



FOR IMMEDIATE RELEASE

19 June 2002

METRO REACHES 627,000 READERS IN HONG KONG

Metro International S.A. ("Metro"), the international newspaper group, today announced that its Hong Kong edition has already attracted 627,000 daily readers only one month after its launch. The edition was launched on 15 April and 300,000 copies of Metropolis Daily are circulated each day by hand and from racks in the City's MTR subway, and at key central points on Hong Kong island.

The latest results from the twice-yearly worldwide readership survey conducted by Gallup, the leading independent polling organization, show that the Hong Kong edition had already achieved a daily reach of 11% of the total population and 18% of the 20-29 year old age group in May. 53% of Metropolis Daily readers have upper secondary education and qualifications, compared to 42% of the overall population. The newspaper also has the highest proportion of readers currently in employment - 85% compared to an average of 57% for the population of the City – and its readers have an above average level of financial income.

This is a very strong result for Metro, and shows that the Hong Kong edition has already demonstrated its ability to reach Metro's target demographic profile, with 62% of readers under 40 years of age and an almost equal split between male and female readers.

Hong Kong is one of the world's major cities with a population of 6.5 million, and is also one of the world's major commercial centers; attracting annual media spend of US\$ 3.5 billion. 37%, or US\$ 1.3 billion, of this advertising spend is placed in print media.

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Metro is the world's largest free newspaper, publishing and distributing 23 editions in 15 countries in 13 languages: Stockholm (Metro), Prague (Metro), Gothenburg (Metro), Hungary (Metro), the Netherlands (Metro), Helsinki (Metro), Malmö (Metro), Santiago (Publimetro), Philadelphia (Metro), Toronto (Metro Today), Rome (Metro), Milan (Metro), Warsaw (Metropol), Athens (Metrorama), Montreal (Metro), Barcelona (Metro Directe), Boston (Metro), Madrid (Metro Directo), Copenhagen (MetroXpress), Paris (Metro), Marseille (Metro), Lyon (Metro) and Hong Kong (Metropolis Daily).

Metro International S.A. 'A' and 'B' shares are listed on the NASDAQ National Market and on the Stockholmsbörsen O-List under the symbols MTROA and MTROB.

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