

Reworld Media, the first media group to introduce a cryptocurrency payment option in France

Reworld Media (ALREW) today announces the introduction of an option to pay in cryptocurrency on its digital platforms. Customers will soon be able to pay for their purchases of media content and services in cryptocurrency using the Lyzi tech solution. In keeping with its innovation mindset and pioneering role in the media market, the Group is addressing a fast-growing community of active crypto consumers while enhancing the customer payment experience.

Innovation driven by technological developments in payment methods and new Web3 use cases

Against a backdrop of exponential growth in cryptocurrencies, with 13% of consumers having used or held crypto assets in France in 2024¹, Reworld Media is blazing the trail among the 36 million² consumers addressed by its media, representing two-thirds of the French population.

The Group is surfing the Web3 wave and leveraging blockchain technology by offering customers an innovative new payment experience. The content and services marketed by its 80+ media brands (via paywalls, Kiosquemag.com, SVOD platforms, etc.) will soon be available for payment with digital assets such as Bitcoin and Ethereum through a tech solution developed by Lyzi.

“Introducing a cryptocurrency payment solution is a strategic move for our media, a development totally in keeping with Reworld Media’s mission to support consumers in the digitisation of their consumption habits and methods.

The Group is actively contributing to the ramp-up of blockchain payments, while innovation and technology remain firmly anchored in its business model.” **Germain Perinet, Director of BtoC Operations**

¹ Banque de France, ACPR – 2024

² ACPM - OneNext Global 2025 S1 Brand 30J

Introduction of a benchmark cryptocurrency payment solution

Founded in 2022, Lyzi is a French fintech specialising in cryptocurrency payment. Its solution is used today at over 600,000 points of sale in France and by a wide range of service companies. Significant partners include Printemps luxury department store chain and Binance international cryptocurrency exchange.

Lyzi is a seamless, secure and compliant solution (KYC/AML-screened in accordance with the European MiCA Regulation) that accepts over 80 crypto assets, including BTC, ETH, USDC and POL, and supports over 500 wallets (Binance Pay, Metamask, etc.).

The addition of this payment solution is fully in keeping with Reworld Media's mindset and ambitions, leveraging structural trends in Web3 to fuel growth and customer loyalty.

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
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