



Growth of the operating profit in the first half of 2016

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In the first half of 2016, the Weborama Group's consolidated operating profit totalled €93 K, compared to €-148 K recorded for the same period in 2015. At constant exchange rates, the group's operating profit totalled €+191 K in the first half.

An operating margin of +0.7% was recorded, compared with -1.2% for the first half of 2015.

This result follows a 13.5% increase in the group's consolidated revenue in the first half of 2016; organic growth settled at +18% after neutralising the effect of the depreciation of the Rouble.

In the first half, net profit from consolidated companies was €+555 K, against €+238 K last year. At constant exchange rates, net profit from consolidated companies totalled €+635 K.

On June 30 2016, cash and cash equivalents stood at €+6.6 M and medium/long-term debt at €6 M.

In the first half, the group's 100% data offer continued to meet the growing market of companies crossing over to a data strategy. As a reminder, either directly or via its media agency partners, both internationally as well as in France, Weborama has won a number of new clients that include Covea, Heinz, Heineken, Quiksilver, Red Bull, Barilla, Johnson & Johnson, Bayer, Kaufmann & Broad and more.

Consequently, Weborama has forged ahead with its R&D investment policy in response to the expectations of a favourably developing market: innovation expenditure totalled €2,013 K, an 8% increase compared to the first half of 2015. Scaling-up R&D investments has had a positive effect on the group's corporation tax rate.

The company's main priorities have been the international expansion of its database and Big Data infrastructures, data security, enhancing the features of its DMP and developing cross-device solutions.



Weborama offers companies the technologies that are required to develop their data-driven business models. A large number of brands use our solutions to support their digital transformation (data strategy) and to streamline their digital communications (data advertising). Our clients leverage the Weborama proprietary marketing technology stack, including a leading data management platform (DMP), and access the most extensive independent behavioural database in Europe - 500 million profiles, 100 million of which in France. The database relies on an exclusive behavioural qualification engine based on advanced Data Science combining Natural Language Processing and Machine Learning.

Committed to preserving sovereignty for companies in the digital economy, we empower them with full ownership of the performance drivers obtained by our technologies and algorithms, help them to secure their data and ensure strict respect of 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

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