



Abril in the lives of millions of Brazilians

The Abril Group is one of the biggest and most influential communication groups in Latin America, providing information, culture, education and entertainment for practically every sector of the population, and integrated in an array of other media platforms.

From its beginnings in 1950, the reputation and credibility of Abril has been its most valuable asset. The Group employs, today, 7,000 people, and is comprised of the following companies: Editora Abril (publications), Abril Digital (Abril.com and Abril no Celular), MTV (segmented TV), TVA (strategic partnership with Telefônica), as well as Abril Educação (Ática and Scipione Publishers). It has the largest graphics department in all of Latin America, with the most efficient database marketing, subscription and distribution services.

Abril published more than 300 titles in 2008 and is the leader in 22 of 26 of the segments in which it operates. Its publications had, throughout the year, a circulation of 179.2 million copies, in a universe of 27.9 million readers and 4 million subscriptions. Seven of the ten magazines most read in the country are from Abril — VEJA , the third largest weekly informational magazine in the world, and the largest outside of the United States.

Abril also leads the Brazilian textbook market with Abril Education. In 2008 it produced 31 million books.

In 1991, Abril was the pioneer in the subscription TV sector with the launching of TVA, the first to offer digital TV, wide band internet and Voip in the country. MTV was the first segmented TV in Brazil, launched in 1990. Today the station covers 31 million homes in 301 cities, in a total of 62% of residences in the country. Abril also plays an important role in the internet market, providing exclusive access to more than 80 sites for all subscribers.

The Victor Civita Foundation, created in 1985, dedicated to the improvement of basic education in the country, began Abril's social responsibility projects. With the magazine NOVA ESCOLA, the Foundation reaches 3.3 million teachers, directors and coordinators monthly, in practically all of the schools in the country. Besides supporting volunteers and professional talent, Abril makes resources available for various initiatives that strengthen the ties of the company with the community, and promote education, culture, environmental preservation, health, and has volunteered in diverse projects on citizenship and social participation.

Throughout its history, the Abril Group has created awards to recognize the value of good business practices and the people who make a difference in society:



More about the Abril Group and its companies:

Corporate Governance

The Abril Group is managed by the Board of Directors and the Executive Committee. The Board of Directors, formed by 9 members of whom 2 are independent, is responsible for the definition of the strategic policies of the organization, which are put in practice by the Executive Committee. The Board counts on the Human Resources Committee, Finance Committee, the Auditing and Risk Committee that relies on 2 external independent members and is responsible for the validation of the financial demonstrations of the Group, and for the accompaniment of the internal and external auditing.

Board of Directors:

As a consequence of the new model of governance, at the beginning of 2004 Abril made use of the independent recommendations of the Board of Directors.

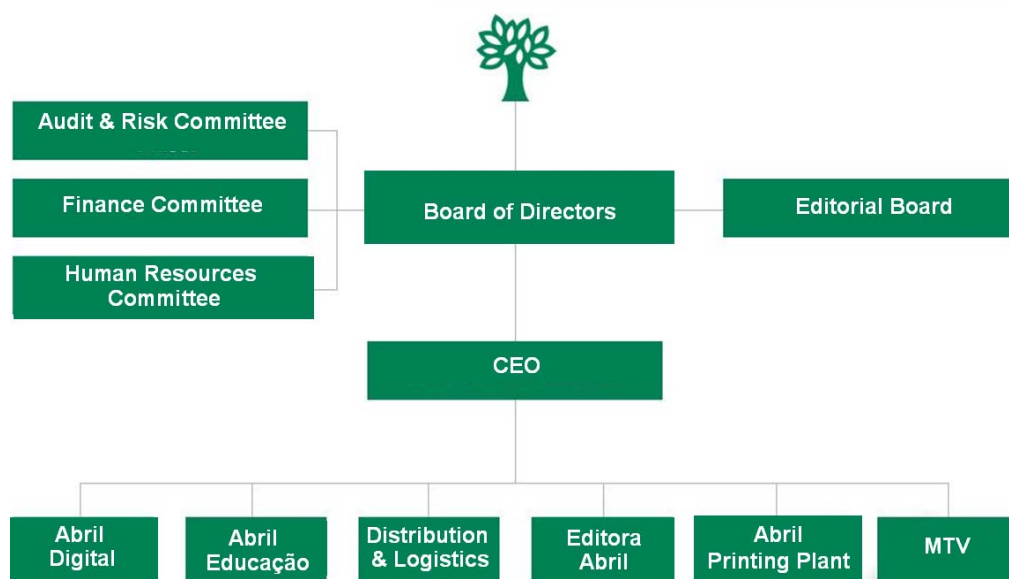
Currently members are: Roberto Civita (President of the Board of Directors and Editorial Director), Giancarlo Civita (Executive President of Abril Group), Antonie Roux (CEO of operations: internet and Naspers), Claudio Haddad (Economist, President of Ibmecc São Paulo and President of the Administrative Council of the Veris Educaiton), Hein Brand (General Director of Media 24), José Augusto Moreira (Ex-Vice-President of Abril Group), Patrick Morin (President of the Morin enterprise consultancy), Thomaz Souto Corrêa (Vice-Presidente of the Editorial Council) and Victor Civita (Director of Digital Abril and political scientist from the University of Columbia).

Partnership with the Naspers Group



In May of 2006 Abril announced its partnership with the South African media group Naspers, which passed on to hold 30% of the Abril Group capital, acquired for US\$422 million dollars. The participation included the sale of the 13.8%, acquired by Capital International Inc. on the 7th of July of 2004. The business had support in a constitutional amendment, of 2002, which permitted the entrance of foreign investments with up to 30% of its capital I media companies.

Organizational Structure





Editora Abril is the leader in the Brazilian magazine market. Its titles are a reference in the segments of information, well-being, fashion, life-style, youth, weeklies, home and construction, celebrities, culture, men, kids, cars and sports, tourism, business, technology and collectables. Seven of the Abril magazines are among the ten most widely read in the country, VEJA being among the three biggest weekly magazines in the world.

- **More than 300 titles**
- **179.2 millions of copies per year in Brazil** ⁽¹⁾
- **27.9 million readers** ⁽²⁾
- **4 million subscriptions** ⁽³⁾
- **7.374 announcers** ⁽⁴⁾
- **42 sites with content from the publications**
- **44,983 paid publicity pages** ⁽⁴⁾
- **54% participation in audited circulation** ⁽⁵⁾
- **52% delivered subscriptions in the country** ⁽⁵⁾
- **61% of the magazine publicity revenues in Brazil** ⁽⁶⁾
- **Seven of the ten most read magazines in the country are Abril titles: VEJA, NOVA ESCOLA, CLAUDIA, SUPERINTERESSANTE, CARAS, NOVA E MANEQUIM** ⁽⁷⁾

Source: (1) IVC + Dinap 2008, (2) Brazilian Projection of readers based on MARPLAN 2008, (3) DBM April Dec 2008, (4) SVP Abril Jan/Dec 2008, (5) IVC Jan/ Dec 2008, (6) Projeto Inter-Meios Jan/Out 2008, (7) IVC Jan/ Dec 2008 – Includes FVC and Caras

VEJA Magazine

As the most important, most influential and biggest magazine in Brazil, *Veja* lauds 40 years of success, some socially transformative material, which effected change in Brazil, and unprecedented social, economic and political importance in the history of Brazilian publications.

- **1,086,000 million weekly copies** ⁽¹⁾
- **924,000 subscribers** ⁽¹⁾
- **8,812,000 readers** ⁽²⁾
- **Publicity Pages (ads): 4,393** ⁽³⁾
- **19% of the total volume of publicity in the Brazilian magazine market** ⁽⁴⁾

Veja.com

- **8.8 million page views/month** ⁽⁵⁾
- **1.5 million unique visitor/month** ⁽⁵⁾

Source: (1) IVC Jan/Dec 2008, (2) Projeção Brasil Abril – Marplan 2008, (3) SVP Jan/Dec 2008, (4) SVP Jan/Dec and Inter-Meios Jan/Dec 2008, (5) Certifica Jan/Dec 2008



Abril Printing Plant

With 1,040 workers, 45,000 square meters of area and producing 350 million printed copies⁽¹⁾ among magazines, supplements and special editions, Abril Printing Plant is considered the biggest in Latin America, being the only with rotogravure for publications. Operating with the filmless processing and CTP (computer-to-plate), Abril Printing Plant speeds up magazine production time and guarantees high quality graphics—better with each printing. Printing is totally integrated to the logistics and distribution areas, which fosters a competitive edge and greater productivity.

GRUPO ABRIL

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Logistics and Distribution

The Abril Group has its own operations for distribution of magazines and volumes in the news-stands and sales stands in the outlets.

Dinap – Commercial

- Present in 21,100 news-stands and 7,400 alternative sales locations and 2,700 locations in large outlets all over Brazil ⁽¹⁾

Fernando Chinaglia – Commercial

- 28,000 sales locations (news-stands, bookstores and small outlets), 1.112 spots in large outlets e 6,324 spots in *check-outs* ⁽²⁾

- 142 regional distributors ⁽²⁾

- 1,500 editions distributed per month ⁽²⁾

- Represented in more than 2.000 Brazilian cities ⁽²⁾

Treelog Logistics:

- 1,800 employees 29 affiliates, with distribution in capitals and major cities in Brazil⁽²⁾

- 350 regional distributors that, including the affiliates, guarantee 100% national coverage (2)

- 1.3 billion copies distributed per year⁽²⁾

- 33,000 sales locations⁽²⁾

- Logistics returns 450 million magazine copies and giveaways per year⁽²⁾

- 100 million subscriptions ⁽²⁾

- One of the largest door to door operations in the world: 720,000 copies delivered all over Brazil, within 16 hours⁽²⁾

- 3.2 million books delivered per year in almost 40,000 schools all over Brazil⁽²⁾

Home delivery and subscriptions:

- 2,600 cities in Brazil ⁽³⁾

- 4 million subscriptions ⁽³⁾

Source: (1) Dinap, (2) Base 2008, (3) DBM Abril

DataListas

In 1966 Abril created the DataListas, specialized in database marketing, to support the operations and to offer this service to others. Throughout the years, the DataListas has become the leading name in database marketing services in Brazil, with the largest data base for consumers in the country.



Digital Abril is the branch of the Group responsible for Abril's new digital business and developing products, contents and services in platforms and in formats that surpass expectations of this new public. Currently it's comprised of Abril.com and Abril no Celular.

Through www.abril.com.br internet browsers have access to all the magazine content, with more than 80 sites of Abril names. In 2008 there were more than 198 million page views, with about 12 million unique visitors.

Abril no Celular, pioneer in wireless services since 2000, offers more than 160 products under 32 Abril brands, available through all mobile carriers in Brazil.



In February of 2004 the Abril Group acquired 100% of the stock control from the publishers, Ática and Scipione, leader in the Brazilian textbook market. The buying of the publishing companies represents the return of the Abril Group to the publishing sector where it has implemented pioneering projects since the 1970's.

- **31 million copies sold in 2008**
- **More than 1,500 authors**
- **28 Jabuti Prizes and 3 Top Education Awards**

In 2007 Abril Educação launched the SER, system of teaching that unites the tradition of publishers Ática and Scipione to the content of Abril. Among the actions previewed for this program are the production of atlas, dictionaries, textbooks, and literature from Ática and Scipione, as well as magazines, almanacs, CD roms, courses and educational videos from Abril Publishing, pedagogical support, continuous training, and the SER Portal (www.ser.com.br) with a bank of questions and lesson plans, images, complimentary texts, college entrance exam tips, games and simulations.



Strategic Partnership with Telefônica

Created in 1991, TVA was the first Brazilian enterprise for TV by subscription. With diversified programming, the operator brings daily to the house its subscribers, entertainment, information, culture and education.



MTV Brazil, launched in 1990, is an association with Viacom (EUA), the largest entertainment conglomerate in the world. It is the biggest and the most important segmented TV in Brazil.

MTV covers 31 million homes in 301 Brazilian cities in a total of 62% of residences in the country. ⁽¹⁾

- **50 million people reached per month** ⁽¹⁾
- **30 programs, 14 hours of uninterrupted music 11 strips of clips** ⁽³⁾
- **MTV is the 4th largest station and most prestigious name in the market, and number 1 in creativity** ⁽²⁾
- **More than 1 million registered internet users** ⁽⁴⁾- **6 million pageviews and 37 unique visitors per day** ⁽⁴⁾

Source: (1) 1ª National Telecommunications Research Ibope 2008, (2) Meio&Mensagem Jan/2009, (3) Department Affiliates MTV Dec 2008, (4) Omniture.com Ago/Dec 2008

SOCIAL PROFILE



Created in 1985, the Victor Civita Foundation has as its mission To upgrade the quality of primary education in Brazil by producing publications, websites, educational materials, research projects and other activities that build up the capacities of teachers, administrators and others in charge of educational processes. The Foundation publishes the magazine NOVA ESCOLA, the largest channel of communication with Brazilian teachers and the second largest national circulation among magazines. With 798,000 copies per month, it reaches 200,000 public elementary and middle schools in all of the country and speaks to 3.3million teachers, directors and coordinators and more than 25 million students. It is distributed at no cost or subsidized. The Foundation still produces a weekly guide Look in the Classroom (Veja na Sala de Aula), which is distributed to public and private schools. The publication is a unique supplementary pedagogical tool that brings the fact of Brazil and the world into the classroom.

Initiatives and projects that train educators to improve their teaching:



Prêmio Victor Civita



Letras de Luz



Projeto Entorno



Semana da Educação



Profissão Professor



Matemática é D+!

Source: (1) IVC – Jan/Oct 2008 (includes subscriptions by MEC), (2) Certifica 2008

Corporate Responsibility and Sustainable development

Revisteca

Provides magazines in places for reading in more than 400 libraries, hospitals, school and other institutions with a high circulation of people.

Aids Prevention Campaign

Abril and MTV is among the 24 company partners selected by the Minister of Health to raise awareness, mobilize and inform about Aids prevention. The campaign is permanently on the air.

Mãos à Obra—Program to Support Abril Volunteers

This program recognizes and provides incentives for the volunteer work developed by Abril's own staff in more than 60 needy institutions.

www.clickarvore.com.br

Partnership with SOS Mata Atlântica Foundation and the Environmental Institute Vidágua, since August of 2000. More than 21 million seedlings have been planted.

Child Disarmament Campaign

This campaign promotes the exchange of toy guns for youth magazines in registered news-stands and public schools of more than 160 cities in every region of the country.

Dossiê Universo Jovem (Youth Universe Dossier)

To discover the values, attitudes and behavior of Brazilian youth, MTV seeks out Brazil, since 1999, with the Dossiê Universo Jovem program. The themes already researched are the hottest, most relevant topics in the world today, namely, the preservation of the planet: "What youth think about sustainability."

Socio-cultural Support

Publicity

Session of publicity pages for non-profit organizations. In 2008 28 institutions were served on 64 pages in 21 Abril magazines.

Abril Theatre

In partnership with t\$F, Time For Fun, Abril participated in the restoration of a building adopted as a Historical Site in a move to revitalize São Paulo's city center, creating Abril Theatre.

Sustainable Development and the Construction of Knowledge



Planeta Sustentável

To act one needs information. There is no such thing as change without knowledge. Launched to inform and produce knowledge about sustainability, the program counts on the participation of 36 Abril magazines and sites. The program also promotes events, debates, and conferences.



Educar para Crescer

A non-profit organization that aims to broaden the public's knowledge about what the main questions regarding Brazilian education are. The project involves 32 magazines and sites with special content and forums with lectures as well as workshops for teachers.



Praça Victor Civita – Sustainable Open Space

Praça Victor Civita is a public square, different from all others, and the result of a public-private partnership between Abril Group and the Mayor's office of São Paulo, in an accord signed in February of 2007. Inaugurated 1 November of 2008, it deals with a pioneer project in Latin America, of recuperating an area that was a former landfill, and contaminated. The Square offers free activities including sports, leisure, culture and environmental education for the community, and is open to all every day from 6:30am to 7:30pm.

Current Movement

Compliance with Programs and Certifications

In May of 2008, Abril signs on as a member founder of the Brazilian Program GHG Protocol- Greenhouse Gas Protocol, an international methodology widely used by companies to monitor and manage their greenhouse gas emissions.

In July of 2008 Abril Printing Plant won the certificate seal of approval from the FSC- Forest Stewardship Council.

"For Abril, the winning of this certificate is a way of recognizing the importance of information about the paper cycle and the entire chain of production for the preservation of the environment and social respect."



Abril

faz parte da sua vida



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GRUPO ABRIL

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