



## **Merger with SPOREVER**

### **REWorld MEDIA becomes a Top 3 digital player in sport in France**

**The international digital group REWorld MEDIA (ALREW), announced today the completion of its merger with SPOREVER following shareholder approval at its AGM on 24<sup>th</sup> May 2017.**

SPOREVER is a major player in the production and distribution of content under its own media brands - sport365, foot365, mercato365, rugby365, Sportshop.fr, Avenuedelaglisserie.com, Tennis.fr and third-party brands. Founded in 2000 by Patrick Chêne, the company enjoys the 3rd highest digital audience for sport in France, while also developing in the segments of esport and sport sponsoring / marketing. SPOREVER and its team will bring to Reworld Media highly complementary activities and assets.

Predominantly positioned in the « Women », « lifestyle » and « Entertainment » segments, **the REWorld MEDIA « Media Branding » division will now also be covering « Sport », a category with high potential for growth where SPOREVER can claim the third largest audience in France.** The group will also strengthen its positioning in the « Men » category where it was predominantly reliant on Auto-Moto brand.

REWorld MEDIA will benefit from the long and well recognised expertise of SPOREVER in video content production, a high growth market.

**Pascal Chevalier, Président of Reworld Media, stated:**

*« We already have existing partnerships with SPOREVER and our teams are used to working together. The synergies between all activities will be implemented naturally. The strengthening in the segments of « Sport » and « Men » is strategic for the group in the media market. We are entering these markets with a strong position thanks to one of the most robust audiences in the market. »*

SPOREVER which generates revenues of around 10 M€ per annum, brings new levers which should contribute to the development of Reworld Media from day one.

Reminder of the process for the merger between SPOREVER and REWORLD MEDIA:

-Merger between SPOREVER and REWORLD MEDIA to be realised based on an exchange ratio of 0,50 Reworld Media shares for one SPOREVER share.

-As a direct consequence of the merger, a capital increase will be carried out at Reworld Media for a nominal amount of 53,672.38 €.

- 2,683,619 Reworld Media shares will be created following the exchange with 5,367,239 SPOREVER shares and will be directly granted to SPOREVER shareholders.

On completion of the operation, the capital of REWORLD MEDIA will amount to 692,259 € divided into 34,612,958 shares.

*Documents relating to the ordinary and exceptional shareholders meeting of 24th May 2017, and regulatory documents relating to the merger are available in the Investor/Financial Information directory of the [reworldmedia.com](http://reworldmedia.com) website and on the [euronext.com](http://euronext.com) website.*

**About Reworld Media :**

Reworld Media is an international digital media group whose main activities benefit from a proprietary network of media brands (Marie France, Be, Le Journal de la Maison, Maison & Travaux, Gourmand, Auto Moto, Tele Magazine...) and an international performance media network (Tradedoubler) across more than 180 000 partnering publishing sites. Reworld Media offers advertisers global integrated solution associating « Media Branding (media campaigns across all digital levers, print, events...) and « Media Performance » (digital performance media campaigns). The group has a presence in 11 countries, employs 541 people and generated proforma revenues of 201 M€ in 2016.

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

Alternext Paris

ALREW

Code ISIN FR0010820274 –



**Contact - Media:**

Presse&Com Ecofi

Ségolène de St Martin,

Tel : 06 16 40 90 73 – [sdestmartin@p-c-e.fr](mailto:sdestmartin@p-c-e.fr)

**Contact - Investors:**

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

Inbound Capital : Frédéric Portier,

Tel : +44 (0)7802 533333 - [fportier@inbound.capital](mailto:fportier@inbound.capital)