

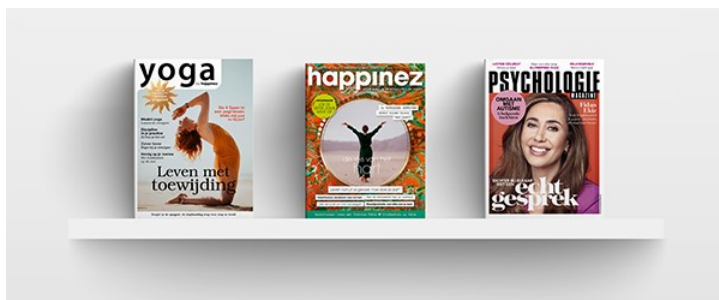


REGULATED INSIDE INFORMATION - ROULARTA MEDIA GROUP ACQUIRES WPG MEDIA, STRENGTHENING ITS MARKET POSITION IN THE NETHERLANDS

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REGULATED INSIDE INFORMATION

Roularta Media Group Acquires WPG Media, Strengthening Its Market Position in the Netherlands



Roularta Media Group NV, through its (100%) Dutch subsidiary, Roularta Media Nederland BV, has acquired all shares of WPG Media, the magazine division (and a 100% subsidiary) of WPG Uitgevers BV. With this acquisition, Roularta Media Group becomes the owner of three leading mindfulness magazine brands in the Netherlands.

Together with the 25 other magazine brands already in Roularta Media Group's portfolio in the Netherlands through its subsidiary Roularta Media Nederland (including EW, Plus Magazine, Landleven, Beleggersbelangen, Truckstar, Delicious, and their numerous line extensions), the group strengthens its position as the second-largest publisher of magazine brands in the Netherlands.

The agreement for the transfer of all shares of WPG Media was signed on September 22, subject to (i) the approval of the Works Council of Roularta Media Nederland and (ii) the consent of the Central Works Council of WPG.

The acquired magazine brands and associated activities from the WPG Media portfolio include:

- **Happinez**, the largest spirituality and happiness brand in the Netherlands for the past twenty years. It reaches over 1 million people monthly through its magazine and digital channels. Enthusiasts can also explore a well-established online shop for mindfulness products. Happinez is also licensed in France and Germany.
- **Yoga by Happinez**, a brand for yoga and healthy lifestyle enthusiasts. With an online platform offering over 400 yoga, meditation, and pilates classes and the well-known Yoga Magazine published quarterly, Yoga by Happinez reaches over 75,000 readers monthly and has more than 18,000 paying members.
- **Psychologie Magazine**, a monthly publication that makes scientific insights from psychology accessible, understandable, and applicable to everyday life for everyone. The Psychologiemagazine.nl platform provides information, inspiration, recognition, and interpretation for mental health and lifelong growth. Through the training programs of Psychologie Academy, individuals can develop life skills or find a coach. Psychologie Magazine reaches around 800,000 people monthly through digital channels and the magazine.

The acquired business has an approximate turnover of €12 million and employs 35 full-time equivalent (FTE) employees.

Erwin Van Luit, CEO of Roularta Media Nederland:

"I am delighted that we can acquire these magazine brands. Happinez, Psychologie Magazine, and Yoga Magazine are all powerful brands; I consider them gems in the magazine landscape. They complement Roularta Media Nederland's brand portfolio well. I am convinced that, through the combination with our existing brands and the integration of activities into our organization, we can achieve further development and growth."

Xavier Bouckaert, CEO of Roularta Media Group:

"With this transaction, Roularta Media Group strengthens its international expansion and brand portfolio with strong multimedia brands and impactful line extensions. The B2C revenues of these brands represent more than 90% of total revenues. Roularta Media Group's business model continues to shift from B2B to B2C revenues."

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