

Trinity Mirror plc

4th May 2006

Annual General Meeting 2006



Sly Bailey,
Chief
Executive



Overview

- 2005 a very challenging year
- Advertising slowdown across UK
- Adverse conditions have continued into 2006
- Management focus
 - Mitigate the effects of advertising downturn
 - Maintain focus on growing business for the long term

Overview

- Improved performance despite difficult economic environment
 - Operating profit up by 1.7%
 - Profit before tax up 5.9%
 - Group operating margin up from 21.8% to 22.5%
 - Earnings per share up from 49.5p to 52.6p (like-for-like)

'05 – a year of progress

- Continue to invest in the business
- Strengthen core portfolio
- Growth from new initiatives
 - Launch and acquisitions
- Deepening presence in our core markets and geographies



Nationals

- Operate in an extremely aggressive market place
- '05 characterised by difficult ad market
- Despite this we delivered:
 - Circulation revenue growth
 - Profit growth
 - Margin growth

Daily Mirror

- Regained its readability, its credibility and its stickability
- Return to Red-Top roots
- New daily section - Your Life - targeted at women
- Improved circulation volume trend in '05
 - H1 (7.6%)
 - H2 (3.3%)
- Cover price increased from 35p to 38p (Feb '06)



Nationals

- We will not chase unprofitable circulation volumes
- Daily Record facing deep price cutting by the Sun in Scotland
- The Sun cannot sustain its circulation at full cover price
- Daily Record has 41% more readers in Scotland than the Sun

Nationals

- Readers paying full cover price are worth more to advertisers

Bob Wootton, Director of Media & Advertising at ISBA:

“Advertisers tend to value readers who value cover price most highly as it implies active choice, affinity, commitment and loyalty.”

Sports

- Racing Post is market leader
- New entrant to market has had no significant impact
- Continue to develop and improve the Racing Post and its wider portfolio



Regionals

- Extremely difficult ad market '05 - sharp decline in recruitment advertising
- Further improved performance in '05 despite adverse conditions:
 - Profits up 0.9%
 - Margins up from 27.7% to 28.2%
- Acceleration in development of portfolio - new newspaper launches and expansion of digital operations

Regionals

- Circulation performance in line with or ahead of market ABC performance
- Investment in our titles delivering success
- Western Mail was fastest growing regional daily in H1 of '05



Regionals

- In '05 conducted UK's biggest ever regional press survey



- 36,000 face-to-face interviews
- Build on strengths to increase relevance to readers and value to advertisers

Regional press – a thriving medium

Newspaper Society research shows:

- 82% of people read a local newspaper
- 89% spend half or more of their money within 10 miles of their home
- Regional press readers seek out advertisements

Newspaper launches

- '05 launched five weekly newspapers
- March '06 launched two new Metros in Liverpool and Cardiff



Digital growth

- During '05 launched 10 recruitment sites
- Fish4 delivers 1.6 million unique users, up 22% year-on-year
- We offer a compelling package to advertisers in each market
 - No.1 local newspaper
 - Market-leading national recruitment site Fish4
 - Precisely targeted local recruitment sites
- Deepening market penetration and accessing new advertisers



Digital growth

- Property key sector - 10 sites launched in '06
- Motors - 8 sites launched so far in '06
- Launched community-focused sites in each market

The image displays three screenshots of digital marketing websites, illustrating digital growth in the property and motors sectors.

homes-midlands.com: A property listing website. The header features the site name and a banner for a "£1 Million jackpot up for grabs with ixBingo". The main content area includes a search bar, a "myfish4" login section, and a "Find a home - advanced search" section. A sidebar on the left lists various filters like "Location", "Physical usage", and "Property type".

adz90ks.co.uk: A community-focused listing website. The header features the site name and a banner for "London's free listings community". The main content area includes a "Welcome. We currently have 9,477 ads online" message and a list of categories such as "Accommodation (19)", "Community (7)", and "Encounters (10)".

motors-northwales.co.uk: A car dealership website. The header features the site name and a "sky" logo. The main content area includes a "Used car search" section with filters for "Make", "Model", "From £", "To £", and "Within" miles. A "Hot deals" section lists various car models and prices, such as "BMW 3 Series 318CI" for £18,995 and "Ford Focus 2.0 ST170" for £4,495. A "Featured Businesses" section highlights "EWLOE HALL MOTORS LTD".

Digital acquisitions

- Recruitment and property serving our strategic aim
 - Extending our products and services
 - Deepening our local market penetration
 - Broadening our geographic and sector coverage
- Provide access to areas of UK not covered by our newspaper titles
- Coverage of sectors not natural strengths for print titles



Digital growth - summary

- Over 8 million unique users per month across our network of websites and growing fast
- On track to become true multi-platform publishing and advertising business
- Building strong, profitable positions in key classified markets on-line
- Targeting £50m regionals on-line revenues in '08

Conclusions

- Strategy on course despite difficult economic environment
- Driving up revenues and driving down costs
- Will acquire the right businesses at the right price
- Launch pipeline alive and kicking
- Focused on value for shareholders