



Berling Media AB



For Life!

Berling Media Group
www.berlingmedia.se



Berling Media AB

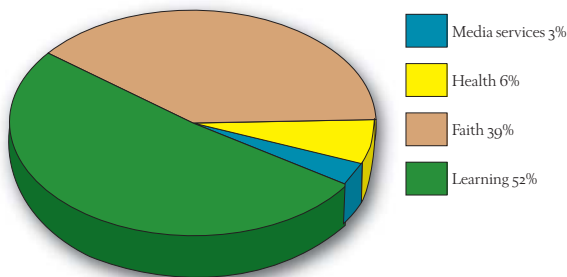
BERLING MEDIA AB – the Berling Media Group – is one of Sweden’s bigger and older publishing concerns. The very first book published under one of our labels – Glerups – was printed in 1827. Today, our books, magazines and websites reach readers of all ages in most Swedish homes, in every school and church and in many offices and other work sites all around the country.

We publish to promote, nourish and support a good life and a good society. Our brands are market leaders in three main areas: *learning* (Glerups, Skolnytt, Bok & Webb), *health* (Gothia) and *faith* (Verbum, Cordia, Trots Allt, Pilgrim, Kyrkans Tidning, Amos, Existera and Sändaren).

We also provide media sales for a growing number of popular, trade, professional and corporate publishers (Display), purchasing services for our owners (Samvaror), as well as digital media development and production (32grader).

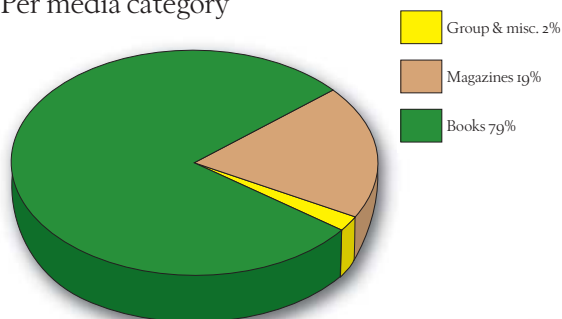
The Berling Media Group had a turnover 2006 of 372 MSEK and some 200 staff which makes the group the sixth biggest publishing house on the Swedish market for books and magazines, with a combined market share of some 2 %. Group headquarters are in Stockholm, with offices also in Malmö, Göteborg, Örebro and Umeå. The company is owned by the Church of Sweden and the Mission Covenant Church of Sweden with a combined membership of more than 7 million.

Group turnover



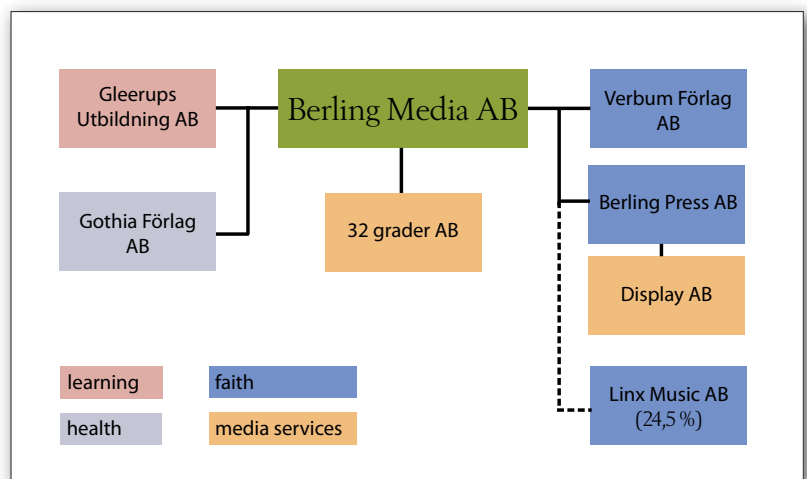
Per business segment

Per media category



President / CEO

Thomas Grahl



Gleerups Utbildning AB

Learning



Develops products and services for a lifetime of learning. Publishes educational books and other material for all ages, from pre-school to academic and adult education, as well as professional literature and magazines for teachers and headmasters.

Gleerups Utbildning is one of the bigger educational publishers in Sweden, with a total market share in 2006 of 13% for their brands Gleerups, Bok & Webb and Skolnytt. Gleerups also runs a successful book club for children aged 3–7 with pedagogical books centered on the Kråke figure.

Gleerups Utbildning had a 2006 turnover of 181.2 MSEK with 61 staff and office in Malmö.

Managing Director
Åsa Steholt Vernerson

Gothia Förlag AB

Health



Fast-growing Gothia Förlag offers books and other publications for – and in close cooperation with – actors in medicine and health, dentistry and social work. Gothia strives to increase their readers' knowledge and insights, and thus their ability to help themselves and others, through providing science and professional experience in an understandable, accessible and usable fashion.

Gothia Förlag had a 2006 turnover of 23.7 MSEK with 8 staff and office in Stockholm.

Managing Director
Ingela Skantzé

Verbum Förlag AB

Faith



The leading book publisher in the Swedish faith market. The company publishes parish tools and qualified literature in theology and faith (Verbum brand), literature for individuals and churches from an ecumenical Christian perspective (Cordia brand), as well as the periodicals Trots Allt and Pilgrim, dealing with culture, society and spirituality on an ecumenical basis. The company also runs

purchasing services for the Church of Sweden and the Mission Covenant Church of Sweden (Samvaror brand).

Verbum Förlag had a 2006 turnover of 68 MSEK with 24 staff and offices in Stockholm (head office) and Örebro.

Managing Director
C.G. Gunnarsson

Berling Press AB

Faith



Publishes Sweden's biggest periodicals on Christian faith, church and society. The weekly Kyrkans Tidning (circ. 2006 42.400 copies) is a newspaper – with a strong culture section – for staff and laity in the Church of Sweden. The fortnightly

Sändaren (circ. 2006 11.900 c.) is a magazine for members of the Mission Covenant Church and the Baptist Church.

The bimonthly Amos is the biggest popular magazine on Christian faith (circ. 2006 440.500 c.), paid for by Church of Sweden parishes. Early in 2007, the company launched the popular quarterly Existera on faith issues from a non-confessional perspective – the magazine later in the year won the Swedish annual Magazine of the Year award in the rookie category.

Berling Press AB had a 2006 turnover of 72.3 MSEK with 48 staff and office in Stockholm.

Managing Director
Kåre Gustafsson

The Berling Media Group also owns a 24.5% interest in Linx Music AB which records and publishes Christian music. In February 2008, Berling Media will launch a new faith-based web radio channel.

Display AB

Media Services



Display, a subsidiary of Berling Press AB, is a medium sized advertising sales company selling ads on print and web for trade (mainly B2B) and special publishers; for external clients such as Microsoft as well as for all Berling Group titles. The company has also developed a growing telemarketing operation for sales and market surveys.

Display AB had a 2006 turnover of 12.1 MSEK with 19 staff and office in Umeå.

Managing Director
Kåre Gustafsson

32grader AB

Media Services



Develops, produces and packages information for digital media, turning it into knowledge for the general public, for client staff or for students of all ages. The company provides analysis, project management, structural design and programming.

32grader AB had a 2007 turnover of 1.8 MSEK with 4 staff and office in Göteborg.

Managing Director
Thomas Rebermark



Berling Media AB

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