



### **Abril is present in the life of millions of Brazilians**

Grupo Abril is one of the largest and most influential communication groups in Latin America. It provides information, culture, education and entertainment for virtually all segments of the public and operates in several media, in an integrated manner.

Since its foundation, in 1950, Abril's reputation and credibility comprise its most valuable heritage. The Group employs 7440 people and consists of the following companies: Editora Abril (magazines), Abril Digital (which gathers Abril.com and Abril no Celular), MTV, FIZ TV and Canal Ideal (segmented TVs), TVA (strategic partnership with Telefônica), as well as Publishing Houses Ática and Scipione (Abril Educação). It also has the largest press in Latin America and relies on an efficient service of Subscriptions and Distribution.

Abril published 314 titles in 2007 (127 regular ones and 187 one shots and special editions) and is the absolute leader in all segments in which it operates. Its publications have had a circulation of 163.8 million copies all over the year, in a universe of more than 22 million readers and 3.8 million subscriptions. Seven out of ten of the country's most read magazines are Abril's, with *Veja* being the fourth largest weekly informative magazine in the world and the largest one outside the United States.

Abril is also leader in the Brazilian market of school books with publishing houses Ática and Scipione which, together, publish more than 4,000 titles and holds 25% of the Brazilian private market share of school books. In 2007, they produced 37.9 millions school books.

In 1991, Abril was a pioneer in the sector of paid TV with the launch of TVA, the first operator to offer digital TV, broadband Internet and Voip in the country. Abril also has a remarkable presence in the Internet, providing exclusive access to over 70 sites for all magazine and TVA subscribers. MTV was the first segmented TV in Brazil, launched in 1990. The TV channel covers today 18.1 million homes in 302 cities, totaling 37% of the houses in the Country.

Victor Civita Foundation, created in 1985 and since then dedicated to the improvement of basic education in the country, started Abril's projects of social responsibility. With the magazine *Nova Escola*, the Foundation reaches every month 1.5 million teachers in practically all the schools of the country. Apart from the support work for volunteers and the talent of its professionals, Abril provides resources for several initiatives which reinforce the ties of the company with the community and which promote education, culture, environment preservation, health and volunteer work in several projects of citizenship and social participation.

Along its history, Grupo Abril has created awards that acknowledge and value good entrepreneurial practices and people who make the difference in the society:



**PRÊMIO VICTOR CIVITA 2006  
Educador Nota 10**

Prêmio  
Planeta  
**CASA**



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## Know more about Grupo Abril and its companies:

### Corporate Governance

Grupo Abril is currently managed by the Administration Council and by the Executive Committee. The Administration Council, formed by 9 members, out of whom 2 are independent, is responsible for defining the organization's strategic policies, which are put into practice by the Executive Committee. The Administration Council also relies on the Committee of Human Resources and the Committee of Audit and Risk which relies on three independent external members and is responsible for validating the financial statements of the Group and for accompanying the works of internal and external audits.

### Administration Council:

As a consequence of the new model of governance, Abril started relying, in the beginning of 2004, on independent counselors in the Administration Council.

Currently, the members of the Council are: Roberto Civita, (president of the Council, president and editor of Editora Abril); Giancarlo Civita (executive president of Grupo Abril); Thomaz Souto Corrêa (vice-president of the Editorial Council), José Augusto Moreira (the Group's vice-president), Claudio Haddad (economist, president of Ibmec São Paulo and president of the Administration Council of Veris Educacional), Antonie Roux (CEO of Internet Operations for Naspers), Victor Civita (director of Abril Digital and political scientist by the University of Columbia), **Cleide Rovai Castellan** (executive consultant for the Administration Council of Abril S.A.), **Patrick Morin** (president of Morin entrepreneurial consultancy), Jim Volkwyn (president of global operations for MIH) and Hein Brand (general director of Media 24).

### Society with Grupo Naspers



On May 5, 2006 Abril announced its partnership with the South-African media group Naspers, which went on to hold 30% of the capital share owned by Grupo Abril, acquired by US\$ 422 millions. The share included the sale of 13.8%, acquired by Capital International, Inc., on July 7, 2004. The business was supported by the constitutional amendment, of 2002, which allows for the addition of foreign investments with up to 30% of capital in media companies.



Editora Abril is a leader in the Brazilian market of magazines. Its titles are references in the areas of information, well-being, home and construction, celebrities, consumption, behavior, culture, sports and engine, men, children, youth, business, technology and tourism. Seven Abril magazines are among the ten most read in the country, and *Veja* is among the four major weekly information magazines in the world.

- 314 titles (127 regular ones 187 one shots and special ones) and 163.8 millions of copies/year in Brazil <sup>(1)</sup>
- 22 million readers <sup>(2)</sup>

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- 3.8 million subscriptions <sup>(3)</sup>
- 2.5 million subscribers
- 7.217 announcers <sup>(5)</sup>
- Over 70 sites
- 37,309 pages of paid advertising <sup>(5)</sup>
- 53% of participation in audited circulation <sup>(4)</sup>
- 52% of the signatures delivered in the country <sup>(4)</sup>
- 58% of the advertising revenue of magazines in Brazil <sup>(5)</sup>
- seven of ten magazines most read in the country are from Abril: *Veja*, *Nova Escola*, *Claudia*, *Superinteressante*, *Caras*, *Nova* and *Playboy* <sup>(6)</sup>

(1) IVC + Dinap 2007, (2) Brazil Projection of Readers based on MARPLAN 2007, (3) DBM Abril Dec. 2007, (4) IVC Jan./ Dec. 2007, (5) SVP Abril Jan./Dec. 2007, (6) Project Intermeios Jan/Oct. 2007

### **Veja Magazine**

As the most important, most influent and major weekly information magazine in Brazil, *Veja* has built up a history of more than 40 years of success, some of the news articles that changed Brazil and unparallel social, economic and political importance in the history of Brazilian publications.

- 1,094,000 million weekly copies <sup>(1)</sup>
- 923,000 subscribers <sup>(1)</sup>
- 7,950,000 readers <sup>(2)</sup>
- Advertising pages: 3.147 (3)
- Advertising revenue:  
2% of the total volume in Brazil (4)  
12% of the total volume in the magazine means (4)

Source: (1) IVC annual average 2007, (2) Brazil Projection Abril - Marplan/IVC 2006, (3) IBOPE Monitor Jan./Dec. 2007, (4) IBOPE Monitor (considers only TV, JN and RV) 2007

### **Abril Printing Plant**

With 1,100 employees, 45,000 m<sup>2</sup> of occupied area and the production of 350 millions of printed copies, among magazines, supplements and special editions, Abril Printing Plant is considered the major one in Latin America and the only one with rotogravure printing for publications. It operates with processes called *filmless* and CTP (*computer-to-plate*), which speed up the time of magazine production and ensure an increasing graphic quality. Printing is totally integrated with the areas of logistic and distribution, which enables great productivity and competition. Since June 2001, by means of a partnership with the Canadian group Quebecor, the printing process of *Veja* was decentralized and the sections devoted to the North and the Northeast started being printed in a new and modern graphic in Recife. In March 2002, by means of a partnership with Donnelley, Abril Printing Plant, with a high competitive differential for high and medium copies in rotogravure, started rendering services to third parties.

- 77 monthly magazines and 14 million books printed every year <sup>(1)</sup>
- 120 thousand tons of paper consumed every year <sup>(1)</sup>
- 350 millions of printed copies, including magazines, supplements and special editions <sup>(1)</sup>

Source: (1) Abril Printing Plant annual average 2007

### **Dinap – Distribution**

Grupo Abril has its own operations for the distribution of magazines and volumes in newsstands and points of sale in the retail market through Dinap (National Distributor of Publications) which, apart from distributing Abril's publications, also renders services to other 70 publishing houses. Abril

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has also the most complex operation of signatures in the country, which delivers volumes to 96% of its subscribers all over the national territory.

**Dinap:**

- Present in 19 thousand newsstands and in other 14 thousand points of sale in Brazil and 16,000 check-out points <sup>(1)</sup>
- There are 130 regional distributors <sup>(1)</sup>
- 2 distributors from Dinap itself, 1 in São Paulo and 1 in Rio de Janeiro <sup>(1)</sup>
- 1,250 editions distributed per month
- 410 millions of samples issued per year

**Home Delivery of Subscriptions:**

- 2,400 cities in Brazil <sup>(2)</sup>
- 96% of home delivery of subscriptions <sup>(2)</sup>
- 3,8 million subscriptions <sup>(2)</sup>

Source: (1) Dinap

Source: (2) DBM Abril

**DataListas**

In 1996, Abril created DataListas, specialized in database marketing, to provide support to the operations and to offer such service to third parties. Along the years, DataListas has transformed itself in the leader brand of database marketing services in Brazil, with the largest database of consumers in the country. It provides, for actions of direct marketing and CRM, a database with 11 million names, present in 7.7 million houses, and 4.4 millions are authorized e-mails. It also relies in over 900 thousand mobile phones with opt-in.

**Abril Digital**

Abril Digital is the unit of the group responsible for the new digital business of Abril. It currently relies on *Abril.com* and *Abril no Celular*. The area is responsible for understanding and fulfilling the wishes of digital consumers, by developing products, contents and services in the platforms and shapes that meet the expectations of this new audience.

Through [www.abril.com.br](http://www.abril.com.br), Internet surfers have access to all the content of the magazines, with over 70 sites of Abril brands. In 2007, there were over 100 million pages views, with about 8 million unique visitors. The portal content brings publications, interactive tools, exclusive videos, services, picture galleries, news articles complements, data for announcers and online commerce.

However, Abril no Celular, pioneer in wireless services since 2000, offers selected services of news, entertainment and customization for mobile phones.

- Over 70 interactive sites
- Over 100 million page views in 2007 <sup>(1)</sup>
- 8 million unique visitors <sup>(1)</sup>
- For the third year in a row, it is among the most admired vehicles of the country in the web <sup>(2)</sup>
- Content for digital mobile phones, handheld computers and systems of voice, news, services and leisure everywhere
- Over 160 products from 29 Abril brands available in all operators and in several existing formats - WAP, SMS, videos, games, applications, chats, wallpapers, screensavers and ringtones.

Source: (1) Base: Abril.com and sites of Grupo Abril, (2) Meio & Mensagem 2008

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## Abril Educação



In February 2004 Grupo Abril acquired 100% of the equity control held by publishing houses Ática and Scipione, leaders with 23% of share in the Brazilian market of school books. The purchase of the Publishing Houses represents the return of Grupo Abril to the segment, a business where it worked with pioneer projects in the 1970s.

- **4 thousand titles in catalog** <sup>(1)</sup>
- **37.9 million samples sold in 2007** <sup>(1)</sup>
- **sites which provide pedagogical consultancy for the teachers** <sup>(1)</sup>

In 2007, Abril Educação launched SER, a teaching system that linked the tradition of Publishing Houses Ática and Scipione to the content of Editora Abril. The actions foreseen by the program include the production of atlas, dictionaries, books on didactic support and literature from Ática and Scipione, magazines, almanacs, CD ROMs, courses and educational videos of Editora Abril, pedagogic consultancy, continued education and the Portal SER ([www.ser.com.br](http://www.ser.com.br)), with a base of questions and class planning, image base, complimentary texts, tips on *vestibular* (university admission test), games and simulations.

Source: (1) Abril Educação 2008



Created in 1991, TVA was the first Brazilian company of paid TV. With a diversified schedule, the operator brings daily entertainment, information, culture and education to the homes of subscribers. In 2004, it was also the pioneer in paid digital TV via Cable in Brazil.

Currently, it operates in important capitals and cities of Brazil – São Paulo, Rio de Janeiro, Curitiba, Foz do Iguaçu, Balneário Camboriú and Florianópolis – and relies on more than 400 thousand subscribers, apart from 80 thousand subscribers of broadband Internet. It also has in its portfolio products such as TVA DVR and Portable TVA. In October 2007, TVA and Telefônica closed a strategic partnership approved by Anatel.



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

- **Coverage of 18.1 million houses in 302 Brazilian cities totaling 37% of the houses in the country** <sup>(1)</sup>.
- **9.3 million viewers/month between 15 and 29 years, classes ABC** <sup>(1)</sup>.

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- 2<sup>nd</sup> most visited TV channel site with 1,579,386 page views and 35,336 unique visitors per day.
- 3<sup>rd</sup> place among all Overdrives from the world with 1,970,000 videos seen and 212,000 unique visitors per month.
- 100% of local schedule produced and edited in Brazil <sup>(1)</sup>.
- MTV magazine was launched in March 2001 <sup>(1)</sup>

Source: (1) Department MTV Affiliated - 2007



## FIZ

Created in 2007, Fiz is an innovative channel, focused on the young public and on the community of audiovisual production. It tries to stimulate and organize the production of free and personal video in Brazil based on the tendencies of WEB 2.0. The channel attracts young people interested in new contents and searches the concept of non stop entertainment at the multiplatforms.

- **Site: functional community for consultation, participation and upload**
- **Blog: comments, incentive and generation of audience**
- **Schedule made by amateurs, university students and professionals**



## Ideal Channel

Created in 2007, the Ideal Channel is the first channel in Brazil turned to management and career. It is an innovative vehicle that addresses relevant themes for the professional career of subscribers and is focused on entertainment and information with a light and dynamic format.

- **24 hours in the air**
- **20 hours of inedited schedule the whole week**

## SOCIAL PROFILE



Created in 1985, Victor Civita Foundation has as its mission to contribute with the improvement in the quality of basic education, mainly at public schools with fewer resources, and it invests in the Brazilian teacher as a professional, human being and citizen. It publishes the magazine *Nova Escola*, the major communication channel with Brazilian teachers and the second largest national

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circulation among magazines. Com 560 thousand copies per month, it reaches 200 thousand public and private schools in the whole country and talks to 1.5 million teachers of Elementary Education and over 25 million students. It is distributed for free or with subsidized prices. The Foundation also produces the weekly guide *Veja na Sala de Aula* (Veja in the Classroom), which is distributed for public and private schools. The publication is a complementary and distinguished pedagogic tool that brings the facts of Brazil and the world inside the classroom.

#### **Magazine *Nova Escola*:**

- 664 thousand monthly copies <sup>(1)</sup>
- it reaches 1.5 million teachers
- it is distributed to 200 thousand public schools of Elementary Education
- it benefits 25 million students

Source: (1) IVC - annual average 2007

#### **Reforestation of the Atlantic Forest**

The site [www.clickarvore.com.br](http://www.clickarvore.com.br) is a program to stimulate the reforestation of the Atlantic Forest through Internet. Launched in September 2000, it is a partnership of Abril with SOS Mata Atlântica Foundation and Vidágua Environmental Institute. Along the 7 years of project existence, more than 13 million seedlings were donated.

#### **Program of Support to Volunteers in Abril**

The Project 'Mãos à Obra' (Let's Work) stimulates the volunteer work of the Group's employees, supports, promotes, acknowledges and highlights the tasks developed by 66 employees and collaborators of the company by serving over 70 institutions.

#### **Participation in the Entrepreneurial Council for the Prevention of HIV/AIDS, CEN**

Abril is one of the 24 partner companies invited by the Ministry of Health to participate in the National Entrepreneurial Council for the Prevention of HIV/AIDS, and it acts so as to mobilize and inform about how to prevent the disease. MTV's initiative is also remarkable, dedicating an entire day of its schedule to discuss the theme; always on December 1<sup>st</sup>, which marks the fight against AIDS over the world.

#### **Campaign for Children Disarmament**

Dinap, the company that distributes publications of Grupo Abril has developed the Campaign for Children Disarmament which promotes the exchange of toy guns for children's magazines. From 2001 to 2007, 597 thousand toy guns were exchanged for magazines in 195 campaigns that crossed 183 cities in Brazil.

#### **Revisteca**

Conceived by **Dinap** and supported by distributors, the **Project 'Revisteca Abril'** consists of regularly donating a batch of samples of Abril magazines and also forming reading areas in public or private libraries and schools. The initiative aims at stimulating the habit of reading, allowing for free access to several publications with high content and quality standards of Editora Abril, apart from other partner publishing houses that participate in the project. Every three months, Dinap

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distributes for libraries or schools that participate approximately 33 different titles, during a year, among magazines and collections.

The first **Revisteca** was inaugurated in June 2005, in Diadema, Greater São Paulo, at the library of the Housing Center Vila Socialista. Since then, more than 200 entities have participated in the program, which is present in all Brazilian states.

### **Grant of Advertising Space**

Abril grants advertising pages that benefit several non-profit entities. In 2006, 29 non-profit entities and institutions of national acknowledgement were provided with 56 pages of advertising.

### **Abril Theater**

Abril names one of the oldest theater houses of São Paulo, ex-Paramount, supporting the movement of revitalization of the center of São Paulo.

### **Victor Civita Square – Open Museum of Sustainability**

A result between the public-private partnership between Grupo Abril and the City Hall of São Paulo, held in February 2007, Victor Civita Square – Open Museum of Sustainability aims at creating programs of leisure, education and culture, based on the revitalization of a degraded public area of Pinheiros.



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