

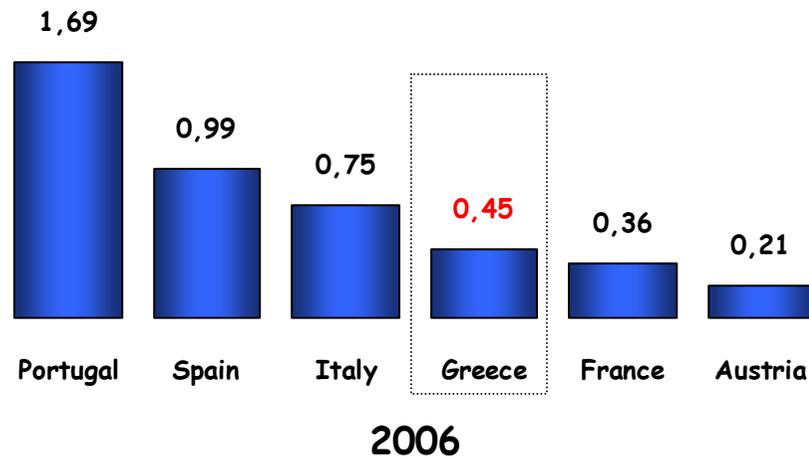


TELETYPOS S.A.
Company Presentation
19 April 2007

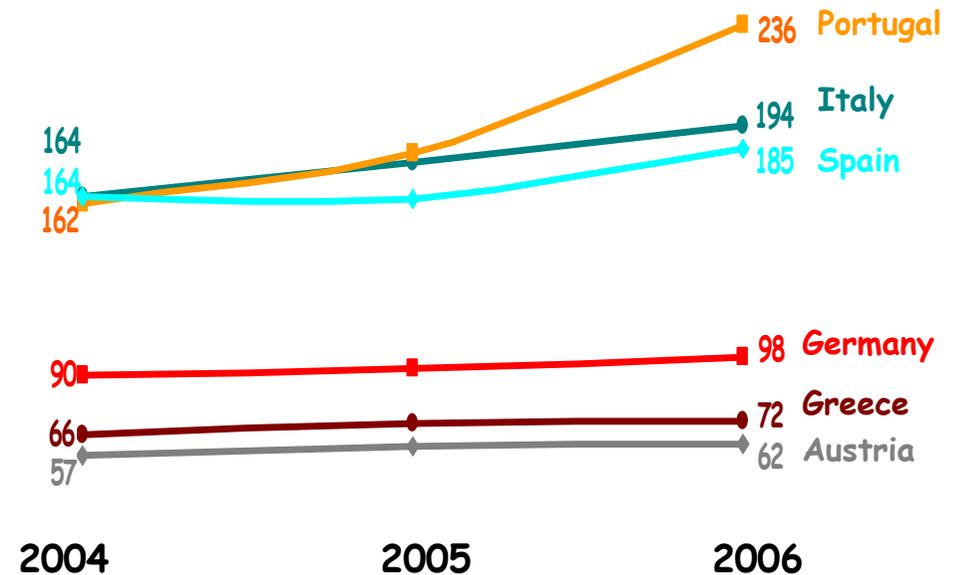


Advertising Market

Gross total advertising spend as % of GDP

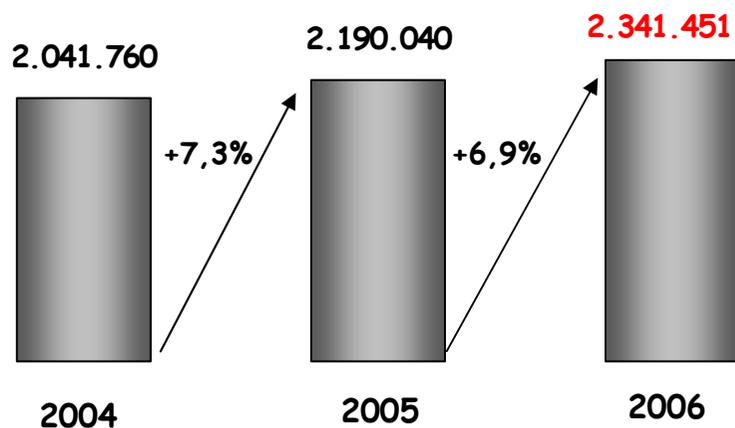


Gross total advertising spend per capita (euro)



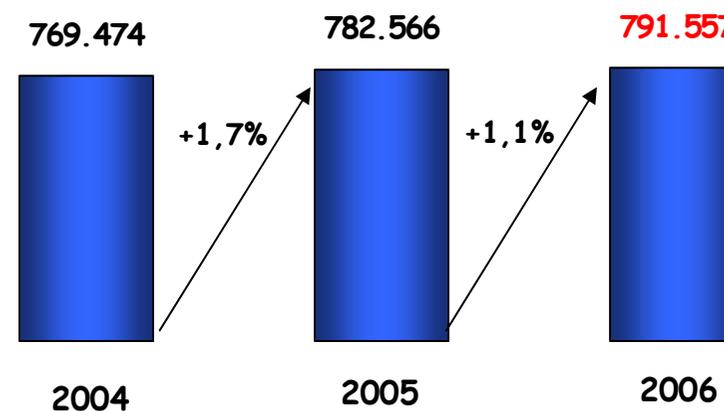
➤ Greece's total advertising spend per capita increased from 66 euro in 2004 to 72 euro in 2006.

Total Advertising Revenues



(In thousands euro)

T.V. Market Advertising Revenues



(In thousands euro)

- In 2006, the advertising market grew by 6,9%
- In 2006, TV advertising market grew by 1,1%

Greece Gross TV Advertising Revenues

		2005	%	2006	%	% change
Private Channels		236,986	30,3%	234,189	29,6%	-0,7
		232,495	29,7%	196,736	24,9%	-4,8
		110,895	14,2%	134,843	17,0%	+2,8
		102,218	13,1%	116,067	14,7%	+1,6
		71,206	9,1%	60,375	7,6%	-1,5
State-owned Channels		23,797	3,0%	41,941	5,3%	+2,3
		4,390	0,6%	6,800	0,9%	+0,3

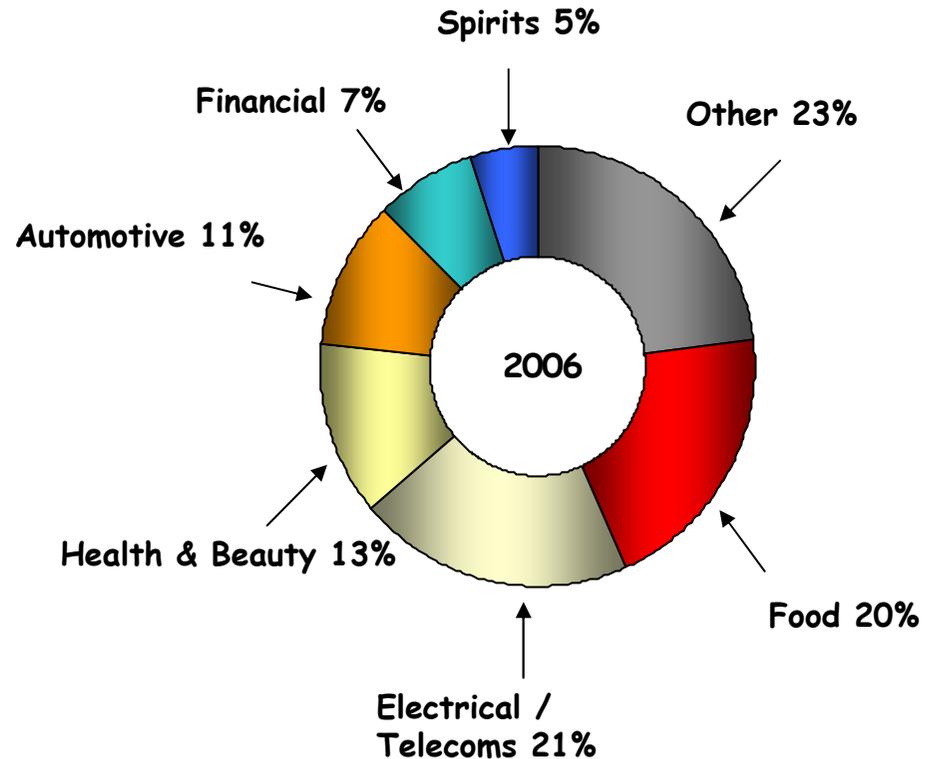
(In thousands euro)

(In thousands euro)

- Mega defended its advertising market share
- Antenna experienced erosion in its advertising market share

Mega Advertising Revenue (% of total advertising sales)

Sector Growth (2005 vs. 2006)	% change
Electrical / Telecoms	+2,8% ▲
Financial	+1,8% ▲
Food	+1,8% ▲
Spirits	+0,7% ▲
Health & Beauty	+0,4% ▲
Automotive	-1,1% ▼
Other	-6,5% ▼



➤ Electrical / Telecom sector holds the biggest stake in Mega's advertising revenues

Mega 2006

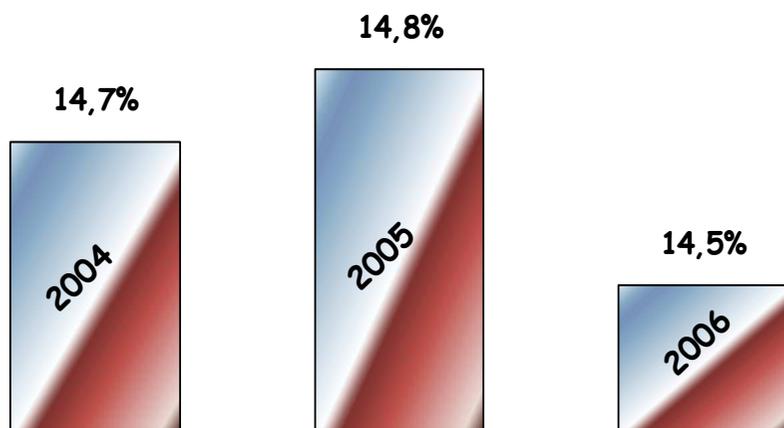
Advertising Revenue by Company (% of total advertising sales)

Sector	Company	% of total advertising sales
Electrical / Telecoms	TIM Group	4,0%
Electrical / Telecoms	Vodafone Group	4,0%
Health & Beauty	Procter & Gamble Group	3,8%
Electrical / Telecoms	Cosmote	2,8%
Health & Beauty	Lever Group	2,5%
Electrical / Telecoms	OTE	2,2%
Food	Nestle Group	1,7%
Electrical / Telecoms	Germanos	1,6%
Food	Fage Elbisco	1,6%
Automotive	Theoxarakis Group	1,5%

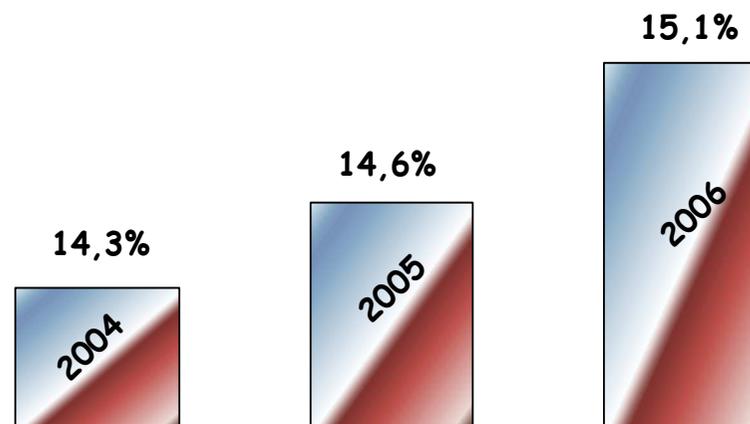


Audience Share

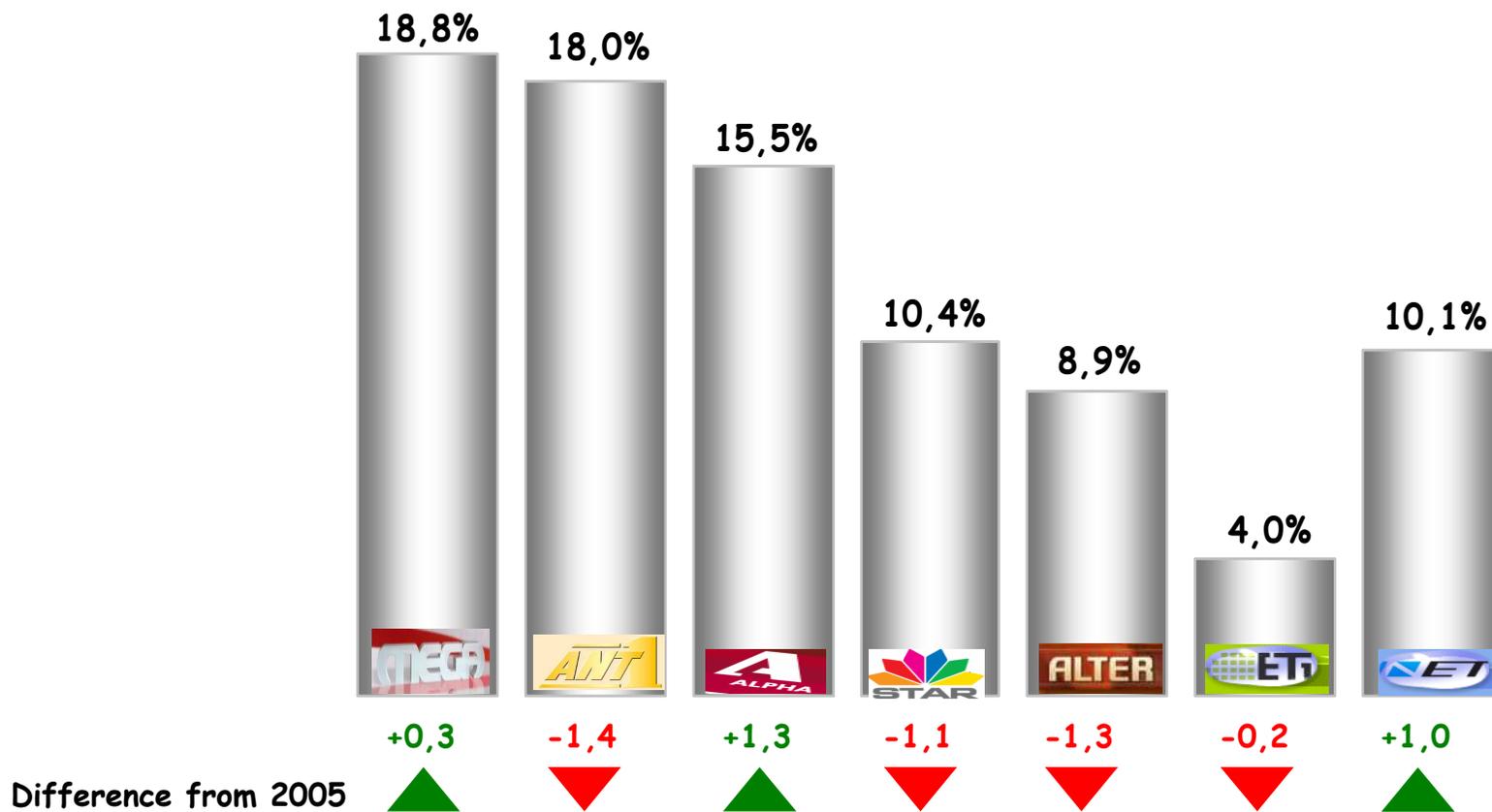
Average TV viewing rating per minute
in Greek TV
(Full Day)



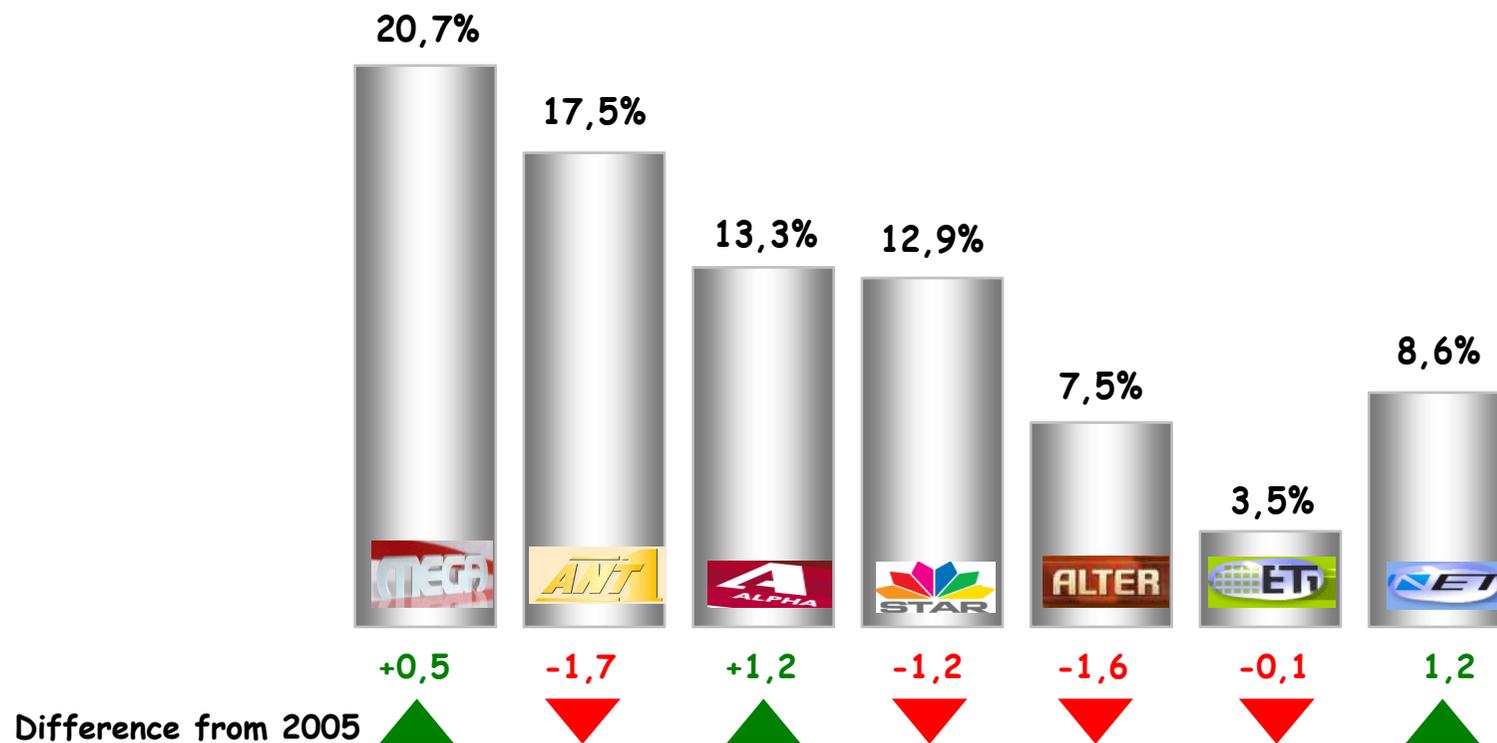
Average TV viewing rating per minute
in Greek TV
(Prime Time 21:00-23:59)



➤ Average TV viewing in prime time has increased in 2006

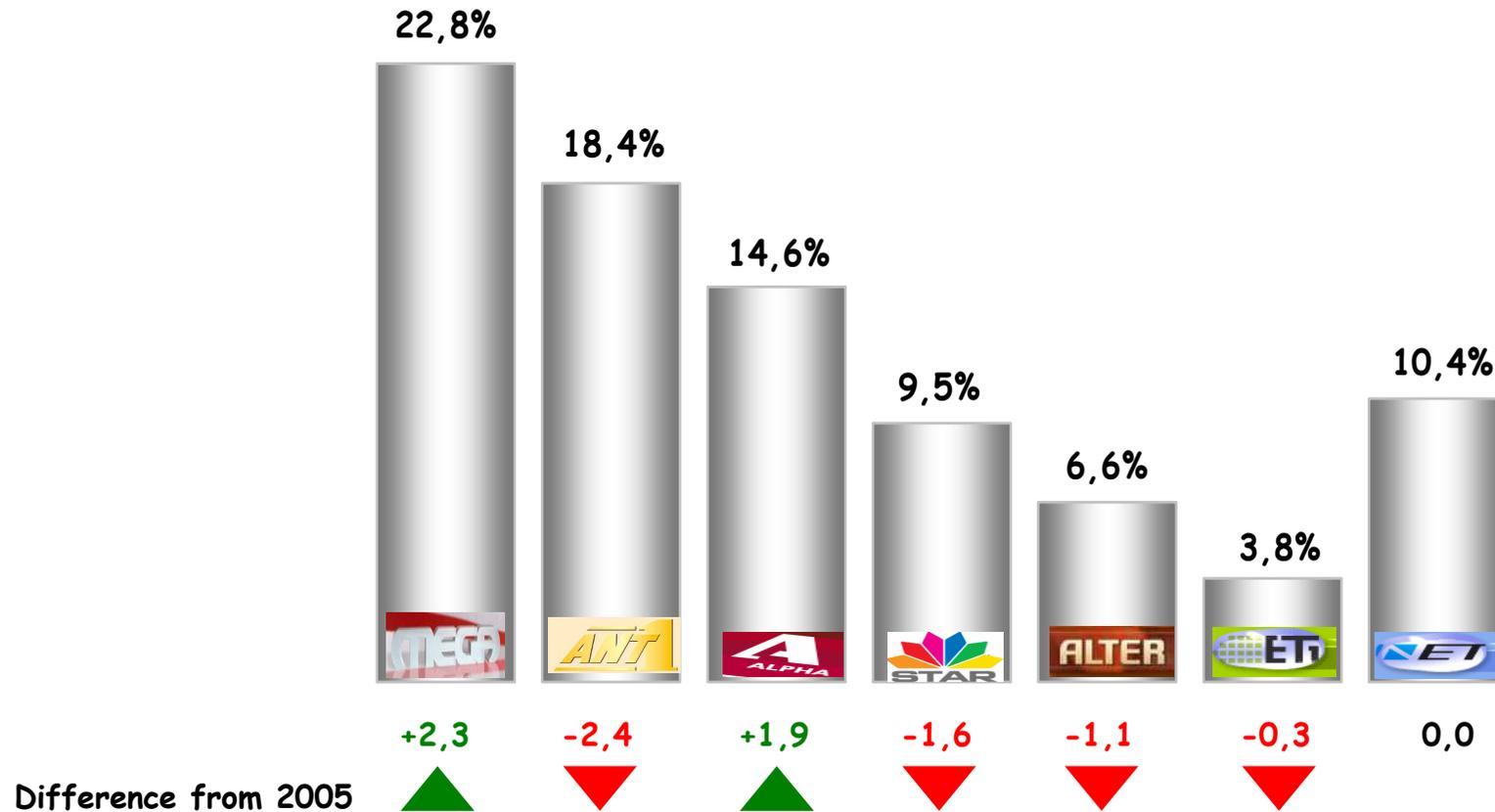


➤ In 2006, Mega's audience share for all individuals increased

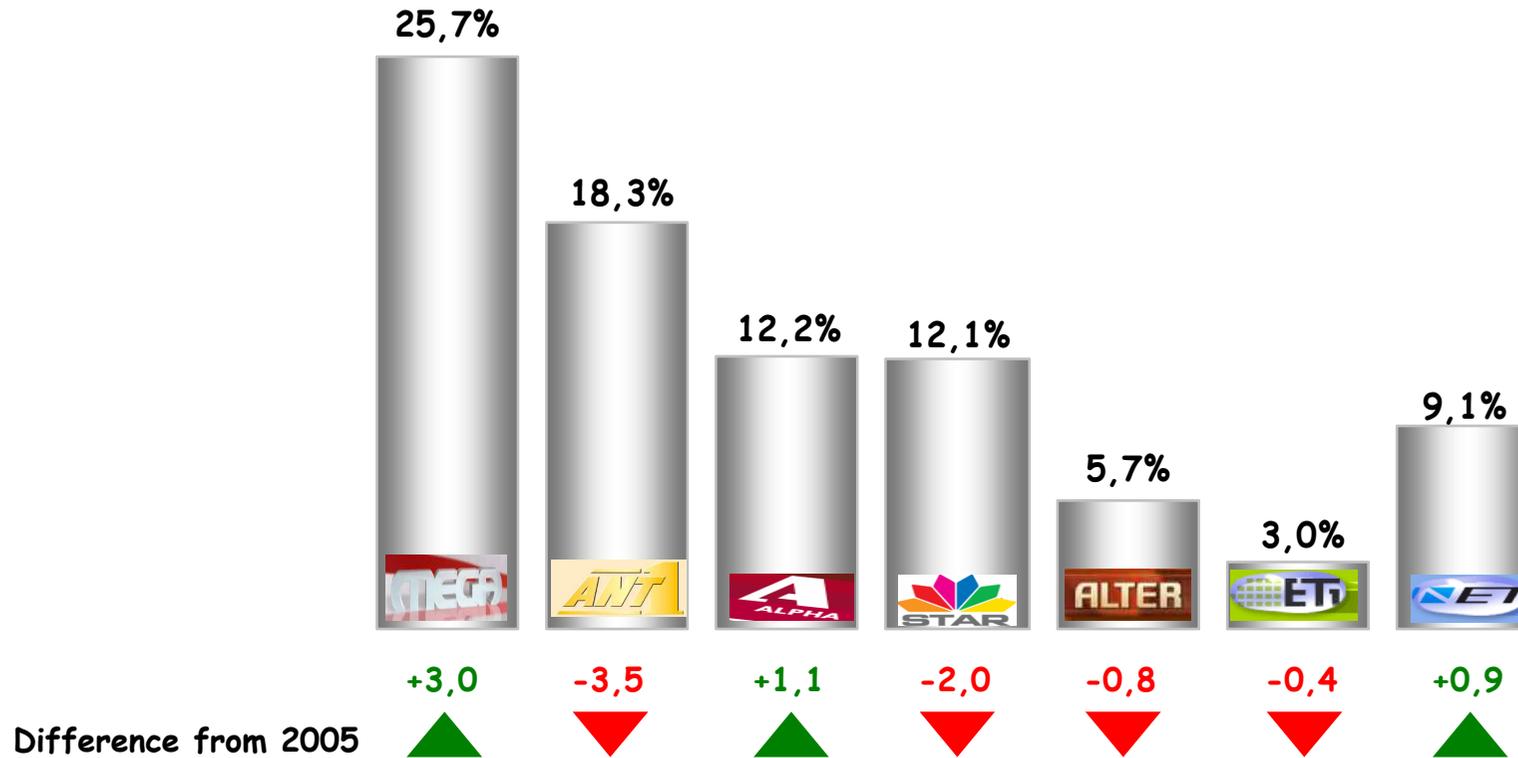


➤ In 2006, Mega's audience share for the commercial target increased

*Commercial target: Audience group comprising of individuals from 15 to 44.



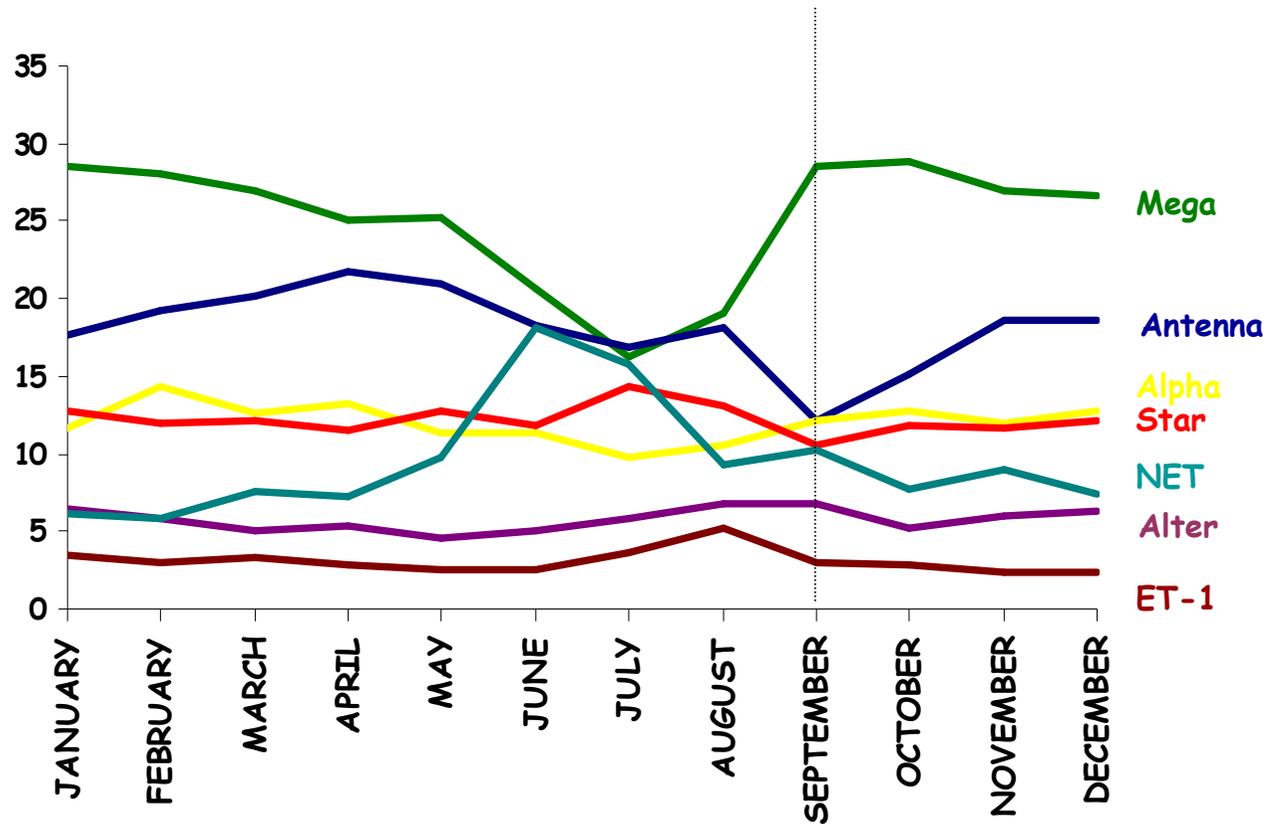
➤ Mega maintained its leadership in prime time



➤ **Mega maintained its leadership far ahead of competitors in the most attractive audience**

* Commercial target: Audience group comprising of individuals from 15 to 44.

Broadcasting 2006 Prime Time - Commercial target*



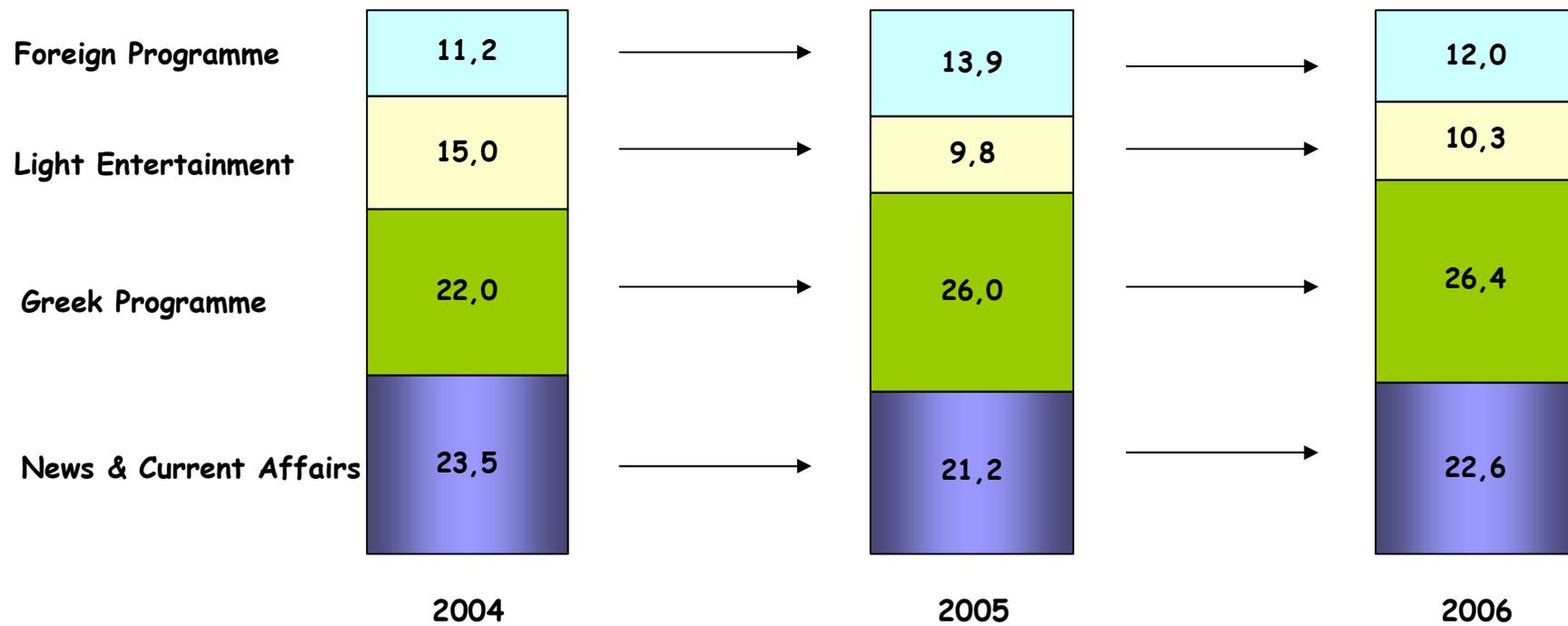
➤ **Mega's prime time programmes delivered very strong audience shares in the season starting in October 2006**

* Commercial target: Audience group comprising of individuals from 15 to 44.

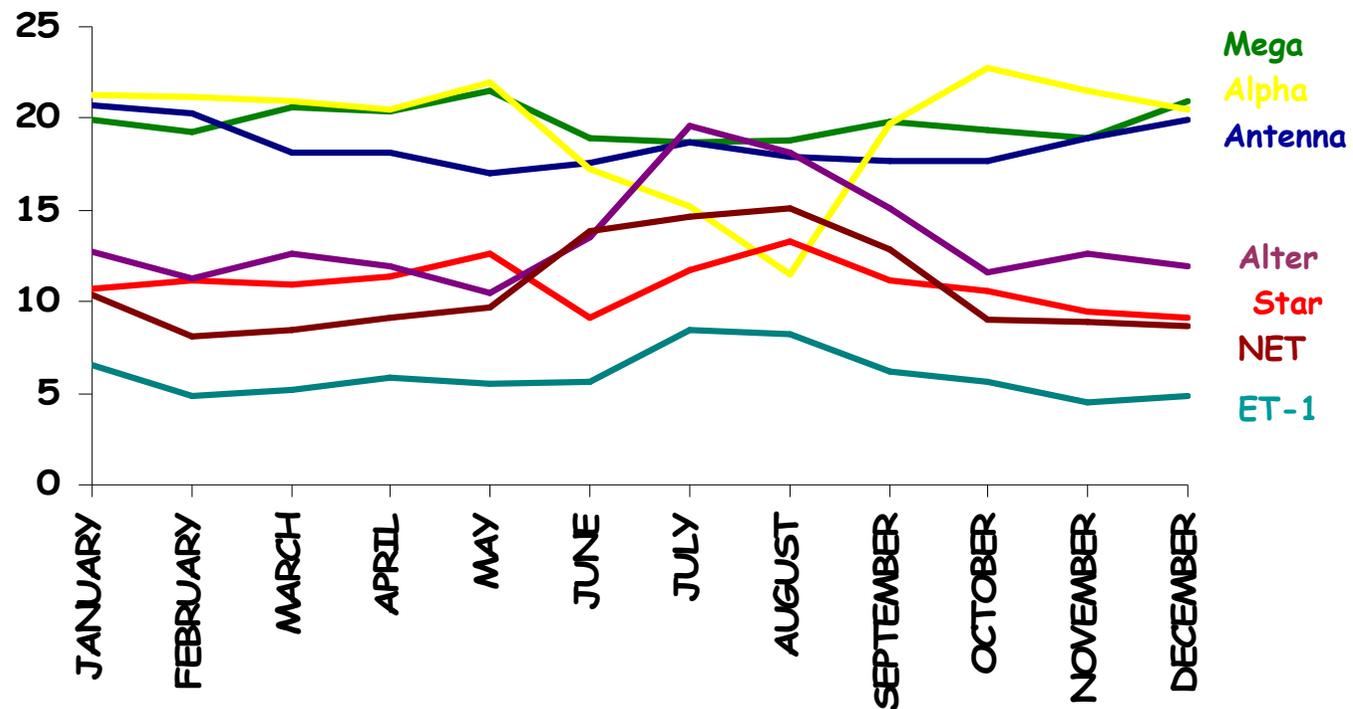
FULL YEAR 2006		Audience share Performance	OCTOBER-DECEMBER 2006		Audience share Performance
STO PARA PENTE		49,4%	STO PARA PENTE		48,0%
TO KAFE THS CHARAS		43,6%	PENHNTA PENHNTA		33,7%
PENHNTA PENHNTA		37,0%	SUPER DEAL		32,2%
THS AGAPHS MACHERIA		32,8%	7 THANASIMES PETHERES		31,5%
H ORA H KALH		32,8%	SURVIVOR		30,8%
THA VRIS TON DASKALO SOU		32,4%	THA VRIS TON DASKALO SOU		27,6%
SUPER DEAL		32,2%	TO KOKKINO DOMATIO		27,1%
AMAN TA KATHARMATA		31,2%	PIO POLY THN KYRIAKH		26,8%
SURVIVOR		30,8%	H ORA H KALH		26,2%
7 THANASIMES PETHERES		29,9%	THS AGAPHS MACHERIA		25,1%

➤ Mega's programmes that deliver leadership in prime time

Broadcasting 2006 Programme Allocation (% of broadcasting time)



➤ Continuing shift towards Greek programme (series)



➤ Mega's news stand in line with its main competitors



Financials (IFRS) 2006

Income Statement Data (IFRS) Parent

	9M 2005	9M 2006	yoy	FY 2005	FY 2006	yoy
Net Sales	94,446	98,378	+4%	136,221	143,311	+5%
Cost of Sales (Before Depr. and Amort.)	36,080	40,590	+12%	49,665	53,384	+8%
Gross Profit	62,155	65,432	+5%	92,759	104,564	+13%
Margin (%)	66%	67%		68%	73%	
Operating Profit	54,351	57,228	+5%	81,955	93,116	+14%
EBITDA	53,311	55,453	+4%	79,903	92,080	+15%
Margin (%)	56%	56%		59%	64%	
EBT	2,117	1,294	-39%	6,156	7,156	+16%
Margin (%)	2%	1%		5%	5%	

(In thousands euro)

- **Increased audience share is the main revenue driver**
- **Cost control allows further margin expansion**

	FY 2005	FY 2006
Cost of Sales	49,665	53,384
(Before Depreciation and Amortization)		
Cost of Programme	15,593	14,368
Broadcasting License & Intellectual Rights	5,153	6,543
Cost of News Bulletins & Technical Support	28,919	32,473

	FY 2005	FY 2006
Cost of Sales	118,538	133,478
(After Depreciation and Amortization)		
Cost of Programme	81,832	92,221
Broadcasting License & Intellectual Rights	5,153	6,544
Cost of News Bulletins & Technical Support	31,553	34,712

(In thousands euro)

➤ **Depreciation and amortization increased in 2006**

	FY 2005	9M 2006	FY 2006
Fixed Assets	149,232	151,279	157,934
Inventories	322	339	332
Trade receivables	32,756	30,750	34,706
Other receivables	9,575	7,949	9,776
Other Assets	39,386	38,491	41,095
TOTAL ASSETS	231,271	228,808	243,845
Long-term Liabilities	46,968	48,833	58,754
Short-term bank loans	11,859	34,102	3,498
Other short-term liabilities	88,637	65,013	87,448
Total Liabilities (a)	147,464	147,948	159,700
Stockholders Equity	83,807	80,860	84,104
TOTAL LIABILITIES	231,271	228,808	243,845

(In thousands euro)

	9M 2005	9M 2006	2005	FY 2006
Operating Activities				
Total Cash Flow from Operating Activities (a)	45,935	39,169	90,729	82,723
Investing Activities				
Total Cash Flow from Investing Activities (b)	(49,720)	(53,166)	(84,505)	(88,924)
Financing Activities				
Net Cash Flow from Financing Activities (c)	2,808	19,159	(6,714)	8,481
Increase in net liquid funds (a)+(b)+(c)	-977	5,162	(490)	2,280
Cash and cash equivalents at beginning of the year	2,401	1,910	2,400	1,910
Cash and cash equivalents at year end	1,424	7,072	1,910	4,190

(In thousands euro)

➤ **Cash generation comes from operating activities**

	FY 2005	FY 2006
EBT	6,156	7,156
EAT	3,695	4,782
Net profits for distribution	5,300	5,410
Dividends	4,061	4,467

(In thousands euro)