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Roularta Media Group announces that the general economic situation will also affect its expected advertising revenue in the second quarter.

After a rather successful first quarter, during which turnover was approximately similar to 2011, advertising turnover has fallen compared with the same period last year. This can have an EBITDA impact of 20 to 25%.

The underlying causes of this decline in advertising revenue, which affects various media, are diverse:

- May was exceptionally a month with no normal working weeks. In both Belgium and France the month was peppered with holidays.
- May and June were marked by uncertainty on all financial markets regarding Greece and Spain, with many international companies, including banks, reining back their advertising spending.
- The European Football Championship on VRT is having a a negative effect on TV advertising for June.

Roularta expects an improvement after the summer holidays. The portfolio as it stands today points to spending rising again from September onwards."

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