

# Press Release



Regulated insider information

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## Roularta completes sale of 50% participation in Medialaan

Roularta Media Group (RMG) today closed the sale to *De Persgroep* of its 50% participation in *Medialaan*. After approval of the Belgian competition authorities, nothing stood in the way of the transaction.

The sale to RMG of the 50% participation in *Mediafin* by *De Persgroep* must still be approved by the Belgian competition authorities.

**Xavier Bouckaert**, CEO of Roularta Media Group: *“With the closing of this sale, Roularta Media Group continues its clear focus on local media (Deze Week, De Zondag, Steps, Digilocal digital marketing services, the Storesquare e-commerce platform, etc...) and national quality magazines (Knack, Le Vif, Trends, Sportmagazine, Nest, Plus Magazine, etc.). The sale of Medialaan to our partner De Persgroep ensures that we have the necessary means to further shape our digital and multichannel strategy. We are convinced that Medialaan is in good hands with De Persgroep and look back with pride on a successful partnership that has lasted 20 years.”*

### Contact

**Xavier Bouckaert**

CEO

Tel + 32 51 26 63 23

E-mail

[xavier.bouckaert@roularta.be](mailto:xavier.bouckaert@roularta.be)

**Jeroen Mouton**

CFO

Tel + 32 51 26 68 92

E-mail

[jeroen.mouton@roularta.be](mailto:jeroen.mouton@roularta.be)