

Ad hoc disclosure within the meaning of section 15 of the *Wertpapierhandelsgesetz* (WpHG – German Securities Trading Act)



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Half year results 2007: strong increase in sales

On the occasion of its Annual General Meeting, Business Media China AG (WKN 525040) reports half-year results 2007 today. The Group has successfully completed the business expansion phase and can show now for the first time a substantial increase in revenues. A turnover of EUR 8.0 million, of which more than two-thirds in the second quarter, has been achieved in the reporting period. This is already exceeding the total revenue accomplished in 2006 and represents an increase of 260% compared to the same period last year. As expected and due to the fact that enormous intermediate investments have been undertaken in the travel media division, earnings still remain negative and amounted to EUR -3.9 million (2006: EUR -1.3 million).

Turnover is rapidly increasing from now onwards and should lead to the first positive quarterly closings in the second half of 2007 - and will confirm our strategy also in terms of profitability. Total revenue for the business year 2007 is still expected to reach between 26 and 28 million Euro.

The full half-year report will be available at www.businessmediachina.com today, August 31 2007, after the stock market closing.

Additionally, a detailed investor's handbook will be available on the company's website as of today. The document will be regularly updated and illustrates the strategy, business units and market environment in China to interested investors.

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