

**Gruner + Jahr**
**Annual Press Conference 2008**
**Key Financials**

All figures in € millions (except no. of employees)	2006	2007
<b>Consolidated External Sales</b>	2,861	2,831
<b>Revenues by line of business (in %)</b>		
Advertising	33	35
Distribution	31	31
Print	22	22
Other	14	12
<b>Revenues by region (in %)</b>		
Germany	46	46
USA	11	10
France	18	18
Europe and World	25	26
<b>Operating EBIT</b>	277	264
<b>ROS (based on Operating EBIT)</b>	9,7%	9,3%
<b>EBIT</b>	257	226
<b>Net income</b>	137*	140
<b>Operating cash flow</b>	249*	230
<b>No. of employees (as at end of year)</b>	14,529	14,448

\* after retrospective adjustments pursuant to IAS 8