

Year ended 31 December 2023

**Record sales of €549.3m, up 8.6% in 2023,
driven by growth in the BtoB division**

Annuel

En M€	31/12/2023	31/12/2022	Variation (M€)	Variation (%)	Organique ⁽¹⁾ (%)
BtoC	243,1	249,8	(6,7)	-2,7%	-5,9%
BtoB	306,2	256,1	50,1	+19,6%	+4,1%
Total	549,3	505,9	43,5	+8,6%	-1,0%

In 2023, the **Reworld Media Group (ALREW)** forecast **record sales** of **€549.3m**, with significant growth of **+8.6%** (+€43.5m) from 2022. This performance is thanks to strong growth in the **BtoB division**, which posted **record** sales of €306.2m, an increase of **19.6%** (€50.1m), more than offsetting the 2.7% (€6.7m) fall in sales in the BtoC division.

The **successful integration of Unify's publishers' activities** (Marmiton, Aufeminin, Doctissimo, Les Numériques, Netmums, etc.) makes the Group as the **No.1 media group on social networks** in France, with over **81.1 million followers²** (+5%), and as the **No. 3 media actor on the web**, with **32.3 million unique visitors** per month³ (**+18.1%**). A first significant step has also been taken in **developing the Group's media model internationally**, with the integration of the **Grazia** and **Icon** brands and their media activities in Italy.

The Group has recorded stable sales figures of **€483.4m (-1.0%)** on an **organic basis¹**.

In the face of stubborn inflation (+4.8% in 2023⁴) and a downturn in household consumption, the BtoC division has continued to **rationalise** its magazine **distribution volumes** in order to **contain the impact of rising industrial costs**, particularly those linked to paper, on its profitability. It has made a strategic choice not to fully offset this fall in volumes with price increases, in order to **preserve its market share and subscriber portfolio**. As a result, **organic** BtoC sales fell by 5.9% (-€14.7m).

Supported by the **progression of its digital activities**, and in particular by the **exceptional dynamism of its affiliation offers**, the BtoB division posted **organic sales growth** of **+4.1%** (+€9.9m) over the year. This performance demonstrates the **relevance of** the Group's **multi-channel model**, in a digital advertising market (excluding search services) that has grown by +9.3%⁵ from 2022-

The Group will stay the course in 2024 by continuing to pursue **rigour in management**, and investing in the **most promising monetisation levers** on the **digital advertising** market. As it **consolidates its position** as France's **leading digital media company**, it remains confident in its ability to develop its brands, grow its audiences and **convert** them **into market share**, thanks to an innovative product range that is perfectly aligned with its customers' expectations, within a constantly-digitising market whose **long-term trends are very dynamic**.

This press release presents unaudited consolidated revenue figures, which have been drawn up as per French regulations governing consolidated financial statements.

Agenda: publication of annual results on 20 March 2024.

¹ Consolidated sales excluding the acquisitions of Unify and Reworld Media Italia, consolidated from 1 October 2022 and 10 January 2023, respectively.

² Total number of non-duplicated subscribers to Facebook, Instagram, Twitter, Pinterest, TikTok, YouTube, Snapchat and Twitch platforms, publisher data.

³ Médiamétrie//Netratings, Global Internet Audience in France, average at end-May 2023 compared with average at end-May 2022, in monthly unique visitors.

⁴ Source: INSEE, change in consumer prices, annual averages excluding tobacco; in 2022, this rate was +5.3%.

⁵ 31st Observatoire de l'E-Pub, February 2024

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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 €549m in 2023, operates in 16 countries and has 1,391 employees.

Euronext Growth Paris – ALREW – ISIN code: FR0010820274 – www.reworldmedia.com

Contacts – investisseurs@reworldmedia.com / Ségolène de St Martin, 33-(0)6 16 40 90 73, sdestmartin@p-c-e.fr

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