

Next-Generation Publishing

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Investor/Analyst Day: Innovation & Technology

September 25, 2008

London



Wolters Kluwer

Agenda

- What is Next-Generation Publishing
- Challenges and Vision
- Business Impact of Innovation

The Internet is creating new information usage patterns as well as opportunities for user generated content, social networking, and new revenue streams

Traditional Model Producers in Charge

- Publishers control production and distribution
- Subscribers consume content without author/editor interaction
- Knowledge workers rely on colleagues for advice and support
- Content generated by professional publishers has clear quality advantages
- Subscribers rely on publishers to ensure relevance and credibility

Business driver = content



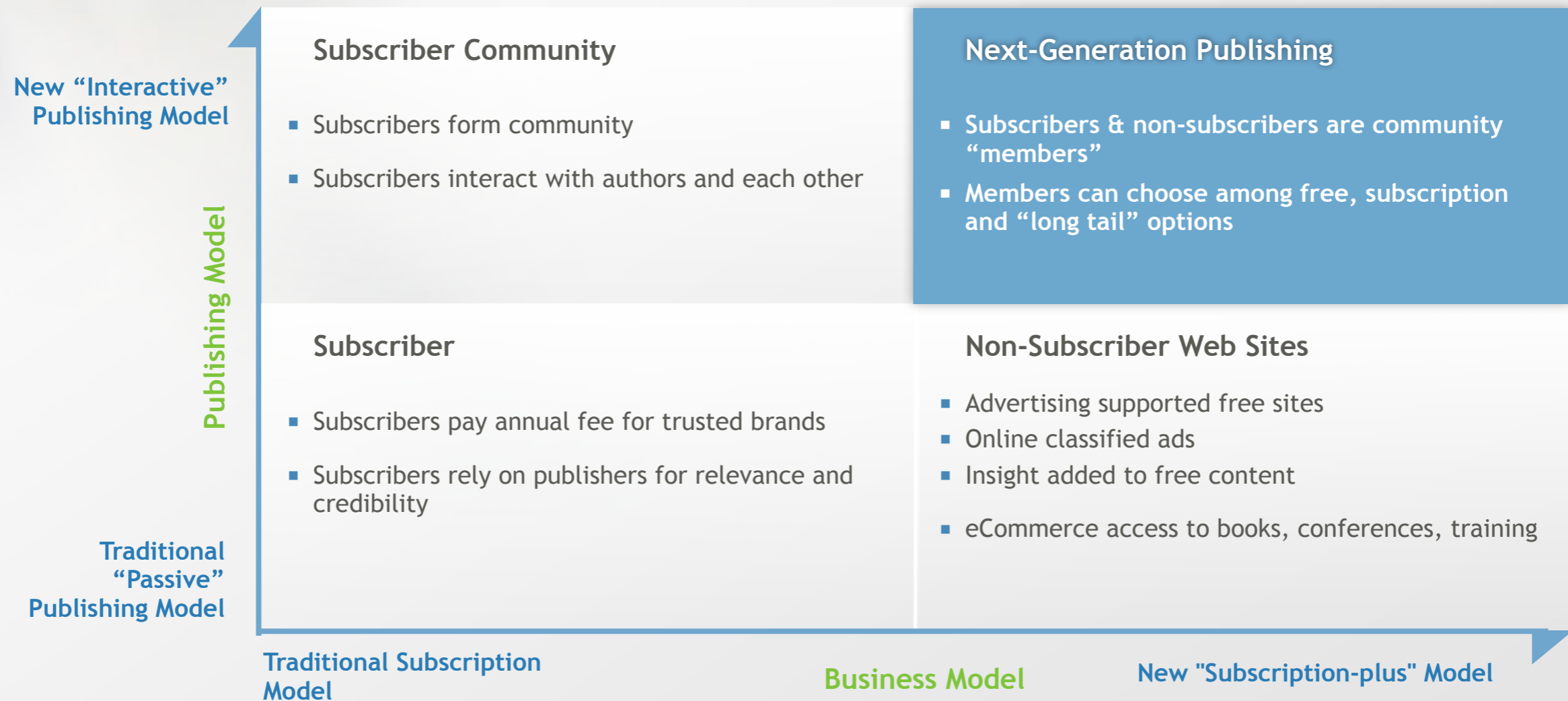
Emerging Model Consumers in Charge

- Individuals independently source, produce, and consume content
- Subscribers want interaction with authors and editors
- Knowledge workers identify with broader peer networks
- Peer-generated content within professional networks has practice credibility
- Social networks help to evaluate content relevance and credibility

Business driver = content
+ traffic + interaction



We view “next-generation publishing” as an extension into professional communities and complementary business models



Our experience has confirmed some key success factors for serving professional audiences with Web 2.0-type next-generation offerings

Differences in B2B dynamics relate to the profession

- Medical professionals are most pre-disposed to professional networks
- Tax professionals show substantial interest in community dialogue and commentary
- Legal practitioners may prefer online marketing to online discussion

Big misconception: “Build it and they will come”

- Professional Web 2.0 requires commitment and perseverance
- Service is key: the immediacy of a response is critical
- Focus first on the customer needs then on the product features

2.0 is a must-do only when

- Aligned with business strategy
- Expected user behavior has been defined

Content needs expert oversight

- Peer input often perceived as highly valuable
- Community manager as chief editor and moderator

Success in next-generation publishing requires adoption/acquisition of new employee skills and business approaches

New Skills

- Online editorial skills (editors as “community managers”)
- Online advertising / sponsorship sales & operations
- Combinations of content, technology, and marketing know-how

New Approaches

- Managing for rapid change and short product life cycles
- High percentage of staff in regular contact with customers
- Marketing must target individual users in addition to organizations
- Data mining and real-time market research to drive performance

Next-generation publishing initiatives are already positioning Wolters Kluwer as the individual professional's trusted partner

Organizational Focus

Wolters Kluwer as
partner to **organizations**

Must-have products addressing specific steps in
professionals' workflow

Community Focus

Wolters Kluwer as
partner to **professional**

Interactive communities of practice
Personalized portals
Multimedia formats



Professional as **employee**

- Help carry out professional duties
- Assist practice management
- Provide professional training
- Support business development
- Enable to stay informed

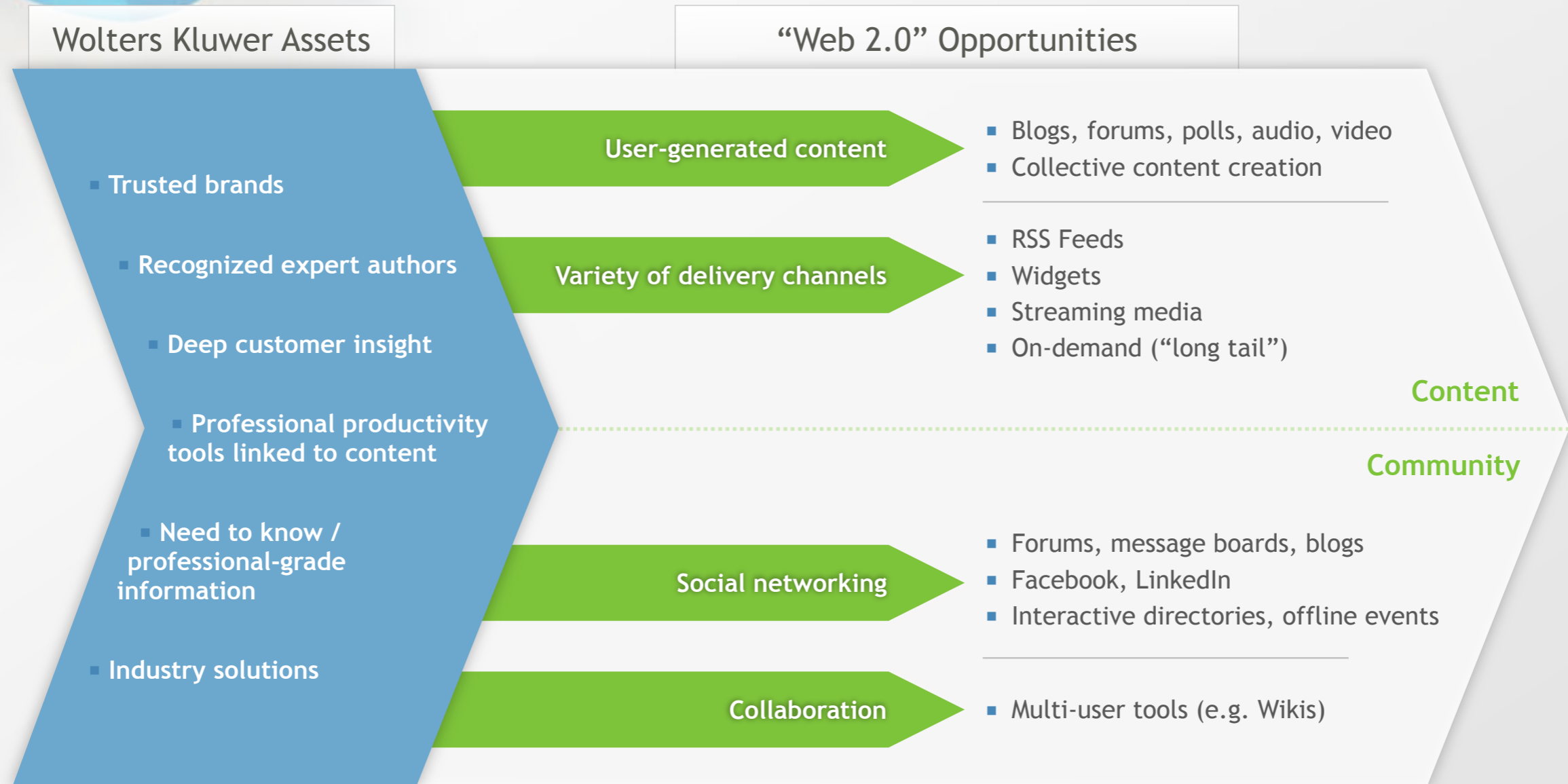


Professional as **individual**

- Provide solutions for individual's professional needs
- Provide solutions for individual's professional interests
- Provide solutions for individual's personal interests



Wolters Kluwer is well-placed to build upon its existing assets with the addition of new content- and community-oriented capabilities



We see attractive “next-generation” business opportunities with both “hard” and “soft” benefits

	Direct Revenues	Indirect Revenues	Marketing
<ul style="list-style-type: none"> Monetize valuable professional audiences with new business models 	✓		
<ul style="list-style-type: none"> Integrate professional networks with workflow applications 		✓	
<ul style="list-style-type: none"> Create new survey- and membership-based information products and services 	✓	✓	✓
<ul style="list-style-type: none"> Launch new software, content, and services faster, with more customer involvement 			✓
<ul style="list-style-type: none"> Drive traffic to existing and new products and services via new channels 	✓		
<ul style="list-style-type: none"> Exploit the "long tail" to increase sales to small firms and individuals 	✓		

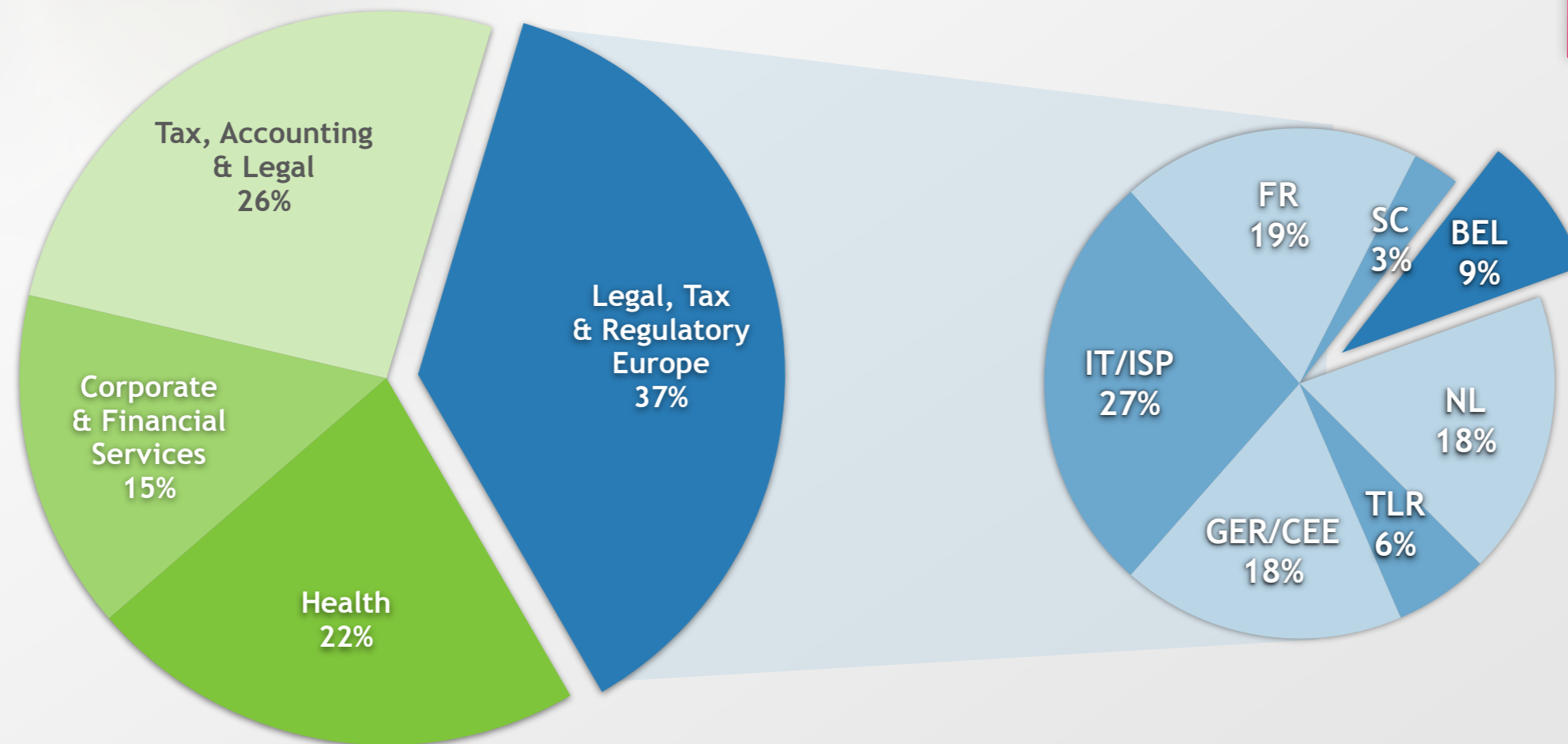
We are launching very targeted sites that bring together professional communities in various country markets

- **Participating** in the community conversation within each of our professional markets
- **Leveraging** common platforms that facilitate information sharing in professional communities
- **Developing** new editorial, production, and advertising skills
- **Discovering** that even potentially unpromising niches for social media (e.g. tax accountants) are attracted to online commentary and information sharing

TaxTalk - A Case Study in Next-Generation Publishing

2007 Revenue: €3,413 million

TaxTalk



TaxTalk, launched 1½ years ago in Belgium, illustrates how our businesses can drive engagement and generate valuable content within our niche audiences of professionals

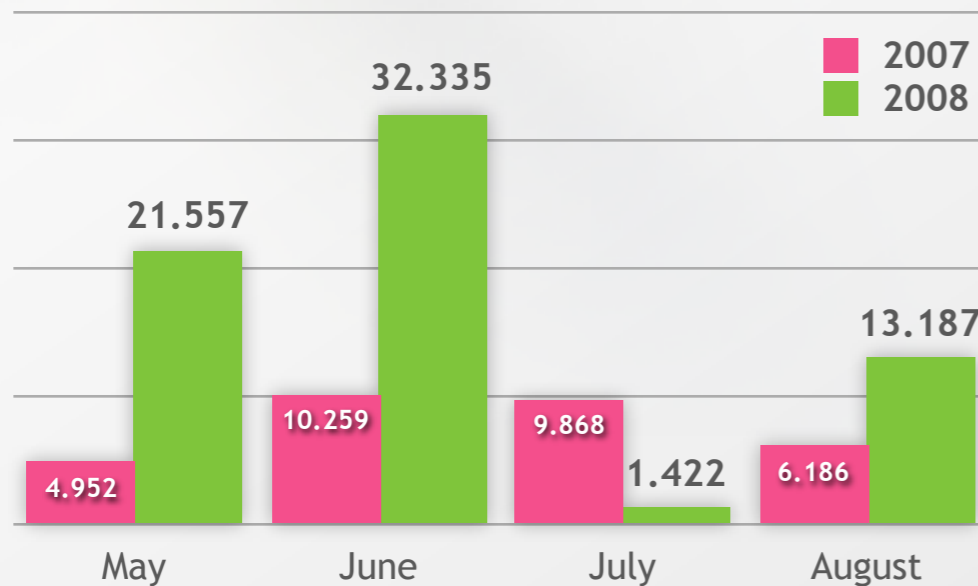
www.taxtalk.be

- TaxTalk is a blog written for Belgian tax accountants in Dutch and French
- Posts are written by Wolters Kluwer tax specialist authors
- Readers comment and generate discussions
- TaxTalk feeds traffic to our FinanceWorld portal
- We are leveraging our specialized professional audiences as a network

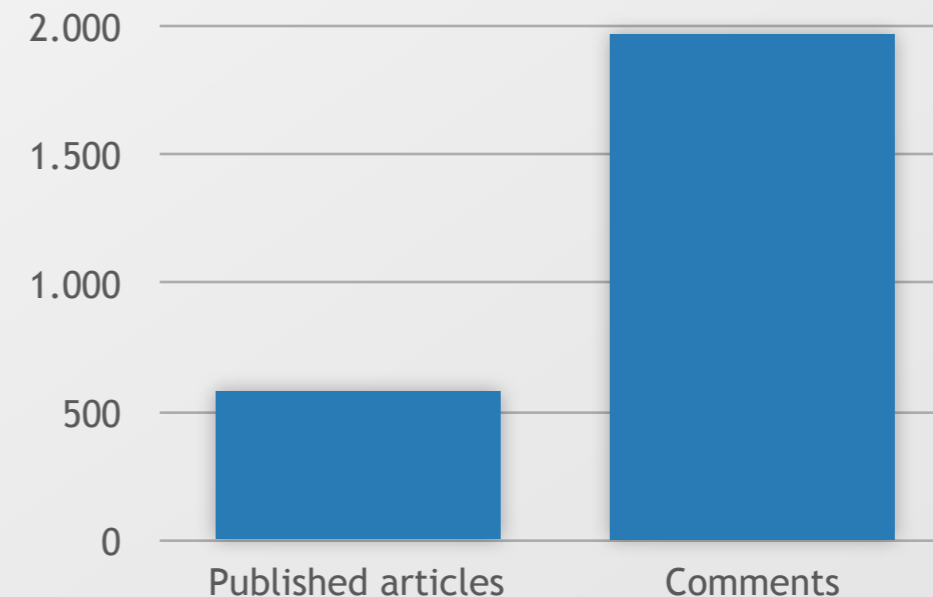


The rapidly growing TaxTalk community creates the majority of the content, seeded by postings from Wolters Kluwer authors and experts

Year over year, monthly unique visitors have increased an average of 177%



Since the April 2007 launch, user comments have exceeded published articles by almost 4 to 1



TaxTalk is one of Wolters Kluwer's growing number of active online communities developing next-generation publishing models

Tax & Accounting	Legal	Human Resources	Marketing	Medical
Finance World (Belgium)	Lex (Poland)	3R RH (France)	MolBlog (Netherlands)	NursingCenter (U.S.)
Financialjobs (Netherlands)	Mr. Online (Netherlands)	HR World (Belgium)	Pub (Belgium)	Espace Infirmier (France)
	Ondernemingsrecht (Netherlands)			3R Pharma (France)
	Legal World (Belgium)			3R vet (France)

TaxTalk shows how professional communities can generate valuable new product and business ideas generated from frequent customer contact

New product opportunities drawn from TaxTalk online suggestions

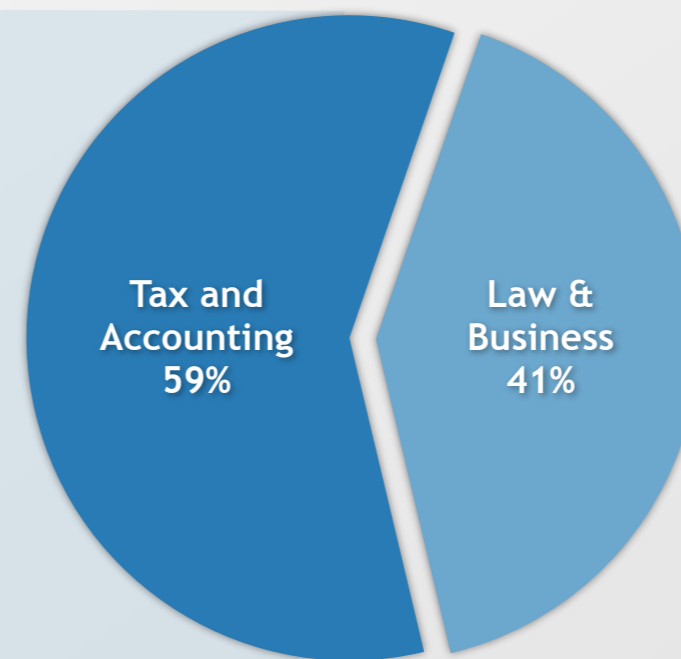
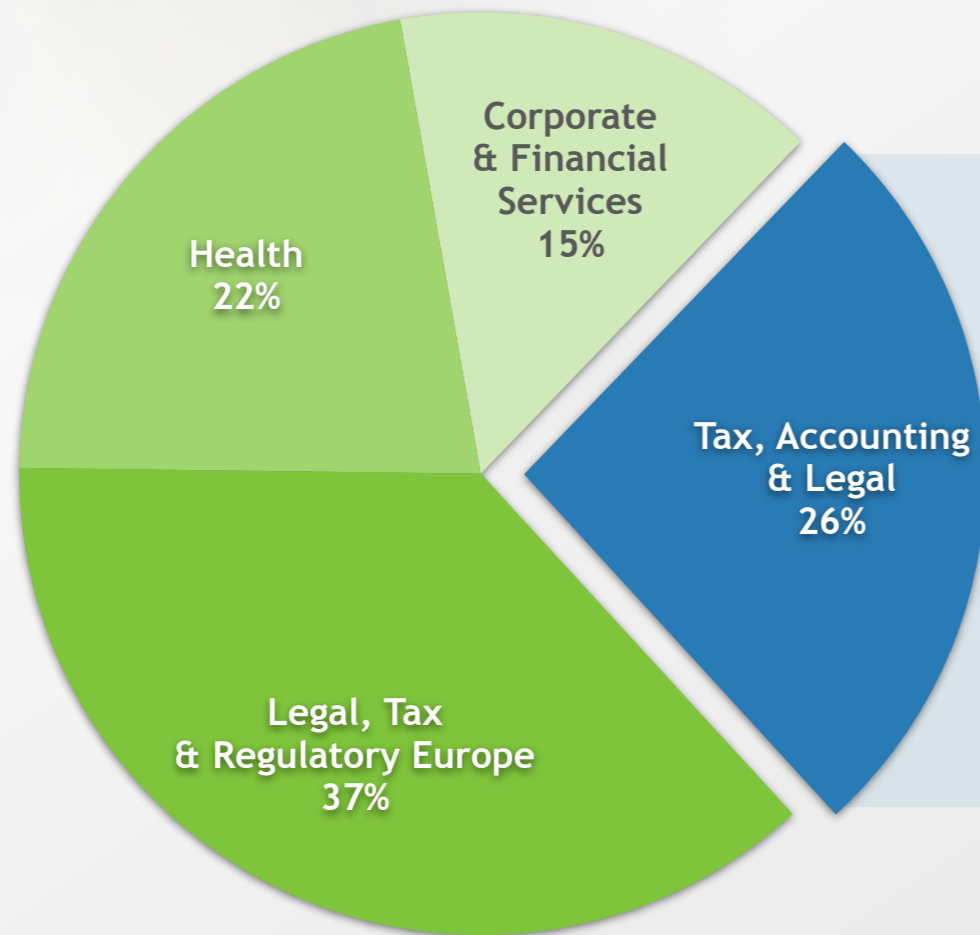
The screenshot shows the TaxTalk website interface. The main article is titled "Fiscus en huwelijksfeesten: geen geslaagd (euh) huwelijk" (Fiscus and wedding parties: not successful (uh) wedding). It discusses the tax deductibility of family events. The article is published by Wim Defoor on 11/09/2008. The website also features a sidebar with "Finance World" and "Jobs via FinanceWorld" sections.



- New modules of online products
 - Training module monKEY.be
- New software products
 - Income tax software Finfisc
 - Software to assess self-employment versus management company
- New content in existing print/online products
 - VAT and income tax modules of monKEY.be database
 - Examples in income tax declaration publication
- New print products
 - Cash out of your company
 - Special items on VAT deductions

Law & Business E-Store - A Case Study In Next-Generation Publishing

2007 Revenue: €3,413 million



We are using the “long tail” to reach underserved market segments efficiently with low-cost, high-volume products

Indirect entrance via main Google search

Content descriptive links and multiple links to e-store

Direct entrance via Google News Archive

Navigation to all offerings, product descriptions and search of actual content from this page



E-Store

- Allows on-demand, short-term passes by day, month, year
- Captures incremental revenue from individual practitioners / small firms, and interested parties
- Provides a convenient “try before you buy” sales option
- Now drives 50% of new Loislaw subscriptions
- SEO/SEM (Search engine optimization / Search engine marketing) investments also drive faster growth in offline channels

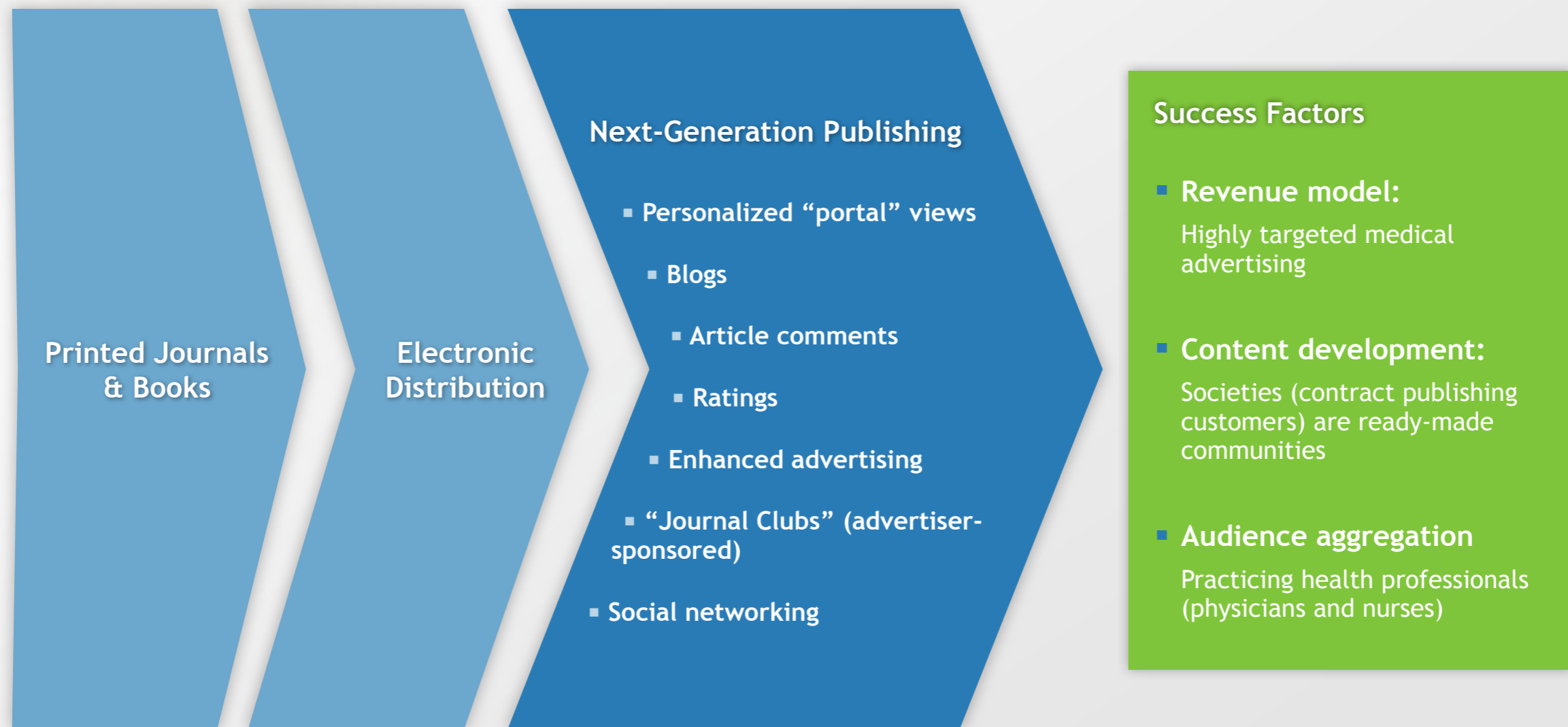
We are leveraging next-generation models in diverse businesses within our portfolio

Pay-per-view revenue models driven by SEO/SEM	Online advertising on specialized professional portals	Online professional community memberships
 <p>Spotlight On</p> <p>Loislaw Product Collections</p> <p>Click for more info</p>	 <p>Nursing CENTER</p> <p>Oficyna a Wolters Kluwer business</p>	 <p>WEBSITE VOOR JURISTEN</p> <p>Mr.</p> <p>& kandidaat-notarissen met ambitie, betrokkenheid en gevoel voor kwaliteit</p> <p>Over Mr. Abonnement Adverteren Contact RSS Sitemap Winkel Zoek...</p> <p>DEALD JURIDICA MAGAZINE MR. TV NETHERVEN NIEUWS PERSONALIA VACATURES WEBLOGS WIE WERKT WAAR</p> <p>Home</p> <p>VOXUS</p> <p>LEGAL SEARCH</p> <p>WEBSITE VOOR JURISTEN</p> <p>BENOEMING DR. ROB VAN OTTERLO TOT BLZONDER HOOGLEERAAR</p> <p>Onderschied: 23 februari 2008</p> <p>Dr. Rob van Otterlo (1954) is per 1 maart 2008 benoemd tot bijzonder hoogleraar Organisatie van de juridische dienstverlening aan de Faculteit der Rechtsgeleerdheid van de Universiteit van Amsterdam (UvA). De leerstoel is ingesteld vanwege de Stichting Leerstoel Advocatuur. Het gaat om een nieuwe leerstoel.</p> <p>Lees verder...</p> <p>VERDERE LEEGLOOP BIJ SIMMONS & SIMMONS?</p> <p>Onderschied: 20 februari 2008</p> <p>De Simmons & Simmons vertrekken opnieuw twee medewerkers. En opnieuw maakt één van hen de overstap naar Bird & Bird. Hoofd Ligasón van Simmons & Simmons Olaf Trojan zal per 1 maart 2008 in dienst treden bij Bird & Bird als partner Sport, Media en Entertainment</p> <p>NIEUWSBRIEF MR.</p> <p>Op de hoogte blijven van het laatste nieuws uit juridisch Nederland? Meldt u dan hier aan en ontvang elke twee weken de gratis Mr.-nieuwsbrief per e-mail.</p> <p>Ontvang de nieuwsbrief door u aan te melden.</p> <p>DEZE MAAND IN MR.</p> <ul style="list-style-type: none"> Het laatste juridische nieuws Interview met Liesbeth Zegveld Ouderen Peer bestuurrecht Anticorruptie notariaat Lekker lang procederen <p>Kijk hier voor het overige nieuws uit Mr!</p> <p>Kijk hier voor het DigiMagazine</p> <p>LAATSTE WERELD</p>

In each segment of our business, we are adding an interactive layer, building upon and partly replacing previous stages of development

For example, this fall Wolters Kluwer Health will introduce a significantly upgraded platform that will evolve to encompass next-generation models

Evolution of Wolters Kluwer Medical Journal and Book Publishing



Wolters Kluwer is well placed to capitalize on next-generation publishing opportunities

- We are embracing opportunities to interact with **communities of professionals**, as well as with their organizations
- We are leveraging existing assets and customer relationships with **new content** and **community** models
- We are actively rolling out **new initiatives** that address next-generation opportunities, business segment by business segment

Questions?