REWORLD MEDIA

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1st half ending on 30 June 2024

Consolidated revenue stable (-0.9%)

BtoB revenue at an all-time high of €149.9m, up +4.3%

In €M	H1 - 2024	H1 - 2023	Change (M€)	Change (%)
BtoC	114,2	122,7	(8,5)	-6,9%
BtoB	149,9	143,7	6,2	+4,3%
Total	**264,1**	**266,4**	**(2,3)**	**-0,9%**

The **Reworld Media** Group (ALREW), France's 1st thematic media publisher and a leader in adtech in Europe, today announces its **consolidated revenue for the first half of 2024**. Revenue came to **€264.1m**, close to the figure for the first half of 2023 (-0.9%). Revenue generated outside France reaches 33% of the total. The BtoB division generated **record revenue** of **€149.9m**, an increase of +**4.3%** over the first half, thanks to the dynamic of its digital activities. The BtoC division recorded a decline of 6.9%, while **returning to historical trends in the second quarter** after a first quarter impacted by a negative base effect linked to the magazine publication calendar.

During the period, the Group recorded a slight fall in consolidated revenue in the second quarter (-2.2%, -€3.0m) as a result of a -5.5% decline in BtoC activities and a +0.6% growth in BtoB activities. After two years of **outperformance**, **affiliation offers** stabilised, while **new performance drivers** continued to grow. **Branding offers** achieved moderate growth over the quarter, driven by **social networks**, against an exceptional backdrop of **intense political and sporting news** in France, which is less favourable to investment in thematic media.

With a portfolio of over **80 brands** and **innovative offerings** covering a broad spectrum of the communications market, Reworld Media is confident in its medium and long-term growth prospects. The Group is **maintaining its strategic course**, which consists of investing in the **best performing content and formats**, as well as in the **most promising drivers of monetisation**, whether they relate to performance (influence marketing, content to commerce, retail media) or branding (social networks). Every month, Reworld Media brands attract **31.2 million unique visitors**[1] and **81.8 million followers**[2] on social networks. These solid audience figures illustrate the power of its media network and position the Group as a key player in the European media landscape.

BtoC division : limited fall in revenue in what remains a challenging consumer environment

The **BtoC** division posted revenue of **€114.2m** in the first half of 2024, down -**6.9%** (-€8.5m) compared to the first half of 2023. After experiencing an unfavourable baseline effect in the first quarter due to the timing of its magazine releases, resulting in an -8.5% (-€5.1m) drop in revenues, the BtoC division **returned to historic trends in the second quarter**, with revenue of €59.3m, a **limited decline** of -**5.5%** (-€3.4m) compared with the same period in 2023.

Subscription sales (45% of BtoC sales) fell by -9.4%, while the Group continued to capitalise on a portfolio of **1.6 million paying subscriptions**, with the average basket up to €5.41 (+1.6%). **Pay-per-use sales** (55% of BtoC sales) fell by -4.9%.

[1] Médiamétrie//Netratings, Global Internet Audience in France, average at end-May 2024 compared with average at end-May 2023, in monthly unique visitors.
[2] Total number of unique subscribers to Meta, Instagram, X, Pinterest, TikTok, YouTube, Snapchat, and Twitch platforms, publisher data.

As France's **leading magazine publisher**, the Group is meeting the challenges of the market by pursuing a strategy of **targeted price rises** and **revenue diversification**, with the aim of offsetting the decline in magazine sales volumes while maintaining its competitiveness.

In the second quarter, Reworld Media enhanced its BtoC offering with the launch of **New Romance Magazine** in June, an innovative magazine-book concept with a circulation of 100,000 copies. Also, building on the success of its magazines Mon Petit Science & Vie, Science & Vie Junior and Science & Vie Découvertes, the Group is continuing to develop its offering for children with the launch in July of **Mon Petit Science & Vie Histoire**, the first history magazine dedicated to very young readers. Finally, high-end fashion and women's brand **Grazia** is preparing to launch a new magazine edition in France in March 2025 to complement its editorial offering, which already attracts 2.2 million unique visitors on the web and over 1.0 million followers on social networks.

BtoB division : revenue at an all-time high thanks to continued growth in digital activities

The **BtoB** division generated **record revenue** of **€149.9m** in the first half of 2024, up+ **4.3%** (+€6.2m) compared to the first half of 2023. This includes an increase of +**0.6%** (+€0.5m) in the second quarter, following strong growth of +8.4% in the first quarter (+€5.8m). This increase was driven by the **dévelopment of digital activities**, which account for almost 90% of the BtoB division's revenues. These activities are part of a dynamic digital advertising market, mainly driven by social networks.

Over the first half of the year, the BtoB division benefited from the **success of its performance-based offers**. In line with the 2023 financial year, affiliation offers drove growth in the first quarter, giving way to new performance-based levers (influence marketing, content to commerce, retail media, etc.) in the second quarter. Although **branding offers** grew more moderately in the first half of the year, against an exceptional backdrop of political and sporting news in France, they enjoyed **strong momentum on social networks** (>60% growth).

Today, the Group is a leader in web audiences across all its themes and is also the number one media group on social networks, with **81.8 million followers**[3] (+5.5% year on year). Social networks have become **essential audience hubs**, and although they are still largely dominated by platforms, they are increasingly open to **new methods of remuneration** for content producers. In this respect, along with the **new performance-based levers** (influence marketing, content to commerce, retail media, etc.), they represent one of the main **growth drivers** for the BtoB division in the medium and long term.

Note: This press release presents unaudited consolidated revenue figures, which have been drawn up as per French regulations governing consolidated financial statements. Financial calendar: publication of earnings for the first half of 2024 on 25 September 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 12 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 14 countries and has 1,388 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

[3] Total number of unique subscribers to Meta, Instagram, X, Pinterest, TikTok, YouTube, Snapchat, and Twitch platforms, publisher data.