



## PRESS RELEASE

19 February 2013

---

### Roularta in France

Groupe Express Roularta (100% Roularta Media Group) today announced today in Paris that it is introducing a social (i.e. redundancy) plan (PES or Plan de Sauvegarde de l'Emploi). The intention is to reduce the group's wage bill in France by around 10% through reorganization and restructuring.

This intervention is made necessary by the general economic situation, which has produced a decline in advertising revenues, the difficulties associated with distribution of the magazines in France (the problems of Presstalis, that is restructuring many years too late, with strikes and sabotage of distribution as a result) and rising postage and other costs.

Priority is being given to a plan based on voluntary departures. But in some cases, the organization would be definitively adjusted.

This applies in particular to magazine L'Entreprise. L'Entreprise readers are opting clearly to receive their news via the Internet and the L'Entreprise website is a success. It has been decided to invest further in the web edition and end the print publication.

In addition, the home and decoration magazines Maison Française and Maison Magazine would be merged into a big new title "Maison Française Magazine", which immediately becomes the market leader with a strong subscription portfolio.

At the same time the group is to invest further in France in:

- The further expansion of the e-CRM database. This will permit better profiling of data files, better subscription acquisition and subscriber loyalty activities, and the development of e-commerce.
- The further development of the digital versions of all magazines for tablets and mobiles.
- Diversification around all brands through events, fairs etc.

## REGULATED INFORMATION

- The taking of a 12.5% shareholding with Le Monde and Le Figaro, in Media Kiosk (besides the Decaux group), the thriving postering company that places press in Paris and other major French cities.
- New student fairs and students services such as the Channel Progress online study assistance system (through a 34% participating interest).
- A new "Entreprendre - Travail et Emploi" fair, modelled on Roularta's Belgian "Ondernemen – Entreprendre" fair.
- Taking shareholdings, via L'Express Ventures, in start-up internet companies which exploit the group's media power.
- New formulas for various magazines, including L'Express, that celebrates its 60th anniversary this spring.

Thanks to the magazines' stable subscription bases, the new initiatives, and the further diversification and restructuring, Roularta Media Group is confident in the future of Groupe Express Roularta. Given the impact of the social plan, which is inevitable with the economic situation and the structural changes in the media landscape, the company has launched an information-consultation procedure with the social partners.

Contact persons	Jan Staelens, CFO	Rik De Nolf, CEO
Tel	+32 51 266 326	+ 32 51 266 323
Fax	+32 51 266	+ 32 51 266 593
E-mail	Jan.staelens@roularta.be	<a href="mailto:rik.de.nolf@roularta.be">rik.de.nolf@roularta.be</a>
Website	<a href="http://www.roularta.be">www.roularta.be</a>	