## The McGraw-Hill Companies

## Financial Overview

## Committed to Creating Shareholder Value

$2 \quad$ Free Cash Flow \| Net Debt to EBITDA \| Cash Returned to Shareholders
$3 \quad$ How the Business Model Is Changing Market
Opportunities and Driving Long-Term Growth
Advancing Total Shareholder Value
4-5 Dividend Record | Share Repurchase and Stock History
6-7 Corporate and Operating Segments at a Glance
Expanding Globally
8-9 International Operations by Region and Segment
10-11
12
13-14
15 Return on Invested Capital, Average Shareholders' Equity | Debt Profile
16
17
18-19
20-21

## Eleven-Year Segment Trends: Revenue | Expense | Operating Profit

Eleven-Year Consolidated Profit and Loss
Three-Year Quarterly Results
EBITDA, Net of Investment in Prepublication Costs
Capital Investments
Acquisitions and Divestitures
Items Impacting Comparability of Results

## Positioned for Long-Term Growth

| 22 | Trends in MHP's Key Markets |
| :--- | :--- |
|  | McGraw-Hill Education |
| 23 | A Leading Provider of Learning Solutions |
| $24-25$ | Federal Funding for Key Education Programs |
| $26-27$ | Pre-K-16 Public Education: Funding, Expenditures, Enrollments |
| $28-29$ | Growing Enrollments in Key Adoption States \| Pre-K-12 Market Sales |
| $30-31$ | Elementary and Secondary School Adoption Schedules |
| $32-33$ | Center for Digital Innovation |
| $34-35$ | Assessment and Reporting Market |
| $36-37$ | Higher Education and Online Learning Markets |
| $38-39$ | Professional Markets |

## Financial Services

| $40-42$ | Serving the Global Capital Markets |
| :--- | :--- |
| 43 | S\&P Credit Market Services |
| $44-45$ | U.S., European, and Asian Debt Markets |
| 46 | Ratings Diversification |
| 47 | S\&P Investment Services |
| 48 | Valuation \& Risk Strategies |
| 49 | Capital IQ |
| $50-51$ | S\&P Indices |
| 52 | S\&P Equity Research Services |

## Information \& Media

Providing Valuable Insights to Global Markets
Energy and Metals
Construction
Aerospace and Defense
J.D. Power and Associates

## The McGraw-Hill Companies: Committed to Creating Shareholder Value

Maintaining a strong balance sheet, positioning the company for growth, and advancing shareholder value are key priorities for The McGraw-Hill Companies. In January 2010, the Board of Directors increased the dividend for the 37th consecutive year. Since 1974, McGraw-Hill's annual dividend has grown at an average compound rate of $9.9 \%$. In the second quarter of 2010, the Corporation resumed share repurchases and bought 6.5 million shares for a total cost of $\$ 186.9$ million, leaving 10.6 million shares in the 2007 program authorized by the Board of Directors. Approximately $\$ 9.7$ billion has been returned to shareholders through dividends and stock buyback programs since 1996.

## Free Cash Flow

| Years ended December 31 <br> (dollars in thousands) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Cash provided by operating activities | \$1,320,779 | \$1,168,753 | \$1,716,951 | \$1,509,304 | \$1,559,890 | \$1,063,472 | \$1,382,345 | \$1,142,391 | \$1,099,581 | \$ 720,754 | \$ 746,368 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Investment in prepublication costs | $(176,996)$ | $(254,106)$ | $(298,984)$ | $(276,810)$ | $(257,795)$ | $(237,760)$ | $(218,049)$ | $(249,317)$ | $(294,538)$ | $(250,005)$ | $(246,341)$ |
| Purchase of property and equipment | $(68,526)$ | $(105,978)$ | $(229,609)$ | $(126,593)$ | $(120,232)$ | $(139,003)$ | $(114,984)$ | $(70,019)$ | $(116,895)$ | $(97,721)$ | $(154,324)$ |
| Additions to technology projects | $(23,764)$ | $(25,353)$ | $(16,654)$ | $(22,978)$ | $(16,456)$ | $(10,623)$ | $(28,145)$ | $(55,477)$ | $(28,840)$ | $(15,194)$ | $(38,315)$ |
| Free cash flow before dividends | \$1,051,493 | \$ 783,316 | \$1,171,704 | \$1,082,923 | \$1,165,407 | \$ 676,086 | \$1,021,167 | \$ 767,578 | \$ 659,308 | \$ 357,834 | \$ 307,388 |
| Dividends paid to shareholders | $(281,553)$ | $(280,455)$ | $(277,746)$ | $(260,323)$ | $(246,048)$ | $(228,166)$ | $(206,543)$ | $(197,016)$ | $(189,834)$ | $(182,462)$ | $(169,049)$ |
| Tax payment/(dividend) from divestitures ${ }^{(a, b)}$ | - | - | - | - | - | 172,000 | $(103,500)$ | - | - | - | - |

(a) 2004, $\$ 172.0$ million tax payment related to a 2003 gain from sale of real estate
(b) 2003, $\$ 103.5$ million dividend received from the sale of the Corporation's equity interest in real estate

## Net Debt to EBITDA

| Years ended December 31 (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cash and equivalents | \$1,209.9 | \$ 471.7 | \$ 396.1 | \$ 353.5 | \$ 748.8 | \$ 680.6 | \$695.6 | \$ 58.2 | \$ 53.5 | \$ 3.2 | \$ 6.5 |
| Total debt | 1,197.8 | 1,267.6 | 1,197.4 | 2.7 | 3.3 | 5.1 | 26.3 | 578.3 | 1,056.5 | 1,045.4 | 536.4 |
| Net debt/(cash) | \$ (12.1) | \$ 795.9 | \$ 801.4 | \$(350.8) | \$ (745.5) | \$ (675.5) | \$669.2 | \$ 520.2 | \$1,003.0 | \$1,042.2 | \$530.0 |
| Net debt/EBITDA | 0.0x | $0.5 x$ | $0.5 x$ | (0.2x) | (0.5x) | (0.5x) | $0.5 x$ | 0.5 x | $1.3 x$ | 1.2 x | $0.7 x$ |

Note: EBITDA is net of investment in prepublicaton costs

## Cash Returned to Shareholders

| (dollars in millions, except S\&P 500 dividend) | 2009 |  | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 | 10-year CAGR |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| MHP dividends paid | \$281.6 | \$ | 280.5 | \$ 277.7 | \$ 260.3 | \$246.0 | \$228.2 | \$ 206.5 | \$ 197.0 | \$ 189.8 | \$ 182.5 | \$ 169.0 | 5.2\% |
| MHP shares repurchased | 0.0 |  | 447.2 | 2,212.7 | 1,540.1 | 677.7 | 409.4 | 216.4 | 183.1 | 176.5 | 167.6 | 173.8 | N/M |
| Total | \$281.6 | \$ | 727.7 | \$2,490.4 | \$1,800.4 | \$923.7 | \$637.6 | \$ 422.9 | \$380.1 | \$366.3 | \$350.1 | \$342.8 | (1.9\%) |
| MHP growth | (61.3\%) |  | (70.8\%) | 38.3\% | 94.9\% | 44.9\% | 50.8\% | 11.3\% | 3.8\% | 4.6\% | 2.1\% | 31.8\% |  |
| S\&P 500 dividend | \$22.41 | \$ | 28.39 | \$ 27.73 | \$ 24.88 | \$22.22 | \$ 19.44 | \$ 17.38 | \$ 16.07 | \$ 15.74 | \$16.27 | \$ 16.69 | 3.0\% |
| S\&P 500 growth | (21.1\%) |  | 2.4\% | 11.5\% | 12.0\% | 14.3\% | 11.9\% | 8.2\% | 2.1\% | (3.3\%) | (2.5\%) | 3.0\% |  |

[^0]Connecting content and managing digital assets globally across all of The McGraw-Hill Companies is essential to growing revenue, improving workflow and productivity, and reducing costs. Ongoing investments in technology support MHP's ability to provide its customers with products and services that represent the shift to today's more interactive and digital business model. For MHP, technology represents a tremendous opportunity to enhance its offerings, embed its solutions into customers' workflows and infrastructure, and build stronger, broader relationships.

| Legacy Model | Drivers | Enablers | Today's Model |
| :---: | :---: | :---: | :---: |
| One-way customer relationships |  |  | Interactive customer relationships |
| One-time unit sales | Shrinking technology costs | Digital content repositories | Subscription-based revenue |
|  | Broadband penetration | Multi-channel delivery |  |
| Long development cycles | Digital-savvy customers | Workflow integration | Rapid development cycles |
| One-size-fits-all |  |  | Customized solutions |
| Physical inventory |  | Web 2.0 (search, community) | Digital asset management |
| U.S.-centric production |  |  | Global production \& distribution |
|  |  |  | Direct-to-consumer sales/distribution |

## McGraw-Hill Education

McGraw-Hill Education is embracing digital to create new and expanded revenue opportunities. McGraw-Hill Connect ${ }^{\text {TM }}$ - MHE's innovative higher education platform - and other digital study/homework management products now have more than 1.8 million registered users. A new partnership with Blackboard will significantly expand access to McGraw-Hill Connect by making McGraw-Hill's content and digital tools available to institutions already using Blackboard Learn ${ }^{\text {TM }}$. MHE is also partnering with Apple, Amazon, and Sony to broaden its digital distribution.

## Financial Services

S\&P's Credit Market Services continues to facilitate worldwide access to capital by providing a common and transparent benchmark for evaluating and comparing creditworthiness across multiple sectors and geographies. S\&P expects its Investment Services business to grow. S\&P's Capital IQ platform of powerful, easy-to-use tools is attracting more clients and helping them reduce risk, work more efficiently, and make better decisions. S\&P Indices, the world's leading index provider, is continuing to expand in global markets.

## Information \& Media

MHP's leading business information brands are taking the creation, analysis, and delivery of business information to new levels. J.D. Power and Associates is providing realtime data and volume metrics to the automotive, hospitality, and retail industries. Platts is expanding as the demand for natural resources grows globally and the need for information about these volatile markets increases.

(dollars in millions)

## Growth in Unearned Revenue

As subscriptions to digital products and services continue to grow, so does the Corporation's unearned revenue. Approximately 75\% of unearned revenue comes from Financial Services and includes annual contracts, surveillance fees, and subscription products.

## Advancing Total Shareholder Value

The McGraw-Hill Companies has paid a dividend each year since 1937 and is one of fewer than 30 companies in the S\&P 500 that has increased its dividend annually for the last 37 years. The annualized rate of $\$ 0.94$ per share of common stock represents a $4.4 \%$ increase approved by the Board in January 2010. Reflecting the impact of share repurchases in the second quarter of 2010, fully-diluted shares at the end of the second quarter were approximately 310 million.

## Share Repurchase Programs ${ }^{(1)}$

| Year | \$ in millions | Shares Purchased | Average Price | Diluted Weighted Average Shares Outstanding |
| :---: | :---: | :---: | :---: | :---: |
| 2009 | \$ - | - | \$ - | 313,296,491 |
| 2008 | \$ 447.2 | 10,900,000 | \$41.03 | 318,687,254 |
| 2007 | \$2,212.7 | 37,000,000 | \$59.80 | 344,784,866 |
| 2006 | \$1,540.1 | 28,400,000 | \$54.23 | 366,877,769 |
| 2005 | \$ 671.9 | 14,343,900 | \$46.84 | 382,569,750 |
| 2004 | \$ 400.6 | 10,000,000 | \$40.06 | 385,823,700 |
| 2003 | \$ 212.6 | 6,935,400 | \$30.65 | 384,009,014 |
| 2002 | \$ 195.6 | 6,409,200 | \$30.52 | 389,146,638 |
| 2001 | \$ 182.1 | 6,203,400 | \$29.35 | 391,745,196 |
| 2000 | \$ 167.7 | 6,235,200 | \$26.90 | 392,143,250 |
| 1999 | \$ 173.8 | 6,463,400 | \$26.89 | 397,114,618 |
| 1998 | \$ 105.6 | 5,348,000 | \$19.75 | 398,208,132 |
| 1997 | \$ 79.9 | 5,200,400 | \$15.36 | 399,008,728 |
| 1996 | \$ 63.3 | 5,451,600 | \$11.61 | 399,483,608 |
| 1987 | \$ 135.0 | 19,960,000 | \$ 6.76 |  |

Note: Shares repurchased are reported on a trade-date basis
(1) Adjusted for all stock splits. Approximately $43 \%$ of repurchases during 1996-2009 offset the issuance of shares for stock option and restricted share programs; the remaining $57 \%$ reduce the net number of shares outstanding

## Stock Split History, 1953 - Present

| Record Date | Payment Date | Distribution |
| :--- | ---: | ---: |
| May 6, 2005 | May 17, 2005 | 2-for-1 |
| February 24, 1999 | March 8, 1999 | 2-for-1 |
| March 28, 1996 | April 26, 1996 | 2-for-1 |
| May 9, 1983 | June 1, 1983 | 2-for-1 |
| June 30, 1967 | July 17, 1967 | 2-for-1 |
| March 10, 1961 | March 17, 1961 | 3-for-1 |
| July 25,1956 | August 8, 1956 | 3-for-1 |
| July 24,1953 | August 3, 1953 | 2-for-1 |

Common Stock Dividend History, 1937-2009


Dividends per Share of Common Stock, 1999-2009


Notes: Represents annualized dividend rate per share Adjusted for all stock splits

Dividend Payout


## Quarterly Stock Valuation Data

| Year | Quarter | Prices* |  |  | MHP <br> Volume | MHP - Price to Earnings** |  |  | S\&P 500 - Price to Earnings |  |  | P/E Relative to S\&P 500 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | High | Low | Close |  | High | Low | Close | High | Low | Close | High | Low | Close |
| 2009 | 4 | 35.240 | 24.460 | 33.510 | 194,468,691 | 14.87 | 10.32 | 14.14 | 19.88 | 17.94 | 19.61 | 0.75 | 0.58 | 0.72 |
|  | 3 | 34.100 | 23.550 | 25.140 | 243,943,008 | 14.89 | 10.28 | 10.98 | 27.27 | 21.95 | 26.69 | 0.55 | 0.47 | 0.41 |
|  | 2 | 34.090 | 22.460 | 30.110 | 177,245,398 | 13.64 | 8.98 | 12.04 | 24.03 | 19.69 | 23.10 | 0.57 | 0.46 | 0.52 |
|  | 1 | 25.890 | 17.220 | 22.870 | 245,097,570 | 9.84 | 6.55 | 8.70 | 21.95 | 15.51 | 18.56 | 0.45 | 0.42 | 0.47 |
| 2008 | 4 | 33.120 | 17.150 | 23.190 | 200,117,215 | 12.36 | 6.40 | 8.65 | 18.56 | 16.48 | 18.24 | 0.67 | 0.39 | 0.47 |
|  | 3 | 47.130 | 22.000 | 31.610 | 153,573,747 | 17.01 | 7.94 | 11.41 | 20.26 | 17.07 | 17.99 | 0.84 | 0.47 | 0.63 |
|  | 2 | 45.610 | 36.170 | 40.120 | 163,545,961 | 16.00 | 12.69 | 14.08 | 20.65 | 18.24 | 18.35 | 0.77 | 0.70 | 0.77 |
|  | 1 | 44.760 | 33.910 | 36.950 | 184,588,816 | 15.22 | 11.53 | 12.57 | 19.17 | 16.37 | 17.23 | 0.79 | 0.70 | 0.73 |
| 2007 | 4 | 55.140 | 43.460 | 43.810 | 178,192,844 | 18.08 | 14.25 | 14.36 | 19.09 | 17.04 | 17.79 | 0.95 | 0.84 | 0.81 |
|  | 3 | 68.810 | 47.150 | 50.910 | 247,126,617 | 21.98 | 15.06 | 16.27 | 17.42 | 15.35 | 17.09 | 1.26 | 0.98 | 0.95 |
|  | 2 | 72.500 | 60.160 | 68.080 | 123,650,344 | 24.83 | 20.60 | 23.32 | 16.83 | 15.47 | 16.42 | 1.48 | 1.33 | 1.42 |
|  | 1 | 69.980 | 61.060 | 62.880 | 124,541,820 | 25.63 | 23.37 | 23.03 | 16.36 | 15.26 | 15.90 | 1.57 | 1.53 | 1.45 |
| 2006 | 4 | 69.250 | 57.280 | 68.020 | 76,636,900 | 26.95 | 22.29 | 26.47 | 16.32 | 15.13 | 16.17 | 1.65 | 1.47 | 1.64 |
|  | 3 | 58.300 | 48.400 | 58.030 | 92,639,400 | 22.95 | 19.06 | 22.85 | 15.60 | 14.25 | 15.55 | 1.47 | 1.34 | 1.47 |
|  | 2 | 58.750 | 47.800 | 50.230 | 121,441,400 | 23.98 | 19.51 | 20.50 | 16.23 | 14.92 | 15.54 | 1.48 | 1.31 | 1.32 |
|  | 1 | 59.570 | 46.370 | 57.620 | 119,198,700 | 25.35 | 19.73 | 24.52 | 16.55 | 15.73 | 16.35 | 1.53 | 1.25 | 1.50 |
| 2005 | 4 | 53.970 | 45.600 | 51.630 | 78,045,900 | 23.26 | 19.66 | 22.25 | 16.69 | 15.28 | 16.33 | 1.39 | 1.29 | 1.36 |
|  | 3 | 48.750 | 43.010 | 48.040 | 66,287,000 | 21.86 | 19.29 | 21.54 | 16.79 | 15.95 | 16.56 | 1.30 | 1.21 | 1.30 |
|  | 2 | 45.675 | 40.510 | 44.250 | 111,714,000 | 21.91 | 19.43 | 21.22 | 16.88 | 15.73 | 16.49 | 1.30 | 1.24 | 1.29 |
|  | 1 | 47.995 | 42.810 | 43.625 | 106,768,000 | 24.00 | 21.41 | 21.81 | 17.61 | 16.67 | 16.91 | 1.36 | 1.28 | 1.29 |
| 2004 | 4 | 46.055 | 39.425 | 45.770 | 83,969,000 | 23.74 | 20.32 | 23.59 | 17.94 | 16.11 | 17.91 | 1.32 | 1.26 | 1.32 |
|  | 3 | 39.885 | 36.415 | 39.845 | 74,212,200 | 21.50 | 19.63 | 21.48 | 17.66 | 16.44 | 17.25 | 1.22 | 1.19 | 1.25 |
|  | 2 | 40.670 | 37.825 | 38.285 | 85,443,000 | 23.11 | 21.49 | 21.75 | 18.52 | 17.32 | 18.36 | 1.25 | 1.24 | 1.18 |
|  | 1 | 40.185 | 34.550 | 38.070 | 97,652,000 | 23.64 | 20.32 | 22.39 | 19.95 | 18.98 | 19.39 | 1.18 | 1.07 | 1.15 |
| 2003 | 4 | 35.000 | 30.995 | 34.960 | 84,799,800 | 21.21 | 18.78 | 21.19 | 20.34 | 18.21 | 20.33 | 1.04 | 1.03 | 1.04 |
|  | 3 | 32.255 | 29.300 | 31.065 | 97,932,400 | 20.35 | 18.49 | 19.60 | 20.10 | 18.57 | 19.25 | 1.01 | 1.00 | 1.02 |
|  | 2 | 33.075 | 27.730 | 31.000 | 124,260,600 | 21.62 | 18.12 | 20.26 | 20.74 | 17.32 | 19.91 | 1.04 | 1.05 | 1.02 |
|  | 1 | 31.290 | 25.870 | 27.795 | 131,153,800 | 20.79 | 17.19 | 18.47 | 19.62 | 16.55 | 17.79 | 1.06 | 1.04 | 1.04 |
| 2002 | 4 | 33.150 | 27.755 | 30.220 | 120,239,200 | 22.25 | 18.63 | 20.28 | 20.73 | 16.70 | 19.11 | 1.07 | 1.12 | 1.06 |
|  | 3 | 32.990 | 25.355 | 30.610 | 87,467,400 | 23.15 | 17.79 | 21.48 | 22.58 | 17.62 | 18.52 | 1.03 | 1.01 | 1.16 |
|  | 2 | 34.365 | 28.150 | 29.850 | 78,497,800 | 25.74 | 21.09 | 22.36 | 27.60 | 22.92 | 23.80 | 0.93 | 0.92 | 0.94 |
|  | 1 | 34.850 | 29.440 | 34.125 | 78,760,600 | 27.23 | 23.00 | 26.66 | 30.20 | 27.57 | 29.44 | 0.90 | 0.83 | 0.91 |
| 2001 | 4 | 30.900 | 24.350 | 30.490 | 110,203,800 | 24.92 | 19.64 | 24.59 | 30.21 | 26.43 | 29.55 | 0.82 | 0.74 | 0.83 |
|  | 3 | 33.975 | 25.275 | 29.100 | 77,876,200 | 27.51 | 20.47 | 23.56 | 29.50 | 22.48 | 24.77 | 0.93 | 0.91 | 0.95 |
|  | 2 | 35.435 | 28.920 | 33.075 | 76,444,200 | 30.29 | 24.72 | 28.27 | 27.98 | 23.22 | 26.03 | 1.08 | 1.06 | 1.09 |
|  | 1 | 32.370 | 27.045 | 29.825 | 82,145,400 | 28.27 | 23.62 | 26.05 | 26.16 | 20.44 | 21.94 | 1.08 | 1.16 | 1.19 |
| 2000 | 4 | 33.000 | 26.000 | 29.313 | 75,829,400 | 27.73 | 21.85 | 24.63 | 25.92 | 22.34 | 23.52 | 1.07 | 0.98 | 1.05 |
|  | 3 | 33.844 | 27.125 | 31.781 | 68,728,000 | 29.18 | 23.38 | 27.40 | 26.94 | 25.00 | 25.30 | 1.08 | 0.94 | 1.08 |
|  | 2 | 29.938 | 20.938 | 27.000 | 77,756,800 | 26.49 | 18.53 | 23.89 | 27.47 | 24.09 | 26.17 | 0.96 | 0.77 | 0.91 |
|  | 1 | 30.844 | 21.750 | 22.750 | 87,262,600 | 28.56 | 20.14 | 21.06 | 28.80 | 24.57 | 27.79 | 0.99 | 0.82 | 0.76 |
| 1999 | 4 | 31.563 | 24.500 | 30.813 | 59,725,800 | 30.94 | 24.02 | 30.21 | 28.37 | 23.87 | 28.43 | 1.09 | 1.01 | 1.06 |
|  | 3 | 27.063 | 23.563 | 24.188 | 52,501,000 | 28.04 | 24.42 | 25.06 | 28.76 | 25.44 | 25.98 | 0.98 | 0.96 | 0.96 |
|  | 2 | 30.375 | 25.219 | 26.969 | 66,502,200 | 33.94 | 28.18 | 30.13 | 29.36 | 27.28 | 29.29 | 1.16 | 1.03 | 1.03 |
|  | 1 | 29.563 | 24.438 | 27.250 | 85,734,200 | 34.28 | 28.33 | 31.59 | 29.37 | 26.74 | 28.54 | 1.17 | 1.06 | 1.11 |
| 1998 | 4 | 25.828 | 18.063 | 25.469 | 87,647,200 | 30.30 | 21.19 | 29.88 | 28.12 | 20.86 | 27.77 | 1.08 | 1.02 | 1.08 |
|  | 3 | 21.750 | 18.516 | 19.813 | 82,613,200 | 26.13 | 22.24 | 23.80 | 27.00 | 21.32 | 23.07 | 0.97 | 1.04 | 1.03 |
|  | 2 | 20.750 | 18.188 | 20.375 | 71,664,398 | 26.60 | 23.32 | 26.12 | 25.40 | 24.05 | 25.38 | 1.05 | 0.97 | 1.03 |
|  | 1 | 19.500 | 17.125 | 19.015 | 67,188,390 | 26.09 | 22.91 | 25.44 | 25.09 | 20.57 | 24.83 | 1.04 | 1.11 | 1.02 |

[^1][^2]
## Corporate and Operating Segments at a Glance

## Focused on Growth Opportunities

A leading global information provider, The McGraw-Hill Companies is focused on growth opportunities in core markets-education, financial services, and business information. MHP's three operating segments-Education, Financial Services, and Information \& Media-help meet the need for knowledge and education, provide access to the world's capital markets, and increase information transparency for better decision making.

## The McGraw-Hill Companies

| Financial Highlights |  |  |  |
| :---: | :---: | :---: | :---: |
| (dollars in millions, except earnings per share) | 2009 | 2008 | 2007 |
| Total revenue | \$5,952 | \$6,355 | \$6,772 |
| Segment expenses | 4,569 | 4,871 | 4,935 |
| Operating profit | 1,383 | 1,484 | 1,837 |
| General corporate expense | (127) | (109) | (160) |
| Interest (expense)-net | (77) | (76) | (41) |
| Income before taxes on income | 1,179 | 1,299 | 1,636 |
| Provision for taxes on income | 429 | 480 | 609 |
| Net income | 750 | 819 | 1,027 |
| Less: net income attributable to noncontrolling interests | (19) | (20) | (13) |
| Net income attributable to The McGraw-Hill Companies | 731 | 799 | 1,014 |
| Diluted EPS | \$ 2.33 | \$ 2.51 | \$ 2.94 |

## Revenue and Growth

(dollars in millions)

$\square$ Year-Over-Year Change (\%) 8.3 (6.2) (6.3)

Consolidated Segment Expenses
(dollars in millions)


| Consolidated Segment Expenses | $4,935 \quad 4,871 \quad 4,569$ |
| :--- | :--- | :--- | :--- |

Diluted EPS
(in dollars)

## McGraw-Hill Education



## Financial Services



## Segment Revenue, Operating Profit and Operating Margin

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| Revenue | $\mathbf{\$ 2 , 3 8 8}$ | $\$ 2,639$ | $\$ 2,706$ |
| Operating profit | $\mathbf{\$ 2 7 6}$ | $\$ 321$ | $\$ 403$ |
| Operating profit margin | $\mathbf{1 1 . 6 \%}$ | $12.2 \%$ | $14.9 \%$ |

## McGraw-Hill Education Revenue by Group

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| School Education Group (SEG) | $\mathbf{\$ 1 , 1 1 2}$ | $\$ 1,363$ | $\$ 1,441$ |
| Higher Education, Professional <br> and International Group (HPI) | $\mathbf{\$ 1 , 2 7 6}$ | $\$ 1,276$ | $\$ 1,265$ |

## Segment Revenue, Operating Profit and Operating Margin

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| Revenue | $\mathbf{\$ 2 , 6 1 0}$ | $\$ 2,654$ | $\$ 3,046$ |
| Operating profit | $\mathbf{\$ 1 , 0 1 4}$ | $\$ 1,070$ | $\$ 1,370$ |
| Operating profit margin | $\mathbf{3 8 . 9 \%}$ | $40.3 \%$ | $450 \%$ |

## Financial Services Revenue by Group

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| Credit Market Services (CMS) | $\mathbf{\$ 1 , 7 4 8}$ | $\$ 1,755$ | $\$ 2,264$ |
| Investment Services (IS) | $\mathbf{\$ 8 6 2}$ | $\$ 899$ | $\$ 782$ |

## Segment Revenue, Operating Profit and Operating Margin

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| Revenue | $\mathbf{\$ 9 5 4}$ | $\$ 1,062$ | $\$ 1,020$ |
| Operating profit | $\mathbf{\$ 9 3}$ | $\$ 92$ | $\$ \quad 63$ |
| Operating profit margin | $\mathbf{9 . 7} \%$ | $8.7 \%$ | $6.2 \%$ |

## Information \& Media Revenue by Group

| (dollars in millions) | 2009 | 2008 | 2007 |
| :--- | ---: | ---: | ---: |
| B2B Group | $\mathbf{\$ 8 7 3}$ | $\$ 955$ | $\$ 917$ |
| Broadcasting | $\mathbf{\$ 8 1}$ | $\$ 107$ | $\$ 103$ |

## Expanding Globally

Since 2002, MHP's year-over-year revenue growth from abroad has outpaced domestic performance. In 2009, foreign sources accounted for $29 \%$ of MHP's total revenue. The rapid rise of developing economies in Asia, including India, are creating significant opportunities for The McGraw-Hill Companies.

## McGraw-Hill Education

McGraw-Hill Education is capitalizing on the global demand for knowledge, particularly in vocational and Englishlanguage training and online instruction.
In India, Tata McGraw-Hill, a joint venture betweenTata and McGraw-Hill Education, launched a professionaldevelopment program for India's growing retail industry.
In China, McGraw-Hill Education has partnered with Ambow Education, a market leader in vocational training services, to develop new English-language training programs for Chinese engineers.
In the United Arab Emirates, McGrawHill Education has developed custom assessments for English-language proficiency training.

Domestic and Foreign Source Revenue Growth, 1999-2009*
(dollars in billions)


* Foreign source revenue includes international sales by U.S. operations


## Financial Services

CRISIL, a Standard \& Poor's company, recently launched a new service, Independent Equity Research (IER), providing investors with high-quality research on listed Indian companies. CRISIL is India's leading provider of ratings, research, and risk and policy advisory services.
Standard \& Poor's launched the ASEAN Regional Rating Scale to facilitate increased regional and global market participation in Southeast Asia.
S\&P has forged relationships with leading stock exchanges around the world-including the Australian Securities Exchange, the National Stock Exchange of India, the Toronto Stock Exchange, and the RTS Exchange in Moscow-to calculate and manage local stock indices.

## Information \& Media

Platts is expanding by bringing information transparency critical to growing markets for national resources around the world.
J.D. Power and Associates continues to deepen its offering and expand its services internationally, including in China, where the automotive market is growing rapidly.
AVIATION WEEK continues to expand in the defense sector as well as in emerging markets, including India, the Middle East, and Asia-Pacific.

Approximately 20\% of total 2009 international revenue came from emerging markets-with India as the key driver

| 5-year CAGR |  |
| :--- | ---: |
| Europe | $8.3 \%$ |
| Canada | $8.4 \%$ |
| Asia | $12.2 \%$ |
| Latin America | $2.8 \%$ |
| Total | $\mathbf{8 . 8 \%}$ |

Geographic Region and Percent of Total Foreign Source Revenue
(dollars in millions)


[^3]
## Foreign Source Revenue by Segment

McGraw-Hill Education
(dollars in millions) (percent of total foreign source revenue)


## Information \& Media

(dollars in millions) (percent of total foreign source revenue)


Financial Services
(dollars in millions) (percent of total foreign source revenue)


Total Company


Domestic and Foreign Source Revenue by Segment

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| (dollars in millions) | 2009 | \% of <br> 2009 <br> total | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 | | 10-year |
| ---: |
| CAGR |

## Revenue by Segment

| Domestic |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education | \$1,976.2 | 46.8\% | \$2,186.1 | \$2,266.8 | \$2,130.8 | \$2,286.9 | \$2,041.0 | \$2,021.2 | \$2,039.9 | \$2,004.0 | \$1,743.1 | \$1,496.6 | 2.8\% |
| Financial Services | 1,572.6 | 37.2\% | 1,595.0 | 1,958.6 | 1,807.1 | 1,629.6 | 1,413.1 | 1,258.8 | 1,126.0 | 1,014.3 | 868.8 | 856.7 | 6.3\% |
| Information \& Media | 677.6 | 16.0\% | 798.3 | 783.1 | 787.1 | 749.3 | 666.0 | 644.9 | 681.8 | 720.7 | 871.1 | 890.2 | (2.7\%) |
| Total | \$4,226.4 | 100\% | \$4,579.4 | \$5,008.5 | \$4,725.0 | \$4,665.8 | \$4,120.1 | \$3,924.9 | \$3,847.7 | \$3,739.0 | \$3,483.0 | \$3,243.5 | 2.7\% |
| Foreign* |  |  |  |  |  |  |  |  |  |  |  |  |  |
| McGraw-Hill Education | \$ 411.6 | 23.9\% | \$ 452.8 | \$ 439.1 | \$ 393.4 | \$ 384.8 | \$ 354.5 | \$ 327.4 | \$ 302.6 | \$ 285.6 | \$ 295.5 | \$ 289.6 | 3.6\% |
| Financial Services | 1,037.5 | 60.1\% | 1,059.3 | 1,087.6 | 939.3 | 771.2 | 642.2 | 510.3 | 429.7 | 384.0 | 336.2 | 306.9 | 13.0\% |
| Information \& Media | 276.3 | 16.0\% | 263.6 | 237.1 | 197.4 | 181.8 | 133.7 | 127.7 | 127.7 | 125.4 | 136.5 | 139.8 | 7.1\% |
| Total | \$1,725.4 | 100\% | \$1,775.7 | \$1,763.8 | \$1,530.1 | \$1,337.8 | \$1,130.4 | \$ 965.4 | \$ 860.0 | \$ 795.0 | \$ 768.2 | \$ 736.3 | 8.9\% |

* Foreign source revenue includes international sales by U.S. operations

|  | 2009 | $\mathbf{2 0 0 8}$ | $\mathbf{2 0 0 7}$ | $\mathbf{2 0 0 6}$ | $\mathbf{2 0 0 5}$ | $\mathbf{2 0 0 4}$ | $\mathbf{2 0 0 3}$ | $\mathbf{2 0 0 2}$ | $\mathbf{2 0 0 1}$ | $\mathbf{2 0 0 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Number of Employees |  |  |  |  |  |  |  |  |  |  |
| Domestic | $\mathbf{1 1 , 3 3 6}$ | 11,986 | 12,565 | 12,860 | 13,486 | 13,122 | 12,736 | 13,180 | 13,566 | 13,339 |
| Foreign | $\mathbf{9 , 7 4 1}$ | 9,663 | 8,606 | 7,354 | 6,114 | 4,131 | 3,332 | 3,325 | 3,569 | 3,422 |
| Total | $\mathbf{2 1 , 0 7 7}$ | 21,649 | 21,171 | 20,214 | 19,600 | 17,253 | 16,068 | 16,505 | 17,135 | 16,761 |

## Segment Trends

| Revenue by Segment |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| McGraw-Hill Education | \$2,387.8 | \$2,638.9 | \$2,705.9 | \$2,524.2 | \$2,671.7 | \$2,395.5 | \$2,348.6 | \$2,342.5 | \$2,289.6 | \$2,038.6 | \$1,786.2 |
| \% increase/(decrease) | (9.5\%) | (2.5\%) | 7.2\% | (5.5\%) | 11.5\% | 2.0\% | 0.3\% | 2.3\% | 12.3\% | 14.1\% | 7.6\% |
| \% of total revenue | 40.1\% | 41.5\% | 40.0\% | 40.4\% | 44.5\% | 45.6\% | 48.0\% | 49.8\% | 50.5\% | 48.0\% | 44.9\% |
| Financial Services | \$2,610.1 | \$2,654.3 | \$3,046.2 | \$2,746.4 | \$2,400.8 | \$2,055.3 | \$1,769.1 | \$1,555.7 | \$1,398.3 | \$1,205.0 | \$1,163.6 |
| \% increase/(decrease) | (1.7\%) | (12.9\%) | 10.9\% | 14.4\% | 16.8\% | 16.2\% | 13.7\% | 11.3\% | 16.0\% | 3.6\% | 12.2\% |
| \% of total revenue | 43.9\% | 41.8\% | 45.0\% | 43.9\% | 40.0\% | 39.2\% | 36.2\% | 33.0\% | 30.8\% | 28.3\% | 29.2\% |
| Information \& Media | \$ 953.9 | \$1,061.9 | \$1,020.2 | \$ 984.5 | \$ 931.1 | \$ 799.7 | \$ 772.6 | \$ 809.5 | \$ 846.1 | \$1,007.6 | \$1,030.0 |
| \% increase/(decrease) | (10.2\%) | 4.1\% | 3.6\% | 5.7\% | 16.4\% | 3.5\% | (4.6\%) | (4.3\%) | (16.0\%) | (2.2\%) | 1.4\% |
| \% of total revenue | 16.0\% | 16.7\% | 15.0\% | 15.7\% | 15.5\% | 15.2\% | 15.8\% | 17.2\% | 18.7\% | 23.7\% | 25.9\% |
| Total revenue | \$5,951.8 | \$6,355.1 | \$6,772.3 | \$6,255.1 | \$6,003.6 | \$5,250.5 | \$4,890.3 | \$4,707.7 | \$4,534.0 | \$4,251.2 | \$3,979.8 |
| \% increase/(decrease) | (6.3\%) | (6.2\%) | 8.3\% | 4.2\% | 14.3\% | 7.4\% | 3.9\% | 3.8\% | 6.7\% | 6.8\% | 7.2\% |

## Expenses by Segment

| (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education | \$2,111.8 | \$2,317.5 | \$2,302.8 | \$2,192.3 | \$2,259.1 | \$2,053.1 | \$2,024.9 | \$2,007.9 | \$2,014.5 | \$1,729.6 | \$1,511.0 |
| \% increase/(decrease) | (8.9\%) | 0.6\% | 5.0\% | (3.0\%) | 10.0\% | 1.4\% | 0.8\% | (0.3\%) | 16.5\% | 14.5\% | 3.6\% |
| \% of total | 46.2\% | 47.6\% | 46.7\% | 47.0\% | 50.1\% | 52.0\% | 53.4\% | 54.4\% | 53.5\% | 51.7\% | 47.8\% |
| Financial Services | \$1,596.0 | \$1,583.9 | \$1,676.1 | \$1,538.3 | \$1,379.4 | \$1,215.9 | \$1,101.5 | \$ 994.9 | \$ 972.4 | \$ 822.0 | \$ 805.4 |
| \% increase/(decrease) | 0.8\% | (5.5\%) | 9.0\% | 11.5\% | 13.4\% | 10.4\% | 10.7\% | 2.3\% | 18.3\% | 2.1\% | 15.3\% |
| \% of total | 34.9\% | 32.5\% | 34.0\% | 33.0\% | 30.6\% | 30.8\% | 29.1\% | 26.9\% | 25.8\% | 24.6\% | 25.5\% |
| Information \& Media | \$ 861.2 | \$ 969.9 | \$ 956.7 | \$ 934.6 | \$ 870.5 | \$ 680.4 | \$ 662.8 | \$ 691.4 | \$ 781.1 | \$ 794.7 | \$ 844.5 |
| \% increase/(decrease) | (11.2\%) | 1.4\% | 2.4\% | 7.4\% | 27.9\% | 2.7\% | (4.1\%) | (11.5\%) | (1.7\%) | (5.9\%) | (3.6\%) |
| \% of total | 18.9\% | 19.9\% | 19.4\% | 20.0\% | 19.3\% | 17.2\% | 17.5\% | 18.7\% | 20.7\% | 23.7\% | 26.7\% |
| Total expenses | \$4,569.0 | \$4,871.3 | \$4,935.6 | \$4,665.2 | \$4,509.0 | \$3,949.4 | \$3,789.2 | \$3,694.2 | \$3,768.0 | \$3,346.3 | \$3,160.9 |
| \% increase/(decrease) | (6.2\%) | (1.3\%) | 5.8\% | 3.5\% | 14.2\% | 4.2\% | 2.6\% | (2.0\%) | 12.6\% | 5.9\% | 4.2\% |

## Operating Profit by Segment

| (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education | \$ 276.0 | \$ 321.4 | \$ 403.1 | \$ 331.9 | \$ 412.6 | \$ 342.4 | \$ 323.7 | \$ 334.6 | \$275.1 | \$309.0 | \$275.2 |
| \% increase/decrease) | (14.1\%) | (20.3\%) | 21.4\% | (19.5\%) | 20.5\% | 5.8\% | (3.2\%) | 21.6\% | (11.0\%) | 12.3\% | 36.2\% |
| \% of total | 20.0\% | 21.7\% | 21.9\% | 20.9\% | 27.6\% | 26.3\% | 29.4\% | 33.0\% | 35.9\% | 34.1\% | 33.6\% |
| Financial Services | \$1,014.1 | \$1,070.4 | \$1,370.1 | \$1,208.1 | \$1,021.4 | \$ 839.4 | \$ 667.6 | \$ 560.8 | \$425.9 | \$383.0 | \$358.2 |
| \% increase/(decrease) | (5.3\%) | (21.9\%) | 13.4\% | 18.3\% | 21.7\% | 25.7\% | 19.0\% | 31.7\% | 11.2\% | 6.9\% | 5.8\% |
| \% of total | 73.3\% | 72.1\% | 74.6\% | 76.0\% | 68.3\% | 64.5\% | 60.6\% | 55.3\% | 55.6\% | 42.3\% | 43.7\% |
| Information \& Media | \$ 92.7 | \$ 92.0 | \$ 63.5 | \$ 49.9 | \$ 60.6 | \$ 119.3 | \$ 109.8 | \$ 118.1 | \$ 65.0 | \$212.9 | \$185.5 |
| \% increase/(decrease) | 0.7\% | 45.0\% | 27.2\% | (17.6\%) | (49.2\%) | 8.6\% | (7.0\%) | 81.6\% | (69.5\%) | 14.8\% | 33.1\% |
| \% of total | 6.7\% | 6.2\% | 3.5\% | 3.1\% | 4.1\% | 9.2\% | 10.0\% | 11.7\% | 8.5\% | 23.6\% | 22.7\% |
| Total operating profit | \$1,382.8 | \$1,483.8 | \$1,836.7 | \$1,589.9 | \$1,494.6 | \$1,301.1 | \$1,101.1 | \$1,013.5 | \$766.0 | \$904.9 | \$818.9 |
| \% increase/(decrease) | (6.8\%) | (19.2\%) | 15.5\% | 6.4\% | 14.9\% | 18.2\% | 8.7\% | 32.3\% | (15.4\%) | 10.5\% | 20.4\% |

## Percent of Total Revenue



Percent of Total Operating Profit


Operating Profit Margin


Financial Services

## Percent of Total Revenue



Percent of Total Operating Profit


## Operating Profit Margin



Information \& Media

## Percent of Total Revenue



Percent of Total Operating Profit


Operating Profit Margin


## Operating Profit Margin by Segment

|  | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education | 11.6\% | 12.2\% | 14.9\% | 13.2\% | 15.4\% | 14.3\% | 13.8\% | 14.3\% | 12.0\% | 15.2\% | 15.4\% |
| Financial Services | 38.9\% | 40.3\% | 45.0\% | 44.0\% | 42.5\% | 40.8\% | 37.7\% | 36.1\% | 30.5\% | 31.8\% | 30.8\% |
| Information \& Media | 9.7\% | 8.7\% | 6.2\% | 5.1\% | 6.5\% | 14.9\% | 14.2\% | 14.6\% | 7.7\% | 21.1\% | 18.0\% |
| Total operating profit margin | 23.2\% | 23.3\% | 27.1\% | 25.4\% | 24.9\% | 24.8\% | 22.5\% | 21.5\% | 16.9\% | 21.3\% | 20.6\% |

## Consolidated Profit and Loss

## Consolidated Profit and Loss

| (dollars in millions, except per share data) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total revenue | \$5,951.8 | \$6,355.1 | \$6,772.3 | \$6,255.1 | \$6,003.6 | \$5,250.5 | \$4,890.3 | \$4,707.7 | \$4,534.0 | \$4,251.2 | \$3,979.8 |
| Total expenses | \$4,569.0 | \$4,871.3 | \$4,935.6 | \$4,665.2 | \$4,509.0 | \$3,949.4 | \$3,789.2 | \$3,694.2 | \$3,768.0 | \$3,346.3 | \$3,160.9 |
| Total operating profit | \$1,382.8 | \$1,483.8 | \$1,836.7 | \$1,589.9 | \$1,494.6 | \$1,301.1 | \$1,101.1 | \$1,013.5 | \$ 766.0 | \$ 904.9 | \$ 818.9 |
| General corporate income/(expense) | (127.0) | (109.1) | (159.7) | (162.9) | (124.8) | (124.1) | 38.2 | (92.0) | (93.1) | (91.4) | (83.3) |
| Interest (expense)-net | (76.9) | (75.6) | (40.6) | (13.6) | (5.2) | (5.8) | (7.1) | (22.5) | (55.1) | (52.8) | (42.0) |
| Income from continuing operations before taxes on income | 1,178.9 | 1,299.1 | 1,636.4 | 1,413.4 | 1,364.6 | 1,171.2 | 1,132.2 | 899.0 | 617.8 | 760.7 | 693.6 |
| Provision for taxes on income | 429.1 | 479.7 | 609.0 | 522.6 | 515.7 | 412.5 | 442.5 | 325.4 | 238.4 | 292.4 | 269.9 |
| Effective tax rate | 36.4\% | 36.9\% | 37.2\% | 37.0\% | 37.8\% | 35.2\% | 39.1\% | 36.2\% | 38.6\% | 38.4\% | 38.9\% |
| Income from continuing operations before cumulative adjustment | 749.8 | 819.4 | 1,027.4 | 890.8 | 848.9 | 758.7 | 689.7 | 573.6 | 379.4 | 468.3 | 423.7 |

## Discontinued operations

| Net earnings/(loss) from discontinued operations | - |  | - | - |  | - |  | - |  | (0.6) |  | (0.1) |  | 4.8 |  | (0.7) |  | 4.9 |  | 3.4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income before cumulative adjustment | 749.8 |  | 819.4 | 1,027.4 |  | 890.8 |  | 848.9 |  | 758.1 |  | 689.6 |  | 578.4 |  | 378.7 |  | 473.2 |  | 427.1 |
| Cumulative effect on prior years of changes in accounting | - |  | - | - |  | - |  | - |  | - |  | - |  | - |  | - |  | (68.1) |  |  |
| Net income | \$ 749.8 | \$ | 819.4 | \$1,027.4 | \$ | 890.8 | \$ | 848.9 | \$ | 758.1 | \$ | 689.6 | \$ | 578.4 | \$ | 378.7 | \$ | 405.1 | \$ | 427.1 |
| Less: net income attributable to noncontrolling interests | (19.3) | \$ | (19.9) | \$ (13.8) | \$ |  | \$ |  | \$ |  | \$ |  | \$ |  | \$ | (1.7) | \$ | (1.3) | \$ |  |
| Net income attributable to The McGraw-Hill Companies | \$ 730.5 | \$ | 799.5 | \$1,013.6 | \$ | 882.2 |  | 844.3 |  | 755.8 |  | 687.7 | \$ | 576.8 | \$ | 377.0 | \$ | 403.8 |  | 425. |

Diluted earnings per share
Income from continuing operations

| before extraordinary item and cumulative adjustment | \$ | 2.33 | \$ | 2.51 | \$ | 2.94 | \$ | 2.40 | \$ | 2.21 | \$ | 1.96 | \$ | 1.79 | \$ | 1.47 | \$ | 0.96 | \$ | 1.19 | \$ | 1.06 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Discontinued operations |  | - |  | - |  | - |  | - |  | - |  | - |  | - |  | 0.01 |  | - |  | 0.01 |  | 0.01 |
| Income before extraordinary item and cumulative adjustment | \$ | 2.33 | \$ | 2.51 | \$ | 2.94 | \$ | 2.40 | \$ | 2.21 | \$ | 1.96 | \$ | 1.79 | \$ | 1.48 | \$ | 0.96 | \$ | 1.20 | \$ |  |


| Extraordinary item and <br> cumulative adjustment |  | - | - | - |  | - |  | - |  | - |  | - |  | - |  | - | $(0.17)$ | - |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Net income | $\$ 2.33$ | $\$$ | 2.51 | $\$$ | 2.94 | $\$$ | 2.40 | $\$$ | 2.21 | $\$$ | 1.96 | $\$$ | 1.79 | $\$$ | 1.48 | $\$$ | 0.96 | $\$$ | 1.03 |

## Revenue and Operating Profit

(dollars in millions)


## Diluted EPS

(in dollars)


## 2009 vs. 2008

| (dollars in thousands, except |
| :--- |
| earnings per share) |
| \% favorable/(unfavorable) |
| Revenue |
| McGraw-Hill Education |
| Financial Services |
| Information \& Media |
| Total revenue |
| Operating Profit |
| McGraw-Hill Education |
| Financial Services |
| Information \& Media |
| Total operating profit |
| General corporate (expense) |
| Interest (expense)-net |
| Income before taxes on income |
| Provision for taxes on income |
| Net income |
| Less: net income attributable |
| to noncontrolling interests |
| Net income attributable to |
| The McGraw-Hill Companies |
| Earnings per common share: |
| Diluted |


| 10 | $\begin{array}{r} 2009 \text { vs. } \\ 2008 \end{array}$ |  | 20 | $\begin{array}{r} 2009 \text { vs. } \\ 2008 \end{array}$ | $\begin{array}{r} 2009 \mathrm{vs} . \\ 2008 \end{array}$ |  |  | $\begin{array}{r} 2009 \mathrm{vs} . \\ 2008 \end{array}$ |  |  |  | Total <br> 2009 | $\begin{array}{r} 2009 \text { vs. } \\ 2008 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| \$ 312,628 | (5.3\%) | \$ | 555,189 | (17.2\%) |  | 1,000,015 | (11.6\%) | \$ | 519,955 | 2.6\% |  | 2,387,787 | (9.5\%) |
| 610,154 | (5.3\%) |  | 673,788 | (8.4\%) |  | 636,984 | (2.2\%) |  | 689,197 | 10.6\% |  | 2,610,123 | (1.7\%) |
| 225,425 | (7.4\%) |  | 236,203 | (11.5\%) |  | 238,904 | (10.1\%) |  | 253,340 | (11.4\%) |  | 953,872 | (10.2\%) |
| \$1,148,207 | (5.7\%) |  | ,465,180 | (12.4\%) |  | 1,875,903 | (8.4\%) |  | ,462,492 | 3.3\% |  | 5,951,782 | (6.3\%) |
| \$ (76,596) | 15.7\% | \$ | 21,008 | (70.1\%) | \$ | 298,142 | (15.9\%) | \$ | 33,465 | N/M |  | 276,019 | (14.1\%) |
| 231,593 | (12.3\%) |  | 276,354 | (8.8\%) |  | 256,183 | (10.1\%) |  | 249,965 | 14.6\% |  | 1,014,095 | (5.3\%) |
| 2,772 | (76.4\%) |  | 14,422 | (41.8\%) |  | 29,540 | 29.3\% |  | 45,934 | 40.6\% |  | 92,668 | 0.7\% |
| \$ 157,769 | (14.7\%) | \$ | 311,784 | (21.7\%) | \$ | 583,865 | (11.9\%) | \$ | 329,364 | 38.4\% |  | 1,382,782 | (6.8\%) |
| \$ $(33,428)$ | 1.3\% | \$ | $(29,306)$ | 12.6\% | \$ | $(27,900)$ | N/M | \$ | $(36,412)$ | (13.7\%) |  | $(127,046)$ | (16.4\%) |
| $(20,591)$ | (15.5\%) |  | $(18,499)$ | 9.1\% |  | $(17,827)$ | 19.0\% |  | $(19,950)$ | (29.2\%) |  | $(76,867)$ | (1.6\%) |
| 103,750 | (22.1\%) |  | 263,979 | (23.3\%) |  | 538,138 | (14.7\%) |  | 273,002 | 43.2\% |  | 1,178,869 | (9.3\%) |
| 37,765 | (22.4\%) |  | 96,088 | (24.6\%) |  | 195,882 | (16.3\%) |  | 99,373 | 42.9\% |  | 429,108 | (10.5\%) |
| \$ 65,985 | (22.0\%) | \$ | 167,891 | (22.6\%) | \$ | 342,256 | (13.7\%) | \$ | 173,629 | 43.5\% |  | 749,761 | (8.5\%) |
| $(2,981)$ | (13.7\%) |  | $(3,798)$ | (18.4\%) |  | $(6,145)$ | (7.6\%) |  | $(6,335)$ | 23.8\% |  | $(19,259)$ | (3.1\%) |
| \$ 63,004 | (22.3\%) | \$ | 164,093 | (22.7\%) |  | 336,111 | (13.9\%) |  | 167,294 | 44.3\% |  | 730,502 | (8.6\%) |
| \$ 0.20 | (20.0\%) | \$ | 0.52 | (21.2\%) | \$ | 1.07 | (13.0\%) |  | 0.53 | 43.2\% | \$ | 2.33 | (7.2\%) |

## 2008 vs. 2007

| (dollars in thousands, except |
| :--- |
| earnings per share) |
| \% favorable/(unfavorable) |
| Revenue |
| McGraw-Hill Education |
| Financial Services |
| Information \& Media |
| Total revenue |
| Operating Profit |
| McGraw-Hill Education |
| Financial Services |
| Information \& Media |
| Total operating profit |
| General corporate (expense) |
| Interest (expense)-net |
| Income before taxes on income |
| Provision for taxes on income |
| Net income |
| Less: net income attributable |
| to noncontrolling interests |
| Net income attributable to |
| The McGraw-Hill Companies |
| Earnings per common share: |
| Diluted |


| 10 | 2008 vs. 2007 | $\begin{array}{rr}  & 2008 \text { vs. } \\ 20 & 2007 \end{array}$ |  |  |
| :---: | :---: | :---: | :---: | :---: |
| \$ 330,156 | (0.5\%) | \$ | 670,846 | 3.6\% |
| 644,301 | (11.6\%) |  | 735,477 | (10.4\%) |
| 243,414 | 3.2\% |  | 266,902 | 6.8\% |
| \$1,217,871 | (6.1\%) |  | ,673,225 | (2.6\%) |
| \$ $(90,862)$ | 0.7\% | \$ | 70,276 | (13.3\%) |
| 264,052 | (24.7\%) |  | 303,142 | (24.7\%) |
| 11,726 | 18.6\% |  | 24,799 | 68.2\% |
| \$ 184,916 | (31.3\%) | \$ | 398,217 | (20.1\%) |
| \$ $(33,856)$ | 3.4\% | \$ | $(33,536)$ | 18.4\% |
| $(17,830)$ | N/M |  | $(20,354)$ | (68.2\%) |
| 133,230 | (42.8\%) |  | 344,327 | (22.6\%) |
| 48,667 | 44.2\% |  | 127,377 | 23.4\% |
| \$ 84,563 | (42.0\%) | \$ | 216,950 | (22.2\%) |
| $(3,453)$ | 82.4\% |  | $(4,656)$ | 168.2\% |
| \$ 81,110 | (43.6\%) | \$ | 212,294 | (23.4\%) |
| \$ 0.25 | (37.5\%) | \$ | 0.66 | (16.5\%) |


| 30 | $\begin{array}{r} 2008 \text { vs. } \\ 2007 \end{array}$ |
| :---: | :---: |
| \$ 1,131,352 | (3.8\%) |
| 651,458 | (14.2\%) |
| 265,731 | 5.3\% |
| \$ 2,048,541 | (6.4\%) |
| \$ 354,718 | (14.3\%) |
| 285,052 | (18.6\%) |
| 22,847 | 22.6\% |
| \$ 662,617 | (15.3\%) |
| \$ $(9,701)$ | 74.3\% |
| $(22,002)$ | (42.7\%) |
| 630,914 | (13.5\%) |
| 234,099 | 13.7\% |
| \$ 396,815 | (13.4\%) |
| $(6,649)$ | 8.0\% |
| \$ 390,166 | (13.7\%) |
| \$ 1.23 | (8.2\%) |


| Total 2008 | 2008 vs. 2007 |
| :---: | :---: |
| \$ 2,638,893 | (2.5\%) |
| 2,654,287 | (12.9\%) |
| 1,061,875 | 4.1\% |
| \$ 6,355,055 | (6.2\%) |
| \$ 321,398 | (20.3\%) |
| 1,070,357 | (21.9\%) |
| 92,051 | 45.0\% |
| \$ 1,483,806 | (19.2\%) |
| \$ (109, 122) | 31.7\% |
| $(75,624)$ | (86.4\%) |
| 1,299,060 | (20.6\%) |
| 479,695 | 21.2\% |
| \$ 819,365 | (20.2\%) |
| $(19,874)$ | 44.0\% |
| \$ 799,491 | (21.1\%) |
| \$ 2.51 | (14.6\%) |

## Quarterly Results (continued)

2007 vs. 2006

| (dollars in thousands, except earnings per share) \% favorable/(unfavorable) |  | 10 | $\begin{array}{r} 2007 \text { vs. } \\ 2006 \end{array}$ |  | 20 | $\begin{array}{r} 2007 \text { vs. } \\ 2006 \end{array}$ |  | 30 | $\begin{array}{r} 2007 \text { vs. } \\ 2006 \end{array}$ |  | 40 | $\begin{array}{r} 2007 \text { vs. } \\ 2006 \end{array}$ |  | Total 2007 | $\begin{gathered} 2007 \text { vs. } \\ 2006 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| McGraw-Hill Education | \$ | 331,680 | 5.6\% | \$ | 647,324 | 5.8\% |  | 1,175,954 | 9.9\% | \$ | 550,873 | 4.3\% |  | 2,705,831 | 7.2\% |
| Financial Services |  | 728,882 | 21.5\% |  | 820,993 | 21.2\% |  | 759,614 | 12.5\% |  | 736,740 | (7.2\%) |  | 3,046,229 | 10.9\% |
| Information \& Media |  | 235,856 | 4.1\% |  | 249,862 | 4.7\% |  | 252,428 | 2.1\% |  | 282,075 | 3.6\% |  | 1,020,221 | 3.6\% |
| Total revenue | \$1,296,418 |  | 13.7\% | \$1,718,179 |  | 12.5\% | \$2,187,996 |  | 9.8\% | \$1,569,688 |  | (1.5\%) | \$6,772,281 |  | 8.3\% |
| Operating Profit |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| McGraw-Hill Education | \$ | $(91,462)$ | 6.0\% | \$ | 81,033 | 19.3\% | \$ | 413,695 | 16.2\% | \$ | (159) | (103.0\%) |  | 403,107 | 21.4\% |
| Financial Services |  | 350,687 | 38.5\% |  | 402,473 | 27.7\% |  | 350,171 | 17.6\% |  | 266,828 | (22.0\%) |  | 1,370,159 | 13.4\% |
| Information \& Media |  | 9,886 | N/M |  | 14,740 | 13.8\% |  | 18,629 | 35.8\% |  | 20,212 | (6.1\%) |  | 63,467 | 27.2\% |
| Total operating profit | \$ | 269,111 | 70.9\% | \$ | 498,246 | 25.8\% | \$ | 782,495 | 17.3\% | \$ | 286,881 | (22.3\%) |  | 1,836,733 | 15.5\% |
| General corporate (expense) | \$ | $(35,037)$ | 13.8\% | \$ | $(41,085)$ | (20.1\%) | \$ | $(37,686)$ | 20.1\% | \$ | $(46,013)$ | (12.6\%) |  | $(159,821)$ | 1.9\% |
| Interest (expense)-net |  | $(1,204)$ | N/M |  | $(12,099)$ | N/M |  | $(15,423)$ | N/M |  | $(11,855)$ | N/M |  | $(40,581)$ | N/M |
| Income before taxes on income |  | 232,870 | 95.1\% |  | 445,062 | 26.0\% |  | 729,386 | 19.1\% |  | 229,013 | (30.2\%) |  | 1,636,331 | 15.8\% |
| Provision for taxes on income |  | 87,139 | 98.2\% |  | 166,248 | 27.0\% |  | 271,211 | 19.8\% |  | 84,375 | (30.4\%) |  | 608,973 | 16.5\% |
| Net income | \$ | 145,731 | 93.3\% | \$ | 278,814 | 25.4\% | \$ | 458,175 | 18.6\% | \$ | 144,638 | (30.1\%) |  | 1,027,358 | 15.3\% |
| Less: net income attributable to noncontrolling interests |  | $(1,893)$ | 60.3\% |  | $(1,736)$ | 19.9\% |  | $(6,157)$ | 55.6\% |  | $(4,013)$ | 95.5\% |  | $(13,799)$ | 59.7\% |
| Net income attributable to The McGraw-Hill Companies | \$ | 143,838 | 93.8\% |  | 277,078 | 25.4\% | \$ | 452,018 | 18.2\% | \$ | 140,625 | (31.3\%) |  | 1,013,559 | 14.9\% |
| Earnings per common share: |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Diluted | \$ | 0.40 | 100.0\% | \$ | 0.79 | 31.7\% | \$ | 1.34 | 26.4\% | \$ | 0.43 | (23.2\%) | \$ | 2.94 | 22.5\% |

Note: $N / M$ indicates a non-meaningful or non-calculable variance

## 2009 Quarterly Revenue by Segment and Group

| (dollars in millions) | 10 | 20 | 30 | 40 | Full Year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education |  |  |  |  |  |
| School Education Group | \$ 123 | \$ 339 | \$ 501 | \$ 150 | \$1,112 |
| HPI Group | 190 | 217 | 499 | 370 | 1,276 |
| Financial Services |  |  |  |  |  |
| Credit Market Services | 391 | 457 | 426 | 473 | 1,748 |
| Investment Services | 219 | 216 | 211 | 216 | 862 |
| Information \& Media |  |  |  |  |  |
| B2B Group | 207 | 216 | 220 | 230 | 873 |
| Broadcasting | 18 | 20 | 19 | 23 | 81 |
| Total revenue | \$1,148 | \$1,465 | \$1,876 | \$1,462 | \$5,952 |

## 2008 Quarterly Revenue by Segment and Group

| (dollars in millions) | 10 | 20 | 30 | 40 | Full <br> Year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education |  |  |  |  |  |
| School Education Group | \$ 139 | \$ 438 | \$ 624 | \$ 162 | \$1,363 |
| HPI Group | 191 | 233 | 508 | 344 | 1,276 |
| Financial Services |  |  |  |  |  |
| Credit Market Services | 427 | 508 | 423 | 396 | 1,755 |
| Investment Services | 217 | 228 | 228 | 227 | 899 |
| Information \& Media |  |  |  |  |  |
| B2B Group | 220 | 240 | 241 | 254 | 955 |
| Broadcasting | 24 | 27 | 25 | 32 | 107 |
| Total revenue | \$1,218 | \$1,673 | \$2,049 | \$1,415 | \$6,355 |

2007 Quarterly Revenue by Segment and Group

| (dollars in millions) | 10 | 20 | 30 | 40 | Full Year |
| :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education |  |  |  |  |  |
| School Education Group | \$ 146 | \$ 410 | \$ 686 | \$ 199 | \$ 1,441 |
| HPI Group | 186 | 238 | 490 | 352 | 1,265 |
| Financial Services |  |  |  |  |  |
| Credit Market Services | 545 | 636 | 559 | 525 | 2,264 |
| Investment Services | 184 | 185 | 201 | 212 | 782 |
| Information \& Media |  |  |  |  |  |
| B2B Group | 212 | 223 | 228 | 254 | 917 |
| Broadcasting | 24 | 27 | 24 | 29 | 103 |
| Total revenue | \$1,296 | \$1,718 | \$2,188 | \$1,570 | \$6,772 |

Note: Totals may not sum due to rounding

## Return on Invested Capital

| (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income from continuing operations before extraordinary item and cumulative adjustment | \$ 730.5 | \$ 799.5 | \$1,013.6 | \$ 882.2 | 844.3 | \$ 756.4 | \$ 687.8 | \$ 572.0 | \$ 377.7 | \$ 467.0 | \$ 422.2 |
| Post-tax adjustments for interest, non-controlling interests, and items affecting comparability* | 122.0 | 156.9 | 100.7 | 92.7 | 68.3 | 26.9 | (9.8) | 47.2 | 173.1 | 54.2 | 38.5 |
| Adjusted earnings before interest, after tax | \$ 852.5 | \$ 956.4 | \$1,114.3 | \$ 974.9 | \$ 912.6 | \$ 783.3 | \$ 678.0 | \$ 619.2 | \$ 550.7 | \$ 521.3 | \$ 460.7 |
| Present value of operating lease obligations (average) | \$1,115.0 | \$1,160.8 | \$1,190.3 | \$1,193.7 | \$1,207.1 | \$1,273.5 | \$1,303.9 | \$1,141.2 | \$ 931.6 | \$ 829.1 | \$ 795.0 |
| Short-term \& long-term debt (average) | 1,232.7 | 1,232.5 | 600.1 | 3.0 | 4.2 | 15.7 | 302.3 | 817.4 | 1,051.0 | 790.9 | 532.0 |
| Shareholders' equity (average) | 1,641.0 | 1,515.3 | 2,203.9 | 2,941.9 | 3,080.2 | 2,791.2 | 2,378.5 | 2,024.6 | 1,821.0 | 1,717.4 | 1,590.3 |
| Cash, equivalents \& short-term investments (average) | (853.1) | (433.9) | (374.8) | (551.1) | (714.7) | (688.1) | (376.9) | (55.9) | (28.4) | (4.8) | (8.5) |
| Average invested capital | \$3,135.6 | \$3,474.7 | \$3,619.5 | \$3,587.5 | \$3,576.8 | \$3,392.4 | \$3,607.9 | \$3,927.4 | \$3,775.2 | \$3,332.6 | \$2,908.8 |
| Return on invested capital | 27.2\% | 27.5\% | 30.8\% | 27.2\% | 25.5\% | 23.1\% | 18.8\% | 15.8\% | 14.6\% | 15.6\% | 15.8\% |

* Includes adjustments for after-tax interest expense, including implied interest on capitalized operating lease obligations, non-controlling interests, and items affecting the comparability of results. Please see financial notes on pages 20 and 21 for items affecting the comparability of results


## Return on Average Shareholders' Equity

| (dollars in millions) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | $\mathbf{2 0 0 1}$ | 2000 | 1999 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Average shareholders' equity | $\mathbf{\$ 1 , 6 4 1}$ | $\$ 1,515$ | $\$ 2,204$ | $\$ 2,942$ | $\$ 3,080$ | $\$ 2,791$ | $\$ 2,379$ | $\$ 2,025$ | $\$ 1,821$ | $\$ 1,717$ | $\$ 1,590$ |
| Net income including noncontrolling interests | $\mathbf{7 5 0}$ | 819 | 1,027 | 891 | 849 | 758 | 690 | 578 | 379 | 405 | 427 |
| Return on average shareholders' equity | $\mathbf{4 5 . 7 \%}$ | $54.1 \%$ | $46.6 \%$ | $30.3 \%$ | $27.6 \%$ | $27.2 \%$ | $29.0 \%$ | $28.6 \%$ | $20.8 \%$ | $23.6 \%$ | $26.9 \%$ |

Note: In 2009, the Company adopted FASB ASC 810-10-65-1, "Consolidation." Accordingly, certain amounts in prior year periods have been reclassified to reflect the adoption

## MHP Debt Profile

## Summary of Debt Outstanding, 12/31/2009

| (dollars in millions) |  |
| :--- | ---: |
| $5.375 \%$ Senior notes, due 2012 | 399.8 |
| $5.900 \%$ Senior notes, due 2017 | 399.3 |
| $6.550 \%$ Senior notes, due 2037 | 398.5 |
| Commercial paper ${ }^{\text {(1) }}$ | 0.0 |
| Notes payable | 0.2 |
| Total debt | $\$ 1,197.8$ |
| Cash | $1,209.9$ |
| Net debt | $\$ \quad(12.1)$ |

(1) The Corporation has a commercial paper program backed by a $\$ 1.2$ billion revolving credit facility

## Total Debt

(dollars in millions)


## MHP Debt Ratings

|  | Moody's | Fitch |
| :--- | :---: | ---: |
| Long-term debt | A2 | $\mathrm{A}+$ |
| Commercial paper | P 1 | F 1 |
| Outlook | * | Stable |
| * MHP's ratings previously had a stable outlook. On July <br> that the ratings have been placed on review for possible downgrade. |  |  |

Net Debt to EBITDA
Years ended December 31


## EBITDA, Net of Investment in Prepublication Costs

McGraw-Hill Education
(dollars in millions)


Information \& Media
(dollars in millions)


Financial Services
(dollars in millions)


Total Company EBITDA
(dollars in millions)


EBITDA, Net of Investment in Prepublication Costs

| (dollars in thousands) | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| McGraw-Hill Education | \$ 276,019 | \$ 321,398 | \$ 403,107 | \$ 331,947 | \$ 412,593 | \$ 342,390 | \$ 323,697 | \$ 334,561 | \$275,051 | \$308,980 | \$275,158 |
| Financial Services | 1,014,095 | 1,070,357 | 1,370,159 | 1,208,105 | 1,021,468 | 839,398 | 667,597 | 560,845 | 425,911 | 383,025 | 358,155 |
| Information \& Media | 92,668 | 92,051 | 63,467 | 49,888 | 60,576 | 119,313 | 109,841 | 118,052 | 65,003 | 212,921 | 185,551 |
| Total operating profit | \$1,382,782 | \$1,483,806 | \$1,836,733 | \$1,589,940 | \$1,494,637 | \$1,301,101 | \$1,101,135 | \$1,013,458 | \$765,965 | \$904,926 | \$818,864 |
| Unusual (loss)/gain | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ $(68,122)$ | \$ - |
| Corporate (expense)/income | $(127,046)$ | $(109,122)$ | $(159,821)$ | $(162,848)$ | $(124,826)$ | $(124,088)$ | 38,185 | $(91,934)$ | $(93,062)$ | $(91,380)$ | $(83,280)$ |
| Net income attributable to non-controlling interests | $(19,259)$ | $(19,874)$ | $(13,799)$ | $(8,638)$ | $(4,647)$ | $(2,323)$ | $(1,946)$ | $(1,612)$ | $(1,712)$ | $(1,308)$ | $(1,491)$ |
| Depreciation | 112,764 | 119,849 | 112,586 | 113,200 | 106,750 | 92,268 | 82,827 | 86,818 | 85,748 | 84,812 | 80,348 |
| Amortization of intangibles | 52,720 | 58,497 | 48,403 | 48,387 | 44,235 | 32,470 | 32,973 | 36,270 | 84,108 | 63,508 | 54,366 |
| Amortization of prepublication costs | 270,469 | 270,442 | 240,182 | 228,405 | 234,276 | 267,743 | 282,505 | 277,081 | 236,620 | 207,806 | 170,653 |
| Investment in prepublication costs | $(176,996)$ | $(254,106)$ | $(298,984)$ | $(276,810)$ | $(257,795)$ | $(237,760)$ | $(213,954)$ | $(246,577)$ | $(293,002)$ | $(249,333)$ | $(246,341)$ |
| EBITDA | \$1,495,434 | \$1,549,492 | \$1,765,300 | \$1,531,636 | \$1,492,630 | \$1,329,411 | \$1,321,725 | \$1,073,504 | \$784,665 | \$850,909 | \$793,119 |

## Capital Investments

## Capital Expenditures

(dollars in millions)


Investments, Depreciation, and Amortization by Segment

| (dollars in millions) | 2009 | 2008 | 2007 | (dollars in millions) | 2009 | 2008 | 2007 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Purchase of Property and Equipment |  |  |  | Additions to Technology Projects |  |  |  |
| McGraw-Hill Education | \$ 26.2 | \$ 44.6 | \$ 135.5 | McGraw-Hill Education | \$ 11.4 | \$ 7.2 | \$ 5.2 |
| Financial Services | 31.5 | 38.8 | 62.1 | Financial Services | 11.9 | 10.9 | 7.1 |
| Information \& Media | 8.8 | 18.4 | 29.6 | Information \& Media | - | 7.3 | 0.7 |
| Corporate | 2.0 | 4.1 | 2.4 | Corporate | 0.5 | - | 3.7 |
| Total | \$ 68.5 | \$ 106.0 | \$229.6 | Total | \$ 23.8 | \$ 25.4 | \$ 16.7 |
| Depreciation |  |  |  | Amortization of Intangibles |  |  |  |
| McGraw-Hill Education | \$ 54.5 | \$ 53.1 | \$ 48.4 | McGraw-Hill Education | \$ 24.1 | \$ 27.5 | \$ 21.7 |
| Financial Services | 35.8 | 41.2 | 38.1 | Financial Services | 17.9 | 18.9 | 12.8 |
| Information \& Media | 16.0 | 19.0 | 19.3 | Information \& Media | 10.7 | 12.1 | 13.9 |
| Corporate | 6.5 | 6.5 | 6.8 | Corporate | - | - |  |
| Total | \$ 112.8 | \$ 119.8 | \$112.7 | Total | \$ 52.7 | \$ 58.5 | \$ 48.4 |

## Acquisitions and Divestitures

Acquisition and divestiture amounts for 1999-2009 reflect those reported on McGraw-Hill's GAAP cash flow statement and are not indicative of actual purchase/ sale prices due to purchase price adjustments and other timing differences in payments/receipts. Divestiture amounts also include proceeds received from the disposition of property and equipment.

|  | Acquisitions | Divestitures |
| :---: | :---: | :---: |
| 2009 | \$0 <br> No acquisitions in 2009 | \$15,196,000 <br> - Vista Research, Inc. <br> - BusinessWeek |
| 2008 | \$48,261,000 <br> - Maalot, Ltd. <br> - Case-Shiller ${ }^{\circledR}$ Home Price Indices (licensing agreement) <br> - Thomson Reuters databases <br> $\Delta$ Umbria, Inc. <br> - LinkedIn Corporation (0.45\% interest) | \$440,000 <br> - CRISIL Gas Strategies |
| 2007 | \$86,707,000 Hot Chalk, Inc. (6\% interest) Reading Success (reading program) ClariFI, Inc. <br> - IMAKE/ABSX | \$62,261,000 Benziger <br> - S\&P mutual fund data business |
| 2006 | \$13,480,000 <br> - Heale Financial <br> - TheMarkets.com (5.51\% interest after acquisition of additional 2.75\% interest) <br> - Automotive Resources Asia, Ltd. <br> - Azteca America affiliate low-powered TV station in Bakersfield, CA | \$12,381,000 <br> - The Review of Securities Regulation newsletters <br> - E-Source <br> - POWER Magazine |
| 2005 | \$461,842,000 <br> - TurnLeaf Solutions <br> - ASSIRT Pty Limited <br> - CRISIL Limited (58.5\% interest after acquisition of additional $49.07 \%$ interest) <br> - Taiwan Ratings Corporation (51\% interest after acquisition of additional $1 \%$ interest) <br> - TheMarkets.com (2.76\% interest) <br> - Vista Research, Inc. <br> - Azteca America affiliate low-powered TV stations in Colorado and San Diego <br> J.D. Power and Associates <br> USDTV | \$131,335,000 <br> - Corporate Value Consulting <br> - Standard \& Poor's Securities, Inc. <br> - Healthcare Information Group |

Operating Segment Legend:

- McGraw-Hill Education Financial Services $\boldsymbol{\Delta}$ Information \& Media Corporate

|  | Acquisitions | Divestitures |
| :---: | :---: | :---: |
| 2004 | \$306,232,000 <br> - Grow.net, Inc. <br> - PRCEDU Corporation (8.7\% interest) <br> - Capital IQ, Inc. <br> $\triangle$ Center for Business Intelligence (energy conference business only) | \$46,904,000 <br> - Landoll, Frank Schaffer and related juvenile retail publishing businesses <br> - J.J. Kenny Drake, Inc. |
| 2003 | $\begin{aligned} & \$ 3,678,000 \\ & \Delta \text { FriedWire, Inc. } \end{aligned}$ | \$502,665,000 <br> - S\&P ComStock <br> - Rock-McGraw, Inc. (45\% interest) |
| 2002 | \$19,310,000 <br> - Bredex Corporation <br> - Clear Learning <br> ■ Open University Press <br> - Reality Based Learning <br> - EA Ratings | \$24,304,000 <br> - Lifetime Learning <br> - MMS International <br> - CAP |
| 2001 | \$333,234,000 <br> ■ Frank Schaffer Publications <br> ■ Mayfield Publishing Company <br> - Uniscore, Inc. <br> - Visual Education Corporation <br> - Corporate Value Consulting <br> - Charter Research Corporation <br> $\triangle$ BizNetTV, Inc. <br> - Financial Times Energy | \$17,876,000 <br> - Data Resources Inc. <br> - Rational Investors |
| 2000 | \$703,719,000 <br> - Tribune Education <br> - Canadian Bond Rating Service <br> - Portfolio Management Data, LLC <br> - Thomas Murray Network Management Ltd. <br> - BuildPoint Corporation <br> $\triangle$ MPI Interactive-eBuilder, Inc. | $\begin{aligned} & \mathbf{\$ 1 4 2 , 4 1 8 , 0 0 0} \\ & \Delta \text { Tower Group International } \end{aligned}$ |
| 1999 | \$67,085,000 <br> $\square$ Appleton \& Lange, Inc. <br> - Emerging Markets Data Base <br> - IFIS, Inc. <br> - Micropal France <br> - Rational Investors, Inc. <br> - Thesys Information, Ltd. | \$67,244,000 <br> Libri Italia SRL (School titles only) <br> - Petrochemical Publications (Chemical Engineering, Modern Plastics, Modern Plastics International) |

## Summary of items affecting comparability of results

2009 Operating profit for the Financial Services segment in the second quarter of 2009 includes a pre-tax loss of $\$ 13.8$ million ( $\$ 8.8$ million after-tax, or $\$ 0.03$ per diluted share) on the sale of Vista Research, Inc. Operating profit for the Information \& Media segment in the fourth quarter of 2009 includes a pre-tax gain of $\$ 10.5$ million ( $\$ 6.7$ million after-tax, or $\$ 0.02$ per diluted share) on the sale of BusinessWeek. Income from operations before taxes in the second quarter of 2009 includes a net pre-tax restructuring charge of $\$ 15.2$ million ( $\$ 9.7$ million after-tax, or $\$ 0.03$ per diluted share), which is reflected in segment operating profit as follows:

McGraw-Hill Education: Net pre-tax charge of $\$ 11.6$ million Financial Services: Net pre-tax (benefit) of (\$0.4) million Information \& Media: Net pre-tax charge of $\$ 4.0$ million 2008 Income from operations before taxes includes pre-tax restructuring charges totaling $\$ 73.4$ million ( $\$ 45.9$ million after-tax, or $\$ 0.14$ per diluted share), which are reflected in segment operating profit and Corporate expense as follows:

## 2008 Restructuring Charges

| (dollars in millions, except per share data) | 10 | 20 | 30 | 40 | FY |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Pre-Tax |  |  |  |  |  |
| McGraw-Hill Education | - | 8.5 | 5.4 | 11.4 | 25.3 |
| Financial Services | - | 15.2 | 4.1 | 6.6 | 25.9 |
| Information \& Media | - | - | 13.9 | 5.3 | 19.2 |
| Corporate | - | - | - | 3.0 | 3.0 |
| Total pre-tax | - | 23.7 | 23.4 | 26.3 | 73.4 |
| Total after-tax | - | 14.8 | 14.6 | 16.4 | 45.9 |
| Per diluted share | - | $\$ 0.05$ | $\$ 0.05$ | $\$ 0.05$ | $\$ 0.14$ |

2007 Operating profit for the Financial Services segment in the first quarter of 2007 includes a pre-tax gain of $\$ 17.3$ million ( $\$ 10.3$ million after-tax, or $\$ 0.03$ per diluted share) on the sale of the Corporation's mutual fund data business. Income from operations before taxes in the fourth quarter of 2007 includes a pre-tax restructuring charge of $\$ 43.7$ million ( $\$ 27.3$ million after-tax, or $\$ 0.08$ per diluted share), which is reflected in segment operating profit and Corporate expense as follows:

McGraw-Hill Education: Pre-tax charge of $\$ 16.3$ million Financial Services: Pre-tax charge of $\$ 18.8$ million Information \& Media: Pre-tax charge of $\$ 6.7$ million Corporate: Pre-tax charge of $\$ 1.9$ million

2006 Income from operations before taxes includes pre-tax restructuring charges totaling $\$ 31.5$ million ( $\$ 19.8$ million aftertax, or $\$ 0.06$ per diluted share), which are reflected in segment operating profit and Corporate expense as follows:

| 2006 Restructuring Charges |  |  |  |  |  |
| :--- | :--- | :--- | :--- | ---: | ---: | ---: |
| (dollars in millions, except per share data) | 10 | 20 | 30 | 40 | FY |
| Pre-Tax |  |  |  |  |  |
| McGraw-Hill Education | - | - | 5.6 | 10.4 | 16.0 |
| Financial Services | - | - | - | - | - |
| Information \& Media | - | - | 5.7 | 3.0 | 8.7 |
| Corporate | - | - | 4.1 | 2.7 | 6.8 |
| Total pre-tax | - | - | 15.4 | 16.1 | 31.5 |
| Total after-tax | - | - | 9.7 | 10.1 | 19.8 |
| Per diluted share | - | - | $\$ 0.03$ | $\$ 0.03$ | $\$ 0.06$ |

In 2006, as a result of a new accounting standard for sharebased payments, the Corporation incurred stock-based compensation expense of $\$ 136.2$ million ( $\$ 85.5$ million after-tax, or $\$ 0.23$ per diluted share). Included in this expense is a one-time pre-tax charge in the first quarter of 2006 for the elimination of the Corporation's restoration stock option program of $\$ 23.8$ million ( $\$ 14.9$ million after-tax, or $\$ 0.04$ per diluted share), which is reflected in segment operating profit and Corporate expense as follows:

McGraw-Hill Education: Pre-tax charge of $\$ 4.2$ million Financial Services: Pre-tax charge of $\$ 2.1$ million Information \& Media: Pre-tax charge of $\$ 2.7$ million Corporate: Pre-tax charge of $\$ 14.8$ million
Revenue and operating profit for the Information \& Media segment in the fourth quarter of 2006 reflect deferrals of $\$ 23.8$ and $\$ 21.1$ million, respectively, due to the transformation of Sweets from a primarily print product catalog to a bundled print and online service

2005 Income from operations before taxes includes a pre-tax restructuring charge of $\$ 23.2$ million ( $\$ 14.6$ million after-tax, or $\$ 0.04$ per diluted share), which is reflected in segment operating profit and Corporate expense as follows:

McGraw-Hill Education: Pre-tax charge of $\$ 9.0$ million
Financial Services: Pre-tax charge of $\$ 1.2$ million Information \& Media: Pre-tax charge of $\$ 10.2$ million
Corporate: Pre-tax charge of $\$ 2.8$ million
Operating profit for the Financial Services segment includes a pre-tax gain of $\$ 6.8$ million ( $\$ 4.2$ million after-tax, or $\$ 0.01$ per diluted share) on the sale of the Corporate Value Consulting business. Operating profit for the Information \& Media segment includes a pre-tax loss of $\$ 5.5$ million ( $\$ 3.3$ million after-tax) on the sale of the Healthcare Information Group. Net income reflects a $\$ 10.0$ million ( $\$ 0.03$ per diluted share) increase in income taxes on the repatriation of funds

2004 Net income reflects a non-cash benefit of approximately $\$ 20.0$ million ( $\$ 0.05$ per diluted share) as a result of the Corporation's completion of various federal, state and local, and foreign tax audit cycles

2003 Corporate expense includes a $\$ 131.3$ million pre-tax gain ( $\$ 58.4$ million after-tax, or $\$ 0.15$ per diluted share) on the sale of real estate

Revenue and operating profit of S\&P ComStock and the juvenile retail publishing business historically included in the Financial Services and McGraw-Hill Education segments, respectively, were restated as discontinued operations, as follows:

- Discontinued operations in 2004 reflect the net after-tax loss from the operations of the juvenile retail publishing business in January of 2004 before the sale of the business
- Discontinued operations in 2003 include $\$ 87.5$ million on the divestiture of S\&P ComStock (\$57.2 million after-tax gain, or $\$ 0.15$ per diluted share), and an $\$ 81.1$ million loss on the planned disposition of the juvenile retail publishing business ( $\$ 57.3$ million after-tax loss, or $\$ 0.15$ per diluted share), which was subsequently sold on January 30, 2004
- Discontinued operations in years 2002-2000 reflect net aftertax earnings/(loss) from the operations of S\&P ComStock and the juvenile retail publishing business, and 1999 reflects net after-tax earnings from the operations of S\&P ComStock

2002 Operating profit for the Financial Services segment includes a $\$ 14.5$ million pre-tax loss ( $\$ 2.0$ million after-tax benefit, or $\$ 0.01$ per diluted share) on the disposition of MMS International

2001 Income from operations before taxes includes a $\$ 159.0$ million pre-tax charge (\$112.0 million after-tax, or $\$ 0.29$ per diluted share) for restructuring and asset write-down, which is reflected in segment operating profit and Corporate expense as follows:

McGraw-Hill Education: Pre-tax charge of $\$ 62.1$ million Financial Services: Pre-tax charge of $\$ 43.1$ million Information \& Media: Pre-tax charge of $\$ 34.9$ million Corporate: Pre-tax charge of $\$ 18.9$ million

Income from operations before taxes also includes a $\$ 6.9$ million pre-tax gain ( $\$ 0.01$ per diluted share) on the sale of real estate. Operating profit for the Financial Services segment includes an $\$ 8.8$ million pre-tax gain ( $\$ 26.3$ million after-tax, or $\$ 0.07$ per diluted share) on the sale of DRI and a $\$ 22.8$ million pre-tax charge ( $\$ 21.9$ million after-tax, or $\$ 0.06$ per diluted share) for the write-down of certain assets, the shutdown of Blue List and the contribution of Rational Investors

2000 Operating profit for the Information \& Media segment includes a $\$ 16.6$ million gain ( $\$ 10.2$ million after-tax, or $\$ 0.03$ per diluted share) on the sale of Tower Group International. Net income includes a cumulative adjustment which reflects the adoption of FASB ASC 605, "Revenue Recognition"

1999 Operating profit for the Information \& Media segment includes a $\$ 39.7$ million gain ( $\$ 24.2$ million after-tax, or $\$ 0.06$ per diluted share) on the sale of the Petrochemical publications


[^0]:    Notes: Shares repurchased are reported on a settlement-date basis
    $\mathrm{N} / \mathrm{M}$ indicates a non-meaningful or non-calculable variance

[^1]:    Source: Standard \& Poor's Capital IQ - Compustat

[^2]:    * Data adjusted for all stock splits
    ** Based on 12-month moving operating earnings per share, which excludes one-time items

[^3]:    Note: Detail may not sum to totals due to rounding

