



Press release August 1st, 2011

Acquisition of Netmums.com makes aufeminin.com the market leader in the UK

aufeminin.com, the No. 1 publisher of women's websites worldwide, has acquired 100 percent of Netmums.com, a leading British parental website. While aufeminin.com is already present in the UK with sofeminine.co.uk, the acquisition reinforces its position as the leading website for women.

Established by three founders in 2000, London-based Netmums.com is a parental website "designed for mums by mums", its main features being editorial content, discussion forums and chats. The Netmums.com website operates on the basis of contributions from its users, and has a UK audience of 0.7 million unique users (7 million page impressions)¹, showing a growth of 36 percent compared to the previous year.

On the basis of this successful, profitable business model, Netmums.com generated in the fiscal year ending April 2011 a turnover of EUR 3.1m.

aufeminin.com has been present in the UK since 2005 with sofeminine.co.uk, which recorded 0.6 million unique visitors¹. The acquisition of Netmums.com makes the aufeminin.com group the market leader and gives it an added competitive edge for advertising clients in realizing Pan-European campaigns.

The current management team around the founders Siobhan Freegard, Cathy Court and Sarah Russell, stays on board and will actively develop the future of the company. Netmums.com will be consolidated in the group's accounts as of August 2011.

(1) Comscore, June 2011

About aufeminin.com

82.25% controlled by the Axel Springer Group, the aufeminin.com Group is the No. 1 publisher of women's websites worldwide and does business in France, Germany, the UK, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, Tunisia and Vietnam. It has an audience of 39,3 million unique visitors (1) from around the world. In Europe, the Group has upgraded its digital offer of services with an aufeminin iPhone app, a Marmiton iPhone app and a m.aufeminin.com website optimised for mobile devices.

aufeminin.com is also the owner of Smart AdServer, which develops and markets premium ad serving solutions to media outlets and publishers for managing web ad display, cell phone and iPad campaigns. Today, Smart AdServer has 250 customers, for a total of 1,500 websites on four continents.

In 2010, the aufeminin.com Group reached turnover of €40.5 million.

aufeminin.com is listed on Compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

(1) Source: comScore, June 2011

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