

2<sup>nd</sup> February 2017

## **Pro-forma annual revenues estimated at €200m 2016 consolidated EBITDA expected to roughly triple**

Reworld Media (ALREW) generated proforma revenues of €200m in 2016 and is expecting a significant increase in operating profitability driven by its two main divisions: « Media Performance » is firmly back in the black as showed by Tradedoubler's results today; « Media Branding » is enjoying a positive momentum, initiated in 2015 and further confirmed in 2016 with the strong contribution of digital revenue growth.

### **A major player in the media digital market with annual proforma<sup>(1)</sup> revenues of €200m.**

Following the acquisition of a controlling stake in Tradedoubler in January 2016, Reworld Media has become one of the main players in digital media in Europe. The group **is uniquely positioned to develop a solution that is both global** – just like its in market and to address the demand from advertisers - **and integrated** through the combination of « Media Branding » et « Media Performance ». This offer is a key strategic advantage to capture the bulk of the market growth.

The group, which enjoys a strong momentum, is pleased to announce **proforma<sup>(1)</sup> revenues of around €200m in 2016 (non-audited)**.

### **Restored operating profitability at Tradedoubler**

Tradedoubler, the « Media Performance » subsidiary of Reworld Media group, published today an EBITDA<sup>(2)</sup> of SEK10.8m (c. €1,1m) for 2016, compared with a loss of -SEK11.4m (-€1.2m) in 2015.

Tradedoubler enjoyed a very strong rebound in profitability in the second half of the year, moving from a loss of €0.5m to a profit of €1.6m, in line with the strategic plan established by Reworld Media. These current developments demonstrate the group ability to increase operating profitability since consolidation in March 2016 and more generally demonstrate a solid execution capacity by the management of Reworld Media.

### **Forecast : Reworld media's consolidated EBITDA<sup>(3)</sup> to nearly triple in 2016**

Reworld Media had already announced significant milestones at the interim stage (30th June 2016), with a 36% organic growth in digital activities, profitability breakeven for that segment and a doubling of consolidated EBITDA<sup>(3)</sup> at €1m.

Thanks to a good start of the year, its relentless focus on efficiency, and the strong profitability achieved by its Tradedoubler subsidiary, **the group expects consolidated EBITDA<sup>(3)</sup> to triple or so in 2016, in comparison to 2015 (€1.1m).**

Reworld Media will publish its annual results on 30th March 2017, before market opening.

Tradedoubler's financial accounts are available on the following link :

<http://www.tradedoubler.com/en/about/investors/>

(1) Non audited 2016 revenue including Tradedoubler's activity from 1st January 2016

(2) Operating results before depreciation, amortization, provisions and exceptional charges

(3) Consolidation of Tradedoubler in Reworld Media's accounts from 1st March 2016

### **Reworld Media :**

Reworld Media is an international digital media group whose main activities benefit from a proprietary network of a score of media brands (Marie France, Be, Le Journal de la Maison, Maison&Travaux, Gourmand, Auto Moto, Tele Magazine...) and on a performance media network spanning internationally across more than 180 000 partnering publishing sites from its Tradedoubler subsidiary. Reworld Media offers advertisers global integrated solutions associating « Media Branding (media campaigns across all digital levers, print, events...) and « Media Performance » (digital performance media campaigns). The group has a presence in 10 countries and employs 500 people

Alternext Paris - ALREW, Code ISIN : FR0010820274

[www.reworldmedia.com](http://www.reworldmedia.com)



### **Media contact :**

Ségolène de Saint Martin, Press&Com Ecofi

Tel : 33-6 16 40 90 73 – [sdestmartin@p-c-e.fr](mailto:sdestmartin@p-c-e.fr)

### **Investor relations :**

**Reworld Media :** [investisseurs@reworldmedia.com](mailto:investisseurs@reworldmedia.com)

**Inbound Capital :** Frédéric Portier, [fportier@inbound.capital](mailto:fportier@inbound.capital)

David Chermont, [dchermont@inbound.capital](mailto:dchermont@inbound.capital)