

Gruner + Jahr
Annual Press Conference 2011
Key Financials

All figures in € millions (except no. of employees)	2008	2009	2010
Consolidated External Sales	2,769	2,508	2,549
Revenues by Line of Business [in %]			
Advertising	34	31	31
Distribution	31	32	31
Print	21	21	22
Other	14	16	16
Revenues by Region [in %]			
Germany	46	46	46
USA	10	10	11
France	18	19	18
Europe and World	26	25	25
Operating EBIT	225	203	287
ROS [in %] (based on Operating EBIT)	8.1	8.1	11.2
EBIT	170	33	262
Net Income	88	-18	166
Operating Cash Flow	221	184	255
No. of Employees (as at end of year)	14,941	13,571	13,337