REWORLD MEDIA

Press release - 20/11/2024 - 5:45 pm

Nine months ended 30 September 2024

Consolidated revenue stable for the first 9 months of 2024 (-1.6%)

Cumulative 9 months

In M€	**30/09/2024**	30/09/2023	Change (M€)	Change (%)
BtoC	169.9	182.3	12.4	-6.8%
BtoB	219.6	213.3	6.3	+3.0%
Total	**389.5**	**395.6**	**(6.1)**	**-1.6%**

Q3

In M€	**Q3 2024**	Q3 2023	Change (M€)	Change (%)
BtoC	55.7	59.6	(3.9)	-6.5%
BtoB	69.7	69.6	0.1	+0.1%
Total	125.4	129.2	**(3.8)**	+3.0%

The **Reworld Media** Group (ALREW), France's leading thematic media publisher and leader in adtech in Europe, has announced **consolidated revenue** of **€389.5M** for the first 9 months of the 2024 financial year, down slightly by -1.6% compared with the same period in 2023. Revenues from international activities accounted for 34% of total revenue, reflecting the group's European roots. The **BtoB division** saw **record performance**, with sales up **+3.0%** to **€219.6M**, thanks to the **continued growth of its digital activities**. The **BtoC division** recorded sales of **€169.9M**, **down by a controlled** 6.8%, impacted mainly by the decline in sales of its magazine business in a consumer environment that remains constrained.

In the 3rd quarter, consolidated revenue fell slightly (-3.0%, -€3.8M), reflecting **stability in the B2B division** (+0.1%) and a limited decline in the B2C division (-6.5%). Against a **backdrop of intense sports-related news** (Euro 2024, Paris 2024 Olympic Games), which is not very favourable for thematic media, Reworld Media has maintained **solid performance** driven by the diversification of its digital activities into **new performance-based levers** and **social networks**.

With a portfolio of more than **80 proprietary brands** and **innovative offerings** covering a broad spectrum of the communications market, Reworld Media **is maintaining its strategic course** and continuing to invest in the **most promising content, formats** and **monetisation levers**. The group reaffirms its confidence in its ability to generate sustainable growth, both in France and internationally.

BtoC division: strategy maintained to face market challenges

The **BtoC** division recorded sales of **€169.9M** for the first 9 months of 2024, down **-6.8%** (-€12.4M) in the same period in 2023. After falling by -6.9% (-€8.5M) in the first half, the decline slowed slightly in the third quarter (-6.5%; -€3.9m).

Subscription offers (45% of BtoC sales) have fallen by -7.7% since the start of the year. However, the decline eased in the third quarter (-4.1% vs. -9.4% in the first half). The group continues to capitalise on a portfolio of **1.6 million** paid **subscriptions**, with the **average spend** up **+2.1%,** to €5.44. **Pay-per-use sales** (55% of BtoC sales) have fallen by -6.6% since the start of the year, including a more pronounced fall in the third quarter (-7.8%) than in the first half (-6.0%).

As France's **leading magazine publisher**, the group is facing market challenges by pursuing a strategy of **targeted price increases** and **diversification of its revenue sources**. This strategy is designed to offset the decrease in sales volumes, while maintaining the competitiveness and profitability of the BtoC division.

The third quarter was also marked by a number of initiatives aimed at enriching and diversifying the BtoC offering, under the umbrella of **strong brands** that are **benchmarks** in their **thematic universe** and genuine guarantors for their communities of reader-consumers. In July, the group launched **Mon Petit Science & Vie Histoire**, a history magazine for young children. Building on the success of their first issues, **New Romance Magazine**, the leading magazine dedicated to this best-selling literary genre, and **Icon**, the new high-end men's magazine, have returned to newsstands with a second issue, confirming their relevance in an already diversified portfolio.

BtoB division: continued development and diversification of digital activities

The BtoB division recorded **sales** of **€219.6M** in the first 9 months of 2024, up +**3.0%** (+€6.3 M) in the same period in 2023. Following the growth of +4.3% in the first half (+€6.2M), the BtoB division saw stable sales in the third quarter (+0.1%; +€0.1M).

Digital activities, which account for almost 90% of the division's revenues, showed steady growth since the start of the year. **Performance-based offers** continued to grow in the third quarter, sustained by the expansion of **new levers** such as influence marketing, content to commerce and retail media, which are confirming their strategic role. In addition, **branding offers** continue to be very popular on **social networks**. As in the second quarter, these results were achieved against an advertising backdrop that was not very favourable to thematic media, with a concentration of investment around major sporting events (Euro 2024, Paris 2024 Olympics).

Every month, Reworld Media brands attract **37.0 million French people**[1], **30.9 million unique visitors**[2] and **81.8 million followers**[3] on social networks. This leadership, combined with a diversified portfolio of offerings, fuels the potential of growth of the BtoB division. **Social networks** and **new performance levers** are **essential drivers** for the BtoB division's medium and long-term **growth**.

Note: this press release presents unaudited consolidated revenue figures, which have been drawn up as per French regulations governing consolidated financial statements. Agenda: publication of revenue figures and annual results for 2024 on 26 March 2025.

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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 uses and 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, Marmiton, Gourmand, Top Santé, Doctissimo, 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.
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[1] ACPM, One Next Global 2024 1st half, 15 years +
[2] Médiamétrie//Netratings, Global Internet audience in France, september2024, monthly unique hits.
[3] Total number of unique subscribers to Meta, Instagram, X, Pinterest, TikTok, YouTube, Snapchat, and Twitch platforms.