

# LAGARDERE

## **Sound assets**

In all its specialist fields, Lagardère holds leading positions. Their maintenance and reinforcement are a priority for the Group and its flagship companies, which enjoy a strong reputation both in France and internationally.

In the publishing trade, 2006 saw the realization of significant developments in the United States with the takeover of Time Warner Book Group in February, making Lagardère the third biggest book publisher worldwide. In the print media sector, it is the leading publisher in the world, publishing almost 260 titles in some 40 countries. It is also a world leader in press distribution, as well as running the biggest international network of stores selling communications, cultural and entertainment products, with 4,000 stores. Lastly, in the audiovisual sector, it holds front-line positions in radio, both in France and internationally, as well as in TV themed channels and new media.

## **A modern strategy**

Building on all its assets, Lagardère is determined to develop further, and this development corresponds to the implementation of a clear, assertive strategy to steer the group toward content production and aggregation, focusing on content with high growth potential and of an exclusive nature. To achieve this, Lagardère has reorganized its structure along two key lines of approach: first, bringing together its former Press and Audiovisual divisions to create a new division under the name of Lagardère Active, pooling its employees' skills and capitalizing on their expertise to produce a shared, genuinely multimedia content offering with a focus on the digital sector. Then, creating a new institutional brand, Lagardère Sports, establishing the Group's entry into a new activity sector – the management and marketing of sporting rights, *via* the acquisition of Sportfive.