

## Press Wholesaler in Figures 2019

|   | FRG Total              | Old Federal States     | New Federal States      |
|---|------------------------|------------------------|-------------------------|
| <b>Wholesale firms 2019</b> <sup>1)</sup>   | <b>31</b>              | <b>19</b>              | <b>12</b>               |
| • number of wholesale firms<br><i>without an equitable interest of publishers</i> | <b>23</b>              | <b>15</b>              | <b>8</b>                |
| <i>with an equitable interest of publishers</i>                                   | <b>8</b>               | <b>4</b>               | <b>4</b>                |
| • member firms  | <b>31</b>              | <b>19</b>              | <b>12</b>               |
| • Two wholesalers in one distribution area  | <b>1</b>               | <b>1</b>               | <b>0</b>                |
| <b>Presse-Grosso Turnover 2019</b> <sup>1)</sup>                                  |                        |                        |                         |
| turnover prices to the retailer without<br>VAT (net prices)                       | <b>1,823 Bill.</b>     | <b>1,522 Bill.</b>     | <b>0,301 Bill. €</b>    |
|   | <b>- 4,83 %</b>        | <b>- 5,10 %</b>        | <b>- 3,44%</b>          |
| <i>of which print</i>   | <b>1,783 Bill.</b>     | <b>1,490 Bill. €</b>   | <b>0,293 Bill. €</b>    |
| <i>Compared with 2018</i>   | <b>- 3,47 %</b>        | <b>- 3,73 %</b>        | <b>- 2,13 E19%</b>      |
| <b>Presse-Grosso Sales 2019</b> <sup>1)</sup>                                     |                        |                        |                         |
| copies sold   | <b>1,335 Bill. Ex.</b> | <b>1,082 Bill. Ex.</b> | <b>0,253 Bill. Ex.</b>  |
|   | <b>- 7,97 %</b>        | <b>-8,40%</b>          | <b>-6,04%</b>           |
| <i>of which print</i>   | <b>1,305 Bill. Ex.</b> | <b>1,057 Bill. Ex.</b> | <b>0,248 Bill. Ex.%</b> |
| <i>compared with 2018</i>   | <b>-6,61%</b>          | <b>-6,90%</b>          | <b>-5,32%</b>           |
| <b>Number of sales points</b>   | <b>97.485</b>          | <b>80.372</b>          | <b>17.113</b>           |
| <b>Population</b>   | <b>83,378 Mio.</b>     | <b>69,504 Mio.</b>     | <b>13,874 Mio.</b>      |
| <b>Distribution area</b>  | <b>357.045 sqkm</b>    | <b>252.524 sqkm</b>    | <b>104.521 sqkm</b>     |
| <b>Number of sales points per 1.000 inhabitants</b>                               | <b>1,17</b>            | <b>1,16</b>            | <b>1,23</b>             |
| <b>Average per Grosso firm</b>  |                        |                        |                         |
| turnover  | <b>58,799 Mio. €</b>   | <b>80,104 Mill. €</b>  | <b>25,067 Mill. €</b>   |
| points of sale  | <b>3.145</b>           | <b>4.230</b>           | <b>1.426</b>            |
| population  | <b>2.689.625</b>       | <b>3.658.121</b>       | <b>1.156.174</b>        |
| distribution area   | <b>11.518 sqkm</b>     | <b>13.291 sqkm</b>     | <b>8.710 sqkm</b>       |
| <b>Weekly sales at point of sale</b>  |                        |                        |                         |
| turnover prices to the retailer (net)   | <b>359,58 €</b>        | <b>364,17 €</b>        | <b>338,03 €</b>         |
| copy price  | <b>480,93 €</b>        | <b>487,07 €</b>        | <b>452,11 €</b>         |
| <b>sale per inhabitant</b>  |                        |                        |                         |
| turnover at tax prices to the retailer  | <b>21,86 €</b>         | <b>21,90 €</b>         | <b>21,68 €</b>          |
| copy price  | <b>29,24 €</b>         | <b>29,29 €</b>         | <b>29,00 €</b>          |
| <b>Average selling price</b>  | <b>1,37 €</b>          | <b>1,41 €</b>          | <b>1,19 €</b>           |
| <b>Return/unsold copies in per cent</b>   |                        |                        |                         |
| in terms of volume  | <b>44,59%</b>          | <b>44,86%</b>          | <b>43,41%</b>           |
| in terms of value   | <b>52,00%</b>          | <b>52,02%</b>          | <b>51,90%</b>           |
| <b>Number of titles</b>   |                        |                        |                         |
| in the assortment ordered   | <b>ca 6.000</b>        |                        |                         |
| average no. of distributed titles to retailer                                     | <b>ca. 1.850</b>       |                        |                         |