

★ NORTH MEDIA A/S

INTERIM REPORT

August 2010



Presentation team

Mads Dahl Andersen, CEO

Arne Ullum, Media Director

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Agenda

- **H1-2010 Highlights**
- **FY-2010 Expectations in brief**
- **Financial development in 2010**
- **Print Segment**
- **Online Segment**
- **Wrap-up**

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H1 2010 - Group earnings substantially better than the same period last year due to revenue growth and cost reductions

- Group turnover in H1 2010 amounted to 556.0 million DKK. This is 43.2 million DKK or 8% higher than H1 2009
- Group EBIT before special items was 50.2 million DKK in H1 2010. This represents an improvement of 63,6 million DKK over H1 2009
- Improved earnings driven by Print activities due to continued positive development of quality and efficiency in the distribution business
- Online activities affected by especially the job market, which has developed worse than expected

Strong cash flow from operations. Extraordinary dividend payout in August 2010.

- In H1 2010 the Group generated 77.1 million DKK in positive cash flow from operations
- During H1 2010 50.2 million DKK were paid in cash to shareholders as part of the legal restructuring of North Media adopted at the AGM on 23 April 2010
- On 30 June 2010 the Group had cash balances of 140.6 million DKK - securities of 19.1 million DKK - long-term mortgage of 93.1 million DKK
- The Board of Directors is planning to pay an extraordinary dividend of DKK 4,0 per share or a total amount of 80,2 million DKK.

H1 2010 – Other activities in brief

- All intangible assets related to loss-making activities have been written down to 0 resulting in special items of 28.0 million DKK
- GISAB's earnings have developed positively – the 33.3% shares are now expected to be sold at the level of 200 million SEK in early 2011. It has previously been agreed that the shares are sold at minimum 160 million SEK
- The process of a possible sale or a strategic alliance for the group's distribution activities are expected to be reinitiated end 2010

FY 2010 - Expectations in brief

- Consolidated revenue from continuing operations is unchanged expected to be from 1.050 to 1.100 million DKK
- Expectations for group operating profit (EBIT) before special items are raised from 55-65 million DKK to 90-110 million DKK.

Increased profit from Print, status quo from Online

REVENUE (DKK mio.)	H1-10	H1-09	Growth %
Print	518.9	475.1	9 %
Online	37.1	37,7	-2 %
Total	556.0	512.8	8 %

EBIT (before special items) (DKK mio.)	H1-10	H1-09	Var.
Print	78.1	15.2	+62,9
Online	-26.9	-19.7	-7,2
Unalloc. costs	-1,0	-8,9	+7,9
Total	50.2	-13.4	+63,6

Net result improved by strong operational performance

P&L (DKKm)

	2010 H1	2009 H1
EBIT before special items	50.2	-13.4
Special items	-28.0	-1.1
Share of profit, assoc. companies	8.1	-0.5
Net financials	-1.6	-2.6
EBT, continued activities	28.7	-17.6
Tax	7.4	-0.9
Net result, continued activities	21.3	-16.7
Profits from sale	-0.2	10.8
Net result, discontinued activities	-1.0	2.6
Net result, total	20.1	-3.3

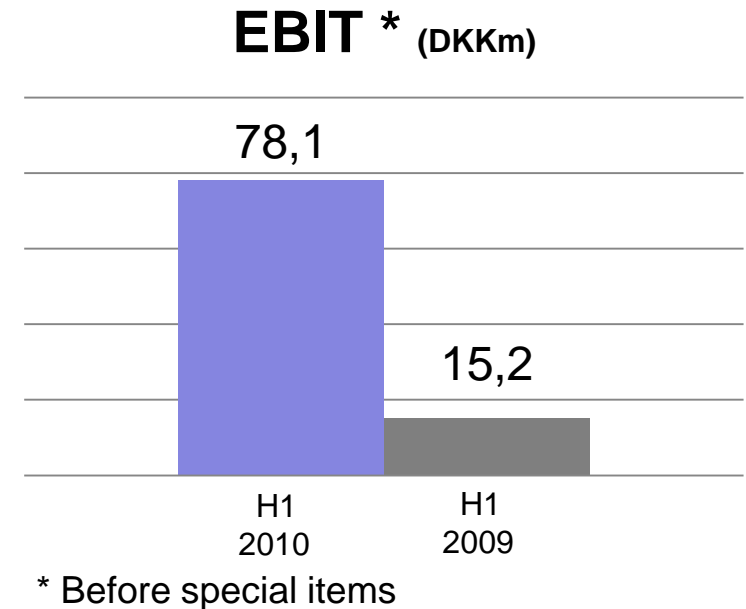
Strong cash flow from continued activities

CASH FLOW (DKKm)

	H1-2010	H1-2009
Net result, continued activities	21.3	-16.7
Adj. non-cash op.	55.3	33.1
Change in working capital	4.8	12.3
CFFO before net financials	81.4	28.7
CFFO, continued activities	77.1	25.3
CFFO, total	76.0	36.5

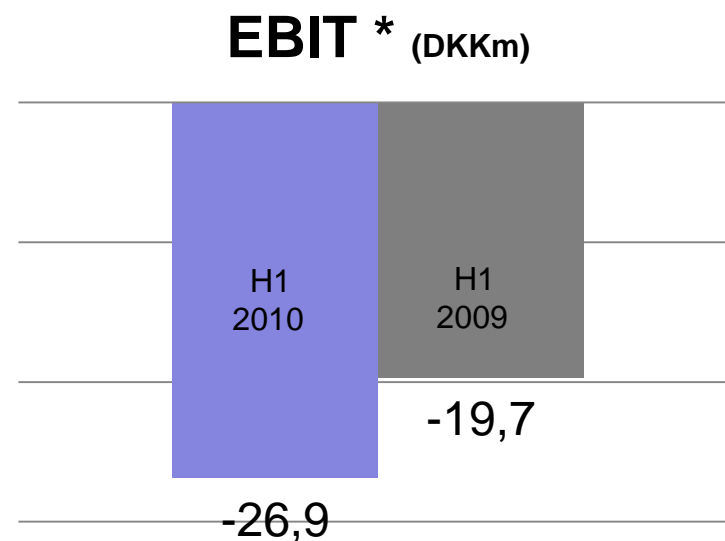
Print segment: Significant profit improvement driven by revenue growth and efficiency gains in distribution activities

- Positive trend in quality and efficiency of distribution activities remains.
- Efficiency measures have the desired effect and have resulted in improvement in earnings from distribution activities
- Søndagsavisen has managed to compensate for the decline in print job advertisements by efficiency efforts and by raising the quality of editorial content
- Helsingør Dagblad and Nordsjællands Avis develop positively



Online segment: job market continues to be weak

- In spite of weak job market, a high activity level is maintained
- Kandidathuset and MatchWork negatively impacted by weak activity at Job market
- Investments in Lokalia, which is tested in five municipalities and still not revenue-generating
- BoligPortal.dk continues the satisfactory growth



* Before special items

Wrap-up

- Group EBIT before special items was 50.2 million DKK in H1 2010. This represents an improvement of 63,6 million DKK over H1 2009.
- Improved earnings driven by Print activities due to continued positive development of quality and efficiency in the distribution business. Online activities have developed disappointingly.
- Extraordinary dividend payout of DKK 4,0 per share or 80,2 million DKK.
- The process of a possible sale or a strategic alliance for the group's distribution activities are expected to be reinitiated end 2010.
- GISAB's earnings have developed very positively – the 33.3% shares are now expected to be sold at the level of 200 million SEK in early 2011.
- Expectations for group operating profit (EBIT) before special items are raised from 55-65 million DKK to 90-110 million DKK.



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