

# mktmedia invests in national web-TV

For the last year, mktmedia ab is a jointly owned development company who will support the local newspapers in the competition with new media and new ways of distribution. In June 2007, mktmedia announced an investment in web-TV that is unique in the Swedish daily press.

**A NEW COOPERATION AGREEMENT** provides member newspapers with web sites offering a variety of newly-produced entertainment programs for the coming year.

It is a major and broad-reaching investment that provides our newspapers with unique programme material aimed especially at the younger target audiences.

When Stampen earlier this spring implemented a large-scale restructuring, a substantive part of the Swedish media map was redrawn in the creation of the nation's largest-ever media group in terms of turnover. The new local newspaper group emerges as a sharply competitive competitor to both Bonnier and Schibsted. mktmedia is the core link driving the group's common development projects, above all in the new media arena.

As part of its investment in web-TV, mktmedia has signed an agreement with the Zodiac production company, which in co-operation with production company Kamera, will deliver four feature programs to be broadcast several times a week. Even those newspapers without their own local TV production will be able to screen the shared broadcasts.

Member newspapers together reach around two million readers and have one million web visitors a week. Pretty extraordinary figures, but there is a much greater commercial potential in the new media group's shared reach.

The big challenge lies in leveraging our outreach on the national market. The major national players build their platform from the top down in order to reach the local market. mktmedia plans to do the reverse.

He wants to build on the media group's strong local presence. The first step is a national platform that will link the unique relations each newspaper has with its readers and advertisers in their respective locations.

mktmedia works with a common tool box for technology and advertising. But on the local level we nurture local journalism, it's something we in Sweden have been world best at for the past 150 years. We must never lose sight of the fact that the engine powering us is both the local readers and marketplaces.

At the same time, the shared technical platform must contain editorial material that can be used in all participating newspapers and

above all encompasses the costly investments in web and moving pictures.

In a marketplace where local competition grows ever more tougher, the economic prerequisites are all about coordinating the technical infrastructure, creating shared surfaces on the ad pages and working towards smarter mix and match opportunities.

We must have the strength to handle the infrastructural issues. It may not sound sexy, but it is absolutely vital. Everyone expecting a hyped game have missed the fact that the basis for success is the common surfaces.

Today the local press has one common banner providing 20 million kronor to the sector. But outside, Internet advertising is being sold for over a billion kronor every year!

**BO SVENSSON**  
Managing Director of mktmedia

mktmedia was formed following the purchase of Centertidningar. The company's prime objective is to drive development issues within the group that owns the company: Stampen (51 percent), VLT (31) and Mittmedia (18). 10 percent of Stampen's shares are owned through Morgonpress Invest, which is a subsidiary of Stampen.



**BIG INVESTMENT IN WEB-TV  
LEVERAGES THE OUTREACH  
ON THE NATIONAL MARKET**



**A BIRD'S EYE VIEW  
OF THE STAMPEN GROUP**



Old barriers are falling and globalisation is creating new opportunities. A powerful vision is embedded in the activities of the Stampen Group.

## "We believe in a society with trustworthy, independent and brave media."

**C**ONTINUALLY DRIVING TOWARDS that vision is Stampen's contribution in the work to build a good and sustainable society for the future. Many of our employees have for many years participated in conferences and meetings in the global organisations that bind newspaper companies together around the world. Freedom of speech and publishing are not a certainty in many places.

Once a year, newspaper publishers from around the world meet under the auspices of WAN, the World Association of Newspapers. During 2008, we have been given the honour to arrange this conference in Göteborg from 1-4 June. WAN has since 1961 awarded The Golden Pen of Freedom, which annually is given to a journalist or organisation that has contributed in an exemplary manner to defending or supporting press freedom.

The Stampen Group today is the majority shareholder in more than 25 newspapers and has ownership shareholdings in some 30 newspapers.

The Stampen Group is a natural development from a platform that originally comprised Göteborgs-Posten. The newspaper is growing strongly with gp.se, web.tv news on mobile telephones as established activities and other Internet distribution forms under development. Our collaboration with Metro will provide benefits that meet the competition from free newspapers.

Together with VLT and Nerikes Allehanda, Liberala Tidningar runs newspaper activities in Sweden's Mälardalsområdet. Mediabolaget Väst-kusten encompasses five newspapers along the

Swedish west coast—from Halmstad to Strömstad. Both these media groups are majority owned by Stampen AB.

The printing activities have been gathered under a new name—V-TAB and complemented with new acquisitions, at the same time as some operations are wound up. The ambition within one of northern Europe's largest printing companies is to offer competitive services relating to printing newspapers, DR and periodicals with good quality and large volumes.

Stampen Media Partner AB has been formed with the aim of implementing part of the Stampen growth strategy, which builds on new behaviour among people and new needs within the media environment. This includes, among other things, Family Life Media, which operates famljeliv.se, Sweden's largest family community on the Internet and Sweden's largest wedding site, bröllopstorget.se. Several similar activities will be developed.

The entire media industry is undergoing a major shift. Old monopolies are falling and new players are emerging. Who will be the winners and who the losers? Without doubt one of the central issues concerns what type of people should be in our team. People with the right competence, experience and perhaps, above all, the right attitude is the answer. Within the Stampen Group we have said the following values should guide all we do: professionalism, involvement, courage and humility. Especially humility, bordering on insight, is, I believe, decisive when confronted by gigantic change. The insight that we are living in a dynamic time, which is

BILD: Sofia Sabel



difficult to grasp. At the same time, it is that insight that makes it so much fun. Because it is fun and challenging to find oneself in the eye of the storm, while not least assuming responsibility to play an active role in the development of independent media

**TOMAS BRUNEGÅRD**  
CEO, the Stampen Group

## OUR VISION

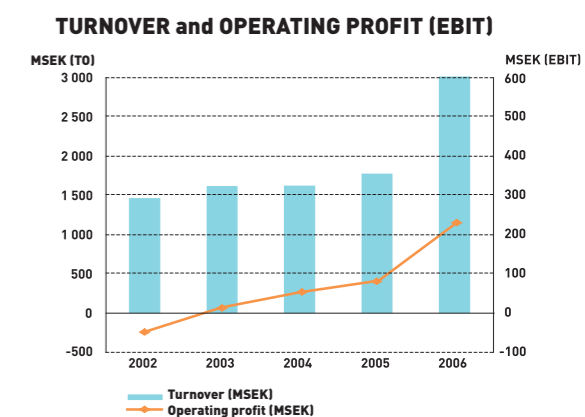
- We believe in a society with independent, courageous, honest and unbiased media.
- We will strive to be a leading force in the development of the Swedish media, both through our own labours and through partnership and alliances.
- We offer those who work with us better opportunities for growth than what each could achieve on his or her own.
- We will continue to lead our core markets. But we can and will develop in the boundless new publishing universe.
- In all interactions with customers, partners and employees we aspire to live up to our core values: courage, humility, passion and excellence.

## THE STAMPEN GROUP IN NUMBERS

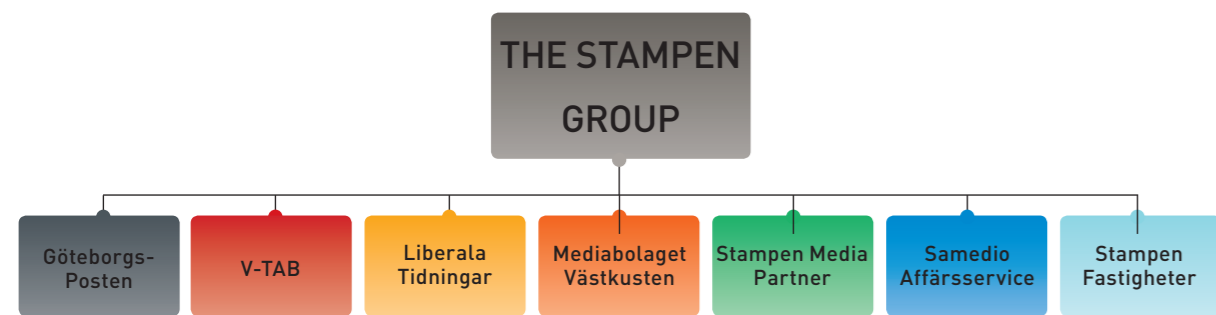
Income Statement, MSEK	2006	2005	2004	2003	2002
Turnover	3016,2	1777,9	1625,7	1619,9	1466,1
EBITA	279,6	93,0	41,9	10,2	-55,4
EBIT	224,6	84,8	41,4	10,0	-55,6
Net financial items	-40,6	37,0	1,0	-15,5	-28,5
EBT	184	121,8	42,3	-5,6	-84,1

Business and financial ratios	2006	2005	2004	2003	2002
Annual Growth, %	69,7	9,4	0,4	10,5	1,8
Operation margin, %	7,4	4,8	2,5	0,6	-3,8
Operating cash flow, MSEK	296,5	238,9	132,9	83,5	74,7
Return on equity, %	20,2	22,0	6,7	1,9	-17,0
Equity/assets ratio, %	25,8	22,2	35,6	33,2	31,9

EBITA per business area, MSEK	2006	2005
Göteborgs-Posten	104,3	49,4
Lokala tidningar	81	33,2
V-TAB	142,1	71,9
Samedio Affärsservice	-5,6	-4,1
Stampen Fastigheter	13,7	12,7
Others	-34,5	-25,6
Restructuring Costs	-21,4	-44,5
Total operating income (EBITA) per business area, MSEK	279,6	93,0



# The Stampen Group, Companies and operations



## The Stampen Group's seven business areas

**GÖTEBORGS-POSTEN** is the second-largest circulation newspaper in Sweden. The newspaper is distributed both in printed and digital version via gp.se and as well as delivered in cell phones. GP is also available for webb-tv distribution since the spring of 2007.

**V-TAB** operates print houses on ten locations in Sweden. V-TAB has during a short period of time become one of the largest cold set printers in the Nordic Region and that position is strengthened by the acquisition of NATryck in Örebro.

**LIBERALA TIDNINGAR** operates newspapers in the region of Mälardalen, in Värmland and Närke.

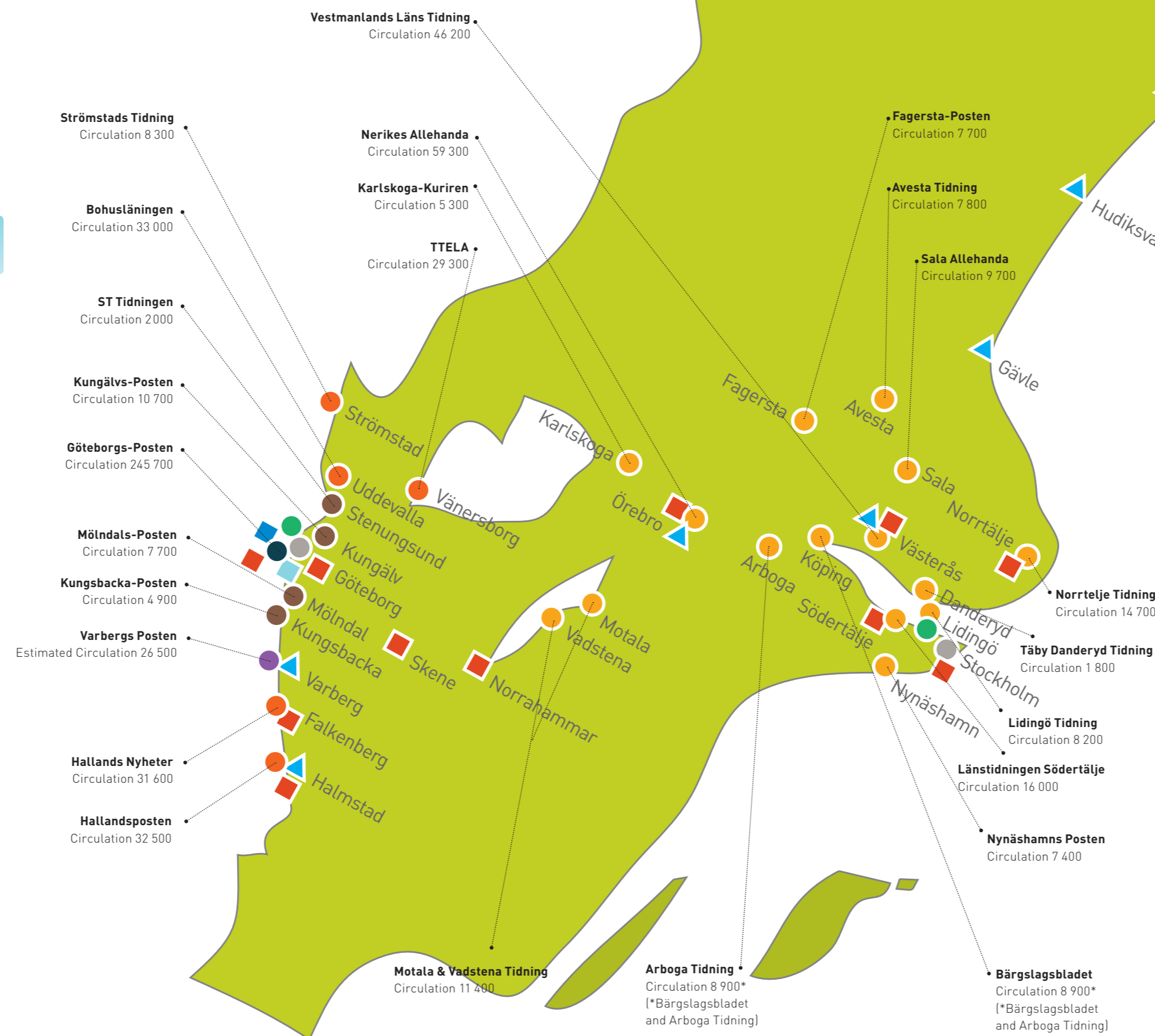
**MEDIABOLAGET VÄSTKUSTEN** operates newspapers along the Swedish west coast.

**STAMPEN MEDIA PARTNER** develops The Stampen Group's interests in the new media universe. The business area has proprietary interests in two market leading communities, familjeliv.se and brollopstorget.se.

**SAMEDIO AFFÄRSSERVICE** develops and standardises business services in different fields such as IT, economy, HR, purchase and service operations. We deliver services to clients both inside and outside the group.

**STAMPEN FASTIGHETER** accounts for improved management of internal resources.

*"We believe in a society with trustworthy, independent and courageous media". That is the vision of the Stampen Group – and the driving force as we reshape Sweden's media map. Stampen is now the principal owner of over 25 Swedish morning newspapers. But we are a growing force even in other areas, not least within the new media. We are part owners in Websites, radio stations and news agencies, as well as majority owner of V-TAB, northern Europe's largest printer in its sector. The Stampen Group has a turnover of SEK5 billion in wholly- and part-owned companies with approximately 7,000 employees.*



**FACTS → OWNERSHIP SHARES THE STAMPEN GROUP**

Shares	Proportion of voting rights (%)	Proportion of share capital (%)
Peter Hjörne through family and corporation	74	65
Marika Cobbold with family	13	14
Sven Nordgrén with family	11	14
Others	2	7

## The Stampen Group, Companies and operations (ownership shares in brackets)

- GÖTEBORGS-POSTEN** (THE STAMPEN GROUP 100%)
- LIBERALA TIDNINGAR** majority-owned by Mediaintrössenter (55%) VLT Nerikes Allehanda Karlskoga Kuriren Motala & Vadstena Tidning Arboga Tidning Bärgslagsbladet Fagersta-Posten Avesta Tidning Sala Allehanda Länstidningen Södertälje Nynäsahamns Posten Norrtelje Tidning Lidingö Tidning Täby Danderyd Tidning
- MEDIABOLAGET VÄSTKUSTEN** (THE STAMPEN GROUP 51%) Hallandsposten Hallands Nyheter Bohusläningen Strömstads Tidning TTELA
- VARBERGS POSTEN** (THE STAMPEN GROUP 91%)
- ORTSTIDNINGAR I VÄST AB** (THE STAMPEN GROUP 24,5%) Kungsbacka-Posten Mölnbals-Posten Kungälv-Posten ST Tidningen
- V-TAB** majority-owned via V-TAB intrössenter (66,7%) Print houses in Göteborg (2), Falkenberg, Halmstad, Norra-hammar, Norrtälje, Södertälje, Stockholm Akalla, Västerås and Örebro.
- RIX FM** is run by several local newspaper publishing companies, SRU and MTG Radio Umeå, Örnsköldsvik, Sundsvall, Hudiksvall, Gävle, Västerås, Örebro, Varberg and Halmstad.
- SAMEDIO AFFÄRSSERVICE** accounts for improved management and efficiency of the Stampen Groups shared functions.
- STAMPEN FASTIGHETER** is developing central properties within the Stampen Group. Today, the business area administrates properties in Gothenburg and these are the GP-house on Polhemsplatsen and Tidningshuset in Backa.
- STAMPEN MEDIA PARTNER** Operates the Swedish communities familjeliv.se and brollopstorget.se.
- mkt media** a jointly owned conceptual development company, with The Stampen Group as a majority owner and Lidköpingspress, Mittmedia and mktmedia as minority owners. The operation's objective is to co-ordinate the future development between the companies. mkt media operates from Östersund, Stockholm and Gothenburg.
- DISTRIBUTION** The Stampen Group is direct, or indirect joint owner to VTD, Prolog and NAdistribution, which all are distribution companies.
- STAMPEN GROUP** Stampen AB is the parent company of the group with a total turnover of 5 billion including jointly owned companies. The Stampen Group employs a staff of 7000 and has a total newspaper circulation of 636000.