

Net turnover in 2011 in comparison to the prior year (core business):

| in CHF millions | 2011 | 2010 | Change in % | Change in local currency (%) |
|---------------------|-------------|-------------|----------------|---------------------------------|
| Media | 338 | 209 | 62% | 62% |
| Audience | 75 | 89 | -15% | -9% |
| Interactive | 39 | 37 | 5% | 10% |
| Consolidation/Other | -6 | -8 | - | - |
| Total | 446 | 327 | 36% | 39% |

January 18th, 2012