



CAIROCOMMUNICATION

Press Release

“NUOVO TV”, 240,000 average copies sold in first 2 issues

Milan, 6 October 2015: the first issue of “Nuovo TV”, Cairo Editore’s new TV weekly headed by Riccardo Signoretti, on newsstands since 21 September, has reported sales of approximately 240 thousand copies, and the same levels are expected for the second issue. These results are highly satisfying and are in line with forecasts.

In the July-September 2015 quarter, Cairo Editore also achieved positive results from the advertising sales of its own titles (Euro 6.4 million), which increased by about 6% versus the figures reported in the same quarter of 2014.

Cairo Communication is one of the leading groups in the weekly magazine, TV publishing and advertising sales segments, recognized as one of the first to have developed a multimedia sales approach, beginning with magazine and expanding later into free, digital and pay TV and the Internet

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This press release is also available on the Company’s website www.cairocommunication.it

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