

Company presentation

Neue Zürcher Zeitung

NZZ Mediengruppe

A photograph showing several men in what appears to be a television studio or newsroom. One man in the foreground on the left is wearing headphones and a white t-shirt, looking down. Another man to his right is wearing glasses and a suit, looking towards the center. In the center, a man with curly hair and a beard is operating a professional video camera on a tripod, looking through the viewfinder. Other men are partially visible on the right side of the frame.

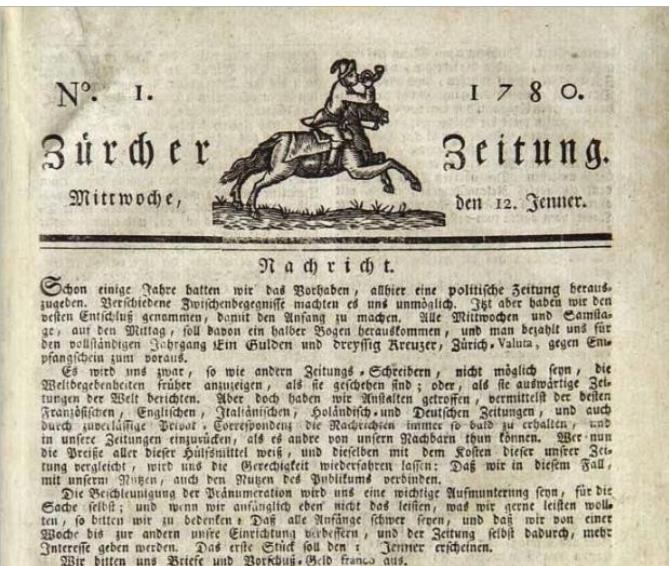
What does NZZ stand for?

- Quality journalism
- Liberal perspectives, orientation and inspiration

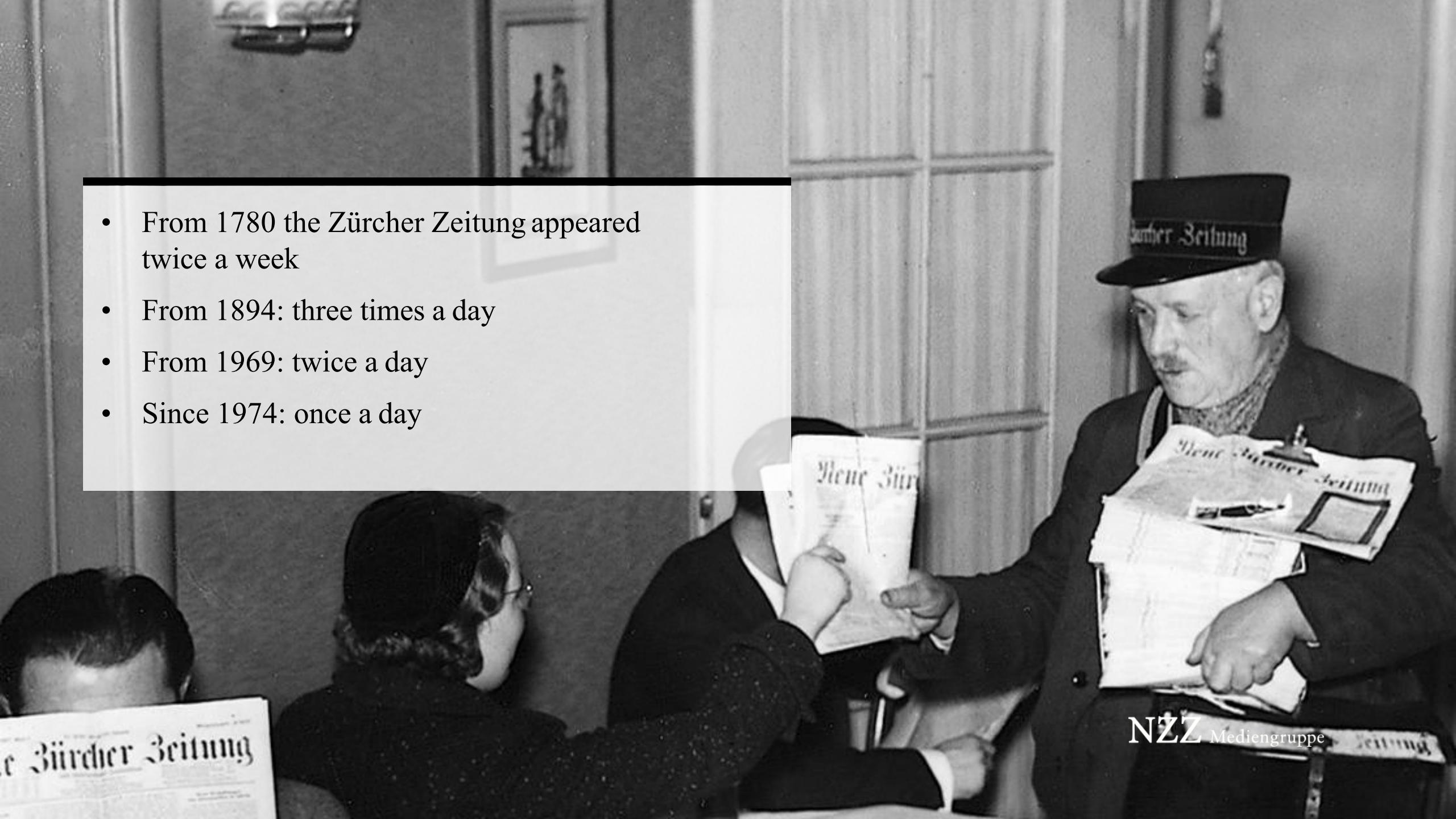
NZZ Mediengruppe

Founded 239 years ago

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

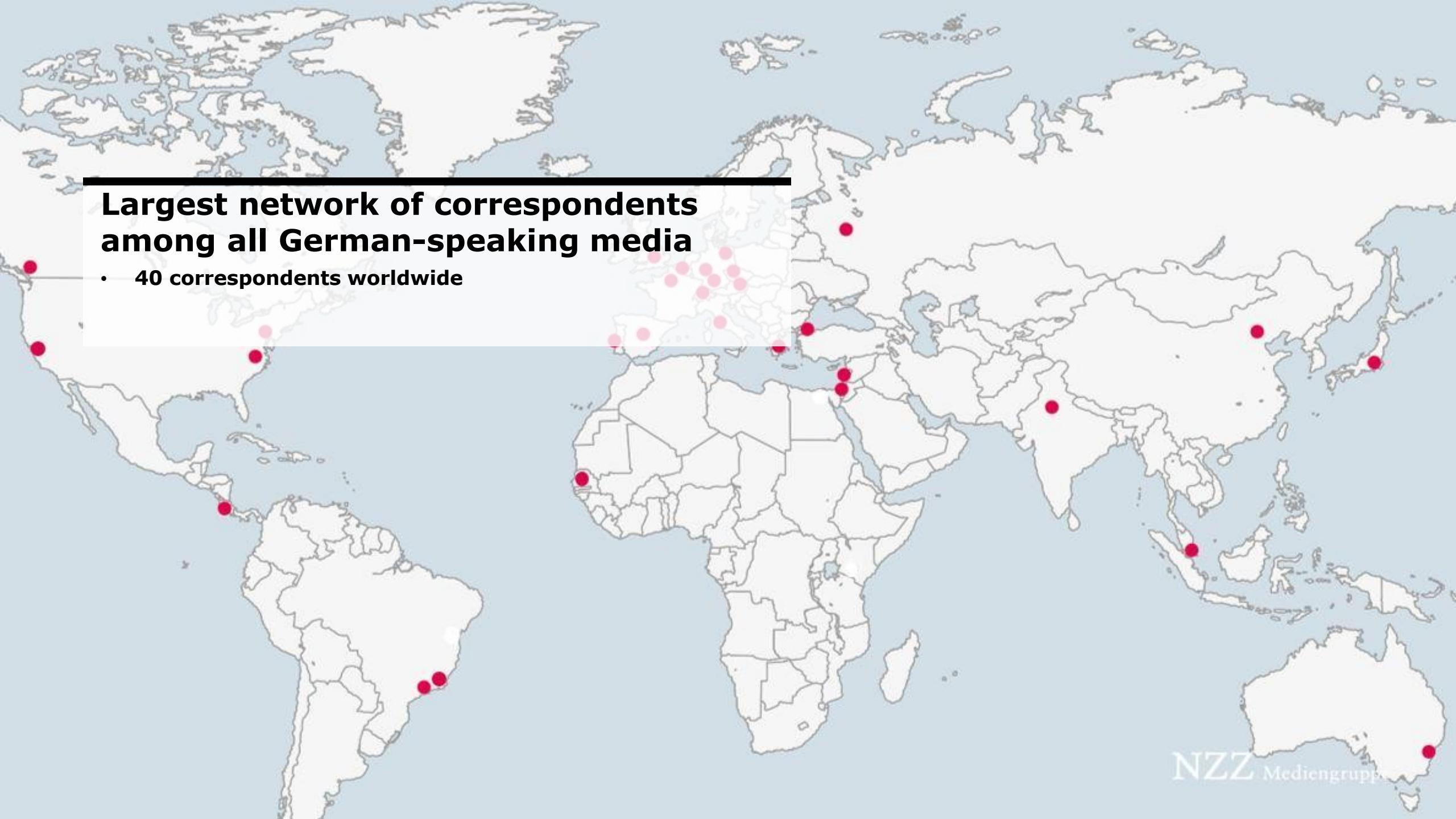


- From 1780 the Zürcher Zeitung appeared twice a week
- From 1894: three times a day
- From 1969: twice a day
- Since 1974: once a day



Largest network of correspondents among all German-speaking media

- 40 correspondents worldwide

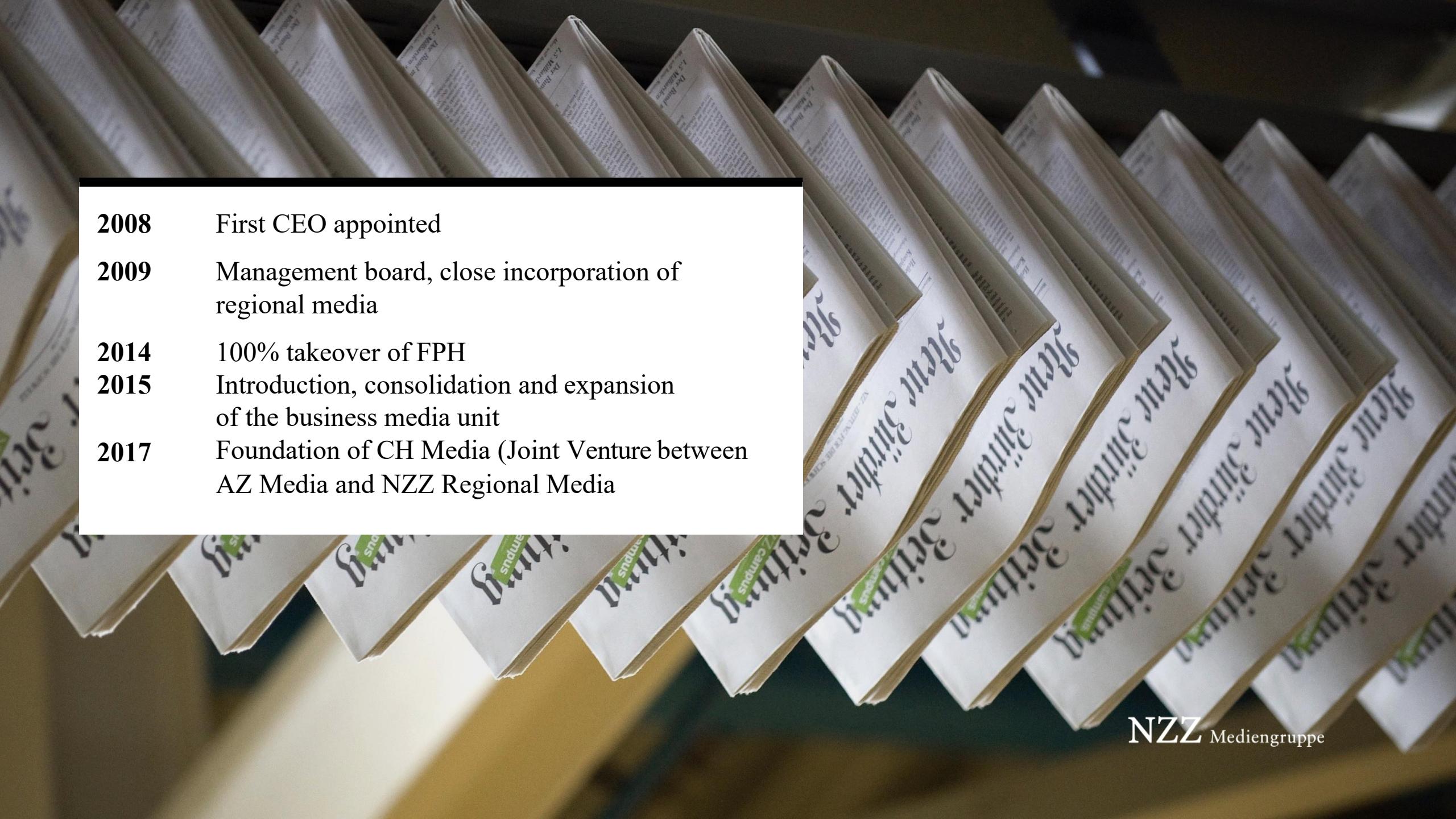


Formation of a media group

- 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



NZZ Mediengruppe

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- 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
- 2017** Foundation of CH Media (Joint Venture between AZ Media and NZZ Regional Media)

NZZ Mediengruppe

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 of directors



**ETIENNE
JORNOD**
President



**DR. CHRISTOPH
SCHMID**
Vice President



**DR. BERND
KUNDRUN**



**PROF. DR. LUCY
KÜNG**



**CAROLINA
MÜLLER-MÖHL**



**MATTHIAS
REINHART**



**PROF. DR.
ROLAND
SIEGWART**



**PROF. DR.
DOMINIQUE
VON MATT**



**ISABELLE
WELTON**

Management



**DR. FELIX
GRAF**
CEO



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



**LUZI
BERNET**
Editor in Chief
«NZZ am
Sonntag»



**ANDREAS
BOSSECKER**
Head of Technology
and IT



**JÖRG
SCHNYDER**
CFO



**JOHANNES
BOEGE**
Head of Marketing
and Sales



**SIGRUN
ALBERT**
Head of Products



**NICOLE
RÜTSCHE**
Head of
Human Ressources



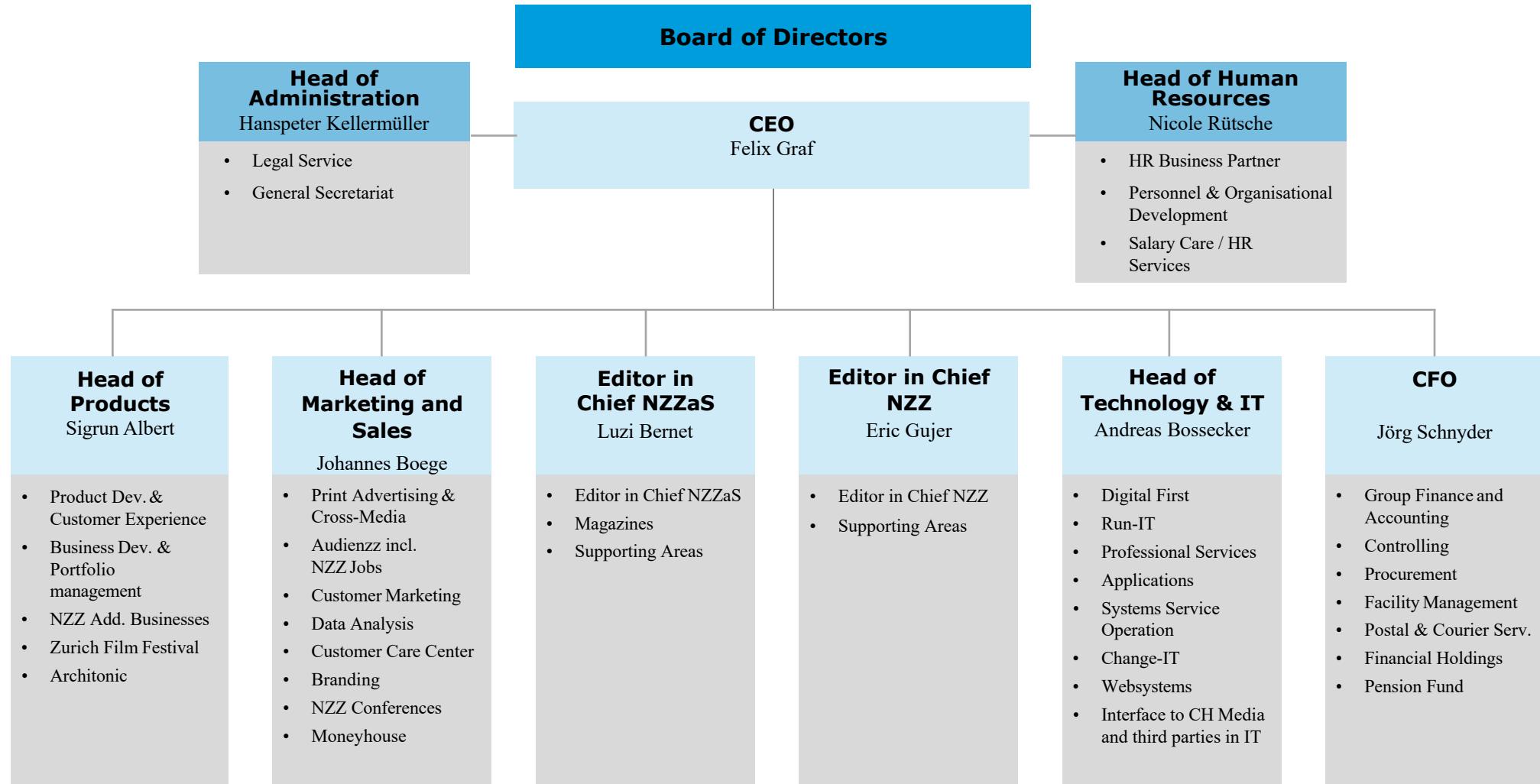
**DR. HANSPETER
KELLERMÜLLER**
Head of Administration

NZZ Mediengruppe

Organizational chart management

Management

Extended Management



The NZZ Media Group's business units

- NZZ Media
- Business Media



NZZ Media



NZZ Mediengruppe

Business Media

Events and information services



Employees

NZZ Media Group

NZZ Editorial Board

NZZ am Sonntag

Products

Marketing and Sales

Central departments

780

272

99

160

122

127

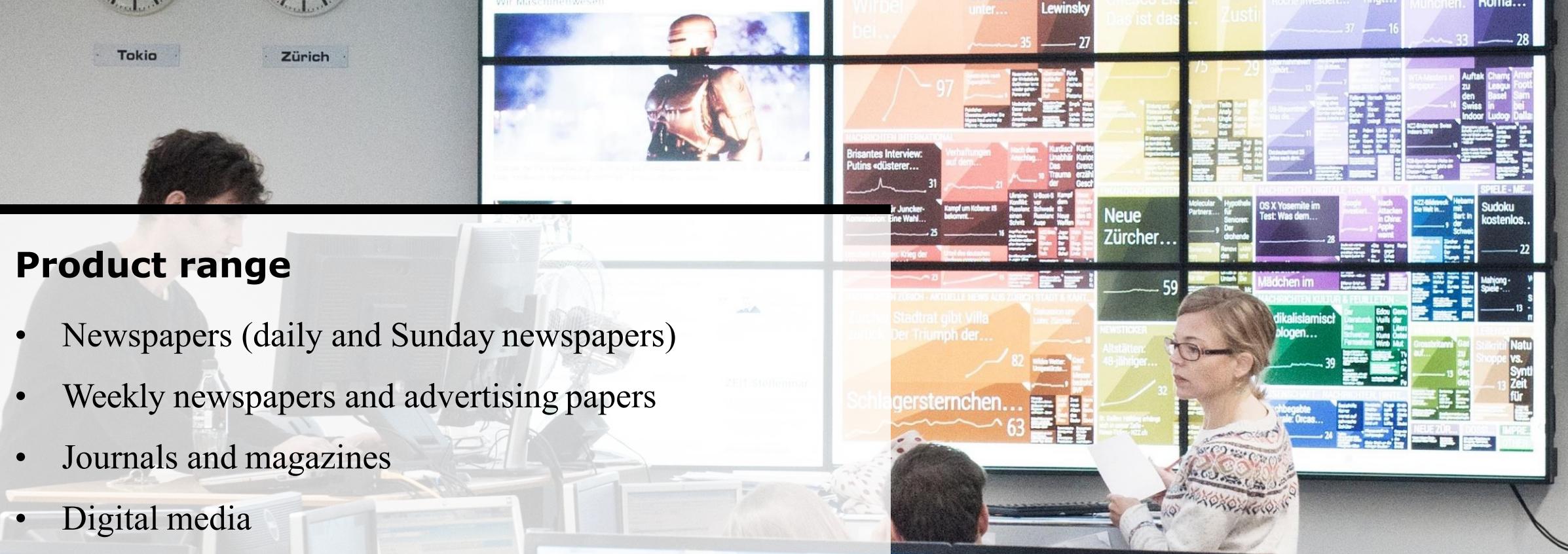


Holdings NZZ Media Group

NZZ Management AG, Zurich	100 %	Neue Zürcher Zeitung AG, Zurich	100 %
Audienzz AG, Zurich	85 %	• NZZ (Deutschland) GmbH, Frankfurt	100 %
• Zulu 5 AG, Zurich	20 %	• NZZ Österreich GmbH, Vienna	100 %
Moneyhouse AG, Risch	100 %	• The Market Media AG, Zurich	40 %
Architonic AG, Zurich	81 %	• Presse TV AG, Zurich	30 %
• Architonic Service GmbH, Berlin	100 %	• Ad Agent AG, Luzern	20 %
Zurich Film Festival AG, Zurich	52 %	• Livingdocs AG, Zurich	15 %
Spoundation Motion Picture AG, Zurich	52 %	• RecruitingHUB (Schweiz) AG, Zurich	15 %
Swissprinters AG, Zofingen	30 %	• Qontis AG, Zurich	12 %
Sternwald Invest GmbH, Berlin	25 %	• dctp GmbH, Düsseldorf	12 %
bettermarks GmbH, Berlin	19 %	 	
		FPH Freie Presse Holding AG, St. Gallen	100 %
		• RMH Regionalmedien AG, Luzern	97 %
		• Tele 1 AG, Luzern	100 %
		• TVO AG, St. Gallen	100 %
		• CH Media Holding AG, Aarau	50 %
		NZZ Konferenzen AG, Zurich	100 %
		• Swiss Economic Forum (SEF) AG, Thun	100 %

Key figures 2019

Total operational earnings 231,3 million CHF	Betrieblicher Gesamtaufwand 223,2 million CHF	Betriebsergebnis (EBIT) 17,5 million CHF	Gruppenergebnis 18,4 million CHF
Total assets 341,0 million CHF	Fixed assets 154,4 million CHF	Equity rat 76,8%	Return on equity (ROE) 7,0%



Product range

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

Print product innovations since 2015



Redesign «Z»



Launch «NZZ
Geschichte»



Redesign «NZZ Folio»



Refresh «NZZ
am Sonntag»



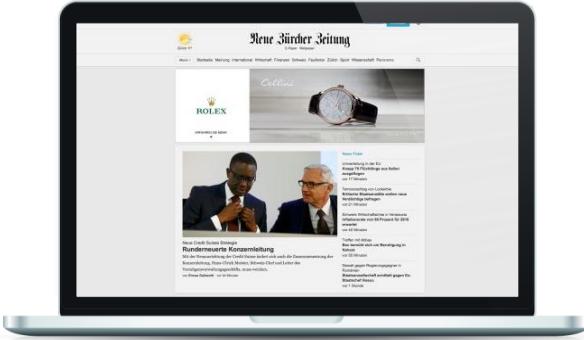
Redesign «Neue
Zürcher Zeitung»



Redesign «Stil»

NZZ Mediengruppe

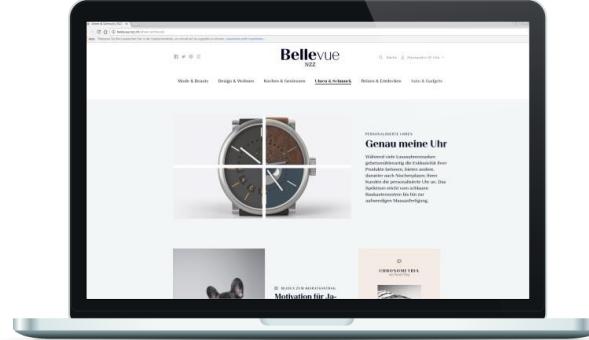
Digital product innovations since 2015



Redesign NZZ.ch



Launch NZZaS.ch



Launch bellevue.nzz.ch



Redesign E-Paper
«Neue Zürcher Zeitung»



Relaunch NZZ-App

NZZ Media: Supplements and magazines



NZZ Mediengruppe

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 Mediengruppe

NZZ Media: Events and other types of business

- NZZ Podium Zürich
- NZZ Podium Berlin
- NZZ LIVE
- NZZ Reisen
- NZZ Edition
- NZZ Shop
- NZZ Corner



Business Media: Events/programs

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



Business Media: Information services



Many thanks

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