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PRESS RELEASE

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Roularta Medica and UBM Medica enter joint venture

Roularta Media Group and UBM have reached agreement to combine their respective medical press activities in Belgium, Roularta Medica and UBM Medica, into a 50/50 joint venture, named ActuaMedica NV.

Roularta Media Group and UBM have decided to combine their medical press activities in Belgium, that is Roularta Medica and UBM Medica respectively, into a 50/50 joint venture, to be named ActuaMedica NV. The new joint venture commences today. Both publishing groups have opted for this formula as offering the best guarantee for a sustainable future for the medical press in our country.

In this way ActuaMedia becomes the undisputed market leader in medical communication to general practitioners, specialists, pharmacists and dentists, with a diversified and complementary range of products, ranging from print and digital editions to events, TV and other products. The new publisher is housed in the Roularta offices in Evere and is directed by Ben Houdemont, until now CEO of UBM Medica Belgium.

Pharmaceutical advertising, particularly to GPs, has been under severe pressure for several years. Uniting both publishers into a new entity makes it possible to optimize the existing offering, maintain the supply of information and reader service and enhance the service to advertisers.

ActuaMedica NV is managed as an independent entity separate from both shareholder groups. The new publisher will, however, enjoy preferential rates for printing and distribution via Roularta. A service agreement for administrative support has been signed with Roularta Media Group. ActuaMedica will in this way be able to further develop the strong position of the medical newspaper products.

REGULATED INFORMATION

MediBridge, until recently a 100% subsidiary of UBM Medica Belgium, remains a part of the UBM group, reporting to Vidal in France.

ActuaMedia's is determined to be in future more than ever the trusted communications partner for the medical community. The fact that both parents have opted to stay involved in the project is an important sign of confidence.

<u>Contact persons</u>	Ben Houdmont CEO UBM Medica	Rik De Nolf CEO Roularta Media Group
Tel.	+32 2 333 34 73	+32 51 266 323
e-mail	Ben.houdmont@ubm.com	Rik.de.nolf@roularta.be
URL	www.ubmmedica.be www.medibridge.be	www.roularta.be