30 September 2009

Totally Plc
("Totally" or "the Company")

Half-yearly results for the six month period ended 30 June 2009

Totally Plc, the AIM quoted (ticker 'TLY') publisher and digital marketing services provider announces its half yearly results for the six month period ended 30 June 2009.

Summary

- Group turnover increased 5.8% to £0.86 million (2008: £0.81 million)
- EBITDA of £68,000 an increase of £108,000 (2008: loss £40,000)
- Operating profit increased by £106,000 to £56,000 (2008: loss £50,000)
- Profit before tax increased by £118,000 to £40,000 (2008: loss £78,000)
- Administrative expenses reduced by 9% to £603,000 (2008: £664,000)

For further information:

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Daniel Assor
Chief Executive Officer

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Chairman's Statement

I am pleased to present the results for the six months ended 30 June 2009. During the period the Group made an operating profit of £56,000 (2008: £50,000 loss) and a profit before taxation of £40,000 (2008: loss £78,000) on turnover of £0.86 million (2008: £0.81 million).

I am pleased with the progress that the group has made this year. To achieve year-on-year increases in sales and profitability in the current economic climate is an excellent achievement and I am confident that the group will have a strong trading performance in the second half of the year.

Dr Michael Sinclair
Non-Executive Chairman

30 September 2009

Chief Executive's Operational Review

In the last quarter of 2008 the board introduced a series of operational efficiencies designed to reduce overall group costs by 10%. This was in preparation for an expected reduction in group revenues as a consequence of the turmoil in the wider economy.

Despite the instability in the UK economy a like-for-like sales and profits increase was achieved in the period under review.

Software Development and Digital Marketing Division (Totally Communications)

Revenues of £357,000 (2008: £272,000) and an EBITDA of £105,000 (2008: £23,000) were achieved during the period under review.

The business division posted a like-for-like sales increase of 31% and an increase in EBITDA of £82,000 or 357%. This performance was predominantly due to two significant new business wins. Recurring maintenance contracts made up 21% of revenues in the period.

The challenge to secure longer term contracts remains but I am confident that this division will deliver an improved performance for the year ending 31 December 2009 on a like-for-like basis.

Publishing division (Jewish News and Media Group)

Revenues of £498,000 (2008: £536,000) and an EBITDA of £125,000 (2008: 126,000) were achieved during the period under review.

The bulk of this division's revenues are derived from advertising sales. Despite a decline in sales of 7%, the division generated EBITDA of £125,000 which is consistent with 2008.

The board is also confident that this division will deliver an improved performance for the year ending 31 December 2009 on a like-for-like basis.

Post Balance Sheet Events

In an attempt to diversify its revenue streams and reduce its reliance on advertising revenues the Company has launched an events division. On 18 October 2009, TJ Weddings Live! will be held at the Village Hotel in Elstree, Hertfordshire and 61 paying exhibitors have been secured to promote services to an expected audience of 1,500 people.

Daniel Assor
Chief Executive Officer

30 September 2009

Consolidated Income Statement
For the six months ended 30 June 2009

	Six months ended 30 June 2009 (unaudited) £000	Six months ended 30 June 2008 (unaudited) £000	Year ended 31 December 2008 (audited) £000
Group turnover	855	808	1,684
Cost of sales	(184)	(184)	(430)
Gross profit	671	624	1,254
Administrative expenses	(603)	(664)	(1,287)
Profit/(Loss) before interest, tax, depreciation and amortisation	68	(40)	(33)
Depreciation	(7)	(5)	(9)
Amortisation	(11)	(11)	(22)
Operating profit/(loss)	50	(56)	(64)
Finance costs	(10)	(22)	(40)
Profit/(Loss) before taxation	40	(78)	(104)
Taxation	-	18	18
Profit/(Loss) for the period	40	(60)	(86)
Discontinued operations			
Loss for the year from discontinued operations	-	(11)	(1,000)
Profit/(Loss) for the year attributable to equity shareholders	40	(71)	(1,086)
Earnings/(Loss) per share (pence) – basic and diluted	0.04p	(0.06)p	(0.09)p

Consolidated Statement of Changes in Equity
For the six months ended 30 June 2009

Period to 30 June 2009	Share capital £000	Share premium account £000	Other reserve £000	Profit and loss account £000	Equity shareholders funds £000
At 1 January 2009	1,124	3,353	-	(5,014)	(537)
Credit on issue of share options	-	-	9	-	9
Profit for the period	-	-	-	40	40
At 30 June 2009	1,124	3,353	9	(4,974)	(488)

Balance sheet
As at 30 June 2009

	As at 30 June 2009 (unaudited) £000	As at 30 June 2008 (unaudited) £000	As at 31 December 2008 (audited) £000
Assets			
Non-current assets			
Intangible fixed assets	35	1,015	51
Tangible fixed assets	9	23	7
	44	1,038	58
Current assets			
Inventory	-	2	-
Trade and other receivables	241	358	290
Cash and cash equivalents	32	51	14
	273	411	304
Total assets	316	1,449	362
Current liabilities			
Trade and other payables	(222)	(389)	(338)
Borrowings – financial liabilities	(583)	(568)	(561)
	(805)	(957)	(899)
Non current liabilities			
Investment in joint venture	-	(32)	-
Total liabilities	(805)	(989)	(899)
Net (liabilities)/assets	(488)	460	(537)
Shareholders' equity			
Called up share capital	1,124	1,124	1,124
Share premium account	3,353	3,353	3,353
Translation reserve	-	1	-
Retained earnings	(4,965)	(4,018)	(5,014)
Total equity attributable to equity holders of the parent	(488)	460	(537)

Cash Flow Statement
For the six months ended 30 June 2009

	Six months ended 30 June 2009 (unaudited) £000	Six months ended 30 June 2008 (unaudited) £000	Year ended 31 December 2008 (audited) £000
Net cash outflow from operating activities (note 5)	10	(40)	15
Interest paid	(10)	(22)	-
R&D tax credit	-	18	18
Income tax paid	-	-	(5)
Net cash (used in)/generated from operating activities	-	(44)	28
Cash flows from investing activities			
Purchase of non-current asset	(4)	-	(8)
Cash disposed with subsidiary	-	-	(35)
Costs on disposal of subsidiary	-	-	(44)
Purchase of intangible assets	-	(25)	-
Net cash utilised by investing activities	(4)	(25)	(87)
Cash outflow before financing	(4)	(69)	(59)
Cash flows from financing activities			
Interest paid	-	-	(40)
Net cash utilised from financing activities	-	-	(40)
Net decrease in cash and cash equivalents	(4)	(69)	(99)
Cash and cash equivalents at beginning of period	(547)	(448)	(448)
Cash and cash equivalents at end of period	(551)	(517)	(547)

Notes to the Interim Results

1. Basis of preparation

The interim report and accounts for the six months ended 30 June 2009 has been prepared in accordance with the Disclosure and Transparency Rules of the Financial Services Authority and with IAS 34 'Interim financial reporting' as adopted by the European Union. The interim report and accounts should be read in conjunction with the Group's 2008 Annual Report and Accounts which have been prepared in accordance with IFRS's as adopted by the European Union.

The interim report and accounts have been prepared on the basis of the accounting policies set out in the Group's 2008 Annual Report and Accounts. The interim report and accounts do not comprise statutory accounts within the meaning of section 434 of the Companies Act 2006. The interim accounts were approved by the Board of Directors on 29 September 2009. The results for the six months to 30 June 2009 and the comparative results for six months to 30 June 2008 are unaudited. The comparative figures for the year ended 31 December 2008 do not constitute the statutory financial statements for that year. Those financial statements have been delivered to the Registrar of Companies and include the auditor's report which was unqualified and did not contain a statement either under Section 237(2) or Section 237(3) of the Companies Act 1985.

Disclosure of impact of new accounting standards
The following standards, amendments and interpretations to published standards were mandatory for the financial year beginning 1 January 2009:

IAS 1 (revised), 'Presentation of financial statements'. The Group has elected to present an income statement. Furthermore, adoption of the above standard has resulted in management including a statement of changes in equity within the primary statements of the interim report.

IFRS 8, 'Operating segments'. IFRS 8 replaces IAS 14, 'Segment reporting'. The standard defines operating segments as components of an entity about which separate financial information is available and is evaluated by the chief operating decision maker in deciding how to allocate resources and in assessing performance. It also sets out the required disclosures for operating segments. On adoption, there was no change to the Group's reportable segments or financial measures.

The following new standards, amendments to standards and interpretations are mandatory for the first time for the financial year beginning 1 January 2009, but are not currently relevant for the Group or have no impact on the interim accounts:

IFRIC 13, 'Customer loyalty programmes'.
IFRIC 14, 'The limit on a defined benefit asset, minimum funding requirements and their interaction'
IFRIC 15, 'Agreements for the construction of real estate'
IFRIC 16, 'Hedges of a net investment in a foreign operation'
IFRS 7 'Financial instruments; disclosures' (Amendment)
The following new standards, amendments to standards and interpretations have been issued, but are not effective for the financial year beginning 1 January 2009 and have not been early adopted:
IAS 39 (amendment), 'Financial instruments: Recognition and measurement'
IFRS 3 (revised), 'Business combinations' and consequential amendments to IAS 27, 'Consolidated and separate financial statements', IAS 28, 'Investments in associates' and IAS 31, 'Interests in joint ventures'
IFRIC 17, 'Distributions of non-cash assets to owners'
IFRIC 18, 'Transfers of assets from customers'

2. Segmental reporting

Business segments	Revenue			EBITDA			Operating profit		
	Six months ended 30 June 2009	Six months ended 30 June 2008	Year ended 31 December 2008	**Six months ended 30 June 2009**	Six months ended 30 June 2008	Year ended 31 December 2008	**Six months ended 30 June 2009**	Six months ended 30 June 2008	Year ended 31 December 2008
Head office	**-**	-	-	**(162)**	(186)	(322)	**(162)**	(186)	(322)
UK Publishing	**498**	536	1,076	**125**	126	101	**113**	113	73
Digital marketing	**357**	272	608	**105**	23	188	**99**	20	185
Total continued operations	**855**	808	1,684	**68**	(37)	(33)	**50**	(53)	(64)
Discontinued operations	**-**	-	471	**-**	(3)	(40)	**-**	(3)	(43)
Total	**855**	808	2,155	**68**	(40)	(73)	**50**	(56)	(107)

3. Earnings/(loss) per share

The basic loss per share has been calculated by dividing the retained profit for the period of £40,000 (2008: loss £71,000) by the weighted average number of ordinary shares of 112,447,934 (2008: 112,447,934 in issue during the period. The diluted profit/loss per share is the same as the basic profit/loss per share, in accordance with IAS 33 which prescribes that potential ordinary shares should only be used as dilutive when, and only when, their conversion to ordinary shares would decrease net profit or increase net loss per share from continuing operations.

4. Dividends

No dividend is proposed for the six months ended 30 June 2009.

5. Cash flows utilised in operating activities for the six months to 30 June 2009

	Six months ended 30 June 2009 (unaudited) £000	**Six months ended 30 June 2008 (unaudited) £000**	**Year ended 31 December 2008 (audited) £000**
Cash inflow from operating activities			
Profit/(Loss) from continuing operations	40	(69)	(64)
Adjustments for:			
Equity settled share based payment	9	2	18
Depreciation, amortisation and impairment	18	22	31
Operating cash flow prior to working capital	67	(45)	(15)
(Increase)/Decrease in inventory	-	(6)	1
Decrease/(Increase) in trade and other receivables	49	(75)	69
(Decrease) /Increase in trade and other payables	(106)	86	(32)
Cash generated/(used by) from continuing operations	10	(40)	23
Loss before tax from discontinued operations	-	-	(43)
Depreciation	-	-	3
Movement in working capital from discontinued operations	-	-	32
Cash generated from/(used by) operating activities	10	(40)	15

6. Copies of half-yearly Results

Copies of the half-yearly Results will be available from the Company's website (www.totallyplc.com) and from the Company's registered office, Unit 611, Highgate Studios, 53-79 Highgate Road, London NW5 1TL.