

aufeminin

aufeminin - Q1 2016

- **Revenues +37% to €23.9 million**
- **EBITDA +55% to €3.9 million**
- **1.8 pp improvement in the EBITDA margin to 16.4%**

Paris, 21 April, 2016 – Groupe aufeminin (ISIN: FR0004042083, Ticker: FEM), 1st creator of communities, announces its results for the first quarter (to end-March) of 2016.

Marie-Laure Sauty de Chalon, CEO of aufeminin, says: "We are continuing to develop our media brands following clearly-defined strategic routes, notably by expanding their social audience and their international deployment. In the first quarter, the aufeminin group thus recorded a significant increase in its social media audience and doubled its International activity with buoyant organic growth on all of its markets."

Financial summary – published data: consolidation of Livingly Media as of 1st March (post acquisition) in 2015 vs. 1st January in 2016 and reclassification of Smart AdServer, divested on 30 April, 2015, as "net profit from divested activities" in 2015.

In €'000, IFRS	31/3/2016	31/3/2015	Δ
Revenues	23,901	17,386	37%
EBITDA*	3,930	2,535	55%
<i>As a % of revenues</i>	16.4%	14.6%	
Operating profit	2,310	1,488	55%
<i>As a % of revenues</i>	9.7%	8.6%	
Attributable net profit	1,270	966	31%
<i>of which: net profit from divested activities</i>	0	630	

* EBITDA: Earnings Before Interest, Taxes, Depreciation Amortization and other non-recurring operating incomes and expenses

Revenues up +37% to €23.9 million - International activity accounted for 52% of activity

In Q1 2016, the aufeminin group's revenues totalled €23.9m, a substantial increase of +37% compared with the first quarter of last year.

On the French market, aufeminin recorded a slight increase in activity within a lacklustre advertising market environment.

International activities more than doubled to €12.4m and now account for 52% of the Group's total revenues, compared with 34% in Q1 2015. On the main markets:

- in the United States, Livingly Media is continuing to record substantial growth;
- the other international markets are notably benefitting from the upturn in Italy, with the initial results of the insourcing of advertising operations in that country, and the ongoing developments of My Little Paris, in Japan, the United Kingdom and Germany.

EBITDA margin up 180 bp to 16.4%

As expected, the Group has reaped the benefits of the upturn in the profitability of Livingly Media, observable since the second half of 2015 following its strategic repositioning on programmatic, and its Italian subsidiary, impacted in 2015 by the investments associated with the structuring of an in-house advertising department.

The Group's EBITDA was thus up 55% at €3.9m, giving a 180 bp improvement in the EBITDA margin to 16.4%. Operating profit totalled €2.3m, also up 55%, giving a 110 bp improvement in the operating margin to 9.7%.

Once a higher financial result, tax of €1m and substantially lower minority interests are taken into account, attributable net profit was €1.3m, up 31%. The net profit figure for the 1st quarter of 2015 had benefitted from the inclusion of the €0.6m net profit recorded by Smart AdServer, which was divested at the end of April 2015, written down as "net profit from divested activities".

The detailed income statement can be found in the appendix

Next events:

- 28 June 2016: Shareholders' Meeting;
- 21 July 2016, after market: H1 2016 revenues.

<http://corporate.aufeminin.com>

About Groupe aufeminin

1st creator of communities, Groupe aufeminin provides an editorial and community-based offer covering all the most popular topics amongst women: Fashion, Baby, Beauty, Shopping, Cooking, News, Entertainment, etc.

With media brands such as aufeminin, marmiton, My Little Paris, Zimbio.com, Livingly.com and Stylebistro.com, the Group is present in more than 20 countries in Europe, North Africa, North America and South America. Leader on the desktop market with a global audience of 62 million visitors a month, Groupe aufeminin's presence is growing on the mobile market, with 66 million visitors, and tablet market, with 15 million visitors, and is developing its presence on all other platforms, including video, print and social networks⁽¹⁾.

Groupe aufeminin, which is 80.8% owned by the Axel Springer Group, is listed on compartment B of Euronext Paris (ISIN: FR0004042083, Ticker: FEM). In 2015, with 370 staff, the Group recorded revenues of €93m and an EBITDA margin of 25%.

(1) Google Analytics, Groupe aufeminin, no double counting, November 2015

Contacts

Aufeminin

finances@aufeminin.com

Delphine Groll, Head of Group
Communication

delphine.groll@aufeminin.com

Tel: +33 (0)1 53 57 15 52

NewCap

Investor relations:

Mathilde Bohin / Marc Willaume

aufeminin@newcap.eu

Tel: +33 (0)1 44 71 00 13

Appendix

CONSOLIDATED PROFIT & LOSS

In €'000, IFRS	31/3/2016	31/3/2015	Δ
Revenues	23,901	17,386	37%
Staff costs	-7,105	-6,575	
Operating expenses	-12,866	-8,275	
EBITDA ⁽¹⁾	3,930	2,535	55%
<i>As a % of revenues</i>	<i>16.4%</i>	<i>14.6%</i>	
Other operating expenses and incomes	-514	-306	
Amortization & provisions	-1,106	-742	
Operating profit	2,310	1,488	55%
<i>As a % of revenues</i>	<i>9.7%</i>	<i>8.6%</i>	
Net financial income	115	28	
Corporate tax	-990	-890	
Income from discontinued operations ⁽²⁾	0	630	
Income from associates	0	0	
Minority interests	-165	-289	
Attributable net profit	1,270	966	31%
<i>As a % of revenues</i>	<i>5.3%</i>	<i>5.6%</i>	

(1) EBITDA : Earnings Before Interest, Taxes, Depreciation, Amortization and other non-recurring operating incomes and expenses.

(2) Consolidation of Livingly Media as of 1 March, 2015 and divestment of Smart Adserver as of 30 April, 2015. For SmartAdServer, on both exercises, whole contribution was reclassified in " Income from discontinued operations"