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## **PRESS RELEASE**

**27 May 2013**

### **Roularta takes 35% shareholding in Yellowbrick**

Roularta Media Group, the Rauwers Group and Brick Parking announce that they have together created the company Yellowbrick België, with Roularta owning 35% of the shares.

Yellowbrick facilitates "mobile parking" on the street or in (underground) car parks. With an innovative and extremely easy-to-use app, any Yellowbrick user can report his/her arrival and departure via a simple smartphone click. Payment is collected once a week for private customers and once a month for business customers.

Yellowbrick was developed in 2006 by the Dutch company Brick Parking, which is one of the co-founders of Yellowbrick België. Brick Parking has built a leading position in city parking and traffic management in the Netherlands, by developing automated parking controls using hand-held computers or scanning equipment, along with parking and traffic control systems.

The advantages of Yellowbrick are obvious:

- A user will never over-pay (if using the car park for shorter periods than anticipated).
- No need to carry change.
- Yellowbricks ease of use reduces the number of parking fines.
- Users receive precise and easy-to-understand invoices.
- A Yellowbrick account can manage parking for several cars at once, particularly useful for businesses.
- Excellent reporting and management tools for fleet managers.

The Rauwers Group, that provides the daily management of Yellowbrick in Belgium, is also active in managing and archiving digital tachograph data for trucks, in priority/non-priority vehicle signalling, control equipment (speed limiters, alcohol control, etc.) and parking management (parking meters) for cities and municipalities. The Rauwers Group operates in Belgium, France and Germany.

This shareholding fits perfectly into Roularta Media Group's multimedia strategy to develop further activities in the mobile market. Roularta already has a strong presence in this market, including the apps it has developed for its magazine and newspaper brands (Knack, Le Vif, Trends, Trends-Tendances, Sports Voetbal/Foot Magazine, Krant van West-Vlaanderen). This shareholding also takes it into developing service apps.

REGULATED INFORMATION

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