

### VGD SLOVAKIA s. r. o.

Translation of the Independent Auditor's Report in Slovak language

## **INDEPENDENT AUDITOR'S REPORT**

for the period from 1.10.2015 to 31.12.2015 concerning verification of the average print run and paid circulation of periodicals published by

## PEREX, a. s.



beyond partnership

VGD SLOVAKIA s. r. o. Sídlo: Moskovská 13, 811 08 Bratislava Kancelária Piešťany, Námestie SNP 4 921 01 Piešťany Tel. + 421 33 7743 895, 7730 211, 7730 210 Fax. + 421 33 77 326 71 Web. sk.vgd.eu

# Independent Auditor's Report of the average print run and paid circulation of periodicals

#### to the Statutory Body of PEREX, a. s.

We have performed verification of quarterly report of the average print run and paid circulation of Pravda periodicals and average print run and paid circulation of Pravda Magazín for the period from 1.10.2015 to 31.12.2015 in accordance with the Print Run and Paid Circulation Calculation Methodology approved by the Board of Directors of P E R E X, a. s. on July 24th 2012, as submitted to us.

#### Responsibility of Statutory Body

Statutory body is responsible for the preparation of this quarterly report of of the average print run and paid circulation of Pravda periodicals and average print run and paid circulation of Pravda Magazín in accordance with the Print Run and Paid Circulation Calculation Methodology approved by the Board of Directors of P E R E X, a. s. on July 24th 2012

#### Auditor's Responsibility

Our responsibility is to express an opinion on items included in this quarterly report are in accordance with approved methodology. We performed our verification in accordance with International Standards of Assurance Engagement (ISAE 3000 - Assurance Engagements Other than Audits or Reviews of Historical Financial Information). This standard require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance that items included in quarterly report are free of material misstatements

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in this quarterly report. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation of this quarterly report that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

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



Tel. Fax. Web

Opinion

In our opinion, quarterly report of the average print run and paid circulation of Pravda periodicals and average print run and paid circulation of Pravda Magazín for the period from 1.10.2015 to 31.12.2015 are prepared, in all material respects, in accordance with the Print Run and Paid Circulation Calculation Methodology approved by the Board of Directors of P E R E X, a. s. on July 24th 2012.

We confirm that the average numbers of sold copies of the periodicals mentioned below in the reported months of 2015 are as follows:

Periodical	October 2015	November 2015	December 2015		
Pravda daily	40 549	40 203	42 812		
Pravda Magazín supplement	42 825	41 870	47 001		

Piešťany, 12<sup>th</sup> February 2016



Responsible auditor Ing. Erik Marek SKAU License No. 866

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Office Piešťany, Námestie SNP 4 921 01 Piešťany Companies Register, Insert No.74698/B SKAU License No. 269 VGD SLOVAKIA s. r. o. Sidlo: Moskovská 13, 811 08 Bratislava Kancelária Piešťany, Námestie SNP 4 921 01 Piešťany Tel. + 421 33 7743 895, 7730 211, 7730 210 Fax. + 421 33 77 326 71 Web. sk.vgd.eu



#### AVERAGE PRINT RUN AND PAID CIRCULATION OF DAILY PRAVDA IN 2015

					Mont	th of edition					10 pcs per mo of 0,42 pcs/ed	onth, an average ditio
	January	February	March	April	May	Jun	July	August	Septembe	r October	November	December
Print run				· · ·			12	pcs per month, a	· · · · · · · · · · · · · · · · · · ·	60 210	59 768	61 241
Retail Sales								0,44 pcs/edition		24 598	24 741	25 107
Retail Sales B**							12	2 pcs per month,	an average	Ő	1	0
Retail Sales C								0,5 pcs/editio	an average	5	4	3
Subscriptions A							12			13 824	13 694	13 925
Subscriptions B								28 pcs per month, 4,74 pcs/edition	an average	-	-	-
Subscriptions C								.,		- \	-	-
Other Sales							10	)1 pcs per month,	an average	2 122	1 764	3 776
Paid Circulation *							of	4,21 pcs/editio		40 549	40 203	42 812
Returns										19 661	19 565	18 429
Explanations:											75 pcs per mo of 3,13 pcs/e	onth, an average ditio
Print Run:									-	d paid to the sup	plier's account.	
Print Run: Retail Sales A: Retail Sales B:	Sales through Sales through	the distributior	n network of th or the in-house	e independen e distribution r	t distributor M network. Prese	/lediaprint-Kap	a Pressegross	so, a.s., under a	contract wit			its own store
Retail Sales A:	Sales through Sales through which is acces	the distributior	n network of th or the in-house mises of the co	e independen e distribution r mpany's regist	t distributor N network. Prese tered office.	Aediaprint-Kap ently, PEREX do	a Pressegross pes not opera	so, a.s., under a	contract wit	h PEREX.		its own store
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#### AVERAGE PRINT RUN AND PAID CIRCULATION OF PRAVDA MAGAZINE IN 2015

4 pcs per month, an average

		Month of edition									of 0,8 pcs/edition		
	January	February	March	April	May	Jun	July	August	September	October	November	December	
Print run							3 pcs per month, an average			62 916	62 936	65 158	
Retail Sales							of 0,6 pcs/edition			26 222	25 232	30 134	
Retail Sales B**							<mark>2</mark> r	ocs per month, a	n average	1	1	1	
Retail Sales C							of 0,5 pcs/edition			5	4	3	
Subscriptions A							24	24 pcs per month, an average		16 464	16 450	16 519	
Subscriptions B								of 4,8 pcs/edition			-	-	
Subscriptions C										<u> </u>	-	-	
Other Sales								pcs per month,	an average	133	183	345	
Paid Circulation *							<mark>of</mark>	4,0 pcs/edition		42 825	41 870	47 001	
Returns										20 091	21 066	18 157	
Explanations:											of 2,6 pcs/ed	onth, an average ition	
Print Run:	Number of co	pies printed and	d invoiced by th	e print provid	ler. The suppli	er invoice is du	lly recorded i	in the PEREX's	accounting and p	aid to the supp	olier's account.		
Retail Sales A:	Sales through the distribution network of the independent distributor Mediaprint-Kapa Pressegrosso, a.s., under a contract with PEREX.												
						ntly, PEREX do	es not opera	ite its own dist	ribution network	. PEREX sells P	ravda copies in	its own store	
Retail Sales B:			mises of the co										
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 Pressegrosso, 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:									lternative postal				
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.												
			e of copies orde	red and invoi	ced is at least	50% of the bas	ic cover price	e. See the calcu	ulation methodol	ogy.			
Paid Circulation:	It is the sum o												
Returns:									therwise) that we				
* Comment:		-				-		e difference of	+1 pcs or -1 pcs t	to the average	paid circulation	, which is	
** Comment:	calculated as a proportion of the sum of all the sales and the number of issues in a given month. In 2015 Sales in PEREX's own store range from 2 to 5 pieces, resulting in a monthly average of 0,5 - 1,00 pcs/issue.												