

RENTABILIWEB BECOMES A FINTECH PURE PLAYER, AND SELLS ITS B TO C DIVISION

Brussels, September 24, 2015 at 5:35 p.m.
Regulated information

RENTABILIWEB (ISIN BE0946620946 - Mnemo BIL) focuses on payment industry. The Group announces today the disposal of Arion Entertainment, a holding company that includes all of the division's B to C activities. Now a fintech pure player, Rentabiliweb unveils its new identity: in a few weeks, the name of the Group will become DALENYS.

The birth of DALENYS, a pure player in financial technologies

Since its creation in 2002, payment has been at the centre of the Group's strategy, when no alternative existed on the market for the monetization of e-merchant. Rentabiliweb was amongst the first to bring innovative micro-payment solutions into service.

Over the years, this business has allowed the group to develop considerable expertise in mastering financial, technology and telecom flows.

In 2011, European legislation enabled the Group to become a Payment Institution and to launch Be2bill, its debit card payment solution.

Be2bill is both a PSP (Payment Service Provider) and an acquirer (authorised by the Banque de France and affiliate member of the GIE [EIG - Economic Interest Group] Cartes Bancaires). Its solution is unique and allows merchants both online and at a point of sale to cash out customers while increasing their turnover and their conversion rates. Be2bill also positioned as one of the leading players in the fight against fraud.

With over 2,500 customers to date and a Run Rate of over one billion euros, Be2bill reached in the course of 2015 the break-even point with its online offer in France, and is now ideally positioned to accelerate its international development, which already represents 15% of its earnings.

Refocusing on its core activities will enable the Group to devote all of its resources to the development of its B to B products, while ensuring consistent financial resources. The group is going to apply its growth to the creation of synergies between payment, marketing and telecommunications products.

With consolidated revenue up 49% during the first half of the year, B to B activities are growing strongly. The Group will continue to roll out its solutions around a unique area of expertise: *payment marketing*. *Payment marketing* allows merchants to control their sales cycle through the use of solutions enabling them to acquire customers before the sale (direct marketing), to optimise their payment during the sale (payment), and to retain them post sale (direct marketing and telecom).

Now a pure player in financial technologies, the Group is accompanying this new strategic direction with a name change. Thus, upon approval of the Extraordinary General Meeting of October 28, 2015, RENTABILIWEB GROUP will become DALENYS, an institutional and international brand symbolising its ambitions in a rapidly expanding sector. A complete overhaul of the Group's graphical and marketing identity, products and services will accompany the name change. This transformation will be completed in legal terms, before the end of the year.



B to C division disposal

Within a few years the B to C division was able to establish a portfolio of website publishing activities (astrology, dating, entertainment, online communities, etc.) that was varied and profitable. This division's generation of free cash flows enabled the Group to develop innovative B to B products - its payment offer - without debt or equity financing. It is now strategic for the Group's development to rely on a consistent offer with high potential.

By a protocol signed on September 21, 2015, Arion Entertainment, has been acquired by the managers as part of a management buy-out, for €30 million excluding net cash, which may increase via earn-outs and depending on the achievement of reasonable objectives, to €49 million. This sale price, paid quarterly over 6 years, also includes €3 million of financial interests. This acquisition price is higher than the balance sheet value of the division, and the operation will thus be neutral with regards to the Group's equity.

Prospects for the end of the 2015 fiscal year

Building on this strategic refocusing, the Group aims to continue its strong growth in both revenue and market share.

The group upholds its installed Run Rate ambition for 31 December 2015 of between €1.5bn and €1.7bn, together with a signed Run Rate of between €2.6bn and €3bn.

Jean-Baptiste Descroix-Vernier, RENTABILIWEB Chairman and founder, says, *"Financial technologies have always been at the heart of our business. Today we have more than 5,500 clients using our B to B solutions, half of them using the online payment activity, which reached its break-even point in France this year. The disposal of the B to C division is taking place under favourable conditions. This marks the culmination of a determined strategy initiated several years ago. The next phase is to make DALENYS one of Europe's Fintech leaders."*

A presentation detailing the strategic plan implemented by management, as well as the Group's new visual identity, will be held between late October and early November 2015 in Paris.

See the press release on the Group's corporate website: <https://rentabiliweb-group.com/en/?p=10635>

About RENTABILIWEB

Created in 2002 by Jean-Baptiste-Descroix Vernier, RENTABILIWEB is one of Europe's major players in payment and digital content monetisation. Comprised of over 270 employees in France and abroad, listed on the Euronext Brussels and Paris stock exchange (compartment C), the group rigorously applies the ten principles established by the UN as an adherent to the Global Compact. RENTABILIWEB is eligible for FCPI investment funds, and has the "Innovative Company" label from OSEO.

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