



**Buongiorno announces preliminary results for FY 2009 in line with the indications presented in early 2009:**

**Consolidated Net Debt down to Euro 48 million\*, a strong improvement vs December 31st '08 (-Euro 18 million).**

**EBITDA margin improved to 15% vs 12.4% in 2008.**

**Revenues amounted to approximately Euro 259 million, EBITDA to approx Euro 39 million.**

*Milan, February 1st, 2010* – Today the Board of Directors of Buongiorno S.p.A. (MTA, Borsa Italiana: BNG), a leading multinational in mobile entertainment, reviewed the preliminary figures for FY 2009, which included consolidated revenues of approximately Euro 259 million (vs Euro 316 million in 2008) and an EBITDA of Euro 39 million (vs Euro 39.8 million in 2008). EBITDA margin improved from 12.4% to 15%. These results matched the management's expectations in early 2009, with a decline in sales due to the rationalization of the product portfolio and changes in the accounting principles of some contracts. As expected EBITDA 2009 was line with that of 2008.

Preliminary Net Financial Debt amounted to approximately Euro 48 million at December 31st, 2009, a decrease of approximately Euro 18 million compared to December 31st, 2008 (Euro 66.7 million) and of approximately Euro 6 million compared to Euro 54.7 million reported at September 30th, 2009. The Gross Debt is estimated at approximately Euro 86 million, with a decrease of Euro 26 million compared to December 31st, 2008, and the cash flow amounted to Euro 38 million (of which Euro 3 million are linked to a business deal).

"We are really satisfied with how 2009 ended, given the challenging economic environment" commented Buongiorno's CEO, Andrea Casalini. "It has been a year of consolidation in which we confirmed the quality of the core business in terms of profit stability and cash generation and we also set the basis for the development of the new business lines with investments that reduced the EBITDA by over Euro 3 million. We can look with confidence to 2010, a year where we want to get back on a growth path and substantially increase our investments in new initiatives."

The final results for FY 2009 will be reviewed by the meeting of the Board of Directors scheduled to be held on March 15th, 2010. On March 17th, 2010, Buongiorno will participate to the STAR Conference organised by Borsa Italiana in Milan to present the results achieved by the Group in 2009 and its business guidelines for 2010.

Pursuant to paragraph 2 of Article 154-bis of the Italian Consolidated Financial Law (TUF), Carlo Frigato, in his capacity as the Executive responsible for preparing the Company's accounting documents, declares that the information contained herein corresponds to documented results and accounting books and records.

(\*) includes Euro 3 million in cash linked to a business deal

#### **About Buongiorno Group**

Buongiorno (Italy, MTA STAR: BNG) is the multinational leader in mobile entertainment. The Company counts on an unparalleled international presence with 24 offices and business in 57 countries in 5 continents, 200 direct connections with +130 telcos and access to over 2 billion mobile customers. Buongiorno is market leader in Europe and is one of the top 3 players in 8 of the world's most important geographies. Buongiorno is also present in Russia and Pacific Asia (India, Vietnam and Philippines) through the Joint Venture with the Japanese group Mitsui & Co., Ltd.. The Company operates with two business lines: mobile value-added services distributed directly - through its brand BlinkoGold for Mobile Content services and through its Mobile Social Networking brand Peoplesound - as well as through partnerships with leading telcos and media groups (Consumer Services) - and digital marketing services referred to as sponsored content (Buongiorno!Digital).

#### **For further information, please contact:**

IR:  
Eleonora Villanova  
Global PR & IR Executive  
Tel. +39 02 582131  
Email: [eleonora.villanova@buongiorno.com](mailto:eleonora.villanova@buongiorno.com)

Now! Pr  
Daniele Comboni/Mattia Zanetti  
Tel. +39 02 881290334  
Email: [danielec@nowpr.it](mailto:danielec@nowpr.it);  
[mattiaz@nowpr.it](mailto:mattiaz@nowpr.it)