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## **PRESS RELEASE**

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### **Roularta finishes 2010 in good shape**

In 2010, listed company Roularta Media Group posted a good overall performance. That is the tone of the New Year's message from CEO Rik De Nolf.

In the second half of 2009 the group was already seeing the effect of the structural measures taken in spring of that year. This trend continued into 2010, a year without much further restructuring and with a good result, even though sales began to grow only near the end of the year.

Recently, advertising management in Belgium was reorganized to provide a multimedia service that reflects a changing advertising world. And at the Brussels Media Centre, Roularta's multimedia newsroom, a new editorial office system has come into use – a new asset for promoting a multimedia approach (print, internet and television - KanaalZ/CanalZ).

All the group's titles are now available digitally on PC, iPhone, iPad and other mobile phones and tablets.

The magazine activities are evolving in parallel directions in Belgium and France, with Groupe Express Roularta (GER) growing slightly faster in terms of advertising revenue. Weekly news magazine L'Express in particular (which accounts for half of sales in addition to the group's monthly magazines) is growing thanks, among other things, to the 30% expansion of Style L'Express that is making its breakthrough in the lifestyle world.

GER is also now profitable for the first time on the internet. With 7 million unique visitors per month, the group now tops the list of French news sites and advertising revenue has already passed EUR 10 million net.

In Belgium Roularta's content sites welcome 2 million unique visitors a month plus more than 1 million visitors for its classifieds sites, with advertising sales of almost EUR 7 million net in total including Google reselling.

In 2010, the format of the free local weekly newspapers was changed, after 60 years, from broadsheet to tabloid. In this way De Streekkrant (50 regional weeklies, 3 million copies) now looks and feels just like the Sunday newspaper De Zondag (16 regional weeklies, 700,000

copies). Both titles, with their 100% coverage of Dutch-speaking Belgium, posted very good results in 2010.

Radio stations Q Music and JoeFM saw significant growth and are now back to pre-crisis levels.

Vlaamse Media Maatschappij (50% Roularta), a leader in the field of radio and television, had an excellent year thanks to growing advertising revenue. VMMA's Kzoom VTM, a new TV channel for children, proved an immediate success. VMMA was also able to acquire lifestyle TV channel Vitaya.

The business TV channel Kanaal Z/Canal Z (100% Roularta) has rationalized its cost structure, and the programming around the news services now provides a solid platform of income.

De Krant van West-Vlaanderen, the group's oldest activity, had a record year, with a growing paid readership and 8% higher advertising revenue.

In April 2011 Roularta Printing will be bringing into service a new 72-page magazine press (which will replace two old presses). All printing machinery is now new and state-of-the-art. All Belgian, Dutch and French titles are now printed in-house. Besides this, an additional 30% of capacity serves for orders from third-party publishers from home and abroad.

At the same time RMG has, by reducing its net debt position, once again made room for new initiatives. The group publishes its consolidated financial statements on March 21.

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