

## UNIFY GROUP BECOMES THE UNIFYING STRUCTURE OF THE GROUP'S TECHNOLOGY, MEDIA, EVENTS AND TRAINING ACTIVITIES

Through Unify Group (formerly Reworld Media SA) <sup>(1)</sup>, the Group is affirming its conviction that transformations in user behaviour call for models able to connect content, technologies, knowledge and experience. By combining recognised expertise in technology, media, events and training, the Group is developing an ecosystem designed to create new value and growth drivers in the era of artificial intelligence and conversational uses.

### UNIFY GROUP | INFORMING. TRAINING. MEETING.

Unify Group is organised into **four complementary business activities**: Reworld Media (media), Ed'Learn (training), Event Flow (events) and Nyorda Group (formerly Tradedoubler - technology and digital marketing).

#### Four activities, one integrated group dynamic

**Reworld Media INFORMS** and brings together audiences through more than 80 media brands covering all major everyday interests.

As number-one thematic media group in France and number-two Open Web media group with 33.4 million unique monthly visitors <sup>(2)</sup>, from LLMs to social networks, Reworld Media boasts unique editorial power driven by nearly 89 million subscribers in the social networks and 3.5 billion monthly views <sup>(3)</sup> of its video content. The Group is one of the **leading content producers in France**.

Reworld Media is already the **most consulted media group by LLMs in France** <sup>(4)</sup>, with more than 12 million daily crawls of its content by AI agents, and has also built a dominant position in new conversational environments. The Group's aim is to make generative engine optimisation (GEO) a new source of strategic growth, as it has done in the social media sector, which in a few years has become a major driver of development.

**Ed'Learn TRAINS** and supports talent through a training network covering three complementary segments of the market. With the acceleration of technological change and the emergence of artificial intelligence, the need for training, retraining and skills adaptation is growing. Convinced that **education and training are vital to competitiveness, employability and organisational transformation**, Unify Group has positioned Ed'Learn as a **key pillar of its development model**.

At the nexus of content, brands and communities, **Event Flow** creates live experiences in which the ecosystems, ideas and opportunities of tomorrow **MEET**. It organises trade shows, events and relational platforms that initiate conversations, connections and new perspectives between brands, talents and their audiences.

**NYORDA Group** <sup>(4)</sup> brings together a portfolio of digital performance companies designed to help brands grow through technology, data and new digital marketing channels. The group comprises **Tradedoubler**,

a firmly established affiliate network; **Metapic**, a performance-based influencer marketing platform; **Appiness**, a specialist in mobile acquisition and user engagement; **Retail Bridge Media**, a retail media platform; and **EmnaAI**, a GEO platform that helps brands to maximise their visibility in AI-based conversational ecosystems.

### **From uses to performance models, Unify Group is developing its growth drivers**

The Group is stepping up its investments in AI and conversational technology environments and in new visibility and performance models.

With information quality, content reliability and trust becoming key issues, Unify Group is harnessing the strength of its brands, expertise and communities to create lasting value.

The new organisational structure aims to strengthen synergies between its four activities – technology, media, training and events – with a view to supporting the transformation of uses and at the same time contributing to the **production and dissemination of reference contents, knowledges and experiences, creating value for audiences.**

*“With Unify Group, we are creating an ecosystem in which expertise is strengthened, uses are converging, and **value is built in a more integrated, agile and efficient way.** Through the solidity and complementary fit of our business activities, we are able to anticipate AI-driven transformations and respond to a growing requirement: **produce, transmit and promote reference contents, knowledges and experiences.**” - Gautier Normand, Chief Executive Officer of Unify Group.*

<sup>(1)</sup> The change of company name from Reworld Media SA to Unify Group will be submitted to the approval of shareholders at the Annual General Meeting of 8 June 2026.

<sup>(2)</sup> Médiamétrie – MNR, average January-March 2026.

<sup>(3)</sup> Publisher data in number of subscribers, December 2025, not deducted from the FB, Insta, X, Pinterest, TikTok, YT, Snapchat and Twitch platforms.

<sup>(4)</sup> The proposed change of name of the company from Tradedoubler AB to Nyorda AB will be submitted to the approval of shareholders at the Annual General Meeting to be held on 5 June 2026.

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