



The Abril Group, one of the biggest and most influential communications groups in Latin America, provides information, education and entertainment to practically every section of the public and is fully integrated into various media channels.

Based on the principles of integrity, quality, leadership and innovation, Abril was founded in 1950. Today it employs around 6 thousand people and is active in the areas of magazines, school books, online content and services, wide band Internet, age-targeted and subscription TV and database marketing.

Abril Publishing brought out more than 344 titles in 2004 (90 regular editions and 254 one shots and specials) and is the clear market leader in every sector in which it operates. Over the year, its publications had a circulation of 170 million copies among 26 million readers and 3.6 million subscribers. Seven of the ten most widely read magazines in the country are published by Abril, *Veja* being the fourth biggest selling weekly news magazine in the world, and the biggest outside the United States.

Abril also leads the Brazilian schoolbook market with Ática Press and Scipione Press, which together publish 3,736 titles and produce 56 million books with a turnover of R\$ 331 million. In 2004, their share of the Brazilian private school book market was 36%.

MTV, launched in 1990, was the first example of age-targeted TV in Brazil. The station broadcasts to 18 million homes in 291 cities. In 1991, Abril was a pioneer in the area of subscription TV, with the launch of TVA, which opened up the Brazilian market to wide band Internet and digital television. The subscription TV service today has 294 thousand subscribers in São Paulo, Rio de Janeiro, Niterói, Curitiba, Florianópolis, Balneário Camboriú, Porto Alegre and Foz de Iguaçu.

Abril also has a strong presence on the Internet and provides subscribers to magazines, TVA and Ajato with exclusive access to 50 sites.

The Victor Civita Foundation, set up in 1985 and dedicated to the improvement of basic education in the country, began Abril's social responsibility projects. With the magazine, *Escola*, the Foundation reaches 1.5 teachers every month in almost every school in the country. Besides the support given to its volunteers and the talent of its professionals, Abril makes resources available for various initiatives, which reinforces the ties between the company and the community, thereby promoting education, culture, environmental conservation, health and voluntary work in diverse projects connected to citizenship and social participation.

CAPITAL INVESTMENT

The Abril Group was the first group in Brazil in the area of communications to receive foreign investment. On 7th June 2004, a capital injection of R\$150 million was made by

Capital International Inc, the investment fund administrator. This amount constitutes 13.8% of the company's capital.

BOARD OF ADVISORS

As a consequence of new management models, at the beginning of 2004 Abril began to seek the assistance of three independent advisors on the Board of Advisors. The president of ABN AMRO REAL S.A. bank, Fabio Barbosa; the economist Claudio Haddad, president of IBMEC São Paulo and president of the Board of Advisors of Veris Educational and finally Marcel Telles, advisor to AMBEV/INBEV, formed a group which already included the president of the Board of Advisors, Roberto Civita; the executive president of Abril, Maurizio Mauro; the vice president of the Editorial Board, Thomaz Souto Corrêa and ex-vice-presidents José Augusto Moreira and Giancarlo Civita.

ABRIL PUBLISHING

Abril Publishing is the leader in the Brazilian magazine market. Its titles are reference points in the areas of business, technology, consumer spending, behavior, culture, youth, tourism, the home, weeklies and celebrities. Seven of its magazines are among the most widely read in Brazil, with *Veja* among the top four weekly news magazines in the world.

- More than 344 titles and 170 million copies in Brazil
- 26 million readers
- 60% of researched circulation*
- 72% of magazine advertising income in Brazil**
- 3.6 million subscribers
- 58% of total subscribers in Brazil
- Seven of the ten most widely read magazines in the country are published by Abril: *Veja, Escola, Claudia, Superinteressante, Playboy, Caras and Nova.*

**IVC- Average Jan-Dec 2004 ** Intermeios Project-Jan-Dec 2004*

VEJA

As the most important influential and widely read weekly news magazine in Brazil, *Veja* has a history of more than 35 years of success, has won more than one hundred journalism prizes, has published articles that have changed Brazil and has a social, economic and political importance without precedence in the history of Brazilian publishing.

- 1,111 million weekly editions*
- 916,354 subscribers

- 8,577,000 readers**

*IVC-Average Jan-Dec 2004 ** Abril IVC Projection/Marplan 2004*

Abril Press

With 52,500 square meters of installations and a production of 350 million printed copies, including magazines, supplements and special editions, Abril Press is considered the biggest in Latin America. It operates using filmless and CTP (computer-to-plate) processes, which save production time and guarantee an ever better print quality. Printing is totally integrated to logistics and distribution, which makes for greater productivity and competitiveness. In June 2001, by means of a partnership with the Canadian group Quebecor, printing was decentralized and magazines destined for the north and northeast started to be printed at a new, modern print works in Recife. In March 2002, through a partnership with Donnelly, Abril Press, with a highly competitive differential for high and medium takes in rotogravure, began to offer outsourcing services.

Distribution

Abril Group has its own operation to distribute magazines and books to newsstands and retail selling outlets through DINAP (National Publications Distributor) which, apart from distributing all Abril's publications, also offers its services to other publishers. In addition, Abril has the most complex subscription operation in the country in that it delivers copies to the homes of 94% of its subscribers in Brazil.

DINAP

- Present in 20 thousand newsstands and a further 12 thousand points of sale in Brazil
- 130 regional distributors
- 2 distributors in DINAP itself, 1 in São Paulo and 1 in Rio de Janeiro
- 400 million copies dispatched per year

Home Delivery for Subscribers

- 2,200 cities throughout Brazil
- 94% of subscriptions delivered to homes of subscribers

Internet

Abril Portal

Through www.abril.com.br the Internet user has complete access to the content of Abril's magazines, on a total of more than 50 Abril sites. There are 200 million page views per month, with 11 million one-time browsers. The portal contains publications, interactive tools, exclusive video services, photo galleries, article supplements, data for advertisers and online e-commerce.

- More than 50 interactive sites
- 200 million page views in February 2005
- Creation of sites, services and shopping online.
- Abril Wireless, content for digital mobile phones, hand-held computers and voice activation.
- Development and commercialization of Abril brand on the network
- News, services and leisure anywhere

ABRIL EDUCATION

Ática Press and Scipione Press

In February 2004, the Abril Group acquired 100% of the share control of the publishers Ática Press, and Scipione Press, market leaders with 36% of the Brazilian schoolbook market. The purchase of these publishing houses represents the return of Abril to the sector, where it operated with pioneering projects in the 1970's.

- 3,736 titles*
- 56 million copies sold in 2003/2004**
- R\$331 million turnover in 2003/2004**
- Sites aimed at teachers give educational assistance

**Bookshop/Ibope survey 2004 **July 2003 to July 2004*

MTV

MTV, launched in Brazil in 1990, is an associate of Viacom (USA), the largest entertainment group in the world. It is Brazil's biggest and most important age-targeted TV station.

- MTV Magazine launched in 2001
- Broadcasting to 18 million homes in 291 Brazilian cities

- 7.9 million viewers between the ages of 15 and 29, in social classes ABC
- 90% of programs produced and edited in Brazil

TVA

Set up in 1991, TVA was the first Brazilian subscription TV company. With a diverse program schedule, the company delivers entertainment, information, culture and education daily to its customers, always focusing on its relationship with more than 294 thousand subscribers.

The company is supported by a quality infrastructure and offers its services by means of digital systems, cable and MMDS. In cable technology, it operates in the south (Curitiba, Florianópolis, Balneário Camboriú and Foz de Iguaçu) and in the city of São Paulo. MMDS technology- a transmission system of microwave signals- offers wide coverage in São Paulo, Rio de Janeiro, Niterói and Curitiba.

In 2004 it launched the first digital cable operation in Brazil and was the first to work with triple play concept (a concept of video, data, and voice in the same package). Besides subscription TV and wide band Internet services, it offers *Ajato Voz* (voice through Internet Protocol)

AJATO

Ajato is the most complete wide band Internet service in the country. It simplifies users' lives by offering, in one service, connection, provider, and content. Launched in June 1999, Ajato serves both residential and corporate sectors. It has 31 thousand subscribers served by cable and MMDS technologies. It also offers products through Ajato Wi-Fi (wireless internet) and Ajato TEF(wide band Internet for electronic credit card transactions)

VEJA SÃO PAULO PORTAL

Launched in January 2004, *Veja São Paulo* Portal, exclusively for subscribers to any Abril magazine, TVA or Ajato Wide Band Internet Provider, brings together at one Internet address all the latest information on the city of São Paulo. The portal offers articles, interviews, photos, services, leisure suggestions, guides and videos, besides the content of the supplement *Veja São Paulo* and other Abril magazines. It also offers an electronic version of the special edition for the IV Centenary of São Paulo, edited by Abril in 1954.

DATABASE MARKETING

In 1996, Abril created *DataListas*, a company that specializes in database marketing, to support its own various operations and to offer this service to third parties. Over the years, *DataListas* has become the leading company in the area in Brazil, with the largest consumer data bank in the country. It makes a databank of 30 million names in 18 million residences, of which 3.5 million can be accessed by e-mail, available for direct marketing and CRM. Besides this, it avails of the latest categorizing technology, whether by demographic data, shopping patterns, consumer habits or lifestyle. It does registration updates, address updates and analysis of responses and trends in campaigns.

SOCIAL PROFILE

Victor Civita Foundation

Created in 1985, the Victor Civita Foundation has a mission to contribute to the improvement of the quality of basic education, first and foremost in state schools with few resources, by investing in the Brazilian teacher as a professional, a human being and a citizen. It publishes the magazine *Escola*, the largest channel of communication with Brazilian teachers, awarded with the UNESCO 2001 Prize. With 465 thousand copies per month, it reaches 200 thousand state and private schools throughout the country and speaks to 1.5 million teachers and more than 25 million students. It is distributed free or at a subsidized price.

The Foundation also produces a weekly guide *Veja na Sala de Aula* (Veja in the Classroom), which is distributed to state and private schools. The publication is a supplementary educational tool with a different approach, bringing factual information about Brazil and the rest of the world into the classroom.

- 3.6 million schools served annually
- 78 thousand professionals benefit from *Veja na Sala de Aula*
- 1.5 million 7th and 8th Grade students

The Environment

Launched in September 2000, the site www.clickarvore.com.br is a program of incentives aimed at the reforestation of the Atlantic Rainforest through the internet . It is a partnership between Abril , a *Fundação SOS Mata Atlântica* (the SOS Atlantic Rainforest Foundation) and *Instituto Ambiental Vidágua* (The Vidagua Environmental Institute).

Company Voluntary Work

O Projeto Mãos a Obra (The All Hands on Deck project) encourages voluntary work among employees of the Group, and also supports, promotes and highlights work developed by 82 members of staff in 90 institutions.

Health

Abril is one of 24 companies invited by the Ministry of Health to make up the Advisory Council of Companies for the Prevention of HIV/AIDS, whose aim is to mobilize and inform people in order to prevent the disease.

Important also is the MTV initiative which dedicates an entire day to the discussion of the subject, always on 1st of December, the date which commemorates the fight against AIDS all over the world.

Child Disarmament Campaign

DINAP carries out the Child Disarmament Campaign, which promotes the exchange of toy guns for children's magazines, in partnership with City Halls and local institutions in the cities where the campaign operates. In 2004, 411,979 toy guns were exchanged for magazines.

The Community

In 2004, Abril, by giving free advertising, benefited 40 non-profit making organizations

Culture

In partnership with CIE Brasil, Abril saved a listed building and opened The Abril Theatre on Brigadeiro Luis Antonio Avenue. This theatre supports and participates in the 'Movement for the Revitalization of the Center of São Paulo'.

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