

IMPRESA

Results for 2012

IMPRESA SGPS SA
Publicly Held Company
Share Capital Eur 84,000,000
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Tax Number 502 437 464
Commercial Registry Office of Lisbon



Lisbon, 25th March 2013

Press Release: IMPRESA Accounts for 2012

1. Executive Summary for 2012

- Net Income, without restructuring costs and impairment losses, reached 1.36 M€ at the end of 2012, relative to 187,000 euros recorded in 2011.
- IMPRESA reached a current EBITDA of 24.3 M€ in 2012, excluding the effect of restructuring and impairment losses, down 6.7% on 2011.
- Net operating income was positive, in spite of a fall in revenue of 20.7 M€, due to the implementation of a stringent cost control programme that resulted in savings of 20.1 M€, excluding restructuring costs, which represents a decrease of 8.0%.
- The restructuring undertaken in the last quarter of 2012, which represented an investment of 4.9 M€ and focused almost fully on IMPRESA Publishing, has an estimated pay-back period of 13 months.
- Total revenues fell 8.3% to 229 M€, penalised by the decline in advertising revenues and publication sales, which was not offset by the growth of channel subscription and multimedia revenues.
- In spite of the decline in advertising revenues, IMPRESA performed better than the advertising market in general, having improved from a market share of 24.3% in December 2011 to 25.9% at the end of 2012.
- Net debt reached 204.1 M€ at the end of 2012, a decrease of 8.9 M€ relative to the 213 M€ in December 2011. In average terms, net debt fell 9.2 M€ in 2012. In the last 5 years, the net debt was reduced by almost 44 M€. At the end of 2012, medium to long term loans represented 70.9% of total remunerated liabilities.
- SIC raised its EBITDA slightly by 0.7% to 22.8 M€, in spite of an unfavourable economic scenario and a decline in turnover of 5.5 M€. SIC's EBITDA margin increased to 14.4% in 2012.
- IMPRESA Other benefitted from the reorganisation decided in June 2011, and its EBITDA improved by 1.52 M€.



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

- In prime time, SIC was the only generalist channel to improve relative to 2011, achieving an average of 25.2%, 0.5 percentage points more than in the previous year. In the commercial targets for daytime and prime-time, SIC also led audiences with 24.0% and 28.5%, respectively.
- Expresso, which celebrated 40 years of existence in January 2013, continued to be the most sold weekly newspaper, with paid circulation values of 98,000 copies, and ended the year with digital sales and subscriptions in excess of the 6,000 downloads of its weekly edition. These numbers mean that the Expresso newspaper is the leading publication in both digital sales and online subscriptions.
- In addition, the sites of the IMPRESA Group continued to grow in terms of traffic. On average, in 2012, the sites reached 19.1 million visits, an average growth of 27.5%, and 110 million pageviews. This growth was generated by transfer of publishing websites do the portal SAPO, as part of the partnership signed with PT, for the development of App's and Interactive TV.
- In October 2012, IMPRESA has adopted a new management structure, which is aligned with a new integrated vision of creating, production, distribution and content sales.

Table 1. IMPRESA Main Indicators IMPRESA

(Values in €)	Dez-12	Dez-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	229.058	249.791	-8,3%	61.886	67.174	-7,9%
Television Revenues	158.650	164.136	-3,3%	43.952	45.105	-2,6%
Publishing Revenues	68.659	81.594	-15,9%	17.687	21.531	-17,9%
Digital Revenues	1.749	4.061	-56,9%	248	537	-53,8%
EBITDA	19.495	22.271	-12,5%	7.339	10.169	-27,8%
EBITDA Margin	8,5%	8,9%		11,9%	15,1%	
Current EBITDA	24.350	26.107	-6,7%	11.883	11.122	3,2%
EBITDA Margin	10,6%	10,5%		19,2%	18,3%	
EBITDA Television	22.799	22.636	0,7%	11.426	11.230	1,8%
EBITDA Publishing	-1.093	3.363	n.a	-2.505	986	n.a
EBITDA Digital	-2.211	-3.728	40,7%	-1.515	-2.047	26,0%
Net Profits	-4.894	-35.059	-86,0%	-1.285	-1.004	28,0%
Net Profits Adj (2)	1.357	187	627,6%	4.205	3.472	21,1%
Net Debt (M€)	204	213	-4,2%	204	213	-4,2%

Note: EBITDA = Operating Results + Amortisations + Depreciation + Impairment. Net Debt = Bank debt (ST+MLT) - Cash.

(1) Current EBITDA is adjusted for restructuring costs, capital losses and impairment. (2) Net Income is adjusted for restructuring costs (4,9 M€) and impairment losses (2,7 M€).





IMPRESA

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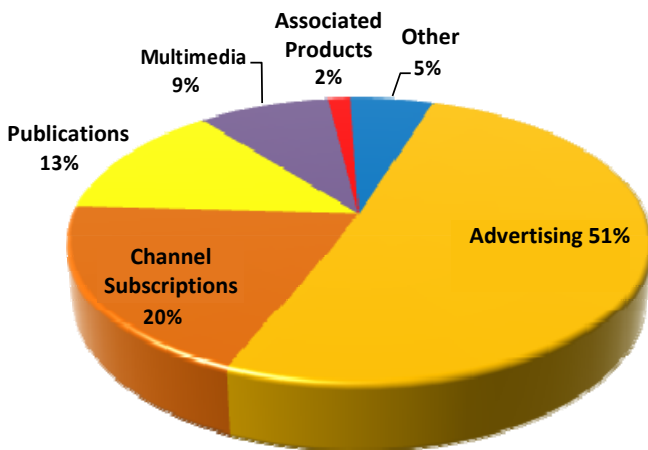
2. Analysis of the Consolidated Accounts

Table 2. Total Revenues

(Values in €)	Dec-12	Dec-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	229.058	249.791	-8,3%	61.886	67.174	-7,9%
Advertising	117.316	133.608	-12,2%	31.861	35.786	-11,0%
Channel Subscriptions	45.101	43.109	4,6%	11.296	10.428	8,3%
Circulation	30.435	34.545	-11,9%	7.137	8.257	-13,6%
Multimedia	19.987	16.850	18,6%	7.390	5.785	27,8%
Associated Products	3.545	4.920	-27,2%	882	1.440	-38,8%
Others	12.673	16.759	-24,3%	3.320	5.478	-39,9%

In 2012, IMPRESA achieved **consolidated revenues of 229.1 M€**, corresponding to a decrease of 8.3% relative to the values recorded in 2011. During the 4th quarter, this decrease came to 7.9%. The following should be noted relative to business in 2012:

IMPRESA - 2012 Sales Structure



- Decrease of 12.2% in advertising revenues, with a general reduction that affected television and the press, but with a better performance than the overall advertising market, which declined 18% in 2012. In the 4th quarter of 2012, the decline came to 11.0%.

- 4.6% growth in revenues from thematic and international channel subscriptions, with the 4th quarter growing 8.3%.

- 11.9% decrease in revenues from the sale of publications, caused by the fall in copies sold and the

discontinuation of various publications during 2012.

- 18.6% increase in multimedia revenues. Over the 4th quarter, multimedia revenues increased by 27.8%, year-on-year.
- 27.9% decrease in the sale of associated products, affected by the contraction in private consumption during 2012.
- 24.3% decrease in other revenues, affected by the sale of IMPRESA.DGSM, in spite of the increase in revenues of InfoPortugal, Customer Publishing and the Academia Olhares.

Operating costs without impairments reached 209.5 M€, which represented a 7.9% decrease relative to 2011. In 2012 and 2011, operating costs included high restructuring costs, and adjusting for this item, the fall in operating costs would be 9.0%. This decrease was a result of **variable costs, which fell by 7.3%**, as a result of the contraction of business activity, as well as **fixed costs, which fell by 7.6%**, reflecting the cost contention and reorganisation efforts undertaken in 2012 and over the last few years.



Table 3. Profit & Loss

(Values in €)	Dec-12	Dec-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	229.058	249.791	-8,3%	61.886	67.174	-7,9%
Television	158.650	164.136	-3,3%	43.952	45.105	-2,6%
Publishing	68.659	81.594	-15,9%	17.687	21.531	-17,9%
Other & Inter-Segments	1.749	4.061	-56,9%	248	537	-53,8%
Operating Costs	209.563	227.521	-7,9%	54.548	57.005	-4,3%
Total EBITDA	19.495	22.271	-12,5%	7.339	10.169	-27,8%
EBITDA margin	8,5%	8,9%		11,9%	15,1%	
Current EBITDA	24.350	26.107	-6,7%	11.883	12.280	-3,2%
EBITDA margin	10,6%	10,5%		19,2%	18,3%	
Television	22.799	22.636	0,7%	11.426	11.230	-1,8%
Publishing	-1.093	3.363	n.a.	-2.565	986	n.a.
Other & Holding	-2.211	-3.728	40,7%	-1.515	-2.047	26,0%
Depreciation	7.117	8.174	-12,9%	1.639	1.990	-17,6%
EBIT	12.378	14.097	-12,2%	5.700	8.180	-30,3%
EBIT Margin	5,4%	9,4%		9,2%	12,2%	
Financial Results (-)	13.349	13.420	-0,5%	3.306	3.579	-7,6%
Res. bef. Taxes & Minorities	-971	677	n.a	2.394	4.600	-48,0%
Taxes (IRC)(-)	1.162	2.404	-51,7%	1.460	1.811	-19,4%
Minority Interests (-)	5	15	65,1%	1	3	66,4%
Impairment's	2.755	33.317	-91,7%	2.218	3.789	-41,5%
Net Profits	-4.894	-35.059	86,0%	-1.285	-1.004	-28,0%
Net Profits Adj (3)	1.357	187	627,6%	4.205	3.472	21,1%

Note: EBITDA = Operating Results + Amortisations + Depreciation + Impairment. (1) Operating costs do not include Amortisations and Depreciation and Impairment. In 2012, operating costs include restructuring costs of €4.9m. (2) Current EBITDA is adjusted for restructuring costs, capital losses and impairment. (3) Net Income is adjusted for restructuring costs (4.9 M€) and impairment losses (2,75 M€).

The evolution of the main costs was as follows:

- In 2012, restructuring costs reached 4.9 M€, having increased 81.3% relative to 2011. Following this reorganisation, IMPRESA ended 2012 with 1.161 employees.
- Programming costs fell 4.7%. This decline was influenced by the reduction in the programming costs of the morning, afternoon and weekend periods, in exchange for the reinforcement of prime time.
- Staff costs decreased by 6.8%, as a result of the reduction in staff numbers. It should also be noted that in September 2011, and in effect until December 2013, there was a voluntary reduction of 10% in the salaries of the members of the Board of Directors and senior staff of IMPRESA.
- Costs related to paper fell by 14.2%, resulting from the combined effect of the lower number of publications and advertising pages and the decrease in price in average terms, during 2012.





- Marketing costs decreased by 6.4%, due to the lower number of events in 2012.
- Costs related to associated products and multimedia fell by 4.7%, as a result of contradictory effects, with the decline in associated products offsetting the growth of multimedia.
- General costs fell by 6.1%.
- The adjustments for bad debts and other provisions fell by about 30% to 2.1 M€.

Current consolidated EBITDA, adjusted for restructuring costs, capital losses and impairments, reached 24.3 M€ at the end of 2012 - in line with 2011 - and a margin of 10.6%. In the 4th quarter of 2012, the margin came to 19.2%. Including restructuring costs, EBITDA reached 19.5 M€, a decrease of 12.5% relative to 2011 and the EBITDA margin came to 8.5%, in 2012.

The volume of amortisations fell 12.9% to 7.1 M€, benefitting from the sale of IMPRESA.DGSM, and from the reduction in investments during 2012. **Investment, in 2012**, including financial leasing, reached 1.1 M€.

The negative financial results declined 0.5% to 13.3 M€, benefitting from the reduction in interest rates, namely in the 2nd half of 2012, the reduction of debt in average terms, and the increase in net income of the associates - Lusa and VASP. On the negative side, exchange rate losses were recorded, in contrast to the exchange rate gains registered in 2011.

Evolution of Net Debt (€m)



Net debt reached 204.1 M€, a reduction of 8.9 M€ relative to the end of 2011. The decrease of net debt was mostly due to the reduction of working capital requirements. In spite of said payment, the average debt over the entire year decreased by 9.2 M€. Over the last 5 years, the net debt was reduced by 44 M€.

At the end of 2012, medium to long term loans represented 70.9% of total remunerated

liabilities.

In the financial year of 2012, equity funds **decreased to 118.9 M€**

Results before taxes and impairments **were negative by 889,000 euros**, as a result of the increase in restructuring costs during 2012.

In 2012, impairment losses in the total amount of 2.75 M€ were recorded. This reinforcement resulted from a further deterioration of the prospects for generating cash flows with reference to Medipress, and from the loss registered at IMPRESA.DGSM. In 2011, impairment losses in the amount of 33.3 M€ were recorded.

At the end of 2012, **net income**, before impairment losses and restructuring costs, **was positive having reached 1.36 M€**

Net income in 2012, without adjustments, reached the negative value of 4.9 M€, in comparison with the loss of 35.1 M€ recorded in 2011.



3. Television

Table 4. Television Indicators

	Dec-12	Dec-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	158.649.596	164.136.256	-3,3%	43.951.613	45.105.270	-2,6%
Advertising	87.384.979	96.882.975	-9,8%	23.811.605	25.967.648	-8,3%
Channels Subscriptions	45.100.995	43.108.776	4,6%	11.296.079	10.427.843	8,3%
Multimedia	19.856.666	16.874.113	17,7%	7.259.593	5.789.043	25,4%
Others	6.306.957	7.270.392	-13,3%	1.584.336	2.920.735	-45,8%
Operating Costs	135.850.989	141.500.556	-4,0%	32.525.303	33.875.658	-4,0%
EBITDA	22.798.607	22.635.700	0,7%	11.426.310	11.229.612	1,8%
EBITDA (%)	14,4%	13,8%		26,0%	24,9%	
Result. Before Taxes	14.785.698	14.649.081	0,9%	9.509.724	9.348.692	1,7%

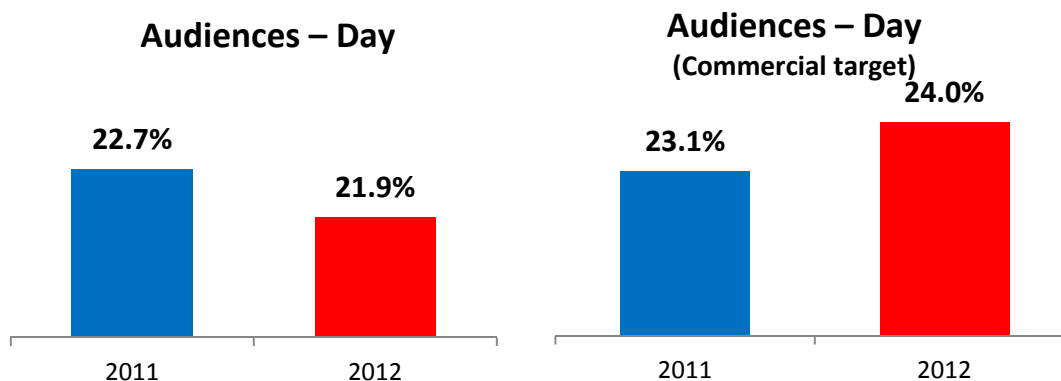
Note: EBITDA = Operating Results + Amortisations + Depreciation + Impairment. (1) Does not consider the effect of amortisations and depreciation and Impairment. In 2012, operating costs include 296,000 euros of restructuring costs.

In 2012, under a very adverse economic scenario, SIC reacted to the decline in advertising revenues by further diversifying its sources of income and controlling operating costs.

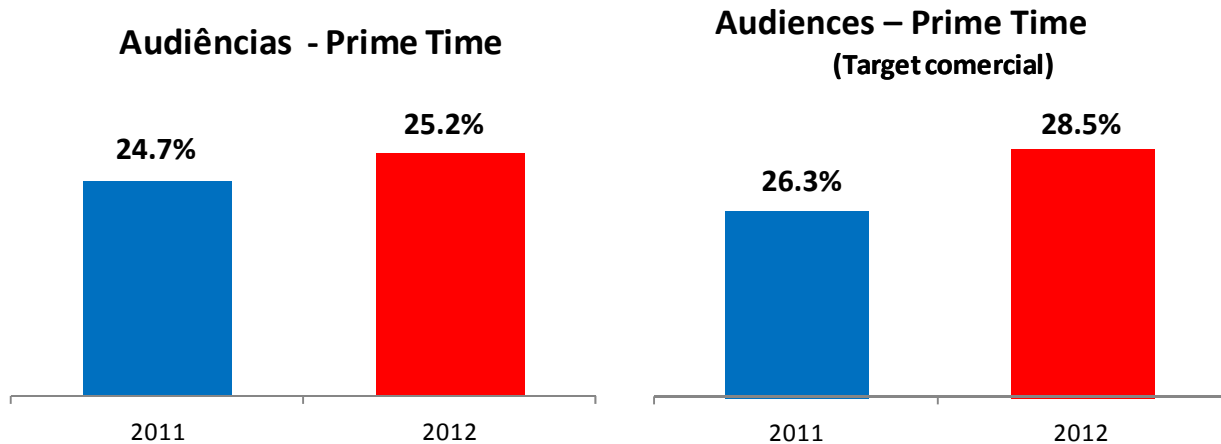
The total revenues of SIC decreased by 3.3% to 158.6 M€, and results before taxes came to 14.8 M€, having remained at the same level as in 2011.

While the advertising market of free-to-air television recorded a decrease of 18% in 2012, SIC's **advertising revenues** fell by only 9.8% during 2012, after a strong contraction of 8.3% in the last quarter of the year. By the end of the year, advertising revenues represented 55.1% of SIC's total turnover.

The evolution of advertising revenues benefitted from the gains in market share in generalist channels, due to the improvement in the performance of the commercial targets, especially during prime time. SIC's generalist channel achieved a market share of 40.7%, 4.5 percentage points higher than the values for 2011.




The SIC channel ended the year with an average audience of 21.9%, in comparison with 22.7% of the previous year. In March, the new Gfk audience panel was launched. With this new panel the audiences of the generalist channels are accounted along with the remaining channels of the pay-tv platforms, which brings the total number of channels being measured to 150. SIC was the generalist channel that showed the least decreased in relation to the results of 2011, gaining market share in the generalist channels.



The programming strategy in 2012 continued to focus on obtaining the best results in the commercial targets (classes ABC1C2, between 15 and 54 years of age). This strategy allowed SIC to lead the audiences in the commercial targets for daytime and prime-time with 24.0% and 28.5%, respectively, about 2 to 3 points above normal audiences. In prime time, SIC was the only generalist channel to improve relative to 2011, achieving an average of 25.2%, 0.5 percentage points more than in the previous year.

The audiences of the Portuguese soap operas and the recovery registered by the Brazilian soap operas have contributed to the increase in audiences and the strong performance in the commercial targets. Regarding the rest of SIC's programming during 2012, special reference should be made to:

- At the start of 2012, the quality of the fiction produced by SIC was distinguished with the Emmy for the best soap opera in 2011, awarded to the Portuguese series "Laços de Sangue", produced in partnership with TV Globo. The soap opera "Laços de Sangue" was broadcast until September 2011, over a period of slightly more than one year, and achieved excellent audiences, higher than those of the station's average.
- In September 2011 the soap opera "Rosa Fogo" debuted, which helped consolidate the audiences of the national soap operas on SIC during the 1st half of 2012, reaching 27.7% in the universe and 31.0% in the commercial target. 
- In the 2nd quarter of 2012, the soap opera "Dancin' Days" debuted, having become one of the most seen programmes right from the start, which came to substitute the soap opera "Rosa Fogo". In 2012, the soap opera had an average audience of 30.9%, and 33.8% in the commercial target, enabling SIC to become prime time leader on weekdays once again. 
- In September 2012, Globo's new production "Gabriela" debuted, which was an immediate success, with an average audience of 34.2%, and of 38.8% in the commercial target, contributing to the strong performance in prime time.



- It is important to mention the good performance of the Brazilian soap operas in the block before prime time, namely "Morde & Assopra" and "Fina Estampa", which led the broadcast block between 18:00 and 20:00. And in prime-time, the soap opera "Avenida Brazil" debuted in the 4th quarter of 2012, achieving right from the start an average audience of 32.6%, and of 37.4% in the commercial target.
- "Jornal da Noite", which had an average audience of 24.4%, and 28% in the commercial target, continued to record values above the average values of the station.
- Football was another major focus of SIC. The 2nd quarter of 2012 was also marked by the transmission of major events, such as the final of the European League – whose transmission rights SIC renewed for another 3 years until 2015.
- In addition, the final of the League Cup, the Golden Globe Gala and the European Football Championship 2012 were other major events of the station. The semi-final of the European Football Championship, between Portugal and Spain, was the most watched televised event of the last 8 years, with 3.7 million television viewers and an audience of 74.8%.

Subscription revenues generated by the SIC channels distributed over cable and satellite, in Portugal and abroad, grew by 4.6% in 2012 to 45.1 M€. In the 4th quarter of 2012, growth reached 8.3%. Subscription revenues represented 28.4% of SIC's total turnover. This increase was due to the buoyancy recorded in the Portuguese pay-tv market, with increased competition between platforms, as well as the sustained growth of the international area.

With the introduction of the new Gfk audience panel in March 2012, no comparison with audiences of previous years is possible.

In the period from March to December 2012, SIC's 4 thematic channels – SIC Notícias, SIC Mulher, SIC Radical and SIC K - achieved a collective audience of 3.2%. Over this period, SIC Notícias achieved a share of 1.5%, having ranked 5th in the thematic channels ranking. The review of the panel resulted in the loss of SIC Notícias' leadership after 11 years as leader. The SIC Mulher channel was also ranked in the top 10 most watched thematic channels, with audiences of 0.7% over this 10-year period. SIC Radical achieved an average audience of 0.6%, while the SIC K channel celebrated its 3rd birthday and, in spite of only being present in the MEO platform, reached an average audience of 0.4%.

SIC's set of generalist and thematic channels obtained an average audience of 24.9% in 2012.

In 2012, the international distribution of SIC channels maintained a strong performance, having increased about 9.5% relative to 2011. It currently represents about 12% of the total turnover of the Distribution area.

In 2012, SIC International consolidated its presence in all the markets where it is present (France, Switzerland, Luxembourg, Andorra, the USA, Canada, Angola, Mozambique, Cap Verde, South Africa and Brazil), currently reaching about 5.7 million viewers.

In the case of SIC Notícias, in addition to its presence in African and North American markets (Angola, Mozambique, Cape Verde and the USA), it extended its presence to the European market with the launch of emissions in Switzerland. At the end of 2012, SIC Notícias reached a universe of 2.5 million viewers outside of Portugal, a 16% increase relative to the previous year.



SIC Mulher and SIC K maintained strong growth in Angola and Mozambique, having increased 45% and 193%, respectively, in terms of number of viewers relative to 2011.

In 2012, **the Multimedia area** grew 17.7% relative to 2011, having registered one of the highest turnovers ever in this area with 19.8 M€. This increase is explained by the success achieved in special actions such as the "Camião d'Ouro" which celebrated the 20 years of SIC and by the strong performance of the competitions of daytime programmes. Multimedia revenues registered a 25.4% year-on-year increase in the 4th quarter.

The sites of the SIC Universe registered a positive performance in 2012 in terms of both traffic and revenues, with the sites of SIC Notícias and SIC Generalista being noteworthy. Large-scale entertainment projects such as "Ídolos", "Dancin' Days" and "Rosa Fogo" were the key drivers of traffic on SIC's site. The constant focus on video in the SIC Notícias site proved to be a good move. All this contributed to a substantial increase in website traffic, with the number of visitors having reached a monthly average of 3.8 million visitors, and growth in commercial income.

The year of 2012 was also a strong year in terms of the multi-platform presence of the SIC brands. The projects "Ídolos" and "Toca a Mexer", both present on MEO's interactive platforms, and the launch of SIC Notícias Interativa, pioneer in a new form of making television, are noteworthy. It is also important to mention the transmission of the commemoration of the 20th anniversary of SIC on the digital platforms.

Other revenues decreased by 13.3% in 2012, largely due to the lower revenues from technical services and lower non-recurrent revenues, which were not offset by the higher merchandising revenues and the sale of contents.

Operating costs at SIC fell by 4.0% in 2012. Amongst the main variations, grid costs fell by 4.6%, multimedia costs rose with the increase in activity and fixed costs decreased by 5.7%.

In spite of the lower revenue, cost control enabled mitigating the fall in **EBITDA, which reached 22.8 M€**, a slight increase of 0.7% in relation to 2011, and resulted in a **margin of 14.4%**. The EBITDA margin came to 26.0% in the 4th quarter of 2012.

SIC achieved **results before taxes of 14.8 M€ in 2012**, corresponding to an increase of 0.9% in relation to 2011.



4. Publishing

Table 5. Publishing Indicators

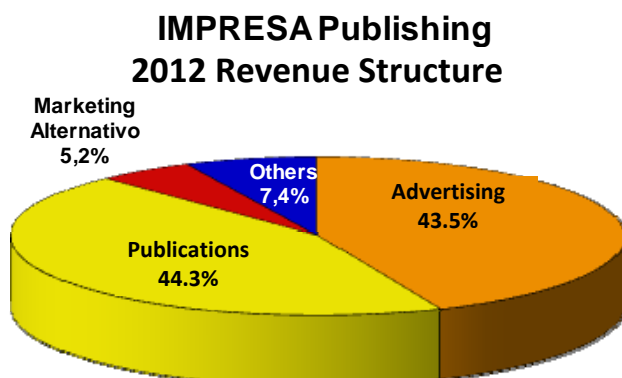
	Dec-12	Dec-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	68.658.737	81.593.808	-15,9%	17.686.827	21.531.279	-17,9%
Advertising	29.851.255	36.725.458	-18,7%	7.969.606	9.818.809	-18,8%
Circulation	30.434.584	34.545.254	-11,9%	7.136.615	8.257.205	-13,6%
Associated Products	3.266.136	4.919.527	-33,6%	881.779	1.439.984	-38,8%
Others	4.827.413	5.403.568	-10,7%	1.698.825	2.015.280	-15,7%
Operating Costs	69.751.834	78.230.537	-10,8%	20.259.164	20.545.096	-1,4%
EBITDA	-1.093.097	3.363.271	n.a.	-2.564.597	986.183	n.a.
EBITDA (%)	-1,6%	4,1%		-14,5%	4,6%	
Result. Before Taxes	-4.519.784	-314.436	n.a.	-3.351.974	63.233	n.a.

Note: EBITDA = Operating Results + Amortisations + Depreciation + Impairment. (1) Does not consider the effect of amortisations and depreciation and Impairment. In 2012, operating costs include 2.9 M€ relative to restructuring costs. IMPRESA Publishing recorded a goodwill impairment loss of 2.25 M€ relative to Medipress.

IMPRESA Publishing continued to face very difficult market conditions, arising from the adverse economic climate. In 2012, within the scope of the reorganisation of the Group undertaken during the 4th quarter, various measures were implemented, in addition to those undertaken over the last 3 years, aimed at restoring profitability to positive territory in 2013.

During the month of October 2012, IMPRESA Publishing reorganised its portfolio of publications, following a strategic reflection based on the definition of the editorial areas in which the company wants to be present. In this regard, IMPRESA Publishing decided to discontinue its brands in the decoration (with the exception of the publication Caras Decoração, leader in this segment) and automobile areas, which included the magazines Casa Cláudia, Casa Cláudia Ideias, Arquitetura & Construção, of the decoration segment, and the publications Autosport and Volante, of the automobile sector, and associated sites. The sites Relvado and Mygames were also discontinued.

These measures are part of a reorganisation process of IMPRESA, aimed at reinforcing its focus on publications and brands in which the Group is market leader.



In 2012, total revenues reached 68.6 M€, which represented a decrease of 15.9% in relation to the accounts of 2011. This negative evolution of revenue was due to the reduction in all types of revenue, and the discontinuation of the abovementioned publications in the 4th quarter. Total revenues fell 17.9% year-



on-year in the 4th quarter of 2012.

The press advertising market contracted by 24.2% over 2012. In the case of IMPRESA Publishing, advertising revenues fell by 18.7% to 29.8 M€. During the 4th quarter of 2012, advertising revenues decreased by 18.8% year-on-year, while the segment as a whole fell by 25% over the same period. IMPRESA Publishing registered a better performance than the segment as a whole, having reinforced its market share.

One of the reasons for the increase in market share in this segment was due to the stimulus initiatives of the “Life Media” area, which was able to mobilise a volume of significant sponsorships through various events and conferences. **During 2012, the following events were noteworthy:**

- "Countries like Us" Conference
- "Portugal under Examination" Conference
- "Media of the Future" Conference
- "Cities of the Future" Conference
- Energy Portugal
- Exports Path
- Banco Popular Conference Cycle
- 500 Biggest and Best, 1000 Largest SMEs, Best Companies to Work for in Portugal.
- Golden Globes / Caras

At an institutional level, there is continued focus on the holding of various events, in particular the Pessoa Award, the Primus Inter-Peer Award and the Woman Award.

Advertising revenues from IMPRESA Publishing represented 43.5% of total turnover in 2012.

In 2012, **revenues from the sale of publications reached 30.4 M€**, representing a decrease of 17.1%. Revenue from publication sales was negatively affected by the discontinuation of various magazines during the 4th quarter of 2012, namely Casa Cláudia, Casa Cláudia Ideias, Arquitectura & Construção, Autosport and Volante.

During a year marked by the generalised decline in circulation, the publications of IMPRESA Publishing maintained their positions of leadership in the different market segments in 2012. Expresso continued to be the most sold weekly newspaper, with paid circulation values of 98,000 copies, increasing its market share to 75.8%. The paid circulation of Visão reached 91,000 copies, representing more than 50% of the news magazines market share. Special reference should be made to TV Mais which, in contrast to most of the portfolio, managed to increase its circulation to 76,000 copies, representing an increase of 1% in relation to 2011.

In addition, the sites of IMPRESA Publishing continued to grow in terms of traffic. In March 2012, the sites achieved an average of 13.1 million visits and 74.6 million pageviews. These values represent an average growth of 31.2% in visits and 6.7% in pageviews, relative to the average values for 2011.



Following the partnership between the Impresa Group and Sapo, established at the end of 2011, the information sites of the various publications of the IMPRESA Group were integrated into the Sapo Network. This integration has enabled the development of new multi-platform projects and will bring in significant synergies, in terms of technology and commercial operations. The launch of the free Apps of Visão and Expresso, planned for January 2013, with the information contained in the information sites, were the first example.

In 2012, following the start-up in 2011, **the Group's publications entered**, in a decisive manner, **new platforms, especially the iPad**. There are currently paid APPs available for 4 publications, namely Expresso, Visão, Caras and Exame, in IOS and Android versions. For all these brands as a whole, with Expresso standing out, having ended the year with sales of around 6,000 downloads of the weekly edition. These numbers mean that the **Expresso newspaper is the leading publication in both digital sales and online subscriptions**.

The **area of associated products** recorded a decline of about 33.6% over 2012, with turnover having reached 3.3 M€. However, note should be made of the successes of the "Oscars", "Downtown Abbey" and "The Pillars of the Earth" DVD collections, as well as the 2012 edition of the "Boa Cama e Boa Mesa" guide.

Other revenues registered a decline of 10.7% in 2012, in spite of the increase in activity in the Customer Publishing area.

Operating costs fell by 10.8%, penalised by the restructuring costs which reached 3.9 M€ in 2012. Adjusting for this item, operating costs would have fallen by 14.9%.

The operating evolution and restructuring costs penalised EBITDA in 2012, which was negative by 1.1 M€. Without restructuring costs, EBITDA would have come to €2.8m in 2012, representing a decrease of 37%.

Operating performance, including restructuring costs, penalised results before taxes, which were negative by 4.5 M€ - without impairments - at the end of 2012.

In 2012, the net income of IMPRESA Publishing was also affected by impairment losses, relative to Medipress, in the amount of 2.25 M€. In 2011, impairment losses came to 5.3 M€.



5. IMPRESA Others

Table 6. Other Indicators

	Dec-12	Dec-11	ch %	4th Qt 2012	4th Qt 2011	ch %
Total Revenues	1.749.444	4.061.403	-56,9%	248.008	537.270	-53,8%
InfoPortugal	1.679.441	1.595.713	5,2%	220.235	521.742	-57,8%
Olhares	208.347	272.802	-23,6%	52.669	71.720	-26,6%
Outras	-138.344	2.192.888	n.a.	-24.896	-257.274	-90,3%
Operating Costs	3.960.211	7.789.420	-49,2%	1.763.077	2.583.788	-31,8%
EBITDA	-2.210.767	-3.728.018	40,7%	-1.515.069	-2.046.401	26,0%
EBITDA (%)	-126,4%	-91,8%		-610,9%	-629,8%	

Note: EBITDA = Operating Results + Amortisations + Depreciation + Impairment Losses. (1) Does not consider the effect of amortisations and depreciation and Impairment.

Within the scope of the reorganisation carried out at the end of the 1st half of 2011, the IMPRESA Other segment was created, which included the companies IMPRESA.DGSM, InfoPortugal, IMPRESA holdings, Impresa Digital and Solo, Impresa Serviços (shared services) and Office Share (real estate company) in its consolidation perimeter, in addition to the corrections resulting from inter-company transactions. In the interim, IMPRESA.DGSM was sold during 2012.

During 2012, total revenues fell 56.9% to 1.75 M€. In the 4th quarter of 2012, IMPRESA Other reached a turnover of 248,000 euros, which represented a year-on-year decrease of 53.8%. The main reason for the decrease was the change in the consolidation perimeter of this segment, with the sale of IMPRESA.DGSM in the 2nd quarter of 2012.

Operating costs fell by 49.2% in 2012, benefitting from the closure and sale of companies and activities. EBITDA was negative by 2.2 M€ in 2012, which represented a year-on-year recovery of 40.7% In the 4th quarter of 2012, EBITDA was negative by 1.5 M€, an improvement relative to the negative 2.1 M€ reached in the 4th quarter of 2011.

During 2012, the evolution of the main operating activities was as follows:



During the 2nd quarter of 2012, an agreement was reached regarding the disposal of the total share capital of IMPRESA.DGSM to NoniusSoft. In return, IMPRESA SGPS will acquire a 15.03% stake in the share capital of NoniusSoft.

This operation will permit the creation of a Portuguese group, with IMPRESA SGPS as one of its main shareholders, which has the IPTV solutions in about 16,000 hotel rooms, and in terms of hospitality solutions, is present in more than 400 hotels, distributed throughout Portugal, the rest of Europe, Africa and Brazil.



In a year of strong market contraction, the commercial activity of Infoportugal registered a total turnover of 1.7 M€ in 2012, an increase of 5.2%. In 2012, emphasis was placed on digital photogrammetry, which represented about 50% of turnover, in addition to the development of Web&Mobile solutions which quadrupled its turnover, proving that the focus and investment in these areas of activity is of strategic relevance for the sustained growth of Infoportugal.



In addition to the increase in revenue, a cost containment policy was implemented, which resulted in the growth of EBITDA by 30.9%.

The contraction of the market boosted the aggressiveness of the competition in the different sectors where InfoPortugal is active (geographic information systems, production of multimedia content and development of web&mobile solutions). InfoPortugal combined this mix of competences and obtained a clear market differentiation, by delivering complex, integrated solutions to its customers.

Among the main projects undertaken in 2012, the following were noteworthy:

- Development of the geographic information system for the Directorate General of Treasury and Finance (DGTF).
- Development of the Business Intelligence application for Europcar.
- High-precision Altimetry Numerical Model of the Coastal Line of Portugal.
- Provision of tourist-related materials and mobile application for Douro Alliance.
- Design and development of mobile applications of the Romanesque Route.



The Olhares site, which has been included in the consolidation perimeter of IMPRESA Other since the beginning of the year, decreased 24% in terms of total turnover in 2012, reaching 208,000 euros. This decrease was mainly due to the decline in advertising revenues, which was not offset by the increase in revenues from Academia Olhares.

Olhares continues to solidify its presence as the largest photography website in Portugal, with 1.1 million visitors, and 10.6 million pageviews.

Regarding Academia Olhares, which represented 50.4% of total revenues, 2012 was a year of consolidation of its activity in Portugal, with the progressive expansion of its activity to 15 cities.

In addition, during 2012, Academia Olhares extended its offer, with the launch in August of face-to-face courses in Brazil, in the city of São Paulo, and the first online photography course was also offered in October, through an e-learning platform developed exclusively for this purpose. Launched initially only for the Brazilian market, it also became available for the Portuguese market in December.



6. Prospects

The year of 2012 was characterised by an extremely adverse macroeconomic climate, and estimates for 2013 point towards the maintenance of that climate, such that measures were implemented during 2012 to enable an overall improvement in the operational indicators of IMPRESA in 2013. The first indicators of 2013 point that way.

The IMPRESA Group will continue with tight control over operating costs, while reinforcing its market share, with the main objectives of improving operating earnings, diversification of revenues, while continuing efforts to reduce interest-bearing liabilities and return to a positive net income.

Lisbon, 25th March 2013

By the Board of Directors

José Freire
Investor Relations Director

www.impresa.pt



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA - SOCIEDADE GESTORA DE PARTICIPAÇÕES SOCIAIS, S.A.CONSOLIDATED BALANCE SHEET Dec 2011

(Values in Euros)

<u>ASSETS</u>	<u>Dec 31th 2012</u>	<u>Dec 31st 2011</u>
NON CURRENT ASSETS		
Goodwill	300.892.821	303.110.821
Other intangible assets	446.692	834.610
Tangible fixed assets	30.621.140	37.939.386
Financial investments	6.576.068	4.696.030
Investment properties	6.231.074	6.229.834
Program Rights	12.290.879	18.296.474
Deferred Taxes	1.689.961	1.728.169
Other non current assets	4.908.501	3.380.192
Total Non Current Assets	<u>363.657.136</u>	<u>376.215.516</u>
CURRENT ASSETS		
Program Rights	17.814.776	24.757.289
Inventory	2.015.074	3.270.330
Customers - current account	28.843.939	28.966.387
Customers - public entities	719.779	436.521
Other receivables	4.611.400	3.862.998
Cash and equivalents	1.890.379	4.300.831
Total Current Assets	<u>55.895.347</u>	<u>65.594.356</u>
TOTAL ASSETS	<u>419.552.483</u>	<u>441.809.873</u>
EQUITY, MINORITIES AND LIABILITIES		
	<u>Dec 31th 2012</u>	<u>Dec 31st 2011</u>
EQUITY		
Capital	84.000.000	84.000.000
Share issue premiums	36.179.272	36.179.272
Legal reserve	1.050.761	843.428
Retained earnings and other reserves	2.565.037	37.830.628
Consolidated net profit	(4.893.713)	(35.058.758)
Equity of IMPRESA shareholders	<u>118.901.357</u>	<u>123.794.570</u>
Equity of minority interests	59.926	54.825
Total Equity Funds	<u>118.961.283</u>	<u>123.849.395</u>
LIABILITIES		
NON CURRENT LIABILITIES		
Loans	146.121.284	149.223.689
Leasing	10.984.550	14.334.606
Provisions for risk and charges	5.135.011	4.556.407
Total Non Current Liabilities	<u>162.240.845</u>	<u>168.114.702</u>
CURRENT LIABILITIES		
Loans	59.858.586	68.051.444
Leasing	3.710.383	4.294.686
Suppliers payables	34.121.906	38.358.970
Other current liabilities	40.659.480	39.140.175
Total Current Liabilities	<u>138.350.355</u>	<u>149.845.275</u>
TOTAL EQUITY, MINORITIES AND LIABILITIES	<u>419.552.483</u>	<u>441.809.372</u>



IMPRESA

Sociedade Gestora de Participações Sociais, SA

IMPRESA - SOCIEDADE GESTORA DE PARTICIPAÇÕES SOCIAIS, S.A. and SUBSIDIARIES

CONSOLIDATED PROFIT & LOSS ACCOUNTS

(Values in Euros)

	IAS Dec 31th 2012	IAS Dec 31th 2011
<u>Total revenues</u>		
Goods	34.097.865	41.606.682
Services rendered	191.965.927	205.841.330
Other revenues	2.993.986	2.343.455
Total revenues	<u>229.057.778</u>	<u>249.791.467</u>
<u>Operating costs</u>		
Cost of goods sold	(81.523.927)	(89.952.576)
External supplies	(64.165.304)	(70.529.603)
Personnel	(59.719.406)	(60.879.490)
Depreciation	(7.116.916)	(8.174.437)
Impairment	(2.755.098)	(33.316.613)
Provisions	(1.513.163)	(1.567.017)
Other operating costs	(2.641.235)	(4.591.828)
Total operating costs	<u>(219.435.049)</u>	<u>(269.011.564)</u>
Operating results	<u>9.622.729</u>	<u>(19.220.097)</u>
<u>Financial results</u>		
Gain & losses in associated companies	313.438	(466.407)
Other financial revenues	57.417	661.174
Interest and other financial costs	(13.720.132)	(13.614.747)
Results before taxes	<u>(13.349.277)</u>	<u>(13.419.980)</u>
	<u>(3.726.548)</u>	<u>(32.640.077)</u>
Income tax	(1.162.064)	(2.404.062)
Consolidated net profit	<u>(4.888.612)</u>	<u>(35.044.139)</u>
Due to:		
Main shareholders	(4.893.713)	(35.058.758)
Minority shareholders	<u>5.101</u>	<u>14.619</u>