

VGD - AVOS AUDIT s.r.o.

Translation of the Independent Auditor's Report in Slovak language

INDEPENDENT AUDITOR'S REPORT

**for the period from 01.07.2012 to 30.09.2012
concerning verification of the average print run and paid
circulation of periodicals published by**

PEREX, a.s. Bratislava

INDEPENDENT AUDITOR'S REPORT

We were appointed to verify Average Print Run and Paid Circulation of Pravda daily and Average Print Run and Paid Circulation of Pravda Magazín supplement for the period from July 1st 2012 to September 30th 2012 in accordance with the Print Run and Paid Circulation Calculation Methodology approved by the Board of Directors of PEREX, a.s. on July 24th 2012, as submitted to us.

Auditor's Responsibility

Our responsibility is to express an opinion on the data submitted to us based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance that the submitted data are free of material misstatements.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the submitted data. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement in the submitted data, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation and objective presentation of the data on numbers of printed and sold copies in order to design audit procedures that are appropriate in the circumstances.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Opinion

Having reviewed the mutual links between the accounting records and the Average Print Run and Paid Circulation of Pravda daily and Average Print Run and Paid Circulation of Pravda Magazín supplement, as included in this Report, we have found no material misstatements and confirm that the average numbers of sold copies of the periodicals mentioned below in the reported months of 2012 are as follows:


Periodical	July 2012	August 2012	September 2012
Pravda daily	51 409	52 533	51 868
Pravda Magazín supplement	52 667	51 879	52 766

Piešťany, 23th November 2012

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Responsible Auditor
Ing. Erik Marek
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AVERAGE PRINT RUN AND PAID CIRCULATION OF DAILY PRAVDA IN 2012

	Month of edition											
	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run							67 951	69 513	67 859			
Retail Sales							30 578	31 056	32 205			
Retail Sales B**							0	0	0			
Retail Sales C							-	-	-			
Subscriptions A							14 508	14 588	14 587			
Subscriptions B							-	-	-			
Subscriptions C							-	-	-			
Other Sales							6 322	6 889	5 076			
Paid Circulation *							51 409	52 533	51 868			
Returns							16 542	16 980	15 991			

9 pcs per month, an average of 0,36 pcs/edition

10 pcs per month, an average of 0,38 pcs/edition

7 pcs per month, an average of 0,30 pcs/edition

Explanations:

Print Run:	Number of copies printed and invoiced by the print provider. The supplier invoice is duly recorded in the PEREX's accounting and paid to the supplier's account.
Retail Sales A:	Sales through the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s., under a contract with PEREX.
Retail Sales B:	Sales through in-house store or the in-house distribution network. Presently, PEREX does not operate its own distribution network. PEREX sells Pravda copies in its own store which is accessible on the premises of the company's registered office.
Retail Sales C:	Sales through a distribution network owned by a publisher domiciled in the Slovak Republic.
	The sales take place outside the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s.
	These sales may include sales through news-vendors.
Subscriptions A:	Subscriptions distributed by Slovenská pošta, a.s. under a contract with PEREX.
Subscriptions B:	Subscriptions distributed by a distribution network owned by a publisher domiciled in the Slovak Republic.
Subscriptions C:	Subscriptions delivered by Mediaprint-Kapa Pressegrasso, a.s., or other independent distribution network of an alternative postal service operator.
Other Sales:	Included in other sales are copies sold directly to the buyer under a purchase order or contract. Ordered copies are invoiced to the buyer. The invoice is duly recorded in the PEREX's accounting. The price of copies ordered and invoiced is at least 50% of the basic cover price. See the calculation methodology.
Paid Circulation:	It is the sum of all sales.
Returns:	Included in returned copies are copies destined for sale (whether directly, through distributors, news-agents or otherwise) that were not sold.
* Comment:	The calculation of average values of respective sale types leads to rounding and hence to a possible difference of +1pcs or -1pcs to the average paid circulation, which is calculated as a proportion of the sum of all the sales and the number of issues in a given month.
** Comment:	In 2012 Sales in PEREX's own store range from 7 to 12 pieces, resulting in a monthly average of 0,28 - 0,46 pcs/issue.

AVERAGE PRINT RUN AND PAID CIRCULATION OF PRAVDA MAGAZINE IN 2012

	Month of edition											
	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run							69 523	70 026	70 445			
Retail Sales							32 729	33 167	34 356			
Retail Sales B**							1	1	1			
Retail Sales C							-	-	-			
Subscriptions A							17 110	17 065	17 146			
Subscriptions B							-	-	-			
Subscriptions C							-	-	-			
Other Sales							2 829	1 646	1 264			
Paid Circulation *							52 667	51 879	52 766			
Returns							16 856	18 147	17 679			

4 pcs per month, an average of 0,8 pcs/edition

3 pcs per month, an average of 0,75 pcs/edition

3 pcs per month, an average of 0,75 pcs/edition

Explanations:

Print Run:	Number of copies printed and invoiced by the print provider. The supplier invoice is duly recorded in the PEREX's accounting and paid to the supplier's account.
Retail Sales A:	Sales through the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s., under a contract with PEREX.
Retail Sales B:	Sales through in-house store or the in-house distribution network. Presently, PEREX does not operate its own distribution network. PEREX sells Pravda copies in its own store which is accesible on the premises of the company's registered office.
Retail Sales C:	Sales through a distribution network owned by a publisher domiciled in the Slovak Republic.
	The sales take place outside the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s.
	These sales may include sales through news-vendors.
Subscriptions A:	Subscriptions distributed by Slovenská pošta, a.s. under a contract with PEREX.
Subscriptions B:	Subscriptions distributed by a distribution network owned by a publisher domiciled in the Slovak Republic.
Subscriptions C:	Subscriptions delivered by Mediaprint-Kapa Pressegrasso, a.s., or other independent distribution network of an alternative postal service operator.
Other Sales:	Included in other sales are copies sold directly to the buyer under a purchase order or contract. Ordered copies are invoiced to the buyer. The invoice is duly recorded in the PEREX's accounting. The price of copies ordered and invoiced is at least 50% of the basic cover price. See the calculation methodology.
Paid Circulation:	It is the sum of all sales.
Returns:	Included in returned copies are copies destined for sale (whether directly, through distributors, news-agents or otherwise) that were not sold.
* Comment:	The calculation of average values of respective sale types leads to rounding and hence to a possible difference of +1pcs or -1pcs to the average paid circulation, which is calculated as a proportion of the sum of all the sales and the number of issues in a given month.
** Comment:	In 2012 Sales in PEREX's own store range from 2 to 5 pieces, resulting in a monthly average of 0,5 - 1,0 pcs/issue.