

Key Figures at a Glance

		<i>IAS / IFRS</i>				
		9-2005	9-2004	9-2003	9-2002*	12-2001**
PROFIT AND LOSS ACCOUNT						
print	in € million	457.7	466.3	488.8	253.8	377.4
direct marketing	in € million	107.1	114.4	119.5	92.1	121.0
digital services	in € million	— ³⁾	— ³⁾	4.4	3.0	4.2
corporate services / Holding	in € million	0.2	0.3	1.0	1.0	2.4
Net sales	in € million	565.0	581.0	613.7	349.9	505.0
Value-added turnover	in € million	335.2	340.9	335.4	193.7	268.7
EBITDA	in € million	71.6	72.5	65.8	30.9	99.5
EBITA	in € million	36.5	37.5	31.4	11.4	72.8
EBIT	in € million	36.5	37.5	25.6	7.8	68.1
EBT	in € million	25.9	25.6	12.9	0.4	55.6
Net income	in € million	15.8	15.6	4.7	(0.5)	33.1
BALANCE SHEET AND CASHFLOW						
Goodwill	in € million	88.7	87.8	88.4	75.0	76.0
Total fixed assets	in € million	418.2	413.7	430.6	327.6	322.7
Liquid funds	in € million	1.8	1.8	2.9	2.3	2.4
Total current assets	in € million	86.3	108.8	119.9	98.7	109.1
Shareholders equity	in € million	144.9	135.5	125.5	113.2	117.9
Items having capital-like character	in € million	—	—	—	—	—
Due to banks	in € million	179.3	197.4	221.7	158.6	151.2
Provisions	in € million	79.5	74.0	77.0	68.6	53.9
Total liabilities	in € million	359.6	387.0	425.0	313.1	313.9
Balance sheet total	in € million	504.5	522.5	550.5	426.3	431.8
CF from ordinary business activities	in € million	71.0	54.1	65.2	32.4	75.6
CF for investments other than acquis.	in € million	(32.2)	(14.0)	(45.1)	(21.0)	(50.8)
CF for acquisitions	in € million	(0.2)	0.0	(17.4)	(6.1)	0.0
CF from financing activities	in € million	(38.7)	(41.1)	(2.1)	(5.4)	(31.3)
CF for the period	in € million	(0.1)	(1.0)	0.6	(0.1)	(6.5)
THE SHARE						
Net income per share ¹⁾	in €	2.55	2.51	0.76	(0.09)	6.13
Dividends ²⁾	in € million	6.20	5.57	4.95	3.26	4.34
Dividends per share ²⁾	in €	1.00	0.90	0.80	0.60	0.80
Staff count as per September 30, 2004		4,046	4,294	4,380	3,814	3,965

* Abbreviated fiscal year (9 months) ** Overstated due to adoption of IAS

¹⁾ Until 2001, net income per share as per DVFA ²⁾ 2000: special dividend of € 1,58 per share; € 8,5 Mio. — 2004/05: proposal

³⁾ 2005: Partially sold, residual integrated into the segments print / direct marketing; previous year adjusted.

1996 – 2005

HGB

12-2001	12-2000	12-1999	12-1998	12-1997	12-1996
377.9	431.3	146.0	145.1	125.2	142.8
121.0	128.0	—	—	—	—
4.2	1.3	—	—	—	—
1.9	4.2	—	—	—	—
505.0	564.8	146.0	145.1	125.2	142.8
268.7	292.9	66.6	65.7	61.3	64.7
79.8	78.9	20.8	22.1	19.9	18.5
39.9	41.9	11.1	13.2	12.3	10.2
35.5	37.5	10.4	12.5	11.6	9.5
24.7	24.6	5.8	10.5	7.9	4.7
14.0	13.0	3.9	6.1	4.6	1.9
69.8	73.9	4.9	5.3	6.0	6.7
320.5	284.2	182.5	65.9	51.6	52.2
2.4	8.8	5.8	0.5	4.3	3.2
111.1	132.5	23.4	21.8	21.7	18.9
89.4	86.9	59.5	31.7	26.7	7.1
53.2	32.8	1.6	1.9	2.3	7.1
151.5	160.4	40.2	37.1	30.6	36.0
51.5	57.7	3.3	4.2	3.6	7.2
289.0	297.0	144.8	54.1	44.3	56.9
431.6	416.7	205.9	87.7	73.3	71.1
74.8	(36.5)	105.1	13.2	3.7	13.6
(58.8)	(30.3)	(13.5)	(22.3)	(7.8)	(3.0)
0.0	0.0	(113.3)	0.0	0.0	0.0
(22.4)	67.1	27.1	5.2	5.2	(8.1)
(6.4)	0.3	5.4	(3.9)	1.1	2.5
2.34	2.06	1.27	2.00	1.68	1.12
4.34	12.42	2.29	2.29	1.15	1.18
0.80	2.30	0.72	0.72	0.36	0.00
3.965	3.971	727	654	664	686