

A large, stylized, red letter 'R' logo. The letter is bold and has a classic serif font style. It is positioned on the left side of the slide. A faint, light-colored shadow of the same letter 'R' is visible behind it, extending to the right and slightly downwards.

R

RECOLETOS

Preliminary Results  
First Quarter 2004  
(January-March)



## Consolidated Profit and Loss Account

	1Q2004	1Q2003	%Var.
<b>€ Million</b>			
Advertising	24.06	23.70	1.5%
Circulation	26.26	26.99	(2.7)%
Others	7.71	5.08	51.6%
<b>Total Revenues</b>	<b>58.03</b>	<b>55.78</b>	<b>4.0%</b>
Direct Costs	45.92	41.79	9.9%
<b>Gross Profit</b>	<b>12.11</b>	<b>13.99</b>	<b>(13.4)%</b>
Central Costs	6.31	6.00	5.2%
<b>EBIT</b>	<b>5.80</b>	<b>7.99</b>	<b>(27.4)%</b>
Interest Income (Expense)	(0.70)	0.92	--
Goodwill Amortisation	(0.26)	(0.36)	(28.9)%
Associated Undertakings	0.60	0.46	31.0%
<b>Profit on Ordinary Activities</b>	<b>5.43</b>	<b>9.01</b>	<b>(39.7)%</b>
Extraordinary Results	0.14	46.76	--
<b>Profit before Taxes</b>	<b>5.58</b>	<b>55.76</b>	<b>(90.0)%</b>
Income Taxes	(1.20)	(7.45)	--
<b>Consolidated Net Income</b>	<b>4.37</b>	<b>48.32</b>	<b>(90.9)%</b>
Depreciation	2.57	2.69	(4.4)%
<b>EBITDA</b>	<b>8.37</b>	<b>10.68</b>	<b>(21.6)%</b>
<b>MARGIN GROSS PROFIT/REVENUES</b>	<b>20.9%</b>	<b>25.1%</b>	
<b>MARGIN EBITDA/REVENUES</b>	<b>14.4%</b>	<b>19.1%</b>	
<b>MARGIN EBIT/REVENUES</b>	<b>10.0%</b>	<b>14.3%</b>	



## Consolidated Profit and Loss Account- Comments

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- Advertising Revenues: Improved advertising market in the first two months of the year but significant deterioration in March (1Q04 +1.5%). We highlight: Sports (+1.4%), another excellent quarter for the Women's Interest Division (+10.8%), Business and Finance (-1.0% vs. -2.3% in 2003).
- Circulation: Decline in revenues (-2.7%) due mainly to Marca's fall in circulation (-7.1%). Expansión's circulation increases (+2.8%) and its cover price increases to 1.50€ since February 26<sup>th</sup>. Telva circulation is up (+1.1%).
- Other revenues: Include Last Lap and good performance of the Conference and Training division as well as Recoprint (third party printing) and Novomedia (advertising agency)
- Increase in Direct Costs (+9.9%) and Central Costs (+5.2%) due to new launches and re-launch of Expansión.



## Consolidated Cash Flow Statement

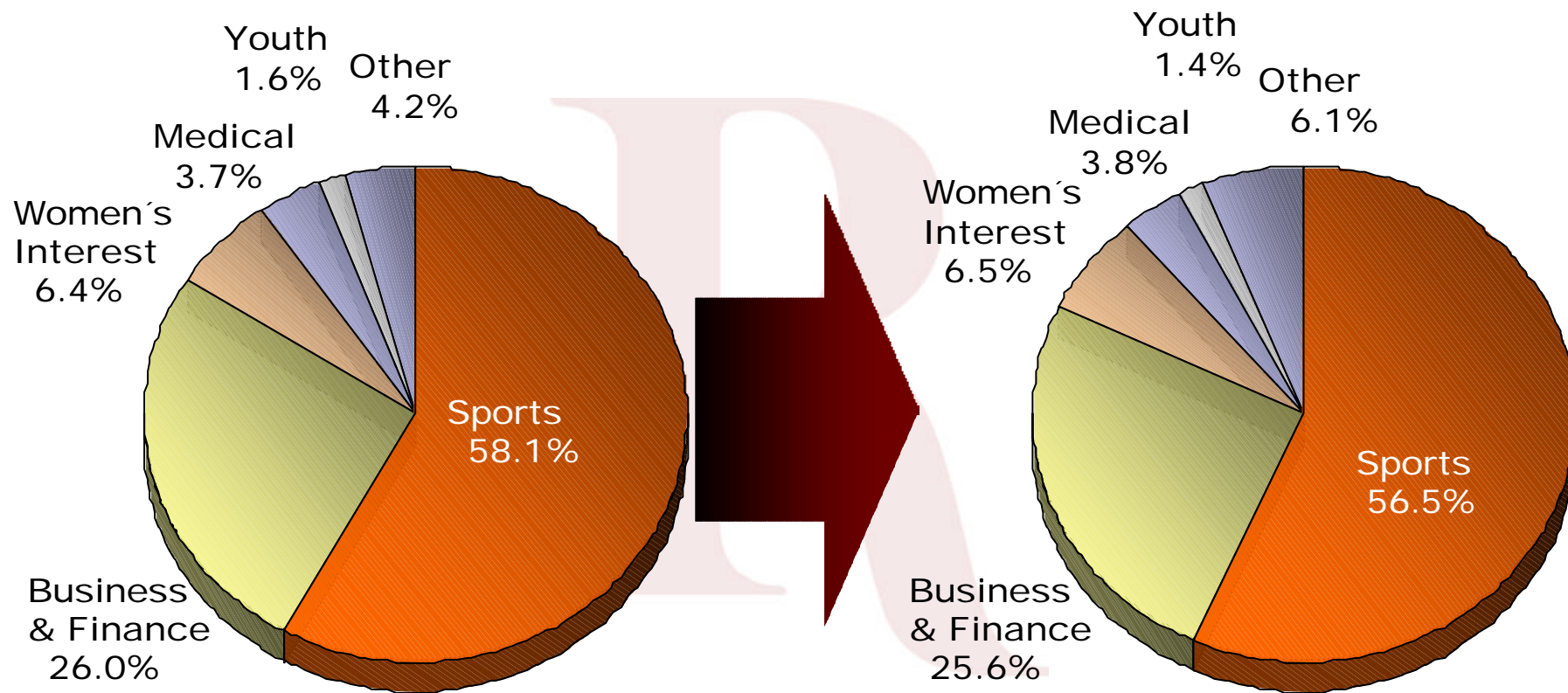
	1Q2004	1Q2003	%Var.
<b>€Million</b>			
Net Income after Minorities	4.34	48.32	(91.0)%
Taxes, Sale of Unedisa	--	7.45	--
Depreciation	2.58	2.69	(4.0)%
Goodwill Amortisation	0.26	0.36	(28.8)%
Provisions related to fixed Assets	0.86	0.05	--
Other Adjustments	(0.73)	(47.56)	(98.5)%
<b>Net cash provided by Operating Activities</b>	<b>7.31</b>	<b>11.32</b>	<b>(35.4)%</b>
Change in Working Capital	(17.96)	(5.18)	--
Net Capex	(1.15)	77.55	--
<b>Net cash used in Investment Activities</b>	<b>(19.11)</b>	<b>72.37</b>	<b>(126.4)%</b>
Equity Financing	0.00	0.00	--
Net Debt Financing	0.00	0.00	--
Dividend Payment	0.00	0.00	--
Others Shareholders' Equity	0.00	(0.17)	--
<b>Net Cash provided by Financing Activities</b>	<b>0.00</b>	<b>(0.17)</b>	<b>--</b>
<b>Net Increase in Cash and Cash Equivalents</b>	<b>(11.79)</b>	<b>83.52</b>	<b>--</b>



## Consolidated Balance Sheet

	2003 December	2004 March
<b><u>€Million</u></b>		
Fixed Assets	94.48	95.32
- Tangible Assets	63.93	62.31
- Intangible Assets	4.49	4.48
- Financial Investments	26.06	28.53
Goodwill on Consolidation	19.27	19.01
Accounts Receivable	54.52	57.68
Stocks	5.09	6.97
Cash and Cash Equivalents *	196.29	184.51
Other Assets	2.75	3.99
<b><i>Total Assets</i></b>	<b><i>372.41</i></b>	<b><i>367.48</i></b>
Shareholders' Equity	270.41	276.06
Minority Shareholders	1.47	1.49
Provisions	11.58	12.42
Long-term Liabilities	2.56	2.56
Short-term Liabilities	86.39	74.95
<b><i>Total Equity and Liabilities</i></b>	<b><i>372.41</i></b>	<b><i>367.48</i></b>

\*Includes for March 2004 €33,83 million and for December 2003 €33.69 million SIMCAV investment



Revenues 1Q2003

Revenues 1Q2004

### COMMENTS:

- Increase in revenues
- Decrease in MARCA copy sales
- Increase in costs due to new launches: Marca Motor and NBA Magazine

	1Q2004	1Q2003	%Var.
<b>€Million</b>			
Advertising	10.21	10.07	1.4%
Circulation	20.58	21.53	(4.4)%
Others	1.99	0.81	146.7%
<b>Total Revenues</b>	<b>32.78</b>	<b>32.40</b>	<b>1.2%</b>
Direct Costs	22.56	21.05	7.2%
<b>Gross Profit</b>	<b>10.23</b>	<b>11.35</b>	<b>(9.9)%</b>
Gross Margin	31.2%	35.0%	
Accum. Marca Copy Sales	351,833	378,911	(7.1)%
Accum. Golf Digest Copy Sales	16,297	16,198	0.6%
Last Month Page Views (000)	207,222	145,174	42.7%

- COMMENTS:**
- Difficult advertising market
  - Increase in Expansión copy sales
  - Increase in Expansión cover price up to €1.50 (February 26)

	1Q2004	1Q2003	%Var.
<b>€Million</b>			
Advertising	8.04	8.12	(1.0)%
Circulation	4.73	4.45	6.2%
Others	2.11	1.91	10.4%
<b>Total Revenues</b>	<b>14.88</b>	<b>14.49</b>	<b>2.7%</b>
Direct Costs	14.67	14.08	4.2%
<b>Gross Profit</b>	<b>0.21</b>	<b>0.41</b>	<b>(48.3)%</b>
Gross Margin	1.4%	2.9%	
Accum. Copy Sales Expansion	48,831	47,508	2.8%
Accum. Copy Sales Act. Economica	19,103	18,897	1.1%
Last month Pag. Views Expdir (000)	22,089	18,279	20.8%
Last month Pag. Views Ex&Em. (000)	1,936	1,833	5.6%



**COMMENTS:**

- Remarkable increase in advertising
- Increase in Telva's copy sales

	1Q2004	1Q2003	%Var.
<b>€Million</b>			
Advertising	2.80	2.53	10.8%
Circulation	0.93	1.00	(6.5)%
Others	0.04	0.03	41.2%
<b>Total Revenues</b>	<b>3.77</b>	<b>3.55</b>	<b>6.2%</b>
Direct Costs	3.42	2.63	29.8%
<b>Gross Profit</b>	<b>0.36</b>	<b>0.92</b>	<b>(61.2)%</b>
Gross Margin	9.5%	25.9%	
Accum. Copy Sales TELVA	160,623	158,804	1.1%
Last Month Page Views (000)	11,147	5,075	119.6%

## Medical and Youth Divisions

### COMMENTS:

- Improvement in advertising in Medical
- Advertising downturn in Youth

<u>€Million</u>		1Q2004	1Q2003	%Var.
	<b>MEDICAL</b>			
Advertising		2.17	2.06	4.8%
Circulation		0.02	0.02	0.0%
Others		0.00	0.00	--
<b>Total Revenues</b>		<b>2.19</b>	<b>2.08</b>	<b>5.4%</b>
<b>Direct Costs</b>		<b>1.95</b>	<b>1.73</b>	<b>12.9%</b>
<b>Gross Profit</b>		<b>0.24</b>	<b>0.35</b>	<b>(31.5)%</b>
<b>% Gross Margin</b>		<b>11.0%</b>	<b>16.9%</b>	
<u>€Million</u>		1Q2004	1Q2003	%Var.
	<b>YOUTH</b>			
Advertising		0.84	0.91	(8.7)%
Circulation		0.00	0.00	--
Others		0.00	0.01	--
<b>Total Revenues</b>		<b>0.84</b>	<b>0.92</b>	<b>(8.8)%</b>
<b>Direct Costs</b>		<b>0.75</b>	<b>0.83</b>	<b>(9.6)%</b>
<b>Gross Profit</b>		<b>0.09</b>	<b>0.09</b>	<b>0.0%</b>
<b>% Gross Margin</b>		<b>10.5%</b>	<b>9.7%</b>	



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