



OAo Mediaholding takes part in Aton's IT and Media Day

Moscow, March 20, 2013. OAo Mediaholding (hereafter, "the Company") took part in IT and Media Day held on March 18. This event was held by Aton investment company for its clients, including institutional investors, and was devoted to issuers in the IT sector and media industry.

During the meeting, representatives of OAo Mediaholding and investors discussed the business development plans of Mediaholding Group of companies, first and foremost, those of O2TV Television Channel, and its plans to expand the broadcasting footprint outside of Russia.

Furthermore, Mediaholding representatives updated investors on plans to acquire media assets, on the channel's negotiations with target takeover companies, what companies are expected to be acquired, about the difficulties associated with this process, and a rough idea about the deadlines for these takeover deals.

At the meeting, the Company's representatives also addressed questions from Aton's clients about the timeline for Mediaholding to go public on a European bourse. The Company's representatives said that the IPO is expected to be held within the next two years and that the option of holding the IPO on the London AIM platform or a German stock exchange.

aAbout the company

OAo Mediaholding (until January 2013) – OAo O2TV) is the 100% owner of O2TV television channel (OOO O2TV) and manages the assets of this television channel. OAo Mediaholding and O2TV television channel together make up the Mediaholding Group of companies. The shares of Mediaholding have been listed on the Moscow Exchange (ticker OVDA) since 2008. For more detailed information on OAo Mediaholding and O2TV Channel please go to the site www.o2tvbiz.ru.

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