

## WEBORAMA SUCCEEDS IN FINANCIAL YEAR 2015

**Weborama's consolidated operating result for 2015 stood at €829K compared to €1038K in 2014, or 3.1% of turnover, as opposed to 4.3% in 2014. \*With a stable rouble, the operating margin was 6%.**

**In the second half of the year, the Group's operating result increased by 60% in comparison with the same period in 2014 to stand at €977K, or 6.9% of turnover against 4.9% the previous year.**

**Although profitability was down slightly on the annual budget, it was on the rise over the last six months.**

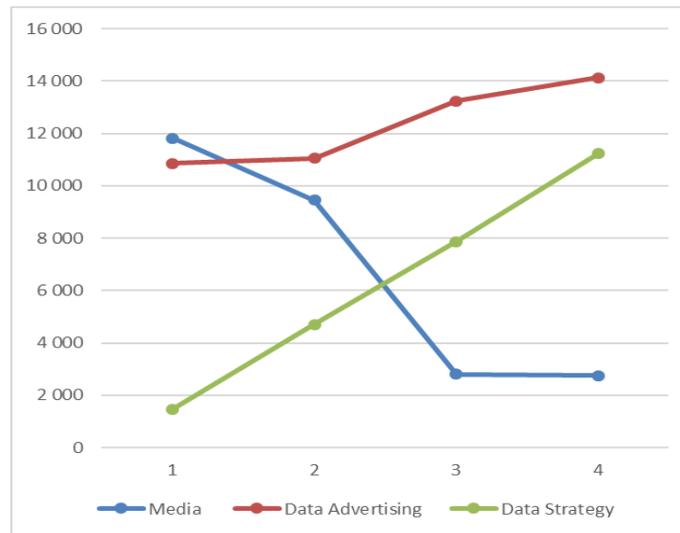
**Weborama continues to grow its business activities, now structured into two main markets - data advertising and data strategy - and enhance the attractiveness of its offers - its database, technologies and areas of expertise. The group continues to invest in technology while recruiting and training talented candidates, both in France and abroad, thereby reducing in the short term impact of the leveraging effect created by Weborama technology on operating margins.**

**Cash flow from operating activities in 2015 came to €4.8M, enabling Weborama to self-finance its investments (€3.6M) and repay €1.1M of its medium-term debt.**

**Weborama stepped up technological investments by 16% in 2015, dedicating €3.6M to its software "stack", to the group's international big data architecture and to data science, especially the development of algorithms and the database.**

**Net result from consolidated companies stood at €1,391K in comparison to €1,215K in 2014, representing a stable net margin of 5.3% compared to 5.1% in 2014.**

(IN THOUSANDS OF EUROS)	2015	2014	Change	2 <sup>nd</sup> half of 2015	2 <sup>nd</sup> half of 2014	Change
<b>Consolidated revenue</b>	<b>26,182</b>	<b>23,925</b>	<b>+9%</b>	<b>14,207</b>	<b>12,409</b>	<b>+14%</b>
<b>Operating income</b>	<b>829</b>	<b>1,038</b>	<b>-20%</b>	<b>977</b>	<b>609</b>	<b>+60%</b>
Operating margin	3.1%	4.3%		6.9%	4.9%	
Equity	17,436	17,190				
Minority shares	224	745				
Cash and cash equivalents	5,863	6,838				
Financial debt	4,351	5,002				



2015 Pro forma Turnover (constant Ruble rate)

For the record, Weborama’s consolidated turnover for the 2015 financial year totalled €26,182K, compared to €23,925K recorded for the same period in 2014, an increase of 9%. The variation stands at +17% in organic growth, after neutralising the effect of the depreciation of the rouble.

In the second half of 2015, the Group’s consolidated revenue totalled €14,207K, compared to €12,409K recorded for the same period in 2014, an increase of 14%. With a stable rouble, growth in the second half of the year rose by +22% when compared to the same period in 2014.

International development continues to grow with consolidated international turnover reaching €17,809K in 2015, against €16,508K in 2014, today representing 68% of total turnover in 2015.



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 of French origin** that supports global strategies of companies across every economic sector with the aim of placing data marketing at the epicentre of their activities.

## ***The Weborama offer***

1/ **an exclusive data set of 500 million qualified profiles** (third party) active in 10 countries, that enables the immediate implementation of winning business strategies through data.

2/ **a platform of exclusive technologies** dedicated to strategy: WAM (DMP, data management platform), WCM (adserving) and WAI (analytics).

3/ **an expert data team with over 15 years of experience** – linguists, analysts, data scientists, engineers... providing strategic advice and human support to companies launching data strategies with a view to empowering our customers' teams with our data expertise while teaching them to master technological tools and interfaces.

4/ **knowledge of the ethical 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 of E3++. Weborama is also an accredited Research and Training Body.

## ***Weborama's two market sectors***

**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 optimising targeting and ROI in a continuous and sustainable way. Weborama assists media publishers (TV, Radio, Print) in qualifying and adding value to their digital audiences, thus meeting advertiser demands. Its main competitors are DoubleClick (Google), Atlas (Facebook), Sizmek (USA) and Adform (Sweden).

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

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