

aufeminin

aufeminin - Q1 2018 – stable performance impacted by exchange rates

- **Revenues: €25.1 million, -2% actual and +2.2% at constant currency**
- **Operating costs under control: EBITDA of €2.3 million, margin of 9.3%**

Paris, 19 April 2018 - 6 pm CEST - Groupe aufeminin (ISIN: FR0004042083, Ticker: FEM), 1st creator of communities, announces its results for the first quarter of 2018 (to end-March).

Marie-Laure Sauty de Chalon, CEO of aufeminin, says: "The aufeminin group is continuing its strategic refocusing on programmatic advertising and social e-commerce. The Group recorded significant growth in activity on these two segments over the quarter whilst simultaneously continuing to adapt its operational cost structures to this model".

Financial summary - published data

€ thousands – IFRS	31/03/2018	31/03/2017
Revenues	25,111	25,615
EBITDA*	2,333	2,967
<i>as a % of revenues</i>	9.3%	11.6%
Operating profit	724	1,296
<i>as a % of revenues</i>	2.9%	5.1%
Net profit group share	153	757

* EBITDA results from operating income minus expenses, non-recurring operating income, amortisation and provisions.

Revenues of €25.1 million, -2% in actual terms and +2.2% at constant currency

The refocusing of the Group's growth model on programmatic advertising and social e-commerce is paying off, with both of these key business segments seeing an improvement.

In the first quarter of 2018, the aufeminin group's revenues totalled €25.1 million, down 2% in actual terms but up 2.2% at constant currency:

- on the French market, revenue totalled €12.2 million, up 1.4%, a performance notably attributable to the solid growth recorded by Aufeminin, Marmiton and Gambettes box;
- in Europe, on a like-for-like basis, the Group recorded a slight increase in its activities despite the fall in Direct Media activity;
- on the other international markets, the Group's activity was up 7% at constant currency, notably driven by the growth recorded by My Little Box in Japan.

Stable operating costs – EBITDA of €2.3 million, margin of 9.3%

The Group is continuing to streamline its operating structure in order to adapt it to its growth model. Personnel costs were thus down 4%, at €8 million. Other operating costs only increased by 3%, principally associated with the direct costs of social e-commerce activities. Restated for this effect, operating costs were also down in the first quarter.

EBITDA totalled €2.3 million in the first quarter of 2018, giving an EBITDA margin of 9.3%, impacted by the seasonal effect and the fall in Direct Media activity.

The detailed income statement can be found in the appendix

Next press release:

- 19 July, 2018 (after market): H1 2018 revenues

About aufeminin

1st 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.

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.

My Little box : <https://www.mylittlebox.fr/>

Gambettes box : <https://www.gambettesbox.fr/>

Loom: <https://www.loom.fr/>

Edie & Watson : <https://www.edie-et-watson.com/>

Gretel box : <https://www.gretel-box.com/>

Beautiful Box by aufeminin : <https://www.beautiful-box.com/>

The Groupe aufeminin, which is 78.31% owned by the Axel Springer group, is listed on compartment B of Euronext Paris (ISIN: FR0004042083, Ticker: FEM). In 2017, the Group recorded revenue of €113.5 million and an EBITDA of €21.3 million.

<http://corporate.aufeminin.com>

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Appendice

CONSOLIDATED PROFIT & LOSS

In €'000, IFRS	31/3/2018	31/3/2017
Revenues	25,111	25,615
Staff costs	-7,957	-8,258
Operating expenses	-14,821	-14,390
EBITDA ⁽¹⁾	2,333	2,967
<i>As a % of revenues</i>	<i>9.3%</i>	<i>11.6%</i>
Other operating expenses and incomes	- 308	- 355
Amortization & provisions	-1,301	-1,322
Operating profit	724	1,296
<i>As a % of revenues</i>	<i>2.9%</i>	<i>5.1%</i>
Net financial income	188	153
Corporate tax	-743	-554
Income from discontinued operations ⁽²⁾	0	3
Minority interests	-16	-140
Attributable net profit	153	757
<i>As a % of revenues</i>	<i>0.6%</i>	<i>3.0%</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