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## PRESS RELEASE

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### Roularta and TWICE acquire Open Bedrijvendag

Roularta Media Group and events agency TWICE (25% Roularta) have reached agreement with conceiver and organizer Yves Lejaeghere to acquire Open Bedrijvendag and its Walloon counterpart, Journée Découverte Entreprises.

Open Bedrijvendag/Journée Découverte Entreprises ((literally: Open Companies Day), is the largest one-day event in Belgium with more than 1 million visitors, an average 450 participating companies each year and a turnover of EUR 3.6 million. Since the first Open Day in 1990 more than 7,000 companies, large and small, have opened their doors to give the public a behind-the-scenes view of their activities. Every first Sunday of October red banners and flags colour the the streets on the day that businesses open their doors to the public. Very diverse in size, sector, product range, these companies provide a unique map of economic activity in Belgium. The next open day will take place on Sunday 7 October 2012: further information on [www.openbedrijvendag.be/www.jde.be](http://www.openbedrijvendag.be/www.jde.be).

This acquisition fits perfectly with Roularta Media Group's 360° strategy. Roularta already boasts a strong business media presence with magazines Trends/Trends-Tendances (200,000 weekly readers), its Trends Top publications, websites trends.be and trendstop.be, business broadcasters Kanaal Z/Canal Z, the apps of Trends and Kanaal Z and a whole range of events such as Manager of the Year and Trends Gazelles... and fairs like 'Entreprendre' (in Brussels and Namur) and 'Ondernemen in Vlaanderen' (in Ghent). Open Bedrijvendag consolidates Roularta's market leadership in this segment.

Full service events agency TWICE is a permanent Roularta partner for organizing events & fairs. TWICE also works for various other companies and organizations such as Pinguin, de Vlaamse Architectenorganisatie, Fabricom, Batibouw, vtm, Streekfonds (King Baudouin Foundation), BMC-cycling, Instituut voor het Familiebedrijf, Red Bull, Aspiravi, Q-music, VOKA (Flemish network of enterprises) and others. With its comprehensive know-how in the events sector, the acquisition is also for TWICE a logical step in the development of the company.

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