Investor Day

Nancy McKinstry
CEO & Chairman of the Executive Board

Investor/Analyst Day: Innovation & Technology
September 25, 2008
London
Internet inverts “high cost” online publishing model, lowers barrier for new publishing entrants and pushes competitive battle ground to information, software and services where deep vertical insight matters most

<table>
<thead>
<tr>
<th>Product</th>
<th>1995 Online Professional Publisher</th>
<th>2010 Information, Software &amp; Services Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online primary and secondary source content</td>
<td>Information, software, and services</td>
</tr>
<tr>
<td></td>
<td>Research centric value proposition</td>
<td>Workflow productivity and decision making insight</td>
</tr>
<tr>
<td>Competitive Advantage</td>
<td>Pre-Internet, high costs barrier for online storage and distribution</td>
<td>Deep vertical market insight</td>
</tr>
<tr>
<td></td>
<td>Online operations scale</td>
<td>Integrated information, software, and services solution design</td>
</tr>
<tr>
<td>Economic Leverage</td>
<td>Costs barrier creates a “duopoly” pricing leverage</td>
<td>High customer switching costs, retention rates</td>
</tr>
<tr>
<td></td>
<td>Economies of scale due to critical mass of content and customers</td>
<td>Low marginal costs of software model</td>
</tr>
</tbody>
</table>
Our strategy is geared to allocate more capital to where we can create the most value for customers.

Customer and Shareholder Value Progression

- Primary Source Research
- Commentary and Insight
- Workflow Software
- Information, Software & Services

Margin / Organic Growth %

Customer Value
...an example from our Tax and Accounting business

Online & Workflow Tools Revenue as a % of Total

<table>
<thead>
<tr>
<th>Module</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax Only</td>
<td>87%</td>
</tr>
<tr>
<td>+1 Module</td>
<td>95%</td>
</tr>
<tr>
<td>+2 Modules</td>
<td>97%</td>
</tr>
<tr>
<td>+3 Modules</td>
<td>98%</td>
</tr>
<tr>
<td>+4 Modules</td>
<td>99%</td>
</tr>
</tbody>
</table>

Percentage of New Sales Revenues by Source (Tax Example)

<table>
<thead>
<tr>
<th>Year</th>
<th>ProSystem Tax</th>
<th>Other ProSystem Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>2004</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>2005</td>
<td>85%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Average % Revenue Increase Per Customer

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>10%</td>
</tr>
<tr>
<td>2004</td>
<td>11%</td>
</tr>
<tr>
<td>2005</td>
<td></td>
</tr>
</tbody>
</table>
Increased investments in new and enhanced products have supported our growth and transformation

Key New Products

**Health**
- Order Sets
- OvidSP
- Point of Learning

**TAL**
- Document
- Engagement
- Australian & Canadian Software Suites
- Bar Review

**CFS**
- ComplianceOne
- Expere
- e-Discovery
- e-Billing

**LTRE**
- Legal Software Suite
- Navigator
- Lamyline Reflex

**Increased Investment**

Average: 8-10% of Revenue

- 2003
- 2004
- 2005
- 2006
- 2007

4-year CAGR 14%
And our portfolio today reflects this evolution to an information, software and service provider...

2007 Revenue: €3.4 Billion

- Print: 38%
- Online/Workflow Tools: 47%
- Services: 15%

Online & Workflow Tools Revenue as a % of Total:

- 2003: 31%
- 2004: 38%
- 2005: 42%
- 2006: 46%
- 2007: 47%
Today this portion of our portfolio is the fastest growing and the most profitable.

- **Research Centric Products**
  - < 10% Software
  - Margin 16-18%
  - Retention rate 80-85%

- **Research / Software Blend**
  - 10-40% Software
  - Margin 18-22%
  - Retention rate 85-90%

- **Research / Services Centric**
  - > 40% Software
  - Margin 22-30% +
  - Retention rate 85-90% +

Indexed Revenue Growth:

- **2003 to 2007**
  - 2% CAGR

- **2003 to 2007**
  - 7% CAGR

- **2003 to 2007**
  - 16% CAGR
Our success result from deep vertical market positions, strong customer insight, and value enhancing solutions
Health: Point of Care

Surgical Encounter
- Arthroscopic image capture
- Real-time procedure documentation
- Unplanned secondary procedure documentation
- Real-time billing codes (ProVation)

Pre-operative Research
- Review patient history and test results against evidence-based treatment guidelines (Clin-eGuide / UpToDate)

MD and RN Review
- Ensure procedure is properly documented and coded (ProVation)

Hospital Administration
- Produce Bill for Reimbursement

Insurance Company Payment Administration

Electronic Medical Record

Evidence-Based Treatments (Clin-eGuide/UpToDate)

Diagnostic Codes Billing Codes Order Sets (ProVation)

Drug Database (Medi-Span)
Corporate & Financial Services: Personal Lending

- Produce, assemble, and package compliant documents
- Borrower application

- Forms Library
- Policies and Rules Database
- Secure electronic delivery

- Delivery management
  - Electronic signature
  - Print fulfillment
  - Document archival

- Track receipt
  - Verifiable audit reporting
1. Meet with the client
   Consult checklist of questions to be discussed with the client (B.Point)

2. Estimate costs
   Search for standard form, download, and modify in Word (Centric)

3. Analyze relevant legal sources
   Conduct search across all relevant research databases (Centric)

4. Set up shareholder agreement
   Search and download draft of shareholder agreement from company law database using activity based filter (Centric)

5. Request VAT number
   Link with software tool that manages official forms and transmit it to the government tax office (B.Point)

6. Register as a public firm
   Use practice management software to connect to the public firm register and to the chamber of commerce. (B.Point)

7. Invoice the client
   System has captured all time and activities spent on this matter and now generates invoice. (B.Point)
Wolters Kluwer’s customer insight framework drives innovation

- Represents the center-piece of the CI Program and CI recommendations
- Adoption of the CI Program model across Wolters Kluwer
- This program is unique to our products, culture, and expertise
- Represents Wolters Kluwer’s best practices
- Offers a continuous cycle of improvement in innovation, development, and management
Impact: profitable growth resulting from strong vertical positions with increasingly attractive economics

- Increase Retention
- Deeper Relationship with Customers
- Strengthen Vertical Position
- Higher Switching Costs
- Investment in Product Enhancements/Expansion
- Greater Share of Customer Spending