## The McGraw-Hill Companies

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## 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 (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 <sup>(a,b)</sup>	-	-	_	_	-	172,000	(103,500)	-	_	_	_
Free cash flow after dividends	\$ 769,940	\$ 502,861	\$ 893,958	\$ 822,600	\$ 919,359	\$ 619,920	\$ 711,124	\$ 570,562	\$ 469,474	\$ 175,372	\$ 138,339

(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	0.5x	0.5x	(0.2x)	(0.5x)	(0.5x)	0.5x	0.5x	1.3x	1.2x	0.7x

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%	

Notes: Shares repurchased are reported on a settlement-date basis N/M indicates a non-meaningful or non-calculable variance

## How the Business Model Is Changing Market Opportunities and Driving Long-Term Growth

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

One-way customer relationship

One-time unit sales

Long development cycles

One-size-fits-all

**Physical inventory** 

**U.S.-centric production** 

s 

#### **McGraw-Hill Education**

McGraw-Hill Education is embracing digital to create new and expanded revenue opportunities. McGraw-Hill Connect<sup>™</sup> – 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<sup>™</sup>. 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.



#### **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<sup>(1)</sup>

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

Payment Date	Distribution
May 17, 2005	2-for-1
March 8, 1999	2-for-1
April 26, 1996	2-for-1
June 1, 1983	2-for-1
July 17, 1967	2-for-1
March 17, 1961	3-for-1
August 8, 1956	3-for-1
August 3, 1953	2-for-1
	May 17, 2005 March 8, 1999 April 26, 1996 June 1, 1983 July 17, 1967 March 17, 1961 August 8, 1956



Dividends per Share of Common Stock, 1999 – 2009



## **Dividend Payout** (as a percentage of current year's earnings)



## **Quarterly Stock Valuation Data**

Year	Quarter		Prices*	÷	МНР	MHP – F	MHP – Price to Earnings**			– Price te	o Earnings	P/E Relative to S&P 500		
		High	Low	Close	Volume	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

Source: Standard & Poor's Capital IQ - Compustat

\* Data adjusted for all stock splits \*\* Based on 12-month moving operating earnings per share, which excludes one-time items

## **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



#### Consolidated Segment Expenses (dollars in millions)



#### Operating Profit and Operating Profit Margin (dollars in millions)



#### Diluted EPS (in dollars)



## **McGraw-Hill Education**



## **Financial Services**



## Segment Revenue, Operating Profit and Operating Margin

(dollars in millions)	2009	2008	2007
Revenue	\$2,388	\$2,639	\$2,706
Operating profit	\$ 276	\$ 321	\$ 403
Operating profit margin	11.6%	12.2%	14.9%

## **McGraw-Hill Education Revenue by Group**

(dollars in millions)	2009	2008	2007
School Education Group (SEG)	\$1,112	\$1,363	\$1,441
Higher Education, Professional and International Group (HPI)	\$1,276	\$1,276	\$1,265

## Segment Revenue, Operating Profit and Operating Margin

(dollars in millions)	2009	2008	2007
Revenue	\$2,610	\$2,654	\$3,046
Operating profit	\$1,014	\$1,070	\$1,370
Operating profit margin	<b>38.9</b> %	40.3%	45.0%

## **Financial Services Revenue by Group**

(dollars in millions)	2009	2008	2007
Credit Market Services (CMS)	\$1,748	\$1,755	\$2,264
Investment Services (IS)	\$ 862	\$ 899	\$ 782

## **Information & Media**



**B2B** 14.7%

## Segment Revenue, Operating Profit and Operating Margin

(dollars in millions)	2009	2008	2007
Revenue	\$ 954	\$1,062	\$1,020
Operating profit	\$ 93	\$ 92	\$ 63
Operating profit margin	9.7%	8.7%	6.2%

#### Information & Media Revenue by Group

(dollars in millions)	2009	2008	2007
B2B Group	\$873	\$ 955	\$ 917
Broadcasting	\$81	\$ 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.

#### Domestic and Foreign Source Revenue Growth, 1999 – 2009\* (dollars in billions)



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

#### **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 between Tata 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, McGraw-Hill Education has developed custom assessments for English-language proficiency training.

# **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 Canada Asia Latin America Total

		aphic Re n millions)	gion a	nd Perc	cent	of 1	Fotal Fo	oreig	jn S	ource	Reven	ue						
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			<b>'</b> 04			05			06		'07			'08			'09	
	Europ	е	\$ 648.2	57.3%	\$7	760.0	56.8%	\$ 8	383.9	57.8%	\$1,030	.9 58.4	% \$	1,020.5	57.5%	\$	963.7	55.9%
	Canad	la	121.0	10.7%	1	36.3	10.2%	1	155.8	10.2%	176	.3 10.0	1%	181.4	10.2%		180.9	10.5%
	Asia		262.8	23.2%	3	36.6	25.2%	3	376.3	24.6%	426	.1 24.2	%	438.8	24.7%		467.8	27.1%
	Latin A	America	98.4	8.7%	1	04.9	7.8%	1	14.1	7.5%	130	.5 7.4	%	135.0	7.6%		113.0	6.5%
	Total		\$1,130.4	100%	\$1,3	337.8	100%	\$1,5	530.1	100%	\$1,763	.8 100	\$ %	1,775.7	100%	\$1	1,725.4	100%

Note: Detail may not sum to totals due to rounding

## **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)



## **Domestic and Foreign Source Revenue by Segment**

(dollars in millions) (percent of total foreign source revenue) \$1,200 900 57.6% 600 52.9% 60.1% 56.8% 600 52.9% 60.1% 56.8%





300

**Financial Services** 



(dollars in millions)	2009	% of 2009 total	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	10-year CAGR
Revenue													
Domestic	\$4,226.4	71.0%	\$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*	1,725.4	29.0%	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%
Total	\$5,951.8	100%	\$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	5.5%
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	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	
Number of Employees												
Domestic	11,336	11,986	12,565	12,860	13,486	13,122	12,736	13,180	13,566	13,339	13,032	
Foreign	9,741	9,663	8,606	7,354	6,114	4,131	3,332	3,325	3,569	3,422	3,344	
Total	21,077	21,649	21,171	20,214	19,600	17,253	16,068	16,505	17,135	16,761	16,376	

# **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%

## **McGraw-Hill Education**



## **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 adjustme	nt 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)	\$ (8.6)	\$ (4.6)	\$ (2.3)	\$ (1.9)	\$ (1.6)	\$ (1.7)	\$ (1.3)	\$ (1.5)
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	\$ 425.6
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	\$ 1.07
Extraordinary item and 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	\$ 1.07



The McGraw-Hill Companies



1.03 0.96 1.48 1.79 1.96

1.07

2.21 2.40 2.94 2.51 2.33

# **Quarterly Results**

## 2009 vs. 2008

(dollars in thousands, except					
earnings per share) % favorable/(unfavorable)	2009 vs. 10. 2008	2009 vs. 20. 2008	2009 vs. 30. 2008	2009 vs. 40. 2008	Total 2009 vs. 2009 2008
Revenue					
McGraw-Hill Education	\$ 312,628 (5.3%)	\$ 555,189 (17.2%)	\$1,000,015 (11.6%)	\$ 519,955 2.6%	\$ 2,387,787 (9.5%)
Financial Services	610,154 (5.3%)	673,788 (8.4%)	636,984 (2.2%)	689,197 10.6%	2,610,123 (1.7%)
Information & Media	225,425 (7.4%)	236,203 (11.5%)	238,904 (10.1%)	253,340 (11.4%)	953,872 (10.2%)
Total revenue	\$1,148,207 (5.7%)	\$1,465,180 (12.4%)	\$1,875,903 (8.4%)	\$1,462,492 3.3%	\$ 5,951,782 (6.3%)
Operating Profit					
McGraw-Hill Education	\$ (76,596) 15.7%	\$ 21,008 (70.1%)	\$ 298,142 (15.9%)	\$ 33,465 N/M	\$ 276,019 (14.1%)
Financial Services	231,593 (12.3%)	276,354 (8.8%)	256,183 (10.1%)	249,965 14.6%	1,014,095 (5.3%)
Information & Media	2,772 (76.4%)	14,422 (41.8%)	29,540 29.3%	45,934 40.6%	92,668 0.7%
Total operating profit	\$ 157,769 (14.7%)	\$ 311,784 (21.7%)	\$ 583,865 (11.9%)	\$ 329,364 38.4%	\$1,382,782 (6.8%)
General corporate (expense)	\$ (33,428) 1.3%	\$ (29,306) 12.6%	\$ (27,900) N/M	\$ (36,412) (13.7%)	\$ (127,046) (16.4%)
Interest (expense)–net	(20,591) (15.5%)	(18,499) 9.1%	(17,827) 19.0%	(19,950) (29.2%)	(76,867) (1.6%)
Income before taxes on income	103,750 (22.1%)	263,979 (23.3%)	538,138 (14.7%)	273,002 43.2%	1,178,869 (9.3%)
Provision for taxes on income	37,765 (22.4%)	96,088 (24.6%)	195,882 (16.3%)	99,373 42.9%	429,108 (10.5%)
Net income	\$ 65,985 (22.0%)	\$ 167,891 (22.6%)	\$ 342,256 (13.7%)	\$ 173,629 43.5%	\$ 749,761 (8.5%)
Less: net income attributable to noncontrolling interests	(2,981) (13.7%)	(3,798) (18.4%)	(6,145) (7.6%)	(6,335) 23.8%	(19,259) (3.1%)
Net income attributable to The McGraw-Hill Companies	\$ 63,004 (22.3%)	\$ 164,093 (22.7%)	\$ 336,111 (13.9%)	\$ 167,294 44.3%	\$ 730,502 (8.6%)
Earnings per common share:					
Diluted	\$ 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)	2008 vs. 10. 2007	2008 vs. 20. 2007	2008 vs.	2008 vs.	Total 2008 vs. 2008 2007
% favorable/(unfavorable)	10 2007	20 2007	30 2007	40. 2007	2008 2007
Revenue					
McGraw-Hill Education	\$ 330,156 (0.5%)	\$ 670,846 3.6%	\$ 1,131,352 (3.8%)	\$ 506,539 (8.0%)	\$ 2,638,893 (2.5%)
Financial Services	644,301 (11.6%)	735,477 (10.4%)	651,458 (14.2%)	623,051 (15.4%)	2,654,287 (12.9%)
Information & Media	243,414 3.2%	266,902 6.8%	265,731 5.3%	285,828 1.3%	1,061,875 4.1%
Total revenue	\$1,217,871 (6.1%)	\$1,673,225 (2.6%)	\$ 2,048,541 (6.4%)	\$1,415,418 (9.8%)	\$ 6,355,055 (6.2%)
Operating Profit					
McGraw-Hill Education	\$ (90,862) 0.7%	\$ 70,276 (13.3%)	\$ 354,718 (14.3%)	\$ (12,734) N/M	\$ 321,398 (20.3%)
Financial Services	264,052 (24.7%)	303,142 (24.7%)	285,052 (18.6%)	218,111 (18.3%)	1,070,357 (21.9%)
Information & Media	11,726 18.6%	24,799 68.2%	22,847 22.6%	32,679 61.7%	92,051 45.0%
Total operating profit	\$ 184,916 (31.3%)	\$ 398,217 (20.1%)	\$ 662,617 (15.3%)	\$ 238,056 (17.0%)	\$1,483,806 (19.2%)
General corporate (expense)	\$ (33,856) 3.4%	\$ (33,536) 18.4%	\$ (9,701) 74.3%	\$ (32,029) 30.4%	\$ (109,122) 31.7%
Interest (expense)–net	(17,830) N/M	(20,354) (68.2%)	(22,002) (42.7%)	(15,438) (30.2%)	(75,624) (86.4%)
Income before taxes on income	133,230 (42.8%)	344,327 (22.6%)	630,914 (13.5%)	190,589 (16.8%)	1,299,060 (20.6%)
Provision for taxes on income	48,667 44.2%	127,377 23.4%	234,099 13.7%	69,552 17.6%	479,695 21.2%
Net income	\$ 84,563 (42.0%)	\$ 216,950 (22.2%)	\$ 396,815 (13.4%)	\$ 121,037 (16.3%)	\$ 819,365 (20.2%)
Less: net income attributable to noncontrolling interests	(3,453) 82.4%	(4,656) 168.2%	(6,649) 8.0%	(5,116) 27.5%	(19,874) 44.0%
Net income attributable to The McGraw-Hill Companies	\$ 81,110 (43.6%)	\$ 212,294 (23.4%)	\$ 390,166 (13.7%)	\$ 115,921 (17.6%)	\$ 799,491 (21.1%)
Earnings per common share:					
Diluted	\$ 0.25 (37.5%)	\$ 0.66 (16.5%)	\$ 1.23 (8.2%)	\$ 0.37 (14.0%)	\$ 2.51 (14.6%)

# Quarterly Results (continued)

## 2007 vs. 2006

(dollars in thousands, except earnings per share) % favorable/(unfavorable)	2007 vs. 10. 2006	2007 vs. 20 2006	2007 vs. 30. 2006	2007 vs. 40. 2006	Total 2007 vs. 2007 2006
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 HPI Group	\$ 123 190	\$ 339 217	\$   501 499	\$ 150 370	\$1,112 1,276
Financial Services Credit Market Services Investment Services	391 219	457 216	426 211	473 216	1,748 862
<b>Information &amp; Media</b> B2B Group Broadcasting	207 18	216 20	220 19	230 23	873 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 Year
McGraw-Hill Education School Education Group HPI Group	\$ 139 191	\$ 438 233	\$ 624 508	\$ 162 344	\$1,363 1,276
Financial Services Credit Market Services Investment Services	427 217	508 228	423 228	396 227	1,755 899
Information & Media B2B Group Broadcasting	220 24	240 27	241 25	254 32	955 107
Total revenue	\$1,218	\$1,673	\$2,049	\$1,415	\$6,355

Note: Totals may not sum due to rounding

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## 2007 Quarterly Revenue by Segment and Group

(dollars in millions)		10	20		30		40	Full Year
McGraw-Hill Education School Education Group HPI Group	\$	146 186	\$ 410 238	\$	686 490	\$	199 352	\$1,441 1.265
Financial Services Credit Market Services Investment Services		545 184	636 185		559 201		525 212	2,264 782
Information & Media B2B Group Broadcasting		212 24	223 27		228 24		254 29	917 103
Total revenue	\$1	,296	\$ 1,718	\$2	2,188	\$1	,570	\$6,772

## **Return on Invested Capital**

(dellars in millions)	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1000
(dollars in millions)	2009	2008	2007	2000	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	2001	2000	1999
Average shareholders' equity	\$1,641	\$1,515	\$2,204	\$2,942	\$3,080	\$2,791	\$2,379	\$2,025	\$1,821	\$1,717	\$1,590
Net income including noncontrolling intere	sts <b>750</b>	819	1,027	891	849	758	690	578	379	405	427
Return on average shareholders' equit	t <b>y 45.7%</b>	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, 12/31/20	009
(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 (1)	0.0
Notes payable	0.2
Total debt	\$1,197.8
Cash	1,209.9
Net debt	\$ (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	A+
Commercial paper	P1	F1
Outlook	*	Stable

\* MHP's ratings previously had a stable outlook. On July 16, 2010 Moody's announced that the ratings have been placed on review for possible downgrade.



# **EBITDA, Net of Investment in Prepublication Costs**



**Information & Media** 



## **EBITDA**, Net of Investment in Prepublication Costs



**Total Company EBITDA** 



(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**



## Investments, Depreciation, and Amortization by Segment

(dollars in millions)	2009	2008	2007
Purchase of Property and Equipment			
McGraw-Hill Education	\$ 26.2	\$ 44.6	\$135.5
Financial Services	31.5	38.8	62.1
Information & Media	8.8	18.4	29.6
Corporate	2.0	4.1	2.4
Total	\$ 68.5	\$106.0	\$229.6
Depreciation			
McGraw-Hill Education	\$ 54.5	\$ 53.1	\$ 48.4
Financial Services	35.8	41.2	38.1
Information & Media	16.0	19.0	19.3
Corporate	6.5	6.5	6.8
Total	\$112.8	\$119.8	\$112.7

(dollars in millions)	2009	2008	2007
Additions to Technology Projects			
McGraw-Hill Education	\$ 11.4	\$ 7.2	\$ 5.2
Financial Services	11.9	10.9	7.1
Information & Media	_	7.3	0.7
Corporate	0.5	-	3.7
Total	\$ 23.8	\$ 25.4	\$ 16.7
Amortization of Intangibles			
McGraw-Hill Education	\$ 24.1	\$ 27.5	\$21.7
Financial Services	17.9	18.9	12.8
Information & Media	10.7	12.1	13.9
Corporate	-	-	-
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	\$15,196,000
	No acquisitions in 2009	<ul> <li>Vista Research, Inc.</li> </ul>
		▲ BusinessWeek
2008	\$48,261,000	\$440,000
	<ul> <li>Maalot, Ltd.</li> </ul>	<ul> <li>CRISIL Gas Strategies</li> </ul>
	<ul> <li>Case-Shiller<sup>®</sup> Home Price Indices (licensing agreement)</li> </ul>	
	<ul> <li>Thomson Reuters databases</li> </ul>	
	▲ Umbria, Inc.	
	<ul> <li>LinkedIn Corporation (0.45% interest)</li> </ul>	
2007	\$86,707,000	\$62,261,000
	Hot Chalk, Inc. (6% interest)	Benziger
	Reading Success (reading program)	<ul> <li>S&amp;P mutual fund data business</li> </ul>
	<ul> <li>ClariFl, Inc.</li> </ul>	
	• IMAKE/ABSX	
2006	\$13,480,000	\$12,381,000
	<ul> <li>Heale Financial</li> </ul>	• The Review of Securities Regulatio
	<ul> <li>TheMarkets.com (5.51% interest after</li> </ul>	newsletters
	acquisition of additional 2.75% interest)	▲ E-Source
	Automotive Resources Asia, Ltd.	POWER Magazine
	<ul> <li>Azteca America affiliate low-powered TV station in Bakersfield, CA</li> </ul>	
2005	\$461,842,000	\$131,335,000
	TurnLeaf Solutions	<ul> <li>Corporate Value Consulting</li> </ul>
	<ul> <li>ASSIRT Pty Limited</li> </ul>	<ul> <li>Standard &amp; Poor's Securities, Inc.</li> </ul>
	<ul> <li>CRISIL Limited (58.5% interest after acquisition of additional 49.07% interest)</li> </ul>	▲ Healthcare Information Group
	<ul> <li>Taiwan Ratings Corporation (51% interest after acquisition of additional 1% interest)</li> </ul>	
	<ul> <li>TheMarkets.com (2.76% interest)</li> </ul>	
	<ul> <li>Vista Research, Inc.</li> </ul>	
	<ul> <li>Azteca America affiliate low-powered TV stations in Colorado and San Diego</li> </ul>	
	▲ J.D. Power and Associates	
	▲ USDTV	

Operating Segment Legend:

■ McGraw-Hill Education ● Financial Services ▲ Information & Media ◆ Corporate

	Acquisitions	Divestitures		
2004	<ul> <li>\$306,232,000</li> <li>Grow.net, Inc.</li> <li>PRCEDU Corporation (8.7% interest)</li> <li>Capital IQ, Inc.</li> <li>Center for Business Intelligence (energy conference business only)</li> </ul>	<ul> <li>\$46,904,000</li> <li>Landoll, Frank Schaffer and related juvenile retail publishing businesses</li> <li>J.J. Kenny Drake, Inc.</li> </ul>		
2003	<b>\$3,678,000</b> ▲ FriedWire, Inc.	<ul> <li>\$502,665,000</li> <li>S&amp;P ComStock</li> <li>Rock-McGraw, Inc. (45% interest)</li> </ul>		
2002	<ul> <li>\$19,310,000</li> <li>Bredex Corporation</li> <li>Clear Learning</li> <li>Open University Press</li> <li>Reality Based Learning</li> <li>EA Ratings</li> </ul>	<ul> <li>\$24,304,000</li> <li>Lifetime Learning</li> <li>MMS International</li> <li>CAP</li> </ul>		
2001	<ul> <li>\$333,234,000</li> <li>Frank Schaffer Publications</li> <li>Mayfield Publishing Company</li> <li>Uniscore, Inc.</li> <li>Visual Education Corporation</li> <li>Corporate Value Consulting</li> <li>Charter Research Corporation</li> <li>BizNet TV, Inc.</li> <li>Financial Times Energy</li> </ul>	<ul><li>\$17,876,000</li><li>Data Resources Inc.</li><li>Rational Investors</li></ul>		
2000	<ul> <li>\$703,719,000</li> <li>Tribune Education</li> <li>Canadian Bond Rating Service</li> <li>Portfolio Management Data, LLC</li> <li>Thomas Murray Network Management Ltd.</li> <li>BuildPoint Corporation</li> <li>MPI Interactive–eBuilder, Inc.</li> </ul>	<b>\$142,418,000</b> ▲ Tower Group International		
<ul> <li>\$67,085,000</li> <li>Appleton &amp; Lange, Inc.</li> <li>Emerging Markets Data Base</li> <li>IFIS, Inc.</li> <li>Micropal France</li> <li>Rational Investors, Inc.</li> <li>Thesys Information, Ltd.</li> </ul>		<ul> <li>\$67,244,000</li> <li>■ Libri Italia SRL (School titles only)</li> <li>▲ Petrochemical Publications (Chemica Engineering, Modern Plastics, Moder Plastics International)</li> </ul>		

## **Items Impacting Comparability of Results**

#### 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