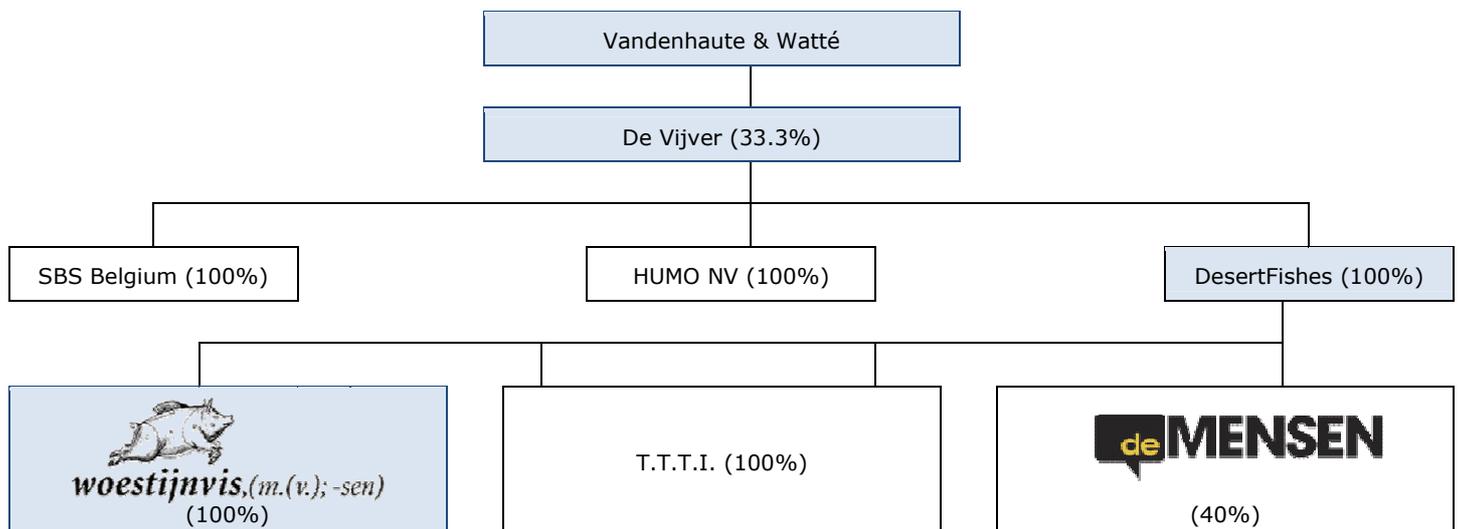


Wouter Vandenhoute is CEO, Erik Watté is COO of Woestijnvis, the company of which they are co-founders as well. Woestijnvis is widely recognised as the most successful television production company in Flanders.

Vandenhoute and Watté are jointly participating in the SBS Belgium acquisition through a 33.3% stake in holding company De Vijver. The two other partners media company Corelio and Sanoma Magazines Belgium will also participate in De Vijver for 33.3%. After the acquisition, De Vijver will hold all shares in SBS Belgium (i.e. the acquired TV assets), HUMO nv (publisher of HUMO magazine) and DesertFishes. DesertFishes is the holding company of television production companies Woestijnvis, T.T.T.I. (distribution of Woestijnvis formats), and deMensen (40%).



Woestijnvis was founded in 1997 with the ambition to make high quality television for a broad audience. From its first production, daily magazine Man bijt hond (Man bites dog), the company grows into the most successful television production company in Belgium whose formats are sold internationally.

Key Indicators Woestijnvis

Net Sales (2005)	€21 million
Staff (2005)	75

Management	CEO	Mr Wouter Vandenhoute
	COO	Mr Erik Watté

Key Formats	 Man bijt hond	Man bites dog: idiosyncratic daily TV magazine, broadcasted in The Netherlands as well
		The Mole: adventurous game show awarded with the Rose D'Or at the Global Entertainment Television Festival in Monteux and subsequently sold to 47 countries
		The Smartest Human Being: daily quiz show
		Loft is the most successful Belgian movie of all-time (1.2 million visitors). The thriller was remade in The Netherlands (443,627 visitors) and is currently being developed into an American version as well.

Ownership structure	Woestijnvis is owned by DesertFishes. Before the SBS acquisition, DesertFishes was co-owned by De Vijver (75%) and Sanoma Magazines Belgium (25%). After the acquisition, De Vijver will own 100% of DesertFishes.
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