

**CYBER MEDIA**  
India's Largest Speciality Media House



**PRESS RELEASE**

**June 23, 2009**

**Financial Year Ended 2008-2009**

**CYBER MEDIA (INDIA) LIMITED-INVESTOR RELEASE-FY'09**

(Amount  
in Rs mn)

<b>ANNUAL ANALYSIS</b> (Based on consolidated Financials)		
<b>Income Statement</b>		
<b>Particulars</b>	<b>FY'08</b>	<b>FY'09</b>
<b>Total Income</b>	<b>1130.1</b>	<b>1216.8</b>
Net sales	1119.8	1203.9
Other Operational Income	10.3	12.9
<b>Less Operating Expenses</b>	<b>990.1</b>	<b>1226.0</b>
Direct Cost	540.4	635.2
Staff Cost	298.1	385.6
Other Expenses	151.5	205.2
<b>EBITDA</b>	<b>140.0</b>	<b>(9.2)</b>
Less: Financial Charges	29.4	51.1
Less: Exceptional Expenses	0.0	4.0
Less: Depreciation & Amortization	30.7	49.5
<b>PBT</b>	<b>79.9</b>	<b>(113.8)</b>
Less :Tax (including deferred and FBT)	25.5	(35.6)
<b>PAT</b>	<b>54.4</b>	<b>(78.2)</b>
Extra Ordinary Items	14.5	0.0
Minority Interest	1.1	(18.1)
<b>Net Profit after Extra-ordinary Items &amp; Minority Interest</b>	<b>38.8</b>	<b>(60.2)</b>
EPS-Basic	<b>5.4</b>	<b>(7.8)</b>

<b>Key Ratios(%)</b>	<b>FY'08</b>	<b>FY'09</b>
EBIDTA Margin	12.4%	(0.8%)
PAT Margin (before extra-ordinary items)	4.8%	(6.4%)
PBT Margin	7.1%	(9.4%)
Direct Expenses/Total Income	47.8%	52.2%
Staff Cost/Total Income	26.4%	31.7%
Total Operating Expenses/ total Income	87.6%	100.8%

**CYBER MEDIA (INDIA) LIMITED-INVESTOR RELEASE-  
FY'09**

(Amount in  
Rs mn)

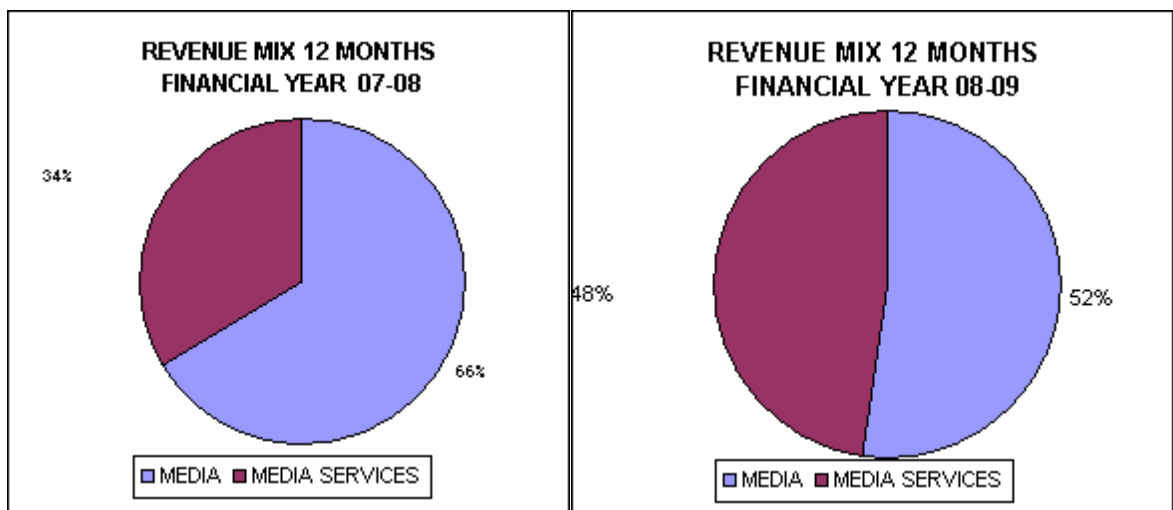
(Amount in Rs mn <b>Quarterly Analysis</b> (Based on consolidated Financials))		
<b>Income Statement</b>		
<b>Particulars</b>	<b>JFM'08</b>	<b>JFM'09</b>
<b>Total Income</b>	<b>279.6</b>	<b>231.4</b>
Net sales	281.7	226.7
Other Operational Income	(2.0)	4.7
<b>Less Operating Expenses</b>	<b>271.4</b>	<b>296.7</b>
Direct Cost	147.2	158.2
Staff Cost	87.2	98.6
Other Expenses	37.0	39.9
<b>EBITDA</b>	<b>8.2</b>	<b>(65.3)</b>
Less: Financial Charges	8.5	16.6
Less: Depreciation & Amortization	7.7	9.2
<b>PBT</b>	<b>(7.9)</b>	<b>(91.1)</b>
Less :Tax(including deferred and FBT)	(0.6)	(30.1)
<b>PAT</b>	<b>(7.3)</b>	<b>(61.0)</b>
Minority Interest	0.4	(18.9)
<b>Net Profit after Extra-ordinary Items &amp; Minority Interest</b>	<b>(7.7)</b>	<b>(42.1)</b>
EPS-Basic	<b>(0.7)</b>	<b>(6.1)</b>

<b>Key Ratios(%)</b>	<b>JFM'08</b>	<b>JFM'09</b>
EBIDTA Margin	2.9%	(28.2%)
PAT Margin (before extra-ordinary items)	(2.6%)	(26.3%)
PBT Margin	(2.8%)	(39.4%)
Direct Expenses/Total Income	52.6%	68.4%
Staff Cost/Total Income	31.2%	42.6%
Total Operating Expenses/ total Income	97.1%	128.2%

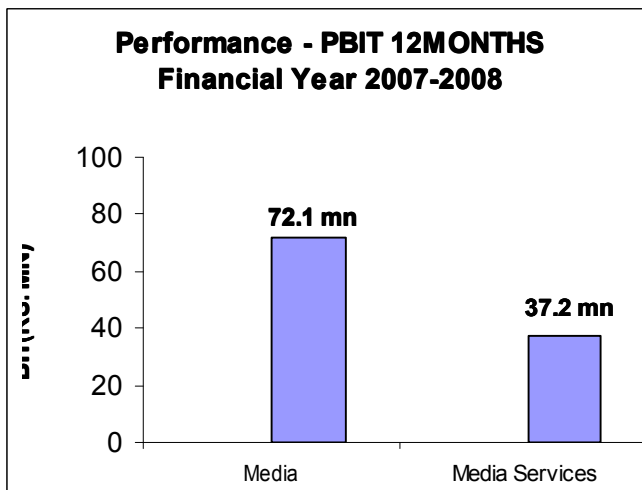
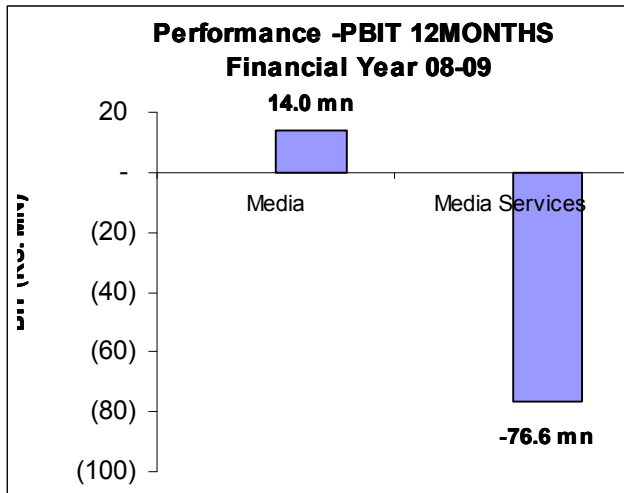
- The top-line of the company grew by 7.7% though the margins were severely impacted and the Company suffered a loss because of the global recession.
- The company has continued its overall strategy of de-risking the business by expanding the media services business as well as reducing the dependence on print ads. Media services now account for 48% of the total turnover as against 34% in the previous corresponding period.
- The US recession impacted the two acquisitions made by the company in the US. Consequently, the service business profitability was impacted adversely. The Group suffered losses of \$ 1.8 m (loss before tax) in its US operations. Measures have been initiated in H2 2008-09 to address profitability concerns. The impact is likely to be visible in H1 of 2009-2010.
- The slowdown in the Indian economy also affected the media business due to reduced media spends. However, the company has maintained its market share. In-line with global trends its product "Global Services" has moved completely online. The company has also merged "Voice& Data Connect" into "Voice& Data". This should improve the profitability of the media business.
- The company has initiated cost control measures and organizational restructuring, which should result in an improved situation in 09-10.

### Segment Analysis – 12 Months FY 08-09 Vs. 12 Months FY 07-08

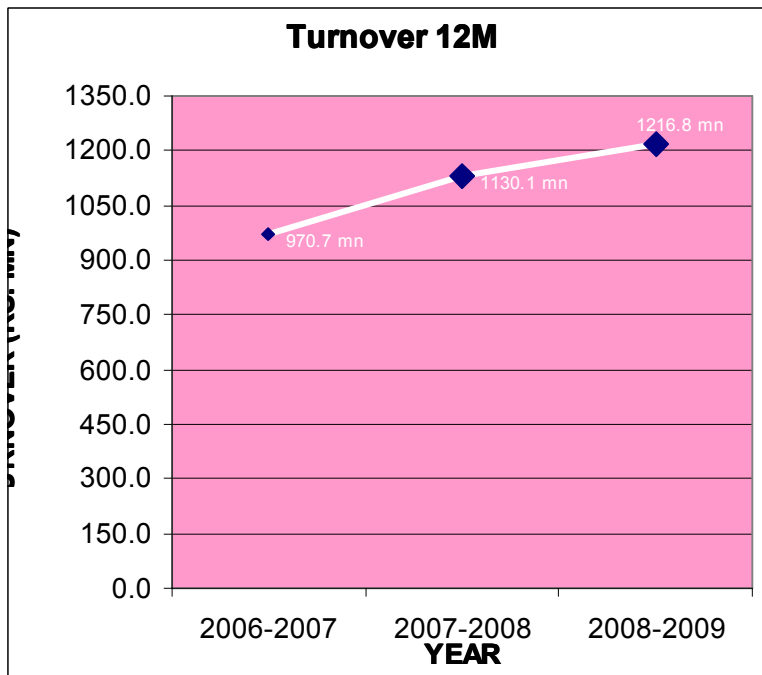
#### Changing Revenue Mix



## Decline in PBIT



## 12 Months Revenue (Three Years Comparison)



### About CyberMedia (India) Ltd.

CyberMedia is the largest specialty media house in South Asia. It has leading media brands in the region including Dataquest, PCQuest, Voice&Data, BioSpectrum, Dare, Global Services, Living Digital, MIT's Technology Review and Halsbury's Law.

CyberMedia reaches out to a community of over 1.5 million people through publications, websites, events and TV programs. Its brands cover infotech, telecom, biotech, entrepreneurship, outsourcing, consumer electronics, and legal domains.

Its Media Services include IDC India, the leading ICT market research company in the region; and Content Matrix, USA which provides through its subsidiaries, custom publishing and content management services.

For Further information on company please visit [www.cybermedia.co.in](http://www.cybermedia.co.in)

### Forward Looking Statement

Certain statements in this document with words or phrases such as "will", "should", etc., and similar expressions or variation of these expressions or those concerning our future prospects are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to a number of risks or uncertainties associated with the expectations. These risks and uncertainties include,

but are not limited to, our ability to successfully implement our strategy and changes in government policies. The company may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the stock exchanges and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

***For any investor Relations queries please contact:***

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