

2008 Results

The background of the slide is a dark red color with a complex, repeating geometric pattern of overlapping triangles and polygons in various shades of red. In the center, there is a large rectangular box with a white border. The top half of this box is a light blue-grey color with a subtle, abstract pattern of overlapping circles and arcs. The bottom half of the box is solid black, and the text "Consolidated results 2008" is written in white, sans-serif font in the center of this black area.

Consolidated results 2008

Mondadori: 2008 in brief

- ✓ **Revenues (-7.1%)**
 - down 6.0% on a like-for-like basis (excluding the contribution of Mondadori Printing, sold in Q4 2008)
 - if add-on sales are excluded, the fall would be of 2.5%
- ✓ **EBITDA (-7.3%)**
 - on a comparable basis the fall in Ebitda would have been significantly lower, thanks to a good performance by the businesses, a higher contribution from extraordinary items that compensated for the slowdown in add-on sales, development investments and organisational restructuring
- ✓ **Net profit** amounted to €97.1m (-13.8%): the fall was largely due to higher amortisations on intangible assets and prudent writedowns on financial assets

P&L

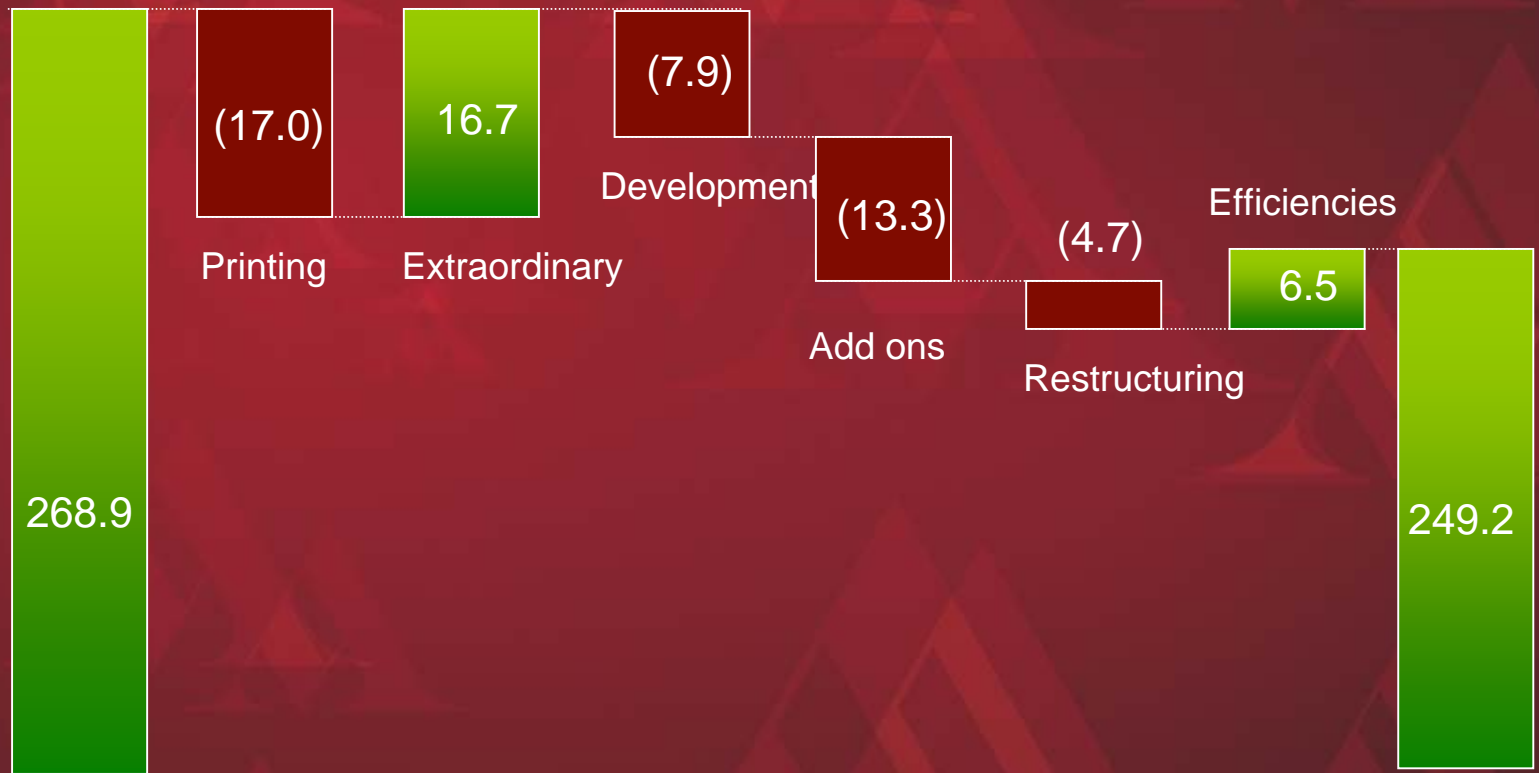
Excluding Printing

€m	<i>FY07</i>	<i>FY08</i>	<i>% change</i>
Revenues	1,958.6	1,819.2	-7.1%
EBITDA	268.9	249.2	-7.3%
<i>Ebitda Margin</i>	13.7%	13.7%	
EBIT	225.2	203.5	-9.6%
<i>Ebit Margin</i>	11.5%	11.2%	
Profit before taxation	189.5	151.4	-20.1%
Net profit	112.6	97.1	-13.8%

	FY07	FY08	
	1,803.0	1,695.3	-6.0%

Changes in EBITDA

€m



EBITDA FY07

EBITDA FY08

Balance sheet

€m

	<i>FY07</i>	<i>FY08</i>
Net working capital	160.0	184.4
<i>As a proportion of revenues</i>	8.2%	10.1%
Net capital employed	1,041.8	999.4
<i>Financed by:</i>		
Net debt	(535.3)	(490.3)
Net assets	506.5	509.1
ROE (%)	22.8	19.2

Dynamics in the net financial position

€m

(535.3)

Net financial position on
31 December 2007

159.8

Gross cash flow

(77.5)

Income taxes

(83.8)

Dividend payout

(27.4)

Net investments

(47.5)

Working capital and other

121.4

Sale of Printing

(490.3)

Net financial position
on 31 December 2008

Assets

FY08

Cash or similar

39,7

Short-term deposits

341,9

381.6

Liabilities

Bonds (USPP)

(296.4)

Long-term loans (Pool)

(432.1)

Short-term loans and other

(143.4)

(871.9)

(490.3)

Reclassified to exclude Mondadori Printing

Current Credit lines

Covenant

Line	€m	Expiry	Debt / Ebitda rolling	Debt / Cap.	Equity growth
Stand by	68	November 2009	-	-	-
Pool	500	July 2011	3.5	-	-
Bilaterale	150	May 2013	3.5	-	-
USPP	296	2013/15/18 (€182,34,80m)	2.75	0.6	> €400m + 20% of annual net income
Total	1,014				



The Divisions

Market Scenario FY08

The reference market in Italy

Books: essentially stable (-0.6%¹);

Magazines: a fall in circulation (-5.1%²) and a marked decline in add-on sales (-25.5%³)

Advertising⁴: a fall in consumer magazines (-7.3%) growth in radio (+2.3%) and online (+13.9%)

The reference market in France

Magazines: circulation (-3.0%⁵); advertising (-4.2%⁶)

¹Source: Nielsen Bookscan (value)

²Source: Internal (volume)

³Source: Internal (value)

⁴Source: Nielsen (value)

⁵Source: OJD (volume)

⁶Source: Secodip (volume)

Revenues by divisions

€m	FY07	FY08	
Books	445.0	434.3	-2.4%
Magazines	1,047.7	949.8	-9.3%
Advertising	349.5	331.0	-5.3%
Printing*	439.9	316.3	-28.1%
Direct	23.9	22.3	-6.7%
Retail	183.2	194.5	+6.2%
Radio	11.3	14.8	+31.0%
Other	16.7	17.3	+3.6%
Gross revenues	2,517.2	2,280.3	-9.4%
Intercompany*	-558.6	-461.1	
Net revenues*	1,958.6	1,819.2	-7.1%

* Like-for-like

-6.0%

Book Division

- ✓ A positive performance both in terms of revenues and the maintenance of the very good levels of profitability of the previous year
- ✓ Sustained sales from long sellers (Saviano, Hosseini) and important successes with new titles (in particular the Strega Prize for first-time author Giordano)
- ✓ Good levels of sales during the Christmas period

€m	FY07	FY08	
Trade	268.5	265.2	-1.2%
Education	87.1	86.1	-1.1%
Art & Exhibitions	51.1	42.6	-16.6%
Distribution & other	38.3	40.3	+5.1%
Total revenues	445.0	434.3	-2.4%

EBITDA margin of
19.1% in 2008

Net of
add-on sales -1.1%

Magazines - Italy

- ✓ Circulation: fall in circulation in line with the market; good performance in the women's *Up market*, and the *Cooking* and *Design* segments
- ✓ Add-ons: marked fall in revenues in all segments but an increase in profitability
- ✓ Maintenance of a good level of profitability thanks to effective cost controls

€m	FY07	FY08	
Net circulation	207.2	196.6	-5.1%
Add-on sales	220.0	157.0	-28.6%
Circulation	427.2	353.6	-17.2%
Advertising	212.6	201.3	-5.3%
Other	18.0	20.9	+16.3%
Revenues (Italy)	657.8	575.7	-12.5%

EBITDA margin of
16.3% in 2008

Net of
Add-on sales -4.4%

Mondadori France

On a like-for-like basis¹

- ✓ Circulation: revenues in line with the previous year thanks to a good performance by the leading titles
- ✓ Advertising: downturn in line with the market of reference
- ✓ Reorganisation of the portfolio, with the sale of 8 niche titles
- ✓ Negative results from the launch of add-on sales

€m	FY07	FY08		
Circulation	253.1	251.0	-0.8%	+0.6%
Add-ons	14.3	15.3	+7.2%	
Advertising	110.7	94.7	-14.5%	-12.3%
Other revenue	11.7	13.1	+12.0%	
Total revenues	389.9	374.1	-4.1%	-2.6%

Net of add-on sales

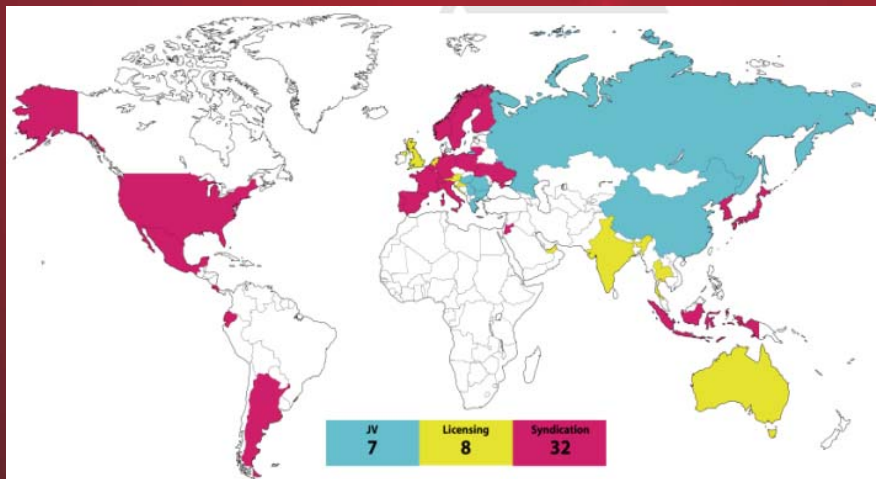
Revenues	-4.5%
EBITDA margin	12.5%

EBITDA margin of
10.5% in 2008

¹ Net of the 8 niche titles sold during the year

Magazines - International

- ✓ Marked acceleration during 2008 in the brand development process



Title	2004	2005	2006	2007	2008	2009 (*)	Total
	Bulgaria	UK Middle East Greece	Croatia Serbia	Russia Holland	India Australia	China	11
					Austria		1
			Thailand		Greece Bulgaria Serbia	India	5
				Russia			1
					Croatia		1
				Serbia	Romania		2
Total	1	3	3	4	8	2	21
(*) As of today							

The advertising market

€m, Nielsen Media Research



	FY07	FY08	% Change
Television	4,653	4,596	-1.2%
Newspapers	1,783	1,658	-7.0%
Magazines	1,329	1,231	-7.3%
Radio	477	488	+2.3%
Internet	282	321	+13.9%
Outdoor	234	227	-2.8%
Cinema	70	58	-16.4%

Advertising Division

- ✓ Magazines: a performance ahead of the market thanks to a positive start to the year and stability among the main titles (display -3.5%)
- ✓ Sectors: downturns in cosmetics, FMCGs, auto, telecoms and finance; fashion essentially in line with 2007

€m	FY07	FY08	
Magazines	254.9	242.6	-4.8%
Radio	17.6	21.8	+23.9%
Newspapers	21.2	16.9	-20.3%
Third parties and other ¹	55.7	49.7	-10.8%
Total revenues	349.5	331.0	-5.3%

¹ Star+TV reclassified under Third Parties for comparison with 2008

Printing Division

- ✓ Sale of 80% of the capital of Mondadori Printing; effective from 1 November 2008
- ✓ Strategic partnership to guarantee the best rates and high levels of quality
- ✓ Differential effects:
 - EBITDA -€17.0m
 - Capital gain +€26.4m
 - PFN +€121.4m

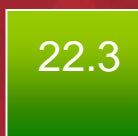
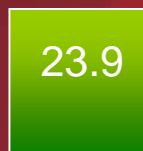
€m	FY07	FY08	
Captive	279.2	189.7	-32.0%
Third party	160.7	126.5	-21.3%
Total revenues	439.9	316.3	-28.1%
EBITDA	34.8	17.8	-48.8%

Direct & Retail

€m

CEMIT

-6.7%



FY07

FY08

EBITDA margin of
18.4% in 2008

RETAIL

183.2

194.5

+6.2%

Franchising

58.5

66.5

+13.7%

Own stores

124.6

128.0

+2.7%

FY07

FY08

FY07

FY08

Own stores

29

30

Edicolé (franch.)

136

177

Bookstores (franch.)

212

227

Total

377

434

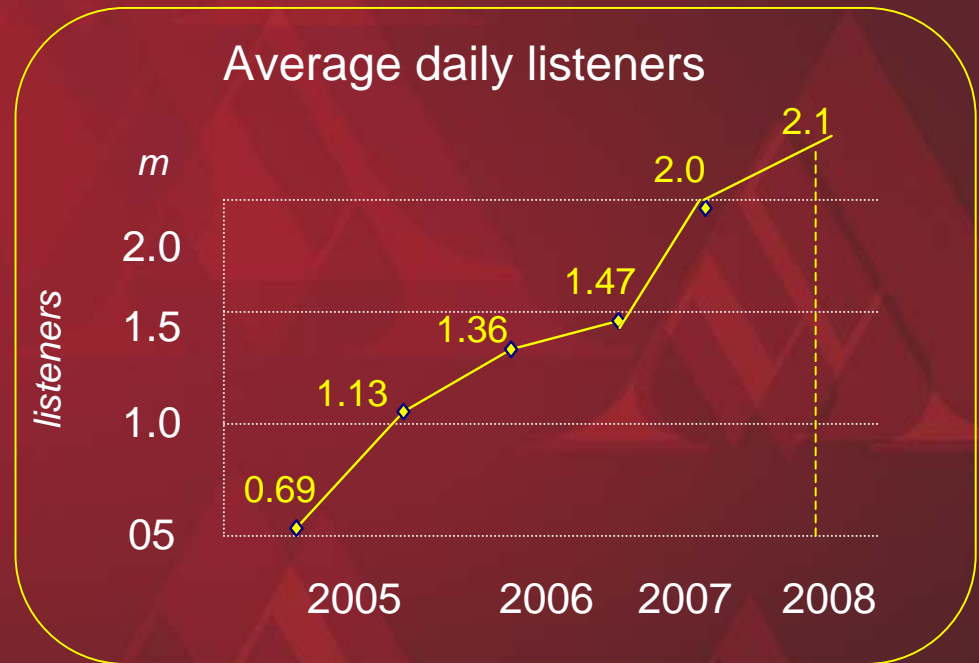
EBITDA¹ margin of
3.7% in 2008

¹ Net of extraordinary items

Radio

€m

- ✓ Confirmation of good ratings figures at around 2.1 million (+7% on 2007) in slightly falling market (-2.7%)
- ✓ Excellent results in advertising sales with an increase in net revenues of 31.0% in a market that grew by 2.3%
- ✓ Launch of 5 thematic web radio channels on the R101 web site with another 3 million pageviews per month



Dividend policy

In line with its strategic vision, the Board of Directors of Mondadori, has decided to propose to the Annual General Meeting of the Shareholders that no dividends be distributed for 2008

- ✓ To conserve the company's financial solidity
- ✓ To sustain investments in the core business
- ✓ To seize eventual development opportunities on the market
- ✓ To finance the pursuit of a process of reorganisation

Corporate Calendar

29 April 2009
Annual General Meeting

14 May 2009
Q1 Results

29 July 2009
First half Results

12 November 2009
Q3 Results

Disclaimer

Certain statements contained herein may be statements of future expectations and other forward-looking statements based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. In addition to statements which are forward-looking by reason of context, the words 'may, will, should, expects, plans, intends, anticipates, believes, estimates, predicts, potential, or continue' and similar expressions identify forward-looking statements. Actual results, performance or events may differ materially from those in such statements due to, without limitation, (i) general economic conditions, including in particular economic conditions in the Mondadori core business and core markets, (ii) performance of financial markets, including emerging markets, (iii) interest rate levels, (vii) currency exchange rates including the Euro-U.S. dollar exchange rate, (viii) changing levels of competition, (ix) changes in laws and regulations, including monetary convergence and the European Monetary Union, (x) changes in the policies of central banks and/or foreign governments, (xi) the impact of acquisitions including related integration issues, and (xii) general competitive factors, in each case on a local, regional, national and/or global basis.