Roularta Media Group

TV NEWS NEWSPAPERS FREE PRESS RADIO MEDIA NEWSLETTERS MAGAZINES PRINTING INTERNET SERVICES SEMINARS

ANNUAL REPORT 2008

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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 Vlan.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.

'Never waste a good crisis'

(dixit Hillary Clinton)

by Baron Hugo Vandamme, chairman of the board of directors

In last year's annual report we wrote that 2008 would be an exciting year. Little did we imagine then what we would experience in the fourth quarter. Every economic activity has its own story to tell. For a media group like Roularta it is that of the advertising market. Roularta is increasing its market share, but the global advertising market has gone sharply into reverse, in France in particular and also in Belgium, and this trend is clearly continuing into the first months of 2009.

For Roularta this crisis requires us to be more innovative and more creative. Management and employees across the Group are working on this. New initiatives are being taken in all parts of our business. Knack and Le Vif/L'Express are appearing twice-weekly. Steps is being printed on glossy paper and from now on distributed along with De Zondag. Our business news station Kanaal Z/Canal Z is sharing facilities with Vlaamse Media Maatschappij, for even faster communication at lower costs.

In France, L'Express, L'Expansion, Mieux Vivre Votre Argent and Point de Vue have been remodelled. Classica has been merged with Le Monde de la Musique, given a new layout and is now collaborating with Radio Classique. Film magazines Studio and Ciné Live have merged into a new magazine Studio/Ciné Live, at once market leader.

Structures have been slimmed and working methods changed. In France this encompasses the entire prepress process. In Belgium all administrative tasks have been optimised and cost savings introduced. Right through the company there is a concern to keep down our fixed costs.

This combination of creativity and organisational optimisation should make Roularta fit and able to tackle the financial and economic crisis.

Roularta's subscription portfolios, both at home and abroad, are holding their ground. Readers, viewers and listeners are keen to continue to remain well-informed.

On the other hand we are waiting for the advertising market to gather a new head of steam. An awareness is growing that, for best returns, one needs to advertise while the competition is not. Roularta, with its full 360° approach, offers various formulas to see advertisers through difficult times.

In the printing works we are already reaping the fruits of our major investments. The new Colorman heatset press, the two other new magazine presses and the new finishing installations mean that we can now print in-house most of the magazines from our French activities. This is good for profits.

2009 is going to be another exciting year. A year in which to make that extra effort.

Hugo Vandamme
Chairman of the board of directors

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5 Vlaamse Media Maatschappij,
Medialaan 1, 1800 Vilvoorde

Roularta: stable in times of crisis

by Rik De Nolf, CEO

Roularta Media Group achieved a small growth in sales in 2008. All in all this is a creditable result in a difficult period, in which, from the second half onwards, the advertising market was already feeling the consequences of the financial and economic crisis. Structural measures have meanwhile been taken to arm the Group against the crisis, while fresh new initiatives are offering new opportunities for expansion.

Key figures for 2008, compared with 2007

- **Sales** rose by 1.9% from EUR 766.8 million to EUR 781.6 million.
- **EBITDA** fell by 15.9% from EUR 79.8 million to EUR 67.1 million. **EBIT** margin was 8.6%, compared with 10.4% in 2007.
- **EBIT** fell by 34% from EUR 49.6 million to EUR 32.7 million. EBIT margin amounted to 4.2% compared with 6.5% in 2007.
- **Net Group profit** reduced by 13.7% from EUR 15.9 to 13.8 million, giving a margin of 1.8% compared with 2.1% in 2007.
- **Net current profit** fell by 13.4% from EUR 23.1 million to EUR 20.0 million.
- **Current cash flow** rose by 5.7% from EUR 47.1 million to EUR 49.8 million.
- **Cash flow** rose by 4.2% from EUR 46.2 million to EUR 48.2 million.
- Profit per share was down from EUR 1.49 in 2007 to EUR 1.29 in 2008.

Printed Media in 2008

Sales in the Printed Media division rose by EUR 17.5 million or 3%, from EUR 592.7 to 610.2 million. The new acquisitions, including the German titles (seniors' magazines, home decoration and gardening magazines, children's and parents' magazines), Effect, Het Gouden Blad, Data News and the new city magazines in Croatia and Serbia, represent a sales increase of EUR 9.9 million, whilst the divestment of Grieg Media and Cap Publishing reduced sales by EUR 2.0 million. Sales of existing products increased by EUR 9.6 million or 1.6%.

Freesheet sales rose by 2.7%, of which 2.4% can be ascribed to the acquisitions of Effect, Het Gouden Blad, the new city magazines in Croatia and Serbia and to the increase in our shareholdings in A Nous Province and Algo Communication. De Streekkrant/De Weekkrant, De Zondag and the Steps city magazines posted a futher 0.3% organic growth.

Advertising revenue at Krant van West-Vlaanderen fell by 2.3%.

Magazine advertising income fell by 1.1%. The new shareholdings (including the German titles and Data News), less the sale of Grieg Media and Cap Publishing, represent an increase of 0.7%, while sales of existing titles fell by 1.8%.

The readers' market advanced by 4.6%, 1.9% from acquisitions, and 2.7% from internal growth of existing titles.

EBITDA fell by 21.9% from EUR 54.7 to 42.8 million, giving a margin of 7.0% compared with 9.2% in 2007. **Operating profit** (EBIT) fell by 51.1% from EUR 33.3 to 16.3 million, giving a margin of 2.7% compared with 5.6% in 2007. The **net profit of the Group's printing activities** amounted to EUR 1.2 million compared with EUR 8.8 million in 2007.

The **net current profit** fell by 57.2% from EUR 12.6 million to 5.4 million, and **current cash flow** by 6% from EUR 31.1 million to 29.3 million.

Various factors influenced the margins and net result of the Printed Media division:

- EUR 2.6 million of impairment losses were recorded on titles and goodwill.

- A write-down of EUR 1.6 million was taken on the terminated Actuapedia activity.

Roularta Media is also active in audiovisual media.

- EUR 1.3 million of trade receivables were written off in connection with the terminated activity of DMB-Balm in France.

- At Groupe Express-Roularta, a total of EUR 2.4 million of restructuring costs were recorded for redundancy payments at Studio Press, Studio Magazine, Mieux Vivre and L'Etudiant, as well as removal costs at L'Etudiant.

- At Studio Press and Studio Magazine, EUR 0.8 million of provisions were set up for redundancy payments.

- Following the publication of an option plan for senior managers at the start of 2008, an additional personnel charge of EUR 0.4 million was recorded, in accordance with IFRS 2.

- Rolling out three new printing presses and the related finishing equipment in the new Roeselare print works brought extraordinary costs, including additional paper consumption, temporary outsourcing of printing jobs and training costs.

- We also experienced a general increase in promotion costs, transport costs, energy costs and personnel costs.

- We realised a capital gain of EUR 4.3 million on the sale of our participation in Grieg Media (Vi over 60 seniors' magazine in Norway).
- Financing costs rose by a net EUR 0.7 million owing to the increase in the negative market value of a number of swap contracts in the context of ongoing loans.

Audiovisual Media in 2008

Sales by the Audiovisual Media division fell from EUR 181.3 to 179.2 million (- 1.2%). The acquisition of 4FM radio (since May 2007) represents a sales increase of EUR 1.1 million. Sales of existing products decreased by EUR 3.2 million or 1.8%. This fall is the combined effect of a EUR 3.2 million rise in TV and internet sales and a EUR 6.4 million fall in the production of optical disks at Vogue Trading Video.

EBITDA fell by 2.9% from EUR 25.1 to 24.4 million, with a margin of 13.6% against 13.8% in 2007. **Operating profit (EBIT)** rose by 1.1% from EUR 16.3 to 16.4 million, giving a margin of 9.2% compared with 9.0% in 2007.

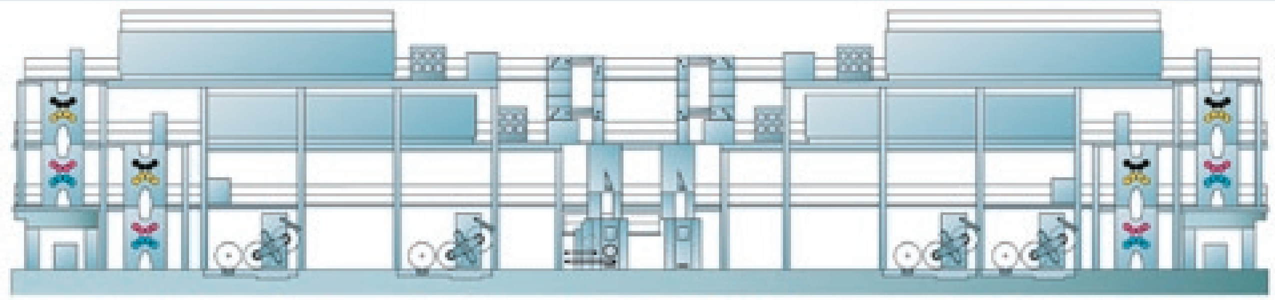
The rise in EBIT can be explained among other things by the fact that in 2007, a EUR 3.4 million impairment loss was taken on the goodwill of Vogue Trading Video, while in 2008, EUR 2.0 million of additional depreciation was recorded on machinery and a EUR 0.3 million capital gain realised on the sale of a property owned by Vogue Trading Video.

Net Group profit was EUR 12.6 million against EUR 7.1 million in 2007 (+ 76.5%). This increase is largely due to the reduced tax pressure in 2008, among other things due to the liquidation of NV Vlacom.

Net current profit rose by 38.7% from EUR 10.6 to 14.6 million and **current cash flow** by 28.6% from EUR 16.0 to 20.5 million.

Balance sheet

Equity at 31 December 2008 was EUR 329.3 million compared with EUR 296.3 million at 31 December 2007. Capital rose by EUR 32.3 million in 2008 through two exercises of warrants in January and May in a total of EUR 0.3 million and a EUR 32 million capital increase on 16 December 2008. The 'treasury shares' item, which is deducted from equity, has risen by EUR 4.0 million, due to the purchase of treasury shares for the option plan concluded at the end of March 2008. Consolidated reserves have increased by a net EUR 5.8 million, being the balance of earnings for 2008 (EUR 13.8 million) less dividends paid (EUR 8.0 million). Capital reserves have risen by EUR 1.2 million as a result of share-based payments. Revaluation gains are down by EUR 0.9 million as a result of a fall in the market value of cash flow hedges. Minority interests have fallen by EUR 1.4 million.



The world's largest heatset double-width newspaper press is installed at Roularta, Belgium. Each of the four Colorman 4-high towers is equipped with a horizontal MEGTEC dryer. The press has two quarterfolders to allow separate production of tabloid or broadsheet products. *Source MAN Roland.*

At 31 December 2008, **net financial debt** stood at EUR 165.4 million, down EUR 82.4 million on the figure at 31 December 2007. This fall is due to the reduction in financial debt and to an increase in cash and equivalents as a result, among other things, of the December 2008 capital increase. This gives us a **gearing** (net financial debt to equity) of 50.2% compared with 83.6% on 31 December 2007.

Investments (CAPEX)

In 2008 **the new printing works in Roeselare** came into operation. The building works were completed in the second half of 2008. The Colorman heatset press is the largest heatset press ever built. It can print two publications of 64 or combined 128 pages tabloid format in full colour heatset on glossy paper stapled inline in a single go. This is the equivalent of a 256 page magazine.

Two new magazine presses, one 72 pages and another 16 pages including lacquer towers, have also been brought into use.

New Ferag and Unidrum collating machines allow large print runs to be finished in-house.

Only the 16 page press will enter the accounts in 2009 after which no further investments in the printing works are planned for several years to come.

Krant van West-Vlaanderen:
412,000 CIM readers,
distribution 77,740 copies

The news magazines
Knack: 661,000 CIM readers, distribution 126,646 copies
Le Vif/L'Express: 415,000 CIM readers, distribution 85,777 copies
Knack Weekend: 514,000 CIM readers, distribution 126,646 copies
Le Vif Weekend: 280,000 CIM readers, distribution 85,777 copies
Focus Knack: 439,000 CIM readers, distribution 126,646 copies
Focus Vif: distribution 85,777 copies
Sport/Voetbalmagazine: 420,000 CIM readers, distribution 58,065 copies

The business magazines
Trends: 226,000 CIM readers, distribution 43,776 copies
Cash: 226,000 CIM readers, distribution 43,776 copies
Moneytalk: 300,000 CIM readers, distribution 54,997 copies
Bizz: 100,000 CIM readers, distribution 21,220 copies

Belgium

In Belgium work already started at the end of 2008 on a number of measures and initiatives in the various divisions to push down the Group's costs.

In the Printed Media business this should produce EUR 15 million of savings, given that a series of major French printing orders, which were previously contracted out, are now, one after another, being printed at Roularta Printing.

All should cushion the fall in advertising revenue from the financial and economic crisis.

In the meantime the readers market in Belgium is holding firm with stable subscriber portfolios.

Krant van West-Vlaanderen

Roularta's first publication, the West Flemish weekly **KW Krant van West-Vlaanderen**, is experiencing a second youth. The new printing presses can now print the newspaper with thousands of photos of local community life in full colour, with a positive effect on subscription and newsstand sales. The price per issue is now 2.50 euros, twice that of a daily newspaper, for a double newspaper: that is a provincial newspaper (identical for the entire province) combined with a city newspaper (one of the 11 editions, some of them with titles that go back more than 100 years: **Brugsch Handelsblad, Kortrijks Handelsblad, Het Wekelijks Nieuws, De Zeewacht, De Weekbode**).

The news magazines

Weekly magazines **Knack** and **Le Vif/L'Express** are scheduled to appear twice-weekly from June 2009, that is an additional edition of Knack on Fridays and of Le Vif/L'Express on Tuesdays. Each Knack (and Le Vif/L'Express) Extra will present a feature file on a current topic, history, science, health, portraits of famous figures, etc. These Knack (and Le Vif/L'Express) Extra editions will appear 18 times a year printed on luxury paper and with varnished covers.

Together with **Knack Weekend** (**Le Vif Weekend**) and **Focus Knack** (**Focus Vif**), this combination of news, lifestyle and entertainment is the best guarantee for a stable subscriber portfolio. Growth potential exists via the younger target groups.

Sport/Voetbalmagazine en **Sport/Foot Magazine** showed good results in 2008. That is traditionally the case in years in which a European Football Championship or World Cup takes place. Line extensions and special issues, such as the 'Formula 1 guide' and 'Cycling Guide' sustained further growth.

The business magazines

From now on **Trends** (Du/Fr) is being published with stock market magazine **Cash** as a centre insert.

Monthly magazine **Moneytalk** (Du/Fr) is now published in 75,000 copies. As well as being part of the Trends package, 20,000 copies are sold separately via subscriptions and on newsstands.

The same Cash and Moneytalk specialist team also provides the stock market reporting on business TV station **Kanaal Z/Canal Z** and for the **Inside Beleggen** (**L'Initié de la Bourse**) newsletter, subscriptions to which are continuing to grow in these times of crisis. Inside Beleggen was the only medium that informed investors in good time of the pending crisis and its model portfolio outscored all the others.

Within this context a number of special initiatives are organised like the Trends Gazelles (the fastest growing companies, which meet at ten or so events a year in each province), Trends readers rendez-vous, the Trends CEO Summit, the Trends Manager of the Year, Share Day, etc.

Trends Top is the database with figures and key names for Belgium's Top 100,000 companies. Available on DVD and online, it comes with a geomarketing module and other tools that make it an essential in-

The newsletters

The senior citizen magazines
Plus België: 469,000 readers, distribution 142,331 copies

The niche magazines
Royals: 197,000 CIM readers, distribution 30,000 copies
Télépro: 524,000 CIM readers, distribution 143,416 copies
Gentleman: 150,000 readers, distribution 25,417 copies
Nest: 625,000 CIM readers, distribution 156,256 copies
Ik ga Bouwen: 103,000 CIM readers, distribution 14,046 copies
Grande: 250,000 CIM readers, distribution 28,392 copies
Bodytalk: 50,000 readers, distribution 12,470 copies

Roularta Medica

strument for every commercial enterprise. Top 30,000 and Top Bouw appear in print as annual directories. From the Top database come also the data for Trends Gazelles, the Top of the graphic business, the IT world, etc., published by Roularta's professional magazines.

Monthly magazine **Bizz** (**Du/Fr**) is directed at enterprising entrepreneurs and intrapreneurs. Bizz also organises Bizz Breakfast, the Leaders of Tomorrow project, etc.

The newsletters

Fiscoloog/Le Fiscologue has improved its service with a new web version, as have **Balans/Bilan** and **TRV** (Tijdschrift voor Rechtspersoon en Vennootschap).

The online service **beursgrafiek.be** is planning an international extension.

Senior citizen magazines

In the senior magazines sector, Roularta continues to grow with **Plus Magazine** in Belgium, the Netherlands and Germany (where the original 'Lenz' title was recently changed to Plus). These magazines are published in a joint venture partnership with France's Bayard group.

In the Netherlands a whole business has come into being around Plus, including an important 50PlusBeurs (50%), a specialist advertising sales management unit (25%), websites plus.nl and gezondheidsnet.nl (50%) and other derivative initiatives like the magazines Plus Puzzels, Plus Woman, Plus Tuinieren (gardening) etc.

In Norway the title Vi over 60 has been sold for a substantial capital gain.

In Spain expansion has been put on the back burner given the current economic situation.

The niche magazines

In early 2009 our monthly magazine **Royals** (Du/Fr) was given a new layout. Like Point de Vue in France (and in Belgium), most of the income comes from the cover price, but here too opportunities exist to achieve more advertising income.

Télépro, another joint publication with Bayard, has also received a new layout, and is now easily the second largest weekly magazine in French-speaking Belgium, with more than 100,000 postal subscribers and 50,000 newsstand copies sold every week. Advertising sales management was entrusted at the start of 2009 to RMB (RTBF), giving new promotional possibilities.

The 'health' monthly **Bodytalk/Equilibre** has achieved a sufficient paid circulation to provide positive earnings, despite not accepting advertising income.

The 'man's lifestyle magazine' **Gentleman (Du/Fr)**, originally for newsstand sale only, is now also being delivered by subscription. Twice a year a new supplement **Ladies & Gentleman** is added.

The 'countrymagazine' **Nest (Du/Fr)** has reached a circulation of almost 200,000 copies. Nest is published 6 times a year, plus twice a year Nest Wonen/Déco, twice a year Nest Koken/Saveurs and once a year Nest Kust and Nest Ardennen.

The monthly magazine **Ik ga Bouwen/Je vais Construire** has improved structurally by concentrating on its core business, a series of strong annual directories and events and a new website ikgabouwen.be which includes bouwmeester.be.

The monthly magazine **Grande (Du/Fr)**, in addition to its regular monthly edition, now publishes the additional country 'discovery' magazines Ontdek Frankrijk, Ontdek Italië, Ontdek Spanje and Citytrips specials.
The new grande.be website already has 110,000 unique visitors per month.

Roularta Medica

Roularta's portfolio of medical

Roularta Professional Information
ITM: 55,000 CIM readers, distribution 27,364 copies

GO: magazine, directory and Carrièregids

Free Regional Press
De Streekkrant/De Weekkrant: 3,232,000 CIM readers
De Zondag: 2,076,000 CIM readers
Steps City Magazine: 1,553,000 CIM readers
Vlan.be: 1,400,000 unique visitors per month

journals has been restructured. Today, Roularta Medica publishes weekly **de Huisarts/le Généraliste**, montlhy '**Trends voor Specialisten**', and fortnightly **de Tandarts/le Dentiste** and **de Apotheker/le Pharmacien**.
Each magazine reaches the entire target group by means of controlled circulation. This sector is visibly less impacted by the economic crisis.

Roularta Professional Information

Roularta's B2B magazines are having to contend with the crisis in the advertising world. **Industrie Technisch Management**, **Facilities, Grafisch Nieuws, M&C Publishing, Texbel** and their French-language editions are distributed via controlled circulation, that is all readers have requested the subscription or are paying members of a professional organisation.The IT magazines **Datanews** and **Business ICT** are diversifying by developing their websites and organising events and awards
Specialised sites – datanewsjobs.be and ingenieursjobs.be – are being organised for job advertising.

GO

The GO team specialises in media aimed at career starters and career makers.
GO Magazine (powered by Knack / Le Vif/L'Express) is published twice-yearly and distributed on campuses and at job marts for final year students.
GO also publishes two directories: **GO Startersgids** (for final year students) and Knack/Le Vif/L'Express **GO Carrièregids**.

New is the **GO module**, a multimedia module for posting jobs in the print media (Knack or Le Vif/L'Express), internet (via an advertorial in Roularta's electronic newsletters), on the vlan.be jobsite and on the specialised datanewsjobs.be and ingenieursjobs.be sites) and TV (via a rolling newspaper on Kanaal Z/Canal Z).

Free Regional Press

Roularta's freesheets continue to perform well. Job ads only are down, but much less than in the daily newspaper supplements. The new formula of the glossy free magazine **Steps** is proving a success, thanks to the colour printing on glossy paper and distribution via the De Zondag network. **De Streekkrant** has been strengthened by the integration of a number of small titles acquired in 2008, and **De Zondag** continues to grow.

Alongside De Streekkrant (De Weekkrant in Limburg), distributed in 50 large-format weekly editions to every letterbox in Dutch-speaking Belgium, Roularta also publishes in East and West Flanders a whole range of local tabloid freesheets, distributed door to door. These have kept their traditional local titles and are aimed at very local advertisers.

Roularta does not publish any French-language freesheets, but cooperates with Rossel in national-level advertising sales management via their 50/50 First Media joint venture. An agreement has recently been reached with the CIM (Centrum voor Informatie over de Media) on the communication of sales figures for national and regional advertising in door-to-door freesheets. This will permit a more correct evaluation of their position within the global media landscape.

The classified ads **site** vlan.be (vlanimmo.be, vlanauto.be, vlanjobs.be and vlanshop.be), another 50/50 joint venture between Rossel and Roularta, is gradually taking a dominant position on the internet. Sales growth here is spectacular.

Radio and TV

In audiovisual media, Vlaamse Media Maatschappij (50% Roularta) is doing well with strong programming and rising viewer figures for **VTM**, new plans for the second station **2BE** and launching radio **JoeFM** (in place of 4FM). Music broadcaster JimTV is earning additional income via Jim Mobile and radio **Q-Music** as market

RNews, with knack.be, levif.be, trends.be cash.be, datanews.be etc.
- 2,000,000 unique visitors per month
- 20,000,000 pageviews per month

leader now reaches over 28% of the 18-44 age group.

Right now it is impossible to come up with a good estimate of how radio and TV advertising markets will evolve over the 12 months of 2009. For this reason a restructuring plan has been implemented at VMMa and a savings plan developed. The objective is to achieve the same earnings levels as in 2008.

At business news broadcaster **Kanaal Z**, a new facilities-sharing agreement with VMMa will mean a significant cost reduction. Roularta continues as 100% operator of Kanaal Z/Canal Z, with Roularta Media looking after the advertising side. PPM metrics showed the station's reach to have expanded by 50% in 2008, with income evolving positively thanks to more and more advertising spots and programming partnerships in related business, finance and lifestyle areas.

Roularta also has a 50% share in the Regionale Media Maatschappij (RMM), which is responsible for local TV stations **Focus** and **WTV** and for the **Picstory** production house. This activity remains healthy, thanks to good cooperation with the local, provincial and regional authorities and with distributors Belgacom and Telenet. The national advertising sales management company RTVM (in which Roularta participates along with de Persgroep and Concentra) is facing a difficult advertising market.

The websites

The Belgian internet activities are growing fast. In January 2009 the RNews general portal site (including, among others, knack.be, levif.be and trends.be), counted over 1.6 million unique visitors with interesting profiles and more than 4.5 million pageviews per month. vlan.be, the classifieds site shared by Rossel and Roularta, had over 1.4 million unique viewers and 58.6 million pageviews. Since July 2008, Roularta Media Online has provided the advertising sales management.

With internet now representing over 3% of sales income, Roularta is continuing to invest in the sites which will soon be available also via mobile.

360 °

This multimedia approach is a major Roularta strength, with print, internet and Kanaal Z television systematically combined in advertising campaigns. With seminars, events, awards, surveys, books and custom magazines, Roularta is offering a total 360-degree service.

Het weekly magazine L'Express
L'Express: 2,316,000 readers (AEPM 2008), distribution 451,344 copies (OJD/DSH 2008)
Styles: 2,316,000 readers (AEPM 07-08), distribution 451,344 copies (OJD/DSH 2008 L'Express)

The L'Etudiant group

The 'Business' cluster
L'Expansion: 793,000 readers (AEPM 2008), distribution 161,662 copies (OJD/DSH 2008)
Mieux Vivre Votre Argent: 1,022,000 readers (AEPM 2008), distribution 249,918 copies (OJD/DSH 2008)
L'Entreprise: 828,000 readers (AEPM 2008), distribution 83,133 copies (OJD/DSH 2008)

The 'Decoration' cluster
Côté Est: 510,000 readers (AEPM 2008), distribution 53,426 copies (OJD/DSH 2008)
Côté Sud: 1,523,000 readers (AEPM 2008), distribution 120,684 copies (OJD/DSH 2008)
Côté Ouest: 1,157,000 readers (AEPM 2008), distribution 85,605 copies (OJD/DSH 2008)
Maison Magazine: 1,554,000 CIM readers, distribution 135,326 copies (OJD/DSH 2008)
Maison Française: 754,000 readers (AEPM 2008), distribution 110,768 copies (OJD/DSH 2008)
Idéat: 450,000 readers, 70,495 copies (OJD/DSH 2008)

France

From the second half of 2008 onwards a sharp downturn in the French advertising market was already visible. Roularta Media France was able to increase its market share, but not enough to offset the fall in advertising income.

A major cost saving programme was immediately worked out, with a number of initiatives in order to function in a more rational manner. A restructuring plan has been introduced with a PSE (Plan de Sauvegarde de l'Emploi) based on voluntary redundancies. A number of outsourcing deals have been renegotiated. The overall savings round will pare the cost structure in France by EUR 15 million on an annual basis.

All French activities have since been regrouped at a single location at rue de Châteaudun 29 in Paris. The Express Roularta Services advertising sales management office serves all magazines and websites. A new 'Fabrique à idées' (ideas factory) unit is developing original communication projects with the editorial offices and the marketing team.

At the start of 2009 L'Express, L'Expansion, L'Entreprise, Mieux Vivre Votre Argent and Point de Vue were all given new layouts.

Weekly magazine L'Express

Net distribution of weekly magazine **L'Express** has risen slightly. L'Express is benefiting from further growth in the lifestyle advertising area via **L'Express Styles**, which the advertising world is discovering more and more as the ideal formula for reaching a large 'feminine' target group with a very high quality profile.

Réussir, the third part of the L'Express package, produced in a joint venture with Le Figaro, is suffering from the tightening job market.

Meantime the Group's internet activity in France is growing, and l'express.fr is now France's fourth largest media site with 3.5 million unique visitors a month. The many online initiatives of the various magazines in the business, lifestyle and cultural areas together offer a highly varied and very complete news offering.

The L'Etudiant group

The L'Etudiant group is also growing with its student fairs and its internet activities (the largest site in its field with over 1 million unique visitors). Advertising income in this branch is clearly shifting from print to internet. But the monthly **L'Etudiant** magazine is holding its ground thanks to its subscription portfolio and the book division.

The 'Business' cluster

The monthly magazines **L'Expansion** and **L'Entreprise** are strong brands that are increasingly organising special initiatives like events, seminars, awards and newsletters such as La Lettre de L'Expansion, Résumés, Le Tableau de Bord, L'Expansion Management Review etc.

The monthly magazine **Mieux Vivre Votre Argent** and the weekly newsletter **La Lettre de la Bourse** are standing their ground on the readers' market. MVVA has lost advertising income given the difficult times in the stock market world, but the newsletter has started earning advertising income via its website.

The 'Decoration' cluster

Groupe Express-Roularta is launching two new theme magazines in spring 2009, **Côté cuisines et bains** and **Côté terrasses et jardins**, continuing the growth of the 'Côté Maisons' group. In 2008 **Côté Paris** was successfully launched alongside existing titles **Côté Sud**, **Côté Ouest** and **Côté Est**.

With 'Côté Maisons', **Maison Magazine, Maison Française** and **Idéat**, GER's 'pôle décoration' is the clear market leader for advertising in quality home and gardens magazines.

The cluster 'Culture'
Studio Ciné Live: 1,854,000 readers, distribution 118,965 copies
Classica: 300,000 readers, distribution 33,000 copies
Lire: 576,000 readers (AEPM 2008), distribution 80,750 copies (OJD/DSH 2008)

The German titels for seniors, parents and children, decoration and garden.

Design magazine Idéat, published in a joint venture with Laurent Blanc, beat all records in 2008 for advertising income growth (+ 60%) and sales figures (+ 20%).
This was the trend-bucker on the French market.

The 'Culture' cluster

Two mergers were undertaken at the start of 2009.

Studio/Cine Livé, the new title which has grown out of Studio and Ciné Live, has immediately become thé magazine of the film world with a net distribution of 120,000 after just a few issues.

For the music world a joint venture has been established with Les Echos (49%) to publish together **Classica**, incorporating the earlier Le Monde de la Musique.

Thanks to a shared approach with Radio Classique (Groupe Les Echos), this title continues to evolve positively in terms of advertising. The combining of the two subscription portfolios provides a solid basis for the future.

Lire, the booklovers' monthly, is also helping the good performance of this cluster.

Studio Presse

The Studio Presse group brings together a number of specialist niche magazines in the area of music and audio-video-hifi. These magazines no longer really fit into the Group, but in the present economic circumstances, Roularta continues to provide continuity, following a thoroughgoing reorganisation.

Point de Vue

The weekly magazine **Point de Vue** was declared people magazine of the year 2008. Unique in its category, it stands out for its high quality approach.

Germany

In spring 2008 Bayard and Roularta took over the magazine activities of the Weltbild group via a 50/50 joint venture.
As a result the two groups together now publish not only seniors magazine **Plus Magazine** and its female pendant **Frau im Leben**, but also a number of new clusters.
The 'homes and gardens' cluster includes interior decoration magazine **Living & More** and the two gardening magazines **Grün** and **Gärtnern leicht gemacht**. These magazines are published in a joint venture with OZ Verlag (50%). Content from these magazines can potentially serve for new initiatives in the Dutch- and French-language areas.

Sailer Verlag produces in all 9 publications for and about children. These are the quarterly **Schule + Familie** and the monthly **G/Geschichte**, **Hoppla, Olli und Molli, Benni und Teddy, Bimbo, Stafette, Tierfreund** and **I love English**.

The 'parents' magazines' cluster is responsible for the monthly magazine **Leben und Erziehen** and also the magazines **Schwangerschaft und Geburt, Kinder richtig fördern, Babys lernen schlafen, Gesundheit, Mein Kind** and **Gesund Essen**.

These new activities represent total sales of 20 million euros. Paid distribution is approximately 1.6 million copies.

Roularta: Technological innovator

by Erwin Danis, director Premedia

As a multimedia group, Roularta Media Group is active in a number of high-tech sectors. Within its sectors, Roularta Media Group is always searching for new opportunities, giving it the reputation of being an important technological innovator. Roularta Media Group attaches a great deal of importance to Research and Development. These efforts naturally help the Group's internal working procedures, but they also quite often act as the motive force for far-reaching market developments.

In the area of print media, for example, Roularta Media Group did the spadework for a number of Belgian and international standards for describing digital media print preparation methodology and for the electronic exchange of accompanying order information. Standards of this type are fundamentally important in the prepress environment, since technological progress has made it possible to replace traditional analogue plate production via film with fully digital workflows. Extensive standardisation is essential for good quality control with digital workflows of this type. Roularta Media Group's role as a trailblazer in this area is shown by the following and other achievements:

As a founding member of Medibel+, the organisation that combines the Belgian advertising sector (www.medibelplus.be), Roularta Media Group ensured the **breakthrough of the PDF file format in the world of Belgian advertising** as a standard for the delivery of digital advertisements to magazines and newspapers. PDF is desirable in the graphics production workflow because the producer is independent and it has important technical advantages over other file formats. The first PDF standards of Medibel+, describing the specifications that must be met by PDF files to ensure trouble-free prepress processing were launched in February 2001. They were based on the results of a research project by Roularta Media Group, which had already been testing various software packages for the quality control of PDF files in an internal working group and had determined recommended procedures for the creation, control and possible adjustment of delivered PDF files. By providing intensive personal support for its advertisers, Roularta Media Group has also made a significant contribution to raising awareness of PDF among a wider public. The PDF standards of Medibel+ are regularly updated. Roularta Media Group continues to act as a trailblazer within Medibel+: Erwin Danis (RMG Director Premedia) is currently the Chairman of Medibel+.

Encouraged by Roularta Media Group, Medibel+ was present at the birth of **Ghent PDF Workgroup** (GWG, www.gwg.org) in 2002. This has now become an international organisation of graphics sector associations and suppliers from Europe and the United States that, just like Medibel+, has set itself the aim of stimulating digital co-operation in the PDF production workflow by preparing and disseminating practical specifications and working methods. GWG's work has included the development of international PDF standards for various printing processes. These standards are based on ISO standard PDF/X-1a, but set stricter quality requirements. They are therefore referred to as PDF/X Plus standards, which actually correspond to the Medibel+ PDF standards. Roularta Media Group also continues to accept its responsibilities within the international GWG group, where it plays a managerial role via Erwin Danis (General Chairman).

Roularta Media Group is currently making a very timely contribution to the **development of the AdTicket method for digitising the order workflow** between media centres, creative agencies that produce advertisements and publishers/printers. AdTickets make it possible to include information about a specific advertisement delivered in PDF format as metadata in the PDF file. This means that additional information does not need to be sent separately by fax and the client can be certain that the information remains inextricably linked to the PDF contents in the production workflow. Roularta Media Group and Medibel+ launched the first AdTicket in April 2005. Over 300 advertising agencies are already making use of it in Belgium. Roularta Media Group has an electronic form on its website that can be used to directly add the desired metadata during the uploading of PDF advertisements.
GWG, too, has introduced an AdTicket. It adopted the existing Medibel+ AdTicket, which is also fully interchangeable with the AdsML-standard, which is mainly popular in other countries. The globalisation of Medibel+ Ad Ticket is very useful, since the Belgian advertising agencies working with it can now deliver to foreign publishers using the same standard. This project is yet further evidence of Roularta Media Group's technical innovativeness, and the working methods developed by the Group are also being adopted outside Belgium.

Roularta Media Group and Medibel+ launched **the first Belgian standard for delivering digital photographic material**. The purpose of this standard is to ensure that digitally supplied images for publication in magazines or newspapers are of a good basic standard quality. This is the first standard to provide clear instructions to digital photographers and it means that they do not have to manipulate images themselves in order to achieve the best possible print results. Standards have been established for 'News photography' and 'Shootings'. This standard has also been adopted by GWG and is in such a way promoted all over the world.

Roularta Media Group is strongly committed to various research and standardisation projects to **optimise the rotation offset process**. Together with foreign partners in the Color Management Subcommittee of GWG, Roularta Media Group is working on the development of ISO-standardised ICC colour profiles for rotation offset printing.

In 2007 Roularta Publishing, the premedia company of Roularta Media Group, was one of the five finalists in the 'Best Innovator 2007' awards. This prestigious competition organised annually by Strategy Consultants AT Kearney involves ten European countries. Roularta Publishing was nominated due to its unceasing commitment to innovation in the development and implementation of standardised working practices in preparing digital files for printing. These working practices not only led to an improvement in internal efficiency but also benefited the graphic print industry as a whole.

MEMBERS OF THE GHENT PDF WORKGROUP

Printing industry trade associations:
AIDO (Spain), BPIF (United Kingdom), BVDM (Germany), CMBO (The Netherlands), DDPFF (Denmark), Digital AdLab (United Kingdom), ERA (Germany), Febelgra (Belgium), FESPA (United Kingdom), FTA (US), IdeAlliance (US), IDP Group (The Netherlands), IPA (US), Madrid Graphic Arts Cluster (Spain), Medibel+ (Belgium), Nederlands Uitgeversverbond (The Netherlands), PDFX-ready (Switzerland), PPA (United Kingdom), SICOGIF (France), TAGA Italia (Italy), Unic (France), VFG (Austria), VIGC (Belgium), VSD (Switzerland).

Suppliers:
Adobe Systems Incorporated, Adstream, Agfa, Callas, CGS, Dalim, Enfocus Software, EskoArtwork, Global Graphics, GMG, Heidelberg, ICS, Kodak, OneVision, Quark, Screen Europe, Specle.

Consolidated key figures

INCOME STATEMENT	2005	2006	2007	2008	Evolution
Sales	**497,681**	**609,231**	**766,824**	**781,605**	**+1.9%**
Operating cash flow (EBITDA) (1)	**56,034**	**72,466**	**79,831**	**67,126**	**-15.9%**
Operating profit (EBIT)	**38,553**	**51,089**	**49,563**	**32,714**	**-34.0%**
Net finance costs	-1,342	-1,993	-13,533	-14,323	+5.8%
Operating profit after net finance costs	**37,211**	**49,096**	**36,030**	**18,391**	**-49.0%**
Income taxes	-14,882	-23,645	-19,973	-5,626	-71.8%
Share in the profit of the companies accounted for using the equity method	3	-12	-10	-101	
Net profit of the consolidated companies	**22,332**	**25,439**	**16,047**	**12,664**	**-21.1%**
Minority interests	-139	-653	-108	1,091	
Net profit of the Group **Net profit of the Group - margin**	**22,193** **4.5%**	**24,786** **4.1%**	**15,939** **2.1%**	**13,755** **1.8%**	**-13.7%**
EBITDA EBITDA - margin EBIT EBIT - margin	56,034 11.4% 38,553 7.8%	72,466 11.9% 51,089 8.4%	79,831 10.4% 49,563 6.5%	67,126 8.6% 32,714 4.2%	-15.9% -34.0%
Net current profit (2) **Current cash flow (3)**	**22,331** **39,674**	**31,007** **50,053**	**23,145** **47,095**	**20,033** **49,788**	**-13.4%** **+5.7%**

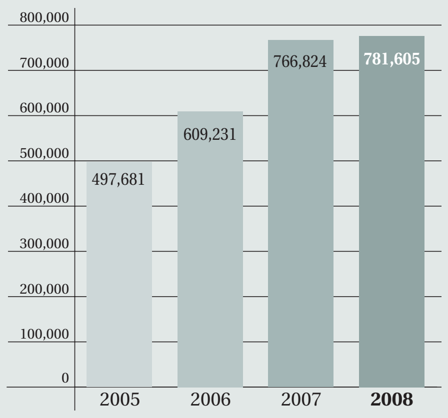
BALANCE SHEET	2005	2006	2007	2008	Evolution
Non current assets Current assets Balance sheet total	274,242 236,810 511,052	659,205 326,329 985,534	687,076 321,890 1,008,966	701,401 382,422 1,083,823	+2.1% +18.8% +7.4%
Equity - Group's share Equity - minority interests Liabilities	215,616 13,297 282,139	284,839 12,863 687,832	283,675 12,600 712,691	318,071 11,249 754,503	+12.1% -10.7% +5.9%
Liquidity (4) Solvency (5) Net financial debt Gearing (6) Return on equity (7)	1.1 44.8% 39,985 17.5% 10.3%	0.8 30.2% 221,415 74.4% 8.7%	1.0 29.4% 247,745 83.6% 5.6%	1.1 30.4% 165,389 50.2% 4.3%	+10.0% +3.4% -33.2% -40.0% -23.2%

(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 on (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).

All financial amounts expressed in thousands of euros.

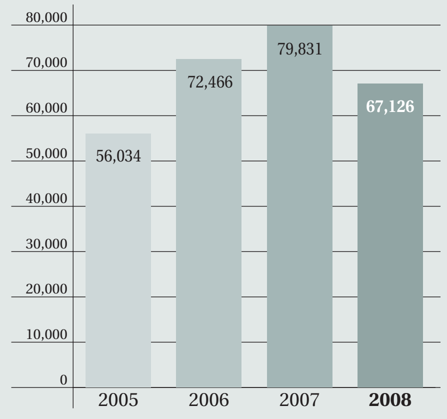
Sales

IN THOUSANDS OF EUROS



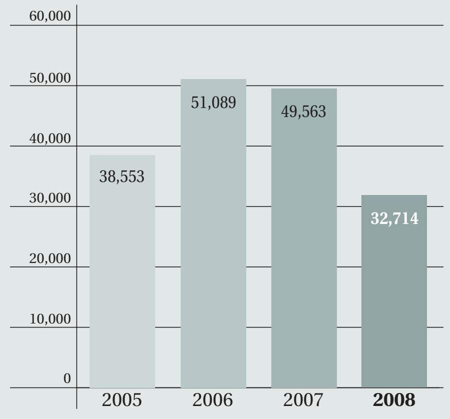
EBITDA

IN THOUSANDS OF EUROS



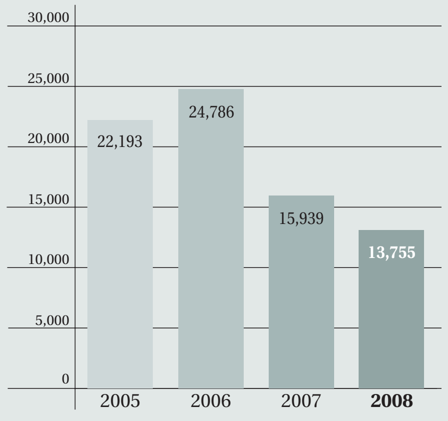
EBIT

IN THOUSANDS OF EUROS



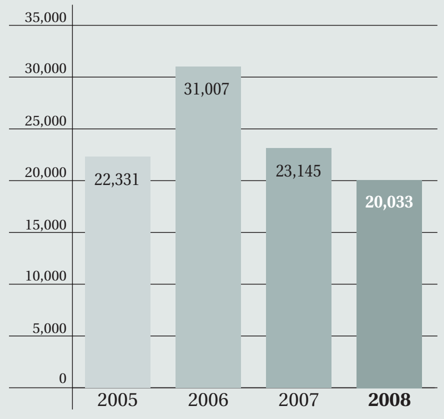
Net profit

IN THOUSANDS OF EUROS



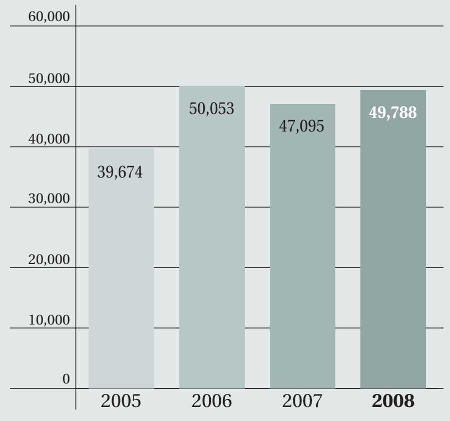
Net current profit

IN THOUSANDS OF EUROS

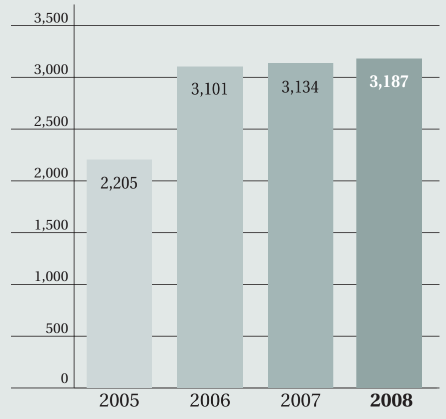


Current cash flow

IN THOUSANDS OF EUROS

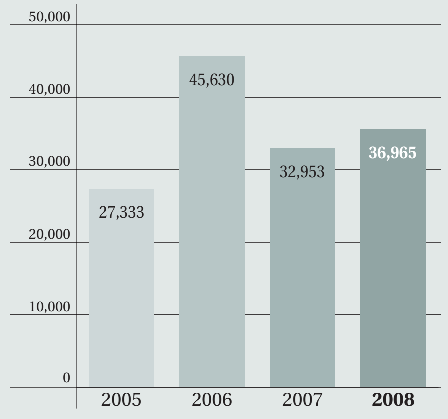


Personnel at year end



Investments (excl. acquisitions)

IN THOUSANDS OF EUROS



Key figures by division

	PRINTED MEDIA					AUDIOVISUAL MEDIA				
	2005	**2006**	**2007**	**2008**	**Evolution**	**2005**	**2006**	**2007**	**2008**	**Evolution**
Sales	**339,391**	**437,218**	**592,653**	**610,177**	**+3.0%**	**165,611**	**179,825**	**181,310**	**179,178**	**-1.2%**
Operating cash flow (EBITDA)	**41,663**	**53,027**	**54,746**	**42,774**	**-21.9%**	**14,371**	**19,440**	**25,085**	**24,352**	**-2.9%**
Operating profit (EBIT)	**30,425**	**38,643**	**33,294**	**16,272**	**-51.1%**	**8,128**	**12,446**	**16,269**	**16,442**	**+1.1%**
Net finance costs	-859	-1,482	-13,041	-13,753	+5.5%	-483	-511	-492	-570	+15.9%
Operating profit after net finance costs	**29,566**	**37,161**	**20,253**	**2,519**	**-87.6%**	**7,645**	**11,935**	**15,777**	**15,872**	**+0.6%**
Income taxes	-12,087	-18,836	-10,783	-1,429	-86.7%	-2,795	-4,809	-9,190	-4,197	-54.3%
Share in the profit of the companies accounted for using the equity method	8	-12	-10	-101		-5				
Net profit of the consolidated companies	**17,487**	**18,313**	**9,460**	**989**	**-89.5%**	**4,845**	**7,126**	**6,587**	**11,675**	**+77.2%**
Minority interests	-413	-888	-662	161	-124.3%	274	235	554	930	-67.9%
Net profit of the Group **Net profit of the Group - margin**	**17,074** **5.0%**	**17,425** **4.0%**	**8,798** **1.5%**	**1,150** **0.2%**	**-86.9%**	**5,119** **3.1%**	**7,361** **4.1%**	**7,141** **3.9%**	**12,605** **7.0%**	**+76.5%**
EBITDA EBITDA - margin EBIT EBIT - margin	41,663 12.3% 30,425 9.0%	53,027 12.1% 38,643 8.8%	54,746 9.2% 33,294 5.6%	42,774 7.0% 16,272 2.7%	-21.9% -51.1%	14,371 8.7% 8,128 4.9%	19,440 10.8% 12,446 6.9%	25,085 13.8% 16,269 9.0%	24,352 13.6% 16,442 9.2%	-2.9% +1.1%
Net current profit **Current cash flow**	**17,212** **28,312**	**22,491** **34,544**	**12,593** **31,138**	**5,394** **29,273**	**-57.2%** **-6.0%**	**5,119** **11,362**	**8,516** **15,510**	**10,552** **15,957**	**14,639** **20,515**	**+38.7%** **+28.6%**

All financial amounts expressed in thousands of euros.

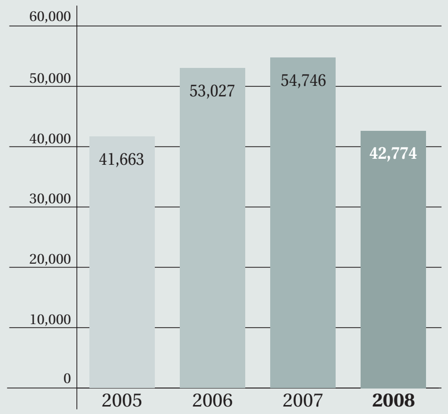
Highlights per share (1)

DESCRIPTION	**2005**	**2006**	**2007**	**2008**
Equity - Group's share	22.26	26.70	26.51	29.85
EBITDA	5.78	6.79	7.46	6.30
EBIT	3.98	4.79	4.63	3.07
Net profit of the Group	2.29	2.32	1.49	1.29
Net profit of the Group after dilution	2.25	2.30	1.47	1.29
Net current profit	2.31	2.91	2.16	1.88
Current cash flow	4.10	4.69	4.40	4.67
Gross dividend	0.75	0.75	0.75	0.00
Price/Earnings (P/E) (2)	**22.62**	**20.59**	**22.66**	**6.65**
Price/Cash flow (P/CF) (3)	**12.73**	**12.76**	**11.14**	**2.68**
Number of shares at 31/12	9,956,961	11,005,485	11,037,050	13,131,940
Weighted average number of shares	9,687,603	10,667,825	10,699,646	10,654,787
Weighted average number of shares after dilution	9,881,386	10,797,661	10,825,112	10,686,099
Highest share price	61.95	59.90	68.82	52.00
Share price at year-end	52.15	59.85	49.02	12.51
Market capitalisation in mill. EUR at 31/12	519.26	658.68	541.04	164.28
Yearly volume in million EUR	119.59	134.90	101.25	43.19
Yearly volume in number	2,349,284	2,519,919	1,640,467	1,499,835

(1) On the basis of the weighted average number of shares.
(2) Earnings = net current profit.
(3) Cash flow = current cash flow.

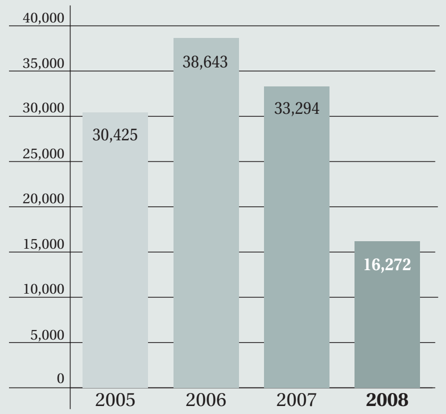
EBITDA Printed Media

IN THOUSANDS OF EUROS



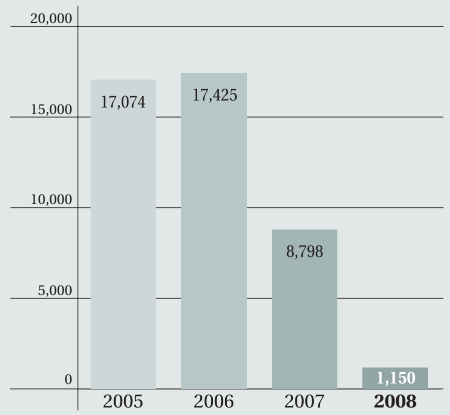
EBIT Printed Media

IN THOUSANDS OF EUROS



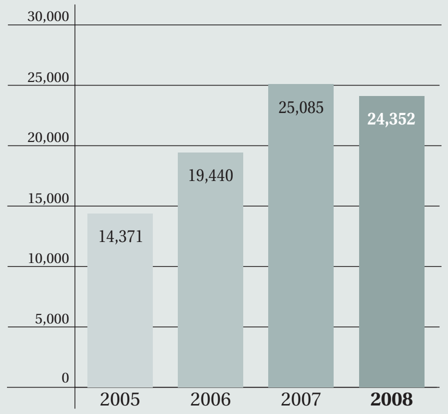
Net profit Printed Media

IN THOUSANDS OF EUROS



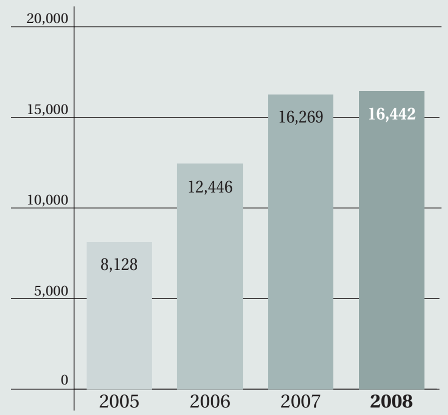
EBITDA Audiovisual Media

IN THOUSANDS OF EUROS



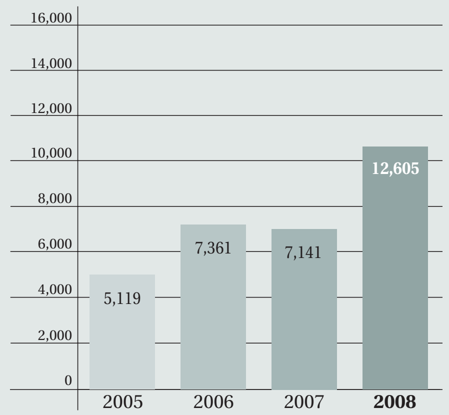
EBIT Audiovisual Media

IN THOUSANDS OF EUROS

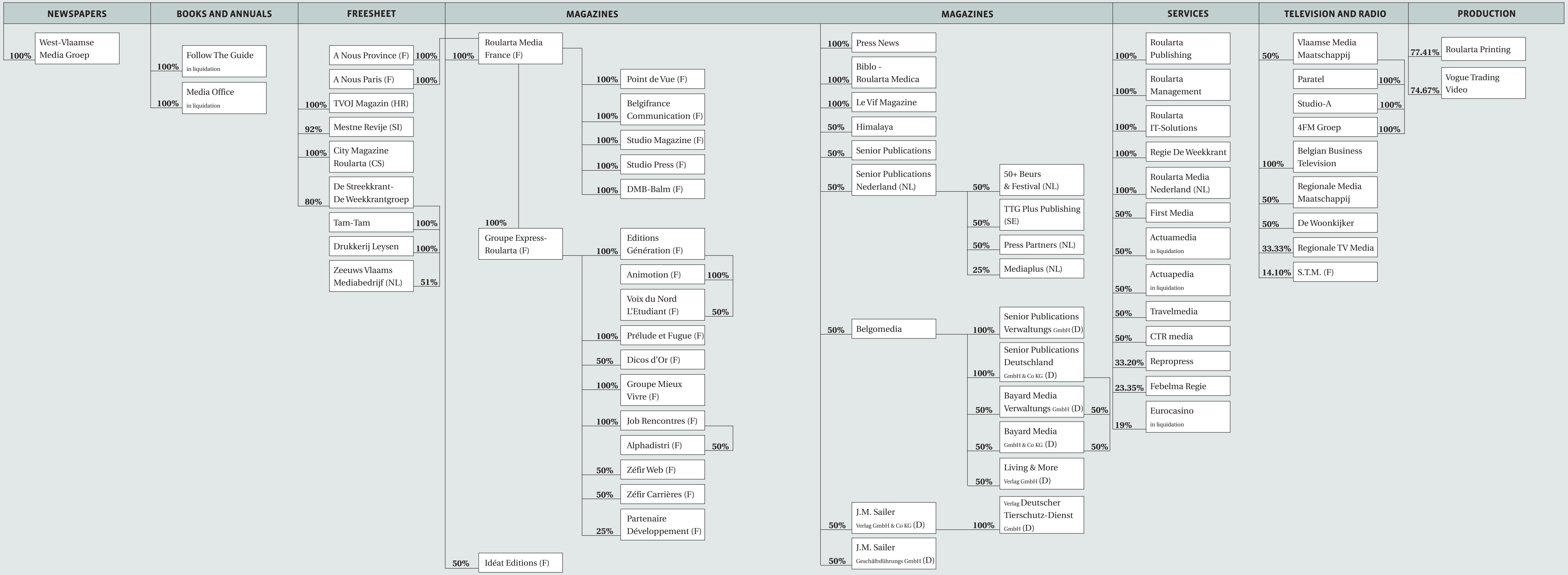


Net profit Audiovisual Media

IN THOUSANDS OF EUROS



Group structure Roularta Media Group at 31 December 2008

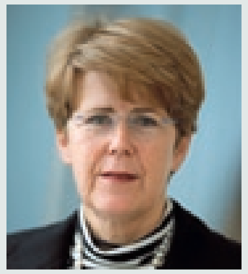


Board of directors


Baron Hugo Vandamme


Rik De Nolf


Leo Claeys

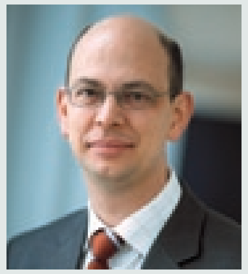

Lieve Claeys


Caroline De Nolf


Iwan Bekaert


Jean Pierre Dejaeghere


Clement De Meersman


Dirk Meeus

Management team


Rik De Nolf


Eddy Brouckaert


Jo Bruneel


Jan Cattrysse


Erwin Danis


Katrien De Nolf


Hugues De Waele


Hans Maertens


William Metsu


Jan Staelens


Michel Tubbax


Carlos Van den Bossche

Board of directors

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
Kasteeldreef 1, 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 (2012)

Caroline De Nolf
Permanent representative of Verana NV
Meiboomlaan 110, 8800 Roeselare
Non-executive director (2012)

Iwan Bekaert
Ph. de Denterghemlaan 32, 9831 St.-Martens-Latem
Non-executive director (2009)

Jean Pierre Dejaeghere
Oude Iepersestraat 43, 8870 Izegem
Executive director (2012)

Clement De Meersman
Permanent representative of
Clement De Meersman BVBA
Leffingestraat 17, 8000 Brugge
Independent director (2009)

Dirk Meeus
Sint-Christinastraat 17, 9200 Dendermonde
Independent director (2009)

Management team

Rik De Nolf	Chairman
Eddy Brouckaert	Director newspapers
Jo Bruneel	Director freesheets
Jan Cattrysse	Director administration
Erwin Danis	Director premedia
Katrien De Nolf	Director human resources
Hugues De Waele	Director foreign media
Hans Maertens	Director magazines
William Metsu	Director printing
Jan Staelens	Director finance
Michel Tubbax	Director national advertising
Carlos Van den Bossche	Director IT

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	

Obligations with regard to periodical information following the transparency directive

DECLARATION REGARDING THE INFORMATION GIVEN IN THIS ANNUAL REPORT 2008

The undersigned declare that:

- the annual accounts, which are in line with the standards applicable for annual accounts, give a true and fair view of the capital, the financial situation and the results of the issuer and the consolidated companies;
- the annual report gives a true and fair view of the development and the results of the company and of the position of the issuer and the consolidated companies, as well as a description of he main risks and uncertainties they are faced with.

Rik De Nolf, CEO
Jan Staelens, CFO

Corporate Governance

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. Through this more efficient, transparent administration and good risk and control management, the board can achieve its aim of maximising 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 OF AND REPORT BY 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 Publigraaf (2010), Mr Leo Claeys, permanent representative of NV De Meiboom (2010), Ms Lieve Claeys, permanent representative of NV Fraka-Wilo (2012), Ms Caroline De Nolf, permanent representative of NV Verana (2012), Mr Iwan Bekaert (2009), and Mr Jean Pierre Dejaeghere (2012).
- Three independent directors, each of them holding an executive corporate position: Mr Clement De Meersman, permanent representative of BVBA Clement De Meersman (2009) and director of NV Deceuninck and NV Elia, 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 Kinepolis Group, vice-chairman of the board of directors of NV Picanol.

The board of directors met ten times in the past year. Besides the customary meetings of the board of directors to discuss the company's results and the annual meetings for considering the multi-year plan and budget for the following financial year, there were a few extra meetings among others for the capital increase that took place end December 2008.

Board of directors	14-03	22-04	16-05	20-06	20-08	08-11	14-11	28-11	10/12	15/12
Baron H. Vandamme	P	P	P	P	P	P	P	P	P	P
R. De Nolf	P	P	P	P	P	P	P	P	P	P
Leo Claeys	P	P	P	P	P	P	P	P	P	P
L. Claeys	P	P	P	P	P	P	P	P	P	P
C. De Nolf	P	P	P	P	P	P	P	P	P	P
I. Bekaert	P	P	P	P	P	E	P	P	E	E
J.P. Dejaeghere	P	P	P	P	P	P	P	P	P	P
C. De Meersman	P	P	P	P	E	P	P	P	P	P
D. Meeus	P	P	P	P	P	P	P	P	P	P

P: present - E: excused

In the past year there was also a meeting of the independent directors.
Six board meetings are scheduled for 2009.

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 four times in 2008. 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 it considered it necessary, the audit committee made recommendations on this to the board of directors.

Audit committee	12/03	14/05	20/08	12/11
Clement De Meersman	P	P	E	P
Leo Claeys	P	P	P	P
Dirk Meeus	P	P	P	E

P: present - E: excused

By invitation of the chairman, the audit committee was attended by the auditor (Deloitte Bedrijfsrevisoren BV o.v.v.e. CVBA, represented by Mr Frank Verhaegen and Mr Mario Dekeyser), the CFO and the internal auditor.

[1] *www.roularta.be/en/investor_info*

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 once during 2008 with the organisation of the executive management as main item on the agenda.

Appointments and Remuneration committee	16/05
Baron Hugo Vandamme	P
Rik De Nolf	P
Leo Claeys	P
Dirk Meeus	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:

- Director finance
- Director newspapers
- Director freesheets
- Director administration
- Director premedia
- Director human resources
- Director foreign media
- Director magazines
- Director printing
- Director IT
- 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 conflict 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;
- a 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.

THE PROTOCOL TO AVOID MISUSE OF INSIDER INFORMATION

The 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 the their duties come into contact with confidential information, from trading directly or indirectly in financial instruments issued by Roularta Media Group on the basis of their prior knowledge.

REMUNERATION OF DIRECTORS AND MEMBERS OF THE EXECUTIVE MANAGEMENT

Remuneration of members of the board of directors
Remuneration of non-executive directors on an annual basis:

Non-executive directors	Fixed	Variable
Hugo Vandamme (permanent representative of NV HRV) – Chairman of the Board	100,000.00 euros	_
Leo Claeys (permanent representative of NV De Meiboom) – Vice-chairman of the Board	58,500.00 euros	_
Clement De Meersman (permanent representative of BVBA Clement De Meersman)	40,000.00 euros	_
Dirk Meeus	40,000.00 euros	_
Iwan Bekaert	25,000.00 euros	_
Caroline De Nolf (permanent representative of NV Verana)	25,000.00 euros	_

Remuneration of executive directors on an annual basis

Executive directors	Fixed	Variable
Rik De Nolf (permanent representative of NV De Publigraaf) – Managing Director	100,000.00 euros	_
Lieve Claeys (permanent representative of NV Fraka-Wilo)	25,000.00 euros	_
Jean Pierre Dejaeghere	25,000.00 euros	_

Remuneration of the executive management
Fixed remuneration of EUR 547,299.68 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 1,538,038.63, variable remuneration of EUR 241,203.00 and other components of EUR 163,602.40 (gross amounts).

During the past financial year, the composition of the company's executive management changed as follows: by mutual agreement the collaboration between the company and Mr Dirk Van Roy, director national advertising, has been terminated. The company makes an appeal to the services of Mr Michel Tubbax as director national advertising.

Environment, prevention and welfare

■ ENVIRONMENT

In 2008, Roularta Media Group again made significant efforts to produce in an environmentally and energy-friendly manner. Meeting all legally imposed environmental standards remains hereby an absolute minimum.

Investments and other efforts from the recent past mean that 60% of the required cooling continues to be generated without the need for additional and expensive compression cooling. Alongside this very considerable energy saving there is also a significant reduction in the required quantity of cooling water.

The company is constantly extending and refining this energy concept. In 2008, for example, preparations were made to use rainwater in a number of applications, including for a number of sanitary blocks, but also as supplementary water for the cooling towers. An appropriate water treatment installation has been provided for this purpose. The choice of roof coverage was also important to reuse rainwater. The material chosen (TPO) is expensive, but less polluting compared with, for example, bitumen. In this way the additional cost is recovered in the longer term.

A central item in the rainwater recovery system is the 300 m³ buffer tank into which over 9000 m² of new roofing runs off. This obviously means a considerable reduction in the use of mains water. The lower conductivity of rainwater also means we need to spray less often, which further increases the savings. It is expected that rainwater can be used for half the time, representing a saving of around 25,000 litres a day.

In the meantime the new 'water system' for the printing presses and peripheral apparatus has also come into operation. Here too, a combination of duplex-water softeners, a reverse osmosis installation, buffer tanks and a tailor-made control system is providing major savings.

The additional afterburner installation has also been in service since the start of 2008. The heat recovered is used in full for heating the buildings, after which almost no additional heat source is needed. Once the outside temperature begins to rise, this afterburner energy is used to provide cooling via the absorption cooling machine.

To further optimise its internal energy policy, Roularta signed up at the end of 2006 to the Flemish government's 'Energy' Audit Covenant. Signatory companies commit to submit an energy plan to the Flemish government's verification office and to carry out the proposed measures within the set deadline (four years). They are also required to report annually to this control body in terms of planned/executed measures and avoided CO_2 emissions. The measures proposed by Roularta for 2008 were more than met. The verification office is continuously monitoring and advising the Group in developing an optimal effective environmental and energy management.

With the new building project at the Roeselare site as good as complete, we can now list the most important BATs (best available technologies) and/or energy/environmentally friendly measures that have been applied:

- heating of the production area with heat recovered from the afterburners;
- walls in 15 cm thick cellular concrete: much less heat loss and considerable sound limitation;
- 12 cm roof insulation and 2.65 cm thick noise-resistant glass cupolas;
- roof glazing (expensive given the additional noise requirements, but offering significant savings in lighting costs;
- automatic light dimming in the hall (savings in lighting costs);
- noise insulation of the new production building: at least 38 dB (and up to 45 dB for the new bale press room);
- noise corridors under the ventilation vents in the roof and noise boxes around the exhaust fans and compressors;
- additional noise reduction measures for the afterburner and the cooling towers;
- on at least 3 meters high noise reduction embankment along the new internal roadway;
- speed reduction measures on the plant site and variable traffic direction depending on time of day;
- automatically closing loading bay gates to reduce heat losses;
- white roof coverage to reflect summer heat so that no cooling is required;
- frequency-controlled compressed air production (optimal efficiency);
- totally servo-controlled presses (minimum mechanical losses);
- generalised use of energy-saving motors (energy label A);
- installation of VSDs (Variable Speed Drives) on blown air fans (- 20% electricity consumption);
- centrifugal high-efficiency VSD cooling machine, operating under optimal energy conditions;
- installation of separate 12°C – 27°C cooling network (investment of € 100,000, earn-back period of approx. 3 years);
- liquid-tight piste with hydrocarbon separator, to catch accidentally spilled fluids;
- chemicals storage basin of chemicals and separate ARAB/VLAREM premises for storing flammable fluids.

The new building project is of high ecological quality. This has not come cheap, with around 10% of the total investment amount being spent on eco-investments.

■ PREVENTION AND WELL-BEING

At Roularta Media Group attention was paid in 2008 to a wide range of aspects in different fields of Prevention and Well-being. In particular we can point to:

Implementation of the 'psycho-social stress' legislation

In the context of the legislation to prevent psycho-social stress caused by work, including violence, harassment and undesired sexual behaviour at the workplace, employers are required to identify situations within the company that can give rise to psycho-social stress.

In consultation with the external prevention service, Roularta has opted for the McMe survey technique and to question all employees about psycho-social stress at work in the form of a satisfaction survey.

The results of this survey and subsequent action plans will follow in 2009.

Safety administration outside Roeselare

The law imposes strict obligations on companies with regard to risk management and related prevention measures. Whenever an item of machinery of installation is brought into use for the first time, a commissioning report has to be produced. In 2008, the prevention department concentrated on the equipment at the Zellik and Evere sites. A general checklist and the Kinney analysis technique were used to check the conformity of the currently used equipment.

Fleet prevention

The risks incurred by employees on the way to and from work are also the employer's responsibility. Traffic accident prevention is, however, a little known and often misinterpreted field. In most cases it is assumed that it is very difficult to control this type of risks. In 2008, considerable attention was paid at RMG to preparatory work in this area. Concretely, figures and various types of information were gathered in order to put together a targeted prevention campaign. The initial intention is to increase employee awareness in order to influence driving behaviour.

Updating of job descriptions

Given the changes within the company and within the graphics sector in general, it was time to update the existing job functions. The existing work posts and their respective risks were examined, including the work medicine aspects. For example certain functions now use monitors where this was previously not the case. In certain cases the risk profile has also changed. In 2008, an analysis of potential risks by function was undertaken. From this survey it was also possible to derive – in consultation with the company's medical officer – the ideal frequency and content of medical examinations.

Employee initiation and godfathering

The Royal Decree of 25 April 2007 (BS of 10 May 2007) requires every employer to organise initiation for each new employee. It also recommends that an experienced colleague be appointed as 'godfather' or 'godmother' to accompany the new employee, including familiarising him or her with the safety rules. These different items need to be formalised in a document, showing that the necessary information and instructions have been provided and signed also by the person responsible for organising the initiation.

In 2008, a policy was developed in this area with practical agreements and targeted actions. Parallel with this the general safety brochure was reworked. This is now a broad-based brochure with practical tips for both office and printing works employees. It is used today as part of the initiation procedure to provide an initial encounter with prevention and safety within the company.

Protective clothing and equipment

Various forms of protective clothing and equipment are used in our production environment. These are described in a general information memorandum for each risk, along with correct use and maintenance. Attention is also paid to the applicable safety standards, as well as points to be noted when ordering these items.

Installation and start-up of new machinery in the production environment

Any installation process involves a series of risks and items for attention. Nor have regulations become any simpler over time. Together with other internal and external responsible persons, the internal accident prevention department oversees work safety, gives advice and intervenes where necessary.

Information for the shareholders

■ THE ROULARTA MEDIA GROUP SHARE

Number of shares
During 2008, the number of shares rose from 11,037,050 to 13,131,940 as the result of a conversion of warrants in the months January (+ 7,864 shares) and May (+ 17,375 shares) and a capital increase by contribution in cash in December (+ 2,069,751 shares).

- Total capital on 31/12/2008: EUR 203,040,000.00
- Total number of securities conferring voting rights on 31/12/2008: 13,131,940 shares
- Total number of voting rights (= the denominator): 13,131,940 (one voting right per share)
- Total number of debentures convertible into securities conferring voting rights: none
- Total number of rights, whether or not reflected by securities, to subscribe for securities conferring voting rights yet to be issued: 40,646 warrants (each warrant entitles to one new share)
- Total number of voting rights that may result from the exercise of such subscription rights: 40,646 (one voting right per new share)
- Total number of shares without voting rights: none

Roularta Media Group has no statutory tresholds.

Registered and bearer shares
Shares are either registered, bearer or dematerialised.
As from 1 January 2008 new securities can no longer be issued in physical form.

The company appeals to the services of Euroclear, as a settlement institution for the dematerialisation of the bearer securities.

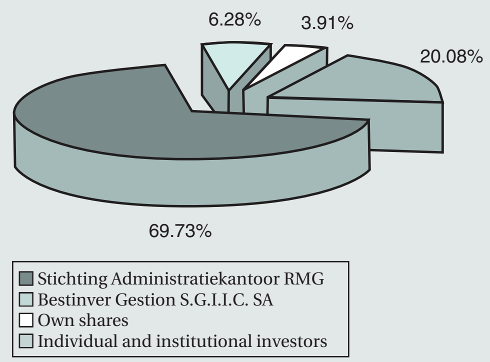
Purchase of own shares
The statutory autorisation to purchase own company shares was renewed by the general meeting of 20 May 2008.

At 31 December 2008, the company had 512,863 of its own shares in portfolio.

Shareholding structure
On 31 December 2008, 9,157,356 of the outstanding shares were registered shares.

The shareholding structure is as follows:

	Date of notification	Number of shares
Stichting Administratiekantoor RMG	21/01/2009	9,157,351
Bestinver Gestion S.G.I.I.C. SA	01/09/2008	824,436
Own shares		512,863
Individual and institutional investors		2,637,290



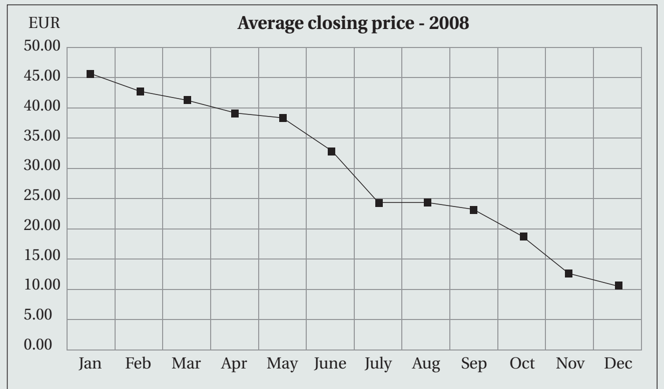
Takeover Bid law
Within the scope of the Takeover Bid law of 1 April 2007, the Stichting Administratiekantoor RMG has made, as owner of more than 30% of the voting securities on 1 September 2007, a notification with the CBFA cf. article 74 § 6 of the above-mentioned law.

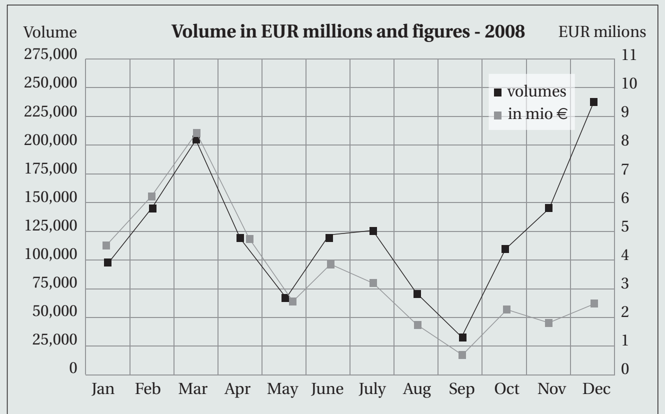
■ STOCK MARKET TREND

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

Month	Average closing price	Volumes	in EUR millions
Jan-08	45.70	99,024	4.53
Feb-08	43.70	144,413	6.31
Mar-08	42.39	209,645	8.44
Apr-08	39.98	122,494	4.90
May-08	38.26	69,726	2.68
Jun-08	33.03	121,168	3.99
Jul-08	24.40	125,104	3.09
Aug-08	24.41	74,729	1.82
Sep-08	23.74	36,883	0.88
Oct-08	17.91	111,894	2.02
Nov-08	13.52	145,172	1.95
Dec-08	11.94	239,583	2.61
		1,499,835	43.22





The highest price during 2008 was EUR 52.00 on 3 January. The lowest price during 2008 was EUR 9.10 on 26 November. The largest daily trading volume was 103,139 shares on 20 March 2008.

Indexes
The Roularta share is included in the MSCI small cap index and in the BEL MID index of Euronext Brussels (BE0389856130) in 2003.

Since June 2006 Roularta Media Group is also included in the Kempen/SNS Smaller Europe Socially Responsible Investment (SRI) Index.

The Kempen SNS Smaller Europe SRI Index is the first index to track the performance of SRI smaller companies in Europe.

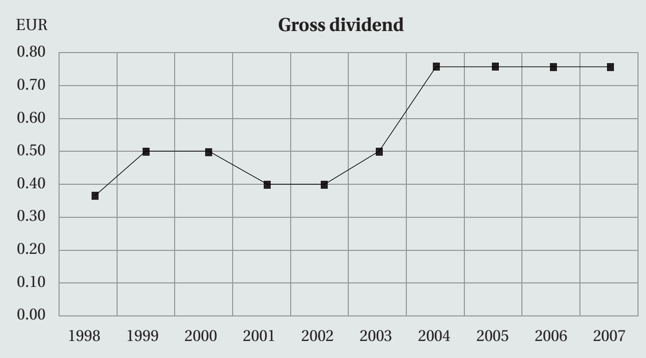
The SRI Index is an initiative of Kempen Capital Management and is only available to companies with the very highest standards and practices in the three areas of business ethics, human resources and the environment.

Liquidity of the share
Roularta Media Group 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.

Evolution of gross dividend

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Gross dividend	0.37	0.50	0.50	0.40	0.40	0.50	0.75	0.75	0.75	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 shores	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 - December	Split - capital increase	18,137	546,964,924	BEF
1997 - December	Merger - capital increase	22,389	675,254,924	BEF
1997 - December	Capital increase	24,341	734,074,465	BEF
1997 - December	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 - December	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 - October	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
2006 - January	Capital increase by conversion of 39,090 warrants	9,996,051	120,054,000.00	EUR
2006 - February	Capital increase by contribution in cash	10,985,660	131,939,204.09	EUR
2006 - May	Incorporation of an issue premium	10,985,660	170,029,300.00	EUR
2006 - June	Capital increase by conversion of 19,825 warrants	11,005,485	170,250,500.00	EUR
2007 - January	Capital increase by conversion of 9,340 warrants	11,014,825	170,439,000.00	EUR
2007 - June	Capital increase by conversion of 22,225 warrants	11,037,050	170,687,000.00	EUR
2008 - January	Capital increase by conversion of 7,864 warrants	11,044,914	170,846,000.00	EUR
2008 - May	Capital increase by conversion of 17,375 warrants	11,062,289	171,040,000.00	EUR
2008 - December	Capital increase by contribution in cash	13,131,940	203,040,000.00	EUR

Annual report of the board of directors

to the ordinary general meeting of shareholders of 19 May 2009 concerning the consolidated financial statements for the period ended 31 December 2008

Dear Shareholders,

This annual report should be read in conjunction with the audited financial statements of Roularta Media Group NV (hereinafter 'the Group') and the accompanying notes. These consolidated financial statements were approved by the board of directors on 13 March 2009.

Comments on the consolidated financial statements
The consolidated financial statements have been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB) and with the interpretations issued by the IASB's International Financial Reporting Interpretation Committee (IFRIC, formerly SIC), which have been ratified by the European Commission.
The consolidated financial statements give a general overview of the Group's activities and the results obtained. They give a true and fair view of the entity's financial position, financial performance, and cash flows, and have been prepared on the assumption that continuity is guaranteed.

Main changes in the Group during the 2008 financial year
- 50% shareholding in newly-founded Travelmedia NV in Q4 2007, activity as of 2008;
- Acquisition of 80% of Het Gouden Blad in Q1 2008;
- Acquisition of 50% of CTR Media NV in Q1 2008;
- Foundation of Tvoj Magazin d.o.o. (Steps City Magazine in Croatia) in Q1 2008;
- Acquisition of an additional 25% in Bayard Media GmbH in Q3 2008;
- Acquisition of 50% of J.M. Sailer Verlag GmbH in Q3 2008;
- Acquisition of 25% of Living & More Verlag GmbH in Q3 2008;
- Acquisition of 50% of the magazine division of Verlagsgruppe Weltbild GmbH in Q3 2008;
- Foundation of City Magazine Roularta d.o.o. (Steps City Magazine in Serbia) in Q3 2008;
- Sale of the shareholding in Paginas Longas Lda. in Q1 2008;
- Sale of the shareholding in Grieg Media AS in Q2 2008;
- Sale of the shareholding in Cap Publishing NV in Q4 2008

KEY FINANCIAL DATA

Income statement	31/12/07	31/12/08	% change
Sales	**766,824**	**781,605**	**+ 1.9%**
Operating cash flow (EBITDA)	**79,831**	**67,126**	**- 15.9%**
Operating profit (EBIT)	**49,563**	**32,714**	**- 34.0%**
Net finance costs	-13,533	-14,323	+ 5.8%
Operating profit after net finance costs	**36,030**	**18,391**	**- 49.0%**
Income taxes	-19,973	-5,626	- 71.8%
Share in the profit of the companies accounted for using the equity method	-10	-101	
Net profit of the consolidated companies	**16,047**	**12,664**	**- 21.1%**
Attributable to minority interest	-108	-1,091	
Attributable to equity holders of RMG	**15,939**	**13,755**	**- 13.7%**
EBITDA (1)	79,831	67,126	- 15.9%
EBITDA (margin)	10.4%	8.6%	
EBIT	49,563	32,714	- 34.0%
EBIT (margin)	6.5%	4.2%	
Net profit of the Group	15,939	13,755	- 13.7%
Net profit of the Group (margin)	2.1%	1.8%	
Net current profit (2)	23,145	20,033	- 13.4%
Current cash flow (3)	47,095	49,788	+ 5.7%
Balance sheet	**31/12/07**	**31/12/08**	**% change**
Fixed assets	687,076	701,401	+ 2.1%
Current assets	321,890	382,422	+ 18.8%
Balance sheet total	1,008,966	1,083,823	+ 7.4%
Equity - Group's share	283,675	318,071	+ 12.1%
Equity - minority interests	12,600	11,249	- 10.7%
Liabilities	712,691	754,503	+ 5.9%
Liquidity (4)	1.0	1.1	+ 10.0%
Solvency (5)	29.4%	30.4%	+ 3.4%
Net financial debt	247,745	165,389	- 33.2%
Gearing (6)	83.6%	50.2%	- 40.0%
Return on equity (7)	5.6%	4.3%	- 23.2%

(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).

All financial amounts expressed in thousands of euros.

Consolidated income statement
In 2008 the new printing works in Roeselare came into operation. The building works were completed in the second half of 2008. The first Colorman newspaper press (colour printing with magazine quality) and the first new magazine press (72 pages) are now operational, along with the Ferag and Unidrum collating machines. Recently, the second new magazine press (16 pages), including paint towers, was also brought into use.

In 2008 Roularta Media Group realised a net profit of the Group of € 13.8 million, compared with € 15.9 million in 2007. In the Printed Media division, net profit of the Group was € 1.2 million as against € 8.8 million in 2007. In the Audiovisual Media division, net profit of the Group was € 12.6 million as against € 7.1 million in 2007.

Compared with the previous year, sales rose by € 14.8 million, or 1.9%.
Firstly, in the Printed Media division, sales increased by € 17.5 million, or 3%. The new acquisitions, including the German titles (seniors' magazines, home decoration and gardening magazines, children's and parents' magazines), Effect, Het Gouden Blad, Data News and the new city magazines in Croatia and Serbia represent a sales increase of € 9.9 million, whilst the divestment of Grieg Media and Cap Publishing reduced sales by € 2.0 million. Sales of existing products increased by € 9.6 million or 1.6%.
Secondly, in the Audiovisual Media division sales fell by € 2.1 million or 1.2%. The acquisition of 4FM radio (since May 2007) represents a sales increase of € 1.1 million. Sales of existing products decreased by € 3.2 million or 1.8%. This fall is the combined effect of a € 3.2 million fall in TV and internet sales and a € 6.4 million fall in the production of optical disks at Vogue Trading Video.

EBITDA rose from € 79.8 million to € 67.1 million. The EBITDA margin was 8.6% as against 10.4% in 2007. EBIT was down 34% from € 49.6 million to € 32.7 million. The EBIT margin was 4.2% as against 6.5% in 2007.

Various factors influenced the margins and net result of the Printed Media division:

- € 2.6 million of impairment losses were recorded on titles and goodwill.
- A write-down of € 1.6 million was taken on the terminated Actuapedia activity.
- € 1.3 million of trade receivables were written off in connection with the terminated activity of DMB-Balm in France.
- At Groupe Express-Roularta, a total of € 2.4 million of restructuring costs were recorded for redundancy payments at Studio Press, Studio Magazine, Mieux Vivre and L'Etudiant, as well as removal costs at L'Etudiant.
- At Studio Press and Studio Magazine, € 0.8 million of provisions were set up for redundancy payments.
- Following the publication of an option plan for senior managers at the start of 2008, an additional personnel charge of € 0.4 million was recorded, in accordance with IFRS 2.
- Rolling out three new printing presses and the related finishing equipment in the new Roeselare print works brought extraordinary costs, including additional paper consumption, temporary outsourcing of printing jobs and training costs.
- We also experienced a general increase in promotion costs, transport costs, energy costs and personnel costs.
- We realised a capital gain of € 4.3 million on the sale of our participation in Grieg Media (Vi over 60 seniors' magazine in Norway).
- Financing costs rose by a net € 0.7 million owing to the increase in the negative market value of a number of swap contracts in the context of ongoing loans.

In the Audiovisual Media division EBIT rose among other things by the fact that in 2007 a € 3.4 million impairment loss was taken on the goodwill of Vogue Trading Video, while in 2008 € 2.0 million of additional depreciation was recorded on machinery and a € 0.3 million capital gain realised on the sale of a property owned by Vogue Trading Video. Tax pressure was reduced due to the liquidation of NV Vlacom.

Earnings per share were down from € 1.49 in 2007 to € 1.29 in 2008.

Balance sheet
Equity at 31 December 2008 was € 329.3 million compared with € 296.3 million at 31 December 2007. Capital rose by € 32.3 million in 2008 through two exercises of warrants in January and May in a total of € 0.3 million and a € 32 million capital increase on 16 December 2008. The 'treasury shares' item, which is deducted from equity, has risen by € 4.0 million, due to the purchase of treasury shares for the option plan concluded at the end of March 2008. Consolidated reserves have increased by a net € 5.8 million, being the balance of earnings for 2008 (€ 13.8 million) less dividends paid (€ 8.0 million). Capital reserves have risen by € 1.2 million as a result of share-based payments. Revaluation gains are down by € 0.9 million as a result of a fall in the market value of cash flow hedges. Minority interests have fallen by € 1.4 million.

At 31 December 2008, net financial debt stood at € 165.4 million, down € 82.4 million on the figure at 31 December 2007. This fall is due to the reduction in financial debt and to an increase in cash and equivalents as a result, among other things, of the December 2008 capital increase. This gives us a gearing (net financial debt to equity) of 50.2% compared with 83.6% on 31 December 2007.

Investments (CAPEX)
Total investments in 2008 amounted to € 48.2 million, of which € 5.0 million in intangible fixed assets (mainly software), € 32.0 million of tangible fixed assets (including € 10.1 for the new building in Roeselare and € 12.1 million for new machinery for Roularta Printing) and € 11.2 million for acquisitions, among others in Germany and in the Free Press division.

Main events after the balance sheet date
Since the end of the financial year a number of events have occurred that significantly influence the earnings and the financial position of the enterprise.

The financial and economic crisis has resulted in reduced sales. Major cost saving plans are being implemented in both Belgium and France, based on a number of initiatives for working more rationally.

In France the titles Studio and Ciné Live have been merged, as has Classica with Le Monde de la Musique (via a new joint venture with Les Echos). A restructuring plan has been implemented with a PSE (Plan de Sauvegarde de l'Emploi) based on voluntary redundancies. A number of outsourcing deals have been renegotiated. The overall savings round will pare costs in France by around € 15 million on an annual basis.

In Belgium too, measures have been taken in the various divisions to reduce the Group's costs, aimed at producing another € 15 million of savings.
Restructurings are being implemented at Vlaamse Media Maatschappij and a savings plan is being developed.

At business news broadcaster Kanaal Z, a facilities-sharing agreement has been concluded. This is producing significant cost savings.

At Vogue Trading Video (CD and DVD replication), negotiations for the transfer of the activity are at an advanced stage.

Statement regarding the company's use of financial instruments where significant for the assessment of its assets, liabilities, financial position, and profit or loss
The Group uses exchange rate contracts to hedge the risk of changes in the fair market value of a recognised asset or liability, or an unrecognised definite commitment, within the scope of its commercial activities. These contracts are regarded as fair value hedges as defined in International Accounting Standard (IAS) 39; they have been stated at market value and booked as long-term liabilities under the 'hedging instruments' heading.

To hedge the exchange rate and interest rate risks inherent in the US dollar denominated loan, in which the Group entered in 2006, the Group has concluded a Cross Currency Swap (IRCS) contract which matures on the same date as that on which the repayment and related interest must be paid. This contract is treated as a cash flow hedge (see IAS 39). The market value of this contract is recognised directly in equity.

To hedge risks with respect to adverse interest rate fluctuations, the Group has used financial instruments, namely Interest Rate Swap (IRS) contracts, Cap-Floor contracts, and the above-mentioned IRCS contract. In accordance with the requirements defined in IAS 39, five of the IRS contracts were regarded as cash flow hedging contracts. Market values of these contracts are recognised directly in equity. The other contracts are not regarded as hedging contracts under the conditions set forth in IAS 39. Fluctuations of market values of these contracts are recognised in the income statement.

Environment, Prevention and Welfare
Please refer to the chapter Environment, Prevention and Welfare in the 2008 annual report.

Staff
As at 31 December 2008, the Group had 3,187 full-time equivalent (FTE) employees. Compared with the previous year, this signifies an increase of 1.7%. These figures include joint ventures on a proportional basis.

Main risks and uncertainties
In addition to the traditional risks for any company, the Group tracks market developments in the media world so that it can capitalise at all times on changes and new trends in the environment in which the company operates.

Thanks to the Group's multimedia offer, it can suitably respond to a shift in focus in the advertising world and on the part of its readership from one form of media to another. The fact that the Group derives its income from both the advertising and the reader markets ensures that it can adequately spread its risk if a negative trend emerges in either market.

The various costs that to a large extent determine the total cost in the Printed Media division, such as printing, distribution, staff, and promotion costs, are scrutinised. The trend in international paper prices is uncertain and requires our special attention. To manage the paper price risk, the Group uses price agreements. There are annual contracts concluded for newspaper, and periodical contracts for magazine paper.

The profit generated by the Audiovisual Media division is largely determined by two major components: the advertising market and viewing and listening figures. Programming costs, for both domestic productions and international film material, are determined a long time in advance and so are inflexible. Conversely, the advertising market can change in the short term.

The current financial and economic crisis has brought a reduction in advertising income. At the present time it is not possible to accurately assess the size of this fall over the next 12 months. Restructuring and saving plans have been launched both in Belgium and France to compensate this drop in sales as far as possible with cost savings.

Note with respect to the items listed in article 34 of the Royal Decree of 14/11/2007, in so far as these could potentially affect a public takeover bid.
Following the capital increase of 7 January 2008, the capital of the company is represented by 11,044,914 similar shares with the same rights, including 2,634,037 shares with VVPR strips.

All treasury shares held in portfolio by the company have no voting rights as long as they remain in the treasury portfolio.

No legal or statutory limitations exist on the transfer of securities.

The majority of the directors are appointed among candidates presented by the Dutch foundation Stichting Administratiekantoor 'RMG', as long as the latter owns, directly or indirectly, at least 35 per cent of the shares of the company. Should, in the event of decertification, the Dutch Stichting Administratiekantoor 'RMG' no longer be a voting shareholder, then the majority of directors will be appointed among candidates presented by the legal person holding the majority of the certificates in this foundation at the time of decertification, as long as the latter holds, directly or indirectly, at least 35 per cent of the shares of the company.

The majority of the shares of the company are held by the Stichting Administratiekantoor 'RMG'.

Under Article 33 of the articles of association nobody can take part in the vote at the general meeting in respect of more than 35 per cent of the number of shares attached to the whole of the shares issued by the company. This limitation does not apply, however, where the vote relates to an amendment of the articles of association of the company, or to decisions for which the Companies Code requires a special majority.

Article 2 of the transitional provisions of the articles of association and article 620 of the Companies Code authorise the board of directors to have the company acquire its own shares or profit-sharing or other certificates where this is necessary to prevent imminent and serious detriment to the company.

Under the terms of the law of 1 April 2007 on public takeover bids, the Stichting Administratiekantoor RMG, as holder of more than 30% of the voting securities of NV Roularta Media Group on 01/09/2007, has submitted a notification to the CBFA pursuant to article 74 § 6 of said law.

Roeselare, 13 March 2009.
The board of directors

Consolidated financial statements

1. CONSOLIDATED INCOME STATEMENT

	Note	2008	2007
Sales	3	781,605	766,824
Raw materials, consumables and goods for resale		-194,872	-196,908
Services and other goods	4	-317,259	-289,221
Personnel	5	-205,232	-196,184
Depreciation, write-down and provisions		-34,412	-30,268
Depreciation and write-down of intangible and tangible assets		*-25,638*	*-23,814*
Write-down of inventories and receivables	*6*	*-3,076*	*430*
Provisions		*-1,041*	*-566*
Impairment losses		*-4,657*	*-6,318*
Other operating income	7	15,326	9,064
Other operating expenses	7	-10,010	-12,412
Restructuring costs	8	-2,432	-1,332
Operating profit - EBIT		**32,714**	**49,563**
Interest income	9	7,486	2,226
Interest expenses	9	-21,809	-15,759
Operating profit after net finance costs		**18,391**	**36,030**
Income taxes	10	-5,626	-19,973
Share in the profit of the companies accounted for using the equity method		-101	-10
Net profit of the consolidated companies		**12,664**	**16,047**
Attributable to:			
Minority interest		-1,091	108
Equity holders of Roularta Media Group		**13,755**	**15,939**
Earnings per share			
Basic earnings per share	11	1.29	1.49
Diluted earnings per share	11	1.29	1.47

2. CONSOLIDATED BALANCE SHEET

ASSETS	Note	2008	2007
Non current assets		**701,401**	**687,076**
Intangible assets	13	448,880	443,698
Goodwill	14	64,657	65,028
Property, plant and equipment	15	175,748	166,994
Investments accounted for using the equity method	16	398	418
Loans, guarantees, available-for-sale investments	17	2,996	3,802
Financial derivatives	30	127	
Trade and other receivables	18	2,052	1,525
Deferred tax assets	19	6,543	5,611
Current assets		**382,422**	**321,890**
Inventories	20	55,284	53,658
Trade and other receivables	18	206,701	225,803
Tax receivable		936	2,114
Short-term investments	17	2,319	2,229
Cash and cash equivalents	18	107,287	27,492
Deferred charges and accrued income		9,895	10,594
Total assets		**1,083,823**	**1,008,966**

All financial amounts expressed in thousands of euros.

LIABILITIES	Note	2008	2007
Equity		**329,320**	**296,275**
Group's Equity		318,071	283,675
Issued capital	*21*	*203,040*	*170,687*
Treasury shares	*21*	*-22,382*	*-18,362*
Capital reserves	*21*	*1,922*	*729*
Revaluation reserves	*21*	*2,065*	*3,007*
Retained earnings		*133,310*	*127,519*
Translation differences		*116*	*95*
Minority interests		11,249	12,600
Non current liabilities		**400,519**	**376,195**
Provisions	23	7,765	8,528
Employee benefits	25	9,635	8,186
Deferred tax liabilities	19	136,481	139,344
Financial debts	26	243,142	218,046
Trade payables	26	3,345	1,553
Other payables	26	151	145
Financial derivatives	30		393
Current liabilities		**353,984**	**336,496**
Financial debts	26	31,853	59,420
Trade payables	26	189,903	153,398
Advances received	26	53,751	54,488
Employee benefits	26	41,918	38,910
Taxes	26	1,942	1,782
Other payables	27	27,812	21,658
Accrued charges and deferred income	27	6,805	6,840
Total liabilities		**1,083,823**	**1,008,966**

3. CONSOLIDATED CASH FLOW STATEMENT

	2008	2007
Cash flow relating to operating activities		
Net profit of the consolidated companies	12,664	16,047
Share in the result of the companies accounted for using the equity method	101	10
Income tax expense / income	5,626	19,973
Interest expenses	15,516	12,933
Interest income (-)	-4,270	-1,302
Losses / gains on disposal of intangible assets and property, plant and equipment	-400	-81
Losses / gains on disposal of business	-4,257	-124
Non-cash items	32,918	29,088
Depreciation of (in)tangible assets	*25,638*	*23,814*
Impairment losses	*4,657*	*6,318*
Share-based payment expense	*1,403*	*1,054*
Losses / gains on non hedging derivatives	*-1,924*	*1,902*
Increase / decrease in provisions	*490*	*-3,192*
Unrealised exchange loss / gain	*101*	*37*
Other non-cash items	*2,553*	*-845*
Gross cash flow relating to operating activities	**57,898**	**76,544**
Increase / decrease in current trade receivables	19,116	-1,670
Increase / decrease in current other receivables and deferred charges and accrued income	3,815	-2,736
Increase / decrease in inventories	-1,943	-354
Increase / decrease in trade payables	34,722	4,520
Increase / decrease in other current liabilities	5,013	-192
Other increases / decreases in working capital (a)	1,317	-2,753
Increase / decrease in working capital	**62,040**	**-3,185**
Income taxes paid	-10,095	-17,333
Interest paid	-15,109	-12,368
Interest received	4,000	1,200
Net cash flow relating to operating activities (A)	**98,734**	**44,858**

All financial amounts expressed in thousands of euros.

	2008	2007
Cash flow relating to investing activities		
(In)tangible assets - acquisitions	-37,396	-38,409
(In)tangible assets - other movements	2,755	675
Net cash flow relating to acquisition of subsidiaries	-7,017	-15,682
Net cash flow relating to disposal of subsidiaries	4,449	-56
Loans, guarantees, available-for-sale investments - acquisitions	-232	-665
Loans, guarantees, available-for-sale investments - other movements	-377	1,806
Net cash used in investing activities (B)	**-37,818**	**-52,331**
Cash flow relating to financing activities		
Dividends paid	-7,967	-8,264
Movement in capital	32,353	436
Treasury shares	-4,020	-13,442
Other changes in equity	-189	22
Proceeds from current financial debts	6,406	45,533
Redemption of current financial debts	-56,731	-145,661
Proceeds from non current financial debts	52,198	117,239
Redemption of non current financial debts	-3,045	-1,010
Decrease in non current receivables	6	1,112
Increase in non current receivables	-132	-464
Increase / decrease in short-term investments		1,000
Net cash provided by (+), used in (-) financing activities (C)	**18,879**	**-3,499**
Total decrease / increase in cash and cash equivalents (A+B+C)	**79,795**	**-10,972**
Cash and cash equivalents, beginning balance	27,492	38,464
Cash and cash equivalents, ending balance	107,287	27,492
Net decrease / increase in cash and cash equivalents	**79,795**	**-10,972**

(a) Increases and decreases in non current other payables, non current trade payables, provisions, non current employee benefits and accrued charges and deferred income.

4. CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

2008	Issued capital	Treasury shares	Capital reserves	Re-valuation reserves	Retained earnings	Translation reserves	Minority interests	TOTAL EQUITY
Balance as of 1/1/2008	**170,687**	**-18,362**	**729**	**3,007**	**127,519**	**95**	**12,600**	**296,275**
Issuance of shares *(all kind of issuances)*	32,352							**32,352**
Equity increase resulting from incorporating capital reserves	1		-1					**0**
Costs of issuance and equity increase			-209					**-209**
Profit / loss of the period					13,755			**13,755**
Operations with own shares		-4,020						**-4,020**
Foreign currency translation effect						21		**21**
Dividends					-7,971			**-7,971**
Cash flow hedge gains / losses				-942				**-942**
Recognition of share-based payments			1,403					**1,403**
Profit / loss of the period attributable to minority interest							-1,091	**-1,091**
Dividend paid to minority interests							-201	**-201**
Other increase / decrease					7		-59	**-52**
Balance as of 31/12/2008	**203,040**	**-22,382**	**1,922**	**2,065**	**133,310**	**116**	**11,249**	**329,320**

All financial amounts expressed in thousands of euros.

2007	Issued capital	Treasury shares	Capital reserves	Re-valuation reserves	Retained earnings	Translation reserves	Minority interests	TOTAL EQUITY
Balance as of 1/1/2007	**170,251**	**-4,920**	**-253**	**18**	**119,675**	**68**	**12,863**	**297,702**
Issuance of shares *(all kind of issuances)*	436							**436**
Costs of issuance and equity increase			-72					**-72**
Profit / loss of the period					15,939			**15,939**
Operations with own shares		-13,442						**-13,442**
Foreign currency translation effect						27		**27**
Dividends					-8,093			**-8,093**
Gain / loss on available-for-sale investments				605				**605**
Cash flow hedge gains / losses				2,384				**2,384**
Recognition of share-based payments			1,054					**1,054**
Profit / loss of the period attributable to minority interest							108	**108**
Dividend paid to minority interests							-371	**-371**
Other increase / decrease					-2			**-2**
Balance as of 31/12/2007	**170,687**	**-18,362**	**729**	**3,007**	**127,519**	**95**	**12,600**	**296,275**

We refer to Note 21 for more details.
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 of 13 March 2009 and can be amended until the shareholders' meeting of 19 May 2009.

New and revised standards and interpretations
The following standards and interpretations apply in 2008
- IFRIC 11 IFRS 2 'Group and Treasury Share Transactions' (applicable for accounting years beginning on or after 1 March 2007).
- IFRIC 12 'Service Concession Agreements' (applicable for accounting years beginning on or after 1 January 2008).
- IFRIC 14 IAS 19 'The Limit on a Defined Benefit Asset, Minimum funding Requirements and their Interaction' (applicable for accounting years beginning on or after 1 January 2008).
- Amendments of IAS 39 'Financial Instruments: Recognition and Measurement' and IFRS 7 'Financial Instruments: Disclosures' (applicable from 1 July 2008 on).

The following standards and interpretations have been issued but do not yet apply in 2008
- IAS 1 'Presentation of Financial Statements' (applicable for accounting years beginning on or after 1 January 2009). This standard replaces IAS 1 'Presentation of Financial Statements' (revised in 2003 and amended in 2005).
- IAS 27 (revised) 'Consolidated and Separate Financial Statements' (revised Standard applicable for accounting years beginning on or after 1 July 2009). This standard is an amendment of IAS 27 'Consolidated and Separate Financial Statements' (revised in 2003).
- Amendments to IFRS 2 'Vesting Conditions and Cancellations' (amendments applicable for accounting years beginning on or after 1 January 2009).
- Amendments to IAS 32 'Financial Instruments: presentation' and IAS 1 'Presentation of Financial Statements – Puttable Financial Instruments and Obligations Arising on Liquidation' (applicable for accounting years beginning on or after 1 January 2009).
- Amendments to IAS 39 'Financial Instruments: Recognition and Measurement – Eligible Hedged Items' (applicable for accounting years beginning on or after 1 July 2009).
- IFRS 3 'Business Combinations' (the amendments are effective for accounting years beginning on or after 1 July 2009). This standard replaces IFRS 3 'Business Combinations' as issued in 2004.
- IFRS 8 'Operating Segments' (applicable for accounting years beginning on or after 1 January 2009).
- Amendments to IAS 23 'Borrowing Costs' (applicable for accounting years beginning on or after 1 January 2009).
- Improvements to IFRS (2008) (applicable for accounting years beginning on or after 1 January 2009).
- Amendments to IFRS 1 'First-time Adoption of Financial Reporting Standards' and IAS 27 'Consolidated and Separate Financial Statements' (applicable for accounting years beginning on or after 1 January 2009).
- IFRIC 13 'Customer Loyalty Programmes' (applicable for accounting years beginning on or after 1 July 2008).
- IFRIC 15 'Agreements for the Construction of Real Estate' (applicable for accounting years beginning on or after 1 January 2009).
- IFRIC 16 'Hedges of a Net Investment in a Foreign Operation' (applicable for accounting years beginning on or after 1 October 2008).
- IFRIC 17 'Distribution of Non-cash Assets to Owners' (applicable for accounting years beginning on or after 1 July 2009).
- IFRIC 18 'Transfers of Assets from Customers' (applicable for transfers of assets from customers on or after 1 July 2009).

The Group has not applied these standards and interpretations in anticipation. We are still assessing the possible impact of IFRS 3 and IAS 27. The Group does not expect the first application of the other amendments to significantly impact its financial statements.

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 contractual agreements whereby Roularta Media Group NV together with one or more parties set up an economic activity over which they exercise joint authority. This means that strategic, financial and operational decisions require the unanimous agreement of the parties sharing the authority. These companies are accounted for by the proportional 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 influence begins until the date on which the significant influence ceases. 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 as other operating income or costs 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 are 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.

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:
- Development costs: 3 years
- Software: 3 to 5 years
- Concessions, 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.

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:

- Buildings
  - revalued: 20 years
  - not revalued: 33 years
  - buildings on leasehold land: term of lease
  - improvements with valuable appreciation: 10 years
- Installations, machines and equipment
  - 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 to 10 years
- Electronic equipment: 3 to 5 years
- Vehicles: 4 to 5 years

- Other property, plant and equipment	5 to 10 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. Investments in equities that are classified as assets available for sale but for which no price quotation on an active market is available, and the fair value of which cannot be reliably determined by other valuation methods, are recognised at their historical cost.
(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.
(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 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 cost 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 consist 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 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 in general 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 necessary amounts are recognised in the profit and loss account to cover the actuarial and investment risk of the defined benefit plans.

The actuarial gains and losses arising from differences between the previous actuarial assumptions and the current experience, or changes in actuarial assumptions are included in the profit and loss account of the year.

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.

Share based payments
Various warrant and share option plans exist to enable executive and senior management to acquire shares of the company. IFRS 2 applies to all share-based payment transactions allocated after 7 November 2002 and which had not become unconditional by 1 January 2005. The exercise price of an option is determined on the basis of the average closing price of the share during the thirty days prior to the option offering date or on the basis of the latest closing price prior to the offering date. The fair value of the option is calculated using the Black and Scholes formula. If and when the options are exercised, equity is increased by the amount received.

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.

Financial liabilities
Financial debts, other than derivative financial instruments, are initially recorded at the fair value of the financial resources received, less transaction costs. In subsequent periods, they are stated at amortised cost using the effective interest-rate method. Where financial debts are hedged by derivative financial instruments that function as fair value hedging, these debts are valued at fair value.

Trade payables
Trade payables are recognised at their cost.

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 income 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.

Government 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 to compensate costs incurred by the Group are systematically recognised as operating income in the same period in which these costs are incurred.

Sales
Revenue from sales is recognised when following conditions are met:
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

Advertising income in Printed Media is recognised upon publication of the issue in which the advertisement is placed. Advertising income in Audiovisual Media is recognised at the time of broadcasting. Income from newsstand and subscription sales is recognised at publication date of the issue.

Financing costs
Financing costs are recognised as an expense in the period in which they are incurred.

Impairment losses
For 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 recognised in the income statement.

Impairment testing is based on the one hand on the discounted cash flow model. For the purposes of this test, assets are allocated to cash flow generating units. The realisable value of the cash flow generating units is determined on the basis of the calculated value in use. This value in use is determined by discounting the future cash flows deriving from the continuing operation of the unit. For this purpose management takes as its basis the cash flow forecasts from a five-year budget. The future cash flows are discounted at a weighted average cost of capital. Cash flow forecasts after the last budget period are determined by extrapolating the above mentioned forecasts, applying a growth rate. In setting the weighted average cost of capital and the growth rate, account has been taken of the interest rate and risk profile of Roularta Media Group as a whole. The assumptions are applied to all of the Group's cash flow generating units.
On the other hand, impairment testing is based on an empirical method, whereby a transaction multiple, obtained from comparable transactions in the media sector and from experience, is applied to the sales amount.
An impairment loss is booked if the carrying value of the cash flow generating units is higher than the recoverable amount.

Derivative financial instruments
The Group uses derivative financial instruments to hedge the exposure to changes in interest rates or currencies.

Derivative financial instruments are initially measured at fair value. After initial recognition the financial instruments are measured at fair value on the balance sheet date.

Cash flow or fair value hedge accounting is applied to all hedges that qualify for hedge accounting when the required hedge documentation is in place and when the hedge relation is determined to be effective.

Fair value hedging
When a derivative financial instrument hedges the variability in fair value of a recognised asset or liability, or hedges an unrecognised firm commitment, these financial instruments are qualified as fair value hedges. These financial instruments accounted for as fair value hedges are measured at fair value and presented in the line 'financial derivatives'. The gain or loss arising on hedging instruments is recognised in profit and loss. The hedged item is also measured at fair value in respect of the risk being hedged, with any gain or loss being recognised in the income statement.

Cash flow hedging
Changes in the fair value of a hedging instrument that qualifies as an effective cash flow hedge are processed in equity, more specifically in the hedging reserve.

Derivatives that do not qualify as hedging instruments
Certain hedging transactions do not qualify for hedge accounting treatment according to the specific criteria of IAS 39 'Financial Instruments: Recognition and Measurement', although they offer economic hedging according to the Group's risk policy. Changes in the fair value of such instruments are recognised directly in the income statement.

Crucial assessments and main sources of estimating uncertainties
Preparing annual financial statement under IFRS rules requires management to make judgements, estimates and assumptions that influence the amounts included in the annual financial statements.
The estimates and related assumptions are based on past experience and on various other factors that are considered reasonable in the given circumstances. The outcomes of these form the basis for the judgement as to the carrying value of assets and liabilities where this is not evident from other sources. The actual outcomes can differ from these estimates. The estimates and underlying assumptions are regularly reviewed.

Important sources of valuation uncertainties
- Impairment losses on titles and goodwill: the Group tests titles and goodwill annually for impairment, and also in between where indications exist that the value of the titles or goodwill could be impaired.
- deferred tax assets relating to tax losses carried forward and tax deductions are recognised only to the extent that it is probable that sufficient taxable profit will exist in the future to recover the carried-forward tax losses and tax deductions.

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 freesheets, 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.

2008	Printed Media	Audiovisual Media	Intersegment elimination	Consolidated total
Sales of the segment	610,177	179,178	-7,750	781,605
Sales to external customers	*607,216*	*174,389*		*781,605*
Sales from transactions with other segments	*2,961*	*4,789*	*-7,750*	*0*
Depreciation and write-down of (in)tangible assets	-19,587	-6,051		-25,638
Write-down of inventories and receivables and provisions	-4,292	175		-4,117
Impairment losses	-2,623	-2,034		-4,657
Operating profit (EBIT)	**16,272**	**16,442**		**32,714**
Net finance costs	-13,753	-570		-14,323
Income taxes	-1,429	-4,197		-5,626
Share in the profit of the companies accounted for using the equity method	-101			-101
Net profit of the consolidated companies	**989**	**11,675**		**12,664**
Attributable to:				
Minority interests	-161	-930		-1,091
Equity holders of Roularta Media Group	**1,150**	**12,605**		**13,755**
EBITDA (1)	42,774	24,352		67,126
Net current profit (2)	5,394	14,639		20,033
Current cash flow (3)	29,273	20,515		49,788
Assets	**1,026,804**	**177,256**	**-120,237**	**1,083,823**
of which carrying amount of investments accounted for using the equity method	398			398
of which investments in intangible assets and property, plant and equipment	42,469	6,342		48,811
Liabilities	**706,858**	**80,104**	**-21,210**	**765,752**

2007	Printed Media	Audiovisual Media	Intersegment elimination	Consolidated total
Sales of the segment	592,653	181,310	-7,139	766,824
Sales to external customers	*590,293*	*176,531*		*766,824*
Sales from transactions with other segments	*2,360*	*4,779*	*-7,139*	*0*
Depreciation, write-down and provisions	-17,541	-6,273		-23,814
Write-down of inventories and receivables and provisions	-1,004	868		-136
Impairment losses	-2,907	-3,411		-6,318
Operating profit (EBIT)	**33,294**	**16,269**		**49,563**
Net finance costs	-13,041	-492		-13,533
Income taxes	-10,783	-9,190		-19,973
Share in the profit of the companies accounted for using the equity method	-10			-10
Net profit of the consolidated companies	**9,460**	**6,587**		**16,047**
Attributable to:				
Minority interests	662	-554		108
Equity holders of Roularta Media Group	**8,798**	**7,141**		**15,939**
EBITDA (1)	54,746	25,085		79,831
Net current profit (2)	12,593	10,552		23,145
Current cash flow (3)	31,138	15,957		47,095
Assets	**952,869**	**175,490**	**-119,393**	**1,008,966**
of which carrying amount of investments accounted for using the equity method	418			418
of which investments in intangible assets and property, plant and equipment	43,982	6,259		50,241
Liabilities	**670,063**	**75,594**	**-20,366**	**725,291**

(1) EBITDA = EBIT + depreciation, write-down and provisions.
(2) Net current profit = net profit of the consolidated companies attributable to the equity holders of Roularta Media Group + impairment losses + restructuring costs net of taxes.
(3) Current cash flow = net current profit + depreciation of (in)tangible assets, write-down and provisions.

All financial amounts expressed in thousands of euros.

II. SECONDARY SEGMENT REPORTING: GEOGRAPHICAL SEGMENTS
The secondary segment information is divided into three geographic markets in which RMG is active: Belgium, France, and other countries (Germany, the Netherlands, Slovenia, Croatia, Serbia and Sweden). The following schedules of sales and assets are divided up according to the geographic location of the subsidiary.

2008	Belgium	France	Other countries	Intersegment Elimination	Consolidated total
Sales of the segment	527,532	263,525	28,293	-37,745	781,605
Assets	820,407	471,346	27,227	-235,157	1,083,823
of which investments in intangible assets and property, plant and equipment	34,954	3,646	10,211		48,811
2007					
Sales of the segment	522,287	258,833	23,490	-37,786	766,824
Assets	759,243	536,041	18,101	-304,419	1,008,966
of which investments in intangible assets and property, plant and equipment	45,666	3,837	738		50,241

NOTE 3 - SALES

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

	2008	2007
Advertising	452,715	443,640
Subscriptions and sales	187,563	179,275
Other services and goods	141,327	143,909
Total sales	**781,605**	**766,824**

Bartering contracts included in sales amount to € 51,827 (2007: € 37,843). Royalties included in sales amount to € 3,118 (2007: € 2,845).
Total sales rose by € 14,781 or 1.9%. Sales in the Printed Media division rose by € 17,524 or 3% from € 592,653 to € 610,177. The acquisitions, including the German titles (seniors' magazines, home decoration and gardening magazines, children's and parents' magazines), Effect, Het Gouden Blad, Data News and the new city magazines in Croatia and Serbia represent a sales increase of € 9,883, whilst the divestment of Grieg Media and Cap Publishing reduced sales by € 2,009. Sales of existing products increased by € 9,650 or 1.6%. Sales by the Audiovisual Media division fell from € 181,310 to € 179,178 (- 1.2%). The acquisition of 4FM radio (since May 2007) represents a sales increase of € 1,135. Sales of existing products decreased by € 3,267 or 1.8%. This fall is the combined effect of a € 3,122 fall in TV and internet sales and a € 6,389 fall in the production of optical disks at Vogue Trading Video.

NOTE 4 - SERVICES AND OTHER GOODS

An analysis of the Group's services and other goods is as follows:

	2008	2007
Transport and distribution costs	-56,148	-51,335
Marketing and promotion costs	-84,284	-67,375
Commission fees	-19,767	-20,033
Fees	-59,470	-55,724
Subcontractors and other deliveries	-67,575	-63,213
Remuneration members of the board of directors	-2,297	-2,254
Temporary workers	-5,276	-5,387
Travel and reception costs	-8,875	-8,421
Insurances	-1,399	-1,308
Other services and other goods	-12,168	-14,171
Total services and other goods	**-317,259**	**-289,221**

Services and other goods have risen by € 28,038 or 9.7% compared with last year. € 4,151 of this increase is explained by the changes to the Group structure, mainly the changes in the German titles. Otherwise the rise is due mainly to the rise in barter costs (mainly marketing and promotion costs); this rise in barter costs is in line with the increase in barter turnover.

NOTE 5 - PERSONNEL

	2008	2007
Wages and salaries	-141,202	-135,507
Social security contributions	-52,657	-50,840
Share based payments	-1,403	-1,054
Post employment benefit charges	-3,710	-2,742
Other personnel charges	-6,260	-6,041
Total personnel charges	**-205,232**	**-196,184**

All financial amounts expressed in thousands of euros.

Post employment benefit charges in 2008 consist mainly of expenses recognised related to the defined contribution plans of € 3,525 (2007: € 2,604).

Employment in Full Time Equivalents	2008	2007
Average number of staff	3,198	3,148
Total employment at the end of the period	3,187	3,134

NOTE 6 - WRITE-DOWN OF INVENTORIES AND RECEIVABLES

	2008	2007
Write-down of receivables	-6,249	-3,471
Reversal of write-down of receivables	3,556	3,028
Write-down of inventories	-830	-297
Reversal of write-down of inventories	447	1,170
Total write-down of receivables and inventories	**-3,076**	**430**

The largest amounts in the valuation allowances recorded in 2008 on receivables relate to outstanding customers at DMB-Balm (€ 1,294) and to the receivable from Actuapedia (€ 1,322).
The reversal of the valuation allowance on inventory is due primarily to the use of the inventories in question.

NOTE 7 - OTHER OPERATING INCOME / EXPENSES

	2008	2007
Government grants	3,278	2,660
Gains on disposal of intangible assets and property, plant and equipment	883	199
Gains on disposal of subsidiaries or joint ventures	4,340	130
Capital grants	130	257
Exchange differences	39	12
Miscellaneous financial income and cash discounts	288	226
Miscellaneous cross-charges	1,947	1,600
Dividends	35	64
Other operating income	4,386	3,916
Total other operating income	**15,326**	**9,064**
Other taxes	-4,552	-4,040
Losses on disposal of intangible assets and property, plant and equipment	-119	-118
Losses on trade receivables	-379	-1,378
Losses on other receivables		-300
(Reversal of) less values / (less values) on other non current receivables	676	-48
(Reversal of) less values / (less values) on other current receivables	-747	-438
(Reversal of) less values / (less values) on guarantees	-358	
Share association	-2,442	-3,094
Exchange differences	-131	-57
Payment differences and bank charges	-1,244	-1,195
Other operating expenses	-714	-1,744
Total other operating expenses	**-10,010**	**-12,412**

The rise in other operating income compared with 2007 is due mainly to the capital gain on the sale of Grieg Media.
The changes in Group structure have increased other operating income and expenses by a net € 587.

NOTE 8 - RESTRUCTURING COSTS

	2008	2007
Redundancy costs	-1,579	-1,332
Removal costs	-853	
Total restructuring costs	**-2,432**	**-1,332**

The restructuring costs consist on the one hand of redundancy payments at Groupe Express-Roularta (€ 1,579) and on the other hand of removal costs at Editions Génération – L'Etudiant (€ 853).

All financial amounts expressed in thousands of euros.

NOTE 9 - NET FINANCE COSTS

	2008	2007
- interest income	2,145	1,302
- profits on hedging instruments that are not part of a hedge accounting relationship	3,216	924
- profits on discontinuing hedging instruments that are not part of a hedge accounting relationship before maturity date	2,125	
Financial income	**7,486**	**2,226**
- interest expense	-15,516	-12,933
- losses on hedging instruments that are not part of a hedge accounting relationship	-6,293	-2,826
Financial costs	**-21,809**	**-15,759**
Total net finance costs	**-14,323**	**-13,533**

Interest income has risen compared with last year given that more resources were invested short-term in the course of 2008.
Interest expenses are up compared with 2007, mainly owing to the additional loans drawn down in the course of 2007 and 2008 to finance the new participating interests acquired at the end of 2006, the new printing works and the purchase of own shares under the new option plan.
A description of the hedging instruments can be found in Note 30.

NOTE 10 - INCOME TAXES

I. INCOME TAX EXPENSE / INCOME - CURRENT AND DEFERRED

	2008	2007
A. INCOME TAX EXPENSE / INCOME - CURRENT		
Current period tax expense	-9,946	-18,945
Adjustments to current tax expense / income of prior periods	81	-69
Total current tax expense	**-9,865**	**-19,014**
B. INCOME TAX EXPENSE / INCOME - DEFERRED		
Related to the origination and reversal of temporary differences	7,486	3,775
Related to changes in tax rates	-658	56
Related to the reversal of depreciation (+) or depreciation (-) of deferred tax assets	-2,589	-4,790
Total deferred tax expense	**4,239**	**-959**
Total current and deferred tax expense	**-5,626**	**-19,973**

II. RECONCILIATION OF STATUTORY TAX TO EFFECTIVE TAX

	2008	2007
Profit before taxes	18,391	36,030
Statutory tax rate	33.99%	33.99%
Tax expense using statutory rate	**-6,251**	**-12,247**
Adjustments to current tax of prior periods (+/-)	81	-69
Tax effect of non tax deductible expenses (-)	-4,231	-6,750
Tax effect of non taxable revenues (+)	4,406	3,026
Tax credit resulting from investment and notional interest deduction	1,499	1,220
Tax effect of not recognising deferred taxes on losses of the current period (-)	-3,870	-4,166
Tax effect from the reversal (utilisation) of deferred tax assets from previous years	251	-1,271
Tax effect of recognising deferred taxes on tax losses of previous periods	361	-92
Tax effect of change in statutory tax rates	-658	
Tax effect of different tax rates of subsidiaries in other jurisdictions	211	289
Other increase / decrease in tax charge (+/-)	2,575	87
Tax expense using effective rate	**-5,626**	**-19,973**
Profit before taxes	18,391	36,030
Effective tax rate	30.59%	55.43%
Total effective tax expense	**-5,626**	**-19,973**

III. TAX RELATING TO ITEMS THAT ARE CHARGED OR CREDITED TO EQUITY

Deferred taxes relating to items that are charged or credited to equity

	2008	2007
Costs of issuance and equity increase	-2	-70
Cash flow hedge gains / losses	485	-1,228
	483	**-1,298**

All financial amounts expressed in thousands of euros.

NOTE 11 - EARNINGS PER SHARE

	2008	2007
I. MOVEMENTS IN NUMBER OF SHARES (ORDINARY SHARES)		
Number of shares, beginning balance	11,037,050	11,005,485
Number of shares issued during the period	2,094,890	31,565
Number of shares, ending balance	**13,131,940**	**11,037,050**
- of which issued and fully paid	13,131,940	11,037,050
II. OTHER INFORMATION		
Number of shares owned by the company or related parties	512,863	417,149
Shares reserved for issue under options	512,863	415,037
III. EARNINGS PER SHARE CALCULATION		
1. Number of shares		
1.1. Weighted average number of shares, basic	10,654,787	10,699,646
1.2. Adjustments to computed weighted average number of shares, diluted	31,312	125,466
subscription right plans	*16,866*	*58,195*
stock option plans	*14,446*	*67,271*
1.3. Weighted average number of shares, diluted	10,686,099	10,825,112

2. Calculation

The calculation of the basic earnings and diluted earnings per share are based on the following:

$$\frac{\text{Net profit available to common shareholders}}{\text{Weighted average number of shares, basic}} = \frac{13{,}755}{10{,}654{,}787} = 1.29$$

$$\frac{\text{Net profit available to common shareholders}}{\text{Weighted average number of shares, diluted}} = \frac{13{,}755}{10{,}686{,}099} = 1.29$$

NOTE 12 - DIVIDENDS

	2008	2007
Amount of dividends proposed or declared after the balance sheet date but before authorisation of the financial statements (1)	0	7,971
Gross dividend per share in €	0	0.75
(1)		
Number of shares entitled to dividend on 31/12	13,131,940	11,037,050
Number of own shares on 31/12	-512,863	-417,149
New shares due to capital increase		7,864
	12,619,077	10,627,765

NOTE 13 - INTANGIBLE ASSETS

2008	Development costs	Titles	Software	Concessions, property rights and similar rights	Total
AT COST					
Balance at the end of the preceding period	**131**	**422,281**	**28,379**	**25,750**	**476,541**
Movements during the period:					
- Acquisitions		3	3,833	1,555	5,391
- Acquisitions through business combinations		10,543	185	707	11,435
- Sales and disposals (-)		-33	-2,385	-465	-2,883
- Disposals through business divestiture (-)		-1,994	-3		-1,997
- Transfers from one heading to another			-34		-34
- Foreign currency exchange increase / decrease		-5			-5
At the end of the period	**131**	**430,795**	**29,975**	**27,547**	**488,448**

All financial amounts expressed in thousands of euros.

2008	Development costs	Titles	Software	Concessions, property rights and similar rights	Total
DEPRECIATION AND IMPAIRMENT LOSSES					
Balance at the end of the preceding period	**48**	**4,059**	**18,373**	**10,363**	**32,843**
Movements during the period:					
- Depreciation	44		4,514	2,336	6,894
- New consolidations			175		175
- Impairment loss / reversal recognised in income		2,251			2,251
- Written down after sales and disposals (-)		-24	-2,176	-394	-2,594
- Disposals through business divestiture (-)			-1		-1
At the end of the period	**92**	**6,286**	**20,885**	**12,305**	**39,568**
Net carrying amount at the end of the period	**39**	**424,509**	**9,090**	**15,242**	**448,880**

Development costs, software and concessions, 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. They contribute directly to Group cash flow given the widely known and respected nature of the title on the market. For this reason they are not amortised, but subject to annual impairment testing.

The titles are allocated to the Group's cash flow generating entities as follows: Groupe Express-Roularta (L'Express, L'Expansion, Lire, L'Entreprise, Mieux Vivre Votre Argent, L'Etudiant, Atmosphères...), including the titles of the Côté Maison Group (Côté Sud, Côté Est, Côté Ouest, Maison Française, Maison Magazine) for a total amount of € 326,914, Point de Vue for a total amount of € 32,400, the Biblo Group (newsletters, medical magazines, Top, Tendances, Tandartsenkrant and Apothekerskrant...) for a total amount of € 16,986, A Nous for a total amount of € 7,899, Studio Magazine (Studio Magazine and Ciné Live) for a total amount of € 5,500, Extranet for a total amount of € 5,229, children's and parents' magazines of J.M. Sailer for a total amount of € 5,226, Data News and Texbel for a total amount of € 4,943, Studio Press (Pianiste, Guitar Part, Hifi/Vidéo, Prestige,...) for a total amount of € 3,528, Press News (Royals, Dynasty,...) for the total amount of € 2,665, Het Wekelijks Nieuws (€ 2,450), Zeeuws Vlaams Advertentieblad for a total amount of € 2,083, Weltbild for a total amount of € 1,469, Lenz/Frau im Leben (€ 1,456), Go (€ 1,410) and Living & More (€ 1,048).
The Group tests titles for impairment annually, or more frequently where indications exist that the titles may have fallen in value.

Impairment testing is based on the one hand on the discounted cash flow model. For the purposes of this test, assets are allocated to cash flow generating units. The realisable value of the cash flow generating units is determined on the basis of the calculated value in use. This value in use is determined by discounting the future cash flows deriving from the continuing operation of the unit. For this purpose management takes as its basis the cash flow forecasts from the budget from 2009 to 2014, as approved by the board of directors. The future cash flows are discounted at a weighted average cost of capital of 6.8%. Cash flow forecasts after 2014 are determined by extrapolating the above-mentioned forecasts, applying a growth rate of 0.5%. In setting the weighted average cost of capital and the growth rate, account has been taken of the interest rate and risk profile of Roularta Media Group as a whole. The assumptions are applied to all of the Group's cash flow generating units.
On the other hand, impairment testing is based on an empirical method, whereby a transaction multiple, obtained from comparable transactions in the media sector and from experience, is applied to the sales amount. Based on the above tests the recoverable amount was higher than the carrying value of the cash flow generating units with the exceptions of the titles Automatch.be, Actua Vidéo, Vidéo Futur, Vidéo Pilote, Cinébank, Atmosphères, Guitar Part, Guitar Collector's, Guitar Classique, Pianiste, Prestige Audio Vidéo, Sonovision, Keyboard Recording and Radikal. On these an impairment loss of € 2,251 was recognised in the income statement. In 2007 an impairment loss of € 1,065 was recognised in the income statement on Studio Magazine, Actua Vidéo, Vidéo Futur, Vidéo Pilote and Cinébank.

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, Sport/Voetbalmagazine, Sport/Foot Magazine, Trends, Cash, Bizz, Nest, Télépro, Grande, Plus Magazine, De Streekkrant, De Zondag, Steps City Magazine, Style, Krant van West-Vlaanderen, De Weekbode, De Zeewacht, Kortrijks Handelsblad, Bouwen (D/F),... Other internally generated trade marks are Media Club, Vlan.be, Focus Televisie, WTV, Kanaal Z/Canal Z, JIMtv, VTM, 2BE, Q-Music,...

The net carrying amount of internally generated software is € 3,237. We refer to Note 31 for more information on the acquired titles.

2007	Development costs	Titles	Software	Concessions, property rights and similar rights	Total
AT COST					
Balance at the end of the preceding period	**131**	**413,311**	**23,317**	**17,439**	**454,198**
Movements during the period:					
- Acquisitions		5,455	5,462	1,372	12,289
- Acquisitions through business combinations		4,043	185	6,939	11,167
- Sales and disposals (-)		-560	-813		-1,373
- Transfers from one heading to another			228		228
- Foreign currency exchange increase / decrease		32			32
At the end of the period	**131**	**422,281**	**28,379**	**25,750**	**476,541**

All financial amounts expressed in thousands of euros.

2007	Development costs	Titles	Software	Concessions, property rights and similar rights	Total
DEPRECIATION AND IMPAIRMENT LOSSES					
Balance at the end of the preceding period	**4**	**3,554**	**15,400**	**6,823**	**25,781**
Movements during the period:					
- Depreciation	44		3,451	2,793	6,288
- New consolidations			7	747	754
- Impairment loss / reversal recognised in income		1,065			1,065
- Written down after sales and disposals (-)		-560	-488		-1,048
- Transfers from one heading to another			3		3
At the end of the period	**48**	**4,059**	**18,373**	**10,363**	**32,843**
Net carrying amount at the end of the period	**83**	**418,222**	**10,006**	**15,387**	**443,698**

NOTE 14 - GOODWILL

	2008	2007
AT COST		
Balance at the end of the preceding period	**68,525**	**56,422**
Movements during the period:		
- Acquisitions through business combinations		12,103
At the end of the period	**68,525**	**68,525**
IMPAIRMENT LOSSES		
Balance at the end of the preceding period	**3,497**	**0**
Movements during the period:		
- Impairment loss / reversal recognised in income	371	3,497
At the end of the period	**3,868**	**3,497**
Net carrying amount at the end of the period	**64,657**	**65,028**

Goodwill is allocated to the Group's cash flow generating entities as follows: Groupe Express-Roularta (€ 29,742), VMMa (€ 21,179), 4FM (€ 11,615), Studio-A (€ 1,579), Paratel (€ 452) and printing Pica (€ 90).

Goodwill is subjected annually to an impairment test, or more frequently if indications exist that goodwill is impaired.
Impairment testing is based on the one hand on the discounted cash flow model. For the purposes of this test, assets are allocated to cash flow generating units. The realisable value of the cash flow generating units is determined on the basis of the calculated value in use. This value in use is determined by discounting the future cash flows deriving from the continuing operation of the unit. For this purpose management takes as its basis the cash flow forecasts from the budget from 2009 to 2014, as approved by the board of directors. The future cash flows are discounted at a weighted average cost of capital of 6.8%. Cash flow forecasts after 2014 are determined by extrapolating the above-mentioned forecasts, applying a growth rate of 0.5%. In setting the weighted average cost of capital and the growth rate, account has been taken of the interest rate and risk profile of Roularta Media Group as a whole. The assumptions are applied to all of the Group's cash flow generating units.
On the other hand, impairment testing is based on an empirical method, whereby a transaction multiple, obtained from comparable transactions in the media sector and from experience, is applied to the sales amount.

Based on the above tests the recoverable amount was higher than the carrying value of the cash flow generating units with the exceptions of the goodwill on Pica and Actuapedia. On these an impairment loss of € 371 was recognised in the income statement. In 2007 an impairment loss of € 3,497 was recognised in the income statement on two cash flow generating units Vogue Trading Video and Pica.

NOTE 15 - PROPERTY, PLANT AND EQUIPMENT

2008	Land and buildings	Plant, machinery & equipment	Furniture and vehicles	Leasing and other similar rights	Other property, plant & equipment	Assets under construction	Total
AT COST							
Balance at the end of the preceding period	**94,708**	**80,153**	**25,267**	**48,767**	**6,962**	**19,938**	**275,795**
Movements during the period							
- Acquisitions	10,700	8,232	2,514	9,671	750	138	32,005
- Acquisitions through business combinations		22	319		5		346
- Sales and disposals (-)	-1,864	-8,071	-1,840	-478	-2,812		-15,065
- Disposals through business divestiture (-)			-375				-375
- Transfers from one heading to another	17,136	2,802	34			-19,938	34
- Other increase / decrease				-512			-512
At the end of the period	**120,680**	**83,138**	**25,919**	**57,448**	**4,905**	**138**	**292,228**

All financial amounts expressed in thousands of euros.

2008	Land and buildings	Plant, machinery & equipment	Furniture and vehicles	Leasing and other similar rights	Other property, plant & equipment	Assets under construction	Total
DEPRECIATION AND IMPAIRMENT LOSSES							
Balance at the end of the preceding period	**19,432**	**56,834**	**19,597**	**8,870**	**4,068**	**0**	**108,801**
Movements during the period							
- Depreciation	4,040	7,973	2,114	4,085	532		18,744
- New consolidations		1	189		2		192
- Impairment loss / reversal recognised in income		959		1,075			2,034
- Written down after sales and disposals (-)	-367	-7,594	-1,885	-476	-2,681		-13,003
- Disposals through business divestiture (-)			-288				-288
At the end of the period	**23,105**	**58,173**	**19,727**	**13,554**	**1,921**	**0**	**116,480**
Net carrying amount at the end of the period	**97,575**	**24,965**	**6,192**	**43,894**	**2,984**	**138**	**175,748**

Assets pledged as security	
Land and buildings pledged as security for liabilities (mortgage included)	28,814
Leased property, plant and equipment of which the finance lease liabilities are secured by the lessor's title to the leased assets	43,894

The heading 'leasing and other similar rights' comprises machines with a carrying amount of € 43,120 (Roularta Printing), machines with a carrying amount of € 51 (Regionale Media Maatschappij), radio masts of 4FM Group with a carrying amount of € 684 and office equipment of Studio-A with a carrying amount of € 39. The heading 'assets under construction' relates to machinery under construction (Rotoman in use as of 1/2/2009) of Roularta Printing (€ 133).

2007	Land and buildings	Plant, machinery & equipment	Furniture and vehicles	Leasing and other similar rights	Other property, plant & equipment	Assets under construction	Total
AT COST							
Balance at the end of the preceding period	**92,711**	**75,241**	**24,829**	**46,941**	**7,227**	**5,632**	**252,581**
Movements during the period							
- Acquisitions	2,038	5,434	2,489	24	492	15,641	26,118
- Acquisitions through business combinations	316	743	187	1,284	3		2,533
- Sales and disposals (-)	-164	-1,537	-1,950		-803		-4,454
- Transfers from one heading to another	-193		-298	518	43	-349	-279
- Foreign currency exchange increase / decrease			10				10
- Other increase / decrease		272				-986	-714
At the end of the period	**94,708**	**80,153**	**25,267**	**48,767**	**6,962**	**19,938**	**275,795**
DEPRECIATION AND IMPAIRMENT LOSSES							
Balance at the end of the preceding period	**15,878**	**49,748**	**19,224**	**6,098**	**3,213**	**0**	**94,161**
Movements during the period							
- Depreciation	3,595	7,893	2,096	2,302	1,640		17,526
- New consolidations	50	451	143	470			1,114
- Written down after sales and disposals (-)	-134	-1,531	-1,798		-764		-4,227
- Transfers from one heading to another	42		-76		-21		-55
- Foreign currency exchange increase / decrease	1		8				9
- Other increase / decrease		273					273
At the end of the period	**19,432**	**56,834**	**19,597**	**8,870**	**4,068**	**0**	**108,801**
Net carrying amount at the end of the period	**75,276**	**23,319**	**5,670**	**39,897**	**2,894**	**19,938**	**166,994**

Assets pledged as security	
Land and buildings pledged as security for liabilities (mortgage included)	37,667
Leased property, plant and equipment of which the finance lease liabilities are secured by the lessor's title to the leased assets	39,897

All financial amounts expressed in thousands of euros.

NOTE 16 - INVESTMENTS ACCOUNTED FOR USING THE EQUITY METHOD

I. PARTICIPATING INTEREST	2008	2007
At the end of the preceding period	**418**	**78**
Movements during the period		
- Acquisitions		350
- Disposals through business divestiture (-)	-17	
- Transfers from one heading to another	39	
Movements in capital and reserves of the associated company		
- Share in the result for the financial period	-101	-10
- Other changes	-43	
At the end of the period	**296**	**418**

II. AMOUNTS RECEIVABLE	2008	2007
At the end of the preceding period	**0**	**0**
Movements during the period		
- Additions	987	
- Transfers from one heading to another	437	
At the end of the period	**1,424**	**0**
Write-down (-)		
At the end of the preceding period	**0**	**0**
Movements during the period		
- Write-down	-1,322	
At the end of the period	**-1,322**	**0**
Net carrying amount at the end of the period	**102**	**0**

A list of the investments accounted for using the equity method, including the name, country of incorporation and proportion of ownership interest is given in Note 37 of the consolidated financial statements.
The Group's share of assets and liabilities and of the profit of the associated companies is summarised below:

Summarised financial information	2008	2007
Total assets	1,845	1,696
Total liabilities	1,549	1,277
Sales	2,672	2,709
Net result	-101	-10

NOTE 17 - LOANS, GUARANTEES, AVAILABLE-FOR-SALE INVESTMENTS AND SHORT-TERM INVESTMENTS

	NON CURRENT		CURRENT	
I. AVAILABLE-FOR-SALE INVESTMENTS	**2008**	**2007**	**2008**	**2007**
AT COST				
At the end of the preceding period	**2,306**	**2,556**	**0**	**0**
Movements during the period				
- Acquisitions	233	189		
- Acquisitions through business combinations	5			
- Disposals (-)	-48			
- Transfers from one heading to another	-31	-439		
At the end of the period	**2,465**	**2,306**	**0**	**0**
FAIR VALUE ADJUSTMENTS				
At the end of the preceding period	**0**	**-605**	**0**	**0**
Movements during the period				
- Reversal due to impairment loss recognised in the period		605		
At the end of the period	**0**	**0**	**0**	**0**
IMPAIRMENT LOSSES (-)				
At the end of the preceding period	**-1,375**	**0**	**0**	**0**
Movements during the period				
- Impairment loss / reversal recognised in income		-1,757		
- Transfers from one heading to another		382		
At the end of the period	**-1,375**	**-1,375**	**0**	**0**
Net carrying amount at the end of the period	**1,090**	**931**	**0**	**0**

All financial amounts expressed in thousands of euros.

All investments are considered as available-for-sale and are carried at fair value. The impairment loss relates to NV Cyber Press Publishing, on which an impairment loss was recognised in 2007 in the income statement upon liquidation of the company. Given the impossibility of reliably estimating the fair value of the other investments, financial assets for which there is no active market are valued at cost. This applies mainly to NV Roularta Media Group's investments in NV Omroepgebouw Flagey (€ 522), in SA STM (€ 208), CPP-INCOFIN (€ 124), and that of SA Senior Publications in Cyberlibris (€ 158). The Group does not expect to dispose of these shares in the short term.

II. FINANCIAL ASSETS AT FAIR VALUE THROUGH PROFIT OR LOSS	NON CURRENT		CURRENT	
Short-term investments	**2008**	**2007**	**2008**	**2007**
AT COST				
At the end of the preceding period	**0**	**0**	**1,998**	**2,998**
Movements during the period				
- Reimbursements				-1,000
At the end of the period	**0**	**0**	**1,998**	**1,998**
FAIR VALUE ADJUSTMENTS				
At the end of the preceding period	**0**	**0**	**231**	**144**
Movements during the period				
- Increase from fair value adjustments			90	87
At the end of the period	**0**	**0**	**321**	**231**
Net carrying amount at the end of the period	**0**	**0**	**2,319**	**2,229**

The short-term investments (life capital plans) are considered as financial assets at fair value through profit and loss. In 2008, € 90 was recognised through profit and loss related to the fair value adjustment of these short-term investments.

III. LOANS AND GUARANTEES	NON CURRENT		CURRENT	
Loans and guarantees	**2008**	**2007**	**2008**	**2007**
At amortised cost				
At the end of the preceding period	**2,871**	**4,994**	**0**	**0**
Movements during the period				
- Additions	87	742		
- Acquisitions through business combinations	1	90		
- Transfers from one heading to another	-437	382		
- Reimbursements	-258	-2,955		
At the end of the period	**2,264**	**3,253**	**0**	**0**
IMPAIRMENT LOSSES				
At the end of the preceding period	**0**	**0**	**0**	**0**
Movements during the period				
- Impairment loss / reversal recognised in income	-358			
At the end of the period	**-358**	**0**	**0**	**0**
Net carrying amount at the end of the period	**1,906**	**3,253**	**0**	**0**
Total	**2,996**	**4,184**	**2,319**	**2,229**

The loans and guarantees include the not-eliminated part of receivables on companies which are proportionally consolidated (€ 878) and various guarantees, a.o. rent guarantees (€ 1,028). Interest rates at arm's length are applied on these outstanding loans. An impairment loss was recorded on a lease guarantee, where repayment is uncertain.

NOTE 18 - OTHER NOTES ON ASSETS

I. TRADE AND OTHER RECEIVABLES, NON CURRENT	2008	2007
Trade receivables		
Other receivables	2,052	1,525
Total trade and other receivables - non current	**2,052**	**1,525**

Other receivables relate first of all to loans granted to third parties with whom business relationships also exist. Market interest is charged here on outstanding loans. The rise relates to a valuation allowance recognised in previous years, which was reversed (€ 676) as the collectibility of the receivable is assessed positively. Other receivables also include a contractual claim under French social security legislation.

At the end of the financial year, doubtful receivables are estimated based on an assessment of all outstanding amounts. Doubtful debtors are written off in the year in which they are identified as such.

All financial amounts expressed in thousands of euros.

The movements during the period of the allowance for bad and doubtful debts (non current) are as follows:	2008	2007
Net carrying amount at the end of the preceding period	**-678**	**-1,042**
- Amounts written off during the year		-48
- Reversal of amounts written off during the year	678	
- Transfer from allowance for non current other receivables		412
Net carrying amount at the end of the period	**0**	**-678**

II. TRADE AND OTHER RECEIVABLES, CURRENT	2008	2007
Trade receivables, gross	186,792	203,439
Allowance for bad and doubtful debts, current (-)	-7,477	-6,661
Invoices to issue and credit notes to receive (*)	10,926	9,357
Amounts receivable and debit balances suppliers	661	2,825
Derivatives carried at positive fair value (cash flow hedge)		452
Derivatives carried at positive fair value (non hedge contracts)	1,921	450
VAT receivable (*)	7,762	9,187
Other receivables, gross	7,653	7,545
Allowance for other receivables	-1,537	-791
Total trade and other receivables - current	**206,701**	**225,803**

(*) Not considered as financial assets as defined in IAS 32

The analysis of the age of current trade receivables is as follows:	2008	2007
Net carrying amount at the end of the period	**186,792**	**203,439**
- of which no amounts are written off and:		
not due and due less than 30 days	*113,300*	*132,423*
due 30 - 60 days	*31,831*	*33,961*
due 61 - 90 days	*14,646*	*16,198*
due more than 90 days	*27,015*	*13,350*

Financial assets that have fallen due at reporting date, but on which no write-down has been taken as set out above: past-due amounts have not been written down where collection is still deemed likely.

At the end of the financial year, doubtful receivables are estimated based on an assessment of all outstanding amounts. Doubtful debtors are written off in the year in which they are identified as such.

The movements during the period of the allowance for doubtful debts (trade receivables) are as follows:	2008	2007
Net carrying amount at the end of the preceding period	**-6,661**	**-5,712**
- Business combinations / business divestiture	-190	-178
- Transfer from allowance for non current other receivables		-400
- Amounts written off during the year	-4,927	-3,471
- Reversal of amounts written off during the year	3,499	3,028
- Receivables derecognised as uncollectible and amounts collected in the financial year	802	72
Net carrying amount at the end of the period	**-7,477**	**-6,661**

In most Group companies, based on the year-end evaluation, the provision from the end of the previous year is reversed and a new provision is recorded. Realised losses on receivables (also on receivables provisioned at the end of the previous financial year) are detailed in Note 7.

The movements during the period of the allowance for doubtful debts (other receivables) are as follows:	2008	2007
Net carrying amount at the end of the preceding period	**-791**	**-341**
- Amounts written off during the year	-897	-715
- Reversal of amounts written off during the year	150	277
- Transfer from allowance for non current other receivables		-12
Net carrying amount at the end of the period	**-1,538**	**-791**

III. CASH AND CASH EQUIVALENTS	2008	2007
Bank balances	47,747	21,404
Short-term deposits	59,142	6,001
Cash at hand	390	83
Other cash and cash equivalents	8	4
Total cash and cash equivalents	**107,287**	**27,492**

All financial amounts expressed in thousands of euros.

NOTE 19 - DEFERRED TAX ASSETS AND LIABILITIES

I. OVERVIEW DEFERRED TAX ASSETS - LIABILITIES
Recognised deferred tax assets and liabilities are attributable to:

	2008		2007	
	Deferred Tax Assets	Deferred Tax Liabilities	Deferred Tax Assets	Deferred Tax Liabilities
Intangible assets	3,079	118,907	823	116,477
Property, plant and equipment	122	23,841	65	22,765
Loans, guarantees, available-for-sale investments	222	5,512	197	4,857
Inventories		1,788		1,578
Trade and other receivables		653	3	12
Short-term investments		109		41
Cash and cash equivalents				16
Deferred charges and accrued income	54	323		358
Treasury shares		15		
Retained earnings	311	664		1,563
Provisions	18	391	27	12
Non current employee benefits	997		931	
Non current financial debts		1,890		464
Current employee benefits			16	
Taxes	5	1,977	241	1,864
Other payables	2,656		167	
Accrued charges and deferred income	386		398	
Total deferred taxes related to temporary differences	**7,850**	**156,070**	**2,868**	**150,007**
Tax losses	17,818		13,165	
Tax credits	464		241	
Set off tax	-19,589	-19,589	-10,663	-10,663
Net deferred tax assets/liabilities	**6,543**	**136,481**	**5,611**	**139,344**

Deferred tax assets have not been recognised in respect of tax losses for an amount of € 20,977 (2007: € 18,882) and in respect of temporary differences of € 55 (2007: -€ 369) because it is not probable that future taxable profit will be available against which they can be utilised.

Roularta Media Group recognised deferred tax assets amounting to € 5,310 (2007: € 4,280) 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 utilise the recognised deferred tax assets.

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

	2008		2007	
Year of expiration	Tax losses carried forward	Tax credits	Tax losses carried forward	Tax credits
Without expiration date	17,818	464	13,165	241
Total deferred tax asset	**17,818**	**464**	**13,165**	**241**

NOTE 20 - INVENTORIES

	2008	2007
Gross amount		
Broadcasting rights	32,548	39,199
Raw materials	9,771	8,048
Work in progress	984	1,157
Finished goods	1,644	920
Goods purchased for resale	5,862	4,573
Advance payments	5,085	
Contracts in progress	1,698	1,686
Total gross amount (A)	**57,592**	**55,583**
Write-downs and other reductions in value (-)		
Broadcasting rights	-37	-37
Raw materials	-174	-117
Finished goods	-58	-81
Goods purchased for resale	-2,039	-1,690
Total write-downs (B)	**-2,308**	**-1,925**

All financial amounts expressed in thousands of euros.

Carrying amount		
Broadcasting rights	32,511	39,162
Raw materials	9,597	7,931
Work in progress	984	1,157
Finished goods	1,586	839
Goods purchased for resale	3,823	2,883
Advance payments	5,085	
Contracts in progress	1,698	1,686
Total carrying amount at cost (A+B)	**55,284**	**53,658**

NOTE 21 - EQUITY

ISSUED CAPITAL
On 7 January 2008 the company capital was increased by € 158 by the creation of 7,864 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 € 1 by incorporating reserves available for distribution in the same amount, without issuing new shares, bringing capital to € 170,846.
On 21 May 2008 the company capital was increased by € 194 by the creation of 17,375 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 € 0.02 by incorporating reserves available for distribution in the same amount, without issuing new shares, bringing capital to € 171,040.
On 16 December 2008, capital was increased by the contribution of € 32,000 through the issuing of 2,069,651 shares with the related VVPR strips, bringing capital to € 203,040. At 31 December 2008, the issued capital amounted to € 203,040 (2007: € 170,687) represented by 13,131,940 (2007: 11,037,050) fully paid-in ordinary shares. These are no-par shares.

TREASURY SHARES
By using the statutory authorisation to purchase own company shares, renewed at the annual meeting of the 20th of May 2008, the board of directors purchased 100,000 own shares at Euronext Brussels Stock Exchange in 2008. This purchase of treasury shares is related to the option plans offered to management and executive employees (see Note 21). These shares were purchased at the day's rate for a total amount of € 4,096.
At 31 December 2008 the Group owns 512,863 own shares (2007: 417,149).

CAPITAL RESERVES	2008	2007
Share premium	304	304
Costs of issuance and equity increase (net after deferred taxes)	-1,027	-817
Reserves for share-based payments	2,645	1,242
Total capital reserves	**1,922**	**729**

The reserves for share-based payments relate to the share options allocated as described in Note 22.

REVALUATION RESERVES	2008	2007
Hedging reserves	2,065	3,007
Total revaluation reserves	**2,065**	**3,007**

Hedging reserves		
At the end of the preceding period	**3,007**	**623**
Gains / losses on cash flow hedges	1,516	-2,402
Recognition in profit and loss	-2,943	6,014
Taxes related to gains / losses on cash flow hedges recognised in equity	485	-1,228
At the end of the period	**2,065**	**3,007**

Changes in the fair value of hedging instruments designated as effective cash flow hedges are calculated and recognised directly in equity on a half-yearly basis.

NOTE 22 - SHARE-BASED PAYMENTS

Various subscription rights and stock option plans have been issued by NV Roularta Media Group with the intention of allowing management and executive employees to benefit from the growth of the company and the evolution of the Roularta share. All subscription rights and stock option plans are settled in equity instruments, whereby each plan provides that one option or one subscription right entitles its holder to one Roularta share against payment of the exercise price. Options become unconditional when the employment contract or directorship has not ended at the time of the next exercise period. An overview of existing subscription rights and stock option plans follows.

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 €	First exercise period	Last exercise period
1998	300,000	300,000		11.15	15/5 - 15/6/2001	15/4 - 6/5/2008
2001	200,000	114,600	40,646	20.13	1/12 - 30/12/2005	10/9 - 10/10/2014
	500,000	**414,600**	**40,646**			

All financial amounts expressed in thousands of euros.

At 21 May 2008, 17,375 of the subscription rights offered in 1998 were exercised. At 7 January 2008, 7,864 of the subscription rights offered in 2001 were exercised.

Details of the subscription rights outstanding during the year are as follows:

	2008	2007
	Subscription rights to be exercised	Subscription rights to be exercised
Outstanding at the beginning of the year	**68,495**	**102,060**
Forfeited during the year	-2,610	-2,000
Exercised during the year	-25,239	-31,565
Outstanding at the end of the year	**40,646**	**68,495**

STOCK OPTION PLANS
The Appointments and Remuneration Committee decides on the allocation of the option plans as a function of executives' and managers' performance, their contribution to achieving Group objectives and their commitment to the long-term development of Group strategy. The exercise price of an option is determined on the basis of the average closing price of the share during the thirty days prior to the option offering date or at the price corresponding to the last closing price preceding the offering date. The vesting period of the share options is stated in the schedule below-mentioned. If the share option remains unexercised during the last exercise period, the share option expires. The share options which are not yet exercisable are forfeited if a member of management or a executive employee leaves the company before the last exercise period, except in case of retirement or decease.

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

Year of offering	Options offered	Options granted	Options to be exercised	Exercise price in €	First exercise period	Last exercise period
2000	125,500	119,305	95,208	65.00	1/1 - 30/4/2004	1/1 - 22/5/2013
2001	82,125	73,575	16,721	18.20	1/1 - 26/6/2005	1/1 - 25/8/2014
2002	10,000	10,000	10,000	20.00	1/1 - 31/12/2006	1/1 - 3/10/2012
2002	50,000	33,500	13,300	21.93	1/1 - 30/6/2006	1/7 - 31/12/2015
2003	10,000	10,000	6,000	27.00	1/1 - 31/12/2007	1/1 - 10/10/2013
2003	12,500	12,500	2,500	26.00	1/1 - 31/12/2007	1/1 - 2/7/2013
2006	300,000	267,050	262,550	53.53	1/1 - 31/12/2010	1/1 - 31/12/2016
2008	300,000	233,650	233,650	40.00	1/1 - 31/12/2012	1/1 - 31/12/2018
	890,125	**759,580**	**639,929**			

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

	2008		2007	
	Number of share options	Weighted average exercise price in €	Number of share options	Weighted average exercise price in €
Outstanding at the beginning of the year	**415,037**	**52.11**	**180,086**	**45.67**
Granted during the year	233,650	40.00	267,050	53.53
Forfeited during the year	-4,472	61.15	-5,092	51.48
Exercised during the year	-4,286	20.33	-27,007	23.38
Outstanding at the end of the year	**639,929**	**47.84**	**415,037**	**52.11**
Exercisable at the end of the year	90,514		77,476	

The weighted average share price at the date of exercise for share options exercised during the year was € 47.39 (2007: € 59.87). The share options outstanding at the end of the year have a weighted average remaining term of 8 years.

The fair value of the in 2008 granted options amounts to 11.40 euro and was calculated at the grant date of the option using the Black-Scholes option pricing model. The expected volatility is based on the historic volatility over a period of 1 year of historic rates. The inputs into the model used to calculate the fair value of the in 2008 granted options were as follows:

Weighted average share price in € on the date of grant	40.74
Weighted average exercise price in €	40.00
Expected volatility	26%
Expected life of the share option (in years)	6
Risk free rate	4.3%
Expected dividend yield	1.8%

In 2008 the Group recognised € 1,403 (2007: € 1,054) as personnel cost relating to equity-settled share-based payment transactions. All stock option plans granted as of 7 November 2002 are recognised in profit and loss.

All financial amounts expressed in thousands of euros.

NOTE 23 - PROVISIONS

2008 Provisions, non current	Legal proceeding provisions	Environmental provisions	Restructuring provisions	Other provisions	Total
At the end of the preceding period	**1,852**	**93**	**1,227**	**5,356**	**8,528**
Movements during the period					
- Additional provisions	967			856	1,823
- Increase / decrease to existing provisions	37			149	186
- Acquisitions through business combinations	62			16	78
- Amounts of provisions used (-)	-451	-25	-551	-1,365	-2,392
- Unused amounts of provisions reversed (-)	-53			-405	-458
At the end of the period	**2,414**	**68**	**676**	**4,607**	**7,765**

Provisions for pending disputes relate largely to disputes at NV De Streekkrant-De Weekkrantgroep, SA Groupe Express-Roularta and at NV Roularta Media Group and some other pending disputes. The environmental provision relates totally to provisions for soil decontamination. The restructuring provisions relate primarily to the current restructurings at Groupe Express-Roularta. The other provisions relate largely to the provision at VMMa for taxes on games of chance and the URSSAF provision at several French subsidiaries. The provision for tax on games of chance is a best estimate by management.

2007 Provisions, non current	Legal proceeding provisions	Environmental provisions	Restructuring provisions	Other provisions	Total
At the end of the preceding period	**1,823**	**129**	**5,937**	**4,400**	**12,289**
Movements during the period					
- Additional provisions	587		854	962	2,403
- Increase / decrease to existing provisions				82	82
- Transfers from one heading to another	264		-883	619	0
- Acquisitions through business combinations				19	19
- Amounts of provisions used (-)	-804	-36	-4,618	-562	-6,020
- Unused amounts of provisions reversed (-)	-18		-63	-164	-245
At the end of the period	**1,852**	**93**	**1,227**	**5,356**	**8,528**

NOTE 24 - SIGNIFICANT LITIGATION

NV De Streekkrant-De Weekkrantgroep is involved in a legal dispute with NV Kempenland in which damages of € 7,551 have been demanded for failure to fulfil a printing contract. A provision of € 1,200, based on the estimation of the cost by the board of directors, has already been set up for these proceedings, of which € 450 has already been paid into a frozen account.
NV Roularta Media Group is involved in proceedings before the trade court with its former business partner Bookmark. A provision of € 578 has been set up in respect of these proceedings. At SA Groupe Express-Roularta a provision of € 493 was set up for pending litigation relating to published articles.

NOTE 25 - EMPLOYEE BENEFITS

I. GENERAL OVERVIEW

	2008	2007
Defined benefit plans	4,646	4,429
Redundancy payments	1,872	1,013
Other long-term employee benefits	3,117	2,744
Future tariff benefits on subscriptions	*1,966*	*1,784*
Employee retirement premiums	*506*	*352*
Jubilee premiums	*312*	*275*
Profit sharing and bonuses	*333*	*333*
At the end of the period	**9,635**	**8,186**

II. DEFINED BENEFIT PLANS

Various defined benefit pension plans exist within the Group, whereby remuneration is dependent on the number of years' service and salary levels. For the Belgian and German plans the assets are held in funds as required by law. For each plan the pension costs are calculated separately by an actuary based on the 'projected unit credit' method. Using this method obligations in respect of previous years' service and built-up fund investments are calculated, with the difference between the two (net value) shown by the Group in the balance sheet.

All financial amounts expressed in thousands of euros.

	2008	2007
A. Amounts recognised in the balance sheet		
1.Net funded defined benefit plan obligation (asset)	465	566
1.1. Present value of funded or partially funded obligation	1,593	2,153
1.2. Fair value of plan assets (-)	-1,128	-1,587
2. Present value of wholly unfunded obligation	4,181	3,917
3. Unrecognised actuarial gains / losses		-66
4. Other components		12
Defined benefit plan obligation, total	**4,646**	**4,429**
B. Net expense recognised in income statement		
1. Current service cost	441	404
2. Interest cost	271	232
3. Expected return on plan assets (-)	-48	-36
4. Net actuarial (gain) loss recognised	-482	-320
Net expense recognised in income statement	**182**	**280**
C. Movements in the present value of the defined benefit plan obligation		
Present value of the defined benefit plan obligation, beginning balance	**6,070**	**5,928**
1. Current service cost	441	404
2. Interest cost	271	232
3. Net actuarial (gain) loss recognised	-427	-464
4. Contribution by the plan's participants	41	42
5. Increases through business combinations	-364	
6. Foreign currency exchange increase (decrease)		19
6. Benefits paid (-)	-254	-111
7. Other increase (decrease)	-4	20
Present value of the defined benefit plan obligation, ending balance	**5,774**	**6,070**
D. Movements in the fair value of plan assets		
Fair value of plan assets, beginning balance	**1,587**	**1,579**
1. Expected return on plan assets	48	59
2. Actuarial gains (losses)	55	-147
3. Contributions by employer	96	150
4. Contribution by the plan's participants	41	42
5. Increase through business combinations	-445	
6. Foreign currency exchange increase (decrease)		15
7. Benefits paid (-)	-254	-111
Fair value of plan assets, ending balance	**1,128**	**1,587**
Actual return on plan assets	**41**	**79**
E. Principal actuarial assumptions		
1. Discount rate	5.0%	5.0%
2. Expected return on plan assets	5.0%	5.0%
3. Expected rate of salary increase	5.0%	2.0%
4. Future defined benefit increase	2.0%	2.5%

	2008	2007	2006	2005
Present value of defined benefit obligation	5,774	6,070	5,928	1,583
Fair value of plan assets	1,128	1,587	1,579	748
Deficit / (surplus)	**4,646**	**4,483**	**4,349**	**835**
Experience adjustments on plan liabilities	-427	-464	-783	
Experience adjustments on plan assets	55	-147	-653	

For defined benefit pension plans a defensive investment strategy is applied, with investment mainly in fixed income securities, so as to guarantee the safety, return and liquidity of the investments, with judicious diversification and spread of investments.

The major categories of plan assets, and the percentage that each major category constitutes of the fair value of the total plan assets, is as follows:

	2008	2007
Fixed income securities	84%	82%
Equity instruments	4%	8%
Property	6%	5%
Liquid	6%	5%

The Group expects to make a contribution of € 99 to the defined benefit plans in 2009.

III. DEFINED CONTRIBUTION PLANS

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 € 3,525 (2007: € 2,604).

All financial amounts expressed in thousands of euros.

IV.STOCKS OPTIONS AND SUBSCRIPTION RIGHTS
We refer to Note 22.

NOTE 26 - FINANCIAL LIABILITIES

2008	CURRENT	NON CURRENT			
	Up to 1 year	2 years	3 to 5 years	over 5 years	Total
Financial debts					
Debentures				53,528	53,528
- Recognition at transaction exchange rate				*61,457*	*61,457*
- Revaluation at the balance sheet closing date				*-7,929*	*-7,929*
Derivatives				2,797	2,797
Convertible debentures				21,760	21,760
Finance leases	4,556	4,657	12,575	14,804	36,592
Credit institutions	26,288	22,401	85,879	22,569	157,137
Other loans	1,009	143	2,029		3,181
Total financial debts according to their maturity	**31,853**	**27,201**	**100,483**	**115,458**	**274,995**
Trade and other payables					
Trade payables	189,903	3,345			193,248
Advances received	52,673				52,673
Current employee benefits	41,918				41,918
- of which payables to employees	*29,431*				*29,431*
- of which payables to Public Administrations	*12,486*				*12,486*
Taxes	1,942				1,942
Other payables	27,812	6		145	27,963
Accrued charges and deferred income	7,883				7,883
Total amount of payables according to their maturity	**322,131**	**3,351**	**0**	**145**	**325,627**

2007	CURRENT	NON CURRENT			
	Up to 1 year	2 years	3 to 5 years	over 5 years	Total
Financial debts					
Debentures				50,517	50,517
- Recognition at transaction exchange rate				*61,389*	*61,389*
- Revaluation at the balance sheet closing date				*-10,872*	*-10,872*
Derivatives				6,768	6,768
Finance leases	3,480	6,887	8,179	12,976	31,522
Credit institutions	55,239	18,084	77,073	34,866	185,262
Other loans	701	24	2,150	522	3,397
Total financial debts according to their maturity	**59,420**	**24,995**	**87,402**	**105,649**	**277,466**
Trade and other payables					
Trade payables	153,398	1,553			154,951
Advances received	54,488				54,488
Current employee benefits	38,910				38,910
- of which payables to employees	*27,333*				*27,333*
- of which payables to Public Administrations	*11,577*				*11,577*
Taxes	1,782				1,782
Other payables	21,658			145	21,803
Accrued charges and deferred income	6,840				6,840
Total amount of payables according to their maturity	**277,076**	**1,553**	**0**	**145**	**278,774**

Various financial liabilities are governed by loan agreements that include financial convenants, among them a maximum leverage ratio, a minimum interest coverage, a maximum gearing ratio and minimum equity.

The guaranteed debts included in the financial debts can be summarised as follows:

Finance leases	36,592
Credit institutions	25,309
These are guaranteed by:	
Mortgages registered on the Group's land and buildings	15,417
Pledges	4,752
In addition there also remains a mortgage registration without any matching debt:	12,395

For further information on the Group's exposure to interest and exchange rate risks, see Note 30. Financial Instruments – Market – and Other Risks.

All financial amounts expressed in thousands of euros.

NOTE 27 - OTHER NOTES ON LIABILITIES

CURRENT TRADE PAYABLES	2008	2007
Trade payables	122,251	92,002
Bills of exchange payable	7,844	6,809
Invoices to be received / credit notes to issue (*)	59,228	54,290
Credit balances trade receivables	580	297
Total current trade payables	**189,903**	**153,398**

The rise in current trade payables compared with 2007 relates mainly to a payment timing difference.

CURRENT OTHER PAYABLES	2008	2007
Indirect tax payable (*)	18,905	17,822
Derivatives with negative fair value (non hedging contracts)	7,865	1,325
Other payables	1,042	2,511
Total current other payables	**27,812**	**21,658**

Indirect taxes relate primarily to VAT, advance income tax and provincial and municipal taxes. The increase of the current other payables relates primarily to the negative fair value of the financial instruments at Roularta Media France.

ACCRUED CHARGES AND DEFERRED INCOME	2008	2007
Accrued interest	2,560	2,396
Accrued charges and deferred income (*)	3,828	3,867
Carrying amount of government grants recognised (*)	417	577
Total accrued charges and deferred income	**6,805**	**6,840**

The accrued charges and deferred income are in line with last year.

(*) No financial liability as defined in IAS 32

NOTE 28 - FINANCE AND OPERATING LEASES

I. FINANCE LEASES

	Present value of minimum lease payments		Minimum lease payments	
	2008	2007	2008	2007
No later than 1 year	4,556	3,480	6,074	4,923
Later than 1 year and not later than 5 years	17,232	15,066	21,308	18,367
Later than 5 years	14,804	12,976	16,085	14,180
	36,592	**31,522**	**43,467**	**37,470**
Less future finance charges			-6,875	-5,948
Present value of minimum lease payments	**36,592**	**31,522**	**36,592**	**31,522**
Included in the financial debt as:				
Current finance lease			4,556	3,480
Non current finance lease			32,036	28,042
			36,592	**31,522**

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. A purchase option exists at 3% of the gross investment for the finance lease of studio equipment.
Roularta Printing holds several finance lease arrangements. The financial lease agreements on the Euro-MD printing press installation, the saddle stitcher, the packaging machine, the baling presses, the pneumatic waste extraction system, the full automatic stationary compacter of snippings of paper and the rotating exit for the Lithoman printing press contain a purchase option equal to 1% of the gross investment. The financial leasing agreement on 2 printing presses for the new printing works (2007/2008), on the chain of one of these printing presses, and on the stapling installation, contain a purchase option equal to 2% of the total investment value. The re-leasing option varies from one contract to another, but amounts to a maximum of 1.75% of the total investment value for years one and two. For subsequent years this amounts for most contracts to 0.1% of the total investment value.
Vogue Trading Video has a sale & lease back agreement for DVD production lines. The purchase option was set at 16% of the gross investment.
At 4FM a financial lease for broadcasting masts was concluded on 1 May 2004. Except if the Flemish government's licence of 4FM to operate as a private radio station is not extended after 6 September 2010, this agreement runs for 10 years, and is thereafter tacitly renewed for further five-year periods. The period of notice is 12 months. In the event of the (partial) suspension, by withdrawal or change, of any permit, authorisation, permission or recognition, the obligation to pay the

All financial amounts expressed in thousands of euros.

agreed amount continues, with the exception of the variable part of the costs connected with energy consumption or other costs not incurred by the lessor during the suspension in fulfilling its obligations under the lease agreement.

	2008	2007
Interest recognised as an expense in the period related to finance lease	1,783	1,389

The interest portion of the financial lease is charged to income over the term of the lease. The increase compared with last year is due to the financial lease agreements at NV Roularta Printing covering printing presses and various machines.

II. OPERATING LEASES

	2008	2007
Lease payments recognised as an expense in the period	6,366	5,349

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.

Non-cancellable future minimum operating lease payments	2008	2007
< 1 year	3,756	3,879
1 to 5 years	5,390	5,617
> 5 years	10	39
	9,156	9,535

NOTE 29 - CONTINGENT LIABILITIES AND CONTRACTUAL COMMITMENTS FOR THE ACQUISITION OF PROPERTY, PLANT AND EQUIPMENT

The Group provides securities for obligations totalling € 7,425, of which € 1,150 relate to joint ventures. Pledges totalling € 4,752 were given on business assets, € 1,000 of which related to joint ventures.
In the case of Vlaamse Media Maatschappij NV there is uncertainty concerning the tax debt, the uncertainty relates to the regulations and no assessment has been received to date. A provision of € 2,714 (RMG share) has been entered. The uncertainty cannot be quantified with any greater accuracy.

Roularta Printing's contractual obligations to buy paper from third parties amount to € 2,822. VMMa's contractual obligations amount to € 39,101 and consist of contracted broadcasting rights (€ 36,795) and equipment rental (€ 2,306).
The contractual obligations to acquire property, plant and equipment amount to € 6,473 and consist mainly of obligations relating to the ongoing investments in the printing presses.

NOTE 30 - FINANCIAL INSTRUMENTS - MARKET AND OTHER RISKS

In the exercise of its business activity the Group is exposed to currency, interest rate, credit and market risks. Derivatives are used to reduce the currency and interest risks.

A. CURRENCY RISK
Operating activities
The currency risks identified by management relate to the (expected) purchases in USD in the Audiovisual Media segment and to activities outside the eurozone. Other than that the Group does not run any significant currency risks with respect to its operating activities.

With regard to the purchases and the firm commitments to purchase in USD in the Audiovisual Media segment, the Group uses foreign exchange contracts to hedge the risk of changes in the fair value of a recognised asset or liability, or a non-recognised definite undertaking in the context of its commercial activities. The forward contracts are viewed as fair value hedges as defined in IAS 39. These are valued at market value (€ 127 receivable in 2008 and € 231 payable in 2007) and booked in the heading 'financial derivatives' under non current liabilities. The total notional amount of these forward contracts comes to USD 14,214.

The operating currency risks to the Group from activities outside the eurozone, that is Sweden, Croatia and Serbia are very limited. The net cash flow from and to these entities, and their timing, is such that no significant currency positions have arisen from them.

Financing activities
The only financing activity with a potential currency risk is the US Private Placement in USD undertaken in 2006 by the Group with a nominal value of $ 75,000 and maturing in 2014, interest on which is payable half-yearly.

To hedge the currency risk on both the principal and the (future) interest payments on this USD-denominated loan, the Group has taken out a foreign exchange future contract (Cross-Currency Swap) maturing on the same date as the loan repayment and the associated interest payment. Given that the financial instrument hedges the entire currency risk, it is considered as a cash flow hedge and hedge reporting is applied.

Upon initial recognition, this loan was converted into euros at the transaction rate. At balance sheet date it was valued at the balance sheet exchange rate. The difference between the amount of the loan at the original exchange rate and at the balance sheet exchange rate is recognised in the income statement. The related foreign exchange future contract is also converted at market value. Differences with the original market value or the value ascribed at the most recent revision date are also recognised in the income statement. The translation differences on this USD loan recognised in the income statement during the financial year amount to -€ 2,943 (2007: € 6,014). The change in the value of the foreign exchange future contract, which is also recognised in the income statement, is € 2,943 (2007: - € 6,014). The market value of this contract at balance sheet date amounted to -€ 7,929 (2007: -€ 10,872).

All financial amounts expressed in thousands of euros.

Estimated sensitivity to currency risk:
Management is of the opinion that, given the above-mentioned hedging of the foreign exchange risks, the risks of fluctuations in the fair value or in the future cash flows of financial instruments which impact the profit or equity as a result of exchange rate changes, are not material.

B. INTEREST RATE RISK
The maturity dates of the financial debts and liabilities are given in Note 26.
The debenture and loans of credit institutions have fixed or variable interest rates.
The table below summarises the effective interest rates at balance sheet date of these interest-bearing loans at 31 December 2008:

Fixed interest rate	Carrying amount	Effective interest rate
Debenture	53,528	4.75%
Convertible debenture	21,760	from 5% to 6%
Credit institutions	53,245	from 4% to 5%
Credit institutions	386	from 5% to 6%
Credit institutions	1,311	from 6% to 7%

Variable interest rate, converted into fixed interest rate through hedging contracts	Carrying amount	Effective interest rate
Credit institutions	61,284	from 4% to 5%

Variable interest rate	Carrying amount	Effective interest rate
Credit institutions	1,850	from 4% to 5%
Credit institutions	30,974	from 5% to 6%

As well as these loans, the Group had at 31 December 2008 other short-term straight loans, financings and overdrafts with credit institutions totalling € 8,087. These carry variable market interest rates.

The table below summarises the effective interest rates at balance sheet date of these interest-bearing loans at 31 December 2007:

Fixed interest rate	Carrying amount	Effective interest rate
Debenture	50,517	4.75%
Credit institutions	418	from 3% to 4%
Credit institutions	50,739	from 4% to 5%
Credit institutions	461	from 5% to 6%
Credit institutions	2,491	from 6% to 7%

Variable interest rate, converted into fixed interest rate through hedging contracts	Carrying amount	Effective interest rate
Credit institutions	71,000	from 4% to 5%

Variable interest rate, converted into limited interest rate through hedging contracts	Carrying amount	Effective interest rate
Credit institutions	20,000	from 4% to 5%

Variable interest rate	Carrying amount	Effective interest rate
Credit institutions	1,950	from 4% to 5%

Loans towards joint ventures, which are recorded under other loans, have a fixed interest rate which is revisable after three or five years.
In order to hedge the risks of unfavourable interest rate fluctuations, the Group used financial instruments (IRS contracts and Cap-Floor contracts).

The financial instruments which meet the requirements defined in IAS 39 and are therefore regarded as cash flow hedging contracts can be summarised as follows:

Debenture: to hedge the interest rate risk on this loan in USD, the Group has concluded an Interest-Rate-Swap, combined with the Cross-Currency-Swap covering the exchange risk which is detailed under the currency risk. This contract had the effect of reducing the effective fixed interest rate on this loan to 4.75%. The cash flows from this contract match those of the interest and principal payments on this debenture.
This Interest-Rate-Swap is considered as a cash flow hedge. The fair value of this contract amounts to € 5,132 (2007: € 4,104). In 2008 a profit after taxes of € 678 (2007: € 2,092) was recognised directly in equity.

Credit institutions: in order to limit the variable interest rate on various contracts, a Cap Rate contract and a number of IRS contracts have been concluded in a total notional amount of € 61,284 (2007: € 91,000). The fair value amounted to - € 2,004 (2007: € 452). In 2008 a net post-tax loss of - € 1,620 (2007: gain of € 292) was recognised directly to equity (hedging reserves) as a result of the changes in the fair value of these contracts.

Alongside these are a number of contracts that do not meet the conditions of IAS 39 to be viewed as hedging contracts.
This relates to IRS contracts, a Cap Floor contract, a Floor Spread contract and an Index Swap contract with a total notional amount of € 183,064 (2007: € 124,401). The fair value amounted to - € 3,940 (2007: - € 874). In 2008 two IRS contracts were terminated prior to maturity, producing a positive cash flow of € 2,125, which has been recognised under other financing income. In addition, in 2008 a net pre-tax loss of - € 3,066 (2007: - € 1,909) was recognised under financial results as a result of the changes in the fair value of these contracts.

All financial amounts expressed in thousands of euros.

The maturity dates of the notional amounts of these financial instruments, which serve as cash flow hedges of the currency and interest rate risk, can be summarised as follows:

2008	CURRENT	NON CURRENT		
	Up to 1 year	2 years	3 to 5 years	over 5 years
Cross Currency Interest Rate Swap				
Currency Rate Swap - foreign exchange future contract				*$75,000*
Interest Rate Swap - cash flow hedge				*$75,000*
Interest Rate Swap				
Cash flow hedge	*11,057*	*13,007*	*37,220*	
No cash flow hedge			*4,000*	*136,820*
Various contracts (Cap/Floor, Floor Spread, Cap Rate, Index Swap)				
No cash flow hedge	*337*	*2,288*	*29,619*	*10,000*

2007	CURRENT	NON CURRENT		
	Up to 1 year	2 years	3 to 5 years	over 5 years
Cross Currency Interest Rate Swap				
Currency Rate Swap - foreign exchange future contract				*$75,000*
Interest Rate Swap - cash flow hedge				*$75,000*
Interest Rate Swap				
Cash flow hedge	*9,716*	*11,057*	*39,171*	*11,056*
No cash flow hedge				*111,820*
Various contracts (Cap/Floor, Floor Spread, Cap Rate, Index Swap)				
Cash flow hedge			*20,000*	
No cash flow hedge	*337*	*338*	*11,906*	

The fair value at balance sheet date of these financial instruments can be summarised as follows:

	2008		2007	
	Asset	Liability	Asset	Liability
Cross Currency Interest Rate Swap				
Currency Rate Swap - foreign exchange future contract		*-7,929*		*-10,872*
Interest Rate Swap - cash flow hedge	*5,132*		*4,104*	
Interest Rate Swap				
Cash flow hedge		*-2,004*	*333*	
No cash flow hedge	*1,885*	*-4,768*	*364*	*-1,286*
Various contracts (Cap/Floor, Floor Spread, Cap Rate, Index Swap)				
Cash flow hedge			*119*	
No cash flow hedge	*36*	*-1,093*	*86*	*-38*
	7,053	**-15,794**	**5,006**	**-12,196**

The impact of the evolution in the market values (before taxes) of these financial instruments can be summarised as follows:

2008	Evolution market values	Recognised in equity	Recognised in profit and loss
Cross Currency Interest Rate Swap			
Currency Rate Swap - foreign exchange future contract	*2,943*		*2,943*
Interest Rate Swap - cash flow hedge	*1,028*	*1,028*	
Interest Rate Swap			
Cash flow hedge	*-2,338*	*-2,338*	
No cash flow hedge	*-1,961*		*-1,961*
Various contracts (Cap/Floor, Floor Spread, Cap Rate, Index Swap)			
Cash flow hedge	*-118*	*-118*	
No cash flow hedge	*-1,104*		*-1,104*
	-1,550	**-1,428**	**-122**

As specified above, an exchange difference on the USD borrowing has also been recognised in the income statement in an amount of - € 2,943.

All financial amounts expressed in thousands of euros.

2007	Evolution market values	Recognised in equity	Recognised in profit and loss
Cross Currency Interest Rate Swap			
Currency Rate Swap - foreign exchange future contract	*-6,014*		*-6,014*
Interest Rate Swap - cash flow hedge	*3,169*	*3,169*	
Interest Rate Swap			
Cash flow hedge	*324*	*324*	
No cash flow hedge	*-1,930*		*-1,930*
Various contracts (Cap/Floor, Floor Spread, Cap Rate, Index Swap)			
Cash flow hedge	119	119	
No cash flow hedge	22		22
	-4,310	**3,612**	**-7,922**

As specified above, an exchange difference on the USD borrowing has also been recognised in the income statement in an amount of € 6,014.

The changes which have been recognised in the income statement are included under the financial results.

Estimated sensitivity to interest rate fluctuations:
Given the above-mentioned hedge contracts, which limit the interest risk, we have examined to what extent a general rise or fall of 100 basis points applied to all loan periods would influence the interest cost recorded in 2008.

This calculation shows that a general rise of 100 basis points in the interest rate on loans, applied equally to all loan periods, would increase the interest expense for 2008 by € 958, while a general decrease of 100 basis points in the interest rate, applied equally to all loan periods, would decrease the interest expense for 2008 by € 860. These changes in the interest expense would be influenced as follows by the outstanding cash flow hedging contracts: in the event of a general 100 basis points increase in the interest rate on loans, the interest cost would decrease by € 873, giving in this event a net fall in the pre-tax result of € 85, while a general fall of 100 basis points in the interest rate would result in an increase of the interest cost of € 335, so that in this event the pre-tax result would rise by a net € 525.

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 and credit insurances are concluded for foreign clients of the printing works.

There was no significant concentration of credit risks with a single counterparty at 31 December 2008.
The carrying value of the financial assets presents the Group's maximum exposure to credit risk. The carrying value is reported including impairments. An overview of this carrying value can be found under item G below. Impairment charges are detailed in Note 18.

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.

E. LIQUIDITY RISK
An analysis of the maturity dates of the financial liabilities can be found in Note 26.
The Group has various credit lines and expects to meet its obligations through a combination of operating cash flows and the existing credit lines. Existing loans are governed by covenants which could in principle lead to their becoming immediately due and payable.

F. CAPITAL MANAGEMENT
Roularta Media Group is constantly seeking to improve its balance sheet structure (combination of debt and equity). The main objective of its balance sheet structure is to maximise shareholder value whilst retaining the desired financial flexibility for undertaking strategic projects.
As well as the legally required minimum equity amounts which apply to our subsidiaries in the various countries, a number of covenants have been imposed in relation to existing loans, including a minimum equity amount.
In analysing the balance sheet structure we use the IFRS classifications for distinguishing between equity and debt.

G. FAIR VALUE
The fair value and carrying amount of the recognised financial assets and liabilities amount to:

		2008		2007	
	Note	Carrying amount	Fair value	Carrying amount	Fair value
Non current assets					
Loans, guarantees, available-for-sale investments	17	2,996	2,996	3,802	3,802
Trade and other receivables	18	2,052	2,052	1,525	1,525
Financial derivatives		127	127		
Current assets					
Trade and other receivables	18	188,013	188,013	207,259	207,259
Short-term investments	17	2,319	2,319	2,229	2,229
Cash and cash equivalents	18	107,287	107,287	27,492	27,492
Non current liabilities					
Financial debts	26	-243,142	-225,789	-218,046	-213,900
Trade payables	26	-3,345	-3,345	-1,553	-1,553
Other payables	26	-151	-151	-145	-145
Financial derivatives				-393	-393

All financial amounts expressed in thousands of euros.

		2008		2007	
	Note	Carrying amount	Fair value	Carrying amount	Fair value
Current liabilities					
Financial debts	26	-31,853	-41,504	-59,420	-62,924
Trade payables	27	-130,675	-130,675	-99,108	-99,108
Advances received	26	-53,751	-53,751	-54,488	-54,488
Other payables	27	-8,907	-8,907	-3,836	-3,836
Accrued interests	27	-2,560	-2,560	-2,396	-2,396

We mention below the main methods and assumptions used for estimating the fair values of financial instruments which are included in the overview.

Available-for-sale investments
As mentioned in Note 17, the investment in Cyber Press SA has been written off in 2007, given that it went in liquidation. Because no reliable estimate can be made of the fair values of the other investments in this heading, financial assets for which no active market exists are valued at cost.

Loans, guarantees, trade and other receivables, trade and other payables
For amounts receivable and payable with original maturities of under one year, the nominal value is deemed to reflect the fair value, given the short maturities. For amounts receivable after one year it has been established that carrying value reflects the fair value.

Financial debts
The fair value of loans and finance leases is calculated based on the present value of the expected future cash flows of redemption and interest payments.

Other liabilities
For short-term liabilities the nominal value is deemed to reflect the fair value, given the short maturities. For trade payables with terms of more than one year it has been established that the carrying value reflects the fair value. For financial derivatives the fair value is established on the basis of the market valuation at balance sheet date.

NOTE 31 - CASH FLOW RELATING TO ACQUISITION OF SUBSIDIARIES

The following major acquisitions with effect on the consolidated financial statements took place in 2008:

On 14 December 2007, Roularta Media Group and The Online Company together set up the joint venture Travelmedia NV, in which each has a 50% shareholding. The new company has developed an online travel portal, which operates under the name Mytrip.be. At the time of set-up Roularta Media Group invested € 31.

On 8 January 2008, Roularta Media Group acquired 50% of the shares of CTR Media for an acquisition price of one euro. In this company RMG and the Rossel group together exploit the Vlan.be website.

On 28 February 2008, Roularta Media Group acquired Het Gouden Blad BVBA (formerly Drukkerij De Cuyper BVBA), the printer-publisher of Het Gouden Blad Waregem and Het Gouden Blad Deinze, for a total purchase price of € 800.

On 26 February 2008, Roularta Media Group set up Tvoj Magazin, the publisher of a Steps City magazine in Croatia. € 101 was invested at the time of founding.

On 8 May 2008, French group Bayard Presse and Roularta Media Group signed an agreement making them owners of the magazines division of German media group Weltbild, subject to the approval of the German competition authorities, for a total purchase price of € 9,510 (RMG's share). This acquisition covers 4 areas: the seniors cluster (acquisition of an additional 25% in Bayard Media GmbH), the garden and interior decoration cluster (acquisition of 25% in Living & More Verlag GmbH), the cluster of publications for and about children (acquisition of 50% in J. M. Sailer Verlag GmbH) and the cluster of parenting magazines (acquisition of the business area by Bayard Media GmbH). Given that the approval by the German competition authorities came through only at the end of June, the results of the acquired entities are included in the consolidation only from 1 July 2008 onwards.

In the second half of 2008, Roularta Media Group set up City Magazine d.o.o., to publish a Steps City magazine in Serbia. € 200 was invested at the time of founding.

On 14 October 2008 Roularta Media Group acquired 35% of the shares of Follow The Guide NV for € 54. Roularta Media Group already had a 65% shareholding in this company, of which it now holds all the shares.

In 2007, Réussir in France and Plus Sverige were both started up. Shareholdings were taken in Press Partners BV, in MediaPlus BV, in 4FM Groep and in Actuapedia. BVBA Medical Integrated Communication, BVBA Opportunity To Sell and Fnap Media were taken over and the shareholdings increased in Academici Roularta Media, in Algo communication and in A Nous Province.

The fair value of the assets and liabilities of the acquired subsidiaries on the date of acquisition is presented as follows:

	2008						2007
ASSETS	Het Gouden Blad	Bayard Media	Living & More	J.M. Sailer	Other	Total	Total
Non current assets	**1,103**	**3,883**	**1,117**	**6,991**	**289**	**13,383**	**11,115**
Intangible assets	1,098	3,610	1,049	5,233	270	**11,260**	10,413
Property, plant and equipment	4	11	8	112	19	**154**	1,507
Loans, guarantees, available-for-sale investments	1			5		**6**	-805
Deferred tax assets		262	60	1,641		**1,963**	0
Current assets	**356**	**947**	**961**	**3,902**	**582**	**6,748**	**4,011**
Inventories		25	17	83		**125**	0
Trade and other receivables	271	233	752	798	564	**2,618**	3,098
Cash and cash equivalents	84	672	189	2,984	18	**3,947**	878
Deferred charges and accrued income	1	17	3	37		**58**	35
Total assets	**1,459**	**4,830**	**2,078**	**10,893**	**871**	**20,131**	**15,126**
LIABILITIES							
Non current liabilities	**440**	**455**	**755**	**1,822**	**90**	**3,562**	**6,038**
Provisions	52	4		26		**82**	20
Employee benefits				151		**151**	0
Deferred tax liabilities	388	451	330	1,645	90	**2,904**	3,668
Financial debts						**0**	813
Other liabilities			425			**425**	1,537
Current liabilities	**219**	**1,166**	**626**	**3,467**	**572**	**6,050**	**4,630**
Financial debts						**0**	633
Trade payables	145	260	523	569	554	**2,051**	2,653
Advances received		732	71	2,079		**2,882**	33
Employee benefits	45	8	28	95	12	**188**	351
Taxes	7	71		712		**790**	30
Other payables	20	95	4	12	6	**137**	906
Accrued charges and deferred income	2					**2**	24
Total liabitlities	**659**	**1,621**	**1,381**	**5,289**	**662**	**9,612**	**10,668**
Total net assets acquired	**800**	**3,209**	**697**	**5,604**	**209**	**10,519**	**4,458**
Takeover price	800	3,209	697	5,604	229	**10,539**	4,458
Goodwill						**0**	12,102
Loan take-over			425			**425**	0
Consideration paid in cash and cash equivalents	**800**	**3,209**	**1,122**	**5,604**	**229**	**10,964**	**16,560**
Deposits and cash and cash equivalents acquired	-84	-672	-189	-2,984	-18	**-3,947**	-878
Net cash outflow	**716**	**2,537**	**933**	**2,620**	**211**	**7,017**	**15,682**

All financial amounts expressed in thousands of euros.

The takeovers in 2007 gave rise to goodwill in the form of the acquired customer portfolios and customer relationships. These assets cannot be reliably valued, as it is not possible to sell, rent out or exchange them separately from the acquired entity. They are therefore recognised separately as goodwill. The takeover prices also factor in the future income from expected synergies and increased sales.

The acquiree's net result since the acquisition date included in the total net result of the Group is as follows:

	Net result of the period
Het Gouden Blad	55
Bayard Media	82
Living & More	-28
J.M. Sailer	195
Other	75
	379

The acquiree's sales since the acquisition date included in the total sales of the Group is as follows:

	Sales of the period
Het Gouden Blad	806
Bayard Media	2,258
Living & More	646
J.M. Sailer	2,782
Other	68
	6,560

Had these business combination been effected at 1 January 2008, the sales of these business combinations would be € 12,323 and the net profit € 777.

All financial amounts expressed in thousands of euros.

NOTE 32 - CASH FLOW RELATING TO DISPOSAL OF SUBSIDIARIES

At the start of 2008, Paginas Longas LDA (40% participation at 31/12/2007) was sold. This participation had been included in the 31/12/2007 annual accounts by the equity method. No profit was realised on this sale.
On 20 June 2008 the participation (50%) in the Norwegian company Grieg Media AS, which publishes the seniors magazine Vi over 60, was sold to Norwegian press group Aller. A capital gain of € 4,340 was achieved on this sale. The results of this company were consolidated until the end of May 2008 by the proportional consolidation method (sales of € 1,481 and a profit of € 24).
On 27 October 2008 the participation in (50%) and the receivable from Cap Publishing NV were sold. A capital loss of € 82 was achieved on this sale.
In 2007 the Group divested of Liefde voor het Leven.

The fair value of the assets and liabilities of the disposed subsidiaries on the date of disposal is presented as follows:

ASSETS	**2008**	**2007**
Non current assets	**2,100**	**0**
Intangible assets	1,996	
Property, plant and equipment	87	
Loans, guarantees and available-for-sale investments	17	
Current assets	**1,707**	**61**
Inventories	59	
Current receivables	489	5
Cash and cash equivalents	1,152	56
Deferred charges and accrued income	7	
Total assets	**3,807**	**61**
LIABILITIES		
Non current liabilities	**606**	**0**
Employee benefits	96	
Deferred tax liabilities	15	
Financial debts	495	
Current liabilities	**2,353**	**55**
Trade payables	369	
Advance payments received	1,486	
Employee benefits	44	
Taxes		20
Other payables	417	35
Accrued charges and deferred income	37	
Total liabilities	**2,959**	**55**
Total disposed net assets	848	6
Sale of loan	495	
Gain (loss) on disposal	4,258	-6
Cash consideration received	5,601	0
Deposits and cash and cash equivalents disposed of	-1,152	-56
Net cash inflow (outflow)	**4,449**	**-56**

NOTE 33 - INTEREST IN JOINT VENTURES

A list of joint ventures, including the name, country of incorporation, proportion of ownership interest is given in Note 37 of the consolidated financial statements. The major joint ventures of the Group are VMMa NV (broadcasting station and radio), the senior magazines and the German acquisitions of 2008.

The share of all joint ventures in assets, liabilities, sales and net profit of the Group is as follows:

	2008	**2007**
Non current assets	80,313	72,855
Current assets	116,383	99,913
Non current liabilities	18,955	17,177
Current liabilities	59,809	50,779
Share in the Group's sales	211,100	200,765
Share in the Group's net profit	24,206	17,702

All financial amounts expressed in thousands of euros.

NOTE 34 - EVENTS AFTER THE BALANCE SHEET DATE

Since the end of the financial year a number of events have occurred that significantly influence the earnings and the financial position of the enterprise.

The financial and economic crisis has resulted in reduced sales. Major cost saving plans are being implemented in both Belgium and France, based on a number of initiatives for working more rationally.

In France the titles Studio and Ciné Live have been merged, as has Classica with Le Monde de la Musique (via a new joint venture with Les Echos). A restructuring plan has been implemented with a PSE (Plan de Sauvegarde de l'Emploi) based on voluntary redundancies. A number of outsourcing deals have been renegotiated. The overall savings round will pare costs in France by around 15 million euro on an annual basis.
In Belgium too, measures have been taken in the various divisions to reduce the Group's costs, aimed at producing another 15 million euro of savings.
Restructurings are being implemented at Vlaamse Media Maatschappij and a savings plan is being developed.
At business news broadcaster Kanaal Z, a facilities-sharing agreement has been concluded. This is producing significant cost savings.
At Vogue Trading Video (CD and DVD replication), negotiations for the transfer of the activity are at an advanced stage.

NOTE 35 - FEES TO THE AUDITOR AND TO PERSONS RELATED TO THE AUDITOR

The audit fees amount to € 433. The fees of the auditor related to special services amount to € 38.

The fees payable to persons with whom the auditor is associated amount to € 76 for tax and legal advisory services.

NOTE 36 - RELATED PARTY TRANSACTIONS

2008	**Joint ventures**	**Associated companies**	**Other related parties**	**Total**
I. ASSETS WITH RELATED PARTIES	**9,395**	**1,705**	**140**	**11,240**
Loans, guarantees, available-for-sale investments	**878**	**102**	**0**	**980**
Loans	878	102		**980**
Non current receivables	**321**	**0**	**0**	**321**
Other receivables	321			**321**
Current receivables	**8,196**	**1,603**	**140**	**9,939**
Trade receivables	8,060	1,603	140	**9,803**
Other receivables	136			**136**
II. LIABILITIES WITH RELATED PARTIES	**4,994**	**505**	**352**	**5,851**
Financial liabilities	**19**	**0**	**0**	**19**
Other payables	19			**19**
Payables	**4,884**	**505**	**352**	**5,741**
Trade payables	4,883	505	352	**5,740**
Other payables	1			**1**
Other liabilities	**91**	**0**	**0**	**91**
III. TRANSACTIONS WITH RELATED PARTIES				
Sale of goods	2,685		2	**2,687**
Purchases of goods (-)	-31		-30	**-61**
Rendering of services	19,346	5,336	338	**25,020**
Receiving of services (-)	-9,664	-1,704	-2,462	**-13,830**
Transfers under finance arrangements	57			**57**
IV. KEY MANAGEMENT PERSONNEL REMUNERATIONS (INCLUDING DIRECTORS)				
				3,202
- of which short-term employee benefits				2,655
- of which post-employment benefits				273
- of which share-based payment expenses				274

2007	**Joint ventures**	**Associated companies**	**Other related parties**	**Total**
I. ASSETS WITH RELATED PARTIES	**9,757**	**1,432**	**297**	**11,486**
Loans, guarantees, available-for-sale investments	**1,490**	**0**	**0**	**1,490**
Loans	1,490		0	**1,490**
Non current receivables	**323**	**0**	**0**	**323**
Trade receivables	323			**323**
Current receivables	**7,944**	**1,432**	**297**	**9,673**
Trade receivables	7,494	1,432	297	**9,223**
Other receivables	450			**450**

All financial amounts expressed in thousands of euros.

2007	Joint ventures	Associated companies	Other related parties	Total
II. LIABILITIES WITH RELATED PARTIES	**4,579**	**115**	**304**	**4,998**
Financial liabilities	**269**	**0**	**0**	**269**
Other loans	250			**250**
Other payables	19			**19**
Payables	**4,310**	**115**	**304**	**4,729**
Trade payables	3,727	115	297	**4,139**
Other payables	583		7	**590**
III. TRANSACTIONS WITH RELATED PARTIES				
Sale of goods	1,744		46	**1,790**
Purchases of goods (-)	-18		-168	**-186**
Rendering of services	18,985	4,318	817	**24,120**
Receiving of services (-)	-5,778	-1,443	-2,197	**-9,418**
Transfers under finance arrangements	80			**80**
IV. KEY MANAGEMENT PERSONNEL REMUNERATIONS (INCLUDING DIRECTORS)				**3,534**
- of which short-term employee benefits				2,672
- of which post-employment benefits				255
- of which redundancy remuneration				382
- of which share-based payment expenses				225

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.
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 37.
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 guarantees 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.

NOTE 37 - GROUP COMPANIES

The ultimate parent of the Group is Roularta Media Group NV, Roeselare, Belgium. As of 31 December 2007, 72 subsidiaries, joint ventures and associated companies are consolidated.

Name of the company	Location	Effective interest %
1. Fully consolidated companies		
ROULARTA MEDIA GROUP NV	Roeselare, Belgium	100.00%
A NOUS PARIS SAS	Paris, Saint-Ouen, France	100.00%
A NOUS PROVINCE SAS	Roubaix, France	100.00%
ANIMOTION SARL	Paris, France	100.00%
BELGIAN BUSINESS TELEVISION NV	Brussels, Belgium	100.00%
BELGIFRANCE COMMUNICATION SARL	Paris, France	100.00%
BIBLO-ROULARTA MEDICA NV	Kalmthout, Belgium	100.00%
CITY MAGAZINE ROULARTA D.O.O.	Belgrado, Serbia	100.00%
DMB-BALM SAS	Paris, Saint-Ouen, France	100.00%
ÉDITIONS GÉNÉRATION L'ÉTUDIANT SA	Paris, France	100.00%
FOLLOW THE GUIDE NV - in liquidation	Roeselare, Belgium	100.00%
GROUPE EXPRESS-ROULARTA SA	Paris, France	100.00%
GROUPE MIEUX VIVRE SA	Paris, France	100.00%
JOB RENCONTRES SA	Paris, France	100.00%
LE VIF MAGAZINE SA	Brussels, Belgium	100.00%
MEDIA OFFICE NV - in liquidation	Brussels, Belgium	100.00%
POINT DE VUE SARL	Paris, France	100.00%
PRÉLUDE ET FUGUE SARL	Paris, France	100.00%
PRESS NEWS NV	Roeselare, Belgium	100.00%
REGIE DE WEEKKRANT NV	Roeselare, Belgium	100.00%
ROULARTA IT-SOLUTIONS NV	Roeselare, Belgium	100.00%
ROULARTA MANAGEMENT NV	Roeselare, Belgium	100.00%
ROULARTA MEDIA FRANCE SA	Paris, France	100.00%
ROULARTA MEDIA NEDERLAND BV	Breda, The Netherlands	100.00%
ROULARTA PUBLISHING NV	Brussels, Belgium	100.00%
STUDIO MAGAZINE SA	Paris, France	100.00%
STUDIO PRESS SAS	Paris, Saint-Ouen, France	100.00%
TVOJ MAGAZIN D.O.O.	Zagreb, Croatia	100.00%
WEST-VLAAMSE MEDIA GROEP NV	Roeselare, Belgium	100.00%
MESTNE REVIJE D.O.O.	Ljubljana, Slovenia	92.00%
DE STREEKKRANT-DE WEEKKRANTGROEP NV	Roeselare, Belgium	80.00%
DRUKKERIJ LEYSEN NV	Mechelen, Belgium	80.00%
TAM-TAM NV	Knokke, Belgium	80.00%
ROULARTA PRINTING NV	Roeselare, Belgium	77.41%
VOGUE TRADING VIDEO NV	Kuurne, Belgium	74.67%
ZEEUWS VLAAMS MEDIABEDRIJF BV	Terneuzen, The Netherlands	40.80%
2. Proportionally consolidated companies		
4FM GROEP NV	Vilvoorde, Belgium	50.00%
ALPHADISTRI SAS	Paris, France	50.00%
BAYARD MEDIA GMBH & CO KG	Augsburg, Germany	50.00%
BAYARD MEDIA VERWALTUNGS GMBH	Augsburg, Germany	50.00%
BELGOMEDIA SA	Verviers, Belgium	50.00%
CTR MEDIA SA	Evere, Belgium	50.00%
DE WOONKIJKER NV	Antwerp, Belgium	50.00%
DICOS D'OR SNC	Paris, France	50.00%
FIRST MEDIA SA	Brussels, Belgium	50.00%
HIMALAYA NV	Zaventem, Belgium	50.00%
IDÉAT ÉDITIONS SA	Paris, France	50.00%
J.M. SAILER GESCHAFTSFUHRUNGS GMBH	Nürnberg, Germany	50.00%
J.M. SAILER VERLAG GMBH	Nürnberg, Germany	50.00%
PARATEL NV	Vilvoorde, Belgium	50.00%
REGIONALE MEDIA MAATSCHAPPIJ NV	Roeselare, Belgium	50.00%
SENIOR PUBLICATIONS DEUTSCHLAND GMBH & CO KG	Cologne, Germany	50.00%
SENIOR PUBLICATIONS NEDERLAND BV	Baarn, The Netherlands	50.00%
SENIOR PUBLICATIONS SA	Brussels, Belgium	50.00%
SENIOR PUBLICATIONS VERWALTUNGS GMBH	Cologne, Germany	50.00%
STUDIO-A NV	Boortmeerbeek, Belgium	50.00%
TRAVELMEDIA NV	Roeselare, Belgium	50.00%
VERLAG DEUTSCHER TIERSCHUTZ-DIENST GMBH	Nürnberg, Germany	50.00%
VLAAMSE MEDIA MAATSCHAPPIJ NV	Vilvoorde, Belgium	50.00%
VOIX DU NORD L'ÉTUDIANT SA	Lille, France	50.00%
ZÉFIR CARRIÈRES SNC	Paris, France	50.00%
ZÉFIR WEB SNC	Paris, France	50.00%
REGIONALE TV MEDIA NV	Zellik, Belgium	33.33%
50+ BEURS & FESTIVAL BV	Arnhem, The Netherlands	25.00%
LIVING & MORE VERLAG GMBH	Offenburg, Germany	25.00%
PRESS PARTNERS BV	Baarn, The Netherlands	25.00%
TTG PLUS PUBLISHING AB	Stockholm, Sweden	25.00%
3. Consolidated using the equity method		
ACTUAMEDIA NV - in liquidation	Mechelen, Belgium	50.00%
ACTUAPEDIA NV - in liquidation	Mechelen, Belgium	50.00%
REPROPRESS CVBA	Brussels, Belgium	33.20%
PARTENAIRE DÉVELOPPEMENT SARL	Lyon, France	25.00%
FEBELMA REGIE CVBA	Brussels, Belgium	23.35%
MEDIAPLUS BV	Bussum, The Netherlands	12.50%
4. Companies of minor importance not included in the consolidated financial statements		
EUROCASINO NV - in liquidation	Brussels, Belgium	19.00%
CYBER PRESS PUBLISHING SA	Clichy, France	15.39%
S.T.M. SA	Saint-André, France	14.10%

All financial amounts expressed in thousands of euros.

DURING 2008 THE FOLLOWING CHANGES OCCURRED IN THE CONSOLIDATED GROUP:

New participations:
- 50% in Travelmedia NV, foundation on 14/12/2007, activity as of 2008
- 50% in CTR Media SA as of 1/1/2008
- 100% in Tvoj Magazin d.o.o. (Croatia), foundation on 26/2/2008
- 80% in Het Gouden Blad BVBA (previously Drukkerij De Cuyper), through De Streekkrant-De Weekkrantgroep as of 1/3/2008
- 50% in J.M. Sailer Verlag GmbH as of 30/6/2008
- 50% in J.M. Sailer Geschaftsfuhrung GmbH as of 30/6/2008
- 50% in Verlag Deutscher Tierschutz-Dienst GmbH (through J.M. Sailer Verlag) as of 30/6/2008
- 25% in Living & More Verlag GmbH as of 30/6/2008
- 100% in City Magazine Roularta d.o.o. , foundation on 3/9/2008

Increased ownership without change of consolidation method:
- Increased ownership Bayard Media Verwaltung from 25% to 50% as of 30/6/2008
- Increased ownership Bayard Media GmbH from 25% to 50% as of 30/6/2008
- Increased ownership Follow The Guide NV from 65% to 100% as of 14/10/2008
- Increased ownership Media Office NV from 65% to 100% as of 14/10/2008

Sold participations:
- Paginas Longas Lda as of 1/1/2008
- Grieg Media AS as of 20/6/2008
- Cap Publishing NV as of 27/10/2008

- **Liquidations and mergers:**
- Solremi SARL: merger with Groupe Express-Roularta SA as of 17/8/2008
- CD Services SARL: merger with Groupe Express-Roularta SA as of 17/8/2008
- Sportmagazine NV: in liquidation as of 8/9/2008, liquidation closed 25/11/2008
- Vlacom NV: in liquidation as of 22/9/2008, liquidation closed 30/12/2008
- Cavenne SAS Editeurs: merger with Roularta Media France SA as of 6/10/2008
- Groupe Express Editions SNC: merger with Groupe Express-Roularta SA as of 21/11/2008
- Academici Roularta Media NV: merger with Roularta Publishing NV as of 31/12/2008
- Fnap Media NV: merger with Tam-Tam NV as of 31/12/2008
- Het Gouden Blad NV: merger with Tam-Tam NV as of 31/12/2008
- 't Fonteintje-De Wegwijzer NV: merger with Tam-Tam NV as of 31/12/2008
- Eye-d NV: merger with Roularta IT-Solutions NV as of 31/12/2008
- @-Invest NV: merger with Roularta IT-Solutions NV as of 31/12/2008
- Algo Communication SARL: merger with A Nous Province SARL as of 31/12/2008
- Côté Maison SA: merger with Groupe Express-Roularta as of 31/12/2008

Other changes
- 4FM Group: capital reduction with elimination of all existing shares and capital increase in cash (by Vlaamse Media Maatschappij NV) on 9/9/2008

- **In liquidation**
- Follow The guide NV as of 19/11/2008
- Media Office NV as of 19/11/2008
- Actuapedia NV as of 30/12/2008
- Actuamedia NV as of 30/12/2008

Auditor's report

Statutory auditor's report to the shareholders meeting on the consolidated financial statements for the year ended 31 December 2008

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. This report includes our opinion on the consolidated financial statements together with the required additional comment.

Unqualified audit opinion on the consolidated financial statements
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 2008, 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 1,083,823 (000) EUR and the consolidated income statement shows a consolidated profit (Group share) for the year then ended of 13,755 (000) EUR.

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.

The board of directors of the company is responsible for the preparation of the consolidated financial statements. This responsibility includes among other things: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of consolidated financial statements that are free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies, and making accounting estimates that are reasonable in the circumstances.

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. We conducted our audit in accordance with legal requirements and auditing standards applicable in Belgium, as issued by the 'Institut des Réviseurs d'Entreprises/Instituut van de Bedrijfsrevisoren'. Those standards require that we plan and perform the audit to obtain reasonable assurance whether the consolidated financial statements are free from material misstatement.

In accordance with these standards, we have performed procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on our judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, we have considered internal control relevant to the Group's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control. We have assessed the basis of the accounting policies used, the reasonableness of accounting estimates made by the company and the presentation of the consolidated financial statements, taken as a whole. Finally, the board of directors and responsible officers of the company have replied to all our requests for explanations and information. We believe that the audit evidence we have obtained, together with the reports of other auditors on which we have relied, provides a reasonable basis for our opinion.

In our opinion, and based 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 2008, 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 comment
The preparation and the assessment of the information that should be included in the directors' report on the consolidated financial statements are the responsibility of the board of directors.

Our responsibility is to include in our report the following additional comment which does not change the scope of 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.

Kortrijk, 17 April 2009
The statutory auditor

DELOITTE Bedrijfsrevisoren / Reviseurs d'Entreprises
BV o.v.v.e. CVBA / SC s.f.d. SCRL
Represented by Frank Verhaegen and Mario Dekeyser

Statutory annual accounts

CONDENSED STATUTORY ANNUAL ACCOUNTS

The following pages are extracts of the statutory annual accounts of Roularta Media Group NV, prepared under Belgian accounting policies.

The valuation rules applied in the statutory annual accounts differ substantially from the valuation rules applied in the consolidated annual accounts: the statutory annual accounts are based on Belgian accounting legislation, while the consolidated annual accounts are drawn up in accordance with the International Financial Reporting Standards.

Only the consolidated annual accounts as set forth in the preceding pages present a true view of the financial position and performance of the Roularta group.

The report of the board of directors to the general meeting of shareholders and the annual accounts of Roularta Media Group NV, as well as the auditor's report, will be filed with the National Bank of Belgium within the statutory stipulated periods. These documents are available on request from Roularta Media Group's Investor Relations Department and at www.roularta.be/en/investor_info.

The statutory auditor's report is unqualified and certifies that the non-consolidated annual accounts of Roularta Media Group NV, for the year ended 31 December 2008, give a true and fair view of the company's assets, liabilities, financial position and results in accordance with the accounting principles applicable in Belgium.

1. CONDENSED STATUTORY INCOME STATEMENT

	2008	2007
Operating income	321,870	309,136
Operating charges	-309,220	-287,759
Operating profit	**12,650**	**21,377**
Financial income	24,725	17,875
Financial charges	-28,769	-11,696
Profit on ordinary activities before taxes	**8,606**	**27,556**
Extraordinary income	747	20,719
Extraordinary charges	-6,522	-40,692
Profit for the period before taxes	**2,831**	**7,583**
Transfer from deferred taxation	25	26
Income taxes	-1,483	-5,335
Profit for the period	**1,373**	**2,274**
Transfer from untaxed reserves	42	44
Profit for the period available for appropriation	**1,415**	**2,318**

APPROPRIATION ACCOUNT	2008	2007
Profit to be appropriated	**1,424**	**2,380**
Profit for the period available for appropriation	1,415	2,318
Profit brought forward	9	62
Transfers from capital and reserves	**0**	**5,720**
From reserves	0	5,720
Transfers to capital and reserves	**-1,421**	**-120**
To legal reserve	71	120
To other reserves	1,350	0
Result to be carried forward	**-3**	**-9**
Profit to be carried forward	3	9
Distribution of profit	**0**	**-7,971**
Dividends	0	7,971

All financial amounts expressed in thousands of euros.

2. CONDENSED STATUTORY BALANCE SHEET AFTER APPROPRIATION

ASSETS	2008	2007
Fixed assets	**477,058**	**476,981**
Formation expenses	971	1,043
Intangible assets	9,731	9,998
Tangible assets	18,995	18,573
Financial assets	447,361	447,367
Current assets	**156,365**	**123,359**
Amounts receivable after more than one year	560	149
Stocks and contracts in progress	1,751	767
Amounts receivable within one year	87,007	92,997
Investments	39,415	19,969
Cash at bank and in hand	24,876	7,097
Deferred charges and accrued income	2,756	2,380
Total assets	**633,423**	**600,340**

LIABILITIES	2008	2007
Capital and reserves	**272,088**	**238,369**
Capital	203,040	170,687
Share premium account	304	304
Legal reserve	12,295	12,224
Reserves not available for distribution	6,416	18,970
Untaxed reserves	1,562	2,353
Reserves available for distribution	48,459	33,806
Profit carried forward	3	9
Investment grants	9	16
Provisions and deferred taxation	**2,049**	**1,405**
Creditors	**359,286**	**360,566**
Amounts payable after more than one year	201,933	178,481
Amounts payable within one year	154,110	179,955
Accrued charges and deferred income	3,243	2,130
Total liabilities	**633,423**	**600,340**

COMMENTS ON THE STATUTORY ANNUAL ACCOUNTS

The annual accounts, which will be presented to the general meeting of shareholders of 19 May 2009, were approved by the board of directors of 13 March 2009.

The profit for the financial year 2008 available for appropriation was € 1,414,775.49, compared to € 2,318,198.38 for the financial year 2007. The profit carried forward from the previous financial year is € 9,546.06. The profit available for distribution is consequently € 1,424,321.55.

The board of directors proposes to the general meeting of shareholders not to distribute a dividend for the financial year 2008.

Consequently the following appropriation of profit will be proposed:
- Transfer to the legal reserve of € 71,000.00
- Transfer to other reserves of € 1,350,000.00
- Profit to be carried forward of € 3,321.55

All financial amounts expressed in thousands of euros.

FINANCIAL CALENDAR	
General Meeting 2008	19 May 2009
Periodic statement first quarter 2009 Half year 2009 results Periodic statement third quarter 2009 Full year 2009 results	18 May 2009 20 August 2009 16 November 2009 15 March 2010
General Meeting 2009	18 May 2010

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