

The acquisition of the Grazia and Icon brands from the Mondadori Group has been finalised

Further to the memorandum of understanding signed on 22 November, Reworld Media (ALREW) today announced that it has completed the acquisition of the print and digital activities of the Grazia and Icon brands worldwide from the Mondadori Group.

With this acquisition, Reworld Media becomes the owner of one of the world's foremost "women's premium" media brands. The Grazia brand has presence in 23 countries, mainly through a network of licensees. With the Icon brand, Reworld Media is additionally bringing in a leading "fashion & lifestyle" media brand for men in Italy.

This external growth transaction testifies to Reworld Media's ambition to expand on the international market, where the Group currently generates 26% of its annual turnover¹, primarily through its technology activities (BtoB division).

"Reworld Media is taking a new turn on the international front; we will now replicate, in Europe and on a global scale, the media brand development strategy that has made our Group a success in France. We are thrilled to be accelerating our international growth through the power and potential of the Grazia and Icon brands, and with the contribution of a network of quality partners. We will put our digital expertise and technologies to work for them, while the breadth of their network will help to internationalise some of our media brands." - **Gautier Normand, Chairman and Chief Executive Officer of Reworld Media.**

The newly acquired brands are now together at Reworld Media Italia, a new subsidiary of the Group headed by Daniela Sola, who previously managed these same businesses at the Mondadori Group.

¹ Fiscal Year 2021

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 37,5 million² 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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