



## **RENTABILIWEB BECOMES DALENYS**

*New stock symbol (NYS)  
Presentation of scope boundaries  
Business prospects*

Brussels, 28<sup>th</sup> October, 2015, 5:35 pm

### **Regulated information**

The Extraordinary General Meeting, which was held today, voted for a change of company name and identity for the Rentabiliweb Group, which will now become Dalenys.

This change follows our business being refocused on the Fintech (financial technology) industry, following the transfer of its B to C division.

This new institutional and international identity reflects the company's enhanced ambitions in rolling out its "Payment marketing" scheme.

A new graphic identity and product and services marketing approach accompanies the name change and will be launched on 3<sup>rd</sup> November, 2015.

From that date, the Dalenys stock symbol will become NYS (the ISIN code remains unchanged). The first official Dalenys trade will be accompanied by a "Bell Ceremony" at the initiative of Euronext in Brussels and Paris, on 3<sup>rd</sup> November prior to the market opening.

### **Presentation of new scope boundaries: Dalenys, partner to the merchants**

Dalenys offers payment solutions that increase merchants' sales via marketing data aggregation and the use of telecommunications tools. These three complementary and synergistic business areas give Dalenys a unique offer in its home market and in Europe.

### **Dalenys Payment**

This activity, marketed under the Be2bill brand, enables merchants to accept bank card transactions online or at point of sale, in France or abroad. Launched in 2011, Be2bill optimizes the merchant conversion rates by adapting to the consumer profiles (one-click payments, 3DS trigger rules, mobile payments, etc.) while reducing any potential fraud.

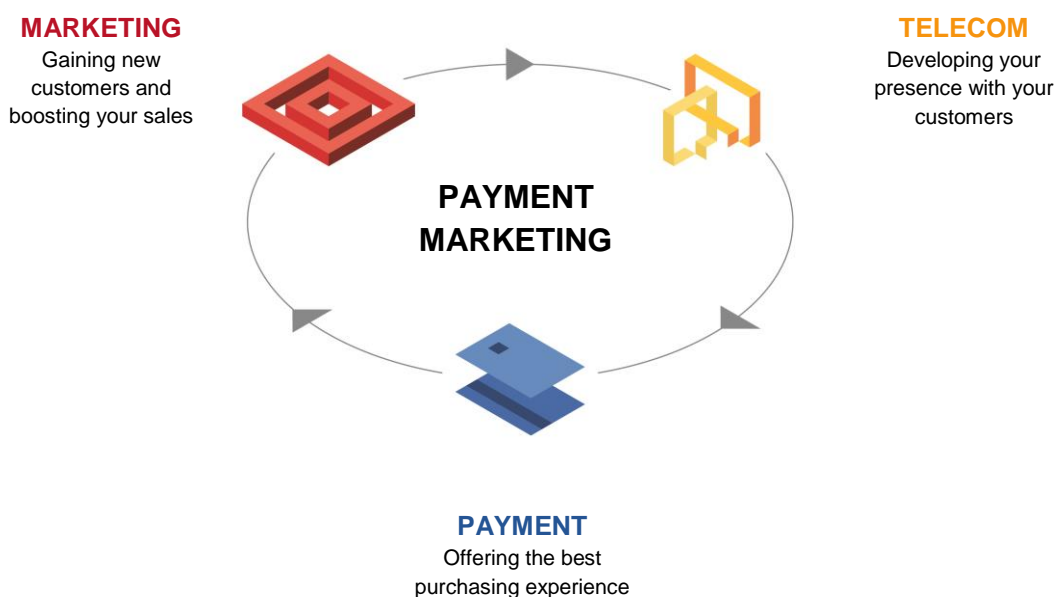
### **Dalenys Marketing**

This activity is complementary to the payment offer and allows merchants to attract new customers and boost sales. Dalenys Marketing includes, amongst other things, an email targeting and retargeting solution (Eperflex) as well as an online community of buyers with more than 1.5 million members (Mailorama). These solutions enable merchants to customize their relationship programs and to reach out to prospective buyers at the right time.

## Dalenys Telecom

Finally, Dalenys Telecom represents all of the company's technologies aimed at developing merchants' presence with their customers. This comprises a set of services for sending high volume SMS and emailing campaigns, or deploying monetization services via telephone.

Payment Marketing illustration



## Financial prospects

### Dalenys Payment: confirmation of the strong growth trend

In 2015 Dalenys Payment will have a fast-growing turnover, conforming with the trend set in the first half of the year, and this applied to all of its schemes (on-line, at point of sale and on mobile). The break-even point was reached for the online payment scheme in France during this 1<sup>st</sup> semester.

Taking into account the growth and performance achieved by the company, Dalenys Payment's total cost-effectiveness will be achieved within the next six months, outwith any new investment.

Noting this success, company management decided to accelerate its expansion internationally and with local businesses. The investment plan will be presented when the annual results will be announced.



In 2015 Dalenys Marketing should achieve a lower turnover than that of the previous year, but the positive trend in the second half of the year should allow a return to growth over the next months.

Finally, Dalenys Telecom's turnover is also growing rapidly, following the knock-on effects of high volume businesses with fixed costs.

The details of the turnover per activity will be announced with the report of the 3rd quarter, on the 5<sup>th</sup> of November.

### **Forthcoming reports**

5<sup>th</sup> November, 2015: Publication of turnover for the third quarter, 2015.

Download the press release on the Group's corporate website:

<https://rentabiliweb-group.com/en/?p=10694>

### **About Dalenys**

Founded in 2002, Dalenys (formerly Rentabiliweb) offers merchants an online and point-of-sale payment solution by credit card, integrating marketing and telecom tools to increase their income. With over 200 employees in France and abroad, publicly traded on Euronext Brussels and Paris (C compartment), the Group rigorously applies the ten principles laid out by the UN Global Compact and is eligible to the FCPI investment funds.

### **Investor relations**

CALYPTUS

Mathieu Calleux

[mathieu.calleux@calyptus.net](mailto:mathieu.calleux@calyptus.net)

+33 1 53 65 37 91

### **Corporate Communications**

IMAGE SEPT

Anne Auchatraire

[aauchatraire@image7.fr](mailto:aauchatraire@image7.fr)

Simon Zaks

[szaks@image7.fr](mailto:szaks@image7.fr)

+33 1 53 70 74 70