



RBC Information Systems
Russian media company

Presentation for investors

December 2008





Introduction to RBC

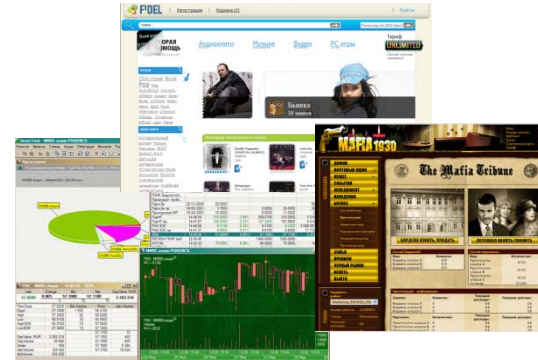
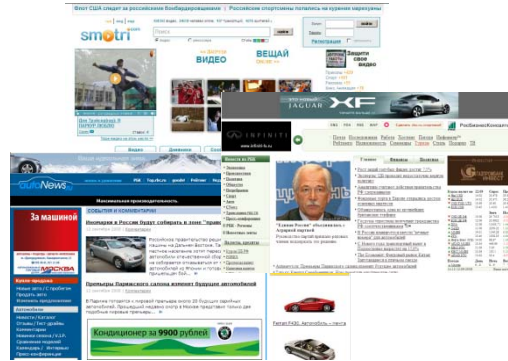
- Diversified media company
- 15 years of successful operations on the Russian media market
- Over 5,500 advertisers
- More than 2,000 employees
- Ranked **22nd** among 40 Russian most valuable brands
- Cooperation with *CNBC*, *CNN*, *The Economist* and *Handelsblatt*





RBC – Key Branches

RBC



RBC TV

Internet

Print Media

Advertising

- 29 online resources
- Leadership in niche segments
- Affiliated networks with over 12,000 participants
- Total audience > 38mln unique users per month

Services

- Information subscription
- Market research
- Digital content
- Web hosting
- Domain name registration
- Online gaming
- > 140,000 customers

- The only Russian business TV channel
- Available to more than 72 mln people across Russia and the CIS
- Audience of over 12 mln viewers a month

- Total 17 titles
- Focused on business and design & construction publications
- Total circulation of over 1mln copies



RBC – Key Brands

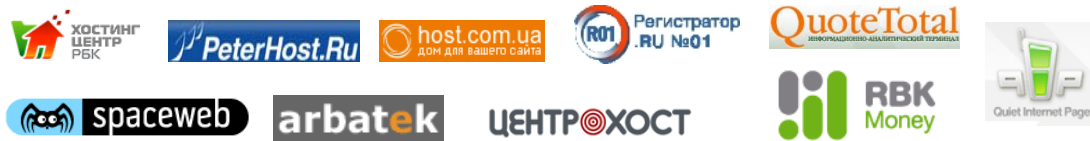
Business Internet



Consumer Internet



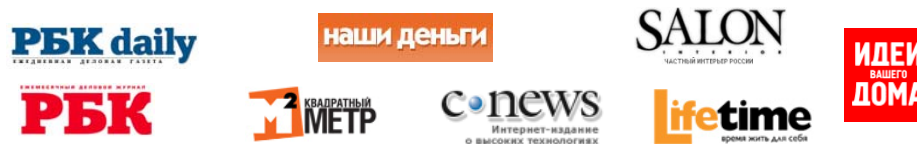
Internet services



TV



Print



Success factors:

Strong family brand
Economies of scale in content costs

Cross-selling between products
Cross-promotion



Russia remains one of the driving forces of global ad spending

Top contributors to advertising growth worldwide

Between 2007 and 2010, Russia will rise in the rankings of the world's largest ad markets from thirteenth to sixth

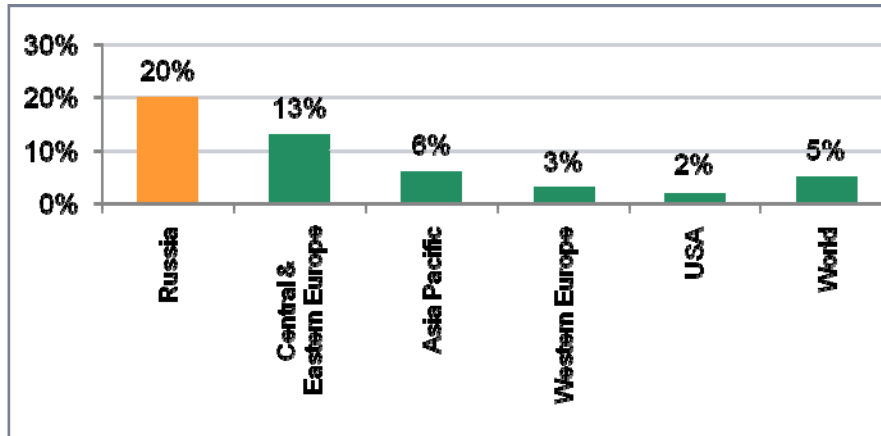
#	Country	2007
1	USA	\$179.3bn
2	Japan	\$41.0bn
3	Germany	\$25.7bn
4	UK	\$25.4bn
5	China	\$15.4bn
6	France	\$13.9bn
7	Italy	\$12.2bn
8	Spain	\$10.7bn
9	South Korea	\$10.0bn
10	Australia	\$9.8bn
...		
13	Russia	\$9.0bn

#	Country	2010F
1	USA	\$190.2bn
2	Japan	\$43.3bn
3	UK	\$28.7bn
4	Germany	\$27.1bn
5	China	\$22.9bn
6	Russia	\$16.1bn
7	France	\$14.3bn
8	Brazil	\$14.2bn
9	Italy	\$13.1bn
10	South Korea	\$12.1bn



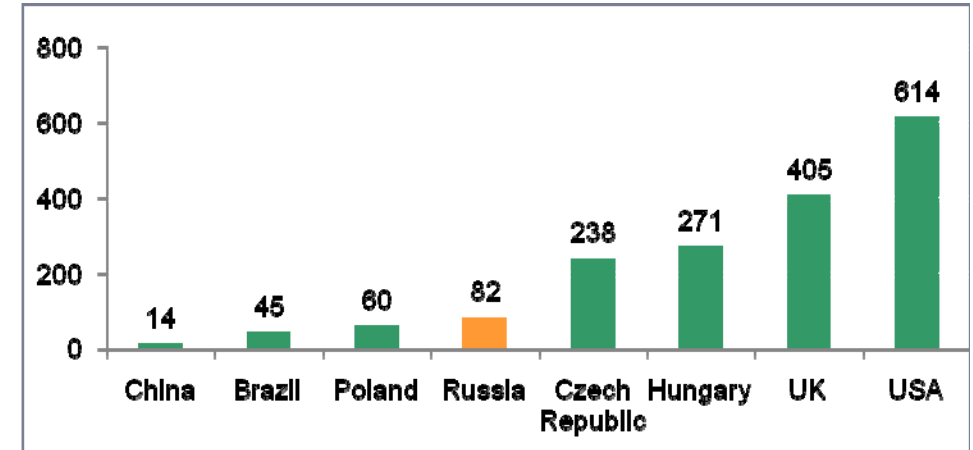
World ad market is slowing down, but strong growth is still expected from Russia

Media market growth by region: CAGR 2007-2010, %



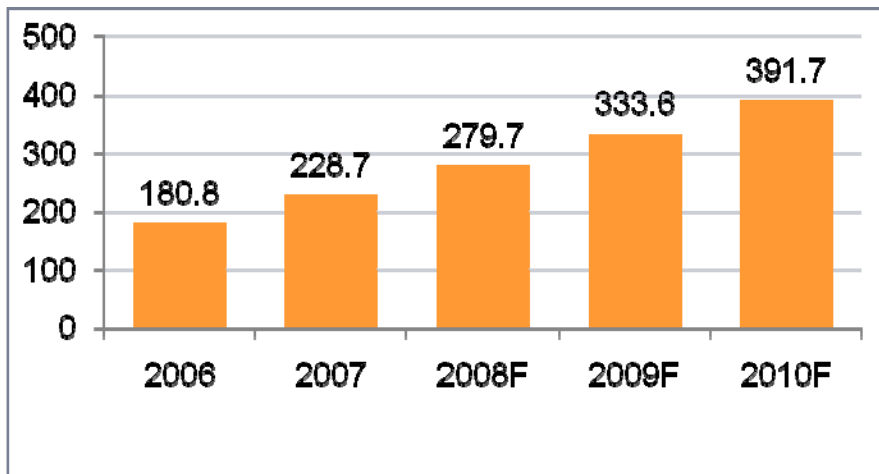
Source: ZenithOptimedia, Oct 2008

Advertising Spending Per Capita in 2008F, US\$



Source: ZenithOptimedia, Dec 2007

Expected growth of the Russian ad market, RUB bn

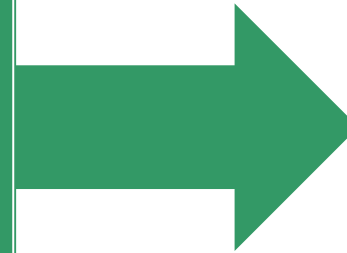


Source: ZenithOptimedia, Oct 2008

- ZenithOptimedia downgraded Russia's media market growth forecast from 25% to 22% for 2008, and from 23% to 19% - for 2009
- Despite a downgrade, Russian ad market growth rates remain one of the highest in the world

Online advertising growth drivers

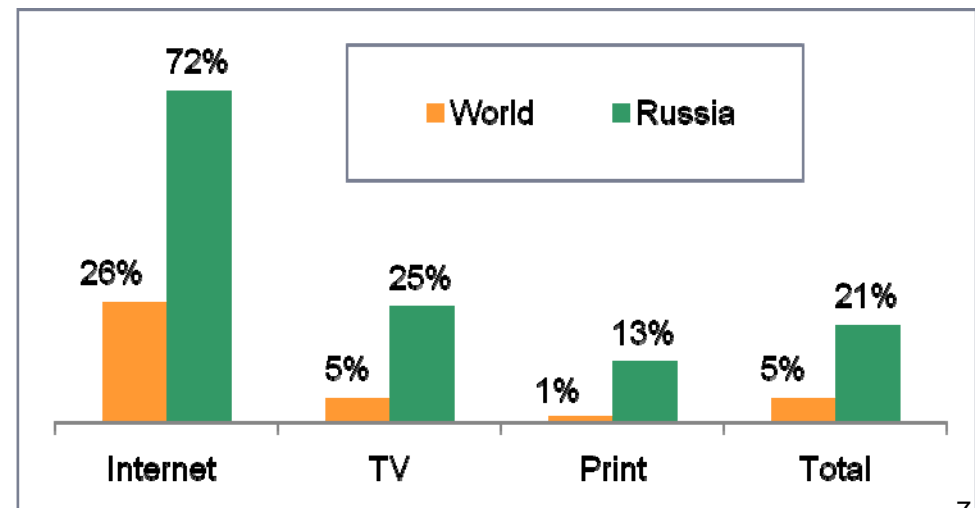
- Ongoing development of Internet infrastructure
- Continuing growth of online audience (at the expense of print, TV, radio)
- Increasing amount of time spent online
- Better audience targeting opportunities
- Better levels of measurability



Share of global Internet advertising to grow from 8.6% in 2007 to 13.8% in 2010

- Russia offers premium growth rates in Internet and TV – the core segments for RBC
- Internet advertising in Russia is expected to grow 72% (GAGR 2006-2010)
- Russian print media to grow at a much stronger pace than globally

Expected Ad Spending Growth, CAGR 2006-2010F

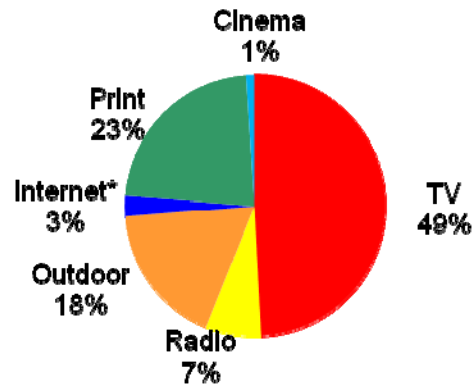




RBC: Operating in High Growth Media Segments

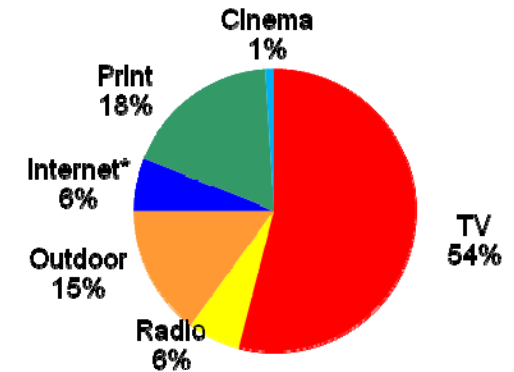
- Fastest growth is expected in Internet and TV – the core segments for RBC
- Internet advertising to reach volume of radio segment by 2010

Russian ad market = \$9.5bn in 2007



Source: ZenithOptimedia, October 2008

Russian ad market = \$16.3bn in 2010F



*Internet segment does not include contextual advertising



Russian Internet: Online Population Growth

Major Growth Drivers

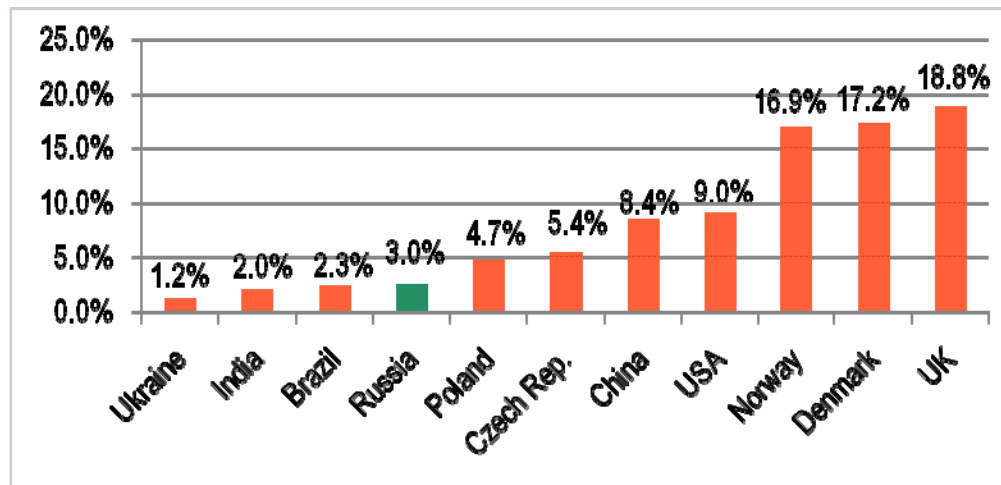
- Online ad market is at a nascent stage in Russia
- Strong preference for Russian language content in CIS
- Telecommunication upgrades
- Significant investments and M&A activity in Internet
- Declining cost of PCs
- Affordability of Internet access

Broadband Penetration, households

	2007	2012F
Russia	11%	52%
Moscow	43%	80%

Source: J'son & Partners, iKS-Consulting, Dec 2007

Internet Share of Ad Market in 2007



Source: ZenithOptimedia, Dec 2007 - Oct 2008

Internet Penetration

- Internet penetration in Russia to grow from 28.6% in 2008 to 42.7% in 2012,
- Russia will be the 2nd largest online population in Europe by the end of 2008

eMarketer™

Internet ad spending per user is only \$6 in Russia, compared to \$75 in USA and \$108 in UK

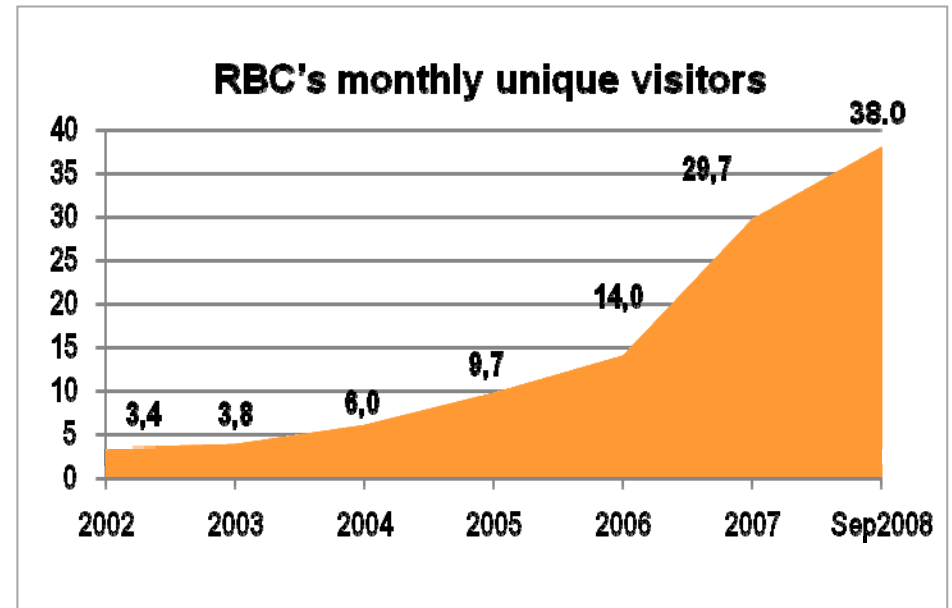
Internet World Stats

Internet Business

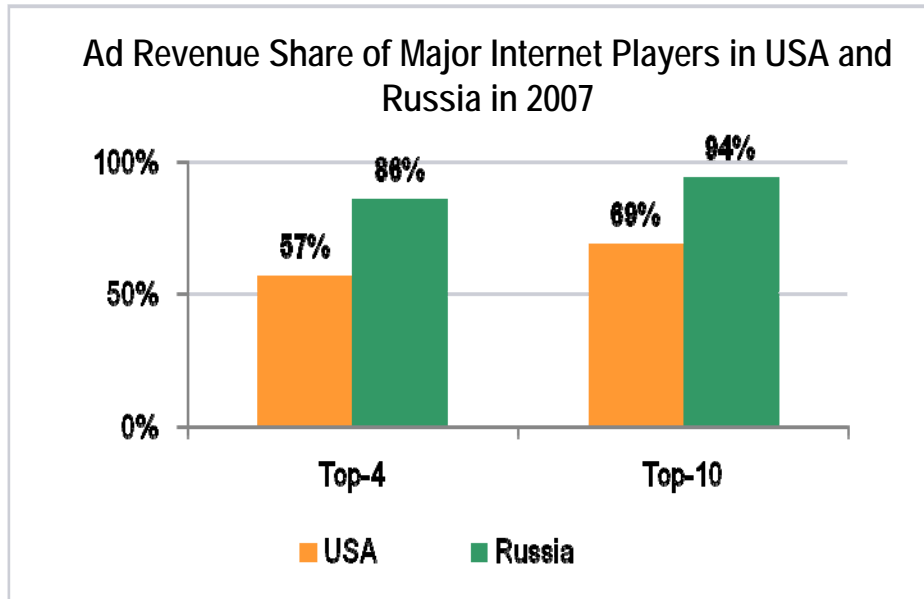


Internet Expansion: Organic Growth and Acquisitions

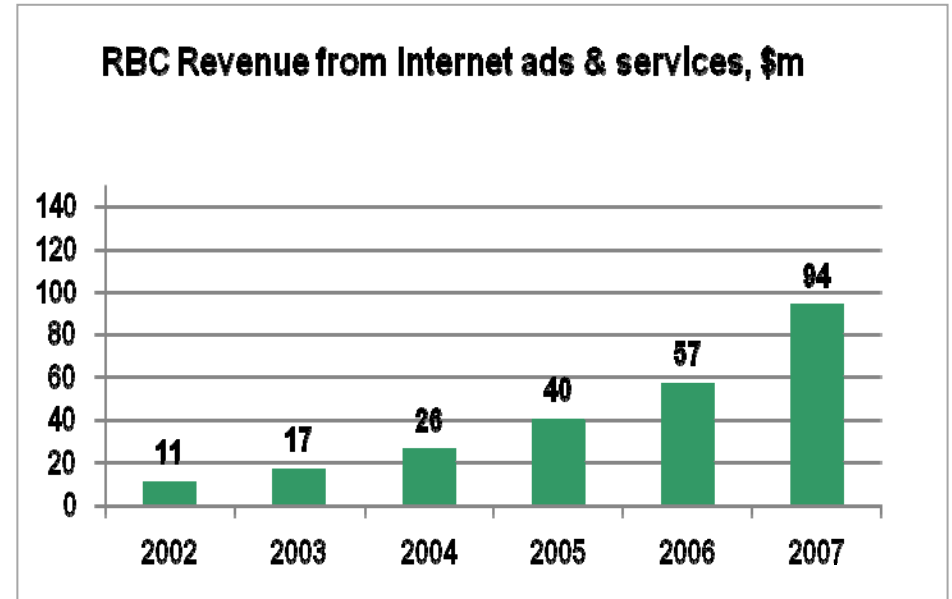
- RBC's total Internet audience reached **38mln unique visitors** per month in 1H2008 and keeps growing dynamically



Source: Company data



Source: Interactive Advertising Bureau (IAB), eMarketer, Cnews Analytics



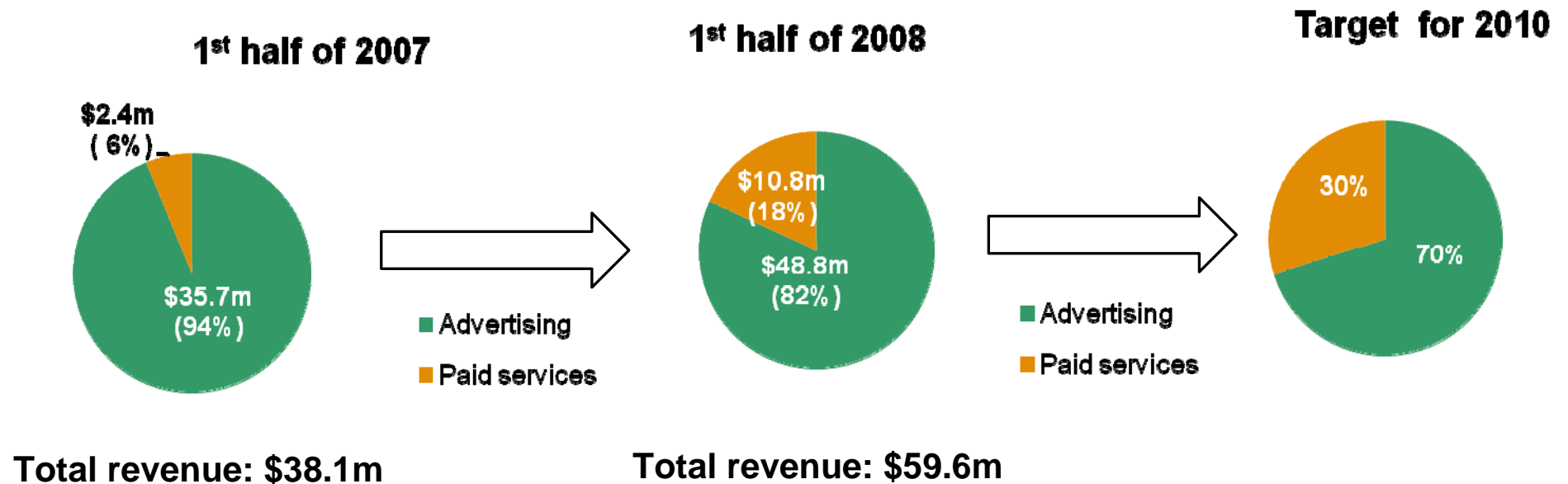
* financial data is based on management accounts



Paid Services

Paid Services	Clients & revenue
Web hosting & domains	>140,000 clients registration and annual maintenance fees
Online games	>250,000 registered users, payments for expanded capabilities
News subscription	~ 6,000 subscribers, monthly payments
Digital content	music streaming - \$1/month unlimited downloads - \$8/month

RBC Internet Revenue Composition



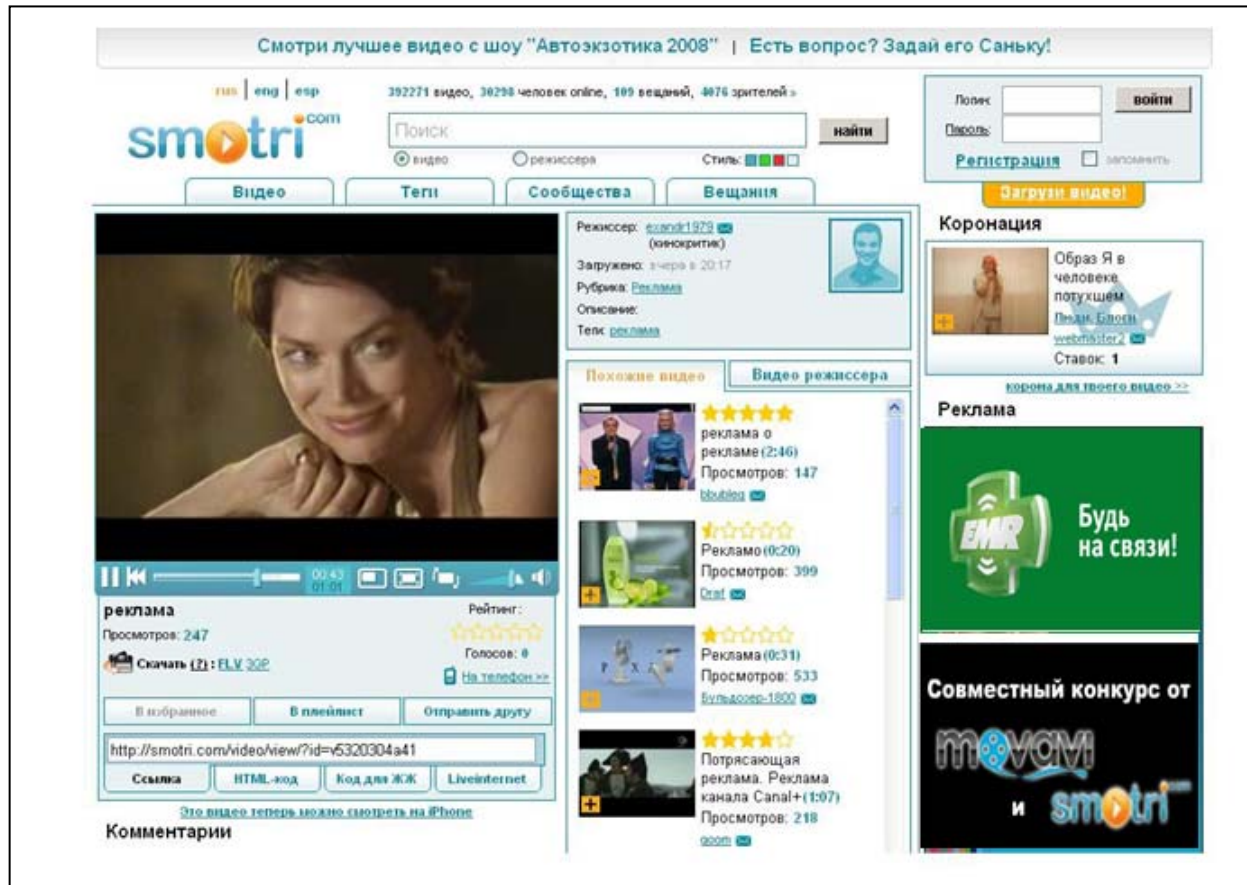


The screenshot displays the RBC.RU website interface. At the top, there is a navigation bar with links for ENG, PDA, RSS, WAP, and a button to 'Сделать rbc.ru стартовой' (Make rbc.ru the homepage). Below this, there are several promotional banners and a main news section with a large image of construction workers. The main news section contains several headlines, including 'Власти Москвы придумали новый способ борьбы с пробками' and 'В Екатеринбурге вывозовиков протаранили автобусное остановку'. To the right, there is a 'ПРОДАЖА АПАРТАМЕНТОВ МОСКВА СИТИ' advertisement and a table of market data. At the bottom, there is a search bar and a 'Почта' (Mail) section.

- RBC remains by far the most popular financial & business news portal in Russia (about 10-15 times difference with competitors in terms of unique visitors)
- Recent market swings and the South Ossetian conflict sent the rbc.ru audience from an average of 0.8 mln up to 1.2 mln unique visitors per day
- RBC launched a mobile version of www.rbc.ru for iPhones and began selling ads there



Smotri.com: No.1 video sharing service in Russia



- Multi-language video sharing service
- Launched in Jan-2007
- No.1 video sharing site in Russia
 - ✓ about **9mIn** unique users / month
- The first Russian project with **in-video advertising**
- RBC starts serving contextual ads in videos on Smotri.com in Oct-2008

Rich media/video advertising to reach about 20% of total Internet advertising globally



Qip: One of Two Most Popular Internet Messengers in Russia

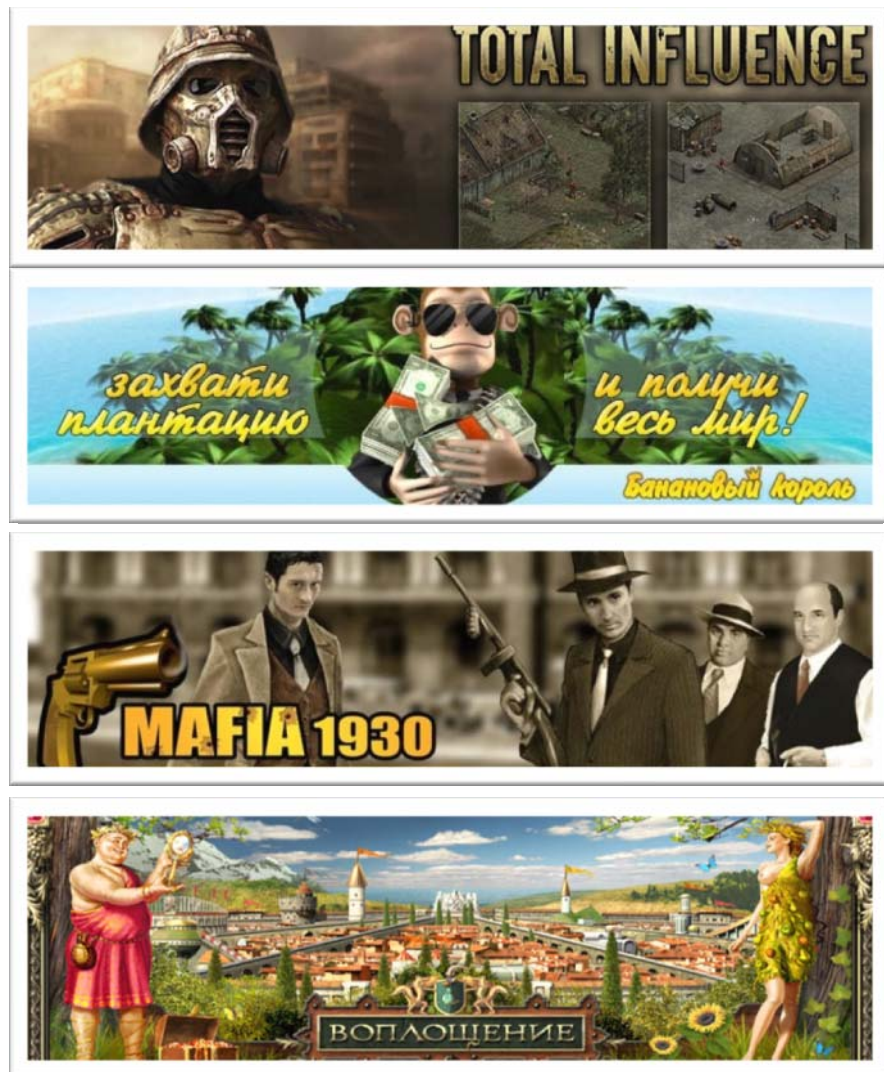


Quiet Internet Pager (QIP)*

- Has strong potential to become **the biggest** product among RBC's consumer-driven Internet resources
- Monthly number of users is **10 mln**, of them **10%** use the mobile version of QIP
- Further growth drivers:
 - ✓ Active acquisition talks with other instant messengers
 - ✓ Introduction of paid services (file hosting, etc.)

**RBC has a firm option to acquire QIP*














- Global online games market forecasted to reach \$14.4bn by 2012
- RBC entered online games sector in Dec-2007
- Games portfolio consists of 13 games
- Users: paid users are ~ 5% of total gamers
- Personnel: 11 people
- Prospective revenue streams: license fees from distribution of RBC's games abroad



Examples of RBC's Leading Positions in Russian Internet

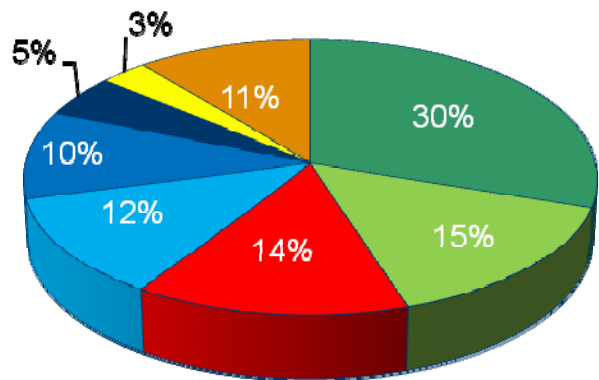
Position	Internet resource
# 1 instant messenger	
# 1 business news portal	
#1 video sharing website	
#1 online dating / social networking community	
#3 photo sharing website	
#1 social content website	
#2 general online newspaper	
# 1 website with hi-tech news	
# 1 website with automotive news	
#1 web hosting provider & #2 in domain name registration	group of seven web hosting companies

Total audience >38 mln unique users



RBC has over 5,500 advertisers

- The largest single client accounts for **not more than 3%** of revenues
- **70%** of revenue comes from **direct sales**, 30% - from ad agencies
- Delivering **packaged advertising offers** to its clients base
- **Diversified client base:**



- Automotive
- Financial services
- Furniture & design
- Telecom, hardware & electronics
- Real estate & construction
- Listed companies & bond issuers
- Luxury
- Other (incl. FMCG)

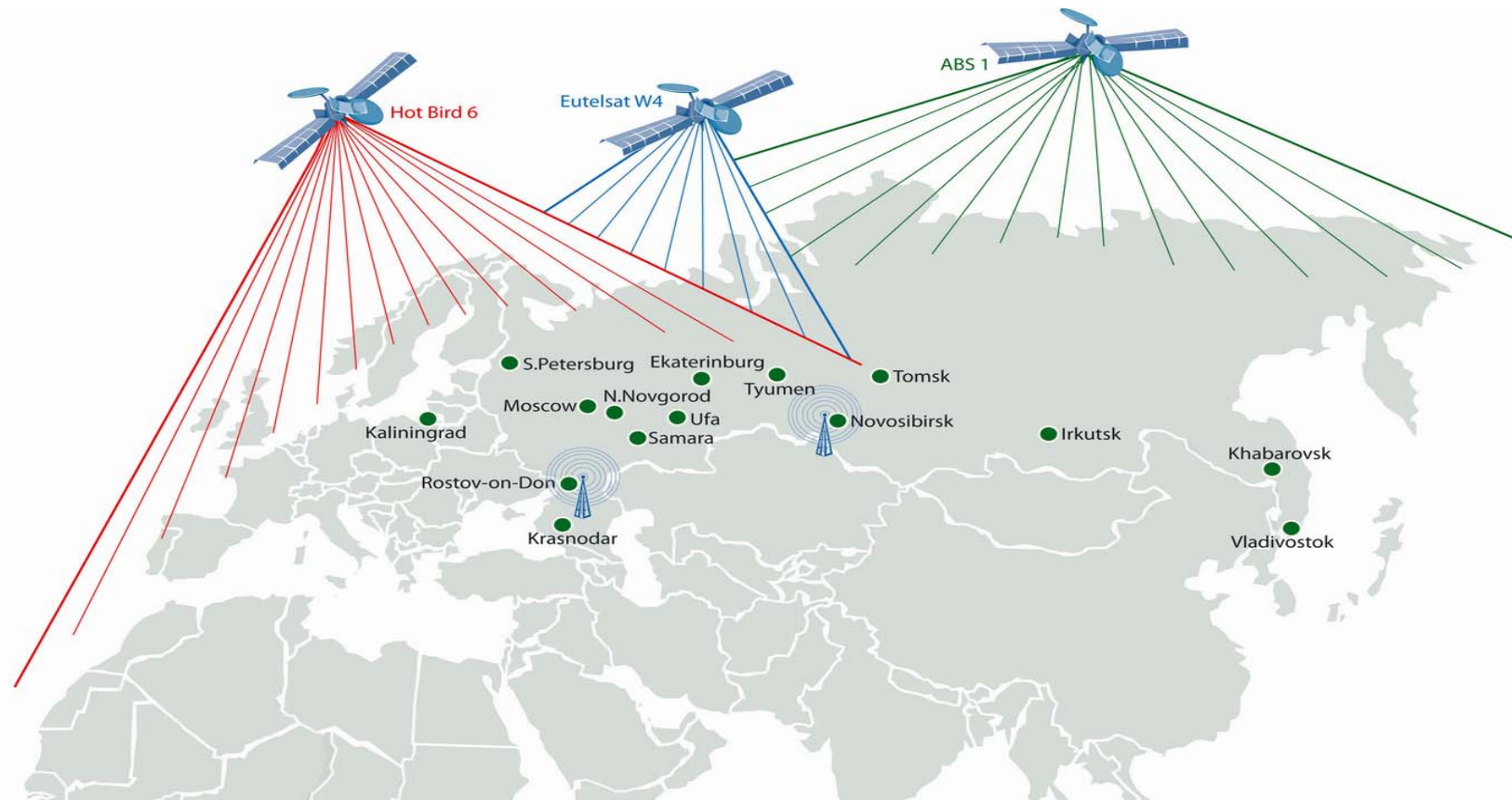




RBC TV

RBC TV Coverage

RBC TV is the only Russian-language business TV channel in the country



- Coverage in Russia - over 57 mln people in 620 cities
- About 15 mln people can watch RBC TV in former Soviet Union
- Penetration in Moscow rose to 72% of households, up from 50% in Jan 2008
- Contracts with 429 TV signal operators (terrestrial and cable) throughout Russia
- Some 27% of coverage in Russia – terrestrial broadcasting, 73% - through cable operators

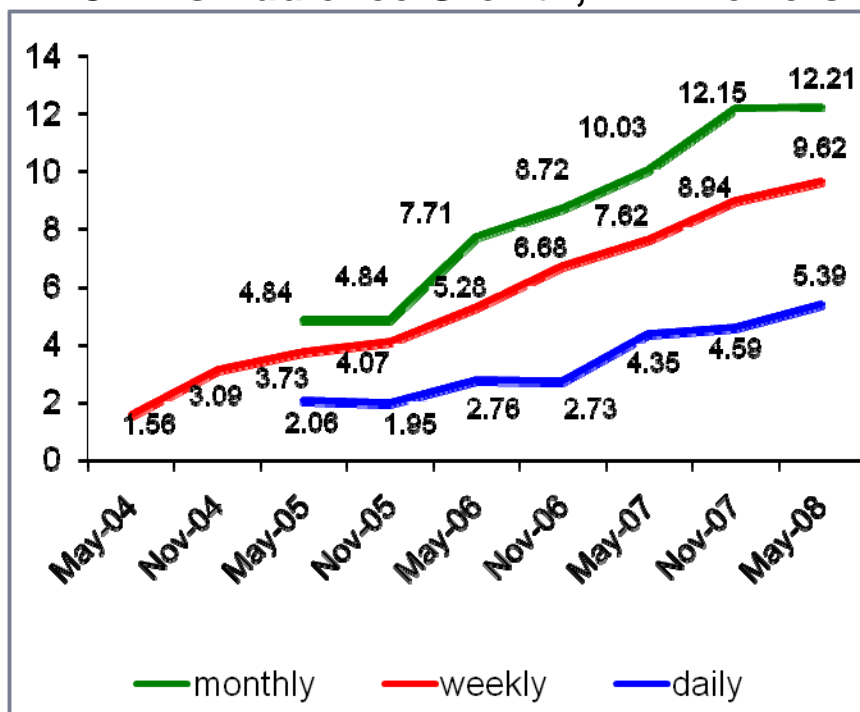


Strong audience growth of RBC TV

RBC TV is the only Russian-language business TV channel in the country

Daily Audience CAGR (2005-2008) = 38%

RBC TV's Audience Growth, mln viewers



Source: COMCON Media, April 2008

Audience Highlights

- Significant audience growth in large Russian cities, such as Moscow, Novosibirsk, Yekaterinburg, Tyumen and Omsk
- Moscow audience grew 83% to 1.3mln people over twelve months since April 2007

Content

- Adding local content to RBC TV general programming in St. Petersburg (North West Russia) and Rostov (South Russia)
- Producing weekly programs for CNBC Europe and CNN

Pricing

- Increased prices by 15% in September 2008

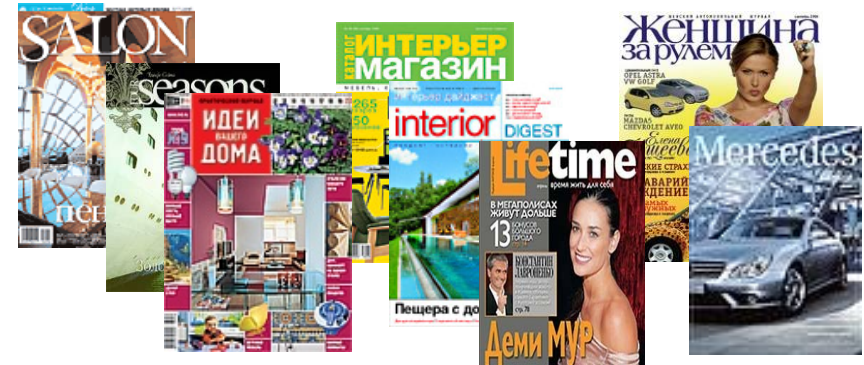
Print Media

Print Media: Additional Revenue Opportunities

Business



Design, architecture & luxury



Advantages of Print Media segment:

- Print media to remain 2nd largest ad segment at least until 2012
- Cross-selling and cross-promotion between RBC's media products
- Print versions boost ad sales on Internet versions
- Accessibility of one product for different audiences
- Access to new type of advertisers, as some still prefer glossy print
- Writing for print titles appeals as more prestigious to journalists



Strong Ratings of RBC's Titles Support Revenue Growth

- RBC Daily newspaper is the most popular financial newspaper in Moscow
- RBC magazine reconfirms the status of the most popular business magazine in Russia
- Design & construction titles retain leadership position in Russia

Audience of Business Newspapers in Moscow



Average Issue Readership in Moscow

106,000 people 98,300 people

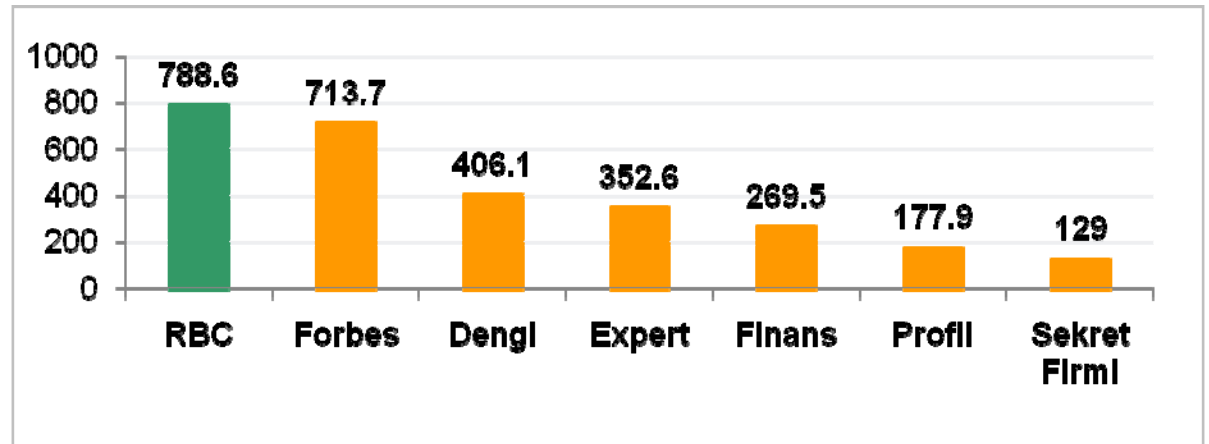


Audience of Interior & Design Magazines, thousand people

Magazine	AIR in Moscow	AIR in Russia
Idei Vashego Doma	400.4	1,738.5
Interior + Design	222.5	1,072.6
Salon Interior	165.2	689.9
Architectural Digest	56.6	n/a

Source: TNS Gallup Media, National Readership Survey, May-October, 2008

Average Issue Readership of Business Magazines¹ in Russia, thousand people



¹ RBC and Forbes are monthly publications, the rest are weeklies

Source: TNS Gallup Media, National Readership Survey, May-October, 2008

Financial Highlights



RBC's Financial and Operating Performance in 1H2008

- **Total revenue up 42%**, which corresponds to the upper end of the full year revenue guidance
- Internet business delivers dynamic 56% revenue growth
- New Internet resources show 5.9-fold revenue growth y-o-y
- RBC's total Internet audience soars 97% y-o-y to 35mln monthly unique visitors
- RBC TV's Moscow coverage rises to 72%
- Print media revenue expands 56%, primarily driven by growth of ad sales in the RBC's business titles

RBC Revenue 1H2008

\$'000 000	1H2007*	1H 2008*	% Change
Media Services	43.2	63.0	46%
Internet Advertising & Services	38.1	59.6	56%
Other**	5.1	3.4	-33%
RBC TV	17.9	21.7	21%
Print Publications	15.8	24.7	56%
TOTAL	76.9	109.4	42%

* based on management accounts in accordance with IFRS

** mainly consists of conferences and event advertising



CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

Some of the information in this presentation may contain statements of future expectations and other forward-looking statements. These expectations are based on the management's current views and assumptions, and involve known and unknown risks and uncertainties. It is possible that the company's actual results and financial condition may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. For a discussion of some of the risks and important factors that could affect the firm's future results, see "Risk Factors" in the company's latest Annual Report at www.rbcinfosystems.com. RBC assumes no obligation to update any forward-looking information contained in this presentation.

Thank you!

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