



# An Overview on Innovation

**Jack Lynch**

Member of the Executive Board

Annual General Meeting of Shareholders

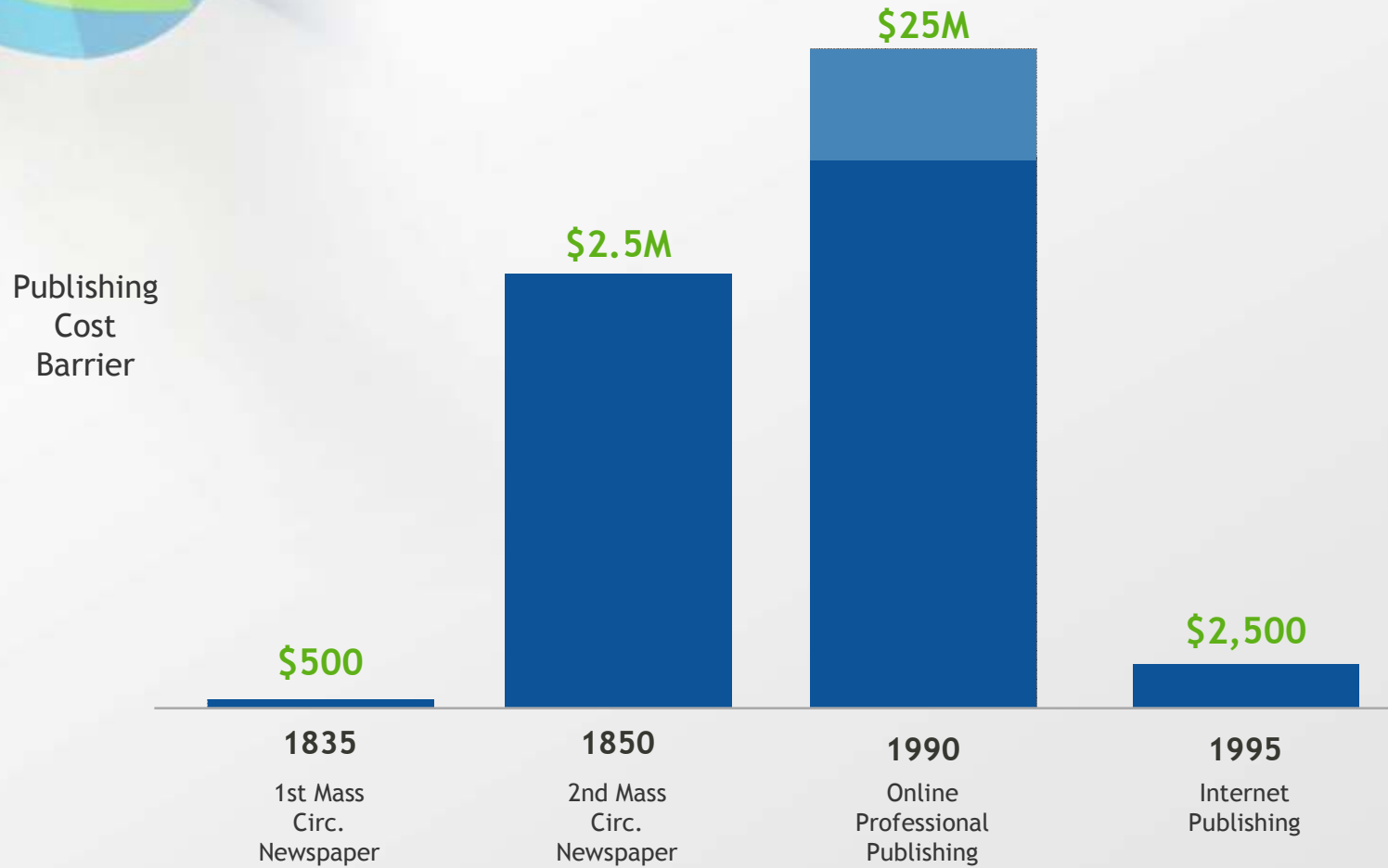
April 21, 2009

Amsterdam



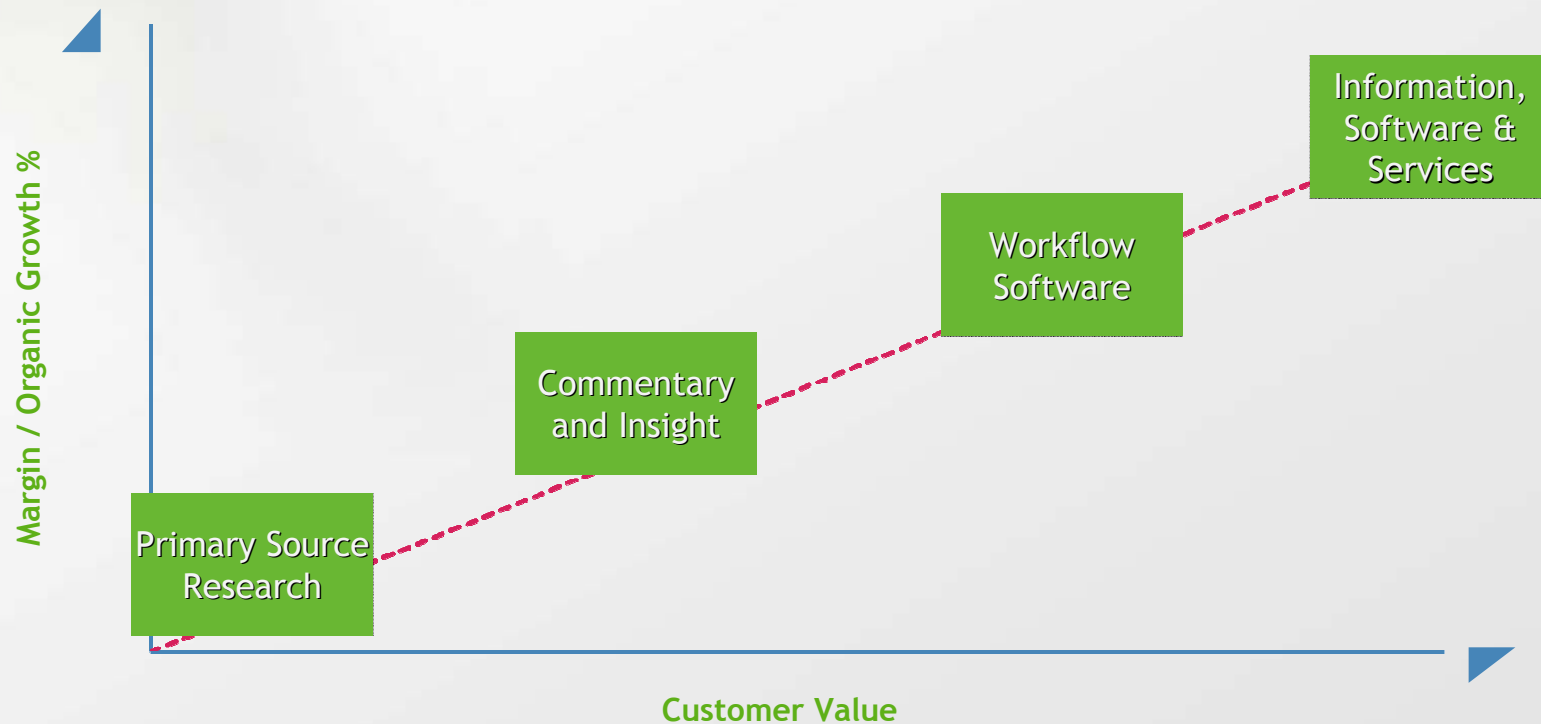
**Wolters Kluwer**

Internet inverts the cost barrier to publishing

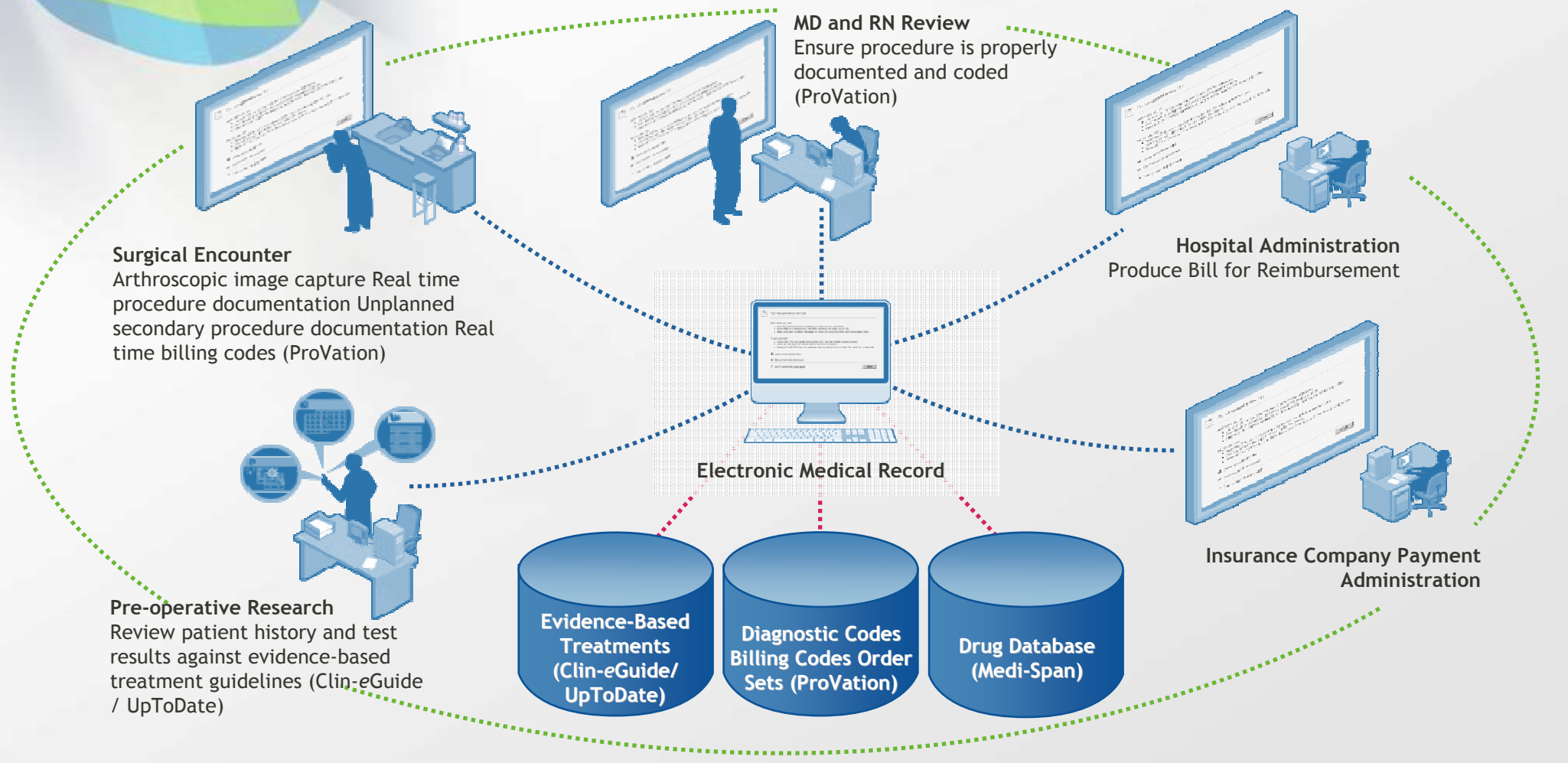


Our strategy is to allocate more capital to where we can create the most value for customers

Customer and Shareholder Value Progression



# Point of Care



# Wolters Kluwer's customer insight framework



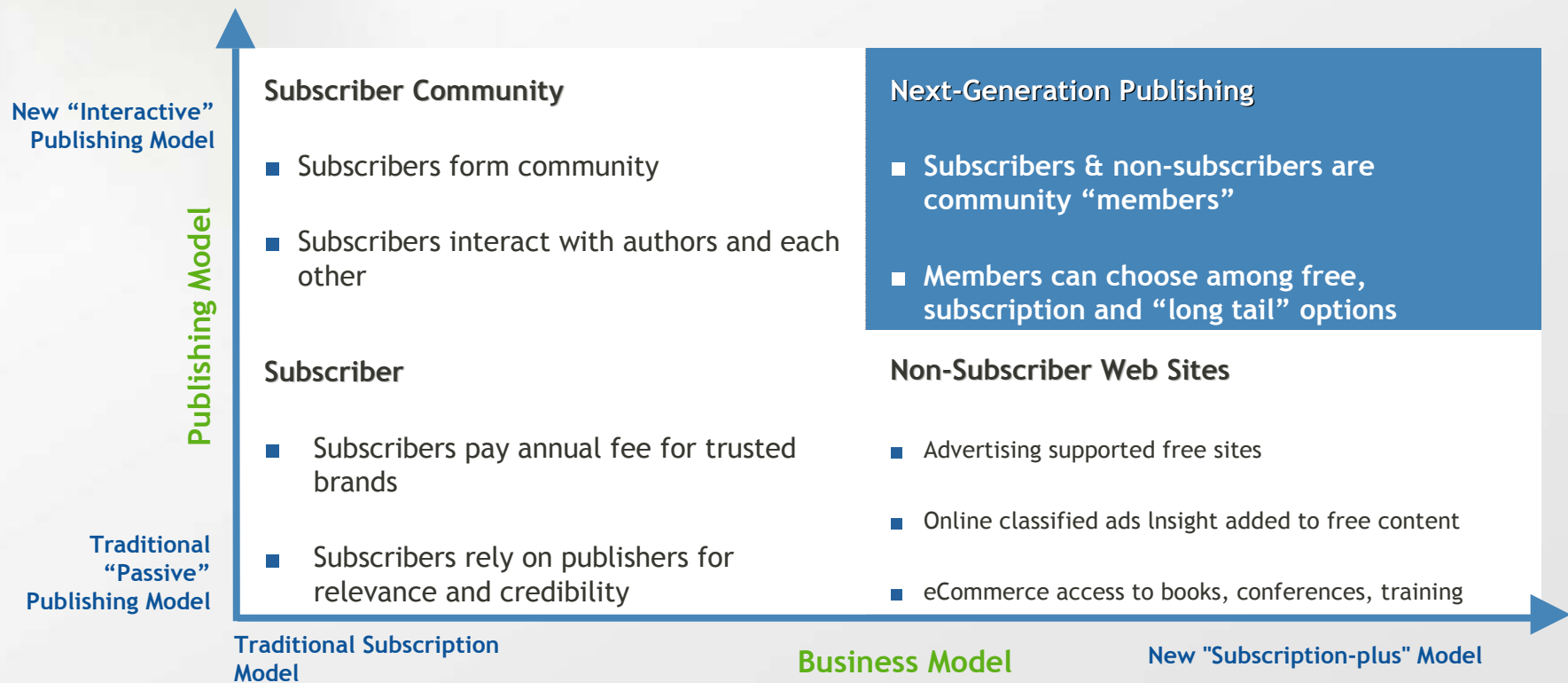
- Represents the center-piece of the CI Program and CI recommendations
- Adoption of the CI Program model across Wolters Kluwer
- This program is unique to our products, culture, and expertise
- Represents Wolters Kluwer's best practices
- Offers a continuous cycle of improvement in innovation, development, 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

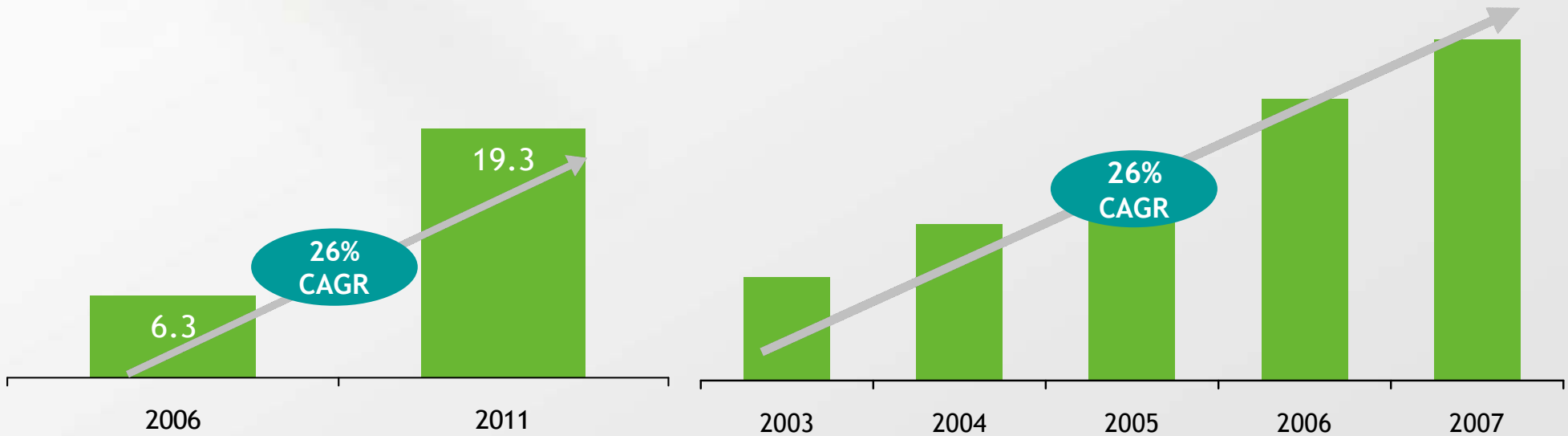


Wolters Kluwer's SaaS businesses are growing well

Gartner Group Projection of SaaS Growth

Historical growth of Wolters Kluwer's SaaS Business

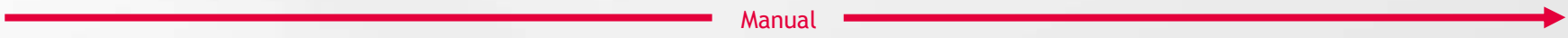
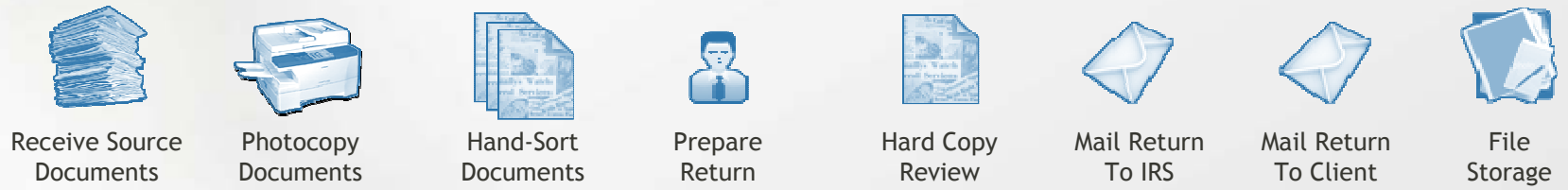
USD billions



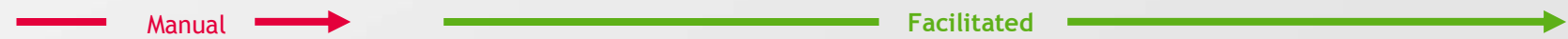
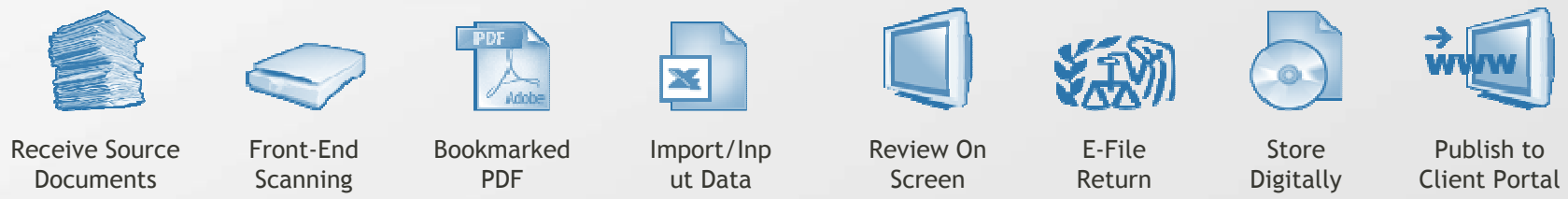


Our ProSystem *fx* product line continues to transform professionals' workflow from manual to highly automated processes

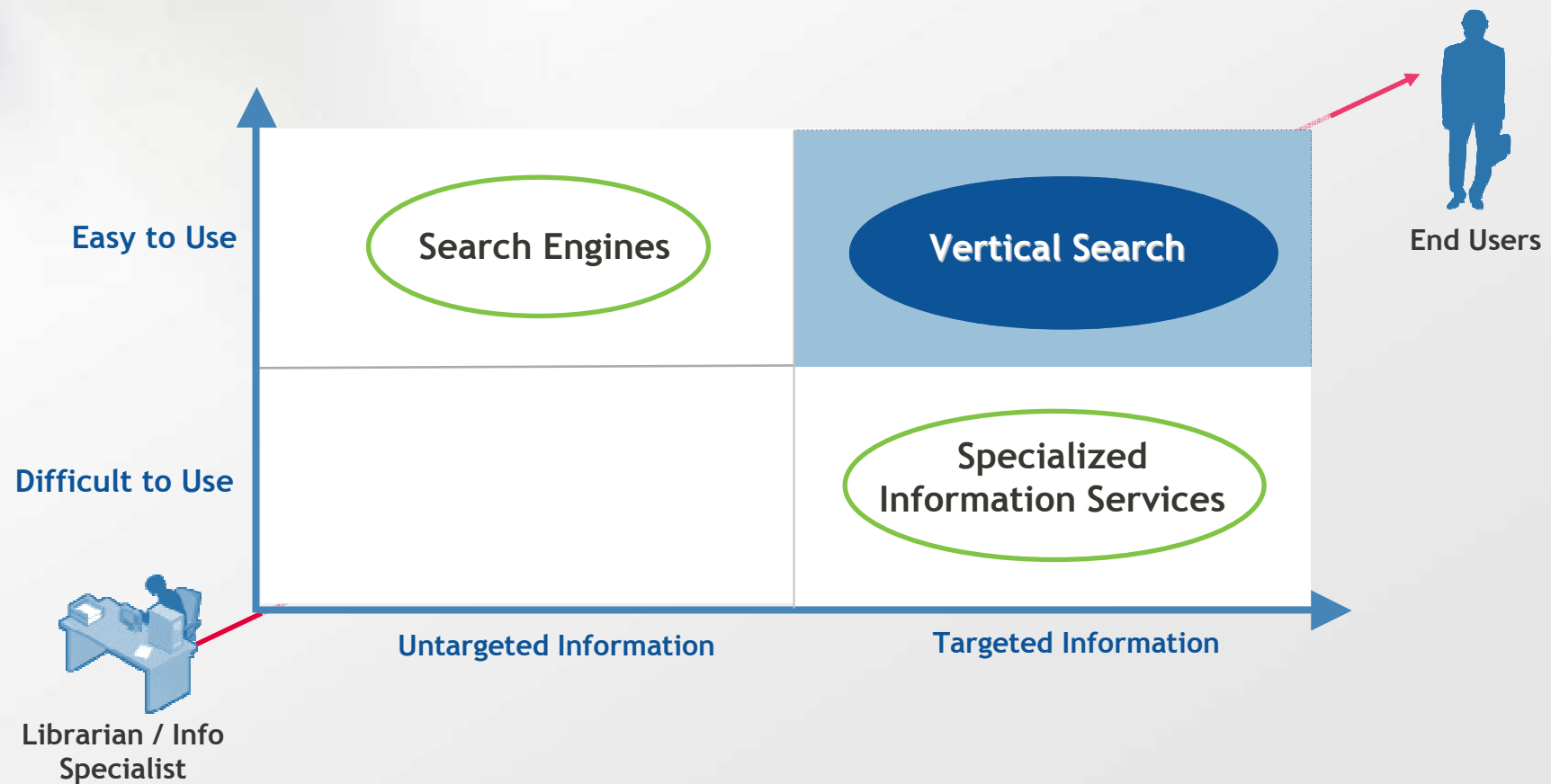
Previous Workflow



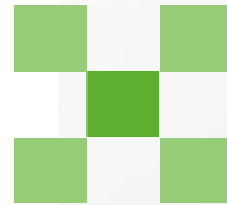
Transformed Workflow



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



Now We've Changed the Game...



*IntelliConnect*<sup>TM</sup>

“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*