

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

◆ ◆ ◆ **Deutscher Fachverlag Growing Through Events and Online Services**

◆ **Sales in 2010 reached 128.2 million euros – a 4.2% increase**

The expansion of its digital business plays a key role for the Deutscher Fachverlag (dfv). The 2010 financial year was characterised not only by continuously increasing online sales, but also by successful event and congress concepts, and by increased levels of advertising in traditional print media. The Frankfurt-based publishing group, which employs 890 people, posted sales of 128.2 million euros in 2010, 4.2 per cent more than in the previous year.

“We are performing well in all digital applications”, said Klaus Kottmeier, the chairman of the supervisory board, in connection with the publication of the Frankfurt-based group’s 2010 sales figures. As predicted last year, 2010 saw the business return to a stable level, with advertising sales higher (77.1 million euros) than in the previous year (76.2 million euros). Newspaper sales accounted for approximately 25 percent of total turnover, indicative of the fact that readers continue to trust specialist media and, particularly, to draw on them for career advice.

“It is essential that our publishing house develops new business segments”, says dfv managing director Peter Kley. “Today, maintaining our thriving business in the traditional print media requires more effort than it did a few years ago.” Sustainable digitisation, diversification and internationalisation campaigns, as well as professional brand management and new ideas for print, are the key drivers for growth. It has thus been possible to further increase the leading media’s market shares and to improve earnings. 2010 was a year of sustained investment, particularly in the online and event sector. Sales in these business segments now account for 14 percent of the total turnover.

The positive expansion of the conference and event programme continued throughout the past financial year.

Events, conferences, and seminars generated dfv group sales of 11.2 million euros in 2010 (previous year: 8.8 million euros), an increase of 27.3 percent. **The Conference Group GmbH (TCG)**, a subsidiary established in 2008 which organises exclusive events for trade, the consumer goods industry and the communications sector, was particularly successful, generating sales of 6.3 million euros (an increase of 37.0 percent).

Around 60 to 70 events addressing future and trend topics in key industries are planned for 2011. The **German Hotel Congress** and the **German Media Congress** serve as excellent examples of business network platforms catering to specific business sectors. They are evidence of the publishing house's event organisation expertise, which is backed up by the specialised skills and industry know-how of their specific specialist media.

More than **90 online services and numerous B2B communities** continue to provide a solid base for the growth of the publishing house. Total sales generated by online services increased to 7.0 million euros (an increase of 16.7 percent) in 2010, and earnings from the publishing house's Internet activities were, despite continuing high investment, at a satisfactory level. The major industry titles (TextilWirtschaft, Lebensmittel Zeitung, HORIZONT, AHGZ Allgemeine Hotel- und Gastronomie-Zeitung) have now developed mobile applications for the iPhone, and an iPad app for Sportswear International is set to follow sometime mid-year.

Paid subscriptions to the online services provided by Lebensmittel Zeitung (LZnet) and TextilWirtschaft (TextilWirtschaft.de) have proven to be a stable source of earnings in the online business. Whilst other media companies are only just beginning to consider fee-based online services, the Deutscher Fachverlag has been implementing them for many years and is now returning a profit. Growth is also recorded for the **online jobs portals** provided for the group's leading titles. As the job market has largely shifted to the Internet, the group considers it important to offer professional online jobs portals with convenient service features to the industries served by the publishing house.

The Deutscher Fachverlag expanded its business activities in the B2B markets last year and has acquired a majority shareholding in **The Business Target Group GmbH (BTG)**, a provider of market research and direct marketing services based in Scheeßel, near Hamburg. "As a result of this acquisition we are expanding our access to target groups, enabling us to enhance our presence in the B2B business", explains Klaus Kottmeier. In addition, the publishing group is committed to ensuring that specialist media are perceived even more strongly as a key source of information and as an effective advertising vehicle. The www.forumb2b.de online service, which was launched in November 2010, bundles knowledge pertaining to the quality of specialist advertising media and will be continuously expanded.

Foreign sales in 2010 reached 20.6 million euros. The Manstein Zeitschriftenverlag in Austria is, with sales of 10.5 million euros (an increase of 2.9 percent), the largest subsidiary abroad.

*The **Deutscher Fachverlag Publishing Group**, based in Frankfurt am Main, employs 890 people in Germany and in its many subsidiaries abroad. With a publishing list of more than 90 specialist media, more than 90 online services and numerous B2B communities, an extensive range of specialist book titles and sales of 128.2 million euros in the financial year 2010, the group 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: Peter Kley, Holger Knapp, Sönke Reimers

Divisional Directors: Peter Esser, Markus Gotta

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