

## **A licensing agreement signed for the launch of the Grazia brand in Singapore and Malaysia**

*Grazia extends its presence to 25 countries worldwide*

**Reworld Media (ALREW) has announced the signing of a licensing agreement between its Italian subsidiary and Heart Media Group to launch the Grazia brand in Singapore and Malaysia.**

Recently acquired by Reworld Media internationally, the Grazia brand is further building out, with 23 magazine editions worldwide and global presence, now being found in the 25 countries most important for the luxury and fashion industry.

As the first magazine to have exported itself globally, Grazia reaches a global audience of 15 million readers, 45 million unique visitors and over 30 million followers on the social medias.

Singapore and Malaysia are strategic markets in Southeast Asia's fashion sector and benefit from growing and responsive economies. A real global icon, Grazia offers the perfect response to the expectations of its female readership, internet users and companies by unveiling the latest fashion trends, jewellery, watches, beauty, lifestyle and culture through its exclusive identity.

*"Grazia combines premium content with a high-end contemporary positioning; it is a winning formula for its target audience of female readers, but also with respect to the interests of the luxury advertisers that reign supreme on these markets"* - **Daniela Sola, CEO of Reworld Media Italia.**

*"We are delighted and proud to announce the launch of Grazia Singapore and Grazia Malesia, both in March. The teams in charge of the two new editions know what female readers are expecting, in terms of both information and inspiration, and measure the brand's outstanding value. We have no doubt about the success the brand will enjoy on the market both through its magazines and in terms of audience"* - **Olivier Burlot, CEO of Heart Media Group.**

Grazia Singapore and Grazia Malesia aspire to become standard-setters in the fashion world, with a high-impact visual layout and an innovative editorial concept that will shine through a mix of local and international content.

The magazine's two new editions will launch in March in English, as will their websites and accounts on all major social medias.

**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 37 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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