



[PREFACE BY THE CHAIRMAN]

2004
ROULARTA MEDIA GROUP

Roularta is building the multi-media future

2004 was a good year for Roularta Media Group, a year of growth.

Turnover rose by 14.1% from 437.6 euros to 499.2 million. 38.2 million euros or 8.7% is organic growth and 5.4% comes from acquisitions in the Printed Media division.

55.5% of the organic growth came from the Audiovisual Media division, with strongly increased turnover at Vlaamse Media Maatschappij and its Paratel subsidiary, also at Vogue Trading Video and at Kanaal Z/Canal Z. The organic growth in Printed Media came both from freesheets and magazines.

EBITDA rose by 8.9% from 59.5 to 64.9 million euros and the operating result (EBIT) by 6.2% from 43.6 to 46.3 million euros. Omitting non-recurrent results, EBITDA rose by 18.4% from 57.8 to 68.4 million euros and operating profit (EBIT) by 19.2% from 41.9 to 49.9 million euros. The related margins increased from 13.2% to 13.7% (EBITDA) and from 9.6% to 10% (EBIT). Net profit was up 6.5% from 25.6 to 27.2 million euros, representing a margin of 5.5%. Omitting non-recurrent results, net profit rose from 23.8 to 30.2 million euros (+26.9%), with a margin of 6% compared with 5.4% in 2003. Net current profit rose from 27.0 to 28.7 million euros (+ 6.4%) Net current cash flow increased by 8.4% from 42.4 to 46.0 million euros. Net current profit per share rose from 2.85 to 2.98 euros.

In 2004 further attention was paid to achieving a balance between the short and the long term. Roularta is continuing to work on short-term growth, whilst making the necessary long term investments.

In the ST cost savings and automation initiatives and projects to streamline its structures are under way.

For the long term the group is investing in new City Magazine editions in France and Slovenia and in extending the Roularta magazine publishing structure in France. The recently acquired medical and professional magazine activities are now integrated



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into the Roularta organisation at the Brussels Media Centre, the company's editing house which now houses more than 300 highly qualified journalists and media technicians.

In the television area, recent investments in programming have produced rising viewer figures at VTM and Kanaal 2. The VTM newscast is back in lead position in TV-land.

Roularta's strategy is founded on balanced growth in local newspapers, magazines, audiovisual media and new media.

A large portion of this growth is now coming from outside Belgium, with a particular focus on France. Roularta will be systematically pursuing this growth in order to secure its long term success.

Multimedia is no vague concept for Roularta, as the group goes about systematically strengthening its various channels. A good example is the new Top Talent initiative for the HR world, which combines a 1.5 million reader newspaper (De Zondag) with newsmagazines Knack and Trends (750,000 readers), TV (teletext on Kanaal Z) and internet (Toptalent.be).

Another is internet site easy.be, which provides an ideal extension to the property, car and job ads that appear in every issue of De Streekkrant and De Zondag.

When it comes to Corporate Governance, the structures set up when Roularta was listed in 1998 mean that it already meets almost all the guidelines of the Lippens Code.

I would very much like to thank all our stakeholders for their contribution to the further growth of Roularta. I would like to thank all our employees for their commitment, which will remain vital in enabling us to continue on the road we have set out on. I would also like to thank all our partners, in the first instance our readers, viewers and listeners, our advertisers, customers and suppliers who have helped to achieve our success. And I thank all shareholders for their trust in the group.

Roularta is confident in the future. We can count on strong employees, who are brimming with new ideas. We can count on loyal readers, viewers and listeners and on loyal business partners. We have a sound balance sheet from which to move ahead resolutely on our chosen path.

The Board of Directors will be proposing to the General Meeting that it declares a dividend of 0.75 euros per share, which is 50 percent more than last year.