

### **Roularta Media Group's mission**

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

### **Roularta Media Group's strategy**

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 vln.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 cyclicity.

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.