

Q1, ended 31 March 2025

## Consolidated revenue of €122.5M in Q1 2025

Performance under control in a wait-and-see market environment

Further diversification of offerings, sustained growth on social media

In €M	Q1 2025	Q1 2024	Change (€M)	Change (%)
BtoB	70.7	74.3	(3.6)	-4.8%
BtoC	51.8	54.9	(3.1)	-5.6%
<b>Total</b>	<b>122.5</b>	<b>129.2</b>	<b>(6.7)</b>	<b>-5.2%</b>

Reworld Media (ALREW), France's leading thematic media publisher and a leader in adtech in Europe, recorded **consolidated revenue** of **€122.5M** in Q1 2025, **down 5.2%** compared with Q1 2024. In a **sluggish advertising environment** marked by weak economic growth and persistent geopolitical uncertainties, Reworld Media posted a **solid performance**, driven by the **strength of its audiences**, the **diversity of its formats** and the **momentum of its digital levers**, particularly on **social media** and **performance**. The Group generates **37% of its business internationally**, reflecting its growing European footprint.

The **BtoB division** posted revenue of **€70.7M**, **down 4.8%**, mainly due to the decline in **premium offerings**, while **social media** continued its strong momentum with **double-digit growth**. The **BtoC division** posted revenue of **€51.8M**, down slightly by **5.6%**, in a still challenging consumer environment, with **subscription services holding up well** and **editorial initiatives** continuing.

With a **portfolio of more than 80 proprietary brands** and offerings covering **the entire communication cycle**, Reworld Media is maintaining its **strategic course** and confidently pursuing its **targeted deployment** of the **most promising content, formats** and monetisation **levers** in France and internationally.

BtoB division: contained decline, continued momentum on social media

**Revenue** for the BtoB division amounted to **€70.7M** in Q1 2025, down 4.8% (-€3.6M) compared to Q1 2024.

Over the quarter, nearly 20% of the decline in revenue (-€0.7M) was related to the **discontinuation** or **disposal** of non-strategic digital activities (Try & Review, Singapore, Nov-2024). At the same time, the **streamlining in the exchange of goods** accounted for 47% of the decline (-€1.7M), with no impact on the division's margin. Excluding these two items, revenue for the BtoB division declined by only **1.7%** (-€1.2M) **on a like-for-like basis**.

**Digital activities**, which account for **nearly 90%** of the division's revenue, saw a **stabilisation in performance-based offerings**, which are more resilient, and a **moderate decline in premium offerings**. Against this backdrop, **social media** confirmed its role as a **strategic growth driver**: whether in influence marketing (performance) or media campaigns (premium), it was **the most dynamic lever** over the quarter, with **growth rates still above 20%**.

The Group continues to benefit from a **large digital audience**, with **32.8 million unique visitors<sup>1</sup>** per month in Q1 2025 (+4.2% year-on-year) and **more than 80 million followers<sup>2</sup>** on social media. This growth is driven by **sustained production of native content** and format diversification. Reworld Media is the **third-largest media group on the internet** and the **leading social media group** in France.

<sup>1</sup> Médiamétrie Médiamétrie//Netratings, Global Internet Audience in France, average for Q1 2025.

<sup>2</sup> Total number of unique subscribers to Meta, Instagram, X, Pinterest, TikTok, YouTube, Snapchat, and Twitch platforms.

The **power of these audiences**, combined with a **diversified portfolio of offerings** covering a broad spectrum of the communications market, **fuels the development potential of the BtoB division**.

The quarter was marked by several **initiatives** that enriched the BtoB offering: the launch of **LA DALLE !**, a consulting agency specialising in the food sector, strengthening the vertical 'Food' offering; the creation of the cultural event '**Classiquicime**' in Megève, supported by the Diapason brand in partnership with **Hopscotch Groupe**, showcasing the Group's expertise in event activation, and the creation of a new automotive section dedicated to female drivers on **Aufeminin.com**, offering advertisers a unique editorial environment.

### BtoC division: improving trend, pricing and innovation strategy maintained

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Revenue for the **BtoC** division amounted to **€51.8M** in Q1 2025, **down 5.6%** (-€3.1M) compared with Q1 2024.

In a **consumer environment that remained tense** despite the slowdown in inflation, **pay-per-view sales** (54% of BtoC revenue) fell by 7.5%, in line with market trends. **Subscription-based offerings** (46% of BtoC revenue) proved resilient, with a limited decline of -3.3%, supported by customer loyalty initiatives launched in 2024. In France, the Group has **1.5 million paid subscriptions**, 20% of which are from diversified offerings (TV, services). The **average basket per subscription rose by 4.1%** to €5.59.

**As France's leading publisher of consumer content**, the Group is pursuing a strategy combining **targeted price adjustments** and **revenue diversification**, aimed at partially offsetting the decline in volumes while maintaining its competitiveness and profitability. **International** development is also continuing, driven by the growing influence of its Grazia and ICON brands.

The quarter saw a number of editorial **initiatives**. These included the launch of new international editions of **ICON** magazine in the **United States** and **Serbia**, the arrival on newsstands of the new biannual format of **Grazia**, the revamping of **Science & Vie Découvertes** with engaging content tailored to 7-10 year olds, the return of the iconic programme 'V6' on **Auto Plus TV**, and the launch of new podcasts such as 'La Boîte à rêves' by **Psychologies** and 'L'Update' by **Les Numériques**. These initiatives are part of the Group's strategy, which **capitalises on the strength of its brands** to offer content and services that meet the expectations of its audiences.

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

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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 more than 80 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.). It also integrates its own technological performance platform, in particular as a *marketing partner* with 180,000 affiliated sites worldwide. Founded in 2012, Reworld Media posted annual revenues of €534,7m in 2024, operates in 11 countries and has 1,356 employees. Euronext Growth Paris - ALREW - ISIN code: FR0010820274 - [www.reworldmedia.com](http://www.reworldmedia.com)

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