

A large, stylized letter 'R' in a dark red color. The 'R' is composed of a solid dark red part on the left and a lighter, semi-transparent part on the right that overlaps with the text below. The font is a classic serif typeface.

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RECOLETOS

Preliminary Results  
Third Quarter 2004  
(January-September)



## Consolidated Profit and Loss Account

€Millions	9M2003	9M2004	% Var.
Advertising	70,53	82,92	17,6%
Copy sales	85,94	89,90	4,6%
Other	16,88	25,27	49,7%
<b>Total Revenues</b>	<b>173,36</b>	<b>198,09</b>	<b>14,3%</b>
<b>Direct Costs</b>	<b>130,03</b>	<b>156,91</b>	<b>20,7%</b>
<b>Gross Profit</b>	<b>43,33</b>	<b>41,19</b>	<b>(5,0)%</b>
Central Costs	18,21	19,46	6,8%
<b>EBIT</b>	<b>25,12</b>	<b>21,73</b>	<b>(13,5)%</b>
Interest Income	3,65	2,88	(21,1)%
Goodwill Amortization	(1,12)	(0,82)	(27,0)%
Associated Undertakings	1,46	1,97	34,8%
<b>Profit on Ordinary Activities</b>	<b>29,11</b>	<b>25,76</b>	<b>(11,5)%</b>
Extraordinary Results	46,77	(0,04)	NA
<b>Consolidated Result Before Taxes</b>	<b>75,88</b>	<b>25,72</b>	<b>(66,1)%</b>
Taxes	(27,87)	(6,91)	(75,2)%
<b>Consolidated Result</b>	<b>48,00</b>	<b>18,81</b>	<b>(60,8)%</b>
Depreciation	7,81	7,84	0,4%
<b>EBITDA</b>	<b>32,93</b>	<b>29,57</b>	<b>(10,2)%</b>
<b>Gross Profit Margins (%)</b>	<b>25,0%</b>	<b>20,8%</b>	<b>(16,8)%</b>
<b>EBITDA Margins (%)</b>	<b>19,0%</b>	<b>14,9%</b>	<b>(21,4)%</b>
<b>EBIT Margins (%)</b>	<b>14,5%</b>	<b>11,0%</b>	<b>(24,3)%</b>



## Profit and Loss Account ex-Meximerica

€Millions	9M2003	9M2004	% Var.
Advertising	70,53	82,84	17,4%
Copy sales	85,94	89,89	4,6%
Other	16,88	25,27	49,7%
<b>Total Revenues</b>	<b>173,36</b>	<b>197,99</b>	<b>14,2%</b>
<b>Direct Costs</b>	<b>130,03</b>	<b>150,88</b>	<b>16,0%</b>
<b>Gross Profit</b>	<b>43,33</b>	<b>47,11</b>	<b>8,7%</b>
Central Costs	18,21	19,46	6,8%
<b>EBIT</b>	<b>25,12</b>	<b>27,65</b>	<b>10,1%</b>
Depreciation	7,81	7,81	(0,0)%
<b>EBITDA</b>	<b>32,93</b>	<b>35,46</b>	<b>7,7%</b>
<b>Gross Profit Margins (%)</b>	<b>25,0%</b>	<b>23,8%</b>	<b>(4,8)%</b>
<b>EBITDA Margins (%)</b>	<b>19,0%</b>	<b>17,9%</b>	<b>(5,7)%</b>
<b>EBIT Margins (%)</b>	<b>14,5%</b>	<b>14,0%</b>	<b>(3,6)%</b>



## Consolidated Profit and Loss Account- Comments

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- Advertising Revenues: Overall (+17.6%). We highlight very strong results for Sports (+23.2%) and Women's Interest (+38.2%), and a good performance in Business and Finance (+5.3%).
- Circulation: Overall (+4.6%) Expansión's circulation increases (+1.8%) and its cover price increased to 1.50€ on February 26<sup>th</sup>. Marca's circulation falls slightly (-1.6%) and its price increased to €0,95 on June 9<sup>th</sup>. Telva circulation continues to grow (+3.5%). Consolidation of new launches (Marca Motor, NBA and Única).
- Other revenues: Include Last Lap and good performance of the Conference and Training division, MarcaMedia, Comercio Marca as well as Recoprint and Novomedia.
- Increase in Direct Costs ex-Meximerica (+16.0%) and Central Costs (+6.8%) due primarily to new product launches and investments in existing products.
- Launch of Rumbo (published by Meximerica) in San Antonio and Houston in the 3Q. EBITDA loss of €5.89 million at Meximerica.



## Consolidated Cash Flow Statement

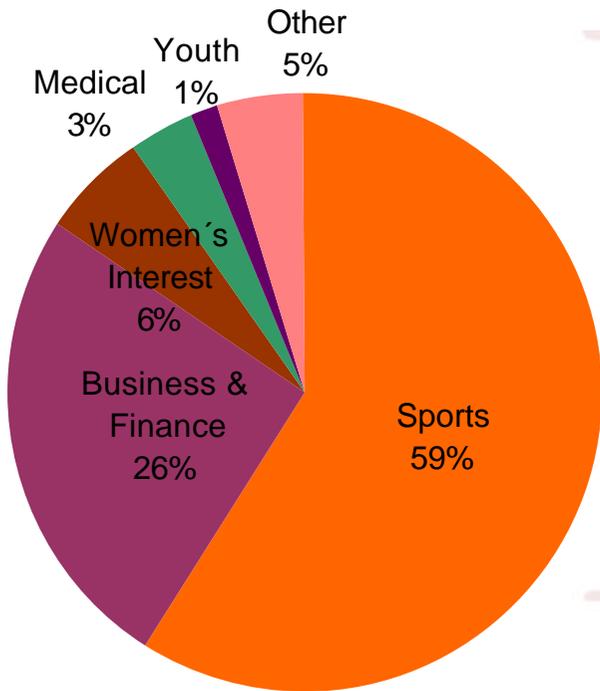
€Millions	9M2003	9M2004	% Var.
Net income after minorities	48,00	18,81	(0,61 )
Depreciation	7,67	7,85	0,02
Goodwill Amortisation	1,09	0,81	(0,26 )
Provisions related to fixed Assets	(0,59 )	0,53	NA
Other adjustments	(48,50 )	1,97	NA
<b>Net cash provided by Operating Activities</b>	<b>7,68</b>	<b>29,99</b>	<b>NA</b>
Change in Working Capital	19,07	(11,96 )	NA
Net Capex	63,22	(10,64 )	NA
<b>Net cash used in Investment Activities</b>	<b>82,29</b>	<b>(22,60 )</b>	<b>NA</b>
Dividend Payment	(5,87 )	(8,74 )	0,49
Other movements	0,57	1,09	0,93
<b>Net Cash provided by Financing Activities</b>	<b>(5,30 )</b>	<b>(7,65 )</b>	<b>0,44</b>
<b>Net Increase in Cash and Cash Equivalents</b>	<b>84,66</b>	<b>(0,26 )</b>	<b>NA</b>



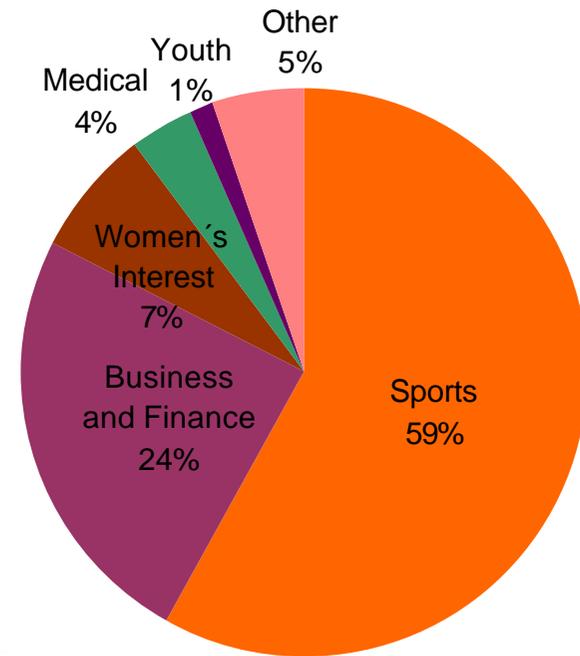
## Consolidated Balance Sheet

€Millions	December 2003	September 2004
Fixed Assets	94,48	94,13
-Tangible Assets	63,93	62,41
-Intangible Assets	4,49	5,82
-Financial investments	26,06	25,90
Goodwill on consolidation	19,27	19,63
Accounts receivable	54,52	58,99
Stocks	5,09	6,42
Cash and cash equivalents	196,29	196,03
Other Assets	2,75	4,02
<b>Total Assets</b>	<b>372,41</b>	<b>379,22</b>
Shareholder's Equity	270,41	280,45
Minority Shareholders	1,47	2,12
Provisions	11,58	12,48
Long-term liabilities	2,56	2,66
Short-term liabilities	86,39	81,51
<b>Total liabilities and Shareholder's Equity</b>	<b>372,41</b>	<b>379,22</b>

•Includes SIMCAV (Investment Trust) investment of €33.66 MM on December 2003 and September 2004



Revenues 9M2003



Revenues 9M2004

### COMMENTS:

- Very strong increase in advertising
- Increase in Marca cover price from €0,90 to €0,95
- Important increase in Other revenues (Last Lap, MarcaMedia, Comercio Marca)
- Increase in costs due to new launches (Marca Motor and NBA Magazine)

€Millions	9M2003	9M2004	% Var.
Advertising	29,82	36,73	23,2%
Copy sales	69,70	70,80	1,6%
Other	2,47	7,62	NA
<b>Total Revenues</b>	<b>102,00</b>	<b>115,15</b>	<b>12,9%</b>
<b>Direct Costs</b>	<b>65,78</b>	<b>75,48</b>	<b>14,8%</b>
<b>Gross Profit</b>	<b>36,22</b>	<b>39,67</b>	<b>9,5%</b>
<b>Gross Profit</b>	<b>35,5%</b>	<b>34,4%</b>	<b>(3,0)%</b>

Acumulated Marca Copy Sales	389.838	383.521	(1,6)%
Acumulated Golf Digest Copy Sales	14.238	13.981	(1,8)%
Acumulated Marca Motor Copy Sales	NA	68.106	NA
Acumulated NBA Magazine Copy Sales	NA	18.855	NA
Acumulated Estadio Deportivo Copy Sale	7.201	6.401	(11,1)%
Marca.com Unique users	NA	2.520.831	NA

### COMMENTS:

- Good performance of advertising revenues
- Increase in Expansión copy sales
- Growth in other revenues (Conferences)
- Increase in costs due to re-launch of Expansión

€Millions	9M2003	9M2004	% Var.
Advertising	25,24	26,58	5,3%
Copy sales	13,11	14,58	11,2%
Other	5,88	6,91	17,5%
<b>Total Revenues</b>	<b>44,22</b>	<b>48,06</b>	<b>8,7%</b>
<b>Direct Costs</b>	<b>43,01</b>	<b>45,89</b>	<b>6,7%</b>
<b>Gross Profit</b>	<b>1,21</b>	<b>2,17</b>	<b>79,6%</b>
<b>Gross Profit</b>	<b>2,7%</b>	<b>4,5%</b>	<b>65,2%</b>
<b>Acumulated Expansión Copy Sales</b>	<b>45.453</b>	<b>46.257</b>	<b>1,8%</b>
<b>Acumulated Actualidad Copy Sales</b>	<b>20.965</b>	<b>21.104</b>	<b>0,7%</b>
<b>Expansión.com Unique users</b>	<b>NA</b>	<b>249.109</b>	<b>NA</b>
<b>Expansión&amp;Empleo.com Unique users</b>	<b>NA</b>	<b>200.338</b>	<b>NA</b>

### COMMENTS:

- Remarkable increase in advertising
- Launch of Única
- Increase in Telva copy sales
- Higher costs due to Única launch

€Millions	9M2003	9M2004	% Var.
Advertising	7,26	10,03	38,2%
Copy sales	2,99	4,42	47,7%
Other	0,15	0,09	(43,3)%
<b>Total Revenues</b>	<b>10,40</b>	<b>14,53</b>	<b>39,7%</b>
<b>Direct Costs</b>	<b>7,97</b>	<b>14,05</b>	<b>76,2%</b>
<b>Gross Profit</b>	<b>2,43</b>	<b>0,48</b>	<b>(80,1)%</b>
<b>Gross Profit</b>	<b>23,3%</b>	<b>3,3%</b>	<b>(85,8)%</b>
<b>Acumulated Telva Copy Sales</b>	<b>161.281</b>	<b>166.914</b>	<b>3,5%</b>
<b>Acumulated Única Copy Sales</b>	<b>NA</b>	<b>199.753</b>	<b>NA</b>
<b>estarguapa.com unique users</b>	<b>NA</b>	<b>352.352</b>	<b>NA</b>

### COMMENTS:

- Excellent performance of advertising in Medical
- Advertising growth in Youth

### MEDICAL

€Millions	9M2003	9M2004	% Var.
Advertising	5,85	7,03	20,1%
Copy sales	0,05	0,05	(2,0)%
Other	0,02	0,02	20,0%
<b>Total Revenues</b>	<b>5,92</b>	<b>7,10</b>	<b>19,9%</b>
<b>Direct Costs</b>	<b>5,14</b>	<b>5,95</b>	<b>15,9%</b>
<b>Gross Profit</b>	<b>0,78</b>	<b>1,15</b>	<b>46,4%</b>
<b>Gross Profit</b>	<b>13,1%</b>	<b>16,2%</b>	<b>23,0%</b>
<b>Diariomedico.com Unique users</b>	<b>NA</b>	<b>751000</b>	<b>NA</b>

### YOUTH

€Millions	9M2003	9M2004	% Var.
Advertising	2,37	2,47	4,5%
Copy sales	0,09	0,04	(54,3)%
Other	0,03	0,01	(61,3)%
<b>Total Revenues</b>	<b>2,49</b>	<b>2,53</b>	<b>1,5%</b>
<b>Direct Costs</b>	<b>2,34</b>	<b>2,31</b>	<b>(1,5)%</b>
<b>Gross Profit</b>	<b>0,15</b>	<b>0,22</b>	<b>49,3%</b>
<b>Gross Profit</b>	<b>5,8%</b>	<b>8,7%</b>	<b>49,7%</b>



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