

REWORLD MEDIA has signed an agreement with TF1 Group to acquire Unify's Publishers business

Reworld Media announced today that it has signed an agreement with TF1 Group to acquire the media assets and digital operations of UNIFY's Publishers division in France and England.

The agreement includes twelve digital brands, some of which are among the most iconic in France - **aufeminin, Marmiton, Doctissimo**, Les Numériques, Minute Buzz, Fraîches, Juste Mieux, Hero, Super Bon, Paroles de Maman, Gamekult and Beauté Test. The proposed acquisition also includes the audiovisual production activities under the Garage brand and the social and influencer activities of Studio Fy, as well as the advertising agency Unify Advertising. Lastly, Reworld Media would continue its international development by acquiring two digital medias operating in the UK: Netmums and Sofemine.

These assets are an excellent fit for Reworld Media's BtoC and BtoB business lines; in particular, they post an audience of 25 million unique monthly visitors¹.

The transaction would increase Reworld Media's audience to more than 36 million unique monthly visitors, Médiamétrie indicates.

Reworld Media **would become a major player in the Food, Women's, Health and High-Tech thematic areas**, in addition to the Home, Infotainment and Automotive areas, in which the Group is already strongly positioned.

Moreover, Reworld Media would become one of the leading players in the "Young People" target group and associated media (Tik Tok, Instagram, Snapchat, Twitch).

Pioneers in the digital sector in France, the businesses operated by UNIFY Publishers are recognised for their expertise, whether in content production or audience monetisation. Reworld Media intends to draw on the recognised skills of a team of over 300 employees and more specifically on their know-how in content production, monetisation, "content to commerce" and in social media and influencing expertise.

All of the said activities generate annual revenues of around €60 million.

This transaction would not be dilutive for Reworld Media's shareholders.

"This development project with UNIFY's businesses is strategic at a time when the market is recognising like never before the value of content and audiences. Reworld Media would become the leader in digital on all the thematic verticals it covers. It would be an extremely structuring

¹ Source Médiamétrie

transaction, and it would be our great pleasure to welcome these new high-quality businesses, which carry with them new opportunities. - **Gautier Normand, general manager of Reworld Media.**

The employee representative bodies within the TF1 Group will be informed and consulted on the proposed transaction beforehand.

The completion of the transaction remains subject to the usual conditions precedent, in particular the authorisation of the Competition Authority.

About Reworld Media : Reworld Media is a group developing in two markets, BtoC and BtoB

- 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.

-The BtoB market through its coverage of all communication levers to support companies in the digitalisation of their communication, particularly in brand marketing and performance marketing.

In particular, the Group boasts 62 high-quality multi-media/multi-format media brands (print, digital, video, audio, 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 (180 000 affiliates over the world). Founded in 2012, Reworld Media earns annual revenue of €470 million, operates in 11 countries and has 1 052 employees.

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