
Company presentation

Neue Zürcher Z

NZZ Mediengruppe

What does NZZ stand for?

- Quality journalism
- Pinnacle of journalistic independence
- Tradition coupled with a clear focus on the digital future



Mission statement

The main aim of the NZZ Media Group is to publish the *Neue Zürcher Zeitung*, as well as other high-quality, independent media that are free from special interests and have a liberal stance. The *Neue Zürcher Zeitung* is committed to and actively promotes liberal democratic principles.

We seek to reliably and comprehensively inform our readers through our media. Our precisely researched facts, in-depth analysis and expert commentary aim to help readers orient themselves and gain new knowledge.

[...]



Founded 237 years ago

- Newspaper founder Salomon Gessner
- First edition of the *Zürcher Zeitung* published in 1780 by the Orell, Gessner, Füssli & Co. publishing house
- The oldest daily Swiss newspaper still in publication



- From 1780 the *Zürcher Zeitung* appeared twice a week
- From 1894: three times a day
- From 1969: twice a day
- Since 1974: once a day



Tagblatt Media

- 1839** First edition of the *Tagblatt der Stadt St. Gallen*
- 1969** Regional editions for Fürstenland, Toggenburg and Appenzellerland; publishing frequency was reduced to once a day
- 1999** *Tagblatt* enters the regional television business with the channel *Tele Ostschweiz*
- 2008** *Radio aktuell* and *Radio Ri* merge to become *Radio FM1*



LZ Media

- 1833 First edition of the *Luzerner Zeitung*
- 1991 *Vaterland* and *Luzerner Tagblatt* become *Luzerner Zeitung*
- 1996 *Luzerner Zeitung* and *Luzerner Neuste Nachrichten* become *Neue Luzerner Zeitung*
- 2007 LZ Media completely takes over *Radio Pilatus*
- 2010 The channel *Tele 1* is launched
- 2016 *Neue Luzerner Zeitung* becomes *Luzerner Zeitung* with a new layout



Formation of a media group

- 1991** Majority shareholder
St. Galler Tagblatt AG
- 1998** Holding company AG für
die Neue Zürcher Zeitung
- 2002** Investment in LZ Medien Holding
- 2006** Two business entities:
NZZ AG, Freie Presse Holding AG (FPH)

2008 First CEO appointed

2009 Management board, close incorporation of regional media

2014 100% takeover of FPH

2015 Introduction, consolidation and expansion of the business media unit

Who owns the NZZ Media Group?

- Around 2 700 shareholders
- Dedicated to liberal democratic principles
- Only individuals
- No one owns more than 1% of the voting rights
- Long-term vision – sustainable profitability



Board of directors and management board

Board of directors



**ETIENNE
JORNOD**
President



**DR. CHRISTOPH
SCHMID**
Vice President



**DR. BERND
KUNDRUN**



**PROF. LUCY
KÜNG**



**CAROLINA
MÜLLER-MÖHL**



**MATTHIAS
REINHART**



**PROF. ROLAND
SIEGWART**



**DR. DOMINIQUE
VON MATT**



**ISABELLE
WELTON**

Management board



**JÖRG
SCHNYDER**
Chairman of the
management board a.i.
Head of Finance

Business units



**DR. STEVEN
NEUBAUER**
Head of
NZZ Media



**ERIC
GUJER**
Editor in Chief
*Neue Zürcher
Zeitung*



**JÜRG
WEBER**
Head of
Regional Media



**DR. MONICA
DELL'ANNA**
Head of
Business Media

Central departments

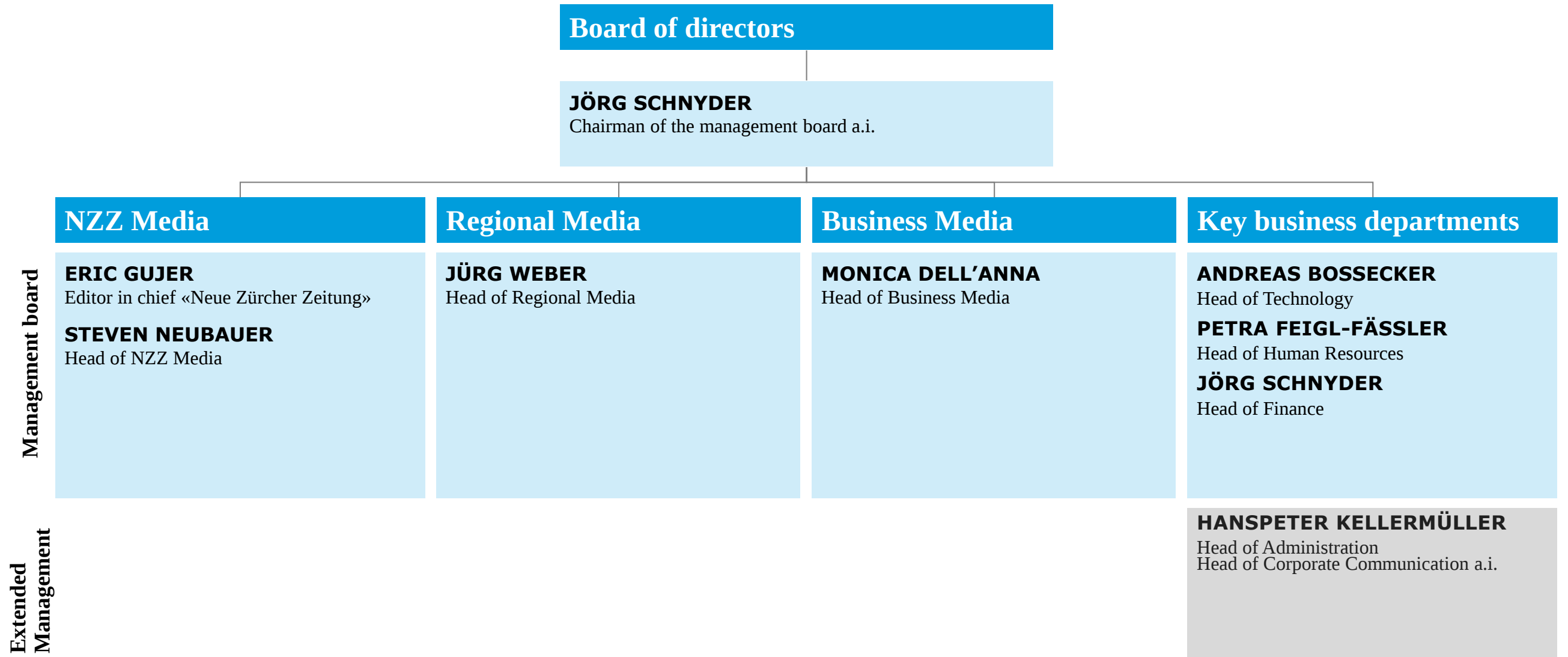


**ANDREAS
BOSSECKER**
Head of Technology



**PETRA
FEIGL-FÄSSLER**
Head of
Human Resources

Organizational chart executive management



The NZZ Media Group's business units

- NZZ Media
- Regional Media
- Business Media



NZZ Media



Regional Media

Paid media, media with high reach, publishing and printing services



Business Media

Events, information services and special interest media



Human Resources

NZZ Media Group
(headcount)

1 860

Central departments

310

NZZ Media

460

Regional Media

890

Business Media

200

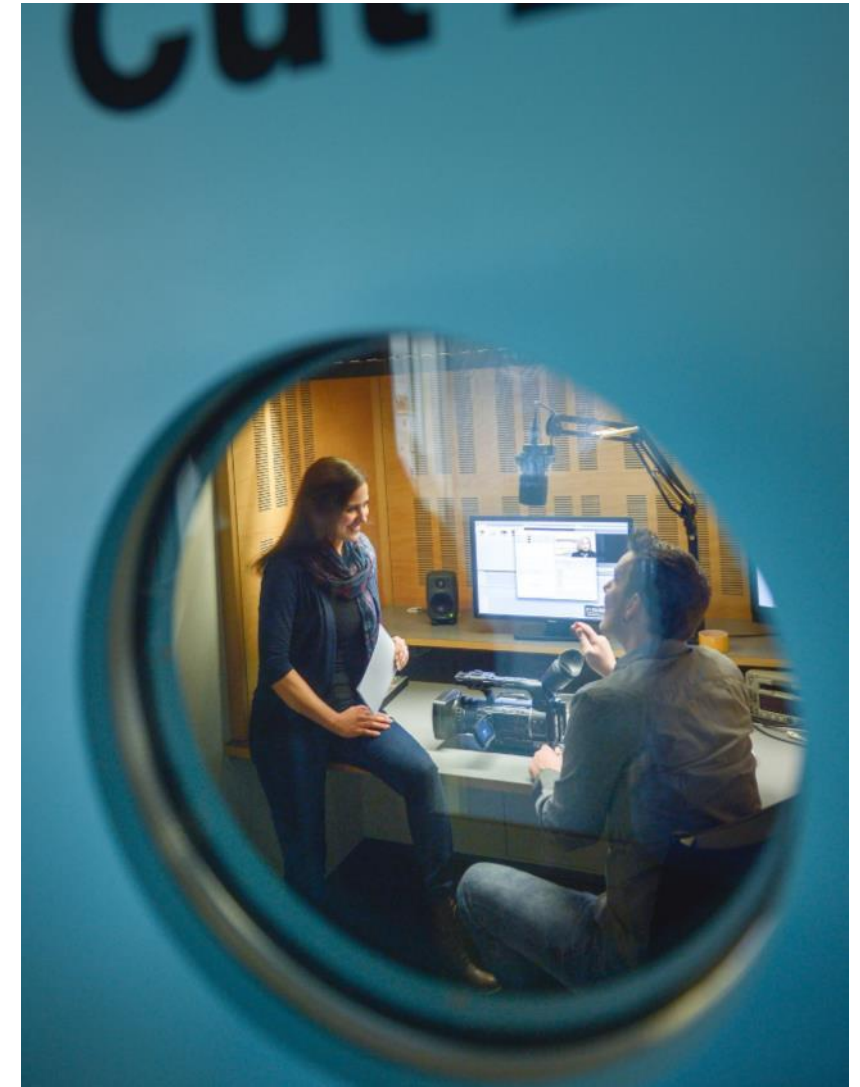
Holdings NZZ Media Group

NZZ Management AG, Zurich	100 %
NZZ Media Solutions AG, Zurich	100 %
Audienzz AG, Zurich	100 %
Moneyhouse AG, Risch	100 %
Bindexis Schweizer Bauinformation AG, Basel	100 %
Architonic AG, Zurich	81 %
Zurich Film Festival AG, Zurich	52 %
Spoundation Motion Picture AG, Zurich	52 %
Swissprinters AG, Zofingen	30 %
bettermarks GmbH, Berlin	20 %
Schweizerische Depeschenagentur AG, Bern	11 %

Neue Zürcher Zeitung AG, Zurich	100 %
• NZZ (Deutschland) GmbH, Frankfurt	100 %
• NZZ Österreich GmbH, Vienna	100 %
• Presse TV AG, Zurich	30 %
• Tagblatt der Stadt Zürich AG, Zurich	15 %
• Livingdocs AG, Zurich	15 %
• dctp GmbH, Düsseldorf	12 %
• Qontis AG, Zurich	12 %
FPH Freie Presse Holding AG, St. Gall	100 %
• Tagblatt Medien Holding AG, St. Gall	93 %
• LZ Medien Holding AG, Lucerne	91 %
NZZ Konferenzen AG, Zurich	100 %
• Swiss Economic Forum (SEF) AG, Thun	100 %
• Premium Incentives and Events AG, Thun	100 %

Five strategic directions

- Focus on three business units
- Organic growth in journalistic user market
- Growth in business media
- Selective M&A in all three business units
- Group-wide service and technology platforms



Key figures 2016

Total operational
earnings

442,7
million CHF

Total operational
expenses

415,2
million CHF

Operating result
(EBIT)

27,4
million CHF

Group result

23,8
million CHF

Total assets

426,8
million CHF

Fixed assets

160,3
million CHF

Equity ratio

65,7%

Return on equity
(ROE)

8,3%

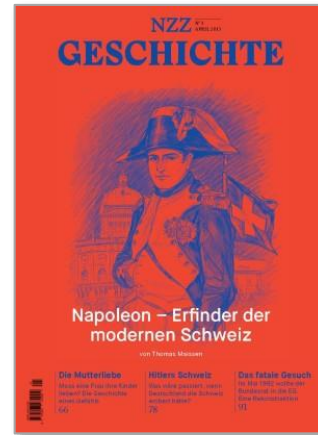
Product range

- Newspapers (daily and Sunday newspapers)
- Weekly newspapers and advertising papers
- Journals and magazines
- Digital media
- TV and radio (including magazine-style programs)
- Information services
- Events
- Special interest media

Print product innovations since 2015



Redesign Z



Launch NZZ
Geschichte



Redesign NZZ Folio



Redesign Neue Zürcher
Zeitung



Redesign «Stil»



Redesign St. Galler
Tagblatt and regional
editions

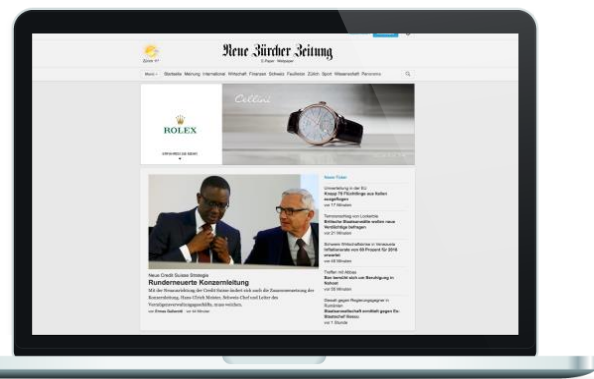


Redesign Luzerner
Zeitung and regional
editions



Redesign
Zentralschweiz
am Sonntag

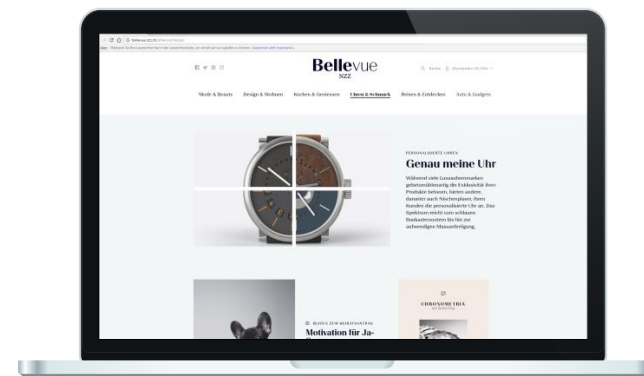
Digital product innovations since 2015



Redesign NZZ.ch



Launch NZZaS.ch



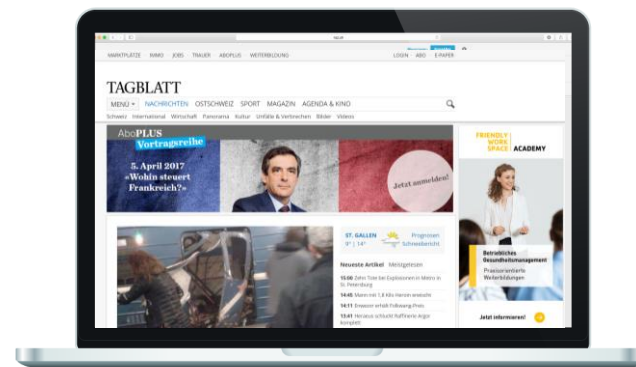
Launch bellevue.nzz.ch



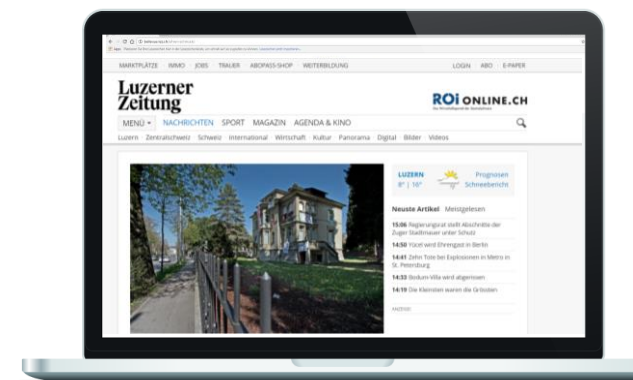
Launch fm1today.ch



Redesign E-Paper Neue Zürcher Zeitung / Luzerner Zeitung / St. Galler Tagblatt



Redesign tagblatt.ch



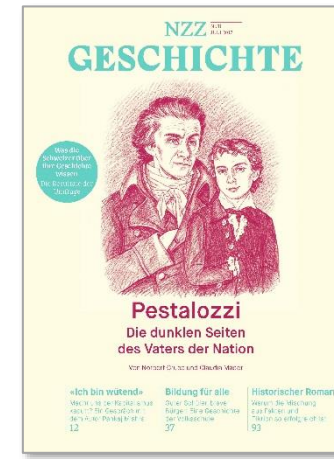
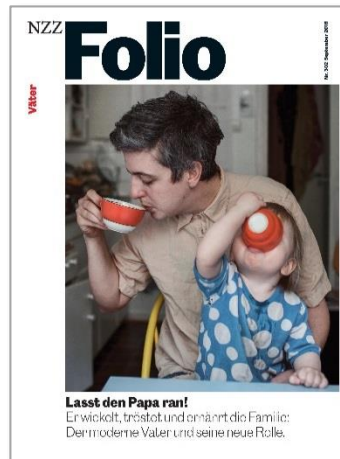
Redesign luzernerzeitung.ch

Neue Zürcher Zeitung

Neue Zürcher Zeitung

NZZ am Sonntag

NZZ Media: Supplements and magazines



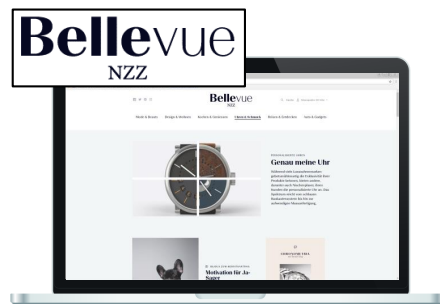
NZZ Media: Digital media



NZZ.ch



NZZaS.ch



bellevue.nzz.ch



jobs.nzz.ch



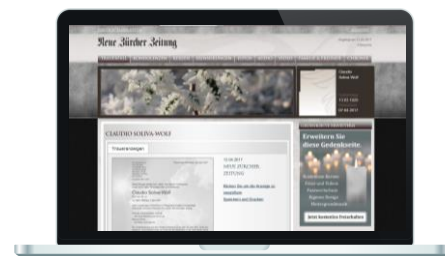
nzzdomizil.ch



NZZ Format



NZZ Standpunkte



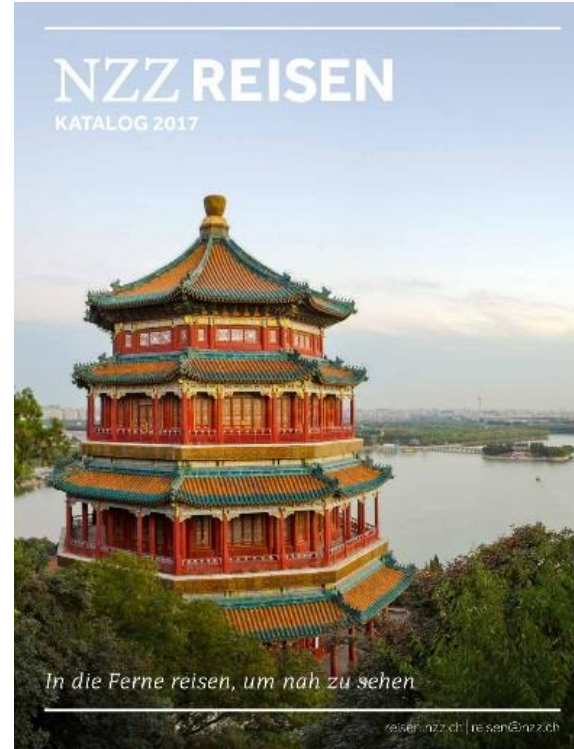
trauer.nzz.ch



zeitungsarchiv.nzz.ch

NZZ Media: Events and other types of business

- NZZ Podium Zürich
- NZZ Podium Berlin
- NZZ Veranstaltungen
- NZZ Libro
- NZZ Reisen
- NZZ Edition
- NZZ Shop
- NZZ Corner



Regional Media: Newspapers eastern and central part of Switzerland



Regional Media: Digital media and services eastern part of Switzerland



tvo-online.ch



radiofm1.ch



radiomelody.ch



fm1today.ch



tagblatt.ch
(and websites of regional
editions)



trauerportal-
ostschweiz.ch



ostjob.ch



osthome.ch

Regional Media: Digital media and services central part of Switzerland



radiopilatus.ch



tele1.ch



luzernerzeitung.ch
(and websites of regional editions)



trauer.luzernerzeitung.ch



beiuns.ch



zentraljob.ch



zentralhome.ch

Regional Media: Weekly newspapers and gazettes eastern and central part of Switzerland



Business Media: Events

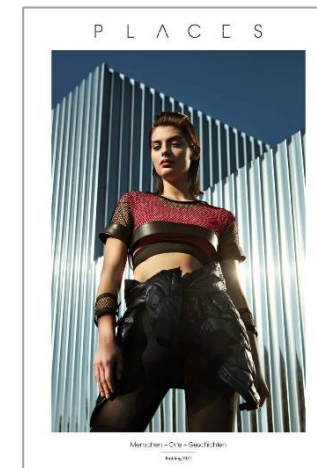
- Swiss Economic Forum
- SEF4KMU
- Swiss International Finance Forum
- Swiss Innovation Forum
- Swiss Energy & Climate Summit
- Real Estate Days
- X.Days
- NZZ CEO Dinner
- Netversity
- Zurich Film Festival



Business Media: Information services



Business Media: Special interest media



Many thanks

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