



First Semester 2001 Preliminary Results



Consolidated Profit and Loss Account

<u>€ Million</u>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Advertising	59.7	55.0	8.6%
Circulation	55.8	48.7	14.6%
Others	11.0	12.4	(11.3%)
Total Revenues	126.5	116.1	9.0%
Direct Costs	95.0	78.3	21.4%
Gross Profit	31.5	37.8	(16.8%)
Central Costs	12.8	10.0	28.2%
EBIT	18.7	27.9	(32.9%)
Interest Income (Expense)	(0.4)	(6.9)	NA
Goodwill Amortisation	(6.1)	(5.5)	10.9%
Associated Undertakings	1.3	1.8	(27.4%)
Profit on Ordinary Activities	13.5	17.3	(21.7%)
Extraordinary Results	(1.5)	1.6	NA
Profit before Taxes	12.0	18.9	(36.5%)
Income Taxes	(4.3)	(6.6)	NA
Consolidated Net Income	7.7	12.3	(37.4%)
Cons. Net Income after Minority Interests	7.6	12.2	(37.7%)
Depreciation	5.6	4.3	27.9%
EBITDA	24.3	32.2	(24.7%)
MARGIN GROSS PROFIT/REVENUES	24.9%	32.6%	
MARGIN EBITDA/REVENUES	19.2%	27.7%	
MARGIN EBIT/REVENUES	14.8%	24.0%	

Consolidated Profit and Loss Account - Comments

- Advertising revenues: progressive slowdown, but better performance than the markets (+8.6%, +0.2% without Argentina, -2.0% underlying).
- Circulation: impact of increase in cover prices offsets partially slowdown in circulation levels, highlighting the decrease in "Business and Finance".
- Weaker growth in direct costs (+21.4% vs. +28.1% in 1Q2001). Reasons: restructuring and re-launch in Argentina (+7.6% without Argentina) and other new ventures (+5.8% underlying) and the increase in paper prices of 25%.
- Lower growth rate in central costs (+28.2% vs. +35.1% in 1Q2001) Reasons: implementation of a new corporate organisation as a listed company.
- Interest Income/Expense: includes, among others, € 1.67 million losses from the stake in Sky Point, and in year 2000 € 6.72 million losses from the stake in Vía Digital.
- Goodwill Amortisation: includes € 0.62 million corresponding to Argentina.
- Extraordinary Results: in 2001 includes extraordinary losses from Argentina amounting to € 1.5 million. In 2000 included extraordinary gains of € 1.6 million from the sale of a stake in the holding company "Red de Distribución Editoriales" to Unedisa.

Consolidated Profit and Loss Account excluding Argentina

€ Million	1H2001	1H2000	%Var.
Advertising	55.0	55.0	0.2%
Circulation	54.1	48.7	11.0%
Others	11.0	12.4	(11.7%)
Total Revenues	120.1	116.1	3.5%
Direct Costs	84.2	78.3	7.6%
Gross Profit	35.9	37.8	(5.1%)
Central Costs	12.8	10.0	28.2%
EBIT	23.1	27.9	17.0%
Interest Income (Expense)	(0.3)	(6.9)	NA
Goodwill Amortisation	(6.1)	(5.5)	10.9%
Associated Undertakings	1.3	1.8	(27.4%)
Profit on Ordinary Activities	18.0	17.3	4.1%
Extraordinary Results	0.3	1.6	NA
Profit before Taxes	18.4	18.9	2.9%
Depreciation	5.4	4.3	24.3%
EBITDA	28.5	32.2	(11.4%)
MARGIN GROSS PROFIT/REVENUES	29.9%	32.6%	
MARGIN EBITDA/REVENUES	23.7%	27.7%	
MARGIN EBIT/REVENUES	19.2%	24.0%	

Slowdown of
Advertising
Revenues

Decrease in
margins



Consolidated Underlying Profit and Loss Account

<u>€ Million</u>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Advertising	50.6	51.6	(2.0%)
Circulation	53.9	48.4	11.4%
Others	9.4	9.6	(2.5%)
Total Revenues	113.9	109.6	3.9%
Direct Costs	73.0	69.0	5.8%
Gross Profit	40.8	40.6	0.5%
Central Costs	12.1	9.6	25.4%
EBIT	28.8	31.0	7.2%
Interest Income (Expense)	(0.1)	(6.9)	(98.4%)
Goodwill Amortisation	(6.1)	(5.5)	10.9%
Associated Undertakings	1.3	2.0	(33.6%)
Profit on Ordinary Activities	23.9	20.6	15.8%
Extraordinary Results	0.3	1.6	NA
Profit before Taxes	24.2	22.2	9.1%
Depreciation	4.0	3.5	14.2%
EBITDA	32.8	34.5	5.0%
MARGIN GROSS PROFIT/REVENUES	35.9%	37.1%	(3.2%)
MARGIN EBITDA/REVENUES	28.8%	31.5%	(8.5%)
MARGIN EBIT/REVENUES	25.3%	28.3%	(10.6%)

Increase in Ordinary Profit and consolidated Profit before taxes despite slowdown in Revenues

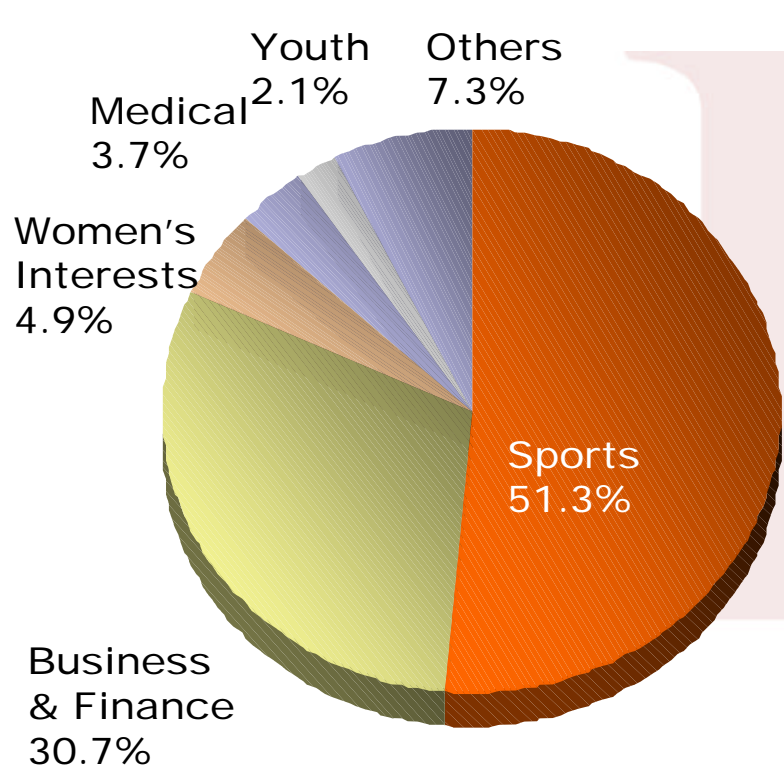
Note: Excludes Radio Marca, Expansión TV, Expansión y Empleo, Ganar.com, Sadei & Mind Opener, and Internet activities. For the very first time the "underlying" account includes Golf Digest and Estadio Deportivo.

Consolidated Cash Flow Statement

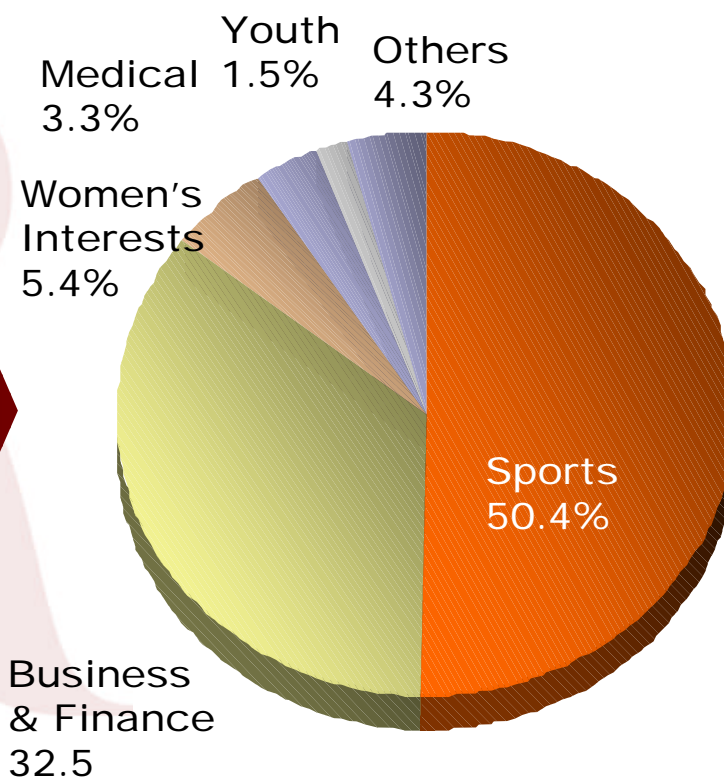
<u>€ Million</u>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Net Income	7.6	12.2	(37.7%)
Depreciation	5.6	4.3	30.2%
Goodwill Amortisation	6.1	5.5	10.9%
Other Adjustments	0.2	4.3	NA
Net cash provided by Operating Activities	19.5	26.3	(25.9%)
Change in Working Capital	(8.9)	(4.9)	81.6%
Net cash provided by Ordinary Activities	10.6	21.3	(50.2%)
Net Capex	(6.3)	(18.9)	NA
Others	0.5	2.0	NA
Net cash used in Investment Activities	(5.8)	(16.9)	(67.7%)
Equity Financing	(1.4)	(0.3)	NA
Net Debt Financing	-	-	
Dividend Payment	(10.5)	0.8	
Net Cash provided by Financing Activities	(11.9)	(0.5)	NA
Net Increase in Cash and Cash Equivalents	(7.1)	(4.9)	NA

Consolidated Balance Sheet

	<u>2001</u> <u>June</u>	<u>2000</u> <u>December</u>
<u>€ Million</u>		
Fixed Assets	198.6	200.7
- Tangible Assets	60.9	63.3
- Intangible Assets	8.8	7.1
- Financial Investments	128.9	130.2
Goodwill on Consolidation	50.5	54.1
Accounts Receivable	53.8	53.9
Stocks	8.2	4.5
Cash and Cash Equivalents	53.3	60.3
Other Assets	3.7	0.9
Total Assets	368.0	374.4
Shareholders' Equity	296.2	300.5
Minority Shareholders	0.5	0.8
Provisions	11.1	8.4
Long-term Liabilities	4.1	6.0
Short-term Liabilities	56.1	58.7
Total Equity and Liabilities	368.0	374.4



Revenues 1H2000



Revenues 1H2001

Circulation
Revenues
compensate for the
decrease in
advertising
revenues

Contention of costs

Remarkable
increase in
underlying Gross
Profit

<u>€ Million</u>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Advertising	20.4	22.1	(7.5%)
Circulation	42.6	36.8	15.9%
Others	0.8	0.8	2.8%
Total Revenues	63.8	59.6	7.1%
Direct Costs	41.2	38.8	6.1%
Gross Profit	22.6	20.8	8.8%
Gross Margin	35.4%	34.9%	
Underlying* Gross Profit	25.0	21.5	16.4%
Underlying Gross Margin	39.7%	36.4%	
Accum. Marca Copy Sales	361,560	371,472	(2.7%)
Accum. Golf Digest Copy Sales	13,580	12,493	8.7%
Last Month Page Views (000)	63,887	47,063	35.7%

* Note: Excludes Radio Marca and Marca. com.



Business and Finance Area

				EXCLUDING ARGENTINA		
	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
<u>€ Million</u>						
Advertising	28.1	21.9	28.3%	23.5	21.9	7.1%
Circulation	11.5	10.3	11.4%	9.8	10.3	(5.3%)
Others	4.8	3.4	39.2%	4.7	3.4	37.9%
Total Revenues	44.4	35.7	24.4%	38.0	35.7	6.5%
Direct Costs	39.9	26.0	53.4%	29.1	26.0	11.8%
Gross Profit	4.5	9.7	(53.4%)	8.9	9.7	(7.7%)
Gross Margin	10.2%	27.1%		23.5	27.1	
Underlying* Gross Profit	10.7	11.8	(9.0%)			
Underlying Gross Margin	32.6%	36.8%				
Accum. Copy Sales Expansion	56,820	66,919	(15.1%)			
Accum. Copy Sales Act. Economica	21,241	22,954	(7.5%)			
Accum. Copy Sales ganar.com	11,801	16,811	(29.8%)			
Last month Pag. Views Expdir (000)	21,910	11,636	88.3%			
Last month Pag. Views Ex&Em. (000)	1,801	NA	NA			
Last month Pag. Views Ganar.com	1,271	881	44.3%			

Strong growth in Revenues and descent of the Gross Profit

* Note: Excludes Expansion TV, Expansion y Empleo, Sadei & Mind Opener, Ganar.com and Expansiondirecto.com

General Interest Area- Profit and Loss Account of Unedisa

Growth of
revenues

Worsening of
Profit: losses
from associated
undertakings and
extraordinary
items

	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
<u>€ Million</u>			
Revenues	123.4	117.9	4.7%
Operating Expenses	117.4	110.7	6.1%
EBIT	6.0	7.2	(17.1%)
Interest Income (Expense)	(0.8)	(0.1)	NA
Goodwill Amortisation	(0.2)	(0.2)	NA
Associated Undertakings	(1.7)	0.0	NA
Profit On Ordinary Activities	3.3	6.9	(52.2%)
Extraordinary Results	(0.2)	(0.1)	192.9%
Consolidated Profit before Taxes	3.1	6.8	(54.6%)
Depreciation	5.3	4,3	21.6%
EBITDA	11.2	11,5	(2.6%)
Aver. Daily Copy Sales El Mundo	326,000	305,000	6.9%
Last Month Page Views	68,000	26,470	156.9%

Womens' Interest Area

	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
<u>€ Million</u>			
Advertising	5.1	4.2	20.3%
Circulation	1.7	1.5	13.0%
Others	0.1	0.0	
Total Revenues	6.8	5.7	19.4%
Direct Costs	5.0	4.1	24.1%
Gross Profit	1.8	1.6	7.8%
Gross Margin	26.0%	28.8%	
Underlying* Gross Profit	2.1	1.7	21.1%
Underlying Gross Margin	31.1%	30.2%	
Accum. Copy Sales TELVA	137,410	121,173	13.4%
Last Month Page Views (000)	2,310	NA	

Strong increase in Revenues and Profits

Improvement in margins

* Note: Excludes estarguapa.com

Medical and Youth Areas

Maintenance of Advertising Revenues in Medical

Worsening of margins in both areas

<u>€ Million</u>	<i>MEDICAL</i>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Advertising		4.2	4.2	(1.3%)
Circulation		0.0	0.0	2.2%
Others		0.0	0.0	NA
<i>Total Revenues</i>		<i>4.2</i>	<i>4.3</i>	<i>(1.1%)</i>
Direct Costs		3.4	2.8	20.8%
<i>Gross Profit</i>		<i>0.8</i>	<i>1.5</i>	<i>(42.8%)</i>
Gross Margin		19.9%	34.4%	
Underlying* Gross Profit		1.2	1.6	(23.1%)
Underlying Gross Margin		29.4%	37.0%	
<u>€ Million</u>	<i>YOUTH</i>	<u>1H2001</u>	<u>1H2000</u>	<u>%Var.</u>
Advertising		1.9	2.4	(21.4%)
Circulation		0.0	0.0	(4.0%)
Others		0.0	0.0	29.2%
<i>Total Revenues</i>		<i>1.9</i>	<i>2.4</i>	<i>(21.3%)</i>
Direct Costs		1.9	1.8	7.5%
<i>Gross Profit</i>		<i>0.0</i>	<i>0.6</i>	<i>(104.6%)</i>
Gross Margin		(1.5%)	25.6%	
Underlying* Gross Profit		0.1	0.6	NA
Underlying Gross Margin		3.3%	25.8%	

* Note: Excludes Onda Salud, Diario Médico and tuGUEb.com



R

www.recoletos.es