

aufeminin

aufeminin: Q2 2016 revenues confirming the fine Q1 trends

Paris, 21 July, 2016 – Groupe aufeminin (ISIN: FR0004042083, Ticker: FEM), 1st creator of communities, announces its revenues for its 1st half to end-June 2016.

Marie-Laure Sauty de Chalon, CEO of aufeminin, says: "The buoyant growth in activity observed during the first half of the year, in contrasting markets, reflects the merits of the aufeminin group's transformation strategy towards, in particular, more social media."

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

€ thousands (unaudited)	H1 2016	H1 2015	Δ	Q2 2016	Q2 2015	Δ	Q1 2016	Q1 2015	Δ
Publishing France	24,698	23,515	5%	13,221	12,091	9.3%	11,477	11,424	0.5%
Publishing International	26,430	18,601	42.1%	14,006	12,640	10.8%	12,424	5,961	108.4%
Total	51,128	42,116	21.4%	27,227	24,731	10.1%	23,901	17,386	37.5%

H1 2016 revenues: +21% to €51.1m - International activity accounted for 52% of activity

In H1 2016, the aufeminin group recorded revenues of €51.1 million, up 21% compared with the 1st half of 2015. In the 2nd quarter, revenues totalled €27.2 million, an increase of +10%.

On the French market, the aufeminin group continued to record highly-satisfactory performances in an environment that remains difficult, albeit with a slight improvement in Q2 2016.

International activity continued to record buoyant growth: +42% to €26.4m over the half:

- in the United States, Livingly Media's strategic repositioning resulted in further substantial growth in activity;
- on the other international markets, the Q1 trends globally continued, with further positive performances notably in Italy and Japan.

Recent events

- On 16 March, Marmiton and MinuteBuzz, via its 100% social food brand Om Nom Nom, joined forces to provide a new food-focussed social brand content video offer, Social Food, that notably provides recipe tutorials and news published in the Marmiton and Om Nom Nom communities on Facebook, Instagram and Pinterest...
- On 21 April, Signe Magazine, the new influencers' bimonthly magazine, entrusted its management to the aufeminin group, notably to market its print and digital advertising space. To preview this new media, in May a special issue of Signe Magazine was inserted in the beautiful box by aufeminin.
- On 28 May, aufeminin and My Little Box organised the first edition of the *Prix Digital de la Beauté* at Get Beauty, the first trade fair for beauty influencers, held at the Parc Floral in Paris. The aufeminin group took this opportunity to announce the launch of Gifted Agency, an agency dedicated to talented people and influencers.
- On 1 June, My Little launched the new meditation app, Mind, that reinvents daily meditation habits, and requires just 10 minutes a day. It can be downloaded for free from the App Store and Google Play.
- From 16 June to 2 July, My Little Paris opened its "Maison de Vacances" (holiday home) in central Paris, offering the possibility to its community to attend real events.

Next publication:

7 September 2016 (after market): results for the 1st half of 2016

<http://corporate.aufeminin.com>

About aufeminin

1st creator of communities, the aufeminin group 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, Merci Alfred, Gifted Agency, Onmeda, Zimbio.com, Livingly.com and Stylebistro.com, the Group is present in more than 20 countries in Europe, North Africa, North America and Latin America. Leader on the desktop market with a global audience of 50 million visitors a month, the aufeminin group's presence is growing on the mobile market, with 77 million visitors, and tablet market, with 17 million visitors, and is developing its presence on all other platforms, including video, print and social networks⁽¹⁾.

The aufeminin group, 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 revenue of €93 million and an EBITDA margin of 25%.

(1) Google Analytics, aufeminin group, no double counting, March 2016

Contacts

Aufeminin

finances@aufeminin.com

Delphine Groll, Head of Group
Communication

delphine.groll@aufeminin.com

Tel: +33 (1) 53 57 15 52

NewCap

Investor relations:

Mathilde Bohin / Marc Willaume

aufeminin@newcap.eu

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