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 presentation includes revenue and ordinary EBITA figures. For a reconciliation between ordinary EBITA and IFRS operating profit please refer to our annual report available on our website. Until 2010, Health division revenues and ordinary EBITA included the results of certain Pharma assets which were reported as discontinued operations starting in 2011. Revenues and ordinary EBITA for 2012 have been restated for IAS 19 revised and IFRS 11.
Today’s speakers

Nancy McKinstry
Wolters Kluwer

Bob Becker
Wolters Kluwer Health

Susan Driscoll
Professional & Education

Cathy Wolfe
Medical Research

Arvind Subramanian
Clinical Solutions

Denise Basow
UpToDate

Sean Benson
Innovation
Agenda

Introduction
- Overview of Health Division
- Professional & Education
- Medical Research

Break

Clinical Solutions
- Clinical Solutions: UpToDate
- Clinical Solutions Demo

Q&A

Nancy McKinstry
CEO Wolters Kluwer
Wolters Kluwer Health in context

Approximately one fifth of group revenues and ordinary EBITA

Wolters Kluwer FY2012
Revenues €3,597 million

- Health 21% €745 million
- Legal & Regulatory 41%
- Tax & Accounting 27%
- Financial & Compliance Services 11%

Wolters Kluwer FY2012
Ordinary EBITA €774 million

- Health 20% €163 million
- Legal & Regulatory 40%
- Tax & Accounting 31%
- Financial & Compliance Services 9%

Note: FY2012 restated for IAS19 R and IFRS 11. Ordinary EBITA split excludes corporate costs of € 48 million
Wolters Kluwer strategy

*Our strategy aims to accelerate profitable growth*

- Focus the majority of our investments on high-growth segments where we have achieved market leadership
- Invest in products and services to deliver the tailored solutions and insights our professional customers need to make critical decisions and increase their productivity
- Find more ways to drive efficiencies in areas such as sourcing, technology, real estate, organizational processes, and distribution channels
Transformation of Health

Clinical Solutions will soon be largest component

Wolters Kluwer Health 2006
Revenues € 823 million

- Clinical Solutions: 32%
- Medical Research: 7%
- Professional & Education: 26%
- Pharma: 35%

Ordinary EBITA € 120 million
Margin 14.5%

Wolters Kluwer Health 2012
Revenues € 745 million

- Clinical Solutions: 20%
- Medical Research: 42%
- Professional & Education: 38%

Ordinary EBITA € 163 million
Margin 21.9%
Agenda

Introduction

Overview of Health Division

Professional & Education

Medical Research

Break

Clinical Solutions

Clinical Solutions: UpToDate

Clinical Solutions Demo

Q&A

Bob Becker
President & CEO
Health Division
Our mission

*Focused on clinicians from learning to practice to improve access, quality and cost of healthcare*

- **Professional & Education**
  - 20% of Health revenue
  - Improve learning and build competency in education and practice

- **Medical Research**
  - 42% of Health revenue
  - Provide high quality, relevant medical content and precision search

- **Clinical Solutions**
  - 38% of Health revenue
  - Increase quality and outcomes for practicing medical professionals

- **Physicians** | **Nurses** | **Pharmacists** | **Allied health**
Leading brands

Our brands are highly recognized in their target markets

Professional & Education  Medical Research  Clinical Solutions

Learning  Research  Care

Lippincott Williams & Wilkins  Ovid  UpToDate  Medi-Span  ProVation Medical

Wolters Kluwer
Medical information and solutions market
A large and growing market

Global STM Market 2012
$24.5 billion

- Medical
  $12.7bn
- Scientific & Technical
  $11.8bn

Global Addressable Market
Medical Information & Solutions 2012
$10.8 billion

- Journals 39%
- Online content 8%
- Software & services 21%
- Aggregation 3%
- Books 29%

Growth 2010-2012
- Total: +1% to +3%
- 0% to +3%
- +5% to +6%
- +4% to +6%
- +2% to +3%
- −0.5% to +1.5%

Source: STM market Outsell; Addressable market Simba and Wolters Kluwer
Global leader

#1 in clinical solutions; #2 overall in medical information and solutions

Global Addressable Market
Medical Information & Solutions 2012
$10.8 billion

Source: Simba, company reports and Wolters Kluwer

Wolters Kluwer Health

Clinical Solutions

#1 in clinical decision support
#1 in clinical documentation software
#1 in clinical drug information
#1 in clinical informatics and surveillance

Medical Research

#1 online medical research platform for hospitals and medical schools
#2 publisher of peer-reviewed medical journals

Professional & Education

#2 publisher of healthcare education and practice content

Health Investor Seminar, 28 October 2013
Global content

*English language medical content highly desired worldwide*

- Serving healthcare professionals in over 150 countries
- 30% of revenues outside North America
- Global coverage with a network of 30 field offices, plus distributor channels
- More than 570 sales representatives around the world
Health market trends

Future opportunity is about quality, access and cost

- Spiraling global healthcare costs demands need for greater efficiency and productivity

- Increased focus on quality outcomes, safety, and health and wellness

- Worldwide shortage of clinicians drives need for learning and productivity solutions

- Growth in medical information and research drives need for curated content and productivity tools

- Technology and electronic information critical to future market

- Health spend per capita in OECD rising 5%+ per annum. Health spend now averages 9% of GDP in OECD and has reached 18% of GDP in U.S. (OECD, 2013)

- Cost of medical errors estimated at $20bn/year in U.S. (Milliman, 2010)
  Cost of waste in U.S. healthcare estimated at $600-1,300 billion/year (Roberts Woods Johnson)

- The biomedical knowledge-base doubles about every 19 years, resulting in a four-fold increase of medical knowledge during a physician’s lifetime (Smith)

- Healthcare IT spend to top $34 billion in 2014 (Technology Business Research)
Wolters Kluwer Health strategy

*Investment in products and global reach*

1. **Focus investment on Clinical Solutions**
2. **Continue to transform portfolio toward digital**
3. **Expand global reach focusing on key emerging markets**

- Develop next generation of point-of-care solutions leveraging our Innovation Lab
- **Continue to build out leading content and online offerings**

- **Pursue efficiencies through select IT outsourcing**
- **Drive savings in sourcing and real estate**
## Transformational investment

**Portfolio change and consistent organic investment**

### New Product Launches and Selected Acquisitions

<table>
<thead>
<tr>
<th>Year</th>
<th>Learning</th>
<th>Research</th>
<th>Care</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>Nursing Procedures</td>
<td>Ovid SP</td>
<td>UpToDate*</td>
</tr>
<tr>
<td>2008</td>
<td>thePoint</td>
<td>Non-English Ovid interfaces</td>
<td>Neurology</td>
</tr>
<tr>
<td>2009</td>
<td>Expanded CME</td>
<td>Productivity tools</td>
<td>3 specialties added</td>
</tr>
<tr>
<td>2010</td>
<td>Tablet apps, PrepU</td>
<td>Journal iPad apps</td>
<td>Surgery, Geriatrics</td>
</tr>
<tr>
<td>2011</td>
<td>DocuCare</td>
<td>OvidOpen Access</td>
<td>Psychiatry</td>
</tr>
<tr>
<td>2012</td>
<td>eSim</td>
<td>Multimedia</td>
<td>Dermatology</td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td>Medknow*</td>
<td>Infection Prevention</td>
</tr>
</tbody>
</table>

- **Learning**
  - *Learning Tools*
  - *Productivity tools*

- **Research**
  - *Research Tools*
  - *Journal iPad apps*

- **Care**
  - *Care Tools*
  - *Journal iPad apps*

* Year of acquisition

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* Health Investor Seminar, 28 October 2013
Improving revenue mix
*Portfolio rebalancing has positioned Health for growth*

Wolters Kluwer Health Revenues (€ million)

- **2008**: €489m
- **2009**: €572m
- **2010**: €608m
- **2011**: €639m
- **2012**: €745m

**Continuing CAGR 2008-2012**: +8% in Constant Currencies

- **2008**: 19%
- **2009**: 29%
- **2010**: 42%
- **2011**: 38%
- **2012**: 20%

**Note**: Medical Research includes Ovid and Lippincott Williams & Wilkins journals.

Health Investor Seminar, 28 October 2013
Transforming to digital
*Investing in digital while managing print decline*

Wolters Kluwer Health
Revenues by Media Format

<table>
<thead>
<tr>
<th>Year</th>
<th>Print</th>
<th>Services</th>
<th>Electronic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>66%</td>
<td>5%</td>
<td>29%</td>
</tr>
<tr>
<td>2006</td>
<td>51%</td>
<td>5%</td>
<td>44%</td>
</tr>
<tr>
<td>2008</td>
<td>48%</td>
<td>6%</td>
<td>46%</td>
</tr>
<tr>
<td>2010</td>
<td>39%</td>
<td>6%</td>
<td>55%</td>
</tr>
<tr>
<td>2012</td>
<td>35%</td>
<td>3%</td>
<td>62%</td>
</tr>
</tbody>
</table>
Increased recurring revenue base

Reduced dependence on cyclical revenue streams

Wolters Kluwer Health
Revenues by Type

2008
2010
2012

57%
63%
71%

24%
19%
8%

19%
18%
21%

Cyclical
Books
Recurring

Health Investor Seminar, 28 October 2013
Favorable geographic mix

Strong growth in North America and Asia Pacific

Wolters Kluwer Health
2012 Revenues by Geographic Market

North America 70%
Asia Pacific 16%
Europe 14%

Organic Growth:
+2%
+12%
+5%

Wolters Kluwer Health
2012 Revenues by Currency

USD 88%
EUR 5%
GBP 3%
Other 4%
Improved financial performance

*Increased organic growth and EBITA margin*

**Organic Growth**
- 2007: +1%
- 2008: -5%
- 2009: -1%
- 2010: +3%
- 2011: +4%
- 2012: +5%

**Ordinary EBITA Margin**
- 2007: 14.7%
- 2008: 12.5%
- 2009: 14.9%
- 2010: 14.4%
- 2011: 19.7%
- 2012: 21.9%
Health - Summary

A global leader positioned for growth

- Transformed portfolio positioned for growth
- Focused on clinicians from learning to practice
- Large and attractive addressable market
- Leading positions and highly recognized brands
- Global reach and opportunity
- Improved financial performance
Agenda

Susan Driscoll
President & CEO
Professional & Education

Introduction
Overview of Health Division
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Clinical Solutions Demo
Q&A
Professional & Education

Improving learning and competency in education and practice

- #2 publisher globally of healthcare education and practice content
- Leveraging position in education and practice to provide lifelong learning
- Transitioning to digital, now approaching 20% of revenues
- Leading brand Lippincott Williams & Wilkins

Revenues 2012:
€149 million
20% of Health
Trusted medical content provider

*Expert content available in all formats*

- 2,800 titles across medicine, nursing and allied health
- All frontlist and key backlist available as e-books through most major vendors
- Growing number of digital products, including tablet apps
- Content supports Ovid and Clinical Solutions offerings
Strong market position

#2 publisher globally in medicine, nursing and allied health

### Competitive Landscape

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<td>Nursing Education</td>
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<tr>
<td>Allied Health Education</td>
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**Significant global reach**
- 25% of revenue outside U.S.
- Content sold in more than 140 countries
- Presence in more than 4,300 medical and nursing schools globally
- More than 1,600 hospitals using our nursing training and information products
## Key strengths

*Comprehensive and collaborative*

### Comprehensive
- 2,800 titles in over 100 disciplines
- Presence in 23 medical specialties
- Covering more than 50 subjects in Education

### Focused Expertise
- 200+ years dedicated to the healthcare learning
- 7,000+ healthcare professionals contribute to content development and review

### Industry Partnerships
- Laerdal Medical, Healthstream, Optum Ingenix
- Joint Commission Resources, ACSM, AJCC
- Inkling, Silverchair, Kindle, Kno

### Digital Offerings
- 1,600+ books available in e-book form
- Digital training products to build skills and competency
- Online reference and learning offerings
Market trends

A market in transition

- Enrollment growth due to global need for doctors and nurses
- Changes in student buying behavior and in retail inventory holdings
- Increase in demand for solutions that drive competency in education and training
- Continuous need for education and training throughout the professional’s career

U.S. medical school enrollment to increase 30% by 2017 (AAMC)
Number of nurses needed in the U.S. to increase 26% by 2020 (BLS)
Ten-fold increase in college stores offering rental options since 2009 (NACS)
A third of higher education textbooks in U.S. now sold via Amazon (BISG/Bowker)
Only 10% of hospital and health system nurse executives believe students are fully prepared (JONA)
Professional and Education strategy

Shifting towards digital offerings that improve learning and competency throughout the clinician’s career

- **Lifelong learning:** Leverage our strong position across education and practice
- **Build competency:** Continue product transformation to offerings that improve competency in education and training
- **Manage migration:** Pair print with value enhancing electronic features
- **Shift towards institutions:** Continue to shift from individual sales (nurse) to institutional sales (hospital)
Provide lifelong learning
*Leverage our position in education and practice to transform learning*

**Old way:**
The nurse learned through textbooks, but was unprepared to practice when graduated

**New way:**
The nurse’s education is supplemented with practice-based learning to ease into confident career growth

**Textbooks**

**Old way:**
The nurse learned through textbooks, but was unprepared to practice when graduated

**New way:**
The nurse’s education is supplemented with practice-based learning to ease into confident career growth

**Practice**

**Evidence based procedures**

**Quick lists of essential steps, competency tests and skills checklists**

**Onboarding and continued learning**

**Bedside patient support**

**Support in practice**

**Practice & continued learning**

**Patient-centered learning**

**Skills training**

**Textbooks**
Build competency
Video and software products lead to quality care

eSim Patient-Centered Learning

DocuCare™ Educational Electronic Health Record
In 15 months reached: 200 adoptions; 2,700 faculty members; 16,000 students

Taylor's Video Guide to Clinical Nursing Skills
Build competency

PrepU usage leads to licensing and certification

160 million questions have been answered within PrepU products

78,000 nursing students at nearly 1,000 programs are using PrepU

98.7% pass rate for nursing students who used PrepU to prepare for their NCLEX-RN licensure exam

Book and practical practice content now embedded in subscription solutions
Manage migration

Interactive mobile offerings for students, residents and practicing clinicians

Print ➔ Digital
Greater customer value

Frequent content updating

Personalize and share
Shift towards institutions
*Lippincott Nursing Procedures adds value and opens door to institutional sales*

Reference book
- Leading content
- Sold to the nurse

Online
- Same leading content as in print offering
- Offered online
- Enhanced with video and images
- Customizable
- Sold to the institutions on subscription basis
Professional & Education - Summary

Leveraging our position across the lifecycle as we migrate to digital

#2 publisher and premier brand in medical, nursing, and allied health

Strategy based on lifelong competency: “Learning Never Ends”

Transformation is underway which will improve the business model:

- Product migration: Books to innovative skills-based solutions
- Customer migration: From individuals to institutions
- Business model migration: Single purchase to subscription
Agenda

Catherine Wolfe
President & CEO
Medical Research

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Q&A
Medical Research

Provide high quality, relevant medical content and precision search

- #1 online medical research platform in hospitals and medical schools with Ovid
- Significant global brands and field sales presence
- 60% digital and 80% recurring revenue
- Exclusive Lippincott Williams & Wilkins medical and nursing content
Trusted, relevant content and precision search

Sold to institutions and used by healthcare professionals

Premium Content

- Lippincott, Williams & Wilkins
  Exclusive access

- 3rd Party
  Content & tools

- Medknow
  Open access

Consumption & Delivery Channels

Customers/Users

- Hospital
- Medical / Academic School
- Government
- Corporate
- Physicians
- Nurses
- Students, Educators
- Librarians
- Researchers
- Information Managers

Scholarly research and peer review

3rd Party Content & tools

Corporate Consumption & Delivery Channels
Ovid speeds and simplifies research

Increased value as growth of medical content continues

Use case - Physician:
What are the drug therapies for rheumatoid arthritis if a patient also has congestive heart?
✓ Ovid advantage: Search multiple clinical evidence databases: EBMR, Embase, Ovid Medline to check case reports, systematic reviews

Use case - Medical Student:
Resident watches podcasts and videos to prepare for a new clinical rotation
✓ Ovid advantage: Multimedia content within clinical workflow

Use case - Medical Librarian:
Embedded with a oncology team, librarian creates expert search strategy as part of a systematic review on stem cell transplants
✓ Ovid advantage: Breadth of evidence based content & search tools to pinpoint topics in literature; search alerts keep team informed on latest research
A global leader
Comprehensive position in medical content and delivery

Competitive Landscape

<table>
<thead>
<tr>
<th>Key markets</th>
<th>Wolters Kluwer (Ovid platform)</th>
<th>Reed Elsevier (ScienceDirect)</th>
<th>EBSCO (EBSCOhost)</th>
<th>ProQuest (ProQuest)</th>
<th>Wiley (Wiley Online Library)</th>
<th>Springer (SpringerLink)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Medical Aggregation Platform</td>
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<tr>
<td>Medical and Nursing Journal Content</td>
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</tbody>
</table>

- Leading brands
- Superior search:
  - Ovid leads in Net Promoter Score (NPS)
- Exclusive proprietary and critical 3rd party content
- Global footprint:
  - 48% of revenue outside U.S.
  - 12,500 institutions globally
## Key strengths

*Comprehensive and global*

<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Global Penetration</th>
<th>Industry Partnerships</th>
<th>Critical Resource</th>
</tr>
</thead>
</table>
| - Exclusive access to Lippincott’s nearly 300 journals and over 1,400 books  
- Depth & breadth of content/tools: 10,700+ resources  
- Access to 300+ Medknow open access titles | - 12,500 institutional customers in 186 countries  
- 150 sales reps, 60+ support team, 26 global offices  
- 21 native languages spoken by sales/customer service | - 80 society partnerships, 111 society titles  
- 150+ partnerships with 3rd party publishers  
- Strong performance with 3rd party content | - Unparalleled search precision: Ovid Medline  
- 132 million Ovid sessions/year; 1,000 sessions/minute  
- Industry award winning customer/technical support |
Market trends
Continued demand for high quality medical content and tools

- Continued demand for high quality medical information and content worldwide

+ The globalization of research elevates demand for top-tier medical content

-/+ Open access models create opportunities for authors, users, societies

+ Information overload drives need for tools and technology to improve research results

- Market factors continue to impact print circulation and advertising

In China, health care spending is expected to rise to 6.5% of GDP by 2018*

34% market growth rate in 2012 (Outsell)

2 million scholarly articles published annually; growing at 3% (STM Association)

*Source: China’s Health Development Statistics Bulletin 2011
Medical Research strategy
Investing in content and technology while migrating print

- **Leverage scale**: Leverage Ovid’s global scale to attract content partners

- **Enhance user experience**: Invest in technology and mobile solutions to improve customer productivity and access to information

- **Build out content**: Continue to build out world-class content portfolio across markets and disciplines including evidence-based practice resources

- **Manage format migration**: Deepen user engagement with content through digital transformation

- **Expand into emerging markets**: Global expansion in emerging markets, particularly China, India and the Middle East, driven by Medknow’s open access publishing platform
Enhance user experience

*Improve discoverability, mobility and productivity tools*

**Integrating Ovid search to enrich users’ practice**
- Saves time; one search across multiple content types
- Currency when needed; eTOCs alerts, RSS feeds on latest published research
- Strengthen knowledge at point of need; Quick access to images, case reports, etc. to support decision-making

**Digital access supports enhanced reader engagement**
- Multi-media video, audio and images embedded into articles
- Peer-sharing email links w/every article
- Advertisers using interactive ads
Build out world class content

Focus on high-quality content targets to strengthen positions

- LWW journals are highly ranked titles, many in the top quartile of their specialty
- Maintain leadership through targeted society partnerships in core disciplines
  - Surgery, neurology, oncology, dermatology

- Build on Ovid’s portfolio of premium content
  - Ovid offers 4 of 7 leading evidence-based practice resources (Outsell)
  - JBI tools help clinicians to research and evaluate practice to improve outcomes
  - Amirsys tool to target radiologists

Conduct Systematic Reviews & Critical Appraisal
Expanding into Emerging Markets

Medknow open access publishing platform

- Medknow partners with 230+ societies across 20 countries
- All articles are peer reviewed by our society partners
- Focuses on India, China, Middle East and Africa
- Supports publishers and authors looking to increase visibility and global reach
- Circa 4 million full text downloads monthly from Medknow sites
- Medknow readership top countries: India, U.S., United Kingdom, Canada, Australia
- Extending content discoverability and value to researchers on Ovid
Medical Research - Summary

Accelerating healthcare knowledge globally

#1 medical research platform in hospitals and medical schools globally

Leverage global footprint and market insight to pursue growth markets, attract partners and customers

Provide comprehensive and exclusive medical content through state-of-the-art delivery channels to meet increased demand

Deepen user engagement through investments in content and technology
Agenda

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15 MIN BREAK
Agenda

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Arvind Subramanian
President & CEO
Clinical Solutions
Clinical Solutions

*Improving quality and outcomes at the point-of-care*

- #1 in key point-of-care segments
- Unique combination of proprietary software and online medical content embedded in the clinical workflow
- Trusted by hundreds of thousands of clinicians daily around the world
- 90% digital and 90% recurring revenue
- Consistent double-digit revenue and EBITA growth since 2009
- Global expansion underway

Revenues 2012:
€280 million
38% of Health
## Key strengths

*Key strengths provide sustainable competitive advantage*

| Deep Domain Expertise | Staff includes 96 physicians, 50 pharmacists (35 Ph.D.’s), 25 nurses and reimbursement coders  
|                       | “Designed by clinicians for clinicians”  
|                       | Management team has 180 years of collective healthcare experience |
| Trusted Point-of-Care Products | Leading brands in key point-of-care market segments  
|                                 | Offerings rated #1 by KLAS (Leading U.S. healthcare IT ratings firm)  
|                                 | 1M+ clinical users (physicians, pharmacists, nurses) in 158 countries |
| Proprietary Content | Massive accumulated proprietary disease, drug and informatics content, continuously refreshed by uniquely skilled clinical teams  
|                       | 5,100 member external physician authoring network |
| Advanced Technology | World-class capabilities in software, embedded medical content, healthcare IT systems integration, user interface, informatics  
|                       | Staff includes 200 software engineers plus Tata team in India |
| Customer Depth & Breadth | Installed base in 3,500 U.S. and 4,000 non-U.S. hospitals  
|                         | 50,000 U.S. retail pharmacy stores  
|                         | 50 insurance payors |
Offerings by market segment

Leading and trusted products in key point-of-care segments

- **Pharmacy OneSource**
  - Health Language
  - 1,100 hospitals
  - 1,200 hospitals; 50 insurance payors

- **ProVation Medical**
  - 1,500 hospitals

- **UpToDate**
  - 7,400 hospitals

- **Clinical Decision Support (CDS)**

- **Clinical Informatics & Surveillance (CIS)**

- **Clinical Drug Information (CDI)**

- **Lexicomp Medi-Span Facts & Comparisons**

- **Facts & Comparisons**

- **Medicom - China**
  - 1,500 hospitals in China

**Wolters Kluwer Health Clinical Solutions Global Point of Care**

Health Investor Seminar, 28 October 2013
Clinical Decision Support

*UpToDate enables diagnosis and treatment at the point-of-care*
Clinical Drug Information

Comprehensive content and software for hospitals and retail pharmacies

- Medi-Span
  - Comprehensive drug information databases and software for dosing, therapy, drug-drug interactions, alerts, pricing etc.
  - Embedded in the Electronic Medical Record (EMR) and pharmacy systems for hospitals and retail pharmacy stores

- Lexicomp
  - Referential drug information for physicians, nurses, pharmacists in hospitals

- Facts & Comparisons
  - Referential drug information for pharmacists in retail pharmacies

- Medicom China
  - Leading drug database and referential drug information provider for China
Clinical Documentation

*ProVation software drives clinical productivity, quality and savings*

- **ProVation MD: From dictation to software documentation process**
  - Deep medical content drives appropriate documentation
  - Documentation drives appropriate reimbursement (CPT/ICD-9/ICD-10)
  - Operational efficiencies and reimbursement drive strong customer ROI

- **ProVation Order Sets: From paper to software driven process**
  - Software platform with deep medical content library with hundreds of pre-defined and customizable order sets
  - Linked to the Evidence Based Medicine in the UpToDate treatment topics
**Clinical Informatics & Surveillance**

*Products improve quality, safety and interoperability of systems*

- **Pharmacy OneSource:**
  Software application with a sophisticated surveillance rules engine that helps hospitals identify at-risk patients and recommends clinical interventions

- **Health Language:**
  Software applications to facilitate information sharing among disparate clinical systems providing the foundation for analysis and reimbursement
A global leader

Leading position in key segments of point-of-care

<table>
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<tr>
<th>Clinical Solutions point-of-care</th>
<th>Segment</th>
<th>Sub-segment</th>
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<th>Hearst</th>
<th>Truven</th>
<th>Ebsco Dynamed</th>
<th>BMJ</th>
<th>Reed Elsevier</th>
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<td>IMO Apelon 3M</td>
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</table>

- Multum
- Epocrates
- Dictation /EMRs
- TheraDoc MedMined
- IMO Apelon 3M
Global healthcare trends are favorable for the point-of-care

- Increased measurement and focus on quality and outcomes to drive down healthcare costs
- In the U.S., Meaningful Use legislation drives adoption of electronic medical records and other technologies
- Government healthcare system improvement programs in China, Middle East, Australia, Brazil
- Shortage of clinicians drives demand for productivity
- Care shifts to population wellness and disease management over time

- U.S. health spend now 18% of GDP (OECD Health Data)
- Adoption of EMR in hospitals is approaching 50% in U.S. and 10% in ROW (KLAS, Wolters Kluwer estimate)
- Shortage of physicians in U.S. projected at 90,000 by 2020 (AAMC)
Clinical Solutions strategy
Five core elements driving double-digit global growth at the point-of-care

- **Drive penetration:** Continue to drive growth through increased penetration of existing offerings both domestically and internationally.

- **Expand offerings:** Expand existing offerings with new content modules (e.g., by specialty) and innovative form factors (e.g., mobile).

- **Invest in innovation:** Continue to invest in the Clinical Solutions Innovation Lab to develop new offerings by leveraging all Clinical Solutions assets.

- **Invest in sales, service & marketing:** Continue to scale these volume driven functions and leverage distributors in select geographies.

- **Sustain process excellence:** Continued process enhancements in all functions ensures customer responsiveness and expands margins.
Clinical Solutions Innovation Lab

R&D venue to experiment and develop future offerings with customers

- Engaged with 14 customers on 8 projects
- Best ideas move out of Lab into commercialized products following structured process
- Innovation Lab leverages resources from across Clinical Solutions and includes 6 dedicated resources to manage various initiatives
Building disease management solutions platform

New value creation leveraging large installed base
Focus on Sepsis

Leading cause of death worldwide with high cost to treat and manage

- Sepsis is a potentially fatal whole-body inflammation (a systemic inflammatory response syndrome or SIRS) caused by severe infection

- Sepsis affects at least 750,000 people each year in the U.S. alone
  - Every hour raises the risk of death by 8% if sepsis is untreated
  - Approximately 215,000/year die in the U.S.; 37,000/year people in the UK

- The total hospital costs associated with the care of patients who incurred severe sepsis is $16.7 billion in the U.S. alone
  - Sepsis is not a reimbursable event, so cost of care has significant financial impact on hospitals
Sepsis application leverages all Health assets

Comprehensive solution for early identification and treatment of Sepsis

Offering will comprise:

- Web & mobile software incorporating disease-based programs, rules, algorithms and predictive analytics
- Change management consulting services
Clinical Solutions - Summary

Well positioned for continued strong growth at the point-of-care

- Leading positions in all key market segments driving double-digit revenue and EBITA growth
- Intuitive software applications with embedded medical content
- Continuously updated drug and disease information on-line offerings
- 90% digital and 90% recurring revenue
- Expanding in the U.S. and globally driven by favorable market trends
- Repeatable research & development process through Innovation Lab
Agenda

Dr. Denise Basow
VP & GM
UpToDate

Introduction
Overview of Health Division
Professional & Education
Medical Research
Break
Clinical Solutions
Clinical Solutions: UpToDate
Clinical Solutions Demo
Q&A
What is UpToDate?

Mission:
Improve the quality of healthcare worldwide by answering clinical questions at the point-of-care

We are solving an important problem:
- The volume of medical literature is too vast and complex for the average clinician to master
- Clinicians have questions that occur at the point-of-care and answering these questions in an Evidence-Based way can impact decision making
Answering important clinical questions

2 of 3 office visits generates a question to which the physician doesn’t know the answer

Answering all clinical questions could change

5 to 8 patient management decisions each day

UpToDate solves this problem

- 9,500+ topic reviews in 21 clinical specialties
- 5,100 drug entries
- 1,500 patient topics

Identify important clinical questions

- 5,100 authors and editors from 50+ countries
- Unique editorial process to ensure we get the answer right

Recruit a faculty of experts to write Evidence-Based answers to those questions

- Impact clinical decision making
- More than 20 million topics viewed each month

Provide specific recommendations for care
UpToDate is a scalable global platform

- 750,000+ clinicians in 158 countries
- 50% of U.S. hospitals and over 4,000 hospitals outside U.S.
- 90% of academic medical centers in the U.S., 95% in Benelux, 95% in Germany, 86% in Japan
- Subscription based; double-digit growth for 20 years
- Available on multiple platforms
  - Web, desktop, mobile
- Integrated into the Electronic Health Record (EHR)
Business model

Customers
- Individual clinicians
- Hospitals
- Hospital systems

Revenue
Subscriptions
- One year - Multiyear

Growth
- New specialties
- Drive penetration globally
- Broader access for existing customers (UpToDate Anywhere)
- New products (mobile)
UpToDate evolution

1992 Nephrology and Hypertension
1996 Cardiology, Pulmonary, Critical care, and Sleep Medicine, Endocrinology and Diabetes
1997 Rheumatology
1998 Gastroenterology and Hepatology
1999 Adult Primary Care and Internal Medicine, Infectious Diseases
2000 Hematology
2001 Oncology, Obstetrics, Gynecology, and Women’s Health, Family Medicine
2003 Patient information
2004 Pediatrics
2005 Patient information
2006 Graded recommendations
2007 New search engine
2008 EMR integration Acquisition by Wolters Kluwer
2009 iPhone web application
2010 Allergy and Immunology, Emergency Medicine, Hospital Medicine
2011 Surgery, Geriatrics
2012 Psychiatry
2013 Dermatology
2013 UpToDate Anywhere

300 topics
9,500 topics
Mobile devices have expanded use and provided an additional source of revenue

116,427 users on 172,281 iOS devices

22,635 users on 27,031 Android devices

Use on Windows 8 tablets and phones is low but growing
UpToDate video
UpToDate is the preferred clinical resource

- Overall satisfaction: 88% for UpToDate, 26% for Best Practice (BMJ), 21% for Dynamed (Ebsco)
- Regularly resulted in change of practice for diagnostic tests: 44% for UpToDate, 12% for Best Practice (BMJ), 11% for Dynamed (Ebsco)
- Regularly resulted in change of practice in patient management: 48% for UpToDate, 12% for Best Practice (BMJ), 11% for Dynamed (Ebsco)
- Regularly resulted in improvement of overall patient care: 61% for UpToDate, 17% for Best Practice (BMJ), 12% for Dynamed (Ebsco)
- Likely to reduce clinical errors: 54% for UpToDate, 15% for Best Practice (BMJ), 16% for Dynamed (Ebsco)

“UpToDate is by miles the better resource. It would be a waste of money getting another resource over UpToDate”

Source: Data from trial at the Pennine Acute Hospitals NHS Trust in the United Kingdom
And UpToDate is the most frequently studied

Over 30 research studies

What we have learned:

- Allow more questions to be answered faster
- Most commonly used resource
- Most effective training resource
- Greater confidence than other resources
- Change decisions
- Improve outcomes
"Use of UpToDate led to changes in investigations, diagnosis or management 37% of the time"
And changing decisions improves outcomes

From researchers at Harvard School of Public Health

Adoption of UpToDate Associated with:

- Improved Quality
  - Every condition on Hospital Quality Alliance Metrics
- Shorter Lengths of Stay
  - 372,000 days over 1 year
- Lower Mortality Rates
  - 11,500 lives over 3 years

Users consider UpToDate the most valuable HIT initiative for improving patient care

![Bar chart showing the results of a survey on the most valuable IT initiatives for improving patient care. The chart ranks UpToDate as the most valuable, followed by patient education materials, standardized order sets, E-prescribing systems, computerized physician order entry, an EMR system, and alerts and reminders in the EMR system.](chart.png)

Source: 2012 Individual Subscriber Survey
UpToDate - Summary

UpToDate is solving an important problem by helping clinicians answer clinical questions at the point-of-care.

UpToDate is the preferred clinical information resource due to its unique editorial process and focus on actionable recommendations.

Use of UpToDate impacts clinical decision making, which in turn leads to better and more efficient patient care.

UpToDate is a scalable global platform that has grown at double-digits for 20 years.
Agenda

Sean Benson
VP Innovation

Introduction
Overview of Health Division
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ProVation MD

- Software replaces dictation/transcription and completed immediately post-procedure by physician: WHEN YOU’RE DONE...YOU’RE DONE
- Fully interfaced with clinical/financial systems to exchange patient, scheduling, procedural and billing information
- Intuitive user interface delivers relevant content to physician, highlights most common choice and automatically navigates through each section of note
- Billing codes automatically generated for optimized reimbursement
- Medical images embedded in note to enhance documentation
- All relevant documents automatically generated
ProVation MD demo
Sepsis

- Time to treatment is critical, requires mobile solution with continuous patient surveillance
- Patient data analyzed against hundreds of clinical scenarios to determine when mobile alerts should be sent to physician and/or nurse
- Alerts deliver evidence-based, actionable clinical knowledge to mobile devices
- Enables instant communication between caregivers to ensure coordinated care
- Usage tracked to support quality initiatives
Sepsis demo
Agenda

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Thank you.