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PRESS RELEASE

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2007: Operating cash flow grows by 10% **Roularta recognizes EUR 13 million of extraordinary charges and write-downs**

2007 was for Roularta Media Group the year in which it integrated Groupe Express-Roularta (formerly Groupe Express-Expansion), which has been part of Roularta Media Group since 26 September 2006. Much effort has been put into developing various synergies in organization, prepress, printing, editing, selling advertising space and elsewhere. A number of reorganisations were carried out within Groupe Express-Roularta. In this sense 2007 was a transitional year.

In 2007, the Group also invested heavily in a new printing works at Roeselare. The building work will be completed in the second half of 2008. The first newspaper presses were installed at the end of 2007, permitting magazine quality (heatset) colour printing on all pages (up to 128 page tabloid). These presses – a MAN installation that is unique in the world – have recently come into operation. The first of the new magazine presses (72 pages) has also been installed and will become operational in the course of the second quarter.

Roularta also worked hard in 2007 in the area of internet, extending the news sites on which all group editing teams cooperate. The 'integrated newsroom' at the Brussels Media Centre in Evere is now a reality.

The net profit figure was influenced by EUR 13 million of extraordinary charges, write-downs and restructuring costs.

Key figures for 2007

In comparing the 2007 annual results with those of 2006 the reader should bear in mind that the financial results of Groupe Express-Roularta, of which Roularta Media Group acquired 100% of the shares on 26 September 2006, are included only from the fourth quarter of 2006 onwards.

- **Sales** rose by 25.9% from EUR 609.2 million to EUR 766.8 million.
- **EBITDA** increased by 10.2% from EUR 72.5 million to EUR 79.8 million. The EBITDA margin was 10.4% (2006: 11.9%).
- **EBIT** was down 3% from EUR 51.1 million to EUR 49.6 million, with an EBIT margin of 6.5% (2006: 8.4%).
- **Net Group profit** fell by 35.7% from EUR 24.8 million to EUR 15.9 million, giving a margin of 2.1% compared with 4.1% in 2006.
- **Net current profit** fell by 25.4% from EUR 31.0 million to EUR 23.1 million.
- **Current cash flow** was down 5.9% from EUR 50.1 million to EUR 47.1 million.

- **Profit per share** was down from EUR 2.32 in 2006 to EUR 1.49 in 2007.

These results are discussed in greater detail by division below.

Consolidated H2 2007 results

In the second half, global sales rose by 14.1% or EUR 46.4 million from EUR 330.0 million to EUR 376.4 million. The Printed Media division increased its sales by 19.3%, the Audiovisual Media division experienced a slight fall of 1%.

EUR 42.9 million of the total sales increase comes from the new acquisitions (primarily Groupe Express-Roularta (Q3), Ciné Live, Data News and 4FM), and EUR 0.7 million from changes in the participation percentages. Existing titles grew by EUR 2.8 million, giving internal growth of 0.9%. The Printed Media division achieved EUR 5.5 million of internal growth, whilst sales in the Audiovisual division fell back by EUR 2.7 million, owing mainly to a fall in sales at Vogue Trading Video.

EBITDA fell 13.4% from EUR 39.0 to EUR 33.8 million and operating profit (EBIT) from EUR 26.5 to 15.8 million. The respective margins reduced from 11.8% to 9.0% (EBITDA) and from 8.0% to 4.2% (EBIT).

The reduction in EBITDA in the second half is due entirely to the fact that Groupe Express-Roularta's traditionally weak third quarter is included in the second half of 2007 and not in 2006.

EBIT in H2 2007 was negatively impacted by EUR 4 million of impairment losses on titles and goodwill, EUR 1 million of exceptional write-downs on tangible fixed assets and EUR 0.3 million of provisions for office rent at Editions Génération/L'Etudiant, given the planned move in 2008.

The net profit of the Group was negatively impacted by various factors. There were the higher financing costs of borrowings to finance the acquisition of Groupe Express-Roularta and the investments in our new printing works, and a negative financial result of EUR 1.6 million on hedge contracts from the application of IAS 39. At the same time the tax burden is heavier than in H2 2006, owing to tax losses that are not recoverable in the short-term, an extraordinary reversal of deferred tax assets (= additional cost) and the impairment loss on titles, on which no deferred tax assets are recorded.

Net current profit fell from EUR 16.5 to EUR 4.3 million and current cash flow from EUR 26.9 to EUR 18.2 million.

2007 annual results by division

PRINTED MEDIA

In analyzing the comparative figures the reader should bear in mind that Groupe Express-Roularta was acquired at the end of September 2006. This group's figures are included in full in 2007 and only for the fourth quarter of 2006.

Sales by the Printed Media division rose by EUR 155.4 million from EUR 437.2 to 592.7 million (+35.6%). EUR 145.3 million of this increase comes from the new acquisitions – EUR 136.7 million from Groupe Express-Roularta and EUR 8.6 million from the new titles Data News, Texbel, Ciné Live, De Tandartsenkrant, De Apothekerskrant, Plus Zweden and Effect. On top of this sales of existing products increased by 2.3%.

Revenue from our freesheets rose by 4.1%, of which 0.7% can be ascribed to the acquisition of Effect and the increase of our shareholdings in A Nous Province and Algo Communication in the fourth quarter of 2007. De Streekkrant/De Weekkrant, De Zondag and the Steps city magazines grew by another 3.6%.

Advertising revenue at the Krant van West-Vlaanderen rose 3.6%.

Magazine advertising revenue rose by 51.3%, of which 53.1% from the newly acquired magazines and -1.6% from existing titles.

Advertising markets in both Belgium and France were under pressure right through 2007.

The readers' market advanced by 51.2%, 45.9% through acquisitions and 5.4% from internal growth of existing titles.

EBITDA grew by 3.2% from EUR 53.0 to 54.7 million, with a margin of 9.2% compared with 12.1% in 2006. Operating profit (EBIT) was down 13.8% from EUR 38.6 to 33.3 million, giving an EBIT margin of 5.6% compared with 8.8% in 2006. The net profit of the Group's printing activities amounted to EUR 8.8 million compared with EUR 17.4 million in 2006.

A number of factors negatively impacted the margins and net profit of the Printed Media division by EUR 8.8 million:

- EUR 1.3 million of restructuring costs were charged at Groupe Express-Roularta in 2007 as part of the further integration. Additional write-offs and provisions totalling EUR 1.3 million were recorded in respect of the planned relocation of subsidiary Editions Génération/L'Etudiant in 2008.
- With the winding up of SA Cyber Press Publishing on 7 June 2007, an impairment loss of EUR 1.8 million was recorded on this participation to bring its carrying value to zero.
- EUR 1.1 million of impairment losses were recorded on titles and goodwill.
- With the publishing of an option plan for senior managers at the start of 2007, an additional personnel cost of EUR 1 million was recorded, as required by IFRS 2.
- EUR 11.5 million higher financing costs reflect the new borrowings for the acquisition of Groupe Express-Roularta and the building of the new printing works at Roeselare, and fluctuations in the market value of a number of swap contracts covering outstanding loans (EUR 2.3 million) (IAS 39).
- Tax pressure continues to be influenced by tax losses that are not recoverable in the short term and the fact that no deferred tax assets are recorded on impairment losses.

AUDIOVISUAL MEDIA

Sales by the Audiovisual Media division rose from EUR 179.3 to 181.3 million (+1.1%). The new participating interest in 4FM radio represents an increase of 1%, whilst existing activities grew slightly by 0.1%.

EBITDA grew by 29% from EUR 19.4 to 25.1 million, with a margin of 13.8% compared with 10.8% in 2006. Operating profit (EBIT) rose by 30.7% from EUR 12.4 to 16.3 million, with an EBIT margin of 9% compared with 6.9% in 2006.

This better result reflects a slight increase in sales, but also better cost control, especially at Vlaamse Media Maatschappij.

On the other hand an impairment loss of EUR 3.4 million was charged on the goodwill of Vogue Trading Video and EUR 0.8 million of deferred tax assets were reversed. Vogue Trading Video (DVD replication) is struggling with adverse market circumstances.

Net profit of the Group's audiovisual media activities was EUR 7.1 million as against EUR 7.4 million in 2006 (-3%).

Net current profit rose 23.9% from EUR 8.5 to 10.6 million and current cash flow rose by 2.9% from EUR 15.5 to 16.0 million.

INTERNET

In 2007, EUR 12.7 million were spent on extending and improving the group's internet sites. Total internet advertising revenue in Belgium and France amounted also to EUR 12.67 million. The websites are also becoming a very important channel for generating subscriptions to group magazines and newspapers.

Balance sheet

Equity amounted at 31 December 2007 to EUR 296.3 million, almost unchanged from 31 December 2006. The 'treasury shares' item, that is deducted from equity, has risen by EUR 13.4 million with the buying in of own shares to cover for the option scheme introduced in 2007. Consolidated reserves have increased by a net EUR 7.8 million, being the balance of the net profit for 2007 (EUR 15.9 million) less dividends paid (EUR 8.1 million). The EUR 0.9 million increase in capital reserves is due mainly to the granting of the new option plan in 2007 (share-based payments). The EUR 3 million increase in revaluation reserves represents the net positive market value of cash flow hedges.

At 31 December 2007, net financial debt amounted to EUR 247.8 million, up by EUR 26.3 million on 31 December 2006. This increase reflects greater borrowings to cover, among other things, the building of the new printing works in Roeselare, the financing of the restructuring costs at Groupe Express-Roularta and the financing of the option plan. This produces a gearing (net financial debt as a percentage of equity) of 83.6%.

Investments (CAPEX)

Total investments in 2007 amounted to EUR 55.1 million. Of these, EUR 12.3 million were in intangible fixed assets (EUR 6.0 million for titles and customer files, EUR 5.5 million for software), EUR 26.1 million in tangible fixed assets (including EUR 12.4 million for the new building in Roeselare and EUR 3.6 million for machinery at Roularta Printing), and EUR 16.7 million in acquisitions.

Dividend

The Board of Directors will be proposing to the General Meeting of 20 May 2008 that it declare a dividend of EUR 0.75 per share. This is the same amount as last year.

Changes in the composition of the group

The following acquisitions affect the comparison between 2007 and 2006 figures:

Acquisition of Groupe Express-Roularta in Q4 2006;
Acquisition of an additional 50% of Academici Roularta Media NV in Q1 2007;
Acquisition of 25% of Press Partners BV in Q1 2007;
Acquisition of 12.5% of Mediaplus BV in Q1 2007;
Acquisition of 50% of Alphadistri SAS in Q1 2007;
Acquisition of 100% of Medical Integrated Communication SPRL in Q1 2007;
Acquisition of 25% of TTG Plus Publishing AB in Q1 2007;
Acquisition of 50% of Zefir Carrières SNC in Q2 2007;
Acquisition of 50% of Vlacom NV and 4FM Groep NV in Q2 2007;
Acquisition of 100% of Opportunity to Sell SPRL in Q2 2007;
Acquisition of 50% of Actuapedia NV in Q3 2007;
50% shareholding in newly-founded Actuamedia NV in Q3 2007;
Acquisition of 80% of Fnap Media NV in Q4 2007;
Acquisition of an additional 50% in Algo Communication SARL and A Nous Province SAS in Q4 2007.

In 2007 Roularta Media Group NV also acquired the business assets of Datanews, Texbel, Tailor Made and related websites.

Prospects

2007 was a transitional year, in which EUR 13 million of extraordinary charges, write-downs and restructuring charges were recorded. In 2008 the effects of the restructuring and reorganization at Groupe Express-Roularta should become visible. Both sales and reach figures according to the latest OJD (net distribution) and AEPM (reach) studies are very good (see separate press release).

The Belgian printing activities continue to evolve positively with new initiatives on the Freepress division level. The magazine advertising market remains, however, uncertain.

The new printing infrastructure will deliver its first results in 2008 in the form of greater productivity and unlimited colour printing possibilities for newspapers and freesheets.

In the audiovisual field, radio continues to grow with Q-Music and the relooked 4FM. In the TV area, digital income is growing from, among other things, video on demand, JIM mobile is growing, and there are plans to launch a children's station.

Internet activities are beginning to provide additional sales revenue.

Statutory auditor's report

The statutory auditor has confirmed that his auditing procedures, which have been substantially completed, have revealed no material adjustments that would have to be made to the accounting information included in this press release.

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ROULARTA MEDIA GROUP
CONSOLIDATED KEY FIGURES

in EUR '000	H2/06	H2/07	evolution	31/12/06	31/12/07	evolution
INCOME STATEMENT						
Sales	330.004	376.418	+ 14,1%	609.231	766.824	+ 25,9%
Operating cash flow (EBITDA)	39.018	33.772	- 13,4%	72.466	79.831	+ 10,2%
Operating profit (EBIT)	26.483	15.847	- 40,2%	51.089	49.563	- 3,0%
Net finance costs	-1.480	-7.576	+ 411,9%	-1.993	-13.533	+ 579,0%
Operating profit after net finance costs	25.003	8.271	- 66,9%	49.096	36.030	- 26,6%
Income taxes	-13.778	-8.620	- 37,4%	-23.645	-19.973	- 15,5%
Share in the result of the companies accounted for using the equity method	-8	17		-12	-10	
Net profit of the consolidated companies	11.217	-332	- 103,0%	25.439	16.047	- 36,9%
Minority interests	-217	216	- 199,5%	-653	-108	- 83,5%
Net profit of the Group	11.000	-116	- 101,1%	24.786	15.939	- 35,7%
EBITDA (1)	39.018	33.772	- 13,4%	72.466	79.831	+ 10,2%
EBITDA (margin)	11,8%	9,0%		11,9%	10,4%	
EBIT	26.483	15.847	- 40,2%	51.089	49.563	- 3,0%
EBIT (margin)	8,0%	4,2%		8,4%	6,5%	
Net profit of the Group	11.000	-116	- 101,1%	24.786	15.939	- 35,7%
Net profit of the Group (margin)	3,3%	0,0%		4,1%	2,1%	
Net current profit (2)	16.477	4.270	- 74,1%	31.007	23.145	- 25,4%
Current cash flow (3)	26.923	18.194	- 32,4%	50.053	47.095	- 5,9%
CONSOLIDATED KEY FIGURES PER SHARE						
EBITDA	3,62	3,18		6,79	7,46	
EBIT	2,46	1,49		4,79	4,63	
Net profit of the Group	1,02	-0,01		2,32	1,49	
Net profit of the Group after dilution	1,01	-0,01		2,30	1,47	
Net current profit	1,53	0,40		2,91	2,16	
Current cash flow	2,50	1,71		4,69	4,40	
Gross dividend				0,75	0,75	
Weighted average number of shares	10.781.052	10.632.093		10.667.825	10.699.646	
Weighted average number of shares after dilution	10.898.988	10.734.017		10.797.661	10.825.112	

BALANCE SHEET				31/12/06	31/12/07	evolution
Non current assets				659.205	687.076	+ 4,2%
Current assets				326.329	321.890	- 1,4%
Balance sheet total				985.534	1.008.966	+ 2,4%
Equity - Group's share				284.839	283.675	- 0,4%
Equity - minority interests				12.863	12.600	- 2,0%
Liabilities				687.832	712.691	+ 3,6%
Liquidity (4)				0,8	1,0	+ 25,0%
Solvency (5)				30,2%	29,4%	- 2,6%
Net financial debt				221.415	247.745	+ 11,9%
Gearing (6)				74,4%	83,6%	+ 12,4%
Return on equity (7)				8,7%	5,6%	- 35,6%
Number of employees at closing date (8)				3.101	3.134	+ 1,1%

(1) EBITDA = EBIT + depreciation, write-down and provisions

(2) Net current profit = net profit of the Group + impairment losses + restructuring costs net of taxes.

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

(4) Liquidity = current assets / current liabilities

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

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

(7) Return on equity = net profit of the Group / equity (Group's share).

(8) Joint ventures proportionally included.

ROULARTA MEDIA GROUP
CONSOLIDATED KEY FIGURES BY DIVISION

in EUR '000	PRINTED MEDIA					
	H2/06	H2/07	% evol.	31/12/06	31/12/07	% evol.
INCOME STATEMENT						
Sales	243.761	290.703	+ 19,3%	437.218	592.653	+ 35,6%
Operating cash flow	27.092	25.157	- 7,1%	53.027	54.746	+ 3,2%
Operating profit (EBIT)	19.559	13.174	- 32,6%	38.643	33.294	- 13,8%
Net finance costs	-1.232	-7.273	+ 490,3%	-1.482	-13.041	+ 780,0%
Operating profit after net finance costs	18.327	5.901	- 67,8%	37.161	20.253	- 45,5%
Income taxes	-10.993	-4.788	- 56,4%	-18.836	-10.783	- 42,8%
Share in the profit of the companies accounted for using the equity method	-8	17		-12	-10	
Net profit of the consolidated companies	7.326	1.130	- 84,6%	18.313	9.460	- 48,3%
Minority interests	-263	-123	- 53,2%	-888	-662	- 25,5%
Net profit of the Group	7.063	1.007	- 85,7%	17.425	8.798	- 49,5%
EBITDA	27.092	25.157	- 7,1%	53.027	54.746	+ 3,2%
EBITDA (margin)	11,1%	8,7%		12,1%	9,2%	
EBIT	19.559	13.174	- 32,6%	38.643	33.294	- 13,8%
EBIT (margin)	8,0%	4,5%		8,8%	5,6%	
Net profit of the Group	7.063	1.007	- 85,7%	17.425	8.798	- 49,5%
Net profit of the Group (margin)	2,9%	0,3%		4,0%	1,5%	
Net current profit	11.887	1.982	- 83,3%	22.491	12.593	- 44,0%
Current cash flow	17.331	13.375	- 22,8%	34.544	31.138	- 9,9%

in EUR '000	AUDIOVISUAL MEDIA					
	H2/06	H2/07	% evol.	31/12/06	31/12/07	% evol.
INCOME STATEMENT						
Sales	90.189	89.313	- 1,0%	179.285	181.310	+ 1,1%
Operating cash flow (EBITDA)	11.927	8.613	- 27,8%	19.440	25.085	+ 29,0%
Operating profit (EBIT)	6.924	2.673	- 61,4%	12.446	16.269	+ 30,7%
Net finance costs	-248	-304	+ 22,6%	-511	-492	- 3,7%
Operating profit after net finance costs	6.676	2.369	- 64,5%	11.935	15.777	+ 32,2%
Income taxes	-2.785	-3.832	+ 37,6%	-4.809	-9.190	+ 91,1%
Net profit of the consolidated companies	3.891	-1.463	- 137,6%	7.126	6.587	- 7,6%
Minority interests	46	339	- 637,0%	235	554	- 135,7%
Net profit of the Group	3.937	-1.124	- 128,5%	7.361	7.141	- 3,0%
EBITDA	11.927	8.613	- 27,8%	19.440	25.085	+ 29,0%
EBITDA (margin)	13,2%	9,6%		10,8%	13,8%	
EBIT	6.924	2.673	- 61,4%	12.446	16.269	+ 30,7%
EBIT (margin)	7,7%	3,0%		6,9%	9,0%	
Net profit of the Group	3.937	-1.124	- 128,5%	7.361	7.141	- 3,0%
Net profit of the Group (margin)	4,4%	-1,3%		4,1%	3,9%	
Net current profit	4.590	2.287	- 50,2%	8.516	10.552	+ 23,9%
Current cash flow	9.593	4.816	- 49,8%	15.510	15.957	+ 2,9%

ROULARTA MEDIA GROUP - CONSOLIDATED BALANCE SHEET

ASSETS (in thousands of euros)	31/12/06	31/12/07
NON CURRENT ASSETS	659.205	687.076
Intangible assets	428.417	443.698
Goodwill	56.422	65.028
Property, plant and equipment	158.420	166.994
Investments accounted for using the equity method	78	418
Financial assets	6.945	3.802
Trade and other receivables	2.173	1.525
Deferred tax assets	6.750	5.611
CURRENT ASSETS	326.329	321.890
Inventories	52.431	53.658
Trade and other receivables	221.881	227.917
Financial assets	3.142	2.229
Cash and cash equivalents	38.464	27.492
Deferred charges and accrued income	10.411	10.594
TOTAL ASSETS	985.534	1.008.966

LIABILITIES (in thousands of euros)	31/12/06	31/12/07
EQUITY	297.702	296.275
Group's equity	284.839	283.675
Issued capital	170.251	170.687
Treasury shares	-4.920	-18.362
Capital reserves	-253	729
Revaluation reserves	18	3.007
Reserves	119.675	127.519
Translation differences	68	95
Minority interests	12.863	12.600
NON CURRENT LIABILITIES	284.639	376.195
Provisions	12.289	8.528
Employee benefits	7.582	8.186
Deferred tax liabilities	134.656	139.344
Financial liabilities	127.557	218.046
Trade payables	2.097	1.553
Other payables	227	145
Financial derivatives	231	393
CURRENT LIABILITIES	403.193	336.496
Financial liabilities	135.464	59.420
Trade payables	146.188	153.398
Advances received	52.755	54.488
Social debts	38.115	38.910
Taxes	1.545	1.782
Other payables	20.541	21.658
Accrued charges and deferred income	8.585	6.840
TOTAL LIABILITIES	985.534	1.008.966