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UNIFY GROUP ACCELERATES THE DEVELOPMENT OF ITS EVENTS BUSINESS WITH THE SIGNING OF A CONDITIONAL AGREEMENT TO ACQUIRE SPAS ORGANISATION

– Generating annual revenue of nearly €9 million –

UNIFY Group (Euronext Growth Paris – ISIN: FR0010820274 – Ticker: ALUNI), an international diversified group structured around four complementary businesses in media, education, events and marketing technologies, continues to pursue its external growth strategy with the signing of a conditional agreement to acquire SPAS Organisation, France's leading organizer of consumer and business exhibitions dedicated to organic products, natural health, well-being and lifestyle. Completion of the transaction remains subject to the approval of SPAS Organisation's bank debt restructuring agreement.

Generating annual revenue of nearly €9 million, SPAS Organisation would strengthen **Event Flow**, UNIFY Group's events division.

The proposed acquisition is fully aligned with UNIFY Group's development strategy, now focused on four complementary businesses: **Reworld Media** (Media), **Ed'Learn** (Training), **Event Flow** (Events) and **Nyorda Group** (Technology and Digital Marketing).

SPAS Organisation, France's leading organizer of exhibitions dedicated to organic living, well-being and lifestyle

For **more than twenty years, SPAS Organisation has brought together the leading players in the organic, agriculture, natural health, well-being, sustainable consumption, cosmetics, tourism, hospitality and green growth sectors**. Through its exhibitions, the company fosters dialogue between professionals and the general public while showcasing the innovations shaping evolving consumer lifestyles.

Today, SPAS Organisation represents:

- **20 exhibitions** dedicated to organic living, well-being and lifestyle;
- **150,000 sqm** of exhibition space;
- **250,000 visitors** welcomed each year;
- **5,500 exhibitors.**

Its flagship events include Marjolaine, Naturally, Vivre Autrement, Natexpo, medFEL, Les Thermalies, Bien-être, Zen, Saveurs, together with the Zen & Bio exhibition network, present in several major French cities.

The proposed acquisition would enable UNIFY Group to integrate a recognised company with a portfolio of strong event brands, highly engaged communities and longstanding expertise in organizing both trade and consumer exhibitions.

An acquisition at the heart of the Group's development strategy

Last June, UNIFY Group announced its new organization around four complementary businesses: Reworld Media (INFORM), Ed'Learn (TRAIN), Event Flow (MEET) and Nyorda Group (Technology and digital marketing), with the **ambition of building a model based on the complementarity of its expertise.**

At the intersection of content, brands and communities, Event Flow creates live experiences where ecosystems, ideas and future opportunities come together. Exhibitions, events and networking platforms, foster conversations, connections and new opportunities between brands, talent and their audiences.

Combining media and events: a value creation model

The integration of SPAS Organisation create significant new development opportunities by leveraging synergies with Reworld Media's leading media brands. Health, well-being, beauty, nutrition, home and lifestyle are already strongly represented through flagship media brands including **Doctissimo, Top Santé, aufeminin, Marmiton, Psychologies, Biba, Maison & Travaux and Le Journal de la Maison.**

By combining the strength of these brands, their audiences and communities with SPAS Organisation's event management expertise, UNIFY Group aims to increase the visibility of its exhibitions, enrich their editorial programs and develop new ways for visitors, experts and partner brands to engage with one another.

Gautier Normand, Chief Executive Officer of UNIFY Group: *"This acquisition is aligned with UNIFY Group's development trajectory. By completing this transaction, we would strengthen Event Flow with a leading player in the sector while continuing to build a model based on the complementarity of our expertise.* ***Our ability to bring together content, knowledge, technology and live experiences is now our main driver of value creation****.""*

About UNIFY Group - "Connecting Content, Technology, Knowledge and Experiences"

UNIFY Group is an international diversified group focused on information, education and creating connections between businesses, brands and audiences. A pioneer in the technological transformation of the media industry since 2012, the Group is structured around four complementary business activities designed for the age of artificial intelligence: Reworld Media (Media), Ed'Learn (Education), Event Flow (Events), and Nyorda Group (Technology & Digital Marketing).

In 2025, UNIFY Group generated €529 million in revenue, operates in 11 countries (with 37% of revenue generated internationally) and employs 1,219 people.

The Group is listed on Euronext Growth Paris : FR0010820274 – ALUNI.

Contacts :

investisseurs@reworldmedia.com

Séverine Templet, Directrice de la communication | Reworld Media

stemplet@reworldmedia.com | +33 (0)6 50 46 37 31

Ségolène de Saint Martin, Founder | agency PCE | sdestmartin@p-c-e.fr | +33 (0)6 16 40 90 73

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