

# KP Media



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## KP Media Announce 2007 Financial Results

KP Media announced its 2007 results showing strong growth in Revenue, significantly faster than the overall advertising market.

Total revenue for 2007 was USD 21.2 mln and EBITDA was USD (-1.9) mln due to the continued investment into new projects launched since 2006.

Developed Projects, those over 3 years in the market, saw strong growth. Revenue increased 47% to USD 18.2 mln. EBITDA on these titles was USD 4.3 mln, compared to USD 0.1 mln in 2006. Most notably, internet revenue for KP increased to USD 3.8 mln.

The financial results and audit were accepted and approved at the Shareholders meeting of KP Media on Aug 04, 2008. The audit was completed by Deloitte.

KP Media is a leader in the Ukrainian media market, active in both print and internet. Its leading brands include bigmir.net, Korrespondent, Afisha and Kyiv Post. KP Media is traded on the PFTS, stock symbol KPME.

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# KP Media

KYIV POST  
COMMUNICATIONS, ENTERTAINMENT, TRUST

KYIV BUSINESS DIRECTORY

bigmir)net

АФІША

Корреспондент

Pink

НАША  
СЕНА

15 МИНУТ

## KP Media F2007-08 Financial results

(\$ '000)	Revenue	EBITDA	EBITDA, %
KP Media Total*	6 351	601	9%
Developed Projects**	5 427	1 664	31%
Internet Project***	1 493	645	43%
New Projects	813	-1 026	-126%
Omega	147	-37	-25%

\*Less Inter Company 245 K\$

\*\*Projects more than 3 years on market

\*\*\* Internet Project included in Developed Projects