

aufeminin - Q1 2017

- **Revenues: +8% to €25.6 million**
- **EBITDA: €3.0 million**
- **Net cash flow: €2.4 million**

Paris, 20 April, 2017 – 06:00 pm (CEST) - Groupe aufeminin (ISIN: FR0004042083, Ticker: FEM), 1st creator of communities, announces its results for the first quarter of 2017 (to end-March).

Marie-Laure Sauty de Chalon, CEO of aufeminin, says: "The significant increase in revenues, with programmatic advertising and social e-commerce accounting for over two-thirds of revenues over the quarter, reflects the success and necessity of our transformation to successfully meet the challenges of the in-depth mutation of our markets, and in particular the decrease in display advertising investments, and our developments in e-commerce".

Financial summary - published data

€ thousands - IFRS	31/03/2017	31/03/2016
Revenues	25,615	23,773
EBITDA*	2,967	3,868
<i>as a % of revenues</i>	11.6%	16.3%
Operating profit	1,296	2,248
<i>as a % of revenues</i>	5.1%	9.5%
Attributable net profit	757	1,301

* EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

Revenues up +7.7% to €25.6 million - International activity accounted for 53% of activity

In the first quarter of 2017, the aufeminin group's revenues totalled €25.6 million, up +7.7% compared with same period of 2016, with:

- on the French market, revenue growth of over +5% to €12.1 million, driven by the good performances of aufeminin and My Little Paris;
- on international markets, revenue growth of close to 10% to €13.5 million, attributable to the particularly significant growth recorded in the United States by Livingly Media and in Japan by My Little Paris, whilst the change in activity in Europe reflects the ongoing repositioning of our main brands.

Impact of the Group's restructuring and transformation initiated in 2016

The increase in staff costs was a result of the human investments carried out to support the growth of the Group's new activities in France and in Europe, notably in e-commerce, and of the strengthening of the operational teams at MyLittleParis given the development in activity. Staff costs were also affected by the increase in IFRS 2 expenses over the period (+€0.4 million).

The increase in other operating expenses was principally due to audience acquisition for Livingly Media's programmatic advertising activity, which is continuing to record strong growth.

Thus, over a first quarter that traditionally sees weaker activity, EBITDA totalled €3 million in 2017, giving an EBITDA margin of 11.6% vs. 16.3% in the first quarter of 2016.

The detailed income statement can be found in the appendix

Next press release:

- 20 July, 2017 (after market): H1 2017 revenues

<http://corporate.aufeminin.com>

About aufeminin

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

With media brands such as aufeminin, Marmiton, My Little Paris, Merci Alfred, 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.

With a global audience of 149 million monthly visitors (1), the Groupe's presence is gaining momentum on all platforms such as mobile, videos and social networks.

The Groupe aufeminin, which is 78.43% owned by the Axel Springer group, is listed on compartment B of Euronext Paris (ISIN: FR0004042083, Ticker: FEM). In 2016, the Group recorded revenue of €107 million and an EBITDA of €24.7 million.

[1] Source: Google Analytics, Groupe aufeminin - without deduplication – January 2017

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Appendice

CONSOLIDATED PROFIT & LOSS

In €'000, IFRS	31/3/2017	31/3/2016
Revenues	25,615	23,773
Staff costs	-8,258	-7,073
Operating expenses	-14,622	-12,953
EBITDA ⁽¹⁾	2,967	3,868
<i>As a % of revenues</i>	<i>11.6%</i>	<i>16.3%</i>
Other operating expenses and incomes	- 355	-514
Amortization & provisions	-1,322	-1,106
Operating profit	1,296	2,248
<i>As a % of revenues</i>	<i>5.1%</i>	<i>9.5%</i>
Net financial income	153	114
Corporate tax	-554	-990
Income from discontinued operations ⁽²⁾	3	63
Minority interests	-140	-134
Attributable net profit	757	1,301
<i>As a % of revenues</i>	<i>3,0%</i>	<i>5.5%</i>

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

(2) Divestment of Polish subsidiary in March 2017