



# Building Australia's best local multi-media business

July 2012



[reviewproperty.com.au](http://reviewproperty.com.au)



# Pre-merger



Print:



2 publications

220,000 homes per week

Unique business model

Revenue \$40 million

Web:

- [theweeklyreview.com.au](http://theweeklyreview.com.au)

**FCNV**

Print:



32 publications

1.3 million homes per week

32 websites

Revenue \$58 millions

Web:

- [yourcommunityvoice.com.au](http://yourcommunityvoice.com.au)
- [domain.com.au](http://domain.com.au)

# Post merger, July 25

Gloss Magazines / Local Newspapers / Websites

- 35 different publications
- New high-gloss titles:
- The Weekly Review Bayside
- The Weekly Review Ivanhoe & Valley

# Post merger, July 25

- Four new local titles:
- Stonnington Review Local
- Boroondara Review Local
- Port Phillip Review Local
- Bayside Review Local



# Further new publications

- Another new publication to be launched within six weeks:
- TWR South-East – covers City of Glen Eira new territory for us all, 68,000 copies.

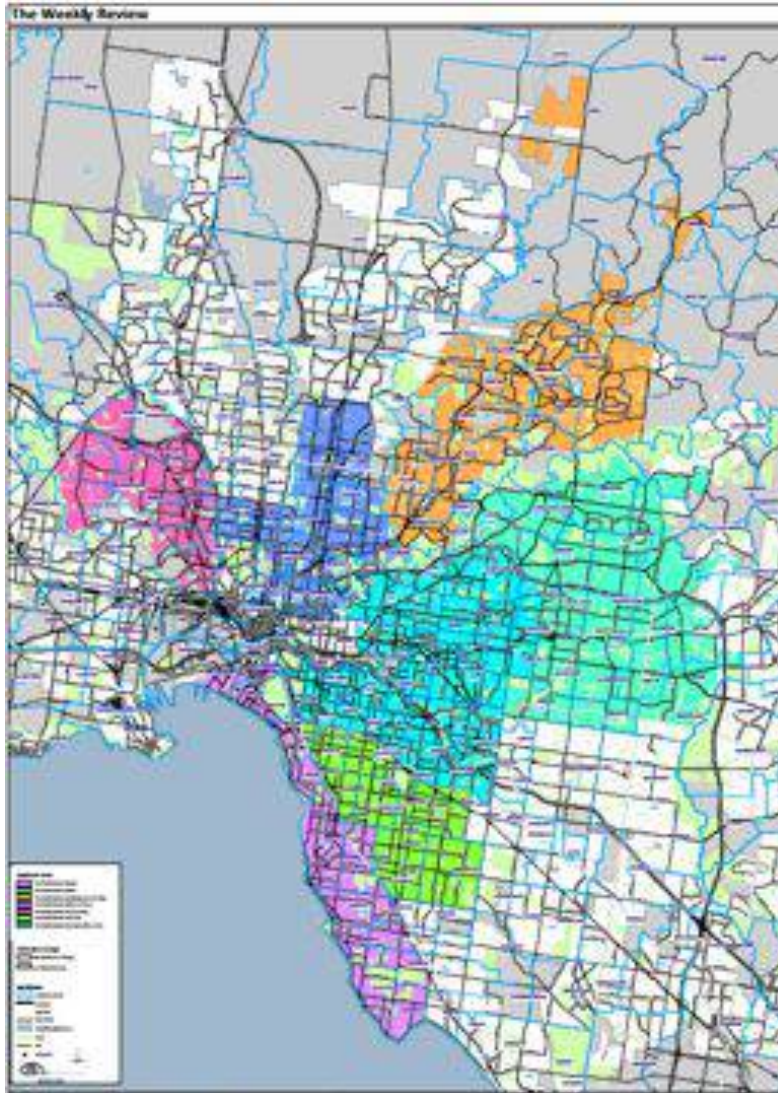


# And rebranded publications

- Also within next eight weeks, launch of rebranded 'hybrid' products:
- TWR Melbourne Times
- TWR Moonee Valley
- TWR Eastern



# Our high-gloss footprint



## APPROX CIRCULATION - HOMES

- Stonington & Boroondara 112,000
- Bayside 69,000
- Ivanhoe & Valley 70,000
- South East 68,000
  
- Eastern 95,000
- Melbourne Times 82,000
- Moonee Valley 50,000

TOTAL: 550,000 homes per week



# Business model underwrites success

- Launch of new products expands highly-successful business model whereby agents become equity holders in publications.
- Over time, model will be extended to other parts of the merged business.



# On-line

- [reviewproperty.com.au](http://reviewproperty.com.au) launched last week with 400,000 national listings.
- Critical part of MMP's multi-media platform.
- Will play a significant role in our plans to drive [domain.com.au](http://domain.com.au) to number one in its market.

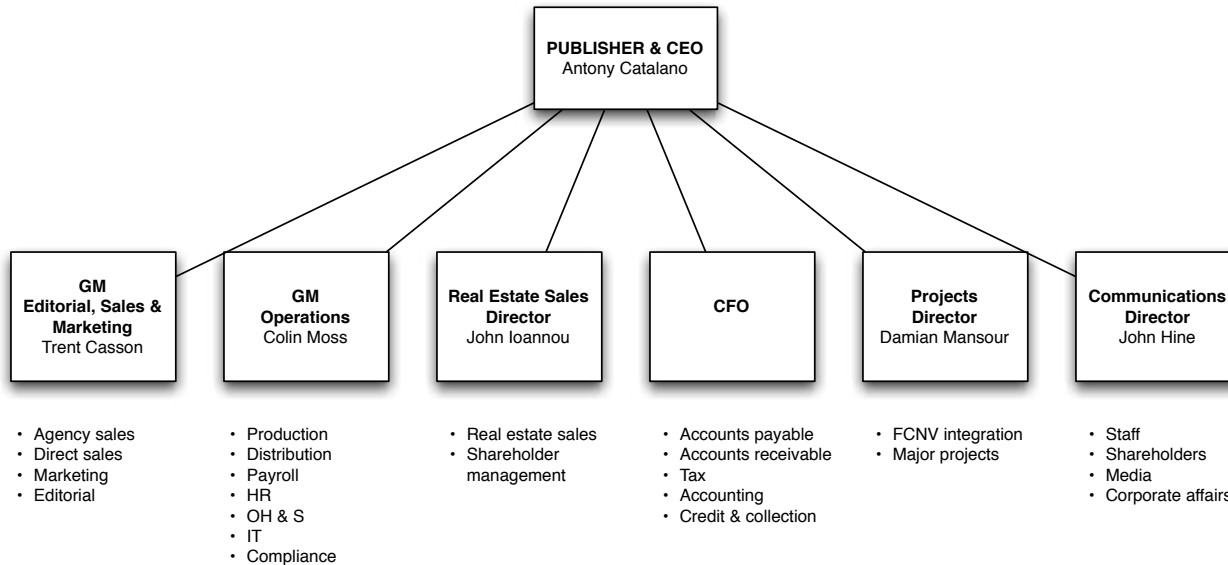
# Immediate challenges

- Build on West's comparative strong performance.
- Focus on Central and East to grow revenue and profitability.
- Clearly-articulated plans to be developed in next four weeks.
- Your thoughts and ideas key to right result.

# Medium to longer term

- More new titles.
- Extend business model in key markets.
- New real estate portal for bundled product offerings.
- Address staff shortages and infrastructure.
- Review of recent product changes.
- Operational review, including restructure opportunities.
- Reverse losses in key areas – East a major focus.

# Management structure



# Premises

- West and East regions to remain in existing offices.
- Central staff move to MMP's new office, 214 Park Street, South Melbourne.
- Move to be complete by December 31.

# Conclusion

- Lot of work ahead and number of challenges.
- However, very exciting opportunity for all of us.
- By year's end, MMP will be largest local media business in Melbourne.
- 36 titles, 1.6m magazines and newspapers being delivered to more than 1.4m homes and compelling online offering.
- An outstanding platform that gives great confidence in the company's future.