

[SHAREHOLDER INFORMATION]

THE ROULARTA MEDIA GROUP SHARE

Number of shares

The number of shares rose by 43,625 in the course of 2004, from 9,884,986 to 9,928,611 as the result of the conversion of 43,625 warrants.

→ The number of shares on 31 December 2004 is 9,928,611.

→ The number of VVPR strips on 31 December 2004 is 1,517,734.

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 18 May 2004.

46,969 shares were purchased in the course of 2004. On 31 December 2004 the company had 289,492 of its own shares in portfolio.

Shareholding structure

On 31 December 2004 7,087,704 of the outstanding shares were registered shares.

The shareholding structure is as follows:

- Stichting Administratiekantoor RMG	7,087,700	71.39%
- Own shares	289,492	2.91%
- Individual and institutional investors	2,551,419	25.70%

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 31 December 2004 holding at least 5% of the outstanding shares and warrants of Roularta Media Group NV.

Date of notification	Name of 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, 2004
Febr. 15, 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

VOLUMES AND CLOSING PRICES IN 2004

Month	Average closing price	Volumes	In € millions
Jan. 04	40.50	185,467	7.83
Feb. 04	45.00	118,690	5.34
March 04	43.52	301,114	13.02
April 04	43.30	120,021	5.15
May 04	45.31	71,510	3.23
June 04	44.07	65,429	2.87
July 04	45.22	93,543	4.20
Aug. 04	45.60	33,052	1.49
Sept. 04	47.72	145,838	7.08
Oct. 04	49.41	343,763	16.88
Nov. 04	50.66	120,699	6.17
Dec. 04	48.17	188,093	8.79
		1,787,219	82.05

The highest price during 2004 was € 52.05 on 22 November. The lowest price during 2004 was € 36.10 on 13 January. The largest daily trading volume was 107,020 shares on 7 October 2004.

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

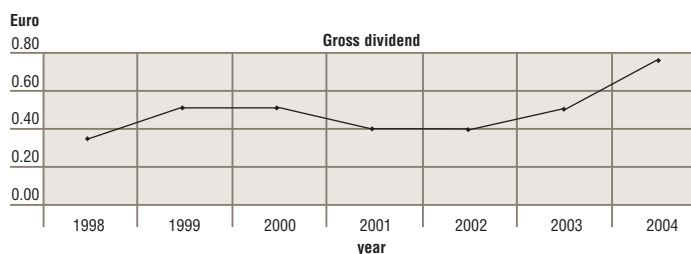
A market-making agreement has been concluded with KBC Securities to promote the share's liquidity.

The company has a pro-active investor relations policy, aimed 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.

EVOLUTION OF GROSS DIVIDEND							
	1998	1999	2000	2001	2002	2003	2004
Gross dividend	0.37	0.50	0.50	0.40	0.40	0.50	0.75



THE COMPANY'S CAPITAL

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

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