Program Summary

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Our strategy is geared to allocate more capital to where we can create the most value for customers.
This is the portion of our portfolio where we are driving the fastest growth and the highest margins.

<table>
<thead>
<tr>
<th>Research Centric Products</th>
<th>Research / Software Blend</th>
<th>Research / Services Centric</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 10% Software</td>
<td>10-40% Software</td>
<td>&gt; 40% Software</td>
</tr>
<tr>
<td>Margin 16-18%</td>
<td>Margin 18-22%</td>
<td>Margin 22-30% +</td>
</tr>
<tr>
<td>Retention rate 80-85%</td>
<td>Retention rate 85-90%</td>
<td>Retention rate 85-90% +</td>
</tr>
</tbody>
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Indexed Revenue Growth:
- 2003: 2% CAGR
- 2007: 7% CAGR
- 2003: 16% CAGR
- 2007: 16% CAGR
Over time our workflow solutions will become increasingly integrated with other areas of innovation in our businesses.
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

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