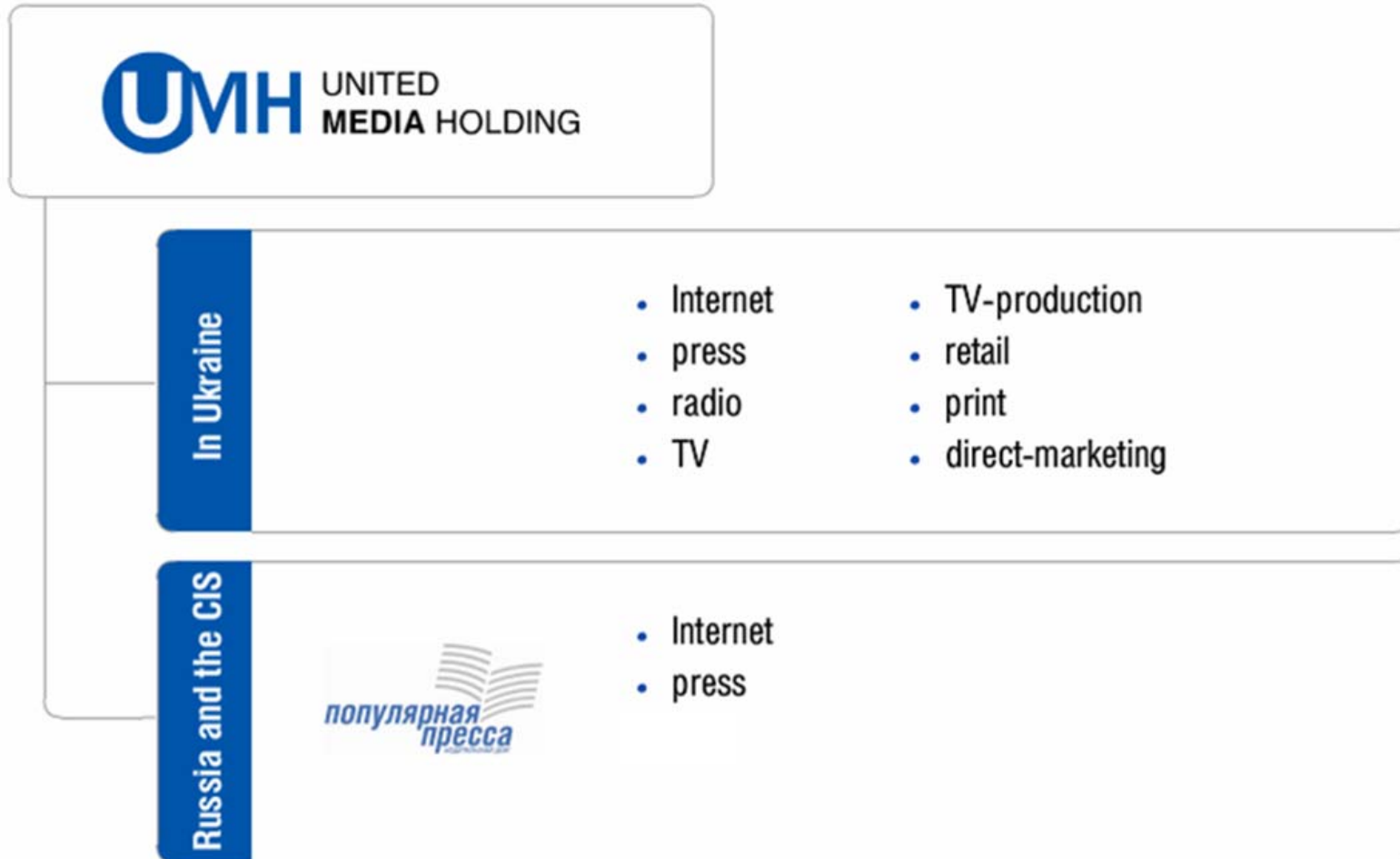




# Who we are

- United Media Holding (UMH) is an international diversified media company
- Starting from 21 May 2008 shares of UMH are listed on the Frankfurt Stock Exchange
- UMH became the first Ukrainian media company to be listed on a foreign stock exchange

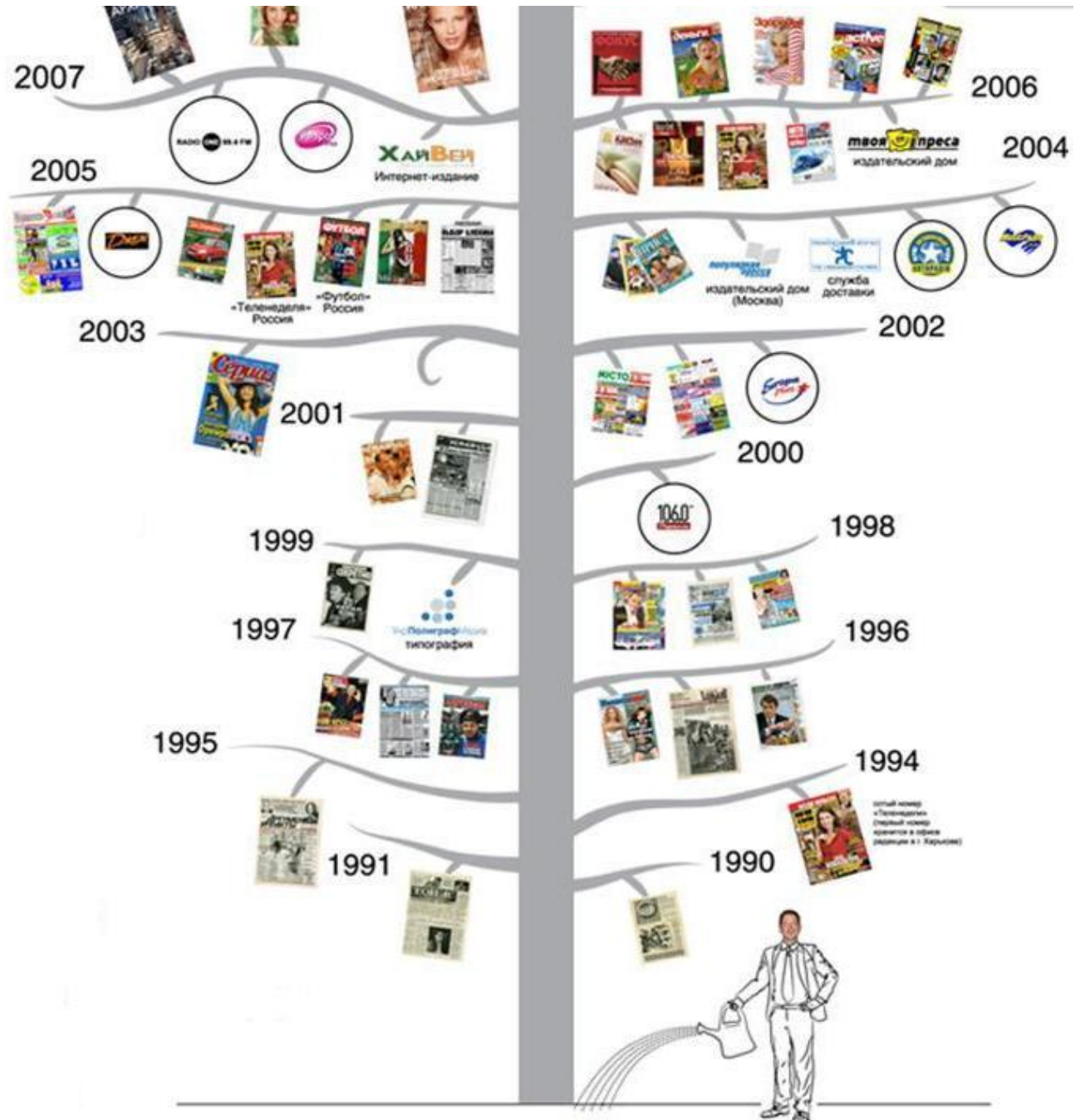
# United Media Holding operates:



## Points of Success:

- A highly qualified team of managers with unique market knowledge and work experience in conditions of economic crisis
- We are the most experienced team in the Ukrainian market among Media Holdings of the Big Four (Inter Media Group, Media-group “Interpipe”, UMH, CME)
- Diversified portfolio of 45 brands
- Broad regional presence: 43 offices in Ukraine, Russia and Kazakhstan
- In May 2008 UMH was valued at \$300 mln in IPO
- Heading toward a big market – all former Soviet Union countries

- 1994 – Telenedelya
- 1995 – Regional expansion in Ukraine
- 1997 - Football
- 1998 – Komsomolskaya pravda Ukraine
- 1999 –Print and print media retail segments
- 2000 – Radio
- 2001 – Komanda
- 2002 – Launched free newspapers
- 2003 – Serial
- 2004 – Russia
- 2005 – TELENEDELYA in Russia
- 2006 – 6 new magazines in Ukraine
- 2007 – S Toboy, Archideia, Votre Beaute
- 2008 – Shop and Shopping
- 2008 – UMH listed in Frankfurt
- 2008 – Menu-TV acquisition
- 2009 – Radio Alla, Radio “Dinamo”
- 2009 - “1000 useful advices”

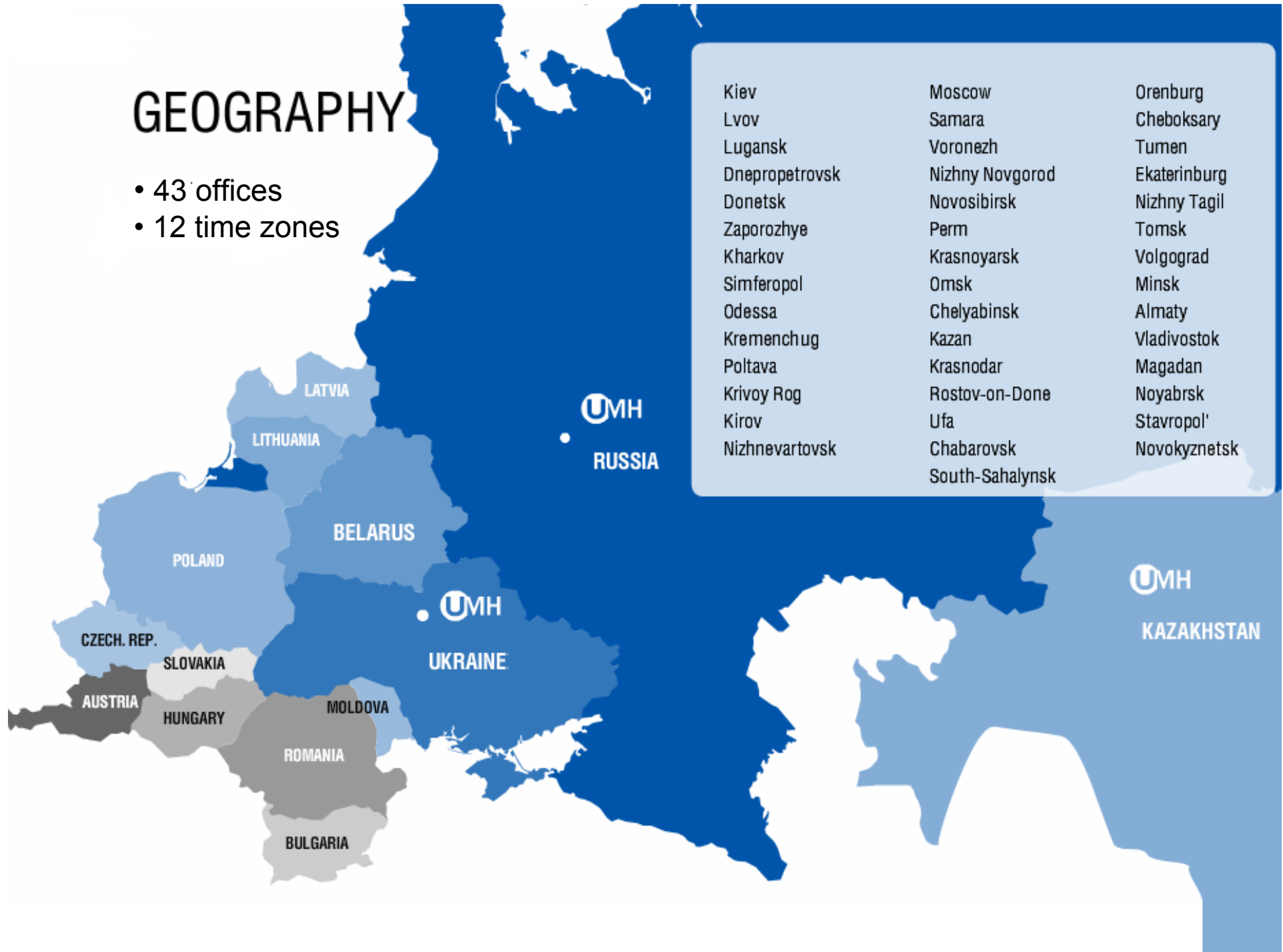


## Mission

To be ranked among TOP-10 multimedia  
companies in the former Soviet Union

# GEOGRAPHY

- 43 offices
- 12 time zones

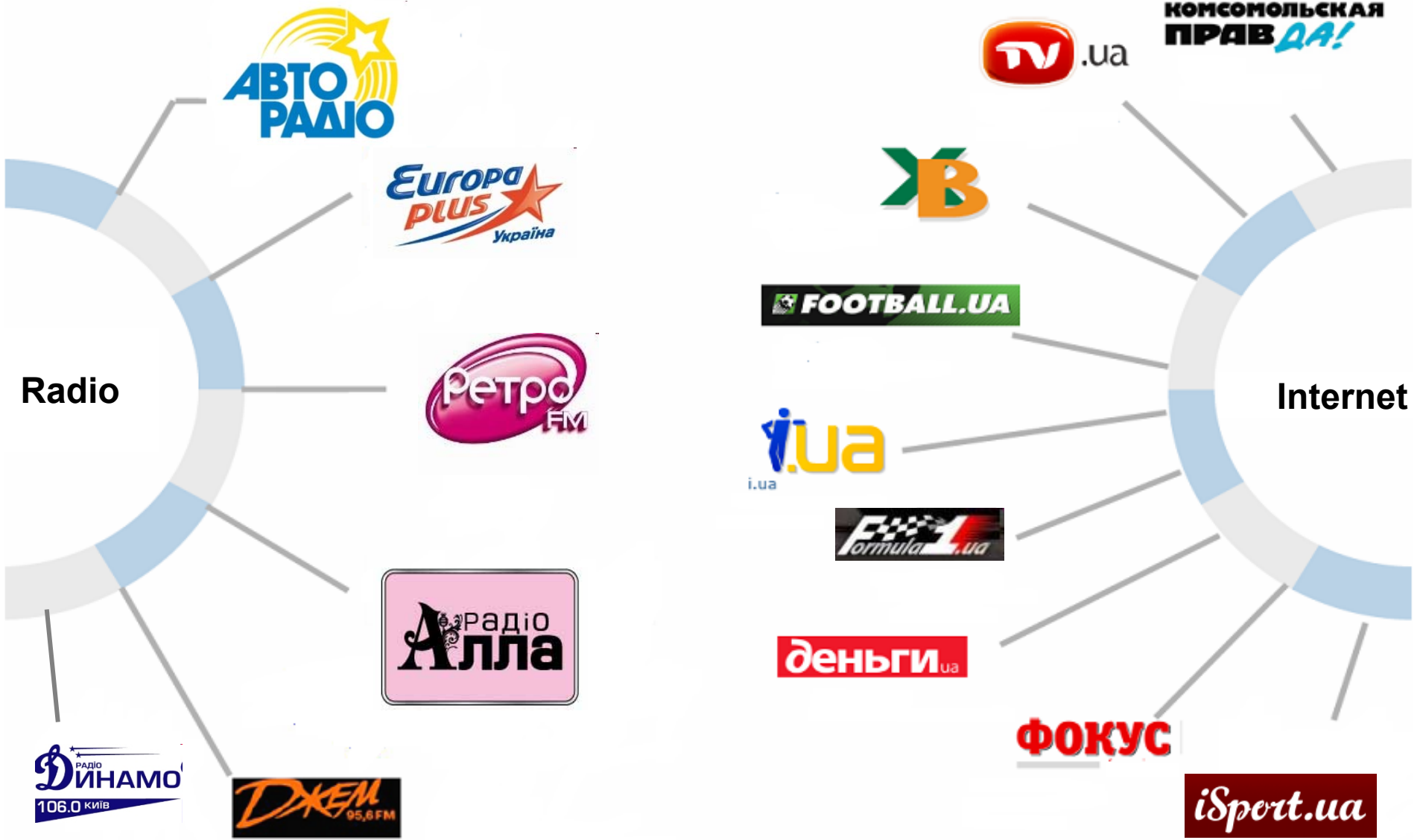


# Publishing House. Portfolio





# New-media and Radio Brands



**UMH**  
**is one of The Big Four Media Holdings**  
**in Ukraine**  
(U.A. Inter Media Group, UMH, Media-group “Interpipe”, CME)

## Press

Market leader, **29,5%**  
Audiences in the market of  
reading, monthly  
coverage – **49%\***  
or **6,5 millions people**

## Radio

Market leader, **23,3%** radio-  
audiences,  
monthly coverage - \* **30%**  
or **4,8 millions people**

## Internet

Monthly coverage - **15 %**  
of kranian internet audience  
or more than **1,5 millions people**

\* Age: 16-65. cities 50 000+, research: TNS MMI 2009

## Ukraine: New-media

- 15% of Ukrainian users
- 2<sup>nd</sup> position in Internet-holding ranking
- 10 brands



## Ukraine: Radio

- 4,8 mln listeners per week in Ukraine, 1,3 mln in Kyiv
- Broadcasting in 59 cities
- 119 frequencies of which 100 are owned
- 6 brands: 4 national and 2 local



## TV and TV-production

- Cooking channel “Menu TV” is accessible by satellite and cable networks in Ukraine
- Average daily share of audience for the “Menu TV” channel is 0,5%
- TV version on the National “TV-stars” Awards ceremony
- TV version of the New Year concert “Disco of the 80’s” together with Autoradio



## Ukraine: Publishing House

- Leader of Ukrainian Press Media Market
- The largest share in print advertising market – 12% in 2009
- 29,5% of total Ukrainian readership in 2009
- 300 000 000 copies of printing products in 2009

## Ukraine: Retail

- «Tvoya pressa» is the largest national retail chain in Ukraine
- 822 POS in 8 largest cities
- Exclusive positions in supermarkets and shopping centers with 14% share
- The most innovative retail operator in Ukraine – European styling of POSes
- Exclusive partners of “Furshet”, “Megamarket”, “Silpo”, “Ashan” trading



## Ukraine. Printing

- Modern newspaper printing-house  
“Ukrpoligraphmedia”
- One of the leaders in newspaper-print in Kyiv –  
23% share
- Processing 6 000 tons of paper per year
- Prints more than 200 000 000 copies per year
- Magazine printing house launched in  
September 2008





## UMH in Russia and CIS

- UMH portfolio in Russia contains of “TELENEDELYA”, “Football” and supplements, “Life Stories”, “Victories and Defeats”
- Aggregated circulation for one issue of “TELENEDELYA” is more than 2 000 000 copies
- 29 regional offices
- In 2007 RBC has ranked UMH as the most dynamic publisher in Russia
- Total audience of publishing house “Populiarna Pressa” («Popular press») is 5,3 mln people, that makes 13,3% from all titles and 28% from all weeklies.

# UMH in Russia

- "Telenedelya" magazine occupied the fifth position among all weekly titles in Russian Federation ranked by advertising revenues in 2009 according to TNS Media Intelligence\*. In 2008 "Telenedelya" occupied the seventh position.
- "Telenedelya" ("TVweek") magazine became the newsstand sales leader of 2009 in its theme group "Teleguides" according to research results of «The Press Distributors Association».
- Audience of "Telenedelya" ("TVweek") – 4,25 mln people, that makes 26,3% from all weeklies.
- "Telenedelya" is published in 29 cities of Russian Federation
- The Director General of the Russian version of TELENEDELYA magazine, Mikhail Zemtin, became the laureate of "Media Manager of Russia – 2009" National Award in "Printed Media" nomination for the best dynamics of the TELENEDELYA (TV Week) magazine's audience growth.
- During the last year, the title "Telenedelya" gained 1 000 000 new readers.
- Audience of "Football" magazine – 929,000 which makes 30% from all sport editions.

# **ADVERTISING MARKET DEVELOPMENT**

# Advertising market in Ukraine

Media	Volume 2009, UAH, mln	Share of UMH, %	Dynamics of market 2009/2008	Dynamics of UMH 2009/2008
TV	2 262		-21%	
Press	1378	12%	-54%	-46%
Radio	120	36%	-35%	0%
Internet	145	10%	+5%	+100%
others	700			

# Advertising market in Russia

Media	Volume 2009, \$, mln	Share of Telenedelya, %	Dynamics of market 2009/ 2008	Dynamics of Telenedelya 2009/2008
TV	3 790		-18%	
Press	1 086	1,08%	-43	+35%
Radio	300		-36	
Internet	633		+8	
Others	990			

According to Association of Communication Agencies of Russia

# **FINANCIAL INDEXES AND RESULTS**

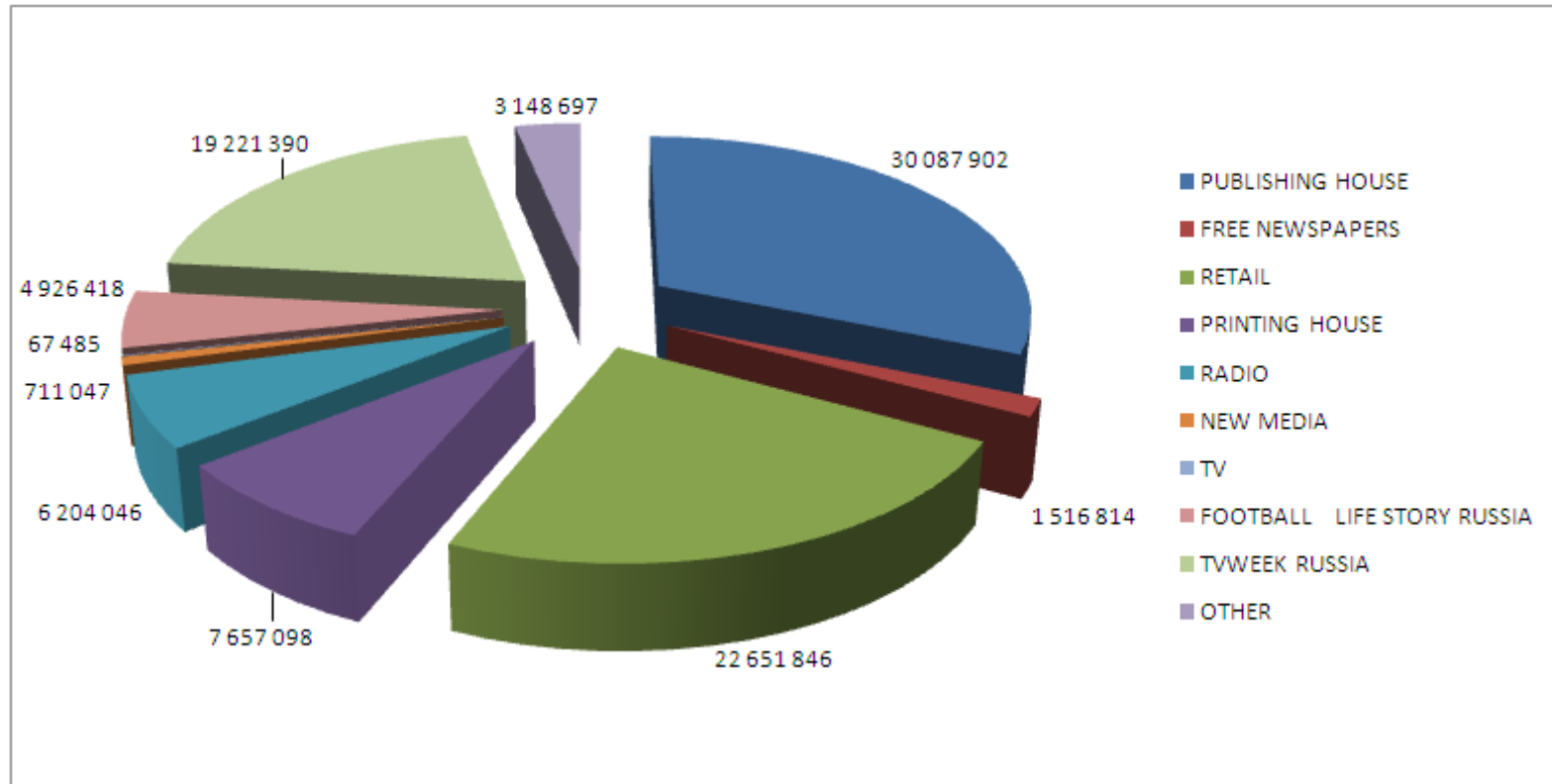
# Financial results 2009

Financials, '000 USD	2009 E		
	Ukraine	Russia	Total
Revenue	69,1	24,1	93,2
EBITDA	13,0	-3,0	10,0
Net profit	7,4	-7,3	0,1

As a result of 2009 UMH has shown:

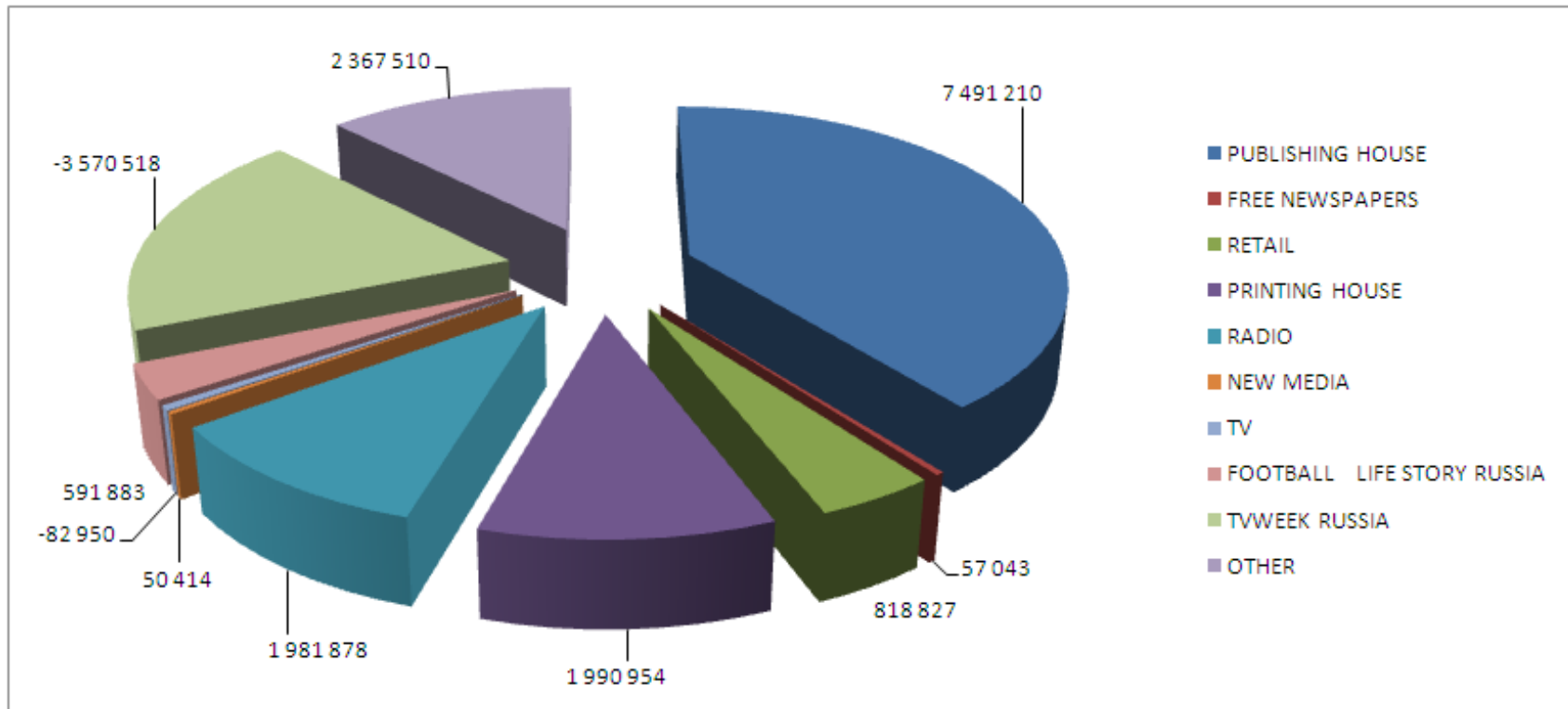
- slight fall in revenues (21.5 %) y-o-y to 2008, as a result of crisis;
- Positive EBITDA at 10 million USD;
- Net profit close to zero but finally in black;
- The share of the Russian business in the revenue has grown to 25 %.
- New printing house in the Ukrainka has shown positive net profit in the Q4 2009.

# Revenues by Business Units, 2009E

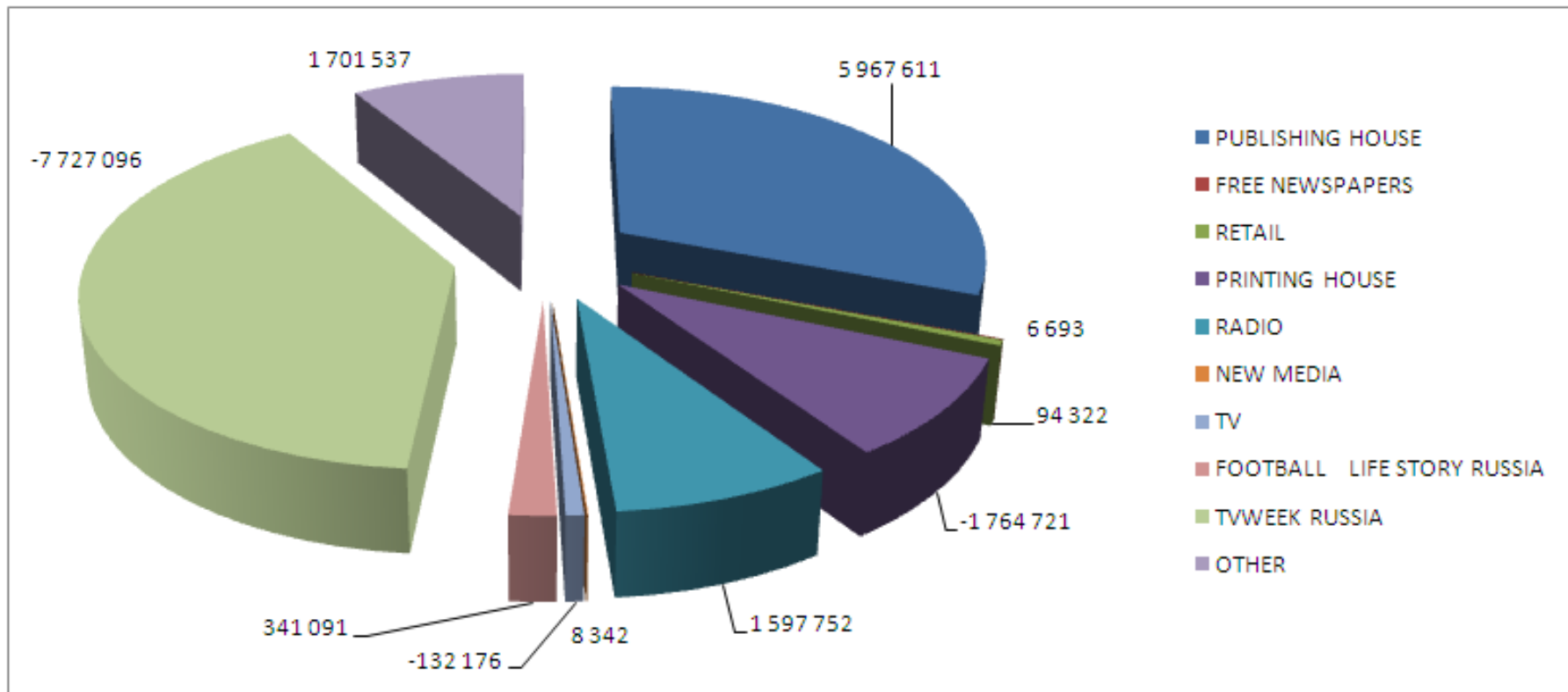




# EBITDA by Business Units, 2009E

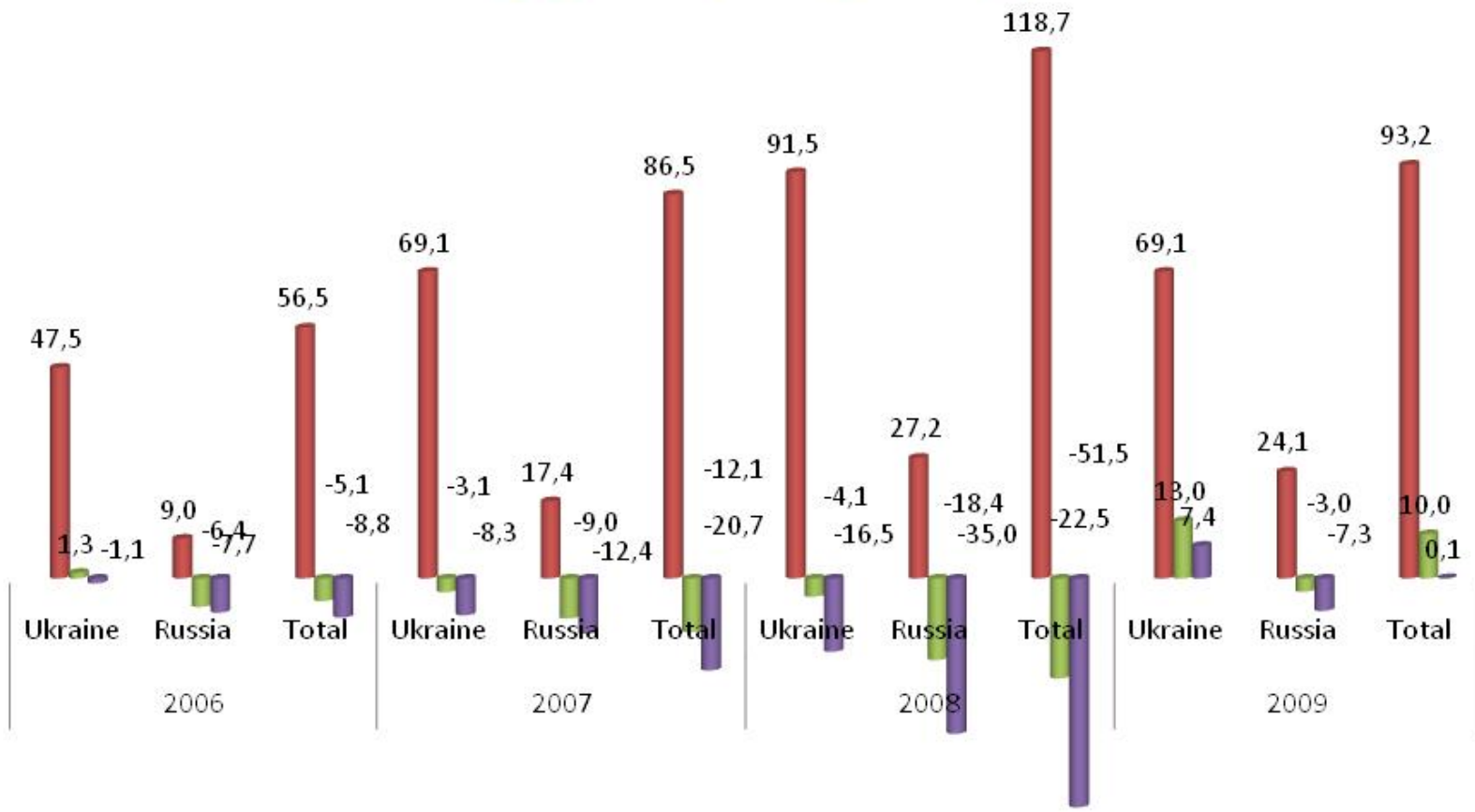


# Net Profit by Business Units, 2009E



## UMH Financials for 2006-2009

■ Revenue ■ EBITDA ■ Net profit



# Important events 2009

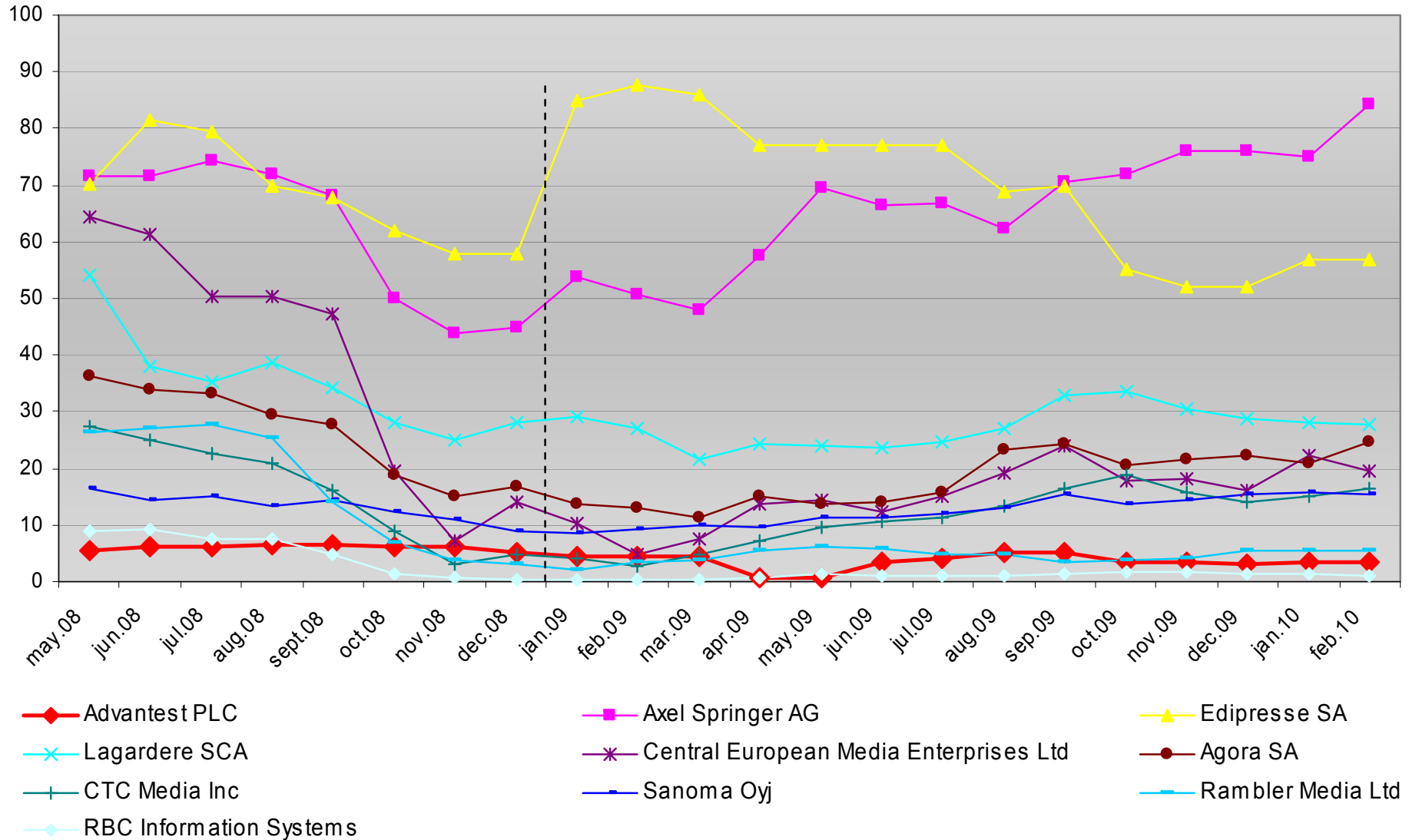
- In March 2009 the newspaper “Komsomolskaia Pravda v Ukraine” (“The Komsomol Truth in Ukraine”) was awarded Best Newspaper Award of 2008 by the national program “Person of year”.
- In May 2009, the president of UMH presented Ukraine at the international final competition in Monte-Carlo as a winner of the national stage of the Entrepreneur Of The Year 2008. This international contest is conducted by Ernst & Young company .
- On the 28th of January, «The Press Distributors Association» held the seventh annual ceremony of winners awards of "Sale leader on the market of printed MASS-MEDIA 2009" competition (Russia). According to results of the year, "Telenedelya" ("TVweek") magazine became the sale leader in its theme group "Teleguides".
- On the 27<sup>th</sup> of February The Radiogroup of UMH became the best on "Radio Voice Awards“ for the fourth times . Avtoradio, Europe Plus, Retro FM and Radio Alla won prices.

# Products released in 2009

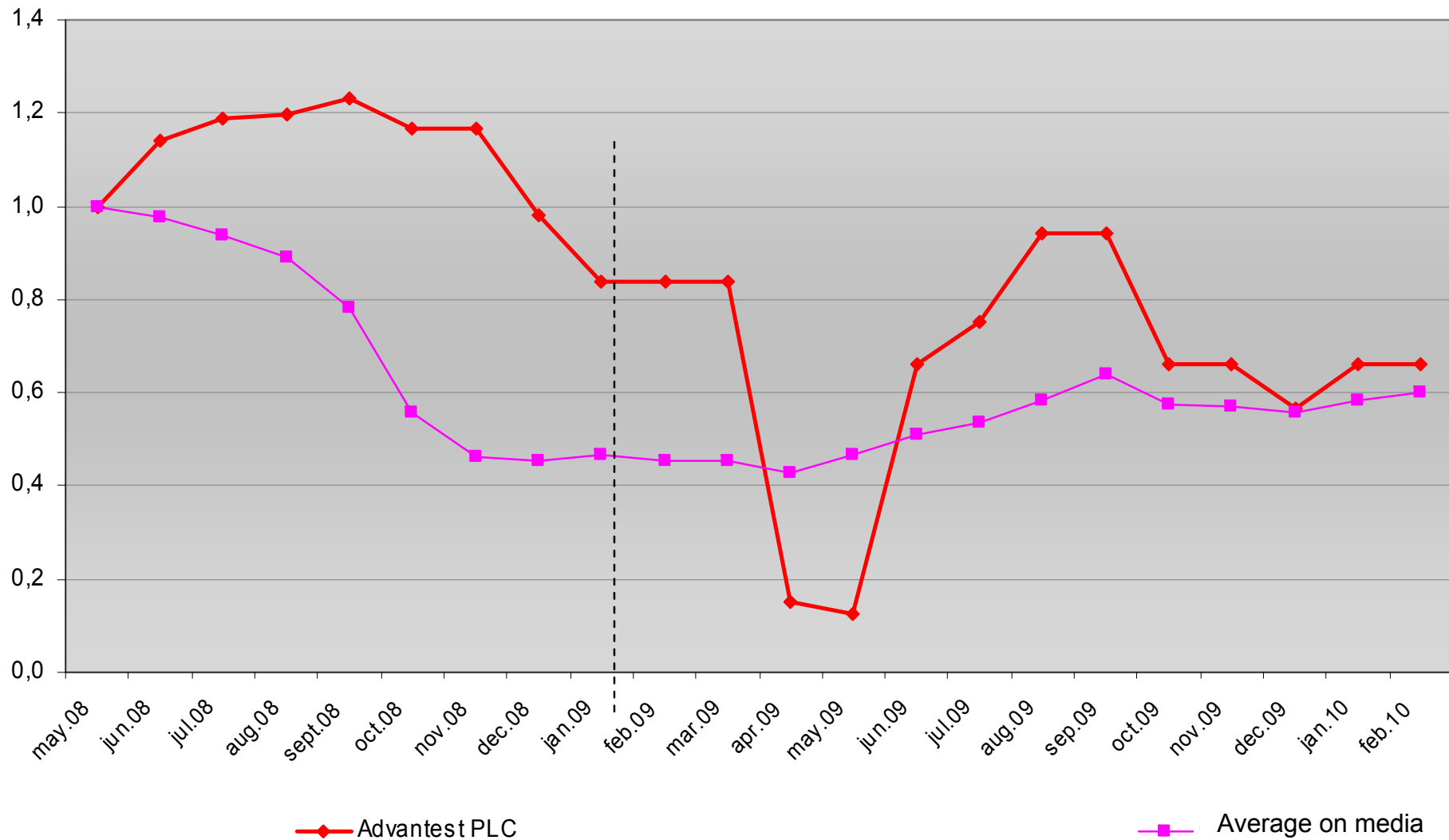
- In April 2009 radio group of the United Media Holding group companies launched broadcasting of the new network radio station «Radio Alla», although this frequency was earlier used for broadcasting “Radio ONE”. «Radio Alla» began broadcasting in 16 Ukrainian cities. This is a joint project of the United Media Holding group companies and “Prof-media” broadcasting corporation, Russian Federation. Alla Pugacheva is participating in preparation and promotion of this radio station.
- The local Kyiv radio station "Dynamo" began broadcasting in August, 2009.
- In November Ukrainian Media Holding has enlarged its portfolio with a new family magazine - “1000 useful advices”. “1000 useful advices” is an all-Ukrainian magazine for the whole family. It is a mix of magazine of advices, women’s and family magazines.

# **MARKET QUOTES FOR MEDIA COMPANIES (2008- 2010)**

# Quotations of media-companies in 2008-2010

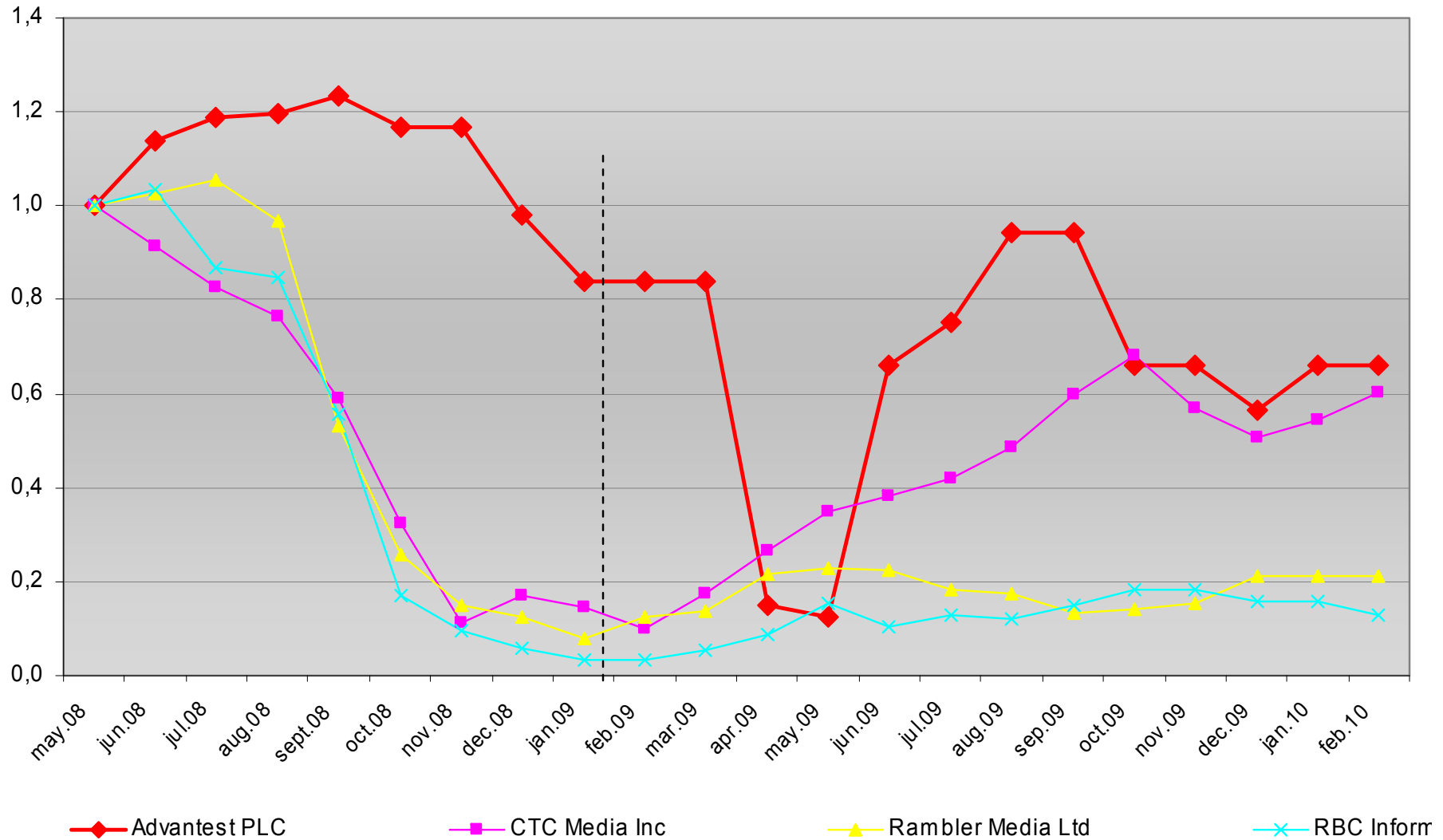


## The graph of stock dynamics of company Advantest Public Limited (2008 –2010)





## Quotations of Ukrainian and Russian media-companies (2008-2010)



# Our Team





WELCOME