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Roularta takes 32% holding in Proxistore

Roularta Media Group announces that it has taken a shareholding of 32% in the capital of SA Proxistore (with an option to increase its participation to 50%). Specializing in geo-localized online advertising, Proxistore SA was born from the split of advertising management company Beweb Regie, which has been active on the Internet since 1995.

This new shareholding has the effect of diluting the holdings of the founding shareholders led by Bruno Van Boucq (CEO) to 57% and that of IPM Group to 11%.

Proxistore is the Belgian market leader in local digital advertising on the internet. With its own surfer geolocation engine, Proxistore allows local advertisers to be present effectively on high traffic websites while allowing the latter to earn a higher return on their audiences. The commercial launch in Belgium took place in the fourth quarter of 2011, with positive results for the local points of sale of advertisers such as MediaMarkt, Lunch Garden, Seat, Mobistar, Belfius, Deutsche Bank, ING, etc. Proxistore represents in Belgium an audience of 5 million surfers, or almost 8 Belgians (12+) out of 10. To be able to offer such a large local audience, Proxistore collaborates in particular with the websites of large Media groups like Roularta (knack.be, levif.be, trends.be,...), IPM (dh.be, lalibre.be,...), Corelio (destandaard.be, hetnieuwsblad.be, lavenir.be, Vroom.be,...), RTL Belgium (rtl.be, belrtl.be, radiocontact.be,...), Lagardère (doctissimo.be, psychologies.be,...), and others.

Proxistore is the only Belgian company included in the 2013 "Red Herring Top 100", a ranking of innovative European start-ups showing the greatest potential for change and growth.

Proxistore is currently present in Germany. From September next it will be on the French digital market.

Proxistore has a triple focus:

- a concept: 'web-to-store'. Offering the power of the Internet to attract customers into physical stores;

- a technology. Thanks to its geolocation engine developed by its own engineers, Proxistore can legally locate surfers with extreme precision, regardless of the connection, the browser, and the device they use to surf;
- a virtuous economic model that allows online publishers to earn more from their audiences via a large number of local advertisers.

With this investment, Roularta Media Group is continuing the development of its 360° strategy. Roularta is already highly active in the local advertising market through free newspapers De Streekkrant (distribution: 2,539,813 copies), De Zondag (distribution: 586,951 copies), Steps (distribution: 710,127 copies), Tam-Tam, etc, the vlan.be website for classified ads (immovlan, autovlan), streekpersoneel.be (classified jobs), as a Google reseller (Adwords, etc) and as an events organizer (such as Steps Shopping Days). In this way Proxistore strengthens Roularta's leadership in this segment, with Roularta also becoming Proxistore's official reseller in Flanders.

Rik De Nolf, CEO of Roularta: "Roularta is already very much present on the digital advertising market as a Google reseller, and through this strategic investment will be involved in the development of the impressive and award-winning Proxistore's technology".

Bruno Van Boucq, founder and CEO of Proxistore: "Our entire team welcomes the partnership with Roularta which allows us to consolidate our national position as well as accelerate our international expansion. The added value of Roularta at local and international levels is undeniable for us."

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