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## WEBORAMA: ANNUAL RESULTS 2014

According to Alain Levy, CEO of **Weborama**: "The Group continued with the transformation that it began in 2012. In geographical terms, the share of international business continued to increase and now accounts for 69% of overall business. This year will see the start of operations in the Latam region (with WCM). Russia continued to grow in local currency but the rouble fell sharply, particularly in the last quarter. The new product range is now available and 2014 was the final year for the ad-network. Data revenue has picked up the slack, driven both by the use of data in connection with programmatic purchasing and by the roll-out of the first full Data Management Platforms (DMP). The extent of Data innovation (encompassing technology, architecture, science and databases) is reflected in increased investment.

As we announced a year ago, the shift is complete and **Weborama** is now purely a data company.

(IN THOUSANDS OF EUROS)	2014	2013	CHANGE
<b>Consolidated revenue</b>	<b>23,925</b>	<b>25,834</b>	-7%
<b>Operating results</b>	<b>1,038</b>	<b>1,621</b>	-36%
Operating margin	4.3 %	6.3%	
Equity	17,190	17,434	
Minority shareholders' interests	745	476	
Cash flow	6,838	6,160	
Financial debt	5,002	3,786	

**Weborama's** consolidated revenue for 2014 stood at **€23,925 K**, down 7% on the **€25,834 K** recorded for the same period in 2013. In terms of organic growth, that is to say, excluding the depreciation of the rouble over the period and on a like-for-like basis, the decrease was 3%.

Consolidated operating margin was **€1,038 K (down 36%)**.

Progress continues to be made in international growth: consolidated international turnover for the Group reached €16,508 K in 2014, compared with €15,759 K in 2013, and accounting for **69% of revenue in 2014 versus 61% in 2013**. With the exception of France, positive business growth was seen in all countries.

The operating margin stood at **4.3%, compared with 6.3% in 2013**. Had the rouble remained steady, the operating margin would have been 6%.

Profitability was also impacted by the loss of the Media revenue stream in France, which has not yet been fully offset by the increase in Data revenue. This transfer has resulted in a short-term drop in business but has not been fully reflected in staff numbers, affecting profitability. The international growth recorded went hand-in-hand with an increase in specialist data staff, which reduced the impact of technology leverage.

Net margin (for consolidated companies) went from **6% in 2013 to 5% in 2014**.

Net income from these companies was €1,215 K, compared with €1,439 K in 2013.

The Group increased its investment in technology by 20% during 2014. As a result, €3.1 million was invested in the platform, big data architecture and data science. These investments are contributing to the increase in the growth of the Data business, which now accounts for around a third of overall business, compared with less than 5% three years ago.

These investments were self-financed, as operating cash-flow had reached €3.5 million. The Group secured an innovation loan for €1.5 million from French public investment bank BPI to finance its forthcoming data projects.



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#### WEBORAMA: FROM DATA TO VALUE

Weborama has been innovating in the Data field since 1998. Using NLP (Natural Language Processing) and semantic analysis, the company builds taxonomies, profile databases and technological tools that make it possible to better manage digital content and thereby optimize digital marketing campaigns.

With 440 million profiles, and operating in 10 European countries, **Weborama** is the leading European data company.

**Weborama** has been listed on Alternext since June 2006 (ALWEB). Its revenues reached €23.9 million in 2014.

[www.weborama.com](http://www.weborama.com)