

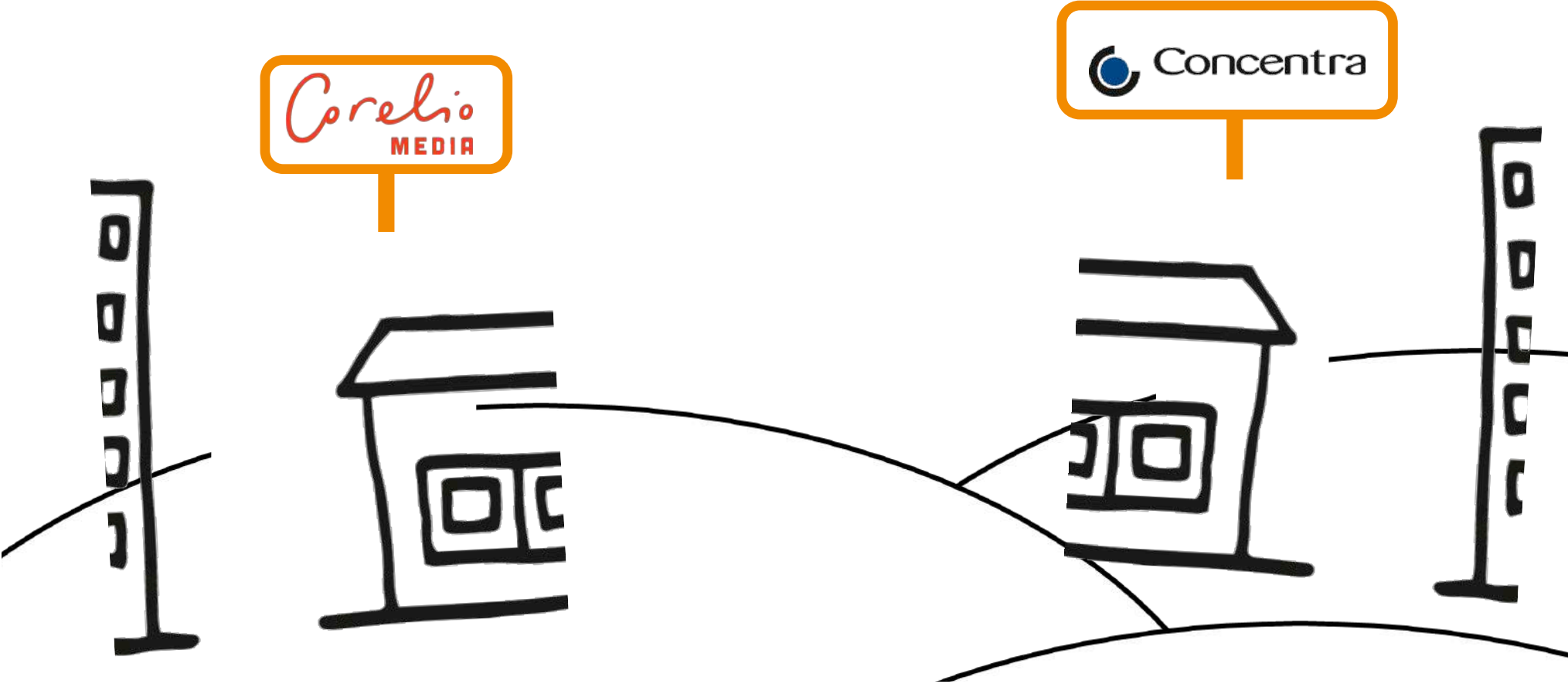


MEDIAHUIS

STANDSTILL IS NOT AN OPTION

GERT YSEBAERT
CEO

ONCE UPON A TIME...



ONCE UPON A TIME... 2014



3 GOALS

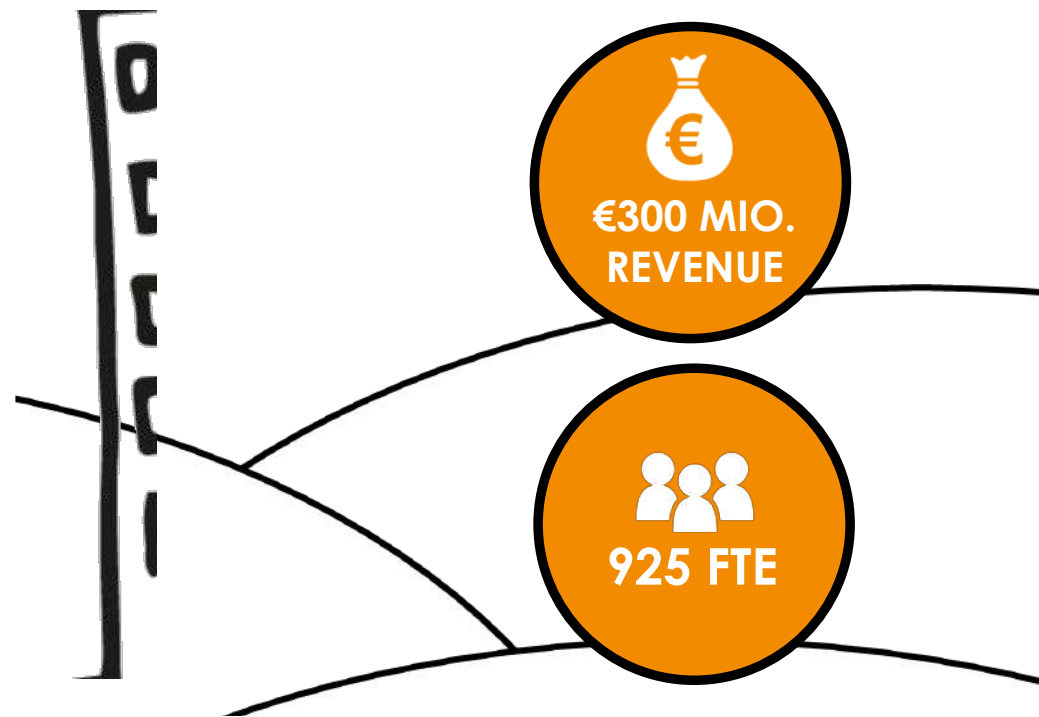
STRENGTHEN OUR
NEWS BRANDS



A LEANER AND MORE
EFFICIENT
ORGANISATION

STRONGER
DIGITAL POSITION

JOINING FORCES 2014



CROSS-BORDER CONSOLIDATION



CROSS-BORDER CONSOLIDATION

2014

NRC MEDIA

NRC 
HANDELSBLAD

nrc.next

2014

**MEDIA GROEP
LIMBURG**

De Limburger

2017

**TELEGRAAF
MEDIA GROEP**

De Telegraaf

 Noordhollands Dagblad

Haarlems Dagblad

Leidsch  Dagblad

De Gooi- en Eemlander



2014 - 2018

X3



NETHERLANDS



BELGIUM



DIVERSE NEWS BRANDS

UPSCALE

dS De
Standaard

NRC
HANDELSBLAD

nrc.next

NATIONAL

De Telegraaf

N Het Nieuwsblad

REGIONAL

 **Noordhollands Dagblad**

De Limburger

Haarlems Dagblad

Leidsch Dagblad

De Gooi- en Eemlander

 **HET BELANG VAN LIMBURG**

GAZET VAN ANTWERPEN

FREE SHEETS

metro

metro

RONDOM

VIA limburg



JOBS



HOUSING



CARS



VERTICALS



OTHER



Jobat



ZIMMO



VROOM
Explore · Choose · Drive



WPV
WAYNE · PARKER · KENT



DUMPERT



groupdeal.nl

relatie@planet.nl

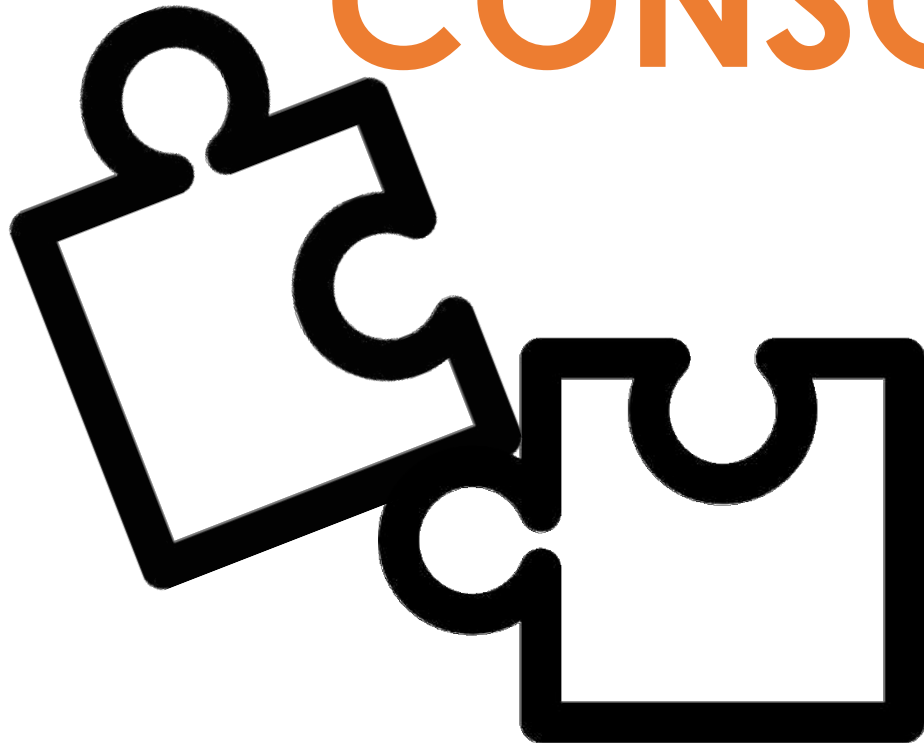


JAAP.NL





CONSOLIDATION
IS KEY



The background of the slide features a large window with a grid pattern. In front of the window, several large, dark, rectangular blocks are arranged. Silhouettes of people are shown pushing these blocks, suggesting a process of consolidation or building. The scene is set against a bright, overcast sky.

CONSOLIDATION

SO WE CAN CONTINUE TO FULFILL OUR MISSION

**STRONG AND RELEVANT MEDIA
ARE CRUCIAL...**

because of their positive contribution for
the community and the individual.

INDEPENDENT JOURNALISM...

provides a crucial value to our society.

CONSOLIDATION

SO WE CAN CONTROL OUR OWN FUTURE



NEW GLOBAL
COMPETITORS



NEW BUSINESS MODELS



SCALE IS NECESSARY

OUR ASSETS

A group of diverse people, including men and women of various ethnicities, are seated around a table in what appears to be a cafe or office setting. They are all focused on their mobile devices, such as smartphones and tablets. The scene is dimly lit, with the primary light source coming from the screens of the devices, creating a modern, tech-oriented atmosphere. The background shows vertical window blinds.

LOYAL READERS

BRAND DESTINATIONS

TRUSTED CONTENT

MASSIVE REACH

PROFESSIONAL
ORGANISATION

OUR CHALLENGES

LOYAL READERS

BRAND DESTINATIONS

TRUSTED CONTENT

MASSIVE REACH

PROFESSIONAL
ORGANISATION



NEXT GEN READERS



WAR FOR ATTENTION



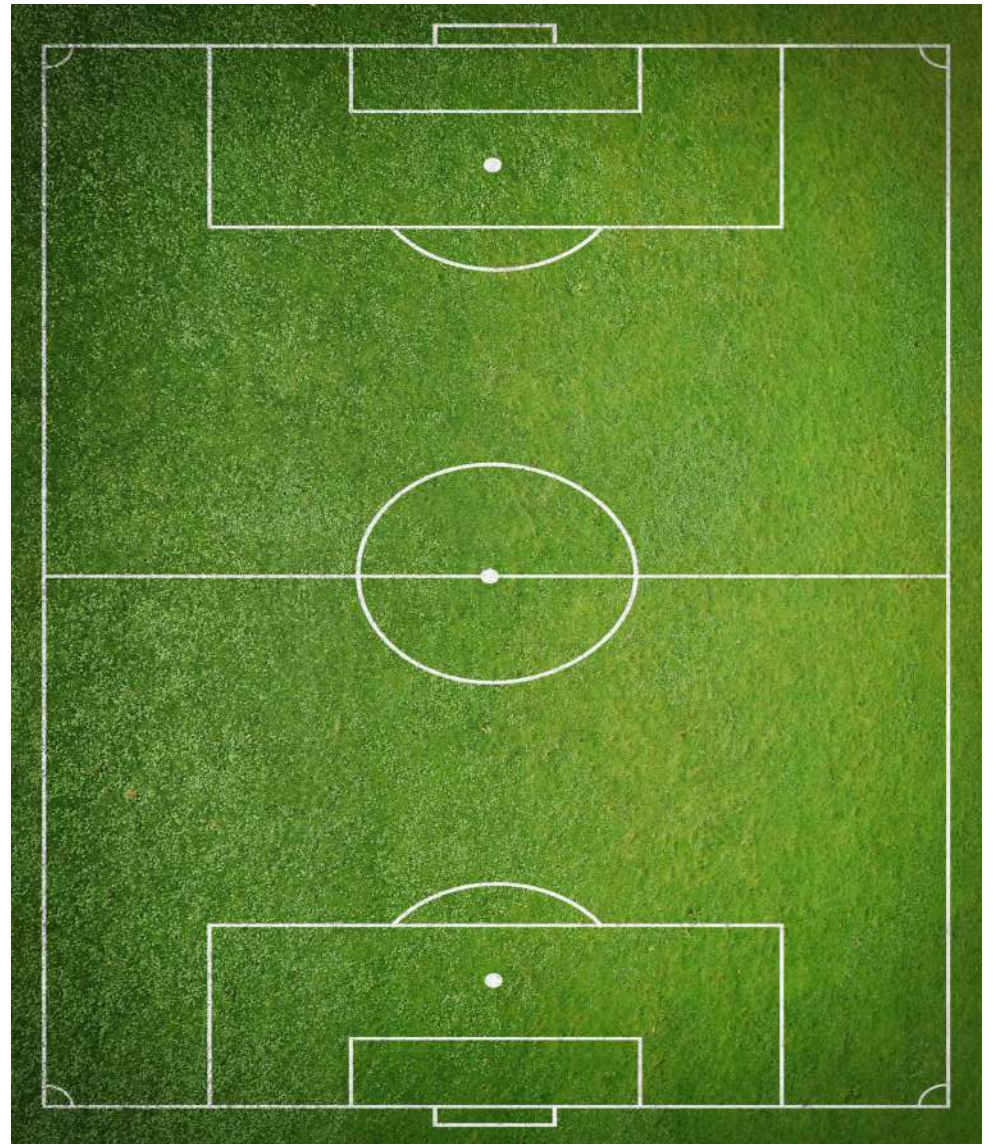
RELEVANCE & UNIQUENESS



REINVENT ADVERTISING MODEL

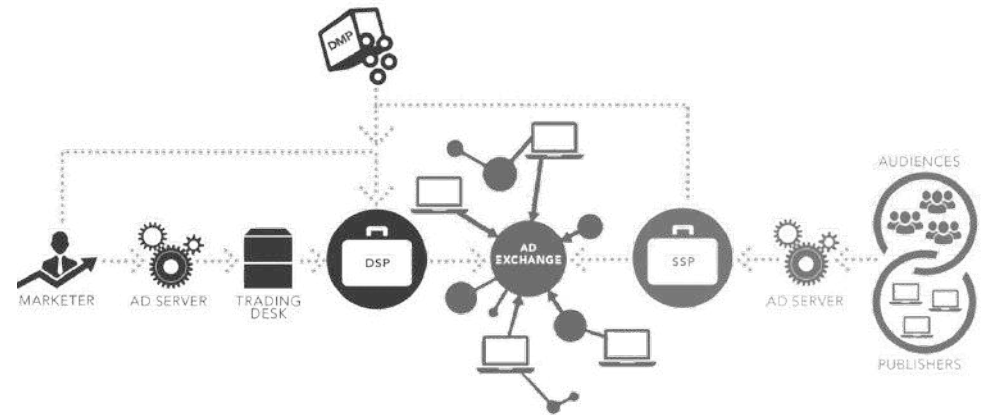


TRANSFORMATION



ADVERTISING DIGITAL

FAIR SHARE
COMPLEXITY
LEVEL PLAYING FIELD
AD ALLIANCES





WAYNE · PARKER · KENT

MH Brand
Studio

nrc xtr >

tmg natives

mediastudio



ADVERTISING CHANGING ROLE

TRUSTFUL PARTNER
CONSULTATIVE SELLING
ONE STOP SHOP

READERS MARKET

“ONE SIZE FITS ALL NO LONGER WORKS”

FROM BUNDLE TO...



DIGITAL SERVICE

FROM LESS READERS
AT A HIGHER PRICE
TO...



MORE READERS AT
A LOWER PRICE



READERS MARKET OUR APPROACH

CONVERT ANONYMOUS SURFERS TO
REGISTERED REACH

BUILD A QUALITATIVE
“PLUS” ENVIRONMENT

DEVELOP CREATIVE
SUBSCRIPTION FORMULA

100%
REGISTERED REACH
BY 2020
FAST

MEEST GEKOZEN

SUPER	SLIM	SNEL
Dagelijks papieren krant in je brievenbus	Digitale krant in de week + papieren krant op zaterdag	Altijd toegang tot alle artikels
<ul style="list-style-type: none">✓ Onbeperkte toegang tot alle artikels✓ Elke dag de volledige krant digitaal✓ Op zaterdag een papieren krant✓ Elke weekdag een papieren krant	<ul style="list-style-type: none">✓ Onbeperkte toegang tot alle artikels✓ Elke dag de volledige krant digitaal✓ Op zaterdag een papieren krant	<ul style="list-style-type: none">✓ Onbeperkte toegang tot alle artikels
vanaf € 27,50/maand	vanaf € 20/maand	vanaf € 10/maand
Ontdek nu >	Ontdek nu >	Ontdek nu >
Maandelijks opzegbaar	Maandelijks opzegbaar	Maandelijks opzegbaar



**“I LIKE TO BRING COMPLEXITIES
BACK TO THE CORE”**

EXTEND

COLLABORATE

SIMPLIFY

EXTEND

REINVENTING OUR CORE BUSINESS

from newspaper
TO A DIGITAL SERVICE

from focus on circulation
TO SUSTAINABLE RELATIONS

from advertising sales
TO A TRUSTFUL PARTNER

news as our core business
AND NEW REVENUES TO
SUPPORT OUR MODEL



COLLABORATE

TO MAKE THE DIFFERENCE

ECONOMIES OF SCALE
to be cost efficient

SHARING
KNOWLEDGE & EXPERTISE
internally

DEVELOPING
VALUABLE PARTNERSHIPS
externally



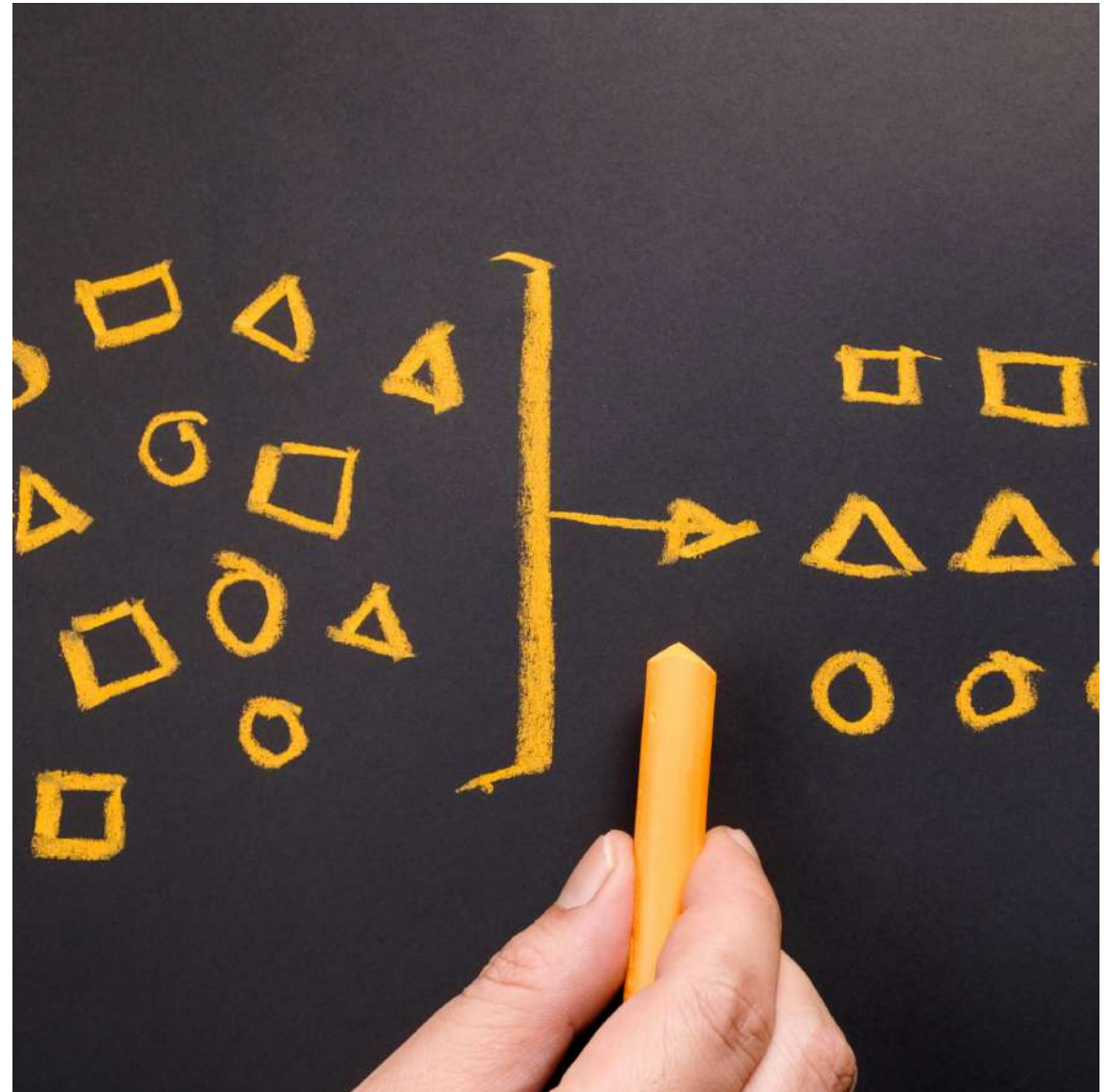
SIMPLIFY

FOCUS ON THE ESSENCE

SIMPLIFY THE WAY WE WORK
*lean organisation
keep it simple*

SIMPLIFY FOR THE ADVERTISER
offering a one stop shop

SIMPLIFY FOR THE CONSUMER
make life easy



**EXTEND
COLLABORATE
SIMPLIFY**



MEDIAHUIS

GERT YSEBAERT
CEO