

14<sup>th</sup> October 2019

## **Reworld Media strengthens its Board with the appointment of two new members**

**Reworld Media (ALREW), French leader in thematic media, announces the appointments of Fleur PELLERIN and Jérôme MASUREL as independent board members. Through these appointments, Reworld Media intends to continue its development, relying on the expertise of these two industry-leading figures.**

### **Fleur PELLERIN, founder and CEO of Korelya Capital, joins the Board of Reworld Media**

Since 2016, Fleur PELLERIN has been managing Korelya Capital, a €200m investment fund raised by South Korean internet giant Naver and its subsidiary Line, whose mission is to invest in European technology start-ups and to support their growth.

She was previously a member of the French government for four years, taking first the role of Deputy Minister for SMEs, Innovation and the Digital Economy. During this time, she launched the dynamics of the "French Tech", favouring strong measures for entrepreneurs, and working to put digital technology at the heart of government's initiatives. Fleur PELLERIN was subsequently appointed Secretary of State for Foreign Trade, Tourism Promotion and French nationals abroad. She then held the role of Minister of Culture and Communication until February 2016 .

Fleur PELLERIN joins the Board of Directors of Reworld Media and is replacing Paul AMSELLEM who has resigned from his position. She is also an independent director of Schneider Electric, KLM, Talan, Devialet and Naver France. She also sits on the boards of various institutions and think-tanks (Cannes and Cannes festivals, endowment fund of the Louvre Museum, Institut Montaigne, France Digitale).

*"The media sector is undergoing an unprecedented upheaval, marked by a crisis in its business model and a fragmentation of its readership, who have now turned toward new channels of distribution to access information, knowledge and entertainment. Few traditional actors have been able to measure the extent of these changes, and to react and adapt to them. In a contracting manner, Reworld Media, with its experience in digital, is shaping a new promising paradigm. I am delighted to be able to contribute to this remarkable entrepreneurial adventure."* says Fleur PELLERIN.

### **Jérôme MASUREL, Founding President of 50 Partners, appointed to Reworld Media Board of Directors**

Jérôme MASUREL is founding President of 50 Partners, one of the main start-up accelerators in France. Focused around 50 successful entrepreneurs in new technologies (Blablacar, LebonCoin, PriceMinister, ShowroomPrivé etc), the accelerator supports over a long period of time a selection of start-ups with comprehensive services: coaching, local, ecosystem, international relations, financing assistance... An offer dedicated to environmental and social Impact projects was also launched in 2018.

Jérôme MASUREL began his career as an analyst for investment funds such as Nextstage and Rothschild & Co. (now Keensight) before becoming a partner in the network and entrepreneur fund Agregator. He founded

50 Partners in 2011 with the ambition to create a leading expert fund and to become a high added value solution for entrepreneurs.

*"Reworld was able to become the leading French press group in less than 7 years thanks to an innovative vision for its sector. The digitalisation of media is a major subject that few players have managed to address. The group has a huge potential. I am honoured to join the Board of Directors and bring my experience in innovation and digital in order to meet the exciting challenges ahead" says Jérôme MASUREL.*

**Pascal Chevalier, President of Reworld Media, adds:** "We are very honored to welcome Fleur Pellerin to the Board; I thank her very much for the time and expertise she intends to devote to our group. Fleur had an exceptional career; she played a major role within the government to push ahead digital matters and she is a clear supporter of entrepreneurship. Her contribution will be very precious to us. Jérôme has a long experience in supporting innovative companies and has a wide range of expertise. Our group benefits from a high quality Board of Directors, strategic for the continuation of its development in France and abroad. I would also like to thank Paul Amsellem and Alexandre Ichai for their involvement and contribution to the success of our group in recent years. "

These appointments were decided by the Reworld Media Board of Directors, which met on October 4 and 10, 2019.

*This release is a translation of the original French version that prevails in case of inconsistencies.*

**About Reworld Media:**

Reworld Media is the French leader within the thematic media space (1st thematic press publisher, 4th digital thematic media group) and an international player with a presence in 11 countries. Founded in 2012, the group has been a pioneer in the digital transition of media assets and today develops a portfolio of more than 40 proprietary media brands such as: marie france, Maison&Travaux, Gourmand, Télé Magazine, Auto Moto and, the recently integrated Biba, Grazia, Sciences & Vie, Auto Plus, Le Chasseur Français... The group combines "Media Branding" and "Media Performance » through its affiliation platform, Tradedoubler.

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