



Operating income on the rise in the first half of 2017

Press release, Paris, 28 September 2017

In the first half of 2017, the Weborama Group's consolidated operating income totalled €754 K, compared to €93 K recorded for the same period in 2016.

An operating margin of +5 % was recorded, compared with +0.7 % for the first half of 2016.

The increase in operating margin results from a rise in the group's consolidated revenue of 10.7% in the first half of 2017 and a favourable business mix related to the development of data strategy, particularly on the international front.

In the first six months, net profit from consolidated companies was €+1,151 K against €+555 K last year.

Income from this activity increased greatly thanks to a rise in net profit and improvement in the working capital. At the same time, the group reimbursed debt and continued with its investment strategy. These investments represented 17% of turnover in the first half of 2017, a steep rise in comparison with previous half-years. Innovation expenditures represented €2,732 K, or an increase of 35% over the first half of 2016. Scaling-up R&D investments has had a positive effect on the group's corporation tax rate.

On 30 June 2017, cash and cash equivalents stood at €+5.2 M and medium/long-term debt €5.1 M.

Marketing trends towards "consumer centricity" are stepping up with customer insight as the focus. This is also at the core of Weborama's business. During the first six months, companies as varied as EDF, MAIF, Pernod Ricard, Medela, Endesa, Findus, Yeppon and Moschino chose the data solutions offered by Weborama. In the second half of 2017, Weborama signed an important agreement with a leading media/marketing player. Weborama offers its partner access to its semantic suite that aims to provide scientific insight of consumers. This international agreement will especially enable Weborama to grow its presence in the United States.



Weborama is a leading global Data Science company, focused on customer knowledge and data management technologies. We support companies striving to innovate and optimise their marketing strategy (data strategy) and to increase the relevance and effectiveness of their communication (data advertising). Weborama provides tools and methodologies designed to organise, enhance and develop companies' data assets with a view to implementing the best operational, innovative and varied solutions.

Weborama offers a number of proprietary technologies - particularly a Data Management Platform (DMP) - derived from an independent behavioural database (BigSea), currently the largest in the world (900 million profiles, including 100 million within France). Our solutions are based on an exclusive Data Science combining Natural Language Processing and Machine Learning to bring together and organise lexical data in the Big Data environment. Qualification of the content obtained provides unique insights and the use of the resulting user profiles proves to be a powerful performance lever for our clients.

We empower our clients by encouraging them to take ownership of the performance vectors provided by our technologies and algorithms. We help them to secure their data and ensure strict respect of the right to privacy.

Listed on the Alternext stock exchange in Paris, Weborama operates in some thirty countries, supported by a team of 235 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.

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