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Roularta to finance growth with bond issue

Roularta Media Group is an international multimedia company that sets out to create value for its readers, viewers, listeners, advertising customers, employees and shareholders.

To fund its growth, as well as repay an existing loan, Roularta is planning to issue bonds via public subscription. Roularta has invited KBC Bank and Belfius Bank to assist as Joint Lead Managers and Bank Degroef as Co-Manager in this transaction.

Timing and conditions will be determined as a function of market circumstances. Further information will be communicated in due course.

Roularta is a dynamic and leading player in the publication and production of quality magazines, news and niche magazines, newspapers and freesheets, in the audiovisual media landscape and in electronic publishing.

Roularta is constantly investigating new opportunities in terms of titles, new media and marketing initiatives with which to strengthen its position in Belgium and abroad. This approach places Roularta Media Group in an outstanding position to offer advertisers a mediamix combining various channels with which to strengthen their communication.

The overall Roularta package exhibits a complementarity and balance between free newspapers and magazines, between traditional and new media, and between printed and audiovisual media.

All the group's strong brands are continuing to grow with line extensions, add-on products and events. All titles are published in print and in digital versions for PC, tablet and mobile.

The policy of diversification and vertical integration (content, advertising sales, production with the largest and most modern offset printing works in Belgium) and its multimedia approach give Roularta a flexible and anti-cyclical character and stable sales, even in difficult economic circumstances.

Quality target groups

Roularta targets quality audiences in Belgium and France with quality, content-rich magazines and news sites, and in Dutch-and French-speaking Belgium with a news TV station Kanaal Z/CanalZ.

REGULATED INFORMATION

In France, Groupe Express-Roularta (GER) groups a number of prestigious weekly and monthly magazines and a leading newssite lexpress.fr. The best-known titles are the weekly magazines L'Express and Point de Vue, the business magazines L'Expansion, L'Entreprise and Mieux Vivre Votre Argent, the lifestyle magazines Côté Sud, Ouest, Est, Paris, Maison Magazine, Maison Française, Ideat and The Good Life, the culture magazines Lire, Long Cours - a newly launched "mook" (magabook) -, Classica and Studio Ciné Live. GER is the market leader for the student world with the letudiant.fr site and some sixty student fairs every year. GER publishes newsletters, books and mooks. GER organizes fairs covering job recruitment, lifestyle, personal finance and taxation. With GER Roularta realizes a third of its sales in France.

In joint venture with the French group Bayard, Roularta is active in Belgium, the Netherlands and Germany with the monthly Plus magazine for senior citizens and, in Germany, a whole range of magazines for parents and children, home and garden.

The best-known Belgian titles are the weekly news magazines Knack, Trends and Sport/Voetbal magazine (in Dutch) and Le Vif/L'Express, Trends/Tendances and Sport/Footmagazine (in French). Also the monthly magazines Nest, Plus, Bodytalk, The Good Life, etc.

Roularta is also a leader in the Belgian B-to-B environment. In the medical world competitors De Huisarts and De Artsenkrant and other medical titles have recently been merged into ActuaMedica (50% Roularta). For the industrial world, Roularta publishes Industry Technisch Management and for the IT world Datanews.

All Roularta magazines in Belgium appear in Dutch and in French.

Roularta publishes free city magazines in Belgium and the Netherlands (Steps Magazine), France (A Nous Paris, Lille, Lyon, Marseille), Slovenia and Serbia (City Magazine).

Broad audience

Roularta aims at a broad general audience in Dutch-speaking Belgium with popular television and radio stations, with weekly freesheets, free Sunday newspapers and free magazines, and with websites for the real estate, automotive, shop and job worlds.

The Vlaamse Media Maatschappij (50% Roularta) is the market leader for TV in Flanders with VTM as a family channel, 2BE for a young male and Vitaya for a female audience, VTMKzoom for children and JIM for youth and music. Q-music and JOE fm are aimed at a modern, young radio audience.

Roularta publishes the weekly freesheet De Streekkrant, which in 50 separate editions is distributed house-to-house throughout Dutch-speaking Belgium, altogether three million copies. Every Sunday, more than 600,000 copies of De Zondag are distributed and every month some 700,000 copies of the lifestyle magazine Steps.

Further development

RMG is continuing to seek new opportunities at home and abroad to strengthen the existing portfolio with synergies and mergers.

Roularta Media Group continues to invest in profitable revenue growth through concept differentiation and innovation, and by responding to consumer and advertiser expectations.

REGULATED INFORMATION

Competitive pricing and the ability to offer quality multimedia platforms play an essential role here.

The group plans to invest heavily in the further development of its Belgian websites for classifieds ads, particularly the real estate, automotive, shop and job sites and the promo site Wikiwin.be.

RMG also wants to innovate with technical developments for the rapidly evolving media world. Mplus Group, for example, a platform that combines content and telecom services, is being developed in a joint venture between telecom operator Base and the Roularta and De Persgroep media groups. With this the user can both phone and text on the one hand and on the other consult all kinds of personalized digital and audiovisual content on smartphones and tablets. This subscriber service is a unique project that exploits the future potential of tablets and mobiles.

In order to realize these projects and to replace in 2014 a bullet loan with U.S. private equity houses, Roularta Media Group plans to go to market with **a public bond issue**. As at 30 June 2012, Roularta had a net financial debt of 91.7 million euros.

The involvement of its employees and the ongoing search for the best internal systems, cost management and synergy with partners are a guarantee for the Group's future.

ROULARTA MEDIA GROUP today: a market leader in :	
Content making	NEWS - BUSINESS - LIFESTYLE segments for quality target groups and the general public
Content distribution	Through PRINT - PC - TABLET - MOBILE - RADIO & TELEVISION and in combination with TELECOM subscription
Maximizing content value	SELLING content via NEWSSTANDS, SUBSCRIPTIONS or LOGINS and through ADVERTISING on all media
Brand Line Extensions	FAIRS & EVENTS & MERCHANDISING & E-COMMERCE.
Printing house	Top quality with continued growth

ROULARTA tomorrow: a belief in ideas, innovation and brands
• FREEPRESS: expanding local internet strength and further diversification; • NEWS MAGAZINES: becoming a frontrunner with internet news and further diversification; • BUSINESS (magazines and television): growing with LINE EXTENSIONS, EVENTS and FAIRS; • LIFESTYLE: further diversification.

REGULATED INFORMATION

STRATEGY

- Surprising concept diversification and reshaping of existing products, through continuous **INNOVATION** in new technologies.
- **GROWING THE EXISTING PORTFOLIO:**
 - Development of newssites and classified ad websites;
 - Mergers of titles to increase the financial return;
 - Acquisitions of titles to expand the portfolio and create synergies;
 - New titles to explore new markets.
- **DIVERSIFICATION**
 - Expanding brands with line extensions, plus products and events through ACQUISITIONS and INTERNAL DEVELOPMENT;
 - Search for new internet starters with VENTURES.
- **VERTICAL INTEGRATION**
 - Further technological developments in PRINTING and DIGITAL MEDIA to reduce the cost base through efficiency.

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