



Press release
Paris, August 1st 2012

Acquisition of online casting site Etoile Casting by aufeminin.com

The world's leading publisher of websites for women, aufeminin.com has announced the acquisition of 100% of [Etoile Casting](http://EtoileCasting.com), an online casting website.

[Etoile Casting](http://EtoileCasting.com) is a French website that connects artists with more than 2,000 professional partners and casting directors. Subscribers each have an online profile featuring their photo portfolio, artistic CV and demo tapes, and have access to all the site's castings, on a daily basis.

Thanks to its subscriber-based business model, [Etoile Casting](http://EtoileCasting.com) enjoys recurring and profitable business, with a level of margin above 35%, in 2011.

The acquisition of 100% of [Etoile Casting](http://EtoileCasting.com), excluding liquid assets, was paid entirely in cash.

[Etoile Casting](http://EtoileCasting.com) will be consolidated under Group accounts as of 1 August 2012 and the operation will be immediately accretive.

About auFeminin.com

The aufeminin.com Group is 82.25%-held by the Axel Springer Group, and is the world's leading publisher of websites for women with 45.4 million individual site visitors per month worldwide⁽¹⁾, and 13.0 individual visitors per month in France⁽²⁾. It operates in France, Germany, Austria, the United Kingdom, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, Tunisia and Vietnam.

The aufeminin.com Group has an editorial and community-based offer covering the themes preferred by women: Fashion, Baby, Beauty, Shopping, Cooking, News, Society, etc. This offer is available on all media: websites, mobile phones, tablets, TV and print.

The Group is also the owner of Smart AdServer, which develops and markets premium ad serving solutions for media agencies and publishers to manage display campaigns for Web, mobile and iPad/tablets. Smart AdServer currently has 350 clients across four continents.

The Group generated €47 million in revenue in 2011, and is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

⁽¹⁾ Source Comscore May 2012

⁽²⁾ Source Nielsen May 2012

auFeminin.com
finances@aufeminin.com

Actifin
Anaïs de Scitivaux/Emilie Dèbes
edebes@actifin.fr
Tel: +33 (0)1 56 88 11 11