

# PRESS RELEASE 1ST OCTOBER 2015

---

**FINANCE CONTACT:** DANIEL SFEZ TEL.: +33 (0)1 53 19 21 40 - EMAIL: DANIEL@WEBORAMA.COM  
**CORPORATE CONTACT:** ALAIN LEVY TEL.: +33 (0)1 53 19 21 40 - EMAIL: ALAIN@WEBORAMA.COM

## WEBORAMA: FIRST HALF RESULTS 2015

**The consolidated revenue** for the **Weborama** group for the first six months of 2015 stood at **€11,975 K, an increase of 4%** on the figure of €11,513 K recorded for the same period in 2014. **At a constant rouble rate, the increase was +12%.**

International business activity was stable, representing 69% of all Group sales over the full first half-year.

**The consolidated operating result stood -€148 K,** compared with €429 K for the same period in 2014.

**An operating margin of -1.2% was recorded,** compared with 3.7% for the first half of 2014.

This fall in operating profitability can be explained, in part, by the fall in the rouble, which impacted the accounts of our Russian subsidiary. **At a constant rouble rate, operating income was €116 K.**

The Group has continued to strengthen its R&D teams (+20%), to pursue its strategy of data innovation. The opportunity to maintain its leadership in this fast growing data market induces an intensification of investments into DMP technologies.

Net result from consolidated companies stood at €238 K versus €506 K. With a constant rouble rate, net result from consolidated companies was almost stable at €464 K as compared to €506 K. Intensified investments in R&D has a positive effect on the group's corporate tax rate.

**Cash and cash equivalents stood at €6.1 million at 30 June** and medium to long-term debt was €5.1 million.

**Investment totalled €1,794 K,** an increase of 13% on the previous year. Weborama stepped up its investment in data technologies (data management platform, data science, big data infrastructure). Operating cash flow is €1,282 K, compared to €1,584 K for 2014.

The recently won major contracts in the field of data management (La Redoute, La Poste, etc.) validate the Group's strategy. The Company will pursue its investments into technology and innovation in order to achieve its goal: becoming the leading European data company.



---

### 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 to help improve the management of digital content and thereby optimize digital marketing campaigns.

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

**Weborama** has been listed on Alternext since June 2006 (ALWEB). Its revenues continue to increase, reaching €23.9 million in 2014.