

Marc Schmitz appointed to the executive team of auFeminin.com

Marc Schmitz, 36, has been appointed to the executive team of auFeminin.com, Europe's leading women's portal, as International Managing Director. In addition to his duties as Managing Director of goFeminin.de, therefore, he will assume complete responsibility for the international expansion of the group, effective immediately. Currently, international business accounts for 41 % of the total revenues of auFeminin.com; this share is supposed to be further expanded in the future. Marc Schmitz reports to Marie-Laure Sauty de Chalon, CEO of auFeminin.com.

As Managing Director of goFeminin.de, Marc Schmitz has presided over the establishment and expansion of the portal activities of auFeminin.com in Germany since July 2008. In this position, he is responsible for the online offerings of goFeminin.de, Onmeda.de and bildderfrau.de. Mr. Schmitz, who holds a master's degree in business administration, joined OnVista Media in 2005, where he was in charge of the health portal Onmeda until the company was acquired by goFeminin.de. Prior to that, he worked as a management consultant in the IT sector for several years.

About auFeminin.com

82.2%-owned by Axel Springer Group, auFeminin.com Group is the world's No. 1 publisher of women's websites. It is present in France, Germany, the United Kingdom, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, and Vietnam.

The Group operates the leading network of women's sites, which consists of:

- auFeminin Brand: auFeminin.com sites defined by country, the Marmiton sites and 7 other women's sites published by the Group: SantéAZ, Onmeda, Teemix, Joyce, Voyage bons plans, MyBeautyCase and Bildderfrau. The Group boasts an audience of 35.9 million individual visitors⁽¹⁾ worldwide and 10.0 million individual visitors⁽²⁾ in France.

- auFeminin Partners: women's blogs and sites with an audience of 4.4 million individual visitors⁽²⁾; it is marketed by the auFeminin Group.

The Group also develops and markets SmartAdServer, the leading independent advertisement server in Europe.

The Group generated revenue of EUR 28.8 million in 2009.

auFeminin.com is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

⁽¹⁾source: Comscore August 2010

⁽²⁾source: Nielsen NetRatings August 2010