

Reworld Media signs an offer with the Mondadori Group in order to acquire the Grazia and Icon brands worldwide

Reworld Media announces today that it has signed a buying offer with Mondadori Group to acquire the Grazia and Icon brands worldwide, including their media operations in Italy (print and digital). Grazia is currently found in 21 countries.

Reworld Media would thus become the owner of one of the worldwide reference high-end women's media brand. Today, the brand is principally operated via licenses in the world: United Kingdom, United States, China, Germany, Latin America, Australia, Spain, India...

Also incorporated into this offer is the Icon brand, a fashion and lifestyle reference in the men's segment.

The acquisition perimeter generated revenues of approximately €18m in 2021.

The acquisition price of this company would be of approximately €6.5m (including €1m free cash flow) with a possible additional price payment of €2m based on 2023 performance.

This external growth operation would be a major step for Reworld Media in its international growth. Bolstered by the successful development of its brands in France in digital ecosystems, the Group plans to apply this recognised know-how for the benefit of these two brands internationally.

As with its actual operations in 11 countries through its technological activities (Tradedoubler), the Group is continuing to implement its development strategy throughout the world building on its media expertise.

Gautier Normand, General Manager of Reworld Media: *"This acquisition would mark a decisive turning point in our international development strategy. Reworld Media would further consolidate its distinctive positioning through its 80 proprietary brands, expertise and capacity for innovation. It is an ambitious vision that we want for our Group. On the strength of our successful strategy in France and our observation of the global markets, we are convinced that deploying this strategy on an international scale would be a real growth opportunity for the Group, starting with one of the most influential brands in the world! "*

In the event that the Mondadori Group would exercise the promise to purchase, the parties would sign a buying protocol subject to precedent conditions. The employee representatives within the perimeter will be previously informed and consulted on the proposed transaction.

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.

The Group boasts 80 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 1 150 employees.

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