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PRESS RELEASE

18 September 2012

Roularta goes to the capital market with a bond issue

Roularta Media Group announces today that it is to issue bonds in Belgium. The bonds will have a term of six years, expiring in 2018, and will offer a fixed annual interest of 5.125%.

Roularta Media Group is seeking to borrow at least 75 million and up to 100 million euros with this bond issue. The proceeds will serve to refinance an existing borrowing (in the form of a private bond placement), and to achieve general business objectives such as further organic growth and growth through acquisitions.

The bonds can be subscribed in tranches of 1,000 euros. The subscription period runs from 21 September 2012 (09.00 CET) to 3 October 2012 (16.00 CET), subject to early closing.

The bond issue date is 10 October 2012. An application has been made for these bonds to be listed on the regulated market of NYSE Euronext Brussels.

KBC Bank and Belfius Bank are acting as Joint Lead Managers and Joint Bookrunners for the issuance of the bond. Bank Degroof is acting as Co-Manager.

More information about this public offering may be obtained from the aforementioned financial institutions and can be found in the issue prospectus. This prospectus, which was approved on 18 September 2012 by the Financial Services and Markets Authority (FSMA), is available from the Joint Lead Managers, from the Co-manager and on the group website: www.roularta.be.

Below is a summary of the main features of the loan:

Issuer	Roularta Media Group NV
Nominal amount per bond	EUR 1,000.
Form and status	Unsubordinated dematerialized securities
Subscription period	From 21 September 2012 at 09.00 CET to 3 October 2012 at 16.00 CET (subject to early closing)
Allocation	The prospectus contains detailed provisions on the allocation of the bonds and the reduction of subscriptions in the event of oversubscription
Issue Date	10 October 2012
Interest	5.125% annually on 10 October
Issue Price	101.875% of the nominal amount (for retail investors)
Gross actuarial yield	4.758% (annualized) based on the issue price of 101.875%

REGULATED INFORMATION

Scheduled redemption date	10 October 2018 (subject to early repayment, as described in the issue conditions)
Redemption at maturity	100%

About Roularta Media Group

Roularta Media Group is a multimedia company with 2,800 employees and a consolidated turnover of 730 million euros, operating in Belgium, France, Netherlands, Germany, Slovenia and Serbia. It disposes of a diversified portfolio with unique news, business, sports, lifestyle and special interest magazines, newspapers, freesheets, newsletters, websites, radio, television and events. Roularta Media Group is listed on Euronext Brussels. For further information: www.roularta.be.

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Important Information

The features of the offering given above are only a summary of the terms and conditions of the bonds. Before making an investment decision and entering into a transaction relating to the bonds, investors need to be satisfied that they correctly understand the transaction and are able to make an independent assessment of the appropriateness of the transaction in the light of their objectives. Investors must satisfy themselves that they have sufficient information available with respect to the issuer and the securities before investing in the bonds. In making their investment decision, investors should consider the information contained in the prospectus, including the risk factors described on pages 26 and following, and not just this announcement.

This announcement should not be construed as an offer or a solicitation of offers in any jurisdiction where such an offer would be illegal (failure to comply with registration requirements or not meeting the relevant conditions for exemption from registration requirements).

This announcement is not for distribution, directly or indirectly, in the United States of America, Canada, Japan or Switzerland or any other jurisdiction where such distribution would be unlawful. The bonds are not being offered in the United States.

In the European Economic Area (except Belgium), this announcement is directed only at qualified investors as defined in European Directive 2003/71 (as amended).