

Press release  
Paris, October 18, 2011

**Results from the first 9 months of 2011:  
highly-profitable growth continues  
Turnover: €32 million (+16%)  
Operating margin: 29%**

**Unaudited simplified consolidated income statement**

in €K (unaudited)	9 months 2011*	9 months 2010	Change	Q3 2011*	Q3 2010	Change
Advertising	23,524	21,161	+11%	7,208	6,253	+15%
Smart AdServer	7,672	5,888	+30%	2,515	2,073	+21%
Other services	277	316		84	93	
Foreign currency transactions	513	279		183	34	
<b>Total turnover</b>	<b>31,986</b>	<b>27,644</b>	<b>+16%</b>	<b>9,990</b>	<b>8,453</b>	<b>+18%</b>
<b>Operating income</b>	<b>9,326</b>	<b>9,611</b>	-3%	<b>2,196</b>	<b>2,220</b>	-1%
Income tax	(2,368)	(3,417)	-31%	(599)	(852)	-30%
<b>Group net income</b>	<b>7,338</b>	<b>6,426</b>	+14%	<b>1,729</b>	<b>1,559</b>	+11%

\*Consolidation of Netmums.com beginning 1 August 2011

**Double-digit growth for both advertising and Smart AdServer**

Turnover for aufemina.com in the third quarter of 2011 reached €10.0 million, up 18% compared with the third quarter of 2010, 11% in organic growth. The Group posted double-digit growth in its two businesses, advertising (+15%) and Smart AdServer (+21%).

Over the entire 9-month period, Group turnover stood at €32.0 million, up 16% year-on-year. These numbers reflect strong growth in both advertising (+11%) and Smart AdServer (+30%). Business, which recorded positive growth in France, is particularly active internationally (+32%), in line with the Group's dynamic international development strategy. Aufeminin.com's international business accounted for 48% of its turnover versus 42% one year ago.

**Operating margin of 29% including expenses from the acquisition of Netmums.com.**

With operating income of €9.3 million over the first 9 months of the year, aufeminin.com posted an operating margin of 29%. This margin integrated, in Q3, expenses from the acquisition of Netmums.com, totalling €340,000. Excluding expenses from the acquisition of Netmums.com, the operating margin reaches 30%.

Tax loss carryforwards in Spain and Italy enabled income tax expenses to be reduced. Net income, Group share stood at €7.3 million, up 14%, enabling the Group to record a high net margin of 23%.

### **A rapidly expanding audience surpassing 40 million unique visitors <sup>(1)</sup>**

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The Group's audience continues to grow and in August 2011 it reached 40.2 million unique visitors<sup>(1)</sup> worldwide, which was an increase of 12%.

### **Outlook**

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The consolidation of Netmums.com, a UK site targeting mothers that aufeminin.com acquired on 1 August 2011, was a success and synergies are already in place.

Over the year, aufeminin.com intends to continue its growth, coupled with high profitability.

*Next earnings announcement scheduled for 17 January 2012:  
Turnover in the fourth quarter of 2011*

### **About auFeminin.com**

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82.25%-owned by the Axel Springer Group, the aufeminin.com Group is the no. 1 publisher of online content for women in Europe, with operations in France, Germany, the UK, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco and Vietnam. Its reaches 40.2 million unique<sup>(1)</sup> visitors in the world. In France, the Group extended its digital offering for mobile phones with an aufeminin application for iPhone, a Marmiton application on iPhone and Android, Windows Phone 7, iPad, Android and HP Touch Pad and m.aufeminin.com and m.marmiton.org websites optimised for mobiles. Aufeminin.com is also the owner of Smart AdServer, which develops, markets and sells, for media outlets and publishers, premium adserving solutions for managing web display campaigns, mobiles and the iPad. Smart AdServer currently has 300 clients on 1,500 sites across four continents. The Group aufeminin.com generated turnover of €40.5 million in 2010. AuFeminin.com is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

(1) Source: comScore, August 2011.

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