

## Reworld Media announces the completion of the acquisition of meltygroup

Further to the press release of October 18<sup>th</sup> (link - press release), Reworld Media (ALREW) announces that it has acquired *meltygroup* from shareholders including Pléiade Venture, Serena and Jaina Capital.

meltygroup, the publisher of "melty", an iconic website for young people, of "La Crème du Gaming" (video game media), "Peaches" (media dedicated to young women), "Supersoluce" (video game tips media) and "NextPlz" (people & entertainment media), joins Reworld Media group.

With this acquisition, Reworld Media significantly strengthens its positioning with young people target, gaining an additional audience of 10 million unique visitors per month<sup>1</sup> and new quality contents in the fields of film, TV, gaming, lifestyle, high-tech, music, etc.

The group extends its coverage to the growing gaming segment and is developing its positions on social networks and major platforms, particularly by becoming the leader in "read time" on Snapchat.

*"We are very pleased to pursue meltygroup's beautiful story. We will continue the great work done by its teams, serving audiences and advertisers. New innovative commercial offers are already in the pipeline; we are focused on audience development and revenue growth."* Jeremy Parola, Head of Digital at Reworld Media.

### About Reworld Media:

Reworld Media is a group developing in two markets: -The BtoC market, through the deployment of content, product and service offers to a pool of captive audiences of more than 30 million consumers, which it supports in the digitalisation of their consumption patterns. 4 -The BtoB market through its Ad-Technologies expertise and solutions to support companies in the digitalisation of their communication, particularly in brand marketing and performance marketing. In particular, the Group boasts 48 high-quality multi-media/multi-format media brands (print, site, video, podcasts, SVOD TV, events), which generate audiences in a large number of consumer sectors (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) as well as its own performance technology platform. Founded in 2012, Reworld Media earns annual revenue of €425 million, operates in 11 countries, has 951 employees and ranks 4th in the FW500 (ranking of French tech companies). Euronext Growth Paris – ALREW - ISIN code: FR0010820274 - [www.reworldmedia.com](http://www.reworldmedia.com)

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