

Report of the general meeting of Roularta Media Group on 20 May 2025

The general meeting of Roularta Media Group NV (RMG) on 20 May 2025 approved all the items on the agenda: (i) in particular, the figures for the financial year ending 31 December 2024 and the proposal not to pay out a dividend were approved; (ii) discharge was granted to the directors and statutory auditor; (iii) the remuneration report for the financial year 2024 and (iv) the remuneration policy were also approved.

During the general meeting, the forecasts for 2025, as already transmitted in the press release concerning the 2024 figures, were also confirmed.

Based on the trend in the first three months of 2025, RMG is experiencing pressure on advertising revenue. RMG is taking into account the fact that the behaviour of advertisers is quite volatile and unpredictable. A negative development in the economic climate could have a negative influence on the expenditure of the advertisers.

RMG's digital strategy is bearing fruit, and it is successfully signing up more subscribers to digital subscriptions.

In 2025, Roularta will continue to focus on recruiting more print, digital and family subscriptions, and on sealing partnerships with strategic partners to work towards stable and sustainable growth in revenue.

Newsstand sales are evolving in line with the market trend, which is falling in both Belgium and the Netherlands.

Revenue from line extensions and events will remain more or less stable.

In the Printing Services segment, RMG also expects revenue to remain approximately stable.

With the exception of a price indexation, distribution costs for 2025 remain in line with the second half of 2024. However, there is an increase in distribution costs compared to the first half of 2024. Various internal adjustments to the distribution procedure, in combination with a tax credit, may partially compensate for the increased costs.

RMG expects stable to slightly rising costs for energy and raw materials. Nonetheless, the Group is continuing to commit to efficiency measures to counter the persistent inflation.

RMG will continue to invest in sustainability, market leadership, multimedia brands, technology and talent.

At the end of the formal part of the general meeting, the shareholders present were also given a brief explanation of the conditions of the voluntary and conditional takeover bid by Koinon NV for the shares in Roularta that are not yet in its possession. You can consult the PowerPoint presentation on the website <https://www.roularta.be/en/roularta-stock-market/takeover-bid>,

where the summary of the prospectus, response memorandum of the board of director, and the report of the independent expert can also be found.

About Roularta Media Group

Roularta Media Group (RMG) is a listed multimedia group with almost 1,200 employees and a total revenue of 320 million euros. In Belgium, RMG is the market leader in magazines in Dutch and French, and the market leader in local media with publications such as De Zondag. In the Netherlands, RMG has the second-largest portfolio of magazine brands. RMG has a hypermodern offset printing works, Roularta Printing, which serves all the major media companies in the Benelux region and the surrounding countries. RMG has powerful digital tools, such as the app 'Mijn Magazines', with a digital kiosk, a 24/24 website with input from all the editorial teams and subscriptions that are accessible to the whole family. The sustainability programme Roularta Cares makes RMG a trendsetter in the field of sustainability in the media sector. More information is available at www.roularta.be.

Contact

Xavier Bouckaert, CEO

xavier.bouckaert@roularta.be

+32 (0)51 26 61 11