

Dynamics of our business

Our portfolio

Our magazines, websites and events are managed across four portfolios:

Group split of revenues by portfolio 2009
 1. Games 31% 2. Active 20% 3. Technology 27% 4. Music & Movies 22%



Games

Console & PC gaming

Future holds a unique position in the global games media market, combining strong partnerships with console manufacturers and a cross-media approach. We are the only games media owner with reach across print, online, mobile, covermounted discs, on-console editions and events. We attract over eight million unique users to the GamesRadar network and sell over one million games magazines every month.

Magazines include: Xbox 360: The Official Magazine, Xbox World 360, Nintendo Power, Official PlayStation Magazine, PC Gamer, PC Zone, Edge, GamesMaster, Nitro

Websites include: gamesradar.com, edge-online.com, computerandvideogames.com, oxmonline.com

Events include: Golden Joystick Awards

Active

Sports, automotive, hobbies & crafts

Active comprises a broad range of active and crafting titles, websites and events. Through our cycling magazines and online BikeRadar network we reach over three million cyclists a month. We hold no.1 positions in all four hobbies and crafts segments in which we publish – cross-stitching, papercraft, knitting and genealogy – making Future the clear leader in this market. Future's auto events series is the fastest growing in the UK and we are leaders in performance tuning and sports bikes.

Magazines include: ProCycling, Cycling Plus, Mountain Biking UK, What Mountain Bike, Triathlon Plus, Fast Car, Fast Bikes, Trucking, The Knitter, Simply Knitting, CrossStitcher, Papercraft Inspirations

Websites include: bikeradar.com, cyclingnews.com, fastbikesmag.com, crossstitchermagazine.co.uk, fastcar.co.uk

Events include: TRAX, Ford Fair, Japfest, BikeRadar Live

Technology

Consumer electronics, computing, photography, digital creative

Our sector-leading technology magazines, websites and events capture the excitement of the fast-moving markets in which they operate. Maximum PC and MacFormat are no.1 in their sectors. We are no.1 in the UK consumer electronics segment with flagship brand T3 Future's most internationally licensed title. Online, the TechRadar network now attracts 4.5 million unique users a month.

Magazines include: T3, MacLife, MacFormat, Maximum PC, PC Format, PC Plus, Digital Camera, PhotoPlus, Linux Format, Computer Arts, .net, Windows: The Official Magazine

Websites include: techradar.com, T3.com, maximumpc.com, maclife.com, computerarts.co.uk

Events include: T3 Gadget Awards, Home Cinema Choice Awards, What Laptop Awards, Digital Artist Awards, .net Awards

Music & Movies

Film, music

Future is the largest publisher of guitar magazines in the world and the biggest music-making publisher in the US and UK. Guitar World is the world's biggest guitar magazine, now in its 26th year. Classic Rock and Metal Hammer continued to increase their circulations in a declining music magazine market. In film, Future is the biggest publisher of magazines in the UK distributing around 4.5 million every month. Totalfilm.com generates over six million page impressions a month.

Magazines include: Guitar World, Guitar Aficionado, Classic Rock, Metal Hammer, Revolver, Total Film, SFX, DVD & Blu-ray Review, Guitarist, Total Guitar, Rhythm

Websites include: musicradar.com, totalfilm.com, guitarworld.com, classicrockmagazine.com

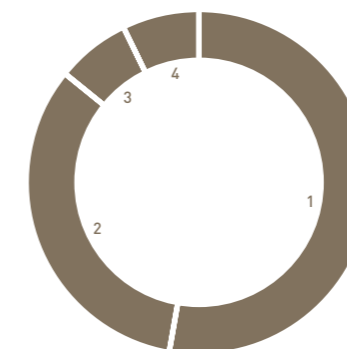
Events include: Classic Rock Roll of Honour, Golden Gods Awards, Hammerfest, Revolver Metal Master

Global reach

- :: 1,189 people employed in the UK, US, Australia
- :: Delivering 24/7 English-language content
- :: No.1 UK magazine exporter
- :: No.1 UK magazine licensor
- :: License or export to 90 countries



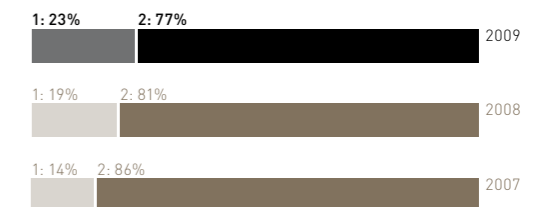
Revenue split by destination



Revenue by destination 2009

1. UK 53%
2. US 33%
3. Mainland Europe 7%
4. Rest of World 7%

Advertising revenue split



Revenue split

1. Online
2. Magazine