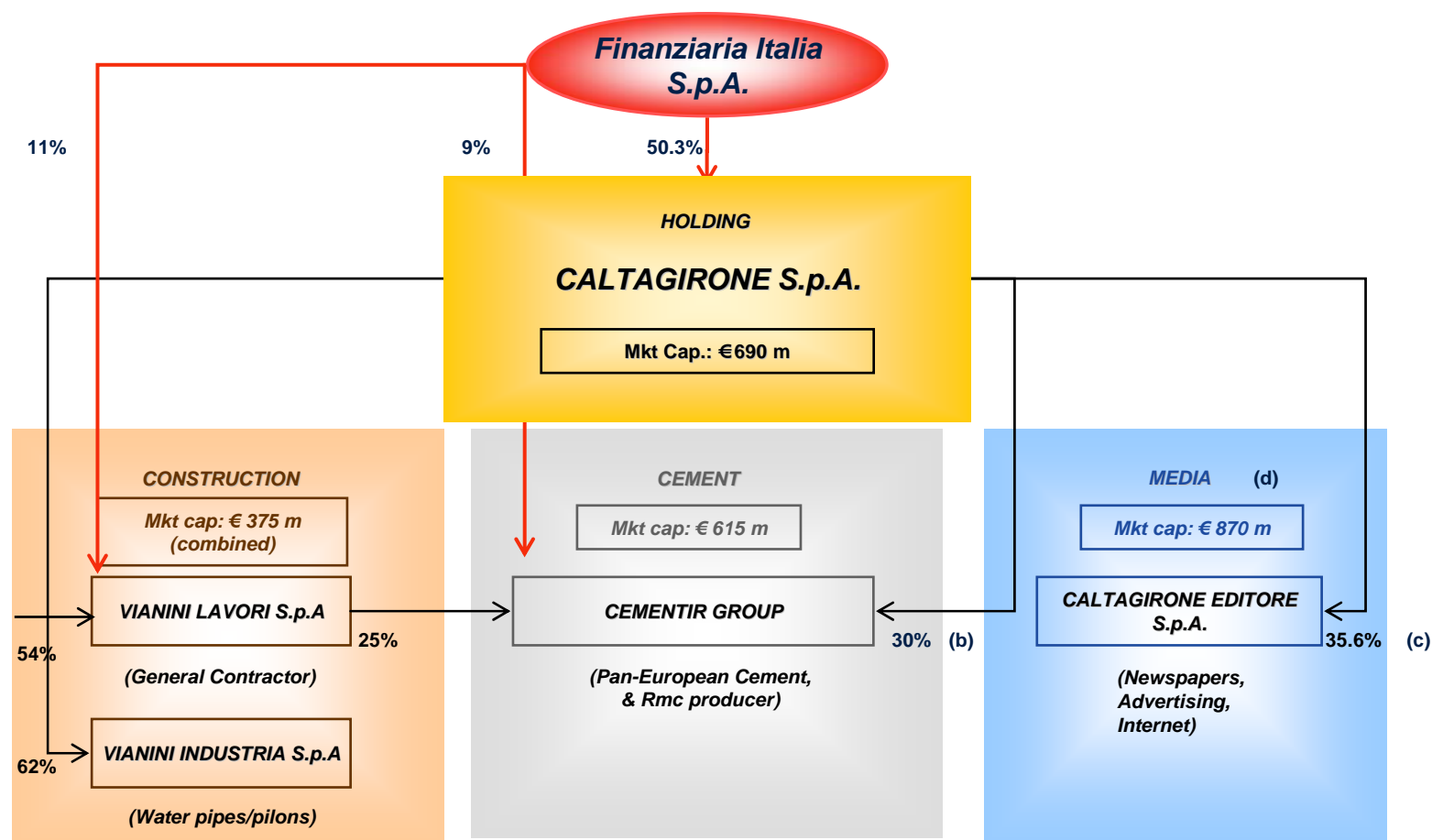
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# APPENDIX

# THE CALTAGIRONE GROUP

- Il Gruppo Caltagirone family-controlled industrial concern with aggregated sales over €1.3 bn (2004) (a)
- Group structure is based on three main activities: Construction, Cement and Media
- The Group holds financial investments in several quoted companies



(a) Including Aalborg Portland and Unicon pro-forma results 2004 for 12 months;

(b) Includes 30% stake held by Mantegna '87 Srl, 100% controlled by Caltagirone S.p.A.;

(c) Directly held by: Capitolium (4.3%), Vianini Lavori (3.6%), Vianini Industria (2.88%), Mantegna (10.36%), Caltagirone Spa (14.4%);

(d) The Caltagirone Family owns directly and/or indirectly another 32.3% of CED SpA.

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