

## R O U L A R T A M E D I A G R O U P ' S M I S S I O N

Roularta Media Group, as a multimedia company, sets out to create value for its readers, viewers, listeners, advertising customers, employees and shareholders.

## R O U L A R T A M E D I A G R O U P ' S S T R A T E G Y

Roularta Media Group is resolved to be a dynamic and leading publisher and printer of news and niche magazines, newspapers and freesheets, and a key player in audiovisual media and electronic publishing.

For the wider public RMG produces freesheets, open network TV, radio and the easy.be internet site.

For special target groups RMG produces quality magazines, a TV news station and content-rich portal sites.

Roularta Media Group is constantly looking for opportunities with new titles, marketing initiatives and new media to strengthen its position in Belgium and abroad.

This approach places Roularta Media Group in an outstanding position to offer advertisers a multi-channel mediamix to strengthen their communication.

The group is striving for a balanced complementarity between freesheets and magazines, between new and traditional media, and between print and radio/TV.

At the same time a policy of vertical integration (content, advertising sales, production) and multimedia approach increases flexibility and reduces exposure to economic cyclicality.

Roularta Media Group is committed to a policy of alliances, and has created joint ventures in various fields with domestic and foreign partners that have built up solid positions in their own market sectors and possess extensive experience in their fields of activity.

Income statement		IFRS				EVOLUTION
		2002	2003	2004	2005	
IN THOUSANDS OF EUROS						
Sales	423,918	437,613	499,164	493,238	- 1.2%	
<b>Operating profit (EBIT)</b>	<b>27,491</b>	<b>43,634</b>	<b>46,344</b>	<b>38,553</b>	<b>- 16.8%</b>	
Net finance costs	-1,739	-2,335	-1,589	-1,342	- 15.5%	
Depreciation on consolidation goodwill	-6,483					
Extraordinary result	-4,565					
<b>Operating profit after net finance costs</b>	<b>14,704</b>	<b>41,299</b>	<b>44,755</b>	<b>37,211</b>	<b>- 16.9%</b>	
Income taxes	-11,623	-15,436	-16,835	-14,882	- 11.6%	
<b>Net profit of the consolidated companies</b>	<b>3,081</b>	<b>25,863</b>	<b>27,920</b>	<b>22,329</b>	<b>- 20.0%</b>	
Share in the profit of the companies accounted for using the equity method	-87	260	324	3	- 99.1%	
Minority interests	184	-556	-1,011	-139	- 86.3%	
<b>Net profit</b>	<b>3,178</b>	<b>25,567</b>	<b>27,233</b>	<b>22,193</b>	<b>- 18.5%</b>	
<b>Net profit - margin</b>	<b>0.7%</b>	<b>5.8%</b>	<b>5.5%</b>	<b>4.5%</b>		
EBITDA	46,836	59,530	64,850	56,034	- 13.6%	
EBITDA - margin	11.0%	13.6%	13.0%	11.4%		
EBIT	27,491	43,634	46,344	38,553	- 16.8%	
EBIT - margin	6.5%	10.0%	9.3%	7.8%		
<b>Net current profit (1)</b>	<b>14,090</b>	<b>26,970</b>	<b>28,690</b>	<b>22,331</b>	<b>- 22.2%</b>	
<b>Current cash flow (2)</b>	<b>33,435</b>	<b>42,448</b>	<b>46,014</b>	<b>39,674</b>	<b>- 13.8%</b>	

(1) Net current profit = net profit + impairment losses on titles and goodwill + restructuring costs, net of taxes.

(2) Current cash flow = net current profit + depreciation of intangible and tangible assets, write-downs and provisions.

## Consolidated key figures

Balance sheet	IFRS				
	2002	2003	2004	2005	EVOLUTION
IN THOUSANDS OF EUROS					
Non current assets	112,857	198,602	220,728	274,242	+ 24.2%
Current assets	232,383	206,912	218,438	236,810	+ 8.4%
Balance sheet total	345,240	405,514	439,166	511,052	+ 16.4%
Equity - Group's share	122,910	177,266	200,089	215,616	+ 7.8%
Equity - minority interests	9,229	13,675	14,618	13,297	- 9.0%
Liabilities	208,565	214,573	224,459	282,139	+ 25.7%
Liquidity (3)	1.3	1.3	1.3	1.1	- 15.4%
Solvency (4)	35.6%	47.1%	48.9%	44.8%	- 8.4%
Net financial debt	19,270	22,643	12,243	39,985	+ 226.6%
Gearing (5)	15.7%	11.9%	5.7%	17.5%	+ 207.0%
Return on equity (6)	2.6%	14.4%	13.6%	10.3%	- 24.3%

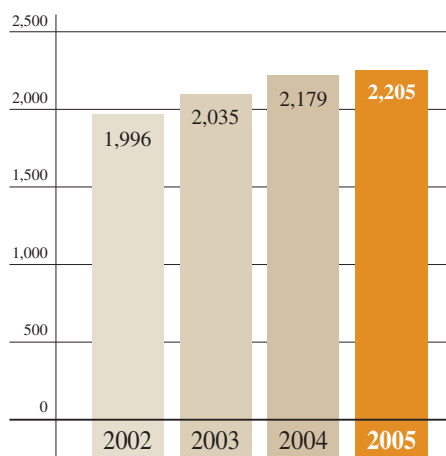
(3) Liquidity = current assets / current liabilities.

(4) Solvency = equity (Group's share + minority interests) / balance sheet total.

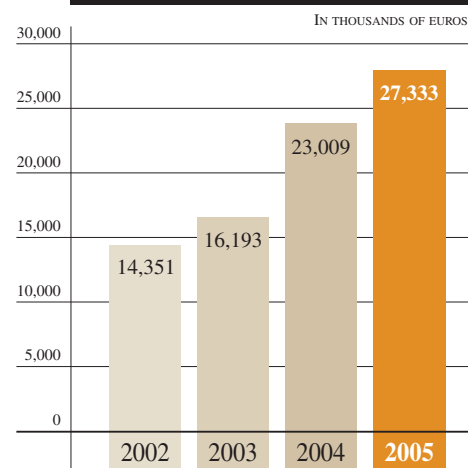
(5) Gearing = net financial debt / equity (Group's share + minority interests).

(6) Return on equity = net profit / equity (Group's share).

Personnel at year end



Investments



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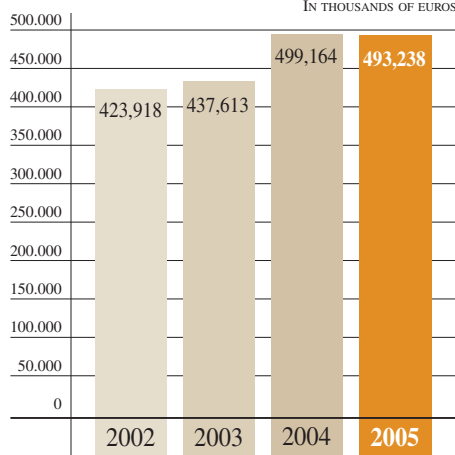
# General survey

consolidated key figures

R O U L A R T A M E D I A G R O U P

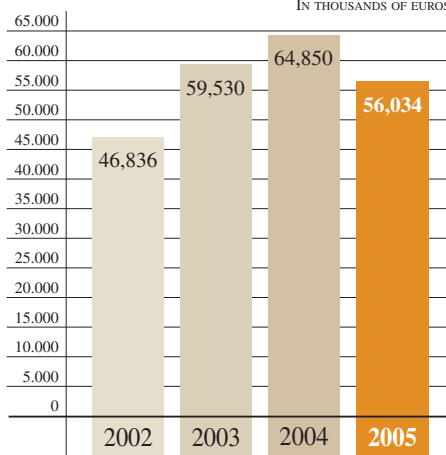
**Sales**

IN THOUSANDS OF EUROS



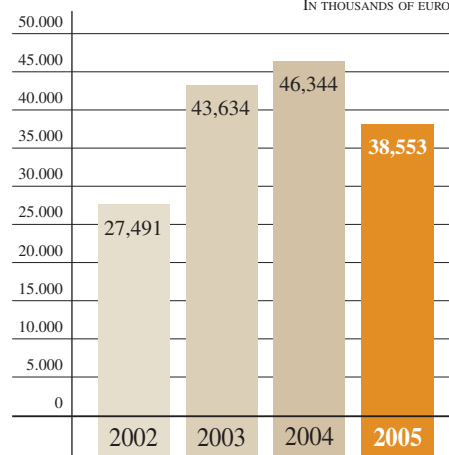
**EBITDA**

IN THOUSANDS OF EUROS



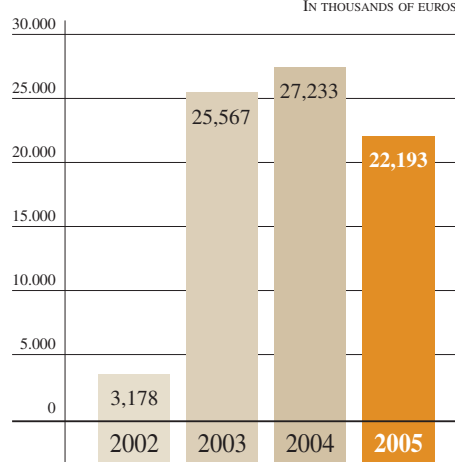
**EBIT**

IN THOUSANDS OF EUROS



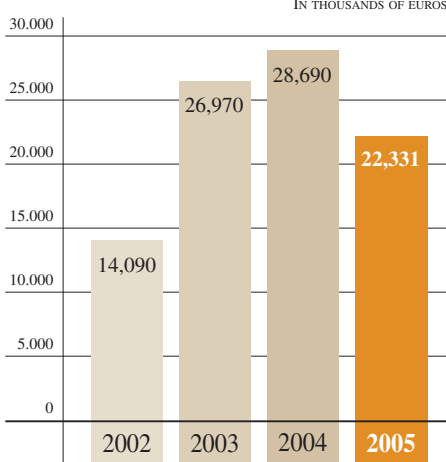
**Net profit**

IN THOUSANDS OF EUROS



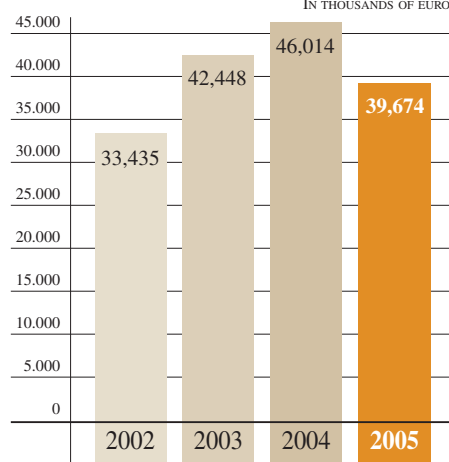
**Net current profit**

IN THOUSANDS OF EUROS



**Current cash flow**

IN THOUSANDS OF EUROS



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# Highlights per share

R O U L A R T A M E D I A G R O U P

Highlights per share <sup>(1)</sup>

IN EURO	2002	2003	2004	2005
Equity - Group's share	12.84	18.74	20.76	22.26
EBITDA	4.89	6.29	6.73	5.78
EBIT	2.87	4.61	4.81	3.98
Net profit	0.33	2.70	2.83	2.29
Net profit after dilution		2.66	2.76	2.25
Net current profit	1.47	2.85	2.98	2.31
Current cash flow	3.49	4.49	4.77	4.10
Gross dividend	0.40	0.50	0.75	0.75
<b>Price/Earnings (P/E) (2)</b>	<b>16.61</b>	<b>12.98</b>	<b>17.05</b>	<b>22.62</b>
<b>Price/Cash flow (P/CF) (3)</b>	<b>7.00</b>	<b>8.25</b>	<b>10.63</b>	<b>12.73</b>
Number of shares at 31/12	9,589,029	9,884,986	9,928,611	9,956,961
Weighted average number of shares	9,572,468	9,459,960	9,638,716	9,687,603
Weighted average number of shares after dilution		9,623,395	9,873,900	9,881,386
Highest share price	24.65	39.00	52.05	61.95
Share price at year-end	24.45	37.00	50.75	52.15
Market capitalisation in mill. EUR at 31/12	234.45	365.74	503.88	519.26
Yearly volume in million EUR	29.76	32.95	82.06	119.59
Yearly volume in number	1,435,914	1,130,821	1,787,219	2,349,284

(1) On the basis of the weighted average number of shares.

(2) Earnings = net current profit.

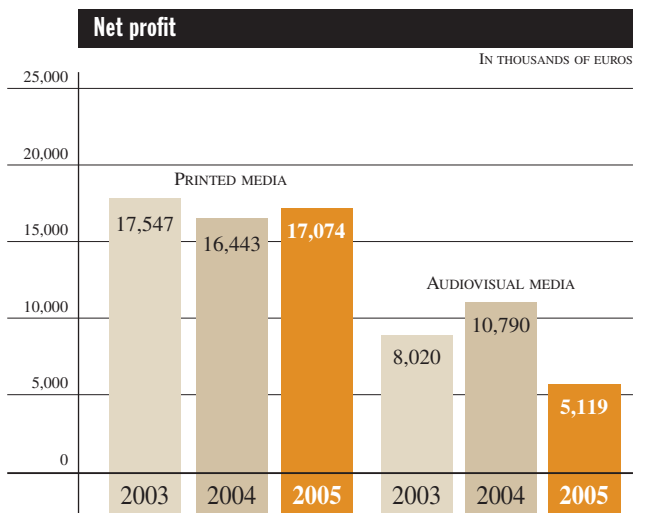
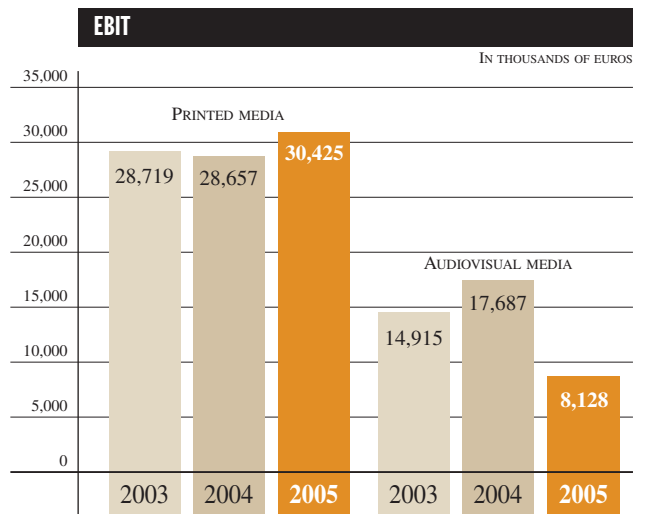
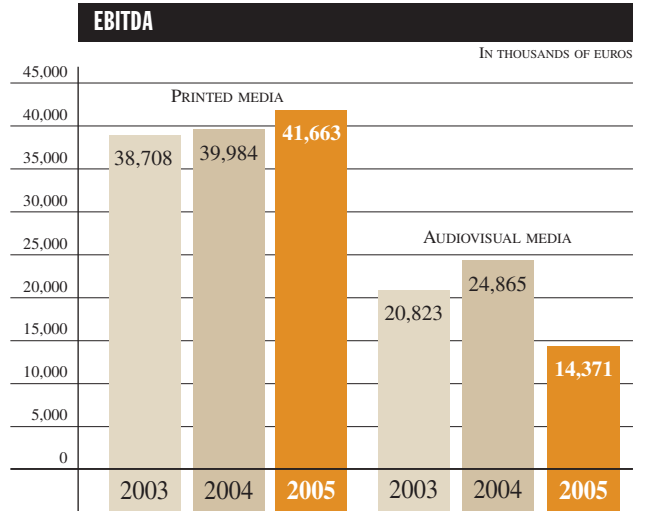
(3) Cash flow = current cash flow.

IN THOUSANDS OF EUROS	PRINTED MEDIA			
	2003	2004	2005	EVOLUTION
Sales	291,204	331,656	339,391	+2.3%
<b>Operating profit (EBIT)</b>	<b>28,719</b>	<b>28,657</b>	<b>30,425</b>	<b>+6.2%</b>
Net finance costs	-1,286	-1,010	-859	-15.0%
<b>Operating profit after net finance costs</b>	<b>27,433</b>	<b>27,647</b>	<b>29,566</b>	<b>+6.9%</b>
Income taxes	-9,317	-10,655	-12,087	+13.4%
<b>Net profit of the consolidated companies</b>	<b>18,116</b>	<b>16,992</b>	<b>17,479</b>	<b>+2.9%</b>
Share in the profit of the companies accounted for using the equity method	23	0	8	
Minority interests	-592	-549	-413	-24.8%
<b>Net profit</b>	<b>17,547</b>	<b>16,443</b>	<b>17,074</b>	<b>+3.8%</b>
<b>Net profit - margin</b>	<b>6.0%</b>	<b>5.0%</b>	<b>5.0%</b>	
EBITDA	38,708	39,984	41,663	+4.2%
EBITDA - margin	13.3%	12.1%	12.3%	
EBIT	28,719	28,657	30,425	+6.2%
EBIT - margin	9.9%	8.6%	9.0%	
<b>Net current profit</b>	<b>18,950</b>	<b>17,900</b>	<b>17,212</b>	<b>-3.8%</b>
<b>Current cash flow</b>	<b>28,521</b>	<b>28,045</b>	<b>28,312</b>	<b>+1.0%</b>



## Key figures by division

AUDIOVISUAL MEDIA			
2003	2004	2005	EVOLUTION
153,134	174,270	161,168	-7.5%
<b>14,915</b>	<b>17,687</b>	<b>8,128</b>	<b>-54.0%</b>
-1,049	-579	-483	-16.6%
<b>13,866</b>	<b>17,108</b>	<b>7,645</b>	<b>-55.3%</b>
-6,119	-6,180	-2,795	-54.8%
<b>7,747</b>	<b>10,928</b>	<b>4,850</b>	<b>-55.6%</b>
237	324	-5	-101.5%
36	-462	274	-159.3%
<b>8,020</b> 5.2%	<b>10,790</b> 6.2%	<b>5,119</b> 3.2%	<b>-52.6%</b>
20,823 13.6%	24,865 14.3%	14,371 8.9%	-42.2%
14,915 9.7%	17,687 10.1%	8,128 5.0%	-54.0%
<b>8,020</b> <b>13,928</b>	<b>10,790</b> <b>17,968</b>	<b>5,119</b> <b>11,362</b>	<b>-52.6%</b> <b>-36.8%</b>



	NEWSPAPERS	FRESHEETS	BOOKS AND ANNUALS
Group structure at 31 December 2005	100% West-Vlaamse Media Groep	80% De Streekkrant-De Weekkrantgroep	100% Roularta Books
		Tam-Tam 100%	50% Academici Roularta Media
		Drukkerij Leysen 100%	65% Follow The Guide
		Automatch 100%	Media Office 100%
		Zeeuws Vlaams Mediabedrijf (NL) 51%	100% Hippos Vademecum (in liquidation)
		100% Algo Communication (F)	50% Cap Publishing
		100% A Nous Province (F)	
		99.59% A Nous Paris (F)	
		79.59% Mestne Revije (SI)	
		40% Publiregioes (PT)	

# Roularta Media Group

	MAGAZINES	SERVICES	TV & RADIO	INDUSTRY
	<b>100%</b> Sportmagazine	<b>100%</b> Roularta Publishing	<b>50%</b> Vlaamse Media Maatschappij	<b>75.66%</b> Roularta Printing
	<b>100%</b> Press News	<b>100%</b> Roularta Management	Paratel <b>100%</b>	<b>74.67%</b> Vogue Trading Video
	<b>100%</b> Biblio-Roularta Medica	Roularta IT-Solutions <b>100%</b>	Belgian Business Television <b>100%</b>	
	<b>50%</b> Le Vif Magazine	Regie De Weekkrant <b>100%</b>	<b>100%</b> @-Invest	
	<b>50%</b> Himalaya	<b>100%</b> Style Magazine (NL)	<b>50%</b> Eye-d <b>50%</b>	
	<b>50%</b> Senior Publications	<b>50%</b> First Media	<b>50%</b> Regionale Media Maatschappij	
	Grieg Media (N) <b>100%</b>	<b>29.91%</b> Repropress	<b>50%</b> De Woonkijker	
	<b>50%</b> Senior Publications Nederland (NL)	<b>20.05%</b> Febelma Regie	<b>33.33%</b> Regionale TV Media	
	50+ Beurs & Festival (NL) <b>50%</b>	<b>19%</b> Eurocasino	<b>15%</b> S.T.M. (F)	
	<b>50%</b> Belgomedia			
	Senior Publications Deutschland GmbH & Co KG (D) <b>100%</b>	Bayard Media Verwaltungs GmbH (D) <b>50%</b>		
	Senior Publications Verwaltungs GmbH (D) <b>100%</b>	Bayard Media GmbH & Co KG (D) <b>50%</b>		
	<b>50%</b> Art de Vivre Editions (F)			
	<b>100%</b> Studio Press (F)			
	Band A Part (F) <b>100%</b>			
	DMB Balm (F) <b>100%</b>			
	Studio Press LTD (GB) <b>100%</b>			
	<b>100%</b> Roularta Media France (F)			
	<b>1.86%</b> Côté Maison (F) <b>48.14%</b>	Studio Participations (F) <b>100%</b>		
	<b>100%</b> Editions Côté Est (F)	Studio Magazine (F) <b>100%</b>	Point de Vue (F) <b>100%</b>	
	<b>100%</b> Cotexpo (F)	Cavenne SAS Editeurs (F) <b>100%</b>	Belgifrance Communication (F) <b>100%</b>	
	<b>15.39%</b> Cyber Press Publishing (F)		Régies et Services Cavenne (F) <b>100%</b>	

Board of directors



**Baron Hugo Vandamme**



**Rik De Nolf**



**Leo Claeys**



**Lieve Claeys**



**Caroline De Nolf**



**Iwan Bekaert**



**Jean Pierre Dejaeghere**



**Clement De Meersman**



**Dirk Meeus**

# Board of directors and management team

## **Baron Hugo Vandamme**

permanent representative of HRV NV  
Eden Roc, Fairybankhelling, 8670 Oostduinkerke  
Independent director  
Chairman - 2009

## **Rik De Nolf**

permanent representative of De Publigraaf NV  
Krasselhoekstraat 12, 8890 Moorslede  
Managing director - 2010

## **Leo Claeys**

permanent representative of De Meiboom NV  
Meiboomlaan 110, 8800 Roeselare  
Non-executive director  
Vice-chairman - 2010

## **Lieve Claeys**

permanent representative of Fraka-Wilo NV  
Kasteelhoekstraat 1, 8800 Roeselare  
Executive director - 2008

## **Caroline De Nolf**

Meiboomlaan 110, 8800 Roeselare  
Non-executive director - 2008

## **Iwan Bekaert**

Ph. de Denterghemlaan 32, 9831 St.-Martens-Latem  
Non-executive director - 2006

## **Jean Pierre Dejaeghere**

Oude Iepersstraat 43, 8870 Izegem  
Executive director - 2006

## **Clement De Meersman**

permanent representative of Clement De Meersman BVBA  
Leffingstraat 17, 8000 Brugge  
Independent director - 2009

## **Dirk Meeus**

Sint-Christinastraat 17, 9200 Dendermonde  
Independent director - 2009

## **Audit committee**

**Clement De Meersman** Chairman  
**Leo Claeys**  
**Dirk Meeus**

## **Appointments and remuneration committee**

**Baron Hugo Vandamme** Chairman  
**Rik De Nolf**  
**Leo Claeys**  
**Dirk Meeus**

## **Management team**

<b>Rik De Nolf</b>	Chairman
<b>Jean Pierre Dejaeghere</b>	Financial and administrative director
<b>Eddy Brouckaert</b>	Director newspapers
<b>Jan Daniëls</b>	Director human resources
<b>Erwin Danis</b>	Director premedia
<b>Hugues De Waele</b>	Director foreign media
<b>Alain Guillemyn</b>	Director IT
<b>William Metsu</b>	Director printing
<b>Dirk Vandekerckhove</b>	Director magazines
<b>Jan Van Lindt</b>	Director freesheets
<b>Dirk Van Roy</b>	Director projects and processes
<b>Mieke Verhelst</b>	Director national advertising

## INTRODUCTION

Roularta Media Group, as a multimedia company, sets out to create value for its readers, viewers, listeners, advertising customers, employees and shareholders.

In the light of this task Roularta Media Group subscribes to the principles set out in the Belgian Corporate Governance Code of 9 December 2005. The 'best practices' with regard to proper company management, which Roularta Media Group has already applied in the past, have been extended by the principles of the Belgian Corporate Governance Code and laid down in the Corporate Governance Charter approved by the board of directors on 18 November 2005.

The board of directors of NV Roularta Media Group feels that by adhering as closely as possible to the principles set out in the Corporate Governance Charter, it is contributing to a more efficient, transparent administration and a better risk and control management of the company. Thanks to this more efficient, transparent administration and good risk and control management, the board can achieve its aim of maximizing value for shareholders, stakeholders and also institutional investors.

The Corporate Governance Charter published on the company's website (1) contains:

- a description of the company's corporate governance structure, with the internal rules of the board of directors;
- the policy adopted by the board of directors for transactions and other contractual links between the company, including its associated companies, and its directors and members of the executive management staff not covered by the conflict of interests rules;
- the remuneration policy for the members of the board of directors and executive management;
- the measures that the company has introduced to comply with EC Directive 2003/6 concerning trading with prior knowledge and market manipulation (market abuse);

- the internal rules of the audit committee;
- the internal rules of the appointments and remuneration committee;
- the internal rules of the executive management (role and responsibilities of the CEO and management team).

In this chapter of the annual report, the board of directors will provide more factual information, also in accordance with annex F to the Belgian Corporate Governance Code, regarding corporate governance, including any changes in the company's corporate governance policy, the appointment of new directors, the appointment of members to board committees and the annual remuneration of members of the board of directors and members of the executive management.

## COMPOSITION AND REPORT OF THE BOARD OF DIRECTORS AND THE PERSONAL ATTENDANCE RATIO OF ITS MEMBERS

The board of directors of NV Roularta Media Group consists of nine members:

- six directors representing the reference shareholder, in accordance with the proposal rights under the articles of association: Mr Rik De Nolf, permanent representative of NV De Publigras (2010), Mr Leo Claeys, permanent representative of NV De Meiboom (2010), Ms Lieve Claeys (2008), Ms Caroline De Nolf (2008), Mr Iwan Bekaert (2006), and Mr Jean Pierre Dejaeghere (2006).

Ms Lieve Claeys resigned from her office of director on 1 July 2005. In accordance with article 15 of the articles of association, the board decided to co-opt NV Fraka-Wilo, with Ms Lieve Claeys as its permanent representative, as director. A proposal will be put forward to the general meeting to confirm this appointment.

- Three independent directors, each of them holding an executive corporate position: Mr Clement De Meersman, permanent representative of BVBA Clement De Meersman (2009) and managing director

*The board of directors met eleven times in the past year.*

	04/02/05	21/02/05	11/03/05	19/03/05	11/04/05	13/05/05	24/06/05	02/09/05	18/11/05	22/11/05	23/12/05
<b>Baron Hugo Vandamme</b>	P	P	P	P	P	P	P	P	P	P	P
<b>Rik De Nolf</b>	P	P	P	P	P	P	P	P	P	P	P
<b>Leo Claeys</b>	P	P	P	E	P	P	P	P	P	P	P
<b>Lieve Claeys</b>	P	P	P	E	P	P	P	E	P	P	P
<b>Caroline De Nolf</b>	P	P	P	E	P	P	P	P	P	E	P
<b>Iwan Bekaert</b>	E	P	P	P	P	P	E	P	P	P	P
<b>Jean Pierre Dejaeghere</b>	P	P	P	P	P	P	P	P	P	P	P
<b>Clement De Meersman</b>	P	P	P	P	E	P	P	P	P	P	P
<b>Dirk Meeus</b>	P	P	P	P	P	E	P	P	P	P	P

P = present E = excused

(1) [www.roularta.be/en/investor\\_info](http://www.roularta.be/en/investor_info)

of NV Deceuninck, Mr Dirk Meeus (2009), partner of Allen & Overy LLP, and Baron Hugo Vandamme, permanent representative of NV HRV (2009), chairman of the board of directors of NV Kinopolis Group.

The board of directors met eleven times in the past year. The greater frequency of board meetings is attributable to inter alia the different acquisitions, including those completed in France in the past year. In addition, the customary and scheduled meetings of the board of directors were held to discuss the company's results and the annual meetings for considering the multi-year plan and budget for the following financial year.

Six board meetings are scheduled for 2006.

## COMPOSITION AND REPORT OF THE AUDIT COMMITTEE AND INDIVIDUAL ATTENDANCE OF ITS MEMBERS

The audit committee is formed, in accordance with the Belgian Corporate Governance Code, of exclusively non-executive directors (3), including two independent directors.

The audit committee met five times in 2005. During these meetings, the audit committee has monitored the integrity of the company's financial information and supervised the activities of the internal and external auditors, and where considered necessary, the audit committee made recommendations on this to the board of directors.

By invitation of the chairman, the audit committee was attended by the auditor (Deloitte Bedrijfsrevisoren BV o.v.v.e. CVBA, represented by Mr Jos Vlaminckx), Mr Jean Pierre Dejaeghere (CFO) and the internal auditor.

*The audit committee met five times in 2005.*

	09/03/05	11/05/05	31/08/05	16/11/05	21/12/05
<b>Clement De Meersman</b>	P	P	P	P	P
<b>Leo Claeys</b>	P	P	E	P	E
<b>Dirk Meeus</b>	P	P	P	P	P

*P = present E = excused*

## COMPOSITION AND REPORT OF THE APPOINTMENTS AND REMUNERATION COMMITTEE AND INDIVIDUAL ATTENDANCE OF ITS MEMBERS

The board has decided to entrust implementation of the fourth (*the company has a rigorous, transparent procedure for appointing and assessing its board and its members*) and seventh principle (*the company remunerates directors and members of the executive management in an equitable and responsible way*) of the Belgian Corporate Governance Code to a committee, namely the *appointments and remuneration committee*. Roularta Media Group here departs from the Belgian Corporate Governance Code, which provides for two separate committees. However, the board of directors feels that the appointment and remuneration of directors and members of the executive management are matters that are very closely interlinked, so that they can be dealt with by the same committee without any problem. Having regard also to the busy agenda of all directors, there is good reason for combining these two remits within one committee.

Departing from the Belgian Corporate Governance Code, the board of directors decided to make the CEO a member of the committee. The reason for this divergent composition is that the committee must in principle consider the recruitment and remuneration policy for members of the executive management, namely matters where the CEO's opinion, which closely follows that of the executive management, is very valuable.

The appointments and remuneration committee met twice during 2005. The appointments and remuneration committee analysed the Belgian Corporate Governance Code in 2005 and considered in detail whether there was correspondence between the corporate government practices within Roularta Media Group and the Code. A draft Corporate Governance Charter was drawn up, which was then submitted to the board of directors for approval.

*The appointments and remuneration committee met twice during 2005.*

	11/01/05	16/11/05
<b>Baron Hugo Vandamme</b>	P	P
<b>Rik De Nolf</b>	P	P
<b>Leo Claeys</b>	P	P
<b>Dirk Meeus</b>	P	P

*P = present E = excused*

## COMPOSITION OF EXECUTIVE MANAGEMENT

The Chief Executive Officer together with the Company's management team forms NV Roularta Media Group's executive management. The following positions are part of NV Roularta Media Group's management team:

■ Financial and administrative director (CFO)
■ Director newspapers
■ Director human resources
■ Director premedia
■ Director foreign media
■ Director IT
■ Director printing
■ Director magazines
■ Director freesheets
■ Director projects & processes
■ Director national advertising

In principle, the management team meets monthly on the basis of a previously fixed calendar. Additional meetings can be convened at any time on the initiative of the Chief Executive Officer. Each member of the management team may put forward agenda items for meetings.

## POLICY CONCERNING TRANSACTIONS AND OTHER CONTRACTUAL LINKS BETWEEN THE COMPANY, INCLUDING ASSOCIATED COMPANIES, AND ITS DIRECTORS AND MEMBERS OF THE EXECUTIVE MANAGEMENT NOT COVERED BY THE CONFLICT OF INTERESTS RULES

Allowing for the principles and guidelines contained in the Belgian Corporate Governance Code, the company has drawn up a policy for transactions and other contractual links between the company, including associated companies, and its directors and members of the executive management not covered by the statutory conflicts of interests rules.

A transaction or any other contractual link arises between the company, its directors and/or members of its executive management when:

- a director or member of the executive management has a significant personal interest in the corporate body with which Roularta Media Group NV wishes to conclude a transaction;
- if the director or member of the executive management or his or her spouse, co-habiting partner, child or blood or other relative to the second degree are members of the board of directors or the executive management of the corporate body with which Roularta Media Group NV wishes to conclude an important transaction;

- the board of directors considers that such conflict exists with regard to the proposed transaction.

The director or member of the executive management concerned will provide the board of directors with all possible relevant information concerning the conflict of interests. The director or the executive management member concerned will refrain from participating in the discussion and resolution on this agenda item.

The board of directors confirms that in the past financial year no such transaction has occurred or situation has arisen that gives rise to the application of the above procedure.

## MEASURES ADOPTED TO COMPLY WITH EC DIRECTIVE 2003/6 CONCERNING TRADING WITH PRIOR KNOWLEDGE AND MARKET MANIPULATION

In drafting its Corporate Governance Charter, the board of directors revised the Protocol to avoid the misuse of insider information existing since its application for a listing, in accordance with the recommendations under the Belgian Corporate Governance Code and updated it taking into account the European and national legislative initiatives in this connection.

The revised Protocol to avoid misuse of insider information prohibits directors, members of the management team and other members of personnel or co-workers, who through the nature of their duties come into contact with confidential information, from trading directly or indirectly in financial instruments issued by the Roularta Media Group on the basis of their prior knowledge.

## REMUNERATION FOR DIRECTORS AND MEMBERS OF THE EXECUTIVE MANAGEMENT

### Remuneration for members of the board of directors

*Remuneration of non-executive directors on an annual basis:*

Non-executive directors	Fixed	Variable
<b>Hugo Vandamme</b> (permanent representative of NV HRV) – Chairman of the Board	80,000.00 euros	–
<b>Leo Claeys</b> (permanent representative of NV De Meiboom) – Vice-chairman of the Board	58,500.00 euros	–
<b>Clement De Meersman</b> (permanent representative of BVBA Clement De Meersman)	25,000.00 euros	–
<b>Dirk Meeus</b>	25,000.00 euros	–
<b>Iwan Bekaert</b>	25,000.00 euros	–
<b>Caroline De Nolf</b>	25,000.00 euros	–



*Remuneration of executive directors on an annual basis:*

Executive directors	Fixed	Variable
<b>Rik De Nolf</b> (permanent representative of NV De Publigraaf) - Managing Director	80,000.00 euros	–
<b>Lieve Claeys</b> (permanent representative of NV Fraka-Wilo)	25,000.00 euros	–
<b>Jean Pierre Dejaeghere</b>	25,000.00 euros	–

#### **Remuneration of the executive management**

Fixed remuneration of EUR 525,295.48 gross was granted to the CEO, NV De Publigraaf, represented by Mr Rik De Nolf.

The other members of the executive management together received fixed remuneration of EUR 1,388,734.18, variable remuneration of EUR 241,295.00 and other components of EUR 176,985.30 (gross amounts).

No shares, share options or other rights to shares were granted to the CEO or other members of the executive management.

During the past financial year, no changes were made in the composition of the company's executive management. Nor were any recruitment or departure arrangements discussed.

## ENVIRONMENT

### Roularta Media Group reaps the fruits of recent investments

Roularta Media Group has made considerable investments in the recent past with a view to producing in an environmentally and energy-friendly fashion. These investments ensure that Roularta Media Group can as from now observe the statutory pre-established emission levels and that more energy saving than in the past can be achieved in production:

- the thermally regenerative **afterburner installation** (with a total capacity of 55,000 Nm<sup>3</sup>/hr) on redundant operation can fully meet the existing levels for guided emission and diffuse evaporation of volatile organic substances. Thanks to its design and the applied technology, this installation is moreover highly effective at energy level:
  - 70% less gas is consumed compared with traditional afterburner systems;
  - the heat produced by the afterburners is used fully for heating the factory buildings and providing cooling through the absorption cooling machine. The latter technology allows cooling capacity to be obtained from the available ('freely') heat taken from the drying process of the ovens on the printing press and the afterburner process.
- with a view to yet more optimal recovery of afterburner heat, a **heat exchanger buffer tank** has been provided with 30 m<sup>3</sup>. Consequently, a stock of energy can be built up at times where there is less demand for heat for the buildings or the absorption cooling machine.

In addition to the afterburner installation and the absorber cooling machine, there are two other important components in the company's energy-saving concept:

- on the one hand, the **high yield cooling tower** of the 'open' type, which ensures that the company's cooling requirement is as much as possible fulfilled with so-called 'free cooling' (i.e. cold which is drawn directly from the outside air). Continuous monitoring shows that we were able to produce some 6,900 hours of 'free' cooling in 2005. After all, with an outside temperature of below 11°C, no other energy sources must be tapped. With a sufficiently high outside temperature (over 15°C), appeal can be made to the absorption cooling machine with heat buffer as described above. Both systems (cooling tower and absorption machine) ensure cooling for the production machines and buildings and are virtually expensefree, especially compared with traditional systems.
- on the other hand, the high yield **electrical cooling unit**, which ensures energy saving in creating cooling in between the seasons.

The interplay of the said components and the associated regulating system allows the cold and heat requirements to be seamlessly reconciled, with energy savings of approximately 55%, compared with the past. An effectively dimensioned firing installation will be added in the future.

### Energy audit agreement

Like 220 other Flemish undertakings, Roularta Media Group has subscribed to the 'Energy' audit agreement of the Flemish Authority. Flanders is faced with an enormous challenge in reducing greenhouse gas emissions. After all, Flanders has undertaken to reduce this output in 2005 to a level which is substantially lower than that in 1990.

The audit agreement is aimed at a maximum contribution by medium-sized energy-intensive firms (annual consumption between 0.1 and 0.5 PJoules) to the 'rational energy use' government project and towards achieving the objectives for reducing greenhouse gas emissions under the Kyoto Protocol.

Firms joining the 'Energy' audit agreement undertake to submit an energy plan to the verification office and to implement the measures proposed in this energy plan within a period of four years. In addition, a report must also be made each year to the verification office concerning energy consumption, CO<sub>2</sub> emissions avoided, and measures introduced.

### New building project

The importance that Roularta Media Group attaches to a progressive environmental policy is also reflected in the new building project to be started up on the Roeselare site in 2006. The following points will be included in a new factory building:

- roof and wall insulation which will insure 38 dB(A) acoustic reduction of the noise within the production hall, so that the standards imposed for noise emissions will be easily met;
- reduction in the noise produced by external activities (chiefly arrival and departure of lorries) by erecting an earthen acoustic barrier. The maximum permitted noise level in the adjoining residential neighbourhoods will be respected in accordance with the VLAREM regulations issued;
- attention to the least possible noise nuisance for the environment has also resulted in a limited form of mobility study and an arrangement that transport movements during the evening and night hours will proceed in a changed way;
- installation of a liquid-tight track with hydrocarbon separator which will offer perfect protection on accidental spillage during loading/unloading of bulk liquids;
- setting up of a separate area for storing hazardous substances in moveable receptacles, in accordance with the current law concerning tanking, distance rules, etc.;
- fitting of an appropriate rainwater buffer to comply with the requirement that rainwater is not massively discharged into the sewers in one go. Provision will also be made to use such water in the cooling process.

Roularta Media Group will also make further efforts in the future to play an active role within the Flemish environment policy programme toge-

ther with the sectoral federation (Febelgra) and the authorities in the search for the best available techniques and the most practical solutions to prevailing environmental problems.

## PREVENTION AND WELL-BEING

Within the Roularta Media Group, attention was paid in 2005 to a broad range of aspects and areas in relation to prevention and well-being such as:

### ■ Further expansion/updating of the dynamic risk management system (d.r.b.s.)

The existing risk lists were further extended in 2005 with as many facets as possible of the business. This included amongst other things the ongoing screening during the starting up of a new printing press and the new container press installation for paper waste. The newly traced risks are included in the existing DRBS list for the printing business. Suitable preventive measures were introduced on each occasion corresponding to the nature and extent of the risk.

This analytical technique was also applied during the screening of the NV Biblo production environment and when screening a number of not purely administrative departments.

### ■ Risk analysis regarding the use, storage, etc of chemical products

Following the listing of the chemical products used in the printing environment at Roeselare, an in-depth risk analysis was carried out in 2005 in consultation with the medical officer in a number of other production environments within the group. On the basis of three factors (seriousness, exposure, probability) the extent of the risk was determined per product so that a classification became possible and the most suitable preventive measures could be adopted.

### ■ Fire and explosion prevention

A chemical lock (as for P-1 and P-2 products) was installed at the Roeselare production site for storing combustible chemicals. In addition, the sprinkler installation was also extended at two recently fitted rotary presses and in the extension to the despatch department.

As part of the preparation of the explosion safety file (as stated in the Atex legislation), attention was paid especially in 2005 to preparing and updating the zoning document (in accordance with AREI art. 105). The underlying intention here is, of course, to introduce adequate technical and/or organisational measures to avoid explosions and to protect in case of an explosion.

All offices and establishments outside Roeselare were also visited in 2005 in conjunction with the Prevention and Protection Committee. In addition to general prevention, the 'fire safety' aspect was examined in particular.

### ■ Smoking ban

In accordance with applicable law, the necessary arrangements were made within the working group set up for this purpose and technical and organisational measures were introduced to make Roularta Media Group a fully smoke-free environment as from 1/1/06. Smoking is still permitted only at locations specially fitted out for this purpose beyond the factory walls. In consultation with the medical officer, information sessions have been organised at the three larger establishments (Roeselare, Zellik and BMC).

### ■ Monitor working and general ergonomics

During the past year, further attention was paid to the elements connected with monitor working. New ergonomic insights were obtained on a group basis and workstations were adjusted as necessary. For example, further work was done within the establishment to replace old and older monitors with flat screens.

Following limited screening of a number of workstations in 2004, a more general investigation was made in 2005 into situations of ergonomic stress within the printing business. The intention was to check whether and where any problem situations may arise and how they can possibly be solved.

### ■ Training

In 2005, in addition to the annual practical refresher session for the internal fire brigade team and the annual refresher for the first aid teams in the various establishments, special attention was paid in the printing business to further working out the training programme (such as training in production technology and in very specific matters, e.g. working with a telescopic platform).

A N N U A L R E P O R T 2 0 0 5



# Information for shareholders

R O U L A R T A M E D I A G R O U P

## Information for shareholders

### THE ROULARTA MEDIA GROUP SHARE

#### Number of shares

The number of shares rose in the course of 2005 from 9,928,611 to 9,956,961 as the result of the conversion of 28,350 warrants.

- The number of shares at 31/12/2005 is 9,956,611
- The number of VVPR strips at 31/12/2005 is 1,546,084

#### Registered and bearer shares

Shares are either registered or bearer shares with certificates representing 1, 5, 10 or 25 shares. To convert registered shares into bearer shares, or vice versa, please contact the group's financial and administrative director, Mr Jean Pierre Dejaeghere.

#### Purchase of own shares

The statutory authorisation to purchase own company shares was renewed by the general meeting of 17 May 2005.

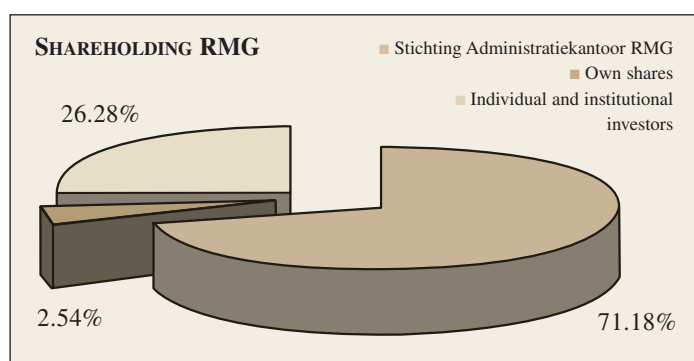
In the course of 2005 no own shares were purchased. At 31 December 2005 the company had 252,862 of its own shares in portfolio.

#### Shareholding structure

On 31 December 2005, 7,087,704 of the outstanding shares were registered shares.

The shareholding structure is as follows:

Stichting Administratiekantoor RMG	7,087,700
Own shares	252,862
Individual and institutional investors	2,616,399



#### Disclosure statements

According to Belgian law, every shareholder or group of shareholders holding 5% or more of the shares of a Belgian listed company must furnish written notice to that company and to the Banking, Finance and Insurance Commission.

With the exception of Stichting Administratiekantoor RMG, no shareholder or group of shareholders has declared as of December 31, 2005 holding at least 5% of the outstanding shares and warrants of Roularta Media Group NV.

DATE OF NOTIFICATION	NAME OF THE SHAREHOLDER	NUMBER OF SHARES AND WARRANTS HELD ACCORDING TO THE NOTIFICATION	SHAREHOLDING IN % OF THE NUMBER OF OUTSTANDING SHARES AND WARRANTS ACCORDING TO THE NOTIFICATION	SHAREHOLDING ACCORDING TO THE NOTIFICATION IN % OF THE NUMBER OF OUTSTANDING SHARES AND WARRANTS ON DEC 31, 2005
15/02/2000	Stichting Administratiekantoor RMG	7,087,700	71.51%	70.00%

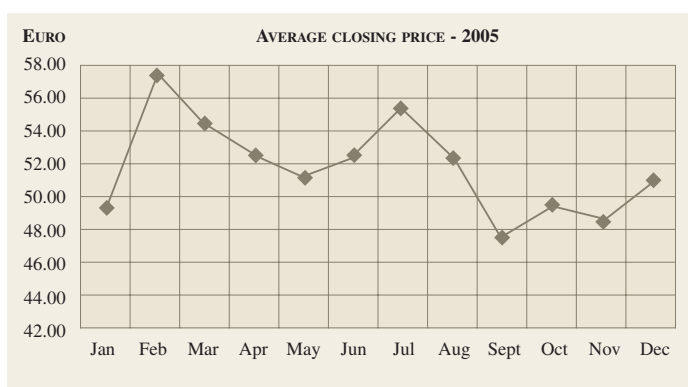
### STOCK MARKET TREND

Roularta Media Group's shares have been listed on Euronext Brussels since December 1998. They form part of Euronext's NextPrime quality segment, under the section 'Media & Photography - Printing & Publishing'.

ROULARTA-SHARE	ISIN	BE0003741551	MEP	BRU
	Euronext code	BE0003741551	Mnemo	ROU
ROULARTA-VVPR-STRIP	ISIN	BE0005546172	MEP	BRU
	Euronext code	BE0005546172	Mnemo	ROUS

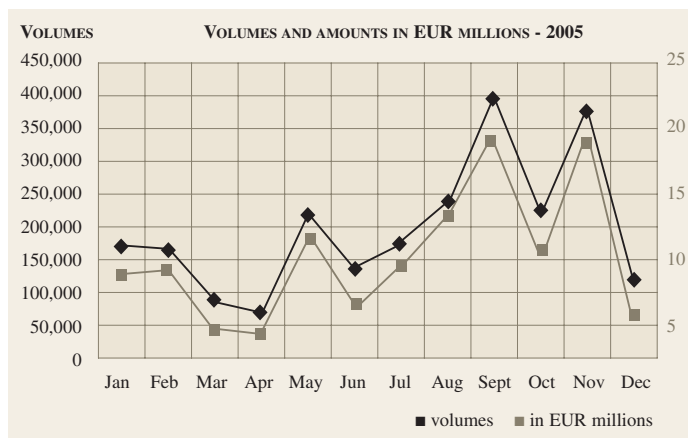
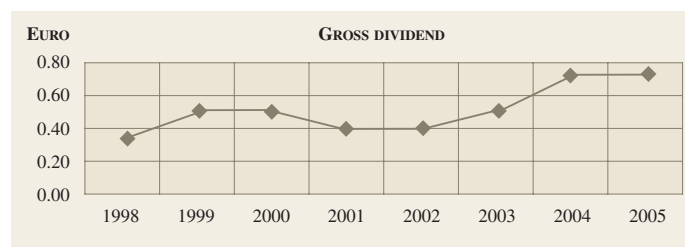
#### Closing prices and volumes in 2005

MONTH	AVERAGE CLOSING PRICE	VOLUMES	IN EUR MILLIONS
JANUARY 05	49.91	169,936	8.51
FEBRUARY 05	57.10	152,355	8.60
MARCH 05	54.83	86,172	4.72
APRIL 05	52.41	75,792	3.98
MAY 05	51.22	218,151	11.08
JUNE 05	52.92	130,347	6.98
JULY 05	55.49	164,634	9.15
AUGUST 05	52.09	245,858	12.65
SEPTEMBER 05	47.98	395,634	18.92
OCTOBER 05	49.31	215,767	10.62
NOVEMBER 05	48.78	370,365	18.07
DECEMBER 05	51.24	124,273	6.31
TOTAL		2,349,284	119.59



### Evolution of gross dividend

	1998	1999	2000	2001	2002	2003	2004	2005
GROSS DIVIDEND	0.37	0.50	0.50	0.40	0.40	0.50	0.75	0.75



### THE COMPANY'S CAPITAL

YEAR/MONTH	TRANSACTION	NUMBER OF SHARES	CAPITAL	BEF/ EUR
1988 - MAY	Foundation as Roularta Financieringsmaatschappij	12,510	381,000,000	BEF
1993 - JULY	Merger - capital increase	13,009	392,344,000	BEF
1997 - DEC	Split - capital increase	18,137	546,964,924	BEF
1997 - DEC	Merger - capital increase	22,389	675,254,924	BEF
1997 - DEC	Capital increase	24,341	734,074,465	BEF
1997 - DEC	Name changed into Roularta Media Group			
1998 - JUNE	Issue of 300,000 warrants - amendment of articles of association	2,434,100	734,074,465	BEF
1998 - JUNE	Merger - capital increase	2,690,400	1,545,457,541	BEF
1998 - JUNE	Contribution of debt receivable - capital increase	8,277,700	2,496,457,541	BEF
1998 - DEC	Contribution of debt receivable - capital increase	9,611,034	4,479,791,791	BEF
2001 - JUNE	Conversion of capital into euros - capital increase by conversion of 61,950 warrants	9,672,984	111,743,000.00	EUR
2001 - OCT	Destruction of 119,305 own shares	9,553,679	111,743,000.00	EUR
2002 - JUNE	Capital increase by conversion of 35,350 warrants	9,589,029	112,138,000.00	EUR
2003 - JUNE	Capital increase by conversion of 43,475 warrants	9,632,504	112,623,000.00	EUR
2003 - JULY	Capital increase by contribution in kind	9,884,986	118,463,000.00	EUR
2004 - JUNE	Capital increase by conversion of 43,625 warrants	9,928,611	118,950,000.00	EUR
2005 - JUNE	Capital increase by conversion of 28,350 warrants	9,956,961	119,267,000.00	EUR

The highest price during 2005 was EUR 61.95 on 18 February.  
 The lowest price during 2005 was EUR 45.30 on 7 September.  
 The largest daily trading volume was 85,588 shares on 24 November 2005.

### Indexes

The Roularta share is included in the MSCI small cap index and in the BEL MID index of Euronext Brussels (BE0389856130).

### Liquidity of the share

A market-making agreement has been concluded with KBC Securities to promote the share's liquidity. The company has a proactive investor relations policy, aimed at increasing the visibility of the share and in this way supporting its liquidity.

### Dividend policy

Based on proposals by the board of directors, the general meeting maintains a policy aimed at distribution of dividends, subject to maintaining a sound balance between distribution of dividends and investment flexibility. The company targets a pay-out ratio of around 30% of the consolidated net profit.

Roularta Media Group was founded on 11 May 1988 as Roularta Financieringsmaatschappij. The table opposite lists the events that since then have affected the company's capital and the securities representing it.

## **IMPORTANT EVENTS AFTER THE END OF THE FINANCIAL YEAR**

### **January 2006**

On 6 January 2006, following an exercise of 39,090 warrants, the capital of NV Roularta Media Group was increased up to 120,054,000.00 euros represented by 9,956,961 shares of which 1,585,174 shares with a VVPR character.

### **February 2006**

At the beginning of February Roularta Media Group increased its company capital, including issue premium, by EUR 49,975,254.50 through the issue of 989,609 new shares.

The shares were offered to domestic and foreign institutional investors in a private placement.

This capital increase serves to fund approximately half the cost of the recent French take-overs, more specifically the acquisition of 35% of the shares of SA Groupe Express-Expansion and 100% of the shares of Cavenne SAS Editeurs (the publisher of Point de Vue).

After this capital increase the capital of the NV Roularta Media Group amounts to 131,939,204.09 euros, represented by 10,985,660 shares, of which 2,574,783 shares with a VVPR character.

On 9 February 2006 the NV Roularta Media Group received from her reference shareholder an updated disclosure statement concerning his participation in the capital of the NV Roularta Media Group.

<b>DATE OF NOTIFICATION</b>	<b>NAME OF SHAREHOLDER</b>	<b>NUMBER OF SHARES AND WARRANTS HELD ACCORDING TO THE NOTIFICATION</b>	<b>SHAREHOLDING ACCORDING TO THE NOTIFICATION IN % OF THE NUMBER OF OUTSTANDING SHARES AND WARRANTS ON 9 FEB, 2006</b>
9/02/2006	Stichting Administratiekantoor RMG	7,087,700	63.79%

ANNUAL REPORT 2005



**HUGO VANDAMME**  
Chairman of the board

# Chairman's message

ROULARTA MEDIA GROUP



# Continuing to grow, both abroad and at home,

In 2005 Roularta Media Group took a number of important steps towards implementing its strategic plan. Crucial to this plan is putting together a group that can achieve continuous profit growth, based on international expansion and a far-reaching media integration.

In 2005 we significantly expanded our presence on the French market by acquiring Point de Vue and taking a stake in Groupe Express-Expansion. These and the various freepress initiatives we are taking have given us a major presence in France, which has strongly increased our visibility in this country, including to our shareholders. Our well-attended press conferences and analysts meetings are also helping to widen our shareholder base. In Belgium too, Roularta Media Group continues to develop new initiatives in the magazine and the freepress markets, making both Belgium and France into major growth poles for the group.

Last year we worked hard to create an integrated multimedia group. For Roularta it is not enough to be present in magazines, freepress, internet and TV. These activities also have to function as an integrated whole. This explains our many initiatives in recent years, and in 2005 in particular, to integrate the Magazines and Freepress with the Internet. We have also taken the first steps towards integration with television. Our integrated multimedia approach will shift into higher gear in 2006 with the transformation of Kanaal Z into a full news channel, Z:News. The channel's Dutch and French language editorial teams will also be joining RMG's other editorial staffs at the Brussels Media Centre (BMC), where they will be housed with the magazine teams to achieve total synergy. In this way BMC becomes a genuine 'News House' where the 'newsroom' concept can become a reality with journalists reporting the same news in their magazines, on their magazines' internet sites and via Z:News.

In 2006 we are looking for additional growth in Magazines and Freepress in our two core countries. We are also continuing our initiatives in countries like Portugal and Slovenia, which give us a feel for other future growth markets for the Roularta group.

These various opportunities will ensure continuous profit growth, not only in 2006, but also in the years ahead. With this in mind we are paying constant attention to our capital structure, as we want to retain the freedom at all times to be able to take appropriate initiatives.

We are also concerned for the environment, in particular with the major upgrading and extension of our production infrastructure in Roeselare in the coming years.

In 2006 Roularta's senior management and all Roularta employees will again be taking new initiatives and be facing interesting challenges. We wish them every success, whilst congratulating and thanking them also for last year's achievements. We also thank all other stakeholders for their contributions, first and foremost our readers, listeners and viewers, our advertisers, customers and suppliers. We are doing everything possible to earn their trust and that of our shareholders.

ANNUAL REPORT 2005



**RIK DE NOLF**  
CEO

# Report on operations

ROULARTA MEDIA GROUP

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# Roularta Media Group ready for further multimedia expansion

In 2005 Roularta Media Group invested considerable time and energy in preparing its further expansion in Printed Media outside Belgium (mainly in France), the extension of its internet services and new TV initiatives (with Z:News).

In 2005 Roularta Media Group realized a **net profit** of EUR 22.2 million, as against EUR 27.2 million in 2004. The net profit of the Printed Media division grew by 3.8%, but the group profit continued to be influenced by lower sales in the Audiovisual Media division. It should be borne in mind here that the TV advertising market was particularly strong in 2004.

Compared with last year, **turnover** fell by EUR 5.9 million or 1.2%. Turnover rose in the Printed Media division (1.3% organic growth), but fell in the Audiovisual division in both TV advertising and optical disk sales.

**EBITDA** decreased from EUR 64.9 to EUR 56.0 million and **operating profit (EBIT)** from EUR 46.3 to 38.6 million. The EBITDA margin narrowed from 13.0% to 11.4% and the EBIT margin from 9.3% to 7.8%. This tightening of EBITDA and EBIT margins is situated entirely in the Audiovisual Media division, and is concentrated in the first half of the year.

In 2005, **net current profit** fell by 22.2% to EUR 22.3 million. **Net current cash flow** dropped by 13.8% from EUR 46.0 to 39.7 million.

**Profit per share** was down from EUR 2.83 in 2004 to EUR 2.29 in 2005.

The financing of the take-over of Point de Vue in December 2005 took **net financial debt** from EUR 12.2 million at the end of December 2004 to EUR 40.0 million at the end of 2005, raising the gearing from 5.7% to 17.5%. The earnings of Point de Vue will be included in group earnings from 2006 onwards.

## PRINTED MEDIA DIVISION

**Turnover** in the Printed Media division rose in 2005 by EUR 7.7 million from EUR 331.7 to 339.4 million (+ 2.3%). EUR 7.4 mil-

lion of this increase is from new acquisitions like Studio Magazine, DMB-BALM, Press News, Automatch, 50+ Beurs & Festival and A Nous Paris (fourth quarter) and the launch of new City Magazines in France and Slovenia. On the other hand turnover was reduced by the sale of Total Music (- EUR 3.8 million). Organic growth from existing products was 1.3% or EUR 4.2 million.

**Freesheet** turnover rose by 2.6% compared with last year. Sales revenue from De Zondag and the Belgian Steps City Magazines continues to grow and the new Steps City Magazines in France and Slovenia are boosting turnover. A Nous Paris is included in full in the consolidated figures from the fourth quarter of 2005.

Advertising revenue at the **Krant van West-Vlaanderen** grew by 4.4% compared with 2004.

**Magazine** advertising income is up 6.9%, 5.2% from growth of existing titles, despite the difficult advertising market, and 1.7% from acquisitions.

The readers' market advanced by 3%, mainly through the acquisition of new titles since July 2004.

**Operating profit (EBIT)** rose by EUR 1.7 million from EUR 28.7 to 30.4 million (+ 6.2%), taking the EBIT margin from 8.6% to 9.0%. **EBITDA** increased by 4.2% or EUR 1.7 million from EUR 40.0 million to 41.7 million. The EBITDA margin rose from 12.1% to 12.3%. **Net profit** was EUR 17.1 million compared with EUR 16.4 million in 2004 (+ 3.8%).

The Printed Media division continues to do well, despite the still weak advertising market and the start-up costs of the Steps City Magazines in France and Slovenia.

## AUDIOVISUAL MEDIA DIVISION

**Turnover** of the Audiovisual Media division was down 7.5% at EUR 161.2 million from the 174.3 million posted in what was a strong 2004. Turnover and market share at radio station Q-Music continue to grow, but TV advertising spending and optical disk sales fell.

**Operating profit (EBIT)** declined from EUR 17.7 million to 8.1 million, taking the EBIT margin to 5.0% as against 10.1% in 2004. **EBITDA** was down to EUR 14.4 million from 24.9 million. **Net profit** fell from EUR 10.8 to 5.1 million. The lower operating profit reflects lower turnover (advertising market and optical disk sales) and rising production and operating costs at the TV stations.

Continuing efforts at Vlaamse Media Maatschappij (VMMa) to improve programming quality have pushed up production costs significantly compared with 2004. Viewer figures are, however, better and the market share of the VMMa stations is evolving favourably. With its market share continuing to grow and the commercial cooperation with 4FM, Q-Music produced considerably better results in 2005 than expected.

As announced in VMMa's press release of 6 March, the further fall in the advertising market has led the company to announce a number of cost-saving measures. These are necessary to maintain VMMa's competitive position.

Regional TV stations Focus and WTV achieved significantly better results than in 2004.

Optical disk turnover at Vogue Trading Video fell in 2005, with the company taking a sizeable EUR 1.4 million write-down on customer receivables in Q4 2005, leading to a lower annual result than in 2004. Sales prospects for 2006 are better.

## DIVIDEND

The Board of Directors will propose to the General Meeting of 16 May 2006 that it declares a dividend of EUR 0.75 per share.

## COMMENTARY

The following acquisitions and divestments affect the comparison between the 2005 and 2004 figures:

Acquisition of Studio Magazine SA in Q2 2004.

Acquisition of DMB-BALM SAS and Press News NV in Q3 2004.

Formation of Mestne Revije d.o.o. and A Nous Province SAS in Q4 2004.

Acquisition of @-Invest NV in Q1 2005 (50% Eye-d).

Sale of the shareholdings in Plopsaland NV and Total Music SAS in Q1 2005.

Acquisition of Automatch BVBA in Q2 2005.

Acquisition of 50+ Beurs & Festival BV in Q3 2005.

Acquisition of A Nous Paris in Q4 2005.

The takeover of the Point de Vue group in December 2005 is included only in the balance sheet as from 31 December 2005. Earnings are included from 1 January 2006.

The acquisition of 35% of the shares of Groupe Express-Expansion will be included in the 2006 accounts following the approval of the takeover by the European Commission's Competition Council.

A full report on results for the period to 31.12.2005 can be found on our website [www.roularta.be/en/investor](http://www.roularta.be/en/investor) - info under Financial > Quarterly Information.

# Favourable outlook for 2006

The new acquisitions at home and abroad and the launch of Z:News will provide further multimedia growth.

In February 2006 Roularta Media Group increased its capital by EUR 50 million via a private placement with institutional investors.

This has reduced the gearing to 14.4%.

It is the intention to both increase the free float and to use debt financing on the occasion of a major operation. The takeover of the French weekly magazine Point de Vue and the 35% shareholding in Groupe Express-Expansion have been 50% financed by the capital increase.

## Roularta expects robust growth for its printed media in 2006.

RMG foresees robust growth in printed media in 2006, coming both from the new acquisitions (with Point de Vue in the lead) and from organic growth, which is expected to be stronger than in 2005 for both freesheets and magazines.

The 35% stake in Groupe Express-Expansion will be accounted for by the equity method and will therefore not be included in turnover.

In the audiovisual branch, prospects for the optical disk business (VTV) are better after a less good 2005.

Spectacular growth is again expected for radio (Q-Music).

The regional TV activities continue to perform well.

For Kanaal Z/Canal Z a significant new project is in preparation: Z:News (N/F) will become a general news broadcaster aiming at a wider audience. The station is moving to the Brussels Media Centre where all RMG editorial staffs are based. The idea is to permit total synergy between the broadcasting stations and the editorial staffs of the group's news and other magazines. In this way the news can be permanently enriched by specialist contributions from the various editorial teams. At the same time the magazines will receive additional TV exposure. Z:News will bring non-stop domestic and foreign news via TV cable and via internet (TV or PC): all the news from A to Z.

Vlaamse Media Maatschappij is facing a fall in advertising income. A cost-saving and restructuring plan has been worked out. We have to wait and see whether the good audience figures will produce an improvement in advertising turnover during the year. KANAALTWEE can count on Big Brother and the football world championship in spring and on the Champions League Football in the autumn to boost its score.

The largest broadcaster, however, is VTM. Here a root and branch savings plan is ensuring a healthy future.

At the same time, in 2006 VMMa has a new and significant source of income in the form of broadcasting right payments from the cable companies and Belgacom.

Work continues gradually in Belgium on extending digital TV. This can provide new revenues in the future, among other things from content on demand.

Advertising revenue from internet activities is growing. Knack.be, Trends.be, etc. are being further extended as portal sites for the full RMG offering. easy.be, Belgium's largest classified ads site (property, cars, jobs, etc.), operated in cooperation with vln.be (owned by the Rossel publishing company), also continues to grow.

# Magazines

## NEWSMAGAZINES

### THE GENERAL NEWS MAGAZINES

#### KNACK

The Knack package offers a triptych of information, with Knack standing for ‘news’, Weekend Knack for ‘lifestyle’ and Focus Knack for ‘entertainment’. Or news seen from three different angles.

#### KNACK

**K**nack is the news magazine of Dutch-speaking Belgium. It was created 35 years ago, originally to provide a Belgian counterpart to international news magazines like Time and Newsweek, Der Spiegel, L’Express, El-sevier... for which there was then no Belgian equivalent. Nor was there anything similar to Business Week or Sports Illustrated in those days.

Roularta’s founder Willy De Nolf and later his son Rik De Nolf had a dream: to create a Newsweek, a Business Week and a Sports Illustrated for Belgium. Knack, Trends and Sport Voetbal Magazine in Dutch and Le Vif/L’Express, Trends/Tendances and Sport Foot Magazine in French were launched in quick succession in the 1970s. Led by the charismatic Frans Verleyen, who left us too early in 1997, the magazine gradually gained an authoritative voice and achieved a very wide distribution. Today Knack is more than a newsmagazine. It is a weekly information package in several parts, each a magazine in its own right.

Weekend Knack is Belgium’s tonesetting lifestyle magazine for fashion, interior decoration, travel, gastronomy and the like.

Focus Knack is a complete entertainment magazine with TV programme schedules and news from the world of art, films, music, theatre, etc.

Subscribers also receive MO\*; a monthly magazine with a global vision and a special focus on developing countries.

Knack maintains its own very special dialogue with its readers. Tens of thousands of Knack Club members enjoy a

wide range of benefits, price reductions on entry tickets, invitations to cultural events, etc.

**Knack is more than a newsmagazine. It is a weekly information package in several parts, each a magazine in its own right.**

Knack is also the driving force behind a wide range of add-on products like books, magabooks (travel, cookery recipes), CDs, DVDs, etc. at special reader prices.

With a paid distribution of no less than 121,719 copies (106,040 subscriptions and the remainder as newsstand sales), Knack reaches 680,200 readers (CIM), or almost 15% of the population aged 14+. By way of comparison: all news magazines in France together (L’Express, Le Point, Nouvel Observateur, Marianne, ...) score around 10%.

#### WEEKEND KNACK

The weekly lifestyle magazine Weekend Knack has played a key role in Knack’s development.



**THE PACKAGE KNACK, WEEKEND KNACK AND FOCUS KNACK**  
News seen from three different angles.

Weekend Knack focuses on the good things of life: stylish living, travel, eating and drinking, beauty and fitness.

Weekend Knack has more women readers than men (52%-48%). Its well-situated, high income readership makes it the clear leader for lifestyle advertising, and indeed the advertising income of this former 'supplement' now outruns that of the newsmagazine proper. Weekend Knack has also been instrumental in ensuring that the newsmagazine is read as much by women as by men.

Every year Weekend Knack publishes six special fashion editions and four 'cocooning' editions, each of them a 200-300 page authoritative guide to the latest taste and fashion.

On top of these come a recipe magabook four times a year, an additional edition with city tours etc. These luxury publications are sold separately and offered to Knack readers at special prices. All these are new initiatives aimed at new growth segments.

### FOCUS KNACK

A weekly 100-page entertainment magazine with a cocktail of information on films, music, art and other forms of culture.

Within a few years Focus has become the film and culture magazine, complementing the Knack offering and attracting a new and younger readership for the magazine.

### LE VIF/L'EXPRESS

Le Vif/L'Express, the weekly newsmagazine for Belgium's French-speaking market, is – in conjunction with Weekend Le Vif/L'Express and Télévif – a total newsmagazine, shedding light on every facet of Belgian and international news.

### LE VIF/L'EXPRESS

Le Vif/L'Express is the French-language counterpart to Knack. Created in 1983, Le Vif has for almost 20 years been published in cooperation with the French L'Express group in a partnership that combines top-notch international reporting with the professional journalism of a separate Belgian editorial team.

With a circulation of 81,008 and 472,600 CIL readers, Le Vif/L'Express has the same penetration as Knack in Flanders.

Le Vif/L'Express's content is totally different from that of Knack, even though the two editorial teams work closely together at the Brussels Media Centre, where they and the other Roularta Group editorial teams enjoy access to interlinked informatics, research and documentation networks.

The two magazines cooperate from time to time on national surveys and on special news files.

### WEEKEND LE VIF/L'EXPRESS

An agreement concluded in 1986 with L'Express back in the days of French/British Sir Jimmy Goldsmith launched Weekend Le Vif/L'Express as a weekly lifestyle supplement. Like Weekend Knack in Flanders, Weekend Le Vif/L'Express has since then become a fully-grown magazine that sets the tone for fashion and design. Complementing the newsmagazine it also provides Le Vif/L'Express with the same balance of male and female readers in French-speaking Belgium as Knack in Flanders.



LE VIF/L'EXPRESS,  
WEEKEND  
LE VIF/L'EXPRESS,  
TÉLÉVIF AND  
RÉFÉRENCES

Weekend Le Vif/L'Express also publishes six fashion and four special 'cocooning' editions every year. Differences in mentality, taste and inclinations preclude pooling with Weekend Knack and all material is originally created by the French-speaking editorial teams.

There is, on the other hand, large-scale cooperation with the Roularta Group's French Magazines, as Maison Française, Maisons Côté Sud, Côté Ouest and Côté Est exchange more and more material with Weekend Le Vif/L'Express in an effort to provide readers with top-quality reporting.

### TÉLÉVIF

The Le Vif/L'Express palette is completed with this handy-sized TV magazine offering complete viewing information. A highly active Le Vif Club organises a series of special initiatives, including readers' tours, rendezvous with top figures from fashion and culture, reduced price entry tickets, etc.

### RÉFÉRENCES

The Le Vif/L'Express package also comprises Références, the job newspaper published in cooperation with Le Soir and Trends, and which has a leading position on Belgium's French-speaking market.

## THE BUSINESS NEWS MAGAZINES

### TRENDS EN TRENDS/ TENDANCES

**R**oularta's business magazine Trends is published weekly in both Dutch and French, together with Cash, the magazine for investors.

After 31 years on the newsstands, the 41,081 copies of the business news magazine Trends find their way to over 215,900 readers, almost twice the reach of FEM Business in the Netherlands. This is possibly due to the very varied editorial approach, which is concerned with macro economic problems but even more with business activity in our own country, though always in its international context. Hot on the heels of the latest, exciting news from every sector, Trends portrays the people behind the figures, with real-life stories offering role models for businessmen and drawing graphic lessons from successes and failures.

Roularta also publishes the Trends-Top books, CD-ROM and internet site, with complete key figures on over 30,000 Belgian businesses. This unique treasure-trove of data provides input for a wide variety of analyses, enabling Trends to come up regularly with interesting rankings, including the 200 largest growers in the small, medium and large enterprise categories in each province.

**Trends keeps its readers ahead of the field, with a broader vision of modern entrepreneurship. Fresh every week.**

Trends also organises dialogue with and between these entrepreneurs, and its regular Trends Gazelles meetings in each province have become rendezvous of the most dynamic elements of Flemish and Walloon business life.

The collage displays several magazine covers:

- Trends (Dutch):**
  - Issue 1: "DE TRENDS VASTGOEDGIDS 2005" - "HOVEEL IS UW WONING WAARD?" - "HET VOLLEDIGE OVERZICHT VAN VASTGOEDPRIJZEN IN BELGIË."
  - Issue 2: "RELATIEPROBLEMEN... MET UW BANKIER?" - "Van bank veranderen? Zo pakt u het aan" - "Klachten? Zo krijgt u gehoor" - "Dossier p.10"
  - Issue 3: "BEURSKAMPIOEN EVS" - "JAPANESE BEURS HERLEEF" - "Groeiopotentieel te over de volgende jaren" - "Het plaatje zag er sinds 1990 nooit zo rooskleurig uit als nu" - "p.38"
- Tendances (French):**
  - Issue 1: "Spécial Immobilier" - "Où peut-on encore acheter?" - "EXCLUSIF Ville par ville, région par région" - "LES PRIX DANS TOUTE LA BELGIQUE"
  - Issue 2: "LE LIVRE CHOC DE JO LERNOUT" - "Ce n'est pas ma faute mais celle de Philippe Bodson"
- Cash (Investor):**
  - Issue 1: "ANALYSE EURONEXT BRUXELLES" - "Quelles ENTREPRISES PROFITENT de la FAIBLESSE DES TAUX?" - "p.42"
  - Issue 2: "BRANCHE 21 ET BRANCHE 23" - "Les produits d'assurance sont-ils aussi des investissements intéressants?" - "p.10"
  - Issue 3: "PEUR DE L'INFLATION?" - "Les options sont plus chahutées que les obligations." - "p.23"

**TRENDS, TRENDS/ TENDANCES AND CASH (D/F) Weekly on Thursday.**



Trends also provides a substantial diet of lifestyle and entertainment news with book selections, reviews of films and cultural events and popular weekly columns on motoring, food and drink and golf. As well as news and background information in its Briefing and Focus sections, Trends provides a wealth of practical advice. Its Strategy section directs readers each week to a raft of new business ideas, e-trends, etc.

### CASH (D/F)

Trends would be incomplete without Cash. Published since February 2004 in magazine format, this is a fully-fledged magazine for investors, focused primarily on equities, but also on every other conceivable form of investment. Attention is also paid to various topics from the broader area of personal finance.

Cash has its own editorial team, which doubles as a vital central information unit for the group's other magazines. The 'financial' unit also produces a biweekly 'Inside Investor' newsletter in Dutch and French, as well as regularly publishing books, organising seminars and providing 'money files' to the other magazines in the group. The Cash and Inside Investor financial team also provides the stock market commentaries for the general news TV channel Z:News.

## THE SPORTS MAGAZINES

### SPORT VOETBAL/FOOT MAGAZINE

**S**port Voetbal Magazine's unique mix of sports and publication frequency give it an unrivalled position on the Belgian news market. Our sports newsmagazine has grown over the years into an authority in the sports world.

Our sports news magazines Sport Voetbal Magazine (Dutch-language) and Sport Foot Magazine (French-language) are already more than 25 years old, demonstrating that sports news magazines are just as important as general and business news magazines. Sport Magazine today reaches a younger and particularly interesting audience. Every reader survey points to the extraordinary phenomenon that this magazine is regularly devoured from cover to cover by its readers. Sports news is clearly particularly gripping reading for sports fans.

Sport Voetbal/Foot Magazine, with its superb full-colour reports, is produced by a mixed Dutch/French-speaking journalist team, with Dutch and French-speaking editors-in-chief ensuring the right accent for each language version.

Alongside football (75%), the magazine also reports on major events in every sport. Weekly digest headings on basketball, volleyball, tennis, cycling and motor racing, along with the global sports overview make sure that readers have a grandstand view, whatever their favourite sport. Depending on the news of the mo-

## PACKAGES AND COMBINATIONS

### BE IN THE NEWS

Roularta's six Belgian newsmagazines, Knack, Le Vif/L'Express, Trends, Trends/Tendances, Sport Voetbal Magazine and Sport Foot Magazine are grouped into a single 'Be in the News' advertising combination. The challenge for RMG is to put across the message loud and clear that this is the best quality and most effective advertising combination available on the Belgian media market today, and as such of vital interest to advertisers and media planners.

### BE IN THE NEWS GLOBAL

Roularta offers a 33% rebate on this advertising combination of Knack, Weekend Knack, Le Vif/L'Express, Weekend Le Vif/L'Express, Trends, Trends/Tendances, Sport Voetbal Magazine and Sport Foot Magazine.

### BE IN BUSINESS

A new multimedia package made up of Trends and Trends/Tendances, Bizz (Dutch/French), Industrie Technisch Management (Dutch/French), Trends.be and Z:News for reaching Belgium's business community.

### NEWS TEN

A campaign of 10 advertisements in the 6 Belgian newsmagazines, reaching a wider and better audience than any other alternative, and at an absolutely unbeatable price. Roularta offers a 29% rebate on this magazine combination.

Given the quality of full-colour magazine advertisements and the number of times they are seen, there is definitely no more effective way of reaching Belgium's better situated target groups.

### NEWS TEN GLOBAL

Roularta grants a 37% rebate on this campaign of 10 advertisements in Knack, Le Vif/L'Express, Weekend Knack and Weekend Le Vif/L'Express, Trends, Trends/Tendances and Sport Voetbal Magazine (Dutch/French).

### KNACK and LE VIF/L'EXPRESS GLOBAL

The two newsmagazines Knack and Le Vif/L'Express and lifestyle magazines Weekend Knack and Weekend Le Vif/L'Express both share large numbers of readers. The 'Global' tariff reflects this duplication.

### KNACK DUO

An advertising combination of Knack (or Weekend Knack) and Focus Knack with a rebate of over 23%.



ment, Sport Magazine publishes European and World Cup Specials... and the Sport Wieler Magazine three times a year.

Sport Voetbal Magazine belongs to the 'Be in the News' advertising combination. With a circulation of 61,199, a cover price of 2.70 euros a copy and over 468,500 young, high-level readers, it provides access to a very interesting section of the Belgian population which is only partly reached by the news magazines.

## THE EUROPEAN SENIOR CITIZENS MAGAZINES

Together with its partner Bayard Press (Paris), Roularta is working to build an international group of specialist magazines for senior citizens.

### PLUS MAGAZINE (D/F), PLUS MAGAZINE NEDERLAND, VI OVER 60, LENZ

In Belgium, circulation of Plus Magazine has risen to 129,520 copies. In the Netherlands, Plus Magazine sells 281,522 copies, making it the country's largest monthly magazine. Our Norwegian publication VI over 60 continues to grow, with a circulation of 91,000 copies.

Lenz in Germany has now reached a respectable circulation level of 284,109 copies following the merger with Frau im Leben. Roularta and Bayard have opted to join forces with the Weltbild group in order to further develop this magazine and give it every chance of success. Germany is Europe's largest market, and this combination gives Lenz the strong base it needs to be an attractive proposition to German advertisers.

**50-plussers are Europe's fastest growing population group, with the greatest purchasing power, the most leisure time and avid for information.**

This international cooperation between the various magazines provides the editorial teams with a wealth of pictorial and reporting material and special files. The end result for readers is a particularly attractive magazine presented with a monthly dose of highly interesting, practical information.

The 50-plus target group has remained underestimated for years. Today it is clear that this is the fastest growing segment of the population, with the greatest purchas-

ing power, the most leisure time, and avid for useful information.

Over the past 15 years, Roularta and Bayard have developed specific expertise in serving and approaching this target group. Various direct marketing techniques have been used to systematically increase subscriber numbers. Newsstand sales, less important at the outset, have begun to grow in the last few years to 10 to 15%.

Senior magazine readers are particularly interactive, responding to many interest-

**PLUS MAGAZINE (D/F), PLUS MAGAZINE NEDERLAND, VI OVER 60, LENZ**

ing offers: readers' tours, readers' happenings and the like... Dialogue with the magazine is intense, with a department set up specially to reply to the many questions and readers' letters and the editors playing their ombudsman role with enthusiasm.

## CHILDREN'S NEWSPAPERS

Roularta also publishes a number of children's magazines in Belgium and the Netherlands in partnership with Bayard Presse.

### PIPPO

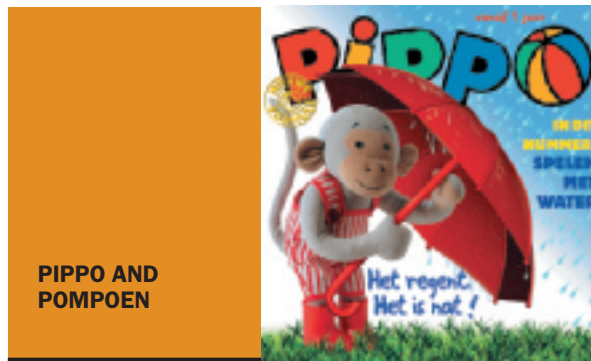
**P**ippo is a monthly magazine for children aged 1 to 3. Each issue focuses on a new theme like houses, animals or holidays, which forms the starting point for (cartoon) stories, games and discovery posters. Pippo's content is selected by an international team of educationalists and child psychologists, based on toddlers' worlds. The magazine comes with a special parents' supplement with tips and ideas for pre-schooling, new books and CDs and attractive outings.

Pippo has a circulation of 35,000 copies in the Netherlands and 12,500 in Belgium.

### POMPOEN

Pompoen is a monthly magazine brimfull of thrilling bedtime stories, colourful illustrated stories and attractive play and puzzle pages for children from 3 years and up. For their parents there is a Pompoen Plus supplement with tips, book reviews and hobby ideas.

Pompoen has a circulation of 16,150 copies in the Netherlands and 6,150 in Belgium.



PIPPO AND POMPOEN



## THE COUNTRY MAGAZINE

### NEST / NEST TEMPO VERDE

**N**est is a country magazine covering homes and life outside the major cities. For people with a positive attitude towards country living.

Nest is a magazine for people who love life in the country. This unisex lifestyle magazine has five main editorial pillars: house & garden, food & drink, country living, hobbies, nature & health. For people who attach importance to what is close at hand and valuable. For people who are careful with others and their environment.

Nest is aimed at people who feel attached, in a modern way, to the nature surrounding them. People who want to feel good in their homes and therefore pay attention to how these are furnished. People with a broad interest in their 'life' environment, expressing this in the way they decorate their homes, in the style of their gardens and their gastronomic and touristic discoveries.

Nest is a practical and upscale magazine. Nest offers things that are accessible, close to its readers' daily lives. Nest encourages its readers to try things out themselves with a practical 'Things to do' section and recipe sheets. All this makes Nest at once down-to-earth and a source of inspiration and information.

Nest is a new, warm, human and accessible magazine, with a circulation of 112,889 copies and almost 87,700 paying subscribers.

The French-language version, Nest Tempo Verde, was launched in September 2005, following the acquisition of the monthly magazine Tempo Verde in June 2005. 45,000 copies are currently published.

## THE ENTREPRENEURS' MAGAZINE

### BIZZ (D/F)

**B**izz is a practically oriented monthly business magazine for young entrepreneurs, managers, self-employed persons and other professionals.



NEST AND THE SPECIAL NEST WONEN

This monthly business magazine (Dutch- and French-language), based on the 'How to' model founded in the Anglo-Saxon world, sees its vocation as deciphering current affairs and transforming them into genuinely useful information for the reader.

This practical information is tailored to the individual needs of men and women looking for concrete tips and advice for their own personal development as entrepreneurs.

Whether you have your own company, large or small, or run a department of a major group, Bizz tackles every problem area with a full checklist of usable solutions.

Bizz has developed an immense communication platform for and with its readers. Everywhere readers are placed in contact with the magazine's journalists and writers or the people and organisations it features.

Supplement to the magazine is the [www.bizzmagazine.be](http://www.bizzmagazine.be) website, on which readers can consult the list of contents of the latest issue, search out articles from previous editions and participate in the regular surveys that Bizz organises. With a net circulation of 23,402 copies, Bizz reaches 123,000 (CIM) readers.



**BIZZ (D/F)**  
The magazine for young entrepreneurs, managers, self-employed persons and other professionals.

## THE TV NEWS MAGAZINE

### TÉLÉPRO

The French-language TV newsmagazine sets out to guide viewers safely through the TV programme jungle.

With a circulation of 151,239 copies, Télépro reaches over 523,400 readers (CIM 12+) every week with a complete and well-structured overview of more than 60 television channels, plus news and gossip on the TV, radio and big screen stars of the moment. Télépro doesn't only talk about the fun side of life, however: personal views, critical analyses and in-depth articles on current issues and social questions provide its readers with plenty of food for thought. Every week's Télépro is packed full of practical tips on a wide range of real-life topics: health, beauty, law, tourism, DIY, the internet and multimedia, cooking, literature, music, videos and DVDs.

**Télépro is more than television. This TV magazine is the family magazine par excellence.**

Télépro is the family magazine par excellence. Every week there is something for children too, with the Cedric cartoon page and a special overview of 'their' TV programmes. Crosswords and other games offer more than 150,000 euros in prize money every year.



### TÉLÉPRO

A complete and well-structured overview of more than 60 television channels.

## TRAVEL MAGAZINES

### GRANDE (D/F)

Grande is a quality monthly lifestyle magazine with four cornerstones: culture, nature, travel and discovery.

Every month Grande invites its readers to join it on a round-the-world trip, with information on every aspect of travel, presented clearly and transparently, and separate sections guiding readers to their favourite reports.

Every issue of Grande covers European, overseas and exotic destinations, Belgian and foreign cities and the Belgian countryside from surprising and exclusive angles. For one reader a fascinating first experience of a particular country, for another an attractive and unexpected return visit.

Travel reports are brought to life with superb photos by some of Belgium's many top photographers. Readers quickly feel at home as the cultures that speak most to our imagination come to life. But Grande's reporters also range closer to home, taking readers to delightful unknown or forgotten spots in Europe and in Belgium.

Grande readers are active world citizens, better-educated professionals who have



**GRANDE (D/F)**  
A monthly offer of culture, nature, travel and discovery.

discovered the pleasure of travelling and wish to enjoy it to the full.

Grande enables its readers to reconnoitre the world in a very special way. www.grande.be offers a brief list of contents of the latest Grande issue and further information on the various readers' competitions.

With a circulation of 32,754 copies (Dutch- and French-language), Grande has almost 159,000 CIM readers.

## THE ROYALTY MAGAZINES

### ROYALS (D/F)/DYNASTY

**M**onthly magazines Royals and Dynasty closely follow the latest events in Europe's royal houses.

The Dutch-language version has as many readers in the Netherlands as in Belgium. The French-language version is distributed in 30 countries.



**ROYALS (D/F), POINT DE VUE**  
The Royals publications report on the royal activities.



Roularta took over both titles in 2004 and since then subscriber numbers have been rising steadily. Roularta's wide audience publications (De Streekkrant and De Zondag) and its TV channels also provide solid promotional support. Together the two magazines have a circulation of 75,331 copies.

### POINT DE VUE

The Belgian edition of the Point de Vue magazine (100% Roularta Media France) has a circulation of over 40,000 copies. Roularta Media handles advertising sales for the Belgian market. The Belgian edition has a separate cover and advertising pages, and additional content pages depending on current royal news.

## THE MEDICAL PUBLICATIONS

Roularta Medica publishes weekly and monthly magazines, medical agendas, congress guides, info cards®, websites and newsletters for the medical world.

### DE HUISARTS/LE GÉNÉRALISTE

**D**e Huisarts/Le Généraliste is a contemporary weekly newsmagazine for the medical profession, covering primarily political and social events, medical and scientific news, professional services, culture and leisure.

This complete mix is supplemented with personal service sections covering subjects such as taxation, information flows, care management, professional insurance, setting up surgeries and prevention.

Opinion pages provide a forum where doctors, trade unionists, politicians, civil servants and reporters can express their personal views on events in the medical world or react to previously published points of view.

De Huisarts/Le Généraliste seeks to provide maximum information in as short a time as possible, and is a good reflection of its readers' interests and concerns.

De Huisarts/Le Généraliste is the most widely read and respected specialist magazine for medical practitioners (Multimed figures) in Belgium.

### SEMPER

This attractive and easy-to-read medical and lifestyle magazine, appearing monthly, is the classical publication for the medical profession.

It is the only periodical in Belgium with its finger on the pulse of what interests doctors, specialists and pharmacists and their families in our society, offering a catching mixture of 'need to know' and 'nice to know'.

The main concern is added value. It is important that even readers who quickly leaf through 'Semper' are able to pick up something on every page about medicine or pharmacology, internet or lifestyle, investment or culture.

With their key role in our health services, women too receive plenty of space.

### THE AGENDAS

Professional information for paediatricians, gynaecologists, psychiatrists, cardiologists, gastrologists, etc.

De agenda Gynaecologie, De agenda Psychiatrie, De agenda Pediatrie, De agenda Cardiologie, De agenda Gastrologie, ... are all quarterly information sheets, published in both Dutch and French and distributed free of charge to every gynaecologist, psychiatrist, paediatrician, cardiologist, gastrologist etc. in Belgium.

In addition to journalistic articles (congress reports, current news, clinical cases, book reviews, etc.), each 'De agenda' includes the most complete diary available in Belgium of scientific meetings and training programmes (regional, national and international) in its particular area.

### CONGRESS GUIDE

Physicians and specialists travel to learn new skills. Published four times a year with information on over 3,000 medical seminars and congresses across the world, De agenda – De Congressgids is a valuable working tool for all Belgian physicians and specialists. Easy-to-use search criteria by country or speciality guide readers to all relevant information on medical congresses of potential interest to them.



DE HUISARTS/  
LE GENERALISTE,  
SEMPER, ...

### AGENDAMEDICA.BE

Physicians seeking an overall view of the year's events can also subscribe online free of charge to the [www.agendamedica.be](http://www.agendamedica.be) website, with direct links to over 3,000 medical congress organisers across the world.

### INFO CARDS®

Info Card® are booklets with reply coupons sent out to selected medical professionals. These provide a highly appropriate response medium for medical sector suppliers to acquaint pharmacists, dermatologists, veterinarians, gastroenterologists, gynaecologists, GPs, young doctors, paediatricians, dentists and nutritionists with their latest products and services.

### UZ-GEZONDHEIDSBRIEF/ LA LETTRE DE LA SANTE

Every month the UZ-Gezondheidsbrief, produced in cooperation with the Catholic University of Leuven (K.U. Leuven) examines current medical topics. Each newsletter comes with reliable articles brim-full of tips and medical information for the entire family, in clear, simple language. The UZ-Gezondheidsbrief is written for people who wish to remain abreast of medical science.

In UZ-Gezondheidsbrief physicians and specialists from K.U. Leuven answer frequently asked questions in eight pages of independent, reliable information. Each issue of 'De Bijsluiter', the free regular supplement to UZ-Gezondheidsbrief, offers an extensive dossier with a full line-up of the state of play in one particular area.

## BODYTALK

Almost every day scientists are publishing new findings on sport performance, physical condition and health.

These quickly find their way to BodyTalk, the newsletter on sport, movement and health, published in cooperation with the Free University of Brussels (VUB). Under the guidance of VUB specialist Jan Borms, BodyTalk monthly provides targeted, compact information on the latest developments in endurance sports, fitness, sports medicine and nutrition. BodyTalk+: keeping abreast of what is happening in your area. This monthly supplement to BodyTalk contains an extensive dossier on topics like endurance sports and nutrition, sports performance and overtraining, pregnancy and physical activity, etc.

## DE EETBRIEF

This monthly newsletter on healthy and tasty eating and dieting is written by specialists from Ghent University Hospital. With up-to-date information on our daily menu, De Eetbrief is a guidebook for

everyone wanting to feel fit and healthy. No professional jargon but practical information on composing our daily menus. Sensible and tasty food is far from boring, scientists assure us.

De Eetbrief is an independent newsletter, without advertising, unsubsidised and therefore free of all pressure groups.

Practical: De Eetbrief Recepten, a monthly recipe supplement to De Eetbrief, comes full of magnificent, healthy recipes.

## THE BUSINESS-TO-BUSINESS MAGAZINES

Roularta Professional Information is a market leader in various fields, with professional magazines for industry as a whole, for the graphics industry, etc.

## INDUSTRIE TECHNISCH MANAGEMENT (D/F)

Industrie Technisch Management is the professional magazine of Belgian industry, born of the merger of the two leading titles on this market. 'Industrie' had a strong presence with management-directed news, statistics, interviews and feature articles. 'Technisch Management' led the market for professional technical-industrial information with well-researched, objective case studies and easy-to-follow market analyses.

Industrie Technisch Management's editorial structure continues this approach, with four major content sections:

Management tackles key industrial management issues like personnel policy, marketing and sales, environment.

Technology features technology-oriented case studies, based every time on personal research by the magazine's editorial team.

Survey presents a particular field of industrial life with a vertical approach. Manufacturing, Logistics and Process are also featured on an alternating basis.

Technopolis offers the latest product info, sector news, economic climate barometer, investment lists, etc.

Industrie Technisch Management is distributed to a broad and highly representative group of readers, at various levels in business companies. Including both senior and general managers and lower-level technical decision makers. This ensures that the magazine reaches all decision makers in an industrial company.

Our address database has been meticulously put together and maintained over the years. This is not a free circulation but a controlled circulation magazine: all readers have requested the subscription or are paying members of a professional organization.

## BUSINESS ICT (D/F)

Business ICT's one concern is to offer complete, accurate information for effective business organization. This makes Business ICT the working tool for everyone actively involved in defining business policy. Clear market analyses, independent user surveys, information-packed interviews, key product releases and case studies on professional information and communication technology are provided in six easy-to-read sections: Data Management, Business

**INDUSTRIE TECHNISCH MANAGEMENT (D/F), BUSINESS ICT (D/F)**  
The professional magazines for business and industry.

**RFP LASER**  
De prijs van kleur

**IP-TELEFONIE**  
Operators onder druk

**SOA**  
Hoe de eerste stap zetten?

**RFP CRM**  
Avec ou sans Outlook?

**CENTRES DE CONTACTS**  
En quête d'optimisation

**ICT TRENDS AWARDS 2005**  
Perçée des services publics

Integration, Document Management, Network & Telecom, Internet & Intranet and Software Engineering.

**FACILITIES (D/F)**

Every company is eager to focus on its primary processes and keep the cost of underlying activities to a minimum.

Facility Management, which has attracted increasing interest in recent years, is the integrated management of all the internal services that an organization has to keep up and running to enable staff and management to focus on the organization's core activities in an optimal environment.

Facilities covers a broad spectrum of support factors, including buildings and offices management, cleaning, catering, security, general environment and telecommunications.

Our main readership is in the manufacturing and services sector, but Facilities is also consulted by decision makers in the health care and education sectors and by Belgian government agencies.

**GRAFISCH NIEUWS/ NOUVELLES GRAPHIQUES**

Grafisch Nieuws/Nouvelles Graphiques has been the reference magazine for the Belgian-Luxembourg printing sector for the past half-century. Prepress, traditional and digital publishing technologies, graphic tools, POD... are all closely monitored and regularly examined in our columns.

Regular readers are typically managers of printing, prepress or service undertakings, multimedia enterprises, finishing companies, the paper processing industry and advertising agencies, but also include producers, importers and distributors of machines, systems, products and hardware and software for the printing industry.

Grafisch Nieuws/Nouvelles Graphiques' success rests on three pillars: professionalism, independence and its own black and white editorial style, with no reading between the lines.

**M&C PUBLISHING (D/F)**

M&C Publishing is the first independent professional magazine on electronic pub-

lishing and digital workflow for the Belgian Dutch-speaking market.

Imaging, press, electronic publishing, digital output: M&C covers the entire printing and publishing process from data input to output, via data processing and publishing.

M&C Publishing is aimed at professional users' need for hard 'need-to-know' facts and information of immediate relevance to their daily work. M&C Publishing is produced by KBMB, which for over 50 years has been successfully keeping the printing sector abreast of technical news with its Grafisch Nieuws/Nouvelles Graphiques magazine.

M&C's editorial team has an exclusive cooperation agreement with the German technical magazine Publishing Praxis (the sister magazine of Deutscher Drucker).

**BUSINESS IN MEETING (D/F)**

Business in Meeting, launched in November 2005, is Belgium's first technical magazine for decision makers in the business meeting and conference sector, with back-

ground information, ideas and alternatives for successful business meetings. Business in meeting appears every two months.

**THE NEWSLETTERS**

**B**iblo is the specialist publisher of high quality newsletters for the tax, legal and financial worlds. It also publishes the Wijntrends newsletter.

For a number of years Biblo NV (100% RMG) has operated with specialist 'knowledge centres' rather than separate editorial teams for each individual product or publication. In this way its financial unit provides specialist financial content for both Biblo's own publications (Inside Beleggen, Cash, Cash.be, Beursgrafiek.be) and for other Roularta group magazines, websites and media forms (Knack, Plus, LeVif/L'Express, Z:News, De Huisarts/Le Généraliste, Semper, etc.).



**GRAFISCH NIEUWS/ NOUVELLES GRAPHIQUES, FACILITIES (D/F), M&C PUBLISHING (D/F), BUSINESS IN MEETING (D/F)**  
The professional magazines for facility management and for the graphic sector.





The fiscal-legal unit does the same in the tax area, whilst the business information unit maintains a database and provides content on Belgian companies.

Wijntrends is the multimedia newsletter for smart winelovers. Together with essential news from the wine world, readers are introduced to leading wine houses, clubs, training courses, appellations and grape varieties. Wijntrends offers a wealth of tips from professional sommeliers, renowned wine specialists and well-known restaurant owners, aimed at perfect harmony between plate and glass. Each issue of Wijntrends also presents a recipe of the month, adapted to a specific species of grape.

### FISCOLOGOOG/LE FISCOLOGUE

Fiscooloog is the reference newsletter on tax matters. For almost 25 years it has been a tonsetting source of information, respected also by the tax authorities, and a reliable working tool for major taxpayers and the accountants, tax consultants, auditors and company lawyers who advise them and anyone with a professional interest in taxation.

Fiscooloog closely tracks every change in personal income tax, corporation tax, VAT,

registration duty, inheritance tax, excise duty, environmental taxation and non-residents tax, reporting in clear and understandable language.

### FISCOLOGOOG INTERNATIONAAL/ LE FISCOLOGUE INTERNATIONAL

Fiscooloog Internationaal examines international taxation from a Belgian angle. This monthly newsletter is intended specifically for foreigners living in Belgium, for Belgian individuals and companies with foreign income and for their advisers.

Fiscooloog International analyses and interprets double taxation treaties, international judgements, European legislation, international professional literature and other relevant sources, and converts them into directly usable information.

### INSIDE BELEGGEN/ L'INITIE DE LA BOURSE

Twice a week since 1970 Inside Beleggen (previously Swingtrend) has been closely tracking the most popular forms of investments – equities, bonds, funds, currencies, etc. Equity investors can also make money in bear markets, providing they know when to buy and sell. Accurate, sound, reliable information is essential, because only well-

informed investors react alertly and logically. Inside Beleggen's picking and tracking system (unique for Benelux) means they are quicker to know which shares are worth purchasing and when to buy and sell.

### BEURSGRAFIEK.BE/ LECHARTISTEINITIE.BE

This online newsletter is based on technical analyses showing the performance over time of financial products and of a number of key price indicators. That is, technical analyses based largely on the – often fickle – behaviour of investors, presenting buy and sell signals in graphic form. When does a share break out of a downtrend and all signals start pointing to a higher price? When has a share reached its support level and is it time to buy? When is a share hitting a resistance level and is it time to sell? Answers to these questions can be found on [www.beursgrafiek.be](http://www.beursgrafiek.be) and [www.lechartisteinitie.be](http://www.lechartisteinitie.be).

### BIBLO AANDELEN DATABANK

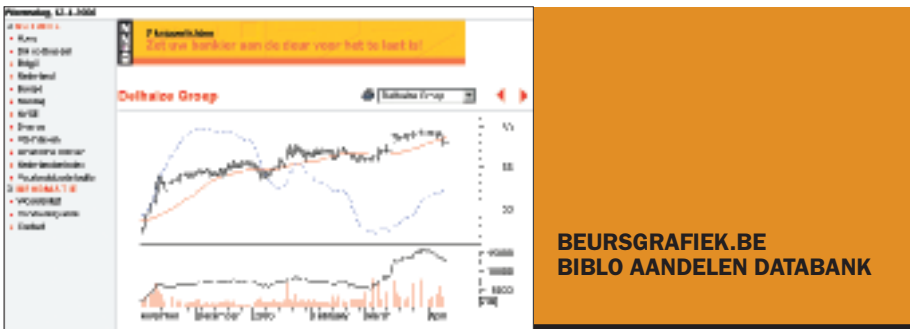
This database presents complete figures and data on over 800 listed companies, mostly on Euronext. With selection and screener functionalities, inter-comparisons, graphs, ratios and directors. Source: articles and lists in Roularta publications.

### BALANS/BILAN

The fortnightly newsletter Balans/Bilan gives the latest information on accounting, company and financial law, business regulations and social legislation, including an overview of all legal decisions that affect auditors, accountants, bookkeepers and business lawyers and advisers in their daily practice. Balans/Bilan also discusses the opinions of the Financial Standards Committee, reports on news from the professional accountancy institutes and signals changes in European and international accounting, in particular the accounting standards of the International Accounting Standards Board.

### TRV

The Tijdschrift voor Rechtspersoon en Vennootschap (TRV) has for years been one of the leading journals for the Belgian legal profession. With a specific focus on corporate legislation, and regular coverage of various aspects of financial, tax and accounting law, TRV is a practice-oriented



legal journal, with in-depth contributions and chronicles of the various branches of law, critical assessments of pending problems, and recent judgements with accompanying commentaries. In short, a critical, scientific and multidisciplinary professional journal, providing top quality, relevant information for legal practitioners.

## THE TRENDS TOP BOOKS

In its different forms, Trends Top is the most widely consulted source of financial and business information in Belgium.

### TRENDS TOP 30,000

This directory from publishing house Biblo (100% RMG) contains the names of over 200,000 senior managers, who together decide 95% of all purchases and investments in Belgium, completed with their functions, addresses, telephone, fax and VAT numbers, websites, e-mail addresses and more. A quick glance gives you also a company's main financial ratios: revenue, profit or loss, depreciation, capital, personnel charges, investments, etc. Discover how a company ranks, how the competition is performing, how strong its suppliers are, who the decision makers are in the other companies and much more besides.

### TRENDS TOP BOUW/ TRENDS TOP CONSTRUCTION

With the names of over 65,000 managers and profile data on 2,000 'top-deciders', Trends Top Bouw is the most important and widely-consulted financial reference work on Belgium's construction and related sectors.

Trends Top Bouw also gives key financial

figures and ratios of 8,000 companies in the sector, including revenue, net profit, depreciation, capital, personnel costs and investments. Trends Top Bouw is also the first publication to reproduce the key decisions reported in the social balance sheets.

In short, a treasure chest of information on employment, productivity and profitability in the building sector. All Bouwkroniek subscribers also receive a free copy of Trends Top Bouw.

### TRENDS TOP CD-ROM

All essential information on Belgium's 100,000 largest companies and 344,000 managers is available on the Top CD-ROM, an easily accessible working tool for finding, processing and analysing Belgian corporate data. Your own Top ranking, by region, sector or other criteria, is just a mouse click away.

### TRENDSTOP.BE

Purchase the book and CD-ROM and gain free access to the Trends Top Website, offering complete, daily updated information on Belgium's 100,000 largest companies.

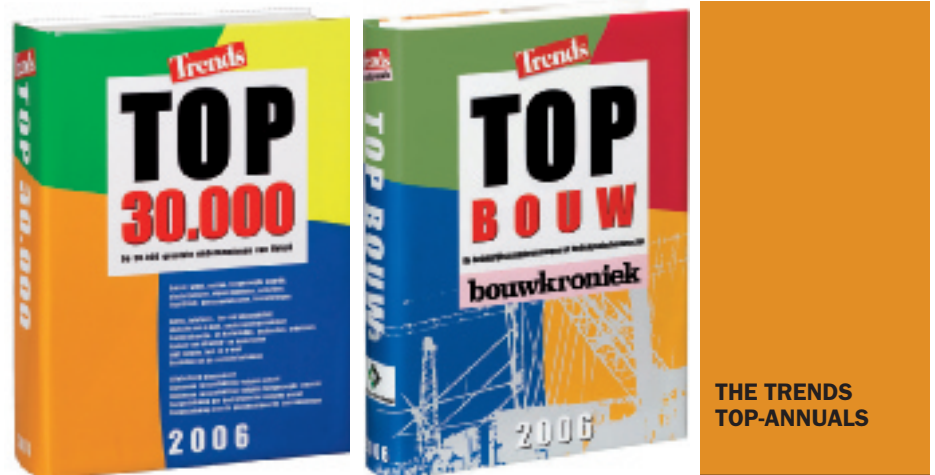
## THE HR PUBLICATIONS

Academici Roularta Media (50% RMG) specialises in media covering Human Resources topics: careers, choice of studies, personal development, etc.

### GO-ANNUAL

The GO directory is the career booster for young talent. Together with its dedicated [www.GOtalent.be](http://www.GOtalent.be) website, it is the ideal tool for recruiting communication and campus recruitment.

The Knack Studiewijzer appears every year as a supplement to Knack, assisting readers in choosing training and education courses. ARM also handles advertising sales for the special education supplements in Knack, Le Vif/L'Express, Trends and Trends/Tendances. In the B2B HR communication market, ARM produces HRM supplements every year for Trends and Trends/Tendances.





## THE BUILDING AND CONVERSION PUBLICATIONS

Roularta is the Belgian market leader in directories and magazines, published by its subsidiary Media Office, for anyone wanting to build, convert or furnish a property.

### CASAS

Media Office specializes in inspirational and practical publications for people looking to build or renovate. Since February 2006, Casas (in both Dutch- and French-language editions) has been the new name of the *Ik ga Bouwen* and *Je vais Construire* magazines. Casas is the magazine par excellence for anyone wanting to build, convert or furnish a property. Everything you need to know – technical tips, legal advice, analyses of building companies, architects' recent work, kitchens, sanitary equipment, interest rates – you can find in Casas.

In addition to Casas, Media Office publishes a number of annual directories (*de Gids van A tot Z*, *Sterke Punten*) and the *Bouwen/Bâtir* supplement to *Knack/Le Vif/L'Express*. Media Office also produces *Belgian Building Magazine*, *Building Services* and the welcome box.

The Follow the Guide and Media Office (66.66% RMG) publishing houses produce directories and events like 'Bouwen/Bâtir', 'De Renovatiegids', 'de Vlaamse Renovatiedag', 'de Kijkwoningengids', 'de Kijkwoningendag' and 'Meesterlijk Wonen'.

In June 2005 Media Office took over the [www.bouwmeester.be](http://www.bouwmeester.be) website. In the few years since 2001 this has become Belgium's reference site for building and renovation, and has now been extended with a French-language version, [www.maitrebatisseur.be](http://www.maitrebatisseur.be), to give advertisers a national reach.

## PUBLICATIONS FOR THE HORSE WORLD

Roularta publishes directories for horse lovers and a superb monthly magazine titled 'Cap'.

### CAP PUBLISHING

An exclusive publishing house specialising in the world of horses and horse riding.

Cap Publishing (50% RMG) publishes the luxury horse lovers' monthly magazine *Cap*. Cap Publishing also publishes 'Hippus Vademecum' with directories for the horse-riding world in Belgium and the Netherlands

## READY-TO-READ MAGAZINES

Roularta Publishing specialises in made-to-measure magazine production.

**R**oularta Publishing specialises in made-to-measure magazine production, with a total approach running from design, layout and journalistic content right to printing and distribution. For this purpose the Roularta Publishing team can count on the cooperation of the various Roularta departments, each with its own journalist and graphic artist networks.

By working in synergy with a major publishing group, this company is excellently placed to deliver top quality at very low prices.

Magazines produced by Roularta Publishing include De Leeuw/Le Lion, BMW Magazine and Sensa/Galeria (Inno/Kaufhof), etc.

## THE ADD-ON PRODUCTS

More and more brand extension initiatives are being developed, with Roularta's major brands (Knack, Trends, Plus etc.) serving as platforms for new services and products aimed at these magazines' readers.

## BOOKS

**R**oularta Books publishes only books that are of interest to the target groups of the various Roularta Group magazines. Depending on

the project, the book is either distributed through the normal book trade at normal prices, or a large edition is printed and offered at an exceptionally low price to readers of Knack, Trends, Plus, Nest etc... In this case readers find a special voucher in their magazine that they can exchange for a major reduction. In this way Knack readers receive a new offer on average every 14 days. These include superbly colour-illustrated books on interesting topics at exceptional conditions and 'maga-books' (recipe books, political encyclopaedias, travel guides, etc.) printed on luxury paper with plasticized covers and crammed full of useful information.

Together with VAR (VAT) Roularta also publishes the Globe Book series with new best sellers every year.

## SEMINARS

Roularta Seminars is a professional organisation specialising in thematic seminars. In addition, both Trends (Dutch-language) and Trends/Tendances (French-language) organise monthly readers' meetings, addressed by top businessmen ready and willing to dialogue with enthusiastic and motivated audiences. The Trends CEO Summit is now a regular annual event, as are the André Leysen lectures.

Roularta Seminars is extending its network of partnerships, offering Roularta Media's optimal communication facilities as additional guarantee for the success of its partners' events.

## TRAVEL

Knack, Le Vif/L'Express, Plus Magazine and Grande all organise readers' tours, each with an exclusive programme carefully worked out with the magazine's editorial staff.

Each trip is announced with travel reports and is accompanied by a representative of the magazine in question.





A SELECTION FROM THE OFFER OF ROULARTA BOOKS

8ste B2B Sales & Marketing Congres

## Hoe komt u op de shortlist?

21 maart 2006  
Diamant Conference Centre  
Brussel

De waarde en het belang van sterke merken in een business-to-business verkoopproces

Volledig programma en inschrijven: [www.roulartaseminars.be](http://www.roulartaseminars.be)

Met Weekend Knack naar Helsinki en Stockholm

Helsinki, waar de Russische invloed nog voelbaar is en het Oosten het Westen ontmoet. En Stockholm, parel aan de Baltische Zee.

Weekend Knack Focus

weekend Knack EXTRA EDITIE

De interessantste bestemmingen in Zuid-Amerika

Antarctica • Argentinië • Belize • Brazilië • Chili • Costa Rica • Cuba • Dominicaanse Republiek • Ecuador • Guatemala • Mexico • Panama • Suriname • Uruguay

weekend Knack EXTRA EDITIE

100 TOPRECEPTEN SALADES EN ZOMERSE VOORGERECHTEN

THE SEMINARS AND READERS' TOURS ARE EXAMPLES OF THE ADD-ON PRODUCTS, KNACK'S MAGABOOKS

# Magazines/France

## ROULARTA MEDIA FRANCE

In France Roularta Media Group publishes a growing number of major magazines through various publishing companies.

### ART DE VIVRE EDITIONS

Art de Vivre Editions (50% RMG / 50% Laurent Blanc) publishes *Atmosphères* and *Ideat*, two lifestyle titles aimed at a young audience interested in every facet of 'l'art de vivre'.

### ATMOSPHÈRES

**A**tmosphères is a prestigious monthly magazine for today's elegant woman. An atmosphere magazine with attractive photos, news items and

stimulating columns and feature articles. Every issue offers new inspiration for the art of entertaining, living and social behaviour. A lifestyle magazine that combines

### Roularta France is growing fast with targeted acquisitions.

humour, pleasure and classical style with a positive vision of society. For active women with an original outlook on fashion, beauty, getting-away-from-it-all and culture. *Atmosphères* has a net circulation of 110,198 copies.

### IDEAT

*Ideat* was created 6 years ago as a luxurious design magazine, also covering culture, travel and trends for modern lifestyleers. *Ideat* focuses on one strong theme every month, mixing styles and disciplines in a contemporary idiom that makes it a genuinely original concept. Circulation: 54,348 copies.

### IDEAT PUBLISHING

Just as Roularta Publishing produces ready-to-read magazines for Belgian

customers, so *Ideat* Publishing produces consumer magazines for the French market, taking care of the entire process from design to writing and printing.

Products include *Le Printemps* catalogue, the *Alfa Romeo* and *Hitachi* magazines, etc.

### CÔTÉ MAISON: HOMES AND INTERIORS (FR)

*Côté Maison* SA (50% RMG, 50% Groupe Express-Expansion) publishes five top magazines for France's homes and lifestyle market.

### MAISONS CÔTÉ SUD

**T**he dream come true of a house in the sun is very present in the luxury *Maisons Côté Sud* magazine. Superb town houses and apartments, country dwellings and second homes conjure up a world of luxury, craftsmanship and artistry from Provence, Tuscany, Spain, Morocco, Mexico and other southern climes. *Maisons Côté Sud* is brimfull of discoveries, unexpected atmospheres, styles and colours, with a scent of olive oil and sun-drenched climates.

With architecture, decoration, fabrics, festivals, savours, travel diary, nature, gardens, charming hotels and fine restaurants, *Maisons Côté Sud* appears every two months on the tables of epicureans the world over. Circulation: 126,548 copies.

### MAISONS CÔTÉ OUEST

*Maisons Côté Ouest* brings together all lovers of the western shores, from the coasts of Brittany to the eastern



American seaboard. The depths of the Celtic soul vibrate through the pages of this magazine which describes and brings to life these enchanted landscapes and living traditions and, of course, houses steeped in history and shared stories.

An art of life that extends beyond interiors and architecture to include culture, artistic creation, gastronomy and historical monuments. Every two months a magazine as brisk as a westerly wind. Circulation: 88,018 copies.

### MAISONS CÔTÉ EST

A special emotion grips you as you open Maisons Côté Est and experience the quality of the objects and materials, the musical atmosphere and the warmth of a fireside. Maisons Côté Est is the first magazine ever with a passionate interest for the art of living of Central Europe, from Eastern France to Vienna and Saint Petersburg. Three French regions – Alsace-

Lorraine, Franche-Comté and Jura et Nord des Alpes – are rooted in this European culture.

Immense, unknown, mysterious new territories in which we discover or rediscover houses with the patina of centuries which combine modern comfort with sober beauty.

The craftsmanship, local cuisine and practical wisdom of traditional cultures are all carefully and tastefully presented every three months in Maisons Côté Est.

Circulation: 60,237 copies.

### MAISON MAGAZINE

This modern and well-documented magazine advises readers on all aspects of home decoration. With prices, tips, technical information, choice of materials, illustrated examples and expert opinions.

Maison Magazine is published every two months. Circulation: 137,827.

### MAISON FRANÇAISE/ MADAME FIGARO

A reference magazine offering an up-to-date vision of interior decoration and style. With few houses built in just one style, Maison Française tackles every style and the subtle art of blending, with useful tips and fresh ideas for further improving one's dream home. Circulation of this attractively printed, bimonthly magazine (circulation: 139,096) has risen rapidly following the merger with Maison Madame Figaro.



THE PUBLICATIONS OF CÔTÉ MAISON:  
FIVE TOP MAGAZINES FOR FRANCE'S HOMES AND  
LIFESTYLE MARKET

## STUDIO PRESS: IMAGE, MUSIC AND SOUND

Studio Press (100% Roularta) publishes a series of magazines acquired from four separate publishers and dedicated to cinema, DVD, audio, video, hi-fi and music.

### STUDIO MAGAZINE

Visual, elegant and glamour-packed, this monthly magazine for cinema enthusiasts has carved out a solid place for itself in cinema journalism with breathtaking reporting and intense film moments. Studio Magazine takes its readers to the heart of the big screen world and to key rendezvous like the festivals of Cannes, Venice, Hollywood and

Berlin. Reflecting the vision of a committed and talented team, which has not been afraid to produce its own films, this polished magazine reads like an album of the 'seventh art'. Circulation: 90,861 copies.

Since 2006 Studio Magazine has also been available in mini-format.

### PIANISTE

As France's largest periodical for piano and pianists, this bimonthly magazine offers everything a hobby pianist could want, including 32 pages of scores for every music and piano style, a step-by-step improvement method, a CD with all the music pieces, test reports on musical instruments, the latest innovations, and an interactive internet site with master classes. A unique ensemble aimed at all piano lovers. Circulation: 18,380 copies.

### PIANIST (GB)

This is an English-language version of Pianiste, which has been successfully launched in Great Britain and the USA using the same concept but with a local editorial team. Circulation: 15,000 copies.

### GUITAR PART

The leading specialist guitar publication, appearing monthly, has earned its place on the rock scene with an attractive mix of modern pedagogical methods, an impishness readers identify with and an overall approach to rock culture. Our readers don't just listen to rock. They play it themselves, aided by our scores, teaching CDs, equipment tests, interviews, surveys, files... accessible to beginners and experts alike. For people wanting to know everything about music and music makers. Circulation: 33,553 copies.

### GUITAR COLLECTOR

Each issue of this quarterly complement to Guitar Part examines a particular artist or group in detail. Readers can also play the great names of guitar with scores and tablatures of the all-time hits of Bob Dylan, Prince, Ben Harper and mythical groups like Telephone, ZZ Top and AC/DC. Plus a one-hour CD giving the sounds to imitate them (with guitar playback and bass). Circulation: 15,040 copies.

### GUITARE CLASSIQUE

This quarterly magazine is full of information for classical and acoustic guitar lovers, both students and teachers, covering all repertoires, including French, Spanish and Brazilian music. Guitare Classique is the one French magazine that brings classical guitar players into contact with star guitarists, events, schools, etc. Every edition comes with 32 pages of scores and an exercise CD, at different levels of difficulty. Circulation: 15,040 copies.

### KEYBOARDS RECORDING

This magazine has been created by merging Recording Musicien with Keyboards Home Studio, acquired in May 2005. Genuine music fans will find sections on everything from equipment



THE STUDIO PRESS TITLES  
For the music world.



(synthesizers, electronic instruments etc.) to software and feature articles on musicians from all genres. Prominence is also given to practical examples, teaching tips, test installations and to artistic and technology events. Circulation: 15,000 copies.

### PRESTIGE AUDIO VIDEO

The magazine that discovers, presents,

compares and measures top quality equipment for sound and image enthusiasts. A showcase of audio and video objets de passion. Circulation: 9,000 copies.

### HIFI VIDEO HOME CINEMA

This monthly reference guide to tomorrow's technologies answers questions like: How do I choose the best equip-

ment? Am I abreast of the latest technologies? Am I getting value for money? The indispensable reference work. This historical title, created in 1977, has evolved with the times and remains a great publishing success with a circulation of 17,000 copies.

### SONOVISION/BROADCAST

This monthly tour d'horizon of new solutions for producing, distributing and transporting films and images for video and cinema, TV and commercial audiovisual production houses, companies and institutions. Sonovision also published Qui Fait Quoi (Who does what?), a precious reference tool entirely dedicated to digital cinema. Circulation: 15,000 copies.

### POINT DE VUE

In January 2006, the weekly magazine Point de Vue (100% RMG since November 2005) celebrated its fortieth birthday. Point de Vue, with a worldwide circulation in addition to France and Belgium, was acquired in November 2005. This prestigious and tonesetting people magazine is devoted to daily life at royal courts, as well as exceptional and world-famous figures. This weekly magazine differs from other people magazines by its dissemination of honest and respectful information.



With a net circulation of 222,263 copies in France and over 40,000 in Belgium, Point de Vue has by far the largest subscriber list in this market segment (57,000).

## GRUPE EXPRESS-EXPANSION

Groupe Express-Expansion produces a number of France's leading magazines in a range of sectors: current affairs, economics and finance, housing and lifestyle, culture and education.

In November 2005 Roularta Media Group took a historic step in its international expansion with an agreement to acquire a 35% stake in Groupe Express-Expansion.

The main Groupe Express-Expansion titles are:

**1. L'EXPRESS**, is France's weekly news-magazine, founded in 1953 by Jean-Jacques Servan-Schreiber. With a circulation of 535,000 copies, L'Express reaches 2.3 million readers.

**2. L'EXPANSION**, is a monthly business magazine focusing on career opportunities, personal finance and the French and European economic outlook. L'Expansion has a paid circulation of 161,000 copies. It also publishes its own newsletters.

**3. MIEUX VIVRE VOTRE ARGENT**, is a monthly magazine focused on personal asset management. It has a paid circulation of around 244,000 and also publishes newsletters.

**4. L'ENTREPRISE**, is France's largest SME magazine, with extensive coverage of management, marketing, finances, human resources, IT and fiscal items. This monthly magazine has a paid circulation of 85,000 copies.



GRUPE  
EXPRESS-  
EXPANSION

**5. L'ÉTUDIANT**, is a monthly magazine for the student world, with 1,361,000 readers. L'Etudiant also publishes three free magazines and useful student guides. It is also the largest organizer of student marts in France.

**6. LIRE**, is a monthly culture magazine about writers and literature, with a paid circulation of 92,000 copies.

**7. CLASSICA**, is a magazine for classical music lovers.

Groupe Express-Expansion also co-publishes Le Vif-L'Express and Côté Maison with Roularta Media Group.

Roularta Media Group's ambition is to increase its 35% stake in Groupe Express-Expansion to 100% in the longer term.

# Newspapers

## KRANT VAN WEST-VLAANDEREN

### THE PROVINCIAL NEWSPAPER

The Krant van West-Vlaanderen is indissolubly linked with Roularta Media Group. The enterprise was born with the Roeselaarse Weekbode, which is still one of the eleven strong local town newspapers that together make up the Krant van West-Vlaanderen.

### KRANT VAN WEST-VLAANDEREN

The combination of the Krant van West-Vlaanderen with authentic local titles in different parts of Flanders remains hard as steel, with eleven separate editions and a total circulation of 74,874 copies.

Not only are the local titles Brugsch Handelsblad, De Weekbode, De Zeewacht, Kortrijks Handelsblad and Het Wekelijks Nieuws respectable, long-established titles in their own right, they are also successfully capturing the attention of a younger generation of readers.

Interest in local affairs is strong in Flanders, and the Krant van West-Vlaanderen tackles it uniquely with full reporting for every municipality: family news, clubs and associations, cultural and sports events, and amateur and youth sport.

The Krant van West-Vlaanderen itself pays attention to the big regional and national news items, but every time from a distinctive West-Flemish angle.

A new editorial information system with time-saving electronic layouting enables it to bring news which is really hot from the press.

The Bruges, Ostend and Kortrijk editorial offices continue to serve local reporters, but all other journalists and employ-

**The Krant van West-Vlaanderen brings the news from a distinctive West-Flemish angle.**

ees now work centrally out of the general editorial office in Roeselare.

After successfully switching to tabloid format in September 2005, the Krant van West-Vlaanderen is ready for the future



KRANT VAN WEST-VLAANDEREN AND THE DIFFERENT REGIONAL EDITIONS

# Free newspapers

## FREE NEIGHBOURHOOD NEWSPAPERS

De Streekkrant (De Weekkrant in Limburg) reaches every household in Flanders once a week. First launched over 50 years ago, De Streekkrant is today the largest medium in Dutch-speaking Belgium, reaching more people than the region's biggest TV station.

## DE STREEKKRANT/DE WEEKKRANT

With approximately 2,800,000 free copies distributed door-to-door, De Streekkrant/De Weekkrant is the country's largest newspaper. Investment in recent years has concentrated on improving print quality and expanding the journalistic content. Regional freesheets appear to be growing despite today's difficult economic environment.

The first weekly newspapers of the De Streekkrant/De Weekkrant group were produced 50 years ago. Nowadays De Streekkrant/De Weekkrant is a national medium with 46 separate weekly editions providing local reporting for each region, and with each edition the market leader in its own local area. De Streekkrant/De Weekkrant is regularly read and consulted, primarily for its consumer information and advertising.

The Streekkrant consists of regular sections of commercial information and regional news. A network of professional local editors is responsible for regional news, supplemented with useful information like doctors on call, forthcoming events and the next week's films, and with

theme pages on fashion, gardening, interior decoration, education, holidays, etc. De Streekkrant fulfils a specific complementary role to the paid daily and weekly press. Key sectors like building, living and the local property market can be found in De Streekkrant separately for each region (usually exclusively). All sections are neatly arranged so that readers can easily find what they want.

Close links with local populations and its pronounced shopping guide role make De Streekkrant an ideal medium for mounting promotional campaigns, with sales outlet addresses adapted to each region. De Streekkrant reaches consumers at an ideal moment and directs them to the nearest address.

De Streekkrant/De Weekkrant's pricing structure consists of a rate per edition and a price per issue. The more editions the advertiser chooses, the more attractive the individual price for any particular one. Standard formats (1/4, 1/2 and 1/1 page) are offered at even more attractive rates. The Top Consult pricing centre can also calculate very precisely the cost per sales outlet of a joint order. This highly rational approach means that the advertiser pays the most competitive price possible per contact.

## TAM-TAM

With Tam-Tam, Roularta is looking to offer a new network of very local tabloid freesheets that can complement the De Streekkrant broadsheets. Tam-Tam is highly interesting for very local advertisers and can also help to support larger-scale campaigns.

In addition to Roularta's own titles Tam-Tam Blankenberge, Brugge, Gent, Knokke, Wetthra (Wetteren), De Wegwijzer (Aalter) and Het Fonteintje (Deinze/Gavere), the Tam-Tam group includes the freesheets published by the Verheyen group (Antwerpen) and Publitor (Torchout). The basic concept is to offer local Tam-Tam titles in the Antwerp, Bruges and Ghent regions, where De Streekkrant circulation levels are far too high for local advertisers. In this way the Roularta Media advertising sales office now represents a second network of local neighbourhood freesheets in addition to the De Streekkrant/De Weekkrant group.

**Tam-Tam: A network of local freesheets, complementing the De Streekkrant network.**



**DE STREEKKRANT/  
DE WEEKKRANT**  
Weekly in every  
letterbox in Flanders.



## JORNAL DA REGIÃO

A number of years ago Roularta launched Portugal's first neighbourhood freesheet in partnership with the listed Portuguese group Impresa. Today Jornal da Região has a circulation of 220,000 copies in six editions, with format, content and layout all inspired by De Zondag.

## THE SUNDAY NEWSPAPER

### DE ZONDAG

Now over 6 years old, De Zondag is one of the largest media in Flanders. No other paper (except De Streekkrant) reaches as many readers.

De Zondag is a free newspaper distributed right across Flanders. The innovative formula of placing this free newspaper in bakery shops allows some 630,000 copies to be distributed in just a few hours every Sunday morning, at a unique point in time for a particularly interesting and selective audience.

In this way, Sunday's festive breakfast for Flanders' wide-awake citizens includes the Sunday newspaper with masses of local news, a list of Sunday events, local classified ads and commercial information, and more and more national-level advertising given De Zondag's region-wide coverage. Next to De Streekkrant, De Zondag is by far the largest newspaper in Belgium, reaching readers who are fresh and attentive to interesting ideas at a

point in the week when they are not distracted or influenced by any other medium.

**De Zondag brings a blend of local and regional news, interesting Sunday activities and sports events and practical information. All with a special Sunday feel to it.**

**DE ZONDAG**  
The free newspaper in bakery shops on Sunday.

## THE CITY MAGAZINES

### STEPS, STYLE AND A NOUS

The free magazines Steps (throughout Flanders) and Style (The Netherlands), City Magazine (Slovenia), A Nous Paris, A Nous Lille, A Nous Lyon, A Nous Marseille and A Nous Côte d'Azur are complete city magazines with lifestyle articles and entertainment guides.

### STEPS

Steps has opted for a new, mixed 'push and pull' distribution formula, with door-to-door deliveries in residential areas and a network of highly visible displays in parking garages and better boutiques and food stores.

Steps offers a varied dose of fashion, lifestyle and reporting. In 2005 the magazine underwent a thorough facelift. Steps is unique in its kind, printed in large magazine format and heatset colour quality on satinated paper. Steps takes full advantage of the extraordinary possibilities of Roularta's high volume presses, which allow up to 64 large (double) magazine format pages (like Steps) to be heatset printed in a single run and stapled on the press, ready for rapid finishing and cutting. All this guarantees top quality at unbeatable advertising prices.

Steps City Magazine is published fortnightly in the major Belgian cities of Antwerp, Ghent, Bruges and Leuven, and elsewhere once a month.

Under a recent agreement with RMG, the Rossel group now exploits the Steps formula in French-speaking Belgium: fortnightly in Brussels and monthly in Wallonia.

**STYLE**

Style Zeeuws-Vlaanderen, published in cooperation with the Zeeuwsch-Vlaams Advertentieblad and distributed in the southernmost province of the Netherlands, along the border with Belgium, offers advertising opportunities to both Dutch advertisers and to Belgian clients from West and East Flanders.

The Style editions in the Dutch province of Brabant, which were transferred to Wegener in December 2005, permit combinations with the Steps editions from the Belgian provinces of Antwerp and Limburg.

**A NOUS**

In France the 'A Nous...' group is being further expanded.

In December 2005 Roularta Media Group increased its stake in A Nous Paris to 99% (1% remains with Metrobus).

Alongside the existing A Nous Lille and A Nous Lyon, two new titles, A Nous Marseille and A Nous Côte d'Azur, were launched in February 2006. Starting in 2006, the 'A Nous...' titles outside Paris are being expanded through a joint venture with the Spir Communication group, a leading French freesheet publisher, which since June 2005 has handled personal ad sales for A Nous Paris.

**CITYMAGAZINE IN SLOVENIA**

In Slovenia, City Magazine is now published in cooperation with the GV group (30%).

Other European cities are also being considered.



FREE LIFESTYLE MAGAZINES CROSS THE BORDER

# Television

## THE FAMILY STATION

### VTM

**V**TM opts resolutely for Flemish programming and quality newscasts, with a successful mix of old favourites and new programmes.

VTM came into being in 1988 as Dutch-speaking Belgium's first commercial TV station. This initiative was born of a political agreement giving the country's press companies an opportunity to participate in this new phenomenon, which was threatening to shift advertising income massively away from printed media. Initially nine enterprises took part, with Roularta having around 11%.

Over the years most of the press companies sold their holdings, until in 1998 De Persgroep and Roularta found them-

selves in a 50/50 partnership. Since then the Vlaamse Media Maatschappij, which today manages VTM, KANAALTWEE, JIMtv and the new Q-Music radio station, has been steadily broadening its palette of services.

As a family station, VTM seeks to attract a broad-based audience with a varied programme of mostly local Flemish productions. VTM provides the news reporting, analysis programmes, talkshows, etc.

Entertainment, fiction programmes, soaps, etc. are mostly bought from Belgian and foreign production houses. In September 2005, however, VTM took over Studio's Amusement, the production house that currently produces the popular VTM series 'Familie', 'Spoed' and 'Zone Stad'.

VTM is constantly investing in innovation to defend and extend its market share of around 30% against the two state channels.

## THE ENTERTAINMENT STATION

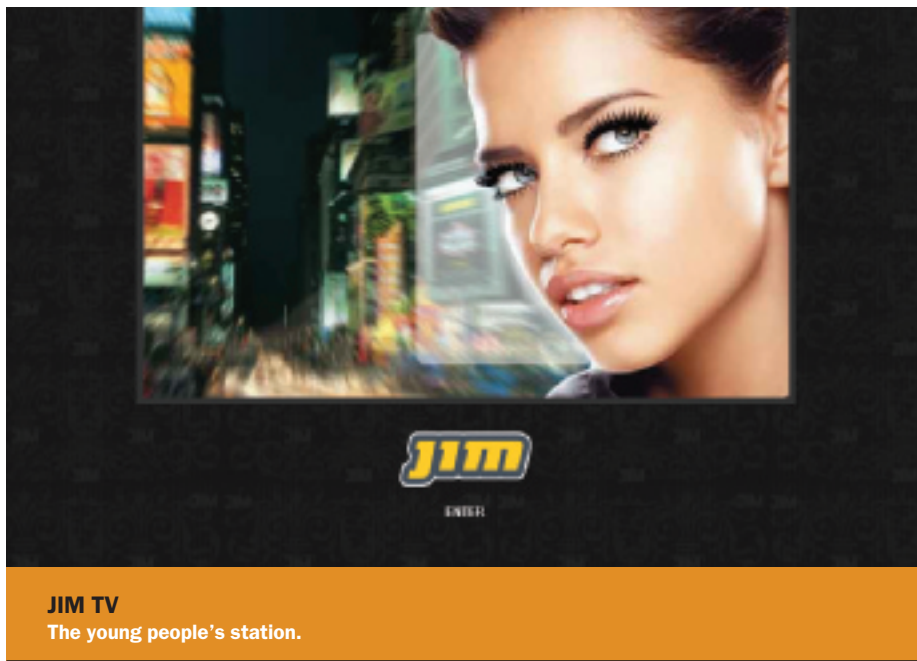
### KANAALTWEE

**W**ith a powerful offering of entertainment, sport and music, films and top American series, KANAALTWEE has successfully profiled itself as the leisure station.

KANAALTWEE pampers an audience of young, dynamic cinema fans with the best American films and series. And not only on TV...

KANAALTWEE is the station for trendy, self-conscious and active viewers. Television which is not limited to the TV screen, but includes online and off-screen activities, and is immersed in youth culture and present wherever young people are.





## THE YOUNG PEOPLE'S STATION

### JIMTV

**A**fter four years on the air JIMtv is the largest young people's music station in Flanders.

JIMtv is the largest young people's medium in Dutch-speaking Belgium. Over 10 percent of all 13-30 year-olds regularly tune in to this 'More Than Music' station, and over 50 percent at least once a month.

JIMtv systematically covers a range of youth interests: computer games, films, fashion, lifestyle, sport and of course music.

Today's young people are 'samplers' with wide-ranging spheres of interest, who make their choices based on their 'state of mind' of the moment. JIMtv seeks to respond to this profile with a wide selection of material.

Interactive media are bringing new communities into being and are enabling young people to express their involvement better than ever before. Today's young people are used to interactivity, which is incorporated into every programme through votings, website references, chats and SMS messages. JIMtv produces more than ten hours of live television every day to which young people can react directly.

## NEWS BROADCASTING

### Z:NEWS

**W**ith almost 315,000 viewers tuning in daily and 815,600 at least once a week Z:News is a dedicated news station, reaching a wide audience with a varied programme of business and general news that can be viewed at any time

### Z:News: All the news from A to Z.

of the day. This makes Z:News an excellent medium, not just for financial-economic reporting and B2B campaigns, but also for advertising quality lifestyle products.

The programme line-up includes national and international business news reporting, stock market reports and commentaries, plus a wide range of personal finance and practical information for small and medium entrepreneurs.

The editorial team works in close synergy with journalists from Trends and Trends/Tendances, Knack and Le Vif/L'Express, Bizz and other group magazines. At the marketing and promotional level too, the goal is perfect interaction between print and audiovisual media.





## THE REGIONAL STATIONS

### RMM (FOCUS TV, WTV, RADIO MANGO), RTVM

**R**oularta devised the system that makes regional television possible: local news broadcast in repeating loops to ensure maximum reach.

Roularta also owns 50% of RMM (Regionale Media Maatschappij), in partnership with the two not-for-profit organisations that hold the licences for the Focus TV and WTV stations. The two TV broadcasters are now housed together in a new location in Roeselare offering optimal synergies in terms of advertising sales and promotion and production facilities. Since the move, RMM has become a profitable operating company.

In the meantime Flanders' regional stations are continuing to expand their viewing audiences. Gradually more and more local authorities, cities, municipalities and provinces are ready to use this unique communication channel and to invest in communication budgets.

The West Flemish stations (Focus TV and WTV) produce a complete daily news programme with an average of over 15 different reports every day, a weekend lifestyle programme, a new weekend programme of provincial news and a growing number of additional sports and culture programmes.

No Télé from Western Hainault, C9 from Lille and WTV from Southern Flanders produce jointly the culture programme P.u.l.s, the Transit programme on socio-economic events, and the 'border life' project (inter-regional TV programmes).

### RING TV

In Brabant Roularta continues to manage advertising sales for Ring TV.

### RTVM

National advertising sales for the regional TV stations are managed by the RTVM advertising sales house, which is owned by three Flemish press companies, Roularta, De Persgroep and Concentra.

National advertisers are increasingly attracted by the cumulative reach of regional TV, which is watched by 33% of the viewing public on a daily, and by 70% on a weekly basis.



#### RMM

The Regionale Media Maatschappij operates out of Roeselare, in the heart of the province of West Flanders.

# Radio

## Q-MUSIC

### Q-MUSIC

**Q**-Music is professional radio with good radio voices and nothing but good music for active adults. An initiative by VMM (50% RMG).

To address the 18-44 target group by doing what other radio stations don't was Q-Music's mission when it went on the air in November 2001 with the first commercial radio licence covering the whole of Flanders.

Since then Q-Music has become solidly rooted with its own recognisable style, tasteful programming, original activities and an image listeners can readily identify with.

At the start of 2006 Q-Music has a 16.1% market share, rising to 24.3% of the 18-44 age group. With the help of Deckers & Ornelis, Flanders' most creative morning duo, the idea is to arouse listeners' curiosity so much during the morning peak that they feel the need to continue listening and even if necessary to fight to listen to their programme on the shopfloor. Importantly also, this is a motivated audience, with thousands of SMS messages arriving within 60 seconds of Deckers & Ornelis calling for them.

The new frequency plan introduced in 2004 has significantly improved Q-Music's geographic coverage.

In 2005 a cooperation agreement was signed to provide advertising sales ser-



### Q-MUSIC

After 4 years on the air it sets the tone in Flanders' radioland.

### Q is good for you.

vices to the other private radio station, 4 FM. Today Q-Music and 4 FM already reach 33.1% of the 18-44 target group.

VMMa's radio activities are already providing a nifty contribution to group earnings.

# Internet

## THE PORTAL SITES

### KNACK.BE, LEVIF.BE, TRENDS.BE

**R**oularta Media Group is using its three most prestigious banners as an umbrella for all its journalistic initiatives on the internet. An 'A to Z' column gives access to the full range of Roularta sites.

Knack.be, levif.be and trends.be provide additional information and interactivity between journalists and readers. The magazine article presents the news and background information in tight, accessible narrative language, referring the reader to the site for further information about the topic in question. Readers whose curiosity has been whetted by the article can then turn to the site for links to other articles and archives, complete legislation, etc.

The sites also permit dialogue with readers, with a forum inviting them to discuss articles and topical subjects. Reader surveys encourage involvement and provide valuable information, which can then be reflected in the magazine proper.

Also grouped under the knack.be, levif.be and trends.be umbrella are the community sites. Het.beleggers.net is a well-visited and profitable site and a model for other initiatives like het.gastronomen.net and het.reiswijzer.net directed at specific target groups. The editorial team developing these sites has access to RMG's journalist network and can set up links to the group's databases, archives, directories and guides. The editorial teams are experimenting with new forms of reader interactivity through surveys, debates and a forum for readers' comments.

Knack, Le Vif/L'Express and Trends subscribers can now access their magazine's



archives right up to the current week. A separate price is charged for this service. The development and journalistic costs of these content sites are borne by the Knack, Le Vif/L'Express and Trends editorial budgets.

## EASY.BE

**E**asy.be is De Streekkrant and De Zondag's website. Today it is also linked to Vlan.be, the classified ads and personal announcements website of the Rossel group, covering French-speaking Belgium.

Via easy.be, consumers can rapidly search a regularly updated file of properties, houses and apartments available across Belgium, based on all advertisements appearing in the different editions of

## BE IN THE NEWS ON LINE

Roularta has grouped the three portal sites, Knack.be, Levif.be and Trends.be (Dutch/French), into the 'Be in the News online' advertising combination, giving advertisers a presence on all three Roularta News websites, reaching 80,000 upscale visitors over a seven-day period at a particularly keen price.

De Streekkrant, De Zondag, Vlan and 7 Dimanche, plus all the properties offered by real estate brokers and public notaries. Files are systematically updated.

Easy.be gives consumers full information on new cars, including all options (with detailed prices) and a spectacular selection of second-hand cars which have either appeared in one of the De Streekkrant editions, or have been placed by a

**EASY.BE**  
The largest Belgian site for cars, property, jobs and search ads.

car dealer on the Easy.be site. A high performance search system facilitates rapid, targeted searches for every make of car throughout Belgium.

The selection of cars on Easy.be was further extended in April 2005 with the acquisition of the car magazine Automatch and its leading Belgian car website Automatch.be. This makes Easy.be a major site for new and second-hand cars, with a huge number of visitors. Easy.be's third main speciality is job ads. De Streekkrant/De Weekkrant presents by far the largest selection of vacancies for a variety of jobs in Dutch-speaking Belgium. Its cooperation with the Flemish Employment Office (VDAB) means that almost all job vacancies are now advertised on its pages. Advertisers are guaranteed not only a maximum number of readers but also the largest possible number of internet visitors. The EasyJobs.be/VDAB combination reaches more visitors than any other jobsite.

Visitors can access the full list of vacancies on either destreekkrant.be or Easy.be or the VDAB's vdab.be site.

In November 2005 Roularta Media Group took a 50% stake in on-line marriage bureau Liefde voor het Leven. This bureau differs from dating sites through its discretion and by being open exclusively to people who are genuinely seeking permanent relationships.

Liefde voor het Leven further extends the easy.be offering, making it Belgium's largest small ads site (in cooperation with vln.be for French-speaking Belgium).

## INTERNET AT VMMA

The interactive services VMMA (50% RMG) has developed and marketed are being snapped up by companies in various sectors and by other media players. Perfect timing is giving VMMA a strategic market leader position.

### VTM, KANAALTWEE, JIMTV, PARATEL

Today thousands of people follow the news, football results and cycle races via SMS.

More and more programmes are gaining an interactive dimension. Viewers can join in via SMS, vote on the direction of programmes or SMS their opinions to KANAALTWEE chat.

Since 2002 MMS Breaking News subscribers have received news reports on their

mobile phones, with supporting photos and audio fragments. Subscribers can also receive in advance the contents of the VTM Telefacts current affairs programme.

There is also i-Text, marking the beginning of interactive advertising, where viewers simply press the teletext button for further information on the ad they have just viewed.

PARATEL (100% VMMA) specializes in telephone and internet applications.

Its two main fields of activity are SMS and IVR, that is the 0900-, 070- and 0800- lines for which it provides the automated processing. It is also the only Belgian company to offer IVR and SMS together. Paratel was the first with the MMS applications MMS Breaking News and Telefacts information from VTM.

50% of Paratel's revenue is from IVR, which means that the other 50% is from SMS.

MMS is expected to cannibalise only minimally Paratel's SMS and IVR income, 80 percent of which comes from entertainment – games, votings, polls – and just 20 percent from weather, traffic and other information.

Other interesting opportunities like interactive and digital TV and location-based services are now appearing on the horizon.

# Printing

## ROULARTA PRINTING

**R**oularta Printing is Belgium's largest offset printing works, producing top quality newspapers and magazines for Belgium and abroad.

Roularta Printing's offset magazine press department produces all the group's own magazines, together with a large number of periodical publications for Belgian clients and for the Dutch, French and English markets.

**Unique in Europe: up to 64 full-colour pages in large magazine or tabloid format, in a single run and stapled and finished online.**

Roularta Printing also has three newspaper press units fitted with special ovens for high quality heatset printing. This unique configuration makes it possible to produce newspapers and magazines with up to 64 full-colour pages in large magazine or tabloid format in a single print run. This department prints the various De Streekkrant and De Zondag editions and, specifically on satinated paper, Steps, Style and, for the French market, A Nous Lille, A Nous Paris, A Nous Lyon, A Nous Marseille, A Nous Côte d'Azur, etc.

Roularta Printing operates at very high capacity utilisation levels. In 2006 the printing works will be extended by over 17,000 m<sup>2</sup> to house new printing presses.

Since July 2002, Roularta Printing has been owned for 76% by Roularta and for 24% by Conentra.



**ROULARTA PRINTING**  
Offset printing works delivering top quality.

# Optical discs



**VTV**  
Production company for the audiovisual market.

## VTV

**V**ogue Trading Video focuses on optical discs (CD, CD-ROM and DVD replication).

Vogue Trading Video (74.66% PMG) is a production company offering a fully integrated package of services for the audiovisual market. All audiovisual media carriers such as VHS, audio CD, CD-ROM and DVD video, audio and ROM are rep-

licated in small and large series, printed and placed in VTV-produced packaging. Logistics then steps in with customer stock management and distribution in Belgium and abroad.

**VTV offers a total approach, from replication and printing to packaging and distribution.**



ANNUAL REPORT 2005



# Financial information

consolidated financial statements

ROULARTA MEDIA GROUP



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## Annual report of the board of directors

Dear shareholders,

This annual report has to be read together with the audited financial statements of NV Roularta Media Group, hereinafter referred to as the Group, and the notes to these statements. These consolidated financial statements were approved by the board of directors on 10 March 2006.

### COMMENTARY ON THE CONSOLIDATED FINANCIAL STATEMENTS

The consolidated financial statements are prepared in compliance with the International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board (IASB), and with the interpretations issued by the International Financial Reporting Interpretations Committee (IFRIC formerly SIC) of the IASB, approved by the European Commission.

The consolidated financial statements give a general overview of our Group's activities and the results achieved. They represent fairly the financial position, financial performance and cash flows of the entity, and have been prepared on a going concern basis.

### IMPORTANT CHANGES DURING THE 2005 FINANCIAL YEAR

- Acquisition of @-Invest NV, effective 1/1/2005
- Acquisition of Automatch BVBA effective 1/4/2005
- Acquisition of 50+ Beurs & Festival BV effective 1/7/2005
- Sale of the shareholdings in Plopsaland NV and Total Music SAS in the first quarter of 2005
- Increase in the shareholding in Vogue Trading Video NV effective 1/4/2005
- Increase in the shareholding in Mestne Revije d.o.o. effective 1/7/2005
- Increase in the shareholding in A Nous Paris SAS effective 1/10/2005.

The Point de Vue group, acquired at the end of December 2005, is included in the balance sheet at 31 December 2005, but with earnings recorded only as from 1 January 2006.

The acquisition of 35% of the shares of Groupe Express-Expansion will be included in the 2006 accounts following the approval of the takeover by the European Commission's Competition Council.

### CONSOLIDATED INCOME STATEMENT

In 2005 Roularta Media Group realized a **net profit** of EUR 22.2 million, as against EUR 27.2 million in 2004. The net profit of the Printed Media division grew by 3.8%, but the group profit continued to be influenced by lower sales in the Audiovisual Media division.

It should be borne in mind here that the TV advertising market was particularly strong in 2004.

Compared with last year, **sales** fell by EUR 5.9 million or 1.2%. Sales rose in the Printed Media division (1.3% organic growth), but fell in the Audiovisual division in both TV advertising and optical disk sales.

**EBITDA** reduced from EUR 64.9 to EUR 56.0 million and **operating profit (EBIT)** from EUR 46.3 to 38.6 million. The EBITDA margin narrowed from 13.0% to 11.4% and the EBIT margin from 9.3% to 7.8%. This tightening of EBITDA and EBIT margins is situated entirely in the Audiovisual Media division, and is concentrated in the first half of the year.

In 2005 **net current profit** fell by 22.2% to EUR 22.3 million. **Net current cash flow** dropped by 13.8% from EUR 46.0 to 39.7 million.

**Profit per share** was down from EUR 2.83 in 2004 to EUR 2.29 in 2005.

The financing of the takeover of Point de Vue in December 2005 took **net financial debt** from EUR 12.2 million at the end of December 2004 to EUR 40.0 million at the end of 2005, raising the gearing from 5.7% to 17.5%. The earnings of Point de Vue will be included in group earnings from 2006 onwards.

### INVESTMENTS

In 2005 the Group invested EUR 27.3 million in tangible and intangible fixed assets.

EUR 8.2 million was invested in land adjacent to the head office in Roeselare.

EUR 10.4 million was invested in machinery. At Roularta Printing in Roeselare, the new tower on the present Euro-M newspaper press was finished and a new packaging line came into production. The IT division in Roeselare invested further in both production and administration hardware. Investment at Vlaamse Media Maatschappij was concentrated in technology and in modernizing the news studio, whilst at Vogue Trading Video a DVD line was upgraded and a new packaging machine acquired.

The Group invested EUR 1.5 million in producing a film under a Tax Shelter scheme.

The remaining investments related to the purchase of software programs for production and for the editorial, administrative and commercial departments, the purchase of office equipment and vehicles.



## KEY FINANCIAL DATA

INCOME STATEMENT	IN EUR '000	31/12/2004	31/12/2005	EVOLUTION
<b>SALES</b>		<b>499,164</b>	<b>493,238</b>	<b>- 1.2%</b>
<b>OPERATING PROFIT (EBIT)</b>		<b>46,344</b>	<b>38,553</b>	<b>- 16.8%</b>
Net finance costs		-1,589	-1,342	- 15.5%
<b>OPERATING PROFIT AFTER NET FINANCE COSTS</b>		<b>44,755</b>	<b>37,211</b>	<b>- 16.9%</b>
Income taxes		-16,835	-14,882	- 11.6%
<b>NET PROFIT OF THE CONSOLIDATED COMPANIES</b>		<b>27,920</b>	<b>22,329</b>	<b>- 20.0%</b>
Share in the profit of the companies accounted for using the equity method		324	3	- 99.1%
Minority interests		-1,011	-139	- 86.3%
<b>NET PROFIT</b>		<b>27,233</b>	<b>22,193</b>	<b>- 18.5%</b>
EBITDA		64,850	56,034	- 13.6%
EBITDA (margin)		13.0%	11.4%	
EBIT		46,344	38,553	- 16.8%
EBIT (margin)		9.3%	7.8%	
Net profit		27,233	22,193	- 18.5%
Net profit (margin)		5.5%	4.5%	
Net current profit (1)		28,690	22,331	- 22.2%
Current cash flow (2)		46,014	39,674	- 13.8%

BALANCE SHEET		31/12/04	31/12/05	EVOLUTION
Non current assets		220,728	274,242	+ 24.2%
Current assets		218,438	236,810	+ 8.4%
Balance sheet total		439,166	511,052	+ 16.4%
Equity – Group's share		200,089	215,616	+ 7.8%
Equity - minority interests		14,618	13,297	- 9.0%
Liabilities		224,459	282,139	+ 25.7%
Liquidity (3)		1.3	1.1	- 15.4%
Solvency (4)		48.9%	44.8%	- 8.4%
Net financial debt		12,243	39,985	+ 226.6%
Gearing (5)		5.7%	17.5%	+ 207.0%
Return on equity (6)		13.6%	10.3%	- 24.3%

(1) Net current profit = net profit + impairment losses on titles and goodwill + restructuring costs, net of taxes

(2) Current cash flow = net current profit + depreciation of intangible and tangible assets, write-downs and provisions

(3) Liquidity = current assets / current liabilities

(4) Solvency = equity (Group's share + minority interests) / balance sheet total

(5) Gearing = net financial debt / equity (Group's share + minority interests)

(6) Return on equity = net profit / equity (Group's share)

### IMPORTANT EVENTS AFTER THE END OF THE FINANCIAL YEAR

The following events occurring since the end of the financial year significantly influence the earnings and the financial position of the enterprise.

- on 6 January 2006 the capital of NV Roularta Media Group was increased by EUR 786,881.70 by the creation of 39,090 new shares with the related VVPR strips following an exercise of warrants. The board of directors, making use of the authorised capital, subsequently increased capital by EUR 118.30, to bring it to a rounded amount of EUR 120,054,000.00.
- on 1 February 2006 the capital of the company was increased by EUR 49,975,254.50, including issue premium, by issuing 989,609 new shares, which were offered to domestic and foreign institutional investors in a private placement. The new shares were subscribed in cash at EUR 50.50 each, based on an 'accelerated book-building procedure'. The capital increase was enacted by notary public on 6 February 2006. This capital increase was undertaken to obtain approximately half the funds for the recent French take-overs, more specifically the acquisition of 100% of the shares of Cavenne SAS Editeurs (the publishers of Point de Vue) and 35% of the shares of the SA Groupe Express-Expansion. The balance of these acquisitions will be financed by borrowings.

trends within its environment. The group's multimedia offering enables it to react pertinently to shifts in attention by the advertising world and its audience from one media form to the other. The fact also that the Group draws its income from selling both advertising and newspapers and magazines enables it to sufficiently spread its risk, should a negative development occur in one or the other market.

The cost areas that significantly determine the overall production cost in the Printed Media division, such as printing, distribution, personnel and promotion costs, are carefully monitored. The evolution of international paper prices is uncertain and calls for special attention.

The earnings of the Audiovisual Media division are largely determined by two main elements: the advertising market and viewing and listening figures. Programming costs for both domestic productions and foreign film material are fixed well in advance and are therefore inflexible. The advertising market, on the other hand, can shift quickly.

*Roeselare, 10 March 2006*

*The board of directors*

### ANNOUNCEMENT WITH REGARD TO THE USE BY THE COMPANY OF FINANCIAL INSTRUMENTS, INsofar AS IT IS IMPORTANT IN THE ASSESSMENT OF ITS ASSETS, LIABILITIES, FINANCIAL POSITION AND PROFIT

The Group concludes forward contracts to protect itself against exchange risks in respect of purchases in dollars.

### ENVIRONMENT, PREVENTION AND WELFARE

For a more extensive presentation of environmental, prevention and welfare matters, the reader is referred to the Environment, Prevention and Well-being chapter in the 2005 Annual Report.

### PERSONNEL MATTERS

At 31 December 2005 the Group had 2,205 employees (full-time equivalent). This is an increase of 1.2% (26 FTE) compared with 2004. Joint ventures are included proportionally in these figures.

Personnel costs rose by EUR 4.7 million (+ 4.1%) compared with 2004.

In March 2006 the senior management of Vlaamse Media Maatschappij announced cost-saving measures which will lead to the disappearance of a number of jobs (around 5% of the workforce).

### MAIN RISKS AND UNCERTAINTIES

Apart from the traditional risks that every company faces, the Group closely follows market developments within the media world, in order to be able to react to and take advantages of changes and new

# Consolidated financial statements

## 1. Consolidated income statement

	NOTES	2005	2004
Sales	3	493,238	499,164
Raw materials, consumables and goods for resale		-161,209	-155,121
Services and other goods		-162,075	-161,010
Personnel	4	-120,238	-115,555
Depreciation, amortisation and provisions		-17,481	-18,506
<i>Depreciation and write-down of intangible and tangible assets</i>		-16,594	-14,620
<i>Write-down of trade debtors and inventories</i>	5	-1,445	-1,985
<i>Provisions</i>		696	-719
<i>Impairment losses on titles and goodwill</i>	12	-138	-1,182
Other operating income / expenses (net)	6	6,318	-2,353
Restructuring costs	7		-275
<b>OPERATING PROFIT - EBIT</b>		<b>38,553</b>	<b>46,344</b>
Net finance costs	8	-1,342	-1,589
<b>OPERATING RESULT AFTER NET FINANCE COSTS</b>		<b>37,211</b>	<b>44,755</b>
Income taxes	9	-14,882	-16,835
<b>NET PROFIT OF THE CONSOLIDATED COMPANIES</b>		<b>22,329</b>	<b>27,920</b>
Share in the profit of the companies accounted for using the equity method		3	324
Minority interests		-139	-1,011
<b>NET PROFIT</b>		<b>22,193</b>	<b>27,233</b>
<b>EARNINGS PER SHARE</b>			
- Basic earnings per share	10	2.29	2.83
- Diluted earnings per share	10	2.25	2.76

All financial amounts expressed in thousands of euros.

## 2. Consolidated balance sheet

ASSETS	NOTES	2005	2004
<b>NON CURRENT ASSETS</b>		<b>274,242</b>	<b>220,728</b>
Intangible assets	12	106,820	57,322
Goodwill	13	25,298	24,380
Property, plant and equipment	14	124,835	116,309
Investments accounted for using the equity method	15	30	2,288
Financial assets	16	8,335	10,740
Hedging instruments	28	590	
Trade and other receivables	17	850	1,445
Deferred tax assets	18	7,484	8,244
<b>CURRENT ASSETS</b>		<b>236,810</b>	<b>218,438</b>
Inventories	19	48,619	49,605
Trade and other receivables	17	146,240	137,211
Financial assets	16	4,061	1,000
Cash and cash equivalents	17	30,950	26,098
Deferred charges and accrued income		6,940	4,524
<b>TOTAL ASSETS</b>		<b>511,052</b>	<b>439,166</b>
<b>LIABILITIES</b>	<b>NOTES</b>	<b>2005</b>	<b>2004</b>
<b>EQUITY</b>		<b>228,913</b>	<b>214,707</b>
Group's Equity		215,616	200,089
<i>Issued capital</i>	20	119,267	118,950
<i>Treasury shares</i>	20	-5,487	-6,153
<i>Capital reserves</i>		408	306
<i>Revaluation reserves</i>		-514	
<i>Reserves</i>		101,831	86,868
<i>Translation differences</i>		111	118
Minority interests		13,297	14,618
<b>NON CURRENT LIABILITIES</b>		<b>72,149</b>	<b>58,646</b>
Provisions	21	3,914	4,078
Employee benefits	23	3,501	2,875
Deferred tax liabilities	18	36,046	23,283
Financial liabilities	24	27,417	26,368
Trade payables	24	536	368
Other payables	24	735	1,674
<b>CURRENT LIABILITIES</b>		<b>209,990</b>	<b>165,813</b>
Financial liabilities	24	47,579	12,973
Trade payables	24	93,617	92,936
Advances received	24	24,222	21,242
Social debts	24	24,638	22,800
Taxes	24	10,668	10,064
Other payables	24	2,869	1,308
Accrued charges and deferred income	25	6,397	4,490
<b>TOTAL LIABILITIES</b>		<b>511,052</b>	<b>439,166</b>

All financial amounts expressed in thousands of euros.

### 3. Consolidated cash flow statement

CASH FLOW RELATING TO OPERATING ACTIVITIES	2005	2004
Net profit of the consolidated companies	22,329	27,920
Income tax expense / income	14,882	16,835
Interest expense	2,417	2,524
Interest income (-)	-1,075	-935
Gain / loss on realisation of non current assets	-2,212	295
Non-cash items	17,503	19,600
<i>Depreciation of (in)tangible assets</i>	16,594	14,620
<i>Impairment losses</i>	138	1,182
<i>Share-based payment expense</i>	104	
<i>Increase / decrease in provisions</i>	-696	719
<i>Unrealized exchange loss / gain</i>	-82	-68
<i>Other non-cash items</i>	1,445	3,147
<b>GROSS CASH FLOW RELATING TO OPERATING ACTIVITIES</b>	<b>53,844</b>	<b>66,239</b>
Increase / decrease in trade receivables	-5,136	-5,585
Increase / decrease in other receivables and deferred charges and accrued income	-1,914	-1,473
Increase / decrease in inventories	344	3,350
Increase / decrease in financial current liabilities	31,902	-7,539
Increase / decrease in trade payables	-3,566	7,273
Increase / decrease in other current liabilities	1,734	-27
Other increases / decreases in working capital (a)	2,364	-1,439
<b>INCREASE / DECREASE IN WORKING CAPITAL</b>	<b>25,728</b>	<b>-5,440</b>
Income taxes received / paid	-14,769	-15,203
Interest paid	-2,268	-2,616
Interest received	1,072	927
<b>NET CASH FLOW RELATING TO OPERATING ACTIVITIES (A)</b>	<b>63,607</b>	<b>43,907</b>
<b>CASH FLOW RELATING TO INVESTING ACTIVITIES</b>		
(In)tangible assets - acquisitions	-27,332	-23,114
(In)tangible assets - other movements	1,615	2,027
Net cash flow relating to acquisition of subsidiaries	-26,860	-8,745
Net cash flow relating to disposal of a subsidiary	529	
Financial assets - acquisitions	-1,678	-6,200
Financial assets - other movements	7,752	3,038
<b>NET CASH USED IN INVESTING ACTIVITIES (B)</b>	<b>-45,974</b>	<b>-32,994</b>
<b>CASH FLOW RELATING TO FINANCIAL ACTIVITIES</b>		
Dividends paid	-7,189	-4,799
Movement in capital	317	487
Treasury shares	666	-175
Other changes in equity	-1,980	10
Proceeds from (+), redemption of (-) long term debts	-2,232	-4,971
Proceeds from (+), redemption of (-) long term receivables	698	-96
<b>NET CASH PROVIDED BY (+), USED IN (-) FINANCING ACTIVITIES (C)</b>	<b>-9,720</b>	<b>-9,544</b>
<b>NET DECREASE / INCREASE IN CASH (A+B+C)</b>	<b>7,913</b>	<b>1,369</b>
Cash and cash equivalents, beginning balance	27,098	25,729
Cash and cash equivalents, ending balance	35,011	27,098
<b>NET DECREASE / INCREASE IN CASH</b>	<b>7,913</b>	<b>1,369</b>

(a) Increases and decreases in provisions, employee benefits, other non current payables, deferred tax assets and liabilities, and accrued charges and deferred income.  
All financial amounts expressed in thousands of euros.

#### 4. Consolidated statement of changes in equity

2005	ISSUED CAPITAL	TREASURY SHARES	CAPITAL RESERVES	REVALU- ATION RESERVES	ACCU- MULATED PROFIT OF PREVIOUS YEARS	PROFIT OF THE PERIOD	TRANS- LATION RESERVES	MINORITY INTERESTS	TOTAL EQUITY
<b>BALANCE AS OF 1/1/2005</b>	<b>118,950</b>	<b>-6,153</b>	<b>306</b>	<b>0</b>	<b>86,868</b>	<b>0</b>	<b>118</b>	<b>14,618</b>	<b>214,707</b>
Issuance of shares (all kind of issuances)	316								316
Equity increase resulting from incorporating reserves available for distribution	1				-1	22,193			0
Profit / loss of the period									22,193
Operations with own shares		666							666
Foreign currency translation effect							-7		-7
Dividends					-7,229				-7,229
Gain / loss on available-for-sale financial assets				-514					-514
Recognition of share-based payments			104						104
Profit / loss of the period attributable to minority interest								139	139
Other increase / decrease			-2					-1,460	-1,462
<b>BALANCE AS OF 31/12/2005</b>	<b>119,267</b>	<b>-5,487</b>	<b>408</b>	<b>-514</b>	<b>79,638</b>	<b>22,193</b>	<b>111</b>	<b>13,297</b>	<b>228,913</b>

2004	ISSUED CAPITAL	TREASURY SHARES	CAPITAL RESERVES	REVALU- ATION RESERVES	ACCU- MULATED PROFIT OF PREVIOUS YEARS	PROFIT OF THE PERIOD	TRANS- LATION RESERVES	MINORITY INTERESTS	TOTAL EQUITY
<b>BALANCE AS OF 1/1/2004</b>	<b>118,463</b>	<b>-5,978</b>	<b>306</b>	<b>0</b>	<b>64,434</b>	<b>0</b>	<b>41</b>	<b>13,675</b>	<b>190,941</b>
Issuance of shares (all kind of issuances)	487								487
Profit / loss of the period						27,233			27,233
Operations with own shares		-175							-175
Foreign currency translation effect							77		77
Dividends					-4,799				-4,799
Profit / loss of the period attributable to minority interest								1,011	1,011
Other increase / decrease								-68	-68
<b>BALANCE AS OF 31/12/2004</b>	<b>118,950</b>	<b>-6,153</b>	<b>306</b>	<b>0</b>	<b>59,635</b>	<b>27,233</b>	<b>118</b>	<b>14,618</b>	<b>214,707</b>

All financial amounts expressed in thousands of euros.

# Notes to the consolidated financial statements

## NOTE 1. SIGNIFICANT ACCOUNTING POLICIES

### PRESENTATION BASIS

The consolidated financial statements are prepared in compliance with the International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board (IASB), and with the interpretations issued by the International Financial Reporting Interpretations Committee (IFRIC formerly SIC) of the IASB approved by the European Commission.

The consolidated financial statements give a general overview of our Group's activities and the results achieved. They represent fairly the financial position, financial performance and cash flows of the entity, and have been prepared on a going concern basis.

The consolidated financial statements were approved by the board of directors on 10 March 2006 and can be amended until the shareholders' meeting of 16 May 2006.

### CONSOLIDATION PRINCIPLES

The consolidated financial statements consolidate the financial information of Roularta Media Group NV, its subsidiaries and joint ventures, after elimination of all material transactions within the Group.

*Subsidiaries* are those companies over which the parent company has control, i.e. has the power to direct the financial and operational policy of a company in order to acquire benefits from its activities. These companies are included in accordance with the full consolidation method.

*Joint ventures* are companies in which the parent company together with one or more other parties makes a contractual arrangement to enter into an economic activity over which they have joint control, i.e. have the power to direct the financial and operational policy of a company in order to acquire benefits from its activities. These companies are included in accordance with the proportionate consolidation method.

The financial statements of subsidiaries and joint ventures are included in the consolidated financial statements from the date on which the parent company acquires control until the date on which the control ceases.

Acquisitions of subsidiaries and joint ventures are accounted for by applying the purchase method.

The financial statements of subsidiaries and joint ventures are prepared for the same financial year as that of the parent company and

using uniform accounting policies for like transactions and other events in similar circumstances.

*Associated companies* are companies in which the Group has a significant influence and which are not a subsidiary company or joint venture. They are incorporated in the consolidation in accordance with the equity method from the date on which the significant influences begin until the date on which the significant influences cease. If the Group's share in the loss exceeds the book value of the associated company, the book value is reduced to nil and any further losses are no longer entered, unless the Group has guaranteed commitments made by the associated company.

### FOREIGN CURRENCY

#### *Transactions in foreign currency*

Transactions in foreign currency are recorded on initial recognition in the functional currency, by applying to the foreign currency amount the spot exchange rate between the functional currency and the foreign currency at the date of transaction. At each balance sheet foreign currency monetary items are translated using the closing rate. Non monetary items are translated using the exchange rate at the date of the transaction. Exchange differences arising on the settlement of monetary items or on translating monetary items at rates different from those at which they were translated on initial recognition are recognised in profit or loss in the period in which they arise.

#### *Financial statements of foreign entities*

Monetary and non monetary assets and liabilities of foreign entities whose functional currency is not the currency of a hyperinflationary economy and is different from the euro are translated at the closing rate at the date of the balance sheet. Income and expenses for each income statement (including comparatives) are translated at exchange rates at the dates of the transactions. All resulting exchange differences are recognised as a separate component of equity.

### INTANGIBLE ASSETS OTHER THAN GOODWILL

Intangible assets consist of titles, software, concessions, copyrights, property rights and other rights etc. acquired from third parties or by contribution in kind, as well as any internally generated software.

Expenditure on research activities undertaken with the prospect of

gaining new scientific or technical knowledge and understanding is recognised as an expense when it is incurred.

Expenditures on development activities, whereby the research findings are applied to a plan or design for the production of new or substantially improved products and processes, are only included in the balance sheet, if the product or process is technically and commercially feasible, the Group has sufficient resources available to complete the development and it is possible to demonstrate that the asset will generate probable future economic benefits.

Capitalised expenditure comprises the costs of materials, direct labour costs and a proportionate part of the overheads.

Intangible assets are measured at their cost, less any accumulative amortisation and any accumulated impairment losses.

*Subsequent expenditure*

Subsequent expenditure on intangible assets is only included in the balance sheet if the probable future economic benefits specific to the asset to which they relate increase. All other expenditure is recognised as costs in the period in which it incurs.

*Amortisation*

Intangible assets are amortised in accordance with the straight-line methods starting when the asset is available for use over their expected useful life.

The following useful lives are applied:

Software	5 years
Concessions, copyrights, property rights and similar rights:	
- Graphics and generics	3 years
- Scenarios	2 years
- Other rights	according to their expected useful life

By virtue of the modification of IAS 38,107, titles are considered as assets with indefinite useful lives which are not amortised but tested yearly for impairment.

**GOODWILL**

Goodwill is the difference between the cost of a business combination and the Group's share in the fair value of the assets acquired and liabilities and contingent liabilities assumed of the subsidiary, joint venture or associated entity at the time of acquisition.

By virtue of the application of IFRS 3 goodwill is not amortised but tested yearly for impairment.

**PROPERTY, PLANT AND EQUIPMENT**

Property, plant and equipment are recognised at cost less any accumulative depreciation and any impairment losses. The cost comprises the initial purchase price plus other direct purchase costs (such as non-

refundable tax, transport). The cost of self-constructed property, plant and equipment comprises the cost of materials, direct labour costs and a proportional part of the production overheads.

The Group uses the exception provided for in IFRS 1 to treat the fair value of some of the property, plant and equipment as deemed cost on the date of transition to IFRS, being 1 January 2003. This fair value is based on the value in going concern as determined by third party experts and was applied to all of the Group's land and buildings, as well as to NV Roularta Printing's printing presses and finishing lines.

*Subsequent expenditure*

Subsequent expenditure is only capitalised if the probable future economic benefits specific to the item of property, plant and equipment to which it relates increase. Repairs and maintenance costs which do not increase the probable future economic benefits are recognised as costs in the period in which they occur.

*Leases*

Lease arrangements whereby the Group has substantially all rewards and risks incidental to ownership are classified as finance leases. At the commencement of the finance lease term, finance leases are recognised as assets and liabilities in the balance sheet at amounts equal to the fair value of the leased property, or, if lower, the present value of the minimum lease payments each determined at the inception of the lease.

Minimum lease payments shall be apportioned between the finance charge and the reduction of the outstanding liability. The finance charge shall be allocated to each period during the lease term so as to produce a constant periodic rate of interest on the remaining balance of the liability. Contingent rents shall be charged as expenses in the periods in which they are incurred.

Leasing of property whereby substantially all rewards and risks remain with the leasing company is classified as operating lease. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the lease term.

*Depreciation*

The depreciable amount of an item of property, plant and equipment (i.e. the cost less its residual value) is recognised in the income statement on a straight-line basis from the date the asset is available for use over the expected useful life.

The following depreciation percentages are applied:

<b>Buildings</b>	
- revalued	20 years
- not revalued	33 years
- buildings on leasehold land	term of lease
- improvements with valuable appreciation	10 years
<b>Installations, machines and equipment</b>	
- printing presses and finishing lines	3 to 20 years
- broadcast material	5 years
- TV stages	3 years
- others	5 years



Furniture and office equipment	5 years
Electronic equipment	3 to 5 years
Vehicles	5 years
Other property, plant and equipment	5 years
Assets under construction and advance payments	no depreciation
Property held under a finance lease	
- printing presses and finishing lines	3 to 20 years
- broadcast material	5 years

Land is not depreciated since it is assumed that it has an indefinite useful life.

## FINANCIAL ASSETS

### *Criteria for the initial recognition and the derecognition of financial assets*

The purchase or sale of financial assets is recognised using the settlement date. This implies that the asset is recognised on the date it is received by the Group, and it is derecognised on the date it is delivered by the Group; at this date any gain or loss on disposal is recognised.

### *Criteria for the measurement of financial assets*

#### (a) Available-for-sale financial assets

At initial recognition all available-for-sale financial assets are recognised at fair value, plus transaction costs directly attributable to the acquisition of the financial asset. A gain or loss arising from a change in fair value is recognised directly in equity as revaluation reserve until the financial asset is derecognised, or until there is objective evidence that a financial asset incurred impairment losses. If the fair value cannot be measured reliably, its cost is considered to approach its fair value.

#### (b) Financial assets at fair value through profit or loss

At initial recognition these financial assets are recognised at fair value. A gain or loss arising from a change in fair value of the financial asset is recognised through profit or loss. If the fair value cannot be measured reliably, its cost is considered to approach its fair value.

#### (c) Loans and receivables

These non-derivative financial assets with fixed or determinable payments that are not quoted in an active market are measured at amortised cost. A gain or loss is recognised in profit or loss when the financial asset is impaired.

## INVENTORIES

Inventories are measured at cost (purchase or manufacturing cost) in accordance with the FIFO method or if lower, at net realisable value.

Manufacturing cost includes all direct and indirect costs necessary to bring the inventories to their present location and condition.

The net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and the estimated costs necessary to make the sale.

Ageing or slowly rotating inventories are systematically written down.

### *Broadcasting rights VMMA*

Broadcasting rights are also measured at the lower of cost or net realisable value. They are consumed on the basis of the expected number of broadcasts (maximum 2) in combination with the expected revenue so as to match the broadcasting cost and revenue.

The following indicative percentages are taken into consideration for this:

Type	Run 1	Run 2
Humour	70%	30%
Documentary series	80%	20%
Fiction	80%	20%
Kids	50%	50%
Films	70%	30%
Series bought in	80%	20%
Remainder	100%	0%

## TRADE AND OTHER RECEIVABLES

Short term trade receivables and other receivables are measured at nominal value less appropriate allowances for estimated irrecoverable amounts.

At the end of the financial year an estimate is made of doubtful debts on the basis of an evaluation of all outstanding amounts. Doubtful debts are written off in the year in which they were identified as such.

## CASH AND CASH EQUIVALENTS

Cash and cash equivalents consists of cash and sight deposits, short-term deposits (under 3 months) and highly liquid investments which are easily convertible into a known cash amount and where the risk of a change in value is negligible.

## EQUITY

### *Treasury shares*

Treasury shares (i.e. own shares) are presented as deduction of equity and reported in the statement of changes in equity. No gain or loss is recognised in the income statement on the sale, issuance or cancellation of treasury shares.

## PROVISIONS

A provision is recognised when the Group has a present obligation (legal or constructive) as a result of a past event, when it is probable that an outflow of resources will be required to settle the obligation and when a reliable estimate can be made of the amount of the obligation.

If the Group expects that some or all of the expenditure required for settling a provision will be reimbursed, the related asset is recognised once it is virtually certain that the reimbursement will be received.

### *Restructuring*

A provision for restructuring is created when the Group approves a detailed and formalised restructuring plan and when the implementation of the restructuring plan has been started or the main features of the plan have been announced to those affected by it.

## EMPLOYEE BENEFITS

### *Pension commitments*

Several defined contribution plans exist within the Group. These plans are funded by both employer and employee contributions. Contribution commitments in the pension schemes with a fixed contribution payable by the Group are included in the income statement of the year to which they relate.

The Group also recognises a provision for early retirement pensions. The amount of the provision is equal to the present value of future benefits promised to the employees involved.

### *Remuneration in shares and related benefits*

Different share option programmes and warrant plans allow employees and senior management to acquire shares in the company. The exercise price of an option is equal to the market price of the underlying shares on the grant date. No compensation cost or commitment whatsoever are recognised in the financial statements, but are disclosed in the notes. If the options are exercised, the equity is increased by the amount of the proceeds.

### *Other long term employee benefits*

This mainly concerns both future allocations of preferential subscriptions as the Julien Victor Premium which is awarded to the employee on retirement. The amount of these provisions equals the present value of these future obligations.

## TRADE PAYABLES

Trade payables are recognised at their nominal value.

## TAX

Tax expense (tax income) on the profit for the financial year is the aggregate amount included in the profit or loss for the period in respect of current tax and deferred tax. Taxes are recognised as in-

come or as expense and included in profit or loss for the period except to the extent that the tax arises from a transaction or event which is recognised directly in equity. In that case the taxes are also recognised directly to the equity.

*Current taxes* for current and previous periods are, to the extent unpaid, recognised as a liability. If the amount already paid exceeds the amount due for those periods, the excess is recognised as an asset. For calculating the current tax for the current and prior periods the tax rates that have been enacted or substantively enacted by the balance sheet date are used.

*Deferred taxes* are accounted for using the 'liability' method for all temporary differences between the taxable basis and the book value for financial reporting purposes and this for both assets and liabilities. For calculation purposes the tax rates used are those that have been enacted or substantively enacted by the balance sheet date.

In accordance with this method, the Group must in case of a business combination recognise deferred taxes on the difference between the fair value of the acquired assets and the liabilities and contingent liabilities assumed and their taxable basis.

Deferred tax assets are only recognised when it is probable that taxable profit will be available against which the deductible temporary differences can be utilised. Deferred tax assets are derecognised when it is no longer probable that the related tax advantage will be realised.

## GOVERNEMENT GRANTS

Government grants that relate to assets are recognised at their fair value when there is reasonable assurance that the Group will comply with the conditions attaching to them and the grants will be received. The government grant is presented as deferred income.

Government grants related to income are recognised as income in the periods in which the costs they are supposed to compensate are recognised.

## SALES

Revenue from sales is recognised when:

- (a) the significant risks and rewards of ownership are transferred
- (b) the Group has no continuing managerial involvement or control usually associated with ownership anymore
- (c) the amount of revenue can be measured reliably
- (d) it is probable that the economic benefits associated with the transaction will flow to the Group
- (e) the costs incurred or to be incurred can be measured reliably

## COSTS OF BORROWINGS

Borrowing costs are charged directly to the income statement.

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## **IMPAIRMENT LOSSES**

For the book value of the Group's assets, in application of IAS 36, on each balance sheet date it is assessed whether there are any indications that an asset may be impaired. If such indication exists, the recoverable amount of the asset has to be estimated. The recoverable amount is the higher of an asset's or cash-generating unit's fair value less costs to sell and its value in use. An impairment loss is recognised when the book value of an asset, or the cash-generating unit to which the asset belongs, is higher than the recoverable amount. Impairment losses are included in the income statement.

## **FINANCIAL INSTRUMENTS**

The Group uses financial instruments to hedge the exposure to changes in fair value of a recognised asset or liability, or an unrecognised firm commitment. These financial instruments accounted for as fair value hedges are measured at fair value and presented in the line 'hedging instruments'.

The financial instruments which do not meet the recognition criteria to be recognised as a hedging instrument, are measured at fair value: the gain or loss arising from a change in fair value of the instrument is directly recognised in profit or loss.

**NOTE 2. SEGMENT REPORTING****I. PRIMARY SEGMENT REPORTING: BUSINESS SEGMENTS**

For management purposes, Roularta Media Group is organised into two operating divisions according to their business segment: Printed Media and Audiovisual Media. These divisions are the basis on which Roularta Media Group reports its primary segment information. Segment results and assets and liabilities comprise items which can be attributed directly or on a reasonable basis to a segment. Segment investments comprise the cost incurred during the period to acquire intangible assets and property, plant and equipment that are expected to be used during more than one period. Intersegment pricing is determined on an arm's length basis.

Printed Media includes the sale of publicity, and the production and sale of all printed publications of the Group, such as free sheets, newspapers, magazines, newsletters and books, as well as all related services. Audiovisual Media includes spot advertising on TV and Radio, production and broadcasting, as well as all related services.

We refer to the activity report for comments on the segment results.

2005	PRINTED MEDIA	AUDIOVISUAL MEDIA	INTER-SEGMENT ELIMINATION	CONSOLIDATED TOTAL
Sales of the segment	339,391	161,168	-7,321	493,238
<i>Sales to external customers</i>	337,272	155,966		493,238
<i>Sales from transactions with other segments</i>	2,119	5,202	-7,321	0
Depreciation, amortisation and provisions	-11,100	-6,243		-17,343
Impairment loss on titles and goodwill	-138			-138
<b>OPERATING PROFIT (EBIT)</b>	<b>30,425</b>	<b>8,128</b>		<b>38,553</b>
Net finance costs	-859	-483		-1,342
Income taxes	-12,087	-2,795		-14,882
<b>NET PROFIT OF THE CONSOLIDATED COMPANIES</b>	<b>17,479</b>	<b>4,850</b>		<b>22,329</b>
Share in the profit of the companies accounted for using the equity method	8	-5		3
Minority interests	-413	274		-139
<b>NET PROFIT</b>	<b>17,074</b>	<b>5,119</b>		<b>22,193</b>
EBITDA	41,663	14,371		56,034
Net current profit (1)	17,212	5,119		22,331
Current cash flow (2)	28,312	11,362		39,674
<b>ASSETS</b>	<b>451,850</b>	<b>162,800</b>	<b>-103,598</b>	<b>511,052</b>
of which carrying amount of investments accounted for using the equity method	30			30
of which investments in intangible assets and property, plant and equipment	19,259	8,073		27,332
<b>LIABILITIES</b>	<b>234,433</b>	<b>68,620</b>	<b>-20,914</b>	<b>282,139</b>

(1) Net current profit = net profit + impairment losses on titles and goodwill + restructuring costs net of taxes.

(2) Current cash flow = net current profit + depreciation of (in) tangible assets, write-downs and provisions.

All financial amounts expressed in thousands of euros.

2004	PRINTED MEDIA	AUDIOVISUAL MEDIA	INTERSEGMENT ELIMINATION	CONSOLIDATED TOTAL
Sales of the segment	331,656	174,270	-6,762	499,164
<i>Sales to external customers</i>	329,659	169,505		499,164
<i>Sales from transactions with other segments</i>	1,997	4,765	-6,762	0
Depreciation, amortisation and provisions	-10,145	-7,178		-17,324
Impairment loss on titles and goodwill	-1,182			-1,182
<b>OPERATING PROFIT (EBIT)</b>	<b>28,657</b>	<b>17,687</b>		<b>46,344</b>
Net finance costs	-1,010	-579		-1,589
Income taxes	-10,655	-6,180		-16,835
<b>NET PROFIT OF THE CONSOLIDATED COMPANIES</b>	<b>16,992</b>	<b>10,928</b>		<b>27,920</b>
Share in the profit of the companies accounted for using the equity method		324		324
Minority interests	-549	-462		-1,011
<b>NET PROFIT</b>	<b>16,443</b>	<b>10,790</b>		<b>27,233</b>
EBITDA	39,984	24,865		64,850
Net current profit (1)	17,900	10,790		28,690
Current cash flow (2)	28,045	17,968		46,014
<b>ASSETS</b>	<b>382,812</b>	<b>156,206</b>	<b>-99,852</b>	<b>439,166</b>
of which carrying amount of investments accounted for using the equity method	191	2,097		2,288
of which investments in intangible assets and property, plant and equipment	16,252	6,991		23,243
<b>LIABILITIES</b>	<b>180,593</b>	<b>65,767</b>	<b>-21,901</b>	<b>224,459</b>

(1) Net current profit = net profit + impairment losses on titles and goodwill + restructuring costs net of taxes.

(2) Current cash flow = net current profit + depreciation of (in) tangible assets, write-downs and provisions.

## II. SECONDARY SEGMENT REPORTING: GEOGRAPHICAL SEGMENTS

The secondary segment reporting information represents Roularta Media Group's two geographical markets: Belgium and other countries (France, Germany, the Netherlands, the UK, Slovenia, Portugal and Norway). The following tables provide an analysis of the sales based on the geographical location of customers. Segment assets are based on the geographical location of the assets.

2005	BELGIUM	FRANCE	OTHER COUNTRIES	INTERSEGMENT ELIMINATION	CONSO-LIDATED TOTAL
Sales of the segment to external customers	401,841	51,215	40,182		493,238
Assets	475,729	110,133	15,621	-90,431	511,052
of which investments in intangible assets and property, plant and equipment	26,855	430	47		27,332
<b>2004</b>					
Sales of the segment to external customers	407,465	51,616	40,083		499,164
Assets	422,874	54,817	13,946	-52,471	439,166
of which investments in intangible assets and property, plant and equipment	22,781	304	158		23,243

All financial amounts expressed in thousands of euros.

**NOTE 3. SALES**

An analysis of the Group's sales is as follows:

	2005	2004
Advertising	313,216	312,709
Subscriptions and sales	79,673	77,349
Other services and goods	100,349	109,106
<b>TOTAL SALES</b>	<b>493,238</b>	<b>499,164</b>

Bartering contracts included in sales amount to € 28,649 (2004: € 25,614). Royalties included in sales amount to € 1,949 (2004: € 1,460).

Compared with last year, turnover fell by € 5,926 or 1.2% from € 499,164 to € 493,238.

On the one hand turnover in the Printed Media division rose by € 7.7 million or 2.3%. € 7.4 million of this increase is from acquisitions and the launch of new City Magazines in France and Slovenia. Turnover of Printed Media fell (€ -3.8 million) by the sale of Total Music. Organic growth from existing products was € 4.2 million or 1.3%.

On the other hand turnover in the Audiovisual division was down 7.5% from € 174,270 to € 161,168. This decrease was noticeable in the fall of both TV advertising and optical disks sales. Turnover and market share at radio station Q-Music, however, continue to grow.

**NOTE 4. PERSONNEL**

	2005	2004
Wages and salaries	-83,999	-80,622
Social security contributions	-31,153	-28,141
Post employment benefit charges	-1,806	-1,782
Other personnel charges	-3,280	-5,010
<b>TOTAL PERSONNEL CHARGES</b>	<b>-120,238</b>	<b>-115,555</b>

Post employment benefit charges in 2005 consist mainly of expenses recognised related to the defined contribution plans of € 1,768 (2004: € 1,722).

<b>EMPLOYMENT IN FULL TIME EQUIVALENTS</b>	2005	2004
Average number of staff	2,179	2,123
Total employment at the end of the accounting year	2,205	2,179

All financial amounts expressed in thousands of euros.

**NOTE 5. WRITE-DOWN OF TRADE DEBTORS AND INVENTORIES**

	2005	2004
Write-down of trade debtors	-2,867	-1,239
Reversal of write-down of trade debtors	1,404	1,255
Write-down of inventories	-1,881	-4,553
Reversal of write-down of inventories	1,899	2,552
<b>TOTAL WRITE-DOWN OF TRADE DEBTORS AND INVENTORIES</b>	<b>-1,445</b>	<b>-1,985</b>

The increase in the write-down of accounts receivable is mainly due to the write-down recognised by NV Vogue Trading Video € 1,055 to its customer Union Film Group.

In 2004, expired broadcasting rights relating to the 2004 financial year were shown as a write-down of inventories (- € 2,206); in 2005, expired broadcasting rights relating to the 2005 financial year were included in inventory changes (- € 2,292). The write-down of inventories shown in 2005 amounting to € 1,543 (€ 2,303 in 2004) mainly relates to broadcasting rights that will expire over a period of 3 years after the first broadcasting date; the amount of the write-down was determined on the basis of a capacity analysis.

**NOTE 6. OTHER OPERATING INCOME / EXPENSES**

	2005	2004
Profit resulting from cooperation contracts	5,106	3,286
Taxes other than income taxes	-3,000	-2,828
Reversal of disposal of 'A Nous Paris'		-1,812
Sale Plopsaland and Total Music	2,350	
Loss on trade receivables	-649	-1,072
Reversal of write-down / (write-down) of other receivables	98	-363
Other operating income / expenses (net)	2,413	436
<b>TOTAL OTHER OPERATING INCOME / EXPENSES</b>	<b>6,318</b>	<b>-2,353</b>

Other operating income and costs increased in relation to the previous year as a result of income from cooperative agreements. On the one hand, the remuneration received by NV VMMA for the cooperation with Interkabel in 2005 (+ € 1,282) made up for the period 2002-2004 and on the other hand, the increase was due to a new agreement concluded with the distributor Belgacom in October 2005 (+ € 500).

Income also increased as a result of the sale of Plopsaland and Total Music (+ € 2,350). On the one hand, other operating income and costs increased partly because of a number of non-recurrent costs recorded in 2004 (€ 1,000), including severance pay and non-recurrent decreases in value but on the other hand, a number of additional income items were recorded in 2005 (€ 700), such as various operating bonuses and on-charged services.

**NOTE 7. RESTRUCTURING COSTS**

	2005	2004
Redundancy costs		-275
<b>TOTAL RESTRUCTURING COSTS</b>	<b>0</b>	<b>-275</b>

All financial amounts expressed in thousands of euros.

**NOTE 8. NET FINANCE COSTS**

	2005	2004
Interest income	1,075	935
Interest expense	-2,417	-2,524
<b>TOTAL NET FINANCE COSTS</b>	<b>-1,342</b>	<b>-1,589</b>

**NOTE 9. INCOME TAXES****I. INCOME TAX EXPENSE / INCOME - CURRENT AND DEFERRED**

	2005	2004
<b>A. INCOME TAX EXPENSE / INCOME - CURRENT</b>		
Current period tax expense	-13,508	-14,430
Adjustments to current tax expense / income of prior periods	-422	-823
<b>TOTAL CURRENT TAX EXPENSE, NET</b>	<b>-13,930</b>	<b>-15,253</b>
<b>B. INCOME TAX EXPENSE / INCOME - DEFERRED</b>		
Related to the origination and reversal of temporary differences	-162	-2,932
Related to tax losses carried forward & tax credits of the current period	2,569	3,259
Related to tax losses: reversal and utilisation	-1,416	-708
Related to the non-recoverability of deferred tax assets	-1,943	-1,201
<b>TOTAL DEFERRED TAX EXPENSE, NET</b>	<b>-952</b>	<b>-1,582</b>
<b>TOTAL CURRENT AND DEFERRED TAX EXPENSE, NET</b>	<b>-14,882</b>	<b>-16,835</b>

**II. RECONCILIATION OF STATUTORY TAX TO EFFECTIVE TAX**

	2005	2004
Profit before taxes	37,211	44,755
Statutory tax rate	33.99%	33.99%
<b>TAX EXPENSE USING STATUTORY RATE</b>	<b>-12,648</b>	<b>-15,212</b>
Adjustments to current tax of prior periods (+/-)	-422	-823
Tax effect of non tax deductible expenses (-)	-1,468	-2,106
Tax effect of non taxable revenues (+)	1,850	787
Tax effect of not recognising deferred taxes on losses of the current period (-)	-1,917	-1,439
Tax effect from the reversal (utilisation) of deferred tax assets from previous years (+)	-407	970
Tax effect of recognising deferred taxes on tax losses of previous periods (+)	5	763
Other increase / decrease in tax charge (+/-)	125	225
<b>TAX EXPENSE USING EFFECTIVE RATE</b>	<b>-14,882</b>	<b>-16,835</b>
Profit before taxes	37,211	44,755
Effective tax rate	39.99%	37.62%
<b>TOTAL EFFECTIVE TAX EXPENSE</b>	<b>-14,882</b>	<b>-16,835</b>

All financial amounts expressed in thousands of euros.



### III. IMPACT OF CHANGE IN TAX RATE

The tax rate in the Netherlands changed from 34.5% to 31.5%; the tax rate in France from 34.33% to 33.83%. These changes in tax rate had a negative impact on taxes of € 21.

IMPACT ON CURRENT AND DEFERRED TAX EXPENSE	2005
Current tax expense after utilization of new tax rate	-13,930
Impact change in tax rate	-59
Current tax expense before utilization of new tax rate	-13,989
Deferred tax expense after utilization of new tax rate	-952
Impact change in tax rate	-80
Deferred tax expense before utilization of new tax rate	-872
<b>CURRENT AND DEFERRED TAX EXPENSES BEFORE UTILISATION OF NEW TAX RATE</b>	<b>-14,861</b>
<b>CURRENT AND DEFERRED TAX EXPENSES AFTER UTILISATION OF NEW TAX RATE</b>	<b>-14,882</b>
<b>IMPACT</b>	<b>-21</b>

### NOTE 10. EARNINGS PER SHARE

I. MOVEMENTS IN NUMBER OF SHARES	ORDINARY SHARES
Number of shares, beginning balance	9,928,611
Number of shares issued during the period	28,350
Number of shares, ending balance	9,956,961
of which issued and fully paid	9,956,961
<b>II. OTHER INFORMATION</b>	
Number of shares owned by the company or related parties	252,862
Shares reserved for issue under options	111,445
<b>III. EARNINGS PER SHARE CALCULATION</b>	
<b>1. Number of shares</b>	
1.1. Weighted average number of shares, basic	9,687,603
1.2. Adjustments to computed weighted average number of shares, diluted	193,783
<i>subscription right plans</i>	121,951
<i>stock option plans</i>	71,832
1.3. Weighted average number of shares, diluted	9,881,386
<b>2. Calculation</b>	
The calculation of the basic earnings and diluted earnings per share are based on the following:	
$\frac{\text{Net profit available to common shareholders}}{\text{Weighted average number of shares, basic}} = \frac{22,193}{9,687,603} = 2.29$	
$\frac{\text{Net profit available to common shareholders}}{\text{Weighted average number of shares, diluted}} = \frac{22,193}{9,881,386} = 2.25$	

All financial amounts expressed in thousands of euros.

**NOTE 11. DIVIDENDS**

Amount of dividends proposed or declared after the balance sheet date but before authorisation of the financial statements (1)	8,050
Gross dividend per share in euro	0.75
(1)	
Number of shares entitled to dividend on 31/12/2005	9,956,961
Number of own shares on 31/12/2005	-252,862
New shares due to capital increase on 6/1/2006	39,090
New shares due to capital increase on 6/2/2006	989,609
	10,732,798

**NOTE 12. INTANGIBLE ASSETS**

2005	TITLES	SOFTWARE	CONCESSIONS, COPYRIGHTS PROPERTY RIGHTS AND SIMILAR RIGHTS	TOTAL
<b>AT COST</b>				
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>52,376</b>	<b>13,496</b>	<b>4,452</b>	<b>70,324</b>
Movements during the period:				
- Acquisitions	1,017	2,145	1,676	4,838
- Acquisitions through business combinations	41,166	336	5,391	46,893
- Sales and disposals (-)	-15	-1,134	-124	-1,273
- Disposals through business divestiture (-)	-95	-38		-133
- Transfers from one heading to another	24	-139	799	684
- Foreign currency exchange increase / decrease	29			29
- Other increase / decrease	332	66	13	411
<b>AT THE END OF THE PERIOD</b>	<b>94,834</b>	<b>14,732</b>	<b>12,207</b>	<b>121,773</b>
<b>DEPRECIATION AND IMPAIRMENT</b>				
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>1,182</b>	<b>8,548</b>	<b>3,272</b>	<b>13,002</b>
Movements during the period:				
- Depreciation		2,148	680	2,828
- Additions through business combinations		280		280
- Impairment loss / reversal recognised in income	138			138
- Written down after sales and disposals (-)	-15	-1,117	-124	-1,256
- Disposals through business divestiture (-)	-95	-4		-99
- Transfers from one heading to another	4	-5	1	0
- Foreign currency exchange increase / decrease		60		60
<b>AT THE END OF THE PERIOD</b>	<b>1,214</b>	<b>9,910</b>	<b>3,829</b>	<b>14,953</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>93,620</b>	<b>4,822</b>	<b>8,378</b>	<b>106,820</b>

All financial amounts expressed in thousands of euros.

Software and concessions, copyrights, property rights and similar rights are depreciated based on their useful life, which is determined based on the expected use of the asset by the Group (also see valuation rules). Titles have an indefinite useful life because they are not subjected to economical devaluation and are therefore not depreciated but subjected annually to an impairment test. In accordance with IAS 36 on 'Impairment of assets', the carrying amount of titles has been compared to their net sales value. The net sales value is the market value, which has been derived by ways of an empirical method, which is based on turnover and return criteria.

The net carrying amount of titles at 31 December 2005 consists mainly of titles of Point de Vue for a total amount of € 32,573, of the Biblio Group (newsletters, medical magazines, Top, Tendances, ...) for a total amount of € 15,275, of the Côté Maison Group (Côté Sud, Côté Est, Côté Ouest, Maison Française, Maison Magazine) for a total amount of € 12,174, of the Studio Press Group (Pianist, Guitar Part, Hifi, Prestige, ...) for a total amount of € 5,302, of Studio Magazine (€ 4,143), of Press News (Royals, Dynasty, ...) for the total amount of € 2,915, of Het Wekelijks Nieuws (€ 2,450), of Zeeuws-Vlaams-Mediabedrijf for a total amount of € 2,083, of Grieg Media (VI over 60) (€ 1,996), of Tam-Tam (€ 1,887), of DMB-BALM (Actua Vidéo, Vidéo Futur, ...) (€ 1,665) and of Art de Vivre (€ 1,647).

The following titles are controlled by the Group, but are not recognised as assets because they are internally generated and as a consequence do not meet the recognition criteria of IAS 38: Knack, Weekend Knack, Le Vif/L'Express, Weekend Le Vif/L'Express, Voetbal Magazine, Foot Magazine, Trends, Cash, Bizz, le Vif, Nest, Télépro, Grande, Plus Magazine, De Streekkrant, De Zondag, Steps City Magazine, Jornal Da Região, Style, Krant van West-Vlaanderen, De Weekbode, De Zeewacht, Kortrijks Handelsblad, Go, de Kijkwonningengids (D/F), Bouwen (D/F), ... Other internally generated trade marks are Media Club, easy.be, Focus Televisie, WTV, Kanaal Z/Canal Z, JIMtv, VTM, KANAALTWEE, Q-Music, ...

The net carrying amount of internally generated software is € 2,242. We refer to Note 29 for more information on the acquired titles.

2004	TITLES	SOFTWARE	CONCESSIONS, COPYRIGHTS PROPERTY RIGHTS AND SIMILAR RIGHTS	TOTAL
<b>AT COST</b>				
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>40,308</b>	<b>11,478</b>	<b>3,265</b>	<b>55,051</b>
Movements during the period:				
- Acquisitions	405	2,754	197	3,356
- Acquisitions through business combinations	11,646	4		11,650
- Sales and disposals (-)		-740		-740
- Transfers from one heading to another			990	990
- Foreign currency exchange increase / decrease	18			18
- Other increase / decrease	-1			-1
<b>AT THE END OF THE PERIOD</b>	<b>52,376</b>	<b>13,496</b>	<b>4,452</b>	<b>70,324</b>
<b>DEPRECIATION AND IMPAIRMENT</b>				
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>0</b>	<b>7,408</b>	<b>2,563</b>	<b>9,971</b>
Movements during the period:				
- Depreciation		1,548	619	2,167
- Impairment loss / reversal recognised in income	1,182			1,182
- Written down after sales and disposals (-)		-408		-408
- Transfers from one heading to another			90	90
<b>AT THE END OF THE PERIOD</b>	<b>1,182</b>	<b>8,548</b>	<b>3,272</b>	<b>13,002</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>51,194</b>	<b>4,948</b>	<b>1,180</b>	<b>57,322</b>

All financial amounts expressed in thousands of euros.

**NOTE 13. GOODWILL**

AT COST	2005	2004
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>24,380</b>	<b>24,686</b>
Movements during the period:		
- Acquisitions through business combinations		684
- Transfers from one heading to another	-684	-990
- Other increase / decrease	1,602	
<b>AT THE END OF THE PERIOD</b>	<b>25,298</b>	<b>24,380</b>
<b>IMPAIRMENT LOSSES</b>		
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>0</b>	<b>90</b>
Movements during the period:		
- Other increase / decrease		-90
<b>AT THE END OF THE PERIOD</b>	<b>0</b>	<b>0</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>25,298</b>	<b>24,380</b>

Goodwill mainly relates to goodwill arising from business combinations with VMMA, Paratel, VTV and Biblo. The other change of the period entirely relates to goodwill of the increased participation in NV Vogue Trading Video.

*All financial amounts expressed in thousands of euros.*

**NOTE 14. PROPERTY, PLANT AND EQUIPMENT**

2005	LAND AND BUILDINGS	PLANT, MACHINERY AND EQUIPMENT	FURNITURE AND VEHICLES	LEASING AND OTHER SIMILAR RIGHTS	OTHER PROPERTY, PLANT AND EQUIPMENT	ASSETS UNDER CONSTRUCTION	TOTAL
<b>AT COST</b>							
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>78,146</b>	<b>84,343</b>	<b>17,802</b>	<b>12,562</b>	<b>1,981</b>	<b>6,060</b>	<b>200,894</b>
Movements during the period							
- Acquisitions	10,827	9,248	1,461	1,193	107	22	22,858
- Acquisitions through business combinations		5	182		1,237		1,424
- Sales and disposals (-)	-88	-8,853	-2,454		-545	-3	-11,943
- Disposals through business divestiture (-)			-56		-24		-80
- Transfers from one heading to another	316	-12,232	324	6,899	-141	-6,057	-10,891
- Foreign currency exchange increase / decrease			7				7
- Other increase / decrease		2,694	184		49		2,927
<b>AT THE END OF THE PERIOD</b>	<b>89,201</b>	<b>75,205</b>	<b>17,450</b>	<b>20,654</b>	<b>2,664</b>	<b>22</b>	<b>205,196</b>
<b>DEPRECIATION AND IMPAIRMENT LOSSES</b>							
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>9,415</b>	<b>56,970</b>	<b>14,534</b>	<b>2,076</b>	<b>1,590</b>	<b>0</b>	<b>84,585</b>
Movements during the period							
- Depreciation	3,096	7,828	1,093	1,658	137		13,812
- Additions through business combinations		3	154		946		1,103
- Written down after sales and disposals (-)	-61	-8,073	-2,302		-535		-10,971
- Disposals through business divestiture (-)			-33		-18		-51
- Transfers from one heading to another		-11,036	256		-111		-10,891
- Foreign currency exchange increase / decrease			6				6
- Other increase / decrease		2,547	173		48		2,768
<b>AT THE END OF THE PERIOD</b>	<b>12,450</b>	<b>48,239</b>	<b>13,881</b>	<b>3,734</b>	<b>2,057</b>	<b>0</b>	<b>80,361</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>76,751</b>	<b>26,966</b>	<b>3,569</b>	<b>16,920</b>	<b>607</b>	<b>22</b>	<b>124,835</b>

OTHER INFORMATION	LAND AND BUILDINGS
Amount of tangible assets pledged as security for liabilities (mortgage included)	7,939

The heading 'leasing and other similar rights' comprises machines with a carrying amount of € 14,336 (Roularta Printing), machines of NV Vogue Trading Video with a carrying amount of € 2,500 and machines with a carrying amount of € 84 (Regionale Media Maatschappij). The heading 'assets under construction' entirely relates to advance payments for hardware of SAS Studio Press with a carrying amount of € 22.

All financial amounts expressed in thousands of euros.

2004	LAND AND BUILDINGS	PLANT, MACHINERY AND EQUIPMENT	FURNITURE AND VEHICLES	LEASING AND OTHER SIMILAR RIGHTS	OTHER PROPERTY, PLANT AND EQUIPMENT	ASSETS UNDER CONSTRUCTION	TOTAL
<b>AT COST</b>							
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>75,404</b>	<b>78,782</b>	<b>17,872</b>	<b>12,775</b>	<b>2,163</b>	<b>10</b>	<b>187,006</b>
Movements during the period							
- Acquisitions	4,326	7,568	1,788		143	6,062	19,887
- Acquisitions through business combinations	534	37	349		261		1,181
- Sales and disposals (-)	-2,115	-2,498	-2,195	-213	-147	-12	-7,180
- Revaluation increase / decrease recognised in income	-3						-3
- Transfers from one heading to another		454	-15		-439		0
- Foreign currency exchange increase / decrease			3				3
<b>AT THE END OF THE PERIOD</b>	<b>78,146</b>	<b>84,343</b>	<b>17,802</b>	<b>12,562</b>	<b>1,981</b>	<b>6,060</b>	<b>200,894</b>
<b>DEPRECIATION AND IMPAIRMENT LOSSES</b>							
<b>BALANCE AT THE END OF THE PRECEDING PERIOD</b>	<b>6,277</b>	<b>51,608</b>	<b>15,193</b>	<b>1,181</b>	<b>1,850</b>	<b>0</b>	<b>76,109</b>
Movements during the period							
- Depreciation	3,133	7,131	1,032	1,025	132		12,453
- Additions through business combinations	15	24	223		168		430
- Written down after sales and disposals (-)	-10	-2,229	-1,907	-130	-134		-4,410
- Transfers from one heading to another		436	-10		-426		0
- Foreign currency exchange increase / decrease			3				3
<b>AT THE END OF THE PERIOD</b>	<b>9,415</b>	<b>56,970</b>	<b>14,534</b>	<b>2,076</b>	<b>1,590</b>	<b>0</b>	<b>84,585</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>68,731</b>	<b>27,373</b>	<b>3,268</b>	<b>10,486</b>	<b>391</b>	<b>6,060</b>	<b>116,309</b>
<b>OTHER INFORMATION</b>							<b>LAND AND BUILDINGS</b>
Amount of tangible assets pledged as security for liabilities (mortgage included)							7,393

All financial amounts expressed in thousands of euros.

## NOTE 15. INVESTMENTS ACCOUNTED FOR USING THE EQUITY METHOD

I. PARTICIPATING INTEREST	2005	2004
<b>AT COST</b>		
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>2,097</b>	<b>1,773</b>
Movements during the period		
- Acquisitions	22	
- Disposals through business divestiture (-)	-2,092	
<b>AT THE END OF THE PERIOD</b>	<b>27</b>	<b>1,773</b>
<b>MOVEMENT IN CAPITAL AND RESERVES</b>		
Share in the result for the financial period	3	324
<b>AT THE END OF THE PERIOD</b>	<b>3</b>	<b>324</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>30</b>	<b>2,097</b>
<b>II. AMOUNTS RECEIVABLE</b>	<b>2005</b>	<b>2004</b>
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>191</b>	<b>0</b>
Movements during the period		
- Additions		191
- Other	-191	
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>0</b>	<b>191</b>

A list of the investments accounted for using the equity method, including the name, country of incorporation, proportion of ownership interest is given in note 34 of the consolidated financial statements.

The Group's share of assets and liabilities and profit of associates is summarised below:

SUMMARISED FINANCIAL INFORMATION	2005	2004
Total assets	586	6,914
Total liabilities	556	5,438
<b>SALES</b>	<b>620</b>	<b>6,148</b>
<b>NET PROFIT</b>	<b>3</b>	<b>21</b>

All financial amounts expressed in thousands of euros.

**NOTE 16. FINANCIAL ASSETS - CURRENT AND NON CURRENT**

I. PARTICIPATING INTERESTS AND SHARES	2005	2004
<b>AT COST</b>		
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>4,486</b>	<b>1,360</b>
Movements during the period		
- Acquisitions		3,722
- Acquisitions through business combinations	3	
- Disposals (-)	-1,985	-596
<b>AT THE END OF THE PERIOD</b>	<b>2,504</b>	<b>4,486</b>
<b>FAIR VALUE ADJUSTMENTS</b>		
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>0</b>	<b>0</b>
Movements during the period		
- Decrease from fair value adjustments	-514	
<b>AT THE END OF THE PERIOD</b>	<b>-514</b>	
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>1,990</b>	<b>4,486</b>

All participating interests are regarded as being available for sale and are shown at their fair value. Changes in fair value are included in the revaluation reserve under equity. The fair value of NV Cyber Press Publishing is based on the market price recorded as at the balance sheet date (€ 6.80), while the loss (€ 514) was included in the revaluation reserve in equity. Because it is impossible to reliably estimate the fair value of other shares, financial assets for which there is no active market have been valued at cost. This mainly concerns the investment of NV Roularta Media Group in NV Omroepgebouw Flagey (€ 522), CPP-INCOFIN (€ 124) and Eurocasino (€ 47). The disposals from the financial year mainly comprise the participation in NV @-Invest (€ 1,815), which was fully consolidated from 1 January 2005.

II. OTHER FINANCIAL ASSETS	2005	2004
<b>AT COST</b>		
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>7,254</b>	<b>8,585</b>
Movements during the period		
- Additions	2,053	2,287
- Acquisitions through business combinations	1,963	
- Reimbursements	-961	-3,618
<b>AT THE END OF THE PERIOD</b>	<b>10,309</b>	<b>7,254</b>
<b>FAIR VALUE ADJUSTMENTS</b>		
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>0</b>	<b>0</b>
Movements during the period		
- Increase from fair value adjustments	62	
- Acquisitions through business combinations	35	
<b>AT THE END OF THE PERIOD</b>	<b>97</b>	<b>0</b>
<b>NET CARRYING AMOUNT AT THE END OF THE PERIOD</b>	<b>10,406</b>	<b>7,254</b>

Other financial fixed assets partly consist of the non written-off portion of receivables from proportionally consolidated companies (€ 5,488). Market interest has been charged on these outstanding loans. Other financial fixed assets also consist of short-term investments (€ 4,061), which are regarded as financial assets recognised at their fair value, with changes in fair value being included in profit and loss. In 2005, € 62 was recognised in profit and loss after determination of the fair value of such short-term investments.

All financial amounts expressed in thousands of euros.



**NOTE 17. OTHER NOTES ON ASSETS**

<b>I. TRADE AND OTHER RECEIVABLES, NON CURRENT</b>	<b>2005</b>	<b>2004</b>
Other receivables	850	1,445
<b>TOTAL TRADE AND OTHER RECEIVABLES - NON CURRENT</b>	<b>850</b>	<b>1,445</b>

Other receivables mainly relate to loans granted to third parties, with whom trading relations exist. Interest rates at arm's length are applied on the outstanding amounts receivable. The decrease compared to last year is mainly due to the write-down recognised on a trade receivable of NV Vogue Trading Video.

<b>II. TRADE AND OTHER RECEIVABLES, CURRENT</b>	<b>2005</b>	<b>2004</b>
Trade receivables, gross	140,031	128,491
Allowance for bad and doubtful debts, current (-)	-4,733	-2,724
Other receivables	10,942	11,444
<b>TOTAL TRADE AND OTHER RECEIVABLES - CURRENT</b>	<b>146,240</b>	<b>137,211</b>
<b>III. CASH AND CASH EQUIVALENTS</b>	<b>2005</b>	<b>2004</b>
Bank balances	25,590	22,090
Short-term deposits	5,328	3,938
Cash at hand	27	23
Other cash and cash equivalents	5	47
<b>TOTAL CASH AND CASH EQUIVALENTS</b>	<b>30,950</b>	<b>26,098</b>

All financial amounts expressed in thousands of euros.

**NOTE 18. DEFERRED TAX ASSETS AND LIABILITIES****I. OVERVIEW DEFERRED TAX ASSETS - LIABILITIES**

	2005		2004	
	DEFERRED TAX ASSETS	DEFERRED TAX LIABILITIES	DEFERRED TAX ASSETS	DEFERRED TAX LIABILITIES
Intangible assets	747	11,884	1,172	723
Property, plant and equipment	72	23,157	133	21,041
Financial non current assets	198	306	50	60
Inventories		1,754		1,801
Trade and other receivables		163	1	
Financial current assets	12	23		
Deferred charges and accrued income	2	236		
Treasury shares		5		5
Reserves		711		741
Provisions	451	21	46	19
Employee benefits	771		530	
Social debts		1		12
Accrued charges and deferred income	1		5	
<b>TOTAL DEFERRED TAXES RELATED TO TEMPORARY DIFFERENCES</b>	<b>2,254</b>	<b>38,261</b>	<b>1,937</b>	<b>24,402</b>
Tax losses	7,049		7,162	
Tax credits	396		264	
Set off tax	-2,215	-2,215	-1,119	-1,119
<b>NET DEFERRED TAX ASSETS / LIABILITIES</b>	<b>7,484</b>	<b>36,046</b>	<b>8,244</b>	<b>23,283</b>

Deferred tax assets have not been recognised in respect of tax losses for an amount of € 7,210 (2004: € 6,126) because it is not probable that future taxable profit will be available against which the unused tax losses and unused tax credits can be utilised.

Roularta Media Group recognised deferred tax assets amounting to € 4,601 (2004: € 7,305) of affiliates which suffered losses in the current or previous period. Budgets, however, indicate that these affiliates will generate sufficient taxable profit in the near future to utilize the recognised deferred tax assets.

**II. DEFERRED TAXES ON TAX LOSSES CARRIED FORWARD AND TAX CREDITS**

YEAR OF EXPIRATION	2005		2004	
	TAX LOSSES CARRIED FORWARD	TAX CREDITS	TAX LOSSES CARRIED FORWARD	TAX CREDITS
Beyond 5 years	43		43	
Without expiration date	7,006	396	7,119	264
<b>TOTAL DEFERRED TAX ASSET</b>	<b>7,049</b>	<b>396</b>	<b>7,162</b>	<b>264</b>

All financial amounts expressed in thousands of euros.

**NOTE 19. INVENTORIES**

	2005	2004
<b>GROSS AMOUNT</b>		
Broadcasting rights	47,622	47,933
Raw materials	3,807	4,792
Work in progress	1,099	886
Finished goods	341	809
Goods purchased for resale	2,970	2,456
Advance Payments		11
Contracts in progress	155	109
<b>TOTAL GROSS AMOUNT (A)</b>	<b>55,994</b>	<b>56,996</b>
<b>WRITE-DOWNS AND OTHER REDUCTIONS IN VALUE (-)</b>		
Broadcasting rights	-5,940	-5,959
Raw materials	-20	-28
Goods purchased for resale	-1,415	-1,404
<b>TOTAL WRITE-DOWNS (B)</b>	<b>-7,375</b>	<b>-7,391</b>
<b>CARRYING AMOUNT</b>		
Broadcasting rights	41,682	41,974
Raw materials	3,787	4,764
Work in progress	1,099	886
Finished goods	341	809
Goods purchased for resale	1,555	1,052
Advance Payments		11
Contracts in progress	155	109
<b>TOTAL CARRYING AMOUNT AT COST (A+B)</b>	<b>48,619</b>	<b>49,605</b>

All financial amounts expressed in thousands of euros.

**NOTE 20. EQUITY****ISSUED CAPITAL**

At 31 December 2005, the issued capital amounts to € 119,267 (2004: € 118,950) and is represented by 9,956,961 (2004: 9,928,611) fully paid ordinary shares. These shares have no par value.

**TREASURY SHARES**

At 31 December 2005 the Group owns 252,862 own shares (2004: 289,492).

**SUBSCRIPTION RIGHTS**

Overview of the subscription rights offered to the management and executive employees:

YEAR OF OFFERING	SUBSCRIPTION RIGHTS OFFERED	SUBSCRIPTION RIGHTS GRANTED	SUBSCRIPTION RIGHTS TO BE EXERCISED	EXERCISE PRICE IN EURO	FIRST EXERCISE PERIOD	LAST EXERCISE PERIOD
1998	300,000	300,000	59,425	11.15	15/5 - 15/6/2001	15/4 - 6/5/2008
2001	200,000	114,600	104,050	20.13	1/12 - 30/12/2005	10/9 - 10/10/2014
	<b>500,000</b>	<b>414,600</b>	<b>163,475</b>			

At 20 June 2005, 28,350 of the subscription rights offered in 1998 were exercised.

**STOCK OPTION PLANS**

Overview of the stock option plans offered to the management and executive employees:

YEAR OF OFFERING	OPTIONS OFFERED	OPTIONS GRANTED	OPTIONS TO BE EXERCISED	EXERCISE PRICE IN EURO	FIRST EXERCISE PERIOD	LAST EXERCISE PERIOD
2000	125,500	119,305	100,306	65.00	1/1 - 30/4/2004	1/1 - 22/5/2013
2001	82,125	73,575	31,845	18.20	1/1 - 26/6/2005	1/1 - 25/8/2014
2002	25,000	25,000	12,500	18.50	15/5 - 15/6/2006	15/5 - 28/6/2012
2002	10,000	10,000	10,000	20.00	1/1 - 31/12/2006	1/1 - 3/10/2012
2002	50,000	33,500	32,100	21.93	1/1 - 30/6/2006	1/7 - 31/12/2015
2003	10,000	10,000	10,000	27.00	1/1 - 31/12/2007	1/1 - 10/10/2013
2003	10,000	10,000	10,000	26.00	1/1 - 31/12/2007	1/1 - 31/12/2009
2003	12,500	12,500	2,500	26.00	1/1 - 31/12/2007	1/1 - 2/7/2013
2003	2,500	2,500	2,500	28.62	1/1 - 31/12/2007	1/1 - 2/10/2013
	<b>327,625</b>	<b>296,380</b>	<b>211,751</b>			

**EQUITY-SETTLED SHARE-BASED PAYMENT TRANSACTIONS**

Share options are exercisable at a price equal to the average quoted market price of the company's shares on the date of grant. The vesting period of the share options is stated in the schedule above-mentioned. If the share option remains unexercised during the last exercise period, the share options expire. The share options which are not yet exercisable are forfeited if a member of management or an executive employee leaves the company before the last exercise period, except in case of retirement or decease.

Details of the share options outstanding during the year are as follows:

	NUMBER OF SHARE OPTIONS	WEIGHT AVERAGE EXERCISE PRICE IN €
<b>OUTSTANDING AT HET BEGINNING OF THE YEAR</b>	<b>263,838</b>	<b>38.13</b>
Forfeited during the year	-15,457	31.78
Exercised during the year	-36,630	18.20
<b>OUTSTANDING AT THE END OF THE YEAR</b>	<b>211,751</b>	<b>42.04</b>
Exercisable at the end of the year	51,803	

All financial amounts expressed in thousands of euros.

The weighted average share prices at the date of exercise for share options exercised during the year was € 52.4. The share options outstanding at the end of the year have a weighted average remaining term of 6 years and 9 months. In 2005 no share options were granted.

The fair values were calculated using the Black-Scholes option pricing model. To incorporate the effects of expected early exercise, the volatility was based on the historical volatility. The inputs into the model were as follows:

Weighted average share price in € on the date of grant	25.9
Weighted average exercise price in €	24.3
Expected volatility	80%
Expected life of the share option (in years)	6
Risk free rate	3.6%
Expected dividend yield	1.5%

In 2005 the Group recognised € 104 as personnel cost relating to equity-settled share-based payment transactions.

## NOTE 21. PROVISIONS

2005 - PROVISIONS, NON CURRENT	LEGAL PROCEEDING PROVISIONS	ENVIRONMENTAL PROVISIONS	OTHER PROVISIONS	TOTAL
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>3,351</b>	<b>325</b>	<b>402</b>	<b>4,078</b>
Movements during the period				
- Additional provisions	73		480	553
- Increase / decrease to existing provisions			6	6
- Interests	193			193
- Acquisitions through business combinations	251		81	332
- Amounts of provisions used (-)	-575	-168	-358	-1,101
- Unused amounts of provisions reversed (-)	-147			-147
<b>AT THE END OF THE PERIOD</b>	<b>3,146</b>	<b>157</b>	<b>611</b>	<b>3,914</b>

The provision for legal proceedings mainly relates to interest arising from the pending dispute between the Belgian Social Security authorities (RSZ) and VMMA and a number of other disputes pending. The environmental provision relates entirely to soil decontamination charges. Other provisions mainly relate to severance payments.

2004 - PROVISIONS, NON CURRENT	LEGAL PROCEEDING PROVISIONS	ENVIRONMENTAL PROVISIONS	OTHER PROVISIONS	TOTAL
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>3,148</b>	<b>325</b>	<b>620</b>	<b>4,093</b>
Movements during the period				
- Additional provisions	409		148	557
- Increase / decrease to existing provisions	13		28	41
- Interests	193			193
- Acquisitions through business combinations	91			91
- Amounts of provisions used (-)	-500		-97	-597
- Unused amounts of provisions reversed (-)	-3		-297	-300
<b>AT THE END OF THE PERIOD</b>	<b>3,351</b>	<b>325</b>	<b>402</b>	<b>4,078</b>

All financial amounts expressed in thousands of euros.

**NOTE 22. SIGNIFICANT LITIGATION**

NV De Streekkrant-De Weekkrantgroep is involved in a dispute with NV Kempenland, in which a compensation of € 2,200 is claimed as a result of failure to meet a printing contract. A provision of € 1,000 has been set aside for these proceedings.

NV Roularta Books is involved in proceedings with its former business partner Bookmark, which have been brought before the Commercial Court. A provision of € 578 has been recognised for these proceedings.

In the dispute between VMMA and RSZ, all sums (including interest) relating to this claim have been recognised; it is expected that the provision will cover the expected cost.

**NOTE 23. EMPLOYEE BENEFITS**

<b>I. GENERAL OVERVIEW</b>	<b>2005</b>	<b>2004</b>
<b>AT THE END OF THE PRECEDING PERIOD</b>	<b>2,875</b>	<b>2,968</b>
Additional provisions	767	561
Amounts of provisions used or provisions reversed (-)	-350	-654
Increase through business combinations	209	
<b>AT THE END OF THE PERIOD</b>	<b>3,501</b>	<b>2,875</b>
Employee benefits mainly relate to € 1,680 for future allocation of preferential subscriptions, € 420 provisions for termination benefits, € 879 for bonuses to be awarded on retirement and € 522 related to defined benefit plans of Roularta Media Group, Mestne Revije, the Point de Vue Group, Grieg Media and Côté Maison.		
<b>II. DEFINED BENEFIT PLANS</b>	<b>2005</b>	<b>2004</b>
<b>A. AMOUNTS RECOGNISED IN THE BALANCE SHEET</b>		
1. Net funded defined benefit plan obligation (asset)	149	73
1.1. Present value of funded or partially funded obligation	615	313
1.2. Fair value of plan assets (-)	-466	-240
2. Present value of wholly unfunded obligation	471	170
3. Unrecognised actuarial gains / losses	-104	-11
4. Other components	6	9
<b>DEFINED BENEFIT PLAN OBLIGATION, TOTAL</b>	<b>522</b>	<b>241</b>
<b>B. NET EXPENSE RECOGNISED IN INCOME STATEMENT</b>		
1. Current service cost	49	159
2. Interest cost	26	16
3. Expected return on plan assets (-)	-17	-14
4. Net actuarial (gain) loss recognised	111	
5. Past service cost	14	
<b>NET EXPENSE RECOGNISED IN INCOME STATEMENT</b>	<b>183</b>	<b>161</b>
<b>C. MOVEMENTS IN DEFINED BENEFIT PLAN OBLIGATION (ASSET)</b>		
Defined benefit plan obligation, beginning balance	241	144
1. Contributions paid (-)	-114	-66
2. Expense recognised	183	161
3. Increases through business combinations	210	
4. Foreign currency exchange increase / decrease	2	2
<b>DEFINED BENEFIT PLAN OBLIGATION, ENDING BALANCE</b>	<b>522</b>	<b>241</b>

All financial amounts expressed in thousands of euros.

<b>D. PRINCIPAL ACTUARIAL ASSUMPTIONS</b>		
1. Discount rate	4%	6%
2. Expected return on plan assets	6%	7%
3. Expected rate of salary increase	3%	3%
4. Future defined benefit increase	2.5%	2.5%
<b>III. DEFINED CONTRIBUTION PLANS</b>		
<p>There exist several defined contribution plans within the Group. Except for the guaranteed contributions paid to the insurance company, the Group has no liabilities. When an employee has rendered service to an entity during a period, the entity recognises the contribution payable to a defined contribution plan in exchange for that service. The expenses recognised related to the defined contribution plans amount to € 1,768 (2004: € 1,722).</p>		
<b>IV. STOCK OPTIONS AND SUBSCRIPTION RIGHTS</b>		
We refer to note 20.		

## NOTE 24. FINANCIAL LIABILITIES AND PAYABLES

	CURRENT	NON CURRENT			
2005	MAX. 1 YEAR	2 YEARS	3-5 YEARS	> 5 YEARS	TOTAL
<b>FINANCIAL LIABILITIES</b>					
Finance leases	2,087	2,299	3,760	704	8,850
Credit institutions	41,325	7,041	5,201	6,367	59,934
Other loans	4,167	25	78	1,942	6,212
<b>TOTAL FINANCIAL LIABILITIES ACCORDING TO THEIR MATURITY</b>	<b>47,579</b>	<b>9,365</b>	<b>9,039</b>	<b>9,013</b>	<b>74,996</b>
<b>OTHER INFORMATION</b>					
Finance leases, minimum lease payments payable, present value	2,087	2,299	3,760	704	8,850
- Minimum lease payments payable, gross	2,431	2,675	4,172	723	10,001
- Minimum lease payments payable, interest	344	376	412	19	1,151
<b>NON-CANCELLABLE FUTURE MINIMUM OPERATING LEASE PAYMENTS</b>	<b>3,650</b>	<b>2,366</b>	<b>2,938</b>	<b>153</b>	<b>9,107</b>
<b>TRADE AND OTHER PAYABLES</b>					
Trade payables	93,617	536			94,153
Advances received	24,222				24,222
Social debts	24,638				24,638
- of which payables to employees	11,048				11,048
- of which payables to Public Administrations	13,590				13,590
Taxes	10,668				10,668
Other payables	2,869	287	429	19	3,604
Accrued charges and deferred income	6,397				6,397
<b>TOTAL AMOUNT OF PAYABLES ACCORDING TO THEIR MATURITY</b>	<b>162,411</b>	<b>823</b>	<b>429</b>	<b>19</b>	<b>163,682</b>

All financial amounts expressed in thousands of euros.

	CURRENT	NON CURRENT			
2004	MAX. 1 YEAR	2 YEARS	3-5 YEARS	> 5 YEARS	TOTAL
<b>FINANCIAL LIABILITIES</b>					
Finance leases	1,447	2,304	2,048	882	6,681
Credit institutions	9,685	7,378	9,457	2,758	29,278
Other loans	1,841	154	298	1,089	3,382
<b>TOTAL FINANCIAL LIABILITIES ACCORDING TO THEIR MATURITY</b>	<b>12,973</b>	<b>9,836</b>	<b>11,803</b>	<b>4,729</b>	<b>39,341</b>
<b>OTHER INFORMATION</b>					
Finance leases, minimum lease payments payable, present value	1,447	2,304	2,048	882	6,681
- Minimum lease payments payable, gross	1,473	2,736	2,388	970	7,567
- Minimum lease payments payable, interest	26	432	340	88	886
<b>NON-CANCELLABLE FUTURE MINIMUM OPERATING LEASE PAYMENTS</b>	<b>1,951</b>	<b>1,949</b>	<b>2,764</b>	<b>0</b>	<b>6,664</b>
<b>TRADE AND OTHER PAYABLES</b>					
Trade payables	92,936	368			93,304
Advances received	21,242				21,242
Social debts	22,800				22,800
- of which payables to employees	12,223				12,223
- of which payables to Public Administrations	10,577				10,577
Taxes	10,064				10,064
Other payables	1,308	1,505	150	19	2,982
Accrued charges and deferred income	4,490				4,490
<b>TOTAL AMOUNT OF PAYABLES ACCORDING TO THEIR MATURITY</b>	<b>152,840</b>	<b>1,873</b>	<b>150</b>	<b>19</b>	<b>154,882</b>

**NOTE 25. OTHER NOTES ON LIABILITIES**

ACCRUED CHARGES AND DEFERRED INCOME	2005	2004
Accrued charges and deferred income	5,699	3,946
Carrying amount of government grants recognised	698	544
<b>TOTAL ACCRUED CHARGES AND DEFERRED INCOME</b>	<b>6,397</b>	<b>4,490</b>

The increase relates to deferred income, mainly at NV VMMA concerning the cooperation contract with Belgacom.

All financial amounts expressed in thousands of euros.



## NOTE 26. FINANCE AND OPERATING LEASES

### I. FINANCE LEASES

All finance lease arrangements held by the Group relate to machines. Regionale Media Maatschappij holds finance lease arrangements for editing cells and broadcasting material, for which purchase options exist at 1% of the gross investment. The terms of renewal of these arrangements are fixed at 0.75% of the gross investment for the first and second year, and at 0.1% for the third and following years. In 2005 an additional finance lease arrangement was concluded for studio equipment. The terms of renewal of this arrangement are fixed at 3% of the gross investment.

Roularta Printing holds several finance lease arrangements. The arrangement for dry ovens includes a purchase option at 16% of the gross investment. The contract cannot be renewed. The arrangement for two packaging machines includes a purchase option at 2% of the gross investment. The lease arrangement of the Euro-M printing press includes a purchase option fixed at 3% of the gross investment, the terms of renewal were fixed at 1.67% for the first and second year, and 0.05% for the following years. The finance lease arrangement held for Müller-Martini assembly lines and the Lithoman printing press, include a purchase option fixed at 1% of the gross amount. The terms of renewal of these arrangements are fixed at 0.75% of the gross investment for the first and second year, and at 0.1% for the third and following years. In 2005 a new leasing contract was concluded for a packaging machine. The purchase option is fixed at 1% of the gross investment, the terms of renewal were fixed at 0.75% for the first and second year, and at 0.1% for the following years.

Vogue Trading Video concluded a sale & lease back agreement for a DVD-production line. The purchase option was set at 16% of the gross investment. The terms of renewal were fixed at 10.67%.

	2005	2004
Interest recognised as an expense in the period related to finance lease	292	161

Finance leases interests are expressed in the income statement on a straight-line basis over the lease term.

### II. OPERATING LEASES

	2005	2004
Lease payments recognised as an expense in the period	4,349	4,192

The Group mainly rents company cars and office equipment. Operating lease payments are expressed in the income statement on a straight-line basis over the lease term.

## NOTE 27. CONTINGENT LIABILITIES

The Group provides securities for obligations totalling € 13,005, of which € 1,953 relates to joint ventures. Pledges totalling € 5,975 were given on business assets, € 2,000 of which related to joint ventures.

There is uncertainty concerning the tax debt to be recorded in connection with two Group companies. The figures as at 31/12/2005 include the best possible estimate.

In the case of Vlaamse Media Maatschappij NV, the uncertainty relates to the regulations and no assessment has been received to date. A liability of € 1,250 (RMG share) has been entered. The uncertainty cannot be quantified with any greater accuracy.

In the case of Belgomedia SA, the uncertainty relates to what we consider to be an incorrect interpretation by the tax authority, even though agreement had been reached on the case. No confirmation has been received from the authority to date.

**NOTE 28. FINANCIAL RISK MANAGEMENT****A. FOREIGN CURRENCY RISK**

The Group uses foreign exchange contracts to cover the risk of changes in the fair value of an asset or liability taken up or a certain undertaking not taken up. Hedge accounting as defined in IAS 39 is used for this purpose. Foreign exchange contracts are regarded as fair value hedges and have been shown at their market value (€ 590) and entered under 'hedging instruments'; the counterparty is made under 'other payables' on the liabilities side of the balance sheet.

**B. INTEREST RISK**

Loans of credit institutions and towards joint ventures have a fixed interest rate which is revisable after three or five years.

**C. CREDIT RISK**

To manage credit risk, credit evaluations are performed for clients requiring significant credit facilities. In addition, the Group also uses trade finance instruments, such as letters of credit, to cover its credit risk.

**D. MARKET RISK**

To manage the paper price risk, the Group uses price agreements. There are annual contracts concluded for newspaper, and periodical contracts for magazine paper.

**NOTE 29. CASH FLOW RELATING TOT ACQUISITION OF SUBSIDIARIES**

The following major acquisitions with effect on the consolidated financial statements took place in 2005:

With effect from 1 October 2005 the remaining 70% of A Nous Paris, publisher of the free sheet 'A Nous Paris', was acquired through Roularta Media Group NV for € 1,926 (including titles amounting to € 7,226).

Other acquisitions during the year for a total amount of € 2,475 (including titles amounting to € 1,282): with effect from 1 January 2005 an additional 15% of Follow The Guide, an additional 15% of Media Office, 100% of @-Invest, 50% of Eye-d, 100% of Automatch through the Streekkrant-De Weekkrantgroep NV; with effect from 1 July 2005, 25% was acquired of 50+ Beurs & Festival through Senior Publications Nederland. End of December 2005, 100% was acquired of Cavenne SAS Editeurs, Point de Vue, Belgifrance Communciation and Régies et Services Cavenne, publisher of the weekly 'Point de Vue' through Roularta Media France for € 27,126 (including titles amounting to € 32,573). Since the control on the Point de Vue Group was only acquired at the end of December, only the balance sheet of the Point de Vue Group was integrated in the Group.

The net book value of the assets and liabilities of the acquired subsidiaries on the date of acquisition is presented as follows:

ASSETS	2005				2004
	GROUP POINT DE VUE	A NOUS PARIS	OTHER ACQUIS- TIONS	TOTAL	TOTAL
<b>NON CURRENT ASSETS</b>	<b>36,900</b>	<b>7,447</b>	<b>2,799</b>	<b>47,146</b>	<b>12,638</b>
Intangible assets	36,585	7,248	2,779	46,612	11,686
Property, plant and equipment	125	199	20	344	762
Trade and other receivables	103			103	103
Deferred tax assets	87			87	87
<b>CURRENT ASSETS</b>	<b>7,538</b>	<b>2,958</b>	<b>1,428</b>	<b>11,924</b>	<b>9,839</b>
Inventories	1	38	4	43	658
Receivables within one year	2,795	2,920	1,141	6,856	7,518
Financial assets	1,963			1,963	761
Cash and cash equivalents	2,519		203	2,722	744
Deferred charges and accrued income	260		80	340	158
<b>TOTAL ASSETS</b>	<b>44,438</b>	<b>10,405</b>	<b>4,227</b>	<b>59,070</b>	<b>22,477</b>

All financial amounts expressed in thousands of euros.

LIABILITIES	2005				2004
	GROUP POINT DE VUE	A NOUS PARIS	OTHER ACQUISITIONS	TOTAL	TOTAL
<b>NON CURRENT LIABILITIES</b>	<b>11,534</b>	<b>2,664</b>	<b>643</b>	<b>14,841</b>	<b>3,804</b>
Provisions	296	27		323	448
Employee benefits	209			209	69
Deferred tax liabilities	11,029	1,998		13,027	
Financial liabilities		639	643	1,282	3,287
<b>CURRENT LIABILITIES</b>	<b>5,778</b>	<b>5,815</b>	<b>1,091</b>	<b>12,684</b>	<b>8,423</b>
Financial liabilities	3	2,130	70	2,203	542
Trade payables	1,677	2,834	554	5,065	3,155
Advances received	2,265		106	2,371	69
Social debts	979		24	1,003	761
Taxes	854		57	911	618
Other payables		851	153	1,004	2,160
Accrued charges and deferred income			127	127	1,118
<b>TOTAL LIABILITIES</b>	<b>17,312</b>	<b>8,479</b>	<b>1,734</b>	<b>27,525</b>	<b>12,227</b>
Total net assets acquired	27,126	1,926	2,493	31,545	10,250
Deposits and cash and cash equivalents acquired	-4,482	0	-203	-4,685	-1,505
<b>NET CASH OUTFLOW</b>	<b>22,644</b>	<b>1,926</b>	<b>2,290</b>	<b>26,860</b>	<b>8,745</b>

The acquiree's result since the acquisition date included in the net profit of the Group is as follows:

PROFIT OF THE PERIOD	
@-Invest	17
Eye-d	65
Media Office	-212
Follow The Guide	7
Automatch	86
50+ Beurs	184
A Nous Paris	-62
	<b>85</b>

The acquiree's sales since the acquisition date included in the total sales of the Group is as follows:

SALES OF THE PERIOD	
@-Invest	0
Eye-d	275
Media Office	980
Follow The Guide	7
Automatch	199
50+ Beurs	634
A Nous Paris	1.645
	<b>3.740</b>

In December 2005, an agreement was signed to purchase 35% of the shares in Groupe Express-Expansion, subject to the suspensory condition of approval of this transaction by the Competition Council of the European Commission. This Council has not issued an opinion to date. When the suspensory condition has been met, 63.7 million euro will be paid for the shares and 10.5 million euro in assumption of a part of a debt. These amounts will partially be paid with funds from the capital increase on 6th of February 2006 and partially with other borrowings.

All financial amounts expressed in thousands of euros.

**NOTE 30. EFFECT ON CASH FLOW AFTER DIVESTITURE OF A SUBSIDIARY**

<b>ASSETS</b>	<b>2005</b>
<b>NON CURRENT ASSETS</b>	<b>85</b>
Intangible assets	34
Property, plant and equipment	26
Deferred tax assets	25
<b>CURRENT ASSETS</b>	<b>1,165</b>
Inventories	703
Receivables within one year	298
Cash and cash equivalents	141
Deferred charges and accrued income	23
<b>TOTAL ASSETS</b>	<b>1,250</b>
<b>LIABILITIES</b>	
<b>NON CURRENT LIABILITIES</b>	<b>1</b>
Financial liabilities	1
<b>CURRENT LIABILITIES</b>	<b>928</b>
Trade payables	736
Social debts	101
Taxes	91
<b>TOTAL LIABILITIES</b>	<b>929</b>
Total disposed net assets	321
Gain on disposal	349
Cash consideration received	670
Deposits and cash and cash equivalents disposed of	-141
<b>NET CASH INFLOW</b>	<b>529</b>

**NOTE 31. INTEREST IN JOINT VENTURES**

A list of joint ventures, including the name, country of incorporation, proportion of ownership interest is given in note 34 of the consolidated financial statements. The major joint ventures of the Group are VMa NV (broadcasting station and radio), Côté Maison SA (magazines) and other publishing companies.

The share of all joint ventures in assets, liabilities, sales and net profit of the Group are as follows:

	2005	2004
Non current assets	64,375	62,380
Current assets	97,793	94,748
Non current liabilities	12,587	12,878
Current liabilities	52,259	49,775
Share in the Group's sales	175,543	180,962
Share in the Group's net profit	10,819	14,890

All financial amounts expressed in thousands of euros.

## NOTE 32. EVENTS AFTER THE BALANCE SHEET DATE

As at 1 February 2006, the company capital was increased, including issue premium, by € 49,975,254.50 through the issue of 989,609 new shares. The new shares were offered to local and foreign institutional investors in a private placement. The new shares were subscribed for in cash at a price of € 50.50. The capital increase was notarised as at 6 February 2006. This capital increase was effected in order to obtain about half the funds necessary to finance the recent takeovers in France, in particular the acquisition of 35% of the shares in SA Groupe Express-Expansion and 100% of the shares in Cavenne SAS Editeurs (publisher of Point de Vue).

In March 2006, the management board of Vlaamse Media Maatschappij announced that jobs were to be lost (5% of staff) and that programming and operating costs were to be cut.

## NOTE 33. RELATED PARTY TRANSACTIONS

2005	JOINT VENTURES	ASSOCIATED COMPANIES	OTHER RELATED PARTIES	TOTAL
<b>I. ASSETS WITH RELATED PARTIES</b>	<b>8,712</b>	<b>118</b>	<b>251</b>	<b>9,081</b>
<b>OTHER FINANCIAL ASSETS</b>	<b>3,313</b>	<b>0</b>	<b>0</b>	<b>3,313</b>
Loans	3,313			3,313
<b>RECEIVABLES</b>	<b>5,399</b>	<b>118</b>	<b>251</b>	<b>5,768</b>
Trade receivables	5,394	118	251	5,763
Other receivables	5			5
<b>II. LIABILITIES WITH RELATED PARTIES</b>	<b>5,596</b>	<b>20</b>	<b>87</b>	<b>5,703</b>
<b>FINANCIAL DEBTS</b>	<b>250</b>	<b>0</b>	<b>0</b>	<b>250</b>
Other loans	250			250
<b>PAYABLES</b>	<b>5,346</b>	<b>20</b>	<b>87</b>	<b>5,453</b>
Trade receivables	4,327	20	87	4,434
Other receivables	1,019			1,019
<b>III. TRANSACTIONS WITH RELATED PARTIES</b>				
Sale of goods	10,007	2	7	10,016
Purchases of goods (-)	-1,466	-4	-284	-1,754
Rendering of services	3,589	534	938	5,061
Receiving of services (-)	-7,912	-62	-1,911	-9,885
Transfers under finance arrangements	125			125
<b>IV. KEY MANAGEMENT PERSONNEL REMUNERATIONS (INCLUDING DIRECTORS)</b>				
- of which short-term employee benefits				<b>2,701</b>
- of which post-employment benefits				2,433
				268

All financial amounts expressed in thousands of euros.

2005	JOINT VENTURES	ASSOCIATED COMPANIES	OTHER RELATED PARTIES	TOTAL
<b>I. ASSETS WITH RELATED PARTIES</b>	<b>7,345</b>	<b>805</b>	<b>252</b>	<b>8,402</b>
<b>OTHER FINANCIAL ASSETS</b>	<b>4,627</b>	<b>192</b>	<b>0</b>	<b>4,819</b>
Loans	4,627	192		4,819
<b>RECEIVABLES</b>	<b>2,718</b>	<b>613</b>	<b>252</b>	<b>3,583</b>
Trade receivables	2,718	613	252	3,583
<b>II. LIABILITIES WITH RELATED PARTIES</b>	<b>7,205</b>	<b>35</b>	<b>39</b>	<b>7,279</b>
<b>FINANCIAL DEBTS</b>	<b>1,189</b>	<b>0</b>	<b>0</b>	<b>1,189</b>
Other loans	1,189			1,189
<b>PAYABLES</b>	<b>6,016</b>	<b>35</b>	<b>39</b>	<b>6,090</b>
Trades receivables	6,016	35	39	6,090
<b>III. TRANSACTIONS WITH RELATED PARTIES</b>				
Sale of goods	8,720	2,194	41	10,955
Purchases of goods (-)			-104	-104
Rendering of services	3,063	139	1,218	4,420
Receiving of services (-)	-10,883	-66	-1,460	-12,409
Transfers under finance arrangements	218	5		223
<b>IV. KEY MANAGEMENT PERSONNEL REMUNERATIONS (INCLUDING DIRECTORS)</b>				
- of which short-term employee benefits				<b>2,535</b>
- of which post-employment benefits				2,373
- of which termination benefits				113
				49

The Group has no assets, liabilities nor transactions with her parent Stichting Administratiekantoor RMG, nor with her certificate holders NV Koinon and NV Cennini.

Assets, liabilities and transactions with subsidiaries are fully eliminated in consolidation. Of subsidiaries Cavenne SAS Editeurs, Belgifrance Communication, Point de Vue, Régies et Services Cavenne, acquired end of December, only assets and liabilities were included; all intercompany balances were eliminated. Transactions were not included.

Assets, liabilities and transactions with joint ventures are proportionally eliminated. The not eliminated part is included in this heading.

Assets, liabilities and transactions with associated companies are not eliminated in consolidation and are consequently fully included in this heading.

The list with all subsidiaries, joint ventures and associated companies is to be found in Note 34.

All other related parties are entities which are controlled by the key management of the Group or members of their close family, or entities in which these persons have a significant influence. Key management personnel remunerations were separately mentioned.

There exist no guaranties related to the assets or liabilities towards the related parties, nor are write-downs registered.

All receivables and payables concern short-term receivables and payables which are settled at expiry date. All transactions concern normal commercial operations.

Sales of the Group to these related parties are charged at normal tariffs. Purchases follow the usual procedure concerning selection of the supplier and applied prices.

There are no unsettled receivables nor payables with the key management.

All financial amounts expressed in thousands of euros.

## NOTE 34. GROUP STRUCTURE

The ultimate parent of the Group is Roularta Media Group NV, Roeselare, Belgium. As of 31 December 2005, 65 subsidiaries, joint ventures and associated companies are consolidated.

NAME OF THE COMPANY	LOCATION	EFFECTIVE INTEREST %
<b>1. FULLY CONSOLIDATED COMPANIES</b>		
ROULARTA MEDIA GROUP NV	Roeselare, Belgium	100.00%
@-INVEST NV	Roeselare, Belgium	100.00%
À NOUS PARIS SAS	Neuilly-sur-Seine, France	100.00%
À NOUS PROVINCE SAS	Roubaix, France	100.00%
ALGO COMMUNICATION SARL	Roubaix, France	100.00%
BAND À PART SARL	Parijs, Saint-Ouen, France	100.00%
BELGIAN BUSINESS TELEVISION NV	Brussel, Belgium	100.00%
BELGIFRANCE COMMUNICATION SARL	Parijs, France	100.00%
BIBLO-ROULARTA MEDICA NV	Kalmthout, Belgium	100.00%
CAVENNE SAS ÉDITEURS	Parijs, France	100.00%
DMB-BALM SAS	Parijs, Saint-Ouen, France	100.00%
EYE-D NV	Roeselare, Belgium	100.00%
HIPPOS VADEMECUM NV (in liquidation)	Brugge, Belgium	100.00%
POINT DE VUE SARL	Parijs, France	100.00%
PRESS NEWS NV	Gent, Belgium	100.00%
REGIE DE WEEKKRANT NV	Roeselare, Belgium	100.00%
RÉGIES ET SERVICES CAVENNE SARL	Parijs, France	100.00%
ROULARTA BOOKS NV	Brussel, Belgium	100.00%
ROULARTA IT-SOLUTIONS NV	Roeselare, Belgium	100.00%
ROULARTA MANAGEMENT NV	Roeselare, Belgium	100.00%
ROULARTA MEDIA FRANCE SA	Parijs, Saint-Ouen, France	100.00%
ROULARTA PUBLISHING NV	Brussel, Belgium	100.00%
SPORTMAGAZINE NV	Brussel, Belgium	100.00%
STUDIO MAGAZINE SA	Parijs, Saint-Ouen, France	100.00%
STUDIO PARTICIPATIONS SNC	Parijs, Saint-Ouen, France	100.00%
STUDIO PRESS LTD	Peterborough, Great Britain	100.00%
STUDIO PRESS SAS	Parijs, Saint-Ouen, France	100.00%
STYLE MAGAZINE BV	Breda, the Netherlands	100.00%
WEST-VLAAMSE MEDIA GROEP NV	Roeselare, Belgium	100.00%
DE STREEKKRANT-DE WEEKKRANTGROEP NV	Roeselare, Belgium	80.00%
DRUKKERIJ LEYSEN NV	Mechelen, Belgium	80.00%
TAM-TAM NV	Knokke, Belgium	80.00%
AUTOMATCH BVBA	Roeselare, Belgium	80.00%
MESTNE REVIJE D.O.O.	Ljubljana, Slovenia	79.59%
ROULARTA PRINTING NV	Roeselare, Belgium	75.66%
VOGUE TRADING VIDEO NV	Kuurne, Belgium	74.67%
FOLLOW THE GUIDE NV	Antwerpen, Belgium	65.00%
MEDIA OFFICE NV	Antwerpen, Belgium	65.00%
ZEEUWS VLAAMS MEDIABEDRIJF BV	Terneuzen, the Netherlands	40.80%
<b>2. PROPORTIONALLY CONSOLIDATED COMPANIES</b>		
ACADEMICI ROULARTA MEDIA NV	Antwerpen, Belgium	50.00%
ART DE VIVRE ÉDITIONS SA	Parijs, France	50.00%
BELGOMEDIA SA	Verviers, Belgium	50.00%
CAP PUBLISHING NV	Brugge, Belgium	50.00%
CÔTÉ MAISON SA	Parijs, France	50.00%

CÔTEXPO SARL	Parijs, France	50.00%
DE WOONKIJKER NV	Antwerpen, Belgium	50.00%
ÉDITIONS CÔTÉ EST SA	Parijs, France	50.00%
FIRST MEDIA SA	Brussel, Belgium	50.00%
GRIEG MEDIA AS	Bergen, Norway	50.00%
HIMALAYA NV	Zaventem, Belgium	50.00%
LE VIF MAGAZINE SA	Brussel, Belgium	50.00%
PARATEL NV	Vilvoorde, Belgium	50.00%
REGIONALE MEDIA MAATSCHAPPIJ NV	Roeselare, Belgium	50.00%
SENIOR PUBLICATIONS SA	Brussel, Belgium	50.00%
SENIOR PUBLICATIONS DEUTSCHLAND GMBH & CO KG	Keulen, Germany	50.00%
SENIOR PUBLICATIONS NEDERLAND BV	Bussum, the Netherlands	50.00%
SENIOR PUBLICATIONS VERWALTUNGS GMBH	Keulen, Germany	50.00%
VLAAMSE MEDIA MAATSCHAPPIJ NV	Vilvoorde, Belgium	50.00%
PUBLIREGIOES LDA	Lissabon, Portugal	40.00%
REGIONALE TV MEDIA NV	Zellik, Belgium	33.33%
50+ BEURS & FESTIVAL BV	Arnhem, the Netherlands	25.00%
BAYARD MEDIA GMBH & CO KG	Augsburg, Germany	25.00%
BAYARD MEDIA VERWALTUNGS GMBH	Augsburg, Germany	25.00%
<b>3. CONSOLIDATED USING THE EQUITY METHOD</b>		
CORPORATE MEDIA SOLUTIONS NV (in liquidation)	Roeselare, Belgium	100.00%
REPROPRESS CVBA	Brussel, Belgium	29.91%
FEBELMA REGIE CVBA	Brussel, Belgium	20.05%
<b>4. COMPANIES OF MINOR IMPORTANCE NOT INCLUDED IN THE CONSOLIDATED FINANCIAL STATEMENTS</b>		
EUROCASINO NV	Brussel, Belgium	19.00%
CYBER PRESS PUBLISHING SA	Clichy, France	15.39%
S.T.M. SA	Saint-André, France	15.00%

**DURING 2005 THE FOLLOWING CHANGES OCCURRED IN THE CONSOLIDATION GROUP:**

**NEW PARTICIPATIONS IN:**

- Cavenne SAS Editeurs through Roularta Media France SA; balance sheet as of 31/12/2005
- Point de Vue SARL through Cavenne SAS Editeurs; balance sheet as of 31/12/2005
- Belgifrance Communication SARL through Cavenne SAS Editeurs; balance sheet as of 31/12/2005
- Régies et Services Cavenne SARL through Cavenne SAS Editeurs; balance sheet as of 31/12/2005
- @-Invest NV via Roularta Media Group NV as of 1/1/2005
- Automatch BVBA through De Streekkrant-De Weekkrantgroep NV as of 1/4/2005
- 50+Beurs & Festival BV through Senior Publications Nederland BV as of 1/7/2005

**INCREASED OWNERSHIP WITH CHANGE OF CONSOLIDATION**

**METHOD:**

- Follow The Guide NV from 50% to 65% from 1/1/2005 on
- Media Office NV from 50% to 65% from 1/1/2005 on
- Eye-d NV from 50% to 100% from 1/1/2005 on
- Cap Publishing NV from 26% to 50% from 1/1/2005 on
- A Nous Paris SAS from 30% to 99,59% from 1/10/2005 on

**INCREASED OWNERSHIP WITHOUT CHANGE OF CONSOLIDATION**

**METHOD:**

- Hippos Vademecum NV in liquidation from 52% to 100% from 1/1/2005 on
- Vogue Trading Video NV from 66,67% to 74,67% from 1/4/2005 on
- Mestne Revije from 70% to 79,59% from 1/7/2005 on

**MERGERS:**

- Oost-Vlaamse Media Groep NV with De Streekkrant-De Weekkrantgroep NV from 1/10/2005 on

**SOLD PARTICIPATIONS:**

- Total Music SAS
- Plopsaland NV

**LIQUIDATIONS:**

- Corporate Media Solutions NV result included until 30/6/2005

**CHANGE OF NAME:**

- Top Consult SA became First Media SA



# Auditor's report

to the shareholders' meeting on the consolidated financial statements for the year ended 31 December 2005

To the Shareholders

As required by law and the company's articles of association, we are pleased to report to you on the audit assignment which you have entrusted to us.

We have audited the accompanying consolidated financial statements of ROULARTA MEDIA GROUP NV ('the company') and its subsidiaries (jointly 'the group'), prepared in accordance with International Financial Reporting Standards as adopted by the European Union and with the legal and regulatory requirements applicable in Belgium. Those consolidated financial statements comprise the consolidated balance sheet as at 31 December 2005, the consolidated income statement, the consolidated statement of changes in equity and the consolidated cash flow statement for the year then ended, as well as the summary of significant accounting policies and other explanatory notes. The consolidated balance sheet shows total assets of EUR 511,052 (000) and a consolidated profit (share of the group) for the year then ended of EUR 22,193 (000). We have also performed those specific additional audit procedures required by the Companies Code.

The board of directors of the company is responsible for the preparation of the consolidated financial statements and the directors' report on the consolidated financial statements, for the assessment of the information that should be included in the directors' report on the consolidated financial statements, and for the company's compliance with the requirements of the Companies Code and the articles of association.

Our audit of the consolidated financial statements was conducted in accordance with legal requirements and auditing standards applicable in Belgium, as issued by the 'Institut des Reviseurs d'Entreprises/ Instituut der Bedrijfsrevisoren'.

The financial statements of several significant entities included in the scope of consolidation have been audited by other auditors. Our opinion on the accompanying consolidated financial statements, insofar as it relates to the amounts contributed by those entities, is based upon the reports of those other auditors.

## UNQUALIFIED AUDIT OPINION ON THE CONSOLIDATED FINANCIAL STATEMENTS

The forementioned auditing standards require that we plan and perform our audit to obtain reasonable assurance about whether the consolidated financial statements are free of material misstatement.

In accordance with these standards, we considered the group's administrative and accounting organization as well as its internal control processes. We have obtained the explanations and information required for our audit. We have examined, on a test basis, the evidence supporting the amounts in the consolidated financial statements. We have assessed the basis of the accounting methods used, the consolidation policies and significant estimates made by management as well as evaluated the presentation of the consolidated financial statements taken as a whole. We believe that our audit, together with the reports of other auditors on which we have relied, provides a reasonable basis for our opinion.

In our opinion, and based to the extent necessary upon the reports of other auditors, the consolidated financial statements give a true and fair view of the group's financial position as of 31 December 2005, and of its results and its cash flows for the year then ended, in accordance with International Financial Reporting Standards as adopted by the EU and with the legal and regulatory requirements applicable in Belgium.

## ADDITIONAL ATTESTATIONS

We supplement our report with the following attestations which do not modify our audit opinion on the consolidated financial statements:

- The directors' report on the consolidated financial statements includes the information required by law and is in agreement with the consolidated financial statements. However, we are unable to express an opinion on the description of the principal risks and uncertainties confronting the group, or on the status, future evolution, or significant influence of certain factors on its future development. We can, nevertheless, confirm that the information given is not in obvious contradiction with any information obtained in the context of our appointment.

10 April 2006

*The Statutory Auditor*

*DELOITTE Reviseurs d'Entreprises  
SC s.f.d. SCRL  
Represented by Jos Vlaminckx*



ANNUAL REPORT 2005



# Financial information

statutory annual accounts

ROULARTA MEDIA GROUP



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## Annual report of the board of directors

Dear shareholders,

We are pleased to report to you, pursuant to articles 95 and 96 of the Companies' Code, on the activities of our company and our management during the past financial year ending on 31 December 2005.

### COMMENTARY ON THE ANNUAL ACCOUNTS

These comments are based on the balance sheet after the appropriation of profits, and are therefore subject to the approval by the annual general meeting of the proposals for the appropriation of profits.

The annual accounts have been drawn up pursuant to the stipulations of the royal decree of 30 January 2001 in implementation of the

Companies' Code, in particular book II title I concerning the annual accounts of enterprises, and in accordance with the particular legal and regulatory provisions that apply to the company.

The main activities of NV Roularta Media Group lie in the field of printed media. RMG NV also has participating interests in a number of printed media, audiovisual media and printing companies and in companies providing services to group companies.

The annual accounts offer you a general overview of our company's activities and of the results achieved. During the past financial year, a profit of EUR 18,052,590.10 was realized as against a profit of EUR 16,582,585.18 in 2004.

### Balance sheet after appropriation (in EUR '000)

ASSETS	31/12/2005	%	31/12/2004	%
Fixed assets	263,051	74.62	222,098	72.65
Current assets	89,447	25.38	83,628	27.35
<b>TOTAL ASSETS</b>	<b>352,498</b>	<b>100</b>	<b>305,726</b>	<b>100</b>

LIABILITIES	31/12/2005	%	31/12/2004	%
Shareholders' equity	197,280	55.97	187,032	61.18
Provisions and deferred taxes	2,255	0.64	1,420	0.46
Amounts payable > 1 year	13,891	3.94	18,166	5.94
<b>PERMANENT EQUITY</b>	<b>213,426</b>	<b>60.55</b>	<b>206,618</b>	<b>67.58</b>
Amounts payable < 1 year	137,126	38.90	97,545	31.91
Accrued charges and deferred income	1,946	0.55	1,563	0.51
<b>TOTAL LIABILITIES</b>	<b>352,498</b>	<b>100</b>	<b>305,726</b>	<b>100</b>

From the above data we derive the following ratios:

	31/12/2005	31/12/2004
1. Liquidity (current assets / short-term payables)	0.65	0.86
2. Solvency (shareholders' equity / total assets)	55.97%	61.18%

The investments in intangible assets during the financial year relate to the purchase of the Tempo Verde title, the co-financing of a film under the Tax Shelter scheme, the purchase of software packages and the development of specific administration, editorial and commercial software.

The largest investments in tangible fixed assets relate to the purchase of land adjacent to the Roeselare head office. The company also invested in maintenance work to its own and to leased buildings, various items of office equipment and vehicles.

The changes in financial fixed assets relate mainly to:

- the sale of the participating interest in Total Music SA;
- the increase in the participating interest in Vogue Trading Video NV from 66.67% to 74.67%;
- the increase in the participating interest in Mestne Revije d.o.o. from 70% to 79.59%;
- the increase in the participating interest in SAS A Nous Paris from 30% to 99.59%;
- a capital increase in Studio Press SAS without any change in the shareholding percentage;
- the loan financing of a number of subsidiaries, including a EUR 26.5 million loan to the subsidiary Roularta Media France SA to finance the takeover of the Point de Vue group;
- the recording of a write-down on the shareholding in @-Invest NV following the liquidation of this company in 2006;
- the recording of an additional write-down on the loan to Belgian Business Television NV.

Investments include 252,862 own shares held by the company as at 31 December 2005. Shares earmarked for employee stock option

plans have been valued at the option exercise price. The remaining shares have been valued at acquisition cost, as this was lower than the closing price on the balance sheet date.

On 20 June 2005 the capital was increased by EUR 316,249.92 by the creation of 28,350 new shares with the related VVPR strips following an exercise of warrants. The board of directors, making use of the authorised capital, then increased capital by EUR 750.08 by incorporating reserves available for distribution in the same amount, without issuing new shares, in order to bring capital to EUR 119,267,000.00.

Long-term financial debts to credit institutions have risen slightly, reflecting both the repayment of existing debts and a new loan to finance the purchase of land on the Meiboomlaan in Roeselare. Financial debts to subsidiaries and joint ventures have fallen significantly. Other long-term liabilities have fallen sharply owing to transfers to short-term liabilities.

Short-term financial debts have risen significantly, mainly by the temporary use of straight loans to finance the acquisition of Point de

## INCOME STATEMENT (in EUR '000)

The net profit of the present and past financial year is derived as follows:

	31/12/2005	31/12/2004
Sales	265,814	256,955
Other operating income	13,602	12,808
Goods for resale	-159,967	-154,704
Services and other goods	-60,849	-57,857
Personnel charges	-36,246	-34,101
Depreciations	-4,569	-3,729
Impairments and write-downs	-497	-454
Provisions	331	305
Other operating charges	-849	-987
<b>OPERATING PROFIT</b>	<b>16,770</b>	<b>18,236</b>
Financial result	10,080	7,876
Extraordinary result	-2,539	-5,280
Withdrawal from deferred taxation	36	44
Income taxes	-6,350	-3,609
<b>PROFIT FOR THE FINANCIAL YEAR</b>	<b>17,997</b>	<b>17,267</b>
Transfer from (+) / to (-) untaxed reserves	56	-685
<b>PROFIT FOR THE YEAR AVAILABLE FOR APPROPRIATION</b>	<b>18,053</b>	<b>16,582</b>

Vue by the subsidiary Roularta Media France SA. Part of the capital increase in February 2006 was used to repay to these temporary straight loans. Other short-term debts have risen sharply owing to EUR 10.5 million of overdraft borrowings by a number of subsidiaries and a joint venture.

Sales have grown in particular owing to greater sales of subscriptions and loose copies, increased printing sales, and higher fee and service income from third parties and group companies.

The increase in goods for resale is due to higher printing costs, which relates partly to the increased printing sales.

Goods and other services have risen mainly owing to one-off fees related to this year's acquisitions and to higher promotion costs.

The increased personnel costs reflect an indexation rise and an increase in number of employees.

Higher depreciation is mainly due to the payment of registration duty on the land purchased. This is recognized in the income statement as a reduction in value on the land.

All this has together decreased operating profit by EUR 1.5 million.

The financial result has increased mainly owing to higher dividends from affiliated enterprises.

The extraordinary result consists primarily of write-downs on participating interests and on loans to affiliated enterprises, and of a general provision for miscellaneous obligations.

## APPROPRIATION ACCOUNT

We propose to appropriate the profit as follows:

<b>A. PROFIT FOR APPROPRIATION</b>		<b>18,089,723.15</b>
Consisting of:		
- profit for the period available for appropriation	18,052,590.10	
- profit brought forward	37,133.05	
<b>C. TRANSFERS TO CAPITAL AND RESERVES</b>		<b>- 10,031,700.00</b>
Consisting of:		
- transfer to the legal reserve	-31,700.00	
- transfer to other reserves	-10,000,000.00	
<b>D. RESULT TO BE CARRIED FORWARD</b>		<b>-8,424.65</b>
<b>F. DISTRIBUTION OF PROFIT</b>		<b>-8,049,598.50</b>
Consisting of		
- dividends	-8,049,598.50	

The dividends consist of:

TYPE OF SHARES	TOTAL GROSS	RETAINED WITHHOLDING TAX	TOTAL NET	NUMBER OF SHARES	NET/SHARE
ORDINARY SHARES	€ 6,118,511.25	€ 1,529,627.81	€ 4,588,883.44	8,158,015 (8,410,877 -252,862) <sup>(1)</sup>	€ 0.563
ORDINARY SHARES WITH VVPR STRIP	€ 1,931,087.25	€ 289,663.09	€ 1,641,424.16	2,574,783	€ 0.638

We propose that the dividends be payable from 1 June 2006 against presentation of coupon no. 8 and, where applicable, VVPR strip no. 8 at the banking counters of ING, Bank Degroof and KBC Bank.

(1) See below - the dividend on own shares is assigned to the other shares.

## **CONFLICTING INTERESTS RELATING TO A DIRECTOR'S PERSONAL ASSETS**

During the year no director had any conflicting interests relating to his or her personal assets.

## **IMPORTANT EVENTS AFTER THE END OF THE FINANCIAL YEAR**

The following events occurring since the end of the financial year significantly influence the earnings and the financial position of the enterprise:

- on 6 January 2006 the capital of NV Roularta Media Group was increased by EUR 786,881.70 by the creation of 39,090 new shares with the related VVPR strips following an exercise of warrants. The board of directors, making use of the authorised capital, subsequently increased capital by EUR 118.30, to bring it to a rounded amount of EUR 120,054,000.00.
- on 1 February 2006 the capital of the company was increased by EUR 49,975,254.50, including issue premium, by issuing 989,609 new shares, which were offered to domestic and foreign institutional investors in a private placement. These were subscribed in cash at EUR 50.50 each based on an 'accelerated bookbuilding procedure'. The capital increase was enacted by notary public on 6 February 2006. This capital increase was undertaken to obtain approximately half the funds for the recent French takeovers, more specifically the acquisition of 100% of the shares of Cavenne SAS Editeurs (the publishers of Point de Vue) and 35% of the shares of the SA Groupe Express-Expansion. The balance of these acquisitions will be financed by borrowings.

## **INFORMATION ABOUT CIRCUMSTANCES THAT COULD SIGNIFICANTLY INFLUENCE THE COMPANY'S DEVELOPMENT**

We do not anticipate any particular circumstances that could significantly influence the future development of our company.

## **RESEARCH AND DEVELOPMENT**

Roularta Media Group is continuing to develop in the new media such as the internet. The Group's R&D department undertakes sociological, market and other research.

## **CAPITAL INCREASE AND ISSUE OF CONVERTIBLE BONDS AND WARRANTS DECIDED BY THE BOARD OF DIRECTORS IN THE COURSE OF THE FINANCIAL YEAR**

The board of directors did not take any decision during the past financial year to issue convertible bonds and/or warrants in the framework of the authorised capital.

On 20 June 2005 the board of directors, making use of the authorised capital, increased capital by EUR 750.08 by incorporating reserves available for distribution in the same amount, without issuing new shares, in order to bring capital to EUR 119,267,000.00.

## **SUB-BRANCHES**

The company does not have any sub-branches.

## **OWN SHARES**

The statutory authorisation of the board of directors to buy in own shares was renewed by the general meeting of 17 May 2005. The board of directors made no use of this authorisation during 2005.

The 252,862 shares purchased in earlier years and still held by the company on 31 December 2005 were acquired at a total cost of EUR 6,451,823.20. These own shares are recorded in assets under 'current assets – investments'.

The dividend entitlement attached to own shares was assigned, undiminished, to the other shares, the entitlements of which are not suspended. The corresponding coupons (coupon no. 8 – VVPR strip no. 8) will be destroyed<sup>(2)</sup>.

## **SHARES OWNED BY A SUBSIDIARY**

The companies' subsidiaries do not possess any shares of Roularta Media Group NV.

## **ADDITIONAL TASKS OF THE STATUTORY AUDITOR**

During 2005 the statutory auditor or persons having an employment or cooperation relationship with the statutory auditor invoiced total fees of EUR 26,548.00 for extraordinary tasks and special assignments relating to the auditing mandate and other auditing activities.

## **OUTLOOK**

Roularta Media Group expects further growth in Printed Media in 2006, in both freesheets and magazines. Internet advertising revenue is expected to rise in 2006. Knack.be, Trends.be, etc. are being further extended as portal sites for the full RMG offering.

On the cost side, Roularta Media Group is expecting paper prices to rise. The efforts of past years to cut costs and increase general productivity are being continued.

## **ANNOUNCEMENT WITH REGARD TO THE USE BY THE COMPANY OF FINANCIAL INSTRUMENTS, INsofar AS IT IS IMPORTANT IN THE ASSESSMENT OF ITS ASSETS, LIABILITIES, FINANCIAL POSITION AND PROFIT**

The company has not used such financial instruments.

## **PERSONNEL MATTERS**

The company wishes to motivate its management and employees on an ongoing basis and to offer them the opportunity of benefiting from the growth of Roularta Media Group and the evolution of the Roularta share.

*(2) See above - table of dividends*

The company has therefore developed two warrant plans, one dating from before its market listing, and three stock option plans. Two warrant plans and two stock option plans have now reached the exercise period. No new option or warrant plans were introduced by the board of directors in 2005.

Human Resources Management (HRM) policy at Roularta Media Group is to attract competent employees in a proactive and integrated fashion, to train them further and to support them to enable the organization to obtain its objectives.

Line management has a strategic role to play in achieving this objective, and the central Human Resources department is making its knowledge, expertise and professionalism available to line management in this process.

All HRM initiatives are aimed at optimising the current and future performance of Roularta Media Group employees.

### ENVIRONMENTAL MATTERS

The company is constantly seeking to improve employees' working conditions, for example by the widespread introduction of plasma screens and ergonomic office equipment.

The company has no activities that are harmful to human beings or the environment and for which permits are required or for which notification is mandatory under Vlareem regulations.

### MAIN RISKS AND UNCERTAINTIES

Apart from the traditional risks that every company faces, Roularta Media Group closely follows market developments within the media world, in order to be able to react to and take advantages of changes and new trends within its environment. Roularta Media Group's multimedia offering enables it to react pertinently to shifts in attention by the advertising world and its audience from one media form to the other. The fact also that Roularta Media Group derives its income from selling both advertising and newspapers and magazines enables it to adequately spread its risk, should a negative development occur in one or the other market.

The cost areas that significantly determine the overall production cost, such as printing, distribution, personnel and promotion costs, are carefully monitored. The evolution of international paper prices is uncertain and calls for special attention.

### APPOINTMENTS

The terms of office of Mr Iwan Bekaert and Mr Jean Pierre Dejaeghere expire at the 16 May 2006 annual meeting. The board of directors proposes to the general meeting that it renew Mr Iwan Bekaert's term of office for one year, and that of Mr Jean Pierre Dejaeghere for six years.

Mrs Lieve Claeys resigned from her office of director on 1 July 2005. In accordance with article 15 of the articles of association, the board of directors decided to co-opt NV Fraka-Wilo, having its registered

office at 8800 Roeselare, Kasteelhoekstraat 1 and Mrs Lieve Claeys as its permanent representative, as a director to replace Mrs Lieve Claeys. A proposal to confirm this appointment will be presented to the general meeting.

The mandate of the auditor, Deloitte Bedrijfsrevisoren BV o.v.v.e CVBA, represented by Mr Jos Vlaminckx ends with the annual meeting of 16 May 2006. The board of directors proposes to the general meeting that it renew the mandate of Deloitte Bedrijfsrevisoren BV o.v.v.e CVBA, represented by Mr Jos Vlaminckx and Mario Dekeyser, for a period of three years.

### DISCHARGE

We request the general meeting to approve the annual accounts presented to it and to accept the proposed appropriation of profit, and also to grant discharge to the directors and to the statutory auditor in respect of the exercise of their office.

*Roeselare, 10 March 2006*

*The board of directors*



# Roularta Media Group

Over 50 years active in multimedia



## Statutory balance sheet after appropriation

ASSETS	2005	2004
<b>FIXED ASSETS</b>	<b>263,051</b>	<b>222,098</b>
<b>II. Intangible assets</b>	<b>5,286</b>	<b>5,522</b>
<b>III. Tangible assets</b>	<b>20,847</b>	<b>14,423</b>
A. Land and buildings	18,367	11,968
B. Plant, machinery and equipment	188	212
C. Furniture and vehicles	2,192	2,131
E. Other tangible assets	100	112
<b>IV. Financial assets</b>	<b>236,918</b>	<b>202,153</b>
A. Affiliated enterprises	233,614	198,355
1. Participating interests	173,918	170,225
2. Amounts receivable	59,696	28,130
B. Other enterprises linked by participating interests	2,294	2,724
1. Participating interests	2,194	2,432
2. Amounts receivable	100	292
C. Other financial assets	1,010	1,074
1. Shares	653	653
2. Amounts receivable and cash guarantees	357	421
<b>CURRENT ASSETS</b>	<b>89,447</b>	<b>83,628</b>
<b>V. Amounts receivable after more than one year</b>	<b>783</b>	<b>1,033</b>
B. Other amounts receivable	783	1,033
<b>VII. Amounts receivable within one year</b>	<b>67,962</b>	<b>62,315</b>
A. Trade debtors	65,106	59,347
B. Other amounts receivable	2,856	2,968
<b>VIII. Investments</b>	<b>7,451</b>	<b>8,135</b>
A. Own shares	6,452	7,135
B. Other investments and deposits	999	1,000
<b>IX. Cash at bank and in hand</b>	<b>10,969</b>	<b>10,571</b>
<b>X. Deferred charges and accrued income</b>	<b>2,282</b>	<b>1,574</b>
<b>TOTAL ASSETS</b>	<b>352,498</b>	<b>305,726</b>

All financial amounts expressed in thousands of euros.

## Statutory annual accounts

LIABILITIES	2005	2004
<b>CAPITAL AND RESERVES</b>	<b>197,280</b>	<b>187,032</b>
<b>I. Capital</b>	<b>119,267</b>	<b>118,950</b>
A. Issued capital	119,267	118,950
<b>II. Share premium account</b>	<b>304</b>	<b>306</b>
<b>IV. Reserves</b>	<b>77,669</b>	<b>67,694</b>
A. Legal reserve	11,926	11,895
B. Reserves not available for distribution	6,452	7,135
1. In respect of own shares held	6,452	7,135
C. Untaxed reserves	2,446	2,502
D. Reserves available for distribution	56,845	46,162
<b>V. Profit carried forward</b>	<b>8</b>	<b>37</b>
<b>VI. Investment grants</b>	<b>32</b>	<b>45</b>
<b>PROVISIONS AND DEFERRED TAXATION</b>	<b>2,255</b>	<b>1,420</b>
<b>VII. A. Provisions for liabilities and charges</b>	1,987	1,117
1. Pensions and similar obligations	255	160
4. Other liabilities and charges	1,732	957
B. Deferred taxation	268	303
<b>CREDITORS</b>	<b>152,963</b>	<b>117,274</b>
<b>VIII. Amounts payable after more than one year</b>	<b>13,891</b>	<b>18,166</b>
A. Financial debts	13,854	16,774
4. Credit institutions	12,954	12,074
5. Other loans	900	4,700
D. Other amounts payable	37	1,392
<b>IX. Amounts payable within one year</b>	<b>137,126</b>	<b>97,545</b>
A. Current portion of amounts payable after more than one year	7,030	4,820
B. Financial debts	29,500	1,000
1. Credit institutions	29,500	1,000
C. Trade debts	61,449	64,757
1. Suppliers	61,449	64,757
D. Advances received on contracts in progress	11,990	11,380
E. Taxes, remuneration and social security	8,051	8,256
1. Taxes	1,517	2,123
2. Remuneration and social security	6,534	6,133
F. Other amounts payable	19,106	7,332
<b>X. Accrued charges and deferred income</b>	<b>1,946</b>	<b>1,563</b>
<b>TOTAL LIABILITIES</b>	<b>352,498</b>	<b>305,726</b>

All financial amounts expressed in thousands of euros.

## Statutory income statement

INCOME STATEMENT	2005	2004
<b>I. Operating income</b>	<b>279,416</b>	<b>269,763</b>
A. Turnover	265,814	256,955
D. Other operation income	13,602	12,808
<b>II. Operating charges</b>	<b>-262,646</b>	<b>-251,527</b>
A. Raw materials, consumables and goods for resale	159,967	154,704
1. Purchases	159,967	154,704
B. Services and other goods	60,849	57,857
C. Remuneration, social security costs and pensions	36,246	34,101
D. Depreciation of and other amounts written off formation expenses, intangible and tangible fixed assets	4,569	3,729
E. Increase / decrease in amounts written off stocks, contracts in progress and trade debtors	497	454
F. Increase / decrease in provisions for liabilities and charges	-331	-305
G. Other operating charges	849	987
<b>III. OPERATING PROFIT</b>	<b>16,770</b>	<b>18,236</b>
<b>IV. Financial income</b>	<b>11,673</b>	<b>10,023</b>
A. Income from financial fixed assets	11,259	8,670
B. Income from current assets	378	339
C. Other financial income	36	1,014
<b>V. Financial charges</b>	<b>-1,593</b>	<b>-2,147</b>
A. Interests and other debt charges	1,259	1,224
B. Increase / decrease in amounts written off current assets other than those mentioned under II.E.	-498	402
C. Other financial charges	832	521
<b>VI. PROFIT ON ORDINARY ACTIVITIES BEFORE TAXES</b>	<b>26,850</b>	<b>26,112</b>
<b>VII. Extraordinary income</b>	<b>346</b>	<b>17,426</b>
B. Adjustments to amounts written off financial fixed assets	90	16,325
D. Gain on disposal of fixed assets	241	1,057
E. Other extraordinary income	15	44
<b>VIII. Extraordinary charges</b>	<b>-2,885</b>	<b>-22,706</b>
B. Amounts written off financial fixed assets	1,542	5,340
C. Provisions for extraordinary liabilities and charges	1,200	
D. Loss on disposal of fixed assets	100	17,339
E. Other extraordinary charges	43	27
<b>IX. PROFIT FOR THE PERIOD BEFORE TAXES</b>	<b>24,311</b>	<b>20,832</b>
<b>IX. Bis</b>	<b>36</b>	<b>44</b>
A. Transfer from deferred taxation	36	44
<b>X. Income taxes</b>	<b>-6,350</b>	<b>-3,609</b>
A. Income taxes	-6,350	-3,609
<b>XI. PROFIT FOR THE PERIOD</b>	<b>17,997</b>	<b>17,267</b>

All financial amounts expressed in thousands of euros.

<b>XII. Transfer from untaxed reserves</b>	<b>56</b>	<b>-685</b>
A. Transfer from untaxed reserves	56	65
B. Transfer to untaxed reserves		-750
<b>XIII. PROFIT FOR THE PERIOD AVAILABLE FOR APPROPRIATION</b>	<b>18,053</b>	<b>16,582</b>

<b>APPROPRIATION ACCOUNT</b>	<b>2005</b>	<b>2004</b>
<b>A. Profit to be appropriated</b>	<b>18,090</b>	<b>16,615</b>
1. Profit for the period available for appropriation	18,053	16,582
2. Profit brought forward	37	33
<b>C. Transfers to capital and reserves</b>	<b>-10,032</b>	<b>-9,349</b>
2. To legal reserve	32	49
3. To other reserves	10,000	9,300
<b>D. Result to be carried forward</b>	<b>-8</b>	<b>-37</b>
1. Profit to be carried forward	8	37
<b>F. Distribution of profit</b>	<b>-8,050</b>	<b>-7,229</b>
1. Dividends	8,050	7,229

All financial amounts expressed in thousands of euros.

## Summary of the valuation rules

### FORMATION EXPENSES

Formation expenses are valued at acquisition cost and are charged to income in full in the year occurred. Where these formation expenses include substantial amounts, these are amortised on a straight-line basis over five years.

### INTANGIBLE FIXED ASSETS

Intangible fixed assets include titles, goodwill and software acquired from third parties or contributed to the company.

Titles and goodwill are amortised over 4 to 12 years, depending on the extent of integration of the acquired title or goodwill in existing titles. Software is amortised at 20% or at 33.33% on a straight-line basis. Existing software that is transferred within the group is amortised on the net book value at 40% or 50% a year.

Scenarios and film rights are amortised over 3 years.

Research and development costs are charged immediately to the income statement. The board of directors may decide to capitalise significant amounts.

### TANGIBLE FIXED ASSETS

Tangible fixed assets are recorded at acquisition value, less depreciation and reductions in value. Ancillary costs are entered as assets and amortised in the same way as the acquisition or investment value of the appropriate assets.

Tangible fixed assets are depreciated at the following rates:

	STRAIGHT-LINE		REDUCING BALANCE	
	minimum	maximum	minimum	maximum
Land		0%		
Buildings	2%	10%	4%	20%
Roadworks			10%	25%
Other installations	5%	20%	10%	40%
Major maintenance	10%	50%	10%	25%
Establishment of buildings	10%	20%	10%	25%
Plant, machinery and equipment	20%	33.33%	20%	50%
Office equipment	10%	33.33%	20%	50%
Vehicles	20%	33.33%		
Leasing of machinery	20%	33.33%	20%	50%
Assets under construction (not prepaid)	0%			

Second-hand equipment and machinery is depreciated at 50% a year.  
Works of art that do not reduce in value are not depreciated.

### FINANCIAL FIXED ASSETS

Participating interests and shares are valued at acquisition value. Amounts receivable from companies in which the company has a participating interest are included under financial fixed assets when the board of directors has the intention of permanently supporting the debtor in question. These receivables are recorded at their face value.

In the event of a permanent loss of value, a reduction of value can be recorded.

### STOCKS

Raw and ancillary materials and goods purchased for resale are valued by the FIFO method. Outdated and slow-moving stocks are systematically written down.

Print work in progress is valued at production costs including indirect production costs.

### AMOUNTS RECEIVABLE

Amounts receivable are recorded at nominal value.

Reductions in value are applied on the basis of either determined losses, or of individual doubtful balances.

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## **INVESTMENTS AND CASH AT BANK AND IN HAND**

Own shares are valued as follows: own shares earmarked to cover option plans are valued at either acquisition cost or the lower of exercise price or market value. The remaining own shares are valued at the lower of acquisition cost or market value.

Other securities are valued at acquisition cost.

Term deposits and cash at bank and in hand are recorded at their face value.

## **DEFERRED AND ACCRUED ACCOUNTS**

Deferred and accrued accounts are recorded and valued at their acquisition value and are included in the balance sheet in respect of the amount that runs over into the following financial year.

## **INVESTMENT GRANTS**

This heading contains investment grants actually attributed. These are taken into income pari passu with depreciation on the assets to which they refer.

The amount of deferred taxes on these investment grants is transferred to the 'deferred taxation' account.

## **PROVISIONS FOR LIABILITIES AND CHARGES**

Based on an assessment of the situation by the board of directors on the balance sheet closing date, provisions are set up to cover any losses which are probable or certain at the balance sheet date, but to which no precise figure can yet be attached.

## **AMOUNTS PAYABLE**

Amounts payable are recorded in the balance sheet at nominal value. The necessary provisions are recorded on the balance sheet date for social security, tax and commercial liabilities.

## **FOREIGN CURRENCIES**

Amounts receivable and payable in foreign currency are originally recorded at the prevailing exchange rate. Amounts receivable and payable expressed in foreign currency are translated at the end of the year at the closing exchange rate, unless specifically hedged. The resulting translation differences are charged to the income statement when the calculation per individual currency gives rise to a negative difference and are included under 'deferred income' when the calculation per individual currency gives rise to a positive difference.

## Social report

Numbers of joint industrial committees which are competent for the enterprises: 130.00 218.00

### I. STATEMENT OF THE PERSONS EMPLOYED

#### A. Employees recorded in the personnel register

1. During the financial period and during the preceding financial period	Full-time 2005	Part-time 2005	Total (T) or total full-time equivalents (FTE) 2005	Total (T) or total full-time equivalents (FTE) 2004
Average number of employees	569.1	152.8	682.2 (FTE)	656.1 (FTE)
Number of actual working hours	884,326	180,125	1,064,451 (T)	1,036,201 (T)
Personnel charges	30,910	5,288	36,198 (T)	34,101 (T)
Amount of the benefits in addition to wages (in thousands of euros)			139 (T)	124 (T)
2. As at closing date of the financial period	Full-time	Part-time	Total of full-time equivalents	
a. Number of employees recorded in the personnel register	575	149	689.3	
b. By nature of the employment contract			685.8	
Contract of unlimited duration	572	148		
Contract of limited duration	3	-	3.0	
Contract regarding substitution	-	1	0.5	
c. By sex			290.6	
Male	274	19		
Female	301	130	398.7	
d. By professional category			650.9	
Employees	548	135		
Workers	27	14	38.4	
B. Temporary personnel and persons placed at the disposal of the enterprise				Temporary personnel
<b>During the financial period</b>				
Average number of personnel employed				28.4
Number of actual working hours				54,708
Charges to the enterprise (in thousands of euros)				1,078



## II. LIST OF PERSONNEL MOVEMENTS DURING THE FINANCIAL PERIOD

	Full-time	Part-time	Total of full-time equivalents
<b>A. Entrants</b>			
a. Number of employed persons recorded in the personnel register during the financial period	93	7	96.6
b. By nature of the employment contract			
Contract of unlimited duration	88	6	91.1
Contract of limited duration	4	-	4.0
Contract regarding substitution	1	1	1.5
c. By sex and level of education			
Male:			
- Primary education	2	-	2.0
- Secondary education	9	-	9.0
- Higher non-university education	16	2	17.2
- University education	10	-	10.0
Female:			
- Primary education	1	1	1.8
- Secondary education	13	1	13.5
- Higher non-university education	31	2	31.6
- University education	11	1	11.5
<b>B. Leavers</b>			
a. Number of employed persons of which the date of termination of the contracts has been recorded in the personnel register during the financial period	58	12	65.7
b. By nature of the employment contract			
Contract of unlimited duration	57	12	64.7
Contract regarding substitution	1	-	1.0
c. By sex and level of education			
Male:			
- Primary education	1	-	1.0
- Secondary education	6	2	7.0
- Higher non-university education	7	-	7.0
- University education	7	-	7.0
Female:			
- Primary education	1	-	1.0
- Secondary education	7	5	11.4
- Higher non-university education	25	5	27.3
- University education	4	-	4.0
d. By reason of termination of contract			
Pension	-	1	0.5
Prepension	-	2	1.0
Dismissal	16	1	16.3
Other reason	42	8	47.9

<b>III. STATEMENT CONCERNING THE IMPLEMENTATION OF MEASURES STIMULATING EMPLOYMENT DURING THE FINANCIAL PERIOD</b>			
<b>Measures stimulating employment</b>	<b>No. of employed persons involved</b>		<b>3. Amount of the financial profit</b> <small>(in thousands of euros)</small>
	<b>1. Number</b>	<b>2. In full-time equivalents</b>	
<b>1. Measures generating financial profit</b>			
1.6. Structural reduction of social security contributions	774	732.9	1,162
1.11. Initial job agreement	2	2.0	4
<b>2. Other measures</b>			
2.3. Conventional prepension	2	2.0	
2.4. Reduction of employee's social security contribution regarding low-wage workers	31	26.0	
<b>Number of employees involved in one or more measures stimulating employment</b>			
Total for the financial period	774	732.9	
Total for the previous financial period	725	685.1	
<b>IV. INFORMATION ON VOCATIONAL TRAINING FOR EMPLOYED PERSONS DURING THE FINANCIAL PERIOD</b>			
<b>Total of training initiatives at the expense of the employer</b>		<b>Male</b>	<b>Female</b>
1. Number of employees		263	362
2. Number of training hours		5,626	8,357
3. Charges to enterprise		318	482

# Statutory auditor's report

for the year ended 31 December 2005 to the shareholders' meeting

To the Shareholders

As required by law and by the company's articles of association, we are pleased to report to you on the audit assignment which you have entrusted to us.

We have audited the financial statements of ROULARTA MEDIA GROUP NV for the year ended 31 December 2005, prepared in accordance with the legal and regulatory requirements applicable in Belgium, which show total assets of EUR 352,498 (000) and a profit for the year of EUR 17,997 (000). We have also performed those specific additional audit procedures required by the Companies Code.

The board of directors of the company is responsible for the preparation of the financial statements and the directors' report, for the assessment of the information that should be included in the directors' report, and the company's compliance with the requirements of the Companies Code and its articles of association.

Our audit of the financial statements was conducted in accordance with legal requirements and auditing standards applicable in Belgium, as issued by the 'Institut des Reviseurs d'Entreprises/Instituut der Bedrijfsrevisoren'.

## UNQUALIFIED AUDIT OPINION ON THE FINANCIAL STATEMENTS

The forementioned auditing standards require that we plan and perform our audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

In accordance with these standards we have taken into account the administrative and accounting organization of the company as well as its internal control processes. The responsible officers of the company have replied clearly to all our requests for explanations and information. We have examined, on a test basis, the evidence supporting the amounts included in the financial statements. We have assessed the basis of the accounting policies used, the significant accounting estimates made by the company and the presentation of the financial statements, taken as a whole. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, taking account of the legal and regulatory requirements applicable in Belgium, the financial statements as of 31 December 2005 give a true and fair view of the company's assets, liabilities, financial position and results.

## ADDITIONAL ATTESTATIONS

We supplement our report with the following attestations which do not change the scope of our audit opinion on the financial statements:

- The directors' report includes the information required by law and is in agreement with the financial statements. However, we are unable to express an opinion on the description of the principal risks and uncertainties confronting the company, or on the status, future evolution, or significant influence of certain factors on its future development. We can, nevertheless, confirm that the information given is not in obvious contradiction with any information obtained in the context of our appointment.
- Without prejudice to certain formal aspects of minor importance, the accounting records are maintained and the financial statements have been prepared in accordance with the legal and regulatory requirements applicable in Belgium.
- No transactions have been undertaken or decisions taken in violation of the company's articles or the Companies Code such as we would be obliged to report to you. The appropriation of the results proposed to the general meeting is in accordance with the requirements of the law and the company's articles.

10 April 2006

The Statutory Auditor

DELOITTE Reviseurs d'Entreprises  
SC s.f.d. SCRL  
Represented by Jos Vlamincx



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# Addresses

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- DE STREEKKRANT/DE WEEKKRANT - STEPS CITY MAGAZINE 128

- REGIONAL TELEVISION 128

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## Addresses offices

HEAD OFFICE ROESELARE		
<b>Roularta Media Group</b>	Meiboomlaan 33	8800 Roeselare
OFFICE ZELLIK		
<b>Roularta Media</b>	Z.1. Researchpark 120	1731 Zellik
<b>Roularta Research</b>	Z.1. Researchpark 120	1731 Zellik
<b>Roularta Conference Centre</b>	Z.1. Researchpark 120	1731 Zellik
<b>Roularta Seminars</b>	Z.1. Researchpark 120	1731 Zellik
OFFICE BRUSSELS		
<b>Brussels Media Centre</b>	Raketstraat 50	1130 Brussel
DE STREEKKRANT/DE WEEKKRANT - STEPS CITY MAGAZINE		
<b>Aalst</b>	Hopmarkt 31	9300 Aalst
<b>Aalter</b>	Brugstraat 182	9880 Aalter
<b>Antwerpen</b>	Amerikalei 196A	2000 Antwerpen
<b>Bree</b>	Hoogstraat 36	3960 Bree
<b>Brugge</b>	Sint-Jorisstraat 20	8000 Brugge
<b>Dendermonde</b>	Noordlaan 21	9200 Dendermonde
<b>Diest</b>	Kardinaal Mercierstraat 11	3290 Diest
<b>Genk</b>	Bochtlaan 13	3600 Genk
<b>Gent</b>	Vlaanderenstraat 42	9000 Gent
<b>Halle</b>	Volpestraat 32	1500 Halle
<b>Hasselt</b>	Walenstraat 71B	3500 Hasselt
<b>Herentals</b>	Fraikinstraat 7	2200 Herentals
<b>Knokke</b>	Natiënlaan 53	8300 Knokke
<b>Kortrijk</b>	Doorniksewijk 83B	8500 Kortrijk
<b>Leuven</b>	Mgr. Ladeuzeplein 29	3000 Leuven
<b>Mechelen</b>	Van Benedenlaan 58	2800 Mechelen
<b>Mol</b>	Molderdijk 130	2400 Mol
<b>Oostende</b>	Torhoutsesteenweg 52-54	8400 Oostende
<b>Roeselare</b>	Meensesteenweg 290	8800 Roeselare
<b>Sint-Niklaas</b>	Kokkelbeekstraat 60	9100 Sint-Niklaas
<b>Sint-Truiden</b>	Tichelrijstraat 25	3800 Sint-Truiden
<b>Tienen</b>	Gilainstraat 83	3300 Tienen
<b>Tongeren</b>	Maastrichterstraat 11	3700 Tongeren
<b>Turnhout</b>	De Merodelei 153	2300 Turnhout
<b>Vilvoorde</b>	J.B. Nowélei 45	1800 Vilvoorde
<b>Zellik</b>	Z.1. Researchpark 120	1731 Zellik
REGIONAL TELEVISION		
<b>WTV - Focus Televisie</b> (see Regionale Media Maatschappij NV)	Kwadestraat 151 b	8800 Roeselare

## Addresses subsidiaries

SUBSIDIARIES	BUSINESS UNIT	PRODUCT/ACTIVITY
<b>ACADEMICI ROULARTA MEDIA NV</b> Londenstraat 20-22 2000 ANTWERPEN	Books and annuals	Go (D/F)
<b>ALGO COMMUNICATION SARL</b> Eurotéléport 84, boulevard du Général Leclercq F - 59100 ROUBAIX	Freesheets	A Nous Lille
<b>À NOUS PARIS SAS</b> 30, boulevard Vital Bouhot F - 92200 NEUILLY-SUR-SEINE	Freesheets	A Nous Paris
<b>À NOUS PROVINCE SAS</b> Eurotéléport 84, boulevard du Général Leclercq F - 59100 ROUBAIX  1, rue de Mailly F - 69300 CALUIRE-ET-CUIRE	Freesheets	A Nous Lyon A Nous Marseille A Nous Côte d'Azur
<b>ART DE VIVRE ÉDITIONS SA</b> 12-14, rue Jules César F - 75012 PARIS 12	Magazines	Ideat Atmosphères
<b>AUTOMATCH BVBA</b> Meiboomlaan 33 8800 ROESELARE	Freesheets	automatch.be Automatch
<b>BAND À PART SARL</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Music CD's, music courses
<b>BAYARD MEDIA GmbH &amp; Co KG</b> Steinerne Furt 67 D - 86167 AUGSBURG	Magazines	Lenz (seniors)
<b>BAYARD MEDIA-VERWALTUNGS GmbH</b> Steinerne Furt 67 D - 86167 AUGSBURG	Magazines	Subholding
<b>BELGIAN BUSINESS TELEVISION NV</b> Raketstraat 50 1130 BRUSSEL	TV & radio	Z:News

SUBSIDIARIES	BUSINESS UNIT	PRODUCT/ACTIVITY
<b>BELGIFRANCE COMMUNICATION SARL</b> 142, rue du Bac F - 75007 PARIS	Magazines	Advertising sale office for Point de Vue
<b>BELGOMEDIA SA</b> 31, rue Saint Remacle 4800 VERVIERS	Magazines	Télépro
<b>50+ BEURS &amp; FESTIVAL BV</b> Kleine Oord 87 NL - 6811 HZ ARNHEM	Magazines	50+ Beurs
<b>BIBLO-ROULARTA MEDICA NV</b> Brasschaatsteenweg 308 2920 KALMTHOUT	Magazines	Newsletters Top 30.000 (D/F) Top 100.000 (D/F) Top Bouw (D/F), On Top De Huisarts/Le Généraliste Semper (D/F), Info Cards® De Agenda/L'Agenda
<b>CAP PUBLISHING NV</b> Sint-Jorisstraat 20 8000 BRUGGE	Magazines Books and annuals	Cap, De Hippische Ondernemer Hippus Vademecum Vlaanderen Hippus Vademecum Nederland
<b>CAVENNE SAS ÉDITEURS</b> 142, rue du Bac F - 75007 PARIS	Magazines	Subholding
<b>CÔTÉ MAISON SA</b> 29, rue de Châteaudun F - 75009 PARIS	Magazines	Maisons Côté Sud Maisons Côté Ouest Maison Française Maison Magazine
<b>COTEXPO SARL</b> 29, rue de Châteaudun F - 75009 PARIS	Magazines	Decoration and lifestyle fairs
<b>CYBER PRESS PUBLISHING SA</b> 92-98, boulevard Victor Hugo F - 92110 CLICHY	Magazines	Magazines in the leisure sector
<b>DE STREEKKRANT-DE WEEKKRANTGROEP NV</b> Meiboomlaan 33 8800 ROESELARE	Freesheets	De Streekkrant/De Weekkrant De Zondag easy.be
<b>DE WOONKIJKER NV</b> Rijnkaai 101 2000 ANTWERPEN	TV & radio	Sale and production of real estate advertisements
<b>DMB-BALM SAS</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Actua Vidéo Vidéo Futur Cinébank
<b>DRUKKERIJ LEYSEN NV</b> Van Benedenlaan 58 2800 MECHELEN	Freesheets	Notorial publications



SUBSIDIARIES	BUSINESS UNIT	PRODUCT/ACTIVITY
<b>ÉDITIONS CÔTÉ EST SA</b> 29, rue de Châteaudun F - 75009 PARIS	Magazines	Maisons Côté Est
<b>FIRST MEDIA SA</b> Rue de la Fusée 50 1130 BRUXELLES	Services	National advertising sale office for freesheets
<b>FOLLOW THE GUIDE NV</b> Londenstraat 20-22 2000 ANTWERPEN	Books and annuals	Advertising sale office for Media Office
<b>GRIEG MEDIA AS</b> Valkendorfs gate 1A N - 5012 BERGEN	Magazines	Vi over 60 (seniors)
<b>HIMALAYA NV</b> Kerkplein 24 bus 7 1930 ZAVENTEM  Smederijstraat 2 NL - 4814 DB BREDA	Magazines	Grande (D/F)
<b>LE VIF MAGAZINE SA</b> Rue de la Fusée 50 Boîte 6 1130 BRUXELLES	Magazines	Le Vif/L'Express Weekend Le Vif/L'Express Télévif
<b>MEDIA OFFICE NV</b> Londenstraat 20-22 2000 ANTWERPEN	Books and annuals Magazines	Casas (D/F) Bouwen/Bâtir Belgian Building Magazine (D/F) Building Services De Kijkwoningengids (D/F) De Renovatiegids (D/F) Nationale Kijkwoningendag Vlaamse Renovatiedag
<b>MESTNE REVIJE D.O.O.</b> Dunajska 5 SI - 1000 LJUBLJANA	Freesheets	City Magazine Slovenia
<b>PARATEL NV</b> Medialaan 1 1800 VILVOORDE	TV & radio	ivr, sms, mms, wap
<b>POINT DE VUE SARL</b> 142, rue du Bac F - 75007 PARIS	Magazines	Point de Vue
<b>PRESS NEWS NV</b> Maaltebruggestraat 286 D 9000 GENT	Magazines	Royals Dynasty
<b>PUBLIREGIOES LDA</b> Rua Duque de Palmela 37-2dt P - 1100 LISBOA	Freesheets	Jornal da Região

SUBSIDIARIES	BUSINESS UNIT	PRODUCT/ACTIVITY
<b>REGIE DE WEEKKRANT NV</b> Meiboomlaan 33 8800 ROESELARE	Services	Advertising sale office for De Weekkrant
<b>RÉGIES ET SERVICES CAVENNE SARL</b> 142, rue du Bac F - 75007 PARIS	Magazines	Services for Point de Vue
<b>REGIONALE MEDIA MAATSCHAPPIJ NV</b> Accent Business Park Kwadestraat 151 b 8800 ROESELARE	TV & radio	Regional television WTV and Focus
<b>REGIONALE TV MEDIA NV</b> Z.1. Researchpark 120 1731 ZELLIK	TV & radio	Advertising sale office for regional commercial television
<b>ROULARTA BOOKS NV</b> Raketstraat 50 1130 BRUSSEL	Books and annuals	Publishing house for general books Media Club
<b>ROULARTA IT-SOLUTIONS NV</b> Meiboomlaan 33 8800 ROESELARE	Services	Software development and IT-equipment
<b>ROULARTA MANAGEMENT NV</b> Meiboomlaan 33 8800 ROESELARE	Services	Management
<b>ROULARTA MEDIA FRANCE SA</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Subholding
<b>ROULARTA PRINTING NV</b> Meiboomlaan 33 8800 ROESELARE	Industry	Printing company
<b>ROULARTA PUBLISHING NV</b> Raketstraat 50 Bus 12 1130 BRUSSEL	Services	Premedia Magazines for third parties
<b>SENIOR PUBLICATIONS SA</b> Rue de la Fusée 50 Boîte 10 1130 BRUXELLES	Magazines	Plus Magazine (D/F) (seniors) Pippo, Pompoen (children)
<b>SENIOR PUBLICATIONS DEUTSCHLAND GmbH &amp; Co. KG</b> Brüsseler Strasse 21 D - 50674 KÖLN	Magazines	Subholding
<b>SENIOR PUBLICATIONS NEDERLAND BV</b> Olmenlaan 8 NL - 1404 DG BUSSUM	Magazines	Plus Magazine (seniors)
<b>SENIOR PUBLICATIONS VERWALTUNGS GmbH</b> Brüsseler Strasse 21 D - 50674 KÖLN	Magazines	Subholding

SUBSIDIARIES	BUSINESS UNIT	PRODUCT/ACTIVITY
<b>SPORTMAGAZINE NV</b> Raketstraat 50 Bus 5 1130 BRUSSEL	Magazines	Sport/Voetbal Magazine Sport/Foot Magazine
<b>STUDIO MAGAZINE SA</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Studio
<b>STUDIO PARTICIPATIONS SNC</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Subholding
<b>STUDIO PRESS SAS</b> 11, rue Charles Schmidt F - 93400 SAINT-OUEN	Magazines	Guitar Part, Guitare Classique Keyboards Recording, Pianiste, Hifi Vidéo Home Cinema Prestige Audio Vidéo, Sonovision
<b>STUDIO PRESS LTD</b> 1st Floor, 2 King Street GB - PETERBOROUGH	Magazines	Pianist
<b>STUDIO'S AMUSEMENT NV</b> Beringsstraat 37 3190 BOORTMEERBEEK	TV & radio	Production for television
<b>STYLE MAGAZINE BV</b> Smederijstraat 2 NL - 4814 DB BREDA	Freesheets	Style City Magazine
<b>TAM-TAM NV</b> Natiënlaan 53 8300 KNOCKE	Freesheets	Tam-Tam
<b>'T FONTEINTJE-DE WEGWIJZER NV</b> Meiboomlaan 33 8800 ROESELARE	Freesheets	't Fonteintje De Wegwijzer
<b>VLAAMSE MEDIA MAATSCHAPPIJ NV</b> Medialaan 1 1800 VILVOORDE	TV & radio	Regional commercial television & radio. VTM, KANAALTWEE, JIMtv, Q-Music
<b>VOGUE TRADING VIDEO NV</b> P. Verhaeghestraat 8 8520 KUURNE	Industry	Replication of VHS, CD-AUDIO, CD-ROM, DVD
<b>WEST-VLAAMSE MEDIA GROEP NV</b> Meiboomlaan 33 8800 ROESELARE	Newspapers	Krant van West-Vlaanderen
<b>ZEEUWS VLAAMS MEDIABEDRIJF BV</b> Axelsestraat 16 NL - 4537 AK TERNEUZEN	Freesheets	Zeeuwsch Vlaams Advertentieblad

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# Financial calendar

ROULARTA MEDIA GROUP

**GENERAL MEETING 2005**  
**PAYMENT OF DIVIDEND COUPON NO. 8**

**16 MAY 2006**  
**1 JUNE 2006**

FIRST QUARTER 2006 RESULTS  
HALF YEAR 2006 RESULTS  
THIRD QUARTER 2006 RESULTS  
FULL YEAR 2006 RESULTS

15 MAY 2006  
4 SEPTEMBER 2006  
20 NOVEMBER 2006  
12 MARCH 2007

**GENERAL MEETING 2006**

**15 MAY 2007**

## Investor relations

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