



Investor Day

Nancy McKinstry

CEO & Chairman of the Executive Board

Investor/Analyst Day: Innovation & Technology

September 25, 2008

London



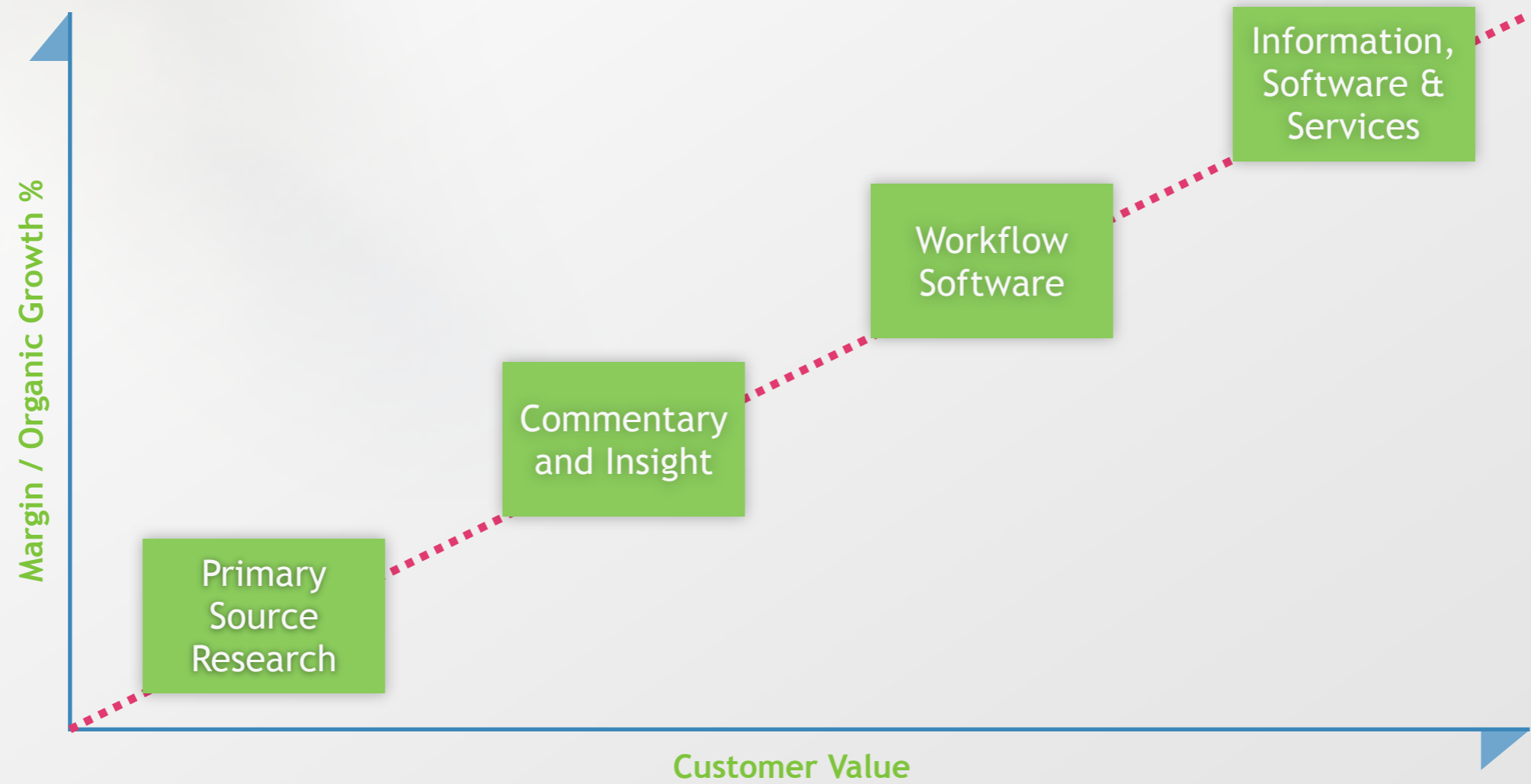
Wolters Kluwer

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

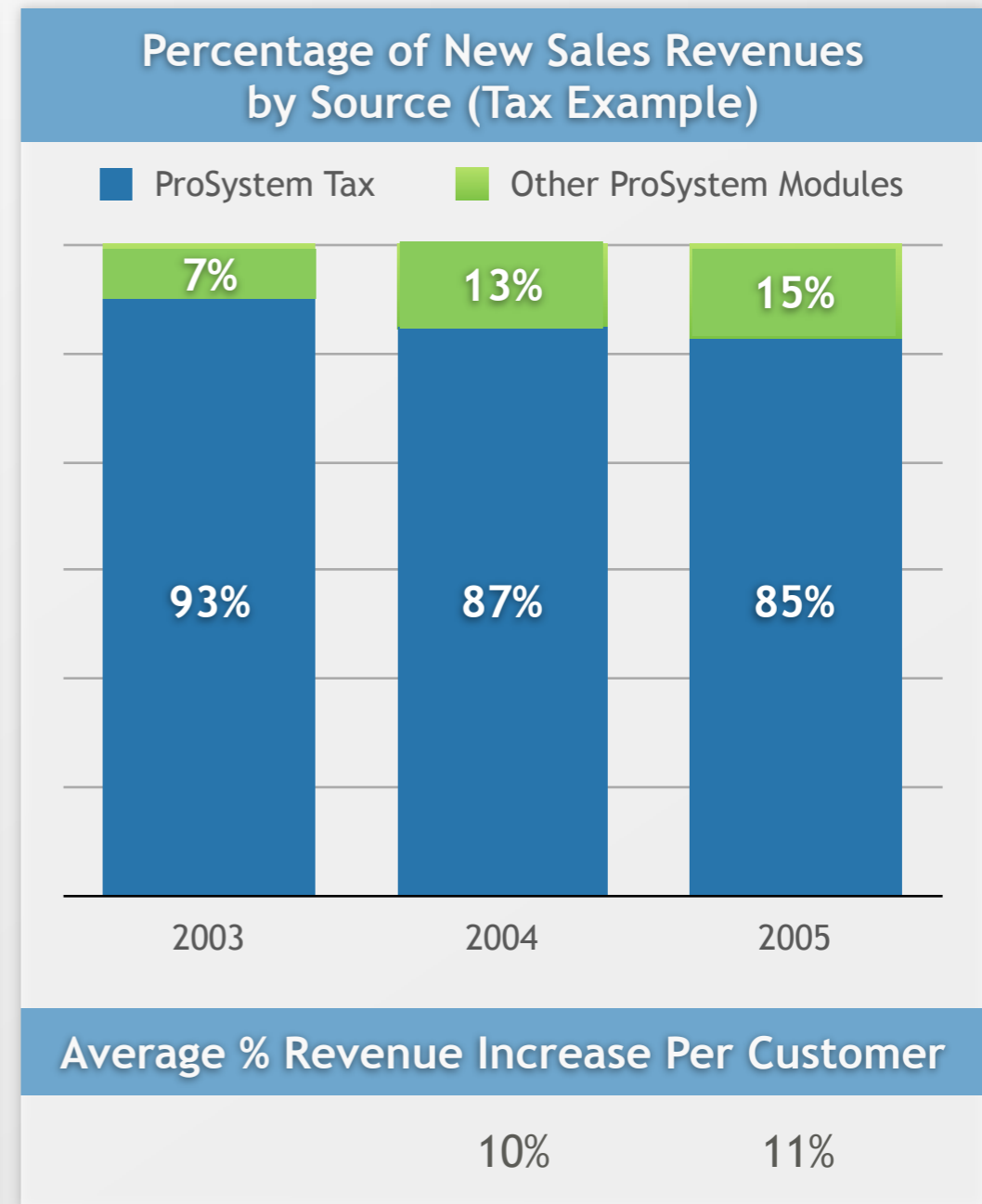
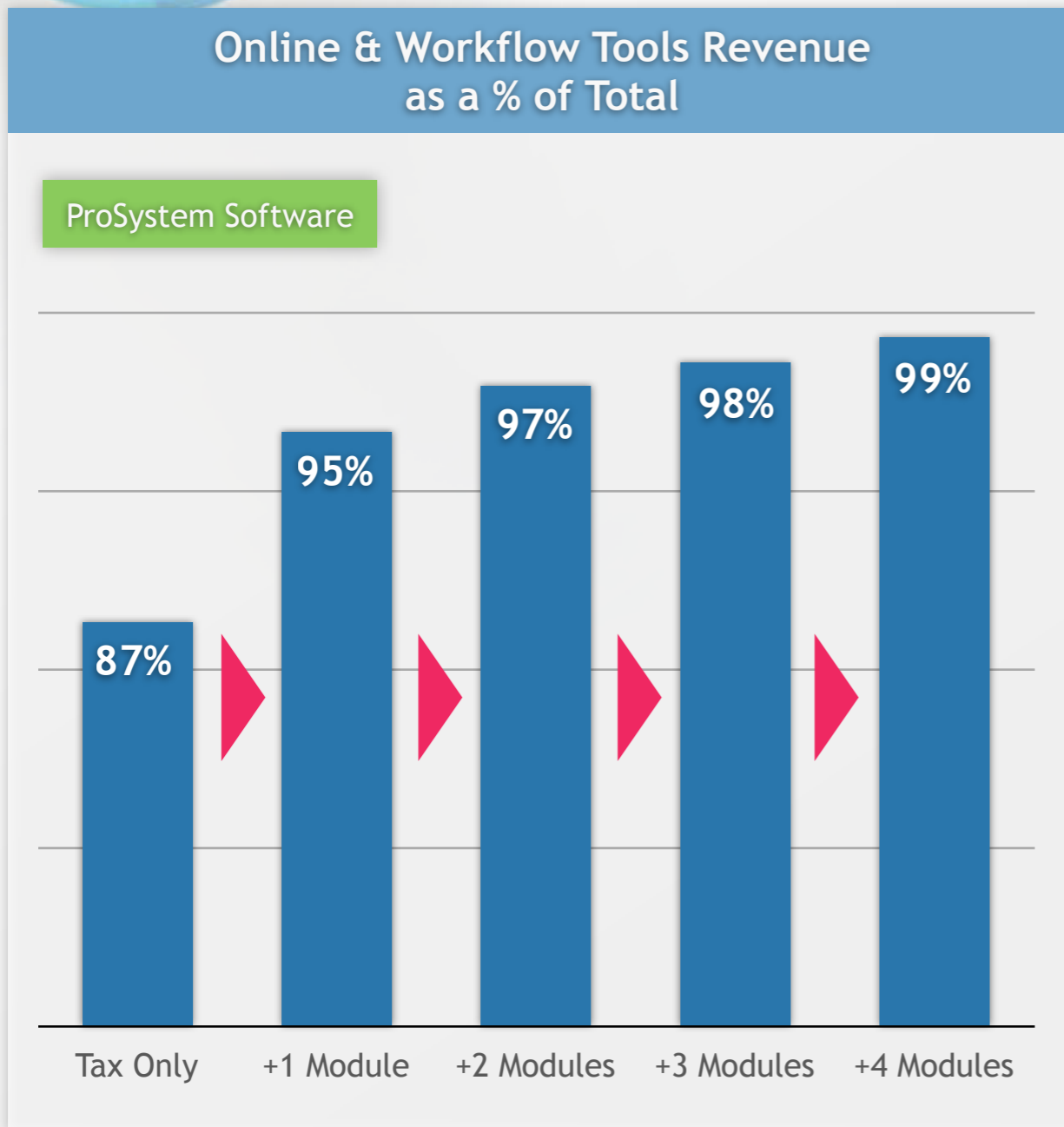
	1995 Online Professional Publisher	2010 Information, Software & Services Provider
Product	<ul style="list-style-type: none"> Online primary and secondary source content Research centric value proposition 	<ul style="list-style-type: none"> Information, software, and services Workflow productivity and decision making insight
Competitive Advantage	<ul style="list-style-type: none"> Pre-Internet, high costs barrier for online storage and distribution Online operations scale 	<ul style="list-style-type: none"> Deep vertical market insight Integrated information, software, and services solution design
Economic Leverage	<ul style="list-style-type: none"> Costs barrier creates a “duopoly” pricing leverage Economies of scale due to critical mass of content and customers 	<ul style="list-style-type: none"> High customer switching costs, retention rates Low marginal costs of software model

Our strategy is geared to allocate more capital to where we can create the most value for customers

Customer and Shareholder Value Progression



...an example from our Tax and Accounting business



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

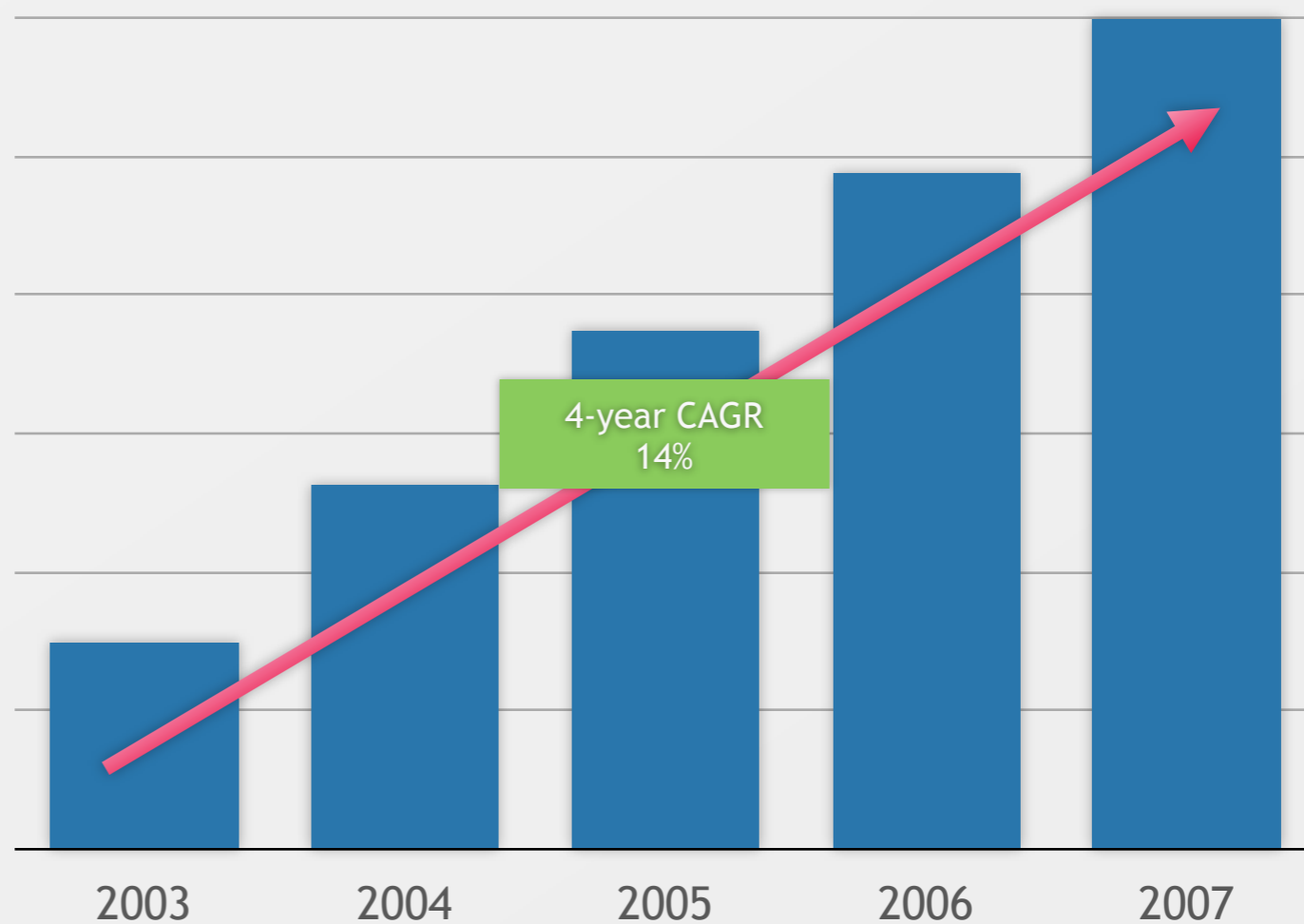
- ComplianceOne
- Expere
- e-Discovery
- e-Billing

LTRE

- Legal Software Suite
- Navigator
- Lamyline Reflex

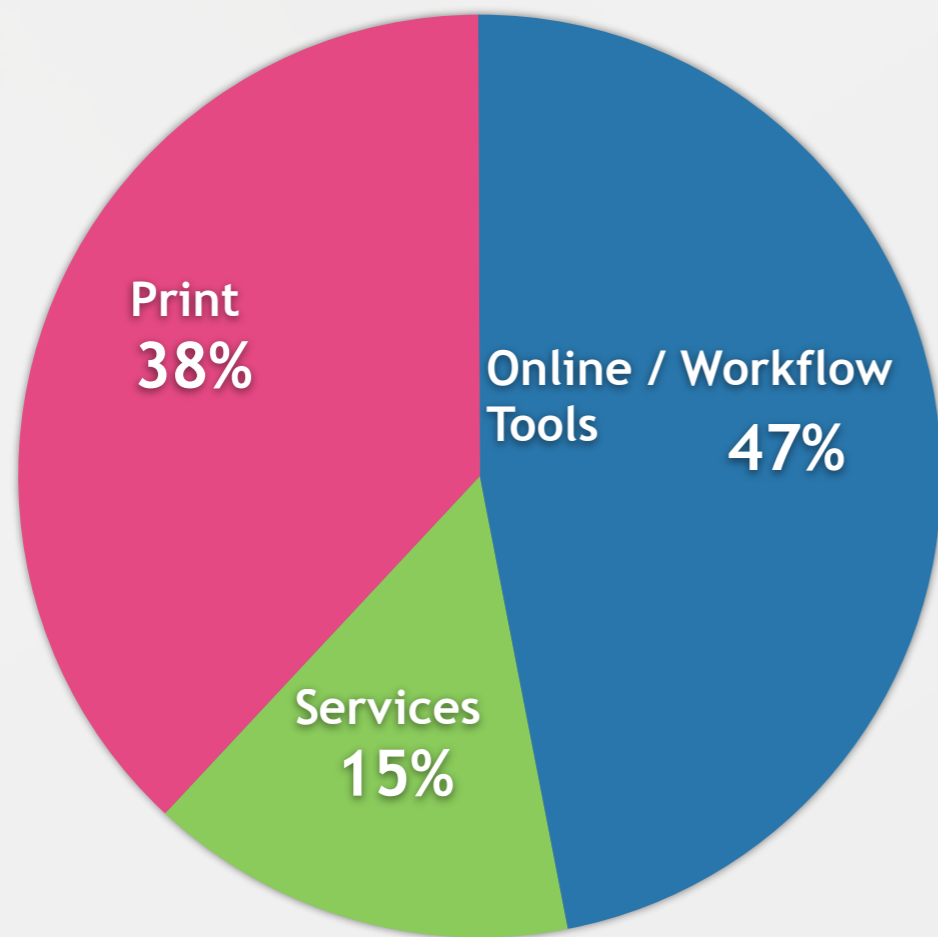
Increased Investment

Average: 8-10% of Revenue

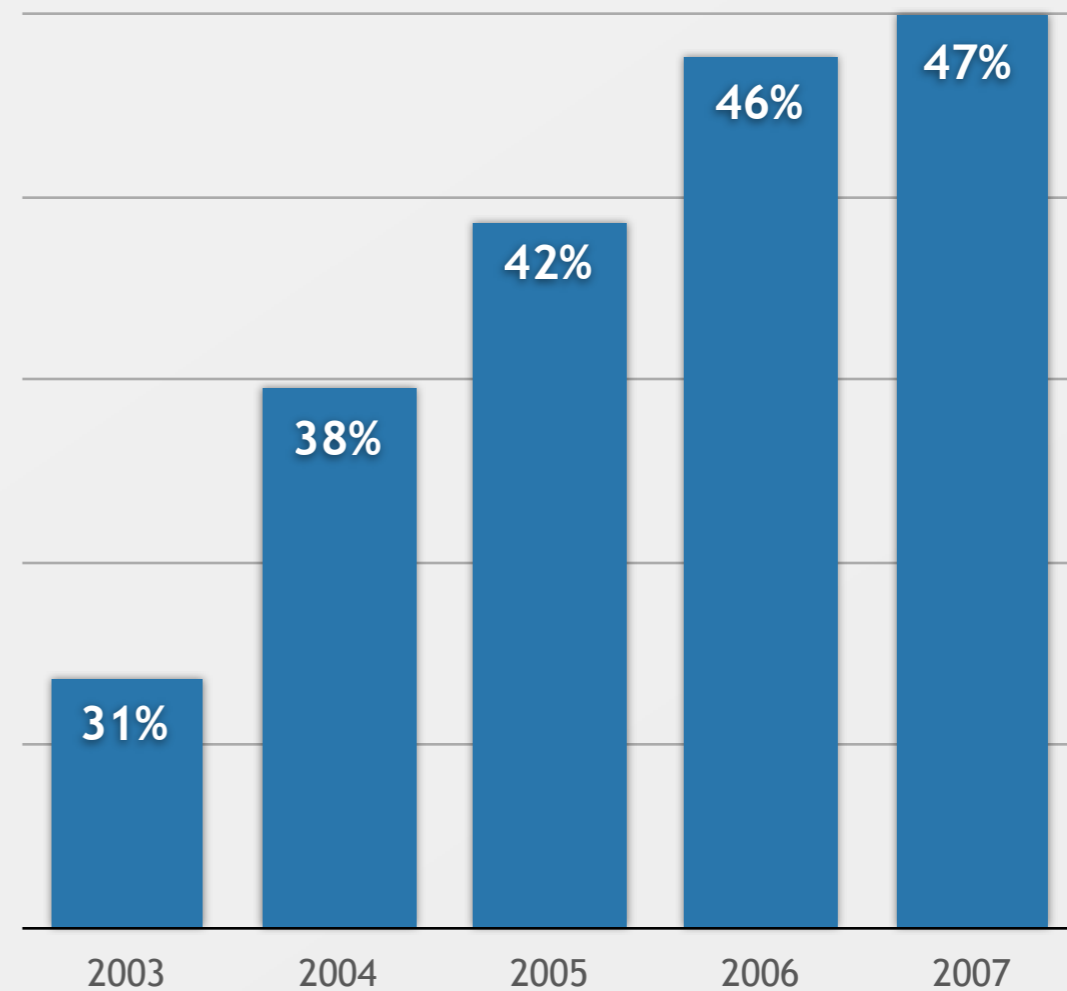


And our portfolio today reflects this evolution to an information, software and service provider...

2007 Revenue : €3.4 Billion



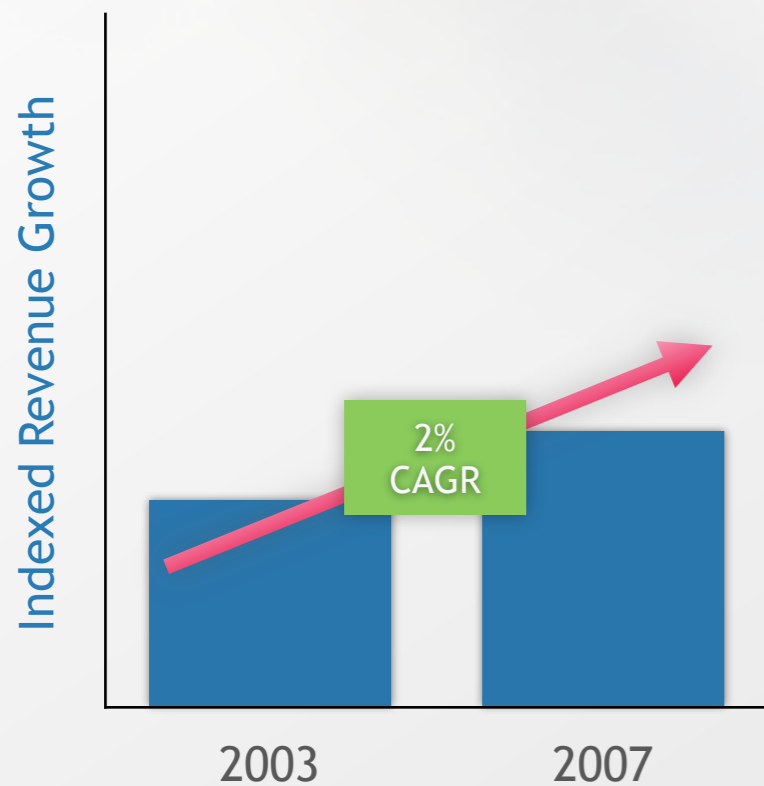
Online & Workflow Tools Revenue as a % of Total



Today this portion of our portfolio is the fastest growing and the most profitable

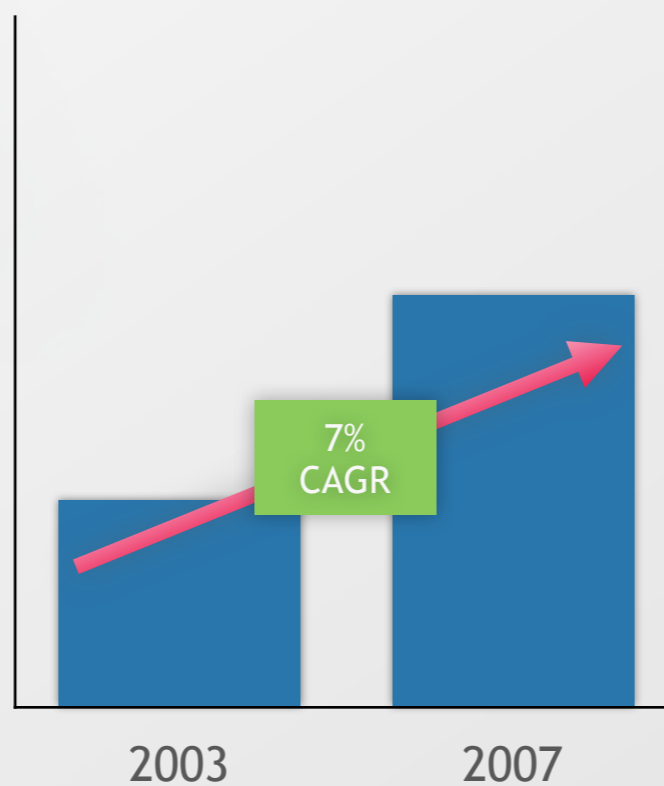
Research Centric Products

< 10% Software
Margin 16-18%
Retention rate 80-85%



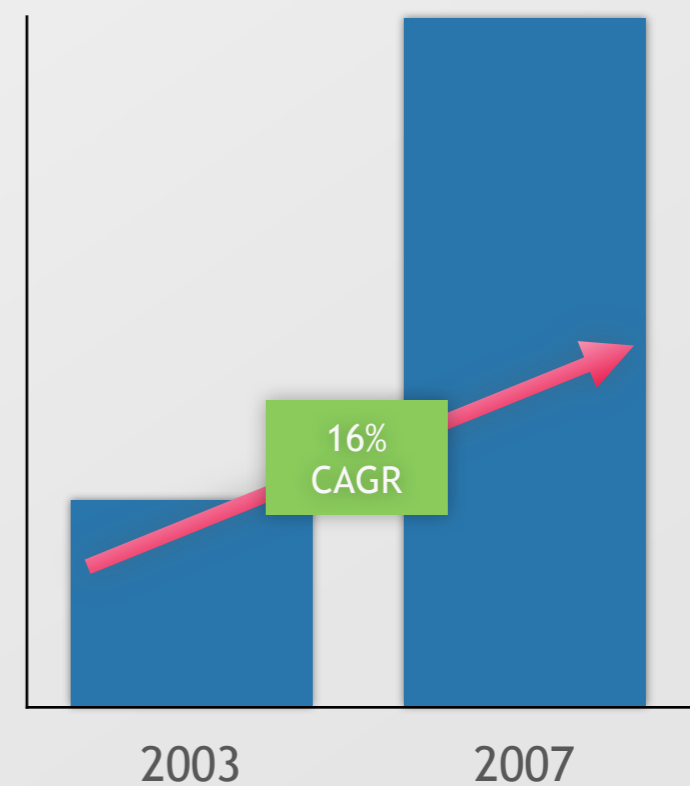
Research / Software Blend

10-40% Software
Margin 18-22%
Retention rate 85-90%



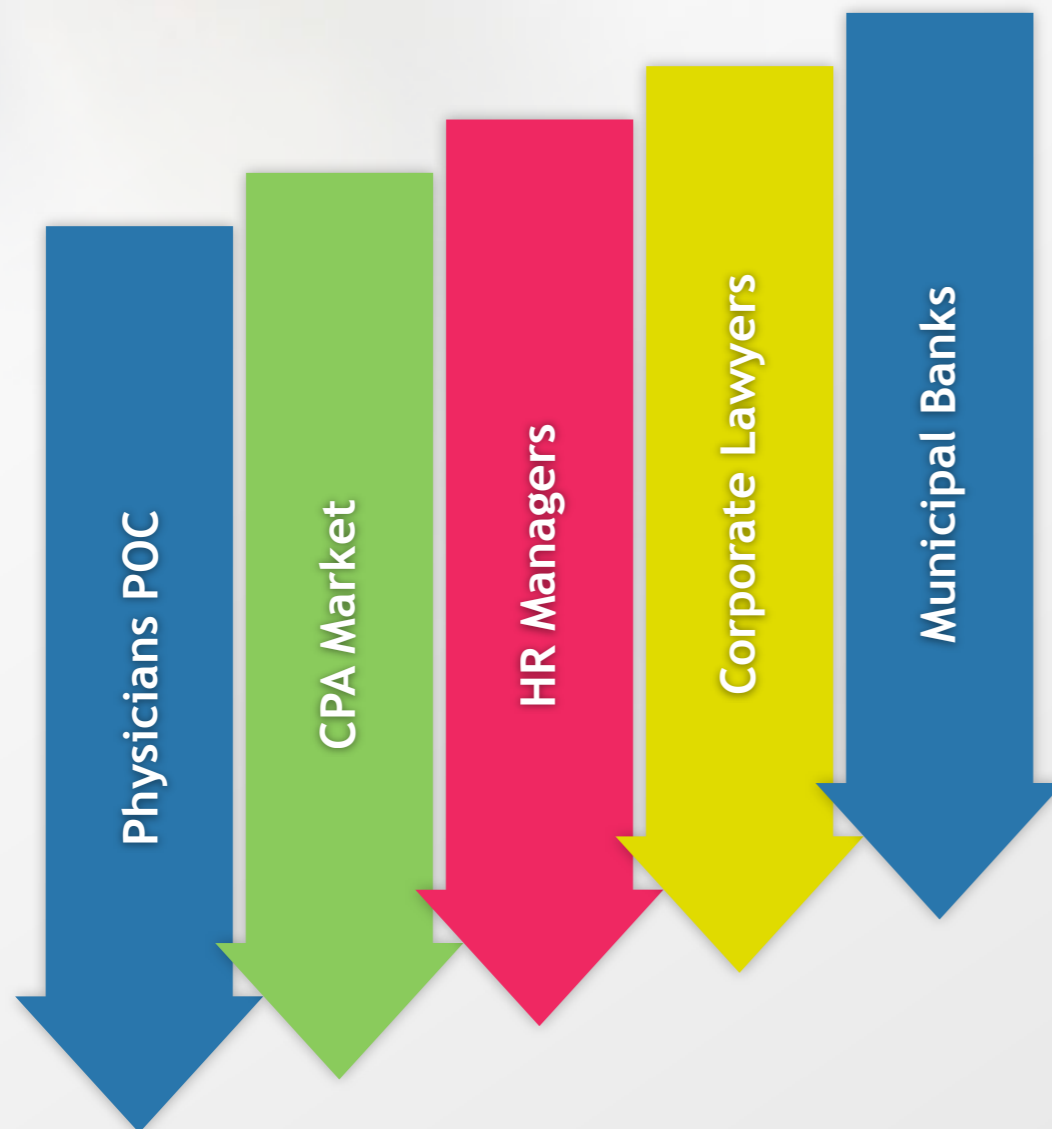
Research / Services Centric

> 40% Software
Margin 22-30% +
Retention rate 85-90% +



Our success result from deep vertical market positions, strong customer insight, and value enhancing solutions

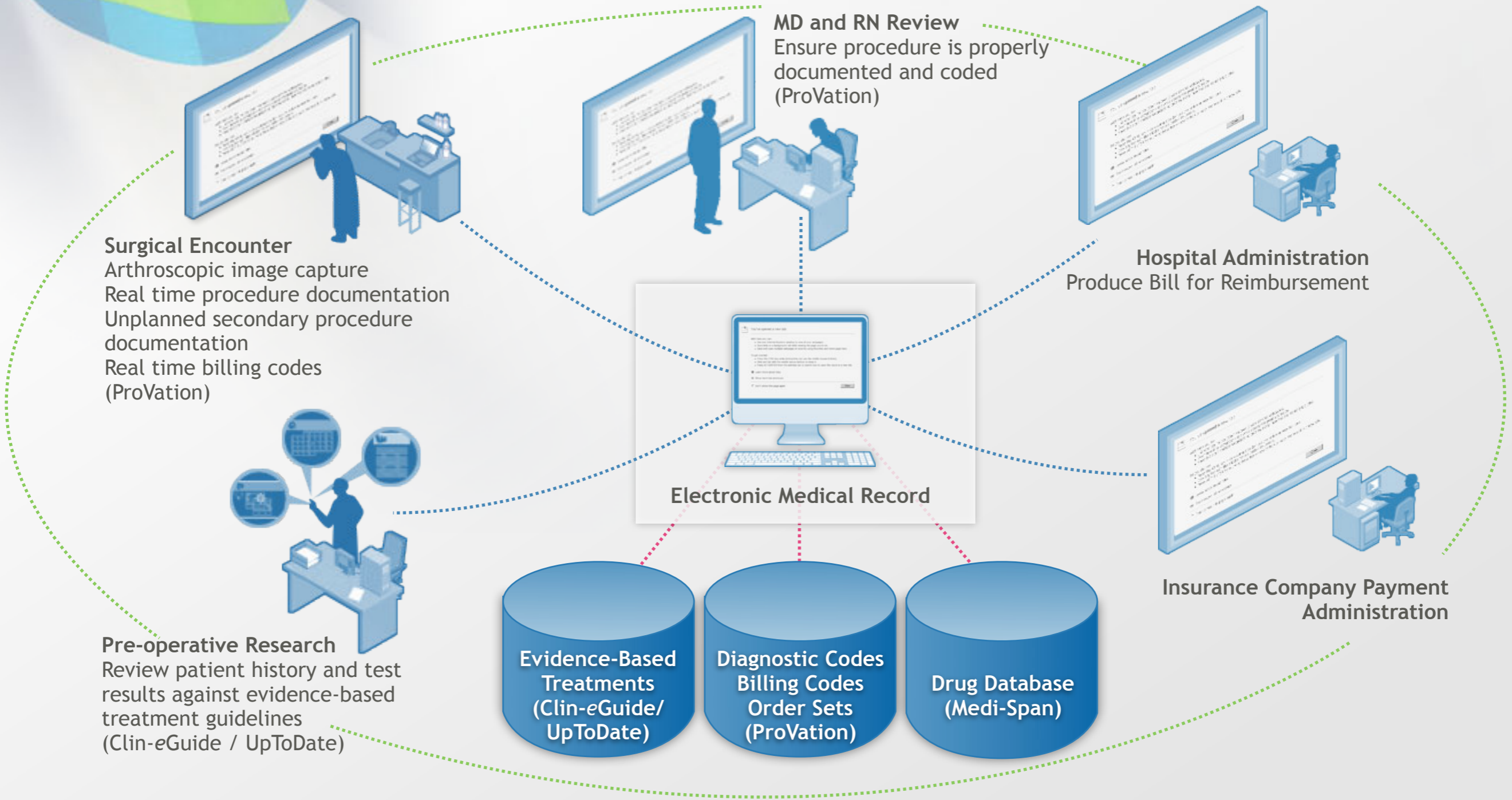
Wolters Kluwer Verticals Examples



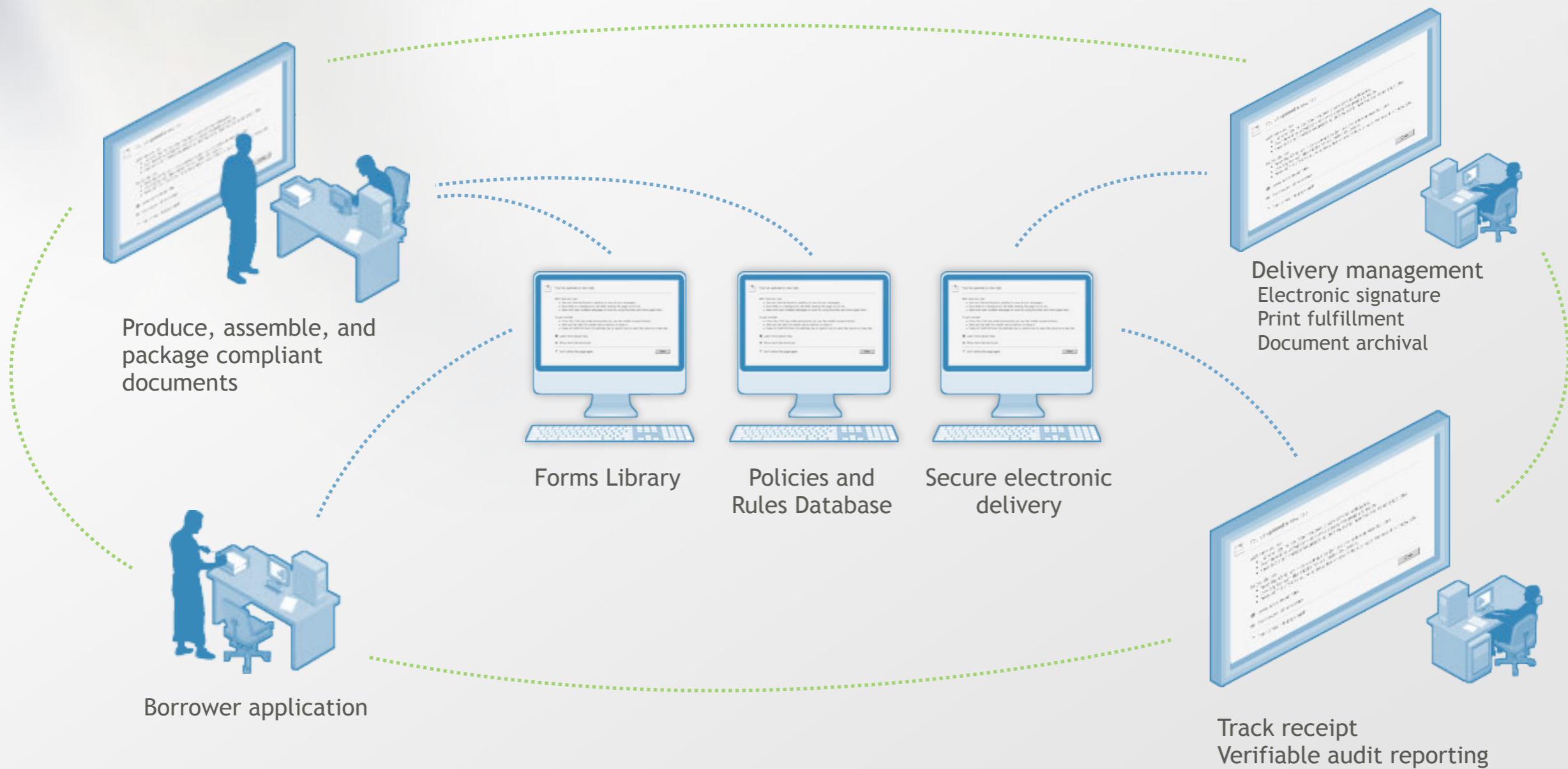
Wolters Kluwer Assets

- Well established brands
- Unique market footprint
- Deep customer knowledge
- High degree of proprietary content
- Technology solutions
- Long-term relationships

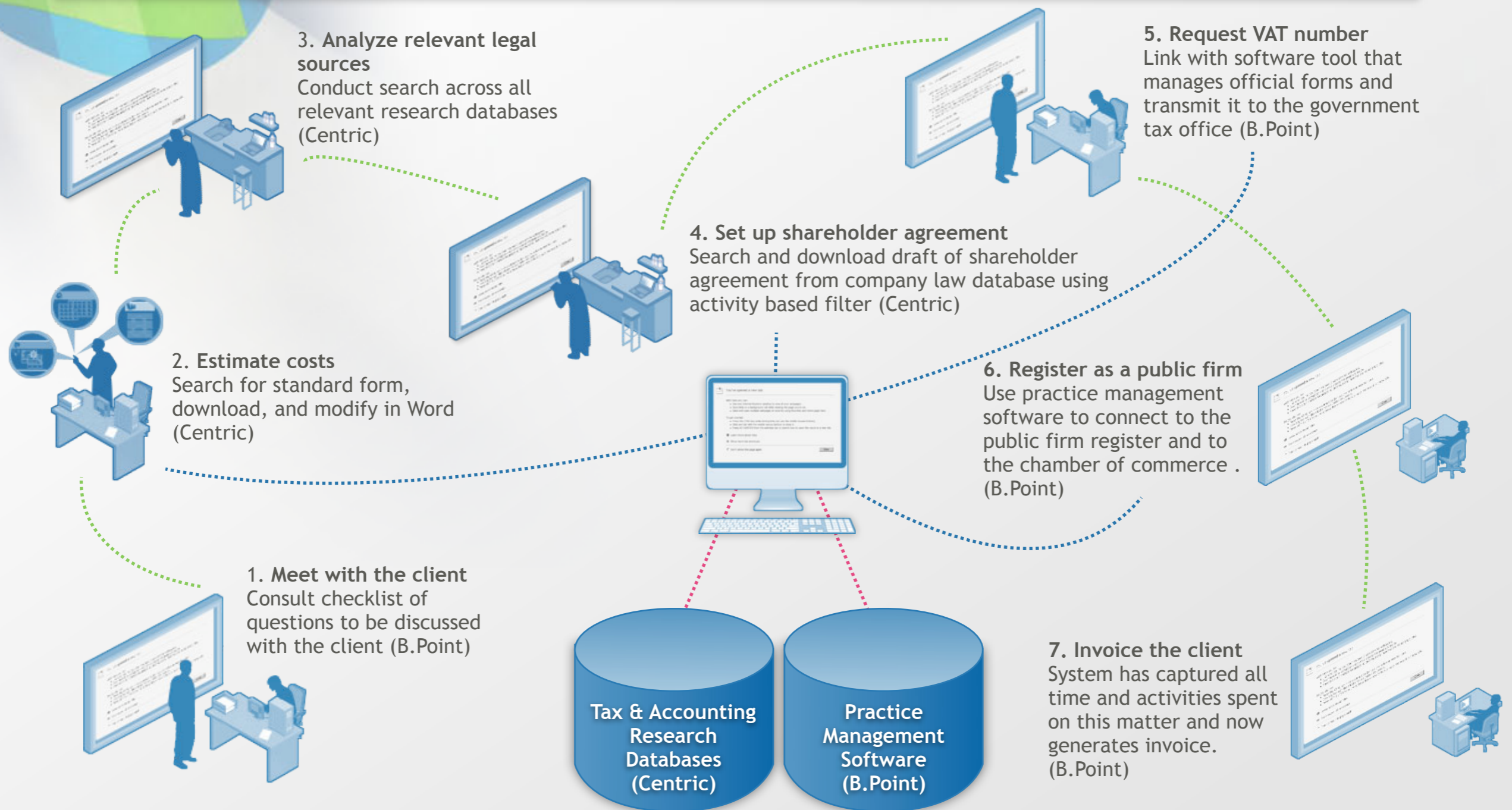
Health: Point of Care



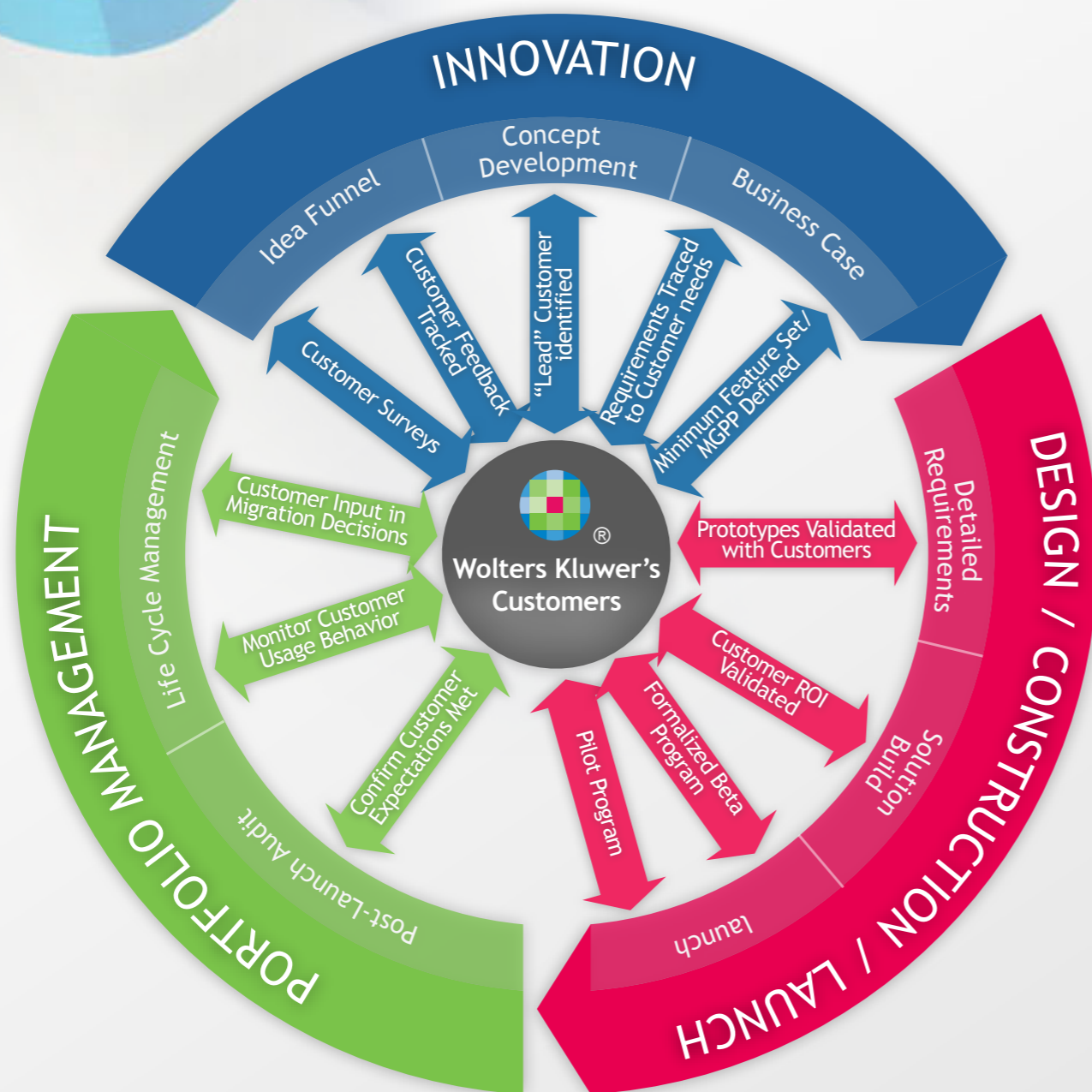
Corporate & Financial Services: Personal Lending



Legal, Tax & Regulatory Europe: Establishing a New Company



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

