

# aufeminin

## **aufeminin increases its My Little Paris stake from 73.7% to 91.3%**

**Paris, 19 October, 2017 – Groupe aufeminin (ISIN: FR0004042083, Ticker: FEM)**, 1<sup>st</sup> creator of communities, today announces that it has increased its stake in My Little Paris, already controlled, from 73.7% to 91.3% (on a non-diluted basis).

In accordance with My Little Paris founders, the aufeminin group today acquired an additional 17.6% of My Little Paris, paid for in cash. This operation is totally financed through the Group's cash position.

As a reminder, My Little Paris, a French company with 130 employees, has created a community of more than 4 million subscribers. Created in 2008, after a daily newsletter containing ideas and useful addresses in Paris, the concept was rapidly expanded beyond Paris to other cities (Lyon, Marseille) and other topics (Wedding, Kids, and Merci Alfred on the men's market). The model is that of a media with ultra-incorporated advertising formats as well as e-commerce with a model including a monthly subscription to boxes, marketed in France and abroad. This merger enabled aufeminin to grow its communities via a highly affinity-based dimension and to enhance its presence within the high-added-value e-commerce universe.

### **About aufeminin**

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1<sup>st</sup> creator of communities, the Groupe aufeminin provides an editorial and community-based offer covering mainly : 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 133 million monthly visitors (1), the Groupe's presence is gaining momentum on all platforms such as mobile, videos and social networks and strengthens its diversification strategy through ecommerce, programmatic and brand publishing pillars.

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 – August 2017

<http://corporate.aufeminin.com>

### **Contacts**

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