



Hilversum, 30 November 2009

PNO Media wins the 'Best Pension Fund in the Netherlands Award 2009'

We are delighted to announce that at the ninth annual IPE European Pension Fund Awards held in Dublin on November 18, that our pension fund PNO Media won the IPE Country Award for Best Pension fund in the Netherlands. Around 500 guests from the European pensions community attended the IPE Awards ceremony in Dublin, including the Irish Prime Minister Brian Cowen.

Independent jury

The fund's submission for the award was selected by a panel of independent judges, appointed by Investment & Pensions Europe. At the event, the following key points from the fund's submission were highlighted:

- o Integrated framework to control losses
- o Derivatives' role in reducing fund losses
- o Responsible investment creates added value

The panel of independent judges: "PNO were especially rewarded for their admirable transparency and policies in ESG."

Response PNO Media

Leo Witkamp, director of Pension Fund PNO Media: "We are very proud to win this award. This is a special award for our PNO colleagues who have worked very hard in this difficult and volatile year. This award is also an encouragement for PNO Media to extend and further develop our policy of responsible investment in 2010. This year we have taken a number of major steps towards improving our SRI policy. With the help of an external consultant our SRI policy is now up to date with the latest standards on responsible investment as mentioned in international treaties and codes of conduct. The transparent no-nonsense policy is highly valued by our media target groups. According to previous critics such as Zembra, PNO Media is now "one of the front runners in the field of responsible and sustainable investment."

Congratulations sponsor and IPE

Threadneedle, which sponsored the Country Award for Best Pension Fund in the Netherlands, said: 'We congratulate PNO Media on winning this prestigious IPE Award, which we are delighted to have sponsored.' IPE, "We thank PNO Media for entering the Awards and offer them our warmest congratulation on their outstanding achievement," said Piers Diacre, publisher and CEO of IPE.

Now in their ninth year, the IPE European Pension Fund Awards are designed to give recognition for excellent achievement to pension funds from across Europe. Altogether 38 awards were presented during the ceremony to pension funds attending from over 30 countries, at what is reckoned to be Europe's biggest annual event for the industry.

CONTACTS PRESS RELEASE

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PROFILE AND MISSION

PNO Media has been a key player in the media world since 1947. Operating on the basis of a sustainable perspective without a profit motive, PNO Media wants to be the non-compulsory sectoral pension fund for the media industry in its broadest sense. The fund offers the media industry a balanced and coherent service package. In addition, PNO Media distinguishes itself through knowledge of the media labour market, transparency and clear communication, a high-quality service and personal attention. Relying on the awareness that reliability, quality, service and transparency form the basis of our service, we want to be close to our customer and in the heart of the media world, in both senses.

VISION AND STRATEGY

Due to fierce competition and fast technological developments, changes in the media sector follow each other in rapid succession. One example thereof is to continuously test our range of pension schemes and adjust them accordingly to suit the needs of our customers. In order to reduce risks, PNO Media pursues an integral policy for all its schemes: pension, contribution, indexation and investment policies are geared to one another. PNO Media wisely invests the pension assets in shares, fixed-interest values, private equity and raw materials. The investment policy reflects the social commitment of our customers.

KEY TASKS

Insuring, investing, administrating and communicating; these are our key tasks that we carry out for (former) staff of broadcasting corporations, radio stations, producers, facilities services companies, publishers, cable operators, (multi)media and internet agencies, press agencies.