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



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

Customer and Shareholder Value Progression





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Innovation



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Innovation

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



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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

New "Interactive" Publishing Model

Publishing Model

Subscriber Community

- Subscribers form community
- Subscribers interact with authors and each other

Subscriber

- Subscribers pay annual fee for trusted brands
- Subscribers rely on publishers for relevance and credibility

Traditional Subscription Model

Business Model

New "Subscription-plus" Model

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Traditional

Publishing Model

"Passive"

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Next-Generation Publishing

community "members"

Non-Subscriber Web Sites

Advertising supported free sites

Subscribers & non-subscribers are

 Members can choose among free, subscription and "long tail" options

Online classified ads Insight added to free content

eCommerce access to books, conferences, training





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Innovation

Our ProSystem fx product line continues to transform professionals' workflow from manual to highly automated processes

Previous Workflow



Receive Source Documents

Photocopy **Documents**



Prepare Return

Manual









File Storage

Hand-Sort **Documents**





Mail Return To Client



Transformed Workflow **Receive Source** E-File Publish to Front-End Bookmarked Import/Inp **Review On** Store Scanning PDF ut Data Screen Return Digitally **Client Portal**

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Documents

Manual

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Facilitated

We provide solutions that combine the simplicity of Google with the power of specialized information services



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Now We've Changed the Game...



IntelliConnect™

Innovation

"This is the most advanced research tool I've used in my career."

CCH Customer

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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

