ANNUAL REPORT
> 2014

JOJ MEDIA HOUSE

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Dear ladies and gentlemen,

for the fifth time I hereby present the annual report for JOJ Media House – a company that has now been one of the most significant actors on the central and eastern European market for five years. I am pleased that – despite complex market conditions – I am able to evaluate our activities during 2014 as being positive.

The economic situation of the market in which the corporation is active is something I perceive to be stagnant in nature, in view of the improvements to come in the upcoming years. This belief of mine is supported by the optimistic forecasts for national economies published by banks and mutual correlation between the national economy and the development of the media market. JOJ Media House group companies during the past year have strengthened their market position, restructured their product portfolio and effectively used it, resulting in cost-efficiency.

In 2014 the group carried out the following significant steps:

During the year the preparatory work for the launch of the fifth television channel on the television advertising and production market was implemented, targeting child viewers and going under the name of RiK. RiK's was launched on the 1st of January 2015 and is the JOJ GROUPS first subscribed channel. The channel is already featured in packages from significant telecommunications operators.

We managed to strengthen our outdoor advertising market position through acquisition of the Akzent BigBoard company. At the beginning of the year it was the successful acquisition of HANDY MEDIA s.r.o. that provided advertising space in the interiors of public transport vehicles and then the later establishment of BHB s.r.o. which administers its own network of advertising resources. Both of these companies contributed to the group's portfolio being expanded and have increased our competitiveness. The last significant step on the outdoor advertising market in 2014 was the merger between RECAR Slovensko a.s. and HANDY MEDIA s.r.o. Through this merger a company providing not only outdoor advertising, but also indoor public transport advertising emerged.

During 2014 we expanded our business activities to include web design and internet application development segments. I am glad that our predications proved correct and that our eFabrica company thus carried out numerous projects for significant clients from various markets.

In the Czech republic our BigBoard Praha company is the number one provider of outdoor advertising. The results achieved are more than satisfactory. During 2014 the emphasis was placed on cost efficiency and the advertising streamlining commenced.

On the Austrian outdoor advertising market – where we have been active since the end of 2012 through EPAMEDIA – EUROPÄISCHE PLAKAT – UND AUSSEN MEDIEN GMBH –nd its subsidiaries – we managed to finalise the organisational restructuring process. The companies dealing with outdoor advertising in Macedonia and Croatia were sold. We are still one of the market leaders and our activities were focused on streamlining and the restructuring of the advertising network.

2014 brought us many changes, challenges and new points of view – not only regarding our group, but also the vision of our future. It pleases me that we achieved all of these moves successfully and I believe that 2015 will continue in the spirit of the successful implementation of our ambitious vision, strategy and plans for the expansion of our activities and further serve to secure our market position.

I am convinced that 2015 will be even more successful than the previous year. I believe in our readiness and that everything new the year brings will be something we use and turn into further success.

Richard Flimel

JOJ Media House a.s. Chairman of the Board of Directors

01 Company profile

JOJ Media House a.s. (hereinafter referred to as the "parent company" or "the Company") alongside its subsidiaries, collectively referred to as the "Group") was established on the 6th of November 2010 and has since become one of the largest media companies not only in Slovakia and the Czech republic, but also in Austria.

THE SLOVAK REPUBLIC

The company is active in the following market sectors:

TELEVISION BROADCAST AND PRODUCTION

» Slovenská produkčná, a.s., (94.96 % share) – through which shares in the following companies are owned:

» MAC TV s.r.o., (100 % share) – the license holder for TV JOJ, PLUS, WAU and SENZI.

» DONEAL, s.r.o. (100 % share)

» SENZI, a. s. (50 % share)

THE OUTDOOR ADVERTISING SECTOR

» Akzent BigBoard, a.s., (100 % share) - through which shares in the following companies are owned:

» BigMedia Ltd (100% share) - exclusive advertising sales for advertising means from the companies listed below and their parent companies:

» RECAR Slovensko a.s. (100% share) – transport advertising

» RECAR Slovensko a.s. (80% share) – transport advertising in the capital city of Bratislava

» Media representative s.r.o. (90% share) – sales of advertising of a specific nature

» BHB, s.r.o. (51% share) – sales of advertising of a specific nature

» HANDY MEDIA s.r.o. – sales of advertising in public transport interiors

Up until the date this annual report was compiled the following significant events took place:

» the successful merger of RECAR Slovensko a.s. with HANDY MEDIA, s.r.o. which expired on the 1st of January 2015 with the successor becoming RECAR Slovensko a.s.

THE INTERNET AND APPLICATION DEVELOPMENT SECTOR

» eFabrica, a.s. (51 % share) - business activities are concentrated on the development of web applications, web design and operation of Internet domains and the provision of technical support.

OTHER SECTORS

JOJ Media House Inc owns a 30% share of Starhouse media Inc, which manages performers.

Up until the date this annual report was compiled the following significant events took place:

» On April the 21st, JOJ Media House, a. s. became the 100% owner of HARAD, a. s . via which the company owns a 100% stake in Radio Services s.r.o. which is focused on providing services to radio broadcasters.

THE CZECH REPUBLIC

THE OUTDOOR ADVERTISING MARKET

» JOJ Media House, a. s. Is a 60% shareholder of BigBoard Praha, a.s. in the Czech Republic Through its companies, it is the number one on the Czech outdoor advertising market. BigBoard Praha is the owner of the following shares:

» BigMedia, spol. s r.o. (100% share) – sales and administration of its own advertising network

» Czech Outdoor, s.r.o (99.9% share) – advertising space rental

» Český Billboard, s.r.o., (100 % share) – advertising space rental,

» MG Advertising, s.r.o., (50 % share) – advertising space rental,

» Barrandia, s.r.o., (50 % share) – advertising space rental,

» Expiria, s.r.o., (100 % share) – advertising space rental,

» RAILREKLAM, s.r.o., (49 % share) –České dráhy, a.s advertising space rental

» Outdoor akzent s.r.o., (100 %) - advertising space rental,

» Bilbo City s.r.o., (100 %) – advertising space rental.

AUSTRIA

JOJ Media House, a. s., is the sole shareholder of Akcie.sk, s. r. o., which owns 100% of EPAMEDIA - EPAMEDIA – EUROPÄISCHE PLAKAT – UND AUSSEN MEDIEN GMBH (hereinafter "EPAMEDIA"), which is number two in outdoor advertising in Austria. EPAMEDIA is the owner of the following shares:

» Heimatwerbung Ges.m.b.H NO (100 % share),

» Heimatwerbung Ges.m.b.H OO (100 % share),

» R+C Plakatforschung und kontrolleGmbH (51 % share),

02 Company values

THE VISION

JOJ Media House's vision is to continue its activities as a significant central European media company and secure the long-term satisfaction of its customers with its media services and products for the effective communication of advertising to target groups.

OUR MISSION

The mission of JOJ Media House is to provide high quality media services to society in general as well as to business partners, which we want to ensure through the continuous development and improvement of products.

STRATEGY

The JOJ Media House strategy is to expand its products via both organic and inorganic growth in Central and Eastern Europe and the streamlining of activities of individual companies within the group through synergistic links.

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Media market analysis

2014 Japan along with the UK economy had a positive impact on global economic growth, particularly in that there was a revival of the real estate market. The negative impact during the first quarter of 2014 is credited to the US economy which slowed due to a strong winter. This negative contribution to the contrary was offset by acceleration in the second quarter of 2014. During the subsequent quarters of 2014 all the major economies recorded moderate growth. In the last quarter the economy in Germany, Spain and the Netherlands significantly accelerated. Overall, we can review 2014 from a global perspective as a year of moderate growth.

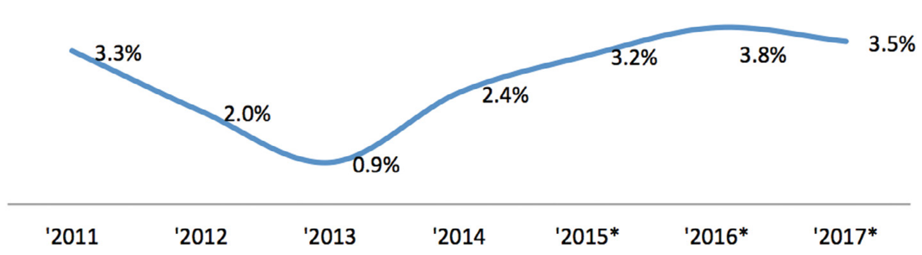
During 2014 the Slovak economy quickened and achieved a growth rate of 2.4%. This is credited particularly to growing exports; the gradual increase in household consumption slightly increased employment and increased investment demand. Since the Slovak economy is very open, without the economic recovery of major trading partners, such as the Czech Republic, this growth would not be possible.

In the coming years further acceleration of the economic performance is expected, expected economic growth in 2015 of 3.2% and 3.8% in 2016. Results achieved by the national economy also affect other parts of the economic environment in the Slovak Republic. This positive development also affected the media market where JOJ Media House does business through its subsidiaries.

NBS macro-economic prognosis 2012-2017

'Annual growth in %	,2011	,2012	,2013	,2014	,2015*	,2016*	,2017*	CAGR
GDP development real/*predicted	**3.3%**	**2.0%**	**0.9%**	**2.4%**	**3.2%**	**3.8%**	**3.5%**	**2.7%**

*GDP development real/*predicted*



Source: NBS mid-term predictions P1Q-2015

THE SLOVAK MEDIA MARKET

Television advertising

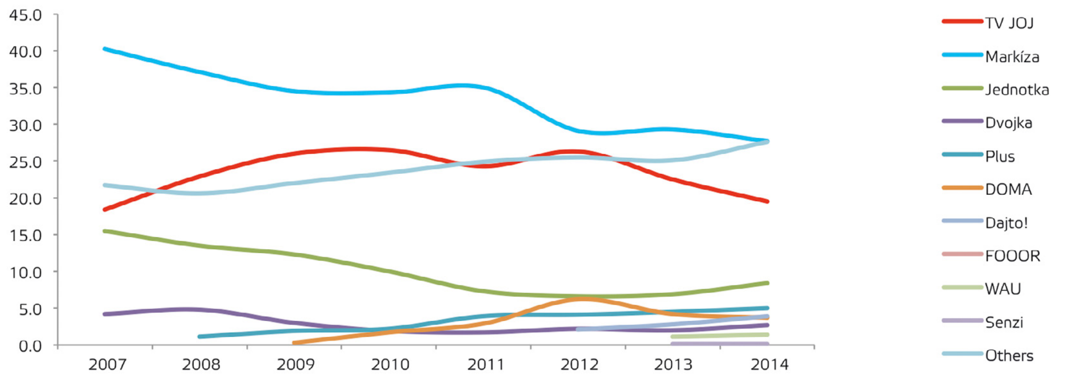
As in previous years, in 2014 TV advertising maintained its leadership in the media market. According to estimates, almost 50% of all investments in 2014 were directed specifically towards this sector. There were no significant events on the market. No new competitors entered the market. In contrast - compared with 2013 – there was a slight increase of investments in this segment. The main television advertising competitors remain to be: MARKÍZA – SLOVAKIA, spol. s r. o. (a member of the international Central European Media Enterprises Ltd.) which operates the following channels: Markíza, Doma and Dajto, RTVS – public service television which airs the jednotka (1) and Dvojka (2) channels.

Over the past year the range of channels has not been expanded.At TV JOJ work began on the launch of the fifth station – RiK. RiK is a monothematic channel, focused on child viewers and is the first JOJ Group portfolio channel to be subscription based. The channel currently figures in packages provided by providers.

prime time 12-54 Shr%

PRIME TIME	TV JOJ	Markiza	Jednotka	Dvojka	Plus	DOMA	Dajto!	FOOOR	WAU	Senzi	Others
2007	18.4	40.2	15.5	4.2							21.7
2008	22.9	37.1	13.5	4.8	1.1						20.6
2009	26.0	34.5	12.3	3.0	1.9	0.3					22.0
2010	26.5	34.3	10.0	1.9	2.2	1.7					23.4
2011	24.3	35.0	7.3	1.7	3.9	2.9					24.9
2012	26.3	29.1	6.6	2.2	4.1	6.2	2.1				25.5
2013	22.5	29.3	6.9	2.0	4.5	4.2	2.8	1.5	1.1	0.1	25.1
2014	19.5	27.7	8.4	2.7	5.0	3.7	3.9		1.4	0.1	27.6

Source: TNS



The outdoor advertising market

Following the stagnation inherent in the previous years, in 2014 investment into outdoor advertising increased. This growth was not dramatic; however it supports an optimistic outlook for 2015. The market competition has not changed significantly; neither have the market shares held by the largest players. During the year the company strengthened its dominant market position and focused its attention on cost effectiveness along with Investment into extending its product portfolio. Investments were made not only into quantity, but mainly into the quality of the advertising media.

THE AUSTRIAN MEDIA MARKET

The economic development of the Austrian economy in 2014 was characterized by a very slight improvement compared to 2013. This development was credited to improvements in the global economy, and especially the revival of domestic consumption. In 2015 the Austrian national Bank predicts GDP growth of 0.7% and 1.6% in 2016. On the media market on which JOJ Media House does business through the EPAMEDIA group the situation was similar to as in 2013. The market shares did not change. EPAMEDIA focused its attention on finalising restructuring and cost-effectiveness resulting in the streamlining of their advertising media network.

THE CZECH MEDIA MARKET

In the first and second quarters of 2014 the Czech economy stagnated. The economic slowdown was likely caused as a result of a sharp reduction in revenues from excise taxes on tobacco products, resulting from cigarette stockpiling at the end of the previous year. In the second half of 2014, the strong growth of the economy compared to the previous year was mainly driven by rising investments, increasing household consumption and government spending. GDP growth reached 2% in 2014. According to the forecast by the Czech National Bank, the economy should accelerate in 2015 to 2.6% and to 3.0% in 2016.

The situation on the media market was similar to that in the whole economy. Total expenditure increased compared to 2013, but most of these investments were devoured by the segment of television advertising. The situation on the outdoor advertising market was similar to that in 2013 and further stagnated.

*GDP development real/*predicted Austria* 2011-2016

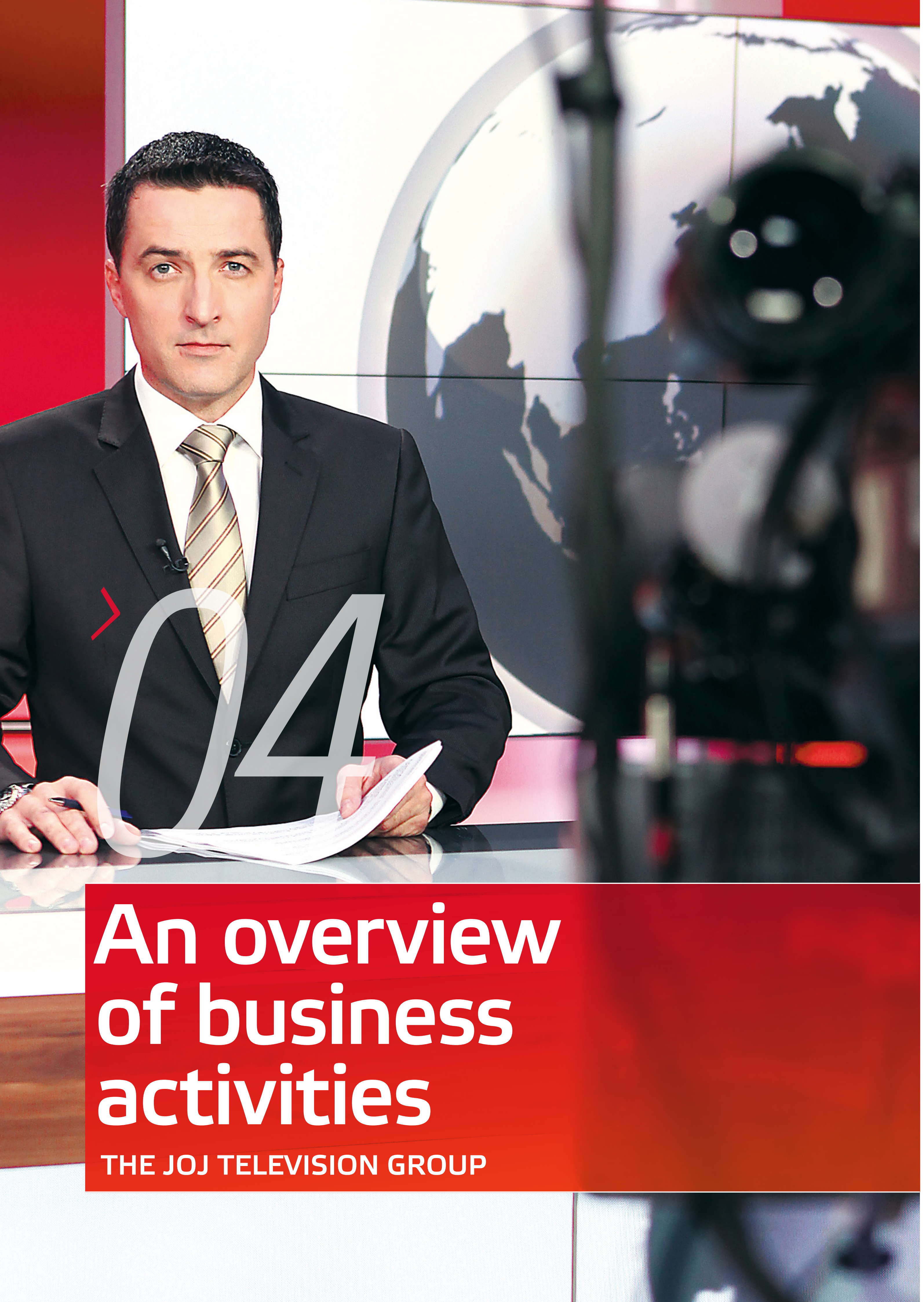
Annual growth in %	2011	2012	2013	2014	2015*	2016*	CAGR
GDP development real/*predicted	2.8%	0.9%	0.2%	0.3%	0.7%	1.6%	1.1%

Source: Osterreichische national bank (ONB), Eurostat

*GDP development real/*predicted Czech republic* 2011-2014

Annual growth in %	2011	2012	2013	2014	2015*	2016*	CAGR
GDP development real/*predicted	1.7%	-1.2%	-0.9%	2.3%	2.6%	3.0%	1.2%

Zdroj: ČNB - Prognóza zverejnená 5.2.2014



04

An overview of business activities

THE JOJ TELEVISION GROUP

2014 was a difficult, yet successful year for TV JOJ. JOJ aired not only its stable program pillars, but also numerous new high quality programs and a varied program portfolio once again brought JOJ's viewers closer.

As testimony to this, the absolutely most watched Slovak program of 2014 was Seventh Heaven, watched by an unbelievable one million six hundred thousand viewers (TG 12+) on Sunday December the 7th, meaning an excellent 21.6% rating and a fantastic market share of 44.2%. Among non-news and non-sports programs by Slovak television, the show hosted by Vilo Rozboril attracted the most viewers in the commercially important target group when its fourteenth instalment recorded a record 15.9% audience share and a great market share of 38.7%. In the spring season the most successful project in TV JOJ's portfolio was clearly The X Factor –which on March the 16th 2014 reached its peak with an above-average market share of 31.4% and a 13.3% audience share. The grand singing show was watched by 437 thousand viewers (TG 12-54).

The longest running daily TV series – Panelak – shuffled the cards on the market with its 13th and 14th season. Panelak attracted the most viewers in 2014 on the 20th of January (9.6% Rtg) and achieved its best share of 26.7% on the 4th of June. The show performed excellently in 2014, catching up with JOJ news programs on an almost daily basis. After being shifted to JOJ, Crime attracted the most viewers on the 4th of May (10.8% Rtg) and it's best share of 32.6% in mid June. The Big TV JOJ News achieved its best share of 37% on the third of January and record ratings of 12.1% on the 30th of November. Sport received its highest share of 32.7% in summer on the 27th of June and the best rating (12.4) to the contrary in winter on the 7th of December. The Best Weather's best performance came in on the 27th of April (32.8%) and its best ratings were on the 2nd of November (13.1%).

The strongest months in terms of JOJ Group ratings were achieved in January and November in terms of prime time ratings and also from January to December in daily ratings. Compared to 2013 JOJ improved its rating results in prime time in November and December 2014. During the winter months, the JOJ Group also received their best market shares, and also performed successfully in the summer in July. Regarding the results of the JOJ TG 12-54 Group, record performance in prime time (35.2% SHR) was recorded on the 7th of December 2014. TV JOJ then achieved its best prime time share (29.7% Shr). In terms of daily ratings the JOJ Group had its best share of 28.1% on Sunday October the 19th.

The PLUS channel received its best market shares in January 2014, and not only due to its film line-up, but also because of its Crime news show which was at the time broadcast by PLUS instead of JOJ. In prime time PLUS's best share came in at 8.8% (25th January) when the second instalment of the Czech comedy Kamenak was aired. In terms of daily ratings the station had the best performance (7.2% Shr) the next day (January 26) when Crime was aired to an excellent 13.9% market share.

The female oriented WOW station achieved success predominantly in the summer, when for two days in a row the station achieved its best performance. The third week in August brought prime time records (3.3% Shr) and the fourth week brought and all day record (3.1% Shr). Primarily acquisition lifestyle and living titles on WAU achieved fantastic numbers in 2014. WAU's flagship original format Shopping maniacs peaked on October the 22nd with an above-average market share and audience share (22. 0% Shr. and 3.9% RTG).

ORIGINAL PRODUCTIONS

SEVENTH HEAVEN
Genre: Family show

TV JOJ's family show Seventh heaven became the absolute most watched original Slovak show in 2014. The show featuring host Vilo Rozboril and strong social contexts evokes a feeling of solidarity amongst viewers, for the main protagonists are ordinary - yet exceptional - people and their destinies. Viewers came to love the show immediately thanks to the emotionally charged stories that are not short on surprises, joy and emotion. The show was watched by an unbelievable six hundred thousand viewers (TG 12+) on Sunday December the 7th. Among non-news and non-sports programs on the Slovak television market, the show hosted by Vilo Rozboril attracted the most viewers in the commercially important target group.

THE X FACTOR
Genre: Singing show

In the spring season TV JOJ in collaboration with the Czech TV Prima brought viewers the popular X Factor show. This was the first time the local version had ever been broadcast in Slovakia, directed by Jeffo Minařík who had previously headed up all four seasons of Czech and Slovak Talent. The X Factor was hosted by Martin Pyco Rausch and featured four coaches: Celeste Buckingham, Ondřej Brzobohatý, Sisa Sklovská and Oto Klempíř. The winner was Peter Bažík who won a prize of 100 000 Euro. Overall, most viewed episode of The X Factor was the second casting round broadcast on March 16, which had excellent ratings amongst younger audiences (CS 12-54) and 13.3% above the average market share of 31.4%.

INTERACTIVE XCLUB
The X Factor brought not only entertainment and top performances to viewers, but also a competition featuring great prizes through the XClub. For all online activities related to The X Factor, registered viewers acquired points that during the competition could be exchanged for various prizes. Throughout the contest a staggering 6,559 competitors were eventually involved. Altogether TV JOJ gave away 915 prizes to the most loyal X Factor fans.

HIGH-RISE (PANELAK) SEASON 13 & 14
Genre: The longest daily serial on air in Slovakia.

The Highrise is the place where every night many things have been happening for a number of years. Conversational wit between the leading characters, love affairs, minor misunderstandings, antipathy, daily worries, but also great emotion, tension and comic elements which are mainly brought by and Imre and Gejza. Popular Maslák (Ján Koleník) returned, really shuffling the cards -not only surprising with a big decision about his career, but also trying to regain the beautiful Angie (Mirka Partlová). Dramatic situations were also brought by the love triangle of Vladimír Kobielsky), Ivana (Diana Mórová) and Hoffa (Zuzana Fialová) and problems arise in Michal (Marián Miezga) and Baska (Gabika Marcinková)'s relationship. The latest series of High-rise was extended to feature new areas - Hoffa's apartment where she moved in with her father. And to make matters worse, after a short break, in addition to Maslak's return to the series we also welcomed back charismatic doctor and devilish seducer Fabry (Marko Igonda).

DR. EMA
Genre: Family serial

V JOJ prepared a visually unique serial for the autumn season that was filmed on Arri Alexa cameras. This family serial concerning inter-human relationships has thereby received a new dimension which is of great appeal to viewers. Doctor Emu Liškova (Soňa Norisová) visits a multitude of patients. The patients know her not only as a fantastic psychologist but also as the author of articles in a well-know female magazine. The main plot for each episode is one session discussion. The problem at hand is seen by viewers from a number of different points of view. Ema deals with problems like a professional, her mother Hela (Zuzana Kronerová) judges everything with her typical village mentality and unmistakeable humour. In the same way she tries to save others, she has to fight to save her own relationship. In addition to her partner Tomáš (Milo Kráľ) and save her relationship with her teenage daughter Simona (Natália Germániová).

THE 15 MINUTE CHEF
Genre: Culinary show

Successful chef Gabriel Kocák presents viewers with an exceptional culinary show which is unusually lively, fresh and visually powerful on the Slovak TV market. The creators of the show while filming used the most modern camera technology and dynamic forms of editing. The fast and energetic Gabo drags his audience directly into the goings-on in his kitchen, where he teaches tem how to cook two excellent meals in just 15 minutes in each instalment. He shares favourite recipes that are specially adapted for the everyday life of busy people and anyone who wants to cook tasty, healthy meals and not spend hours in the kitchen. In each instalment Gabo also reveals his original culinary secrets and useful practical kitchen tips much to the appreciation of both beginners and experienced chefs alike.

THE JAN KRAUS SHOW
Genre: Late night show

The JOJ Group team and FTV Prima have prepared a late night talkshow the way viewers want it. 17 instalments with a new title sequence featuring Bratislava and Hradčany castles. Famous Slovaks were invited to join the cult host with his sarcastic humour. During the summer viewers had the chance to see unaired reruns of the shows by TV Prima in which Jan Kraus welcomed personalities from Slovakia. These included President Andrej Kiska, presidential candidate Milan Kňažko, hockey player Marián Gáborík, singers Richard Muller and Jana Kirschner, actor Marián Labuda and popular couple Dara Rolins and Patrik Rytmus Vrbovský. Jan Klaus has hosted his late night show for ten years and for the first time the show is now filmed for the Czech Republic and Slovakia simultaneously.

PEEPHOLE

Genre: Stage sitcom

Peephole was the first ever stage sitcom featuring a great all-star cast. This new TV JOJ entertainment format combined popular elements of entertainment formats into an original and effective form. Alojz (Lukáš Latinák)is a bus driver who loves peace and quiet at home, football and his wife Gabika (Petra Polnišová) - when she's silent. Gabika is never satisfied, she wants to live bigger and better, therefore she yearns for her neighbour Marian (Robo Jakab)'s flat – Marian is a bachelor with skirt-lifting tendencies who lives with perfectionist Dušan (Juraj Kemka) and sexy talentless actress Silvia (Agi Gubíková). They live on the same floor in a building where parallel plots play out and intertwine. The actual plot itself is scripted, but the playout is created by the actors improvising. The narrator is director Dano Dangl - who stops and changes the plot whilst giving the individual actors orders that the others don't know about. The studio audience receives the possibility of interactively playing a role and influencing the plot through voting devices.

THE PROTECTORS

Genre: scripted reality

A new TV JOJ fiction series freely based on the unique and successful legal Courtroom show. The Defenders was characterised by unusual treatment of interpersonal disputes that the creators ran in two parallel lines - addressing the issues in the environment of a mediation office and the actual development of interpersonal relationships between the main actors in individual stories. Each episode was a closed story. The Defenders have an experienced team who can literally deal with the impossible, instead of judgment being passed, a solution to the problem in the form of a compromise beneficial for both parties was always found. The Defenders did not lack comedy and humour. The series is based on real life stories.

COURTROOM

Genre: Scripted reality

Courtroom was launched in 2008 on the Slovak television market and brought new audiences a successful genre of scripted reality show and it gradually became a phenomenon. The show today is among the fixed stars of the TV JOJ program structure and despite many years on the television screen still has loyal viewers. In 2014 an amendment to the Family Act was prepared, so the producers decided that the new episodes would be dedicated to mothers, children, alternating custody etc... In addition to entertainment, viewers also found inspiration for resolving their living situations.

NEW LIVING

Genre: Lifestyle magazine

New Living returned to the JOJ screens in 2014. Although the show has its old-new host, Vlada Voštinár, it has otherwise undergone a major upheaval since its start: its richer in attractions, deals and visualization. Viewers appreciated these changes with many positive reactions on social networks.In New Living we help people find housing or rentals, cooperating with several real estate agencies, developers and experts in the real estate market who are able to provide a broader view. In cooperation with architects we offer an alternative that wouldn't have considered but often is right for them. We provide an insight into the most expensive, most advanced most environmentally friendly and most bizarre real estate in Slovakia and the surrounding area. We do not avoid atypical requirements such as lofts, cottages, houseboats, garages, offices and shops. Through the inspection of empty spaces can prepare visualizations of property reconstruction which often help the protagonists in their final selection. None of the three offers are the same and New Living always provides a fourth bonus offer. Unexpected solutions, new possibilities and imaginings – this is New Living.

NEWS

THE 12 O'CLOCK NEWS

A news program broadcast at noon informing the viewer of domestic and foreign news of the day. The anchors are the charming Andrea Palffy-Belányi and Daniela Strculová. An integral part of the news is an interview with a guest on a current theme or lifestyle topic. Anchors Ján Mečiar and Ivan Janda enrich the show with interesting topics to which professionals, fans and their promoters respond.

THE 5 O'CLOCK NEWS

A news show aired in the late afternoon during workdays featuring information the viewers received in the 12 o'clock news plus additional themes – from both home and abroad - that have arisen in the early afternoon hours. The anchor duos inform viewers of current events and provide extended coverage of older events that are slowly unfolding and are to be covered in the main evening news. This show provides viewers not only with the day's highlights, but also serves to motivate them into watching the evening news.

CRIME

The content of the Crime news format in Slovakia still remains unique and has a large fan base. In autumn 2014 Crime was broadcast on Plus for several months and significantly helped to raise its share. In the spring of 2014, following the re-transfer from Plus to JOJ, it constantly reinforced prime time for the main station and delivered outstanding viewing figures. Crime offers daily information on criminal cases, developments pertaining to different criminal, financial, political and other cases, traffic accidents, missing persons and the like. However, the creators bring the audience closer to the civic and service issues and help them find their way with civil rights, obligations and providing a guide on how best to respond in crisis situations.

THE BIG TV JOJ NEWS

The main TV JOJ news show continued to air on a daily basis in 2014 and provided the most important and most complex information from both home and abroad. One of the characteristics of the Big News is its wide and accomplished network of regional reporters who provide a great amount of information on the events unfolding in individual regions of Slovakia. In addition the news responds to tips and suggestions from viewers, is known for its objective, understandable and an attractive approach to creating individual reports. Mobile phone users can watch TV JOJ news on their devices. The application allows viewers to constantly monitor actual events from both at home and abroad, be it as archived news material or articles from the noviny.sk portal

TOP STAR

News from the world of showbiz has become a stalwart on TV JOJ screens. Viewers can watch it daily in access-prime time, Top star brings them not only information, but also some fun and pleasant relaxation after coming home from work. International celebrities are mapped y Alexandra Hinková – an experienced reporter, Alexandra Orviská, Soňa Chotárová, Petra Poláčiková, Ivana Šišková and Nora Hamar Ducká. Top Star is hosted by popular presenter Soňa Skoncová who for over a year has been accompanied by Ján Bakala

ACQUISITION FILM PREMIERES

THE HUNGER GAMES

In a dark future in the ruins of North America lays the country of Panem with its capital and twelve districts. Each year the Hunger Games are held, involving young people selected in a draw - one boy and one girl from each district. The television reality show broadcast across the country serves as a demonstration of the cruel domination of the capital over the districts. Sixteen year old Katniss Everdeen (Jennifer Lawrence) wants to save her little sister after her name is drawn by voluntarily offering an exchange – for herself.

MARVEL'S THE AVENGERS

When the villain Loki in the heavenly realm of the gods of Asgard threatens planet Earth, Nick Fury, head of the super-secret organisation S.H.I.E.L.D., assembles a team of exceptional superheroes to avert a disaster that could destroy the planet. But first, The Group of strong personalities - Iron Man, Hulk, Hawkeye, Black Widow, Captain America and Thor - must deal with what the combination of so many stubborn and conceited egocentrics entails. It will not be easy.

THE HOBBIT: AN UNEXPECTED JOURNEY

The first of three parts of the film adaptation of JRR Tolkien's books by director Peter Jackson, Academy Award winner and creator of the top-rated Lord of the Rings trilogy. The story is set in Middle-earth 60 years before the events of The Lord of the Rings. Hobbit Bilbo Baggins joins a pilgrimage with Gandalf the wizard and thirteen dwarves who are led by the legendary warrior Thorin. The aim of the expedition is to recover the lost Kingdom of Erebor the dwarves in the Lonely Mountain, from where they were cast out by Smaug the dragon.

ACQUISITION SERIES

NO LIMIT

No Limit is a thriller series by Luc Besson about a secret agent who discovers that he has an incurable brain tumour. The one chance to cure him is an experimental cure – due to which he joins the fight against organised crime through illegal means.

KING & MAXWELL

An American detective series by TNT. This story about a pair of private investigators is based on novels and this TV depiction was overseen by the executive producer of NCIS: Los Angeles. Sean King and Michelle Maxwell are no ordinary private detective duo. They are both former secret agents who were forced to leave the service…

DRACULA

The latest adaptation of the stories of the Count Dracula novel by Bram Stoker in the series produced by NBC which brings a dark and brutally chilling atmosphere. Count Dracula comes to London as Alexander Grayson, an American entrepreneur and inventor to present Victorian society with the miracles of modern science, and show how they can be used in practice. The real truth is that he plans to get revenge on the people whose ancestors many centuries ago destroyed his life. Dracula desires revenge, but unexpectedly falls in love with a woman, who reminds him of someone from the distant past.

VIKINGS

This epic Nordic saga tells of the Ragnar Lothbroka clan –the greatest hero of his time, who became the unifier and first king of all the Vikings. At the beginning of the second series we meet familiar characters from the previous instalments. Their fates are intertwined in the struggle for power and new territories.

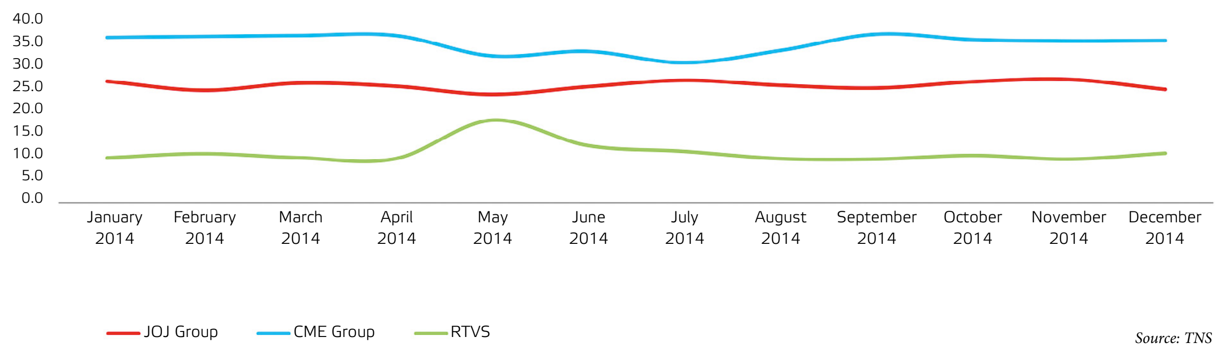
HANNIBAL I + II

One of the most famous criminal characters in the history of film, the phenomenally intelligent and socially sophisticated psychopath cannibal and serial killer: Dr. Hannibal Lecter arrives on the scene as the hero of a new television series. Learn what could have prevented the well-known film story and how he lived in the times when he was a renowned psychiatrist.

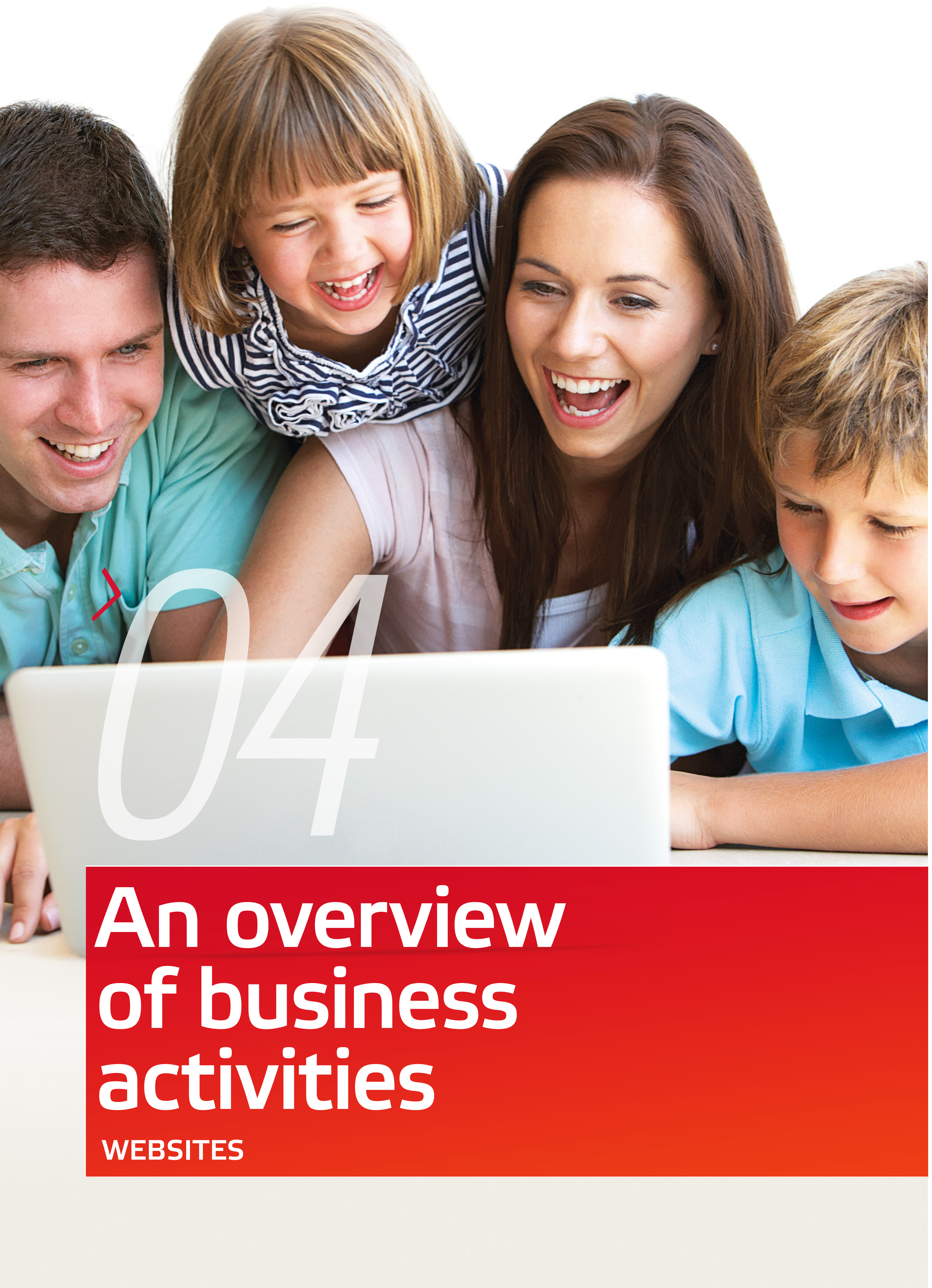
BONES

The Latest series had its world premiere on American screens from 16 September 2013 to 14 May 2014, Dr. Brennan and FBI agent Seeley Booth are married and have a daughter - Cristina, living as a family in the same household. However, both continue to proceed in the joint investigation of crimes.

Prime time growth by month 2014 (Shr % 12-54)



Source: TNS



04

An overview of business activities

WEBSITES

WEBSITES

One of the few market segments that has registered continual growth over the past few years is the ONLINE segment – internet advertising and tools related to this segment. For this reason JOJ Media House has concentrated its attention and investment on online activities in particular.

Thanks to its high quality content and innovative technological approach TV JOJ is maintains the lead in the sale of online advertising.

We wish to further strengthen our market position and therefore we are constantly engaged with technological developments that bring television content closer to the viewer regardless of the device on which they watch it.

In 2015 plan to innovate the main JOJ Group portfolio flagship – JOJ.sk.

Internet presentations of TV stations in our portfolio have significantly in increased, therefore the time has come to move on and set up new processes and trends.

A complete redesign of the site will bring an airier, clearer layout and a modern flat design. More interesting and engaging content will give us more scope for an innovative approach to working with the audience. Closer links to social networks, interactive audience participation in broadcasts in real time, and last but not least new ad formats give rise to the promise of another small revolution in the field of television and online entertainment.

NEWS AND LIFESTYLE WEBSITES

2014 was a breakthrough year for our news portal and its lifestyle satellites.

Thanks to hard work by the whole team the Noviny.sk portal became a television website.

The JOJ Group Online portfolio no longer has just one strong "workhorse", but for the favour of clients is upheld by the strong and most importantly – the un-interrelated tandem which pushes us further and further every month.

The Prezenu.sk (forwomen) lifestyle web become a competitive portal and since its creation has strengthened its position among the top five women's websites in Slovakia.

The Premuza.sk (formen) shuffled the cards amongst male-oriented websites and significantly climbed the ladder of the most visited portals.

THE REVOLUTION IN TV APPLICATIONS

At the end of 2014 TV JOJ rewarded its loyal viewers by launching the 'Don't pay for JOJ, JOJ pays you!' TeleRolo application.

TeleRolo utilises an audio TV analyser that anonymously compares the ambient signal with TV JOJ live broadcast audio. After each successful analysis the application automatically calculates the amount of time the viewer has spent watching JOJ.

TeleRolo rewards viewers for watching JOJ and was an international first, signifying a small revolution in television monitoring and viewer interaction in Slovakia.

INTERNET APPLICATION DEVELOPMENT

In this ever developing media market, JOJ Media House operates through eFabrica a.s. – of which it owns a 51% stake. eFabrica provides technical support for companies within the group as well as the development of custom applications. In 2013 eFabrica developed the social feed application – a social network content aggregator that attempts to motivate people into online activities for projects that have been launched. Its first use for the TV JOJ X factor project was more than successful. The xfactor.sk website achieved the best results ever compared to the previous talent competition results.

During 2014 the company carried out many significant activities:

» The noviny.sk news portal redesign which - combined with new technologies and added new content – has resulted in increased year on year visits by more than 100%

» The launch of the new tesco.sk website along with a mobile version

» The implementation of a new voting system for the JOJ Group, the result of which is the possibility to run competitions with the option of voting by means of various forms – online, SMS and social hashtags

04 An overview of business activities

THE OUTDOOR ADVERTISING MARKET

THE OUTDOOR ADVERTISING MARKET IN SLOVAKIA

Developments on the outdoor advertising market lead to 2014 being characterised as a year of moderate growth in expenditures. The presidential elections, Euro parliament elections and communal elections all contributed to this positive result. Investments on the part of other campaign advertisers remained at the same level they had been in 2013 with only slight growth registered.

The Akzent BigBoard group focused their attention on improving their advertising platforms, optimising its media count and increasing the number of services provided to its business partners. One of the priorities for 2014 was consolidating its market position, resulting in these major events:

On the 3rd of January 2014 - the purchase of HANDY MEDIA s.r.o. when Akzent BigBoard, a.s. became the 100% owner. The company provided its clients its portfolio of advertising space in the interiors of public transport vehicles. The aforementioned acquisition expanded not only the company's media portfolio, but also the possibilities for the implementation of transport advertising.

On the 8th of April 2014 – the establishment of BHB s.r.o, which has been building its portfolio of advertising media and thus contributing to the diversity of the whole Akzent BigBoard group. Based on the above, the group is capable of fulfilling the most demanding requirements of sponsors not only in terms of volume and types of advertising media, but also quality.

On the 1st of December 2014 - based on a decision by company management RECAR Slovakia was merged with HANDY MEDIA, Ltd. which became part of the group in early 2014. The said merger has managed to create an integrated company providing outdoor advertising not only externally (on vehicles), but also in the interior. The move contributed to the functioning of the group becoming more effective.

In 2014 companies operating in particular in the telecommunications, banking and FMCG were among the biggest advertisers.

THE OUTLOOK

2015 will be the year of expansion of the product portfolio, improving the efficiency of the advertising media network and strengthening the market position for Akzent BigBoard.

THE OUTDOOR ADVERTISING MARKET IN THE CZECH REPUBLIC

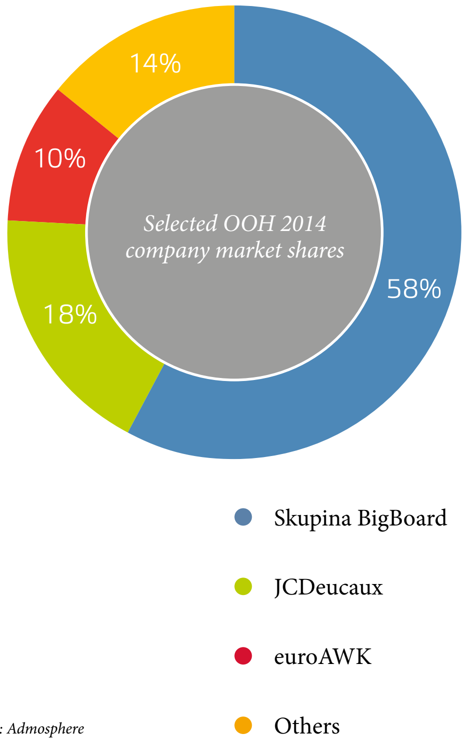
2014 on the Czech media market a slight growth in investments to the level of 5% in list prices according to data published by Admosphere. Almost the entire increase in advertising investment was absorbed by the segment of television advertising which grew by 12%, along with the radio segment which grew by almost 4%. The investment growth in the television sector was due to the release of the CET 21pricing policy. Other market segments compared to 2013 decreased slightly in percentage points.

On the media market on which JOJ Media House does business through BigBoard Praha the situation in 2014 was one of stagnation. The overall decline on the outdoor advertising market by 1% in list prices only confirms last year's stagnation. During the year the group focused on consolidating its leading market position, improving the quality of its products, not making any significant investments in expanding the network of advertising media or dissemination of the group itself through acquisitions. Telecom operators are shifting their investments into this segment, but the outflow is balanced by sponsors operating in FMCG.

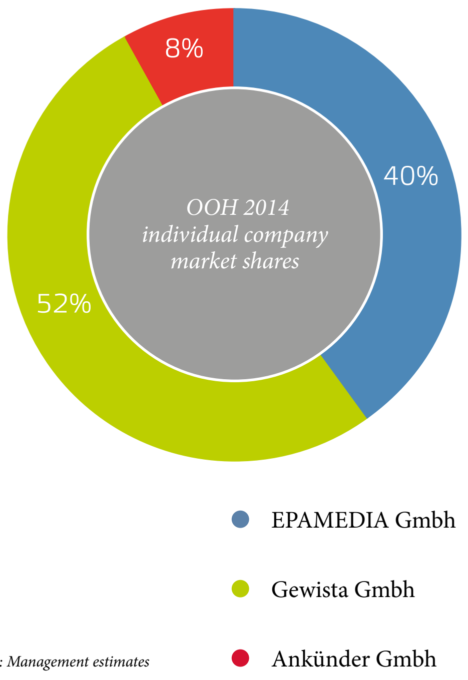
THE OUTDOOR ADVERTISING MARKET IN AUSTRIA

Developments on the outdoor advertising market in Austria – as in other countries where JOJ Media House does business through its subsidiaries - can be described as stagnant. JOJ Media House does business through the EPAMEDIA group which has been part of the holding since 2012.

The EPAMEDIA group has undergone significant re-structuralising. Since being incorporated into the holding company its restructuring process has commenced in order to increase economic efficiency, which is linked to the sale of its subsidiaries in the Czech Republic, Slovakia, Romania and Hungary. This process was completed in 2014, when the last subsidiaries operating in the market in Macedonia and Croatia were sold. There were no significant changes in the Austrian outdoor advertising market last year. Market shares did not increase, no strong new competitors were registered. The largest competitor remains to be Gewista which increased its investment into digital media last year. Both of the largest players on the market started streamlining their network of advertising media. This process has continued in 2015 in terms of the size of the EPAMEDIA group's portfolio which currently stands at 28 media.



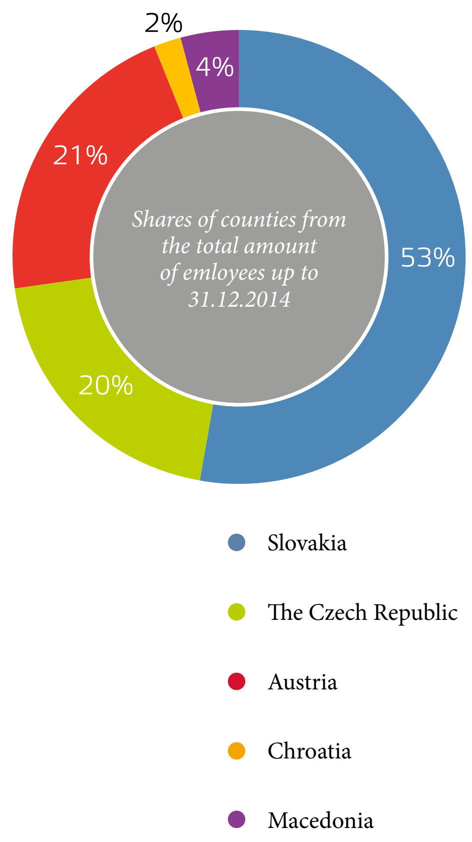
Source: Admosphere



Source: Management estimates

05

Personnel policy



As in any other organisation, at JOJ Media House people are an important element in terms of company resources and a major element in the success of the group. Therefore, the personnel policy is focused on the selection, evaluation and motivation of employees who contribute to increasing efficiency, achieving the tasks set for the long term and the achievement of strategic objectives. The company remains one of the major media employers in Slovakia, the Czech Republic and Austria. The average number of employees in the group fell by 18.74% year-on-year. This drop was caused predominantly by the sale of subsidiaries on the outdoor advertising markets in Croatia and Macedonia. In 2014 the group finished the restructuralisation of the EPAMEDIA group. In other countries it recorded a slight decrease in the number of employees with regard to increasing the efficiency of human resources.

Overview of the average number of employees per media house per country

Slovakia	252
The Czech Republic	97
Austria	101
Chroatia	9
Macedonia	18
JOJ Media House Total	477

Overview of the average number of employees per media house company

JOJ Media House, a.s.	8
Slovenská Produkčná, a.s.	187
MAC TV s.r.o.	7
BigMedia, spol. s r. o.	19
Akzent BigBoard, a. s.	16
Recar Slovensko a. s.	3
Recar Bratislava a.s.	5
Big Board Praha, a.s.	32
Czech Outdoor, s.r.o.	19
BigMedia, spol. s r.o.	23
EPAMEDIA - EUROPÄISCHE PLAKAT - UND AUSSEN MEDIEN GMBH	91
Heimatwerbung Ges.m.b.H	7
R+C Plakatforschung und kontrolle GmbH	3
Outdoor akzent s.r.o.	23
Outdoor akzent d.o.o.	9
modern web, s.r.o.	7
Akzent Media d.o.o.e.l.	18
JOJ Media House Total	477

** - EPAMEDIA - EUROPÄISCHE UND AUSSEN MEDIEN GMBH*

** - HEIMATWERBUNG*

**- R+C Plakatforschung und kontrolle GmbH*

06

Significant events in 2014

January 3 – the purchase of HANDY MEDIA s.r.o. by Akzent BigBoard, a.s.HANDY MEDIA was focused on the provision of public transport advertising space.

March 15 – the legal form of modern web s.r.o. was changed to eFabrica, a. s. This company covers the group's business activities in the internet, application development, web design and technical support segments for companies within the group.

April 8 – the establishment of BHB s.r.o, which expands the portfolio of advertising media for the Akzent BigBoard group.29 May 2014 – the sale of Akzent media d.o.o.e.l., active on the outdoor advertising market in Macedonia to a local aspirant.

October 4 – the merger of Public Space Advertising GmbH with its parent company EPAMEDIA EUROPAISCHE PLAKAT UND AUSSEN MEDIEN GMBH.

December 18 – the sale of Outdoor akzent d.o.o. – Croatia – this sale meant completion the streamlining of the organisational EPAMEDIA EUROPÄISCHE PLAKAT – UND AUSSEN MEDIEN GMBH.

December 31 – the raising of equity in EPAMEDIA - EPAMEDIA – EUROPÄISCHE PLAKAT – UND AUSSEN MEDIEN GMBH by 17 million Euro through contribution to other capital funds outside of share capital.

December 31 – HANDY MEDIA, s.r.o. at the end of the year merged with RECAR Slovensko a.s and this combination will create a company providing comprehensive services in the field of transport advertising.

EVENTS OCCURRING AFTER THE CLOSING OF THE ACCOUNTING PERIOD

January 1 – the JOJ Group expanded to feature a further monothematic channel – RiK – which is focused on child viewers and is the first subscription channel within the group.

April 21 – JOJ Media House, a. s. became the 100% owner of HARAD, a. s . via which the company owns a 100% stake in Radio Services s.r.o. which is focused on providing services to radio broadcasters.

07

Risk factors and risk management

The Company has identified certain risk factors related to its commerce and operations. The following risks have been identified:

THE RISK OF THE COMPANY BECOMING DEPENDENT ON ITS SUBSIDIARIES

The main business activity of the Company is the management and financing of participations in other companies. Therefore, the Company is dependent on income from dividends and interest on loans to subsidiaries, and these depend on the success of the Company or its subsidiaries.

THE RISK OF A CRISIS, DEPENDENCE ON GENERAL ECONOMIC CONDITIONS AND THE RISK OF DECLINING ADVERTISING EXPENDITURES

Revenue from advertising makes up the majority of subsidiary revenues which are dependent on generally favourable economic market conditions. There is the risk that in the event of an economic crisis, economic downturn or adverse economic conditions, there will be a general reduction in advertising expenditure, with the result being that the Company may suffer losses.

THE RISK OF REFINANCING EXISTING LOANS AND FUNDING NEW PROJECTS

The consolidated capital structure of the Company's figures significantly in the range of debt financing which has its origins in the pre-crisis period. The Company - within the holding - initially chose a more aggressive financial strategy, the financial market crisis, however, hindered their rapid development. The Company does not wish to eliminate the need in the future to again use anything other than their own resources to pay for existing or future liabilities. With the use of foreign sources of funding there is not only limited access to new sources of funding, but also reduced flexibility in management decisions coming from the various provisions in credit agreements, which aim to protect existing creditors.

THE RISK OF CHANGES IN THE ADVERTISING EXPENDITURES STRUCTURE

Due to the holding's focus on television advertising, the advertising expenditure structure by the Slovak advertising market plays an important role in relation to future developments. According to the Company's internal analysis, historically the most used promotional medium is television and outdoor advertising, ranging at around 60-65% of total advertising expenditures. There is no guarantee that the television advertising market will maintain its current position to compete with other advertising media.

THE RISK OF RATINGS DECLINING

The emergence of competing television stations with attractive ranges of programs as well as alternative forms of entertainment can lead to an outflow of viewers. The preferences and tastes of audiences are changing and the Company runs the risk that in this dynamic environment it may inaccurately estimate the needs of the public. A decline in the audience is closely related to declines in advertising revenue, which could have a negative impact on the profitability and overall development of the Company.

THE RISK OF COMPETITIVE STATIONS BEING LAUNCHED

With the advent of digitisation has made room for new television stations which could lead to more intense fighting in the media sector and television advertising. Due to the relatively simple process of obtaining a license for digital broadcasting new companies can enter the market and likewise launch new broadcasting stations. Such a competitive struggle may lead to a reduction in ratings and the associated reduction in advertising revenue.

THE RISK OF REGULATION

The area of broadcasting and advertising is an area that is subject to regulation and in the event that circumstances change this regulation, there is no guarantee that such a change will not translate into negative economic results for the Company.

THE RISK OF LICENSE REVOCATION OR NON-RENEWAL OF VALIDITY

In the event of violation of the laws and regulations in force in respect of television broadcasting, in the extreme cases, the competent regulator may resort to withdrawal of the broadcasting license and thereby prevent further broadcast. Likewise, there is no legal entitlement to an extension of the license for its expiration. Since television advertising is a key source of income for the holding company, withdrawal of the license for broadcasting or non-renewal may have a negative impact on the Company's business.

TECHNOLOGICAL DEVELOPMENTS

With the development of new technologies there is a risk of lagging behind the competition. Although the media constantly shifts, improves and refines itself, the implementation of innovation is a financially and operationally difficult process that requires not only changes by media companies, but also changes by customers (viewers). New technologies can cause an outflow of viewers to rival broadcasters or to other alternative forms of entertainment, which can result in a decline in advertising revenues

THE RISK OF COMPETITION

The diversification of services offered by companies within the holding is observable only in the media sector where they are focused alongside television advertising on other forms of advertising. There is a risk that in the event of changes in the needs of the advertising market, the Company may fail to respond flexibly and quickly, which could have the potential to reduce revenues for companies within the group.

THE RISK OF LEGAL ACTION

Due to the nature of the business within the holding companies in the media industry, where it is often through competition shocking information and also information on the edge of the law appears, it is not possible to exclude any litigation faced by the subsidiaries. Any eventual heated litigation may have a negative impact on the financial position of the Company.

THE RISK OF LOOSING SIGNIFICANT CLIENTS.

Advertisers - whether in the form of advertising agencies or companies themselves as direct advertisers will also constitute the building blocks of business by companies within the holding. The loss or termination of these relationships may result in a decrease in revenue from advertising.

SIGNAL TRANSMISSION RISKS

The area of signal transmission is relatively concentrated in the Slovakia sector. There is a risk that with the advent of digitisation distributing companies will get into a stronger negotiating position and be more selective when awarding new contracts. They also may seek changes in the charges from operators of television stations. Lack of signal propagation for TV JOJ PLUS and WAU program structures could lead to a decline in advertising revenue.

THE RISK OF NON-RENEWAL OF LEASING CONTRACTS

Advertising structures are sold to companies operating on the market of outdoor advertising are located in areas and localities that are not owned by the companies themselves, nor are the property of the companies within the holding. These are areas which BigBoard Slovakia, BigBoard Prague and EPAMEDIA rent. Relationships with landlords are prepared mostly on temporary contracts, so there is a risk that after the agreed period of rental that the contract will not be renewed, either because of unwillingness to extend the contract by the landlord, or because of other restrictions. There is therefore a risk that an adequate replacement advertising space to sell advertising space can not be found, which can have the effect of reducing revenue from advertising.

NATURAL CATASTROPHES

No industry can avoid natural disasters, some of which can have a devastating impact on the operation of all companies – be it meteorological, geological or any other disaster that could interrupt the signal transmission. In the field of outdoor advertising such events may significantly damage, even destroy advertising spaces and greatly reduce their number.

THE RISK OF AN UNSTABLE EURO ZONE ENVIRONMENT

The current unstable situation in Europe and the outstanding issues of disproportionately indebted EU members exhibit the Slovak Republic and Austria as well as other euro zone states to risks associated with the strategy of assistance to euro zone states. In the context of strengthening the power of (financial) stabilisation mechanism, an increase in guarantees arises. In the case of failure of the EU for example as with Greece which has the problem repay loans from the European (financial) stabilization mechanism, with which comes the need for financial assistance from other EU Member States - which could affect the business environment and cause deterioration of the general economic situation in Slovakia, Austria and the Czech Republic as well as in other EU countries upon which the Group is commercially dependent. The aforementioned circumstances, as well as all thereby related regulations, measures and decisions could negatively affect the Group's financial performance.

THE RISK OF CHANGES IN LEGISLATION

As the market develops, the Company and the overall conditions, national legislation in individual states follows suit. The Company has expanded its operations into five countries in Central and Eastern Europe and, therefore, identified the risk that legislative change. For example; a change in legislation in outdoor advertising - specific regulations regarding changes / limitations on the placement of advertising media, their distance from the road etc. Possible changes in the law will require additional expenditures for advertising space or relocation, ultimately reducing the total number of advertising media.

EUR/ USD EXCHANGE RATE RISKS

The volatility of exchange rates, primarily the U.S. Dollar relative to the Euro, the internal is an internal risk factor that affects the Company's income, especially income from Slovak production. The majority of film licenses and licenses for shows that are acquired from trans-Atlantic film studios and licensing houses in U.S. dollars (USD). The Slovak Production Company (Slovenská produkčná, A.S.), periodically enters into forward currency contracts to ensure the EUR / USD exchange rate and minimize risk.

EUR/USD developments 2014

Source: nbs.sk

08

Administration and Management

JOJ Media House is owned by the following companies:

99.9% is owned by TV JOJ L.P.
0,1% is owned by Mgr. Richard Flimel

The registered capital of the company is made up of the following shares:

» Amount: 1 000
» Type: share capital, by name,
» Form: certified,
» Nominal value: 25 Euro, with the issue price of each share at 27.50 Euros.

The ownership of shares making up the company's capital is divided: 99.9% owned by TV JOJ LP and 0.1% private Mgr. Richard Flimel. These shares are not freely tradable.

The company does not own and has not issued securities admitted to trading on a regulated market of any Member State or States of the European Economic Area. The company executed two listed bond issues on the Stock Exchange in Bratislava a.s. The first issue was to the amount of 25 mil. EUR under: ISIN: SK4120008244 series 01 and the second issue reached 55 million EUR under: ISIN: SK4120009382 series 01.

Within the group they the following bonds were issued through BigBoard Praha a.s: ISIN CZ0003502312 bonds bear interest with a semi-annual periodicity of payment of interest. The nominal value of the issue on the 31st of December 2014 was reduced by bonds to the amount of 70 milliom CZK (to December the 31st 2013 by 70 million CZK).

ISIN CZ0003503153 bonds bear interest with an annual periodicity of payment of interest. The nominal value of the issue on the 31st of December 2014 was reduced by bonds to the amount of 100 million CZK (to December the 31st 2013 by 100 million CZK).

THE GENERAL ASSEMBLY

The General Assembly is the supreme body of the company. The powers of the General Assembly are defined by statute 513/1991 Coll. of the Commercial Code as amended and the Articles of Association. The General Assembly consists of all attending shareholders, directors, the supervisory board and third persons invited to the offices of the company and shareholders who convene the General Assembly. Shareholders are entitled to attend the General Assembly, vote, request information and explanations concerning the affairs of the Company or persons controlled by the Company related to the agenda of the General Assembly and to present proposals.

Shareholders may exercise their rights at the General Assembly through a proxy holder who presents written scope of authorization. The exercise of shareholder rights is not limited by the statutes. The number of shareholder votes is determined by the ratio of the nominal value of their shares to the share capital.

The General Assembly makes decisions through a majority vote from shareholders present.

In matters relating to alterations to the increase or decrease of capital, mandates of the Board for an increase in share capital, the issuance of preference bonds or convertible bonds, dissolution of the company or change of legal form, a two-thirds majority vote of shareholders present is required and a Notary Public must provide a memorandum.

A two-third majority of shareholders present is required for approval of a decision by the General Assembly on the close of trading on the Stock Exchange with the Company's shares and the decisions by the General Assembly on the Company ceasing to be a public joint stock company and becoming a private joint stock company.

General Assembly for decision on change of rights related to certain types of shares and restrictions on the transferability of registered shares requires the consent of two-thirds majority of shareholders owning these shares.

The increase of share capital can be performed by introducing new deposits upon the subscription of new shares, increasing the share capital of the company's assets, from company's other own resources shown in the separate financial statements in the equity of the company or a combined capital increase.

Up until the date of preparation of this report the company does not own its own shares, temporary certificates, or business shares of the parent entity.

In the 1. 1. 2014 – 31. 12. 2014 period the General Assembly was convened as follows:

On 30.04.2014 the Annual General Assembly was convened to discuss and approve the individual financial statements, the approval of the consolidated financial statements along with the annual report and the proposal for profit distribution for the year 2013.

1. The General Assembly took note of the auditor's report on the individual financial statements of 31.12.2013 and made the decision to approve them.

2. The General Assembly took note of the auditor's report on the consolidated financial statements of 31.12.2013 and the made the decision to approve them.

3. The General assembly decided on the proposed distribution of profits for 2013 to the amount of 471 046.36 EUR (in writing four hundred and seventy one thousand and forty six Euros and thirty six cents).

» Transfer to the legal reserve fund to the amount of 5000 EUR (in writing: five thousand Euros).

» Offsetting the accumulated loss from 2009 of € 29 632 EUR (in writing twenty nine thousand six hundred and thirty two Euros) offset to the accumulated loss in 2010 of EUR 4 396.85 Euros (in writing four thousand three hundred and ninety six Euros and eighty five cents)

» Offsetting the accumulated loss in 2011 of EUR 391 424.04 Euros (in writing three hundred and ninety one thousand four hundred and twenty four Euros and 04/100 Euros).

» Offsetting the accumulated loss in 2012 of EUR 38 093.47 Euros (in writing thirty eight thousand and ninety three Euros and forty seven cents).

THE BOARD OF DIRECTORS

The Board is the statutory body of JOJ Media House and is authorised to act on behalf of the Company in all matters and represents the Company against third parties in proceedings before courts and other authorities. The Board manages the Company and decides on all matters pertaining to the Company, unless the law or Articles reserve this competence of other bodies. The Board of Directors carries out the commercial administration of the Company and takes care of all of its operational and organisational matters. The Board is required to ensure the proper keeping of accounts and other records, business bookkeeping and other documents belonging to the Company. Among other things the board submits annual individual accounts and extraordinary individual financial statements, the proposal for profit distribution, including the determination of the amount, method and place of payment dividends and royalties and a proposal to cover the losses to the General Assembly for approval. The Board also convenes the General Assembly.

The Board of Directors has one member:

Richard Flimel – Chairman of the Board of Directors
(as of 06.11.2010).

THE SUPERVISORY BOARD

The Supervisory Board is the highest control body within the Company. The supervisory board supervises the activities of the Board and business activities of the Company. The Supervisory Board reviews procedures in matters pertaining to the Company and is entitled at any time to inspect accounting documents, files and records relating to the activities of the company and establish the state in which it is kept. The Supervisory Board examines the accounts of the Company which are required to be prepared under a special regulation, the proposal for distribution of profit or coverage of losses, and is furthermore required to submit a report on the outcome of the General Assembly. In the event of serious deficiencies in the management of the Company and in other cases where in the interests of the Company, the Supervisory Board convenes the General Assembly.

Up until the date the annual report was published the Supervisory Board was made up of three members:

Mgr. Marcel Grega - Chairman of the Supervisory Board
(as of 06.11.2010),
Ing. Radoslav Zápražný - Member of the Supervisory Board
(as of 06.11.2010),
János Gaál - Member of the Supervisory Board
(as of 17.10.2011).

THE AUDIT COMMITTEE

The Company has an established audit committee. The Committee monitors the preparation of financial statements and recommends approval by an auditor to audit the accounts. Other functions of the Committee are defined by law and the Articles of Association. The Audit Committee consists of three members, appointed and dismissed by the General Assembly on the initiative of the Board or Shareholders.

Up until the date the annual report was published the audit Comitee was made up of the following three members:

Ing. Eva Matiašková,
Ing. Ján Kliment,
Mgr. Otília Danišová.

The Code of Corporate GovernanceJOJ Media House is fully aware of the importance of maintaining the principles of Corporate Governance. The Board declared the principles of the Code of Corporate Governance in Slovakia on 21 March 2012. The declaration contains complete information on methods of management, as well as information on derogations from the Code of Corporate Governance. All this information is published on the www.jojmediahouse.sk website.

OTHER ADDITIONAL DETAILS

JOJ Media House and the companies, which it includes in the consolidation, did not incur any costs for research and development in 2014.

The JOJ Media House group does not have any branches abroad.

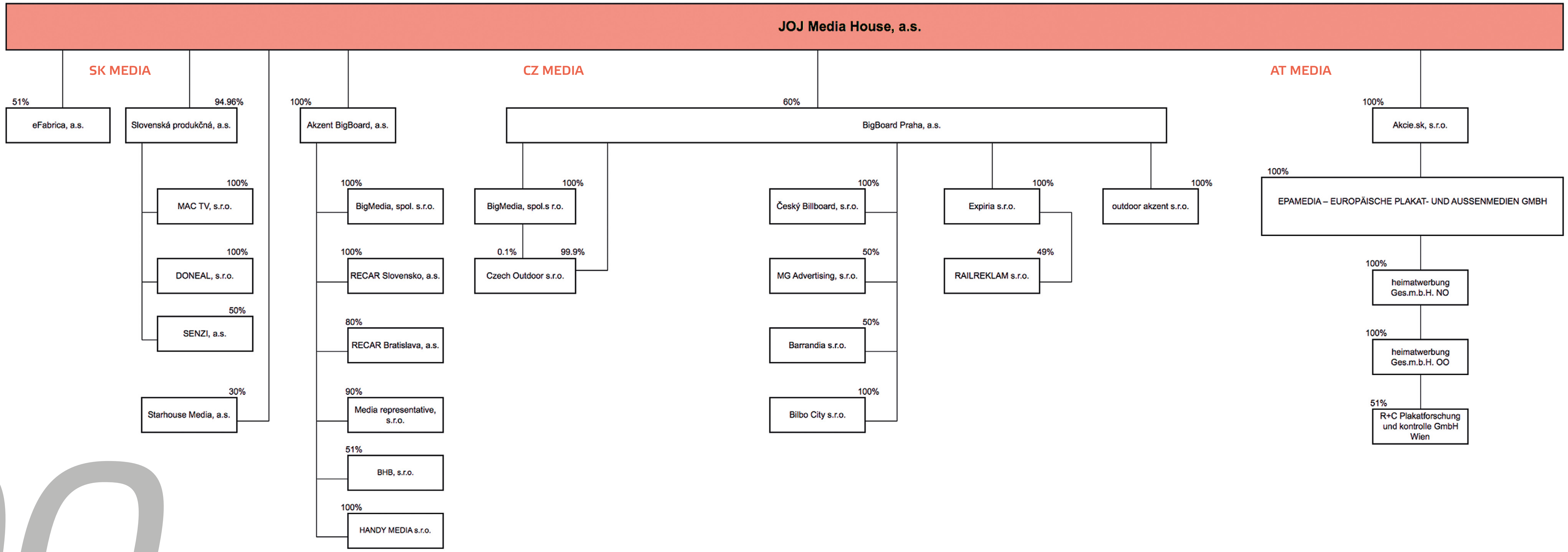
Slovenská produkčná uses forward currency contracts, which provide financial downside risk of the U.S. dollar against the Euro. The diversified funding of the group is governed by financial and credit risks financial flows and liquidity parameters are monitored at regular intervals

The internal control group ensures regular monitoring of the financial plan and the overall financial situation.

The transferability of the debt securities issued by the Company is limited. The Company has not entered into any agreements which take effect, alter or expire due to a change of the control situation in relation to any potential takeover bid.

The Company has not entered into any agreements with members of bodies or employees under which they would be entitled to compensation if their position or employment is terminated by resignation, dismissal of the employee, being recalled, dismissal without cause or their position or employment ceases to be because of a takeover bid.

The company does not engage in activities that have an impact on the environment and have a significant effect on employment.



09

Organisational structure

10

Proposed distribution of profits or loss settlement

The proposed distribution of profits or loss settlement for individual JOJ Media House a.s. financial statements for 2014 to the amount of 105 851 EUR is decided by the General Assembly.

» The proposal by the statutory authority to the General Assembly is as follows: Transfer to accumulated losses from prior years amounting to - 105 851 EUR

The profit or loss of subsidiaries is decided by the owners / shareholders of each company.

11 Social responsibility

The TV JOJ Foundation was established on 18.6.2007 and in August of the same year started to carry out its mission as per its motto: “Helping those who try”. The Governing Board designated certain areas which were defined as the core objectives upon its establishment.

» Paediatric oncology

» Gifted children

» National cultural heritage

» Individually designated humanitarian aid for individuals or groups of people

The foundation fulfils its purpose in particular by providing funds through donations and grants to individuals, non-profit institutions, non-governmental organisations, educational institutions, municipalities and other associations providing public services. During its existence the Foundation has handed out more than 1 000 000 Euros. The Foundation has a 9-member board of directors consisting of members of TV JOJ staff. The statutory authority is Foundation administrator Vladimir Fatika, executive manager Ľuboš Sarnovský and Foundation controller Marcel Grega.

OVERVIEW OF 2014 ACTIVITIES

PAEDIATRIC ONCOLOGY

The main mission in this area, as in the previous year, is to improve the quality of life for hospitalised children with cancer and to help specific families. We secured ad hoc assistance for families with children with cancer to the value of more than 1000 euro.

GIFTED CHILDREN

The main mission in this field was to help gifted children. This was predominantly a nationwide project known as “Seeking out young sports talents in Slovakia”, in which a jury chose 7 finalists who were awarded a present to further develop their sporting activities and three sports clubs which also received a donation for the development of talented players. The Foundation donated 15 000 Euro.

The aim of the project is to create conditions for promising athletes in the 10-15 year age group so that they could qualify for major international sporting events, and successfully represent Slovakia at the age of 15 to apply for inclusion in the Slovakia Junior Olympic Team, which is coordinated by the Slovak Olympic Committee.

The Foundation also provided support for walker Nikoleta Abbatantuon who has represented Slovakia for many years with the sum of 765 Euros.

NATIONAL CULTURAL HERITAGE

The TV JOJ foundation additionally supported a two-part documentary on Josef Gabčík named “Josef Gabčík: We destroyed Hydrich”, which was completed and premiered on the anniversary of the assassination.

In October 2014 the broadcasting debut of the 14-part “Neumlčaní” (Unsilenced) documentary series began.

The Foundation further provided financial support to he amount of 100 104 Euros for the following:

» The 'Seventh heaven' project supporting 17 families with a total of 76 404 Euros, a further 19 families will be supported by the Foundation during 2015 with a total of 50 556 Euros (this project dealt with the category of gifted children, paediatric oncology and help socially weaker segments of the population).

» Support for kindergartens to the amount of € 500

» Support for the "Gifted Christmas" project for vulnerable members of society to the amount of 20 000 Euros.

» Support for the rehabilitation of a handicapped boy to the amount of 3200 Euro.

PLANNED ACTIVITIES FOR 2015

In 2015 we plan to continue with he Foundation's activities and successful projects, whilst also preparing the following:

» A 5 year project for gifted children named 'Seeking out young sports talent' via which 10 talented athletes will be awarded.

» Support for mothers in need through the Mother's Day project» Support for oncology patients

» Support for handicapped children

» individually designated humanitarian aid for individuals or groups of persons prepared through continuous public collections that can be used immediately in emergency situations such as fires, floods, landslides and so on.

» Support for organisations caring for abandoned and abused animals and ensuring their adoption as part of the 'animals' project.

» Support for stories from 2014's seventh heaven project and for new stories from September 2015.

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Announcement by the Company Board of Directors

Individual and consolidated financial statements for 31.12.2014 are issued in accordance with special regulations while providing a true and fair view of the assets, liabilities, financial position and profit or loss of the Company.

Mgr. Richard Flimel
Chairman of the Board of Directors

Mgr. Marcel Grega
Member of the Supervisory Boardy

Consolidated financial statements

ANNEX. 1

JOJ Media House, a. s.
and Subsidiary Companies

Independent Auditor's report and
Consolidated Financial Statements
for the year ended 31 December 2014

prepared in accordance with
International Financial Reporting Standards
as adopted by EU

Translation note:
This version of the accompanying consolidated financial statements is a translation from the original, which was prepared in Slovak. All possible care has been taken to ensure that the translation is an accurate representation of the original. However, in all matters of interpretation of information, views or opinions, the original language version of the consolidated financial statements takes precedence over this translation.

Content

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Translation of the statutory Auditor's Report originally prepared in Slovak language

Independent Auditor's Report

To the Shareholders, Supervisory Board and Board of Directors of JOJ Media House, a.s.:

We have audited the accompanying consolidated financial statements of JOJ Media House, a.s. and its subsidiaries ("the Group"), which comprise the consolidated statement of financial position as at 31 December 2014, the consolidated statements of profit or loss and other comprehensive income, changes in equity and cash flows for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Consolidated Financial Statements

Management as represented by the statutory body is responsible for the preparation of these consolidated financial statements that give true and fair view in accordance with International Financial Reporting Standards as adopted by the European Union and for such internal control as management determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements 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 about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation of the consolidated financial statements 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 consolidated financial statements.

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

KPMG

Opinion

In our opinion, the consolidated financial statements give a true and fair view of the consolidated financial position of the Group as at 31 December 2014, and of its consolidated financial performance and its consolidated cash flows for the year then ended in accordance with International Financial Reporting Standards as adopted by the European Union.

30 April 2015
Bratislava, Slovak Republic

Auditing company:
KPMG Slovensko spol. s r.o.
License SKAU No. 96

Slovenská komora audítorov
SKAU
Č.licencie 96
KPMG Slovensko spol. s r.o.

Responsible auditor:
Ing. Branislav Prokop
License UDVA No. 1024

in thousands of EUR	*Note*	**Year ended 31 December 2014**	**Year ended 31 December 2013**
Revenues from services	*5*	140 930	149 142
Other operating income	*6*	1 639	4 578
Total operating income		**142 569**	**153 720**
Bargain purchase gain	*4*	-	1 636
Personnel expenses	*7*	(18 073)	(21 641)
Production costs and impairment of TV programmes	*18*	(18 505)	(25 857)
Programme rights	*8,18*	(13 967)	(15 005)
Depreciation, amortization and impairment of assets	*9*	(22 701)	(23 485)
Rent of advertising space		(28 956)	(33 527)
Other operating expenses	*10*	(48 756)	(47 154)
Total operating expenses		**(150 958)**	**(166 669)**
Loss from operating activities		**(8 389)**	**(11 313)**
Exchange rate gain / (loss)		(1 080)	1 245
Interest expenses, net	*11*	(12 872)	(14 805)
Gain / (loss) from financial instruments		1 114	(180)
Gain from associates and joint ventures		21	53
Gain / (loss) from the sale of entities	*4*	(239)	5 068
Other financial expenses, net		(331)	(808)
Loss before tax		**(21 776)**	**(20 740)**
Income tax	*12*	(282)	2 490
Loss for the period		**(22 058)**	**(18 250)**
Loss for the period attributable to:			
Equity holders of the parent company		(20 652)	(17 539)
Non-controlling interest		(1 406)	(711)
Other comprehensive income, after tax			
Items with subsequent reclassification into profit or loss:			
Foreign currencies translation differences		(137)	(1 332)
Reclassification of change in fair value of securities available for sale recognized to profit or loss		70	-
Net change in fair value of financial assets for sale		-	(62)
		(67)	**(1 394)**
Total comprehensive income		**(22 125)**	**(19 644)**
Total comprehensive income attributable to:			
Equity holders of the parent		(20 709)	(18 573)
Non-controlling interest		(1 416)	(1 071)

The notes presented on pages 9 to 76 form an integral part of the consolidated financial statements.

in thousands of EUR	*Note*	**As at 31 December 2014**	**As at 31 December 2013**
Assets			
Goodwill	13	3 310	3 227
Other intangible assets	13	160 717	171 468
Programme rights	18	1 369	1 463
Property, plant and equipment	15	84 718	91 552
Investments in associates and joint ventures	17	1 176	1 205
Trade and other receivables	19	246	306
Loans granted		918	1 745
Other assets	20	17	34
Deferred tax asset	26	5 576	6 808
Total non-current assets		**258 047**	**277 808**
Programme rights	18	12 979	15 794
Internal programme rights	18	22 106	16 720
Trade and other receivables	19	23 317	22 302
Other financial instruments	16	958	410
Loans granted		74	31
Other assets	20	1 561	1 497
Corporate income tax receivable		36	76
Cash and cash equivalents	21	11 968	13 026
Assets available for sale	22	-	5 184
Total current assets		**72 999**	**75 040**
Total assets		**331 046**	**352 848**

in thousands of EUR	*Note*	**As at 31 December 2014**	**As at 31 December 2013**
Equity			
Share capital	23	25	25
Other funds	23	50 123	50 137
Retained earnings / (accumulated losses)		(6 179)	13 471
Total equity attributable to equity holders		**43 969**	**63 633**
Non-controlling interest		1 013	5 355
Total equity		**44 982**	**68 988**
Liabilities			
Bank loans	24	9 316	29 250
Loans and borrowings	24	7 881	6 975
Issued bonds	25	99 641	121 024
Provisions	27	2 185	1 679
Trade and other liabilities	28	2 819	2 087
Deferred tax liability	26	40 039	41 897
Total non-current liabilities		**161 881**	**202 912**
Bank loans	24	48 426	32 507
Loans and borrowings	24	2 915	1 099
Issued bonds	25	25 016	1 903
Provisions	27	3 250	1 477
Trade and other liabilities	28	44 271	42 705
Corporate income tax liability		305	235
Liabilities related to assets available for sale	22	-	1 022
Total current liabilities		**124 183**	**80 948**
Total liabilities		**286 064**	**283 860**
Total equity and liabilities		**331 046**	**352 848**

The notes presented on pages 9 to 76 form an integral part of the consolidated financial statements.

in thousands of EUR	Share capital	Legal reserve fund	Other capital funds	Foreign currency translation reserve	Retained earnings / (accumulated losses)	Equity attributable to equity holders of the parent company	Non-controlling interest	Total
Balance at 1 January 2014	**25**	**296**	**50 956**	**(1 115)**	**13 471**	**63 633**	**5 355**	**68 988**
Total comprehensive income for the period								
Loss for the period	-	-	-	-	(20 652)	(20 652)	(1 406)	(22 058)
Other comprehensive income, after tax								
Foreign currencies translation differences	-	-	-	(99)	-	(99)	(38)	(137)
Reclassification of net change in fair value of financial assets available for sale to profit or loss	-	-	42	-	-	42	28	70
Total other comprehensive income	-	-	**42**	**(99)**	-	**(57)**	**(10)**	**(67)**
Total comprehensive income for the period	-	-	**42**	**(99)**	**(20 652)**	**(20 709)**	**(1 416)**	**(22 125)**
Transactions with owners recorded directly in equity								
Decrease of other funds	-	-	-	-	-	-	(714)	(714)
Transfer to legal reserve fund and other funds	-	9	6	-	(15)	-	-	-
Dividends	-	-	-	-	-	-	(13)	(13)
Effect of disposing of subsidiaries	-	-	-	28	-	28	-	28
Change in interest without a change in control	-	-	-	-	1 017	1 017	(2 199)	(1 182)
Total transactions with owners	-	**9**	**6**	**28**	**1 002**	**1 045**	**(2 926)**	**(1 881)**
Balance at 31 December 2014	**25**	**305**	**51 004**	**(1 186)**	**(6 179)**	**43 969**	**1 013**	**44 982**

in thousands of EUR	Share capital	Legal reserve fund	Other capital funds	Foreign currency translation reserve	Retained earnings	Equity attributable to equity holders of the parent company	Non-controlling interest	Total
Balance at 1 January 2013	**25**	**74**	**453**	**232**	**36 388**	**37 172**	**2 378**	**39 550**
Total comprehensive income for the period								
Loss for the period	-	-	-	-	(17 539)	(17 539)	(711)	(18 250)
Other comprehensive income, after tax								
Foreign currencies translation differences	-	-	-	(997)	-	(997)	(335)	(1 332)
Net change in fair value of financial assets available for sale	-	-	(37)	-	-	(37)	(25)	(62)
Total other comprehensive income	-	-	**(37)**	**(997)**	-	**(1 034)**	**(360)**	**(1 394)**
Total comprehensive income for the period	-	-	**(37)**	**(997)**	**(17 539)**	**(18 573)**	**(1 071)**	**(19 644)**
Transactions with owners recorded directly in equity								
Other funds contribution	-	-	50 529	-	-	50 529	69	50 598
Transfer to legal reserve fund and other funds	-	232	10	-	(242)	-	-	-
Dividends	-	-	-	-	-	-	(531)	(531)
Effect of new acquisitions	-	-	-	-	-	-	2	2
Effect of disposing of subsidiaries	-	-	-	(341)	-	(341)	(651)	(992)
Change in interest without a change in control	-	(10)	1	(9)	(5 136)	(5 154)	5 159	5
Total transactions with owners	-	**222**	**50 540**	**(350)**	**(5 378)**	**45 034**	**4 048**	**49 082**
Balance at 31 December 2013	**25**	**296**	**50 956**	**(1 115)**	**13 471**	**63 633**	**5 355**	**68 988**

The notes presented on pages 9 to 76 form an integral part of the consolidated financial statements

in thousands of EUR		Year ended 31 December 2014	Year ended 31 December 2013
Cash flows from operating activities			
Loss for the year		(22 058)	(18 250)
Corporate income tax	*12*	282	(2 490)
Interest expense, net	*11*	12 872	14 805
Loss before interest and tax		**(8 904)**	**(5 935)**
Adjustments for:			
Depreciation, amortization and impairment of non-current assets	*9*	21 883	21 933
Impairment of receivables and other assets	*9*	818	1 552
Impairment of TV programmes internally produced	*18*	-	5 815
Bargain purchase gain	*4*	-	(1 636)
(Gain) / loss on derivatives		(502)	207
Change in provisions		2 313	(5 934)
Loss on disposal of property, plant and equipment		231	411
Gain from associates and joint ventures		(21)	(53)
(Gain) / loss on sale of entities	*4*	239	(5 068)
Other non-cash items		(107)	(887)
Operating profit before changes in working capital		**15 950**	**10 405**
Increase in programme rights and internally produced TV programmes	*18*	(2 477)	(3 952)
(Increase) / decrease in receivables and other assets		(1 732)	10 764
Increase / (decrease) in liabilities		1 506	(5 630)
Cash flows from operating activities		**13 247**	**11 587**
Interest paid		(9 978)	(19 968)
(Income tax paid) / income tax received		(680)	133
Net cash flows from / (used in) operating activities		**2 589**	**(8 248)**
Cash flows from investing activities			
Business combinations, net of cash acquired	*4*	(15)	(978)
Proceeds from sale of entities, net of cash disposed	*4*	3 361	208
Proceeds from sales of ownership interests without a loss of control		2	2 198
Proceeds from sale of property, plant and equipment and intangible assets		1 782	1 931
Acquisition of property, plant and equipment and intangible assets		(5 032)	(7 035)
Proceeds from financial instruments		-	113
Dividends received		106	107
Interest received		7	144
Net cash from / (used in) investing activities		**211**	**(3 312)**

JOJ Media House, a. s. and Subsidiary Companies
Consolidated statement of cash flows for the year ended 31 December 2014

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Cash flows from financing activities		
Granted loans	(367)	(31)
Repayment of loans	-	6 496
Repayment of borrowings	(57 422)	(143 069)
Drawing of loans	45 207	38 100
Issued bonds	-	59 849
Repurchase of own bonds	-	(4 256)
Payment of finance lease liabilities	(293)	(120)
Capital funds contribution	-	50 529
(Decrease) / increase of other capital funds by minority shareholders	(714)	69
Dividends paid to minority shareholders	(13)	(531)
Net cash (used in) / from financing activities	**(13 602)**	**7 036**
Decrease in cash and cash equivalents	(10 802)	(4 524)
Cash and cash equivalents at 1 January	493	5 490
Effect of exchange rate fluctuations on cash held	(28)	(473)
Cash and cash equivalents at 31 December	**(10 337)**	**493**

Cash and cash equivalents include:

in thousands of EUR		Year ended 31 December 2014	Year ended 31 December 2013
Cash and cash equivalents, cash in bank	21	11 968	13 026
Bank overdrafts	24	(22 305)	(12 905)
Cash and cash equivalents, cash in bank included in assets available for sale	22	-	372
Total		**(10 337)**	**493**

The notes presented on pages 9 to 76 form an integral part of the consolidated financial statements.

Notes to the consolidated financial statements for the year ended 31 December 2014

1. Corporate information

JOJ Media House, a. s. (hereinafter referred to as "the parent company" or "the Company") was established on 26 October 2010 and was registered in the Commercial Register as a joint stock company on 6 November 2010 (Commercial Register of the District Court Bratislava I in Bratislava, Section Sa, file 5141/B) under the identification number 45 920 206. Tax identification number is 202 314 1945. The Company's address is Brečtanová 1, 831 01 Bratislava.

The Company's shares are registered in the Commercial Register and are fully paid up.

The Company is not a partner with unlimited liability in other companies.

The consolidated financial statements of the Company as at and for the year ended 31 December 2014 comprise the Company and its subsidiaries (together referred to as the "Group") and the Group´s interest in associates entities and joint ventures.

The main activities of the Group is operating private TV stations, including the sale of media (advertising) space and the sale of external advertisement spaces (billboards, bigboards, movable "out of home" communication, etc.).

The average number of Group employees during the period from 1 January 2014 to 31 December 2014 was 477, out of which management represents 30 (from 1 January 2013 to 31 December 2013: 587, out of which management: 42).
The number of Group employees as at 31 December 2014 was 455, out of which management represents 27 (as at 31 December 2013: 480, out of which management: 33).

The Company's bodies

Board of directors	Mgr. Richard Flimel - chairman
Supervisory board	Mgr. Marcel Grega Ing. Radoslav Zápražný János Gaál

Information about the parent of the Group

On 1 February 2013, the structure of JOJ Media House, a.s.'s shareholders has changed in such way that instead of the shareholder HERNADO LIMITED, with its registered office in Akropoleos, 59-61 SAVVIDES CENTER, 1st floor, Flat/Office 102, 2012 Nicosia, Cyprus, registration number: 271787 („HERNADO LIMITED") the new majority shareholder holding 99.9% of shares of the Company became TV JOJ L.P., with its registered office in Klimentos, 41 - 43 KLIMENTOS TOWER, 2nd floor, Flat/Office 21, 1061 Nicosia, Cyprus, registration number: 12128. HERNADO LIMITED, the previous majority shareholder, acts on behalf of the new majority shareholder as its general partner. This transaction has no effect on executing the control over the Company. Other aspects of shareholder structure remain unchanged.

The ultimate owner of HERNADO LIMITED is Mgr. Richard Flimel.

1. Corporate information (continued)

The shareholders of the Company as at 31 December 2014 were as follows:

in EUR	Interest in share capital EUR	Interest in share capital %	Voting rights %
TV JOJ L.P.	24 975	99,90	99,90*
Mgr. Richard Flimel	25	0,10	0,10
	25 000	**100**	**100**

The Company is not included into any other consolidated financial statements.

The shareholders of the Company as at 31 December 2013 were as follows:

in EUR	Interest in share capital EUR	Interest in share capital %	Voting rights %
TV JOJ L.P	24 975	99,90	99,90*
Mgr. Richard Flimel	25	0,10	0,10
	25 000	**100**	**100**

* The company HERNADO LIMITED, acts on behalf of TV JOJ L.P. as its general partner.

2. Significant accounting policies

a) Statement of compliance

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards (IFRSs) as adopted by the European Union (EU).

b) Basis for preparation

Legal reason for the preparation of the Financial Statements
The Consolidated financial statements of the Company as at 31 December 2014 have been prepared in accordance with the Article 22 of the Slovak Act No. 431/2002 Coll. on Accounting for the accounting period from 1 January 2014 to 31 December 2014.

The financial statements were prepared using the accrual principle and going concern assumption that the Company will continue in operation for the foreseeable future.

The consolidated financial statements have been prepared on the historical cost basis, with the exception of available-for-sale financial assets and financial assets at fair value through profit or loss which are measured at fair value.

Historical cost is generally based on the fair value of given consideration for the exchange of goods and services.

Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date (exit price).

Functional currency
The consolidated financial statements are presented in thousands of euro (EUR), which is the functional currency of the Company.

The use of estimates and judgments
The financial statements require management to use various judgments, assumptions and estimates to be exercised that affect the reported amounts of assets, liabilities, income and expenses. Actual results will likely differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimate is revised and in any future periods, which are affected by the revisions.

Information about areas with significant uncertainties in estimates and critical judgments in applying accounting policies with the most significant effect on the amounts presented in the financial statements is described in the following notes:

- Note 2.e); 2.f) – The estimated useful lives of tangible and intangible non-current assets
- Note 4 – Acquisitions and disposals of entities
- Note 14 – Impairment testing of assets
- Note 18 – Programme rights and internal programme rights

2. Significant accounting policies (continued)

Business combinations and purchase price allocation
Identifiable assets, liabilities and contingent liabilities of the acquired entity or its part are presented and valued in their fair value as at the date of acquisition. For the purposes of financial reporting, the purchase price allocation for individual parts of acquired net assets is realized with the assistance of professional advisors.

The valuation analysis is based on historical information and forecasted facts that are available as at the business combination date. Any forecasts that have an effect on the fair value of acquired assets are based on management's assessment, existing at that time, of the future development in the competitive and economic environment.

The results of the analysis are used also for determining the useful life for depreciating and amortization of values allocated to specific items of non-current tangible and intangible assets.

Impairment testing
On the date of an acquisition, the acquired goodwill is assigned to the relevant cash-generating units (CGUs), which are expected to benefit from the synergic effects resulting from the business combinations.

As at the balance sheet date, the Group considers the potential impairment of goodwill. If no indicator for potential impairment is detected, the Group, in accordance with IAS 36, tests the goodwill recognized in the business combination during the current accounting period and the goodwill reported in the prior accounting periods for potential impairment on an annual basis as at 31 December, i.e., as at the date of the preparation of the consolidated financial statements.

The Group is also testing for impairment other intangible assets with indefinite useful life and CGUs, where the need for such testing was identified. If no indicator of possible impairment is identified, the Group, in accordance with IAS 36, tests the intangible assets with indefinite useful life for potential impairment on an annual basis as at 31 December, i.e., as at the date of the preparation of the consolidated financial statements.

The recoverable amount of such assets is derived from future cash flows estimated by management, updated since the acquisition date. Key assumptions used in this testing are described in Note 14 – Impairment testing of assets.

Impairment allowance to slow moving programme rights and unusable programme rights
The Company considers the usefulness of programme rights on individual basis and carries out adjustments of the impairment allowance to programme rights based on estimated future losses and based on the expectation whether the programme right will be broadcasted in the future.

The Company writes off programme rights that cannot be broadcasted due to their expiry.

Information on significant estimates used to determine the fair value of assets and liabilities that have effect on the amounts reported in the financial statements are described in the following notes:

- Note 16 – Other financial instruments
- Note 28 - Trade and other liabilities

In determining the fair value of assets and liabilities, the Group uses market (observable) inputs whenever possible. If a market is not active, fair value of assets and liabilities are determined using valuation techniques. Estimates and assumptions, used in valuation techniques, are consistent with the available information about the estimates and assumptions and the market participants would use this information in pricing.

2. Significant accounting policies (continued)

Based on the inputs used in determining the fair value of assets and liabilities the fair value hierarchy has been defined:
Level 1: quoted prices (unadjusted) in active markets for identical assets and liabilities.
Level 2: inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).
Level 3: inputs for the assets and liabilities that are not based on observable market data (unobservable inputs).

International Financial Reporting Standards

The following International Financial Reporting standards, amendments to standards and interpretations adopted by the EU are effective for the accounting period starting 1 January 2014, and have been applied in preparing the Group´s consolidated financial statements:

The application of standards set out below did not have a significant impact on the financial statements of the Group.

In May 2011, a set of five amended and new standards was issued. These standards address consolidation, joint arrangements and disclosures of interests in other subjects. It concerns the following standards IFRS 10, IFRS 11, IFRS 12, IAS 27 (amendment 2011) and IAS 28 (amendment 2011).

IFRS 10 Consolidated Financial Statements, effective for accounting periods beginning on or after 1 January 2014, replaces a part of IAS 27 Consolidated and Separate Financial Statements concerning consolidated financial statements and SIC-12 Consolidation – Special Purpose Entities. IFRS 10 provides a single model to be applied in the control analysis for all investees. IFRS 10 introduces new requirements to assess control, under the new single control model, an investor controls an investee only when (1) it has power over the investee; (2) it is exposed or has rights to variable returns from its involvements; and (3) has the ability to affect those returns through its power over that investee. IFRS 10 also includes several clarifications about the application of the new definition of control.

IFRS 11 Joint Arrangements, effective for accounting periods beginning on or after 1 January 2014, supersedes and replaces IAS 31, Interest in Joint Ventures. Under IFRS, joint arrangements are divided into two types, each having its own accounting model defined as follows: a joint operation is one whereby the jointly controlling parties, known as the joint operators, have rights to the assets, and obligations for the liabilities, relating to the arrangement. In connection with a joint operation, the joint control holder is obliged to present all its assets, liabilities, revenues and expenses, including his share on the jointly controlled assets, liabilities, revenues and expenses.

A joint venture is one whereby the jointly controlling parties, known as joint ventures, have rights to the net assets of the arrangement. Joint ventures are presented using the equity method. The proportional method, as defined in IAS 31, was removed in IFRS 11.

Based on these new categories, the structure of the joint arrangement is not the only factor when assessing whether it is a joint operation or joint venture, which is difference with IAS 31.

Based on IFRS 11 the parties should assess whether there is a separate vehicle and if so then the legal form of specific entity, contractual terms and conditions and other factors and circumstances need to take into account.

2. Significant accounting policies (continued)

IFRS 12 Disclosure of Interests in Other entities, effective for accounting periods beginning on or after 1 January 2014, requires additional disclosures relating to significant judgements and assumptions made in determining the nature of interests in an entity or arrangement, interests in subsidiaries, joint arrangements and associates and unconsolidated structured entities.

Amended **IAS 27 Separate Financial statements** (2011), effective for accounting periods beginning on or after 1 January 2014, concerns only requirements for separate financial statements (maintaining the existing approach); requirements for consolidated financial statements are addressed by IFRS 10 Consolidated Financial Statements.

Amended **IAS 28 Investments in Associates and Joint Ventures**, effective for accounting periods beginning on or after 1 January 2014, replaces the previous IAS 28 Investments in Associates, describes accounting for associates and sets requirements for applying the equity method when accounting for investments in associates and joint ventures. The Standard defines "significant influence" and provides guidelines about applying the equity method (including the exception from this method in certain situations). It also defines how investments in associates and joint ventures are to be tested for impairment.

Amendments to **IAS 32 Financial Instruments: Presentation** effective for accounting periods beginning on or after 1 January 2014. The amendments clarify the offsetting criteria to address inconsistencies and are focused on four main areas: (1) definition of term "legally enforceable rights to set off", (2) intention to realise the asset and settle the liability simultaneously, (3) compensation of collaterals, (4) accounting entity to which the offsetting criteria are related.

Amendments to **IFRS 10 Consolidated Financial Statements**, **IFRS 11 Joint Arrangements** and **IFRS 12 Disclosure of Interests in Other Entities** effective for accounting periods beginning on or after 1 January 2014 explain temporary regulations in IFRS 10 and provide temporary relief from full retrospective application.

Amendments to **IFRS 10 Consolidated Financial Statements**, **IFRS 12 Disclosure of Interests in Other Entities** and **IAS 27 Separate Financial statements** (2011), effective for accounting periods beginning on or after 1 January 2014:

- provide an exception to the consolidation requirements in IFRS 10 and requires qualifying investment entities to measure their investments in controlled entities at fair value through profit or loss according to IFRS 9 Financial Instruments or IAS 39 Financial Instruments: Recognition and Measurement.
-set out disclosure requirements for investment entities: why is the accounting entity considered as an investment entity, details on non-consolidated subsidiaries and on relationships and transactions between investment entity and its subsidiaries.
- requires the investment entity to treat the subsidiary in a same manner in its separate and consolidated financial statements (if none of the subsidiaries is consolidated the investment entity prepares only separate financials statements).

Amendments to **IAS 36 Impairment of Assets** effective for accounting periods beginning on or after 1 January 2014. The Amendments clarify that recoverable amount should be disclosed only for individual assets or cash-generated units for which an impairment loss was recognised or reversed during the period, the Amendments also require the following additional disclosures when an impairment for individual assets (including goodwill) or cash-generated units has been recognised or reversed in the period and recoverable amount is based on fair value less costs to disposal.

2. Significant accounting policies (continued)

Amendments to **IAS 39 Financial Instruments: Recognition and Measurement** effective for accounting periods beginning on or after 1 January 2014, the amendments allow hedge accounting to continue in a situation where a derivative, which has been designated as a hedging instrument (according IAS 39), is novated to effect clearing with a central counterparty as a result of laws and regulations, when the specific criteria are met.

Issued but not yet effective International Financial Reporting Standards adopted by EU

At 31 December 2014 were published new standards, amendments to standards and interpretations adopted by EU and these are not yet effective for the period ended 31 December 2014, and have not been applied in preparation of these financial statements of the Group.

Amendments to **IAS 19 – Defined Benefit Plans: Employee Contributions** effective for annual periods beginning on or after 1 July 2014. The amendments apply retrospectively. Earlier application is permitted. The amendments are relevant only to defined benefit plans1 that involve contributions from employees or third parties meeting certain criteria. Namely that they are: set out in the formal terms of the plan; linked to service and independent of the number of years of service. When these criteria are met, a company is permitted (but not required) to recognise them as a reduction of the service cost in the period in which the related service is rendered.

IFRIC 21 Levies - Effective for annual periods beginning on or after 17 June 2014. To be applied retrospectively. Earlier application is permitted. The Interpretation provides guidance as to the identification of the obligating event giving rise to a liability, and to the timing of recognising a liability to pay a levy imposed by government. In accordance with the Interpretation, the obligating event is the activity that triggers the payment of that levy, as identified in the relevant legislation and as a consequence, the liability for paying the levy is recognised when this event occurs. The liability to pay a levy is recognised progressively if the obligating event occurs over a period of time. If the obligating event is the reaching of a minimum activity threshold, the corresponding liability is recognised when that minimum activity threshold is reached. The Interpretation sets out that an entity cannot have a constructive obligation to pay a levy that will be triggered by operating in a future period as a result of the entity being economically compelled to continue to operate in that future period.

The Group does not expect the new standards and amendments to have significant impact on the financial statements.

Annual Improvements to IFRSs

The improvements introduce eleven amendments to nine standards and consequential amendments to other standards and interpretations. Most of these amendments are applicable to annual periods beginning on or after 1 February 2015, with earlier adoption permitted. Another 4 amendments to four standards are applicable to annual periods beginning on or after 1 January 2015, with earlier adoption permitted.

Many of these changes are not expected to have a significant impact on the financial statements of the Entity. Therefore we include below a discussion of only:

[1] Post-employment defined benefit plans or other long-term employee defined benefit plans

2. Significant accounting policies (continued)

The amendment to **IFRS 3 Business Combinations** with consequential amendments to other standards clarifies that when contingent consideration is a financial instrument, its classification as a liability or equity is determined by reference to IAS 32, rather than to any other standard. It also clarifies that contingent consideration that is classified as an asset or a liability shall be measured at fair value at each reporting date.

Amendment to **IAS 24 Related Party Disclosures** extends the definition of related party to include a management entity that provides key management personnel services to the reporting entity, either directly or through a group entity. The reporting entity must disclosure these services as transactions with related parties.

Amendment to **IFRS 13 Fair Value Measurement** has clarified, in issuing **IFRS 13 Fair Value Measurement** it did not intend to prevent entities from measuring short-term receivables and payables that have no stated interest rate at their invoiced amounts without discounting the effect of not discounting is immaterial.

Amendment **IFRS 3 Business combinations clarifies**, that **IFRS 3 Business combinations** has also been amended to clarify that the standard does not apply to the accounting for the formation of all types of joint arrangements in the financial statements of the joint arrangements themselves.

Amendment **IFRS 13 Fair Value Measurement** (Fair Value Measurement) clarifies, that portfolio exception allows entities set fair value of the group's financial assets and financial liabilities on net basis and applies to all contracts in scope of **IAS 39 – Financial Instruments: Recognition and Measurement** even the criteria of financial assets and financial liabilities by **IAS 32 Financial Instruments: Presentation** are not met. Company will applies this method prospectively from the beginning of the period, in which **IFRS 13 Fair Value Measurement** were used for first time.

The group expect that amendments stated above has no significant influence to financial statements.

Other International Financial Reporting Standards
The Group has not early adopted any other IFRS standards adopted by EU where adoption is not mandatory at the balance sheet date. Where transition provisions in adopted IFRS give an entity the choice of whether to apply new standards prospectively or retrospectively, the Group elects to apply the Standards prospectively from the date of transition.

2. Significant accounting policies (continued)

c) Basis for consolidation

i. Business combinations

The Group accounts for business combinations using the acquisition method when control is transferred to the Group. The consideration transferred in the acquisition is generally measured at fair value, as are the identifiable net assets acquired. Any goodwill that arises is tested annually for impairment. Any gain on a bargain purchase is recognized in profit or loss immediately. Transaction costs are expensed as incurred, except if related to the issue of debt or equity securities.

The consideration transferred does not include amounts related to the settlement of pre-existing relationships. Such amounts are generally recognized in profit or loss.

Any contingent consideration is measured at fair value at the date of acquisition. If an obligation to pay contingent consideration that meets the definition of a financial instrument is classified as equity, then it is not remeasured and settlement is accounted for within equity. Otherwise, subsequent changes in the fair value of the contingent consideration are recognized in profit or loss.

If share-based payment awards (replacement awards) are required to be exchanged for awards held by the acquiree's employees (acquiree's awards), then all or a portion of the amount of the acquirer's replacement awards is included in measuring the consideration transferred in the business combination. This determination is based on the market-based measure of the replacement awards compared with the market-based measure of the acquiree's awards and the extent to which the replacement awards relate to pre-combination service.

ii. Subsidiaries

Subsidiaries are entities controlled by the Group. The Group controls an entity when it is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. The financial statements of subsidiaries are included in the consolidated financial statements from the date on which control commences until the date on which control ceases.

iii. Non-controlling interests

Non-controlling interests ("NCI") are measured at their proportionate share of the acquiree's identifiable net assets at the date of acquisition.

Changes in the Group's interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

iv. Loss of control

When the Group loses control over a subsidiary, it derecognises the assets and liabilities of the subsidiary, and any related NCI and other component of equity. Any resulting gain or loss is recognized in profit or loss. Any interest retained in the former subsidiary is measured at fair value when control is lost.

2. Significant accounting policies (continued)

v. Interests in equity-accounted investees

The Group's interests in equity-accounted investees comprise interests in associates and joint venture.

Associates are those entities in which the Group has significant influence, but not control or joint control, over the financial and operating policies. A joint venture is an arrangement in which the Group has joint control, whereby the Group has rights to the net assets of the arrangement, rather than rights to its assets and obligations for its liabilities.

Interests in associates and the joint venture are accounted for using the equity method. They are initially recognized at cost, which includes transaction costs. Subsequent to initial recognition, the consolidated financial statements include the Group's share of the profit or loss and other comprehensive income of equity-accounted investees, until the date on which significant influence or joint control ceases.

vi. Transactions eliminated on consolidation

Intra-group balances and transactions, and any unrealised gains and losses arising from intra-group transactions, are eliminated. Unrealised gains arising from transactions with equity-accounted investees are eliminated against the investment to the extent of the Group's interest in the investee. Unrealised losses are eliminated in the same way as unrealised gains, but only to the extent that there is no evidence of impairment.

vii. Consolidation scope

There are 30 companies included in the consolidation as at 31 December 2014 (2013: 32 companies), of it 24 companies (2013: 26 companies) were consolidated using the full consolidation method and 6 companies (2013: 6 companies) using the equity method. All consolidated companies prepared their annual financial statements at 31 December 2014. The companies are listed in Note 35 – Group entities.

viii. Unification of accounting policies

The accounting policies and procedures applied by the consolidated companies in their financial statements were unified in the consolidation, and agree with the policies applied by the Parent Company.

d) Foreign currency

i. Transactions in foreign currencies

Transactions in foreign currencies are translated into Euro at the foreign exchange rate ruling at the date of the transaction.

Monetary assets and liabilities denominated in foreign currencies are translated into Euro at the balance sheet date. Non-monetary assets and liabilities denominated in foreign currencies that are stated at historical cost are translated into Euro at the foreign exchange rates ruling at the dates when the relating transactions occurred. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated into Euro at the foreign exchange rates ruling at the dates the fair values are determined. Foreign exchange differences arising are recognized in current period's profit or loss.

Exchange rates announced by the European Central Bank are used for conversion of foreign currency.

2. Significant accounting policies (continued)

ii. Financial statements of foreign entities

Assets and liabilities of the Group's entities recognized in other currencies than functional currency of the Company (foreign companies) are translated to Euro by the exchange rate valid at the balance sheet date. The goodwill and changes in fair values related to consolidation are translated in the same way. Revenues and expenses are translated to Euro by the exchange rate valid as at the date of the accounting transaction. Related exchange rate differences are recognized into equity.

With the loss of control in a foreign subsidiary, significant influence in a foreign associate, or joint control in a foreign jointly controlled entity, exchange rates previously recognized in equity are reclassified to profit or loss as part of a gain or loss on the sale of the entity.

When the Group sells a part of a foreign subsidiary without a loss of control, a proportional part of exchange rates recognized in equity is transferred to non-controlling interest.

When the Group sells a part of a foreign associate or a foreign jointly controlled entity without a loss of significant influence or joint control, a proportional part of exchange rates recognized in equity is transferred into profit or loss.

e) Property, plant and equipment

i. Owned assets

Items of property, plant and equipment are stated at cost less accumulated depreciation (see refer to accounting policy under note e) iv.) and impairment losses (refer to accounting policy under note l).

Acquisition cost consists of the price at which an asset has been acquired plus costs related to acquisition. The cost of self-constructed assets includes the cost of materials, direct labour, any other costs directly attributable to bringing the asset to a working condition for its intended use, costs of dismantling and removing the items and restoring the site on which they are located and relating production overhead costs. Borrowing costs are included in the acquisition cost of the qualifying asset.

Acquisition costs related to the replacement of the part of the property, plant and equipment is recognized in the asset's carrying amount when it is probable that future economic benefits associated with the item will flow to the Group and the cost can be reliably measured. The carrying amount of the replaced part is derecognized.

When parts of an item of property, plant and equipment have different useful lives, those components are accounted for as separate items (major components) of property, plant and equipment.

ii. Leased assets

Leases in terms of which the Group assumes substantially all of the risks and rewards of ownership are classified as finance leases. Leased assets are stated at an amount equal to the lower of their fair value and the present value of the minimum lease payments at inception of the lease, less accumulated depreciation (see accounting policy e) iv.) and impairment losses (see accounting policy l).

Other type of leasing is classified as operative leasing and such leased property is not included in the Group's statement of financial position.

2. Significant accounting policies (continued)

iii. Subsequent expenditure

Subsequent expenditure relating to replacing a part of property, plant and equipment is capitalised if it is probable that the future economic benefits embodied in the part of property, plant and equipment will flow to the Group and its cost can be measured reliably. Carrying value of a replaced part of an asset is disposed. All other expenditures including regular repair and maintenance of property, plant and equipment are recognised in the profit or loss as an expense as incurred.

iv. Depreciation

Depreciation is charged to the profit or loss on a straight-line basis over the estimated useful lives of items of property, plant and equipment. Land and acquisition of property, plant and equipment is not depreciated. Estimated useful lives are as follows:

• Structures	20 to 33 years
• Machinery and equipment	
Vehicles	4 to 5 years
Bigboards and other advertising equipment	10 to 30 years
Electronic advertising equipment	4 to 5 years
Fencing	based on contract duration
Technological installation	7 to 10 years
Other	3 to 6 years

Depreciation methods, useful lives, as well as residual values, are reassessed annually at the balance sheet date.

Each part of an item of property, plant and equipment with a cost that is significant in relation to the total cost of the item is depreciated separately. Significant components of property, plant and equipment with similar useful lifes and depreciation method are grouped together when determining the depreciation rate.

v. Gains and losses from sale of property, plant and equipment

Gains and losses from sale of property, plant and equipment are determined by comparison of proceeds from sale decreased by costs related to sale and carrying accounting value of property plant and equipment as at the date of sale. Gains and losses from sale of property, plant and equipment are recognized in profit or loss.

f) Non-current intangible assets

i. Goodwill

Goodwill is measured as the acquisition cost less cumulative losses from impairments. (see accounting policy l).

Goodwill from acquisition of subsidiaries is recognized as a separate item in the statement of financial position of the Group. Goodwill from acquisition of associates and jointly controlled entities is part of carrying value of Group's investments in these entities.

Gains and losses on the disposal of an entity include the carrying amount of goodwill relating to the entity sold.

2. Significant accounting policies (continued)

ii. Other non-current intangible assets

Other non-current intangible assets include assets acquired in business combinations (e.g. TV format, brand and contractual relationships) and software. Intangible assets acquired in a business combination are recorded at fair value on the acquisition date if the intangible asset is separable or arises from contractual or other legal rights.

These assets are carried at cost less accumulated amortisation (see accounting policy f) iv.) and impairment losses (see accounting policy l).

iii. Subsequent expenditure

Subsequent expenditures are recognized in the carrying amount of intangible assets only when it is probable that the future economic benefits embodied will flow to the Group. All other expenditures including the costs for internally generated goodwill and brand are recognised in the profit or loss as an expense as incurred.

iv. Amortisation

Amortisation is charged to profit or loss on a straight-line basis (with the exception of TV format, is amortised based on its future expected economic benefits) over the estimated useful lives of intangible assets, from the date the asset is available for use.

Useful lives are usually firmly set. Intangible assets with an indefinite useful life are not subject to amortisation and are annually considered for impairment. Their useful life is also reassessed at balance sheet date in order to evaluate whether the existing conditions still support the indefinite useful life assumption. Goodwill is not subject to amortisation but is tested annually for impairment.

The estimated useful lives are as follows:

• Intangible assets from contractual relationships	7 to 20 years
• TV format	42 years
• Other intangible assets	
Brand	not amortised
Software	2 to 7 years

Amortization methods and useful lives, as well as residual values, are reassessed at the balance sheet date and adjusted if appropriate.

g) Programme rights

i. Non-current programme rights

Non-current programme rights are carried at cost. These programme rights are effective after one year from the balance sheet date. Non-current programme rights are amortised based on the number of runs. In case of two runs, 80% of cost is amortised after the first and 20% after the second run. In case of three and more runs, 60% of the cost is amortised after the first, 30% after the second and 10% after the third run.

2. Significant accounting policies (continued)

There are several situations that lead to a downward value adjustment to programme rights. These include the value of programmes that will not be broadcasted as the relating rights are nearing their expiry date, the value of programmes with inappropriate content and the carrying amount of programmes broadcasted once, but their other runs will be broadcasted in times with a low potential to generate commercial revenue.

ii. Current programme rights

Current programme rights are carried at cost. These programme rights are effective or they will start to be effective within one year from the balance sheet date. Current programme rights are amortised in the same way as non-current programme rights, see Note g) i.

The downward value adjustment to current programme rights is carried out in the same way as the value adjustment to non-current programme rights, see Note g) i.).

iii. Programme rights write-off

Programme rights that will expire before their broadcast are written-off through the profit or loss.

h) Financial instruments

Financial assets

Financial assets are classified in one of the following categories: securities available for sale, financial instruments carried at fair value through profit or loss or loans and receivables and cash and cash equivalents. The Group does not recognise any held to maturity assets.

Securities available for sale

Securities available for sale represent non-derivative financial assets, which are not presented as financial assets carried at fair value through profit or loss, loans and receivables or assets held to maturity. Securities available for sale are recognized as financial instruments in the statement of financial position of the Group.

Financial assets carried at fair value through profit or loss

Financial assets at fair value through profit or loss are those held by the Group for trading in order to obtain short term gains. Such financial assets are recognized as financial instruments in the statement of financial position of the Group.

Loans and receivables

Loans and receivables represent non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. Loans and receivables arise, when Group provides cash equivalents, goods or services directly to the debtor without intention of trading with the receivable.

Loans and receivables are recognized in the statement of financial position as trade and other receivables and loans granted.

Cash and cash equivalents

Cash and cash equivalents include bank accounts and deposit accounts. Overdraft bank accounts due on demand and are part of the Group's cash management are included in cash and cash equivalents for purposes of the cash flow statement.

2. Significant accounting policies (continued)

Financial liabilities

Financial liabilities are classified in one of the following categories: financial liabilities carried at fair value through profit or loss or other financial liabilities.

Financial liabilities carried at fair value through profit or loss

Financial liabilities carried at fair value through profit or loss represent derivative financial instruments. Financial derivative instruments are recognized as trade and other liabilities in the statement of financial position of the Group.

The Group is using financial derivative instruments to hedge against risks arising during operating, financing and investing activities. In accordance with the financial policy of the Group, the Group does not hold nor does it issue financial derivatives for trading purposes. As none of the derivatives fulfil the criteria for hedge accounting under IFRS as adopted by EU, they are treated as trade instruments.

Other financial liabilities

Other financial liabilities are various financial liabilities not carried at fair value through profit or loss. Other financial liabilities, recognized in the statement of the financial position, are bank loans, interest-bearing borrowings, bonds issued and trade and other liabilities.

i. Initial recognition of financial instruments

Financial assed carried at fair value through profit or loss and securities available for sale are recognized at the date that Groups commits to purchase them. Regular purchases and sales of these financial instruments are recognized at the trading date.

Loans and receivables are recognized at the date of acquisition.

Financial liabilities are initially recognized at the trading date.

ii. Valuation of financial instruments

Securities available for sale

Securities available for sale are initially recognized at their fair value plus costs related to acquisition or issuing. Subsequently, they are carried at fair value. Gains and losses from the change in fair value are presented in equity directly. Change in fair value of securities for sale is transferred from equity to profit or loss at the moment of sale. All costs associated to transactions are recognized in profit or loss.

In case that fair value is not reliably determined, securities available for sale are recognized in the amount of acquisition costs.

Financial assets carried at fair value through profit or loss

Financial assets carried at fair value through profit or loss are initially carried at fair value without costs related to acquisition. Subsequently, they are carried at fair value, gains and losses from the change in fair value are recorded through profit or loss. All costs associated to transactions are recognized in profit or loss.

2. Significant accounting policies (continued)

Loans and receivables
Loans and receivables are initially recognized at the fair value including directly attributable transaction costs. Subsequently they are measured at amortized cost using the effective interest rate method.

Trade and other receivables are initially measured at nominal value. Receivables are decreased by write-downs for any amounts expected to be irrecoverable (see accounting policy l).

Financial liabilities carried in fair value through profit or loss
Financial derivative instruments are initially recognized at their fair value. After initial recognition, the derivatives are measured at fair value. Gains and losses from the change in fair value are recorded through profit or loss as gains and losses from financial instruments.

All costs related to transactions are recorded through profit or loss.

Other financial liabilities
Bank loans, interest-bearing borrowings and issued bonds are initially recognized at fair value decreased by related transaction costs. In subsequent periods they are recognized in the statement of financial position in amortized cost. Difference between this amount and amount in which loans, borrowings and issued bonds are paid, is recognised as expense in profit or loss using effective interest rate method.

Trade and other liabilities are initially recognized at nominal value, at the time of their assumption are valued at acquisition costs.

iii. Offset of financial instruments

Financial assets and financial liabilities are offset in the statement of financial position of the Group and only net amount is recognized when the Group has legally enforceable right to offset the amounts and an intention exists to settle the transactions based on their net amount.

iv. Derecognition of financial instruments

Financial asset is derecognised when the Group losses control over the contractual rights included in the asset. This occur when the rights are realized, expire or the Group surrenders them.

Financial liabilities are derecognised when the obligation of the Group specified in the contract ceases to exist, is settled or cancelled.

i) Internal programme rights

Internal programme rights are carried at direct costs attributable to their production. They are amortized based on the number of broadcasted runs. In case of two runs, 80% of cost is amortised after the first and 20% after the second run. In case of three runs, 60% of the cost is amortised after the first, 30% after the second and 10% after the third run. In case of five runs, 60% of the cost is amortised after the first, 10% after the second through fifth run.

Amount of internal programme rights is decreased by programme titles that will not be broadcast due to inappropriate content orientation or by residual value of titles after a first broadcast, which will be broadcasted in time with low potential to generate advertising revenues.

2. Significant accounting policies (continued)

From the nature of internal programme rights the licensing period starts immediately after their production, and they are therefore reported as current assets in the Consolidated statements of financial position.

j) Other assets

Other assets are other non-financial assets (not described elsewhere) carried initially at their nominal value and also inventory (see also accounting policy k).

k) Inventory

Inventories are measured at the lower of cost and net realizable value. Net realizable value is the estimated selling price in the ordinary course of business, less the estimated costs necessary to make the sale.

The cost of inventory is based on the first-in-first-out principle and includes expenditure incurred in acquiring the inventories.

l) Impairment

i. Financial assets

The carrying amounts of the Group's financial assets, other than financial assets carried at fair value through profit or loss and investments in associates and jointly controlled entities, are reviewed at each balance sheet date to determine whether there is any indication of impairment. Financial assets are considered impaired, when due to objective reasons one or more conditions would have a negative impact on the expected future cash flows from the asset.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate.
All individually significant assets are specifically assessed for impairment. Assets that are not individually significant are collectively assessed for impairment by grouping together assets with similar credit risk characteristics. All losses from impairment are recognized in the profit or loss.

When an event occurring after the impairment was recognized causes the amount of impairment to decrease, the decrease in impairment loss is reversed. In case of financial assets carried at amortized cost, the reversal is recorded in the profit or loss.

Impairment loss from investments in associates and jointly controlled entities is calculated as the difference between the recoverable amount and carrying amount. Recoverable amount of such asset is higher of the net sale amount or the value in use. Impairment loss is recognized in the profit or loss and is reversed if the recoverable amount increases.

ii. Non-financial assets

The carrying amounts of the Group's non-financial assets, other than inventory (see accounting policy k), deferred tax asset (see accounting policy p), non-current assets or assets available for sale (see accounting policy q), programme rights (see accounting policy g) and internally generated programme rights (see accounting policy i) are reviewed at each balance sheet date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

2. Significant accounting policies (continued)

Goodwill and intangible assets with indefinite lives are not amortised but are tested annually for impairment as part of the relating cash generating unit (CGU).

An impairment loss is recognized if the carrying amount of an asset or CGU exceeds its recoverable amount. The recoverable amount of an asset or CGU is the greater of its value in use and its net realizable value. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the Company and its environment. When an asset is not generating cash flows that are sufficiently independent, its recoverable amount is determined for the CGU where it belongs. A CGU is the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or CGUs. An impairment loss and its reversal are presented in the profit or loss as a decrease in asset value.

Impairment loss recognized in respect of CGUs are allocated first to reduce the carrying amount of any goodwill allocated to the CGU (or group of CGUs), and then to reduce the carrying amounts of other assets in the CGU (group of CGUs) on a pro rata basis.

Impairment losses from previous periods are reassessed at balance sheet date to ascertain whether there are factors indicating a further impairment or a need for reversal. The loss is reversed if the assumptions used to estimate recoverable amount change. Impairment loss can be reversed only so that the carrying amount would not exceed the carrying amount arrived at after depreciation and amortization without impairment. In case of goodwill, the impairment loss cannot be reversed.

m) Provisions

A provision is recognized if, as a result of a past event, the Group has a present legal or constructive obligation that can be measured reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation.

n) Employee benefits

The Group has both defined benefit and defined contribution plans.

A defined benefit plan is a pension plan that defines an amount of pension benefit that an employee will receive on retirement usually dependent on one or more factors such as age years of service and salary.

A defined contribution plan is a pension plan under which the Group pays fixed contributions into a separate entity or to the Government and will have no legal or constructive obligations to pay further contributions if the funds do not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

The Group had created expectations on the part of its employees that it will continue to provide the benefits and it is management's judgement that it is not probable that the Group will cease to provide them.

The liability recognised in the Consolidated Statement of Financial Position in respect of defined benefit pension plans is the present value of the defined benefit obligation at the reporting date.

The defined benefit obligation is calculated annually by actuaries using the Projected Unit Credit Method. The present value of the defined benefit obligation is determined by (a) discounting the estimated future cash outflows using interest rates of high quality government or corporate bonds which have terms to maturity approximating the terms of the related pension liability and (b) then attributing the calculated present value to the periods of service based on the plan.

2. Significant accounting policies (continued)

Actuarial gain and loss arising from experience adjustments and changes in actuarial assumptions are immediately recognized in the period when incurred.

The Group makes contributions to government and private contribution pension plans.

The Group makes contributions to the health, sickness, retirement, accidental and guarantee insurance and unemployment schemes at the statutory rates in force during the year based on gross salary payments.

o) Revenues from services

Revenues from provided advertisement are recognized in the period when the advertisement was broadcasted or published.

Revenues from leasing an advertisement space are recognized evenly over the duration of the lease.

Revenues from services do not carry the value added tax. They are also decreased by discounts and rebates (bonuses, credit notes, etc.) irrespective of the fact whether the customer was eligible for the discount before or retrospectively.

p) Interest expense and interest income

Interest income and expenses are recorded in the profit or loss as it accrues. Interest income and expenses include amortization of all premiums, discounts or other differences between the initial accounting value of the interest bearing instrument and its value at the time of its maturity. This is calculated using the basis of effective interest rate.

q) Income tax

Tax expense comprises current and deferred tax. Current tax and deferred tax is recognized in profit or loss except to the extent that it relates to items directly recognized in equity.

Current tax is the expected tax payable or receivable on the taxable income or loss for the year, using tax rates enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is presented in the statement of financial position, providing for the temporary differences between the carrying amounts of assets and liabilities and the amounts used for tax purposes. Deferred tax does not apply to the following temporary differences: initial recognition of assets and liabilities from transaction which is not business combination and that effect neither accounting or tax profit or loss, differences related to investments in subsidiaries in which is probably that will be not settled in the foreseeable future. Deferred tax is not recognized also for taxable differences arising from initial recognition of goodwill. Deferred tax is calculated using rates that are expected to be effective when the temporary differences will be realized. These are either based on enacted or substantially enacted rates at the balance sheet date.

Deferred tax asset and liability are offset, if there is legally enforceable right to offset current tax liability and asset and these relate to the same tax authority and same tax subject, or relate to different tax subjects but they intend to settled tax assets and liabilities net or their tax assets and liabilities will be realized simultaneously.

A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available, against which temporary differences can be utilised. Deferred tax assets are assessed at every

2. Significant accounting policies (continued)

balance sheet date and are reduced to the extent that it is no longer probable that the related tax benefit will be realised.

r) Non-current assets and assets available for sale

Non-current assets (or groups comprising assets and liabilities available for sale) that are expected to be recovered primarily through sale rather than through continuing use, are classified as assets available for sale.

Immediately before classification as available for sale, the assets (and components of a disposal group) are remeasured in accordance with the relevant International Financial Reporting Standards as adopted by the EU.

Thereafter generally the assets, or disposal group, are measured at the lower of their carrying amount and fair value less costs to sell.

Any impairment loss on a disposal group is first allocated to goodwill, and then to the remaining assets and liabilities on a pro rata basis, except that no loss is allocated to inventories, financial assets and deferred tax assets, which continue to be measured in accordance with the Group's accounting policies.

Impairment losses on initial classification as available for sale are recognised in the profit or loss. The same applies to gains and losses on subsequent measurements. Gains are not recognised in excess of any cumulative impairment losses.

Property, plant and equipment and intangible assets classified as available for sale are no longer depreciated or amortised.

In case that, after the asset is assigned into the group of assets available for sale, its value is realized mainly through use rather than sale thereof, the asset shall be transferred back and depreciation or amortization for property, plant and equipment and intangible assets shall be recognised in the period when such change of the asset arose.

s) Operating segments

Operating segments are parts of the Group able to earn revenues and incur expenses, whose operating results are regularly reviewed by the Group's chief operating decision maker and for which financial information is available. The Company's management considers the following operating segments: "Media Slovakia", „Media Czech republic", "Media Austria" and "Other".

3. Segment information

Intra-segment elimination are presented in a separate column. Prices used between segments were set on an arm's length principle.

Information about significant customers

The group does not have revenues from one customer that would exceed 10% of its total revenues.

Additional segment information

Expenses and revenue in the consolidated statement of profit or loss and other comprehensive income for newly acquired subsidiaries are included since their acquisition date, for companies sold during the period are included until the date of sale.

3. Segment information (continued)

Information on operating segments – Consolidated statement of profit or loss and other comprehensive income

	Media Slovakia		Media Czech republic		Media Austria		Other		Intra-segmental elimination		Total	
in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013
Revenues from services	75 938	70 270	32 415	36 716	30 504	34 992	2 459	7 428	*(386)*	*(264)*	140 930	149 142
Other operating income	870	883	523	3 353	212	1 778	34	165		*(1 601)*	1 639	4 578
Total operating income	**76 808**	**71 153**	**32 938**	**40 069**	**30 716**	**36 770**	**2 493**	**7 593**	***(386)***	***(1 865)***	**142 569**	**153 720**
Bargain purchase gain		2	-	-	-	-	-	1 634	-	-	-	1 636
Personnel expenses	(8 270)	(9 013)	(2 913)	(3 320)	(6 426)	(7 639)	(464)	(1 669)	-	-	(18 073)	(21 641)
Production costs and impairment of TV programmes	(18 505)	(25 857)	-	-	-	-	-	-	-	-	(18 505)	(25 857)
Utilization and writte off of programme rights	(13 967)	(15 005)	-	-	-	-	-	-	-	-	(13 967)	(15 005)
Depreciation, amortization and impairment of assets	(9 812)	(9 541)	(3 617)	(4 235)	(9 219)	(9 046)	(53)	(183)	-	*(480)*	(22 701)	(23 485)
Rent of advertising space	(4 759)	(5 801)	(10 329)	(13 741)	(13 416)	(11 924)	(741)	(2 225)	*289*	*164*	(28 956)	(33 527)
Other operating expenses	(21 571)	(20 848)	(12 323)	(13 580)	(14 011)	(11 091)	(948)	(3 338)	*97*	*1 703*	(48 756)	(47 154)
Total operating expenses	**(76 884)**	**(86 065)**	**(29 182)**	**(34 876)**	**(43 072)**	**(39 700)**	**(2 206)**	**(7 415)**	***386***	***1 387***	**(150 958)**	**(166 669)**
Profit / (loss) from operating activities	**(76)**	**(14 910)**	**3 756**	**5 193**	**(12 356)**	**(2 930)**	**287**	**1 812**	**-**	***(478)***	**(8 389)**	**(11 313)**
Exchange rate gain / (loss)	(1 031)	1 047	(21)	(135)	(28)	344	-	(11)	-	-	(1 080)	1 245
Interest expenses, net	(6 948)	(6 893)	(3 844)	(4 264)	(2 080)	(3 549)	-	(99)	-	-	(12 872)	(14 805)
Gain / (loss) from financial instruments	1 134	(215)	-	-	180	545	-	-	*(200)*	*(510)*	1 114	(180)
Gain / (loss) from associates and joint ventures	-	-	21	57	-	-	-	(4)	-	-	21	53
Gain / (loss) from the sale of entities	-	3 918	-	(3)	(239)	939	-	-	-	*214*	(239)	5 068
Other financial expenses, net	(237)	(732)	(60)	(54)	(15)	(11)	(19)	(11)	-	-	(331)	(808)
Profit / (loss) before tax	**(7 158)**	**(17 785)**	**(148)**	**794**	**(14 538)**	**(4 662)**	**268**	**1 687**	***(200)***	***(774)***	**(21 776)**	**(20 740)**
Income tax expense	(216)	4 384	(677)	(572)	625	(1 314)	(14)	(8)	-	-	(282)	2 490
Profit / (loss) for the period	**(7 374)**	**(13 401)**	**(825)**	**222**	**(13 913)**	**(5 976)**	**254**	**1 679**	***(200)***	***(774)***	**(22 058)**	**(18 250)**

3. Segment information (continued)

	Media Slovakia		Media Czech republic		Media Austria		Other		Intra-segmental elimination		Total	
In thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013	Year ended 31 December 2014	Year ended 31 December 2013
Other comprehensive income, after tax	-	-	**(71)**	**(1 374)**	-	-	**4**	**(20)**	-	-	***(67)***	**(1 394)**
Foreign currencies translation differences	-	-	(141)	(1 312)	-	-	4	(20)	-	-	(137)	(1 332)
Reclassification of change in fair value of securities available for sale	-	-	70	-	-	-	-	-	-	-	70	-
Net change in fair value of financial assets available for sale	-	-	-	(62)	-	-	-	-	-	-	-	(62)
Total comprehensive income	**(7 374)**	**(13 401)**	**(896)**	**(1 152)**	**(13 913)**	**(5 976)**	**258**	**1 659**	***(200)***	***(774)***	**(22 125)**	**(19 644)**
Attributable to:												
Equity holders of the parent company	(6 206)	(12 795)	(557)	(709)	(14 004)	(5 964)	258	1 669	(200)	(774)	(20 709)	(18 573)
Non-controlling interest	(1 168)	(606)	(339)	(443)	91	(12)	-	(10)	-	-	(1 416)	(1 071)

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position

In thousands of EUR	Media Slovakia		Media Czech republic		Media Austria		Other		Intra-segmental elimination		Total	
	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013
Assets												
Goodwill	1 914	1 815	1 396	1 412	-	-	-	-	-	-	3 310	3 227
Other intangible assets	105 206	111 239	26 517	28 299	28 994	31 930	-	-	-	-	160 717	171 468
Programme rights	14 348	17 257	-	-	-	-	-	-	-	-	14 348	17 257
Internal programme rights	22 106	16 720	-	-	-	-	-	-	-	-	22 106	16 720
Property, plant and equipment	27 768	27 495	31 390	33 158	25 560	30 899	-	-	-	-	84 718	91 552
Investment in associates and joint ventures	13	14	1 163	1 191	-	-	-	-	-	-	1 176	1 205
Trade and other receivables	14 061	12 766	8 013	7 586	1 517	2 285	-	-	*(28)*	*(29)*	23 563	22 608
Other financial instruments	537	2	-	-	421	408	-	-	-	-	958	410
Loans granted	12 617	31 965	68	31	-	-	-	-	*(11 693)*	*(30 220)*	992	1 776
Deferred tax asset	598	2 000	139	126	4 839	4 682	-	-	-	-	5 576	6 808
Other assets	395	324	474	422	709	785	-	-	-	-	1 578	1 531
Corporate income tax receivable	-	5	36	71	-	-	-	-	-	-	36	76
Cash and cash equivalents	4 792	5 753	5 260	5 091	1 916	2 182	-	-	-	-	11 968	13 026
Assets available for sale	-	-	-	-	-	-	-	5 184	-	-	-	5 184
Total assets	**204 355**	**227 355**	**74 456**	**77 387**	**63 956**	**73 171**	**-**	**5 184**	***(11 721)***	***(30 249)***	**331 046**	**352 848**

JOJ Media House, a. s. and Subsidiary Companies
Notes to the consolidated financial statements for the year ended 31 December 2014

3. Segment information (continued)

Information on operating segments – Consolidated statement of financial position

In thousands of EUR	Media Slovakia		Media Czech republic		Media Austria		Other		Intra-segmental elimination		Total	
	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013	as at 31 December 2014	as at 31 December 2013
Liabilities												
Bank loans	57 742	61 536	-	-	-	221	-	-	-	-	57 742	61 757
Interest bearing loans	10 093	7 372	676	667	11 720	30 255	-	-	*(11 693)*	*(30 220)*	10 796	8 074
Issued bonds	79 097	77 044	45 560	45 883	-	-	-	-	-	-	124 657	122 927
Provisions	1 021	1 312	127	646	4 287	1 198	-	-	-	-	5 435	3 156
Trade and other liabilities	32 323	30 335	6 754	6 026	8 041	8 460	-	-	*(28)*	*(29)*	47 090	44 792
Corporate income tax liability	33	5	232	230	40	-	-	-	-	-	305	235
Deferred tax liability	26 043	27 283	9 151	9 265	4 845	5 349	-	-	-	-	40 039	41 897
Liabilities related to assets available for sale	-	-	-	-	-	-	-	1 022	-	-	-	1 022
Total liabilities	**206 352**	**204 887**	**62 500**	**62 717**	**28 933**	**45 483**	**-**	**1 022**	**(11 721)**	**(30 249)**	**286 064**	**283 860**

4. Acquisition and disposal of entities

Acquisitions of new entities for the year ended 31 December 2014

Information about acquisitions carried out during the year ended 31 December 2014 are listed in notes 4.a) to 4.c). Acquisitions were consolidated using acquisition method, goodwill is presented as an asset and bargain purchase gain as revenue in profit or loss. All acquisitions were included in the consolidated financial statements from the date when Group gained control.

a) Details about new acquisitions

BHB, s.r.o.
On 13 March 2014, the Company through its subsidiary Akzent BigBoard, a.s. established BHB, s.r.o. The investment at the establishment was EUR 5 thousand. The company is consolidated using full consolidation method.

HANDY MEDIA s.r.o.
Based on a share purchase agreement signed on 14 January 2014, the Company through its subsidiary Akzent BigBoard, a.s., acquired a 100% share in the company HANDY MEDIA s.r.o. The ownership share was acquired for EUR 15 thousand. The Company is consolidated using full consolidation method.

The financial results of the acquired entities since their acquisition until 31 December 2014 are presented below:

in thousands of EUR	**Profit/(loss)**	**Revenue**
BHB, s.r.o.	(5)	15
HANDY MEDIA s.r.o.	18	-

Based on Company management expectation, if all investments were performed on 1 January 2014, consolidated revenues for the year ended 31 December 2014 would be EUR 140 930 thousands, consolidated loss would be EUR 22 058 thousands and EBITDA for the Group would be EUR 10 302 thousands.

b) Goodwill

Acquired goodwill was allocated to individual CGUs, where it is expected that economic benefits from synergy effects of business combinations will be obtained.

The Company HANDY MEDIA s.r.o. sells advertising space in public transport vehicles across Slovak Republic. Upon acquiring this company, a goodwill allocated on CGU of Akzent BigBoard in total amount of EUR 98 thousands arose.

4. Acquisition and disposal of entities (continued)

c) Effect of acquisitions

The acquisitions had the following effect on Group's assets and liabilities:

in thousands of EUR	**HANDY MEDIA s.r.o.**	**BHB, s.r.o.**	**Total**
Trade receivables and other receivables	8	-	8
Cash and cash equivalents	-	5	5
Other assets	21	-	21
Trade liabilities and other liabilities	(112)	-	(112)
Net identifiable assets and liabilities	(83)	5	(78)
Goodwill on acquisition of new subsidiaries	98	-	98
Cost of acquisition	**15**	**5**	**20**
Consideration paid in cash	(15)	(5)	(20)
Cash acquired	-	5	5
Net cash outflow	**(15)**	**-**	**(15)**

Disposals of entities for the year ended 31 December 2014

Information about disposals for the year ended 31 December 2014 is presented in Notes 4.d) and 4.e).

d) Details about disposed entities

Akzent Media d.o.o.e.l.
On 29 May 2014, the Group sold a 100% share in the company Akzent Media d.o.o.e.l. The selling price was EUR 2 432 thousands.

Outdoor akzent d.o.o.
On 18 December 2014, the Group sold a 100% share in the company outdoor akzent d.o.o. The selling price was EUR 1 550 thousands.

4. Acquisition and disposal of entities (continued)

e) Effect of the entities disposal

The disposal of the entities had the following effect on Group's assets and liabilities:

in thousands of EUR	Akzent Media d.o.o.e.l.	Outdoor akzent d.o.o.	Total
Assets available for sale	(2 999)	(2 166)	(5 165)
Liabilities related to assets available for sale	312	632	944
Disposed net identifiable assets and liabilities	**(2 687)**	**(1 534)**	**(4 221)**
Selling price	2 432	1 550	3 982
Profit / (loss) on sale	**(255)**	**16**	**(239)**
Consideration received in cash	2 432	1 550	3 982
Decrease in cash	(221)	(400)	(621)
Net cash inflow	**2 211**	**1 150**	**3 361**

Acquisitions of new entities for the year ended 31 December 2013

Information about acquisitions carried out during the year ended 31 December 2013 are listed in notes 4.f) to 4.i). Acquisitions were consolidated using acquisition method, goodwill is presented as an asset and bargain purchase gain as revenue in profit or loss. All acquisitions were included in the consolidated financial statements from the date when Group gained control.

f) Details about new acquisitions

modern web s.r.o.
Based on an share purchase agreement signed on 18 June 2013, the Company acquired a 51% share in the company modern web s. r. o. The ownership share was acquired for EUR 400. The company is consolidated using full consolidation method.
On 15 March 2014, there was a change in the legal form and the company name to eFabrica, a.s.

Akzent Media d.o.o.e.l.
Based on a share purchase agreement signed on 19 July 2013, the Company through its subsidiary EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH, acquired a 100% share in the company Akzent Media d.o.o.e.l. The ownership share was acquired for EUR 750 thousand. The Company is consolidated using full consolidation method.

Bilbo City s.r.o.
Based on a share purchase agreement signed on 26 August 2013, the Company through its subsidiary BigBoard Praha, a.s., acquired a 100% share in the company Bilbo City s.r.o. The ownership share was acquired for EUR 395 thousand. The Company is consolidated using full consolidation method.

4. Acquisition and disposal of entities (continued)

SENZI, a. s.
Based on a share purchase agreement signed on 13 September 2013, the Company through its subsidiary Slovenská produkčná, a.s., established a joint venture SENZI, a.s. The investment at the establishment was EUR 14 thousand. The company is consolidated using the equity method.

DONEAL, s.r.o
Based on a share purchase agreement signed on 23 October 2013, the Company through its subsidiary Slovenská produkčná, a.s. acquired a 100% share in the company DONEAL, s.r.o. The ownership share was acquired for EUR 5 thousand. The Company is consolidated using full consolidation method.

The financial results of the acquired entities since their acquisition until 31 December 2013 are presented below:

in thousands of EUR	Profit/(loss)	Revenue
DONEAL, s.r.o	(1)	-
SENZI, a. s.	-	-
Akzent Media d.o.o.e.l.	1 806	710
Bilbo City s.r.o.	(2)	26
modern web s. r. o.	3	50

The profit of the company Akzent Media d.o.o.e.l., includes a bargain purchase gain in the amount of EUR 1 633 thousand arising at acquisition. Profit of the company modern web s.r.o. includes a bargain purchase gain in the amount of EUR 2 thousand arising at acquisition.

The management estimates that if all acquisitions were made on 1 January 2013, the consolidated revenue would amount to EUR 150 271 thousand, consolidated loss to EUR 18 106 thousand and the Group's EBITDA would equal EUR 15 892 thousand. In calculating these figures, management assumed that the fair value adjustments calculated at acquisition dates would be in the same amount if the acquisitions took place on 1 January 2013.

g) Goodwill and bargain purchase gain

Acquired goodwill was allocated to individual CGUs, where it is expected that economic benefits from synergy effects of business combinations will be obtained.

The Company Akzent Media d.o.o.e.l. sell outdoor advertising space in Macedonia. Upon acquiring this company, a bargain purchase gain of EUR 1 633 thousand arose.

h) Fair value adjustments

On the acquisition of Bilbo City s.r.o. the fair value of non-current tangible assets were adjusted by EUR 711. From the adjustment to the fair value of non-current tangible assets, a deferred tax liability was recognized in the amount of EUR 135 and the total net effect was EUR 576.

The fair value of assets and liabilities was identified and set by management of the Company with the assistance of an independent expert. Realization of the fair value adjustments as they are listed above depends on the conditions that will exist on the relevant markets in the future. There is a significant level of uncertainty relating to the future development of relevant markets in which the acquired entities operate.

4. Acquisition and disposal of entities (continued)

A cost method was used when calculating fair values of non-current tangible assets of Bilbo City s.r.o.

The useful life for non-current tangible assets was determined to be 30 years.

i) Effect of acquisitions

The acquisitions had the following effect on Group's assets and liabilities:

in thousands of EUR	DONEAL, s.r.o	SENZI, a. s.	Akzent Media d.o.o.e.l.	Bilbo City s.r.o.	modern web s. r. o.	Total
Property, plant and equipment	-	-	-	185	-	185
Interest in associates and joint ventures	-	14	-	-	-	14
Trade and other receivables	-	-	-	75	-	75
Cash and cash equivalents	4	-	-	55	4	63
Assets available for sale	-	-	2 781	-	-	2 781
Trade and other liabilities	-	-	-	(20)	-	(20)
Liabilities relating to assets available for sale	-	-	(398)	-	-	(398)
Non-controlling interest	-	-	-	-	(2)	(2)
Net identifiable assets and liabilities	**4**	**14**	**2 383**	**295**	**2**	**2 698**
Goodwill / (bargain purchase gain) on acquisition of new subsidiaries	1	-	(1 633)	100	(2)	(1 534)
Cost of acquisition	**5**	**14**	**750**	**395**	**-**	**1 164**
Consideration paid in cash	(5)	(14)	(750)	(395)	-	(1 164)
Cash acquired	4	-	123	55	4	186
Net cash inflow / (outflow)	**(1)**	**(14)**	**(627)**	**(340)**	**4**	**(978)**

Total bargain purchase gain on acquisition:

in thousands of EUR	Total
Bargain purchase gain at the acquisition date	(1 635)
Foreign exchange difference on bargain purchase	(1)
Total bargain purchase gain	**(1 636)**

4. Acquisition and disposal of entities (continued)

The company Akzent Media d.o.o.e.l. was classified as assets available for sale upon its acquisition. In the table above, the cash acquired in this company is presented within the line assets available for sale.

Disposals of entities for the year ended 31 December 2013

Information about disposals for the year ended 31 December 2013 is presented in Notes 4.j) and 4.k).

j) Details about disposed entities

IdeaComm AD Group[1]
On 8 March 2013, the Group sold a 51% share in the company IdeaComm AD. The selling price was EUR 640 thousand. Due to sale of IdeaComm AD, the Group lost control over a 100% share in the companies Bild EOOD, Outdoor Media Service EOOD a Media Serviz EOOD and a 67% share in the company Street Vision OOD and ceased to be a shareholder in joint ventures Rene Advertising OOD (50%) and VAKOM OOD (50%).

Tardus Publishing s.r.o.
On 24 May 2013, the company TARDUS Publishing s.r.o concluded its activity through liquidation. The group's share on the liquidation proceeds of the company was EUR 5 thousand.

S.C. Euromedia Group[2]
On 23 September 2013, the Group sold a 100% share in the company S.C. Euromedia Group S.A. and a 100% share in the company S.C. Euromedia Services S.R.L. The selling price was EUR 2.

k) Effect of the entities disposal

The disposal of the entities had the following effect on Group's assets and liabilities:

in thousands of EUR	IdeaComm AD [1]	S.C. Euromedia group[2]	Tardus Publishing	Total
Other assets	-	-	(8)	(8)
Assets available for sale	(2 142)	(4 688)	-	(6 830)
Liabilities relating to assets available for sale	827	5 865	-	6 692
Non- controlling interest	651	-	-	651
Disposed net identifiable assets and liabilities	**(664)**	**1 177**	**(8)**	**505**
Selling price	640	-	5	645
Profit / (loss) on sale	**(24)**	**1 177**	**(3)**	**1 150**
Consideration received in cash	640	-	-	640
Decrease in cash	(331)	(101)	-	(432)
Net cash inflow / (outflow)	**309**	**(101)**	**-**	**208**

[1] The group IdeaComm AD includes companies IdeaComm AD, Bild EOOD, Outdoor Media Service EOOD, Media Serviz EOOD, Street Vision OOD, Rene Advertising OOD and VAKOM OOD.
[2] The group S.C. Euromedia includes companies S.C. Euromedia Group S.A. a S.C. Euromedia Services S.R.L.

5. Revenues from services

Revenues per major categories are as follows:

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Revenue from the segment „Media Slovakia“	75 593	70 092
Revenue from the segment „Media Czech Republic“	32 378	36 649
Revenue from the segment „Media Austria“	30 502	34 973
Revenue from the segment „Other“	2 457	7 428
Total	**140 930**	**149 142**

6. Other operating revenues

For the year ended 31 December 2014 other operating revenues in the amount of EUR 1 639 thousands consist mainly of revenue from sale of merchandise in the amount of EUR 506 thousand.

As at 31 December 2013, other operating revenues in the amount of EUR 4 578 thousands consist mainly of revenue from sale of merchandise related to Alfons Mucha exhibition in Prague in the amount of EUR 1 043 thousand.

7. Personnel expenses

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Wages and salaries	(13 514)	(16 189)
Contribution to social insurance and health insurance	(3 584)	(4 110)
Other wages and salaries costs	(975)	(1 342)
Total	**(18 073)**	**(21 641)**

8. Utilisation and write off of programme rights

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Programme rights utilisation	(13 959)	(14 973)
Write off of unused programme rights	(8)	(32)
Total	**(13 967)**	**(15 005)**

9. Depreciation, amortisation and impairment of assets

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Amortisation	(10 774)	(13 720)
Depreciation	(8 433)	(8 213)
Creation of impairment allowance to non-current tangible assets	(2 676)	-
Creation of impairment allowance to receivables and provided loans	(765)	(1 369)
Creation of impairment allowance to other assets	(53)	(183)
Total	**(22 701)**	**(23 485)**

10. Other operating expenses

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Placing, printing and removal of advertisements	(11 337)	(11 722)
Transmitting	(6 828)	(6 598)
Marketing expenses	(5 477)	(3 719)
Material and energy consumption	(3 201)	(3 722)
Repair and maintenance	(2 555)	(3 493)
Media surveys	(2 131)	(2 009)
Other taxes and fees	(2 064)	(2 237)
Rent of premises	(1 948)	(2 407)
Legal, accounting and advisory services	(1 304)	(1 375)
(Creation)/release of ARO provision	(1 263)	2 795
Fees to performing rights societies and to AVF[1]	(1 113)	(1 150)
Expenses related to representation, sponsoring	(912)	(770)
Software support and IT services	(667)	(535)
Outsourcing expenses	(521)	(158)
Transport and insurance expenses	(509)	(603)
Other rent	(504)	(1 067)
Services related to rented premises	(445)	(448)
Telephones fees and internet services	(437)	(529)
Fines and penalties	(399)	(454)
Expenses for dismantling of advertisement spaces	(394)	(290)
Assets insurance expenses	(239)	(252)
Loss from receivables written off	-	(518)
Other	(4 508)	(5 893)
Total	**(48 756)**	**(47 154)**

[1]AVF – Audiovisual fund

The Group is using the services of the auditing company KPMG Slovensko spol. s r.o., KPMG Česká republika, s.r.o., KPMG Austria AG, to audit the individual financial statements of the Group entities and the consolidated financial statements of the Group. The cost of these services for the year ended 31 December 2014 amounted to TEUR 211 thousand (year ended 31 December 2013: EUR 242 thousand). Costs for other services provided by the auditing company KPMG Slovensko spol. s r.o., KPMG Česká republika, s.r.o and KPMG Austria AG for the year ended 31 December 2014 amounted to EUR 12 thousand (year ended 31 December 2013: EUR 33 thousand).

11. Interest expense and income

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Interest expense	(12 942)	(14 860)
Interest income	70	55
Interest expense, net	**(12 872)**	**(14 805)**

Interest expense relates to loans, borrowings, issued bonds and financial leasing used by the Group (see Note 24 – Bank loans and interest bearing loans, Note 25 – Issued bonds and Note 15 – Property, plant and equipment).
Interest income comes from cash deposits in banks and granted loans.

12. Corporate income tax

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Current income tax		
Current year	798	597
Corrections of previous periods	24	(36)
Withholding tax	-	2
Deferred income tax		
Creation and reversal of temporary differences and tax losses	(540)	(1 888)
Change in tax rate	-	(1 165)
Total income tax expense in profit or loss / (decrease in expenses)	**282**	**(2 490)**

Reconciliation of the effective tax rate

in thousands of EUR	2014	%	2013	%
Loss before tax	**(21 776)**		**(20 740)**	
Income tax at local rate	(4 791)	22	(4 770)	23
Effect of tax rates in other countries	(456)	2	(387)	2
Permanent differences	59	-	3 484	(17)
Change in tax rate	-	-	(1 165)	6
Bargain purchase gain	-	-	(163)	1
Tax losses and other temporary differences to which no deferred tax was recognized in current period	4 230	(20)	575	(3)
Tax losses utilised	(121)	1	(30)	-
Decrease in deferred tax receivable in the current period due to its non-utilization	1 324	(6)	-	-
Correction of income tax from previous periods	24	-	(36)	-
Tax licence	13	-	-	-
Withholding tax	-	-	2	-
Total income tax expense / (decrease of income tax expense) in the profit or loss	**282**	**(1)**	**(2 490)**	**12**

12. Corporate income tax (continued)

Deferred tax is calculated using the tax rate valid in period during which the receivable will be realised or the liability settled. Effective from 1 January 2014, the tax rate in Slovakia is 22% (2013: 23%), in the Czech Republic 19% (2013: 19%), in Austria 25% (2013: 25%), in Romania 16% (2013: 16%) and in Croatia 20% (2013: 20%).

13. Goodwill and other intangible assets

Year ended 31 December 2014:

in thousands of EUR	TV format	Contractual rights	Goodwill	Other assets	Total
Acquisition cost					
Balance at 1 January 2014	**109 134**	**65 152**	**6 500**	**18 944**	**199 730**
Additions	-	-	-	327	**327**
Additions from business combinations	-	-	98	-	**98**
Disposals	-	-	-	(4 301)	**(4 301)**
Changes due to translation differences	-	(318)	(15)	(26)	**(359)**
Balance at 31 December 2014	**109 134**	**64 834**	**6 583**	**14 944**	**195 495**
Accumulated amortization and impairment allowance					
Balance at 1 January 2014	**(10 465)**	**(5 550)**	**(3 273)**	**(5 747)**	**(25 035)**
Amortisation	(4 933)	(3 466)	-	(2 375)	**(10 774)**
Disposals	-	-	-	4 301	**4 301**
Changes due to translation differences	-	39	-	1	**40**
Balance at 31 December 2014	**(15 398)**	**(8 977)**	**(3 273)**	**(3 820)**	**(31 468)**
Carrying amount					
Balance at 1 January 2014	**98 669**	**59 602**	**3 227**	**13 197**	**174 695**
Balance at 31 December 2014	**93 736**	**55 857**	**3 310**	**11 124**	**164 027**

13. Goodwill and other intangible assets (continued)

Year ended 31 December 2013:

in thousands of EUR	**TV format**	**Contractual rights**	**Goodwill**	**Other assets**	**Total**
Acquisition cost					
Balance at 1 January 2013	**109 134**	**67 744**	**6 524**	**16 957**	**200 359**
Additions	-	-	-	2 206	**2 206**
Additions from business combinations	-	-	101	-	**101**
Disposals	-	-	-	(10)	**(10)**
Changes due to translation differences	-	(2 592)	(125)	(209)	**(2 926)**
Balance at 31 December 2013	**109 134**	**65 152**	**6 500**	**18 944**	**199 730**
Accumulated amortization and impairment allowance					
Balance at 1 January 2013	**(5 405)**	**(2 178)**	**(3 273)**	**(660)**	**(11 516)**
Amortisation	(5 060)	(3 554)	-	(5 106)	**(13 720)**
Disposals	-	-	-	10	**10**
Changes due to translation differences	-	182	-	9	**191**
Balance at 31 December 2013	**(10 465)**	**(5 550)**	**(3 273)**	**(5 747)**	**(25 035)**
Carrying amount					
Balance at 1 January 2013	**103 729**	**65 566**	**3 251**	**16 297**	**188 843**
Balance at 31 December 2013	**98 669**	**59 602**	**3 227**	**13 197**	**174 695**

14. Impairment testing of assets

a) Impairment testing for the year ended 31 December 2014

CGU BigBoard Praha[1]

As at 31 December 2014, goodwill in the amount of EUR 1 396 thousand and non-current intangible asset with indefinite useful life, the brand, in the amount of EUR 1 991 thousand were recorded by the Group relating to CGU BigBoard Praha[1].

The assumptions used in the impairment testing of the CGU BigBoard Praha[1] as at 31 December 2014 were as follows:

- Goodwill's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a 5-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGU's market.

- A discount rate of 8% was determined based on the target structure of own and external capital of comparable businesses in the industry.

14. Impairment testing of assets (continued)

- Key assumptions, and also the most volatile ones, used in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses of the assets of CGU BigBoard Praha[1] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase in discount rate from 8% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to the management estimate would not cause the assets to be impaired.

CGU Slovenská produkčná[2]

The Company does not recognize any goodwill or intangible assets with indefinite useful life for the CGU Slovenská produkčná[2] as at 31 December 2014. In 2014, the Company performed an analysis to identify impairment indicators of non-current intangible assets. Based on the Company's analysis, impairment indicators for the CGU Slovenská produkčná[2] were identified, and therefore the Company performed impairment testing for non-current assets.

The assumptions used in impairment testing of the CGU Slovenská produkčná[2] as at 31 December 2014 were as follows:

- Non-current asset's value in use was derived from future cash flows estimated by the management, updated since acquisition date. Future cash flows were estimated based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGU's market.

- A discount rate of 8% was determined based on the target structure of own and external capital.

- Key assumptions, and also the most volatile ones, used in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses on non-current assets of CGU Slovenská produkčná[2] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8% to 10% would cause the assets to be impaired in the amount of EUR 13 214 thousand. A decrease of net cash flows by 10% when compared to the management estimate would not cause the assets to be impaired.

14. Impairment testing of assets (continued)

CGU Akzent BigBoard[3]

As at 31 December 2014, the Group recognized for the CGU Akzent BigBoard[3] a goodwill in the amount of EUR 1 912 thousand and non-current intangible assets with indefinite useful life, the brand, in the amount of EUR 1 865 thousand.

- Goodwill's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- A discount rate of 8% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this test, no impairment losses of the assets of CGU Akzent BigBoard[3] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% when compared to the management estimate would not cause the assets to be impaired.

CGU EPAMEDIA[4]

As at 31 December 2014, no goodwill was recognized for CGU EPAMEDIA[4]. For the CGU EPAMEDIA[4], the Group recognized non-current intangible asset with indefinite useful life, the brand, in the amount of EUR 3 800 thousand as at 31 December 2014.

- Non-current intangible asset's value in use was derived from future cash flows estimated by management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- The discount rate of 8% was determined based on the target structure of own and external capital of comparable businesses in the industry.

14. Impairment testing of assets (continued)

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this test, no impairment losses of the assets of CGU EPAMEDIA[4] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% compare to management estimates would not cause the assets to be impaired.

[1] The group BigBoard Praha includes: BigBoard Praha, a.s., BigMedia, spol. s r.o., Czech Outdoor s.r.o, Expiria, s.r.o., RAILREKLAM, s.r.o., MG Advertising, s.r.o., Barrandia s.r.o., Český billboard, s.r.o., outdoor akzent s.r.o. and Bilbo City s.r.o.

[2] The group Slovenská produkčná includes: Slovenská produkčná, a.s. and MAC TV s.r.o. DONEAL, s.r.o. and SENZI, a.s.

[3] The group Akzent BigBoard includes: Akzent BigBoard, a.s, BigMedia, spol. s r.o., RECAR Bratislava a.s. and RECAR Slovensko a.s., HANDY MEDIA s.r.o., Media representative, s.r.o. and BHB, s.r.o.

[4] The group EPAMEDIA includes: EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH, R + C Plakatforschung und –kontrolle Gesellschaft mbH, Heimatwerbung Gesellschaft m.b.H. (Linz - Upper Austria), Heimatwerbung Gesellschaft m.b.H. (Vienna) and Akcie.sk, s.r.o.

b) Impairment testing for the year ended 31 December 2013

CGU BigBoard Praha[1]

As at 31 December 2013, goodwill in the amount of EUR 1 411 thousand and non-current intangible asset with indefinite useful life, the brand, in the amount of EUR 1 184 EUR thousand were recorded by the Group relating to CGU BigBoard Praha[1].

The assumptions used in impairment testing of the CGU BigBoard Praha[1] as at 31 December 2013 were as follows:

- Goodwill's value in use was derived from future cash flows estimated by the management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five year period was set at 2% and is considered appropriate for the CGUs market.

- The discount rate of 8.82% was determined based on the target structure of own and external capital of comparable businesses in the industry.

14. Impairment testing of assets (continued)

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses on non-current assets of CGU BigBoard Praha[1] were identified.

The Group has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8.82% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% would not cause the assets to be impaired.

CGU Slovenská produkčná[2]

The Group does not recognize any goodwill or intangible assets with indefinite useful life for the CGU Slovenská produkčná[2] as at 31 December 2013.In 2013, the Comapany performed an analysis to identify impairment indicators of non-current intagible assets. Based on the Company's analysis, impairment indicators for the CGU Slovenská produkčná[2] were identified, and therefore the Company performed impairment testing for non-current assets.

The assumptions used in the impairment test for CGU Group Slovak produkčná[2] at 31 December 2013 were as follows:

- Non-current asset's value in use was derived from future cash flows estimated by the management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- The discount rate of 8.% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on the historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses on the assets of CGU Slovenská produkčná[2] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% compare to management estimates would not cause the assets to be impaired.

14. Impairment testing of assets (continued)

CGU Akzent BigBoard[3]

As at 31 December 2013 for the CGU Akzent BigBoard[3], the Group recognized a goodwill in the amount of EUR 1 814 thousand and non-current intangible asset with indefinite useful life, the brand, of EUR 865 thousand.

- Goodwill's value in use was derived from future cash flows estimated by the management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

- Designed cash flows used in determining the value in use covers a period of five years.

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 5% and is considered appropriate for the CGUs market.

- The discount rate of 11.47% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on the historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses on non-current assets of CGU Akzent BigBoard[3] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 11.47% to 12.47% would not cause the assets to be impaired. A decrease of net cash flows by 10% would not cause the assets to be impaired.

The company also performed a sensitivity analysis of the growth interpolation change of projected cash flows beyond the five-year period. Change in growth rate extrapolation from 5% to 2% would not cause impairment of assets CGU Akzent BigBoard.[3]

CGU EPAMEDIA[4]

For the CGU EPAMEDIA[8], the Company recognized non-current intangible asset with indefinite useful life, the brand, of EUR 3 800 thousand as at 31 December 2013. No goodwill was recognized for EPAMEDIA[8] as at 31 December 2013.

- Non-current asset's value in use was derived from future cash flows estimated by the management, updated since acquisition date. Future cash flows were constructed based on past results, current results from operating activities and a five-year business plan of the CGU. Projected cash flows used in determining the value in use cover a period of five years.

14. Impairment testing of assets (continued)

- Growth rate used to extrapolate the projected cash flows after this five-year period was set at 2% and is considered appropriate for the CGUs market.

- The discount rate of 8% was determined based on the target structure of own and external capital of comparable businesses in the industry.

- Key assumptions, and also the most volatile ones, in determining the value in use, were earnings before interest, tax, depreciation and amortization (EBITDA) and the discount rate. Management's approach to determining the weight of each key assumption was based on the historical experience, which is consistent with external sources of information.

Based on this testing, no impairment losses on non-current assets of CGU EPAMEDIA[8] were identified.

The Company has carried out a sensitivity analysis aimed at the change of discount rate and the change of net cash flows. An increase of discount rate from 8% to 10% would not cause the assets to be impaired. A decrease of net cash flows by 10% would not cause the assets to be impaired.

[1] The group BigBoard Praha includes: BigBoard Praha, a.s., BigMedia, spol. s r.o., Czech Outdoor s.r.o, Expiria, s.r.o., RAILREKLAM, s.r.o., MG Advertising, s.r.o., Barrandia s.r.o., Český billboard, s.r.o. and Bilbo City s.r.o.

[2] The group Slovenská produkčná includes: Slovenská produkčná, a.s. and MAC TV s.r.o.

[3] The group Akzent BigBoard includes: Akzent BigBoard, a.s., BigMedia, spol. s r.o., RECAR Bratislava a.s. and RECAR Slovensko a.s.

[4] The group EPAMEDIA includes: EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH, Public Space Advertising GmbH, R + C Plakatforschung und –kontrolle Gesellschaft mbH, Heimatwerbung Gesellschaft m.b.H. (Linz - Upper Austria), Heimatwerbung Gesellschaft m.b.H. (Vienna), outdoor akzent d. o. o. and Akzent Media d.o.o. e. I

15. Property, plant and equipment

Year ended 31 December 2014:

in thousands of EUR	Land	Buildings	Machinery and equipment	Acquisition of property, plant and equipment	Total
Acquisition cost					
Balance as at 1 January 2014	**299**	**4 557**	**97 757**	**436**	**103 049**
Additions	-	135	5 311	1 039	**6 485**
Transfers	-	5	247	(252)	**-**
Disposals	-	(34)	(3 410)	(801)	**(4 245)**
Changes due to translation differences	-	(23)	(378)	(1)	**(402)**
Balance as at 31 December 2014	**299**	**4 640**	**99 527**	**421**	**104 887**
Accumulated depreciation and impairment allowance					
Balance as at 1 January 2014	**-**	**(206)**	**(11 291)**	**-**	**(11 497)**
Depreciation	-	(189)	(8 244)	-	**(8 433)**
Impairment of assets	-	-	(2 676)	-	**(2 676)**
Disposals	-	3	2 391	-	**2 394**
Changes due to translation differences	-	1	42	-	**43**
Balance as at 31 December 2014	**-**	**(391)**	**(19 778)**	**-**	**(20 169)**
Carrying value					
Balance as at 1 January 2014	**299**	**4 351**	**86 466**	**436**	**91 552**
Balance as at 31 December 2014	**299**	**4 249**	**79 749**	**421**	**84 718**

Year ended 31 December 2013:

in thousands of EUR	Land	Buildings	Machinery and equipment	Acquisition of property, plant and equipment	Total
Acquisition cost					
Balance as at 1 January 2013	**260**	**4 341**	**98 416**	**1 344**	**104 361**
Additions	41	115	4 494	77	**4 727**
Additions from business combinations	-	-	185	-	**185**
Transfers	-	285	599	(884)	**-**
Disposals	-	(12)	(2 902)	(63)	**(2 977)**
Changes due to translation differences	(2)	(172)	(3 035)	(38)	**(3 247)**
Balance as at 31 December 2013	**299**	**4 557**	**97 757**	**436**	**103 049**
Accumulated depreciation and impairment allowance					
Balance as at 1 January 2013	**-**	**(21)**	**(4 552)**	**-**	**(4 573)**
Depreciation	-	(191)	(8 022)	-	**(8 213)**
Disposals	-	-	1 092	-	**1 092**
Changes due to translation differences	-	6	191	-	**197**
Balance as at 31 December 2013	**-**	**(206)**	**(11 291)**	**-**	**(11 497)**
Carrying value					
Balance as at 1 January 2013	**260**	**4 320**	**93 864**	**1 344**	**99 788**
Balance as at 31 December 2013	**299**	**4 351**	**86 466**	**436**	**91 552**

15. Property, plant and equipment (continued)

Impairment loss
During the period from 1 January 2014 to 31 December 2014, the Group has impaired the carrying value of non-current tangible assets in the amount of EUR 2 676 thousand. Impairment of tangible fixed assets results from the plan to dismantle advertising equipment in Austrian companies (during the period from 1 January 2013 to 31 December 2013, the Group has not impaired the carrying value of non-current tangible assets).

Insurance of property, plant and equipment
The Group has insured its assets against natural disasters, theft, vandalism and general machinery malfunction. Cars are insured through full accident and liability insurance. The Group is also insured against liability for damage. The total insured amount of assets as at 31 December 2014 amounts to EUR 67 595 thousand (31 December 2013: EUR 76 132 thousand).

Leased assets
The Group leases cars, broadcasting equipment, land and a building based on a finance lease agreements. The finance lease agreement relating to land and a building is concluded until 2021. The finance lease agreement relating to broadcasting equipment is signed until 2019.
The carrying value of leased assets amounted to EUR 2 478 thousand as at 31 December 2014 (31 December 2013: EUR 1 738 thousand).

Restriction in assets use
On 23 June 2014, the Police of the Czech Republic, Bureau of Corruption and Financial Crime ruled by a Decision to seize advertising equipment of company Czech Outdoor, s.r.o. based on the suspicion of crime regarding the administration of property of other person. This relates to 164 advertising constructions in the carrying amount of approximately 5 697 thousand EUR. According to the Decision, Czech Outdoor s.r.o. is eligible to use these equipments for the purpose of its own entrepreneurial activity, however it is not allowed to transfer these assets to third parties or use them as a lien. The above-mentioned criminal proceeding is not held against Czech Outdoor, s.r.o. or its current or former statutory representatives, it is led against the former statutory representatives of Ředitelství silnic a dálnic ČR (Road and Motorway directorate of the Czech Republic), with which the company Czech Outdoor s.r.o. signed an amendment to rental contracts in 2010. Management of Czech Outdoor, s.r.o. represented by the law firm AK Brož, Sokol & Novák actively undergoes legal actions to cancel this seizure. This seizure does not have any direct material impact on the profit or loss account of Czech Outdoor, s.r.o.

16. Other financial instruments

in thousands of EUR	31 December 2014	31 December 2013
Financial assets carried at fair value through profit or loss	955	408
Securities held sale	3	2
Total	**958**	**410**

Financial assets carried at fair value through profit or loss include investments of the Group in the mutual funds and currency forwards. The administrator of the mutual funds is Raiffeisenlandesbank Niederösterreich-Wien AG. The amount of the investments as at 31 December 2014 is EUR 421 thousand (31 December 2013: EUR 408 thousand). The amount of currency forwards as at 31 December 2014 is EUR 534 thousand (31 December 2013: EUR 0 thousand).

16. Other financial instruments (continued)

Securities available for sale include a 16% share in the company PMT, s.r.o., which is carried at acquisition cost. The value of the ownership share amounts to EUR 2 thousand as at 31 December 2014 (31 December 2013: EUR 2 thousand). The Group is liable only up to its share in this company and has no other obligations in respect of this company.

Fair value hierarchy

Determining fair value of financial assets carried at fair value through profit or loss is as follows:

in thousands of EUR	31 December 2014	31 December 2013
Level 1	421	408
Level 2	534	-
Total	**955**	**408**

17. Interest in associates and joint ventures

v thousands of EUR	31 December 2014	31 December 2013
Joint ventures	16	18
Associates	1 160	1 187
Total	**1 176**	**1 205**

As at 31 December 2014 and 31 December 2013, the Group does not record any shares on losses of associates and joint ventures.

Associates
The Group has a significant investment in an associate RAILREKLAM, s.r.o. with a place of business in the Czech Republic.

Summarised financial information of an associate RAILREKLAM, s.r.o. is presented as follows:

v thousand or EUR	31 December 2014	31 December 2013
Group share	**49%**	**49%**
Non-current assets	198	256
Current assets	2 016	2 056
Long-term liabilities	-103	-27
Short-term liabilities	-614	-743
Net assets and liabilities (100%)	1 497	1 542
Group share of net assets and liabilities (49%)	734	756
Goodwill	426	431
The value of investment in the consolidated statement of financial position	**1 160**	**1 187**

17. Interest in associates and joint ventures (continued)

In thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Income (100%)	3 725	4 655
Profit for the period (100%)	46	119
Other parts of comprehensive income (100%)	156	-130
Comprehensive income for period (100%)	202	-11
Comprehensive income for period (49%)	99	-5
Indirect non-controlling interests (40%)	-40	2
Group share on comprehensive income	**59**	**-3**
Dividends received by The Group from associate RAILREKLAM, s.r.o.	64	62

18. Programme rights and internal programme rights

Year ended 31 December 2014:

In thousands of EUR	Programme rights	Internally generted programme rights	Total
Costs			
Balance as at 1 January 2014	**17 257**	**22 535**	**39 792**
Additions	11 058	21 811	32 869
Utilised	(13 959)	(18 505)	(32 464)
Written off	(8)	-	(8)
Balance as at 31 December 2014	**14 348**	**25 841**	**40 189**
Impairment allowance			
Balance as at 1 January 2014	-	**(5 815)**	**(5 815)**
Utilised	-	2 080	**2 080**
Balance as at 31 December 2014	-	**(3 735)**	**(3 735)**
Carrying value			
Balance as at 1 January 2014	**17 257**	**16 720**	**33 977**
Balance as at 31 December 2014	**14 348**	**22 106**	**36 454**

18. Programme rights and internal programme rights (continued)

Year ended 31 December 2013:

in thousands of EUR	Programme rights	Internally generated programme rights	Total
Costs			
Balance as at 1 January 2013	**20 122**	**15 718**	**35 840**
Additions	12 140	26 859	38 999
Utilised	(14 973)	(20 042)	(35 015)
Written off	(32)	-	(32)
Balance as at 31 December 2013	**17 257**	**22 535**	**39 972**
Impairment allowance			
Balance as at 1 January 2013	-	-	-
Created	-	(5 815)	(5 815)
Balance as at 31 December 2013	-	**(5 815)**	**(5 815)**
Carrying value			
Balance as at 1 January 2013	**20 122**	**15 718**	**35 840**
Balance as at 31 December 2013	**17 257**	**16 720**	**33 977**

in thousands of EUR	31 December 2014	31 December 2013
Valid programme rights or those becoming valid within 1 year after the balance sheet date	12 979	15 794
Current programme rights	**12 979**	**15 794**
Programme rights becoming valid more than 1 year after the balance sheet date	984	730
Programme rights becoming valid more than 2 years after the balance sheet date	385	733
Non-current programme rights	**1 369**	**1 463**
Total	**14 348**	**17 257**

The Group does not have any current or future plans or intentions that would lead to redundant or out-dated programme rights. Impairment loss in the amount of EUR 5 815 thousands was recognized for the internal programmes, for which the expected realizable value was lower than the carrying amount as at 31 December 2013. In 2014, the Group used impairment allowance in the amount of EUR 2 080 thousand. Based on this adjustments, the Group has no programme rights or internal programme rights carried at a value exceeding net realisable value, as management expects that income from broadcasted advertisements will exceed the value of programme rights and internal programme rights presented in the consolidated statement of financial position.

19. Trade and other receivables

in thousands of EUR	31 December 2014	31 December 2013
Trade receivables	21 913	22 954
Other receivables	1 817	780
Receivables subtotal	**23 730**	**23 734**
Impairment allowance to receivables	(2 287)	(1 776)
Total receivables presented in risk management	**21 443**	**21 958**
Prepayments	2 120	650
Total of non-financial trade and other receivables	**2 120**	**650**
Total of trade and other receivables	**23 563**	**22 608**

The aging structure of receivables is presented in the following table:

in thousands of EUR	31 December 2014			31 December 2013		
	Nominal value	%	Value adjustment	Nominal value	%	Value adjustment
Within due date	16 080	62	-	16 051	66	(5)
1 to 30 days overdue	3 917	15	(9)	3 611	15	(28)
31 to 180 days overdue	3 069	12	(94)	2 653	11	(502)
181 to 365 days overdue	1 022	4	(681)	649	2	(226)
More than 365 days overdue	1 762	7	(1 503)	1 420	6	(1 015)
	25 850	**100**	**(2 287)**	**24 384**	**100**	**(1 776)**

Changes in impairment allowance during the period:

in thousands of EUR	Year ended 31 December 2014	Year ended 31 December 2013
Balance as at 1 January	**1 776**	**587**
Creation	1 287	1 486
Use	(216)	(120)
Release	(548)	(117)
Change due to translation differences	(12)	(60)
Balance as at 31 December	**2 287**	**1 776**

20. Other assets

in thousands of EUR	31 December 2014	31 December 2013
Prepaid expenses	1 269	1 225
Inventory	309	306
Total	**1 578**	**1 531**

21. Cash and cash equivalents

in thousands of EUR	31 December 2014	31 December 2013
Bank accounts	11 828	12 950
Cash in hand	64	60
Stamps and vouchers	76	16
Total	**11 968**	**13 026**

The bank accounts are at the Group's full disposal.

22. Assets available for sale

A detailed structure of assets available for sale as at 31 December 2013 is as follows:

in thousands of EUR	outdoor akzent d.o.o.	Akzent Media d.o.o.e.l.	Total
Segment	*Other*	*Other*	
Assets			
Other intangible assets	355	157	**512**
Property, plant and equipment	1 065	1 646	**2 711**
Trade and other receivables	568	689	**1 257**
Other financial instruments	-	2	**2**
Loans granted	-	62	**62**
Other assets	123	145	**268**
Cash and cash equivalents	210	162	**372**
Total assets	**2 321**	**2 863**	**5 184**
Liabilities			
Provisions	295	-	**295**
Trade and other liabilities	339	320	**659**
Deferred tax liability	68	-	**68**
Total liabilities	**702**	**320**	**1 022**

22. Assets available for sale (continued)

Cumulative revenue and expenses in Other comprehensive income as at 31 December 2013 is as follows:

in thousands of EUR	**outdoor akzent d.o.o.**	**Akzent Media d.o.o.e.l.**	**Total**
Segment	*Other*	*Other*	
Items with the reclassification into profit or loss:			
Foreign currency translation differences	(14)	(14)	**(28)**
Other comprehensive income, after tax	**(14)**	**(14)**	**(28)**

All mentioned entities were included in the category assets available for sale immediately after their acquisition on 11 December 2012 outdoor akzent d.o.o. and Akzent Media d.o.o.e.l on 19 July 2013.

As at 31 December 2014, all mentioned companies were sold (see point 4 – Acquisitions and disposals of entities).

23. Equity

Share capital
As at 31 December 2014, the Company's share capital equals EUR 25 thousand.

On 1 February 2013, the structure of JOJ Media House, a.s.'s shareholders has changed in such a way that instead of the shareholder HERNADO LIMITED, with its registered office in Akropoleos, 59-61 SAVVIDES CENTER, 1st floor, Flat/Office 102, 2012 Nicosia, Cyprus, registration number: 271787 („HERNADO LIMITED") the new majority shareholder holding 99.9% of shares of the Company became TV JOJ L.P., with its registered office in Klimentos, 41 - 43 KLIMENTOS TOWER, 2nd floor, Flat/Office 21, 1061 Nicosia, Cyprus, registration number: 12128. HERNADO LIMITED, the previous majority shareholder, acts on behalf of the new majority shareholder as its general partner. This transaction has no effect on executing the control over the Company. Other aspects of shareholder structure remain unchanged.

The shareholders' structure of the Company as at 31 December 2014:

in EUR	**Interest in share capital**	**Interest in share capital**	**Voting rights**
	EUR	**%**	**%**
TV JOJ L.P.	24 975	99,90	99,90
Mgr. Richard Flimel	25	0,10	0,10
	25 000	**100**	**100**

Share capital as at 31 December 2014 and 31 December 2013 constituted of 1 000 common shares in a nominal value of 25 EUR per share.

The shareholder is entitled to dividends and is entitled to cast his vote during general meetings of the Company, 1 vote per share.

Share capital is fully paid up.

23. Equity (continued)

Other funds
Other funds include legal reserve fund in the amount of EUR 305 thousand, other capital funds in the amount of EUR 51 004 thousand and fund from foreign currency translations in the amount of EUR (1 186) thousand (as at 31 December 2013 legal reserve fund: EUR 296 thousand, other capital funds: EUR 50 956 thousand and fund from foreign currency translation: EUR (1 115) thousand).

The Company is obliged, according to the Slovak legal regulations, to create a legal reserve fund on an annual basis. For this purpose a minimum of 10% of profit is to be used, at least up to 20% of the share capital (cumulatively). The legal reserve fund can only be used to cover the Company's losses and cannot be paid out as dividends. The calculation of the reserve fund is carried out in line with legal requirements.

Non-controlling interests
The following subsidiaries have Non-controlling interests that are material to the Group:

	Place of business	**Ownership interest attributable to Non-controlling share**	
		31 December 2014	**31 December 2013**
		%	**%**
BigBoard Praha, a.s. [2]	Czech Republic	40	40
Czech Outdoor s.r.o. [1,2]	Czech Republic	40	40

[1] Indirect non-controlling share
[2] Throughout the year 2013 the amount of the non-controlling share increased from 20% to 40%

Summary financial information of subsidiaries before elimination of intra-group relations are shown in the table below:

	BigBoard Praha, a.s.		**Czech Outdoor s.r.o.**	
In thousands of EUR	**Year ended 31 December 2014**	**Year ended 31 December 2013**	**Year ended 31 December 2014**	**Year ended 31 December 2013**
Revenues (100%)	13 404	14 170	15 205	15 342
Profit / (loss) for period (100%)	-2 932	-979	2 154	1 598
Other parts of comprehensive income (100%)	13	-154	-48	-213
Comprehensive income for period (100%)	**-2 919**	**-1 133**	**2 106**	**1 385**
Profit / (loss) for the period attributable to non-controlling shares	-1 173	-235	862	79
Comprehensive income for period attributable to non-controlling shares	-1 168	-235	842	-7

23. Equity (continued)

	BigBoard Praha, a.s.		Czech Outdoor s.r.o.	
	Year ended 31 December 2014	**Year ended 31 December 2013**	**Year ended 31 December 2014**	**Year ended 31 December 2013**
Non-current assets	43 040	41 261	20 161	21 580
Current assets	5 251	13 023	7 206	4 921
Long-term liabilities	-48 960	-49 579	-19 091	-20 641
Current liabilities	-2 741	-3 387	-3 230	-2 920
Net assets and liabilities (100%)	**-3 410**	**1 318**	**5 046**	**2 940**
Net assets and liabilities attributable to non-controlling shares	-1 364	527	2 018	1 176
Cash flow from operating activities	-1 664	-2 475	414	3 858
Cash flow from investing activities	1 588	862	-183	-373
Cash flow from financing activities	-339	-423	-1 137	-3 509
Decrease in cash and cash equivalents	**-415**	**-2 036**	**-906**	**-24**

Effect from sale of share in companies without loss of control as at 31 December 2014

in thousands of EUR	**Group Slovenská Produkčná[2]**
Retained earnings	1 015
Equity attributable to the equity holders of the parent	**1 015**
Non-controlling shares attributable to acquired shares	(2 199)
Acquisition of shares	**(1 184)**

Effect from sale of share in companies without loss of control as at 31 December 2013

in thousands of EUR	**Group BigBoard Praha[1]**	**Group Slovenská produkčná[2]**	**Total**
Legal reserve fund	-	(10)	(10)
Other capital funds	1	-	1
Fund from translation of foreign currency	(9)	-	(9)
Retained earnings	(96)	(5 040)	(5 136)
Equity attributable to the equity holders of the parent	**(104)**	**(5 050)**	**(5 154)**
Non-controlling interests	105	5 055	5 160
Total	**1**	**5**	**6**

23. Equity (continued)

[1] Group BigBoard Praha includes companies BigBoard Praha, a.s., First Outdoor s.r.o., Czech Outdoor s.r.o, Expiria, s.r.o., RAILREKLAM, s.r.o., MG Advertising, s.r.o. and Barrandia s.r.o., Český billboard, s.r.o., Bilbo City s.r.o., and outdoor akzent s.r.o.
[2] Group Slovenská produkčná includes companies Slovenská produkčná, a.s. and MAC TV s.r.o., TELEPON PLUS, spol s.r.o., DONEAL, s.r.o. and SENZI, a.s.

During 2013, a portion of shares of Slovenská produkčná, a.s. corresponding to 15% of the share capital of the company, was sold to members of senior management of Slovenská produkčná, a.s. For the purchase of the shares a loan was provided to the members of senior management by JOJ Media House, a.s., which is recognized within Group's non-current assets.

Subsequently, in 2014 the Group bought back shares corresponding to 10% of the share capital of Slovenská produkčná, a.s.

24. Bank loans and interest bearing loans

in thousands of EUR	**31 December 2014**	**31 December 2013**
Bank loans	35 437	48 852
Bank loans - overdrafts	22 305	12 905
Interest bearing borrowings	9 092	6 962
Finance leasing liabilities	1 704	1 112
Total	**68 538**	**69 831**

The average interest rate of bank loans and interest bearing loans as at 31 December 2014 equalled to 4.40% (as at 31 December 2013: 6.16%).

The Group offered guarantees for received bank loans, interest bearing loans and finance leasing:

in thousands of EUR	**31 December 2014**	**31 December 2013**
Internal programme rights	22 106	16 720
Programme rights acquired	14 348	17 257
Bills of exchange guarantee	4 867	22 037
Trade and other receivables	5 402	6 497
Property, plant and equipment	1 655	6 683
Other assets	15	15
Total	**48 393**	**69 209**

Property, plant and equipment includes leased property used for securing the finance leasing in the amount of EUR 1 655 thousand (as at 31 December 2013: EUR 1 738 thousand).

24. Bank loans and interest bearing loans (continued)

Finance leasing liabilities

Finance leasing liabilities as at 31 December 2014 were as follows:

in thousands of EUR	Payments	Interest	Principal
Less than 3 months	981	107	874
3 months to 1 year	280	47	233
1 to 5 years	642	45	597
Total	**1 903**	**199**	**1 704**

Finance leasing liabilities as at 31 December 2013 were as follows:

in thousands of EUR	Payments	Interest	Principal
Less than 3 months	1 083	136	947
3 months to 1 year	150	33	117
1 to 5 years	49	1	48
Total	**1 282**	**170**	**1 112**

25. Issued bonds

The Company has the following bonds in issue:

in thousands of EUR Type	ISIN	Issued	Due date	Original currency of the issue	Nominal value of the issue	Effective interest rate in %	Carrying value as at 31 December 2014	Carrying value as at 31 December 2013
payable to bearer	SK4120008244	21.12.2011	21.12.2015	EUR	25 000	7.66	23 222	21 571
payable to bearer	CZ0003502312	28.11.2012	28.11.2017	CZK	730 000	7.67	26 153	26 333
payable to bearer	CZ0003503153	5.12.2012	5.12.2019	CZK	545 041	9.54	19 407	19 550
payable to bearer	SK4120009382	15.8.2013	15.8.2018	EUR	55 000	6.57	55 875	55 473
							124 657	**122 927**

Bonds ISIN SK4120008244 carry no interest.

Interest on ISIN CZ0003502312 bonds is payable semi-annually. The nominal value of the issue as at 31 December 2014 was decreased by purchased own bonds in the amount of CZK 70 000 thousand (as at 31 December 2013 in the amount of CZK 70 000 thousand).

Bonds ISIN CZ0003503153 bear an interest payable annually. The nominal value of the issue was as at 31 December 2014 decreased by purchased own bonds in the amount of CZK 100 000 thousand (as at 31 December 2013 in the amount of CZK 100 000 thousand).

Bonds ISIN SK4120009382 bear an interest payable annually.

26. Deferred tax asset / (liability)

The following items gave rise to a deferred tax asset / (liability):

in thousands of EUR	Receivables 31 December 2014	Liabilities 31 December 2014	Total 31 December 2014
Temporary differences related to:			
Property, plant and equipment	-	(12 995)	(12 995)
Other intangible assets	-	(33 868)	(33 868)
Provisions	130	(92)	38
Unpaid interest	-	(459)	(459)
Tax losses	11 992	-	11 992
Other	900	(71)	829
Netting	*(7 446)*	*7 446*	-
Total	**5 576**	**(40 039)**	**(34 463)**

in thousands of EUR	Receivables 31 December 2013	Liabilities 31 December 2013	Total 31 December 2013
Temporary differences related to:			
Property, plant and equipment	-	(13 713)	(13 713)
Other intangible assets	-	(35 793)	(35 793)
Provisions	198	-	198
Unpaid interest	215	(1 252)	(1 037)
Tax losses	17 245	-	17 245
Other	1 451	(3 440)	(1 989)
Netting	*(12 301)*	*12 301*	-
Total	**6 808**	**(41 897)**	**(35 089)**

Deferred tax asset arising from the following items was not recognized (tax base):

in thousands of EUR	31 December 2014	31 December 2013
Tax losses	80 517	47 564
Total	**80 517**	**47 564**

Expected periods for expiration of tax losses utilization:

in thousands of EUR	2015	2016	2017	2018	After 2018
Tax losses	3 155	3 178	3 200	1 177	118 366

26. Deferred tax asset / (liability) (continued)

Tax losses incurred in Slovakia can be utilized on a straight line basis no more than 4 consecutive years equally (until 1 January 2013: 7 years), the maximum time period for tax losses utilisation in Czech Republic is 5 years. In Austria, tax losses utilisation is not limited by time.

27. Provisions

Year ended 31 December 2014:

in thousands of EUR	Onerous contracts	Asset retirement obligation provision	Employee benefits	Fines from RpVaR[1] and lawsuits	Other provisions	Provisions total
Balance as at 1 January 2014	**164**	**-**	**925**	**1 465**	**602**	**3 156**
Creation	2 168	1 129	77	174	481	**4 029**
Utilisation	(45)	-	(78)	(949)	(514)	**(1 586)**
Release	(28)	-	-	(50)	(83)	**(161)**
Changes due to translation differences	-	(1)	-	(2)	-	**(3)**
Balance as at 31 December 2014	**2 259**	**1 128**	**924**	**638**	**486**	**5 435**

Current	3 250
Non-current	2 185
Total	**5 435**

Year ended 31 December 2013:

in thousands of EUR	Onerous contracts	Asset retirement obligation provision	Employee benefits	Fines from RpVaR[1] and lawsuits	Other provisions	Provisions total
Balance as at 1 January 2013	**212**	**3 993**	**1 918**	**1 728**	**1 277**	**9 128**
Creation	-	-	-	404	624	1 028
Utilisation	(35)	-	(30)	(149)	(632)	(846)
Release	(13)	(3 993)	(963)	(460)	(667)	(6 096)
Changes due to translation differences	-	-	-	(58)	-	(58)
Balance as at 31 December 2013	**164**	**-**	**925**	**1 465**	**602**	**3 156**

Current	1 477
Non-current	1 679
Total	**3 156**

[1]RpVaR – Council for Broadcasting and Retransmission

JOJ Media House, a. s. and Subsidiary Companies
Notes to the consolidated financial statements for the year ended 31 December 2014

28. Trade and other liabilities

in thousands of EUR	31 December 2014	31 December 2013
Trade liabilities	25 192	23 645
Unbilled supplies	11 180	11 932
Liabilities towards employees and institutions	2 759	2 471
Accrued expenses	2 748	1 949
Other tax liabilities	902	1 063
Other liabilities	2 935	2 728
Total	**45 716**	**43 788**
Advances received	798	2
Deferred income	576	1 002
Total non-financial trade liabilities and other liabilities	**1 374**	**1 004**
Total trade and other liabilities	**47 090**	**44 792**

As at 31 December 2014, other liabilities include an interest swap in the amount of EUR 253 thousand (as at 31 December 2013: EUR 385 thousand and a currency forward in the amount of EUR 140 thousand), which is recorded at fair value.

Fair value hierarchy

Determination of fair value of interest swap and currency forward is shown in the following table:

in thousands of EUR	31 December 2014	31 December 2013
Level 2	253	525
Total	**253**	**525**

Structure of liabilities according to their due dates is shown in the following table:

in thousands of EUR	31 December 2014	31 December 2013
Overdue liabilities	7 086	7 066
Liabilities within due date	40 004	37 726
	47 090	**44 792**

Majority of the overdue liabilities as at 31 December 2014 were paid by the date of the financial statements preparation.

The liabilities towards employees and institutions include a social fund liability in the amount EUR 91 thousand as at 31 December 2014 (as at 31 December 2013: EUR 82 thousand).

29. Risk management information

Summary

The group is exposed to the operational risk and the following risks from using financial instruments:

- Liquidity risk
- Credit risk
- Market risk

Market risk consists mainly from interest risk and currency risk.

Liquidity risk

The following table presents an analysis of financial assets and liabilities of the Group presented according to the remaining contractual maturity of financial assets and liabilities as at balance sheet date. The presented amounts also include estimated payments of interest and represent contractual undiscounted cash flows.

The maturity of financial assets and liabilities as at 31 December 2014 is as follows:

in thousands of EUR	**Carrying amount**	**Total**	**Contractual cash flows** Up to 3 months	3 months to 1 year	1 year to 5 years	Over 5 years
Assets						
Cash and cash equivalents	11 968	11 968	11 968	-	-	-
Trade and other receivables	21 443	21 443	21 177	20	170	76
Other financial instruments	958	958	675	283	-	-
Loans granted	992	1 143	-	78	1 065	-
Income tax receivables	36	36	36	-	-	-
	35 397	**35 548**	**33 856**	**381**	**1 235**	**76**
Liabilities						
Bank loans and interest bearing loans	(68 538)	(76 195)	(6 068)	(48 334)	(10 683)	(11 110)
Trade and other liabilities	(45 716)	(45 704)	(34 115)	(8 771)	(2 818)	-
Income tax liabilities	(305)	(305)	(115)	(190)	-	-
Issued bonds	(124 657)	(154 270)	-	(32 143)	(122 127)	-
	(239 216)	**(276 474)**	**(40 298)**	**(89 438)**	**(135 628)**	**(11 110)**

The differences between the current assets and liabilities are balanced by the Group as follows:

- The Group has issued bonds in the amount of EUR 25 000 thousand which are due in 2015. The Group plans to refinance these bonds at maturity with bonds of the same type in the same amount and therefore management of the Group does not expect any net outflow of cash during 2015.
- The Group has several not fully drawn loans, which can be utilized when needed. Current financial needs are satisfied through overdraft facilities and undrawn credit lines. As at 31 December 2014, the Group had EUR 9 514 thousand (as at 31 December 2013: EUR 3 397 thousand) of undrawn overdraft facilities.
- The Group at the same time drew overdraft facilities in the amount of EUR 22 305 thousand as at 31 December 2014. These loans are awarded for one year period and are regularly prolonged. Based on past experience, Group's management expects that the maturity of these loans will be extended for another year and therefore not resulting in an outflow of cash during 2015 amounting to the balance of overdraft as at 31 December 2014.

29. Risk management information (continued)

- The syndicated loan in the amount of EUR 16 655 thousand is presented within short-term loans as at 31 December 2014 due to the fact that the Company breached the bank covenants defined by the financial institutions in the loan contract so the loan became payable on demand. Agreed final maturity of the loan was in 2018. The Group refinanced this syndicated loan by an increase in existing overdraft loan on 31 March 2015. This overdraft loan is also awarded for one year period and the Group's management expects that until that time, the overdraft will be replaced by a long term loan, thus not resulting in an outflow of cash in 2015 other than regular loan repayments.
- The loan in the amount of EUR 7 733 thousand is presented within short-term loans as at 31 December 2014 due to the fact that the Company breached the bank covenants defined by the financial institutions in the loan contract so the loan became payable on demand. Agreed final maturity of the loan was in 2018. The Group's management currently negotiates new terms of the loan, including a new maturity in 2019. Based on ongoing negotiations the Group expects that the bank will not demand a loan to be repaid in 2015 thus not resulting in any outflow of cash other than regular loan repayments.
- As at 31 December 2014, the Group presents as current assets acquired programme rights and internally generated programme rights amounting to EUR 35 085 thousand (as at 31 December 2013: EUR 32 514 thousands). The Group will gain cash inflows, during 2015 and ongoing periods depending on the licence agreement, from utilizing programme rights and internal programme rights.

The maturity of financial assets and liabilities as at 31 December 2013 is as follows:

in thousands of EUR	**Carrying amount**	**Total**	**Contractual cash flows** Up to 3 months	3 months to 1 year	1 year to 5 years	Over 5 years
Assets						
Cash and cash equivalents	13 026	13 026	13 026	-	-	-
Trade and other receivables	21 958	21 866	21 625	151	59	31
Financial instruments	410	410	410	-	-	-
Loans granted	1 776	2 169	-	31	2 138	-
Income tax receivables	76	76	4	72	-	-
	37 246	**37 547**	**35 065**	**254**	**2 197**	**31**
Liabilities						
Bank loans and interest bearing loans	(69 831)	(88 104)	(3 187)	(35 535)	(21 288)	(28 094)
Trade and other liabilities	(43 788)	(43 563)	(33 814)	(7 662)	(2 087)	-
Income tax liabilities	(235)	(235)	(235)	-	-	-
Issued bonds	(122 927)	(153 359)	-	(7 263)	(125 015)	(21 081)
	(236 781)	**(285 261)**	**(37 236)**	**(50 460)**	**(148 390)**	**(49 175)**

Credit risk

The Group is facing this risk especially with trade receivables, other receivables and granted loans. The exposure to this risk is expressed by the carrying amount of these assets in the statement of financial position. The carrying amount of receivables and granted loans equals the greatest accounting loss that would have to be presented in the case the counterparty fails to meet its contractual obligations and all guarantees would have a zero value. The carrying amount thus substantially exceeds the expected losses expressed by impairment allowance.

The Company has not accepted any guarantees for its receivables.

29. Risk management information (continued)

Currency risk

The Group is exposed to currency risk especially in relation to USD and CZK. Long term contracts for purchasing programme rights are mostly denominated in USD that is why the Group manages the currency risk by forward contracts. As at 31 December 2014, the currency forward amounted to EUR 534 thousands (as at 31 December 2013: liability of EUR 140 thousand).

Currency risk exposure as at 31 December 2014 was as follows:

in thousands of EUR	EUR	CZK	USD	Total
Assets				
Cash and cash equivalents	6 363	5 265	340	**11 968**
Trade and other receivables	13 861	7 582	-	**21 443**
Other financial instruments	958	-	-	**958**
Granted loans	918	74	-	**992**
Income tax receivables	-	36	-	**36**
	22 100	**12 957**	**340**	**35 397**
Liabilities				
Bank loans and interest bearing loans	61 609	6 929	-	**68 538**
Trade and other liabilities	36 793	6 366	2 557	**45 716**
Income tax liabilities	73	232	-	**305**
Issued bonds	79 097	45 560	-	**124 657**
	177 572	**59 087**	**2 557**	**239 216**

29. Risk management information (continued)

Currency risk exposure as at 31 December 2013 was as follows:

in thousands of EUR	EUR	CZK	USD	Other	Total
Assets					
Cash and cash equivalents	7 920	5 105	1	-	**13 026**
Trade and other receivables	14 815	7 143	-	-	**21 958**
Financial instruments	410	-	-	-	**410**
Granted loans	1 745	31	-	-	**1 776**
Income tax receivables	5	71	-	-	**76**
	24 895	**12 350**	**1**	**-**	**37 246**
Liabilities					
Bank loans and interest bearing loans	62 904	6 927	-	-	**69 831**
Trade and other liabilities	34 939	6 296	2 552	1	**43 788**
Income tax liabilities	5	230	-	-	**235**
Issued bonds	77 044	45 883	-	-	**122 927**
	174 892	**59 336**	**2 552**	**1**	**236 781**

Interest rate risk

Income and operating cash flows of the Company are substantially independent on changes in interest rates in the market. The risk concentration is limited due to 6 banks that provide the Group with loans. Selection of creditors is limited on highly credit-worthy institutions.

Interest rate risk exposure is as follows:

in thousands of EUR	31 December 2014	31 December 2013
Fixed interest rate		
Assets	4 903	5 618
Bank loans and interest bearing loans	(9 856)	(7 209)
Issued bonds	(124 657)	(122 927)
	(129 610)	**(124 518)**
Variable interest rate		
Assets	7 917	9 108
Bank loans and interest bearing loans	(58 682)	(62 622)
	(50 765)	**(53 514)**

Sensitivity analysis for instruments with variable interest rates

A change by 100 basis points in interest rates would have the following effect on the profit:

in thousands of EUR	31 December 2014	31 December 2013
A decrease in interest rates by 100 bp	502	550
An increase in interest rates by 100 bp	(502)	(550)

29. Risk management information (continued)

Operational risk
The Group is also exposed to operational risk, such as outage in broadcasting. The Group manages this risk by diversifying transmissions and implementing backup technological solutions for eliminating this risk.

Furthermore, the Group is exposed to a risk that the rental contracts for areas beneath its advertising equipment will not be renewed in the future. This risk is mitigated by diversifying the providers of space for advertising equipment.

Capital management
Management of the Company considers equity as capital for the purposes of the capital management. The aim of the Group in the capital management is to continue as going concern, to provide sufficient return on capital to the shareholders and benefits for other stakeholders. The aim is also to keep optimal structure of capital with the aim of reduction of the financing costs. Management of the Group manages the shareholders' equity recognized in accordance with the International financial reporting standards as adopted by EU as at 31 December 2014 in the amount of EUR 45 378 thousand (as at 31 December 2013: EUR 68 988 thousand).

The Group monitors structure of the capital based on the ratio of the total debt to the total of equity and liabilities. Total debt is calculated as the amount of bank loans, interest rate borrowings and issued bonds (including short term parts recognized in the consolidated statement of the financial position).

If necessary, the parent company provides financial support by increasing the equity through other capital funds. During 2014, other capital funds were not increased by the parent company TV JOJ L.P. (as at 31 December 2013: other capital funds were increased by EUR 50 529 thousand).

JOJ Media House, a. s. and Subsidiary Companies
Notes to the consolidated financial statements for the year ended 31 December 2014

30. Fair value information

The following summery includes information about carrying and fair values of assets and liabilities of the Group which are not carried at fair value:

in thousands of EUR	**Carrying amount 31 December 2014**	**Fair value 31 December 2014 Level: 2**	**Carrying amount 31 December 2013**	**Fair value 31 December 2013 Level: 2**
Financial assets				
Other financial instruments	3	3	2	2
Trade and other receivables	21 443	21 443	21 928	21 928
Granted loans	992	998	1 776	1 750
Cash and cash equivalents	11 968	11 968	13 026	13 026
Income tax receivables	36	36	76	76
Financial liabilities				
Bank loans	57 742	58 367	61 757	57 828
Interest bearing loans	10 796	10 889	8 074	7 539
Trade and other liabilities	45 463	45 463	43 263	43 263
Income tax liabilities	305	305	235	235
Issued bonds	124 657	128 557	122 927	124 219

Financial instruments as at 31 December 2014 do not include securities of EUR 421 thousand (as at 31 December 2013: EUR 408 thousand) and currency forward of EUR 534 thousand (as at 31 December 2013: EUR 0 thousand) as these are already presented at fair values.

Trade liabilities and other liabilities as at 31 December 2014 do not include the interest rate swap amounting to EUR 253 thousand (as at 31 December 2013 EUR 385 thousands) which is presented at fair value.

Fair value of received bank loans, interest bearing loans and liabilities was calculated using estimated future discounted cash outflows from repaying principal and interest. When estimating future cash flows, risks from default and impairing conditions were considered. Estimated fair values of loans express changes in the loan valuation since the moment of their receipt as well as changes in interest rates in the case of loans with fixed interest rates.

31. Leasing of assets

The Group is leasing cars, administrative and technical space, advertising space, advertising equipment and land below the advertising equipment, which it does not own. The contracts are usually for an indefinite time period or ranging from 3 months to 7 years. Total lease expenses for the period from 1 January 2014 to 31 December 2014 amount to EUR 31 408 thousand, out of which recurring rents amounted to EUR 25 910 thousand (1 January 2013 to 31 December 2013: EUR 37 001 thousand, out of which recurring rents amounted to EUR 27 514 thousand).

The Group is leasing advertising space and equipment to other parties. The contracts are mostly one-off leases.

32. Contingent liabilities

Many parts of Slovak tax legislation remain untested and there is uncertainty about the interpretation that the tax authorities may apply in a number of areas. The effect of this uncertainty cannot be quantified and will only be resolved as legislative precedents are set or when the official interpretations of the authorities are available.

33. Subsequent events

Based on a share purchase agreement signed on 21 April 2015, the Company acquired 100% share on share capital of the company Harad, a.s. With this acquisition, the Company became the ultimate parent company of Radio Services, s.r.o., which is specialized in providing services to radio broadcasters.

The Company has not finalized the process of allocation of the purchase price on identified assets and liabilities in acquired companies yet.

34. Other events

On 15 July 2014, the Council of the City of Prague adopted a Regulation no. 1607/2014, which states general requirements for land use and technical requirements for buildings in the capital city Prague, hereinafter referred to as "the Capital" (Prague building regulations, PSP), hereinafter "Regulation". The article 77 and subsequent Regulations address rules for placing of advertising installations and structures for advertising in the capital city of Prague in the built-up areas. The Regulation, if effective in its current draft version would have a material impact on the business activity of the Company resulting in a significant decrease in profitability.

This Regulation entered into force on 1 October 2014. Due to formal errors, consisting mainly in the absence of notification of PSP as a technical regulation in the European Union authorities, the validity of the PSP was suspended by the Ministry of Regional Development in January 2015. There is an ongoing discussion at the moment about its substantive amendment. The office for protection of competition started to analyse the Regulation and warned that it is possible that the Regulation harmed free competition and warned the Board of the Capital that a new version of the Regulation dealing with the regulation of external advertising has to be different. The proposal of new regulation is expected in the second half of 2015.

35. Group entities

A list of the Group entities as at 31 December 2014 is as follows:

	Country of registratoin	Company share held	Control	Consolidation method
JOJ Media House, a. s.	Slovakia	100%	direct	Full
Slovenská produkčná, a.s.	Slovakia	95%	direct	Full
MAC TV s.r.o.	Slovakia	100%	indirect	Full
TELEPON PLUS, spol. s r.o.	Slovakia	49%	indirect	Equity
DONEAL, s.r.o.	Czech Republic	100%	indirect	Full
SENZI, a. s.	Slovakia	50%	indirect	Equity
Akzent BigBoard, a.s.	Slovakia	100%	direct	Full
BigMedia, spol. s.r.o.	Slovakia	100%	indirect	Full
RECAR Bratislava a.s.	Slovakia	80%	indirect	Full
RECAR Slovakia a.s.	Slovakia	100%	indirect	Full
Media representative, s.r.o.	Slovakia	90%	indirect	Full
HANDY MEDIA s.r.o.	Slovakia	100%	indirect	Full
BHB, s.r.o.[3]	Slovakia	51%	indirect	Full
Akcie.sk, s.r.o.	Slovakia	100%	direct	Full
EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH[4]	Austria	100%	indirect	Full
R + C Plakatforschung und –kontrolle Gesellschaft mbH	Austria	51%	indirect	Full
Heimatwerbung Gesellschaft m.b.H. (Linz - Upper Austria)	Austria	100%	indirect	Full
Heimatwerbung Gesellschaft m.b.H. (Vienna)	Austria	100%	indirect	Full
Starhouse Media, a. s.	Slovakia	30%	direct	Equity
BigBoard Praha, a.s.	Czech Republic	60%	direct	Full
BigMedia, spol. s r.o.	Czech Republic	100%	indirect	Full
Czech Outdoor s.r.o.	Czech Republic	100%	indirect	Full
Expiria, a.s.	Czech Republic	100%	indirect	Full
RAILREKLAM, s.r.o.	Czech Republic	49%	indirect	Equity
MG Advertising, s.r.o.	Czech Republic	50%	indirect	Equity
Barrandia s.r.o.	Czech Republic	50%	indirect	Equity
Český billboard, s.r.o.	Czech Republic	100%	indirect	Full
outdoor akzent s.r.o.	Czech Republic	100%	indirect	Full
Bilbo City s.r.o.	Czech Republic	100%	indirect	Full
eFabrica, a.s. (modern web s. r. o.)[1]	Slovakia	51%	direct	Full

35. Group entities (continued)

A list of the Group entities as at 31 December 2013 is as follows:

	Country of registratoin	Company share held	Control	Consolidation method
JOJ Media House, a. s.	Slovakia	100%	direct	Full
Slovenská produkčná, a.s.	Slovakia	85%	direct	Full
MAC TV s.r.o.	Slovakia	100%	indirect	Full
TELEPON PLUS, spol. s r.o.	Slovakia	49%	indirect	Equity
DONEAL, s.r.o.	Czech Republic	100%	indirect	Full
SENZI, a. s.	Slovakia	50%	indirect	Equity
Akzent BigBoard, a.s. [2]	Slovakia	100%	direct	Full
BigMedia, spol. s.r.o.	Slovakia	100%	indirect	Full
RECAR Bratislava a.s.	Slovakia	80%	indirect	Full
RECAR Slovakia a.s.	Slovakia	100%	indirect	Full
Media representative, s.r.o.	Slovakia	90%	indirect	Full
Akzent Media spol.s r.o. [2]	Slovakia	100%	indirect	Full
Akcie.sk, s.r.o.	Slovakia	100%	direct	Full
EPAMEDIA – EUROPÄISCHE PLAKAT- UND AUSSENMEDIEN GMBH	Austria	100%	indirect	Full
Public Space Advertising GmbH	Austria	100%	indirect	Full
R + C Plakatforschung und –kontrolle Gesellschaft mbH	Austria	51%	indirect	Full
Heimatwerbung Gesellschaft m.b.H. (Linz - Upper Austria)	Austria	100%	indirect	Full
Heimatwerbung Gesellschaft m.b.H. (Vienna)	Austria	100%	indirect	Full
outdoor akzent d.o.o.	Croatia	100%	indirect	Full
Akzent Media d.o.o.e.l.	Macedonia	100%	indirect	Full
Starhouse Media, a. s.	Slovakia	30%	direct	Equity
BigBoard Praha, a.s.	Czech Republic	60%	direct	Full
BigMedia, spol. s r.o.	Czech Republic	100%	indirect	Full
Czech Outdoor s.r.o.	Czech Republic	100%	indirect	Full
Expiria, a.s.	Czech Republic	100%	indirect	Full
RAILREKLAM, s.r.o.	Czech Republic	49%	indirect	Equity
MG Advertising, s.r.o.	Czech Republic	50%	indirect	Equity
Barrandia s.r.o.	Czech Republic	50%	indirect	Equity
Český billboard, s.r.o.	Czech Republic	100%	indirect	Full
outdoor akzent s.r.o.	Czech Republic	100%	indirect	Full
Bilbo City s.r.o.	Czech Republic	100%	indirect	Full
modern web s. r. o. [1]	Slovakia	51%	direct	Full

[1] On 15 March 2014, the company modern web changed its legal form and name to eFabrica, a.s.

[2] During 2014, the company Akzent Media s r.o. merged with Akzent BigBoard, a.s.

[3] On 13 March 2014, the Group established BHB, s.r.o. (100% share) and on 15 December 2014, it sold 49% of this company.

[4] During 2014, Public Space Advertising GmbH merged with EPAMEDIA - EUROPAISCHE PLAKAT- AUSSENMEDIEN GMBH UND.

36. Related parties

Identification of related parties

The Company considers the following as related parties: shareholders of the parent entity, companies controlled by the shareholders of the Company, associates, joint ventures, the Company's management and the entities controlled by the Company's management.

Transactions with key management personnel

During the year 2014, the key management personnel of the Company received a reward in the amount of EUR 35 thousand. During the previous year, the key management personnel of the Company received a reward in the amount of EUR 35 thousand.

Other transactions with related parties

The Company has carried out the following transactions with related parties during the year ended 31 December 2014 and 2013:

Payables and liabilities from transactions with related parties:

in thousand EUR	Receivables 31 December 2014	Liabilities 31 December 2014	Receivables 31. December 2013	Liabilities 31 December 2013
Associated companies	89	25	62	36
Joint ventures	13	-	35	-
Total	**102**	**25**	**97**	**36**

Revenue and expenses from transactions with related parties:

in thousand EUR	Revenues 31 December 2014	Expenses 31 December 2014	Revenues 31 December 2013	Expenses 31 December 2013
Associated companies	360	(83)	426	(155)
Joint venture	2	(27)	2	-
Total	**362**	**(110)**	**428**	**(155)**

During the year ended 31 December 2014, equity has not been increased by contributions outside the share capital (other capital funds). During the year ended 31 December 2013, the parent company TV JOJ L.P. increased equity by contributions outside the share capital (other capital funds) in the amount of EUR 50 529 thousand.

The Company does not have any other assets and liabilities arising from transactions with related parties.

Transactions with related parties are realized at standard market conditions.

37. Approval of consolidated financial statements

The financial statements on pages 1 to 76 were prepared and approved by the board of directors for issue on 30 April 2015.

....
Mgr. Richard Flimel
Chairman of the Board of Directors

Separate Financial Statements

ANNEX. 2

Úč POD

FINANCIAL STATEMENTS

of entrepreneurs maintaining accounts under the system of double entry bookkeeping

as of 31 Dec 2014

Tax identification number
2023141945

Identification number (IČO)
45920206

SK NACE
64.20.0

Financial statements
- [x] - ordinary
- [ ] - extraordinary
- [ ] - interim

(check x)

Accounting entity
- [ ] - small
- [ ] - large

	For the period	
	Month	**Year**
from	01	2014
to	12	2014

	Preceding period	
	Month	**Year**
from	01	2013
to	12	2013

Attached parts of the financial statements
- [x] Balance Sheet (Úč POD 1-01) (in whole euros)
- [x] Income Statement (Úč POD 2-01) (in whole euros)
- [x] Notes to the Financial Statements (Úč POD 3-01) (In whole euros or eurocents)

Legal name (designation) of the accounting entity
JOJ Media House, a.s.

Registered office of the accounting entity, street and number
Brečtanová 1

Zip code
83101

Municipality
Bratislava

Designation of the Commercial Register and company registration number
District Court Bratislava I
Section Sa, file 5141/B

Telephone
4212598885 11

Fax
421259888530

Email
ekonomika@joj.sk

Prepared on:	Approved on:	Signature of the accounting entity's statutory body or a member of the accounting entity's statutory body or the signature of a sole trader who is the accounting entity:
31 March 2015	29 April 2015	

DIČ: 2023141945	IČO: 45920206	Výkaz ziskov a strát Úč POD 2-01

Designation	Text	Line No.	Actual data: Current accounting period	Actual data: Preceding accounting period
a	b	c	1	2
N.1.	Interest expenses related to affiliated accounting entities (562A)	50	0	0
2.	Other interest expenses (562A)	51	6 470 951	3 253 801
O.	Exchange rate losses (563)	52	14 195	4 503
P.	Loss on revaluation of securities and expenses related to derivative transactions (564, 567)	53	2 059	0
Q.	Other expenses related to financial activities (568, 569)	54	-285 462	926 043
***	**Profit/loss from financial activities (+/-) (line 29 - line 45)**	55	657 379	3 280 567
****	**Profit/loss for the accounting period before tax (+/-) (line 27 + line 55)**	56	-107 526	616 861
R.	Income tax (line 58 + line 59)	57	-1 675	145 815
R.1.	Income tax - current (591, 595)	58	2 880	0
2.	Income tax - deferred (+/-) (592)	59	-4 555	145 815
S.	Transfer of net profit/net loss shares to partners (+/- 596)	60	0	0
****	**Profit/loss for the accounting period after tax (+/-) (line 56 - line 57 - line 60)**	61	-105 851	471 046

DIČ: 2023141945	IČO: 45920206	Súvaha Úč POD 1-01

Designation	ASSETS	Line No.	Current accounting period 1 Gross - Part 1	Current accounting period 1 Correction-Part 2	Current accounting period 2 Net	Preceding accounting period 3 Net
a	b	c				
	TOTAL ASSETS line 02 + line 33 + line 74	01	144 171 098	11 337	144 159 761	138 975 543
A.	**Non-current assets line 03 + line 11 + line 21**	02	136 370 737	11 337	136 359 400	129 636 097
A.I.	**Non-current intangible assets - total (lines 04 to 10)**	03	1 500	224	1 276	0
A.I.1.	Capitalized development costs (012) - /072, 091A/	04			0	
2.	Software (013)-/073, 091A/	05	1 500	224	1 276	
3.	Valuable rights (014)-/074, 091A/	06			0	
4.	Goodwill (015) - /075, 091A/	07			0	
5.	Other non-current intangible assets (019, 01X) - /079, 07X, 091A/	08			0	
6.	Acquisition of non-current intangible assets (041) - /093/	09			0	
7.	Advance payments made for non-current intangible assets (051) - /095A/	10			0	
A.II.	**Property, plant and equipment - total (lines 12 to 20)**	11	587	159	428	31 408
A.II.1.	Land (031) - /092A/	12			0	
2.	Structures (021) - /081, 092A/	13			0	
3.	Individual movable assets and sets of movable assets (022) - /082, 092A/	14	587	159	428	31 408
4.	Perennial crops (025) - /085, 092A/	15			0	
5.	Livestock (026) - /086, 092A/	16			0	
6.	Other property, plant and equipment (029, 02X, 032) - /089, 08X, 092A/	17			0	
7.	Acquisition of property, plant and equipment (042) - /094/	18			0	
8.	Advance payments made for property, plant and equipment (052) - /095A/	19			0	
9.	Value adjustment to acquired assets (+/- 097) +/- 098	20			0	
A.III.	**Non-current financial assets - total (lines 22 to 32)**	21	136 368 650	10 954	136 357 696	129 604 689
A.III.1.	Shares and ownership interests in affiliated accounting entities (061A, 062A, 063A) - /096A/	22	1 265 218		1 265 218	71 621
2.	Shares and ownership interests with participating interest, except for affiliated accounting entities (062A) - /096A/	23	10 954	10 954	0	0
3.	Other available-for-sale securities and ownership interests (063A) - /096A/	24	0	0	0	0
4.	Loans to affiliated accounting entities (066A) - /096A/	25	0	0	0	0
5.	Loans within participating interest, except for affiliated accounting entities (066A) - /096A/	26	50 798 899	0	50 798 899	0
6.	Other loans (067A) - /096A/	27	0	0	0	0

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Designation a	ASSETS b	Line No. c	Current accounting period 1 Gross - Part 1	Current accounting period 1 Correction-Part 2	Current accounting period 2 Net	Preceding accounting period 3 Net
7.	Debt securities and other non-current financial assets (065A, 069A, 06XA) - /096A/	28	57 576 259	0	57 576 259	0
8.	Loans and other non-current financial assets with remaining maturity of up to one year (066A, 067A, 069A, 06XA) - /096A/	29	26 371 722	0	26 371 722	129 533 068
9.	Bank accounts with notice period exceeding one year (22XA)	30	0	0	0	0
10.	Acquisition of non-current financial assets(043) - /096A/	31	0	0	0	0
11.	Advance payments made for non-current financial assets (053) - /095A/	32	345 598	0	345 598	
B.	**Current assets line 34 + line 41 + line 53 + line 66 + line 71**	**33**	6 283 889	0	6 283 889	6 322 824
B.I.	**Inventory - total (lines 35 to 40)**	**34**	0	0	0	55
B.I.1.	Raw material (112, 119, 11X) - /191, 19X/	35			0	55
2.	Work in progress and semi-finished products (121, 122, 12X) - /192, 193, 19X/	36			0	
3.	Finished goods (123) - /194/	37			0	
4.	Animals (124) - /195/	38			0	
5.	Merchandise (132, 133, 13X, 139) - /196, 19X/	39			0	
6.	Advance payments made for inventory (314A) - /391A/	40			0	
B.II.	**Non-current receivables - total (line 42 + lines 46 to 52)**	**41**	993 021	0	993 021	1 815 275
B.II.1.	**Trade receivables - total (lines 43 to 45)**	**42**	0	0	0	0
1.a.	Trade receivables from affiliated accounting entities (311A, 312A, 313A, 314A, 315A, 31XA) - /391A/	43	0	0	0	0
1.b.	Trade receivables within participating interest, except for receivables from affiliated accounting entities (311A, 312A, 313A, 314A, 315A,31XA) - /391A/	44	0	0	0	0
1.c.	Other trade receivables (311A, 312A, 313A, 314A, 315A,31XA) - /391A/	45	0	0	0	0
2.	Net value of contract (316A)	46	0	0	0	0
3.	Other receivables from affiliated accounting entities (351A) - /391A/	47	0	0	0	0
4.	Other receivables within participating interest, except for receivables from affiliated accounting entities (351A) - /391A/	48	0	0	0	0
5.	Receivables from participants, members, and association (354A, 355A, 358A, 35XA) - /391A/	49	0	0	0	0
6.	Receivables related to derivative transactions (373A, 376A)	50	0	0	0	0
7.	Other receivables (335A, 336A, 33XA, 371A, 374A, 375A, 378A) - /391A/	51	918 497	0	918 497	1 745 322
8.	Deferred tax asset (481A)	52	74 524	0	74 524	69 953

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Designation a	ASSETS b	Line No. c	Current accounting period 1 Gross - Part 1	Current accounting period 1 Correction-Part 2	Current accounting period 2 Net	Preceding accounting period 3 Net
B.III.	**Current receivables - total (line 54 + lines 58 to 65)**	**53**	1 838 543	0	1 838 543	55
B.III.1.	**Trade receivables - total (lines 55 to 57)**	**54**	1 838 364	0	1 838 364	55
1.a.	Trade receivables from affiliated accounting entities (311A, 312A, 313A, 314A, 315A, 31XA) - /391A/	55	0	0	0	0
1.b.	Trade receivables within participating interest, except for receivables from affiliated accounting entities (311A, 312A, 313A, 314A, 315A, 31XA) - /391A/	56	0	0	0	0
1.c.	Other trade receivables (311A, 312A, 313A, 314A, 315A, 31XA) - /391A/	57	1 838 364	0	1 838 364	55
2.	Net value of contract (316A)	58	0	0	0	0
3.	Other receivables from affiliated accounting entities (351A) - /391A/	59	0	0	0	0
4.	Other receivables within participating interest, except for receivables from affiliated accounting entities (351A) - /391A/	60	0	0	0	0
5.	Receivables from participants, members, and association (354A, 355A, 358A, 35XA, 398A) - /391A/	61	0	0	0	0
6.	Social security (336A) - /391A/	62	0	0	0	0
7.	Tax assets and subsidies (341, 342, 343, 345, 346, 347) - /391A/	63	173	0	173	0
8.	Receivables related to derivative transactions (373A, 376A)	64	0	0	0	0
9.	Other receivables (335A, 33XA, 371A, 374A, 375A, 378A) - /391A/	65	6	0	6	0
B.IV.	**Current financial assets - total (lines 67 to 70)**	**66**	0	0	0	0
B.IV.1.	Current financial assets in affiliated accounting entities (251A, 253A, 256A, 257A, 25XA) - /291A, 29XA/	67	0	0	0	0
2.	Current financial assets, not including current financial assets in affiliated accounting entities (251A, 253A, 256A, 257A, 25XA) - /291A, 29XA/	68	0	0	0	0
3.	Own shares and own ownership interests (252)	69	0	0	0	0
4.	Acquisition of current financial assets (259, 314A) - /291A/	70	0	0	0	0
B.V.	**Financial accounts line 72 + line 73**	**71**	3 452 325	0	3 452 325	4 507 439
B.V.1.	Cash (211, 213, 21X)	72	112	0	112	809
2.	Bank accounts (221A, 22X, +/- 261)	73	3 452 213	0	3 452 213	4 506 630
C.	**Accruals/deferrals - total (lines 75 to 78)**	**74**	1 516 472	0	1 516 472	3 016 622
C.1.	Prepaid expenses - long-term (381A, 382A)	75	0	0	0	1 453 799
2.	Prepaid expenses - short-term (381A, 382A)	76	1 516 472	0	1 516 472	1 562 823
3.	Accrued income - long-term (385A)	77	0	0	0	0
4.	Accrued income - short-term (385A)	78	0	0	0	0

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Desig-nation a	LIABILITIES AND EQUITY b	Line No. c	Current accounting period 4	Preceding accounting period 5
	TOTAL EQUITY AND LIABILITIES line 80 + line 101 + line 141	79	144 159 761	138 975 543
A.	Equity line 81 + line 85 + line 86 + line 87 + line 90 + line 93 + line 97 + line 100	80	50 599 627	50 705 477
A.I.	Share capital - total (lines 82 to 84)	81	25 000	25 000
A.I.1.	Share capital (411 or +/- 491)	82	25 000	25 000
2.	Change in share capital +/- 419	83	0	0
3.	Unpaid share capital (/-/353)	84	0	0
A.II.	Share premium (412)	85	0	0
A.III.	Other capital funds (413)	86	50 988 000	50 988 000
A.IV.	Legal reserve funds line 88 + line 89	87	7 500	2 500
A.IV.1.	Legal reserve fund and non-distributable fund (417A, 418, 421A, 422)	88	7 500	2 500
2.	Reserve fund for own shares and own ownership interests (417A, 421A)	89	0	0
A.V.	Other funds created from profit line 91 + line 92	90	0	0
A.V.1.	Statutory funds (423, 42X)	91	0	0
2.	Other funds (427, 42X)	92	0	0
A.VI.	Differences from revaluation - total (lines 94 to 96)	93	0	0
A.VI.1.	Differences from revaluation of assets and liabilities (+/- 414)	94	0	0
2.	Investment revaluation reserves (+/- 415)	95	0	0
3.	Differences from revaluation in the event of a merger, amalgamation into a separate accounting entity or demerger (+/- 416)	96	0	0
A.VII.	Net profit/loss of previous years line 98 + line 99	97	-315 022	-781 069
A.VII.1.	Retained earnings from previous years (428)	98	0	0
2.	Accumulated losses from previous years (/-/429)	99	-315 022	-781 069
A.VIII.	Net profit/loss for the accounting period after tax /+-/ line 01 - (line 81 + line 85 + line 86 + line 87 + line 90 + line 93 + line 97 + line 101 + line 141)	100	-105 851	471 046
B.	Liabilities line 102 + line 118 + line 121 + line 122 + line 136 + line 139 + line 140	101	93 560 134	88 270 066
B.I.	Non-current liabilities - total (line 103 + lines 107 to 117)	102	62 286 098	86 262 138
B.I.1.	Non-current trade liabilities - total (lines 104 to 106)	103	0	0
1.a.	Trade liabilities to affiliated accounting entities (321A, 475A, 476A)	104	0	0

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Desig-nation a	LIABILITIES AND EQUITY b	Line No. c	Current accounting period 4	Preceding accounting period 5
1.b.	Trade liabilities within participating interest, except for liabilities to affiliated accounting entities (321A, 475A, 476A)	105	0	0
1.c.	Other trade liabilities (321A, 475A, 476A)	106	0	0
2.	Net value of contract (316A)	107	0	0
3.	Other liabilities to affiliated accounting entities (471A, 47XA)	108	0	0
4.	Other liabilities within participating interest, except for liabilities to affiliated accounting entities (471A, 47XA)	109	0	0
5.	Other non-current liabilities(479A, 47XA)	110	7 283 066	6 260 833
6.	Long-term advance payments received (475A)	111	0	0
7.	Long-term bills of exchange to be paid (478A)	112	0	0
8.	Bonds issued (473A/-/255A)	113	55 000 000	80 000 000
9.	Liabilities related to social fund (472)	114	3 015	1 305
10.	Other non-current liabilities (336A, 372A, 474A, 47XA)	115	0	0
11.	Non-current liabilities related to derivative transactions (373A, 377A)	116	0	0
12.	Deferred tax liability (481A)	117	17	0
B.II.	Long-term provisions line 119 + line 120	118	0	0
B.II.1.	Legal provisions (451A)	119	0	0
2.	Other provisions (459A, 45XA)	120	0	0
B.III.	Long-term bank loans (461A, 46XA)	121	3 315 533	0
B.IV.	Current liabilities - total (line 123 + lines 127 to 135)	122	1 601 653	368 678
B.IV.1.	Trade liabilities - total (lines124 to 126)	123	272 072	347 547
1.a.	Trade liabilities to affiliated accounting entities (321A, 322A, 324A, 325A, 326A, 32XA, 475A, 476A, 478A, 47XA)	124	38 876	0
1.b.	Trade liabilities within participating interest, except for liabilities to affiliated accounting entities (321A, 322A, 324A, 325A, 326A, 32XA, 475A, 476A, 478A, 47XA)	125	0	0
1.c.	Other trade liabilities (321A, 322A, 324A, 325A, 326A, 32XA, 475A, 476A, 478A, 47XA)	126	233 196	347 547
2.	Net value of contract (316A)	127	0	0
3.	Other liabilities to affiliated accounting entities (361A, 36XA, 471A, 47XA)	128	0	0
4.	Other liabilities within participating interest, except for liabilities to affiliated accounting entities (361A, 36XA, 471A, 47XA)	129	0	0

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Designation a	LIABILITIES AND EQUITY b	Line No. c	Current accounting period 4	Preceding accounting period 5
5.	Liabilities to partners and association (364, 365, 366, 367, 368, 398A, 478A, 479A)	130	0	0
6.	Liabilities to employees (331, 333, 33X, 479A)	131	159 493	9 924
7.	Liabilities related to social security (336A)	132	5 485	5 021
8.	Tax liabilities and subsidies (341, 342, 343, 345, 346, 347, 34X)	133	58 217	6 063
9.	Liabilities related to derivative transactions (373A, 377A)	134	0	0
10.	Other liabilities (372A, 379A, 474A, 475A, 479A, 47XA)	135	1 106 386	123
B.V.	**Short-term provisions line 137 + line 138**	**136**	28 600	311 000
B.V.1.	Legal provisions (323A, 451A)	137	28 600	311 000
2.	Other provisions (323A, 32X, 459A, 45XA)	138	0	0
B.VI.	**Current bank loans (221A, 231, 232, 23X, 461A, 46XA)**	**139**	0	0
B.VII.	**Short-term financial assistance (241, 249, 24X, 473A /-/255A)**	**140**	26 328 250	1 328 250
C.	**Accruals/deferrals - total (lines 142 to 145)**	**141**	0	0
C.1.	Accrued expenses - long-term (383A)	142	0	0
2.	Accrued expenses - short-term (383A)	143	0	0
3.	Deferred income - long-term (384A)	144	0	0
4.	Deferred income - short-term (384A)	145	0	0

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Designation a	Text b	Line No. c	Actual data: Current accounting period 1	Actual data: Preceding accounting period 2
*	**Net turnover (part of account class 6 according to the Act)**	**01**	7 146 308	x
**	**Operating income - total (lines 03 to 09)**	**02**	287 186	2 912
I.	Revenue from the sale of merchandise (604, 607)	03	0	0
II.	Revenue from the sale of own products (601)	04	0	0
III.	Revenue from the sale of services (602, 606)	05	0	0
IV.	Changes in internal inventory (+/-) (account group 61)	06	0	0
V.	Own work capitalized (account group 62)	07	0	0
VI.	Revenue from the sale of non-current intangible assets, property, plant and equipment, and raw materials (641, 642)	08	15 947	0
VII.	Other operating income(644, 645, 646, 648, 655, 657)	09	271 239	2 912
**	**Operating expenses - total line 11 + line 12 + line 13 + line 14 + line 15 + line 20 + line 21 + line 24 + line 25 + line 26**	**10**	1 052 091	2 666 618
A.	Cost of merchandise sold (504, 507)	11	0	0
B.	Consumed raw materials, energy consumption, and consumption of other non-inventory supplies (501, 502, 503)	12	5 911	5 351
C.	Value adjustments to inventory (+/-) (505)	13	0	0
D.	Services (account group 51)	14	305 307	263 931
E.	Personnel expenses - total (lines 16 to 19)	15	410 860	351 273
E.1.	Wages and salaries (521, 522)	16	366 496	304 907
2.	Remuneration of board members of company or cooperative (523)	17	0	0
3.	Social security expenses (524, 525, 526)	18	41 055	42 938
4.	Social expenses (527, 528)	19	3 309	3 428
F.	Taxes and fees (account group 53)	20	291	316
G.	Amortization and value adjustments to non-current intangible assets and depreciation and value adjustments to property, plant and equipment (line 22 + line 23)	21	9 537	9 179
G.1.	Amortization of non-current intangible assets and depreciation of property, plant and equipment (551)	22	9 537	9 179
2.	Value adjustments to non-current intangible assets and property, plant and equipment (+/-) (553)	23	0	0
H.	Carrying value of non-current assets sold and raw materials sold (541, 542)	24	21 667	0

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Desig-nation a	Text b	Line No. c	Actual data Current accounting period 1	Actual data Preceding accounting period 2
I.	Value adjustments to receivables (+/-) (547)	25	0	0
J.	Other operating expenses (543, 544, 545, 546, 548, 549, 555, 557)	26	298 518	2 036 568
***	**Profit/loss from operations (+/-) (line 02 - line 10)**	**27**	-764 905	-2 663 706
*	**Added value (line 03 + line 04 + line 05 + line 06 + line 07) - (line 11 + line 12 + line 13 + line 14)**	**28**	-311 218	-269 282
**	**Income from financial activities - total line 30 + line 31 + line 35 + line 39 + line 42 + line 43 + line 44**	**29**	6 859 122	7 471 750
VIII.	Revenue from the sale of securities and shares (661)	30	0	3 924 923
IX.	Income from non-current financial assets (lines 32 to 34)	31	0	0
IX.1.	Income from securities and ownership interests in affiliated accounting entities (665A)	32	0	0
2.	Income from securities and ownership interests within participating interest, except for income of affiliated accounting entities (665A)	33	0	0
3.	Other income from securities and ownership interests (665A)	34	0	0
X.	Income from current financial assets - total (lines 36 to 38)	35	0	0
X.1.	Income from current financial assets in affiliated accounting entities (666A)	36	0	0
2.	Income from current financial assets within participating interest, except for income of affiliated accounting entities (666A)	37	0	0
3.	Other income from current financial assets (666A)	38	0	0
XI.	Interest income (line 40 + line 41)	39	6 790 087	2 930 776
XI.1.	Interest income from affiliated accounting entities (662A)	40	6 741 487	0
2.	Other interest income (662A)	41	48 600	2 930 776
XII.	Exchange rate gains (663)	42	69 035	616 051
XIII.	Gains on revaluation of securities and income from derivative transactions (664, 667)	43	0	0
XIV.	Other income from financial activities (668)	44	0	0
**	**Expenses related to financial activities - total line 46 + line 47 + line 48 + line 49 + line 52 + line 53 + line 54**	**45**	6 201 743	4 191 183
K.	Securities and shares sold (561)	46	0	6 836
L.	Expenses related to current financial assets (566)	47	0	0
M.	Value adjustments to financial assets (+/-) (565)	48	0	0
N.	Interest expense (line 50 + line 51)	49	6 470 951	3 253 801

Report on annual report compliance

ANNEX. 3

KPMG Slovensko spol. s r. o.
Dvořákovo nábrežie 10
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Slovakia

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Internet www.kpmg.sk

Správa o overení súladu

konsolidovanej výročnej správy s konsolidovanou účtovnou závierkou podľa § 23 ods. 5 zákona č. 540/2007 Z.z. o audítoroch, audite a dohľade nad výkonom auditu

Akcionárom, dozornej rade a predstavenstvu spoločnosti JOJ Media House, a.s.:

Uskutočnili sme audit konsolidovanej účtovnej závierky spoločnosti JOJ Media House, a.s. k 31. decembru 2014, ktorá je uvedená v prílohe konsolidovanej výročnej správy. Ku konsolidovanej účtovnej závierke sme 30. apríla 2015 vydali správu nezávislého audítora v nasledovnom znení:

Správa nezávislého audítora

Akcionárom, dozornej rade a predstavenstvu spoločnosti JOJ Media House, a.s.:

Uskutočnili sme audit priloženej konsolidovanej účtovnej závierky spoločnosti JOJ Media House, a.s. a jej dcérskych spoločností („skupina“), ktorá obsahuje konsolidovaný výkaz o finančnej situácii k 31. decembru 2014, konsolidované výkazy ziskov a strát a ostatných súčastí komplexného výsledku, zmien vlastného imania a peňažných tokov za rok končiaci 31. decembrom 2014, ako aj poznámky obsahujúce súhrn významných účtovných zásad a účtovných metód a ďalších vysvetľujúcich informácií.

Zodpovednosť štatutárneho orgánu spoločnosti

Štatutárny orgán spoločnosti je zodpovedný za zostavenie tejto konsolidovanej účtovnej závierky, ktorá poskytuje pravdivý a verný obraz podľa Medzinárodných štandardov finančného výkazníctva v znení prijatom Európskou úniou a za tie interné kontroly, ktoré považuje za potrebné na zostavenie konsolidovanej účtovnej závierky, ktorá neobsahuje významné nesprávnosti, či už v dôsledku podvodu alebo chyby.

Zodpovednosť audítora

Našou zodpovednosťou je vyjadriť názor na túto konsolidovanú účtovnú závierku na základe nášho auditu. Audit sme uskutočnili v súlade s Medzinárodnými audítorskými štandardmi. Podľa týchto štandardov máme dodržiavať etické požiadavky, naplánovať a vykonať audit tak, aby sme získali primerané uistenie, že konsolidovaná účtovná závierka neobsahuje významné nesprávnosti.

Súčasťou auditu je uskutočnenie postupov na získanie audítorských dôkazov o sumách a údajoch vykázaných v konsolidovanej účtovnej závierke. Zvolené postupy závisia od úsudku audítora, vrátane posúdenia rizík významnej nesprávnosti v konsolidovanej účtovnej závierke, či už v dôsledku podvodu alebo chyby. Pri posudzovaní tohto rizika audítor berie do úvahy interné kontroly relevantné pre zostavenie konsolidovanej účtovnej závierky, ktorá poskytuje pravdivý a verný obraz, aby mohol vypracovať audítorské postupy vhodné za daných okolností, nie však na účely vyjadrenia názoru na účinnosť interných kontrol účtovnej jednotky. Audit ďalej zahŕňa zhodnotenie vhodnosti použitých účtovných zásad a účtovných metód a primeranosti účtovných odhadov uskutočnených štatutárnym orgánom spoločnosti, ako aj zhodnotenie prezentácie konsolidovanej účtovnej závierky ako celku.

Sme presvedčení, že audítorské dôkazy, ktoré sme získali, sú dostatočné a vhodné ako východisko pre náš názor.

Názor

Podľa nášho názoru konsolidovaná účtovná závierka poskytuje pravdivý a verný obraz konsolidovanej finančnej situácie skupiny k 31. decembru 2014, jej konsolidovaného výsledku hospodárenia a konsolidovaných peňažných tokov za rok končiaci 31. decembrom 2014 podľa Medzinárodných štandardov finančného výkazníctva v znení prijatom Európskou úniou.

30. apríla 2015
Bratislava, Slovenská republika

Audítorská spoločnosť:
KPMG Slovensko spol. s r. o.
Licencia SKAU č. 96

Zodpovedný audítor:
Ing. Branislav Prokop
Licencia UDVA č. 1024

Správa o overení súladu konsolidovanej výročnej správy s konsolidovanou účtovnou závierkou

(dodatok k správe audítora)

V zmysle zákona o účtovníctve sme overili súlad konsolidovanej výročnej správy s konsolidovanou účtovnou závierkou.

Za správnosť vyhotovenia výročnej správy je zodpovedné vedenie spoločnosti. Našou úlohou je overiť súlad konsolidovanej výročnej správy s konsolidovanou účtovnou závierkou a na základe toho vydať dodatok správy audítora o súlade konsolidovanej výročnej správy s konsolidovanou účtovnou závierkou.

Overenie sme vykonali v súlade s Medzinárodnými audítorskými štandardmi. Podľa týchto štandardov máme naplánovať a vykonať overenie tak, aby sme získali primerané uistenie, že informácie uvedené v konsolidovanej výročnej správe, ktoré sú predmetom zobrazenia v konsolidovanej účtovnej závierke, sú vo všetkých významných súvislostiach v súlade s príslušnou konsolidovanou účtovnou závierkou.

Informácie uvedené v konsolidovanej výročnej správe sme posúdili s informáciami uvedenými v konsolidovanej účtovnej závierke k 31. decembru 2014. Iné údaje a informácie, ako účtovné informácie získané z účtovnej závierky a účtovných kníh sme neoverovali. Sme presvedčení, že vykonané overenie je dostatočné a vhodné ako východisko pre náš názor.

Podľa nášho názoru sú účtovné informácie uvedené v konsolidovanej výročnej správe vo všetkých významných súvislostiach v súlade s konsolidovanou účtovnou závierkou zostavenou k 31. decembru 2014 a ktorá je v prílohe konsolidovanej výročnej správy.

30. apríla 2015
Bratislava, Slovenská republika

Audítorská spoločnosť:
KPMG Slovensko spol. s r. o.
Licencia SKAU č. 96

Slovenská komora audítorov
SKAU
Č. licencie 96
KPMG
Slovensko spol. s r.o.

Zodpovedný audítor:
Ing. Branislav Prokop
Licencia UDVA č. 1024