

Reworld Media launches a "Tourism" division and names Laurent Queige as its director

The Reworld Media group (ALREW), France's leading thematic media platform with more than 80 proprietary media brands divided across 11 thematic verticals (women, science & culture, health & well-being, sport, youth, entertainment, food, games, home, motoring, nature), is now venturing into the tourism and travel industry via a dedicated business division.

The Group's new Tourism division acts primarily as a delegated content producer, with the aim of distributing and monetising this content via its clients' media outlets. Its expertise, which is unique in the market, ensures it can meet the highest-priority needs of today's tourism professionals: access to a wealth of brand content, the ability to measure the performance of their digital tools, and reaping real, quantifiable benefits (visibility, brand awareness, loyalty, sales development).

The launch of this new division strengthens Reworld Media's position in the world of tourism and travel, as the group has been publishing the EN-VOLS brand platform on behalf of AIR FRANCE via its brand content & custom publishing entity, Media365, for the past 2 years. In addition to AIR FRANCE, Media365's clients also include players in the tourism industry such as ATOUT France, Campings.com, etc.

Reworld Media intends to accelerate its development in this field and generate synergies with its 11 other thematic verticals.

Laurent Queige named head of Reworld Media's Tourism division

Laurent Queige, an expert in the fields of tourism, marketing and communications, has been appointed Director of Reworld Media's Tourism division. His main role is to steer and develop the multi-channel production of brand content and custom publishing for major tourism and travel groups and brands.

Laurent Queige has been building an international career as a consultant in tourism innovation and development since early 2023, after spending 9 years with the **Paris&Co** agency, where he headed up the entertainment department and created **Welcome City Lab**, the world's



leading incubator for tourism start-ups (generating 1,600 jobs), before exporting his model to Mexico City, Montreal, Singapore and Cotonou. Laurent previously spent 10 years as director of **tourism strategy for the City of Paris** (Mairie de Paris, 2001-2013) and was also in charge of the **2000/2010 Greater Paris Regional Tourism Strategy** (Comité Régional du Tourisme Paris Ile-de-France, 1998-2001).

He began his career in 1992 as a tour guide, travel agent and press officer at the Maison de la France in Italy, then worked as a marketing and tourism development consultant with the Setel agency (1994-1998).

Aged 54, Laurent Queige holds a master's degree in international tourism from the Ecole Supérieure de Commerce in Montpellier. He co-authored a report on "how to turn major international sporting events into tourism opportunities for France" (2018) and chaired the "digital & innovation" commission of the French Tourism Industry Committee (2020 - 2022).

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 posted annual revenues of €506m in 2022, operates in 16 countries and has 1,377 employees.

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Media contact:

Ségolène de Saint Martin, PCE - sdestmartin@p-c-e.fr - Tél. : 06 16 40 90 73