



Avusa Media

The Avusa Media division is a premier newspaper and magazine publisher with the most recognised brands in Africa. This stable of world-class publications is made up of a number of national, regional and community newspapers, magazines in consumer, business and specialist fields. The brands include Sunday Times, The Times, The Sowetan, Sunday World, Daily Dispatch, The Herald, ELLE, Home Owner; and many more. This also includes the online titles TimesLive and SowetanLive, trade and industry specific publications such as MIMS, Built, etc. The division includes Avusa Community Newspapers which publishes nine weekly titles comprising Algoa Sun, The Rep, Go! & Express, Our Times, Talk of the Town. These publications serve communities from Port St Johns to Jeffreys Bay and have a circulation of 371 000 and an estimated readership of nearly 700 000 readers every week.

In order to offer robust solutions to our clientele, Avusa media also owns design and online marketing agencies that not only serve internal requirements but also enable the delivery of end-to-end marketing solutions to our customers.

BDFM

BDFM is a joint venture between UK publisher Pearson and Avusa and publishes world-class business publications such as Business Day and Financial Mail, renowned for their insightful coverage of business news. BDFM also holds prestigious assets such as African Business Channel (ABC) which houses Summit TV, a broadcaster of business

content and lifestyle and home décor channel, Home Channel; and Ignition, specifically aimed at the car enthusiast.

Avusa Entertainment

The Entertainment business consists of film and music businesses; as well as the supporting manufacturing and warehousing platforms and a cinema sales agency.

The film business is made up of Nu Metro Cinema, Nu Metro Home Entertainment, Nu Metro Film, and Nu Metro Interactive. The music business is the Gallo and Warner music publishing properties, Gallo Music Group, Gallo Record Company who have the sole rights to distribute for the Warner label and Gallo Record Publishing. Popcorn Advertising handle all cinema advertising sales and activations at the Nu Metro Cinema sites. Compact Disc Technologies (CDT) and Entertainment Logistics Services (ELS) offer CD and DVD manufacturing as well as warehousing and logistic services to the entire entertainment industry.

Avusa Books

The Books business consists of both the book retail, online retail, book and map publishing and a logistics arm. Retail consists of Exclusive Books and Van Schaik Bookstores. From a base of nine outlets in 1995 Exclusive Books has growth to be South Africa's leading book retailer, with 45 stores in upmarket shopping centres and major South African airports. Van Schaik Bookstore is South Africa's leading and biggest academic bookstore with 44 stores countrywide that offer a service to both lecturers and students. The book publishing business promotes books written in both English and Afrikaans, underpinned by RandomhouseStruik's 47-year heritage publishing mainly non-fiction African titles under the Struik, Zebra Press and Oshun Books imprints. Random House SA's local imprint Umuzi,

established three years ago to mark the company's 40th anniversary in South Africa, continues to publish new voices in both fiction and non-fiction. This is supported by Booksite Afrika, the biggest distributor of trade books in the South African market. The Maps business comprises MapStudio, established in 1956 to become the largest compiler and publisher of maps on the African continent; and digital Mapit, created as a joint venture between South Africa's leading publisher of map products.

Avusa Retail Solutions

The Retail Solutions allows Avusa to offer holistic through-the-line marketing solutions to customers through retail advertisement monitoring service, photographic, litho, silk screen facilities, design and production of POS material, marketing, advertising and promotions software, POS solutions, self-adhesive labels, catalogues, business forms, as well as high volume printing of magazines and directories. The business is made up of Hirt & Carter, Universal Print, Mega Digital, Collage Litho and Paton Tupper. These solutions provide huge advantage in penetrating corporate and institutions that have a mass consumer market and reach further into the African continent.

Digital

The digital businesses of Avusa are an indication of the commitment to the vision of further growing an integrated multi-channel business. The digital unit houses diverse online assets ranging in product offer from news, careers, business solutions and online marketing, to digital maps and online shopping. Online news sites such as SowetanLive, TimesLive and BusinessLive are amongst the fastest growing in the country in terms of unique visitors. CareerJunction is amongst the most respected online recruitment tools in South Africa. MapIT provides rich map data and world-class mapping technology to both local and international clients looking for digital mapping

solutions. The recent launch of Exclusives.co.za, selling books, music CD's, and movie DVD's and gaming, Avusa's online retail site proving to be popular with online shoppers. Amorphous provide online marketing solutions to meet the growing demand for online communication tools .

Group Financial Data Summary

		2011	2010
	% change	Rm	Rm
Revenue	13	5 310	4 712
Ebit	17	324	247
Gross Profit	17	1 956	1 673
Operating Margins		30.7%	30.3%

Financial Calendar

Financial year-	end March
Full year results	end June
Annual report	August
AGM	September
Interim Results	November

Business Unit Senior Management

BUSINESS UNIT	MANAGING DIRECTOR
MEDIA	Mike Robertson
BOOKS	Brian Wootton
RETAIL SOLUTIONS	Colin Cary
ENTERTAINMENT	Fay Amaral
DIGITAL	Elan Lohmann

Corporate Office

Mike Roberts: Acting Group CEO
Howard Benatar: CFO
Sakhiwo Ngobese: CIO
Mawethu Cawe: Group Executive: HR & Transformation
Lethiwe Motloung: Group Executive: Marketing
Marius Marais: Group Executive: Operations
Joanne Matisonn: Company Secretary

Head Office Contact Details

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