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Pensaba comprar Terra hoy al precio q fuera,pero despues d leer esto,creo q no lo hare

[NEW YORKER] | 12:32, 7/May 2001 |

A no ser que baje de 9.50.

El informe dice entre otras cosas que:

Agut, no solo, se ha aislado de la prensa, sino que "lo tienen aislado" en la empresa.

El analista de ABN Amro Bob Kommers dice que no ve razones para comprar Terras ahora y que, "necesitamos ver más claridad en la estrategia de la empresa".

El analista de Renta 4, Ricardo Gil, que gestiona fondos por valor de 600 millones de Euros dice que, "no comprare más acciones de Terra, mientras la Cia. no me de información sólida". "Estamos esperando a que Agut tome acción".

Saludos

NEW YORKER

PD.-el artículo es un resumen interesante de lo que pasó y está pasando en Terra, desde que Agut tomó el control total de Terra.

Terra's Agut Has Yet to Prove His Commitment to Profitability

Madrid, May 7 (Bloomberg) -- Joaquim Agut, chairman of Terra Networks SA, likes to say "the new economy doesn't exist," explaining that Internet companies should be valued on their actual earnings and not just their potential.

Analysts say if earnings are what counts it would be nice if Agut produced some.

Agut's nine months at the world's third-biggest Internet service provider have been dominated by management shakeups and plunging share prices. Since Agut took over, Terra shares have fallen 77 percent, the worst-performing stock in Spain. They have failed to rise in the last six weeks as other Internet stocks, such as Yahoo Inc., have gone up.

The company is expected by analysts to announce this week that Terra's sales in the first quarter reached \$162 million, short of the company's target of \$174 million. The company lost 555 million euros (\$495 million) last year.

"It has been a torrid nine months for Agut," said a report by Dresdner Kleinwort Wasserstein last month, listing the loss of top executives and leaks to the press accusing Agut of an authoritarian management style. "The popularity of the chairman has suffered."

Agut joined Terra in August after eight years at General Electric Co., two months before the company completed its \$6.5 billion acquisition of Lycos Inc. Agut was chosen by Telefonica SA's incoming chairman Cesar Alierta, reversing the original plan to let Lycos founder Robert Davis run the combined company.

General Electric

Telefonica SA, Spain's largest phone company, is Terra's parent and owns 36 percent of it. Juan Villalonga, former chairman of Telefonica, engineered the Lycos takeover and tapped Davis to run the show.

Agut, who has a degree in electronic engineering and a masters in business administration from Spain's IESE business school, sold his own family business to GE in 1993. Starting as a salesman, he was the first Spanish CEO of a GE unit and in 1998 was named Europe's top GE executive. When he joined Terra he was the chairman and chief executive of Barcelona-based GE Power Controls BV.

Soon after arriving at Terra, Agut made it clear that there would not be two chiefs.

“I am the executive chairman of the company. The one and only,” Agut said in an interview published in *Actualidad Economica* shortly after being named chairman.

Departures

Less than four months after completing the takeover, Davis, who led Lycos since Internet venture fund CMGI Inc. started the business to compete with search services such as Yahoo! Inc., stepped down as chief executive. Ted Philip, chief financial officer under the merger agreement, was replaced by Agut loyalist Elias Rodriguez-Vina. Several other top Lycos executives also walked out.

Ronald Sege, president of U.S. operations at Terra Lycos, left four days after Davis’s resignation and Abel Linares, Terra’s chief operating officer, stepped down the same month.

Sege became chief executive of closely held Ellacoya Networks Inc. and said he left to pursue the challenge of building a smaller company. Linares did not give a reason for his departure.

On top of the management reshuffles, press allegations that Agut made anti-Semitic comments at a business dinner fueled uncertainty about his future. The report was published in a weekly magazine called “*Epoca*” and cited Agut directly as making anti-Semitic remarks. Agut denied the story and threatened legal action.

The New York-based American Jewish Congress called on Telefonica Chairman Alierta to initiate an investigation into the charges, which he did. The organization later said in a press release it was satisfied with the investigation’s conclusion that Agut did not make the remarks.

Profits on the Internet

While Agut has managed to gain full control of the company, he has failed to explain how he plans to make Terra profitable and address the drop in Internet advertising that is hurting revenue, analysts said. The declining revenue from advertisement coupled with the free access that Internet companies are giving users is a business model that has to be changed, analysts said. About 75 percent of Terra’s subscribers have free access and only 26 percent of total sales depend on access related fees.

“We need to see more clarity on the company’s strategy,” said Bob Kommers, an analyst at ABN Amro, who said he saw no reasons to buy Terra shares now.

Since the beginning of April, Terra shares have fallen 9 percent. That compares to a 45 percent rise by Yahoo Inc. and an 18 percent gain by the Bloomberg European Internet Index. Terra is now trading 25 percent below its offer price, and has lost 94 percent since its high of 157 euros in February last year.

Taking Calls

In February Terra executives, who had pledged to make the company profitable at the operating level this year, reiterated their revenue target for the first quarter but said they were not comfortable providing further guidance on the company’s results beyond that period.

“I will not buy more Terra shares until the company gives me solid information,” said Ricardo Gil, who helps manage 600 million euros in funds for Madrid brokerage Renta 4. “We are waiting for Agut to take action.”

While Agut has led conference calls for analysts, he has given only a few interviews to the press since taking the job. That was a shift from Davis, who often returned journalists’ phone calls to Lycos for information.

Apart from keeping a low profile in the media, he is also isolated within the company. Agut is based in Barcelona, where Terra has its legal headquarters. Only a handful other Terra employees work there, while the bulk of the company is based in Madrid and Boston.

Terra is expected to report this week that first-quarter sales reached \$162 million and that it had a loss before interest, tax, depreciation and amortization of \$79 million, based on the average forecast from four analysts polled by Bloomberg.

May/07/2001 4:59 ET