



ROULARTA MEDIA GROUP
 Public Limited Company
 Meiboomlaan 33, 8800 B-Roeselare
 Kortrijk Register of Companies
 VAT BE 0434.278.896

! ONLY DUTCH POWER OF ATTORNEY FORMS ARE VALID !

Dutch power of attorney forms are the only ones that are officially accepted.
 Our foreign shareholders will be given an English or French translation for comprehensive reasons.
 However, French or English power of attorney forms will not be accepted on the general assembly.

Collective proxies, proxies by substitution, or proxies granted by financial institutions, trusts, fund managers or account-holders in the name and for the account of several shareholders have to specify: the identity of each individual shareholder, the identity of the proxy holder(s) and, for each individual shareholder, the number of shares the proxy holder will be voting with.

POWER OF ATTORNEY
ANNUAL GENERAL MEETING DD. 21 MAY 2013

The undersigned (name, first name/corporate name, corporate form)

.....

residing at

.....

or

with registered office at

.....

in accordance with its articles of incorporation duly represented by (name, first name):

.....

holder of (number) shares of Roularta Media Group NV, with registered office at 8800 Roeselare, Meiboomlaan 33, hereby appoints as authorised representative (name, first name):

..... residing at

(address)

.....



in order to represent him/her as shareholder at the annual general meeting of the above named company, which shall be held at the registered office of the company on May 21, 2013 at 11.00 a.m.

In accordance with article 548 of the Companies' Code, a request is made for instructions for exercising the voting rights concerning the various items of the agenda. In the absence of instructions from the shareholder, the authorised representative will be free to vote on the proposed items on the agenda.

Agenda and proposal for resolutions at the annual meeting:

1. Reading of the annual report with the corporate governance declaration of the board of directors.
2. Reading of the statutory auditor's report.
3. Deliberation and approval of the annual accounts at 31 December 2012 and appropriation of the profit.

Motion: The general meeting approves the annual accounts at 31 December 2012, including the motion by the board of directors not to pay out a dividend.

APPROVAL REJECTION ABSTENTION

4. Deliberation of the consolidated annual accounts and the consolidated reports for the year ending 31 December 2012.
5. Granting of discharge to the directors and the auditor.

Motion: The general meeting votes separately on a resolution to grant discharge to the directors and the statutory auditor in respect of the exercise of their duties in the 2012 financial year.

Discharge directors

NV HRV, with permanent representative Hugo Vandamme

APPROVAL REJECTION ABSTENTION

NV De Publigraaf, with permanent representative Hendrik De Nolf

APPROVAL REJECTION ABSTENTION

NV De Meiboom, with permanent representative Leo Claeys

APPROVAL REJECTION ABSTENTION

NV Fraka-Wilo, with permanent representative Lieve Claeys

APPROVAL REJECTION ABSTENTION

NV Verana, with permanent representative Caroline De Nolf

APPROVAL REJECTION ABSTENTION

NV Alauda, with permanent representative Francis De Nolf

APPROVAL REJECTION ABSTENTION



BV Carolus Panifex Holding, with permanent representative Carel Bikkers

APPROVAL REJECTION ABSTENTION

BVBA Mavac, with permanent representative Marleen Vaesen

APPROVAL REJECTION ABSTENTION

NV Pur Vie, with permanent representative Marc Verhamme

APPROVAL REJECTION ABSTENTION

Discharge auditor:

*Deloitte, Bedrijfsrevisoren BV o.v.v.e. CVBA, represented by Kurt Dehoorne
and Frank Verhaegen*

APPROVAL REJECTION ABSTENTION

6. Approval of the remuneration report.

Motion:

The general meeting approves the remuneration report for the financial year 2012.

APPROVAL REJECTION ABSTENTION

7. Remuneration board of directors.

Motion:

The general meeting approved the proposed remuneration of the board of directors for the 2013 financial year, consisting of:

- a fixed remuneration of EUR 100,000 for the Chairman of the board of directors;
- a fixed remuneration of EUR 58,500 for the Vice-chairman of the board of directors;
- a fixed remuneration of EUR 100,000 for NV De Publigraaf, represented by its permanent representative, Mr Hendrik De Nolf;
- for the other members a fixed remuneration of EUR 10,000, plus a fee of EUR 2,500 per meeting of the board of directors; for the members of the board committees (the audit committee and the appointments and remuneration committee) an additional fee of EUR 2,500 per session. The chairman of the audit committee will receive an additional fee of EUR 5,000 per meeting.

APPROVAL REJECTION ABSTENTION



To participate in all deliberations;

To participate on behalf of the undersigned in a vote on all items of the agenda;

To sign all deeds, minutes and other documents relating to this meeting;

In general do everything which should appear necessary or useful for the implementation of this power of attorney,
with promise of confirmation.

Signed at, on 2013

(Signature must be preceded by the written expression 'proxy granted'.)