

WEBORAMA GAINS MOMENTUM WITH 17.5% ORGANIC GROWTH IN 2015

Weborama's annual consolidated turnover in 2015 came to €26.183M as compared to €23.924M in 2014, that is a consolidated growth of 9.4%. The group's organic growth increased by 17.5% in 2015, after neutralizing the effect of the depreciation of the ruble over the period.

In the second half of 2015, acceleration was particularly strong with a consolidated turnover growth of 14.6% and organic growth (excluding the effect of the ruble's depreciation) of 22%.

Of particular note, Weborama is now working with La Poste Group, Les Echos Group, AXA, La Redoute, Le Monde Group, Orange, Le Bon Coin in France; RAI, Mercedes, Lactalis, Toyota in Italy; Lego in the Netherlands, Scout24 in Germany; Avito, Unilever, Mac Donald's, Disney, Henkel, Ford, Nestlé in Russia; Bankia, Nissan in Spain, and Nextel in Mexico.

Fully attuned to the expectations of companies in terms of data strategies (DMP, data science, strategic advice), and in competition with major American players in the field, Weborama continues to assert itself as the leading French "data company" in Europe amidst a fast-growing market.

International influence stabilized in 2015 at 68% (compared to 61% in 2013 and 69% in 2014). In particular, Russia continued its strong growth in local currency.

Data advertising activities (adserving + analytics) are strong, with excellent growth in Russia and Italy, as well as in Latin America.

Above all, the year 2015 stands out particularly for its substantial growth in data strategy activities (DMP + data science); the exclusive Weborama offer constructed several years ago has found its market.

Alain Levy, President of Weborama:

"Nowadays, business executives are fully aware of the emergence of "data goodwill", which places data amongst the assets essential to developing their strategy.

As this market takes off, Weborama's position, its teams' consulting expertise and its powerful technologies, especially its DMP, offer excellent prospects. Thanks to its exclusive 500 million qualified profiles database, Weborama can rapidly implement a global data strategy.

The challenge is as much technological as it is human or managerial, and each company has to build its own strategy in a unique way, using technology to support its vision. Weborama gives priority to empowering its clients by passing on its expertise and the command of its technologies.

An ambitious and sustainable data strategy can radically transform marketing through customer-knowledge, making it possible to handle any disruption and helping organizations to grow, leading to excellent returns on investment. Ethical guarantees, as with any scientific innovation, must be subject to rules and fully regulated internal processes.

Listed in Paris on Alternext (Alweb), operating in some thirty countries out of seven offices - Paris, Moscow, Miami, Amsterdam, Madrid, Milan, Lisbon - with a team of 220 employees, **Weborama is a leading European data company**, that supports global strategies of companies across every economic sector with the aim of placing data marketing at the epicenter of their activity.

Weborama mainly addresses two markets

1/ Weborama is the European leader in data advertising and is now developing its activities in Latin America. The group supports advertisers and their media agencies in developing and implementing intelligent digital advertising campaigns with a view to optimizing targeting and ROI in a continuous and sustainable way. Weborama assists media publishers (TV, Radio, Print) in qualifying and developing their digital audiences, thus meeting advertiser demand and modernizing their own CRM to expand their audiences and revenue. Its main competitors are DoubleClick (Google), Atlas (Facebook), Sizmek (USA) and Adform (Sweden).

2/ Weborama, in partnership with companies committed to a global data strategy, such as AXA, La Redoute, Les Echos Group and La Poste Group. This market, in which Weborama is a pioneer, is currently taking off. Weborama helps companies manage their marketing globally through data. The challenges lie in the knowledge of client behavior and expectations, and more generally, with regard to market developments and competitive risks. Weborama's approach favors the horizontal "decompartmentalization" of business operations and an open attitude towards new business. The data process continuously and sustainably increases a business' customer knowledge and winning performances, and hence their value (data goodwill). Weborama's competitors are Oracle, Adobe, Google and Krux (USA).

Weborama provides its customers with

- **an expert data team with over 15 years' experience** - linguists, analysts, data scientists, engineers...- who provide strategic advice and human support to companies launching data strategies so as to empower our customer's teams with our data expertise while teaching them to master data thanks to technological tools and interfaces,
- **a platform of exclusive technologies** dedicated to strategy: WAM (DMP, data management platform), WCM (adserving) and WAI (analytics).
- **an exclusive data set of 500 million qualified profiles** (third party) active in 10 countries, that enables immediate implementation of winning business strategies through data.
- **knowledge of the ethical and governance regulations** that any company engaged in a global data strategy must adopt.

Weborama was named an "Innovative Business" by BPI and has the highest Banque de France rating E3++.

www.weborama.com