



Program Summary

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Vice President Investor Relations

Investor/Analyst Day: Innovation & Technology

September 25, 2008

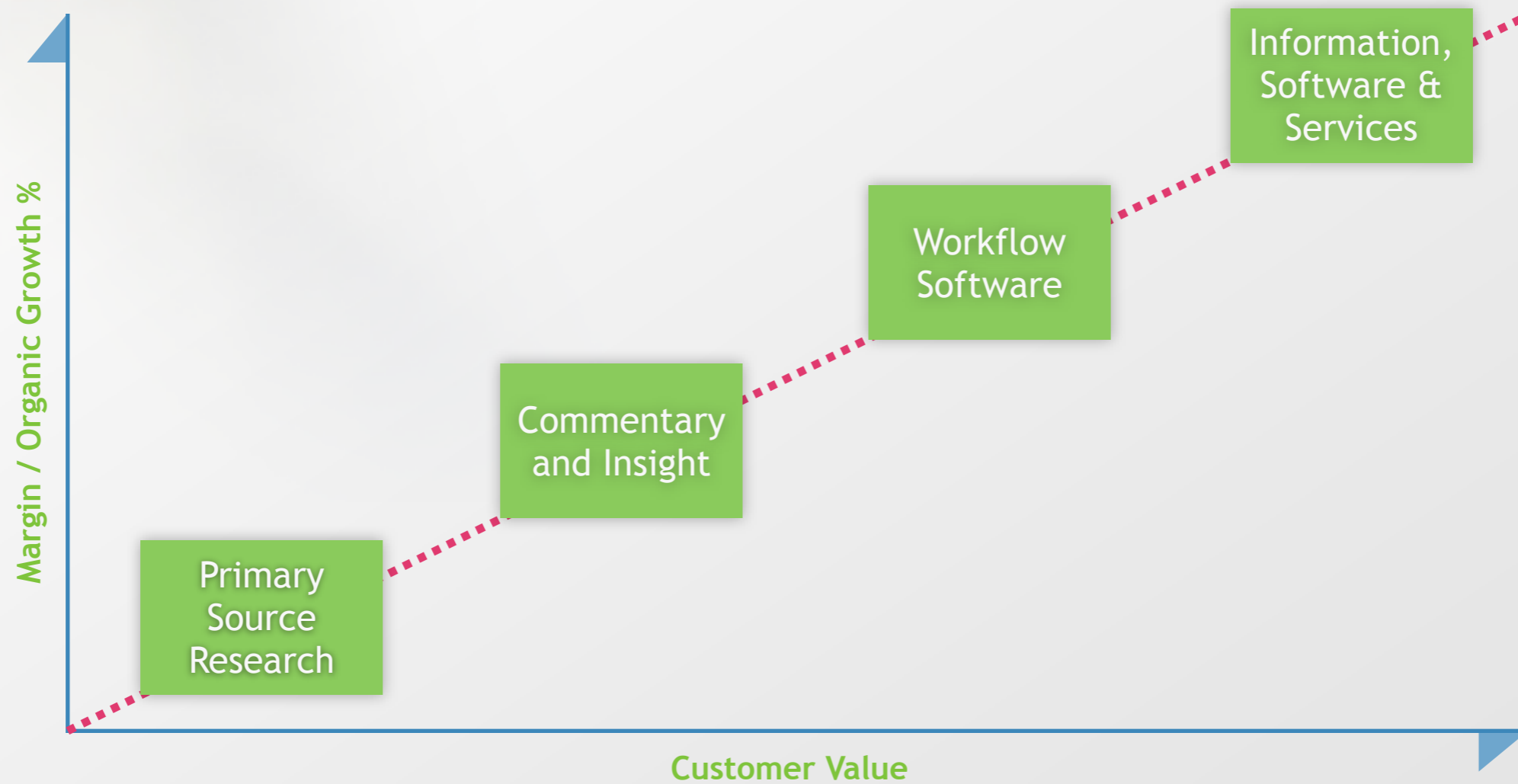
London



Wolters Kluwer

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

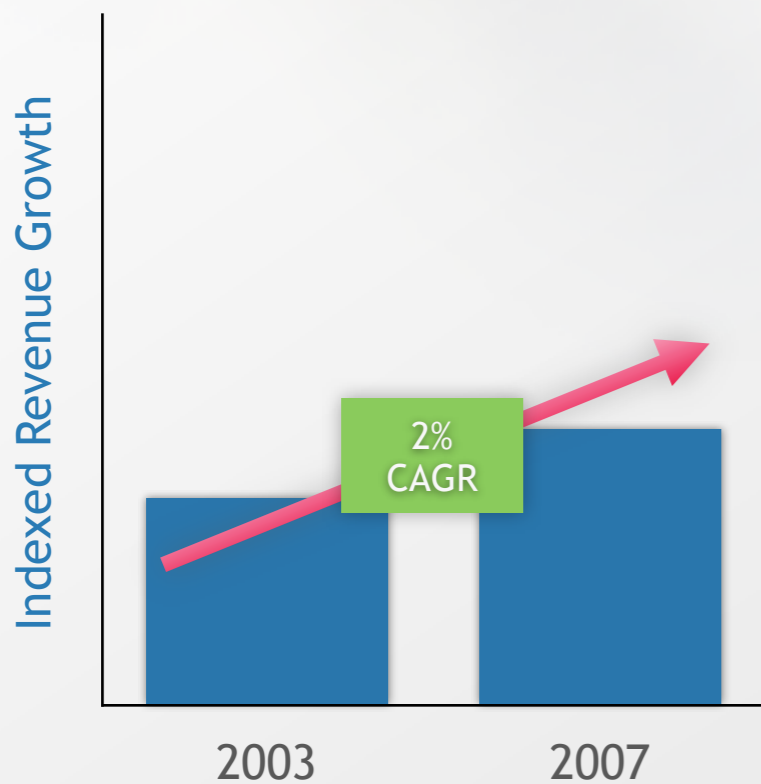
Customer and Shareholder Value Progression



This is the portion of our portfolio where we are driving the fastest growth and the highest margins

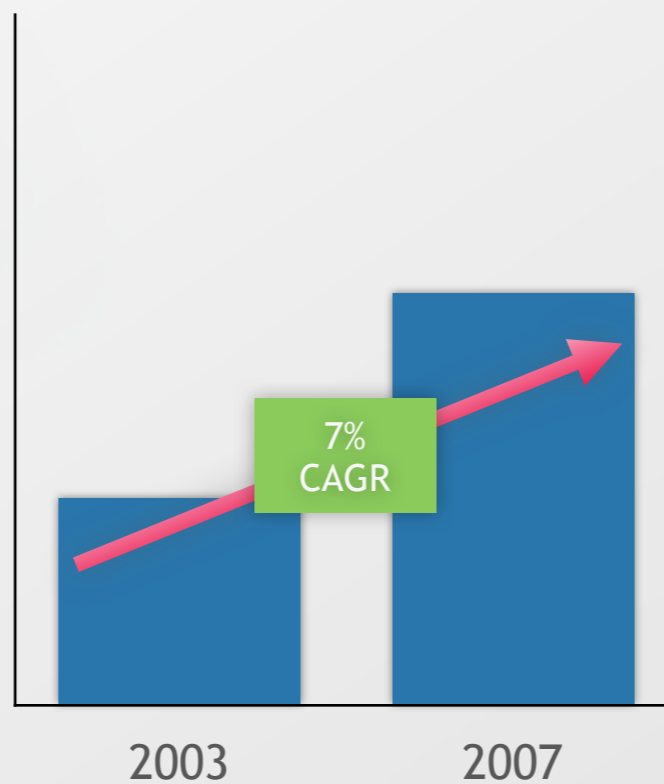
Research Centric Products

< 10% Software
 Margin 16-18%
 Retention rate 80-85%



Research / Software Blend

10-40% Software
 Margin 18-22%
 Retention rate 85-90%

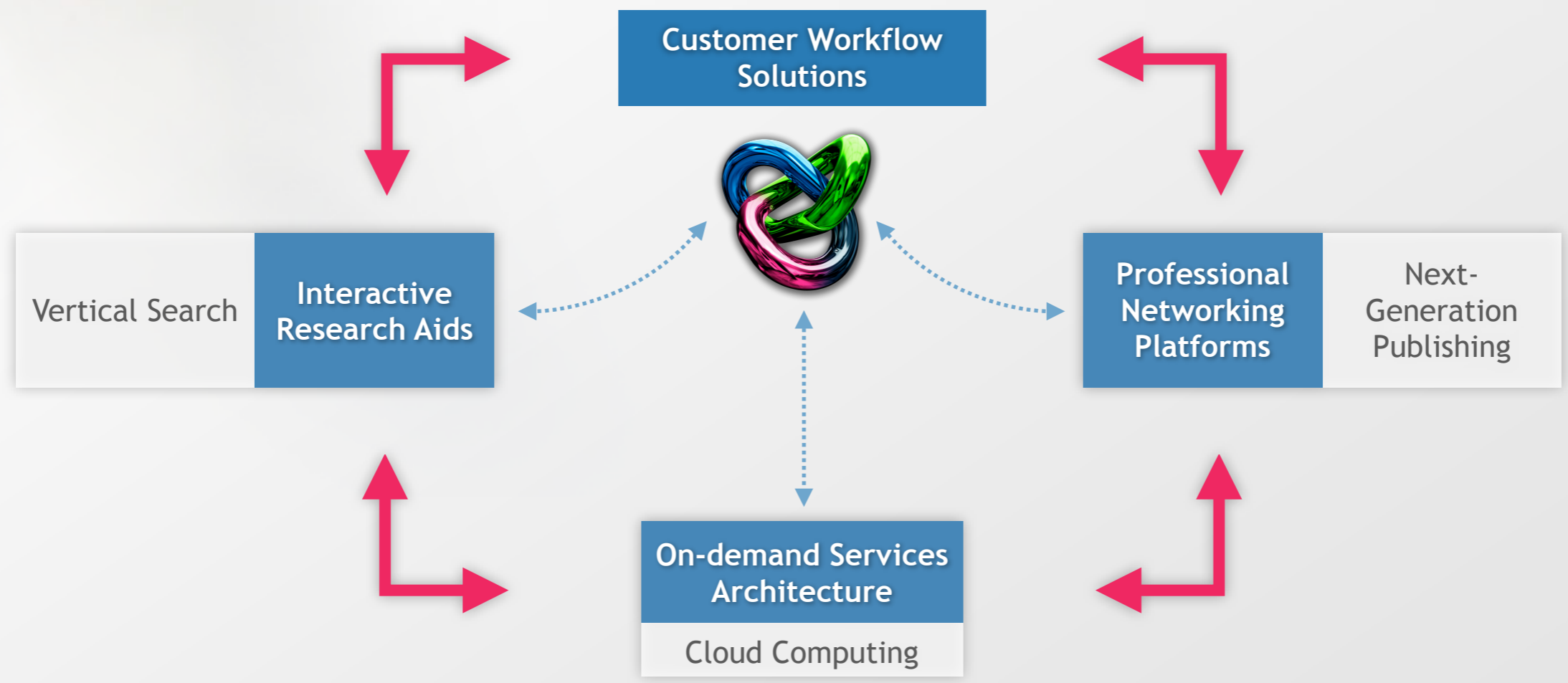


Research / Services Centric

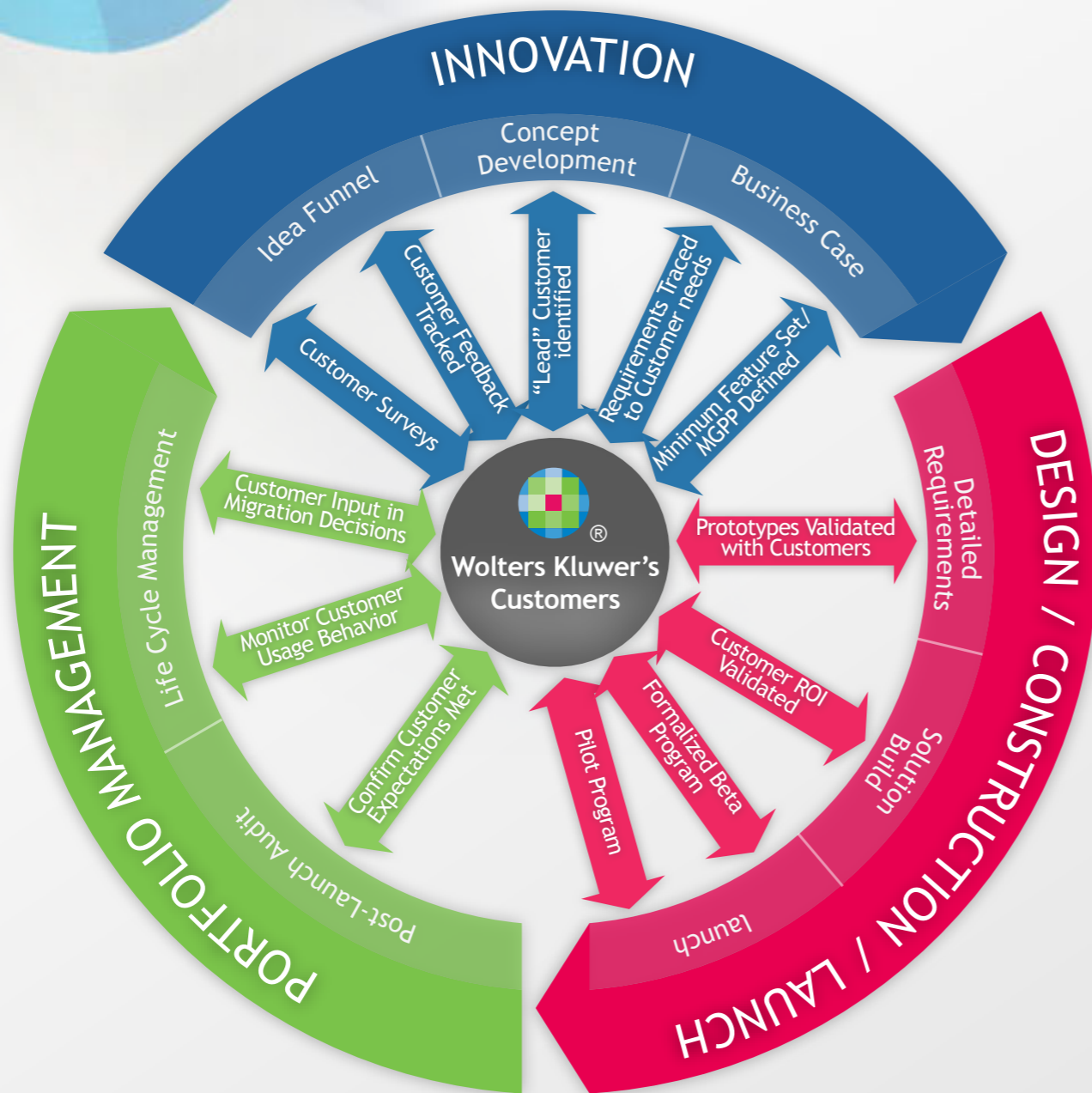
> 40% Software
 Margin 22-30% +
 Retention rate 85-90% +



Over time our workflow solutions will become increasingly integrated with other areas of innovation in our businesses



Wolters Kluwer's customer insight framework drives innovation



- 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

Impact: Profitable growth resulting from strong vertical positions with increasingly attractive economics

