

FINANCIAL PERFORMANCE HIGHLIGHTS - HALF YEAR 2016-17

	Dec-16	Dec-15
	Ugx' 000	Ugx' 000

STATEMENT OF COMPREHENSIVE INCOME

Turnover	43,756,644	48,729,520
Profit before tax	2,540,685	5,142,406
Profit after tax	2,151,761	3,682,742

FINANCIAL PERFORMANCE

Gross profit Margin	26.8%	27.9%
Net profit margin (After Tax)	4.92%	7.56%

SALES BREAKDOWN -July-Dec2016

	Dec-16	Dec-15
	Ugx' 000	Ugx' 000
Circulation	9,553,745	11,789,993
Advertising	28,970,731	30,192,609
Commercial printg	4,819,318	6,438,886
Other sales	412,850	308,033
	43,756,644	48,729,520

SALES BREAKDOWN MIX -July-Dec2016

	Dec-16	Dec-15
Circulation	21.8%	24.2%
Advertising	66.2%	62.0%
Commercial printg	11.0%	13.2%
Other sales	0.9%	0.6%
	100%	100%

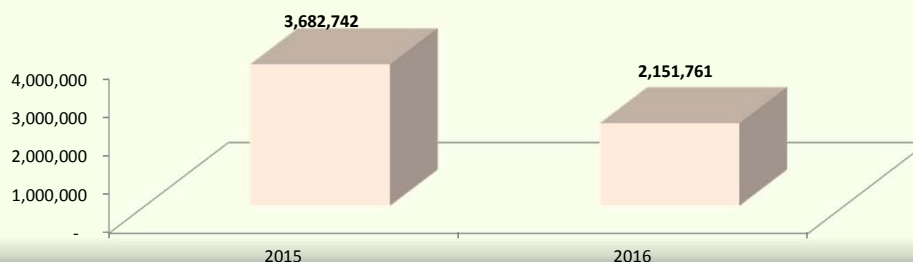
ADVERTISING REVENUE BREAKDOWN

	Dec-16	Dec-15
Advertising Revenue Mix 2016		
Print	54.0%	53.9%
Radio & Events	13.5%	14.4%
Television	29.5%	28.6%
Digital	3.0%	3.0%
	100.0%	100.0%

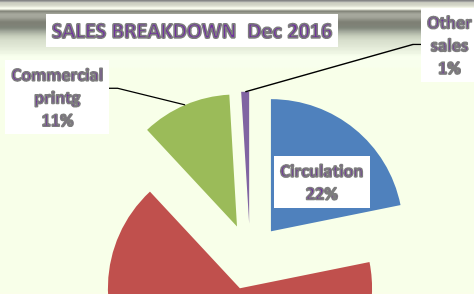
REVENUE STREAM MIX 2016

	Ugx	% of total revenue	2015	% of total revenue
Circulation	9,553,744,815	21.8%	11,789,992,776	24.2%
Print Advertising	15,639,791,661	35.7%	16,270,282,868	33.4%
Radio & Events	3,915,018,044	8.9%	4,360,394,448	8.9%
Television	8,556,242,012	19.6%	8,648,423,792	17.7%
Digital	859,678,953	2.0%	913,507,901	1.9%
Commercial	4,819,317,929	11.0%	6,438,885,639	13.2%
Scrap	412,850,314	0.9%	308,032,895	0.6%
	43,756,643,728	100.0%	48,729,520,319	100%

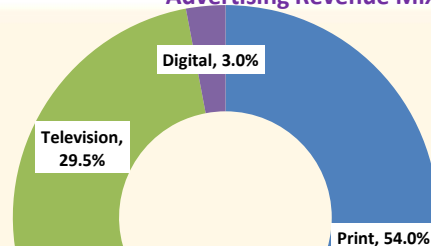
Profit after tax- Half Year 2016-17 (Ugx'000)



SALES BREAKDOWN Dec 2016



Advertising Revenue Mix 2016



Advertising
66%

Radio & Events,
13.5%

