

Madrid, October 27, 2006

**TO THE NATIONAL SECURITIES EXCHANGE COMMISSION**

**OTHER ANNOUNCEMENTS**

As a supplement to the Announcement of Relevant Information sent to the Commission on October 26, 2006 with regard to the voluntary takeover bid for 100% of the share capital in GRUPO MEDIA CAPITAL, SGPS, S.A., we are attaching a presentation on the Group, which will be distributed today during a meeting with the press.



**Media Capital**

# **Media Capital**

Madrid, October 27, 2006



**Media Capital**

**Media Capital** is Portugal's principal multimedia communications group, with leader or reference brands in the majority of sectors in which it operates: TV, radio, press, outdoor advertising and Internet.

In addition, it is present in other media-related businesses, such as television content production, musical and cultural event production, music publishing and film and sports rights distribution.

## **ECONOMIC DATA**

*In million euros*

	<b>2003</b>	<b>2004</b>	<b>2005</b>
<b>Income</b>	<b>200</b>	<b>219</b>	<b>221</b>
<b>EBITDA</b>	<b>36</b>	<b>46</b>	<b>41</b>
<b>EBIT</b>	<b>5</b>	<b>19</b>	<b>29</b>
<b>Net Results</b>	<b>-43,5</b>	<b>-5,8</b>	<b>13,01</b>

*Based on Portuguese accounting standards*



**Media Capital**

## **COMPANY HISTORY**

The Media Capital Group has taken the market lead in just ten years, thanks to its eye for expansion and professional management.

The origin of Media Capital was the daily “O Independente”, whose growth between 1988 and 1995 facilitated the creation of a press group that included magazines such as “Económica”, “Briefing”, “Valor”, “Fortuna”....

Between 1996 and 1998, the Media Capital communications group continued to expand with the purchase of the Radio Comercial and Radio Nostalgia broadcasting stations, the launch and acquisition of new publications and, especially, with its entry with 30% of the capital in TVI, which soon became the focus point of the Group’s growth.


From this moment forward and in just six years Media Capital embarked on a solid period of expansion, including its taking control of TVI in 1999 and relaunch in 2000; the success of its Internet business with the launch of IOL; its entry with a majority position in the NBP Group devoted to audiovisual production, and the company’s listing on the stock exchange.



**Media Capital**

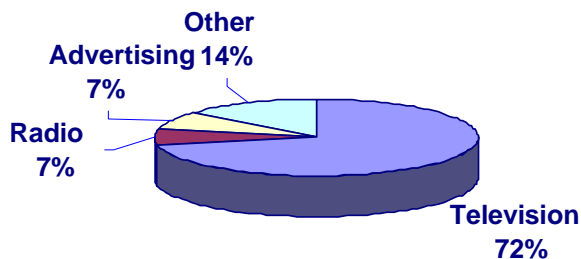
## BUSINESS SECTORS

Media Capital is present in the principal communication sectors, where its media are leaders on the Portuguese market.

TELEVISION	MUSIC	RADIO	OUTDOOR ADVERTISING	PRESS	INTERNET
					
Leader	Leader	No. 2 nationwide	No. 2 nationwide	Leader in several magazine publishing segments	No. 2 most visited portal

## DISTRIBUTION OF REVENUES BY BUSINESS LINE

**2005**

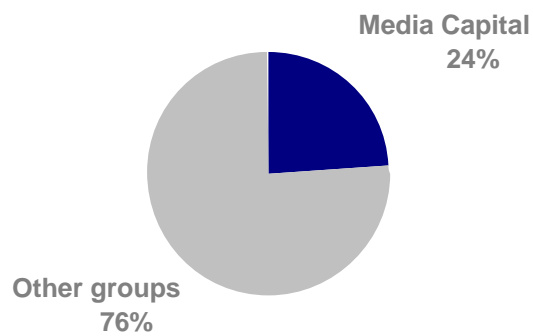




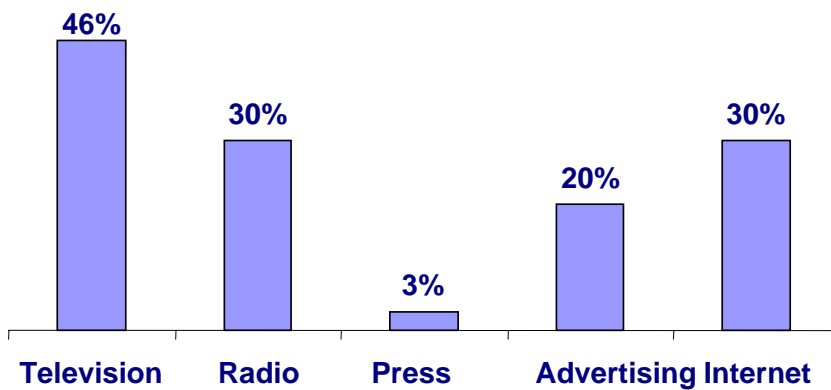
**Media Capital**

## POSITION IN THE MEDIA SECTOR

Total advertising investments in 2005



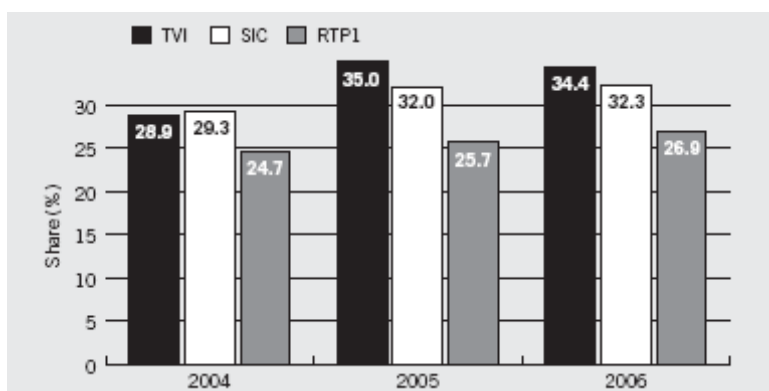
Market share per business sector (Dec. 2005)



## TELEVISION

TVI, Media Capital's television channel once again concluded the month of September as leader in the sector in Portugal, achieving an average audience of 33% vs. SIC (30,9%), RTP1 (28,7%) and A2 (7,1%). TVI's accumulated leader share during this nine-month period was 35,6%, while its prime time share for the same period was 40,1%.

Evolution of TVI's daily average audience share (2004-2006):



## **NBP Audiovisual Production**

- Portugal's leading content producer, especially in the fiction sector
- Generates 50,000 minutes of programming annually
- Has five recording studios, covering an area of 8,000 square meters
- During 2006 programs produced by NBP maintained an average audience share of over 50%

NBP produces the most successful series on Portuguese television, with audience shares of 47% in the case of MCA II Verão.

### **Audience shares of NBP's major programs (2005):**

- |                      |     |
|----------------------|-----|
| ▪ MCA II Verão (19H) | 47% |
| ▪ Mundo Meu          | 46% |
| ▪ Ninguém como tu    | 45% |
| ▪ MCA III (19H)      | 43% |
| ▪ Baía das mulheres  | 42% |



**Media Capital**



## RADIO

Offers diversified programming, totally revamped in 2003

Maintains a **30% share of advertising revenues** on the Portuguese radio market.

### **Radio Comercial**

The best all-time music



### **Cidade FM**

Absolute leader in the 15 to 24 age group  
The latest music trends



### **Radio Club Português**

Portuguese and international music from the 60s, 70s and 80s.

Its coverage increased in 2006

### **Radio Best Rock FM**



Favorite among university students  
Rock music from the 90s to 2005



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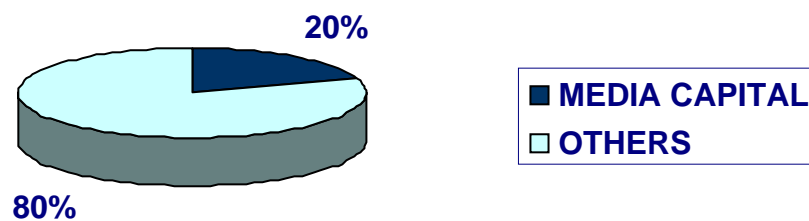
## OUTDOOR ADVERTISING

**MCO (Media Capital Outdoor)**

- Portugal's only global operator
- Offers multiple advertising products
  - Mass transit displays
  - Networks
  - Billboards and canvas
  - Ad panels in subway and train stations, etc.
  - MCO-TV
- 14,000 positions in all market segments

**MARKET SHARE**

**2005**





## PRESS

Media Capital has leading publications in every market segment

### Products:



<b>LUX</b>	Lifestyle, weekly
<b>LUX WOMAN</b>	Women's magazine, weekly
<b>AUTOCOMERCIO</b>	Auto sales catalogue, monthly
<b>MAXMEN</b>	Men's magazine, monthly
<b>CASAS DE PORTUGAL</b>	Decoration; bi-monthly
<b>PORTUGUESE WINES</b>	Wine magazine
<b>BRIEFING</b>	Marketing and advertising, weekly
<b>POSTER</b>	Lifestyle
<b>RECREIO</b>	Children

**LUX** Woman

**MAXMEN**

**VINHOS**



**Media Capital**



## **INTERNET**

### **IOL**

Portugal's second most-visited portal

Content:

- News (general, economy, motor, music and sports)
- Exclusive content (television programming)
- Internet services (e-mail, chat, search engines)
- E-commerce (tickets, online shopping)
- Classified ads, logos, ringtones
- Internet access (ISP)



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## MUSIC AND ENTERTAINMENT

**Farol Edición music publishi**



Maintains music distribution agreement with Warner Music

Largest independent publisher in the market

**MC Entertainment**



Concert and theater productions

Production and staging of events



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## **OTHER BUSINESS AREAS**

### **Film:**

Film rights distribution, agreements with the major US producers

### **Free press:**

Joint venture with Metro Internacional to publish a free daily newspaper in Lisbon

### **Sports:**

Interests in União de Leiria, club in Portugal's First Division