

Reworld Media announces it has finalised the acquisition of UNIFY's Publishers business from the TF1 Group

Following the agreement signed between Reworld Media and the TF1 Group with a view to the sale of Unify's Publishers business on 28 June 2022 and, the approval of the transaction by the French Competition Authority on 7 October 2022, Reworld Media today announces that the acquisition of UNIFY's Publishers business is now final.

UNIFY's Publishers business, which generates revenues of around €60m, includes:

- a digital publishing hub made up of twelve brands (Marmiton, auFeminin, Doctissimo, Les Numériques, Minute Buzz, Fraîches, Juste Mieux, Hero, Super Bon, Paroles de Maman, Gamekult, Beauté Test),
- a creation and production studio (Garage),
- an influence activity (Studio Fy),
- the advertising agency Unify Advertising,
- as well as two UK-based digital medias (including Netmums).

Reworld Media financed the transaction through bank debt.

With this acquisition, Reworld Media is integrating new quality pioneering "digital native" brands that are highly complementary to its thematic areas (health, gaming/technology, cooking, women's), and is reinforcing its expertise in growth areas in line with its strategy. **The Group achieves a new milestone in its development, becoming the 2nd largest digital media group in France, with a proprietary audience of 35 million unique visitors monthly¹.**

With the integration of these brands, the Group is bringing the total number of its media brands to 80, and constitutes the leading information and communication offer in the Health, Technology, Cooking, Automotive and Home areas. Also in a strong position, the Group's Women's, Entertainment, Science, Sports and Gaming themes are in the TOP 3 of their respective arenas, thus providing Reworld Media with a **leadership position in all of the French people's areas of interest.**

¹ Source: Médiamétrie Internet Global - Jan-June 2022 Average

According to Gautier Normand, Chairman and Chief Executive Officer of Reworld Media: *“The integration of UNIFY’s publishers and influencer businesses significantly expands the Group’s presence and audience in key sectors; Reworld Media is taking up more competitive positions on its markets. It’s a structurally important development of which we are delighted and proud, welcoming a new team with proven expertise and widely-recognised brands”.*

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 64 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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