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## **WEBORAMA: CONSOLIDATED TURNOVER FOR THE SECOND QUARTER OF 2014 STANDS AT € 6,274 K**

**The consolidated turnover for Weborama in the 2<sup>nd</sup> quarter of 2014 amounts to € 6,274 K, as against € 6,713 K for the same period in 2013, or a drop of 7%. Organic growth, at constant scope and after taking into account the depreciation of the Ruble over this period, represents a variation of -3%.**

**For the entire first six-month period, consolidated turnover stands at € 11,511 K against € 12,815 K in 2013, for -10% in consolidated growth and -6% in organic growth.**

In the last quarter, **international business** accounted for **69%** of the group's total turnover.

In France, the company focused on migrating clients to Weborama Campaign Manager (WCM), its new cross-channel, ad serving and tracking solution. PMU is the first major reference totally operational on WCM. **Weborama** also met with great success in its data offering for publishers through a number of new partnerships with CCM Benchmark, Sports Local Media and Mensquare.

**Weborama** grew its "publishers" division in Russia as well where it began collaborating with a number of major sites such as Woman.ru (15 million unique monthly users) and Passion.ru (8 million unique users). At the same time, the Russian subsidiary advanced in the field of programmatic buying, particularly in cooperation with Amnet (Dentsu Aegis) for brands like Adidas, Reebok and Aeroflot. In other notable developments in the region, **Weborama** is now the "preferred partner" for Samsung, not only in Russia, but also in Kazakhstan and Belarus.

In southern Europe, **Weborama** launched a data driven marketing partnership with Compass (Mediobanca Group) in Italy. The profile database in Spain now stands at some 57 million profiles and is regularly used by agency trading desks (Affiperf, AOD). Meantime, an initial targeted pan-European programmatic campaign has been operated for the Canary Islands Tourist Office and a local partnership was formed with Accenture with a view to jointly exploring the tourism sector.



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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 continue to increase, reaching 25.8 million euros in 2013.

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