

**FROM TECHNOLOGICAL EXPERTISE TO MARKETING EXPERTISE,
REWORLD MEDIA CONTINUES ITS RISE
IN THE GLOBAL INFLUENCE MARKET**

On a global market estimated at more than 15 billion in 2022, i.e. 20 times more than in 2015*, Reworld Media is consolidating its leadership in the marketing influencing sector.

This influencing ecosystem is undergoing transformation and Reworld Media is one of the only influencing actors in the world to deliver a complete range of influencer marketing expertise to serve reputation, commitment and conversion through its Social Playground influencing agency and its Metapic technology stack.

From premium offer to performance-based marketing campaign, Reworld Media is able to offer a global, appropriate and responsible influencing strategy!

Its offer of 55,000 influencers extends from macro influencers to nano influencers, with solutions serving branding and performance objectives, offered with varied economic models: CPM, CPC, CPL, using proprietary tracking and attribution tools.

In order to give meaning to brands' messages, Reworld Media is committed to ethical, inclusive influencing and to promoting more responsible communication. In France, for example, Social Playground, the group's social media entity, demonstrates its commitment to good practices by only collaborating with influencers who are certified as a responsible influencer by the ARPP and by supporting them in their messages on the environment with its partner Team for The Planet. This commitment is essential to move towards a more positive and authentic vision of influencing!

While its marketing efficiency is widely approved by 92% of brands who have used it more than 3 years, influencing today is being transformed to ensure that brands have a controlled, reliable and responsible context.

Global, effective and proprietary technological solutions

Within the technological ecosystem of Reworld Media, Metapic, a European platform that lists more than 15,000 micro and nano influencers for performance campaigns, has integrated Zezam, an acquisition announced on June 2nd by the technological subsidiary Tradedoubler.

Zezam's business is based on connecting influencers and brands on social networks to promote products. Founded in 2019 and now used by more than 40,000 influencers worldwide, including 8,000 in the US, it is the only solution that allows influencers to deploy

affiliate links on all platforms (Instagram, TikTok, YouTube) simultaneously. It also helps influencers monetise their accounts through performance campaigns.

Gautier Normand, CEO of Reworld Media: *“Our expertise in all areas of influencing combined with competitive and powerful technology positions us firmly in the international influencing market. Influencing, which has become strategic in corporate communication, is a major growth driver for our BtoB activities! Our aim is to bring the best experience to brands because it is no longer just a question of influencing, but of influencing in an intelligent, ethical and high-performance way and with maximum positive impact”.*

*according to Statista Research Department

About Reworld Media:

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

- The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-view basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their consumption patterns.
- The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy.

The Group has to its name 81 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 11 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) and integrates its own technological performance platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media posts annual revenues of €506m, operates in 13 countries and has 1,185 employees.

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