Weborama: 18% organic growth*
in the 1ˢᵗ half of 2016

Consolidated revenue for Weborama in the 1st six months of 2016 stood at €13,571 K, **an increase of 13.5%** on the figure of €11,957 K, recorded for the same period in 2015**. The group's organic growth increased by 18%**, *after neutralising the effect of the depreciation of the Rouble over the period.

This increase in growth is significant in France with regard to "Data Strategy" activities. International activities also increased notably, accounting for 67% of the group's total revenues (as compared to 68% in the first half of 2015).

Directly and indirectly - via its media agency partners -, both in France and on the international front, Weborama is winning over the trust of such companies as Heinz, Heineken, Quiksilver, Red Bull, Barilla, Johnson & Johnson, Bayer, Kaufmann & Broad,..

"We note a promising development in the maturity of economic stakeholders when it comes to data-driven marketing, a rise in DMP (data management platform) tenders and acknowledgement of our 3rd party database as an excellent lever for increasing acceleration and reach", claims Alain Levy, CEO of Weborama.

The 1ˢᵗ half of 2016 confirms the ongoing dynamic of 2015 with the growth in Weborama's revenue. Business activity was strongly affected as the group's 100% data offer dovetailed with the growing market of companies crossing over to a "data strategy".

In the course of these six months, Weborama has continued to invest in technology, allowing it to:

- further boost the security of its clients' data throughout Europe,
- fine-tune functionalities, improve its DMP interface (UI) and user experience (UX),
- continue developing its "cross device" solutions.

Weborama has also further improved the interconnectivity of its technologies - especially with regard to its DMP - within the global programmatic ecosystem, setting up agreements with new partners such as Videology – world leader in the field of TV and video advertising convergence and LiveRamp – world leader for CRM onboarding.

Weborama is a leading European Data Science company, focused on customer knowledge and data management technologies. We support companies striving to innovate and optimise their marketing strategy (data strategy) and to increase the relevance and effectiveness of their communication (data advertising). Weborama provides the tools and methodologies for organising, adding value and developing data assets in order to implement the best operational, innovative and varied scenarios.

Weborama offers a number of proprietary technologies - particularly a Data Management Platform (DMP) - and the largest independent behavioural database in Europe (500 million profiles, including 100 million within France). Our solutions are based on an exclusive Data Science, which combines Natural Language Processing and Machine Learning to bring together and organise lexical data in the Big Data environment. Qualification of the content obtained provides unique insights and the use of the resulting user profiles proves to be a powerful performance lever for our clients.

We empower our clients by encouraging them to take ownership of the performance vectors provided by our technologies and algorithms. We help them to secure their data and ensure strict respect for the right to privacy.

Listed on Alternext in Paris, Weborama operates in some thirty countries out of eight offices - Paris, London, Madrid, Moscow, Milan, Mexico, Amsterdam and Lisbon - supported by a team of 220 people. As a research organization certified in France, Weborama is also a member of the BPI France Excellence Club, from which it received the "Innovative Business" label.

For further information: www.weborama.com

Press contact: Frédéric Olivennes – +33 (0)1 53 19 20 92 - folivennes@weborama.com