

P R E S S R E L E A S E

◆ **The Deutscher Fachverlag: Healthy and Stable**

◆ **2 percent increase in sales in 2008 / Apart from print, growth is driven mainly by online services and events**

◆ **The Deutscher Fachverlag (dfv), Frankfurt am Main, concluded the business year 2008 with another increase in sales. Turnover grew to 135.7 million euros (an increase of 2.0 percent), with growth being driven by online services and communities, conferences and events, as well as print.**

“The Deutscher Fachverlag is healthy and stable”, said Klaus Kottmeier, the chairman of the supervisory board, when presenting the Frankfurt-based publishing group’s 2008 financial statements. “Due to the strong position of the big industry titles, our publishing house maintains its stable market position, further strengthening it through new areas of growth.” The conference and event business, for example, has, as expected, grown very positively. In 2008, the dfv generated sales of 5.9 million euros – an increase of 20.4 percent compared to 2007 – through **events, conferences, and seminars**.

In 2008, the Deutscher Fachverlag transferred its event organisation activities to a newly-established subsidiary, **The Conference Group GmbH (TCG)**. TCG organises high-level events for the retail sector, the consumer goods industry, and the communications sector. For these events, TCG leverages the long-established industry know-how of the dfv’s publishing business. TCG was launched in 2008 with around 20 events, both national and international. Around 50 events are planned for 2009, which will pick up on the current and future trends affecting major industry sectors.

Growth in the publishing group is substantially underpinned by more than 60 **online services, including communities**. The total sales of all online services increased to 5.4 million euros (an increase of 20.0 percent) in 2008. Despite sustained high investment, the Internet business’s profit margin remains at a good level.

The paid subscriptions for online services from Lebensmittel Zeitung (LZ|NET) and TextilWirtschaft (TextilWirtschaft.de) are proving to be a very stable source of online revenue. Whilst other media businesses are still considering launching paid Internet services, the Deutscher Fachverlag translated those ideas into action years ago. Growth is also being recorded for the **online job boards**. As the job market has partially shifted to the Internet, it is important to provide professional online job ads with convenient service elements to the industry sectors catered for by the publishing house. Newly developed industry communities serve the hotel and catering trade, as well as the marketing, media, and advertising industry.

The Deutscher Fachverlag is once again the only publisher with three titles (Lebensmittel Zeitung, TextilWirtschaft, and HORIZONT ranked amongst Germany's top ten **highest-selling specialist magazines**. And, with five magazines amongst Germany's top 25 titles, the dfv continues to hold a leading position there too.

At 91.0 million euros, the publishing group's **advertising sales** almost reached last year's 91.4 million. **Subscriptions and sales** continue to be one of the mainstays of the business. At more than 20 percent of total net sales, these constitute a reliable and stable source of income and have a sustained positive impact on the advertising sales business. "Our consistent earnings from media sales demonstrate that readers rely on specialist titles to provide them with orientation in their careers – especially in times of crisis," said Dr Rolf Grisebach, the speaker of the management board.

At 24.0 million euros, the **Lebensmittel Zeitung** (LZ), the business paper for managers in the retail consumer goods sector, almost maintained its previous year's turnover level of 24.5 million euros. Turnover at **TextilWirtschaft**, the weekly magazine for the textile and fashion trade, fell slightly to 17.8 million euros (from 18.7 million euros in the previous year).

2008 saw the launch of a **new title**, the English-language **TextilWirtschaft International**, which is aimed at the European fashion industry and retail markets.

International business once again contributed to the group's success in 2008. Growing at a rate of 10.0 percent, total sales abroad jumped to 27.8 million euros. This figure takes into account the shareholdings in the Polish publishing house VFP Communications and in the Images Multimedia Group in India for the first time.

Of course, even the Deutscher Fachverlag is not immune to the effects of the ailing economy. Its titles are not, however, so much advertising media as providers of information, be it print or online. The level of interest in the content amongst readers and users is higher than ever before. As an information provider the publishing house is in the best of health – it is the advertising sales business which is unsatisfactory. The supervisory and management boards take the view that the publishing group could, having proven itself, emerge even stronger than before from such testing times. They anticipate that the Deutscher Fachverlag will continue to make a profit in 2009.

The stability in readership seems to substantiate the idea that readers need high-quality specialist media for career guidance, particularly in times of crisis. This information is very valuable, as are the publisher's leading media brands. Their broad industry know-how has a positive effect on the conference and event business. More growth is expected in this business sector – as well as in online business – in 2009.

*The **Deutscher Fachverlag Publishing Group**, Frankfurt am Main, employs 865 people in Germany and in its numerous subsidiaries abroad. With more than 90 specialist media titles, more than 60 online services, including communities, a large number of specialist book titles and a turnover of 135.7 million euros in the 2008 business year, the dfv is one of the largest independent specialist media companies in Germany and Europe.*

Shareholders: Andreas Lorch, Catrin Lorch, Anette Lorch, Britta Lorch

Supervisory Board: Klaus Kottmeier (Chairman), Andreas Lorch,
Catrin Lorch, Peter Ruß

Management Board: Dr. Rolf Grisebach (Speaker), Peter Kley,
Michael Schellenberger, Holger Knapp

Managing Directors: Peter Esser, Florian Fischer, Markus Gotta

Contact: Birgit Clemens, dfv Corporate Communications
Tel +49 69 7595-2051 – Fax: +49 69 7595-2055
e-mail birgit.clemens@dfv.de

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