



## CAIROCOMMUNICATION

### Press Release

**For the fiscal year 2002/2003 Cairo Communication Group aims at achieving an EBITDA lined up with the one realized in the just ended fiscal year 2001/2002.**

**Milan, October 15, 2002** – For the fiscal year 2002/2003 Cairo Communication aims at achieving margins lined up with the ones realized in the just ended fiscal year 2001/2002 thanks to the expected development of its lines of business and, in particular, to the strong growth of the advertising raising on the magazines of the Editoriale Giorgio Mondadori and to the development of the television advertising raising, presenting high potentiality. Further efficiency improvements are also expected through the innovation and razionalization of the Group's publishing and organizing processes.

In consideration of these lines of development expected in the short term, no economic impact is expected following the decision, taken by mutual consent with RCS, of not renewing the publishing licence contract, that represents about 30% of revenues produced by Cairo Group in 2002, and a smaller percentage of the EBITDA.

Cairo Communication, due to the very positive trend in TV advertising raising in the quarter October-December 2002 (on October 15th outstanding orders increasing by 30% compared to the figures of the same period of the previous fiscal year), on the basis of available internal information, aims at achieving a growth in the television incomes of about 25% for the fiscal year 2002/2003, realised through the exclusive licence of the analogic and digital networks of Telepiù, Cartoon Network and through other managed thematic channels.

Today Cairo Group is also endowed of the considerable liquid assets raised in the IPO, equal to about 100 million Euro, to be addressed to acquisitions in the communication sector, to the launch of new magazines and publishing projects, and to the development of the current businesses.

In consideration of both the 2001/2002 results and the 2002/2003 result objectives, the Chairman intends, in agreement with the members of the Board of Directors, to propose to the Board of Directors, who will be called soon in order to approve the financial statements, to double the dividends up to 0.8 Euro per share, subject to prior resolution, compared to the 0.4 Euro per share distributed last year.

Cairo Communication Group is a leading publishing and advertising collection company which was among the first companies to develop a multimedia sales approach starting from the periodical press and approaching to pay and digital TV, Internet and advertising in stadiums.

**For further information:**

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