

Half-year figures 2021  
Analyst Conference, 31 August 2021

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Head of Finances & Human Resources,  
Member of Group Management

# Sharp improvement in net income due to economic upturn, growth of digital offer, and cost discipline

In CHF millions

2020-6 2021-6

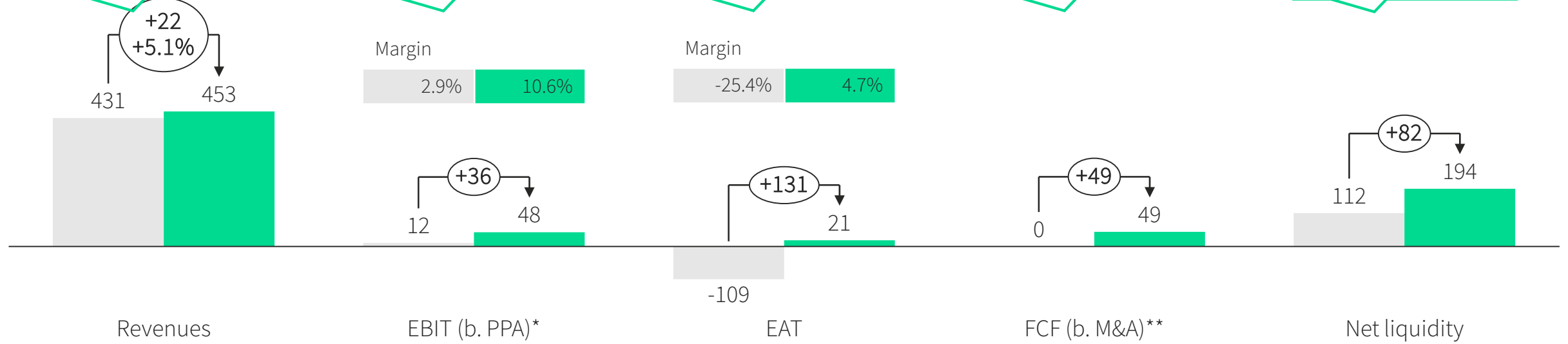
Positive impact on revenue from job market recovery, good performance of marketplaces, and an easing of pressure on the advertising market

Business result buoyed by reduction in material and other operating expenses, and by higher net income from associated companies and joint ventures

Financial income of CHF 11.7 million year-on-year, with no impairments

Significant recovery of free cash flow, mainly due to an increase in cash flow from operating activities

Net liquidity affected by increased cash flow from operating activities, from dividend waiver for TX Group shareholders, and from reduced dividends for non-controlling interests



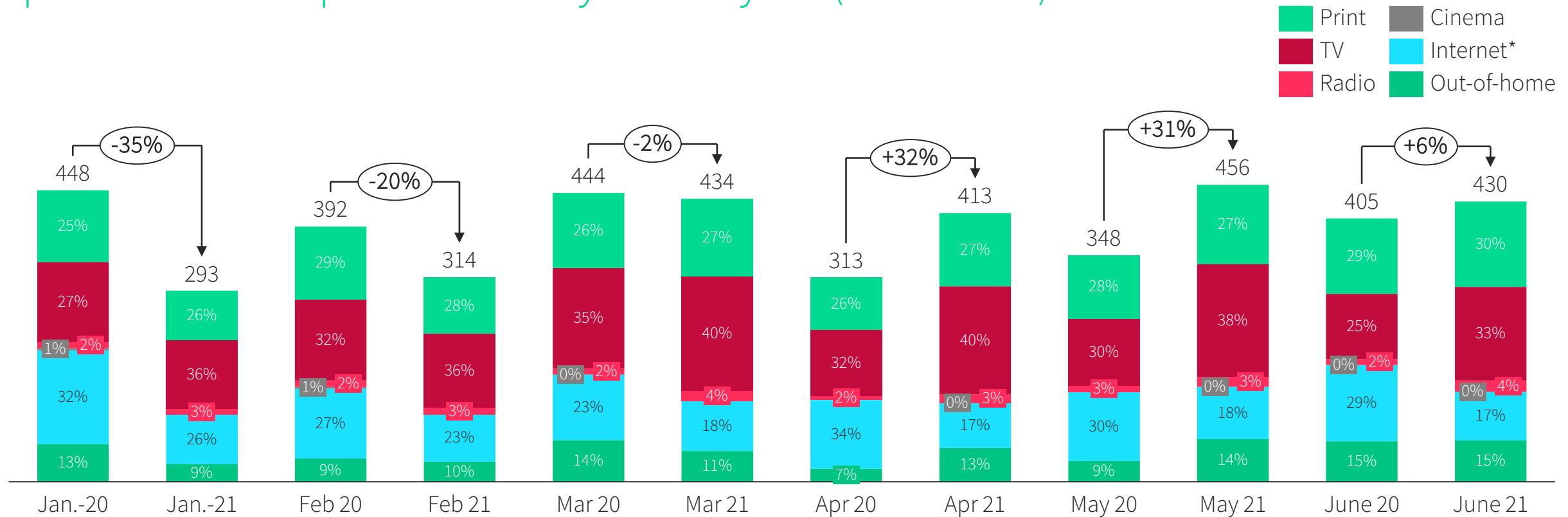
\* Operating income before effects of business combinations

\*\* Cash flow after investing activities in property, plant and equipment and intangible assets



Market environment

Significant recovery from Swiss advertising market (gross) in second quarter – stable performance year-on-year (-0.4% YTD)



Swiss advertising market in CHF millions (gross)

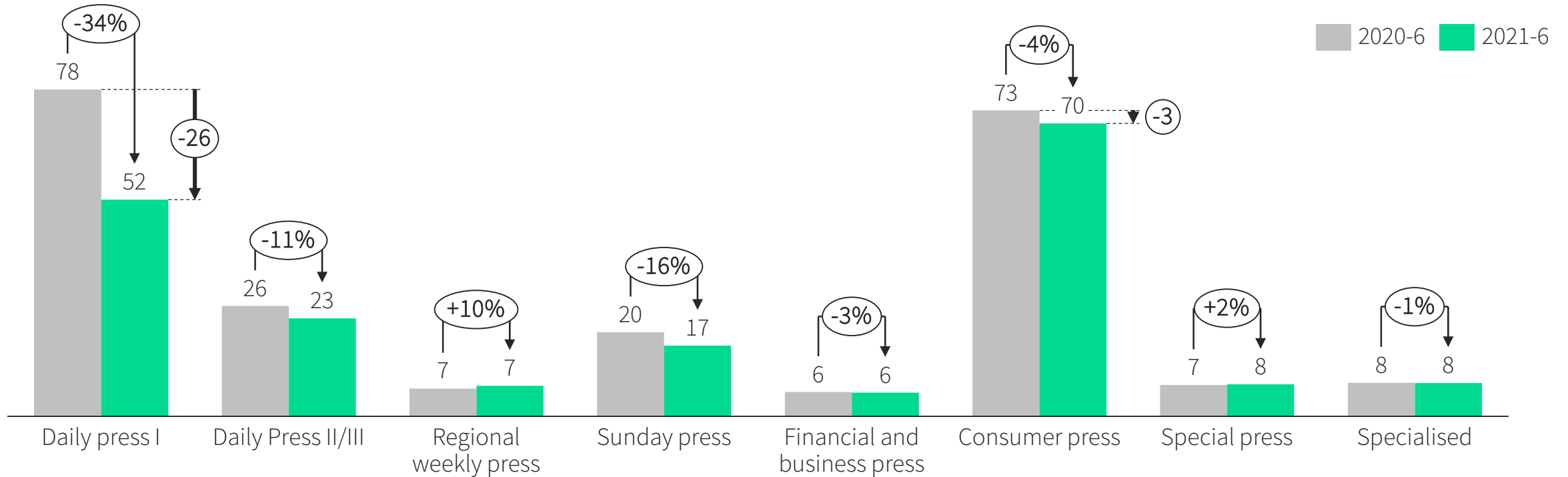
Source: Media Focus Jan-Jun 2020/2021

\*Internet: Does not include advertising revenue from social media, online classifieds, online directories, or strictly performance-related networks



Market environment

Continued decline in print advertising (net) – supraregional daily newspapers hit particularly hard

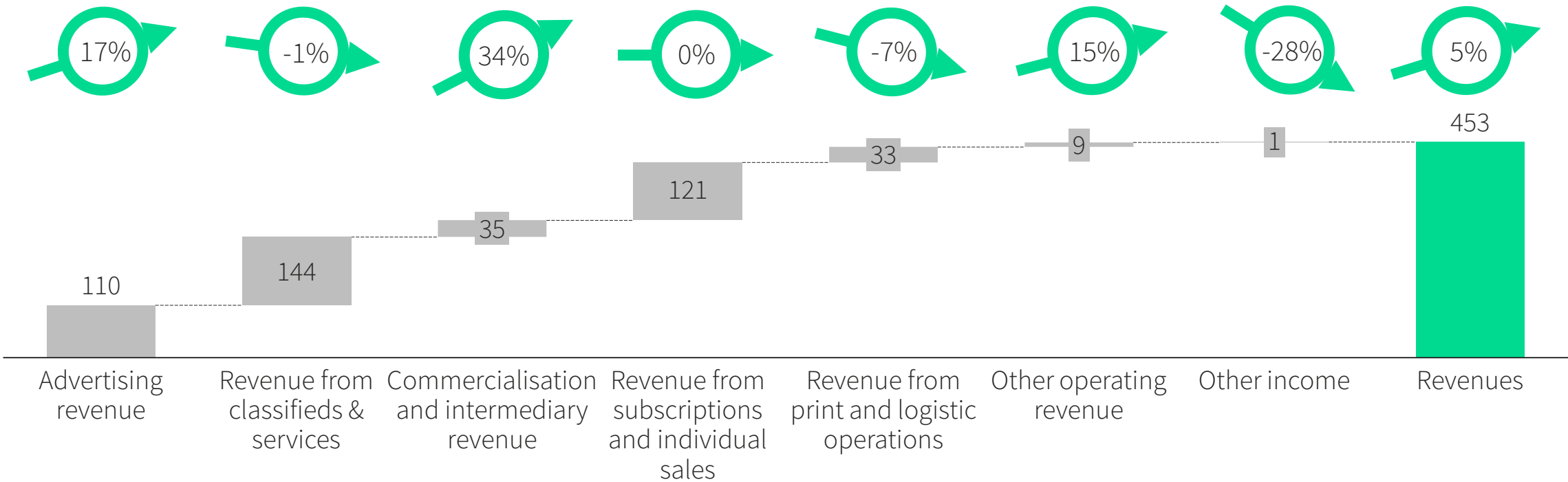


Net revenue for print advertising in CHF millions compared to the previous year

Source: WEMF advertisement statistics for the Swiss press



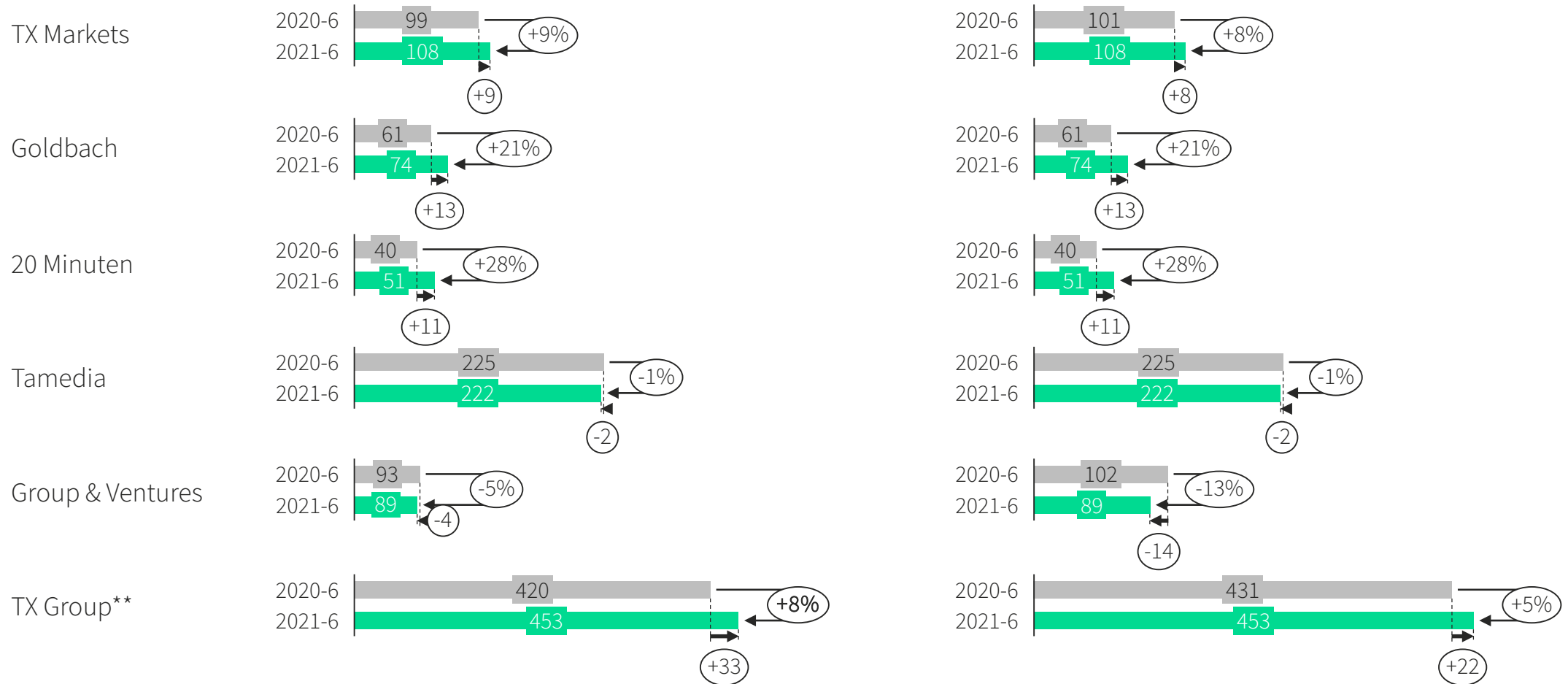
# Recovery in advertising revenue and in commercialisation and intermediary revenue – lower revenue from classifieds & services, solely due to disposals



Types of revenue

TX Group

# TX Group delivers 8 per cent organic revenue growth



Organic revenue growth\* in CHF millions

Consolidated revenue growth in CHF millions

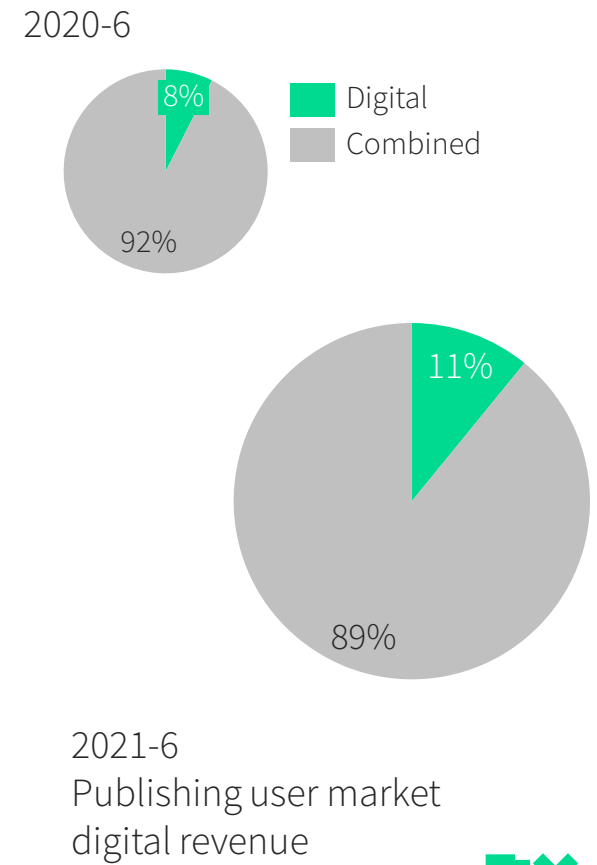
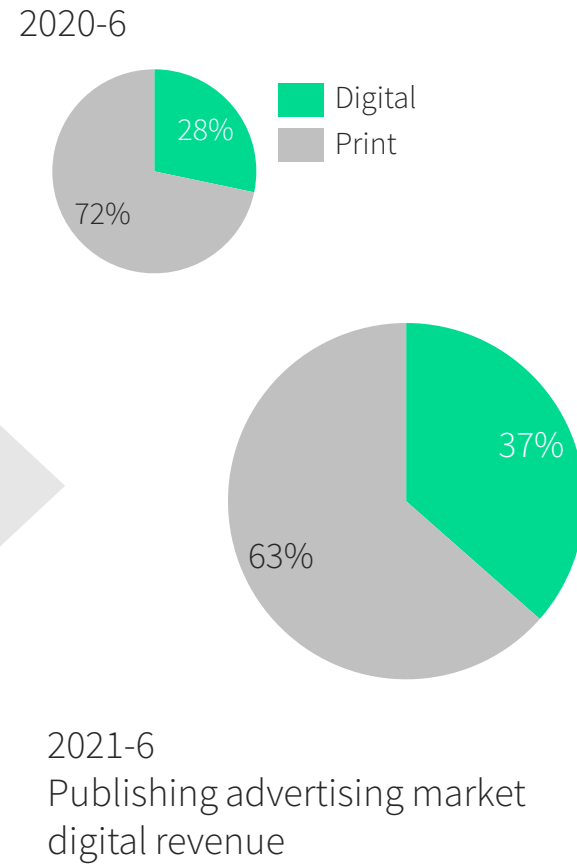
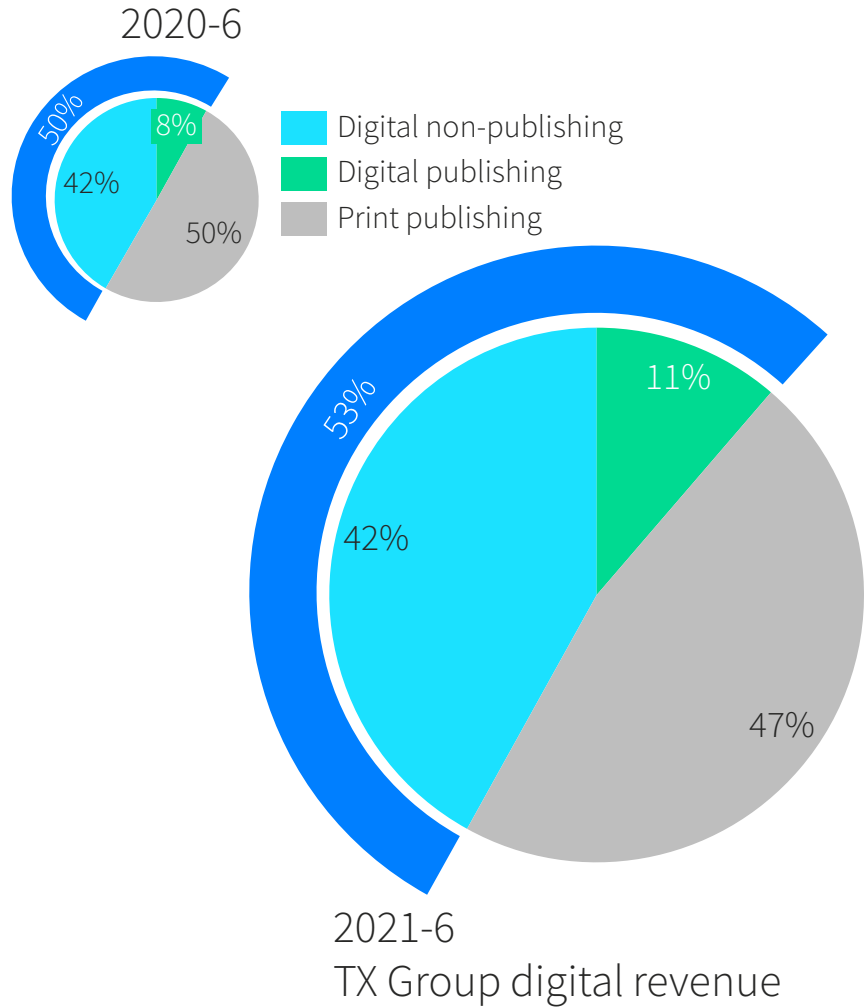
\* Business units or associated companies that were taken into account in the consolidation during the entire reporting period in both 2020-6 and 2021-6

\*\* Eliminations and IAS reconciliations were taken into account

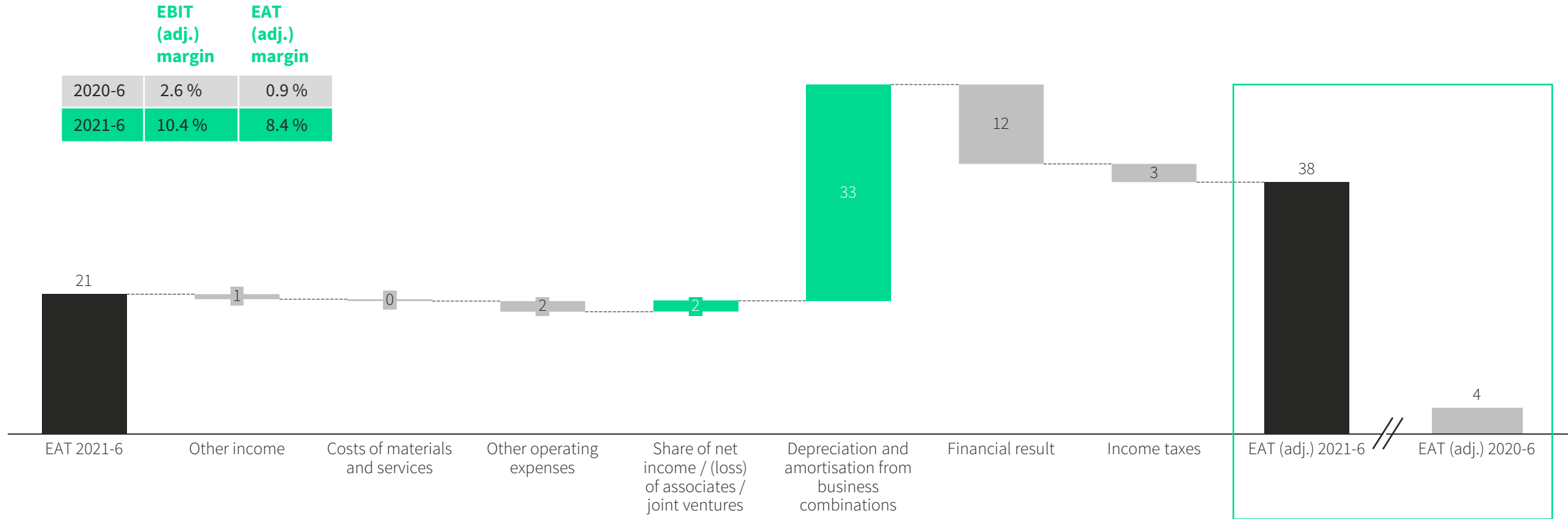




# Digital revenue share climbs to 53 per cent



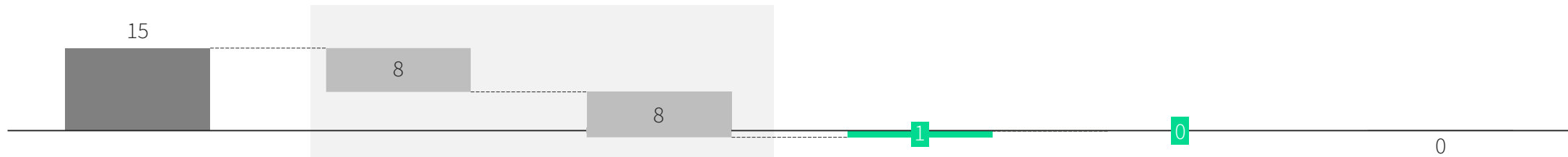
# Normalised net income up CHF 34 million on prior-year period



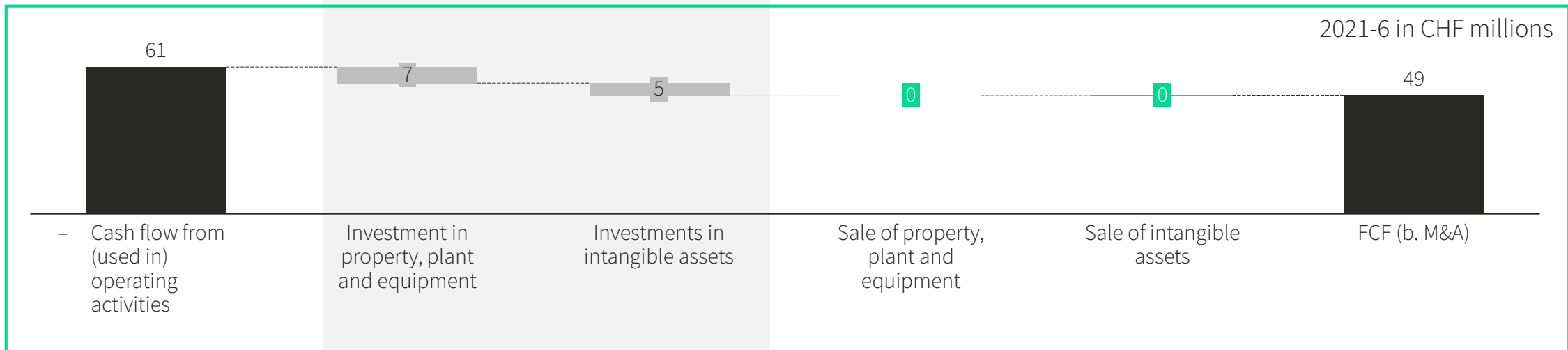
Normalised net income in 2021-6 in CHF millions

# Capex almost CHF 5 million down on previous year – free cash flow before acquisitions up to CHF 49 million

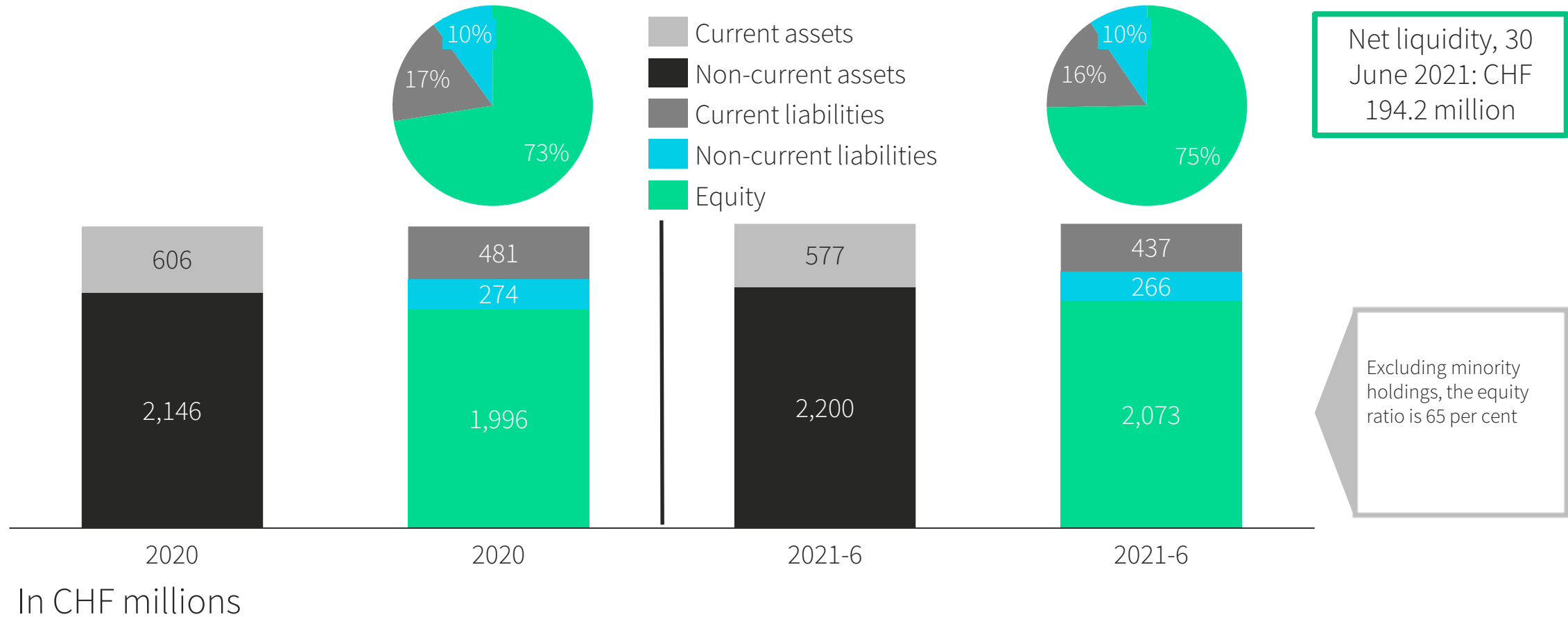
2020-6 in CHF millions



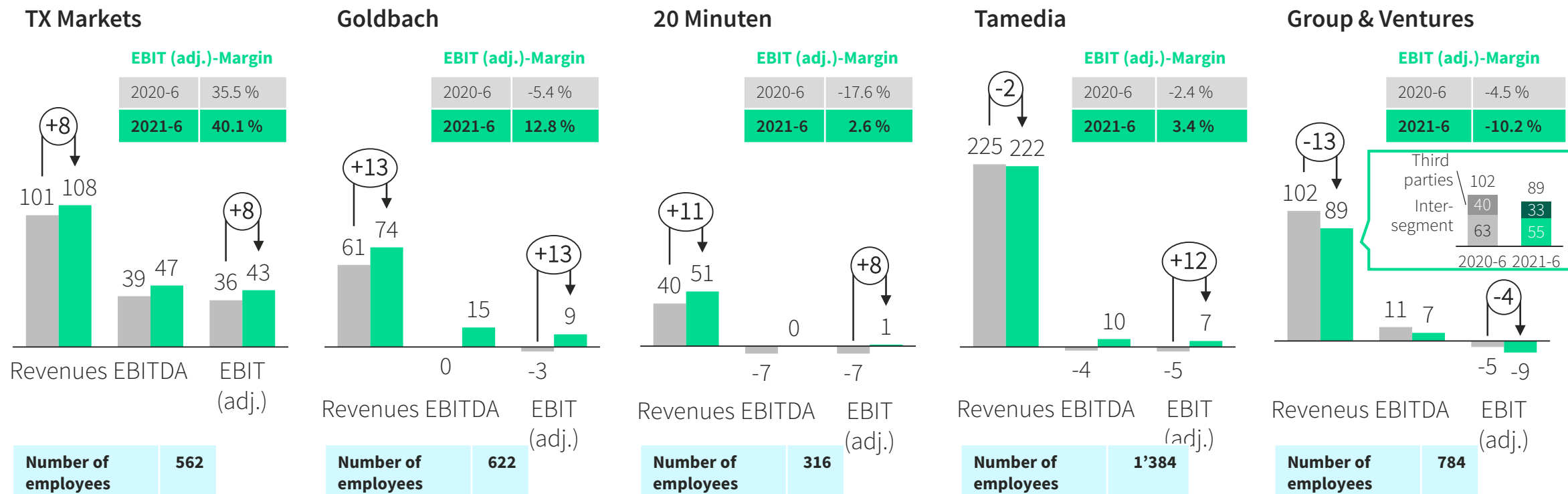
2021-6 in CHF millions



# Equity ratio up to 75 per cent



# TX Markets margin rises again over 40 % - all companies with positive result



Segment statement 2021-6 in CHF million

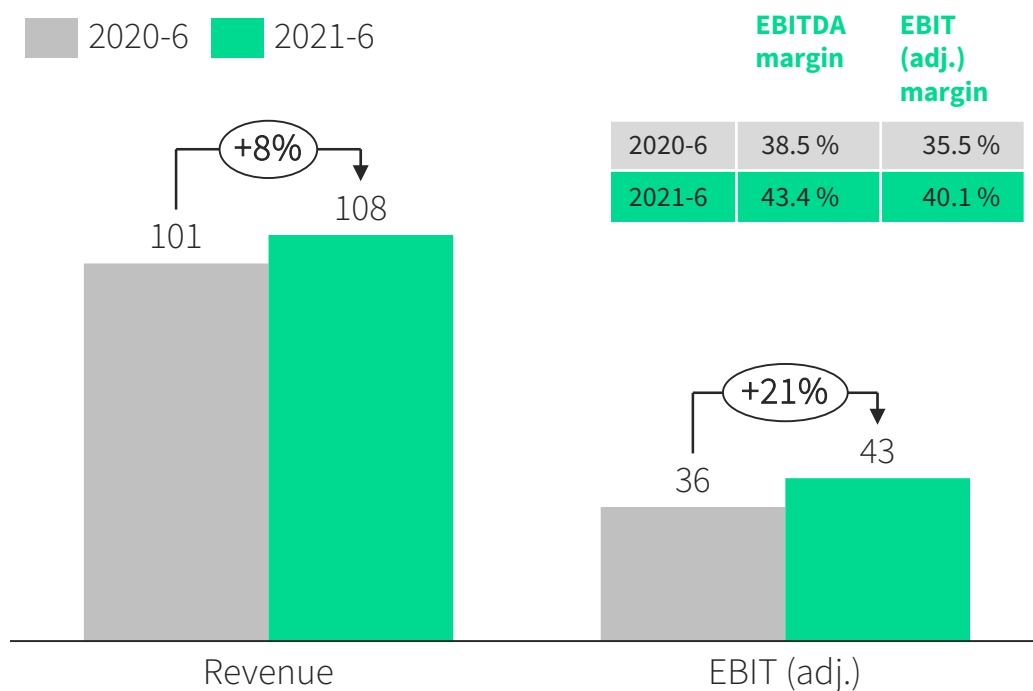
\* The values of the previous period were adjusted as a result of a restatement



# TX Markets

Olivier Rihs  
CEO

## EBIT (adj.) margin of over 40 per cent



TX Markets comprises the JobCloud job portal, the Homegate property platform, the Ricardo and Tutti online marketplaces, and the Car For You auto marketplace

- JobCloud: Significant revenue growth and good net income – back to pre-Covid levels
- Homegate: Number of listed properties fell again (by 7 per cent), reflecting reduced availability on the Swiss property market
- Ricardo and Tutti: Strong growth thanks to continued trend in second-hand
- Car For You: New sales-dependent offer attracting both dealers and buyers

TX Markets overview in CHF millions

**Number of employees** 562

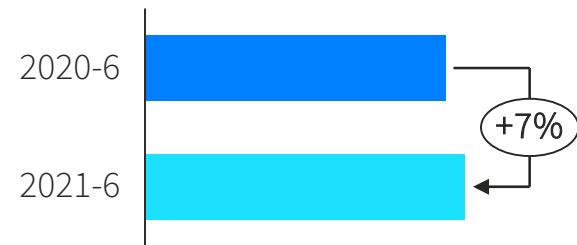
# Essentially a strong performance from classified advertising and marketplaces

**JobCLOUD**



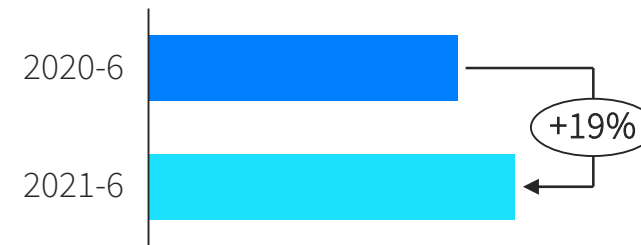
Sessions per month

**X homegate.ch**



Sessions per month

**Ricardo**



Sessions per month

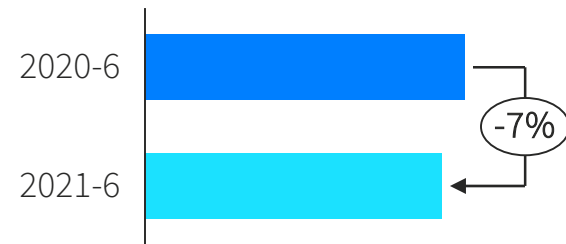
**tutti.ch**



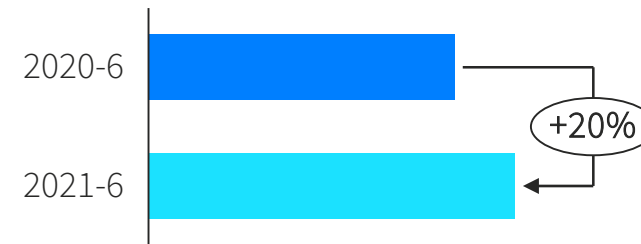
Sessions per month



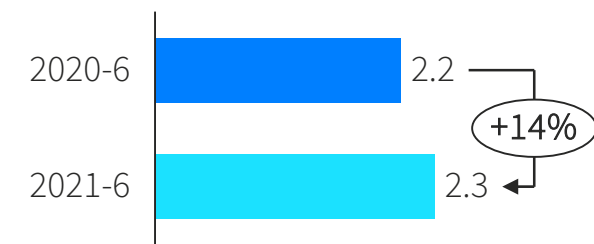
Number of listed jobs per month



Average number of listed properties per month



Average number of transactions by private individuals per month



Number of listed items per month



## Strengthen internal collaboration to exploit synergies

1

### Strengthen internal collaboration and synergies

- Strengthen cross-platform collaboration
- Promote knowledge sharing and best practice and extend leading positions

2

### JobCloud

- JobCloud continued to extend its leading position in Switzerland
- Well equipped for the future, thanks to continual enhancements to its innovative recruitment technology

3

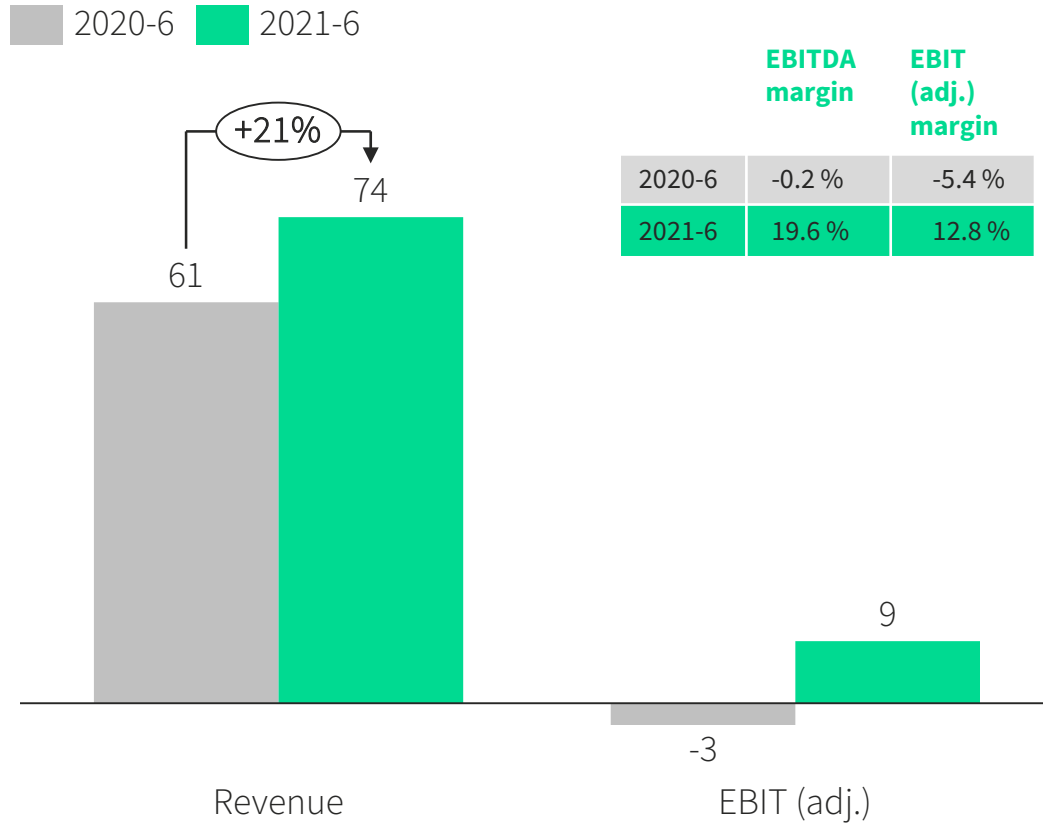
### Intensify start-up investment and M&A activities

- Invest in marketplace business models and associated technologies
- Focus on early-stage as well as market leaders

# Goldbach

Michi Frank  
CEO

# Goldbach back in the black



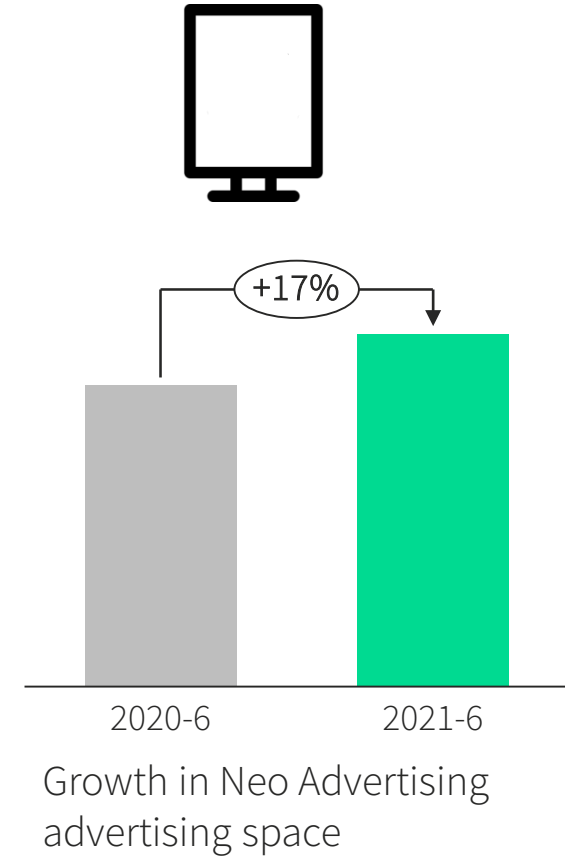
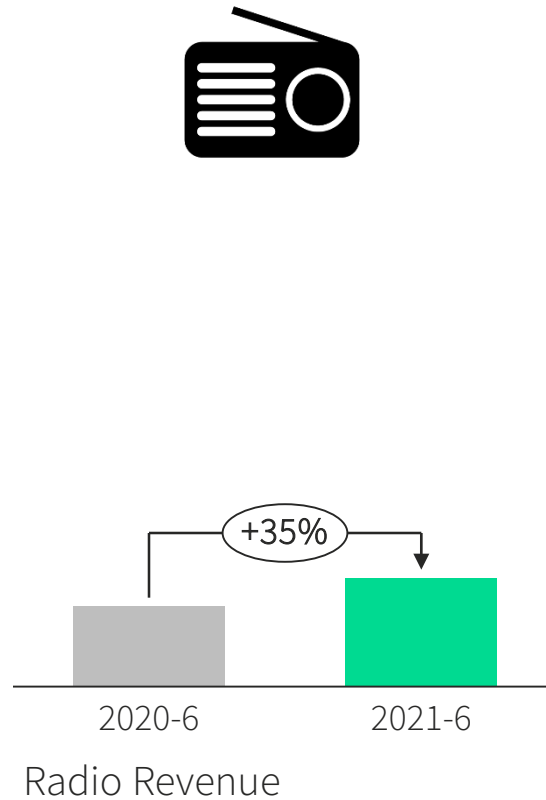
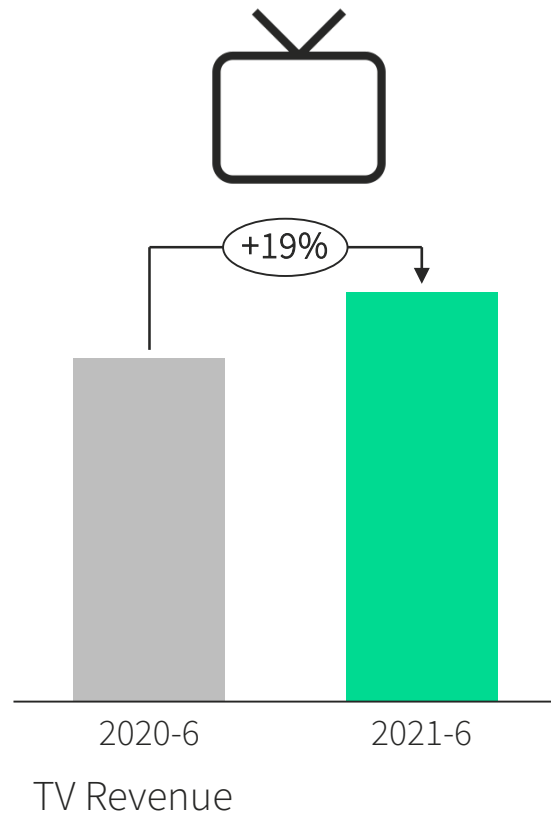
Marketing company Goldbach includes the following Swiss entities: 20 Minuten Advertising, Admanufaktur, Dreifive, Goldbach Audience, Goldbach Media, Goldbach neXT, Goldbach Publishing, Neo Advertising, Swiss Radioworld; Goldbach is also active in Germany and Austria

- Marked recovery in television advertising and Paid Media print advertising
- Growth returned to the Germany and Austria markets, particularly in terms of programmatic revenue
- Out-of-home hit by protracted Covid restrictions

Goldbach overview in CHF millions

Number of employees: 622

# TV and radio recover – Neo Advertising markets 17 per cent more advertising space



## Future boost for out-of-home inventory

1

### TV: Expand replay ad platform

- Expand market platform (replay ad portal) in 2021
- Technical interface with marketers' planning and booking tools in order to exploit new forms of television advertising (replay ads) in 2022

2

### Network marketing

- Intensified, with better data quality
- High-quality reach of video and display ads, offering brand safety to customers

3

### Neo Advertising

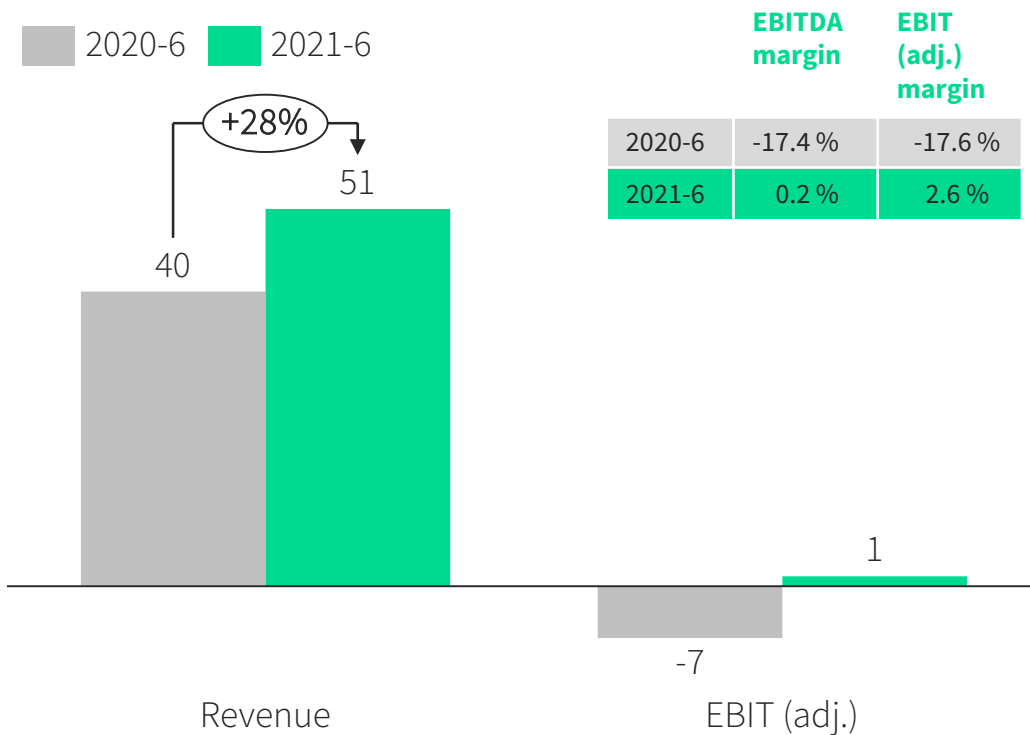
- Marketing of Coop's out-of-home inventory from 2022
- Marketing of VBZ from 2022 (9 out of 10 contracts)

# 20 Minuten

Marcel Kohler

Managing Director

# 20 Minuten has a total daily audience of over three million readers



20 Minuten comprises the 20 Minuten media network and the investments in Heute, as well as heute.at in Austria and L'essentiel in Luxemburg

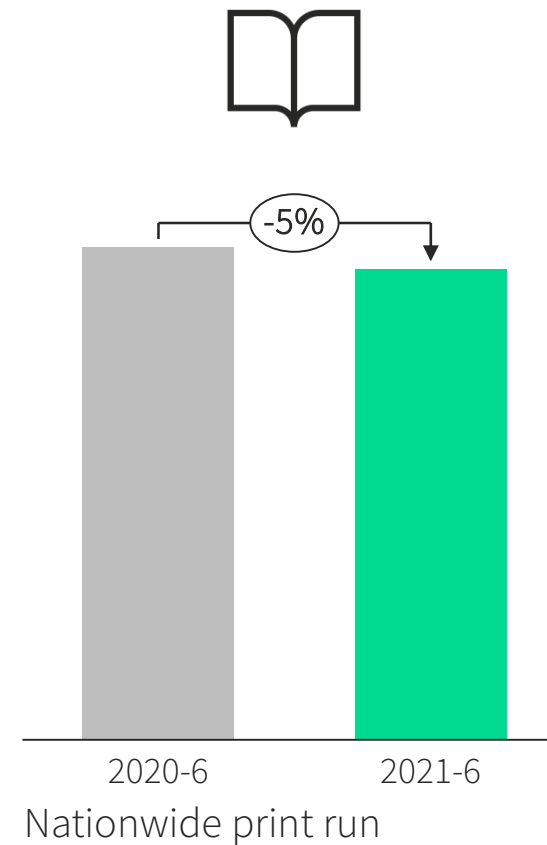
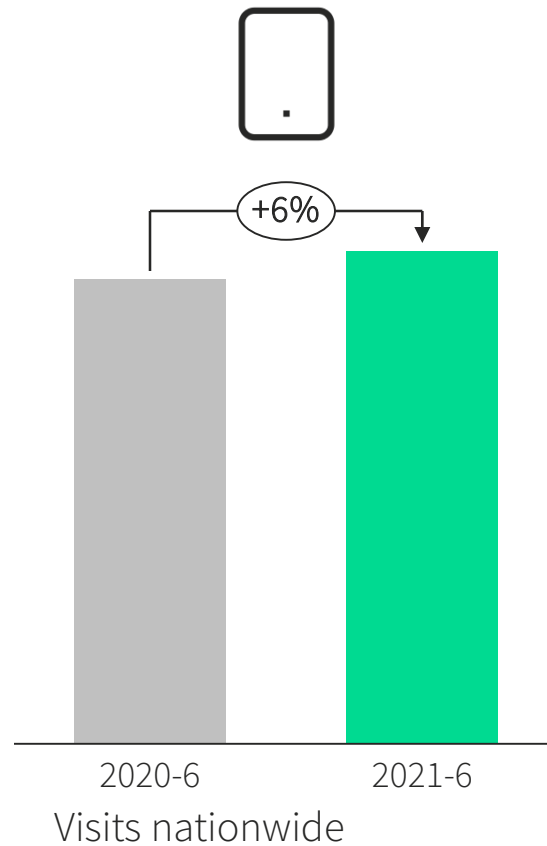
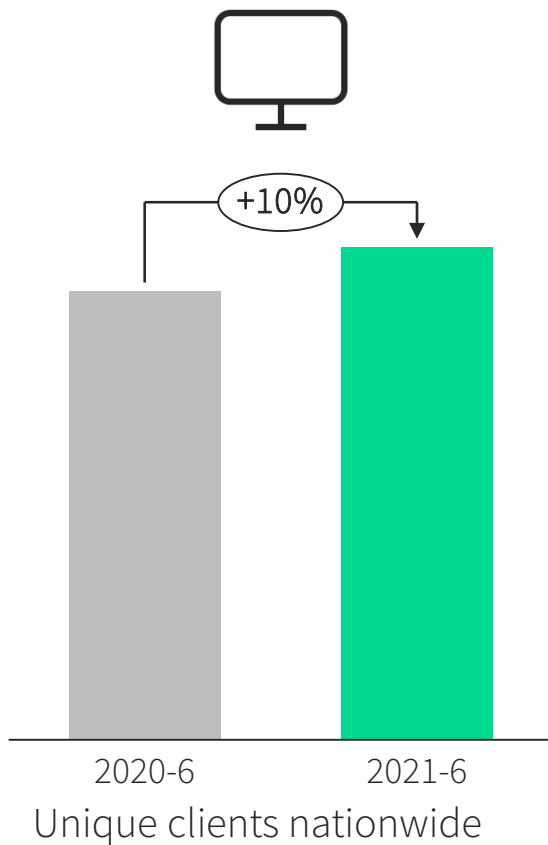
- 20 Minuten is the first-ever daily title in Switzerland to have a total audience of over three million readers per day
- Good digital performance by 20 Minuten in the first half of 2021
- The printed free newspaper suffered during the prolonged periods of mandatory home working, when it had lower physical reach

20 Minuten overview in CHF millions

**Number of employees** 316



## 20 Minuten with continued strong digital growth





## Innovative formats unlocking new potential

1

### Login campaign

- Login obligation for quality assurance (comments)
- Delivery of personalised content
- Development of customised advertising offers

2

### New formats

- 20 Minuten NOW! and 20 minutes NOW!
- News Juice entertainment format in German-speaking Switzerland
- 20 Minuten available on large screen via Smart TV app

3

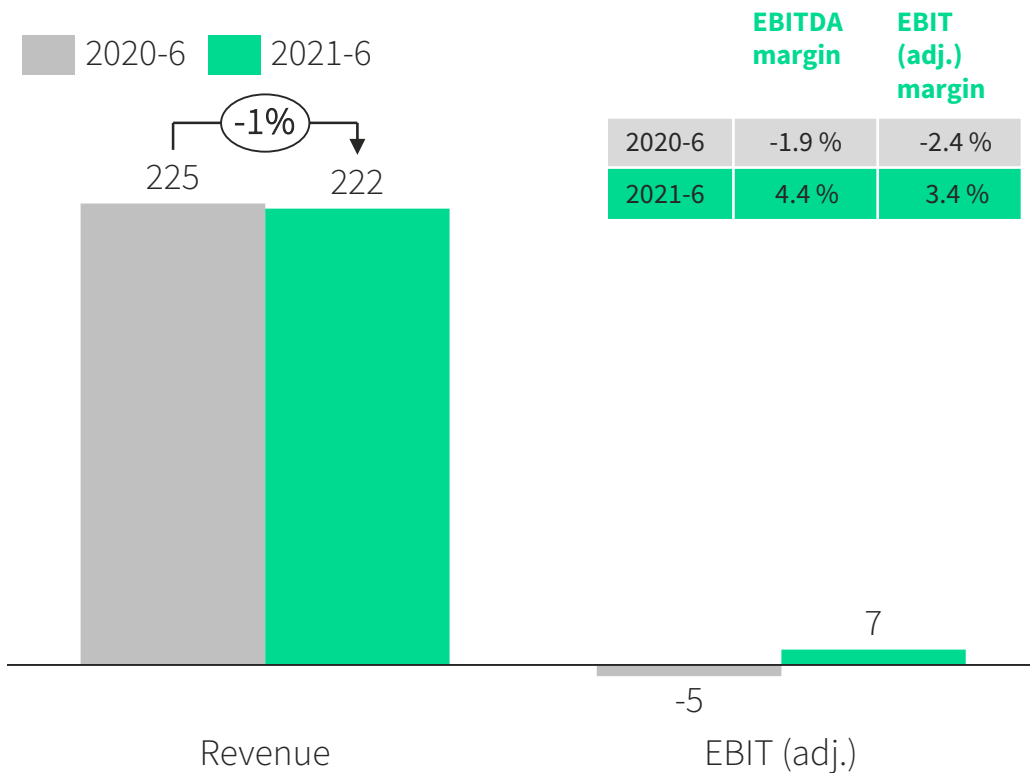
### Continue developing multi-channel strategy

- Further develop the reach model of 20 Minuten with a focus on video and social media measures.
- Launch surprising initiatives to strengthen the position as the most opinion-forming medium in Switzerland

# Tamedia

Marco Boselli and Andreas Schaffner  
Managing Directors

# Cost savings helping to improve net income



	EBITDA margin	EBIT (adj.) margin
2020-6	-1.9 %	-2.4 %
2021-6	4.4 %	3.4 %

Tamedia comprises the paid daily and weekly newspapers, the magazines, and all publishing services

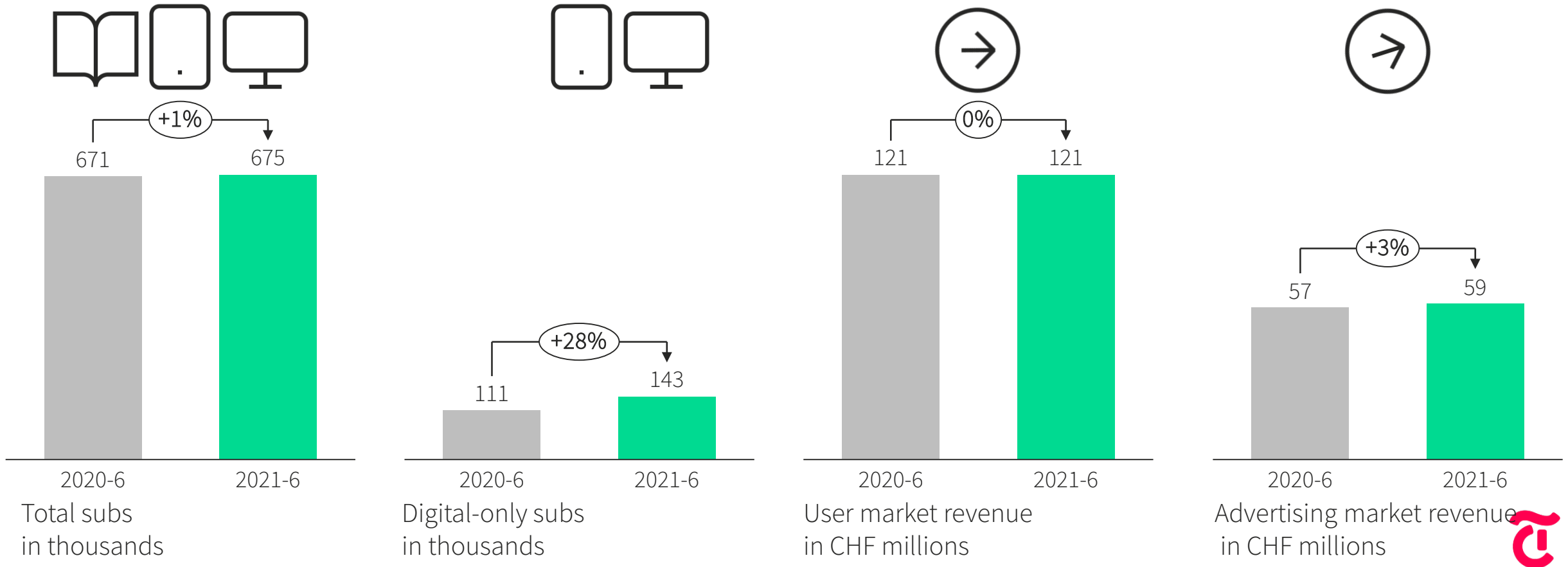
- Advertising market has recovered slightly but remains below pre-Covid levels
- User market remains stable
- Continued digitalisation drive has seen the launch of new offers
- Around a quarter of the targeted CHF 70 million in cost savings have already been made in the first half of the year

Tamedia overview in CHF millions

**Number of employees** 1,384



# Significant increase in digital subscriptions – advertising market recovering slightly



## Focus on digitalisation and on increasing diversity

1

### Shift from print to digital:

- Long-term objective: Fund our activities through the sale of digital subscriptions without neglecting our printed newspapers
- Printing facilities: Develop synergies between Berne, Lausanne and Zürich

2

### Implement editorial strategies:

- Introduce new BZ/Bund editorial team

3

### – Diversity:

Aim to increase diversity in Tamedia's teams and reporting; specific objectives and measures have been defined for this purpose



Questions?

## Glossary

**Operating income before depreciation and amortisation (EBITDA)/EBITDA margin:** Revenues less operating expenditure (costs of material and services, personnel expenses, other operating expenses) and the share of net income/(loss) of associates/joint ventures. The EBITDA margin corresponds to the EBITDA share in the revenue.

**Operating income before effects of business combinations (EBIT b. PPA):** Operating income before depreciation and amortisation (EBITDA) less ongoing depreciation and amortisation. Amortisation resulting from business combinations and impairments are excluded. Amortisation resulting from business combinations includes the amortisation from customer bases, brand rights, publishing rights and capitalised software project costs acquired and recognised in connection with mergers.

**Normalised consolidated income statement:** The consolidated normalised net income statement is calculated from the consolidated income statement in accordance with IFRS through the elimination of one-off effects as well as through amortisation resulting from business combinations, and presented in a reconciliation statement. The main reconciliation items are explained. Key figures of the consolidated normalised income statement are referred to as adjusted, for example EBIT (adj.).

**Digital:** All non-publishing offers + digital publishing offers (e.g. 20 Minuten Online, Tages-Anzeiger Digital).

**Digital Publishing:** All digital publishing offers (e.g. 20 Minuten Online, Tages-Anzeiger Digital).

**Organic growth:** Business units or associated companies that were taken into account in the consolidation during the entire reporting period in both the reporting year and the previous year.

**Cash flow after investing activities in tangible and intangible assets (FCF b. M&A):** Cash flow from operating activities less cash flow used in investments in tangible and intangible assets, plus cash flow from disposals of tangible and intangible assets. Cash flow from investments in and disposals of consolidated companies, activities, interests in associates/joint ventures, and other financial assets are excluded.

**Net liquidity/debt:** Current and non-current financial liabilities less cash and cash equivalents

## Changes in the accounting standard

TX TX Group applied the following new and revised standards and interpretations for the first time in the interim financial statements for 2021.

- IAS 39 / IFRS 9 / IFRS 7, “Interest Rate Benchmark Reform” (amendment to IAS 39 “Financial Instruments: Recognition and Measurement”, IFRS 9, “Financial Instruments” and IFRS 7 “Financial Instruments: Disclosures”)

Their first-time application did not lead to any material changes in the consolidation and measurement principles or in the assets or income situation.



## Restatement / changes to the group of consolidated companies

### Restatement

As of 1 January 2020, the internal and external classification of operating revenues across seven categories has been harmonised. On the basis of a further analysis of revenues, there was an adjustment from 1 January 2021 to the allocation of individual transactions to revenue categories with the aim of harmonising external reporting with the internal view used for management purposes. The previous year was adjusted accordingly.

Restatement of the disclosures of the operating revenues for 2020 only really involves a transfer within revenue categories and has no other effect on the consolidated income statement or on other elements of financial reporting. The following effects were taken into account in the restatement:

- The sale of classified advertising in the publishing area is now reported as revenues from classifieds and services (previously advertising revenues). The reclassification for the first half of 2020 amounts to CHF 16.2 million.
- Revenues from logistics were reported under other operating revenues in the previous year and will be disclosed from 1 January 2021 under revenues from print and logistics (revenue category was renamed from print revenue to revenue from print and logistics). The reclassification for the first half of 2020 amounts to CHF 6.1 million.

### Changes to the group of consolidated companies

There were no material changes to the group of consolidated companies during the first half of 2021. The purchase of 100 per cent stakes in Helvetic Engineering d.o.o. in Belgrade in February 2021 and the following transactions, completed in June 2021, are not material for financial reporting at the TX Group: liquidation of Meekan Solutions Ltd, Israel, merger of Zattoo Europa AG with Zattoo AG (previously Zattoo International AG), sale of 1.4 per cent non-controlling interests of Doodle AG to the management and purchase of assets of Immowelt AG by TX Markets AG.

## Changes to the tables in the interim financial statements

### Additional alternative key figures at Group and segment level

The entire income statement is normalised at Group level, showing the effects per line (e.g. costs of material and services). Cash flow after investing activities in tangible and intangible assets (FCF b. M&A) has also been introduced as a new additional key figure. The normalisation as well as the operating income (EBIT adj.) are now recognised at segment level in the operational reporting table. The aim of these changes is to represent the operational performance of the Group and of individual segments in a more transparent fashion.

### Segments

Segment reporting now includes disclosure of the different revenue categories. This improves transparency, because the different revenue streams and their year-on-year performance can be tracked accordingly.

### Statement of cash flows

The statement of cash flows is now prepared using the indirect method that is has become standard.