An Overview on Innovation

Jack Lynch
Member of the Executive Board

Annual General Meeting of Shareholders
April 21, 2009
Amsterdam
Internet inverts the cost barrier to publishing
Our strategy is to allocate more capital to where we can create the most value for customers.
Point of Care

Evidence-Based Treatments (Clin-eGuide/UpToDate)
Diagnostic Codes Billing Codes Order Sets (ProVation)
Drug Database (Medi-Span)

Surgical Encounter
Arthrosopic 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

Electronic Medical Record

Insurance Company Payment Administration

Wolters Kluwer
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Wolters Kluwer’s customer insight framework

- 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
Wolters Kluwer innovation domains

- Next-Generation Publishing
- Software as a Service (SaaS)
- Workflow Solutions
- Vertical Search
We view “next-generation publishing” as an extension into professional communities and complementary business models.

**Subscriber Community**
- Subscribers form community
- Subscribers interact with authors and each other

**Non-Subscriber Web Sites**
- Advertising supported free sites
- Online classified ads insight added to free content
- eCommerce access to books, conferences, training

**Next-Generation Publishing**
- Subscribers & non-subscribers are community “members”
- Members can choose among free, subscription and “long tail” options

**New "Subscription-plus" Model**
- Annual General Meeting of Shareholders
Wolters Kluwer’s SaaS businesses are growing well

Gartner Group Projection of SaaS Growth

Historical growth of Wolters Kluwer’s SaaS Business

USD billions
Our ProSystem fx product line continues to transform professionals' workflow from manual to highly automated processes.
We provide solutions that combine the simplicity of Google with the power of specialized information services.
Now We’ve Changed the Game...

IntelliConnect™

“This is the most advanced research tool I’ve used in my career.”

CCH Customer
In summary...

- Internet inverts “high cost” online publishing model pushes competitive battle ground to the intersection of information, software, and services where deep vertical insight matters most

- Deep vertical market insight is the source of innovation at Wolters Kluwer

- Technology is playing a central role in creating innovative solutions for customers

- Deep customer insight combined with technology innovation is creating remarkable products like IntelliConnect