

Press Release
Paris, August 29, 2011

**2011 First-half results:
Sustained growth and strong profit levels
Turnover: +15%
Operating margin: 32%**

Consolidated non audited simplified P&L

in thousands of euros (non audited)	H1 2011	H1 2010	Chg.	Q2 2011	Q2 2010	Chg.
Advertising	16,316	14,908	+9%	10,081	8,735	+15%
Smart AdServer	5,157	3,815	+35%	2,571	2,080	+24%
Other services	192	223	-14%	123	98	+26%
Foreign currency transactions	330	245	+35%	199	143	+39%
Total turnover	21,996	19,191	+15%	12,974	11,055	+17%
Operating income	7,130	7,293	-2%	5,116	4,776	+7%
Income tax and contributions	(1,769)	(2,565)	-31%	(1,551)	(1,746)	-11%
Net income, Group share	5,609	4,867	+15%	3,712	3,002	+24%

The Group accounts for the first half of the year were approved by the Board of Directors' meeting held on August 29, 2011.

Return to a more sustained growth dynamic in the second quarter

aufeminin.com enjoyed a 15% increase in turnover for the first half of 2011 which came in at €22.0 million compared to a figure of €19.2 million for the first six months of 2010. This entirely organic increase reflects both the return to more sustained growth in advertising in the second quarter (+15%) and the continued fast development of Smart Adserver.

Strong operating margin (32%) and net income (26%) not rocked by high investment levels

aufeminin.com invested heavily during the first half of 2011, working to reinforce its technological leadership with the launch of new product offers (Marmiton app for Android and iPad tablets, new aufeminin iphone application, etc.) and the deployment of its services to connected TV screens. The Group also continued to invest in its international expansion, increasing its presence in Spain and Italy by setting up local editorial and sales teams. Despite this substantial investment, the Group's operating income for the period amounted to €7.1 million for an operating margin of 32%.

This strong operating profitability illustrates the Group's capacity to continue to grow and invest in its future development, whilst at the same time streamlining its costs.

Given the losses carried over in Spain and Italy, aufeminin.com's income tax expense was down over the period at €1.8 million. Up 15% on the first half of 2010, Group net income came in at €5.6 million, resulting in a net margin of 26%.

Outlook: Integration of Netmums.com and continued focus on sustained and profitable growth

On August 1, 2011, aufeminin.com acquired 100 percent of British parental website, Netmums.com. Already present in the UK with sofeminine.co.uk, this latest addition means that the Group now ranks as the market leader by a significant margin.

A close community website that operates on the basis of contributions from its visitors, Netmums.com has a UK audience of 0.7 million unique users⁽¹⁾ and generated a turnover of €3.1 million for the fiscal year ended April 30, 2011.

Its acquisition also gives the aufeminin.com Group a major competitive edge for its Pan-European advertising campaigns.

Despite an uncertain advertising market, aufeminin.com is looking forward to new growth and strong profitability in the second half of 2011.

*The next announcement is scheduled for October 18, 2011, after the close of trading:
Unaudited turnover and operating income for Q3 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 in Europe. Present in France, Germany, the UK, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, Tunisia and Vietnam, it currently reaches an audience of 39.1 million unique site visitors⁽²⁾ around the world.

In Europe, the Group has upgraded its digital offer for mobile devices with an aufeminin iPhone app, a Marmiton iPhone app and its m.aufeminin.com website.

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 posted 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

⁽²⁾ Source: comScore, July 2011

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