

**VERY STRONG REVENUE GROWTH  
HIGHER THAN EXPECTED: +15.9% IN 2009**

Exclusively organic growth  
Progress made across all the Group's business lines

**BRUSSELS, February 23rd, 2010 -**

The Rentabiliweb Group, Europe's audience monetization specialist, is releasing its revenues for 2009 today.

€'000	2009	2008	Δ%
<b>Revenues</b>	<b>65,216</b>	<b>56,268</b>	<b>+15.9%</b>
<i>Of which, third-party audience monetization (B to B)</i>	24,552	23,753	+3.4%
<i>Of which, proprietary audience monetization (B to C)</i>	40,523	32,515	+24.6%

In an uncertain economic environment, hitting consumer spending and forcing advertisers to rationalize their advertising investments, the Rentabiliweb Group achieved very strong growth in its consolidated revenues over 2009, up by nearly 16%.

This performance, coming in higher than expected by analysts and generated exclusively through organic growth, has been driven both by B to B monetization service provider activities (client audience monetization) and by B to C entertainment website publishing activities (proprietary audience monetization).

**B to B – provision of monetization services**

The business providing monetization services for third parties (B to B) saw its revenues climb +3.4% over the year, as expected, thanks more specifically to a particularly dynamic fourth quarter with €6,6M million (+14% in relation to Q4 2008).

Business has been driven by the dynamic development of performance solutions, and more specifically email and text loyalty programs, as well as cash-back solutions such as [www.mailorama.fr](http://www.mailorama.fr) and [www.textorama.com](http://www.textorama.com), with continued growth over the year, coming in at +53.5%.

Indeed, since the start of 2009, Mailorama has continued to post significant growth in its revenues and active members, as well as an increase in new contracts with first-rate partners. Nielsen has ranked it as France's number one cash-back site, with an audience of nearly 1.6 million unique visitors per month in France for September 2009, representing 350,000 more unique visitors each month than the leading rival offering on the market.

At the same time, drawing on nearly eight years experience and excellence in audience monetization for its partners online and on mobile phones, Rentabiliweb launched a range of innovative and tailor-made solutions for traditional mass media (radio, press, TV) in the fourth quarter of 2009, enabling them to communicate on a massive scale with their clients, and to build the loyalty and profitability of their audience.

Thanks to this new business, the Group has a unique positioning, meaning that it is able to offer profitable interactive voice services and text+ services for all on and off-line audiences, whatever the media concerned: internet sites and mobile, radio shows, reality TV shows, magazine and press relays, etc.

Indeed, since rolling out its offering for off-line media, the Group has sealed partnerships with the Lagardère Group (Europe 1, Virgin Radio, RFM, MCM, Virgin 17), the GIE des Indépendants (local radio station group) and the Zed Group among others.

#### **B to C – publishers of entertainment websites**

The publishing business (proprietary audience monetization) recorded +24.6% growth over the year, in line with the performances achieved during the third quarter of 2009, with €12.1M million for the fourth quarter (+53.8% in relation to Q4 2008).

This dynamic performance reflects the ongoing advertising and promotional investments made since the start of the year, and clearly ramped up during the second half, in addition to the launch of attractive trial and subscription offers for web users. Furthermore, efforts focused during the second half of the year on improving the offers for the Group's affiliated networks, which have contributed towards promoting the best-performing gaming and dating services.

Furthermore, the creation of a global package and a comprehensive range of entertainment sites, combined with the constant and effective management of traffic sources and acquisition costs for clients, have paved the way for cross-selling between the various portfolio sections and helped boost revenues per client. Cross-selling between gaming sites, dating sites and the adult sector has been particularly effective and profitable.

Lastly, this performance reflects the strategic choice to position the Group on buoyant and loyalty-building publishing areas, such as gaming, social networks, dating, personal services and adult content.

*"In a difficult economic climate, Rentabiliweb has, thanks to the quality of its solutions and the appeal of its products, successfully won major deals with outstanding signatures. The Group has achieved a highly sustained rate of organic growth across all its business lines, with a particularly dynamic second half of the year",* confirms Jean-Baptiste Descroix-Vernier, Chairman of the Rentabiliweb Group.

**<http://www.rentabiliweb.org/actualites/?p=1761>**

## About Rentabiliweb

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Founded in 2002, Rentabiliweb is a major player in digital audience monetization.

The Rentabiliweb Group offers Internet professionals and webmasters the largest platform of website traffic monetization services, primarily payment and micropayment solutions. It also runs affiliate programs, offers online advertising space brokerage services and provides renowned expertise in loyalty and Direct Marketing solutions.

Rentabiliweb is also one of the premier French-language publishers, with a bouquet of services spanning the full range of mass-market entertainment, from community services, family games and services for the general public to recommendations for Internet users, personal ads, dating services and more.

In 2009, Rentabiliweb's sales were over € 65 million. The Group is expected to generate continued growth in its annual consolidated EBITDA margin (EBITDA ÷ Sales) in 2009.

For more information, visit: [www.rentabiliweb.org](http://www.rentabiliweb.org)

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