

**EMBARGO – 31 August 2012, 17.40 CET.**

## PRESS RELEASE

31 August 2012

Under the terms of the Act of 2 May 2007 (art. 15) on disclosure of major holdings in issuers whose shares are admitted to trading on a regulated market (*Transparency law*) Roularta Media Group publishes the following information :

### Basic data

Total capital	EUR 203,225,000.00
Total number of securities conferring voting rights	13,141,123 shares
Total number of voting rights (= denominator)	13,141,123 (one voting right per share)

### Supplementary data

Total number of debentures convertible into securities conferring voting rights	none
Total number of rights, whether or not reflected by securities, to subscribe for securities conferring voting rights yet to be issued	29,713 warrants (each warrant entitles to one new share)
Total number of voting rights that may result from the exercise of such subscription rights	29,713 (one voting right per new share)
Total number of shares without voting rights	none
<b>Thresholds</b>	article 8 of the Articles of Association foresees a threshold of 3%

The modification of the denominator is the result of an increase of the social capital on January 14, 2011 following the exercise of 9,183 warrants.

NV Koinon and NV Cennini, in their capacity of persons acting in concert, who have concluded an agreement concerning the possession, the acquisition and transfer of shares, have made a definitive notification on 31/08/2012 :

- NV Koinon: 7,359,921 shares (56.01%)
- NV Roularta Media Group: 657,850 shares (5.01%)
- NV Cennini: 2,022,136 shares (15.39%)

In the aggregate: 10,039,907 shares (76.40%)

*REGULATED INFORMATION*

NV Koinon is a subsidiary of SA Alderamin, which itself is a subsidiary of Stichting Administratiekantoor Cerveteri, which is controlled by Mr. Hendrik De Nolf.

NV Cennini is a subsidiary of SA West Investment Holding, which itself is a subsidiary of Stichting Administratiekantoor Giverny, which is controlled by Mr. Leo Claeys.

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