



Corporación Interamericana de Entretenimiento, S.A.B. DE C.V.

CIE Reports Fourth Quarter 2012 Results

Mexico City, D.F., February 27, 2013 - Corporación Interamericana de Entretenimiento, S.A.B. de C.V. ("CIE," the "Company" or the "Group") (BMV: CIE), the leading out-of-home entertainment company in Latin America, today announced its financial results for the fourth quarter of 2012 under International Financial Reporting Standards (IFRS).

- ✓ **During 2012, the Group's consolidated revenues decreased 1%, in comparison with consolidated revenues in 2011.**
- ✓ **Consolidated EBITDA was Ps. 951, which is 2% lower than the EBITDA of Ps. 972 reported in the year 2011.**
- ✓ **Net income for 2012 was Ps. 195, in comparison with income of Ps. 112 in 2011, representing growth of 75%.**
- ✓ **At December 31, 2012, the Group's total interest-bearing debt fell 63% to Ps. 2,284 in comparison with Ps. 6,185 recorded in December 2011.**
- ✓ **During 2012, the Company paid interest of Ps. 262, compared with Ps. 464 in 2011, due to the reduction in debt mentioned above.**
- ✓ **On January 21, 2013, the Company announced that it signed a purchase agreement for CIE's Media Unit with América Móvil, S.A.B. de C.V. for Ps. 1,668. The net funds from certain costs and expenses will be used to pay debt and working capital down early. The transaction is subject to certain conditions at the closing, including approval from the Federal Anti-Trust Commission.**

The numbers presented throughout this document for 2012 and 2011 are expressed in millions of nominal Mexican pesos. Numbers may vary due to rounding.

EBITDA is Earnings before Other Net Income, Financing, Taxes, Depreciation and Amortization.

N.A. means does not apply.



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Consolidated Key Figures

	Accum. 2012	Accum. 2011	% Var.	4Q 2012	4Q 2011	% Var.
Revenues	6,715	6,790	-1%	2,179	2,490	-12%
EBITDA	951	972	-2%	273	342	-20%
EBITDA Margin	14.2%	14.3%		12.5%	13.7%	
Net Financial Revenues (Expenses)	(197)	(514)	+62%	(80)	(135)	+41%
Other Revenues (Expenses), Net	(53)	(74)	+28%	(44)	(26)	-68%
Net Income (Loss)	195	112	+75%	60	96	-37%
Majority Income (Loss)	70	(164)	N.A.	32	(55)	N.A.
Total Interest-Bearing Debt	2,284	6,185	-63%			

ANALYSIS OF THE FOURTH QUARTER ("the quarter" or "the period")

	Accum. 2012	Accum. 2011	% Var.	4Q 2012	4Q 2011	% Var.
CIE Entertainment						
Revenues	4,584	4,816	-5%	1,579	1,932	-18%
EBITDA	421	505	-17%	119	207	-43%
<i>% EBITDA Margin</i>	9.2%	10.5%		7.5%	10.7%	
CIE Commercial						
Revenues	1,941	1,803	+8%	543	506	+7%
EBITDA	479	436	+10%	138	129	+7%
<i>% EBITDA Margin</i>	24.7%	24.2%		25.5%	25.4%	
Other Businesses						
Revenues	190	172	+11%	57	51	+11%
EBITDA	51	30	+73%	16	6	+143%
<i>% EBITDA Margin</i>	27.0%	17.3%		27.8%	12.6%	
CONSOLIDATED						
Revenues	6,715	6,790	-1%	2,179	2,490	-12%
EBITDA	951	972	-2%	273	342	-20%
<i>% EBITDA Margin</i>	14.2%	14.3%		12.5%	13.7%	



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REVENUES AND EBITDA

During the fourth quarter of 2012, consolidated revenues decreased 12% to Ps. 2,179, compared with Ps. 2,490 recorded in the same period of 2011.

Consolidated EBITDA decreased 20% to Ps. 273 during the quarter, compared to the Ps. 342 reported in the same period of the prior year.

At **CIE Entertainment**, revenues were Ps. 1,579, which is 18% lower than revenues during the same quarter of the prior year. The decrease in revenues is due to: 1) the low number of tickets sold to the shows of two artists in particular in Mexico and South America; 2) in the fourth quarter of 2011, there was income due to operation of third-party venues that hosted the Pan American Games in Guadalajara; and, 3) during the same quarter of the prior year, there were major events such as Justin Bieber, and the family show "Ovo" of Cirque du Soleil, which were replaced by other, smaller-scale events such as Alejandro Fernández, Bruce Springsteen, Emmanuel and Enrique Bunbury in 2012.

EBITDA at CIE Entertainment decreased 43% to Ps. 119 during the period, in comparison with Ps. 207 recorded in the same quarter of the prior year. This decrease is the result of the low attendance levels at the events mentioned previously, which, since they were very large events, had high talent and production costs. Due to the foregoing, EBITDA margin in the quarter was 7.5%, compared with 10.7% recorded during the same period in the prior year.

During the quarter, the revenues at **CIE Commercial** increased 7% to Ps. 543, in comparison with Ps. 506 recorded in the same period of the prior year. This growth is mainly due to higher occupancy rates in the advertising spaces sold during the period, and to the organization of special events during the period, namely: 1) the Rockcampeonato Telcel tour; 2) the organization of the National Entrepreneurs Award; and 3) putting on and organizing conventions and special events for corporate clients.

During the period, EBITDA for CIE Commercial was Ps. 138, which is 7% higher than EBITDA during the same quarter of last year. This increase is the result of the growth in revenues explained above. EBITDA margin in the quarter was 25.5%, compared with 25.4% recorded during the same period in the prior year.



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Revenues in **Other Businesses** were Ps. 57, which is 11% higher than the number recorded in the same period in the previous year. This increase is a consequence of the combination of greater attendance at the amusement park in Colombia, and to the fact that average expenditures of park visitors was higher than it was in the same period of the prior year.

EBITDA in Other Businesses was Ps. 16, in comparison with Ps. 6 recorded in the same quarter of the prior year. This increase is mainly due to the higher attendance levels seen at the amusement park, and to efficiencies achieved in costs and expenses. EBITDA margin for the division was 27.8%, compared with 12.6% recorded during the same period of the prior year.

NET FINANCIAL REVENUES (EXPENSES)

During the quarter, net interest paid totaled Ps. 66, in comparison with Ps. 133 recorded during the same quarter of the previous year. This decrease is a consequence of the early debt payment made in February of 2012, using the net funds from the sale of 35.8% of CIE Las Américas.

Due to the Company's assets and liabilities position in foreign currency, an exchange rate loss of Ps. 17 was realized during the period as a result of the variation in the exchange rate, which went from Ps. 12.87 per dollar in September 2012, to Ps. 12.97 pesos per dollar in December 2012.

Net Financial Revenues (Expenses)	Accum. 2012	Accum. 2011	% Var.	4Q 2012	4Q 2011	% Var.
Interest earned (paid), net	(229)	(438)	+48%	(66)	(133)	+51%
Exchange rate gain (loss), net	24	(83)	N.A.	(17)	(5)	N.A.
Other financial revenues (expenses)	8	7	+23%	3	3	+6%
Net Financial Revenues (Expenses)	(197)	(514)	+62%	(80)	(135)	+41%



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TAXES ON EARNINGS

During the quarter, taxes were Ps. 19 in provisions for income tax, the flat-rate corporate tax incurred and deferred income tax, in comparison with Ps. 203 in the third quarter of 2011. This decrease is due to a lower level of earnings before taxes recorded during the period and to a deferred tax recoverable in future periods seen during the quarter, in comparison with a deferred tax payable recorded in the same period of the prior year.

NET INCOME

Net income in the period was Ps. 60, compared with income of Ps. 96 recorded in the same period of 2011. This decrease is a consequence of the combination of a lower level of operating income, offset by lower financial expenses and a lower level of taxes.

MAJORITY NET INCOME

During the quarter, majority net income of Ps. 32 was recorded, compared with a loss of Ps. 55 during the same quarter in 2011. The majority net income is a consequence of a lower level of interest paid, resulting from the CIE's holding company's debt prepayments made in February 2012.

TOTAL INTEREST-BEARING DEBT

On December 31, 2012, total interest-bearing debt for the Company was Ps. 2,284, compared with Ps. 6,185 recorded at the close of the year 2011. This decrease is a consequence of the following: 1) prepayment of debt made in February 2012, using the net funds from the sale of a majority stake in CIE Las Américas; 2) carving out the Ps. 1,197 of debt of CIE Las Américas; and 3) payments made on the debt of the amusement park in Colombia and CIE Commercial's debt. The following table shows the debt profile for both periods:



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Maturity	4Q 2012	%	4Q 2011	%	% Var.
Short Term	943	41%	1,724	28%	-45%
Long Term	1,341	59%	4,461	72%	-70%
TOTAL	2,284	100%	6,185	100%	-63%

Currency	4Q 2012	%	4Q 2011	%	% Var.
Mexican Pesos	1,851	81%	5,317	83%	-65%
American Dollars	422	18%	823	16%	-49%
Colombian Pesos	11	0%	40	1%	-73%
Euros	0	0%	5	0%	-100%
TOTAL	2,284	100%	6,185	100%	-63%

RECENT EVENTS

On January 21, 2013, the Company announced that it signed a purchase agreement for CIE's Media Unit with América Móvil, S.A.B. de C.V. for Ps. 1,668.

The Media Unit is part of CIE's Commercial Division, and it represented 22% of the Group's consolidated EBITDA during 2012.

The Media Unit, the object of the purchase agreement, includes: 1) Billboards located in pedestrian overpass structures; 2) Advertising at airports and public transportation systems; 3) Advertising on outdoor furniture; 4) Advertisements on digital screens in convenience stores; 5) Advertising in shopping malls; 6) Digital agency services (Ad Network); 7) Advertising in movie theaters, including on-screen advertisements and advertisements in other places in movie theaters; and 8) Advertising rights with professional soccer teams and soccer stadiums.

The net funds from certain costs and expenses related to this transaction will be used to pay debt and working capital requirements.

The agreement between the parties is subject to certain conditions at the closing, including approval from the Federal Anti-Trust Commission.



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ABOUT CIE

With its origins in 1990, Corporación Interamericana de Entretenimiento, S.A.B. de C.V. (CIE), was a pioneer in the out-of-home entertainment industry in Latin America. Today, CIE is the main producer of live entertainment in Latin America. It is also one of the largest recipients of advertising investments in Mexico, through a commercial platform of advertising channels and spaces that reach segmented audiences.

CIE is a public company whose shares have been listed on the Mexican Stock Exchange since 1995 under the symbol "CIE." The Company also has debt instruments on the Mexican Stock Exchange and trading on the Luxembourg Stock Exchange.

LEGAL DISCLAIMER

As a precautionary note to the investing public, except for the historical information provided herein, certain subjects discussed in this document constitute forward-looking statements. These statements assume that there are risks and uncertainties, including the economic conditions in Mexico and other countries where CIE operates, as well as fluctuations in the value of the Mexican peso compared with the United States dollar.

The use of registered trademarks or commercial trademarks in this document are exclusively for illustrative purposes and are not intended to violate copyrights and/or intellectual property laws applicable in the countries where CIE, its subsidiaries, and those companies with which CIE maintains commercial or business relationships, operate.

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CONSOLIDATED INCOME STATEMENT

	Accum. 2012	Accum. 2011	% Var.	4Q 2012	4Q 2011	% Var.
Sales	6,715	6,790	-1%	2,179	2,490	-12%
Cost of sales	5,276	5,344	-1%	1,739	2,067	-16%
Gross income	1,439	1,446	0%	440	423	+4%
Operating expenses	764	794	-4%	246	186	+32%
Operating Income	675	652	+4%	194	236	-18%
Other revenues (expenses) net	(53)	(74)	+28%	(44)	(26)	-68%
Net Financial Revenues (Expenses)						
Interest earned (paid), net	(229)	(438)	+48%	(66)	(133)	+51%
Exchange rate gain (loss)	24	(83)	N.A.	(17)	(5)	N.A.
Other financial revenues (expenses)	8	7	+23%	3	3	6%
Net Financial Revenues (Expenses)	(197)	(514)	+62%	(80)	(135)	+41%
Stake in the results of associated	32	58	-44%	9	14	-32%
Earnings before Taxes	457	121	N.A.	80	89	-10%
Taxes on Earnings	300	345	-13%	19	203	-91%
Earnings after Taxes	157	(224)	N.A.	60	(114)	N.A.
Discontinued operations	39	336	-89%	0	210	N.A.
Net Income (Loss)	195	112	+75%	60	96	-37%
Minority Net Income	125	276	-55%	29	151	-81%
MAJORITY NET INCOME	70	(164)	N.A.	32	(55)	N.A.
Depreciation and amortization	276	320	-14%	78	106	-26%
EBITDA	951	972	-2%	273	342	-20%



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STATEMENT OF FINANCIAL POSITION

	Dec. 31 2012	Dec. 31 2011	% Var.
Current Assets	5,114	6,503	-21%
Cash	649	1,695	-62%
Clients receivable, net	1,856	1,330	+40%
Other accounts receivable, net	448	160	+179%
Inventory	6	38	-83%
Other current assets	2,156	3,280	-34%
Non-Current Assets	3,127	7,463	-58%
Accounts receivable, net	40	117	-66%
Investments in associated companies and joint ventures	1,002	127	+692%
Property, plant and equipment, net	1,025	5,964	-83%
Intangible assets	268	400	-33%
Assets from deferred taxes	484	544	-11%
Other non-current assets	308	311	-1%
Total Assets	8,241	13,966	-41%
Current Liabilities	3,458	4,336	-20%
Suppliers	999	1,065	-6%
Short-term interest-bearing debt	943	1,724	-45%
Taxes payable	0	146	N.A.
Other current liabilities	1,516	1,401	+8%
Non-Current Liabilities	1,650	4,718	-65%
Long-term interest-bearing debt	1,341	4,461	-70%
Other non-current liabilities	309	257	+20%
Total Liabilities	5,107	9,054	-44%
Shareholders' Equity	3,134	4,911	-36%
Minority stake	463	2,315	-80%
Minority Stake	2,671	2,597	+3%
Paid-in capital	3,489	3,488	0%
Capital earned (lost)	(818)	(892)	+8%
Total Liabilities plus Shareholders' Equity	8,241	13,966	-41%