Forward-Looking Statements

This presentation contains forward-looking statements. These statements may be identified by words such as “expect”, “should”, “could”, “shall”, and similar expressions. Wolters Kluwer cautions that such forward-looking statements are qualified by certain risks and uncertainties, that could cause actual results and events to differ materially from what is contemplated by the forward-looking statements. Factors which could cause actual results to differ from these forward-looking statements may include, without limitation, general economic conditions, conditions in the markets in which Wolters Kluwer is engaged, behavior of customers, suppliers and competitors, technological developments, the implementation and execution of new ICT systems or outsourcing, legal, tax, and regulatory rules affecting Wolters Kluwer’s businesses, as well as risks related to mergers, acquisitions and divestments. In addition, financial risks, such as currency movements, interest rate fluctuations, liquidity and credit risks could influence future results. The foregoing list of factors should not be construed as exhaustive. Wolters Kluwer disclaims any intention or obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.
This month marks the three-year anniversary since we embarked on the journey of transforming LTRE

- Significant progress on the transformation of the Division — a substantial effort involving all European countries, customer segments and elements of the information value chain
- Established a strong foundation for growth
- Content assets, organization and go-to-market model now in place to accelerate the growth of LTRE over the coming years
- Culture of performance well established across all countries and customer segments supported by increasing management capabilities

Strategy for LTRE Going Forward shifts from restructuring to achieving profitable growth
LTRE Division enjoys a broad European presence

Key Facts — 2005
- Operating in 18 European countries
- Revenues: €1.292 mln
- Ordinary EBITA: €193 mln
- Employees: 7,051

LTRE represents approximately 40% of revenues ...

<table>
<thead>
<tr>
<th>Revenues 2005 (mln)</th>
<th>EBITA margin</th>
<th>Key Vertical Brands</th>
<th>Core Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>€656</td>
<td>16%</td>
<td>- Lippincott Williams &amp; Wilkins - Lexis - Nelson Healthcare - MedSpan Facts &amp; Comparisons - Clinical solutions - Medical research - Pharma solutions - Professional &amp; education</td>
</tr>
<tr>
<td>CFS</td>
<td>€496</td>
<td>20%</td>
<td>- CT - UCC Direct Services - TylerGen - Summation - NW Financial Services - Barter Systems - PCX / MAP - Compliance - Governance - Litigation - Practice management - Banking and insurance - Securities and derivatives</td>
</tr>
<tr>
<td>TAL</td>
<td>€621</td>
<td>20%</td>
<td>- CCH - ProSystem - A2Z / Komstock - Tax research - Tax compliance - Specialty legal - Productivity tools and software</td>
</tr>
</tbody>
</table>
... Operating in large markets with steady growth ...

Core Markets Size and Growth Rates — by Geography

<table>
<thead>
<tr>
<th>Core Market</th>
<th>Estimated Core Market Size (€ mln)</th>
<th>Annual Core Market Growth Rate (2006-2009)</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>700-750</td>
<td>2.3%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>400-450</td>
<td>0.5-1%</td>
</tr>
<tr>
<td>Italy</td>
<td>950-1,000</td>
<td>1.2%</td>
</tr>
<tr>
<td>UK</td>
<td>2,000-2,050</td>
<td>5.4%</td>
</tr>
<tr>
<td>Germany</td>
<td>850-900</td>
<td>1.2%</td>
</tr>
<tr>
<td>Belgium</td>
<td>500-550</td>
<td>3.4%</td>
</tr>
<tr>
<td>Spain</td>
<td>360-400</td>
<td>3.4%</td>
</tr>
<tr>
<td>CEE</td>
<td>200-250</td>
<td>3.4%</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>400-450</td>
<td>0.5-1%</td>
</tr>
<tr>
<td>Total</td>
<td>€6-7 bin</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Core Markets Size and Growth Rates — by Customer Segment

<table>
<thead>
<tr>
<th>Customer Segment</th>
<th>Estimated Core Market Size (€ mln)</th>
<th>Annual Core Market Growth Rate (2006-2009)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law firms</td>
<td>850-900</td>
<td>2.3%</td>
</tr>
<tr>
<td>T&amp;A firms</td>
<td>1,350-1,400</td>
<td>2.3%</td>
</tr>
<tr>
<td>Public</td>
<td>1,350-1,400</td>
<td>2-4%</td>
</tr>
<tr>
<td>In Company Professionals</td>
<td>2,900-2,950</td>
<td>4-5%</td>
</tr>
<tr>
<td>Transport Companies</td>
<td>400-450</td>
<td>4-5%</td>
</tr>
<tr>
<td>Total</td>
<td>€6-7 bin</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

... With leading positions across customer segments and geographies ...

Market Share1 (Estimated 2006) | LTRE | Strongest competitor
--- | --- | ---
Law firms | 29% | 9%
T&A firms | 19% | 6%
Public | 20% | 3%
In Company Professionals | 14% | 3%
Transport Companies | 22% | 9%

By Segment

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Share1 (Estimated 2006)</th>
<th>LTRE</th>
<th>Strongest competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>31%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>51%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>26%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>7%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>14%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>20%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>CEE</td>
<td>33%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Scandinavia</td>
<td>16%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

Competitive positions (2006 Market Shares2)

1 Excluding UK law firms segment
2 No other competitor has a market share greater than 2%

Total = €6.6 Bln
... And unparalleled penetration

Wolters Kluwer Belgium
Market Share and Penetration (2005)

<table>
<thead>
<tr>
<th>Market Share</th>
<th>Penetration²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law firms</td>
<td>42%</td>
</tr>
<tr>
<td>T&amp;A firms</td>
<td>23%</td>
</tr>
<tr>
<td>Public</td>
<td>25%</td>
</tr>
<tr>
<td>In Company Professionals</td>
<td>15%</td>
</tr>
<tr>
<td>Average</td>
<td>21%</td>
</tr>
</tbody>
</table>

² Number of firms penetrated/total number of firms in the market

- Ability to increase wallet share through cross and up-selling
- Improved customer knowledge to drive higher retention
- Ability to command value-based pricing through improved customer insight

Market drivers continue to play to LTRE’s strengths

Key Market Drivers

- Demographic and regulatory demands for more training and certification
- Growing need for insights, analytics and productivity tools
- Emphasis on compliance, standards and quality
- More digital distribution reaching the Professional’s desktop

Implications for WK

- Expanded set of professionals requiring training and certification
- Greater demand for LTRE’s insight, integrated products and productivity tools in the workplace
- More customer value from “extended enterprise” relationships and workflow knowledge
- Incremental distribution opportunities for WK to reach segments at a low cost
- Significant growth potential for LTRE in Central, Eastern Europe and Russia
In 2003, LTRE was faced with the challenge to drive growth across multiple parts of its portfolio ...

LTRE Revenues and Organic Growth

LTRE Ordinary EBITA Margin

Revenues
Organic Growth Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues (€ mln)</th>
<th>Organic Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1.323</td>
<td>3.9%</td>
</tr>
<tr>
<td>2001</td>
<td>1.345</td>
<td>0.8%</td>
</tr>
<tr>
<td>2002</td>
<td>1.381</td>
<td>0.6%</td>
</tr>
<tr>
<td>2003</td>
<td>1.366</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Ordinary EBITA Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>18.4</td>
</tr>
<tr>
<td>2001</td>
<td>17.8</td>
</tr>
<tr>
<td>2002</td>
<td>17</td>
</tr>
<tr>
<td>2003</td>
<td>15.8</td>
</tr>
</tbody>
</table>
... Requiring further growth in on-line revenues ...

LTRE Revenues by Media Format as a Percentage of Revenues

- Online: 55%
- Other Electronic: 12%
- Services: 25%
- Print: 8%

2003

... And creating a clear need for a transformation ...

LTRE Catalyst for Change - “What”

Key Challenges

- Independently run companies without a central strategy
- Product centric organization with a lack of sales & marketing culture
- Strong focus on “traditional” research; majority of assets operating in a low growth markets
- Fragmented path to online migration and expansion into higher growth market segments
- Need for better positioning to take advantage of the market transformation from traditional publishing to information services
- Limited scalability and capabilities within the organizational structure

Management Vision

- Portfolio of tightly managed countries - capable of responding to specific issues with the required speed and resources
- Sales and marketing-driven business growth - with scalable capabilities
- Customer centric organization
- Packaged solutions offerings by customer segment - addressing customer needs
- Streamlined research portfolio capable of delivering sustainable and profitable organic growth
- Clearly defined software and solutions strategy - capturing positions in higher growth markets
LTRE management took aggressive actions to restore performance and transform the business

**LTRE Catalyst for Change — “How”**

**Actions Taken In 2003 and 2004**
- Re-organized LTRE and strengthened management team structure
- Upgraded country management teams
- Developed turnaround plans in Belgium, UK and the Netherlands
- Stabilized business decline
- Launched operational excellence initiatives
- Initiated and completed customer & market segmentation project

**Launch of Fix and Transform in 2005**
- Overarching program to drive complete transformation of the business in 3 years
- Broad, enterprise-wide effort with active participation from local country management
- Broad range of product lines for professional customers

---

**Fix & Transform: A comprehensive program to restore LTRE’s performance and to accelerate growth**

**Fix:**
Country Initiatives

<table>
<thead>
<tr>
<th>2003-2005 Restructuring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
</tr>
<tr>
<td>Netherlands</td>
</tr>
<tr>
<td>UK</td>
</tr>
<tr>
<td>Germany</td>
</tr>
<tr>
<td>Italy</td>
</tr>
<tr>
<td>France</td>
</tr>
<tr>
<td>Spain</td>
</tr>
<tr>
<td>CEE</td>
</tr>
<tr>
<td>Scandinavia</td>
</tr>
</tbody>
</table>

**Transform:**
LTRE Initiatives

- Research Portfolio Management
- Software Growth Strategy
- Go-To-Market Effectiveness and Capabilities
- Efficiency and Scalability

---

1 As of January 2007, the UK business will transfer from the LTRE division to the TAL division
Driving this transformation is a customer centric organization

There is clear evidence of success ...

- Restructuring complete in the Netherlands & Belgium and well underway in the UK
- Strong ongoing focus on anticipating performance issues
- New Product Review Board in place — increased innovation effectiveness
- Research portfolio optimized across countries
- Online migration roadmaps completed
- “Legal desktop” software pilot in place in Italy
- Tax and Accounting growth strategy in place
- Continued investment in upgrading capabilities
- More flexible sales compensation
- SAP live in 6 countries
- All restructuring initiatives launched in 2003 successfully implemented
- Cross-country initiatives delivering sizeable cost savings
- Strengthened LTRE level capabilities (HR, S&M, online)
- Customer-centric organization in-place across countries
... As demonstrated by the performance improvement of the division

LTRE Revenues and Organic Growth (€ mln)

- 0.5% 2005
- 4.6% 2004
2006

LTRE Ordinary EBITA Margin (%)

2004 14.2
2005 15.0
2006

Organic growth guidance: 0-1%

Significant growth from on-line going-forward

LTRE Revenues by Media Format as a Percentage of Revenues

CAGR: 23%
CAGR: 18%
CAGR: 20-25%
CAGR: 14%
Agenda

- LTRE Within Wolters Kluwer
- LTRE: Catalyst for Change
- LTRE Vision and Strategy
- Summary and Q&A

LTRE Vision remains

The Professional’s First Choice

Provide information, tools and solutions to help professionals make their most critical decisions effectively and improve their productivity
LTRE’s Growth Strategy: deliver accelerated, profitable growth going forward

1. Grow our Leading Positions
2. Capture Key Adjacencies
3. Exploit Global Scale and Scope
4. Institutionalize Operational Excellence
Grow our leading positions

**Strategic Initiatives**

- Move from offering individual products to integrated, modular, customer-centric product suites
- Continue to drive strong innovation processes and capabilities
- Implement best-in-class sales and marketing capabilities

**LTRE is well positioned to leverage its existing positions and develop customer-centric product suites**

**LTRE’s Approach to “White Spaces”**

<table>
<thead>
<tr>
<th>Current Awareness</th>
<th>Retrieval Information</th>
<th>Practical Information</th>
<th>Software</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Company Professionals</td>
<td>Priority 1</td>
<td>Priority 1</td>
<td>Priority 1</td>
<td>Priority 1</td>
</tr>
<tr>
<td>Law Firms</td>
<td>Priority 2</td>
<td>Priority 3</td>
<td>Priority 4</td>
<td>Priority 4</td>
</tr>
<tr>
<td>Public</td>
<td>Priority 4</td>
<td>Priority 1</td>
<td>Priority 3</td>
<td>Priority 1</td>
</tr>
</tbody>
</table>

Customer Segments

- Other Regulatory Advisors
- In-Company Professionals
- Law Firms
- Public

COUNTRY EXAMPLE

- COUNTRY EXAMPLE

Customer-centric product suites

- Customer-centric product suites
Customer-centric product suites — Example Italy:
Suite LaLegge

Cases
Allows users to structure and retrieve all information related to a case including activities, documents, client data, expenses and other relevant information.

Time & Billing
Allows users to administer their time and billing process including: issuing, testing and processing of invoices, keeping track of the payment status and making evaluations.

Agenda
Facilitates time and to-do-management activities e.g. schedule and keep track of meetings, hearings and deadlines.

Calculation Tools
Form-based software applications that allow users to make calculations e.g. to estimate amount of damages.

Content Database
Allows user to search for content regarding a specific topic in legal research databases e.g. Company Law, Bankruptcy, Contract Law etc.

Online Service
Links users directly to different legal news sites and databases, allows to search by keyword and to save search results.

Document Management
Provides sophisticated tools for the creation and administration of documents e.g. allows to produce documents based on pre-defined templates and to merge these with other files e.g. content excerpts.

Directory
Allows user to store and retrieve client data including related information like contact history, documents – also offering more sophisticated CRM functionalities.

To sustain this expansion, LTRE is focused on continuing to improve its innovation track record ...

LTRE’s Approach to Innovation

From ...
- Limited filtering of projects at early stage
- Incentive to develop one-off innovations
- Content/author-oriented innovation process
- Projects managed by countries as “silos”
- Scattered investments
- Limited monitoring after launch

... To ...
- Clear strategic guidelines from Innovation Review Board
- Focus innovation on building a profitable, long-term subscription base
- Customer-oriented innovation processes
- Effective sharing of best practices across LTRE countries
- Pooling of innovation spend to support more ambitious projects
- Stronger focus on execution with monthly follow-up
- Integrated product development and sales & Marketing planning
... As well as its sales and marketing capabilities

Sales and Marketing Imperatives

- Strengthen Sales culture
- Optimize channel mix
- Increase productivity and reduce churn
- Increase customer focus and segmented approaches

Capture Key Adjacencies

Exploit Global Scale and Scope

Institutionalize Operational Excellence

Grow our Leading Positions

1

2

3

4

Sales & Marketing Objectives

Sales Productivity

Customer Focus

Channel Optimization

Strategic Capability Investments

Profitable Growth

Focus on Competition

Improve Retention Results

Build Strong Sales Culture
Capture key adjacencies

Strategic Initiatives

- Offer new product concepts through innovation
- Reach out for new customers
- Expand into new markets

We will selectively step beyond our core to adjacent markets

Product Approach
- Roll-out of customer-centric product suites and integrated solution - initial focus on tax and legal markets
- Development / addition of e-learning capabilities to existing compliance tools to address need for continuous learning

Customer Segments
- Increased focus on the corporate markets
- Selectively leverage US experience to enter financial services market
- Customize products / offerings with adapted solutions to smaller customer segments

New Markets
- Eastern Europe: Russia, Romania and Ukraine
- Western Europe: Portugal, Luxembourg
Exploit global scale and scope

- Roll out global product concepts
- Leverage shared platforms across Europe
Global concepts: nurturing deep “verticals” and replicating them across Europe

Customer-Centric Verticals ...
- Civile, commercio
- Codice books
- Le Società
- Journal
- La Legge DVD
- Notaro
- software suite
- Avvocato
- Virtual Office
- E-Learning
  (OSRAs)
- Training

... Replicated Across Europe
- monKEY.be
- online research
- SoRight,
- senTRAL and
- Expert / M+
- online tools
- Kluwer
- Software
- Kluwer
- Opleiding

Similar approach to capabilities and processes driven at LTRE level ...
... Supported by new organization

Global product concepts: Atlas focus

Atlas Platform Example

From Independent Developments ...

Product \[ \text{Product} \] \[ \text{Product} \] \[ \text{Product} \]
- Presentation
- Functionality
- IT \[ IT \]
- FR \[ FR \]
- NL \[ NL \]
- UK ...

Research Online Product Suite
- Atlas Mantle
- Atlas Core Services

... To a Common Platform Structure

Shared Platform for European online products

Benefits = Speed, Efficiency, Scale
1. Grow our Leading Positions
2. Capture Key Adjacencies
3. Exploit Global Scale And Scope
4. Institutionalize Operational Excellence
Embedding capabilities to drive operational excellence will further support profitable growth

**Strategic Initiatives**

- Drive continuous efficiency improvement
- Optimize the Supply Chain
- Explore further outsourcing / near-shoring / off-shoring opportunities
- Further upgrade people development and planning processes
A recap on what has been accomplished

- Process improvements
  - Designed and implemented a common Finance architecture
  - Established Human Resources management structure and processes
  - Initiated design of a common Sales & Marketing structure

- Consolidation
  - Established European Technology Centre
  - Established European Content Competence Centre
  - Established European operational excellence team

- Execution
  - Implemented SAP
  - Real estate reduction of 28%
  - Implemented all 2003 restructuring initiatives (>80)
  - Reduced legal and reporting entities by 25% and 60%

We will now move on to the next phase... Drive continuous efficiency improvements

- European Technology Centre
  - Position as a professional service centre to manage projects, operations and vendors
  - Seek near-shore / offshore alternatives for development and support activities

- Further roll out of central SAP configuration
  - To form the basis for aligning back office systems and operations

- Content Management
  - Harmonize content structure and lifecycle management
  - Standardize content creation processes to enable media independent platforms

- Process standardization
  - Finance transactions - to exploit full advantages of ERP systems
  - Human Resources - to enable shared services and platforms

- Develop and implement Lean Six Sigma initiatives
We optimized all aspects of the supply chain

For example:
- Reduction of stationery products from 10,000 to 200
- Reduction of paper brands from 145 to 25
- Alignment of mobile contracts

Approach impacts business processes
- Requires significant change management efforts
- Worked with 13 country teams of about 100 employees

We optimized all aspects of the supply chain

For example:
- Reduction of stationery products from 179 to 14
- Reduction of printers from 153 to 56
- Approach impacts business processes
- Requires significant change management efforts
- Worked with 13 country teams of about 100 employees

The next phase is a four stage process...

Supply Chain Transformation

- **Strategic Sourcing** focused sourcing initiatives to optimize spend (Marketing & Sales, HR Services, IT, others)
- **Process Improvement** Operational Excellence initiatives (Lean Six Sigma Projects)
- **Procurement** policy and compliance to ensure ongoing supplier performance and measurement to contractual and organizational requirements
- **Category Management** dedicated category strategies to ensure long term sustainability of savings
Explore further outsourcing / near-shoring / off-shoring opportunities

Typical Labor Costs

- **Off-shore**
  - India: 20%
  - South East Asia: 23%
  - Northern Africa: 21%

- **Near-shore**
  - Romania: 20%
  - Poland: 31%
  - Czech Republic: 12%
  - Western Europe: 100%

Editorial Cost Base (2005)

- Core Editorial
- Technical Editorial
- Conversion
- DB Structuring
- Supply Chain Management
- Other (non-editorial process related activities)

Continued focus on Human Resources...

- **Continue to enhance skills across the Division**
  - Specifically middle management levels
  - Recruit key resources to support business strategy

- **Move to the next phase of Human Resources Management**
  - Talent Management as a base to develop succession planning, career and development planning
  - Establish structured processes and a system for Performance Management

- **Implement standardized processes for all HR core activities**
  - Performance management
  - Recruiting

- **Continue focus on benchmarked compensation structures**
- Strong internal communication

Legal, Tax & Regulatory Europe Division Day
September 27, 2006 – Amsterdam
Specific Initiatives going forward

Technology
- Implement global online platform
- Implement European software development framework
- Harmonize Content structure and life cycle management
- Enhance the European Technology Centre operations
- Leverage on central SAP implementations

Supply Chain
- Rationalize demand for purchased goods and services
- Enhance procurement skills and practices
- Continue with strategic sourcing - European and Global

Human Resources and Finance
- Continue with upgrading skills
- Standardize processes and explore shared service options
- Implement Performance Management process

Real Estate
- Continue location consolidation strategy
LTRE Sales & Marketing Objectives

Profileable Growth
Focus on Competition
Improve Retention Results
Build Strong Sales Culture
Strategic Capability Investments
Customer Focus
Channel Optimization
Sales Productivity
Sales & Marketing Objectives

LTRE Sales & Marketing Objectives

Profileable Growth
Focus on Competition
Improve Retention Results
Build Strong Sales Culture
Strategic Capability Investments
Customer Focus
Channel Optimization
Sales Productivity
Sales & Marketing Objectives
Segmentation ➔ Focus ➔ Knowledge ➔ Intimacy

Customer Focus = Success

- **Segmentation**
  - Data Driven Segmentation ➔ Improve Coverage Model

- **Focus**
  - Understanding and Exceeding customer needs ➔ Deep Vertical Knowledge

- **Knowledge**
  - Improved Channel Mix by Segment by Market ➔ Optimized Cost to Serve

- **Intimacy**
  - Customer Satisfaction ➔ Increase Penetration, Share and Retention
Improved Retention Results

Key Success Drivers
- Increased customer intimacy and knowledge
- Products that meet customer needs
- Solutions that integrate into customers’ workflow

LTRE has improved retention rates by 3 percentage points in the last 3 years; in the near term the target is to increase this further to above 90%.

Strategic Capability Investments

1. Public Tenders
2. Complete offerings from the customer perspective
3. (Key) Account Management
Public Tenders

Why focus on Tendering?
- Government procurement represents 15% of EU GDP
- Increasing and complex market which plays to WK’s strength
- i2010 e-government: encouraging e-learning and online content
- Stable market less depending upon private economy
- Reputation & Benchmark

LTRE Capability Investments
- Dedicated Local Experts (pre-sales, bidding and post-sales)
- Installation of a Central Team
- European “SWAT” Team
- Development of tools (multi-lingual documentation, certificates and standards)

Complete offerings from the customer perspective

In a Customer Centric organization, the needs of the Customer feed and initiate the development of products, tools and solutions

Customer needs have transitioned from individual products to broader integrated information services

WK LTRE is ideally positioned to be an end-to-end information services provider for our Customer base
(Key) Account Management

- Structural development of our client relationships
- Greater insight into managing existing clients
- Leading our clients’ thinking
- Analyzing client needs to provide value added solutions
- Account planning system to ensure we retain client loyalty and enhance business opportunities

Sales Force Productivity

Sales Force Effectiveness
Sales Force Compensation
Increase Selling Time
Build Sales Culture

Weekly Forecast
Account Planning Learning & Development
Compensation Plan
SPIF’s
War-Rooms
Kill “Administrativia”
Sales Tools
Driving Cultural Change

Target Productivity

Current Productivity
Build Strong Sales Culture

- **Courage, Confidence, Customer Focus**
- **Expertise, Risk Taking, Teamwork & Collaboration**
- **Trust & Integrity, Open Communication, Pride & Passion**
- **Customer Knowledge, Celebrate Successes**
- **Creating Lasting Customer, Shareholder and Employee Value**
Setting the scene

- **Corporate objectives 2004-2006**
  - Bring cost in line with revenue
  - Increase in ebita margin, increase by 3% over the period
  - Reengineer publishing infrastructure to better cope with multimedia
  - Drive internet migration

- **Focus on:**
  - Increasing value proposition for customer
  - Leading to better renewal rates
  - Restoring sustainable organic growth

- **The consequence:**
  - Kluwer Navigator will be anchor proposition

What the information landscape looks like
The customer has a variety of information needs and different media formats.

Navigator contains all relevant knowledge that is essential for the professionals at different stages of their work processes.
Navigator online migration to provide single source content and workflow tools to customers

**Current Situation**

- Individual Online Products
- Product D
- Product B
- Product A
- “ABC”
- Functionality
- D + E
- Business Model
- Price

- Online portfolio consists of many different products resulting with individual branding and pricing
- Different business models
- Many production processes
- Content very fragmented

**Migration**

**Navigator Proposition**

- **Customized Offering Per Customer Segment**
  - Customer Segment 1
  - Customer Segment 2
  - Customer Segment 3
  - Customer Segment 4

- **Content in XML format**

**The Navigator proposition:**

“brengt uw vakinformatie bij elkaar”

- **Navigator Product**
  - Interface
  - Functionality
  - Search
  - Taxonomies & Thesauri
  - Content Integration
  - Etc.
  - Look-and-feel

- **Interface Functionality**
  - Search
  - Taxonomies & Thesauri
  - Content
  - Integration
  - Etc.

- **Look-and-feel**
Navigator is the anchor proposition for new business opportunities

Focus

- Kluwer supports professionals in their knowledge processes
- Kluwer shifts from a traditional publisher to a multi-media publisher with increased focus on online
- In the short term Kluwer will migrate part of the realigned portfolio to an intelligent online proposition based on customer needs (Navigator & Puma) and at the same time stretch traditional portfolio in order to create growth
- Next customer’s will be further locked in by adding more value to the Navigator like integration with research software tools and e-learning modules
- In this way Kluwer will create an environment where customers are optimally supported in their work process
Navigators for each segment

- Top
  - Navigator Pro
- Medium
  - Navigator
- Small
  - Navigator Lite - Kluwer.nl

Online revenues potential, both named and non named accounts

<table>
<thead>
<tr>
<th>Kluwer revenue class</th>
<th># Accounts</th>
<th>Online Revenues 2003 %</th>
<th>Online Revenues 2006 ytd %</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 500k</td>
<td>26</td>
<td>26%</td>
<td>34%</td>
</tr>
<tr>
<td>&gt; 100k</td>
<td>131</td>
<td>9%</td>
<td>17%</td>
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<tr>
<td>&gt; 30k</td>
<td>486</td>
<td>6%</td>
<td>10%</td>
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<tr>
<td>&gt; 10k</td>
<td>982</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Small Non named Accounts</td>
<td>121,448</td>
<td>12%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Online revenues potential, both named and non named accounts

<table>
<thead>
<tr>
<th>Kluwer revenue class</th>
<th>Accounts</th>
<th>Professionals x 1000</th>
<th>Spend per professional in Euro</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 500k</td>
<td>1625</td>
<td>26</td>
<td>550</td>
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<tr>
<td>&gt; 100k</td>
<td>131</td>
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<tr>
<td>&gt; 10k</td>
<td>982</td>
<td>650</td>
<td>125</td>
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<tr>
<td>Low</td>
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<tr>
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<tr>
<td>Top</td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non named Accounts</td>
<td>121,448</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Propositions:
1. Custom-made Navigator: growth through extra functionalities
   - Navigator Pro: content integration + portal
   - Add-ons: content packages for specific functionalities and modules like Signalling and Linking
2. Standard Navigator for each market segment: first growth through penetration, then the add-ons
   - Existing Navigator packages:
     - Navigator Law Firms
     - Navigator Municipalities
     - Navigator Company Lawyers
   - New packages: see Development
3. Communities: growth through penetration, i.e.
   - marketers
   - Communication managers
   - Advertising/media makers
   - HR managers
   - Facility/procurement managers
   - Safety managers
   - Secretaries
   - Controllers/financial directors
   - Administrators

Navigator business model aimed at growth

Pricing strategy

| Marketing approach is based on customer budget and perceived value rather than product cost plus mark-up |
| Differentiated offer: |
| - custom-made offer to top/high customers |
| - standard offer to medium/low customers |
| - using different budgets than information budgets (e.g. ICT and training budgets) |

| Package offer for affordable pricing per segment, based on seat related to the financial structure of segment |
| - Municipalities pay per inhabitant |
| - Lawyers pay per fee earner |

| Clustering content and functionalities in a basic package and add-on modules has the advantage of offering an integrated solution which does leave some choice |
| - Basic content package incl. PNG |
| - Specialised content package, i.e. personal injury |
| - Functionality module 1 (e.g. Kluwer Signals) |
| - Functionality module 2 (e.g. Content Integration, alarming, software) |
| - Cross and up-selling to software tooling and e-learning modules |
Setting the scene

- **Corporate objectives**
  - Increase in revenue and above all
  - Increase in EBITA margin (in 2003: 10% -> in 2006: above WK average)
- **WK Italy customer base and product portfolio**
  - Market penetration in core markets - Fiscal 65%, Legal 80%, Employment law 64%
  - ‘Normal’ Market segmentation based on target groups
  - Data banks and compliance and/or practice management available for all core markets

- **Focus on:**
  - Increasing average spend per customer
  - Increasing renewal rates
  - Decreasing costs of product development and introducing new product concepts

- **The consequence:**
  - Analyze customer segment needs and customer segment workflow
  - Compare analysis with customers’ purchasing behavior data
  - Draw conclusions for product development: ... Big Unico

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Product strategy

- **Re-using and re-arranging existing research (information elements)**
  - Versioning and modular approach (La Legge Plus and Big)

- **Integrating software, content and services (Suite LaLegge, B-Point)**
  - Using renewal rates software (up to 95%) to increase research renewal rates
  - Integrating release based software with subscription based research

- **Focusing on on-line solutions**
  - Winning the battle to be on the customer’s desktop via the ‘My Office’ concept
  - Online solutions both for software and research and integrated solutions

- **Entering in the world of services linked to our software products (WK Italia centers)**
  - extended value chain services (helpdesk support by phone 24/7 on site; training on software programs, personalization and customization of software; health check of customer’s databases, on line connections etc)
NDP: Idea → Project Brief → Project Initiation Document → Project → Test → Product

'brainstorm'

- external drivers
- check market data
  - strategy check
  - back office check

- internal drivers
- competition
  - branding
  - promotion

'assuming'

- customer intimacy
  - pricing
  - sales channels

'formalization'

- Project Initiation Document with business case

Modular and versioning approach

<table>
<thead>
<tr>
<th>Feature</th>
<th>Premium</th>
<th>Big</th>
<th>National and International accounting standard</th>
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<tbody>
<tr>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Author interpretation</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Deep information</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>National and International accounting standard</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Fiscal cases</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Utilities &amp; Software</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Sector studies</td>
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<td>✓</td>
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<tr>
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<td>★</td>
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<td>✓</td>
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<td>Corporate law</td>
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</tr>
<tr>
<td>Iter</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- ★ Current vertical fiscal CD ROM content
- ★ Specialized content from other business units
Versioning strategy “Big”

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>LE 2006</th>
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<tbody>
<tr>
<td>% of total</td>
<td></td>
<td>6%</td>
<td>20%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>% of total</td>
<td></td>
<td>16%</td>
<td>27%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>% of total</td>
<td></td>
<td>100%</td>
<td>84%</td>
<td>67%</td>
<td>52%</td>
</tr>
<tr>
<td>Total % of total</td>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Total Big subscriptions increased by 16% from 2002 to 2006
- Total Sales doubled from 2002 to 2006
Suite LaLegge

Cases
Allows users to structure and retrieve all information related to a case including activities, documents, client data, expenses and other relevant information.

Time & Billing
Allows users to administer their time and billing process including: issuing, testing and processing of invoices, keeping track of the payment status and making evaluations.

Agenda
Facilitates time and to-do-management activities e.g. schedule and keep track of meetings, hearings and deadlines.

Calculation Tools
Form-based software applications that allow users to make calculations e.g. to estimate amount of damages.

Content Database
Allows user to search for content regarding a specific topic in legal research databases e.g. Company Law, Bankruptcy, Contract Law etc.

Online Service
Links users directly to different legal news sites and databases, allows to search by keyword and to save search results.

Document Management
Provides sophisticated tools for the creation and administration of documents e.g. allows to produce documents based on pre-defined templates and to merge these with other files e.g. content excerpts.

Directory
Allows user to store and retrieve client data including related information like contact history, documents – also offering more sophisticated CRM functionalities.

Suite LaLegge: how it works

The lawyer is checking the file of customer Pippo and sees that he has to prepare a claim document by tomorrow.

He goes to the section databases and creates a new claim document making use of the databank forms.

Finally he updates his agenda inputting the date when he has to meet the opposite party.

He automatically inserts all client data and the counterpart takes them from the file of the customer.
**Suite LaLegge: how it works**

The lawyer is preparing a request for his client Bianchi and he has to indicate what kind of jurisprudence and doctrines will support this request.

He activates a search in the databank and at the same time he activates the timer that will register how much time he spends on this activity. In the meantime he gets a call from client Rossi. He saves the search for Bianchi.

He activates a fast search with the client name Rossi to be ready to respond to his questions.

After that he looks up how much time he has spent on Bianchi and lets the program calculate the fee to prepare the invoice.

**Legal software-research integration**

- Launched early 2006
- 1,150 customers in the first half of the year
  - 200 customers upgraded from Data bank LaLegge to Suite LaLegge
  - 950 new customers for legal software for WKI coming from new Ipsoa customers and Suite DeA and Suite Utet customers
- Sold by Ipsoa, DeAgostini and Utet sales networks
- Retention rates for research currently at 82% expected to move towards the software retention rate of 90% as single solutions cannot be easily replaced once in use.

**2006 expectations:**
- Total # of customers: 2,500

**2007 expectations:**
- Total # of customers: > 80%
- Total sales improvement > 70%
Online concept: My virtual office

- One entry point
- One federated search system
- One type of interface linked to ITER (workflow based)
- One index for all markets
- All data applications may be used in all

Library concept

Current Product offering:

- Doctrines of all 20 legal magazines branded Ipsos
- Daily legal newspaper ‘Quotidiano Giuridico’: legal news, deadlines
- All archives of the various magazines
- Search engine (index, full text, source, date)
- Common index for all libraries which will generate better results in less time for the customer
- The customer will see all search results of all magazines including the fiscal and employment law magazines. He can only open those doctrines belonging to the magazine(s) he has subscribed to

Next steps:

- Launch of Diritto & Fisco (Sept ’06) and Diritto & Lavoro (Nov ’06).
- Adding abstracts (to be sold as an extra component: search on title or on abstract level)
- Introduction of pay per view for those doctrines of magazines for which you do not have a subscription

Final concept

- Link with ITER
- Link with main data banks
- Link with ‘expert on line’ and Q and A services
- Link with software
- Expand the concept to all WK Italia brands