

EGMONT

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ABC RESULTS – FEBRUARY 2012

EGMONT MAGAZINES' GIRLS PORTFOLIO GOES FROM STRENGTH TO STRENGTH

- Egmont girls' portfolio records 3.2% period on period growth-
- We Love Pop launches with solid 58,321 average monthly distribution -
- Egmont Disney portfolio up 17.5% year on year -

London, 16 February 2011: Egmont Magazines, the children's magazine division of Egmont UK, enjoyed a set of solid ABC results for the period July 2011 to December 2011, with strong performances from its girls portfolio, Disney titles and the recently launched, *We Love Pop* magazine.

Egmont's girls portfolio demonstrates that girls aged 3-16 years remain engaged and ready to consume content from print magazines, in combination with online platforms. The portfolios' four titles, *Barbie*, *Go Girl*, *Disney's Princess* and *Tickerbell* all enjoyed POP growth, with *Go Girl* the stand out performer with an increase of 11%. The portfolio reaches girls across 3-16 years and the POP increase of 3.2% cements Egmont's in-depth understanding of this consumer demographic.

The appetite for magazines within the girls market was further highlighted following the successful launch of *We Love Pop* magazine in July 2011. The magazine recorded an average distribution of 58,321 for the first 6 months, which was above the targeted 50,000 for the period. The brand also made significant investment in its digital profile across Twitter and Facebook and now enjoys a solid online community of 20,000 Facebook likes and 8,700 Twitter followers who are sharing and discussing WLP's content daily.

Egmont's Disney licensed titles continue to perform well with the portfolio recording a year-on-year growth of 17.5% and a period on period growth of 2.5%. The link between movies and magazines is evident with the latest instalment to the Cars franchise, *Cars 2*, having a significant impact on the magazine's distribution with 30.4% YOY and 30.1% POP growth. In addition, *Disney & Me*, which featured images from the film, saw its POP figures increase by 3.2%

Egmont's continued investment in *Toxic*, the leading UK boy's magazine, has seen the title record a 2.5% POP growth and 2.2% YOY growth. *Toxic* has seen a new editorial team lead a number of impactful initiatives, including 'The Big Joke' competition which was a national hunt for the country's funniest boy comedian. The campaign culminated with comedy duo Dick & Dom guest editing January's *Toxic* issue.

Debbie Cook, Director of Magazines, Egmont Publishing Group said:

"Egmont has demonstrated the strength of both our licensed products and own-brand titles with strong period on period growth across the portfolio. Through continued investment in our products, combined with a strong focus on our titles digital platforms, we have put ourselves in a strong position to continue this growth and engage our audiences. We are also excited to be involved with

the innovative launch of *Bin Weevils* magazines, where we are extending an online brand from virtual into the print world.”

Egmont has also recently announced it will further expand its magazine portfolio with the launch of *Bin Weevils* magazine. The magazine will be the first brand extension to the already hugely successful social networking site which is the third most visited website in the UK for children aged 7-13.

=== Ends ===

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About Egmont UK

Egmont is the UK's top specialist children's publisher selling almost 40 million magazines and books each year for babies to teens.

The company is home to some of the world's best loved authors, illustrators and characters such as Michael Morpurgo, Andy Stanton, Michelle Magorian and Lemony Snicket plus Winnie-the-Pooh, Wallace & Gromit, Tintin, Mr Men, Barbie, Thomas the Tank Engine and Ben 10.

Magazines – Egmont's magazines division is one of the UK's most successful publishers of magazines for children aged 3-12. The company has a growing own brand portfolio (leading girls' pre-teen magazine Go Girl and boys' lifestyle title Toxic plus two websites), as well as an extensive range of licensed magazines including Ben 10, Disney Princess, Barbie, Dora the Explorer, Thomas the Tank Engine and Fireman Sam. The 'We Love Pop' brand is used on license from Universal Music.

Egmont UK is part of the Egmont Group which was founded in 1878. It is Scandinavia's leading media group and Europe's largest children's publisher telling stories through books, magazines, film, TV, music, games and mobile in 30 countries throughout the world.

www.egmont.co.uk

Full ABC figures for Egmont –

TITLE	Jul to Dec 11 ABC	POP % Variance	YOY % Variance
DISNEY & ME	41,787	3.2%	5.8%
DISNEYS PRINCESS PLAY & LEARN THOMAS	63,908	1.1%	10.2%
THOMAS & FRIENDS	25,248	-1.0%	-17.2%
TOXIC	28,003	-1.8%	-11.2%
TOXIC	41,521	2.5%	2.2%
BARBIE	53,049	0.1%	6.1%
GO GIRL	41,095	11.0%	-3.3%
TINKERBELL	30,002	3.4%	-3.2%
FIREMAN SAM	27,577	-3.4%	-3.4%
DORA EXPLORER	27,124	4.2%	-23.7%
TOY STORY	35,007	-17.2%	-27.9%
Cars	41,013	30.1%	30.4%
BEN 10	64,671	-9.2%	-9.0%
We Love Pop		n/a	n/a
TOTAL COMPANY	520,005	0.60%	-3.5%

Egmont Girls Group	Jul to Dec 11 ABC	POP % Variance	YOY % Variance
BARBIE	53,049	0.1%	6.1%
GO GIRL	41,095	11.0%	-3.3%
DISNEYS PRINCESS	63,908	1.1%	10.2%
TINKERBELL	30,002	3.4%	-3.2%
Aggregate ABC	188,054	3.2%	-9.8%

Egmont Disney Group	Jul to Dec 11 ABC	POP % Variance	YOY % Variance
DISNEYS PRINCESS	63,908	1.1%	10.2%
DISNEY & ME	41,787	3.2%	5.8%
TINKERBELL	30,002	3.4%	-3.2%
Cars	41,013	30.1%	30.4%
TOY STORY	35,007	-17.2%	-27.9%
Aggregate ABC	211,717	2.5%	17.5%