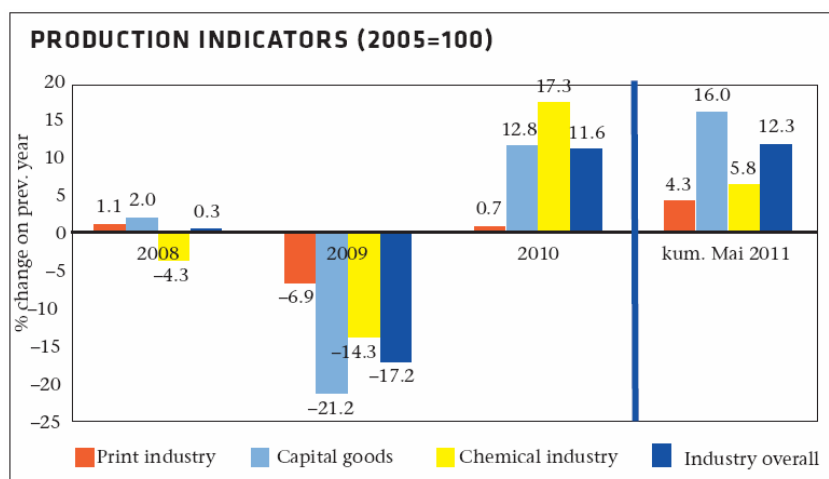


Economic indicator	2010		2009	
	absolute	year % change	absolute	year % change
Total industry, VAT statistics				
Sales in millions of €, nominal	20,203*	-2.5	20,823	-9.9
Companies with 50 and more employees				
Sales in millions of €, nominal	12,749	-2.4	13,061	-6.9
Real	13,569	0.4	13,496	-5.7
including foreign sales in millions of €	1,813	3.5	1,746	-7.4
Exports as % (Foreign sales/nominal sales)	14.2	6.5	13.4	-2.1
Sales per employee in €	165,305	3.4	159,922	-3.5
Gross wage/salary total				
in millions of €	2,754	-4.7	2,891	-4.4
as % of sales	21.6	-2.4	22.2	3.0
per employee in €	35,709	0.9	35,393	-0.8
Production index, adjusted for working days (2005=100)				
Printing industry	99.8	0.6	99.2	-6.9
Industry overall	104.4	11.5	93.6	-17.2
Producer price indices (2005 = 100)				
Print services overall	94.0	-2.9	96.8	-1.8
Newsprint	90.4	-19.0	111.5	2.8
Graphic papers	108.9	-1.0	110.0	-0.6
Inks	102.2	1.5	100.7	-0.1
Presses	106.2	1.3	104.8	2.1
Energy, industrial plant	122.6	4.3	117.6	5.1

*) Estimate based on 2009 VAT statistics for the whole industry

Source: Federal Statistics Office, Calculations: BVDM

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Source: Federal Statistics Office, Calculations: BVDM

NUMBER OF COMPANIES AND EMPLOYEES IN 2010

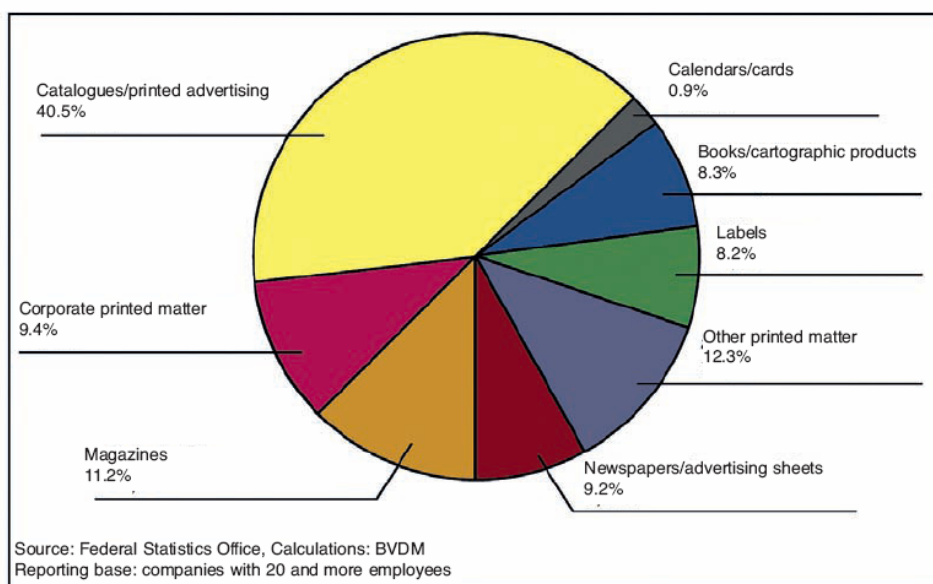
Workforce-categories	Companies			Employees covered by National Insurance		
	number	% share	year % diff.	number	% share	year % diff.
1 to 9 employees	7,064	70.3	-2.2	22,266	14.0	-2.7
10 to 19	1,312	13.1	-3.3	17,853	11.2	-3.1
20 to 49	1,041	10.4	-1.2	31,918	20.1	-1.2
50 to 99	345	3.4	-8.7	23,521	14.8	-8.0
100 to 499	269	2.7	-2.2	51,885	32.7	-2.1
500 and more	12	0.1	-25.0	11,308	7.1	-16.8
Total	10,043	100.00	-2.5	158,751	100.00	-4.3
% change on 2000		-27.9		% change on 2000		-28.8
absolute change on 2000			-3,879	absolute change on 2000		-64,140

As of 30.6.

Source: Federal Labour Office, Calculations: BVDM

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2010 PRINT PRODUCTION: BROKEN DOWN BY CATEGORY AND VALUE



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PRODUCTION VALUES FOR THE GERMAN PRINT INDUSTRY

Products/Services	Quarter 1 2011*	2010*	% change on previous year	
	millions of €		Q1.2011	2010
Printed advertising/catalogues	1,436	5,639	8.7	-1.5
including: catalogues	273	1,086	7.8	-4.7
posters	104	407	8.7	-0.4
company reports	16	70	3.5	-7.5
other printed advertising and brochures	1,043	4,076	9.0	-0.6
Corporate printed matter	329	1,304	7.6	-0.1
Magazines	359	1,566	-6.3	-6.0
Newspapers/Advertising sheets	317	1,286	-3.8	-7.5
including: daily newspapers	211	842	-2.2	-7.2
weekly, Sunday newspapers	51	194	3.7	2.5
advertising sheets	55	250	-14.8	-14,7
Books/cartographic products	275	1,156	-5.2	-1.0
Printed labels	301	1,140	8.2	5.8
Calendars/cards	20	130	4.2	-0.5
Other printed products	446	1,718	5.9	9.3
Total printed products	3,481	13,939	4.0	-0.7
Print and premedia	259	1,028	6.8	2.7
Finishing	227	937	7.9	-12.7
Total print services	486	1,964	7.3	-5.3
Total for all products/services	3,969	15,904	4.4	-1.3

*) Preliminary results: reporting base: quarterly production survey of companies with 20+ employees.
Source: Federal Statistics Office; Calculations BVDM

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FOREIGN TRADE BY PRODUCT CATEGORIES

Product category	2010*				January to April 2011*			
	Exports Thou. of €	% diff. Yr.	Imports Thou. of €	% diff. Yr.	Exports Thou. of €	% diff. Yr.	Imports Thou. of €	% diff. Yr.
Printed advertising/ catalogues	1,276,725	-4.3	428,614	-17.3	418,786	0.6	90,821	-39.9
Labels	282,100	3.8	132,602	11.9	96,349	15.0	45,450	10.5
Calendars/cards	50,496	9.2	25,173	14.5	3,005	-6.2	3,386	46.4
Decals/ transfer prints	180,768	13.5	13,191	6.3	64,942	6.4	6,690	-11.6
Processed photographic plates etc.	286	-40.7	1,828	-33.2	239	127.6	595	5.1
Other Products	469,652	17.8	241,395	4.9	135,845	-8.4	74,641	2.0
Printed products	2,260,027	2.2	852,803	-6.6	719,166	0.9	221,583	-19.7
Books/ Booklets	1,210,156	-2.2	547,838	-3.9	387,469	8.2	117,160	13.5
Newspapers/ magazines	771,654	1.7	428,395	-12.3	244,728	1.6	133,629	0.6
Publishing prod.	1,981,810	-0.7	976,233	-7.8	632,197	5.6	310,789	7.6
Total	4,241,837	0.8	1,829,036	-7.2	1,351,363	3.0	532,372	-5.7

*) Preliminary figures, Source: Federal Statistics Office; Calculations: BVDM

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FOREIGN TRADE BY COUNTRIES OR GROUPS OF COUNTRIES*, 2010

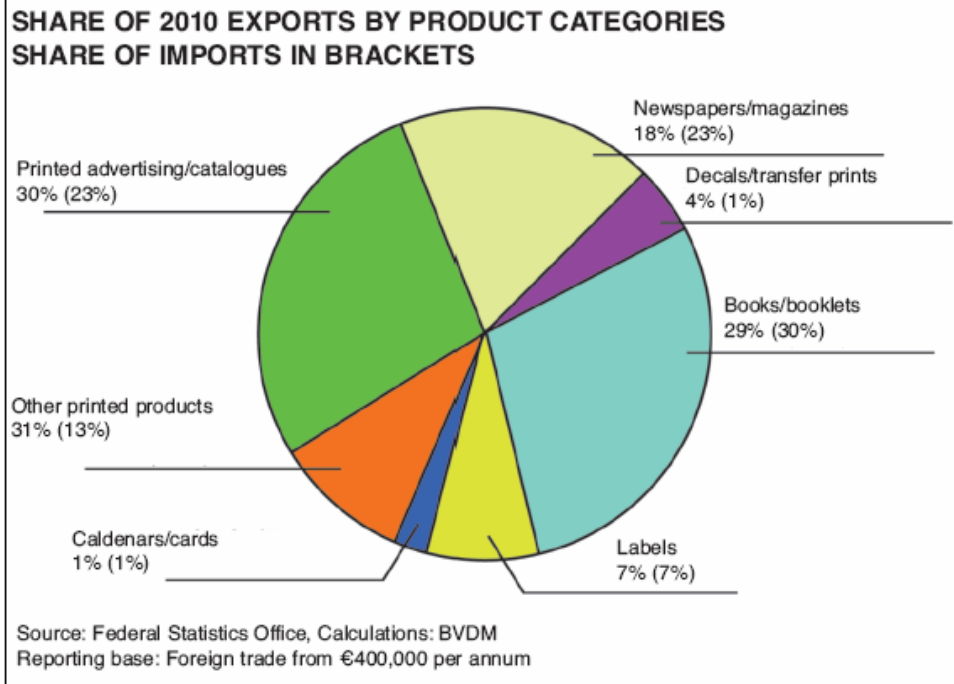
Country/ region	Export €1,000	% diff. prev. yr	Share in %	Rank	Import €1,000	% diff. prev. yr	Share in %	Rank
Austria	726,605	5.0	16.5	1	118,287	-8.7	6.2	7
Switzerland	721,650	1.4	16.4	2	108,768	-9.2	5.7	9
France	437,872	0.1	9.9	3	194,060	2.6	10.2	3
The Netherlands	333,086	3.9	7.6	4	148,288	-4.3	7.8	6
Czech Republic	310,379	-5.5	7.0	5	256,866	-25.4	13.5	1
UK	263,756	-3.7	6.0	6	191,235	-8.5	10.0	4
Poland	96,245	-1.2	2.2	12	205,442	-2.9	10.8	2
China	68,127	25.8	1.5	15	160,888	15.4	8.4	5
EU27	3,057,885	0.3	69.3	-	1,390,991	-9.7	73.0	-
incl.: Eurozone	2,114,519	4.4	47.9		689,809	-4.5	36.2	
New members	466,762	-5.0	10.6		477,747	-16.7	25.1	
East Asia	132,386	11.9	3.0		236,986	11.7	12.4	

*) Preliminary figures: New EU members: Bulgaria, Estonia (up to 31.12.2010), Latvia, Lithuania, Poland, Romania, Czech Republic, Hungary.

Source: Federal Statistics Office, Calculations: BVDM

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Share of 2010 exports by product categories (share of imports shown in brackets).

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